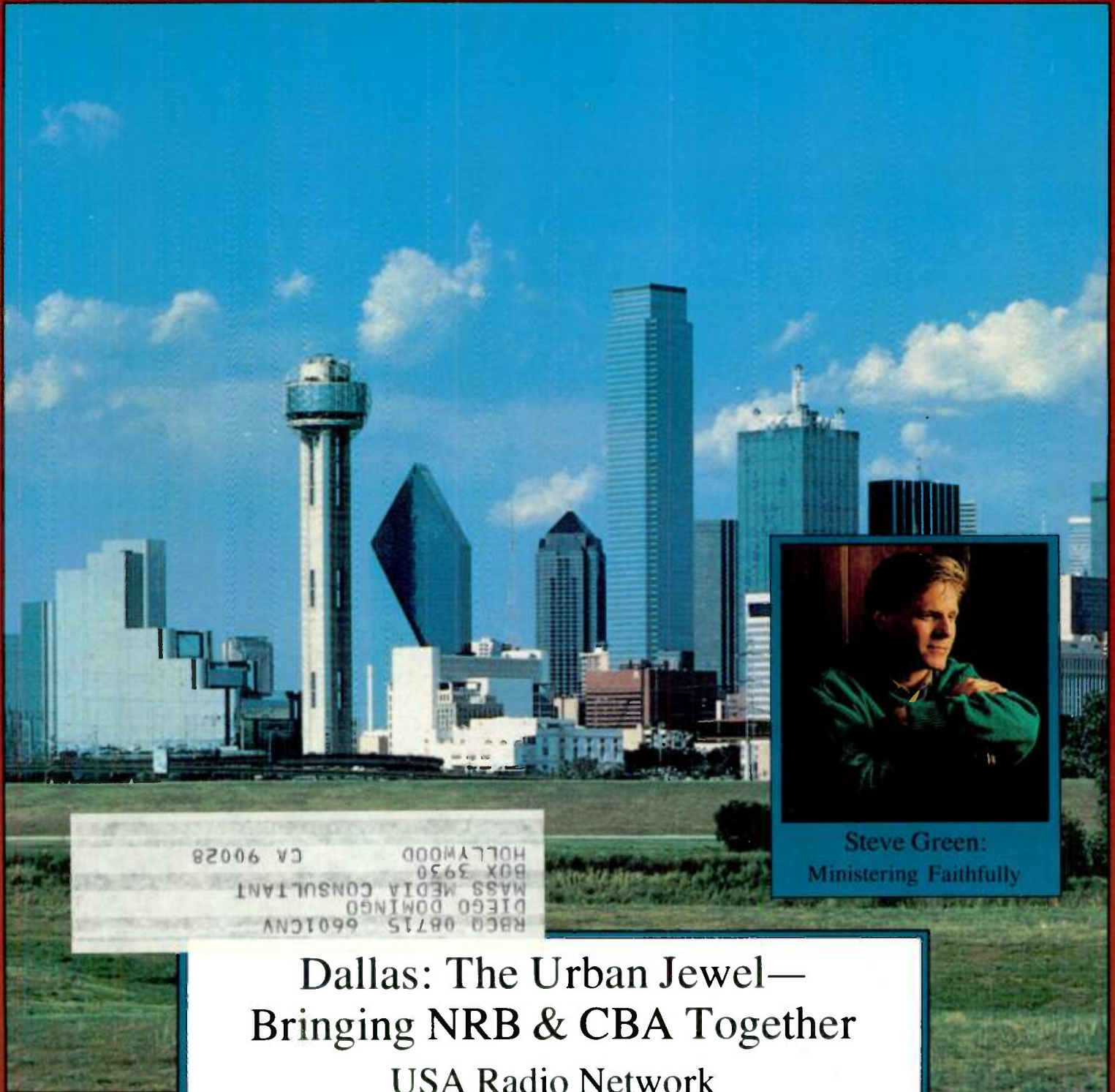


# RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

July/August 1988

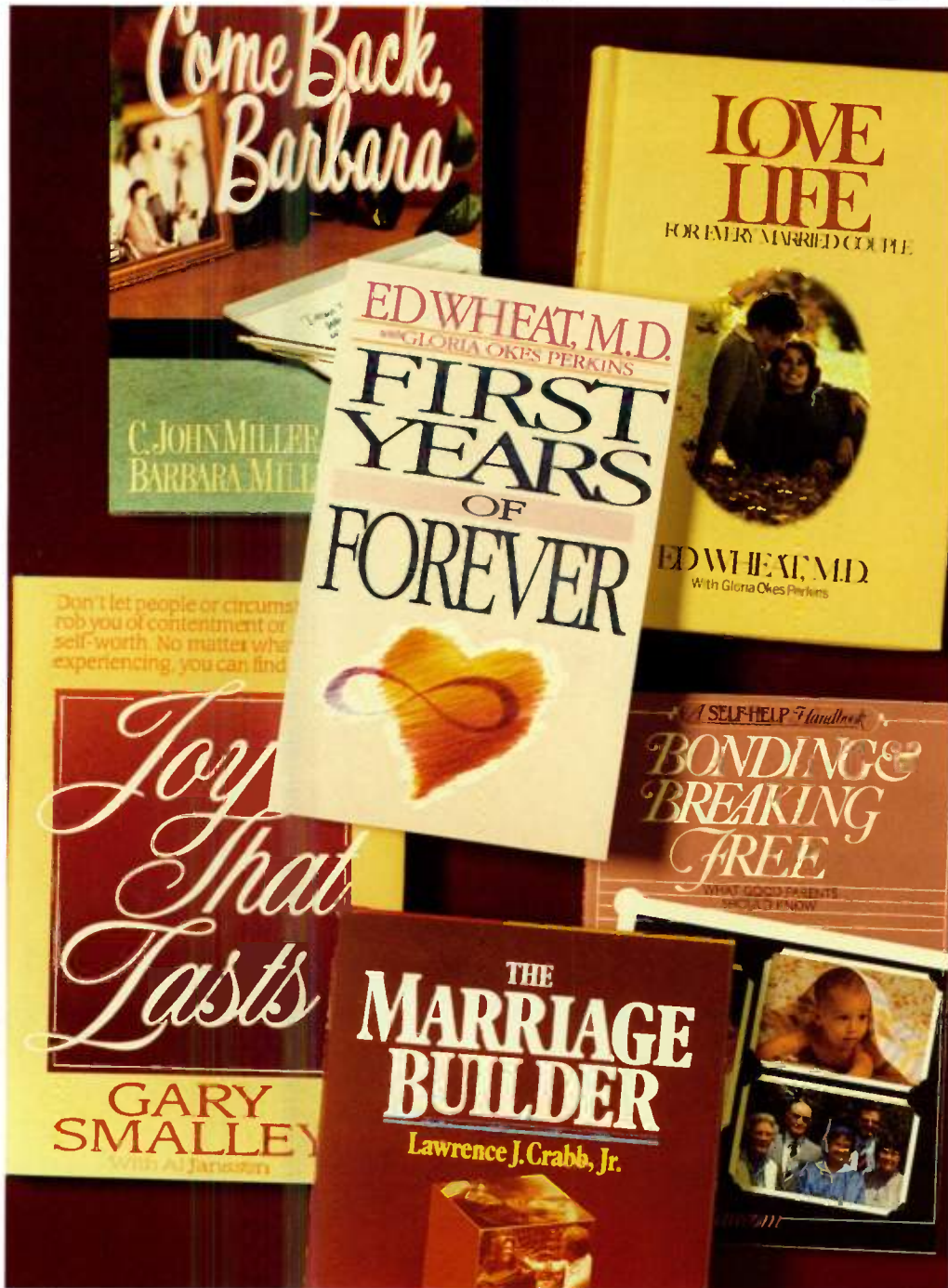


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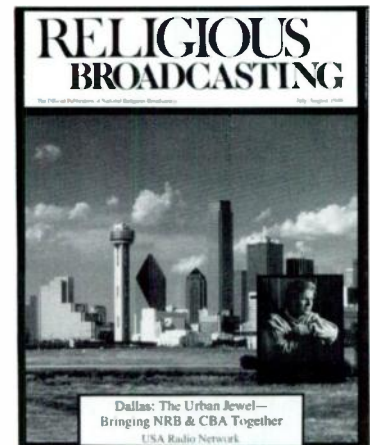
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Dallas is the site of this year's Christian Booksellers Association Convention and the NRB Southwest Regional Convention. (Cover photo courtesy of the Dallas Convention Bureau) Inset: Steve Green will be a featured performer at the Christian Booksellers Convention, July 17-20. (Photo courtesy of Sparrow Records) This edition of *Religious Broadcasting* combines the months of July and August. Our September 1988 issue will be mailed in late August.

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# SIGN ON

## Ministry First



For years I described TV-38 in Chicago, of which I am president, as a television broadcast ministry. Over a period of time I realized I was mistaken. The words were out of order. To describe ourselves as a television broadcast ministry left us vulnerable and subject to failure.

Now I insist on being called a ministry in television broadcasting. The change may sound trivial but it isn't; it is the key to our success as a ministry. Our first priority is to minister. That is our calling. We could do without television, but not without ministry. Television broadcasting is only a vehicle for our ministry.

I believe it is the same with all of us who are called into Christian broadcasting. First and foremost, we are in ministry and that should be our priority. I do not need to tell you how easy it is to become enamored with the medium. It is enticing, especially when you are on the air. If we are not careful, we can lose sight of our calling. Then the focus will be on the medium, or perhaps, worse, on ourselves. To allow that to happen is dangerous because it interferes with where the attention should really be—on Christ.

One final note on this subject. If we are involved in broadcast ministry, we should conduct ourselves as ministers. Our calling should be reflected in our business and personal ethics, in our treatment of other people, in our moral behavior and, in general, our lifestyle. We should offer the body of Christ and the world a positive image of what a minister should be. As ministers, we, in a real sense, are "men of God" and we represent Him to the people to whom we minister. Our top priority should be the desire to put Christ first and represent Him well.

Jerry Rose

President  
National Religious Broadcasters

## RELIGIOUS BROADCASTING

Vol. 20 No. 7

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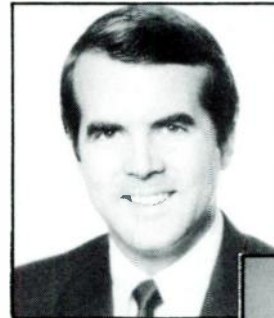
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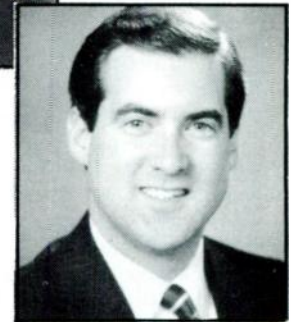
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At **BBC** we believe that "show business" is **not** our business and entertainment is **not** our purpose. With this in mind, our programming is centered on the serious study of **God's Word** to help our listeners grow in the Lord and in their knowledge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



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# NRB FORUM

## NRB Top Programs

Dear Editor:

Thank you for including *Children's Bible Hour* in your report in the May issue. We are grateful to God for the 46 years He has allowed our ministry to reach boys and girls around the world with the good news of the Gospel.

Just to set the record straight, and to keep integrity, while we do have 592 different stations on our list, not all carry our 30-minute program. Some carry our 15-minute version, and some our *Key for Kids* daily four-and-one-half minute program. Of course, many of our stations carry all three programs, for which we are grateful.

Thank you for your good work. I have attended the NRB conventions since 1959, and am grateful for the wonderful growth of those interested in using the airwaves to the glory of God.

**Charlie Vander Meer**  
Children's Bible Hour  
Grand Rapids, Michigan

## More on *Tender Mercies*

Dear Editor:

*Religious Broadcasting* is turning into one of the best magazines in Christendom. I especially enjoyed Gary Bugh's letter to the editor on my article "Can NRB Influence Hollywood?" I agree with him wholeheartedly that movies with profanity deserve to be avoided by Christians unless there are extraordinary redeeming factors which would dictate otherwise.

