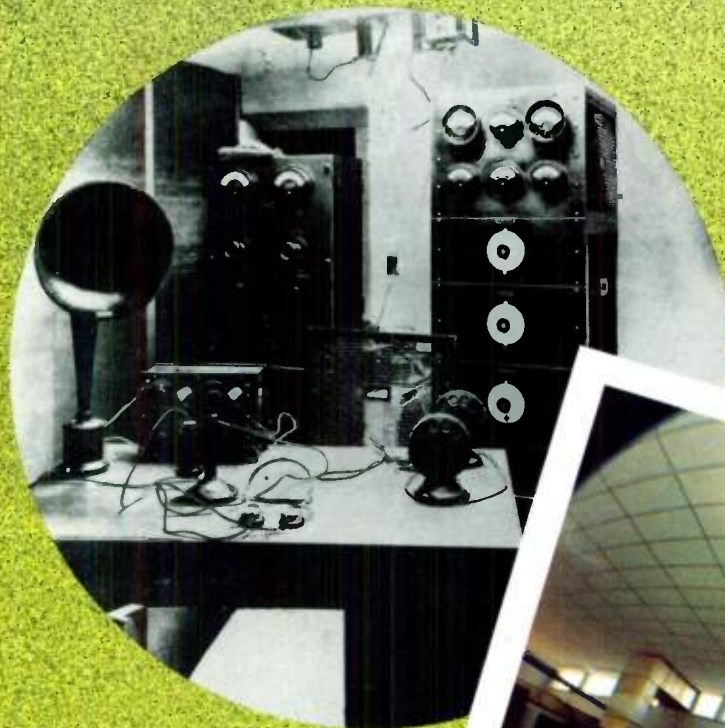


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

September 1988



RADIO 88

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of Christian
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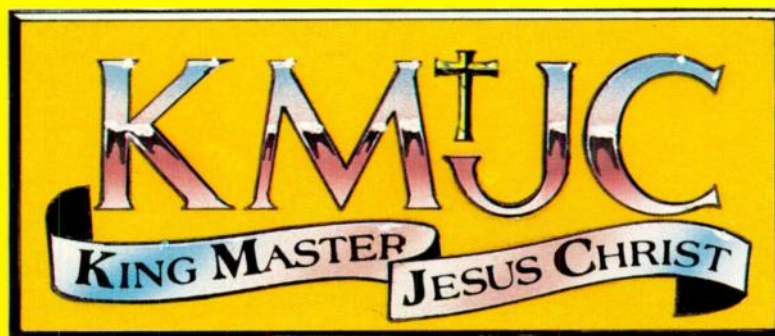
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RELIGIOUS BROADCASTING

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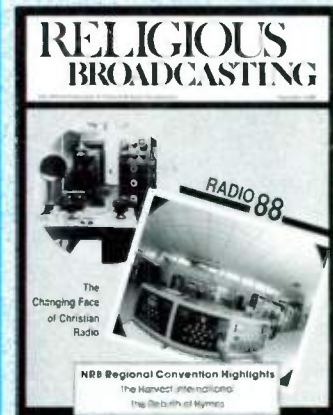
SEPTEMBER

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This month Religious Broadcasting honors the medium of radio—its ministry potential, growth, maturity, and outlook for the future. Photo credits: International Church of the Foursquare Gospel (left), and Trans World Radio's transmitter hall, Bonaire, (right).

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SIGN ON

Thank God for Radio

A few years ago I met a biology professor at a major mid-west university. He had been well known in educational circles as an evolutionist and had written a book on the subject which was used as a college textbook. He told me that one of his delights was to try to destroy the faith of his Christian students. But all that had changed by the time I met him. He was a dynamic Christian who traveled on weekends taking as many ministry opportunities as he could handle. His views on evolution had changed and he wanted to do all he could to undo the damage he had done. As we talked, I discovered how he came to Christ. It was through a radio preacher. For some reason, he began to listen and the more he listened in, the more sense it made until finally, the Gospel preached over radio penetrated the layers of intellect and prejudice and he



accepted Jesus as his Savior.

My brother-in-law has, for years, been completely disinterested in the church and the gospel. Recently my sister told me that much of his conversation centers on spiritual things. "What made the difference?" I asked. "He has started listening to a Christian radio program," she said, "and it makes a lot of sense to him."

In my home, there is a beautiful piece of lace framed and hanging in a prominent place. We purchased it at the Trans World Radio headquarters in Germany. The lace was handmade by a lady who lived deep behind the Iron Curtain but who was a faithful listener to the short-wave radio broadcasts sent by Trans World Radio into the communist countries. Those Christian broadcasts are her life-line to the Gospel. Since she didn't have any money, she made the lace and sent it so that it could be sold to help support Trans World Radio.

My friend, Frank Drown, has been a missionary to the Indians of Peru for many years. In his earlier days he walked hundreds of miles from village to village to minister to the Indians. Later, as missions aviation became more available, he both flew and walked. But even with the added efficiency of flying, he realized he still couldn't adequately reach all the Indians with the Gospel so he built a radio station and a hydro-electric plant to power it. Then he placed radios in the villages and used radio to preach, teach and in general to communicate with the Indians in the Peruvian jungle. It is a true joy for me to hear stories of how God used that small jungle radio station to reach the Indians.

Thank God for Christian radio. All over the world, even in the most remote parts of the earth, people are tuning in to the Gospel. They are being taught, saved, and blessed by this technology that gives wings to the Gospel message. I thank God for the men and women who have answered the call to use radio to spread the Gospel.

As members of National Religious Broadcasters, we owe a sincere debt of gratitude to the early Christian radio pioneers because it was out of their vision that NRB was born. We are pleased to dedicate this issue of the NRB magazine to Christian radio and those who are using it effectively. May God bless them all.

Jerry Rose



President
National Religious Broadcasters

RELIGIOUS BROADCASTING

Vol. 20 No. 8

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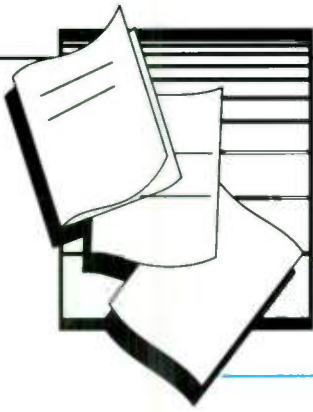
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NRB FORUM

Stations Protest Film

Dear Editor:

I am writing to inform the readers of *Religious Broadcasting* that two of the most widely listened-to religious format radio stations, KKLA and KBRT, joined forces with Trinity Broadcasting's Channel 40 in southern California to generate what may have been the largest single-issue-oriented event at Universal Studios.

On August 11, Jack Stewart, talk show host on KKLA, and Rich Buhler, host of *Talk from the Heart* on KBRT, with strong backing from the area churches and other broadcasters, brought out a crowd estimated in excess of 25,000 to protest Universal MCA's release of *The Last Temptation of Christ*.

The crowd jammed Universal's parking lots and central areas and backed up traffic on the Hollywood Freeway and Lankershim Boulevard for several hours.

A news conference preceded the march down Universal's main entrance and across busy Lankershim Blvd. to a nearby park where an upbeat rally was punctuated by comments from key Christian leaders, including NRB Board member Dr. Bill Bright, Rosie Greer, actor and former all-pro Ram football player, Don Stewart, Donald Wildmon of American Family Association, Ralph Wade, long-time successful Hollywood film producer, and others.

Christian broadcaster and NRB member Dr. Frank Eiklor, who participated and later attended a private screening of the film, had the following to say about the film:

"I now can see why Nikos Kazantzakis was not even allowed burial in his country of Greece, and why Martin Scorsese was expelled

from his Catholic school as an undesirable. While I was outraged at the script, I exited the special screening beyond rage at the vulgar portrayal of Jesus Christ."

Ed Steele
Creative Communications
Orange, California

Top Weekly Programs

Dear Editor:

Recently you have been featuring Top NRB radio programs in America, highlighting each of several formats (top daily programs, weekly programs over 30 minutes, short feature-length broadcasts).

It may be, however, that one area has been overlooked—top weekly broadcasts under 30 minutes in length.

There are several excellent programs currently airing which merit mention to the readers and broadcasters of NRB. One is *A Visit With Mrs. G*, winner of the 1985 NRB award for program production. "Mrs. G" has some of the best children's programming available today, and airs on well over 300 stations across America and overseas.

Another top broadcast is *The Word Today*, with Pastor Paul Schroeder, focusing on significant words in Scripture and featured on approximately 100 stations. Both are quarter-hour weeklies.

Edward A. Elliott
Domain Communications
Carol Stream, Illinois

On KTCR

Dear Editor:

In the last issue of *Religious Broadcasting* you reported the death of Dr. Thomas Durfey, the former owner of radio station KTCR. In December of 1987 our firm purchased KTCR

from the Durfeys to fill a marketing void left by the sale of KCFO-FM. KTCR is now owned by Superior International Communications, Inc. and since December 1987 we have increased the station's power from 5,000 watts, changed the broadcast site, refined the format and initiated a heavy advertising campaign.

Thomas Harrison
KXTD 1530 AM
Broken Arrow, Oklahoma

View on Profanity

Dear Editor:

I read Mr. Baehr's letter to you in the current issue (July/August) relative to the use of profanity in a certain movie.

Mr. Baehr makes the comment, "We should never condone profanity, but in this case ..."

I should like to present another angle or viewpoint that once seemed to be taken by the evangelical community as to where the line should be drawn, whether it was radio, TV or any other of the spoken media. We should never condone profanity, period.

Situation ethics has certainly come a long way.

Dave Freelan
Sounds of Joy
Greentown, Indiana

New Bertermann Fellow

Dear Editor:

I wanted to take a moment to write and thank NRB for the certificate declaring me a Bertermann Fellow. I appreciate the honor very much.

I wish you continued success in this valuable service to our communities and to the nation as a whole.

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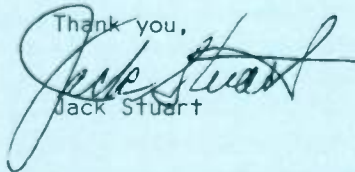
We have a very-few choice time-periods left, in the mornings. Please call me, and I'll go through the schedule with you. You'd be in good national and local company. You'll see that there are well-over 60% local ministries, and I believe you'll agree that is a real true measure of acceptance.

Weekends?

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

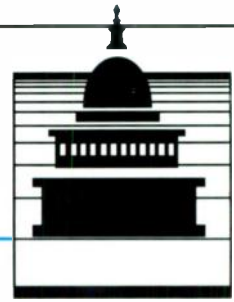
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WASHINGTON WATCH



FCC Fines Station for "Indecent" Broadcast Inquiry Launched Into Comparative Renewal

by Richard E. Wiley

Imposing the maximum penalty allowed by law, the Federal Communications Commission has fined a Kansas City, Missouri, television station for broadcasting "indecent" material. The agency imposed a \$2,000 fine on KZKC-TV for its prime time broadcast of the movie *Private Lessons*.

The movie features numerous scenes depicting sexual matters that the FCC said were both pandering and titillating. The agency concluded that two other factors would have commanded the attention of children: explicit nudity and the story line (a 15-year-old boy is seduced by an older woman, his father's housekeeper). Additionally, the Commission said, children could readily understand the sexual references. Accordingly, the FCC decided that the material at issue, in context, was patently offensive with respect to what is suitable for children under prevailing community standards in the adult community.

