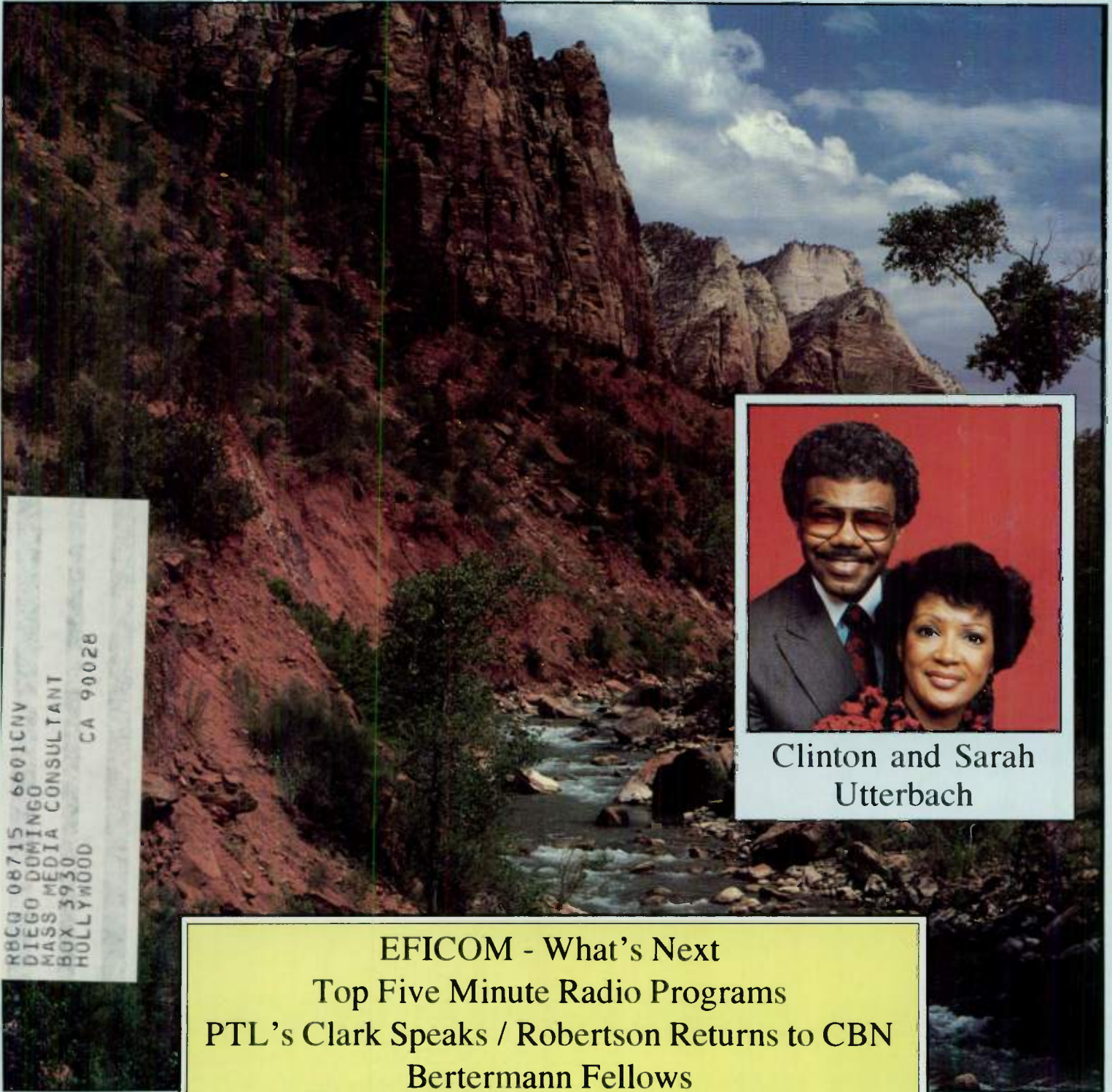


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

June 1988



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HOLLYWOOD CA 90028



Clinton and Sarah
Utterbach

EFICOM - What's Next
Top Five Minute Radio Programs
PTL's Clark Speaks / Robertson Returns to CBN
Bertermann Fellows

CHRISTIAN TELEPHONE FUND RAISING *Specialists*

iiC INFOCISION
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People**

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

Dear Mr. Taylor:

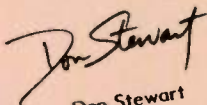
I would like to take this opportunity to express our appreciation to you and your staff of telecommunication professionals for the excellent results we obtained on our recent Ecuador emergency campaign.

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

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

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

In His service,



Don Stewart
President

"25 Years of Healing Human Hurts"
A Division of the Don Stewart Association



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Radio Listings

California

Long Beach

KGFR 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 Millsagle; 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.

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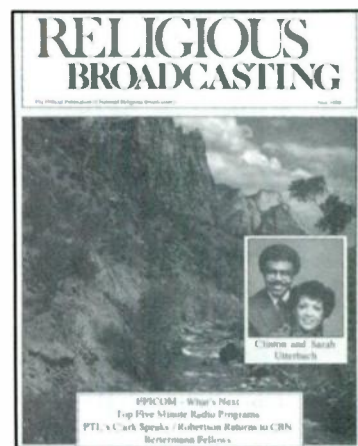
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THE COVER



Holy land scene.
(Photo credit: William Kent, Madison, NJ)
Clinton and Sarah Utterbach, hosts of *Listen to Jesus*, are featured on page 16.

Correction: The April and May Calendar pages listed Youth Congress '88 taking place July 25-29. The correct title of the event is D.C. '88, to be held July 27-31.

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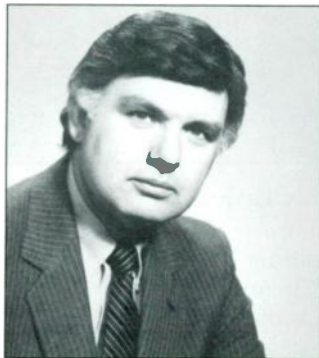
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SIGN ON

An Important Step

This month we begin the implementation of EFICOM. You will be receiving your application soon. The deadline for returning it is September 1, but your cooperation in getting it back as soon as possible will be very helpful.

EFICOM represents an important step for the NRB because we have never had such an intense focus on accountability before. It is new and uncharted waters for us. But as any organization matures and changes, refinements are necessary to accommodate growth and new realities. EFICOM is a positive step for the NRB and there is no doubt it will strengthen us.



The question has been raised by some members as to whether or not we really have the will to make the tough decisions that will obviously arise. To me, that's a part of the new reality. If we are to regain and maintain the stature of Christian broadcasting we must be willing to make these decisions. As I talk to members of the NRB and work with the executive committee, I have no doubt that the implementation of EFICOM will be taken very seriously.

As I see it, compliance will range from very simple to very difficult. Some members already have the kind of accounting structure in place that will make compliance easy. For others, various kinds of changes will have to be made to bring their organization into compliance. However difficult, I encourage you to be willing to make the changes. The EFICOM standard is a good one to use for your organization and compliance will give you a good structure to build on. It is not a time to pull away, but rather a time for all of us to stand together, strong and united.

We must all understand however, that EFICOM has its limitations. We must understand that moral failure and financial indiscretion are spiritual problems. To think that EFICOM will prevent all moral failure or all financial indiscretion is unrealistic to say the least. Spiritual problems must be dealt with in prayer and building a right relationship with God. But with EFICOM we have a means of more consistently dealing with problems we are confronted with and the financial accountability structure of EFICOM will provide the kind of disclosure necessary to raise the red flags when a ministry is drifting close to the edge or when prospective members are simply not qualified.

I want to say thank you to all those who have spent so many hours getting EFICOM to this point. It has not been easy. We should be very grateful to those who have given so unselfishly of their time. I am grateful for the cooperative spirit between the NRB and ECFA. I value their years of expertise of which we are the beneficiaries as they administrate EFICOM. It is a healthy partnership that will be a blessing to both organizations.

Finally, please pray as we begin the implementation process. It is a big task and an important one. May God bless you.

Jerry Rose
President
National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 20, No. 6

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

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

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

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

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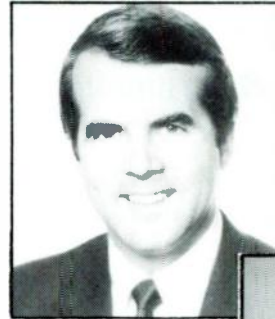
AM-800
OKLAHOMA CITY

WFCV

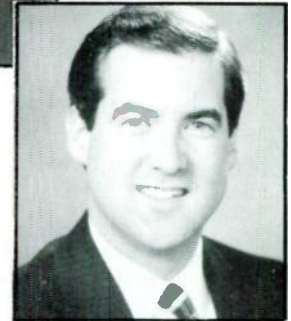
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At **BBC** we believe a Christian staff should be dedicated to the Lord and consecrated to His purpose; but we also believe it takes people who have the training and possess the talent to be really **good** at what they do. It takes people who regard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



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NRB FORUM

On EFICOM & Swindoll

Dear Editor:

Thank you for the very able leadership you gave to the National Religious Broadcasters convention, especially as it was piloted through the very critical waters of adopting a new ethics and financial accountability policy. This, as we well know, has come none too soon, and I trust it will begin to be a very important force for credibility in the days ahead.

I particularly appreciated the closing anniversary banquet with Chuck Swindoll. It was the most inspirational and spiritual experience I have had at one of those banquets. I trust this can be duplicated in format and content in the future.

God bless you as you continue to give leadership to this very important ministry.

Sterling Huston
Billy Graham Evang. Assoc.
Minneapolis, Minnesota

Exclusivity

Dear Editor:

The answer to Larry Burkett's question ("Exclusivity: Right or Might?") in the March 1988 issue of *Religious Broadcasting* is "No! It's neither right nor might."

As a Christian commercial radio station owner and operator, I have never engaged in a policy of exclusivity for any program or advertiser which would prohibit clients from freely moving to any other radio station in this marketplace. Larry confuses, however, programming with advertising products.

The restraints of trade laws, to use the illustration from the article, require that publishers of products, such as books and tapes, be permitted to buy advertising from any media who will sell it.

On the other hand, the local

bookstore, and in this case the local radio station, has a free marketplace right to refuse to sell that book or product which is so readily available in every other store.

There is another law, by the FCC, that applies with regard to broadcast station licensees. The FCC requires us to program to the public need and interest. Stations have not only the right to select programming, but the FCC expects us to provide programming that is not already available on every other station in the same marketplace. For 30 years WDAC listeners have requested that I place Paul Harvey on WDAC. Since he is heard daily on another Lancaster station through a different network, he is not available to WDAC. To air his program would be to duplicate a programming service already provided to this community.

Conversely, Donald Cole is heard on WDAC through the Moody Broadcasting Network, so that people have the choice of hearing either Paul Harvey or Donald Cole, or both, presuming they have radio sets that are tunable.

The FCC holds WDAC responsible only for the Lancaster metropolitan market to provide "programming which meets the public need and interest." WDAC is not held accountable for meeting the programming needs of the listeners in the other 40 counties in our four-state coverage area.

Some of the Christian program producers heard on WDAC are heard on a dozen of the other 40 Christian radio stations located in our coverage area. Non-duplication applies only to our immediate city of license, not to our entire coverage area.

Larry's Biblical principle that "God's message is 'others first'" is absolutely true. Since there are over 1,000 Christian program producers in the U.S., they should not be denied access to 1,393 Christian stations simply because the most popular 100 program producers wish to be on several stations per market in order to maintain exclusivity of all the marketplaces for

their own support base.

Perhaps a key point in the article could be paraphrased like this: "It would be a shame for 900 of Christianity's program producers to be bypassed by God because the other 100 program producers were impeding the spread of the Gospel to protect their market share."

The answer to the question of "Right or Might?" hinges largely on whose ox is being gored. I applaud the free exchange of ideas and a growing spirit of good will and cooperation among station owners, program producers, and their agencies.

Can we balance the need to program each station "in the public need and interest" with the desire of our listeners to hear the most effective presentation of the Gospel that's available?

Paul R. Hollinger
Radio Station WDAC
Lancaster, Pennsylvania

Convention Credits

Dear Editor:

Congratulations on an outstanding 1988 NRB convention. It was the best yet. Carol and I both enjoyed the sessions as well as the workshops. You and your staff did a superb job.