With respect to *Tender Mercies*, the extraordinary redeeming factor is the fact that the movie tells the story of a down and out country-western singer who comes to Christ, forsakes alcoholism, gets baptized, gets married and has his life turned around by God's grace. Before he comes to Christ there is some rough language. Afterwards, there is an incredible manifestation of God's grace. Anyone who has been saved by the death and resurrection of Jesus Christ through the power of God's sovereign grace can testify to the truth of *Tender Mercies*. A song in the movie entitled *If God Can Forgive Me, Why Can't You?* is right on point.

Mr. Bugh recalls having rented this movie some time ago and having been shocked that the Lord's Name was taken in vain "time and time again." Actually, there were two profanities, five expletives and six or seven obscenities. The Lord's Name was not taken in vain time and time again, but Mr. Bugh's point is well taken. We should never condone profanity, but in this case the movie is a testimony to God's forgiveness and tender mercies as He saves lost souls from eternal damnation. For this reason, *Tender Mercies* should be applauded as a strong witness to the secular world which was so well crafted that it won an Academy Award and has brought several people to Christ.

**Theodore Baehr**  
Good News Communications  
Atlanta, Georgia

## Friend or Foe?

Dear Editor:

I read with great interest the article *Competitors or Co-Workers* (March issue) by Bob Augsburg. From my very sad experience, I think a more suitable title would be "Friend or Foe?"

I think Mr. Augsburg touched a subject that really deserves to be addressed, especially with the glut of so-called "religious" stations hitting the airwaves.

Do competitors or co-workers call each other liars? Do competitors or co-workers call or contact all your advertisers and programmers? Certainly not if they are your friends. Then perhaps...they are your foes?

May the Lord richly bless you in all you do; and I thank my Lord Jesus for giving me the willingness to forgive.

**Gene Tognacci**  
WLVS-AM  
Lake Worth, Florida

## Reaching the Lost

Dear Editor:

I am writing in regard to an article published in your May issue about the top NRB weekly programs. I could not help but respond to the intentional omission of religious broadcasts on secular stations.

I have long appreciated and respected the accomplishments and goals of NRB. However, I am disappointed to observe the omission of "reaching the lost" by broadcasting religious programs on secular stations. This has been the approach *The Back to God Hour* has used since its first broadcast in 1939.

*The Back to God Hour* strategically places its weekly program on mainly secular stations so that we can bring the salvation message to the listener who would not ordinarily tune into a religious station. The same is true for our daily half-hour telecast, *Faith 20*. I appreciate the ministry that seeks to minister to believers.

However, we must not neglect the primary responsibility religious broadcasters should have of proclaiming the glorious gospel to unbelievers. Perhaps more emphasis should be placed upon putting our programs on secular stations so that we can aggressively reach the lost where they are.

Thank you for your excellent publication and organization!

**Mark Drenth**  
The Back to God Hour  
Palos Heights, Illinois

## Sorry, Our Mistake!

Dear Editor:

Your article entitled *A New Generation of Christian Broadcasters* in the May 1988 issue of *Religious Broadcasting* paints an encouraging picture for the future of Christian broadcasting. The only thing lacking, in our "unbiased opinion," was any mention of the telecommunications program at Spring Arbor College.

I recognize that you could not mention every Christian college or university involved in educating broadcasters.

However, we hasten to point out the excellent record that Spring Arbor students have had in receiving NRB awards, and also the fact that we have just celebrated the 25th anniversary of Spring Arbor College's Christian radio station, WSAE-FM.

**Allen Carden**  
Spring Arbor College  
Spring Arbor, Michigan



# INCREASING

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Speaking of old friends, advertising in Religious Broadcasting sure works! We've had such old and dear friends and clients as Tom Benvenuti, Pat Walsh, Jr., and more that we'll mention as the months unfold, call us.

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We have a very-few choice time-periods left, in the mornings. Please call me, and I'll go through the schedule with you. You'd be in good national and local company. You'll see that there are well-over 60% local ministries, and I believe you'll agree that is a real true measure of acceptance.

Weekends?

There are some really nice afternoon slots available. Mornings have filled-up.

Do give us a call. 817-469-1540 is the number, collect. Our business is serving you in your mission. Simple as that! Just ask for either Jack Stuart, or my wife, Mary Gaines.

Thank you,

  
Jack Stuart

*50,000 watts!  
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ONE!*

# WATCH WASHINGTON



by Richard E. Wiley

## FCC Reinstates Program Exclusivity, Regulations for Broadcasters

Eight years after their demise, syndicated programming exclusivity rules for broadcasters are back, reinstated by the Federal Communications Commission last month and due to take effect in one year.

The rules limit the ability of cable systems to import syndicated material to which broadcasters already have exclusive rights in their markets. The FCC eliminated the rules in 1980 but indicated last year that it believed the repeal of the rules had unduly shifted the marketplace's competitive balance in cable's favor.

The Commission had not released the full text of its reinstatement decision at press time. A news release issued following the meeting, however, provided a general description of the new rules. According to the release, the rules will allow any broadcaster to bargain for and enforce syndicated exclusivity rights as provided for in a contract with program suppliers.

TV stations choosing to exercise exclusivity rights against cable systems must provide details of those rights to affected cable systems within 60 days of signing a program contract, and in no case less than 60 days before exclusivity is to commence. Relevant portions of the exclusivity contract must be made available to cable systems upon request.

For example, if a broadcaster in Montgomery, Alabama had exclusive rights in its area to *Star Trek*, the local cable system could not import the signal of a "superstation" that also carried *Star Trek*.

Syndicated exclusivity will not be granted against a station that is generally available over the air in the same community as a cablecaster. Thus, a cable system will not be required to delete a program carried on a broadcast station whose grade B contour encompasses the cable system, in whole or in part, or to delete a program carried on a significantly viewed broadcast signal.

### Smallest Systems Exempt

Cable systems with fewer than 1,000 subscribers will be exempt from compliance with the syndicated exclusivity rules. The Commission estimated that while this exception exempts roughly five percent of existing cable subscribers, it encompasses about half of operating cable systems.

To avoid any ambiguity regarding the applicability or non-applicability of exclusivity protection, syndicated exclusivity contracts will not be enforceable unless they contain the precise language specified in the Commission's

rules. That language states that: *The licensee shall, by the terms of this contract, be entitled to invoke the protection against duplication of programming imported under Compulsory Copyright License, as provided in the FCC's syndicated exclusivity rules.*

Contracts entered into before the date of the Commission's order must specifically contemplate amendments to the FCC's rules to permit syndicated exclusivity protection before those contracts will be considered enforceable. In the absence of such a specific reference, broadcasters may invoke the syndicated exclusivity rules if a contract is amended or clarified to specify that exclusivity protection attaches to the programming in question.

### Break for "Superstations"

Broadcasters may purchase syndicated exclusivity rights in a geographical region as broad as the area in which they can obtain non-network territorial exclusivity against other over-the-air broadcasters. In general, these rules accord broadcasters exclusivity within 35 miles of their community of license. The sole exception to this geographic limit is that all broadcast licensees will be allowed to purchase national exclusive rights to syndicated programming. Such an exemption is designed to help superstations—which by their very nature serve national audiences—to purchase programming on the same basis as other national organizations with which they compete.

The Commission stressed that other issues associated with geographical limits on exclusivity, including territorial exclusivity arrangements, will be explored in more detail in a Further Notice of Proposed Rulemaking, to be released soon.

### LPTV, Translator Windows

Besides improving their marketplace position in syndicated programming, the FCC provided another opportunity for broadcasters last month. The Commission announced it is accepting applications for new low power television (LPTV) and television translator stations through June 24, 1988. Broadcasters also may apply for major changes in existing LPTV and TV translator stations during this window.

Applications for new LPTV and TV translator stations may be submitted for any location in the country where frequencies are still available. A single entry may file no more than five applications for new stations, however. The same limit applies to any individual or entity having an interest of one percent or more in any applicant. This restriction does not apply to

major change applications.

The Commission is continuing its policy of subjecting LPTV and TV translator applications to stringent filing standards. This restriction generally means that all applications must be "complete and sufficient" when submitted for filing and accompanied by a \$375.00 filing fee. In addition, applicants must use the February 1988 edition of FCC Form 346. The Commission will return as defective and unacceptable any applications not filed on that version of the form.

### EEO Program Report

The Commission continues to express its concerns about Equal Employment Opportunity (EEO). (See *Washington Watch*, May 1988.) The agency's EEO Program report forms recently have undergone modification, some of which reflects the FCC's increased scrutiny of employment matters. The new FCC Form 396 is now available from the Commission and will be provided to stations preparing to file license renewal applications. The changes to Form 396 require licensees to provide more details about their affirmative action efforts. For example, where the old form required the licensee to state merely the number of employment referrals obtained from each recruitment source, the new Form 396 asks for the number of minority and female referrals obtained. The new form's section on "Promotions" also asks for specific figures regarding promotion of minority and female employees, whereas, previously, the agency required only a general response as to the results of the station's promotions policies.

### License Renewals

Television licenses in Arizona, Idaho, Nevada, New Mexico, Utah and Wyoming and AM and FM radio licenses in Maryland, Virginia, West Virginia and the District of Columbia will expire on October 1, 1988. Applications to renew these licenses must be filed with the Commission by June 1, 1988.

Radio licenses for AM and FM stations in North and South Carolina and TV licenses in California will expire on December 1, 1988. Applications to renew must be filed with the Commission by August 1, 1988.

**Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein & Fielding, is a former Chairman of the FCC. He is general counsel for the National Religious Broadcasters. He was assisted in preparing this article by Sandy M. Wilson, an associate in the firm.**

## Books & Broadcasters

# A Multimedia Approach



**Ben Armstrong**

The effective inter-relationship between Christian broadcasting and Christian publishing is experiencing dynamic and explosive growth today. More and more broadcasters are becoming authors and more and more authors are becoming broadcasters. This phenomenon is natural since it provides them with a dual platform of ministry to the general public.

I think of broadcasters like Chuck Swindoll and James Kennedy who have also become popular authors, or authors like James Dobson and Joni Eareckson Tada who have become popular broadcasters. Success in the one area has inevitably led to success in the other area as well because of the natural alliance between books and broadcasters.

The same natural interface that exists between broadcasters and musicians is now blossoming between broadcasters and publishers as well. Jim Buick of the Zondervan Corporation has observed, "There is a natural alliance between books and broadcasters that is now coming to fruition." It is this healthy alliance between NRB and the Christian Booksellers Association (CBA) that we are

celebrating in this issue of *Religious Broadcasting*.

We are taking extra care to recognize the tremendous work of CBA president Bill Anderson in a special profile. And for the first time ever, the Southwest Chapter of NRB is naming a *Publisher of the Year* at its Southwest convention, which comes on the heels of the CBA convention in Dallas. We intend for this to be an annual award to the publishing leader who has done the most to foster more effective relations between Christian broadcasters and publishers.

### Dual Roles

The extensive list of author/broadcasters is growing continually and includes such names as Billy Graham, James Dobson, Chuck Swindoll, Charles Stanley, Warren Wiersbe, J. Vernon McGee, James Kennedy, David Hocking, George Sweeting, Joe Stowell, Lloyd Ogilvie, Jerry Falwell, Cal Thomas, Bob Cook, Jack Hayford, Bob Larson, Joni Eareckson Tada, Jay Kesler, Larry Burkett, Richard DeHaan, Leroy Eins, Tim LaHaye, John MacArthur, James Boice, Dave Breese, Bill Bright, David Jeremiah, Richard Lee, Erwin Lutzer, David Mains, Paul Meiser, Clyde Narramore, Lester Sumrall, Robert Schuller ... and on and on the list could go.

