

RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

November 1988



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Jerry Falwell



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NRB



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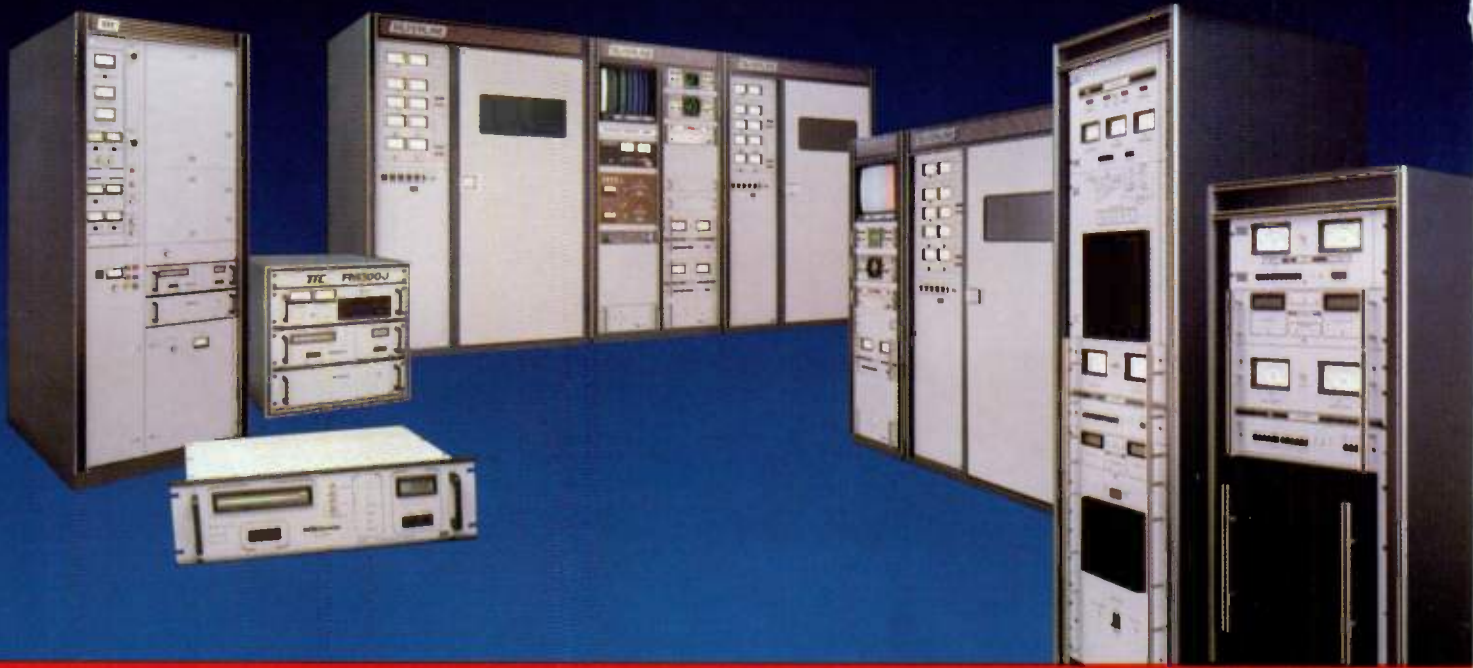
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Mary Evans

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SIGN ON

Thoughts on Thanks



It is interesting that Thanksgiving Day is on the eve of winter. Where I live, winter is a serious thing and most of us do not look forward to it. Cars and houses are "winterized." Heavy coats and thermal underwear are brought out, the trees are bare, the grass is brown, and we know that shortly, we will be facing snow, ice and bitter cold. Quite frankly, it is not conducive to being thankful.

What about spring? Now, that's an easier time to be thankful. The weather is near perfect, the trees are starting to bloom, the grass is greener and plans for summer fun are in the making.

I say leave it where it is. There is a great spiritual truth in the placement of Thanksgiving Day.

First, the obvious. It is a time to be thankful for the blessings of the harvest, blessings that we have already experienced. The second is less obvious—the need to learn to be thankful for the present and the future, even though it may appear that we are facing a spiritual "winter" that will chill the soul.