The Commission emphasized that licensees are responsible for the actions of their employees and ultimately are responsible for their programming. The fact that the station took prompt corrective action after the movie was broadcast by revising its program policy did not automatically excuse the violation.

The public release of the FCC's decision regarding KZKC-TV was accompanied by a strongly worded summary of the Commission's indecent broadcast policies. The summary stressed that the Commission intends to take a tough stance in enforcing restrictions against what it considers to be indecent program material. These enforcement efforts will be focused in particular on programming broadcast before midnight, when children are more likely to be in the viewing audience.

Comparative Renewal

While the indecency question has been a matter of public controversy, the

dispute surrounding another area of recent Commission action has been confined to the broadcast industry and government. The Commission decided last month to conduct a further inquiry into the comparative license renewal process for broadcasters. As part of this undertaking, the agency has proposed new rules designed to curb abuses in the comparative renewal process. In addition, the FCC has proposed to clarify the standards used to determine when an incumbent licensee is entitled to a renewal expectancy, and to refine or modify certain other comparative factors used in comparative renewal hearings.

Under the current regulatory scheme, challengers may file competing applications against an incumbent licensee's renewal application. The Commission then holds comparative hearings to decide whether the incumbent or challenger would best serve the public.

The agency has become concerned, however, that some parties may be abusing the system by challenging an incumbent solely to reap a profitable financial settlement. The challenges may come in the form of competing applications and/or petitions to deny a renewal application. Incumbents then offer, or the challengers may seek, payments in return for dropping their objections to renewal. Accordingly, the Commission is considering whether to reimpose limits on the amount of money or other consideration that an incumbent licensee may pay another party to withdraw a competing application or petition to deny, or whether to prohibit such payments altogether.

The FCC also is debating whether to require additional documentation from competing applicants that would help determine their bona fides, and whether to strengthen its current requirements concerning the filing of settlement agreements between incumbent licensees and license challengers.

Meritorious Service

In addition, the Commission is considering a number of different proposals aimed at deciding when an incumbent licensee should be granted a "renewal expectancy." The expectancy, which is treated as a credit for the licensee in the comparative evaluation, is granted if the licensee has provided a "substantial" or "meritorious" level of service during its license term. This credit may be essential to an incumbent's successful defense of its license.

The agency is inviting comments on the extent to which the licensee's programming efforts should be evaluated in granting or denying a renewal expectancy. Indeed, one proposal under consideration would grant a renewal expectancy based solely upon the licensee's overall record of compliance with the Communications Act and the FCC's rules and policies. Although compliance with the Commission's various programming obligations would be included under this option, program issues would not be considered unless a substantial and material question of fact about the licensee's efforts were raised that necessitated an evidentiary hearing.

Finally, the Commission is seeking comments on whether certain criteria currently used in comparative renewals—such as diversification of ownership—should continue to be used in their present form in the renewal context.

At press time, the Commission has not released comment dates for this proceeding.

Richard E. Wiley, a partner in the Washington, D.C. law firm of **Wiley, Rein & Fielding**, is a former chairman of the Federal Communications Commission. He is general counsel for **National Religious Broadcasters**. **Alexandra M. Wilson**, an associate of the firm, assisted in preparing this article.



Since its beginning over half a century ago, Christian radio has become one of the most listened-to segments of radio broadcasting. Its diversified format and changing image have made it both comparable and competitive with secular radio. Quality sounds and advanced technology have enabled us to make incredible strides in religious radio broadcasting.

A myriad of formats now makes Christian radio available in a taste and style that suits every need. Programs vary

The credibility of Christian radio broadcasting has been greatly enhanced by the development of technology equal to, and sometimes superior to, secular radio. Sophisticated programming such as that associated with James Dobson and Chuck Swindoll's broadcasts is equal in quality to anything on secular radio.

Worldwide Outreach

In addition to the success of Christian radio at home is the incredible worldwide outreach of missionary radio

Christian Radio Comes Of Age

by Ben Armstrong

from traditional preaching to contemporary music to informative news. Many Christian artists are now becoming successful at developing cross-over markets into secular areas where they are a witness for Christ.

Christian radio broadcasting has been highly successful in both large metropolitan areas where it serves a wide cross-section of listeners and in rural areas where it is often the only religious programming available to the listening public who want such programming to meet their needs.

Technological Advancement

Today's technology, using satellite delivery systems, makes religious radio broadcasting both economical and effective. Christian radio networks such as USA, Moody, Skylight, CBN, Bible Broadcasting Network and Family Radio are making very effective use of satellite technology to beam their programming across the nation. In addition to these established networks, others are emerging almost daily. The future for satellite radio is unlimited.

around the world. Missionary radio, such as Trans World Radio, Far East Broadcasting, HCJB and ELWA have expanded religious broadcasting to every corner of the globe, including all 11 time zones of the Soviet Union.

One of the exciting new trends in Christian radio is the emergence of black, Hispanic and other ethnic stations featuring both minority programming and ownership. The rise and growth of these new stations clearly indicates a growing market in these areas, as well as underscoring the fact that the response to the Gospel is not limited to any one segment of our society.

Since its humble beginnings, Christian radio has grown into a technologically sophisticated means of mass communication which touches every level of society and reaches every major audience market in the United States and around the world. Christian radio today makes the preaching of the Gospel possible in every nation of the world, and soon it will be heard in all languages as well.

Ben Armstrong is executive director of National Religious Broadcasters.

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The Changing Face of CHRISTIAN RADIO

by Gary Crossland

Each decade has its innovations for the radio industry. The 1930s brought the curtain down on vaudeville and up on the radio melodrama. Disc jockeys started spinning in the 40s. With the 50s came the great proliferation of radio formats, and radio became the mass marketing vehicle of the Top-40 in the 60s. Since then there have been many comprehensive changes: the virtual replacement of analog with digital recording technology, satellite programming, and so on.

The overhaul in Christian radio has been no less dramatic. Christian radio has gone from having one monolithic definition in the 60s and 70s to being the most eclectic radio format today. To one station, Christian radio is hot tunes and young adults. To another it's inspirational music and Bible teachers. To still another it's revivalists, deliverance preachers and Soul Gospel music. To ask, "Is Christian radio going to make it?" again assumes that Christian radio is just one thing. Many elements common to Christian radio are thriving. Others have been receding for years. In many areas the old ways may forever be the rule.

So here is our multi-perspective, prospective look at Christian radio through three decades of change—the 70s, 80s and 90s.

Philosophy

In the 70s, both commercial and non-commercial stations were quite heavenly-minded. On the commercial side, fellowshipping with clients was, in some cases, almost as important as selling them. However, in the 80s many of these stations realized that they were engaged in serious head-to-head competition with their secular counterparts. Thus we saw a subtle disjunction between the programming and sales departments in terms of philosophy. Salespeople today are now concentrating less on the missionary activities of the programmers and specializing more heavily on the science of selling. This trend can't help but continue as salespeople become both increasingly professional and, perhaps, increasingly removed from the divine heartbeat of what Christian radio is really all about. For the sake of insuring the spiritual integrity of this format, it is our burden to recognize selling as the academic discipline that it is while maintaining our personal relationship with the Lord.

Programs vs. Spots

In the 60s and 70s, evangelists and local ministries were programming many Christian stations just by showing up at the door with a tape

and a check. In the 80s about 50 percent of the average station's income was from spot sales (NCRS, 1987). With the trend toward spots steadily increasing, I predict that in the 90s we will see spot revenue dominate at least 70 percent of the average station's billing. This is not to say the programs will disappear, but that spot revenue will increase. To demonstrate how far we have come, in the 80s, even non-commercial stations developed "sales people" who sell local 15, 30 and 60-second spots in a manner almost identical to their commercial counterparts. The difference is basically in the sound of the announcements, being much softer in their promotional qualities.

Order-taking was the name of the game in the 60s and 70s. The people we took orders from were basically those who already liked us and advertised because they felt they were supporting a ministry. Today we are still taking orders, but hard street sales is how we make our serious money. What's ahead? More order taking, but of a different sort. This time we will be getting calls from agencies and other strangers who can subdue their curiosity no longer.

In his 1985 article *Bayer Backs Pat*, Ed Lubin predicted that some day there would be an RAB-like service exclusively for Christian stations. In

1986 we introduced Tri-S (Soma Sales Services). For many stations, the monthly Tri-S kits became an invaluable tool, rendering them more capable of selling spots to local advertisers.

Formatics

In the secular marketplace, Beautiful Music has been broken up into Lite, Bright, relaxing, New Age, soft, vocal, instrumental and the like. Nostalgia formats have gone from "sounds of your life" to "sounds of your mid-life." Golden Oldies (the new nostalgia format) have even been split into heavy rock oldies, light rock oldies, 70s rock and classic hits. Black is now R&B, Urban and Suburban Contemporary. Likewise Christian radio has seen its own breakup. In the early 70s, Christian radio music was virtually all Inspirational and Southern Gospel. Later we saw the development of MOR Christian music. The prototype of Contemporary Christian radio was seen in a number of syndicated shows such as *Jesus Solid Rock*, *The Rock That Doesn't Roll*, *Heavy Light*, *Rock and Religion* and *The Larry Black Show*. Today the term "Contemporary Christian Music" is indefinable because the very name implies that it rides the musical wave that is current at the time. As always, Black Gospel is, on the average, the most popular Christian radio subformat. Among the top ten Christian stations in America by market share, eight format Black Gospel. And just as secular stations, such as Beautiful Music, cannot continually play to demos that are steadily shrinking, so Christian radio cannot continue to cater to demos and musical tastes that are dissipating as well. This may mean that hard-core inspirational formats will go brighter, and Southern Gospel formats may dissolve into sound that is somewhat more urban. In the long run, it is impossible to predict what this sound of the 90s will be, since the music industry at large cannot even do this.

A dramatic move was made in the 80s to what we now call "Christian Informational Radio." It seems, from the advertisers' point of view, that stations adopting this format are

reaching a more desirable crowd. For example, among those stations who air the USA Radio Network News, the percentage of adults 25-54 is 73.68 percent. Among all Christian stations the percentage is lower—64.83 percent.

The Glut

It used to be that owners would start a Christian station because they saw the need for one. The plan was to find out what everybody else wasn't doing and fill in the gap. Today the plan is to find out what the other Christian stations aren't doing and do it. Instead of the battle cry being, "Find the gap," it's, "Find your niche." In fact, the average Top-100 market has 3.5 commercial Christian radio stations.

As a result, in the mid-80s we all said enough is enough. The industry can't support this many commercial Christian stations in one market. And when the programmers stopped buying, we thought the plug had been pulled. However, just the opposite was true. When the going got tough, the tough sales reps got going. Understandably there has been a new wave of interest in products like the Adventures (Jason Jennings) film series. As a result, Christian radio has not seen the fallout that was predicted. Granted the growth of the format has been slowed, but the glut remains. The aspects of solidity are very much a reality.

What now? Any attrition of Christian stations has a bittersweet effect on the industry. On the one hand, we all mourn the demise of Christian broadcasters (e.g. KCFO-FM in Tulsa and WCFL in Chicago). This does nothing more than make the ARB figures for those remaining stations higher. With better numbers and rates, we will ultimately see non-wired Christian radio representation. In other words, if there were less stations, the dollars flowing into the industry would theoretically be much greater.