It is more obvious than ever that those whose ministries meet needs and move hearts over the airwaves do so through the printed page as well. I believe that is because both broadcasting and publishing are an extension of the *person* who is communicating the *message* of God. When one translates it to the printed page, he is extending himself to an in-

visible (but very real) audience which is beyond the immediate boundaries and confines of one's limited geography. In other words, broadcasting and publishing enable the servant of God to multiply his ministry immediately and enormously without ever changing location.

### Gift Offers and Premiums

Another area of the natural interface between publishing and broadcasting is the use of gift offers and premiums. Many broadcasters use Bibles, books, devotional materials, magazines and other printed materials as incentives to get viewer and listener response. Others, like James Dobson, often review books and interview authors in order to give their books greater visibility to the Christian public. In fact, many Christian radio stations regularly feature book reviews and live telephone interviews with authors.

The use of print materials by broadcasters is a natural," states Jim Black of Word Books. "We now know," he adds, "that a successful broadcaster will inevitably become a successful author."

I am greatly encouraged by this trend and hope that the inter-relation and inter-dependence of broadcasters and publishers will continue to grow in the coming years. We have a tremendous opportunity to be used of God to enhance the work of Christ in the days ahead. All of us at NRB want to express our heartfelt gratitude and appreciation to all our friends at CBA. A multimedia approach is an absolute must in today's world.

---

**Ben Armstrong** is executive editor of *Religious Broadcasting Magazine*.

# R.S.W.P.\*

**FINAL NOTICE**

You're invited to attend the 1988 NRB/Southwest Convention: You'll be inspired by such well-known speakers as MALCOLM SMITH...MARLIN MADDoux...JERRY ROSE...FRANK MINIRTH AND PAUL MEIER... HAL LINDSEY. You'll have a chance to exchange with many of the Nation's Top Christian Communicators in practical, nuts-and-bolts workshops on such timely topics as TELEVISION PROGRAMMING AND PRODUCTION...PROGRAM RATE NEGOTIATIONS...RADIO STATION POSITIONING...COMMERCIAL SALES...NEW TECHNOLOGIES...and more! Experience the warmth of Christian fellowship with peers who face the same daily problems, and who share your love for broadcast ministry... Enjoy the informal fun of our famous ANNUAL AUCTION, and our fabulous TEXAS BARBEQUE BASH! It's all set in the friendly DALLAS-FORTH WORTH METROPLEX, offering almost unlimited opportunities for family-oriented, vacation-season recreational activities... Including (for spouses not attending workshop sessions) a DALLAS SHOPPING AND SIGHTSEEING EXPEDITION! All in all, the convenient, affordable NRB/SW CONVENTION is your best mid-year meeting investment.

**\* July 20, 21, 22:**

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 NRB/Southwest Convention 88  
 3706 Knight Lane  
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\*\*ONE REGISTRATION FORM PER ATTENDEE, EXCEPT SPOUSE.  
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# Dallas: The Urban Jewel



by Ed Hindson

**R**ising above the expansive Texas skyline, Dallas glitters like an urban jewel reflecting the prosperity of the American west. It is more than just a city in Texas. Dallas is America's city! It is a prominent symbol of ingenuity and success as we enter the exciting future of the twenty-first century. It is a city that both charms its visitors and delights its citizens. Dallas is a city that has it all: the Galleria, the World Trade Mart, Texas Stadium, Reunion Center and one of the most dazzling skylines of any city in America.

Yet, Dallas is a friendly city that reflects its western heritage along with its cosmopolitan and contemporary look. Even its sports teams (Cowboys, Rangers and Mavericks) reflect that balance of heritage and vision. This is a city proud of its past and excited about its future. It is a city that is reflective of the spirit of the American people themselves.

Dallas is one of the most spiritually influential cities in America as well. Several major broadcast ministries call this city home and they are using their home base to influence the world for Jesus Christ. Dallas is also home to some of the largest churches in America, as well as several Christian schools and theological seminaries. When people think of Dallas, several names quickly come to mind.

One of the oldest institutions in Dallas is the historic First Baptist Church, pastored for over 40 years by Dr. W. A.



W. A. Criswell



Billy Weber



Frank Minirth



Paul Meier

**Criswell**, whose voice is heard over the church's **KCBI** radio station. Dr. Criswell's ministry has had wide national influence because of an effective local impact on the people and churches of Dallas. "Preaching the Word of God is paramount," Criswell declares, "Whether it is done in person or over the airwaves."

A contrast to Dr. Criswell's ministry is that of the younger fellow Baptist pastor, **Dr. Billy Weber** of suburban Prestonwood Baptist Church and speaker on *The Winning Spirit* weekly telecast. Reaching the young couples of Dallas through aggressive evangelism and discipleship programs has been a distinctive emphasis of Weber's ministry. The Prestonwood facilities also house the **Discovery Broadcast Network**, headed by Dan Sampson, providing hundreds of hours of video materials to over 2,000 network subscribers.

Dallas is also headquarters to the rapidly expanding **USA Radio Network** which provides Christian news broadcasting to some 350 radio stations nationwide. USA Radio was founded by Marlin Maddoux, whose popular telephone talk program, *Point of View*, has been rated in the top ten most listened to daily Christian radio programs (see *Religious Broadcasting*, April 1988). USA Radio also provides several other programs and a five minute newscast 24 hours a day that is on par with any secular newscast. Gary Crossland of Soma Communications has helped the network become the largest of its kind in Christian radio.

One of the unique broadcasts emanating from Dallas is the *Minirth-Meier Clinic* featuring Christian psychologists Frank Minirth, Paul Meier and Walt Byrd. The program is sponsored by the Minirth-Meier Foundation and its format revolves around a discussion of practical and psychological problems in a question-answer format, hosted by Don Hawkins.

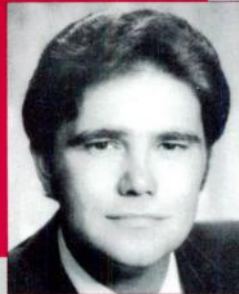
Dallas is also home to several evangelists who are effectively using Christian broadcasting to enhance their ministries. **James Robison** is the host and speaker on the *Day of Restoration* television broadcast, featuring Bible teaching, preaching and a talk/interview format. Robison's 30-minute weekly and daily broadcasts are both soul-stirring and heart-moving. **Mike Evans** is also headquartered in the Dallas area where he is the speaker on *Mike Evans Presents*, a 30-minute weekly telecast emphasizing prophetic themes and contemporary is-

sues. **Tony Evans**, one of America's leading black evangelists, is also based in Dallas. Tony's **Urban Alternative** sponsors a daily radio program and is now developing a weekly television broadcast as well. Other Dallas area broadcasters include **Kenneth Copeland** and **Bob Tilton**. The latter's **Word of Faith** ministry has its own international satellite network.

Nearby Ft. Worth is the home of the **ACTS Television Network** recently purchased by a group headed by Chip Atkins. **Jimmy Allen**, past president of the Southern Baptist Convention, is the cur-

**KPBC-AM** (president, Don Crawford); **KCBI-FM** (president, Paige Patterson); **KSKY-AM** (president, Don Palmer); **KVTT-FM** (president, Stan Thomas); **KOFT-AM** in suburban Ferris (owner, Al Crain); and **KNRB-AM** in Ft. Worth (general manager, Joe Willis). The newest entry to the Dallas-Ft. Worth market is **KSVZ-AM** recently purchased by husband and wife team Jack Stuart and Mary Gaines.

God is certainly at work through His people in Dallas. What is happening in this great city is a glimpse of what God is



James Robison



Tony Evans



Jimmy Allen



Marlin Maddoux

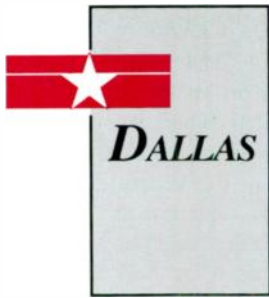
rent president of the SBC's Radio & TV Commission and the chief architect of the sale of the ACTS Network by the SBC to the newly formed for-profit group called the Friends of ACTS. The new group has announced its intention of maintaining the philosophy of local origination of programs from local churches and community groups.

The airwaves of the Dallas-Ft. Worth area are blanketed by a number of Christian radio and television stations including **KTTX-TV** (Channel 39), the CBN affiliate; **KIAB-TV** (Channel 23) in Garland; **KLTJ-TV** (Channel 49) in Irving;

doing throughout America today. He is raising up fruitful servants in every conceivable area of broadcast ministry to proclaim the good news of the gospel of Jesus Christ to a generation that desperately needs Him and the touch of His grace.



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



# USA Radio Network:

## *A Dallas Cinderella Story*

Although the news media rarely becomes news itself, nothing could be more newsworthy than the Cinderella story of USA Radio Network in Dallas. (No affiliation to television's USA Network or *USA Today*.) It is true that USA Radio Network has the most unprecedented growth rate of any broadcasting network in America, and for this reason it has earned a highly respectable position among broadcasters and advertisers alike. In less than three years USA has amassed more stations carrying its news than many of the other major networks. Now over 400 stations broadcast programming from USA Radio Network.

This project was the 1980s brainchild of Dr. Marlin Maddoux, who, at the time, was already the host of the popular radio talk show *Point of View*. Today, with veteran news staffers and international reporters being added constantly, it would seem lately that everything Maddoux touches turns to gold.

But who is this outspoken super-champion for the cause of truth, justice and the American way? It all started quite unpretentiously in 1972 when the *Point of View* mikes went hot in the studios of KDTX-FM in Dallas. It wasn't too long before AT&T sent the program live by phone to KSBK-FM in Houston. When the costs of satellite syndication made high-tech bird-watching popular, *Point of View* was immediately hurled into space. Then in early 1984 Marlin Maddoux met Gary Crossland of Soma Communications, and anyone who knows either man knows the rest of this remarkable story.

Every weekday approximately two-and-a-half million people tune their radios to hear *Point of View* and Dr. Maddoux. Since the turbulent days of Watergate he has been interviewing notable guests against the backdrop of society's fast-paced sociopolitical scene. Aside from being a popular lecturer, his voice is heard daily in almost every English-speaking country, reporting on the full

spectrum of issues that affect our homes, schools, government, lifestyles and basic freedoms. His ability to inspire public opinion on a wide variety of issues has made his input valuable to legislators across America.


Because of his perspective on the issues and current events, the media frequently allows Dr. Maddoux the opportunity to shift his role from interviewer to interviewee. He has appeared on *CBS Morning News*, *ABC's Nightline*, *Entertainment Tonight* and other prominent television and radio programs. He is the author of *America Betrayed*, a book that traces his in-depth investigation into the forces that have brought about profound social and moral change in our American society. His newest treatise, *The Selling of Gorbachev*, is hailed by many as being the greatest expose on this Soviet chieftan ever published.

As president of USA Radio Network he is at the helm of the most explosive news radio enterprise ever. Today USA Radio Network News is heard on one out

of every 25 stations across America, bringing what many believe to be the most balanced journalistic approach to the hour's top stories. USA broadcasts news, sports, business and health reports 24 hours a day. In addition, over 30 additional programs are featured on the network. The nice part is, the network is debt-free and totally advertiser supported.

USA Radio Network News signed on with 145 stations in September of 1985. From its very inception, Soma Communications has been involved in designing the network down to the finest details, and under the direction of Gary Crossland, Soma has successfully cleared stations in all 50 top ADIs. The network has built a virtual wall of reporters around the country and around the world feeding stories to USA every hour of every day and night.

One of the most interesting features of this network is its strict policy regarding advertisers. Says Crossland, "We are careful to sell only those advertisers that we feel our audience will support and approve of. In other words, we are very protective of our audience and advertisers alike."

What does the future hold for USA Radio Network? According to Crossland, "Although we have many affiliates from all formats, our goal is to be as eclectic as possible. Our orientation is not toward any one format or type of advertiser. Our orientation is toward our audience. We're committed to building these numbers as large and as fast as is humanly possible. Already our numbers are as large as many national wired networks. The sky is the limit." 