Don W. Vernon
Christian Television Mission
Springfield, Missouri

Dear Editor:

It is with the most sincere pleasure I write to congratulate you on the successful NRB convention this year. I have come away from it greatly impressed with the cordiality of your staff and their wonderful hospitality. It was an experience I am not likely to forget.

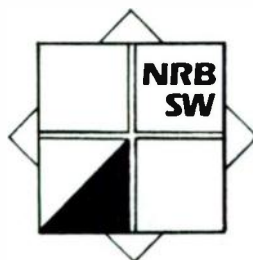
Kuo Che
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WASHINGTON



by Richard E. Wiley

Commission Stands By Its Affirmative Action Policies in Licensing, Renewals

In a series of decisions released in April, the Federal Communications Commission has reaffirmed its commitment to affirmative action rules and policies, including requirements that broadcasters work to recruit minorities and women.

The decisions resulted from rulings earlier this year that imposed Equal Employment Opportunity (EEO) reporting conditions on the license renewals for a dozen Southern television stations. The rulings stemmed from petitions to deny renewal filed by the National Black Media Coalition.

The 12 stations are: WNCT-TV, Greenville, N.C.; WTTK-TV, Manassas, VA; WTGL-TV, Cocoa, FL; WNFT-TV, Jacksonville, FL; WJTC-TV, Pensacola, FL; WTWC-TV, Tallahassee, FL; WXEL-TV, West Palm Beach, FL; KETS-TV, Little Rock, AR; WLPB-TV, Baton Rouge, LA; WYES-TV, New Orleans, LA; WUNC-TV, Chapel Hill, N.C.; and WHNS-TV, Asheville, N.C.

In each case, the National Black Media Coalition had alleged that the station's efforts to recruit and hire minorities were not adequate. According to the Commission, there was no evidence that any of these operations had acted in a discriminatory manner. The agency concluded, however, that each of the stations required further monitoring to ensure continued improvements in their equal employment programs. The licensees were required to file periodic reports with the Commission.

Continuing Efforts Required

FCC rules (Section 73.2080) require broadcast licensees to refrain from employment discrimination and to establish and maintain an affirmative action program. The program must reflect a continuing effort to recruit, employ and promote qualified women and minorities.

The Commission reiterated in the April decisions that a licensee may not, without risking sanctions, cease its efforts to recruit minorities and females. Even a broadcaster that surpasses the Commission's EEO processing guidelines must continue such recruiting. These guidelines provide that FCC staff will review a station's EEO program if full-time employment of minorities and/or women does not amount to at least 50 percent of the overall presence of those groups in the station area's labor force.

"Self-Assessment" Urged

One of the decisions, released April 4, arose from the National Black Media Coalition's petition to deny renewal at KETS-TV in Little Rock, Arkansas, licensed to the

Arkansas Educational Television (AET). There, the Commission noted that the licensee contacted numerous referral services, including the Urban League and the NAACP. The relevant labor force is 14.5 percent minority, and 13.3 percent of AET employees are described as minority.

Thus, minority representation at KETS-TV far exceeded the Commission's guidelines—both overall and in upper-level positions—throughout the licensing term. However, none of the 18 persons hired during 1986 by the station were minorities.

AET indicated in its renewal application that it would continue to utilize many of the same recruitment sources used in 1986 to attract minority and female candidates. The Commission concluded that by continuing to use referral sources that had not produced any minority hires in 1986, AET was not engaging in "meaningful self-assessment." Therefore, even though AET exceeded the Commission's parity guidelines throughout the licensing term, AET did not satisfy the Commission that it was making adequate EEO efforts.

Reporting Conditions Imposed

The FCC chose, accordingly, to impose reporting conditions on AET. AET is required to provide reports to the agency, on May 1, 1989, and November 1, 1990, containing a list of all job vacancies filled during the preceding twelve-month period. The Arkansas broadcaster must indicate the race or national origin and referral source of each applicant (including each person hired).

In sharp contrast, the Commission did not impose reporting requirements on a Shreveport, Louisiana renewal applicant that had hired no minorities among its nine hires in 1986. Moreover, the station was just slightly above 50 percent of parity (15.6 percent minority employees in a metropolitan labor force that is 30.6 percent minority).

The difference in treatment stemmed from the recruiting efforts mounted by the Louisiana station. The Commission deemed the recruiting program to be sufficient and did not impose reporting requirements on that licensee. "Recruitment efforts during the licensing term [produced] expressions of interest for employment from 22 students, 11 of whom were black," the FCC said.

In view of these recent Commission deadlines, all licensees should review their compliance with the FCC's processing guidelines and also monitor closely the flow of applica-

tions from minorities.

Children's Programming

Congress long has been interested in affirmative action requirements imposed on broadcasters. Another area of interest has been children's television programming. Congressional staff members recently have been circulating a bill that would require the FCC to consider a licensee's programming efforts for children as part of the license renewal process.

Since last fall, key lawmakers have been sponsoring legislative proposals aimed at curbing perceived abuses in children's television programming. The most recent bill, H.R. 3966, would require the FCC to initiate a rulemaking proceeding to prescribe standards for children's programming and advertising on commercial television stations. At a minimum, these standards would limit the amount of advertising in children's programming to not more than 10 minutes per hour on weekends, and not more than 12 minutes per hour on weekdays.

In addition, licensees would have to assure adequate separation between program content and commercial messages. The legislation also would preclude licensees from engaging in any practices involving host-selling, tie-ins, or the promotion, during commercial breaks, of products that are based on program characters.

The most controversial provision of H.R. 3966 states that the FCC shall be required to consider, as part of the license renewal process, the extent to which licensees have complied with the above standards, and the extent to which they have provided programming that serves the educational and informational needs of children.

The National Association of Broadcasters and other industry leaders strongly oppose any children's programming provision that is linked to license renewal. At press time, continuing efforts were being made by the industry to bring about a revision of the proposed legislation that would eliminate the renewal and some aspects of the advertising provisions.

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. He was assisted in preparing this article by Lawrence H. Parks, an associate in Mr. Wiley's firm.

Stuart Gaines Broadcasting Corporation

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Three Cheers for EFICOM

by Ben Armstrong

A recent article in *TV Guide* announced "cheers and jeers" for NRB's establishment of the Ethics and Financial Integrity Commission (EFICOM). They were cheering us for establishing guidelines for self-regulation for religious broadcasting, but jeering us for starting these efforts belatedly after the PTL scandal. What they failed to recognize is that these standards are not a belated effort: The Code of Ethics of NRB has been our self-regulating guideline ever since NRB was founded in 1944. In addition, the initial board decision to formulate EFICOM came *before* the PTL scandal.

NRB has now established specific guidelines to regulate religious broadcasting to meet the challenges of the ever-changing field of finance and fund raising. We have literally given "teeth" to our long-standing Code of Ethics. In other words, we have reinforced the principles and guidelines that have guided NRB and its broadcast members since its inception.

Forty-Five Year History

The public moral failures of Jim Bakker and Jimmy Swaggart have tended to make the press overlook the fact that NRB has had an exemplary track record for over 40 years. No one can call into question the integrity of such past giants as M. R. DeHaan, Theodore Epp, Charles Fuller, Rudy Bertermann or current long-time broadcasters like Billy Graham, Thomas Zimmerman, Oswald Hoffmann, Warren Wiersbe or more recent broadcasters like James Dobson, Charles Swindoll and James Kennedy. It is this tradition of spiritual fervency, personal integrity and financial accountability which is the real hallmark of religious broadcasting.

In reality, the establishment of

EFICOM is merely a logical extension of the concepts and principles of NRB itself. What we represent as an organization is the embodiment of the principles and practices of a Christian ministry applied to the technical field of broadcasting. Therefore, the establishment of EFICOM is an "ark of safety" designed for the protection of every religious broadcaster. It is not our intention to set standards that are impossible to attain, but to see to it that each member organization is protected by meeting acceptable standards of accountability.

Third Wave Coming

The unfortunate personal indiscretions of Bakker and Swaggart precipitated two waves of media criticism of televangelists. The first wave hit in March 1987 when Bakker resigned at PTL and the second wave came in February 1988 when Swaggart temporarily stepped down from his ministry in Baton Rouge. Many of the criticisms of these two men were certainly legitimate, but they also unleashed an unfair attack against all televangelists in general.

I now foresee a third wave of media attention being focused on religious broadcasters in relation to the possible bankruptcy and tenuous future of PTL and the announced return of Rev. Swaggart as the speaker on his telecast. These events will again focus attention on the serious issues related to financial accountability and personal integrity. The related issue of true repentance and restoration to the ministry will also likely receive a great deal of attention as well. In regard to this I am encouraged by the restoration to the ministry of Rev. Gordon McDonald who was recently re-ordained by his former church after a time of proper and thorough evaluation.

It is for these very reasons that the effective implementation of EFICOM is so essential to the future of religious broadcasting. While we certainly expect Christian broadcasters to live in accordance with the message they preach, we must take the position of Sir Winston Churchill, who once said that it is not what we *expect*, but what we *inspect* that really matters.

Value of EFICOM

The purpose of EFICOM is to establish and enforce standards of self-regulation for religious broadcasters which will enable us to help one another avoid future incidents like those of the past two years. While we cannot possibly police the individual behavior of every NRB member, we can certainly withdraw or withhold membership from those who do not meet standards of acceptable behavior or practice.

As we now begin receiving applications for EFICOM approval, it is our sincere hope that all our member organizations will cooperate in a spirit of joyful participation for the good of all religious broadcasters everywhere. The value of self-regulation is that it eliminates the need for external or governmental regulation.

With the implementation of EFICOM, a new day has dawned for religious broadcasting in America. We now have the effective means by which to provide the kind of self-regulation which can become a model for the entire broadcasting industry. We also have an opportunity to become a model of integrity and self-regulation for Christian ministries of all kinds. May God help us as we move in this direction for the advancement of His Kingdom.

Ben Armstrong is executive director of NRB.

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?

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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.



EFICOM

**What's
Next**

by Anne Dunlap

We've worked hard for EFICOM these past 18 months. Now it's time to let EFICOM work for you. Religious broadcasting's own ethical and financial standards program is in place and ready to go.

With a June 1 mailing to the NRB membership, the Ethics and Financial Integrity Commission takes on substance as well as form, and it's you, the members of NRB, who will give it life. Membership in EFICOM, now a part of the NRB Code of Ethics, is mandatory for all 501(c)(3) nonprofit organizations to hold membership in NRB.

Since February 3 when the NRB membership voted virtually unanimously to adopt the self-regulatory code of standards, the headquarters office has been handling a multitude of calls from persons wanting to know "How can I join?" Interest and the spirit of cooperation we sense are encouraging.

Postcards were mailed May 13 to the entire NRB membership to determine which organizations are classified as 501(c)(3) tax exempt under the Internal Revenue Code. Based on this response, application forms were then mailed June 1 to all of those with nonprofit status. A 90-day grace period, extending to September 1, 1988, gives every member sufficient time to return the completed application with appropriate documentation to comply.

When you receive the application form, take time to study the accompanying booklet which details the EFICOM bylaws. Three basic criteria are used to evaluate for accreditation purposes: stewardship, accounting and financial reporting, and fund raising. Misunderstandings, misreadings and mistakes can be minimized or avoided with a phone call to the EFICOM offices at 1-800-3BE-WISE or 703-435-8888. EFICOM forms are being processed through the suburban Washington, D.C. offices of the Evangelical Council for Financial Accountability (ECFA) under the direction of Dr. Arthur C. Borden, administrator. Any written inquiries should be sent to

EFICOM, PO Box 17456, Washington, D.C. 20041.

Remember...this is *your* program, intended to help you and your ministry be the best it can be. Careful reading of the bylaws will not only clarify any questions you may have, but will also acquaint you with the overall substance and purpose of EFICOM's commitment to standards of excellence.

Applying

The four-page application form is designed to be completed with a minimum of time and effort. Many questions involve simply checking a box "Yes" or "No" or filling in the blanks. The form is divided basically into four sections: I - Acceptance of EFICOM Principles; II - Board Compensation; III - Financial Disclosure; and IV - Administration. Any requested documentation is clearly noted throughout the form, with a checklist on Page 1 to help assure that all necessary attachments and information are in order.