A minister friend of mine once told me, "Never let the circumstances of the present dim your vision for the future." The apostle Paul said it well in Philippians 4:6, "Be careful for *nothing*; but in *everything* by prayer and supplication *with thanksgiving* let your requests be made known unto God." In other words, do not let circumstances—past, present or future crush you, but learn to trust God in every situation. It is when we learn to completely trust Him with every aspect of our lives—our families, our career and our eternity that we really learn to be thankful. The time we should be most thankful is when we have the greatest need in our lives. The God we serve is well able to meet the need. So, when we go to our heavenly Father, it should be with a sense of grateful relief that we are able to go to the Creator of the universe who has ultimate power, and loves us so much He provided for our redemption. That is something to be thankful for.

Further, we are aware that God is able to take whatever circumstances we face and turn those to our good. Romans 8:28 says, "And we know that all things work together for good to them that love God, to them who are called according to his purpose." And finally, in verse 31 of that same chapter we read, "What shall we then say to these things? If God be for us, who can be against us?" Again, that's enough to make us thankful, especially when we are facing the "winter" of our lives.

So, I am glad Thanksgiving Day stands on the edge of winter. It is a reminder that a thankful heart rises above the circumstances, good or bad, and finds its foundation in a simple trust...trust in God, who is well able to accomplish His purpose in a life committed to Him.

Jerry Rose

President
National Religious Broadcasters

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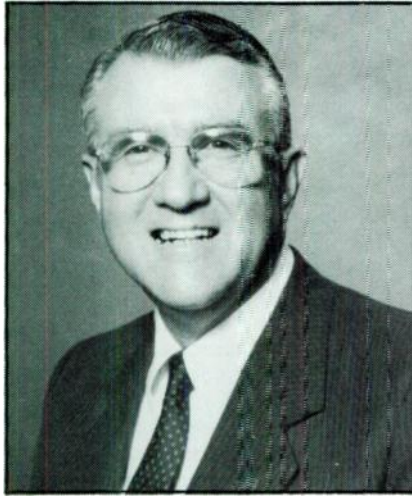
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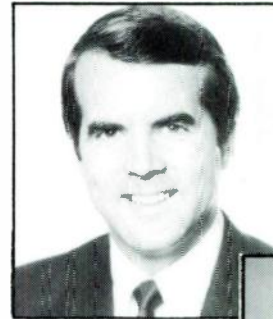
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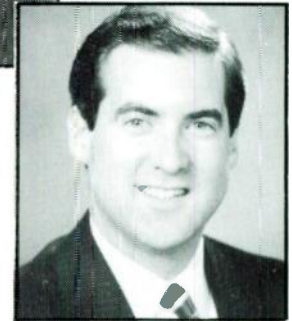
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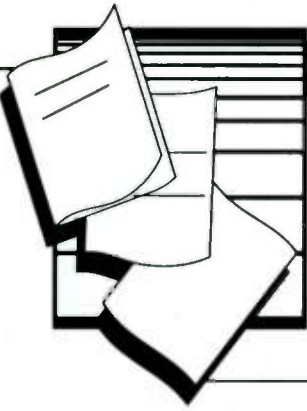
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NRB FORUM

Pioneer Retires

Dear Editor:

"The Gavel Is Passed." This most historic event to happen in many a year was filmed during the board meeting on May 31 and depicts my resignation and the actual installation of Dr. John Holland as the new president of the Foursquare Gospel.

It was a joy to pioneer in religious radio broadcasting within the United States with my mother, Aimee Semple McPherson, and during my tenure of office to serve as president of radio station KFSG since 1944.

Rolf K. McPherson
President Emeritus

Church of the Foursquare Gospel

Informed Reader

Dear Editor:

Back in 1984, I had the privilege to attend the NRB convention held in Washington, D.C. After this convention, God's spirit began to work in me and lead me to take steps I would otherwise have been afraid to take. Since then I have been receiving *Religious Broadcasting* magazine, for which I thank you again. This special service was my launching ramp and helps to keep me informed within the Christian media in Yugoslavia today.

May God continue to bless you.

George Gvozdic
Switzerland

Anniversary Celebration

Dear Editor:

Greetings in Jesus!

We are celebrating the 57th anniversary of our broadcast, *The Evangelistic Hour*.

You may recall that we received the prestigious Milestone Award on January 30, 1983, at the NRB Convention when we were celebrating our 52nd anniversary. Now, through the grace of God and the faithfulness of the dear saints of God, we are celebrating 57 years to the glory of God and the salvation of dear souls for whom Jesus died.

It has been a long and wonderful span of time, and we trust that souls will rejoice throughout eternity as a result of our humble efforts—to Jesus be all of the glory and praise. I do not know a record to equal that one, and God has blessed us across the years. We are still here enjoying His blessings and doing our best to do His will and serve Jesus in Spirit and in Truth. Amen!