### *Soma Communications, Inc: A Historical Profile*

In 1983 a company in Dallas emerged that was destined to change the viability of Christian radio for many years to come. Launched as a simple advertising agency, Soma Communications has built a reputation for doing the highly unlikely.

\* In two years Soma made *Point of View* the world's largest live radio ministry.

\* Soma built USA Radio Network from a simple idea to a news force with 50 employees, reporters all across the world, and over 400 stations.

\* Soma successfully runs America's first Christian radio rep firm. Their latest project, the USA Supernet, is a network of networks, making it even more attractive for major advertisers to buy wired Christian radio.

\* An equally outstanding contribution to Christian radio is Tri-S, Soma's sales service bureau. In fact, no other radio format has its own advocacy bureau. Tri-S consults

with over 200 stations on a monthly basis and publishes the *Tri-S SpotLight* magazine, which provides its clients with valuable sales tools and statistics on the buying habits and qualitative aspects of the Christian radio audience. Through the help of Tri-S in 1987, Christian radio has increased by almost five billion dollars in new advertising revenue.

\* Soma's president and founder, Gary Crossland, has taught Christian radio sales seminars in cities all over America. He has published over 300 articles, over 40 audio and video tapes and several pamphlets on the subject of spot sales. Says Crossland, "We're in business to help Christian radio stations find support. Everything we do is geared toward that. Providing them with the most professional network sound and drawing the attention of major advertisers to the medium is an extremely important part of that plan."



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T-90	MM-090	4.11	3.88	3.70	3.25	2.98	2.89
T-120	MM-120	4.49	4.29	3.99	3.75	3.48	3.37



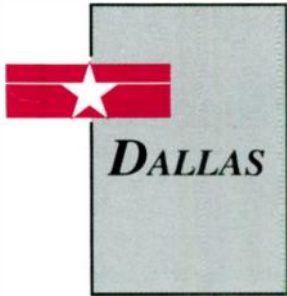
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## The Winning Spirit in Dallas

In just 11 short years God has raised up a dynamic new church, telecast and television network in Dallas centered around the ministry of Dr. Bill Weber, pastor of the Prestonwood Baptist Church. Founded in 1977, the Prestonwood Church has exploded into one of America's largest and fastest growing churches.

One of the key elements in the growth of the church's ministry has been the success of its telecast, *The Winning Spirit*, a beautifully produced, high-quality 30-minute weekly telecast. The program begins with a visual panorama of the city of Dallas and the Galleria-like styling of the Prestonwood Church. It quickly focuses on the excitement and dynamics of people—thousands of them moving through the various facilities of the church.

Terms like fellowship, enrichment and worship instantly come alive on the screen as the viewer is captivated by what God is doing in Dallas. The program itself centers on the positive and practical messages of Pastor Weber. His warm and winsome style quickly communicates the "winning spirit" for which the telecast is named.

### Discovery Broadcasting Network

Another unique feature of the Prestonwood Church is the ministry of the Discovery Broadcasting Network which provides products and programming to 450 subscriber churches and some 2,000 total clients. Begun under the leadership of Dr. Dan Sampson, DBN launched its first broadcast to its satellite affiliates in October 1984.

Programming includes both live and studio produced broadcasts.

Telecasts include the regular adult Sunday School class of Dr. Tim LaHaye and featured speakers such as John Walvoord, Adrian Rogers, Bailey Smith, Zig Ziglar and Bill Bright.

Discovery Broadcasting Network also televises the church's *Saturday Nights in Dallas*, a regular concert series featuring such artists as Steve Green, Sandi Patti, Cynthia Clawson, Phil Driscoll and the Imperials. In all, DBN produces 30 hours of original broadcasting each month, available in its entirety to subscribers or on a selective basis to individual purchasers.

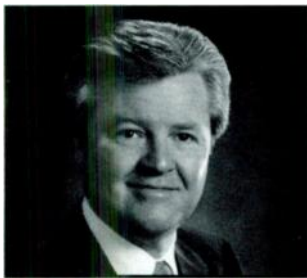
Another feature of DBN is its video tape library of special events, instructional lessons and ministry aids. The network's *Deacon Ministry* series has been very popular with other churches. A series on *The Power of Pageantry* has been especially popular with church choirs. Dr. LaHaye's series has been used extensively by churches for Sunday School as well as special seminars.

### The Telecommunications Age

The mission of Discovery Broadcasting Network is to share its programming with other churches, enabling them to grow and prosper as well. Using the technology of satellite communications, video tapes, live broadcasting and studio produced programs, DBN enables its subscribers to extend their ministries into the telecommunications age.

Bill Weber and Dan Sampson have teamed up to provide the Prestonwood Church with an effective ministry which reaches beyond its walls, across the nation and around the world. Their model is certainly one that is an example of what a local church can do to extend its ministry through television broadcasting. ★

*Control Room at Prestonwood Baptist Church in Dallas, Texas.*



*Dr. Dan Sampson,  
Executive Director of  
Discovery Ministries*

# Oh Canada!

## There's A New Door Opening

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### *A Door of Opportunity.*

Caring Christians who channel support through the Canadian office of Food for the Hungry are seizing the opportunity to make a difference.

Their gifts are not lavished on excessive administrative costs but go right to alleviate suffering around the world. Every investment reaps dividends both temporal and eternal.

### *A Door of Compassion.*

True compassion is to put yourself in another person's situation, feeling his hurt and sensing his need. Through Canadian Food for the Hungry this kind of genuine compassion can be experienced and is being extended.

### *A Door of Partnership.*

As one of four open doors, Canadian Food for the Hungry works in alliance with counterparts in Japan, Norway and the United States. Through a meaningful partnership these offices are vitally linked. And they are always open.



*"As I have travelled the world I've met Canadians in so many places. They are some of the most dedicated and caring persons I know, and now through Canadian Food for the Hungry's office, I am thrilled to welcome them to our growing family."*

Ted Yamamori  
International President  
Food for the Hungry



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**This year NRB honors Sam Moore, president of Thomas Nelson publishers, with the "Publisher of the Year" award. Moore receives the award at the Southwest Convention, July 20-22 in Dallas.**

**B**orn October 25, 1930, in Beirut, Lebanon, Sam Moore emigrated to the United States in 1950. Here he adopted his present surname. His family name, Ziady, translates into "more" in English. Moore is married and has three children.

In Lebanon, Moore graduated high school as valedictorian of his class and finished two years of college. When he arrived in the United States, he enrolled in Columbia Bible College and later attended the University of South Carolina. He received his B.S. degree in economics with a minor in accounting. He attended graduate school at the University of South Carolina and finished his master's work at Columbia Bible College.

Moore, chairman and president of Thomas Nelson Publishers, is both a committed Christian and astute businessman—a winning combination for the world's largest publisher of Bibles and a leading publisher of religious and trade books. He developed his business skills by selling books and Bibles, successfully, while working his way through college.

In 1957 in Nashville, he recruited help from Vanderbilt, Belmont and Middle Tennessee State. He

# Sam Moore: Publisher of the Year

worked with 20 college boys the first year. The next year the number was doubled and their efforts proved even more fruitful.

In 1959, the character of the business changed from cash to credit, and by the year 1961 Moore was ready to expand through incorporation. Royal Publishing came into existence as the vehicle for his first Bible publishing venture—the *Encyclopedic Reference Bible* and the *Family Bible*.

In 1969 Moore purchased Thomas Nelson—a British publisher established in 1798. The company was headquartered in New York City and Camden, New Jersey, with a Bible bindery.

Thomas Nelson's first book printed under Sam Moore's direction, *Pilgrim's Progress* by John Bunyan (a Christian classic), sold over one million copies. Nelson originated and published many outstanding titles such as *Strong's Exhaustive Concordance of the Bible*, *Matthew Henry's Commentary*, the *English Bible* of 1887, the *American Standard Version* of 1901 and the *Revised Standard Version* of 1952.

In 1972 the corporate headquarters were moved to Nashville, Tennessee, and reorganized, with the hiring of an excellent young management team.

Under the leadership of Sam Moore, Thomas Nelson's sales and profits have increased by more than tenfold. Today Nelson is the world's largest Bible publisher and a leader in religious book publishing. The company publishes seven of the most popular translations of the Bible and has developed proprietary study and reference Bibles. The *New King James New Testament* was published in 1979, and the complete Bible in that version was released in 1982. The project cost over \$4.5 million and seven years of work by over 140 scholars, translators and editors.

Today, Moore is chairman of the Board of Directors of Thomas Nelson Publishers, president of Family Media Inc., on the board of NRB, and a Bertermann Fellow.

## NRB SOUTHWEST CONVENTION HIGHLIGHTS

### Wednesday, July 20, 1988

12:00 noon Registration Opens  
8:30 p.m. Welcome Reception  
Concert

### Thursday, July 21, 1988

8:00 a.m. Prayer Breakfast  
Speaker: Malcolm Smith  
9:30 a.m. Radio/TV Workshops  
12:00 noon Luncheon  
Minirth-Meier Live  
National Broadcast  
2:00 p.m. Radio/TV Workshops  
7:00 p.m. Texas Barbecue  
Live Auction

### Friday, July 22, 1988

8:00 a.m. All-American Breakfast  
Speaker: Marlin Maddoux  
9:30 a.m. Radio/TV Workshops  
12:00 noon Luncheon  
Speaker: Billy Weber  
2:00 p.m. Radio/TV Workshops  
7:00 p.m. Awards Banquet  
Speaker: Hal Lindsey

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DALLAS

# PROFILE:

**Bill Anderson**



## Nurture the Believer

by Virgil Megill

Bill Anderson has a special burden for believers. As president of the Christian Booksellers Association, the print media counterpart to National Religious Broadcasters which convenes this month in Dallas, Anderson sees a worthy purpose in the publishing and distributing of materials which nurture believers in the Word of God. As he puts it, "We are growing an industry committed to the development and retail distribution of Christ-centered product."

### Personal Nurture

William Roland Anderson was born January 22, 1948, to Fred and Ruth (Haller) Anderson, and grew up on a family dairy farm in southwest New York state. They later bought adjacent property across the state line in Pennsylvania. The family attended the Gouldtown Community Church in Pennsylvania.

At six years of age Bill accepted Christ as his Savior in the Gouldtown Church during a revival in 1954 conducted by evangelist Don Launstein, and his wife Belle, a chalk artist.

After graduating from high school in 1966, Bill enrolled in LeTourneau College. In his senior year as treasurer of the student body, he planned the reception for incoming freshmen, where he was attracted to a new freshman, Nan Brink. They were married on August 15, 1970, in Nacogdoches, Texas. Bill and Nan moved to New York state where he was pulpit supply, until he joined Moody Press in Chicago in October of 1971.

Following his graduation he continued his business training with a plethora of seminars and graduated

from numerous business and management programs, including the AMA "Management Course."

### Publishing Nurture

Among the Bible students attempting to make the Bible and Christian truth relevant in the twentieth century

*By June 1988, more than 3,000 bookstores in the United States and more than 400 from other countries were members of CBA.*

was Ken Taylor, who published his paraphrased version of the Bible for children as *The Living Bible*. Taylor and others who anticipated a wide circulation of evangelical publications were among the founders of the Christian Booksellers Association. Moody Bible Institute had initially promoted religious broadcasting, but in 1950 they guided the formation of the first Christian Booksellers convention, held in Chicago. Moody Press sales manager Bill Moore was chosen the first part-time executive secretary of CBA. He was succeeded by John Bass as executive vice president and later as corporate director. Bill Anderson joined CBA in 1978 and became president in 1985. He was responsible for all conventions and meetings and in October 1983 the Board appointed him vice president and general manager over the day-to-day operations of the company. In 1985 the

Board appointed him president of CBA.

By June 1988, more than 3,000 bookstores in the United States and more than 400 from other countries were members of CBA. CBA administrators have grown from a few part-time workers to more than 60 employees.