The following documentation is needed:

- 1) Completed application form
- 2) Explanations of certain questions
- 3) List of board members
- 4) Most recent financial statement
- 5) Most recent annual report
- 6) Salaries of officers, directors and principals (kept strictly confidential)
- 7) IRS letter
- 8) Organization's bylaws
- 9) Member fee

In light of this new direction in disclosure for religious broadcasters, it is important to remember that all documents submitted are for confidential consideration by EFICOM staff only. Information can only be released to the public upon your organization's consent.

The final application must be signed by both the chief executive and the chief financial officer of the organization. The final step is determining your application fee based on the fee schedule listed on the last page of the EFICOM bylaws booklet. All member fees are based on annual cash

contribution income. Other income, including income in kind, should not be used. Return the fee with the application to: Ethics and Financial Integrity Commission, PO Box 17456, Washington, D.C. 20041.

Processing

The "hard" part is over.

Upon being received at the EFICOM office, your application is routinely processed by the staff. Reports on all applications are then submitted regularly to the nine-member panel of EFICOM Commissioners. It is at the Commission level that any cases are reviewed in which applicants or existing NRB members may not conform to EFICOM standards.

Charter members of the Commission, who were nominated by the Executive Committee of NRB and ratified by the Board of Directors, are: Dr. Thomas Zimmerman, Lausanne Committee for World Evangelization (USA), Springfield, MO, chairman; John Mendler, Lambrides, Samson & Mendler, Woodbury, NY, vice chairman; Dr. Carl Richardson, Carl Richardson Ministries, Brandon, FL, secretary; Marvin Beckman, Moody Bible Institute, Chicago, IL; Dr. David Clark, PTL, Fort Mill, SC; Dr. B. Sam Hart, Grand Old Gospel Fellowship, Philadelphia, PA; Dr. Howard Jones, Hour of Freedom, Oberlin, OH; Sam Moore, Thomas Nelson Publishers, Nashville, TN; and Dr. Jose Reyes, Voz de Salvacion, Cleveland, TN.

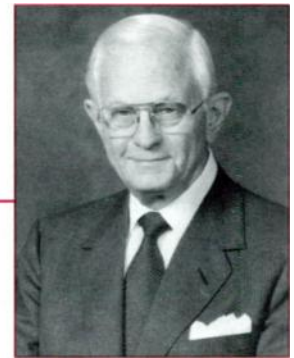
Upon acceptance as a member into EFICOM, your organization will receive the EFICOM seal and other membership credentials. These credentials remain the property of EFICOM. Their use in fund raising and promotional purposes represents your official certification as being responsible and in good faith compliance with EFICOM standards.

You have earned the "stamp of approval" of your peers. Wear it proudly in witness to them and your public.

Anne Dunlap is Administrative Assistant for National Religious Broadcasters, Morristown, New Jersey.

PROFILE:

Thomas Zimmerman



Let All Be In Order

by Virgil Megill

To prevent a partial response to a serious situation, Thomas Zimmerman fosters a complete and orderly approach to God and man. During periods of change he has brought stability to his denomination and to National Religious Broadcasters. Since its existence Zimmerman has served on the NRB board of directors, and supported NRB's cooperation and challenge among Christian broadcasters. One of the founders of NRB, Zimmerman has served as NRB president, first vice president, second vice president, chairman of the finance committee, and more recently as chairman of the EFICOM commission. He has exemplified decorum in broadcasting, in cooperation and in integrity.

Prior to his major interest in broadcasting, for more than 20 years Thomas Fletcher Zimmerman pastored in his native Indiana. He was born in Indianapolis, March 27, 1912, to Thomas F. and Carrie D. (Kenagy) Zimmerman. In his youth he was active in Boy Scouts, and continued his involvement to receive the highest Silver Beaver award in 1969. He was ordained in the Assemblies of God in 1933, the year in which he was married to Harriet Elizabeth Price.

He assumed pastorates in Indianapolis in 1928, at Kokomo in 1933, at Harrodsburg in 1934, and at South Bend in 1935. In 1939, he pastored a church in Granite City, Illinois, and then in 1943 he accepted a church in Springfield, Missouri. Since 1952 he has given national leadership to the Assemblies of God as assistant general superintendent from 1952 to 1959 and as general superintendent

from 1960 to 1986. In 1974 he served on the International Congress for World Evangelization at Lausanne, Switzerland, and continues as president of the Lausanne Committee for World Evangelization.

Zimmerman was increasingly fascinated by gospel radio from the time he first gave attention to the Assemblies of God broadcasts, which dated from 1936, over Radio KWTO. He represented the Assemblies of God in the second annual meeting of the National Association of Evangelicals in 1944, when National Religious Broadcasters was formed, and became a charter member on the first NRB Board of Directors.

As early as 1933 the Assemblies of God General Council had discussed a national radio ministry. In 1945 the General Council chose Zimmerman as chairman of the radio committee (a year later, it became a separate department) to inaugurate "a radio ministry in keeping with the pace of spiritual leadership which God has given us," and to "herald our distinctive testimony." The 1945 Council also recommended provision for "adequate transcription studios and broadcasting equipment" in the new headquarters building under construction in Springfield. The Council urged construction of radio stations "for evangelism in the homeland" and to implement "our world missions program."

The 1945 Council also approved national broadcasts of Leland R. Keys from Glad Tidings Temple in San Francisco, which used the KWTO name *Sermons in Songs*, and five programs were broadcast by Keys in October and November 1945. When

the 15-minute broadcast of gospel songs and a brief message originated from Springfield, January 6, 1946, General Superintendent E. S. Williams was speaker and Les Barnett director of music. Zimmerman as narrator opened the program.

Zimmerman gave oversight in 1948 to the production of *The Gospel Rocket*, a children's program. *Sermons in Songs* was replaced in 1950 by *Revivaltime*. Wesley R. Steelberg became speaker, and the program was extended to a half hour.

Zimmerman discussed American Broadcasting Company's offer in 1947 to carry a live program, which was realized December 20, 1953. The coverage jumped from 72 to 275 stations. The live broadcast featured C. M. Ward as full-time speaker and director.

Until network programming was carried on ABC, a master 16-inch recording was shipped to NBC studios in Camden, New Jersey. There they were stamped into duplicate transcriptions, returned to Springfield, and sent to all stations carrying the program. In 1968, after ABC canceled all religious programming, duplicate tapes were distributed to stations, and new stations added.

In Cooperation

Zimmerman, as assistant general superintendent of the Assemblies of God in 1952 and general superintendent in 1960, was an exponent of cooperation, and continued his support of religious broadcasting to unite Christians in mission. Speaking to

(continued on page 35)

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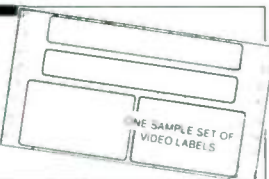
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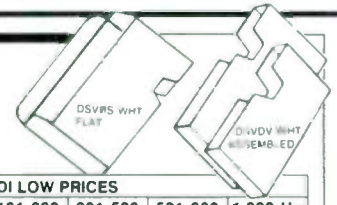
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Using Media for God

Clinton and Sarah
Utterbach

by Patricia Young

On a January morning in 1981, Walter Bennett Company vice president Robert H. Straton (newly elected in February as NRB treasurer) sat in the Philadelphia office of the agency's president, Fred Dienert, and discussed the previous day's videotaping of *Time of Deliverance*. The program was the weekly television program of their client, Deliverance Evangelistic Church of Philadelphia, whose senior pastor is the Reverend Benjamin Smith. As the program's executive producer, Straton had met and talked at the taping the day before with a number of *Time of Deliverance* guests, including Mayor Wilson Goode.

"I told Fred Dienert that morning," Straton says, "that among the guests whose testimonies I had heard at the taping were a husband and wife who were so compelling that I was certain that they, like *Time of Deliverance*, were called by God to a media ministry." Straton's prediction turned out to be one hundred percent on target because the people he was speaking of were Clinton and Sarah Utterbach, the exuberant couple who have founded the nearly 3,000-member Redeeming Love Christian Center in Nanuet, New York, and the international broadcast *Listen to Jesus*.

The Utterbachs have not always pastored a vibrant interracial church or carried the Gospel around the globe on radio. A short dozen years ago, Clinton

was an equal opportunity investigator for the United States Postal Service with 28 years to his credit, and Sarah was a management executive at IBM. They were a handsome, successful couple who appeared to have everything going for them, except that like roughly half of their married contemporaries, they were heading for a date with a divorce lawyer.

Both Utterbachs had become Christians at an early age, though both were away from the Lord in 1976 when, in a final effort to save their faltering marriage, they decided to give it to God. After recommitting themselves to Christ, Clinton and Sarah began applying Christian principles to their relationship, and their relationship began improving dramatically. As they shaped a new marriage on the near-wreck of their old one, they found themselves invited by pastors like Benjamin Smith to tell other troubled couples what had happened to them.

As the Utterbachs spent more and more weekends and holidays in church pulpits and on crusade platforms across the country describing the biblical blueprint for a successful marriage, Sarah began to get the impression that God was calling them to the ministry, an impression that Clinton for the better part of two years definitely did not share.

While they were attending a crusade in southern California,

however, the passage from Mark 10:29 came into Clinton's mind. This passage, in which Jesus says that anyone who leaves home or family to preach the Gospel will receive 100 times as much on earth and in the age to come eternal life, repeated itself over and over in his mind while he spent hours in soul-searching prayer. Finally the man who had refused to become a minister awakened his wife to say that effective immediately, at ages 42 and 48 they were giving up both of their jobs to preach the Gospel.

In order to get the scriptural foundation they would need for preaching, the Utterbachs enrolled at the Rhema Bible Training Center in Tulsa, Oklahoma. Before leaving for Tulsa, however, they encountered the first of the dramatic interventions of God in their lives that have become a basic part of their ministry. Clinton was stricken with a dissecting aneurysm of the main artery of his heart, for which open heart surgery was required immediately.

"The doctor said there was only a 50-50 chance I'd survive that operation," he says, "and I didn't think that God had brought me to the place where I was ready to be ordained and preach only to have me die, so I refused the surgery. I decided to ask the Lord to heal me and to trust that He would." He adds, "I did and He

(continued on page 37)

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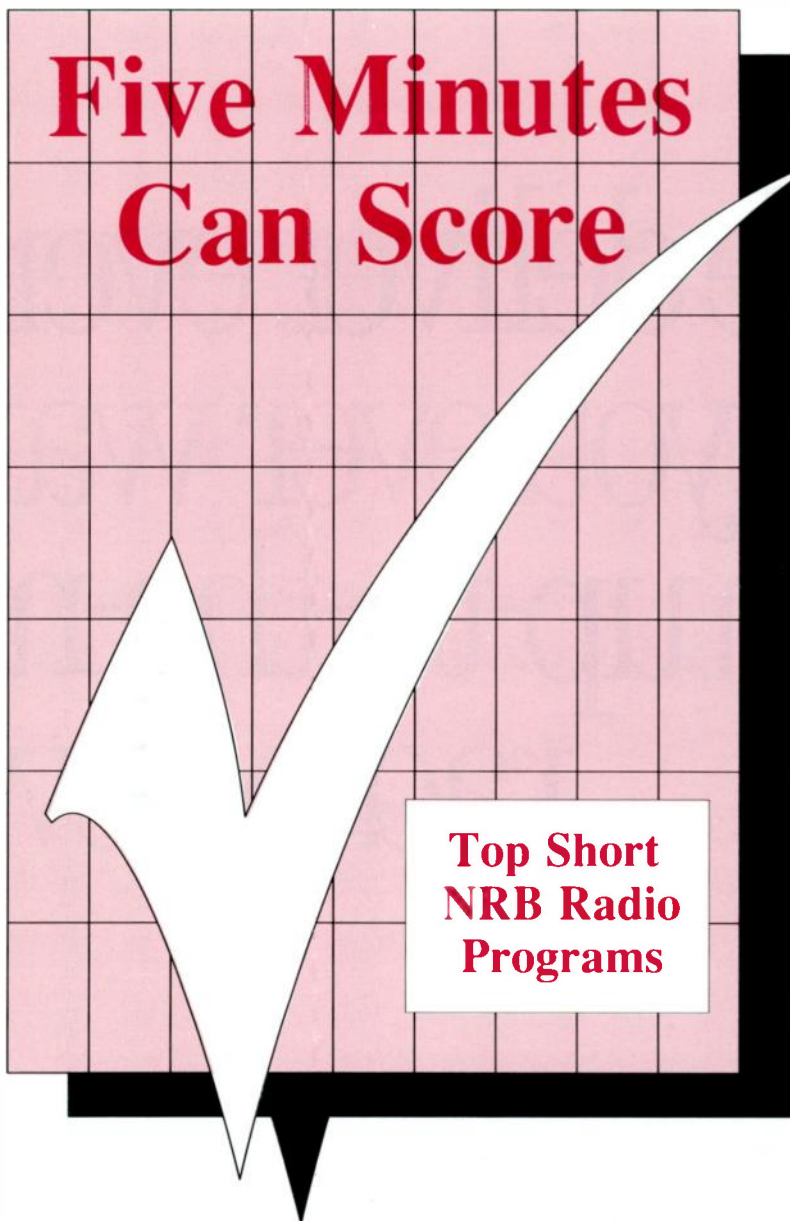
The growth of religious broadcasting in the diversification of formats has opened new doors for short programs. Many stations, both Christian and secular, have welcomed programs five minutes or less in length. These programs have surfaced on stations where longer entries would not have been accepted. In addition, many program producers have found the cost factor to be lower with as much penetration.