The ratio of AMs to FMs is growing steadily flat. As Christian stations sell more spots and program more music, the move to FM is inevitable. As Christian radio continues

to prosper, owners will buy more and more of these properties.

Networks

If you remember how *Through the Bible* used to mail their tapes in heavy wooden boxes, then you know how far tape syndication has come. Cassette technology has helped considerably. Now satellites have further defrayed these costs of delayed broadcasts. Although there were no Christian radio networks in the 70s, we have seen a proliferation of possibilities in the 80s: USA Radio Network, Skylight, IBN and the rest. However, in the 80s we have also seen several Christian satellite networks go dark. Doubtless we have not seen the end of this. Unlike local radio there cannot be the gross proliferation of networks. The reason—for local radio there is a never ending pool of listeners. Christian radio has only scratched the surface. However, there is not an unlimited number of Christian stations or hours of broadcast airtime. The industry can only support so much. For this reason, we are predicting that some of the networks will reconsider their recent investment as we round the corner on the 90s.

Numbers and Rep Firms

With a more popularized sound came an increase in the Average Quarter Hour totals. The number of Christian stations rated by Arbitron has doubled since 1979. The total number of listeners has also doubled.

Direct sales has been and will always be the way for Christian radio to sell. Recently, through the pioneering efforts of Ed Lubin Productions, we saw the emergence of national wired Christian radio spot sales. With the Soma Supernet (a network of Christian networks) we have successfully wired over 600 Christian stations into one mass media buy for advertisers. USA Radio Network made it work with its 400 radio affiliates.

But will there ever be a Christian radio rep firm? Classical Music has one (CMBS). So does Spanish (Caballero and Lotus). The basic problem

(continued on page 35)

The Harvest International

by E. Brandt Gustavson

It was a quiet Sunday afternoon when the phone rang at Trans World Radio's offices in Monte Carlo. A Russian staff member, walking through the building, picked up the handset. "Can you accept a call from Russia?" asked the operator. "The caller wants to speak to Billy Graham."

A bit bewildered, the Russian national told the operator to hang on and, while summoning his Russian colleagues, urged the operator to put the call through. "The caller wants to speak expressly to Billy Graham," was the response.

Billy Graham was not in Monte Carlo, nor for that matter, on the continent of Europe. But the Russian national who translated his message for more than 200 million Russians to hear, was there.

"Nick, please take the call," urged one member of the Russian Department. The Russian national did, and as a result, a Russian woman more than 1,000 miles away in a country closed to any form of foreign missionary activity made her desperate plea for a Bible.

She was not the only caller to Trans World Radio's offices. Approximately 20 direct calls came in response to a special week of evangelistic broadcasts beamed into Russia from TWR's facilities in southern France. Many listeners who did not call wrote to request literature or spiritual help.

Why missionary radio? Why strategize to reach the world by the year 2000 with this modern tech-



Trans World Radio

nological tool of the 20th century? Because radio is the only missionary voice able to reach 50 percent of the world's peoples. No mission board in the Western Hemisphere can enter foreign countries closed to missionary activity due to political or religious persuasions, but radio can.

The Laborers

Christian organizations and religious broadcasters in the United States are the biggest advocates of

missionary radio. A 15-minute AM program in the United States may reach several thousand Americans and cost much more than a 15-minute AM program beamed into India to reach 800 million Indians. The results? Literally thousands of letters pouring into their offices requesting spiritual help and literature. Religious broadcasters have discovered that reaching the world via missionary radio is truly fulfilling the Great Commission.

One of the greatest supporters of missionary radio among religious broadcasters in the United States is *Thru the Bible*. What began as a 30-minute weekly Bible study program for Dr. J. Vernon McGee's California church in 1949 has spread to a radio ministry in 30 languages, aired from the three large international missionary broadcasting stations of FEBC, HCJB and TWR. Today *Thru the Bible* can be heard in more than 90 countries around the world. Not only is its outreach great, but so is the response to its programs. For example, 26 percent of the letters

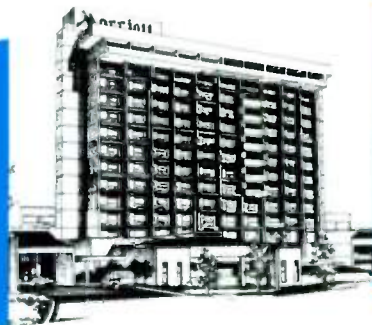
received at TWR's offices in India come from listeners of *Thru the Bible* programs, broadcast from TWR-Sri Lanka, 20 miles off the coast of India. The programs are aired in six major languages: Hindi, Bengali, Kannada, Malayalam, Oriya and Telugu.

When the Luis Palau Evangelistic Association embarked on its first evangelistic crusade in the Far East in 1986, it sought out the cooperative ef-

(continued on page 16)

SOUTHEAST NRB . . .

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(continued from page 14)

forts of Far East Broadcasting Company (FEBC) to expand its outreach. FEBC provided seven of the nine language producers needed to translate Dr. Palau's messages. As a result of the joint effort, the crusade in Singapore reached listeners in the Philippines, Indonesia, China, Korea and India—more than two billion people or half of the world's population—from FEBC's broadcasting facilities. Had it not been for missionary radio, those hearing the messages would have been limited to the 337,000 who attended the crusade in person.

Bible-teaching radio broadcasters and evangelistic organizations are not the only ones who have discovered the potential and necessity of international missionary radio. Church denominations and mission organizations throughout the United States are awakening to the vast resources of missionary radio—resources that, unlike conventional missionary methods—get the message to the people despite any barrier.

Church Planting

Years ago a Southern Baptist (SBC) missionary in Venezuela caught the vision of what radio could do and initiated a daily 15-minute Spanish program to be broadcast from TWR's facility in Bonaire. Today, SBC's involvement in missionary radio extends to several continents in several languages. One of their listeners in Colombia wrote:

"I cannot tell you exactly how long I have been listening to your programs, but I have been for various days listening from here in the dense jungle. I thank God because even so far away we can hear you."

Has missionary radio worked for the Southern Baptists? Indeed it has. Not only have many churches been planted, but their radio response is phenomenal. Between 1980 and 1984, they received 29,816 letters and dealt with 19,050 contacts through Bible correspondence courses. This statistic is for their Latin American ministry alone (over TWR, not considering the results of their outreach in other languages).

Overseas Crusades (O.C.) has also utilized missionary radio, often to spawn churches in jungle areas. O.C. missionary Frank Fiorenza was challenged by his mission to evaluate the results of his radio ministry (from TWR-Bonaire) and to test the feasibility of starting churches in the vast rural areas of Venezuela. He reported:

"I found that almost 100 percent of the people living in those remote areas are constantly listening to Trans World Radio. In many regions, it is the only radio signal they pick up. Many of them have come to Christ in this way, and many more are ready to make the commitment—with a little help."

When he visited isolated villages, teams of jungle dwellers who had come to Christ through the radio ministry reported on their attempts to start new churches. "One group alone had started six new churches and 14 preaching points during the months before my visit," Fiorenza explains.

Education

Church planting is not the only benefit reaped through international missionary radio. In 1948 HCJB (World Radio Missionary Fellowship, Inc.) inaugurated the *Bible Institute of the Air* to educate new Christians, thus providing growth to those just beginning their Christian walk. Today, it has grown into the Center for Evangelism and Discipleship, offering much broader involvement and support for the local church. Such an outreach is especially helpful to those newly founded churches who need guidance during their early years of formation.

So ripe is the harvest cultivated by missionary radio that mission organizations discover listeners pleading for their assistance.

Churches and individual believers have also caught the vision of missionary radio. Some have even consolidated their God-given resources to invest in international broadcasting because it is one way they can become involved in the global outreach of missions in a "hands-on" manner.

For example, Indian Hills Community Church of Lincoln, Nebraska,

reaches beyond its local congregation to an unseen audience of one billion people halfway around the world. The script material for their program *Sound Words* is provided by the pastor, the Rev. Gilbert Rugh, and translated into Mandarin by Trans World Radio staff in Hong Kong. The program is then beamed into China from TWR's Guam facility. One Chinese listener wrote in response to the program:

"I am pretty old, about 83. My home is three miles away from the church and I have to travel on my bike. I'm still energetic at heart. I've been listening to your broadcast for years. It has been of great help and encouragement to me."

Much of the production work, scheduling and language translation of international broadcasts falls upon the shoulders of the three large international missionary broadcasting organizations, FEBC, HCJB and TWR. In addition, they must find ways of subsidizing costs for their superpower stations—up to 1,000,000 watts AM and 500,000 watts shortwave—enough signal power to encompass the globe and reach those areas unreached by any other conventional missionary method. The construction and upkeep of massive curtain antenna systems and high-powered transmitters are costly. Nevertheless, if it is the only means whereby the unreached "half" of the world can be reached, it is worth it.

Interestingly enough, most of the world knows why missionary radio is the answer to evangelization and church planting. They are experiencing it firsthand. The question is, do most North American evangelicals really understand why missionary radio is so important? If so, they will refocus their missionary efforts during the next decade and apply their resources to broadcasting that will reach the world—yes, the entire world—with the Gospel via the airwaves.

E. Brandt Gustavson is vice president of Trans World Radio, Chatham, New Jersey.

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**WEST: LOS ANGELES
SEPT. 18-20**

NRB's largest regional convention, NRB West, will be held at the Los Angeles Marriott Hotel in Los Angeles, California, September 18-20. With an emphasis on keeping Christian broadcasters on the cutting edge of broadcast ministry, NRB West will feature a first-of-its-kind public Q & A with the NRB National Executive Committee.

Speakers at NRB West will include Jerry Rose, David Clark, Larry Burkett, Jack Hayford and Ken Wells. Special features will include a mariachi band and a Mexican fiesta dinner. "We are really going all out to provide a local flavor and lots of excitement to NRB West," states Jon Campbell, chapter president.

**SOUTHEAST: ATLANTA
SEPT. 21-23**

Three outstanding speakers will be featured at NRB's Southeast regional convention, to be held in Atlanta, Georgia, in the Marriott Northwest Hotel. John Ankerberg, host of the *John Ankerberg TV Broadcast*, Richard Lee, pastor of Atlanta's Rehoboth Baptist Church and speaker on *There's Hope* radio and TV program, and Michael Guido, speaker on *Seeds from the Sower*, will be the featured speakers.

"We are excited about this year's line-up," said Dick Florence, chapter

president. "We strive to make the Southeast regional an experience people will remember all year long."

**SOUTHCENTRAL: MEMPHIS,
SEPT. 29-30**

The Hyatt Regency in Memphis, Tennessee will be the headquarters for the Southcentral regional convention. Kay Arthur, NRB secretary and speaker on the radio broadcast *How Can I Live?*, will speak at the luncheon on September 30. The closing banquet, (a pool-side, southern-style barbeque) will feature keynote speaker Jerry Rose, president of NRB. Workshops will be held on both days, and will focus on program production and station ownership. Don Johnson, vice president of the chapter, said, "We're looking to enlist new people from the broadcasting industry into NRB through a major membership drive that will culminate at the convention. We believe the convention will be a miniature version of the grand national convention in both its" informational and inspirational factors."