### The Lord's Nurture

In Colorado Springs, the headquarters city of CBA, Bill Anderson is an elder and Sunday School teacher at Woodland Park Community Church. He participates in the American Society of Association Executives, the American Management Association, and is immediate past president of the Colorado Springs Society of Association Executives.

The purpose of Christian communicators in CBA, says Anderson, is to "fulfill the Great Commission, to speak the message clearly, to print the message clearly, to sing the message clearly, to reach men, women and children for Christ." He continues, "As an industry we carry on a collective responsibility, which we are to implement as individuals." Every message, Anderson stresses, should be "Biblical, clear, relevant," and the "messengers who write and sing should be clean vessels."

Since the mid-70s the evangelical renewal in America has reflected parallel growth of Christian broadcasting, Christian bookstores, and Christian day schools. Bill Anderson's leadership has contributed to this growth, and therefore has impacted the spiritual growth of individuals as well. ★

Virgil Megill is a professor at North Georgia Technical Institute.

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College aged students can participate too in their own separate category. This may be people who have studied video production or people who just have a desire to be involved. The only requirement is that you must be involved in pursuing an undergraduate degree from a college or university.

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For entry form and more details go to your local Christian bookstore or write: The Sandi Patti "Home Video Contest," c/o WORD Incorporated, 33 Music Square West, Suite 110, Nashville, TN 37203.

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# Steve Green

## Ministering Faithfully

Steve Green's new album, *Find Us Faithful*, conveys a message of perseverance. In today's world of sensationalism and image-making, perseverance and steadfastness often take a back seat. That's why Steve Green is taking his message to the streets.

Sparrow Music's popular recording artist will be singing and talking to the thousands of people attending the Christian Bookseller's Association Convention in Dallas, July 17-20. The themes of obedience, freedom and perseverance will become the unifying force in his message to the convention's attendees. "I'm going to spend my year with the song *Find Us Faithful* encouraging as many people as I can to live obedient lives," says Green. "... you can't tell the effectiveness of a man's ministry until you see the lives of his grandchildren. The way I see it, it's easy to begin the spiritual race—we hear great testimonies of dynamic conversions—but I wonder how many really finish the race. I want to keep my eyes on the finish line."

His commitment and sincerity so evident in *Find Us Faithful* are appreciated by other musicians who are making a joyful noise as well as by the thousands of appreciative listeners.

Cliff Barrows, music director for the Billy Graham Crusades, says this about

Steve Green: Psalmist David said in the 12th verse of the 86th Psalm, I will praise thee as Lord my God with all my heart and I will glorify thy name forevermore. "Steve Green is a gifted, committed artist who praises God not only with the voice God has given him but with his whole heart and being. This has been so very evident in his ministry with us from the crusade platform. His commitment to the Lord, whom he loves and serves, and his desire to share His joy and His life with others through song is unmistakably evident. We have been very grateful for his wholehearted praise which has ministered to those of us on the team as well as the many in attendance at the crusade meetings."

### Godly Roots

Steve Green is the son of missionary parents Charles and Jo Green. He accepted Christ at age eight and spent nine years on the mission field in Argentina during his childhood. All four Green children learned to play musical instruments and Charles Green incorporated their abilities into his Sunday services.

"Of all people I have known, my parents are the best example of Christian living that I have seen," Green says. "I'm grateful that I was raised in a Christian home, with Christian parents ... I had a good foundation to build on."

At the age of 18, Green returned to the United States to enroll as a pre-law major at Grand Canyon College in Phoenix, Arizona. However, by his sophomore year he had switched to a music major. During this time he met and married his wife MeriJean, also a singer. At that time, MeriJean was singing with Truth, a Christian group Steve had seen when they performed on campus. He sang for them and they invited him to join their group.

It was right after their marriage that both Steve and MeriJean got a call from the Bill Gaither organization asking them to join the popular Christian singers as backup vocalists. Steve was with the Gaither Vocal Band for the next five years.

Sparrow Records sought out Green in 1983 and offered him a chance to do a solo album—thus beginning his own ministry. The album, entitled simply *Steve Green*, earned him the Gospel Music Association's award as Male Vocalist of the Year at the 1985 Dove Awards. *He Holds the Keys* received a Grammy nomination for Gospel Male Vocalist of the Year as well as Dove nominations for Best Male Vocalist and Artist of the Year for 1986.

### More Than Music

Green has expressed the hope that more than just good music will be given to the audience through his concerts. He prays that "the Lord will confront listeners with Himself—through the music, through His Word and through whatever He wants—and that people respond to Him."

Mr. Jack Harrison, missionary with HCJB World Radio says: "Steve Green is not preoccupied with people's responses to himself but with their response to the message of Jesus Christ which he is bringing to his audiences." Dr. John DeBrine, host of *Songtime USA*, feels that "Steve Green has discovered what it means to fulfill 1 Timothy 6:12, 'Lay hold of eternal life.' That is, interpret lifestyle and ministry from heaven's balcony. The result has been a ministry and not a business."

Although full-time ministry is a serious matter, Green's sense of humor and ability to have fun make him feel it is important for his family to be on the road with him. The Greens are the parents of a six-year-old daughter, Summer, and a two year-old son, Josiah. MeriJean has been home-schooling Summer so the family can travel together, and both she and Steve feel it has been a very positive experience for all of them.

This year the Green family's travels will center on encouraging people to live obedient lives. *Find Us Faithful* will continue to remind audiences that the rewards of faithfulness are for eternity.



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# MEDIA NATIONAL WORLD



## WCFC Premieres Two Programs, Wins Award

CHICAGO, Ill. (NRB)—WCFC/Channel 38 recently premiered two programs and won a Chicago Emmy for *The Pat Hurley Show*, a teen-oriented comedy program.



**Debra Revitzer**

Station president Jerry Rose hosts the station's new "flagship" program, *Among Friends*, which premiered the week of June 6, with Ben Kinchlow, former *700 Club* co-host, as special guest. Format of *Among Friends* is ministry, with attention given to issues concerning marriage, family and finances. TV-38 also plans a studio audience for each production and encourages viewers to call in for counseling and prayer as a means of increasing viewer participation.

Another new program, which also premiered in June, is *Page Two*, a 60-minute public affairs series created by program director David Oseland. *Page Two* is a news magazine program that gives a Christian perspective on current events. Format also includes items such as interviews with local pro athletes, movie reviews and news updates from a reporter based in Jerusalem. Oseland will perform as both executive producer and anchor for the program, with Darlene Alberts as over-all producer.

The station won its third Chicago Emmy on June 6, awarded to production manager Debra Revitzer for her work on *The Pat Hurley Show*. Host/producer Pat Hurley is an inspirational speaker whose ministry focus is on teenagers. The program, listed for the Awards in the Entertainment category, won for "Outstanding Achievement for Entertainment Programs: For a Series." Chicago Emmys are sponsored by the Chicago Chapter of the National Academy of Television Arts and Sciences and were presented at the Fairmont Hotel.

## LeSea Broadcasting Facilities Destroyed by Fire

SOUTH BEND, Ind. (LeSea)—WHME-TV, Channel 46, a LeSea Broadcasting facility, sustained damages estimated in excess of at \$3 million on Sunday June 12, when fire gutted its studios and offices.

Peter Sumrall, general manager of broadcasting, stated, "Our first priority is to establish broadcast integrity and get back on the air. Shortwave operations people are on their way to Indianapolis where they will be working out of WHMB—Channel 40. All of our people are working to restore full broadcast capabilities [as early as possible].

"The main base of operations will be out of our corporate offices at Christian Center Cathedral of Praise on Ireland Road in South Bend. We will be working with equipment that was stored at the church and other equipment that is being loaned to us by the CBS and NBC affiliates here in South Bend. As far as we can tell, 75 percent of financial damage was in ... the original Channel 46 building." The site housed the shortwave, FM and television facilities and offices.

All personnel were safely evacuated from the studios and there were no injuries.

LeSea founder and chairman, Dr. Lester Sumrall, was returning from Europe at the time of the tragedy, and so was unavailable for comment. (See page 35 for information about his mission trip.)

LeSea's annual telethon, "Summer Celebration," was started on schedule on June 12 from the temporary facilities at Cathedral of Praise.

Steven Sumrall, president of LeSea, spoke for his father and LeSea, Inc. in emphasizing God's faithfulness, and issued thanks to the community and 21 fire companies who responded to the alarm.

## Marsh Broadcasting Acquires Six Radio Stations

PASADENA, Calif. (NRB)—On May 13, Marsh Broadcasting completed transfer and took possession of six stations formerly under Universal Broadcasting. FCC approval was received on April 20. The six stations involved are WDCT-AM/Washington, D.C., WYLO-AM/Milwaukee, KUXL-AM/Minneapolis/St. Paul, KCNW-AM/Kansas City, KWJS-AM/Dallas/Fort Worth, and KTEK-AM/Houston. Two stations have received new call letters. KUXL is now KYCR, and KWJS is now KNRB. The transaction is valued in excess of \$11 million and is the largest group purchase of religious formatted stations yet recorded. *Broadcasting* magazine reported last year that this transaction was the largest group purchase of AM stations announced in 1987.

Two new appointments have been made: Andy Willoughby, general manager of KCNW is now executive vice president of



**Howard Warshaw, pres. of Universal Broadcasting, David Sozio, v.p. of Maryland National Bank, and Dick Marsh of Marsh Broadcasting**

Marsh, and Burt Perrault, general manager of KTEK, is now vice president.

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# The Most Frequently Asked Questions About ...

## NRB's Comprehensive Benefits Plan

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*NRB members have asked several questions concerning the plan. We have answered the ten most-asked questions for your information:*

**BY MAURICE PRINDIVILLE**



Maurice Prindiville is president of the Continental Benefit Company and plan administrator of the NRB Trust.

### **Will this plan cover my hospital bills?**

Yes. The program will cover 100 percent of the first \$4,000 of covered hospital charges with the balance paid at 80 percent of covered charges after the deductible until a \$1,500 out-of-pocket limit has been reached. Thereafter, the program will pay 100 percent up to \$1,000,000 per calendar year.

### **Will this plan cover all my doctor bills?**

Yes. The program will cover 80 percent of all doctor bills until \$1,500 is spent out-of-pocket. Thereafter, the program will pay 100 percent of all doctor bills up to \$1,000,000.

### **What is the deductible?**

The deductible is \$100 per person, limited to \$300 for a family in a calendar year. The deductible is **all inclusive** and can be applied to doctor's visits, dental vision care and prescription drugs.

### **What are the maximum out-of-pocket expenses?**

In no event will the covered out-of-pocket expenses per covered individual, after the application of the deductible, exceed \$1,500.

### **Is there life insurance?**

Yes. \$20,000 of life insurance is provided for each member of the plan.

### **Is there other coverage besides physician and hospital care?**

Yes. There is **dental coverage** which includes examinations, x-rays, extractions and oral surgery. There is also **vision care** which partially covers vision analysis, frames, lenses and contact lenses.

### **Who backs the Trust?**

The Trust is overseen by the Trustees, which are the NRB executive board members. The Plan Benefits are fully insured by the Hartford Life Insurance Co.

### **Does this plan cover pregnancy?**

Yes. Pregnancy is covered in this plan and is treated as an illness.

### **Does this program cover psychiatric disorders, alcoholism and substance abuse?**

Yes. With all maximum benefits per covered person of \$15,000 for in-patient and out-patient in a calendar year.

### **What is the cost of the program?**

For single person coverage, the cost is \$82.00 and family coverage is \$166.00. The size of the family does not affect the cost of coverage. **This cost covers all benefits provided by this plan—full hospitalization, physician care, dental and vision care, prescription drugs and \$20,000 of life insurance.** There are no additional costs of fees.

All NRB members are invited to consider joining this plan as it is provided as a specific membership benefit. Other stations and related organizations are most welcome to apply for coverage in this plan as long as they are also applying for membership to NRB.