The heart of short programs is information. Speakers blend biblical principles into their scripts to present traditional values to their audience. Although many program producers aim at a general audience, some target specific groups with an emphasis on evangelism, missions, youth, ethnic groups and other special interest areas.

The most popular short program by far is the two-minute commentary presented by Christian psychologist James Dobson, which can be heard on more than 1,000 stations. Because of its content and length, the *Dobson Commentary* is heard on several stations more than once daily. This program is represented by the Ambassador Advertising Agency, which also has several other program producers in the short program category, including *Joni and Friends* with Joni Eareckson Tada, whose quadriplegic life has encouraged many. Her songs, writings, and thoughts bring comfort and inspiration. The program is heard on over 200 stations.

How to Manage Your Money with financial planner Larry Burkett has moved into the forefront of short programming. Another popular Ambassador Agency program is *Pro Life Perspective* with Dr. John Willke. Dr. Willke, a leader in the pro-life movement, presents medical facts regarding abortion and similar social issues. *The Don Wildmon Report*, featuring the Mississippi clergyman who is active in the anti-pornography arena, is another Ambassador Agency program, as is *Considerations* with Elisa Morgan, a two-minute general audience awareness program.

Guidelines with Harold Sala is one of the pioneer short length programs. Starting with just a few stations, today it is heard on more than 500 stations. *The Far East Broadcasting Report* with Dr. Bob Bowman is another long-time program. Mel Johnson hosts two programs aimed at



youth—*Young World* and *Action*. His *Tips for Teens* has been heard for many years on the Northwestern Radio Network. Joel Neiderhood's *Insight* is another long-time favorite.

Family Forum is another popular program with a youth audience emphasis. *Sounds of Our Times*, presented by the Radio Bible Class, is also youth-oriented. Among Hispanic programs, Luis Palau's five-minute *Responde* draws a large audience. Hermano Pablo presents *A Message to the Conscience* on a daily basis.

Bob Featherstone's *Think About It* and *Daily Discipleship* with Leroy Eins are heard on Northwestern. The USA Radio Network's *Movie Reruns* with Ted Baehr is moving rapidly to several stations. *The Christian Working Woman* with Mary Whelchel is a

popular new program. *The Phyllis Schlafly Report* deals with social issues, particularly in education. *Reflections* with Ray Brubaker looks behind today's news. Other news commentators include IMS president Forrest Boyd's *Rest of the News* feature and the *Cal Thomas Commentary*.

With the advent of more informational formats on religious stations, the short program is getting more popular. Christian stations are recognizing that their audiences are looking for informative programs. This is especially true during urban area drivetime periods. Even local program producers are finding that shorter programs are more effective, less costly and easier to produce. Five minutes can mean a lot—in reaching out to the nation's audiences.

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(Circle 102 on the Reader Service Card)





by Ed Hindson

The E. R. ("Rudy") Bertermann Charter Fellowship was announced at the 1987 NRB convention. Several members made significant contributions to establish the NRB Legal Defense Fund named in honor of the late past president of NRB. The purpose of the fund is to provide the financial resources in escrow to enable NRB to provide legal counsel and defense against government intrusion, court cases and harassment by secular organizations against religious broadcasters, especially in cases related to access to the airwaves.

Dr. Bertermann served as president of NRB from 1957-1975. He had worked with *The Lutheran Hour* radio broadcast and helped establish the Lutheran

Television telecast, *This Is the Life*. He later served as executive director of the Far East Broadcasting Company and was on the Mission Board of the Lutheran Church-Missouri Synod. He served as executive director of the Lutheran Laymen's League in St. Louis which sponsored *The Lutheran Hour*. Bertermann was a graduate of Concordia College in Milwaukee and Concordia Seminary in St. Louis. He also held the M.A. and Ph.D. degrees from Washington University in St. Louis.

Rudy Bertermann was known to all as a man of integrity. His was an exemplary testimony of a man totally committed to the ministry of the Gospel through radio and television broadcasting.

He was especially known for his extensive involvement in missionary broadcasting in the Orient, Europe, Africa, South America and Australia. Thus, it is most appropriate that NRB's Legal Defense Fund be named in honor of such a man as Dr. Bertermann.

Charter Fellows

Initially, more than 50 NRB members responded with pledges of \$1,000 or more and were designated Charter Bertermann Fellows. They were honored at the Keynote Plenary Session of the 1988 NRB convention in Washington, D.C. They were also honored with preferred seating at the Presidential Plenary when President Ronald Reagan addressed the convention.

In addition to the Charter Fellowship, several others pledged \$1,000 over a period of five years and became sustaining Bertermann Fellows. Still others contributed various amounts to the Defense Fund for the purpose of protecting the airwaves for religious broadcasting. During the 1988 convention, NRB board member Dr. Jerry Falwell appealed to others to become Bertermann Fellows and announced that the Charter Bertermann Fellowship would remain open throughout 1988, so that others might join as well.

1989 Convention

In addition to those who have already become Bertermann Fellows, those joining throughout this year will be honored together with them at the 1989 NRB convention in Washington, D.C. At that time, each Bertermann Fellow will be presented with a plaque inscribed with the names of all the Bertermann fellows. This plaque will be prominently displayed at the convention and later will be on permanent display at NRB's national headquarters.

Each Bertermann Fellow will also receive a personal plaque and a lapel pin identifying him as a Charter Fellow of the NRB Defense Fund. Then, as a special tribute, each fellow will be recognized and honored at a private reception held during the convention.

The NRB Defense Fund has been established in the memory of Dr. Bertermann to honor one of the great leaders in religious broadcasting. But it has also been established to meet a very real need in the area of providing adequate legal defense for religious broadcasting as a viable contribution to the broadcasting industry.

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



DR. RUDY BERTERMANN
NRB PRESIDENT, 1957 TO 1975

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EPHESIANS 6:14

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MEDIA NATIONAL WORLD



SBC Radio and Television Commission Sells ACTS Network

FORT WORTH, Texas (AAI)—The American Christian Television System (ACTS) has been purchased by a newly formed for-profit group called The Friends of ACTS, Inc., headed by Chip Atkins of Atkins and Associates, Inc. of San Antonio, Texas. The value of this agreement between Friends of ACTS and the Southern Baptist Radio and Television Commission (RTVC) is estimated at more than \$170 million.

The Friends of ACTS has already provided funding to move the ACTS network from the "Spacenet I" satellite to transponder #7 on "Galaxy 3." According to Atkins, the Friends of ACTS secured one of the last available transponders on Galaxy 3 from which it began transmitting last month. (ACTS will continue to transmit from Spacenet I through the end of this month.)

Dr. Jimmy Allen, founder of ACTS and president of the RTVC, noted that the move was important for several reasons. "It not only provides access to the majority of all cable households, but it will also significantly reduce the need for the future installation of downlinks, a costly factor which has previously encumbered ACTS' growth," said Allen.

Allen noted that the sale was important to the RTVC because it would allow the network to obtain its original goals years ahead of schedule. According to Allen, the satellite switch in combination with the new ownership of ACTS by investors from multiple denominations will put the network in a unique position for explosive growth.

According to Atkins, The Friends of ACTS is committed both philosophically and legally to the original goals of the ACTS network and will not allow the on-air solicitation of funds. He further noted that ACTS will continue to provide local origination of programs from local churches and community groups.

The Friends of ACTS will assume the operational responsibilities of the network

including marketing, engineering, distribution and technical operation. According to Atkins, The Friends of ACTS intends to significantly increase network marketing efforts.

Broadcasters Help Sponsor Pro-Family Conference

WASHINGTON, D.C. (FCF)—Promoting the family, a popular theme in Christian circles recently, is the focus of a conference sponsored by several leading religious broadcasters and affiliated organizations such as the International Media Service, Eagle Forum and Phyllis Schlafly, Concerned Women for America with Beverly LaHaye, D. James Kennedy, Jerry Falwell and the Liberty Foundation, the Free Congress Foundation and the Family Research Council. Dr. James Dobson of Focus on the Family is also involved in promotion for these events.

The conference, titled "2020 Vision," is designed to help pro-family groups who champion traditional values form an agenda for action. With a clear vision outlined, they will be able to promote their policies on judicial matters, public safety, the economy, education and social issues more effectively.

Family Forum '88 is scheduled for July 14-16 at the Hyatt Regency Ravinia in Atlanta, Georgia, just before the Democratic National Convention and for August 11-13 at the New Orleans Marriott in New Orleans, before the Republican National Convention. For more information, contact Bruce Frazer at the Free Congress Foundation, (202) 546-3004.

Moody Presents World Premier of "Hymnsinger"

CHICAGO, Ill. (NRB)—Moody Broadcasting Network and DaySpring Records presented the first-ever worldwide premier of a recorded project, "Hymnsinger," when Cynthia Clawson performed at Moody Church in late February. Clawson appeared in the all-acoustic concert with producer/ar-

ranger David Maddux and a string quintet from the Chicago Symphony Orchestra.

As Clawson sang before 3,300 at Moody Church, over 160 of Moody's affiliates carried the concert live over the airwaves.

Clawson is known for recording the title song for the film, *The Trip to Bountiful*, which starred the late Geraldine Page, and is also a Grammy and Dove award winner.



Cynthia Clawson

Korean Missions Conference at Wheaton in July

WHEATON, Ill. (WCNS)—Korean World Mission '88, a major missionary conference co-sponsored by the Billy Graham Center, will be held on the campus of Wheaton College, July 25-30.

The week-long conference highlights interest in world missions expressed by leaders of 2000 Korean churches in North America from all major denominations. These churches together sponsor missionaries from 54 countries. Planners are expecting a total attendance of 1,200 people, including participation from 150 missionaries. Separate programs will be offered for adults, college students/seminarians and high school students.

For further information, contact Korean World Mission '88, Billy Graham Center, Wheaton College, Wheaton, Illinois 60187-5593, or call (312) 260-4912.

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MEDIA INTERNATIONAL WORLD



Radio Maranatha Gains Two Key Staff Members

JUNCOS, Puerto Rico (NRB)—Radio Maranatha (WFAB-AM 1460) is a Christian station begun in 1987 as a missionary ministry. In February of this year, station president Jorge Granados named two key personnel who will help expand the new station's outreach. Reverend Wilfredo Baez Serrano, finance and personnel director, was named general manager of the station, and Luis A. Osorio Diaz, a news department director, is now the programming director. Osorio is a communications graduate of the University of Puerto Rico, and has worked for television station WIPR and at Christian station Radio Vida.

Billy Graham Preaches First Sermon in China

BEIJING, China (BGEA)—As part of his first visit to China, Billy Graham preached a sermon, his first in the country, on April 17 to a crowd of nearly 1,500 at Beijing Christian Church.

The church, located in the city's central Chongwenmen district, is the largest of six Protestant congregations in the capital and suburbs, and serves a population of more than nine million.

Graham's sermon was centered around man's inherent sinfulness and need to follow Christ. He urged his listeners to turn to Christ in full dedication, to pray and study the Bible, to work hard, faithfully, and cheerfully at their jobs as a good witness for Christ, and to help others in need.