**MIDWEST: ST. CHARLES, IL,
OCT. 12-14**

The beautiful Pheasant Run Convention Resort is the setting for NRB's Midwest convention in suburban Chicago. This year's speakers include David Mains of *Chapel of the Air*, Joe Stowell, president of Moody Bible Institute and speaker on *Moody Presents*, Jay Kesler, president of Taylor University and speaker on *Family Forum*, and Erwin Lutzer, pastor of Moody Church and speaker

on *Songs in the Night*.

Music at the Midwest convention will be provided by the Men of Praise from the *Radio Bible Class* and *Just Four*. "This year's convention will feature a special workshop on the relation of broadcast ministries to the local church," states chapter president Wayne Pederson. "We will also be conducting a Friday sales seminar for commercial broadcasters," he adds.

**EAST: SANDY COVE, MD
OCT. 29-30**

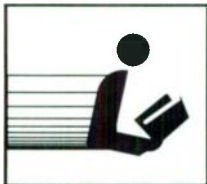
The informal setting of the beautiful new multi-million dollar conference center at the Sandy Cove Bible Conference will be the scene of the East regional convention. "We endeavor to provide a relaxed atmosphere that is conducive to fun, fellowship and learning," says Sue Bahner, president of the Eastern chapter.

The theme for this regional convention is "Pressing On: Unlimited Horizons." Featured speakers will include Clinton Utterbach, Dave Virkler, Alex Leonovich and Dave Bailey. Karla Worley will provide special music.

Each of these regional conventions provides an atmosphere in which owners, operators, program producers, sales personnel and all those associated with religious broadcasting can get to know one another better and become of better service to one another as well. In many ways the regionals are a microcosm of the national convention and serve as an excellent prelude to NRB '89 which will be held in Washington, D.C., January 28-February 1, 1989.

1988 Fall Conventions Under Way

CONVENTION '89 UPDATE



PROGRAM

Al Sanders, head of the Program Committee for the 1989 convention announces that several main speakers and musicians are now confirmed. The convention songleader will be Gary McSpadden, recording artist with Word, Inc. and member of the Gaither Vocal Band; convention pianist is Kurt Kaiser, vice president and director of music at Word; and convention organist, returning from last year, is Don Wyrzten, recording artist with Zondervan.

The Sunday worship session will feature an address by Dr. David Mains of *The Chapel of the Air*. Sunday afternoon will be the widely known concerts sponsored by the Black Broadcasters Committee and HNRB.

At the Awards session on Monday night, Dr. Robert A. Cook of *The King's Hour* and past president of NRB will be the master of ceremonies. Other highlights on Monday include workshops and the opening of the Media Expo.

Chuck Colson of Prison Fellowship will give the address at the Congressional Breakfast on Tuesday morning, and the FCC Luncheon later that day will feature Dave Roeber of Dallas-Ft. Worth, Texas. Billy Kim of Seoul, Korea, will be the speaker at the International Banquet in the evening. Word, Inc. will sponsor the concert on Tuesday evening, which will be held in the John F. Kennedy Center.

On Wednesday, the Anniversary Banquet will follow a format similar to last year's with praise music and a time of worship led by Jack Hayford of The Church on the Way in Van Nuys, California, speaker Jerry Falwell and special music by Sandi Patti.

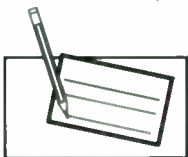
Other special events include a tribute to Bev Shea, Billy Graham's long-time friend and associate, for his 80th birthday, and a television plenary session with Dr. Lloyd Ogilvie of Let God Love You Ministries, a Keynote address from

NRB president Jerry Rose, president of WCFC-TV in Chicago, music by the Teen Challenge Choir, and a Round Table discussion by several prominent Christian media personalities.

The convention will be held January 29-February 1, 1989, in Washington, D.C., at the Sheraton Washington and Omni Shoreham Hotels. Early registration is encouraged for lowest rates and best seating at special events. For more information, call (201) 428-5400. Early registration rates end September 30.

REGISTRATION

Registration fees for the 1989 convention are \$205 for an NRB member before the Early Registration deadline on September 30. Until January 6, the rate will be \$235 per person, and on-site rate is \$285. For a member spouse, the early registration rate is \$125. Until January 6 it is \$135, and on-site is \$195. If three or more people attend from a



member organization, they receive a special rate of \$165 each until September 30, \$195 until January 6, and \$245 on-site.

Non-member rate is \$310 until September 30, \$350 until January 6, and \$405 on-site. The non-member spouse rate is \$210 before September 30, \$220 until January 6, and \$280 on-site. Non-member organizations also receive a special rate for three or more employees attending. Until September 30, the fee is \$270 each, \$310 until January 6, and \$365 on-site. Faculty/student full rate (including meal tickets) is \$125 at all times. Discount rate (excluding meal tickets) is \$60 at all times.

Registration rate includes meal tickets for the Congressional Breakfast, the FCC Luncheon and the Anniversary Banquet. Tickets for the International Banquet are not included, and are \$30 per person. Sold separately, tickets for the Congressional Breakfast and FCC Luncheon are

\$30 each, and \$40 for the Anniversary Banquet.

MEDIA EXPO

As of August 3, Michael Glenn and Gayle Virkler, expo coordinators, report that preparations are well underway and space in the expo hall is 70 percent sold with exhibitors including such organizations as Moody Broadcasting, There's Hope!, Skylight Radio Network, SCS Radio Network Services, USA Radio Network, Television Technology Corporation, and Word, Inc. There will be live broadcasts daily from the expo hall including Bob Larson, Marlin Maddoux and *The Minirth-Meier Clinic*.

Members and other potential exhibitors will receive the main sales brochure this month.



TRANSPORTATION

American Airlines offers reduced rates to NRB members for convention travel. Call the American Meeting Services



Desk at 1-800-433-1790 and ask for STAR File #S-13270. Use the special I.D. number BY89236 when calling for information or reservations.

TO REACH YOUR MARKET

Advertise in *Religious Broadcasting* magazine, *The 1989 Directory of Religious Broadcasting* and the NRB Convention Daily Newspaper. For rates on all convention publications contact Steve Kovach, Director of Marketing and Sales at NRB Headquarters, (201) 428-5400.



The Commission has two goals in enforcing its broadcast indecency standard: (1) supporting parents in their efforts to control when and how their children will be exposed to material that most adults regard as inappropriate for them to see or hear, and (2) advancing the government's compelling interest in protecting the well-being of its youth.

On June 23, 1988, the Commission fined a television station, KZKC in Kansas City, Missouri, the maximum penalty of \$2,000 for airing the movie *Private Lessons* at 8 pm, when children were likely to be in the audience. This is the first such indecency action against a television station in the history of the FCC and, according to reports in the press and to us, has resulted in more careful editing practices, not only by the station involved, but by other television stations throughout the country.

I am concerned that some of the coverage of the Commission's actions indicated that my fellow commissioners and I have adopted a "hands-off" approach to regulation of indecency and obscenity on radio, television and telephones. This perception is absolutely false. A total ban against obscenity on the broadcast airwaves is vigorously enforced. In addition, during my tenure as Chairman, this Commission has significantly strengthened its enforcement against indecency in broadcasting and against illegal dial-a-porn operations using the interstate telephone network. I find it ironic that the very actions that broadened the scope of FCC enforcement against indecency—for the first time in over ten years—have precipitated attacks by some against the Commission for allegedly lax enforcement.

Indecency/Obscenity

In April of 1987 we cited three stations for broadcasting indecent programming when children were likely to be in the audience and referred one of the cases to the Department of Justice for criminal prosecution for broadcasting obscene programming.

Obscenity as defined by the Supreme court is *never* permitted on radio or television, and broadcasts of

A View From the FCC

by Dennis R. Patrick

**THE FOLLOWING
ARTICLE
ADDRESSES THE
FCC'S ACTIONS
IN THE AREA OF
INDECENCY AND
OBSCENITY, AND IS
SECOND IN A
SERIES ON THAT
SUBJECT.
THESE RECENT
DEVELOPMENTS
REVEAL THE
MOTIVES, AIMS
AND RESTRAINTS
OF THE FCC.**

obscene material are subject to criminal prosecution. Indecency is protected speech under the First Amendment according to the Supreme Court and *cannot* be banned. Accordingly, the Supreme Court has limited our statutory authority to channeling this type of programming into time slots when children will be unlikely to be listening or watching. That guideline is now midnight. Formerly, such programming was allowed beginning at 10 pm, but under my chairmanship the more stringent midnight restriction was imposed.

On April 21, 1988, acting under a 1983 statute enabling the FCC to adopt rules restricting access to dial-a-porn services, the Commission fined two dial-a-porn operators \$600,000 each for failing to restrict children's access to their services. Investigations are under way of other alleged dial-a-porn providers.

In addition, the Commission has been actively pursuing the full extent of its regulatory authority in formulating rules against dial-a-porn operators and fighting hard in defense of those rules in court. Moreover, President Reagan has recently signed into law new authority to regulate indecent and obscene telephone transmissions. This law took effect on July 1 and I have directed the FCC's General Counsel to implement it as quickly and as vigorously as possible within the limits of the U. S. Constitution.

These actions send a clear message to our regulatees that the FCC is watching and will not tolerate violations of its rules against obscenity and indecency.

This is not to say that regulating program content is easy or without controversy. The FCC is not, nor should it be, the ultimate arbiter of taste or morality. It is charged with applying existing laws to the industries it regulates. We find ourselves performing a delicate balancing act with the First Amendment on the one hand, and the necessity of shielding children and nonconsenting adults from indecent programming on the other, as required by law.

Please be assured that the FCC is firmly committed to enforcing the laws against obscenity and to channeling constitutionally protected indecent programs to times when children will be unlikely to be in the audience.

Dennis Patrick is chairman of the Federal Communications Commission.

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The Rebirth of Hymns

by Tom Bisset

Twenty years ago, the big music question for religious broadcasters was whether or not Christian stations should play gospel rock, the new music for a new generation. Was such music a legitimate expression of Christian experience?

Today, the question is reversed. Now we must ask ourselves whether or not religious broadcasting should play the great hymns of the Christian faith, the older music of a generation past. Can such music be used effectively in modern America?

In less than two decades an entire repertoire of hymns and gospel songs, once the musical mainstay of religious broadcasting and the evangelical community, has virtually disappeared. In its place is Contemporary Christian Music, a mellower, more substantive version of its progenitor which originally ventured into the realm of sacred music by doing little more than copying the sounds of secular rock. The story of this remarkable transition is fairly simple.

Historically, churches and parachurch organizations were the principal means by which musical taste was established in evangelical circles. Then came full time religious radio stations and Christian records, an early 1960s hand-in-glove tandem that began to change the musical outlook of Christians everywhere. The trickle of new sounds and words that started the early 60s became a floodtide of new music in the 1970s. Decades of musical stability loosened, then slipped from their moorings as the musical interests and preferences of the Christian public shifted from the old to the new.

The Christian recording industry reinforced the musical revolution. Hymn albums were old-fashioned; yesterday's compositions were not stylish. Without new hymn recordings, music directors began to put the old hymn albums in the back of the record rack and finally removed them al-

together. A new music age had dawned.

To be sure, Christian broadcasting and recording did not dictate these events. Cultural changes and listening likes and dislikes were (and remain) part of the subtle interplay of factors that produce major changes in musical taste and fashion. New ideas and sounds in Christian music were inevitable and would have come even without Christian radio or television. What religious broadcasting did was to insure through mass communication that these changes were rapid and widespread.