Please direct all inquiries to: Continental Benefit Company, 185 Main St. Suite 4, Gloucester, MA 01930 or call us on our toll free number **1-800-438-5566**.

The Continental Benefit Company is the Plan Administrator designated by the Trustees of NRB, and they will be pleased to provide all additional information and answer any questions you may have on this important member service.

# NRB NEWS



Dr. Clyde W. Taylor

## Clyde Taylor, NRB Founder, Dies at 83

ARNOLD, Maryland (NAE)—Dr. Clyde W. Taylor, whose name was synonymous with the work of evangelicals united in the cause of Christ, died Friday, June 3, 1988, at his home here. He was 83.

For more than 40 years, Taylor, known throughout Christian circles as "Mr. NAE," served evangelicals through their premier unifying organization, the National Association of Evangelicals (NAE). He also contributed significantly to the founding of both World Relief Corporation and the National Religious Broadcasters. Dr. Taylor's many leadership positions included serving as secretary of NAE's Office of Public Affairs in Washington, D.C., executive secretary of the Evangelical Foreign Missions Association, general director of NAE, general secretary of World Evangelical Fellowship, member of the board of managers, American Bible Society, and member of NRB's advisory committee (senior board).

Dr. Taylor's leadership was equally important in the early days of NAE. In 1943 he began working in Washington, D.C., to assist foreign mission agencies. The Washington office was an instant success as Dr. Taylor and his friends in government helped obtain passports and visas for missionaries hampered by war-

time travel restrictions. He helped write key immigration legislation and challenged the Federal Council of Churches in their attempts to gain a monopoly in religious broadcasting.

He graduated from Nyack College in 1924, received his Th.B. degree from Gordon College in 1931 and his M.A. from Boston University in 1942.

Previous to joining the staff of NAE, Dr. Taylor pastored Central Baptist Church, Quincy, Massachusetts, and taught at Gordon College of Theology and Missions. He served as a missionary in South America with the Christian and Missionary Alliance among the Inca and Campa Indians of Peru. Dr. Taylor is survived by his wife, Ruth; four children; ten grandchildren; and five great-grandchildren.

Funeral services were held June 8 at Heritage Baptist Church in Annapolis.

A memorial fund has been established as the Clyde Taylor Chair of Missions at Fort Wayne Bible College in Fort Wayne, Indiana.

## Midwest NRB Focuses on Church Relations

ST. CHARLES, Ill. (NRB)—The Pheasant Run Resort and Convention Center in St. Charles (just outside of Chicago) is again the site of the Midwest NRB convention, according to chapter president Wayne Pederson. Dates are October 12-14, 1988.

Some of the most effective communicators in Christian broadcasting are featured, including Jay Kessler, David Mains, Erwin Lutzer and Joseph Stowell, addressing the convention theme, "Christian Media and the Local Church—Working Together." Music will be provided by the Men of Praise from *Radio Bible Class* and Just Four.

The Midwest NRB feels that any good broadcast ministry knows the importance of good relationships with the local church. *Chapel of the Air* director David Mains has built his ministry around a strong cooperative effort between the local church, the program producer and the local station. He will be hosting the workshops dealing with that theme.

Two new features of this year's convention are the Pastors Conference on Thursday afternoon with Dr. Erwin Lutzer of Moody Church in Chicago. To build on the convention theme, the chapter has invited area pastors to participate in the activities, including the broadcast workshops. Friday will feature a one-day Sales Seminar coordinated by Ed Moore of WFRN in Elkhart, Indiana. Commercial stations are encouraged to bring their entire sales staff to this program.

The chapter will be presenting two awards, the Genesis Award for a promising new broadcaster and the Achievement Award for a broadcast organization that has made a significant mark on the world of Christian communications. Meal and coffee break sponsors will be given free exhibit space as part of their sponsorship.

The Midwest NRB is making every effort to make sure the convention is as practical and inspirational as possible. Plan to be with them in October for this special event.

## Hispanics Hold Congress on Evangelism

LOS ANGELES, Calif. (HNRB)—The International Congress on Hispanic Evangelism is July 25-29 at the Anaheim Conference Center here. According to Dr. Jose Reyes, chairman of the Hispanic Broadcasters Committee, it will be the largest congress on Hispanic evangelism ever held in the United States. Five thousand delegates are expected to attend from the United States and Latin America, along with representatives from 53 other nations who will be attending as observers. The main sessions will be translated for these representatives, most of whom are from third-world countries.

The purpose of the congress is to form plans to reach Hispanics in the United States by the year 2000. Evangelist Alberto Mottesi is overseeing convention coordination. Dr. Reyes is coordinating workshops on evangelism through communications. Activities are sponsored by the Billy Graham and Alberto Mottesi Evangelistic Associations.

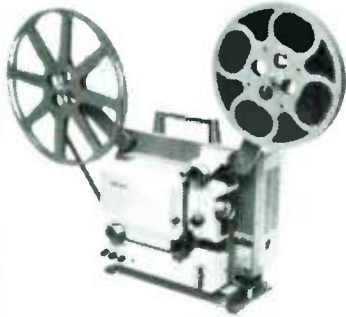
(continued on page 34)



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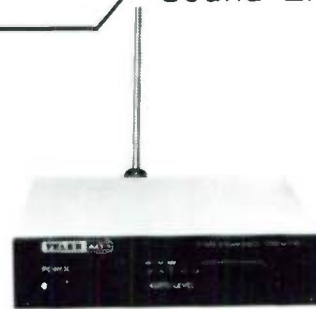
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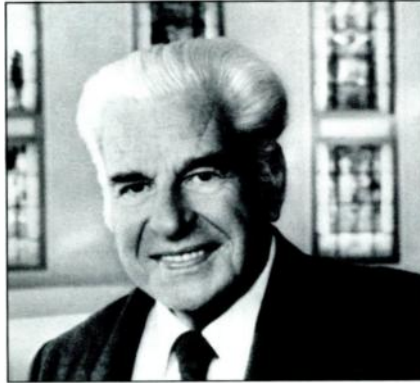
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PARENT SCENE  
PO Box 2222  
Redlands, CA 92373

(continued from page 32)



Dr. Rolf K. McPherson

## Broadcasters Honor Rolf McPherson at Retirement

LOS ANGELES, Calif. (NRB)—A luncheon was held April 29 at the Los Angeles Airport Marriott to honor Dr. Rolf K. McPherson, son of early radio evangelist Aimee Semple McPherson, for his 44 years of service as president of the Church of the Foursquare Gospel. Jack Hayford, senior pastor of the Church on the Way in Van Nuys, California, Dr. Billy Melvin, executive director of the National Association of Evangelicals, and Al Sanders, president of the Ambassador Advertising Agency, an NRB executive committee member, spoke on his contributions to the field of religious broadcasting as head of pioneer Christian station KSFG.

The following is an excerpt from Al Sanders' speech:

*The National Religious Broadcasters and Dr. Rolf K. McPherson have a great deal in common. Dr. McPherson has served his denomination for 44 years. Around this time, NRB came into existence, with its main purpose to guarantee the continued free access by all religious groups to the broadcasting spectrum. In those early days, the major networks had decided they would no longer sell time to Christian programs. Instead, a free half-hour a week would be given to Protestants, Catholics and Jews. Unfortunately, evangelical denominations were given little consideration.*

*Thankfully, people with God-given vision saw the need to begin truly Christian radio stations. Among the very first ... was KFSG.*

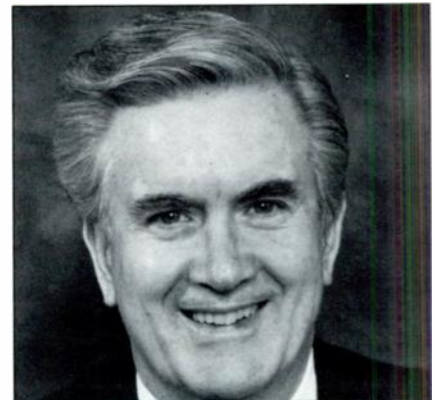
*Since those early days, other facilities have come on the air proliferating throughout every major market in the country. Today, membership in the NRB includes hundreds of these facilities,*

*along with program producers and television stations.*

*Despite recent media scandals, God's Word continues to be sent forth by His many faithful servants. The Bible promises that the truth of Scripture will not return void.*

*It's a personal pleasure to salute Dr. McPherson since more than 40 years ago, when my wife and I were students at Biola, we conducted a weekly evening program over KFSG ... she playing that magnificent Kimball pipe organ, and I reading selected portions of Scripture.*

*On behalf of Ben Armstrong, executive director, and Jerry Rose, president of NRB, we're privileged to salute not only one of our key station members, KFSG, but also you, Dr. Rolf K. McPherson, for 44 years of indefatigable service for Christ. The Lord gave the Word ... great is the company of them who publish (and broadcast) it.*



Al Sanders

## Clark Proposes Reorganization Plan for PTL

FORT MILL, S.C. (NRB)—As of June 27, final court approval was pending on the Chapter 11 liquidation plan. According to the five-year reorganization plan proposed by former trustee David Clark, PTL, which has lost its non-profit status, will be split, and a new non-profit organization, Heritage Ministries, will be formed. PTL will retain the television network, Heritage Church, the auditorium and the Heritage Hotel. Heritage Ministries will be given the opportunity to buy or lease facilities from PTL.

Clark indicated that he does not plan to return as trustee. The new trustee is M. C. "Red" Benton, former mayor of Winston-Salem, N.C.

# BROADCASTERS



**Richard Hatch**

KFIA-AM/Sacramento (California), named as the 1988 NRB Broadcast Facility of the Year, has appointed **Bob Stephenson** program director. KFIA is a service of Olympic Broadcasters.

**Pamela Ilott**, former vice president of religious and cultural broadcasting at CBS, was honored with a Special Recognition Award by the National Academy of Television Arts and Sciences for outstanding service to religious and cultural broadcasting. She won a Distinguished Service Award from NRB in 1974.

**Mark Kelly**, the seven-year veteran bass player for **Petra**, has announced plans to leave the group. He will be pursuing advanced studies in architectural science. **Ronnie Cates** from Louisiana will replace him in the band.

"The Spirit of 76," **WENO-AM/Nashville** (Tennessee), is the first commercial all-contemporary Christian music station in Nashville. The station began broadcasting May 23, and has the call letters of a historic station, Nashville's first all-country music station, started in 1958.

**Richard Hatch Ministries** and the **Dick Hatch Show** have relocated their offices



**Scott Wesley Brown**

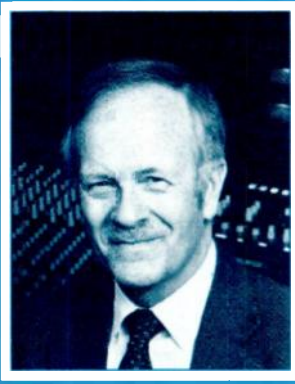
and studio. The new facilities are at 71 McMurray Road, Suite #109, Pittsburgh, PA 15241. New phone numbers are (800) 327-2550, (412) 831-2000 in Pennsylvania.

In response to a call from the Lord, **Dr. Lester Sumrall**, missionary statesman, launched *The End-Time Joseph Program to Feed the Hungry*, and raised support to purchase food for suffering Christians in Poland. He was in Poland June 6-8 to minister to local churches. (See p. 36 about fire at LeSea's Indiana facilities.)

Philadelphia's Light, **WZZD-AM**, helped the March of Dimes' Walk-America campaign on April 24 through publicity, radio announcements and personal appearances. WalkAmerica raises money for research and medical services to prevent birth defects.

**WAY-FM/Fort Myers** (Florida) recently sponsored a Bowl-a-thon to raise funds for a STL link to improve their air sound. Listeners and local youth groups bowled on April 23 and raised over \$26,000 in sponsorships.

Recording artist **Scott Wesley Brown** is putting the finishing touches on his



**C. Donald Cole**

twelfth album, his first with Word Records in Nashville. Scheduled for release in October, the album will be produced by Greg Nelson.