Many in the audience, including a surprisingly large number of young adults, took extensive notes, and nodded in agreement at some of Graham's points. After the sermon, Graham greeted many of the worshipers in the courtyard outside the church. Graham also met with the new premier, Li Peng, to discuss a number of religious and social issues. Li,

quoted in the New China News Agency, echoed a theme Graham emphasized in his sermons by saying, "China can never be prosperous and strong with only material development ... It also needs spiritual forces."

Graham's point was that turning to God will provide the moral renewal and spiritual strength that China's leaders are seeking as they prepare for the future.

Earlier in the week, Graham held discussions with teachers, students and researchers at both the Chinese Academy of Social Sciences and Beijing University. Most of the questions raised by those groups during these sessions were about religious and moral concerns.

HCJB and Others Combine Efforts for Quechua Crusade

COLTA, Ecuador (HCJB)—Thousands of Quechua Indians from across Ecuador gathered in this Andean village March 29-April 3 for the group's first ever joint evangelism congress. During the six-day campaign more than 1,000 persons made salvation decisions or rededicated their lives to Christ. Some 500 Quechua pastors and church leaders also attended daily morning workshops with topics ranging from Old Testament history to sermon preparation.

Crusade speaker Paul Finkenbinder, known as "Hermano Pablo," said he felt "very emotional and humbled" to preach daily to thousands of Quechuas, the vast majority of whom were evangelical Christians. "The first night I preached with a knot in my throat," said the evangelist/broadcaster. "It was much more emotional than I expected."

The congress, designed to follow up the Billy Graham Evangelistic Association's Amsterdam '86 campaign, was organized almost entirely by members of the Evangelical Indian Association of Chimborazo.

HCJB supplied the sound system and other technical equipment, as well as four of the seminar speakers. Tom Fulghum, HCJB's field director for Ecuador, acted

as an advisor during the early part of the preparations, but he credits the Quechuas with the majority of the accomplishments.

The Quechua church has grown from a handful of believers to 50,000 members throughout the country in 33 years, making this crusade a major event.

"Aussie Bible" Gets Official Launch from Media

SYDNEY, Australia (WPI)—According to World Wide Photos Ltd., the "Aussie Bible," the newest translation of the Bible, was officially launched by the media here and in Canberra on April 13. This event was the first authorized gathering to be held in the Bicentennial Plaza of the recently restored Queen Victoria Building, near the Town Hall.

The Sydney Launch involved a wide range of members of the public, from well-known radio personality Kel Richards of Radio Station 2GB, to young winners of the Eisteddfod and cyclists of the "Bike for Bibles" Team.

The personality chosen for the actual launch was Mrs. Barbara Mackay, the wife of missing anti-drug campaigner Donald Mackay of Griffith. Mrs. Mackay commented on the restored site of the Queen Victoria Building, marveling at man's ability to create beauty from a dilapidated wreck. "If man can achieve this," she said, "imagine what God can do with a life that is changed from the reading of His Word, which is now possible through the Aussie Bible, in a language everyone can understand."

Copies of the Aussie Bible were presented to leaders of the Anglican, Catholic, Churches of Christ, Christian Life Centre, Baptist, Uniting Church, Congregational, Lutheran, Christian and Missionary Alliance, Christian City Church, Seventh Day Adventist, Presbyterian, Greek Orthodox, Brethren and Salvation Army denominations. A special presentation was also made to the representative of the New South Wales State Government, the Hon. Bruce Baird.

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NRB NEWS

NRB Welcomes 26 New Members

CHICAGO, Ill. (NRB)—On March 25, NRB's Executive Committee approved 26 organizations for membership. The number includes 15 program producers, two station owner/operators and nine associates. By region, the Western chapter has seven new members, Southwestern has two, Midwestern has five, Southcentral has two, Southeastern has seven and Eastern has two new members. There is also one new International member, Dr. L.P. Dorenbos, Rainbow Foundation, of Nykerk, the Netherlands.

The other new members are the First Baptist Church of Ferguson, St. Louis, Missouri; The Filling Station, Inc., Greenwood, Indiana; The Spanish Evangelistic Lit. Fellowship, Fort Lauderdale, Florida; the Open Door Chapel, Virginia Beach, Virginia; Love Song to the Messiah, Lauderhill, Florida; The Navigators, Colorado Springs, Colorado; Christian Temple M.B. Church, Chicago; First Assembly of God, Puyallup, Washington; Braeswood Assembly of God Church, Houston, Texas; Good Shepherd Ministries, Washington, D.C.; Coral Ridge Music Ministries, Fort Lauderdale; Israel Opportunities, Inc., Garden Grove, California; Central Church Inc., Memphis, Tennessee; Connection Ministries, Inc., Sun Valley, California; WKOC in Kankakee, Illinois; Sonlight Audio Productions, Memphis; Evangel Cathedral, Spartanburg, South Carolina; Reap Mission Inc., La Mirada, California; Faith Fellowship Min. of N.E., Winchester, Massachusetts; Desert Chapel, Palm Springs, California; Moline Gospel Temple, Moline, Illinois; Leon de Juda Ministries Inc., Virginia Beach; B.A.C. and Associates, Inc., Clovis, California; Sharing Ministries Intl., Virginia Beach; and KAGC in Bryan, Texas.

HNRB Announces Committee Members for 1988

CLEVELAND, Tenn. (NRB)—The Hispanic Committee of NRB for 1988 in-

cludes chairman Jose A. Reyes; vice chairman Mike Protasovicki; secretary Nydia Ramos; treasurer Cleofe Vargas; and area representatives Burton Katzelnik (north-east); Adip Eden Sr. (southeast); Guillermo Luna (Midwest); Hector Tames (northwest); Bob Rodriguez (Puerto Rico); Hernan Meneses (Latin America); and John Gimenez (liaison).

Numbers Received on Convention Tape Sales

MORRISTOWN, N.J. (NRB)—Chesapeake Audio/Video Communications reports that on-site sales of audio and video tapes of 1988 convention plenary sessions and workshops total 1,986 (1,860 audio and 126 video). The highest seller was the Presidential Plenary Session, featuring President Reagan, with 139 audio and 48 video tapes sold. The Anniversary Banquet, with Chuck Swindoll, sold the next greatest amount: 118 audio and 24 video tapes. Third in audio was the Awards Plenary Session with E.V. Hill, selling 111 tapes, and third in video was the Congressional Breakfast with Billy Graham, selling 14 tapes.

Workshop tape statistics are: Problem Solving for Christian Communicators session #1 (33 tapes); Finances for Christian Stations session #1, and Rap Session: Research and Audience Building, (25 tapes each); Finances session #2, (24 tapes); and Finances session #3 and Integrity in Ministry: Biblical Principles in Fund Raising, (each sold 23).

These numbers include only tapes sold on-site during the convention. Tapes are still available through Chesapeake, and order forms are available through NRB by calling (201) 428-5400.

Regional Chapter Conventions Begin in July

MORRISTOWN, N.J. (NRB)—The annual chapter conventions are beginning earlier this year, as the Southwestern convention dates have been moved to July. Events will conclude with the Eastern con-

vention in October. Members are encouraged to attend, as the next chance they may have to gather together will not be until the national convention in Washington, D.C., January 27-February 1, 1989.

The Southwestern Chapter convention dates are July 20-23. It will be held in Dallas, Texas.

The second annual Caribbean Chapter convention will be held August 17-20 at the Caribe Hilton in San Juan, Puerto Rico. NRB president Jerry Rose will be one of the main speakers. For more information contact Bob Rodriguez, chapter president, at (809) 751-6318.

The Western Chapter convention will be September 18-21 at the Los Angeles Airport Marriott in Los Angeles, California. Speakers will be Jack Hayford of The Church on the Way in Van Nuys, Al Sanders of Ambassador Advertising, Jerry Rose, president of NRB, and David Clark, former trustee of PTL.

The Southeastern Chapter convention, September 21-23, will be held at the Atlanta Marriott Northwest, Atlanta, Georgia. Speakers will be Richard Lee of There's Hope radio program, John Ankerberg of the John Ankerberg Show, and Michael Guido of Guido Evangelistic Association. The program will include presentation of the annual Genesis Award.

The dates for the Southcentral Chapter convention in Memphis, Tennessee are September 29-30.

The Midwest Chapter convention will be October 12-14 at the Pheasant Run Resort, St. Charles, Illinois. Speakers will be Jay Kessler of Family Forum, David Mains of Chapel of the Air, Erwin Lutzer, pastor of Moody Church, and Dr. Joseph Stowell, president of Moody Bible Institute. There will be two all-day seminars, one for pastors on Thursday, October 13 and one on sales on Friday, October 14. The conference theme is "Christian Media and the Local Church: Can They Co-Exist?"

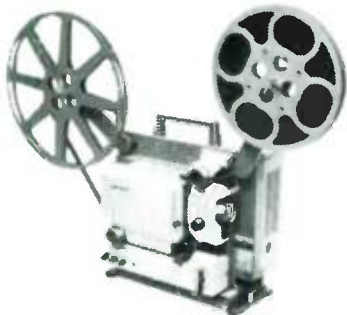
The Eastern Chapter convention will be October 20-22 at the Sandy Cove Conference Center in North East, Maryland. Main speakers include Dave Bailey, Ranch Hope for Boys, Alex Leonovich, Slavic Missionary Service, Dave Virkler, The Word and the World Dedication Evangelism, Clinton Utterbach, Redeeming Love Christian Center, and Bob Palmer, executive director of Sandy Cove.



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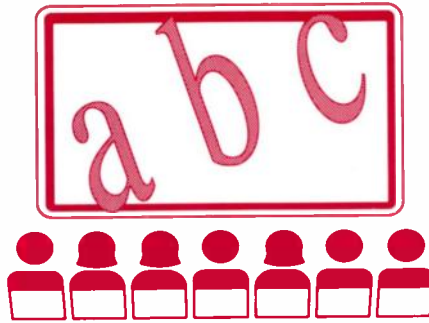
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The Be-Attitudes of Children's Programming

by Nila DiMaria

"Television can influence our thoughts, our understanding, our likes and dislikes, our manner of speech and even our dress. It can add to our store of knowledge and enrich our lives. Television may even influence our ideas of right and wrong."¹

Little did Field Enterprises realize in 1962, when these words were penned, *how much* television would influence not only our thoughts and understandings, but even our ideas of right and wrong.

Television has been called the "uncontrolled educational giant" of the day. The term uncontrolled is misleading, for as we all know, the majority of television *is controlled* by those who believe in an amoral society. Its immoral influence continues to be a burning issue in our country.

The word "pollute" means to make unclean, impure, to corrupt, to desecrate, to defile. We think of pollution in terms of the air we breathe, the food we eat and the water we drink. But there is another aspect of pollution to consider—the pollution of the mind. We as Christians have stood idly by and allowed our children to become unclean and impure by what they see and hear. The seeds are being sown; the harvest will be a grim one.

Kid's Jamboree came into existence, not because my husband and I had a desire to be on television, but because as directors of a children's ministry we became aware of the desperate need for a Christian children's program. We believed then, and still do, that America's greatest resources are not its rivers, forests and minerals, but its children. We have

been encouraged by the growth in the number of Christian programs for children. However, the need for additional programming is as great today as it was 12 years ago.

Be-Attitudes

Be-Convinced of the Need: Because you will be fighting a spiritual battle (the enemy does not relinquish his territory easily) you will need to be convinced that it is God's will for children to be regenerated by the Holy Spirit and taught the great doctrines of the Bible. It's important to do your homework and see what's already available for children and if there truly is a need in your area. If there's someone already involved in producing children's programs, team up with them. Children's ministries are always looking for help.

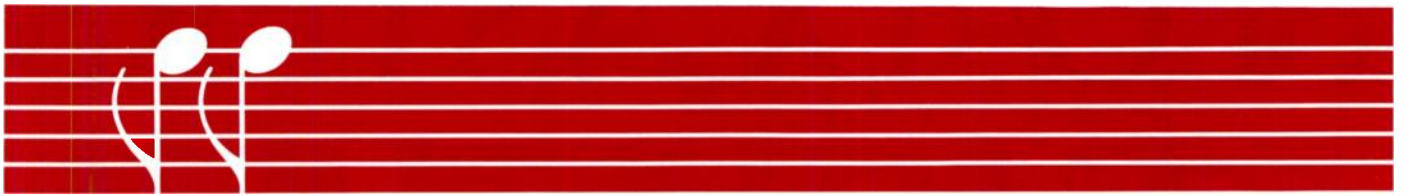
Be-Certain of Your Calling: (1 Cor. 1:9) Children's ministry will place you in the front battle lines and the enemy is an expert sharp-shooter. Knowing that you are where God wants you to be and that He will sustain you is the only way you can withstand the attacks that *will* come. It is difficult to raise money for a children's program. You will also experience pressures on your personal life because a children's ministry requires a servant's attitude. However, lest you be discouraged already, there are rewards. The here and now reward comes from the children when they write or tell you personally that because of your program they came to know Jesus Christ as their personal Saviour and you have touched their lives.