Lost Hymns

Allow me to pose the first question. Is it possible that the great hymn tradition of the Christian faith, so replete with theological and aesthetic value, can be lost to this generation and possibly to the life of the Church in the future? How many teenagers and young adults do you know who can quote or sing one stanza of *A Mighty Fortress Is Our God*, *Love Divine, All Loves Excelling*, *Jesus, I My Cross Have Taken* or any of a hundred hymns one might name? Would these teens and young adults be able even to recognize the melody lines of these songs? Have audience ratings, record sales and concert attendance become the determining factors in deciding what music shall be recorded or played? Are popular demand and the associated economic considerations the principle decision makers in music playlists?

Religious broadcasters and record producers may wish to sidestep these questions by saying that it is the responsibility of churches and even families to preserve this body of music. But this response will not do because both churches and families have been pressured into the role of music followers by the new and pervasive culture shaping power of the Christian mass media. If hymns are to be a part of the evangelical experience

in this country, Christian broadcasting and the related music producing and performing industry will have to play a major role in making it happen.

No doubt station managers and program directors will argue at this point that to introduce hymns into a Contemporary Christian Music format or concert would be destroying continuity at best and counterproductive at worst. Some would even say that such a move would amount to a programming change.

These are natural objections. I understand well the concern of managers for format consistency as an essential part of audience building and retention. I realize that the same argument applies to concerts and other performances where artists are trying to address certain musical interests and build a following. But I contend that hymns are not as radical a departure from Christian Contemporary Music as many people think.

All Christian music shares a fundamental continuity. Its lyrical focus is always the same—Jesus Christ and related themes. No matter what musical style is employed, CCM, Country, MOR, Traditional, Black gospel or Hymns, the central fact is that these are *Christian* songs.

Musically, of course, there is an obvious difference. But it is not as potentially disturbing to CCM listeners as most managers and performers assume. All Christians under 35 are not automatically turned off by hymns.

Not long ago, I watched an audience of approximately 1,100 people go wild following Steve Green's acapella version of *A Mighty Fortress Is Our God*. Acapella! They cheered, clapped, whistled and even stamped their feet. Granted, these were not heavy metal devotees, but there was a sizeable number of teenagers in the audience. Indeed, to my radio trained eyes, that particular gathering of concertgoers looked like an ideal mix of the 18-54 demographics so

(continued on page 43)



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PROFILE:

Robert Ball



Professionalism of Religious Broadcasting

by Virgil Megill

To encourage high professional standards in Christian broadcasting is the commitment of Robert W. Ball, vice-president of operations and programming for Salem Communications Corporation of Camarillo, California. Giving oversight to 15 stations, most in major markets such as New York, Los Angeles, Boston, San Francisco, San Diego, Seattle and Portland, Ball coordinates strategies in management, programming and sales that reflect his dedication to professionalism in religious broadcasting.

Born in Hackensack, New Jersey, on January 19, 1934, Robert Ball was raised in a Christian family. He accepted Christ as savior at age seven through the ministry of the Bible Club Movement. Ball graduated from Bob Jones University in 1955 with a Bachelor of Arts degree in Radio and Television speech. Shortly after graduation he married his high-school sweetheart, Barbara Ruth Hess. They have three children (all graduates of Bob Jones University) and four grandchildren.

Ball is a trustee of Multnomah School of the Bible in Portland, Oregon, and presently attends Grace Community Church in Panorama City, California, where Dr. John MacArthur is pastor. The major spiritual influences in his life have come from a combination of his Christian family, his training at Bob Jones University and Donald Grey Barnhouse's study of the Epistle to the Romans.

Bob Ball's rise from announcer to sales person to station operator is a model for young people. When he enrolled at Bob Jones University in

1951, he was employed at radio station WMUU in Greenville, South Carolina. After graduation, he gained experience in announcing and sales at several stations. His first station management responsibility was at age 23 at KCNO, Alturas, California. Bob subsequently managed six other stations, including KGDN-KGFM (now KCIS-KCMS) in Seattle, Washington, before becoming vice-president and general manager of KPDQ-AM/FM in Portland, Oregon in 1963.

For 21 years Ball provided direction and stability to the operations of KPDQ, founded by John W. Davis in 1947. Since 1984, he has been associated with Stuart Epperson and Edward G. Atsinger III, first as general manager of KGNW/Seattle, and most recently as vice-president of operations and programming of the Salem Communications Corporation's nationwide group of radio stations.

Ball was instrumental in the formation of Western Religious Broadcasters and president of the Western chapter during 1966-1967. For his leadership in the field of religious broadcasting, he was the recipient in 1978 of the NRB Award of Merit for station operation. Ball is presently second vice-president of NRB. He also serves as a director and member of the executive committee. During his past 25 years he has also held other NRB offices, including that of first vice-president and secretary.

The Mature Broadcaster

During his 37 years of broadcast experience, Ball has observed many changes in the use of the media for Christian ministry. He believes that

technological, economic and industry changes must result in a maturing of Christian broadcasting. "Management and programming strategies must become more responsive to the realities of today's marketplace...quality must replace quantity," he says, adding, "Careful audience targeting and station positioning must become as vital to a Christian station's planning and development as they are to their secular counterparts."

Ball summarizes, "My hope for religious broadcasting is that we will not abuse the opportunity God has given us to propagate the Gospel through the broadcast media; that we will strive for faithfulness in message and excellence and presentation; that we will not sacrifice truth in order to attract audience; that we will exercise good stewardship in the use of facilities and finances; that we will explore ways of using new technology and operational procedures to maximize outreach in the most efficient and cost effective way; and finally, that we will encourage talented young people to make Christian broadcasting their career goal while providing opportunities for their development."

Ball envisions a strengthening of Gospel outlets in major markets, continuous upgrading of properties by using state-of-the-art equipment, developing of innovative creative programming, and the employment of highly qualified personnel who "embrace and strengthen the programming goal of the mission of the Gospel."

Virgil Megill is a professor at North Georgia Technical Institute.

MARSH BROADCASTING

Dear Fellow Religious Broadcaster:

For the past twelve years you have known me as the Vice President of Universal Broadcasting Corporation. I was afforded the opportunity in May of 1987 to purchase six of the Universal stations in major markets that I had personally built-up or put on the air. One year later -- May 1988 -- the purchase is complete.

I would like to publicly express my sincere appreciation to Marvin Kosofsky, Chairman of the Board; Howard Warshaw, President; and Miriam Warshaw, Secretary, of Universal Broadcasting for their constant encouragement during our twelve year association . . . and for their support during the birth of Marsh Broadcasting. I also want to extend my thanks to Universal's Jeffrey Warshaw, Vice President; Emma Hausner, Controller; and Ron Dagg, V.P./Engineering.

My personal and corporate commitment through Marsh Broadcasting is to help Christian radio's growth throughout the country. We're here to assist national and local ministries to reach their full potential with programming that serves the needs of the communities and extends the claims of the Gospel. We encourage the continued development of a sales force that promotes the Christian radio industry as a whole. Additionally, Marsh Broadcasting represents other stations on a non-competitive basis.

If I can be of assistance to your ministry with ideas for creative **programming** and advice in **marketing** your programs . . . or if I can be of help in other ways to your **station** . . . please feel free to call me. I have an "open phone policy" and certainly welcome your call.

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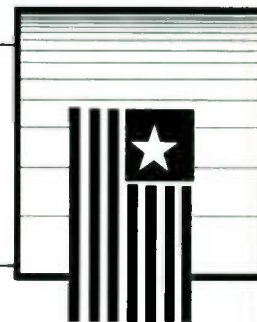
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MEDIA WORLD

NATIONAL



KQCV Participates in National Day of Prayer

OKLAHOMA CITY, Okla. (NRB)—Christian radio station KQCV/Oklahoma City led the way for the National Day of Prayer ceremony held at the Oklahoma State Capitol. Station manager Robin Jones coordinated the ceremony which included participation from area pastors, Christian leaders



KQCV manager Robin Jones

and government representatives.

In preparation for the event, KQCV sponsored a creative writing contest on the topic, "My Prayer for America." The two winners, who were selected from 950 entries, gave their prayers as part of the ceremony.

Music was provided by the Life Action singers and a combined Christian high school choir from the greater Oklahoma City area.

The crowd that gathered for this year's celebration in Oklahoma was the largest ever.

Dispute over Movie Leads to Protests

LOS ANGELES, Calif. (NIRR)—Dispute over the movie *The Last Temptation of Christ* reached new levels in July when broadcasters James Dobson and Pat Robertson called on their

constituents to bombard Universal Studios and its parent, Music Corporation of America, with protests. According to the National and International Religion Report, a faction of evangelical leaders, including NRB members Bill Bright of Campus Crusade, Jack Hayford of the Church on the Way, and Presbyterian pastor Lloyd Ogilvie, objected during a press conference that the film defames Christ and discriminates against Christians. They appealed to Universal to cancel the film's release and destroy the prints.

Universal showed a pre-release version of the film to approximately 50 members of church media organizations in New York. The film, based on a novel by Nikos Kazantzakis, depicts Christ struggling with human weaknesses such as lust, fear and uncertainty. For more information, see NRB Forum, page 6.

CCM Magazine Celebrates 10th Anniversary

LAGUNA HILLS, Calif. (CCM)—*Contemporary Christian Music*, the leading Christian music publication, celebrated its tenth anniversary this summer with an 86-page commemorative issue in June, and the production of a three-hour radio special which looked at the past 20 years in the contemporary Christian music industry.

Hosted by CCM founding editor John Styll, *CCM: Celebrating 10 Years*, aired nationwide in June and July. The program featured vintage music and interviews, as well as audio from some of the exclusive interviews which appeared in the anniversary issue. The show also featured a countdown of the top 25 contemporary Christian albums of all time as voted by the magazine's editors and contributors.

The pilot for a 30-minute weekly



John W. Styll, CCM President

television series entitled, *This Week in Contemporary Christian Music*, is also in production. This show will feature CCM's editorial style in a TV format.

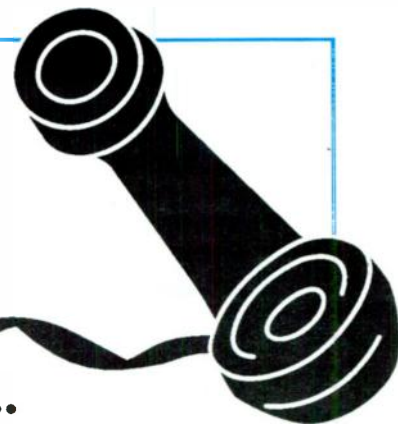
Dino Performs in Israel Anniversary Special

NASHVILLE, Tenn. (Benson)—Benson recording artist Dino Kartsonakis recently participated in a special telecast honoring Israel on its 40th anniversary as a nation. The international broadcast, *Israel at Forty*, was a documentary of Israel's history intercut with concert footage taped in Jerusalem's sports arena. The program included performances by Debby Boone, Cliff Richard and Israeli pop star Ofra Haza, who hosted the event.

Dino performed "Exodus" and "Chariots of Fire" as a tribute to Israel. There were videotaped greetings from President Reagan and NRB broadcaster Pat Boone.

The show was broadcast internationally by Evangelische Omroep, a national radio and television ministry from Holland. *Israel at Forty* was aired in the United States on the Trinity Broadcasting Network.