**KHEP-AM/Phoenix** (Arizona) held a national contest on the *Gospel Greats* program, featuring gospel music and interviews with featured artists. Grand Prize winner **Sandra Aiken** of Phoenix received a four-night cruise and \$1,000 for correctly naming the featured artists from each program during the month of March.

**Wilford V. Bane Jr.**, head of media production for United Methodist Communications in Nashville, Tennessee, has been named interim general manager of the new interfaith satellite network, **VISN**.

**Open Line**, the nation's first satellite-fed Christian call-in talk show, celebrated its sixth anniversary May 3, 1988. **Chris Fabry** and **C. Donald Cole** now host the program, heard on more than 170 outlets of the Moody Broadcasting Network.

**Hosanna Ministries**, one of the world's largest producers of cassette Bibles, is producing 50,000 free Gospel of Mark cassettes in



**Phyllis Schlafly**

Korean and 17 other languages for distribution by the '88 Olympic Outreach Committee at the '88 Olympics in Seoul, Korea.

The Russian broadcast, **Voice of the Gospel**, produced through a joint effort by the Church of God in West Germany and the Mass Communications Board in the U.S. celebrated its fourth birthday on June 2. Speaker is Russian-born Church of God pastor **Walentin Schule** of Pforzheim, West Germany.

**Eagle Forum** announces that **The Phyllis Schlafly Report** will celebrate its fifth year of broadcasting in October. The three-minute daily radio program airs in more than 180 markets nationwide.

**Dr. Ardon D. Albrecht** has announced his resignation as production manager of **Lutheran Television**, the television ministry of the International Lutheran Layman's League.

**KLRD-FM/Yucaipa** (California) is sponsoring Superconcert II, their main fundraiser, on August 27 at Redlands Bowl, Redlands, California. The event features **Sheila Walsh**, **Benny Hester**, **Roby Duke** and **DeLoie McClendon**. Admission is free.

# BOOK REVIEWS

## You Are What You Say: Cure For The Troublesome Tongue

by Karen Burton Mains. Zondervan Publishing House, Grand Rapids, Michigan, 224 pages

Broadcasters, maybe more than other professionals, constantly manipulate spoken words. We can't do our job without words—basketsful of them. They roll off radio and TV announcers' tongues, almost without thought.

In 14 chapters, Mains tells how to diagnose mouth disease ("stick out your tongue"), explains what minor and major surgeries are needed (including treatment for lying and cutting away one's detrimental past), prescribes four rehabilitation steps (tongue exercises, confession, silence and laughter), and gives three measurements of recovery (speaking words of life to God, others and ourselves).

In 14 chapters, Mains tells how to diagnose mouth disease ("stick out your tongue"), explains what minor and major surgeries are needed (including treatment for lying and cutting away one's detrimental past), prescribes four rehabilitation steps (tongue exercises, confession, silence and laughter), and gives three measurements of recovery (speaking words of life to God, others and our culture).

The book includes a time test for the reader, because, Mains says, many of the lies we tell are due to our poor usage of time.

Mains prescribes daily doses of Proverbs to cure the troublesome tongue.

It's become "fashionable to be foul-

mouthed," and even Christians use words that "a generation ago would never have been included in the vocabulary of a hunter after holiness," says Mains. But some symptoms of mouth disease are even more insidious: speaking spitefully to your children, cutting down your spouse at a party, not saying that loving word to a stranger.

Mains suggests numerous ways to fight mouth disease. "Are there certain types of people about whom we always speak negatively?" asks Mains. Consider minor surgery. What about those lies we don't know we are telling? Consider major surgery.

Of the four tongue rehabilitations Mains advances, tongue exercises are perhaps the least obvious. How do you get your tongue in shape? By repeating certain words, like *Welcome, I love you, You are beautiful to me, Thank you and I forgive.*

Christian broadcasters need to be aware of the power of words. This book moves us closer to the goal of speaking "the words of life: I care, I love, I hear."

## Living for Eternity

by Dave Breese, Moody Press, 1988, 143 pages

Radio broadcaster Dave Breese, heard daily on *Pause for Good News* and weekly on *Dave Breese Reports*, has written a new devotional study of 2 Peter, entitled *Living for Eternity*. The author centers his comments on 2 Peter 1:7, which urges the believer to develop his Christian life around the imperatives of faith, virtue, knowledge, self-control, patience, godliness, brotherly kindness and love.

Breese emphasizes that there are two approaches to Christian living: (1) the high road of victory, and (2) the low road of defeat. In Peter's second epistle, he finds the key to ef-

fective Christian living, based upon the believer's development of essential qualities for successful living which he calls "eight imperatives for life."

In an interesting and provocative style, Breese challenges the reader to spiritual growth by weaving a combination of devotional thoughts, contemporary insights and helpful advice. He emphasizes that wise living and spiritual growth are not limited to a select few, but are available to all who will discipline themselves in their walk with God.

The closing chapter, entitled "Moving On Up," challenges the reader to prepare for the life to come. In this chapter the author presents an effective evangelistic appeal to the reader. Because of this, *Living for Eternity* is an excellent book both for believers and non-believers.

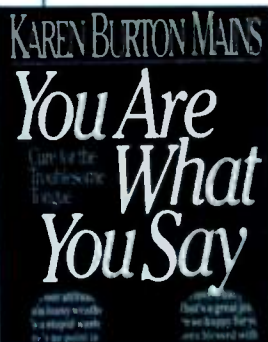
## Transforming Our World

by James M. Boice, Multnomah, 1988, 157 pages

Dr. James M. Boice, pastor of Tenth Presbyterian Church in Philadelphia and speaker on the *Bible Study Hour* radio broadcast, is the editor of this significant new collection of essays on vital topics dealing with Christianity's relationship to our culture. As chairman of the International Council on Biblical Inerrancy, Boice provides a series of essays by William F. Buckley, Jr., Richard Neuhaus, James I. Packer, R. C. Sproul, Charles Colson and others.

*Transforming Our World* is a clarion call to action for Christians who want to make a difference in our society. Articles include, "The Christian and Society," "The Inseparability of Church and State," "The Christian and Biblical Justice," and "Christian Responsibility and Public Life."

Boice centers his comments in the opening essay on the need for



Christianity to fill the moral vacuum in our society. Using Micah 6:8 as his key text, Boice calls upon the church to 1) act justly, 2) love mercy, 3) walk humbly before God.

In the essay on the "Christian and Society," Os Guinness warns the church against the encroachment of secularism and spiritual anarchy into our own lives while we have been trying to prevent its spread to society. He argues that the corruption of evangelism is caused by our "inadequacy in understanding how the church should engage society."

Those looking for wise counsel and practical help would do well to consult this volume.

launched his new ministry of restoration and deliverance.

Robison's story is a revelation of the deep inner turmoil of many of God's servants who struggle with the issues of outward success and inward dedication. This book will shock you, stun you and challenge you like no other book you have ever read. Don't miss it!

### Shake Off the Dust

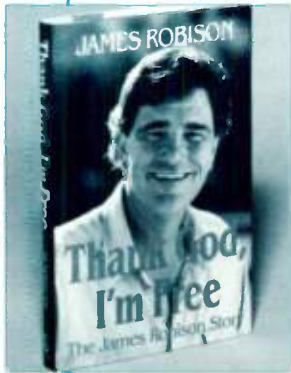
by Jay Strack, Thomas Nelson, 1988 191 pages

Jay Strack is a dynamic young evangelist who tells a heart-moving story about deliverance from drug and alcohol abuse. His powerful new book is sub-titled "Leaving your past behind and getting on with the rest of your life."

Strack begins this book by telling his own story as a rebellious teenage junkie during the hippie era and his eventual conversion and call to the ministry. His story grips the reader on every page as you journey with him through the heartache and rejection of his childhood, his parents' divorce, his father's alcoholism, his mother's desperate search for love and his ultimate escapade with drugs which eventually landed him in jail.

The book is divided into three sections: Scars of the Past, Problems of the Present, and Hope for the Future. The middle section deals with some of life's toughest problems: alcohol, drugs, sex, divorce, child abuse, incest, rape and abortion. In each chapter Strack tells the story of someone he has worked with personally in his crusade ministry and explains how they overcame their past to find new hope and meaning in life.

The chapter on "Why Do Christians Fail?" is especially helpful and insightful. Strack emphasizes that failure is not the end and raises a banner of hope for all who have stumbled in their walk with God. He ends with practical advice about repentance, rebuilding and restoration.



### Thank God, I'm Free

by James Robison, Thomas Nelson, 1988, 192 pages

This powerful autobiography by television evangelist James Robison is a compelling drama of one man's search for freedom. It is an honest and captivating look into the life of a man who finally found freedom after a series of mental, emotional, physical and spiritual struggles.

Robison tells his story with dramatic flair and insightful pathos. He was an illegitimate child whose mother placed a want ad for him in the Houston paper. James goes on to reveal his desperate and neglected childhood that finally resulted in his growing up to be a "self-conscious, unhappy and angry young man."

The only bright spots in his early life were the Hales, a pastor and his wife who took him in and led him to Christ and a young lady named Betty, who eventually became his wife.

The autobiography moves on to tell of his call to the ministry, his phenomenal early success as an evangelist and the eventual re-evaluation of his entire life and ministry. Recapturing the vitality of his early commitment to Christ, James

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## John C. Willke, MD

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# ON THE AIR

## Quality & Ministry... Christian Radio Must Have Both

by Bob Augsburg

Quality and ministry are the two words that keep coming up in my recent conversations with others in the Christian radio ministry. Balancing these two key ingredients has to be the greatest challenge facing Christian broadcasters as we near the beginning of another decade. No longer can a station owner say, "Well, we are just doing this for the Lord," and "We're not really all that professional but God sees our heart." This attitude describes a station that presents a lot of ministry but may be sadly lacking in quality. Our listeners no longer tolerate the D. J. who cannot even read a PSA without stumbling over and mispronouncing the words. We need to be moving to the place where our announcers do not sound inferior to those on the secular A/C, CHR or Easy Listening stations in our market. I must admit, however, that the quality of the air sound and the dedication to ministry by the guys on the air cannot be overlooked. God does bless effort.

These two words have taken on new depth to me in recent months as president and station manager of WAYJ-FM, a non-commercial CHR/Rock station. Ministering primarily to a young audience, we receive numerous cards and letters asking, "What is the secret to the success of such a format? How is it being supported? Who is supporting you?" That is precisely when these two words, "quality and ministry," keep echoing in my mind. God has truly worked in marvelous ways. David said in the book of Psalms that he played skillfully on his harp. I have had more than a few Christian leaders and pastors allude to the fact that at first the station's music was a real shock compared with what they were accustomed to, but they

respected the quality of the D.J.s and most importantly they appreciated the verses and personal sharing they heard over and between the music. In case after case, local pastors now endorse us because they see the quality and ministry of WAYJ-FM. I know many of you have shared the same type of story with me about your stations. Quality and ministry go hand-in-hand—not just in operating a Christian station but in anything we do for Christ. Look at several

**“The pursuit of quality must be carefully kept in check or our original vision to reach people can become cloudy and distorted.”**

of today's most popular daily programs on Christian radio. You will find the two ingredients equally present in each.

The ministry of James Dobson is complemented by the quality of Mike Trout's announcing and the production people who blend it all together. Charles Swindoll's preaching is widely acclaimed as some of the finest on radio today, but Chuck would be quick to pass much of the success of *Insight for Living* to the abilities of Al Sanders, not to mention the superb quality of the

monthly publication, *Insights*.

Can we become out of balance in either direction? It certainly can and unfortunately does happen to some of us in ministry. I am sure you can think of more than one TV evangelist, radio station or recording artist who became so engrossed in "polishing their act" that the motivation and the bottom line of transformed lives lost its meaning. The pursuit of quality must be carefully kept in check or our original vision to reach people can become cloudy and distorted. On the road to improve our level of professionalism, we need to pause often and check our "spiritual pulse." Start by asking yourself:

\*"Am I annoyed when a listener calls to share a prayer request or a burden with us?"