Be-On Target: Who is your audience? What age group will you target your program for? What is needed in your area? When you decide, study the characteristics of that age group such as attention span, interests, vocabulary and learning capabilities. Discover their needs by talking with school guidance counselors, read current articles and be involved with that age group personally.

Be-Sure of Your Goals: What type of program do you want? You will need to make decisions about whether you will be inter-denominational or sponsored by a denomination. Each has its assets and liabilities. Will you try for public service time or raise money to purchase air time? Do you want an on-going program or perhaps just seasonal specials? Will you be producing for cablevision or for broadcast stations? Will your program be primarily entertainment, evangelism or Christian teaching? (We try to incorporate all three.) Will you aim for the Christian market or for secular stations? Answering these questions will help you set goals.

Be-Careful to Count the Cost: Our Lord, Himself, warned us of the importance of counting the cost before starting a project. It is important, therefore, that you have a budget. Will you need to purchase studio time for production or can you get donated time? What will your sets and props cost? What will be the cost of the tapes? What about personnel needs such as a producer, writers, set designers, musicians, talent, etc.? Will they

(continued on page 40)



Programming Plus

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Dear Fellow Broadcaster,

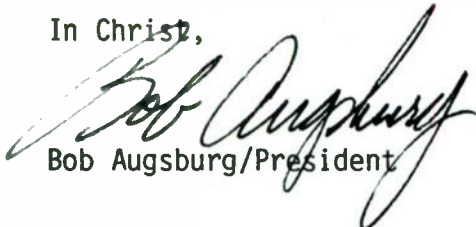
I hope you have enjoyed my column which has been featured here in Religious Broadcasting since February 1987. In my section, On The Air, I have attempted to focus on the needs of Christian radio stations, particularly issues pertaining to programming.

Perhaps you recognize the Programming Plus name but are unsure of what types of services we provide to Christian stations. We are pleased to offer a number of Christian music formats on reel to reel or high quality cassette. The variety of our formats is unparalleled, covering such mixes as MOR/Light Contemporary, A/C, Beautiful Christian Music, Country Christian and CHR. We are not involved in secular music programming. Our commitment is solely to Christian radio.

Programming Plus also produces a monthly package of promos and I.D.'s called **The Monthly Supporters**. This package is designed to increase listener response to your advertisers and/or programs. A separate package for non-commercial stations is also available designed to increase listener support. We also provide ongoing consulting in the programming area which includes air check reviews and music selection consulting.

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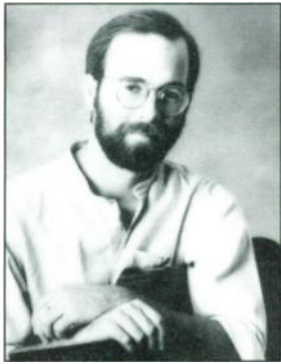
In Christ,



Bob Augsburg/President

P.S. I also welcome your comments and suggestions regarding my On The Air column.

BROADCASTERS



Michael Card

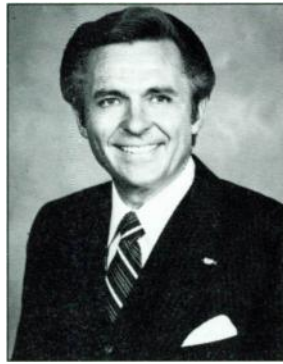
Canadian contemporary Christian vocalist **Connie Scott** was honored with an Angel Award for her latest album, *Hold On*. The Angel Awards are held annually in Los Angeles, California.

Husband and wife team **Jack Stuart and Mary Gaines** are the owners and operators of a new "mom-and-pop" station, **KSVZ-AM**, in the Fort Worth, Texas, market. KSVZ went on the air in January of this year.

Petra has signed a cooperative agreement with **Thomas Nelson Publishers** to endorse *The Transformer*, Nelson's most popular youth Bible, at their concerts and appearances. *The Transformer* has over 100,000 copies in print.

Michael Card recently filmed a music video of his song, "Distressing Disguise," for **Compassion International**, an outreach for the poor which focuses specifically on needy children. The title of the song comes from a line in Mother Teresa's book entitled, *My Life for the Poor*.

Bayer Aspirin has renewed its sponsorship of *The Pat Boone Show* for the sixth consecutive year, making the program a significant recipient



Jack Van Impe

for secular advertisers in the religious broadcast industry. *The Pat Boone Show* is also sponsored by Dayspring Greeting Cards, Inc.

HCJB World Radio's television staff has begun videotaping a children's series called *Harmonyland* which presents the gospel in a fresh, original way to Spanish-speaking young people. The program will air in Ecuador, and will eventually be distributed across Latin America.

The Far East Broadcasting Company has received over 1,000 testimonies for broadcasting into the Soviet Union as part of their program celebrating 1,000 years of Christianity in Russia.

Jack Van Impe's new weekly half-hour television program, *Jack Van Impe Presents*, features evaluation and analysis of national and world events from a Scriptural perspective. The program airs nationwide via broadcast stations and satellite cable networks.

At the Eighth Annual Telly Awards presentation, **CBN Productions** received two prestigious "Telly Awards" for excellence in the production of television commercials.



Gordon Loux

Evangelical Ministries, Inc., (EMI) president James M. Boice announced the sale of Philadelphia-based *Eternity* magazine to the **Foundation for Christian Living (FCL)** on April 15.

Palabras Valiosas (Worthy Words) began airing over **KFLT-AM/Tucson, Arizona**, on March 6. *Palabras* is a two-minute Spanish broadcast produced in conjunction with United Indian Missions International in Flagstaff.

The Lutheran Hour's contemporary Christian music program in the Philippines features the "best D.J. in Metro Manila," according to Rev. Walt Winters of Mass Media. The program has been on the air for over a year, and is the largest syndicated religious program in the Philippines.

In March **Gordon D. Loux** submitted his resignation as president and chief executive officer of **Prison Fellowship Ministries**. Loux leaves after 12 years with the organization, having served the last four as president and CEO. Along with Chuck Colson, Loux helped in the founding of the ministry in 1976.

Easter baskets were delivered to 134 needy families in Kansas City as the



Cliff Barrows

result of a promotion co-sponsored by local Christian radio station **KCNW** and the **700 Club's Operation Blessing**.

WSAE, a Christian station based at Spring Arbor College in Spring Arbor, Michigan, celebrates its landmark 25th anniversary this year. A celebration ceremony took place on May 6.

Sound Words radio broadcasts, featuring Dr. Gil Rugh, will now be heard in prime time on **KGBI-FM**, a Christian format station originating from Grace College of the Bible in Omaha, Nebraska.

Cliff Barrows, 40-year associate of Billy Graham, was inducted into the Gospel Music Hall of Fame on April 11 at the **Gospel Music Association** annual convention in Nashville, Tennessee. Barrows has arranged the music programming for the Billy Graham crusades since 1949.

Evangelist **Luis Palau** preached the gospel to more than 94,000 people during two "Festival of the Family" crusades held in Mexico in March. Over 6,000 made public decisions for Christ. Crusades were held in Ciudad Victoria (near the U.S. border) and Tuxtla Gutierrez (near the Guatemalan border).

(continued from page 14)

12,000 people at the Assemblies of God General Council in 1967, Zimmerman praised the cooperation in evangelistic projects as "one of the significant achievements" of his denomination. He urged a forward stance, "to go and witness wherever men are in need of redemption."

As television began to join radio in broadcasting the Christian message, Zimmerman was moderator of the 1968 session featuring a live demonstration of W. Carter Merbreier, pastor of Messiah Lutheran Church, as "Captain Noah," host of an award-winning children's television program.

In Integrity

Christian citizenship to Zimmerman is integrity met by prayer for the nation, obedience to its laws, and walking "in paths of righteousness." "Christian broadcasters today," he admonishes, "can bring strength to our country by following the Scriptural guidelines on citizenship ... We should all take inventory of our lives to discover whether we are obeying God's Word and thereby making our country stronger."²

Throughout his consultation with NRB leaders Zimmerman has been a leader in promoting fiscal responsibility. When the Code of Ethics recommended for NRB by FCC Commissioner Hyde in 1944 was expanded in 1978, Zimmerman noted, "Our code pioneered the concept of financial disclosure. As a measure of its strength, it has operated effectively for more than three decades. The latest guidelines represent the best practices of financial management today. The most important addition is our willingness to share our expertise with a wide range of religious organizations."³ The groundwork for forming the Evangelical Council for Financial Accountability was conceived among NRB broadcasters, and was expanded outside NRB to enlist other non-broadcast Christian organizations.

In December 1986 Zimmerman met with broadcasters who requested that "steps be taken to provide a clearly stated set of guidelines and criteria"

which would lead to an NRB "official certification of compliance." An ad hoc committee was appointed "to draft bylaws and accrediting criteria to be submitted to the NRB Board of Directors. Zimmerman was chairman of the EFICOM sub-committee. The entire membership of NRB approved EFICOM at the 1988 convention, setting up a framework to monitor and self-regulate financial procedures of NRB members.

In Service

As a citizen of Springfield, Zimmerman is highly regarded. In 1947 he was given the Springfieldian of the Year award by the local Chamber of Commerce and he serves as a member of the board of directors of Channel 21 in Springfield.

Zimmerman received the Distinguished Service Award from NRB in 1973. At the 1977 NRB convention anniversary banquet, after declining further service as an officer, he received a standing ovation for his previous 25 years of service. He was presented with a plaque commemorating 34 years of leadership as president, vice president and board member. He continues as a member of the board of directors and has been supportive as younger broadcasters have taken official roles. In 1986 he received the Gold Medal Award of Religious Heritage of America, St. Louis. In 1987 Dr. Zimmerman was inducted into the NRB Hall of Fame, the highest award bestowed by National Religious Broadcasters.

Zimmerman has directed Christian broadcasting, strengthened Christian cooperation and implemented Christian integrity.

Virgil Megill is a contributing editor to *Religious Broadcasting* magazine.

1. Mario G. Hoover, *Origin and Structural Development of the Assemblies of God*, 1968, p. 138.
2. Thomas F. Zimmerman, "Citizenship: Our Responsibility as Broadcasters."
3. *Religious Broadcasting*, March 1976, p. 51.

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BOOK REVIEWS

Televangelism: Power & Politics on God's Frontier

by Jeffrey Hadden and Anson Shupe
Henry Holt (1988), 325 pp.

Jeff Hadden is at it again. The University of Virginia sociologist coined the term "televangelism" in his previous book, *Prime Time Preachers* (1981). He also gained media attention himself by criticizing televangelists' claims regarding the size of their viewing audiences. Now Hadden is back, with the help of Anson Shupe, evaluating the whole relationship of religious broadcasting to the general culture, but this time Hadden has changed his mind. In his powerful new study, he argues that televangelists are a major force in shaping American public policy.

Hadden and Shupe argue that the media has consistently misunderstood and misconstrued today's evangelical movement and the media empires that represent it. They acknowledge that religious broadcasting does not exist in a vacuum. Rather, they point out, it grows out of a grass roots religious tradition which is nearly two centuries old. They also acknowledge that while *some* televangelists have been discredited by recent failures, "most of them have not." The authors argue that "to generalize is to ignore the reality of what is a formidable mass movement of highly motivated people, not a tiny minority of nuts."