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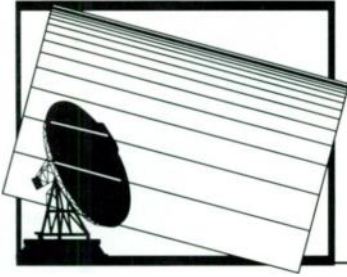
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MEDIA WORLD INTERNATIONAL

TBN Producing Nora Lam Programs for China Television

NEW YORK, N.Y. (Nora Lam Ministries)—Nora Lam, evangelical author and speaker from China, is featured in a new series for China Central Television, produced by Paul Crouch of the Trinity Broadcasting Network. The show runs in China as part of a cultural exchange program.

Tentatively titled *America Today* in pilot-versions, the 15-minute program gives 600 million Chinese prime-time viewers a tour of the United States, narrated by Lam in her native Mandarin Chinese. Content is limited by Chinese television executives to cultural affairs. "This is not a political or religious show," Lam explains. "I want to cover everything ... I will introduce my people to the America I have come to love and know ... I am in China several times a year and I know what our people want to see and know about the American way of life.

"Religion is part of culture," she continues, "and it is only a matter of time until we see even more freedom on television in the new China." She believes



Nora Lam

that the door "has been opened by the Lord," and "there are many exciting opportunities for Christians in China today."

Trinity, which is producing the program in its studios in Southern California, provides 24-hour inspirational programming on more than 36 stations in

the United States, Europe, Africa and Central America.

HCJB Studios Releasing New Children's Program

QUITO, Ecuador (HCJB)—A talking refrigerator, a lonely dragon, chattering puppets and inquisitive children are the key personalities in *Harmonyland*, a new



Latin actors and puppeteers in the TV studios of HCJB World Radio in Quito, Ecuador.

Christian children's television series being produced for Latin America through the television ministry of HCJB. Taping began in March.

The series is made up of 13 half-hour episodes utilizing drama and adventure to relate biblical messages. Each program centers on a theme such as learning to share with others, having a personal relationship with Jesus Christ or preventing gossip. Other features include crafts, cooking, games, a memory verse and music sung by Ecuadorian children.

Staff members of Teleproducciones Vozandes, the television ministry of HCJB World Radio in Quito, are aiming the series at nine-to-12-year-olds. They hope to market it to television stations throughout Central and South America, and to largely Hispanic areas in the United States.

Ken Haron, director and producer of *Harmonyland*, expects taping to be finished in September, and distribution to

begin in March 1989.

Aquino Honors Gospel Broadcasting and FEBC

MANILA, The Philippines (FEBC)—Philippine president Corazon C. Aquino issued a proclamation declaring the first week in June of every year to be "National Gospel Broadcast Week." The proclamation coincided with the 40th anniversary of the Far East Broadcasting Company's (FEBC) first station, DZAS here in Manila, which went on the air June 4, 1948.

In her speech Aquino stated, "Gospel broadcasting, on radio or tele-vision, has been recognized as an excellent instrument to promote love of God and country, develop moral character and personal discipline, and foster better understanding and

unity among our people ..." and specifically recognized FEBC as a major contributor.

Two Mission Organizations Announce Merger

CHARLOTTE, N.C. (NRB)—SIM International (Sudan Interior Mission) and International Christian Fellowship (ICF) have announced the merger of their missions, which will be effective January 1, 1989. The new organization will retain the name SIM International, adding ICF ministries in Pakistan, India, Nepal, Bangladesh, the Philippines, Indonesia and Senegal to SIM ministries in Africa and South America.

Both organizations produce radio broadcasts. ICF's radio ministry is based in India; SIM's is based in Kenya and is broadcast over FEBA Seychelles.

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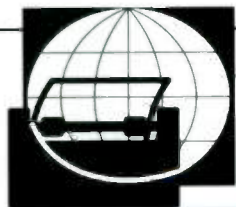
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NRB NEWS

Broadcasters File Rate Court Proceeding

CAMARILLO, Calif. (NRB)—Rate proceedings have been instituted in Federal Court with ASCAP by the National Religious Broadcasters' Music License Committee (NRB/MLC). The action was taken on June 30, on behalf of radio broadcasters who play a limited amount and a selective portion of the ASCAP-controlled music repertoire.

"ASCAP left us with absolutely no alternatives," said Edward Atsinger, chairman of the committee. "The action follows nearly half a decade of negotiations. During this time our committee has put forth numerous proposals at considerable expense. ASCAP has failed to offer the committee the slightest concession in the form of a new license agreement."

Atsinger further noted, "ASCAP offers to the radio industry only one blanket and one per program license. They continue to make unsupported assertions that this narrow scheme is fair and equitable for the entire universe of more than 10,000 diverse and specialized radio stations in the United States. We have shown them how their present music performance licensing terms and rates are fraught with inequities. Major market entertainment-oriented stations are favored, while discrimination is exerted against specialty broadcasters. Because ASCAP refuses to acknowledge this, we have been given no alternatives. We have asked the court to speak concerning a reasonable license, in accordance with the Justice Department's 1950 ASCAP Consent Judgment."

In summarizing recent events, Atsinger added that, "Our situation is very similar to the Independent Television proceeding scheduled for a rate court trial in late 1988. We simply seek a usable, nondiscriminatory per program license from ASCAP. This would offer a genuine economic alternative to the blanket form of license, allowing broadcasters to pay a fee proportionate to the amount of ASCAP's product used. We represent specialty radio broadcasters, including foreign language stations, religious-formatted stations and others who carry programming with a small amount of ASCAP-controlled music."

Questions and pledges of financial support should be directed to Russell

Hauth, NRB/MLC Acting Director, 2310 Ponderosa Dr., Ste. 29, Camarillo, CA 93010.

First Convention Registration Received in July

MORRISTOWN, N.J. (NRB)—NRB would like to recognize the first registrant for the 1989 Convention, Roger Manning, corporate sales manager for the Mortenson Broadcasting Company in Huntington, West Virginia. Manning's registration form was received July 1, in response to the "Early Bird" mailing sent out in June. Those interested are encouraged to register before September 30 for the lowest possible rates. There will also be special functions offered at this year's convention, such as a concert at the John F. Kennedy Center sponsored by Word Music, which will only be available to the earliest registrants due to limited seating. The convention will be held January 28-February 1, 1989, in Washington, D.C.

Broadcasters, Publishers and Retailers Pack CBA

DALLAS, Tex. (NRB)—Over 10,000 broadcasters, publishers and retailers attended the 39th annual Christian Booksellers Association (CBA) convention held here in July. The theme, "The Outreach Adventure," highlighted the opportunities of the Association's members to reach outside their current level of knowledge to gain new information and fresh concepts.

"People today are looking for answers," said CBA president and CEO William R. Anderson. "Our industry doesn't just speak to clergy. Instead, our products answer questions to life's problems which everybody faces—both inside and outside the church."

Noting that the annual CBA convention has a significant impact on millions of Christians, Anderson pointed out, "Our 1988 trade show, workshops and general sessions featuring industry leaders dealt with the major challenges of 1988 and future years. Through these efforts, we hope to elevate (1) the message—a practical application of God's truth to daily living;

(2) the product—by expanding the variety of products and addressing all educational and age levels and (3) the stores—to increase awareness that there is a resource center located near every neighborhood that can do for one's life what a home improvement store can do for one's house."

The 39th annual CBA convention was international in scope, attracting booksellers and publishers from more than 30 countries.

NRB exhibited at CBA for the second time, with information on NRB services and the annual convention. Michael Glenn, executive assistant, reported that a total of 2,000 copies of the July/August issue of *Religious Broadcasting* magazine was distributed through the booth and Sparrow Records. Many broadcasters participated in the program, speaking at workshops and banquet functions.

Southwest NRB Focuses on "Equipping the Saints"

DALLAS, Tex. (NRB)—"Equipping the Saints for Better Service in the Great Southwest" was the theme for the Southwestern Chapter convention held at the Harvey Hotel here in July. Over 100 representatives from member organizations in the southwest attended.

Special highlights of the convention included the annual auction and barbeque and the annual awards banquet. Marlin Maddoux of *Point of View* received the Pioneer Award, Irene Willis received an award for outstanding voluntary service to the chapter, and Sam Moore of Thomas Nelson Publishers received the NRB Publisher of the Year Award. A broadcast of the *Minirth-Meier Clinic* was presented live from the banquet hall during a luncheon session. Instead of the usual call-in format, questions were taken from the audience.

New chapter officers are Sharon Barela of B/M/C Advertising, president; Joe Willis, vice president; Phil French of Radio Property Ventures, treasurer; Bob Lepine of KSLR/San Antonio, secretary; Woody VanDyke of KJAK/Lubbock, Dan Sampson of Prestonwood Baptist Church in Dallas, Robin Jones of KQCV/Oklahoma City, Oklahoma, Ron Smith of KGOL/Houston, Jeff Edgington of KNRB/Dallas and Pam Fairchild of KHYM/Gilmer, members-at-large.

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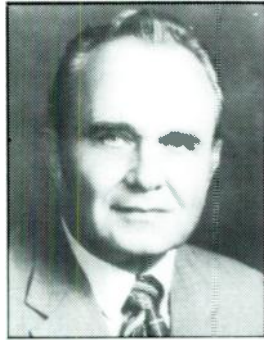
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- Clinton & Sarah Utterbach, Pastors, Redeeming Love Christian Center
- Dave Virkler, Executive Director, Dedication Evangelism
- Bob Palmer, President, Morning Cheer/Sandy Cove Bible Conference
- Don Osgood, President, Career Performance Group



Dave Virkler

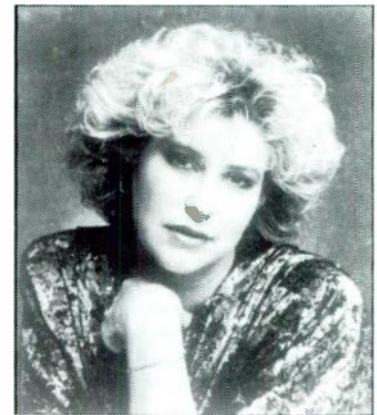


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BROADCASTERS



Jose A. Reyes

Bishop Jose A. Reyes Sr., HNRB president and Spanish broadcasting minister for the Church of God of Prophecy, was honored recently in Puerto Rico for 25 years in the ministry and for 19 years as speaker on the Spanish program, *Voice of Salvation*, the church's international radio ministry. Several Christian broadcasters from the island were present for the service.

Zondervan Corporation president and chief executive officer **James G. Buick** has agreed to serve on the International Committee of Reference (IRC) for the worldwide evangelistic effort "New Life 2000" sponsored by Campus Crusade for Christ.

According to the National and International Religion Report (NIRR), news director/announcer **Keith Swezy** of WKY radio in Oklahoma City was fired after citing religious reasons for refusing to add coordination of extensive pari-mutuel racetrack coverage to his duties. He now teaches broadcasting at a university.

NIRR also reports that **Vision Interfaith Satellite Network (VISN)** officials say they expect to carry three or more television programs produced by Catholic groups



Ted Bleymaier

despite the decision by U.S. Catholic bishops last month not to participate. Also, on June 23 VISN signed an affiliation agreement with a major multiple systems cable operator, TeleCommunications Inc., of Denver. The network plans to broadcast 18 hours daily beginning September 19.