\*"Do I seem to get more excited about station money matters than a letter from a listener sharing a victory or how they were blessed by the station?"

\*"Do I thrive on compliments from colleagues in the industry? Do they supercede listeners' comments relative to how they have been strengthened by our programming?"

Departure from our original pure vision is usually a slow, subtle process. As we dedicate ourselves to tightening up on the professional side of the scale, let's beware of our original motivation to reach others with Christ's love. Both ministry and quality are essential to the success of any Christian station regardless of the format style selected. One without the other will not do in today's increasingly sophisticated broadcast market place.

Bob Augsburg is president of Programming Plus, Ft. Myers, Florida, a company providing music formats for Christian radio.



## Chart Check

### WGIA/Blackshear, Georgia

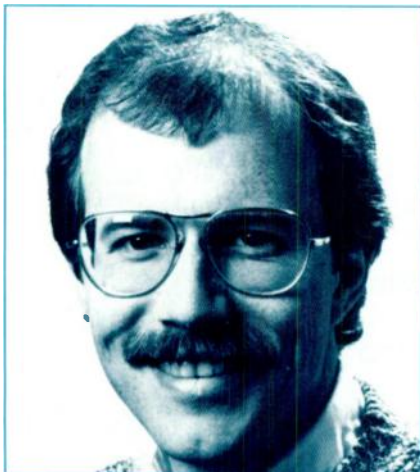
FORMAT: A/C

1. Friend In You - Jon Gibson
2. Heart And Soul - Geoff Moore & The Distance
3. To the Mystery - Michael Card
4. Radically Saved - Carman
5. For Always - CeCe Winans
6. Bonded Together - Twila Paris
7. Again And Again - Mylon & Broken Heart
8. Sing Over Me - 2nd Chapter of Acts
9. Edge Of The Dream - Whiteheart
10. After God's Own Heart - Steve Camp

### WEMI/Menasha, Wisconsin

FORMAT: Insp/MOR

1. Melody Of Praise - Scott Roley
2. Forever Yours - Rick Cua
3. One Faith - John Michael Talbot
4. Virtuous Woman - Buddy Greene



**Buddy Greene**

5. Sing Over Me - 2nd Chapter of Acts
6. Take Me Back - Marvin & Gentry
7. Easter Song - Glad
8. In His Love - Phillip Sandifer & Jennifer Warnes
9. Ti Chape-Kum BA YA - Randy Matthews
10. Praise to the King - Marcel McArthur

### WANL/Albany, Georgia

FORMAT: Insp/MOR

1. Make His Praise Glorious - Sandi Patti
2. One Faith - John Michael Talbot
3. You Are My Keeper - Harvest
4. Come Lift Him Up - Laury Boone Browning
5. We Are His Temple - Spurlows
6. Holy, Holy, Holy - Phil Driscoll
7. Heart And Soul - Geoff Moore
8. Friends - Michael W. Smith
9. A New Song To Sing - Dean Hopper
10. How Much Love - Allies

### KNIS/Carson City, Nevada

FORMAT: A/C

1. Heart & Soul - Geoff Moore
2. Makin' It Matter - Truth
3. Heartsound - Connie Scott
4. You Can Be Mine - Kim Boyce
5. Send Me - Twila Paris
6. Jesus Loves The Church - Sheila Walsh
7. You Can Love Away My Fears - Nancy Honeytree
8. Let's Get Together - Acapella
9. A Winner Like You - Arlen Salte
10. Safe Harbour - Marvin & Gentry

### WBGL/Champaign, Illinois

FORMAT: Insp/MOR

1. Time - Bobby Michaels
2. Friend In You - Jon Gibson
3. Send Me - Twila Paris
4. Arise - Luke Garrett
5. Virtuous Woman - Buddy Greene
6. Send Me - Robert & Sandra Sobo
7. All For You - Billy Crockett
8. The Gift - Steve & Annie Chapman
9. Take It To All The World - 2nd Chapter of Acts
10. A Mighty Fortress - Glad

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Tom Hesse — KNIS, Carson City/Reno

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Dick Marsh — President, Marsh Broadcasting

"We are pleased with the 'Monthly Supporters' promo package. They sound great!"

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Entry level NEWS POSITION available. Experience desired but not necessary. WCSG is an outreach ministry of the Grand

Rapids Baptist College and Seminary. Send resume and demo tape to: News Director, WCSG, 1159 E. Beltline, Grand Rapids, MI 49505.

Management opportunities for these stations under construction or planned in VA, NC, MD: WKTR-AM; WFTK-AM; WKDI-AM; WCFL-FM; WCQR-FM. Contact Vernon H. Baker, PO Box 889, Blacksburg, VA.

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KMIC.....	1
KSVZ.....	8
Marsh Broadcasting.....	29
Microspace Communications Corp.....	19
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## The Caribbean Chapter of National Religious Broadcasters

Invites you to their Second Annual Convention, August 17-20 at the Carib Inn Hotel, Isla Verde, San Juan, Puerto Rico

**Speaker: Bishop Samuel Green**

**For more information, contact:**

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

(Circle 135 on the Reader Service Card)

# There's More There's Hope!

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

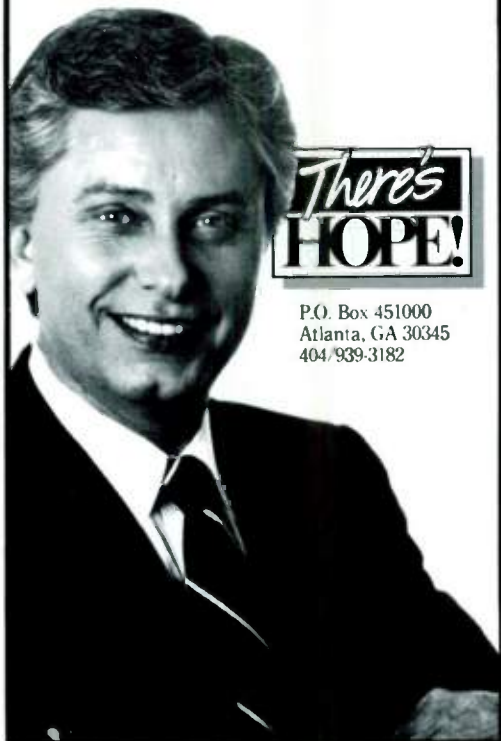
It means that the dynamic new Christian telecast *There's Hope!* is reaching more people than ever — a potential audience of multiplied millions.

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

## 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 @ 9:00 A.M. WRAF, 970 AM, Toccoa, Sundays @ 7:30 A.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

## Christian Booksellers Association

July 17-20  
Dallas, TX

## NRB Southwestern Chapter

July 20-23  
Dallas, TX

## Christian Congress for Excellence in Public Education

July 20-23  
Wheaton, IL

## 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

## DACI Institute on Development and Management

September 25-29  
Dallas, TX

## 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

## NRB National Convention

January 28-February 1, 1989

Washington, DC

# Cybertronix inc.

## WHEN YOU CAN'T AFFORD TO MISS...

The *Cybertronix* system of telecommunications through telemarketing could very well turn out to be the most valuable **communications weapon** in your arsenal!

With the *Cybertronix* method, we use the *actual voice* of the strongest personality of the ministry or school to convey the message. This gives the recipient of the call the feeling of actually speaking with the leader himself.

This quality recorded message is also many times more cost-effective than "live" telemarketers with the additional advantage of cementing the bond between donor and yourself. Another valuable advantage of this system is that the

★ **MILLIONTH CALL IS AS** ★  
★ **CLEAR** ★ **VIBRANT &** ★ **EXCITING**  
★ **AS THE FIRST CALL!**

With "live" telemarketers—even professionals—this just isn't the case because of the fatigue and discouragement that afflicts even the most effective.

At this point, let us be quick to point out that it is not our intention to suggest that our system is better than "live". Because we honestly believe for much of your work, "live" telemarketers are indispensable. However, there are communications we can do better, faster and less expensively. We can relieve some of the tedium of your "live" telemarketers—assisting them to be more productive in areas that they do so well.

Also, when you think of telemarketing, particularly the type that we excel in, don't confine



your thinking to fund-raising alone. Consider surveying and polling which are just two other areas where the *Cybertronix* system really shines. How many times have you wished that you *really knew* what your constituency was thinking about a particular issue? Direct mail provided you with at best, dismal response and other methods seemed too expensive.

Or, how about "crisis" notification? Suppose something happens at the ministry or the school that could have a negative impact if your people got the information "second-hand" or through the filter of the media.

With the *Cybertronix* system, you can contact ALL of your people within a few days (or less), and could do it "personally"! Or possibly an important *bill is being slipped through congress* that would have a negative impact on your people.

The *Cybertronix* system could:

- let them know the **FACTS** (*in the powerful voice of your strongest personality*)
- could encourage them to write/call their congressmen-senators. All *immediately* to counteract the pending decision in Washington.
- even though we use a recorded message, it can be adapted to give the name and phone number of the senator in EACH state.

And please remember; a **telephone call is the most personal form of communication** outside of a personal visit. And by using the voice of your strongest personality

along with a quality script, your people *will readily accept* it almost as if it were a personal call. Because of his/her recognition within the entire family, it won't matter who receives the call because the message **WILL BE PASSED ON!** . . . and in the majority of the cases, it will be acted upon.

► Typically, the response rate of this quality program will be from five to eight times that of the same appeal via direct-mail.

► The *Cybertronix* system operates through a network of over a 1,000 licensees who are located in cities and communities spread over this great U S of A and are integrally tied into a single system through computer and telephone lines.

► We can make in excess of 1,000,000 calls per day and can make contact with a simple notification message for about the price of a couple of postage stamps. *Where else can your money buy you so much?*

For more information and/or to arrange for a "trial" program at our "raw" telephone costs alone, please call our National Accounts Manager. You'll find your contact to be a rewarding and calming experience.

### CYBERTRONIX GOAL

Turn the Recipient of the Call...Into a Listener...then Into a Responder\*

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(Circle 125 on the Reader Service Card)

# LATE NEWS

- CHRISTIAN TV STATION RETURNS TO AIR** WHME-TV Channel 46, a Christian television station in South Bend, Indiana, was back on the air seven hours after a fire devastated its facility on June 12. (See page 28 for details of the fire.) Station officials said the station resumed broadcasting at 8 pm that day.
- GRAHAM HONORS CHRISTIANITY IN RUSSIA** Billy Graham addressed Moscow citizens recently regarding the 1000th anniversary of Christianity in Russia. The speech was given when Graham arrived at Moscow Airport on June 8. It was his third visit to the Soviet Union.
- HOPE FOR THE HEART MOVES TO DALLAS** June Hunt, host of *Hope for the Heart* radio broadcast, said the program's offices will officially be located in Dallas as of August 1. Jan Silvius, who previously hosted the daily radio broadcast, has left to pursue writing interests. Hunt, who has co-hosted the program for the last two years, will continue as host. *Hope for the Heart* received the Genesis Award in 1986 for the most promising new program.
- EVANGELIST JOHN DOUGLAS DEAD** John E. Douglas, Sr., president and founder of World Missionary Evangelism, died recently. The interdenominational, non-sectarian missionary movement began 31 years ago. He is survived by his wife, Edith, a daughter and a son and 12 grandchildren.
- TBN PRODUCING SERIES FOR CHINA TV** Nora Lam, evangelical author and speaker from China, is featured in a new series for China Central Television, produced by Trinity Broadcasting Network. The 15-minute program, titled *America Today*, features Lam as narrator. (Details to follow in the September issue of *Religious Broadcasting*.)
- NRB OFFERING STUDENT INTERNSHIPS** National Religious Broadcasters has a limited number of scholarships available for student interns. The six-month internship program begins this fall and continues through the 1989 convention. For more information, contact NRB at (201) 428-5400.

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