Televangelism is a thoroughly documented study which examines religious broadcasting honestly and fairly as a part of a wider movement that is deeply rooted in American religious tradition. The authors raise hard questions about evangelicalism

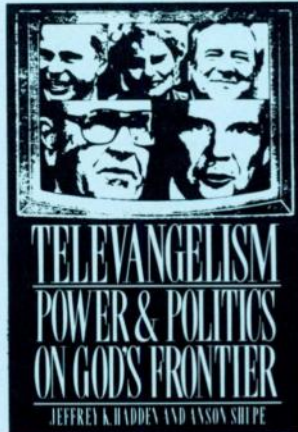
swimming upstream against the mainstream of American culture. They also call for stricter self-regulation by religious broadcasters in the area of financial integrity and credibility. But in general, their inquiry is honest and their criticisms are fair.

NRB members will be especially interested in the chapters on "The Electronic Communications Revolution" and "Is Anybody Listening? The Great Audience-size Debate."

In the latter chapter they admit that the audiences of religious broadcasters are larger than they previously thought. While admitting that hard data is difficult to come by, the authors state "The answer to the question, 'Is anybody listening?' is an unequivocal YES."

Some readers will not be comfortable with Hadden and Shupe's assessment of the relationship between religious broadcasting and New Right politics, nor their premature enthusiasm with Pat Robertson's presidential candidacy, but none can fault their assessment that evangelicals are involved in an inevitable battle with the secular political establishment. After a decade of observation, Hadden concludes that evangelicals are normal people committed to spiritual principles and moral values which are consistent with the best traditions of American democracy.

Don't miss this book! It is the most important secular study on televangelism to appear yet.



Prodigal Press: The Anti-Christian Bias of the American News Media

by Marvin Olasky, Crossway Books (1988), 246 pp.

This well-documented study of American media bias was compiled by Dr. Marvin Olasky, a journalism professor at the University of Texas. In this powerful and insightful volume, Olasky examines the departure of American journalism from neutrality to a negative bias toward evangelical Christianity. Dr. Clifford Kelly, journalism professor at CBN University has said this book is "the most important book about journalism I have ever read."

This study has been declared "must reading" by a host of journalists ranging from Mark Fowler of Wheaton College to Cal Thomas of the *Los Angeles Times*.

Olasky accuses the American press of both intentionally and unintentionally carrying on a defamation crusade against evangelical Christianity. He bases his conclusions on what he calls a combination of 1) ignoring the facts; 2) minimizing the spiritual; 3) misunderstanding the basic issues; and 4) ridiculing religion. The second half of this book is given almost exclusively to examining broadcast journalism. In this section, Olasky objects to the current tendency of the networks to overemphasize coverage of sensation and disaster in order to gain audience popularity. He also notes that the coverage of positive, character-building subject matter is usually minimal.

The great value of this study is that it provides thorough documentation of media bias against evangelical Christians in the last 30 years and that it calls for a revival of Christian journalism. The appendix contains a very helpful step-by-step guide to establishing positive and practical press relations with the secular media. Get this book. You won't be disappointed.

Ed Hindson

(continued from page 16)

did." Subsequent tests have shown that with no surgical attention, Clinton's artery was completely healed.

Convinced that God was a promise-keeper who had called them to their ministry and would bless it if they were faithful, the Utterbachs graduated from Rhema in 1980 and were ordained by the school the following year. Since they had no money and no building in which to hold services, they returned to their home in New Jersey, rented chairs and invited friends to come to their home for morning worship on Sunday, September 7, 1980. Seventy people came, and the Utterbachs' Redeeming Love Christian Center was born.

Within six months, the church had outgrown the house and moved to larger facilities seating 350 people where attendance eventually made it necessary for Clinton and Sarah to conduct two services each Sunday. By early 1985, with more than 1,000 people attending weekly, it became apparent that Redeeming Love Christian Center would have to move again. This time its pastors felt led to take a giant step of faith and to buy the 3,600-seat Coachlight Dinner Theater in Nanuet, New York.

Several brushes with failure and dramatic last-minute reprieves would indicate that the 52,000-square foot building on West Route 59 in Nanuet was indeed heaven's choice for the church's new home. Soon after the Utterbachs saw the property, for example, it was purchased by a motion picture company and was scheduled to be divided into a complex of movie theaters. Since the purchase had actually been made, they were advised to forget the property that so perfectly suited their needs and to look elsewhere. But they felt God had told them the building was theirs and they also felt that the Lord had spoken and against all evidence to the contrary, they believed Him. So they simply stopped looking at other real estate and waited for the Coachlight to become available—which it did more than two-and-a-half years later when a zoning decision ruled out its becoming a movie theater.

At 10:00 a.m. on Sunday, June 2, 1985, Redeeming Love Christian Center held its first worship service in its new home. The massive circular sanctuary is now filled at all weekly services, as are the church's Sunday

school and nursery. The domed building also houses meeting rooms, the Faith Food Book Store, executive offices and other facilities. A day care center and Christian day school are next on Utterbach's drawingboard and are scheduled for possible construction on the church's 19-acre property.

Hundreds of thousands of people who have never seen Redeeming Love Christian Center sitting in its park-like setting in southern New York state have heard the teaching of the Utterbachs, for the Utterbachs have believed since the earliest days of their ministry that the Gospel message God entrusted to them was to be shared with as many people as possible, as quickly as possible with the whole world as their mission field.

Accordingly, less than two years after their meeting with Bob Straton, they asked the Walter Bennett Company to assist them in establishing a full-fledged radio ministry. Beginning on WWDJ-AM/New York, agency and client have charted a course of careful but continuous growth which presently involves 184 weekly airings on 32 stations in 16 states, as well as weekly broadcasts to Central and South America, the Caribbean, Europe, Western Russia and North Africa.

The Utterbachs' program is produced in two formats, a daily 15-minute and a weekly half-hour version. Both programs present the pastors in a teaching ministry that brings the great themes of Scripture into living perspective in daily life.

Are there plans to embark on a television ministry? "Perhaps one day we will add television to our radio outreach," Sarah says, "but at the moment, we have no leading in that direction from the Lord."

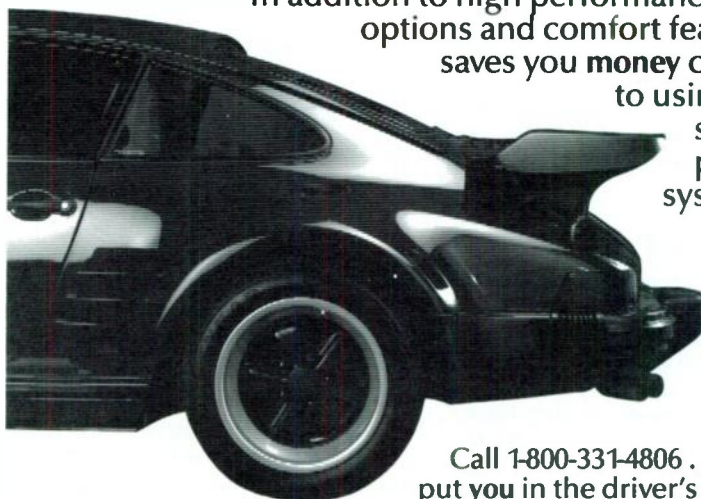
Clinton and Sarah Utterbach are a source of spiritual energy and refreshment to their rapidly growing international radio audience, as well as to the nearly three thousand people who fill their enormous church-in-the-round each Sunday. They have come a long way from the road to divorce on which they were embarked 12 years ago. In the process, they have been used in saving many marriages besides their own, they have brought many to Christ, and have helped those and countless others to grow in their Christian lives. One gets the feeling that God has only just begun to unfold His plan for the Utterbachs and that there is no limit to what He has in mind.

Patricia Young is a writer living in Rosemont, Pennsylvania.

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ON THE AIR

KNOW YOUR AUDIENCE

by Bob Augsburg

New Christian radio stations are appearing on radio dials at the rate of one nearly every ten days, making Christian radio the fastest growing format in the U.S. As this growth continues, it will become increasingly critical for Christian stations to carve out their own identities and focus programming decisions based on a specific age demographic cell.

A decade ago when industry professionals began talking about target audience and research, many stations still identified their demographic cell group in broad terms like, "25 to 54," or, "30 to 65." With today's growing number of choices for the avid Christian radio listener, a tighter focus becomes necessary.

Target audiences, especially in the top 100 markets, are better defined in the 25 to 44 or 18 to 34 cell. We are learning that we can be more effective and actually attract a larger audience if we narrow our target focus and remain true to those boundaries in all of our programming decisions. However, with a tightened target audience comes a greater need to know more about this specific age group. We can no longer just assume that a 32-year-old female is going to enjoy the specific musical style that we choose to program. Our programming decisions need to be carefully made and continually fine tuned only after we examine accurate research which focuses on our particular target age group. Some research should only be conducted by an outside professional firm or individual, while other forms can be done by competent station personnel. Here are a few of the most common methods of conducting research:

Auditorium Testing

This form of research involves gathering a group numbering about 75 to 200 in a controlled atmosphere for the purpose of listening and evaluating selected music styles. Participants are normally generated from station promo announcements inviting listeners in a particular age group to come to a specific church or auditorium to participate in a survey which will enhance the station's

performance. It is almost imperative to offer some incentive for attending, such as a free music cassette or album. You can also enhance attendance by giving each participant valuable discount coupons on services or merchandise which you can acquire from local businesses who advertise on or support the station.

Auditorium studies can be helpful in determining music styles preferences and in the selection of your gold library. Brief samples of songs are played and participants rate the song or style on a written survey form. You can also incorporate a number of questions on the survey which will help you evaluate your station's performance in other

“With today's growing number of choices for the avid Christian radio listener, a tighter focus becomes necessary.”

areas of programming. The total survey should not exceed 30 minutes to complete.

Auditorium testing is effective in evaluating the musical tastes of your core audience. Unfortunately, you do not learn much about another important facet of market research, your non-listener.

Telephone Call-Outs

This method of research is great for ascertaining listener feedback on a few selected issues that you are interested in knowing about your station. Telephone research must be conducted in a short period of time (usually five to ten minutes) and can

also be helpful in determining song burn-out. The interviewer can play several brief excerpts of songs presently in high rotation and evaluate if the song is ready to adjust into a different lower rotation. Again, only a brief excerpt is played, preferably from the recognizable hook of the song.

Mail Surveys

This category is the least expensive and time-consuming to conduct. The problem with mail questionnaires is the low return rate which usually will fall between three percent to ten percent. You also lose control of the environmental factors. Mail surveys must be carefully written and easy to understand. It is a good idea to conduct some in-house testing of your survey before you actually mass produce and mail it. Check to see if the questions and directions are clearly understood.

Focus Groups

Focus groups are very beneficial for learning new information and gut level feelings about your station. This method requires an experienced individual not identified with your station. During this carefully controlled discussion with eight to 12 selected listeners, a great deal can be learned by a competent professional who is conducting the focus group. Often you will get reactions and feelings from listeners that you could never ascertain in a written questionnaire.

Researching our audience is very important as we move into the next decade. This month we have explored several methods of research that will help us to learn more about our audience. In a future column, we will explore various other forms of research that will tell us more about those individuals who do not listen to our stations and why. Your comments or questions regarding different forms of research are welcome.

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

Chart Check
WWDJ/New York

FORMAT: A/C

1. The Reason We Sing - First Call
2. A Little Broken Bread - Debby Boone
3. To The Mystery - Michael Card
4. Bonded Together - Twila Paris
5. For Always - CeCe Winans
6. Make His Praise Glorious - Sandi Patti
7. Run Away - Steven Curtis Chapman
8. Come To The Lord - Steven Curtis Chapman
9. Greater Still - Larnelle Harris
10. How Much Love - Allies

KLRD/Yucaipa, Calif.

FORMAT: CHR

1. Friend In You - Jon Gibson
2. Down This Avenue - Glen Allen Green
3. Easter Song - Glad
4. Heart & Soul - Geoff Moore
5. Sacred Fire - Margaret Becker
6. Faithful - Paul Smith
7. Edge Of The Dream - Whiteheart
8. The Bounce - Renee' Garcia
9. Run To The End Of The Highway - Keith Green



Keith Green

10. Every Heart Has An Open Door - Bryan Duncan

WJIS/Bradenton, Florida

FORMAT: INSP/MOR

1. Run Away - Steven Curtis Chapman
2. For Always - CeCe Winans
3. The Reason We Sing - First Call
4. Hurt By Hurt - Bill Gaither Trio
5. Greater Still - Lamelle Harris
6. Sing Over Me - Second Chapter of Acts
7. Every Single Day - Nancy Honeytree
8. Tuesdays & Thursday - Gordon Jensen
9. Watercolour Ponies - Wayne Watson
10. Gettin' Ready - Terri Gibbs

WWEV/Cumming, Georgia

FORMAT: INSP/MOR

1. Precious Lord - Crystal Lewis
2. Greater Still - Lamelle Harris
3. Sing Over Me - Second Chapter of Acts
4. The Reason We Sing - First Call
5. Turned My Mourning - Billy & Sarah Gaines
6. Driving Nails - Bruce Carroll
7. For Always - CeCe Winans
8. A Little Broken Bread - Debby Boone
9. Come To The Lord - Steve Camp
10. Virtuous Woman - Buddy Greene

WCFY/LAFAYETTE, Ind.