Ted Bleymaier was recently promoted to vice president, international, of **Word, Inc.** He will represent the international sales, marketing and distribution interests of Word Publishing and Word Music.

On July 5, radio station **WPJS** was acquired by Evangelical Christian School in Fayetteville, N.C., and became **WCIE-AM**. The station currently receives its programming from its sister station **WCIE-FM** in Lakeland, Florida.

President Reagan addressed high school students and youth workers at D.C. '88 in Washington, D.C. on July 28. Planned as a Student Congress on Evangelism, D.C. '88 was sponsored by **Youth for Christ**, whose leaders over the past 40 years have included **Billy Graham**, **Torrey Johnson** and **Jay Kesler**.

Abe C. Van Der Puy of



Mel Johnson

Back to the Bible broadcast recently had his third volume of commentary on the Book of Acts published, completing the series of three volumes entitled *Like a Mighty Army*. Titles of the separate volumes are *The Church Established* (Vol. 1), *The Church Equipped* (Vol. 2), and *The Church Extended* (Vol. 3).

The Heaven and Home Hour, founded in 1933 by **Dr. Clarence Erickson**, celebrated 55 years of seven-day-a-week broadcasts in August. **Dr. J. Russell Killman** headed the ministry as general director from 1965-1986. Current president and speaker **Dr. James M. Christensen** reports that Heaven and Home Hour has recently undergone format changes and is upgrading the broadcast to continue meeting the needs of today's society.

Mel Johnson marked his 35th year in youth broadcasting on May 20. He is speaker on the daily broadcasts for teens, *Action and Young World*, coordinator of the Family Living and Loving Conferences and author of 38 booklets.

WABS/Arlington (Virginia) recently celebrated 10 years of Christian broadcasting to the Washington, D.C.



J.W. Brinkley

area by giving away vacations and other prizes to listeners and through programming special music features, such as a three-hour special on the history of contemporary Christian music which aired on June 25.

Groundbreaking ceremonies took place June 2 for a new studio and business office building for radio station **WEMI-FM/Menasha** (Wisconsin). The new structure is scheduled for completion in December.

On June 22, Trans World Radio staff and guests witnessed the dedication of a 500,000-watt AM transmitter at TWR's facility on the island of Bonaire in the Netherlands Antilles.

USA Radio Network announces two new appointments: **J.W. Brinkley** to director of operations, and **John Clemens** to news director.

CBN Cable Network is being renamed **The CBN Family Channel**. CBN feels that the new name more clearly defines the character of the network's programming as a commercial family entertainment network.

(continued from page 13)

with the idea of a Christian radio rep firm is simple. Arbitron is everything to agency buyers. Only stations with numbers will be bought by the larger shops. Those who don't believe it should call Ogilby, BBD&O or Bozell and ask them. Fortunately 45 percent of all Christian stations in the top 100 markets are rated by Arbitron. The down side is that even if a station has numbers, a rep firm cannot legally represent it to advertisers unless the station also buys the book. Secondly, unless individual Christian stations get their spot rates up, a rep firm cannot make enough on commissions to afford doing business in this arena. Does this mean that repping will be out of the question? No, but it might be limited to only the larger Christian stations and perhaps only on a regular basis.

For a long time, the "loyal and responsive" byline was all we had to sell. With the advent of local surveys, Tri-S, Arbitron, etc., Christian stations suddenly had a wealth of data to present to local advertisers. And what about the future? We believe that buying Arbitron will become an increasingly attractive option for some Christian stations. KOJO-FM in Dallas swears by its success for them.

Programs and Donors

First it was paid and sustaining programs. The 80s saw the new P.I. plans come into play (definitely the programmer's idea). In the 90s it may be national paid sponsorships by loyal groups. Interests are already high enough to encourage programmers to start putting local spot beds in their programs.

Front page religious scandals have been a mixed blessing for Christian stations. Although giving to national ministries is down, giving to local ministries (according to Gallup) has never been better. For this reason, we see further development in the local media ministries of various financially healthy churches. However, we do not see the downturn in national giving to continue. Barring any more scandals, we must realize

that the baby boomers are growing older. The 18-49 bubble will ultimately become the 35-64 bubble. This is the demo that gives to national ministries, the one with more disposable cash, and this demo is on the increase. It is inevitable that as this group continues to grow, so will national radio programs. For this reason, we see a positive upswing for national ministries as the 90s progress.

The Audience

Since Christian radio has become so many different things, so has the audience. In almost every case, the audience has become more upscale, and they tend to buy many products in far greater quantities than other media groups. Christian radio is replete with what we call "Guppies" (God-fearing Urban Professionals). On a national average, the younger adults have become much more dominant. To say that Christian radio is primarily attractive to the geriatric crowd is entirely false. Today only one in ten Christian radio listeners are older than 55. There are as many listeners below the age of 18 as there are above the age of 65 (5.2 percent are teens). In some cases Christian radio has become especially attractive to non-Christians. In many more cases it is attractive to the unchurched.

With the advent of more music (and contemporary music at that) we saw a whole new demo tune in—the unregenerate. Whether by design or not, Christian radio in the 80s became an outreach. We expect to see even more of this in the 90s.

Five years ago everybody said that Christian radio stations were 20 years behind the general market in many areas of their development. Today they are still at least ten years behind it in certain areas. At this rate we should completely catch up somewhere in the early 90s. And when we do, let's hope that we have the wisdom to pool the best from the old with the best of the new and create the industry's most respectable format, from both a programming and a sales standpoint.

Gary Crossland is the president of Soma Communications, Inc. of Dallas, Texas and publisher of Tri-S.

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ON THE AIR

Format Variety on Today's Christian Radio

by Bob Augsburg

Christian radio is beginning to understand the need for format diversity. We are discovering the keys to individual station identity through consistent music selection and program philosophy. Some stations have taken a very bold step by featuring a total music format, with short vignettes sprinkled in between songs, while others are beginning to promote themselves as Christian teaching and information stations. I commend both for their development of a consistent format around the clock.

The majority of stations feature a combination of music and teaching (about 60 to 40 percent respectively). The music formats of Christian stations have become better defined in the last several years. This month we will explore the variety of formats heard from coast to coast on Christian radio stations. Though our list is not inclusive, the majority of today's Christian radio stations fit into one of these format styles: Inspirational/MOR, Southern Gospel, CHR (Contemporary Hits or Top 40), Traditional/Sacred, Beautiful Christian Music, Teaching/Information, and Adult Contemporary.

Some stations fall in between two of the main format styles. Others have adopted daypart rotations. Since dayparting theory requires a completely separate article, we will instead look at stations who are true and consistent to one primary format.

Inspirational/MOR

This format is one of today's predominant styles, probably because it features widely accepted, non-offensive artists like Steve Green, Sandi

Patti, The Bill Gaither Trio and Karla Worley. Many general managers will tell you they are reaching the 25-54 age group but true Inspirational/MOR stations are actually more focused on the 35-54 range. You will find Inspirational/MOR stations in every state but greater percentages in more traditional geographic areas like the Northeast and the Midwest. WNDZ serves the greater Chicagoland areas with an Inspirational/MOR mix during drive-times and a quality line-up of teaching from 8 am to 3:30 pm. Music selections offer an alternative to the dominant influence of WMBI, Moody's flagship station. "Our music is bright but soothing. We leave off the harder edge," says Lindsey. WNDZ is targeted very specifically at the 42-year-old suburban homemaker with two children.

Southern Gospel

This format is found primarily in the Southeastern section of the United States and was predominant in the late 60s and mid 70s. Jan Binkley, southern gospel radio rep for the Benson Co., believes this format, like country music, will always be in demand. Recent signs of a resurgence in Southern gospel music is evidenced by several newly formed organizations designed to launch gospel music into the 90s. The Southern Gospel Music Guild is made up of leaders in the industry who share a common desire to see a spiritual and professional renewal in Southern gospel. There is also a Southern Gospel Radio Association which meets each year.

CHR/Contemporary Hits

Few stations across America are truly CHR formatted consistently. However, a growing number of stations are riding the fence between A/C and CHR, especially during selected dayparts like afternoon and evening drive. New stations featuring the pop top 40 music and on-air energy include WCRM/Dundee, Illinois, Way-FM/Fort Myers, Florida, WJTL/Lancaster, Pennsylvania, and the newest station to hit the air with CHR, WCLQ/Wausau, Wisconsin. This new 3000-watt FM features 12 hours of Contemporary Rock oriented music.

CHR/Rock oriented stations are discovering that there is a very responsive 21-40 audience that is willing to financially stand with a Christian alternative to secular pop radio. Most of the newer CHR stations are non-commercial. The music featured branches out beyond the mainstream A/C singles to include album cuts that are more energy oriented. Record companies are beginning to acknowledge this new format by releasing dual-sided pop/rock oriented singles.

Traditional/Sacred

Several large satellite broadcast services have proven that the Traditional/Sacred format is not about to die off. Moody Broadcasting, Bible Broadcasting Network and Family Stations combined together serve over 300 Christian stations. The Traditional format combines a mixture of instrumental selections with artists like Frank Boggs, Doug Oldham and Bev

Shea. Within this format, as in other format styles, you will find some variance in artist selection. For example, Moody Broadcasting will include occasional selections by Michael Card, Wayne Watson and Scott Wesley Brown, while other more traditional networks and stations refrain from today's Inspirational artists and musical styles.

Beautiful Christian Music

Like CHR, truly formatted Beautiful Christian Music stations are hard to find but growing. Impressive market shares from stations like WDAC-FM in Lancaster, Pennsylvania, may persuade others to explore this Christian counterpart to the secular beautiful music stations. Unlike Inspirational/MOR stations, Beautiful Christian Music leans to a heavier rotation of instrumentals. Album cuts from the Praise Strings series, Dino, Ralph Carmichael Orchestra and Rick Foster are blended together with easy listening vocals by artists which include Johnny Hall, Heritage Singers and Karla Worley. The format differs from Traditional/Sacred by eliminating an older

fashioned style found in albums by George Beverly Shea, Back to the Bible Quartet and pre-1975 recordings from soloists like Norma Zimmer, Jerome Hines and choir selections. WDAC in Lancaster features Christian Beautiful Music during 70 percent of its broadcast day.

Teaching/Information

The Christian counterpart to news/talk radio is the teaching/information station. Unfortunately this format has received a bad name due to the number of stations who are willing to allow any and every preacher or prophet on the air as long as they pay for the time. The lack of concern for quality or doctrine has resulted in poorly programmed and rarely listened to stations. There is however, a growing number of stations who take the teaching of God's Word very seriously and are providing their markets with a carefully planned, quality blend of Bible teaching programs, news and informational talk shows.

Adult Contemporary

Today's fastest growing Christian

format is Adult Contemporary, targeting the large 25-44 demographic cell. Adult Contemporary is popular today because the music is contemporary in structure, appealing to the young end of the 25-44 scale, while not so intense or hard driving to be offensive to the 35-44 group. A/C Christian stations can now be found in a majority of the top 100 markets, though a high percentage still feature only a few hours of music per day. The format is so prominent in today's Christian marketplace, it is sometimes referred to as mainstream Christian music. Record companies' single releases are primarily targeted today to the Adult Contemporary formatted station, although a few are beginning to release dual-sided singles with a secondary cut geared toward the CHR/ROCK stations or shows.

In conclusion, today's Christian radio offers a wide variety of format styles for every age group and culture in America, and is also beginning to gain exposure in Canada, Australia and Great Britain.

Bob Augsburg is president of Programming Plus, Fort Myers, Florida, a company specializing in Christian radio programming and fund raising.

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BOOK REVIEWS

The Seduction of Power: Preachers, Politics and the Media

by Ed Dobson and Ed Hindson,
Revell, 1988, 192 pp.

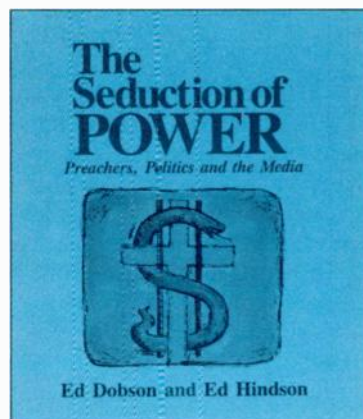
"Evangelical religion has fallen on hard times these days," the authors begin. Noting that our initial success in confronting the political and social power structures of our society may have caused us to lower our guard against temptation, Dobson and Hindson provide a penetrating analysis of the current confusion over the relationship of religion and politics.

Ed Dobson is the senior pastor of historic Calvary Church in Grand Rapids, Michigan, and Ed Hindson is a contributing editor to *Religious Broadcasting*. Together, they tackle the tough questions related to the various issues involving preachers, politics and the media. Theirs is both a self-critical analysis of the New Right and an optimistic appraisal of a

strategy for the way ahead.

Highly readable and well-researched, this powerfully written new book may well be the best assessment available on the current crisis involving religion, politics and the media. The authors tackle the issues of religious politicking, direct mail fund-raising, armageddon theology, reconstructionism, and various evangelical alternatives to the issue of political involvement. Their assessment includes poignant evaluations of Jerry Falwell, Pat Robertson, Charles Colson, Tim LaHaye, Jim Bakker, Jimmy Swaggart and a host of others.

The authors observe seven positive qualities in the Religious Right: 1) strong



beliefs and values, 2) deep commitment, 3) genuine sincerity, 4) zealous enthusiasm, 5) high ideals, 6) basic practicality and 7) popular appeal. However, they also note seven areas of weakness: 1) fanaticism, 2) triumphalism, 3) naive idealism, 4) uncritical allegiance, 5) adversarial confrontation, 6) inconsistent action

and 7) reactionary defensiveness.

Unlike those who are calling on evangelicals to drop out of politics altogether, Dobson and Hindson call for a long-range strategy of involvement based upon a sharpened biblical focus and a refined political strategy.

This book is must reading for every religious broadcaster who wants to understand how we got where we are and how to find a balanced position.

The Integrity Crisis

by Warren Wiersbe, Thomas Nelson,
1988, 142 pp.

This new book by the beloved Bible teacher on the *Back to the Bible* radio broadcast addresses the integrity crisis of the twentieth-century church. Wiersbe draws on the parallel of Nehemiah rebuilding the walls of Jerusalem to draw a picture of the kind of renewal, restoration and rebuilding which he believes is necessary for today's church to gain credibility with the secular world.

In a cleverly alliterated outline of 12 points beginning with the letter "R," Wiersbe calls the church to face such issues as responsibility, reproof, revival, recovery and reconstruction. He argues that the integrity crisis involves the whole church. "The press did not create the crisis, the church did," he writes, "and the church will have to solve it."

In providing solutions, the broadcaster urges his readers to re-evaluate their lives, re-order their priorities and to pray for the revival in the church today. He calls upon his readers to deal with the very nature of true Christianity at the local church level.

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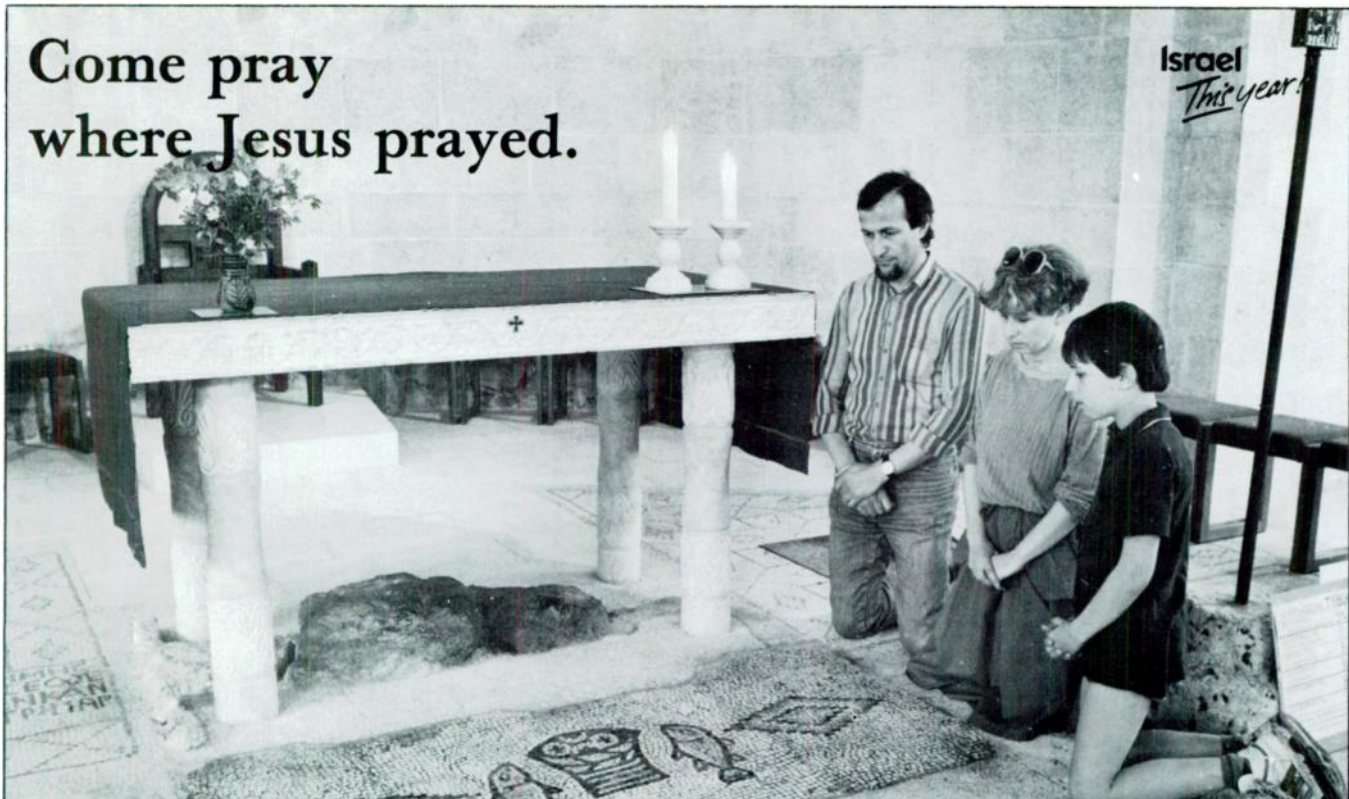
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September 21-23
Atlanta, GA

NRB Southcentral Chapter

September 29-30
Memphis, TN

NRB Midwest Chapter

October 12-14
St. Charles, IL

NRB Eastern Chapter

October 20-22
Sandy Cove, MD

Vision 2000

October 24-27
Buffalo, NY

Youth for Christ "Celebration of Hope"

October 20-23
Chicago, IL

NRB National Convention

January 28-February 1, 1989

Washington, DC

The Rebirth of Hymns

(continued from page 24)

highly prized by today's radio industry.

Whatever the case, it was an astonishing moment, one that underscored for me the fact that hymns are an integral part of the singing faith that believers of all ages hold in common. It was, as well, a suggestion of a grassroots hunger for the substantial spiritual fare that hymns have to offer. Surely our frantic, quick-fix, who cares world would find help and comfort in the sturdy, heartening lyrics that mark so many of the great hymn.

So then, will hymns make a comeback? Only time will tell. Certainly we are seeing an increasing number of hymn albums being produced by major artists, not to mention the rise of what I call neo-hymns (for example, Twila Paris' *The Battle Is The Lord's*, Steve Green's *For God and God Alone*, Karla Worley's *Prepare Ye the Way*).

Despite this modest renewal of interest in hymns, it is unlikely that

CCM will give way significantly to hymns. Nor should we expect it to move aside. Christian Contemporary Music in its various styles and tempos has much to offer in terms of its own spiritual power and creativity, not to mention a cultural relevance that makes it both attractive and effective (though some songs do not qualify entirely in my view).

The point is that Contemporary Christian Music need not be the *only* musical medium of communicating our faith to this generation. Hymns are a spiritually powerful, musically pleasing way of declaring the praises of our God. All we must do is get over the mistaken assumption that people today do not want to hear them.

Surely this issue is one that deserves serious thought and even debate among religious broadcasters and all who are part of Christian music today.

Tom Bisset is general manager of WRBS-FM/Baltimore, Maryland. He won the NRB Award of Merit in 1983.

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LATE NEWS

FCC WINS PARTIAL VICTORY ON INDECENCY	Recently the U.S. Court of Appeals in Washington, D.C., gave the FCC a partial victory in the agency's effort against pornography. FCC Chairman Dennis Patrick said he was "delighted" that the court had affirmed the Commission's authority to regulate the broadcast of indecent material.
EDITOR SAYS PROTEST OVER FILM IS CONSTITUTIONAL	K.E. Grubbs, Jr., editor of the Orange County Register in California, said the Constitution gives Christians the right to protest the film, <i>The Last Temptation of Christ</i> , as blasphemous. NRB president Jerry Rose agrees.
LEONOVICH RECOVERING	NRB board member Alex Leonovich, president of the Slavic Missionary Service in South River, New Jersey, underwent successful open heart surgery.
EFICOM UPDATE	A final decision on implementation of EFICOM will take place at an executive committee meeting September 22.
DE RIDDER UNDERGOES BYPASS SURGERY	Ger de Ridder, senior executive producer of EO, Evangelical Broadcasting Co. in Hilversum, Holland, is convalescing from heart bypass surgery. The operation took place last January. De Ridder visited NRB offices on July 26 and is recuperating well.
HOWARD O. JONES SCHOLARSHIP AWARDED TO STUDENT	NRB board member Howard O. Jones, speaker on <i>Hour of Freedom</i> , reports that as visiting professor of evangelism at St. Paul Bible College, a scholarship has been awarded in his name to student Weyland Richards. Jones has been an associate evangelist in the Billy Graham Evangelistic Association for 31 years.
WALSH TO CO-HOST 700 CLUB	Christian singer Sheila Walsh will become Pat Robertson's new permanent co-host, according to a spokesperson for the 700 Club. Walsh, a Grammy Award winner, is a native of Scotland. She will be part of an overall new look for the show.
NRB SEEKING INTERNS	NRB has a limited number of Intern Scholarships available at the Headquarters Office. Call Elaine Sutherland at (201) 428-5400.
ROBERTS AND SON DISMISSED IN LAWSUIT	Oral Roberts and his son, Richard, were dismissed as defendants in a \$15 million lawsuit by an ex-patient at the evangelist's City of Faith hospital in Tulsa. Ruth Creech, 43, claimed fraud and malpractice for what she said was unnecessary surgery in 1985.

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