FORMAT: A/C

1. Make His Praise Glorious - Sandi Patti



Sandi Patti

2. Jesus Loves The Church - Sheila Walsh
3. Standing In The Shadow - Phil Driscoll
4. Mourning Into Dancing - Billy & Sarah Gaines
5. Friend In You - Jon Gibson
6. Love Conquers All - David Meece
7. Stand - DeGarmo & Key
8. Time - Bobby Michaels
9. You Can Be Mine - Kim Boyce
10. Believe In Love - Russ Taff

WRNA/Kannapolis, N.C.

FORMAT: SOUTHERN GOSPEL

1. I'm On My Way - Pacesetters
2. Hallelujah Heavenly Horn - Cumberland Boys
3. Don't Give Up The Fight - Hoppers
4. Justice Called & Mercy Answered - Palmetto State
5. No More Sea - McKameys
6. Let Me In - The Rowlands
7. Let's Turn The Lights On - Wendy Bagwell
8. There's No Place Like Home - The Paynes
9. Calvary Stands For Satan's Fall - Chosen
10. I Could Never Be Ashamed Of Him - Singing Echoes

WJIE/Louisville, Ky.

FORMAT: Insp/MOR

1. His Love Was Reaching - David Meece
2. Driving Nails - Bruce Carroll
3. Precious Lord - Crystal Lewis
4. Arise My Love - New Song
5. Make His Praise Glorious - Sandi Patti
6. Thanks Be To God - Randy Rothwell
7. Praise Song - Blanca Vega
8. Greater Still - Lamelle Harris
9. Wise Man - Narvin & Gentry
10. We Are His Temple - The Spurrrows

WNCB/Duluth, Minn.

FORMAT: A/C - CHR

1. Heart & Soul - Geoff Moore
2. Friend In You - Jon Gibson
3. Remember - Joe English
4. I'll Be There For You - Bruce Carroll
5. Driving Nails - Bruce Carroll
6. Your Love Stays With Me - Gary Chapman
7. How Much Love - Allies
8. Walk Between The Lines - Russ Taff
9. He Says - Bash 'N The Code
10. Heart Sound - Connie Scott

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John C. Willke, MD



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

Dr. James C. Dobson
FOCUS ON THE FAMILY

(continued from page 32)

be paid or will you look for volunteers? After determining your budget, you will then need to beat the bushes, look under every rock and into every fish's mouth to find the needed funding. You'll quickly learn the importance of prayer and that God's calling means that God will provide ... *everything!*

Be-Creative: What do children like? This should be easy since we are all kids at heart! I like puppets, games, animals, music, Bible stories, clowns, fun and other children. We've found these resources at our local zoo, Louisiana Wild Life & Fisheries, the university, children's musicals, little theatre groups, churches and Christian schools, the library and the local TV stations. It's also a great help when you team up with other creative people for some "be creative" planning sessions.

Be-Prepared: How will you plan the program? Will it be a daily or weekly program? In the beginning someone advised me that television had a voracious appetite for material and to think twice about a daily program. Deciding on a program title is also important. We chose *Kid's Jam-*

boree because jamboree meant fun time and we wanted a name that would possibly attract non-Christian viewers. You will need to determine your on-camera talent. You should learn how to format a program by getting it down on paper. We once produced two years of programs for a station that required me to develop a playboard, drawing every scene with stick figures. I hated it but found that it make me think through every camera shot and was excellent training. I recommend that you get all the training, take all the classes, and read all the books that you can. Your local TV station can be an excellent resource. We attended every workshop that we could get into at every NRB convention and received some excellent help. I also enrolled in television classes at the university where I learned to direct, switch, operate equipment, run camera and plan broadcasts. We visited the Louisiana Public Broadcasting Station and the Mississippi State Educational Station and drove them crazy with a thousand questions.

It would be almost impossible to cover script writing here. However, here are some very basic ideas: 1)

Capture the interest of your audience by being as creative as you can in the opening moments of the program. Children are channel changers. 2) Develop the program so that it builds to an exciting climax. 3) Keep your segments short. 4) Be sure the program flows smoothly. 5) Keep the logistics of your set in mind while writing the script. 6) You will need to be concerned about the audio—will the mikes reach ... will you need overhead mikes? 7) Does your script require movement on the set that cannot be achieved? This is especially important when you are using puppets.

We must take care to plan for the Gospel to be presented clearly in the program. I also determine the theme of the program and try to coordinate other program elements around the theme.

Staff Meetings: Pre-production meetings are important! I am not a good communicator but I've learned that I must communicate with the staff about what is expected of them because if I don't, we have mass confusion. Prayer before taping is vital because God's programs are achieved not by might nor by power but by the Spirit of God. Rehearsals are important because retakes mean more studio time which means higher cost. Finally, a post-production meeting with all personnel is important as it allows you to ask the question, "How can we do it better next time?"

Tape your pilot program and have children in your target age group preview it. Look for dead spots—times when their attention wanders. Watch their reactions and allow time for feedback.

Eighteen years ago when my husband and I were called to minister to children, the Lord gave us this verse, "And all thy children shall be taught of the Lord and great shall be the peace of thy children." (Isaiah 54:13) Now more than ever before, the children of the world need the peace of the Lord Jesus Christ in their hearts. It was our goal then, and is our goal to this very day. We pray the Lord will burden your heart. The children need you desperately.

Nila DiMaria is hostess of *Kid's Jamboree*, produced in Baton Rouge, Louisiana.

1. *World Book Encyclopedia*: Field Enterprises Educational Corporation; Published 1962; Volume 17; p. 85.

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Position Available: Announcer/Operator with Moody Broadcasting Network (Moody Bible Institute). Announce experience required, news experience desired. Contact: Personnel Department, Moody Bible Institute, 820 N. LaSalle Drive, Chicago, IL 60610.

Religious Broadcasting magazine needs an editor to work at the headquarters office in Morristown, N.J. Applicants should have experience in the production of a periodical, knowledge of the field of religious broadcasting and good writing skills. Call Elaine Sutherland at (201) 428-5400 or send resume to PO Box 1926, Morristown, N.J. 07960.

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Invites you to their Second Annual Convention,
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Speaker: NRB President, Jerry Rose

For more information, contact:

Bob Rodriguez, Chapter President, WERR-FM Radio, Box 50004, 65 Infantry Station, Rio Piedras, PR 00929. Telephone (809)751-6318.

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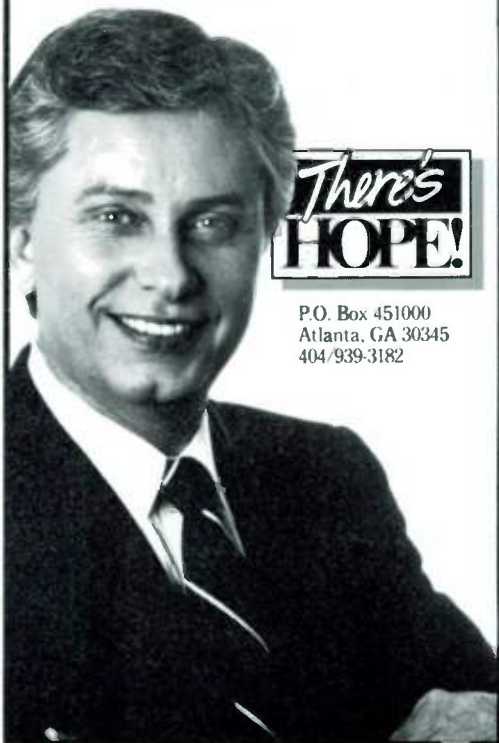
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Welcome New Stations

THERE'S HOPE! RADIO NETWORK

- ALABAMA** — WYDE, 850 AM, Birmingham, Sundays @ 9:30 A.M.
- COLORADO** — KWYD, 105.5 FM, Colorado Springs, Sundays @ 8:30 A.M.
- FLORIDA** — WROS, 1050 AM, Jacksonville, Sundays @ 2:30 P.M.
- GEORGIA** — WNIV, 970 AM, Atlanta, Sundays @ 9:00A.M.
WRAF, 970 AM, Toccoa, Sundays @ 7:30A.M.
- MAINE** — WWMR, 96.3 FM, Rumford, Sundays @ 7:30 A.M.
- NEW JERSEY/
PENNSYLVANIA** — WTMR, 800 AM, Camden/Philadelphia, Sundays @ 1:30 P.M.
- OKLAHOMA** — KBYE, 890 AM, Oklahoma City, Saturdays @ 6:45 A.M.
- TENNESSEE** — WITA, 1490 AM, Knoxville, Saturdays @ 12:00 P.M.
WMQM, 1480 AM, Memphis, Saturday @ 11:15 A.M.
WNQM, 1300 AM, Nashville, Saturdays @ 7:30 A.M.
- TEXAS** — KSVZ, 1540 AM, Dallas/Ft. Worth, Saturdays @ 10:30 A.M.



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CALENDAR

NRB Summer Institute 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

D.C. '88

July 27-31
Washington, DC

Miami '88

August 1-5

Miami, FL

NRB Caribbean Chapter

August 17-20
San Juan, Puerto Rico

NAB Radio '88

September 14-17
Washington, DC

NRB Western Chapter

September 18-21
Los Angeles, CA

NRB Southeastern Chapter

September 21-23
Atlanta, GA

NRB Southcentral Chapter

September 29-30
Memphis, TN

NRB Midwest Chapter

October 12-14
St. Charles, IL

NRB Eastern Chapter

October 20-22
Sandy Cove, MD

Youth for Christ "Celebration of Hope"

Conference
October 20-23
Chicago, IL

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January 28-February 1, 1989

Washington, DC

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LATE NEWS

CLARK RESIGNS,
MAY HEAD NEW
HERITAGE MINISTRY

David Clark, first vice president of NRB, resigned May 20 as trustee of PTL. He recommends that all of PTL's assets be sold and the ministry lease facilities from the new owners. Heritage Ministries will be incorporated as a 501(c)(3) organization June 17. The new reorganization is expected to be led by David Clark. More next issue.

ROBERTSON
RETURNS
TO CBN

Pat Robertson returned to the Christian Broadcasting Network after formally suspending his campaign for the Republican Presidential nomination on May 17. "Today, I suspend my candidacy for the Republican nomination...in 1988, but I do not now, nor will I ever suspend my advocacy of conservative and moral issues. George Bush has won the nomination. I applaud his magnificent effort and warmly endorse his candidacy." Robertson also said he filed for incorporation of a new political action committee, Americans for the Republic, "a rallying point for future political action."

FCC ACTS
ON MOODY
PROPOSAL

The FCC has taken favorable action toward the Moody Bible Institute petition regarding "satelators." Moody's amendment proposed that noncommercial, educational FM translators be permitted to employ alternate methods, such as satellite or microwave links, in relaying signals. In March, the FCC approved the proposal for translators on channels reserved for noncommercial use.

WLB-FM
BREAKS GROUND
FOR NEW BUILDING

WLB-FM/Montgomery (Alabama), announced the breaking of ground for a new radio station building, marking the official beginning of construction. The new facility will include a live studio. Joy Blowers, station manager, has resigned to join the staff of Focus on the Family in Pomona, California, as media manager.

MARSH COMPLETES
DEAL ON
SIX STATIONS

On March 13, Marsh Broadcasting completed the transfer and took possession of six stations formerly owned by Universal Broadcasting. Broadcasting magazine recognized this as the largest AM group transaction [filed] in 1987.

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4. **A New Actuality Service!** You can select from *our* clusters of actualities for your *own* local news!
5. **A New USA Radio Network Affiliate Alert System!** We will fire off a special warning light at your station to cue you for immediate special USA Radio Network reports!
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