I enjoy *Religious Broadcasting* magazine because it keeps in touch with so many good people of the Lord across the nation. May the dear Lord bless and reward you for your faithfulness and good work.

God's glory is our sincere prayer for you and yours.

Rev. Donald R. and Ethel Baughey
Adrian, Michigan

Christian Radio Gives Hope

Dear Editor:

Please allow me to comment about Mark Drenth's letter in the July/August issue of *Religious Broadcasting*, o73

The *Back to God Hour* and the half hour telecast of *Faith 20* are excellent programs that do indeed proclaim the Glorious Gospel to unbelievers. I do, though, have a problem with the statement that we should put more emphasis on placing our programs on secular stations.

Perhaps I don't have the marketing experience of others. I do, however, know from experience, and from the testimonies of many individuals that when the lost are tuned to a secular station to enjoy the music or programming and a religious program comes on, they will tune away or turn it off. Granted, not all do this, but I believe the majority do. I too have heard that this station or that station is aired in the stores, so I put my programs there. When have you ever heard a religious program over the P.A. system in these places?

As the general manager of a Christian television station, and as a part of a ministry that includes two full power UHF TV stations and a 3,000 watt FM station, I

have found, and this ministry has learned, that the lost tune to the station they know offers hope. When a person in need has a problem, does he call ABC, NBC or CBS? Hardly. He will turn to the station or organization that he knows will help. My mail tells me there are many lost that watch Christian programming on Christian stations.

I don't want to sound petty, but I cannot believe that the unsaved who are listening to A/C, country or whatever will stay tuned for very long when religious programs come on. Perhaps it is time the Christian programmers and stations took a stand together and showed this lost nation that we are unified in our efforts to reach the lost for Christ. If my observations are incorrect, perhaps there is some market information available to support that.

Thank you for your publication. I feel that it is a very important part of our ministry.

Richard Hawkins
General Manager, WLLA/TV-64
Kalamazoo, Michigan

Two Ministries Noted

Dear Editor:

I commend you on the excellent article about Dallas and how it has evolved as a center for Christian media.

I'm sure you could not mention every ministry that calls Dallas home, but I would like to mention two.

One is Catholic Charismatic Services of Dallas, which produced Father John Bertolucci's *The Glory of God* telecast and now has a weekly telecast called *The Way Home*.

Another is Zola Levitt Ministries, which offers a weekly Messianic Jewish telecast that has opened these Gentile eyes to many facts about the world our Lord knew during His earthly ministry.

These efforts are two more reasons why, as Ed Hindson noted, "God is certainly at work through His people in Dallas."

Patrick M. Cloonan
Munhall, Pennsylvania



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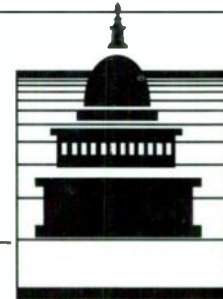
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Thank you,

Jack Stuart

WASHINGTON WATCH



FCC Seeks Improvements for AM; Appellate Court Remands EEO Case

by Richard E. Wiley

The challenges facing many AM radio stations in competing with FMs or finding a different identity in the marketplace have been a focus of discussion in the broadcast industry for a number of years now. In Washington, the effort to bolster AM's place in radio continues.

The Federal Communications Commission is seeking to improve both the quality of AM signals and their coverage. The agency has proposed actions to reduce substantially AM interface from stations operating on adjacent channels. The FCC also has proposed modifying its rules concerning prohibited overlaps to permit stations to expand coverage.

The Commission currently allows AM stations to transmit a radio frequency signal with a bandwidth of up to 30 kHz. The majority of consumer receivers, however, are designed with a much narrower bandwidth, so as to reduce the effects of interface from adjacent channel stations. This narrow receiver bandwidth severely reduces the audio fidelity of AM reception. In an attempt to overcome this fidelity limitation, many stations pre-emphasize the higher audio frequencies to brighten their sound, but such pre-emphasis exacerbates adjacent channel interface.

The Commission is seeking comment on the standard to be employed. The National Association of Broadcasters has requested that the FCC require use of a new audio standard that would limit the maximum audio frequency to about 10 kHz and also would limit the amount of audio pre-emphasis.

Another approach is an RF emission limitation that would take into account all factors causing interference. It would offer licensees more control over their audio signal but may be more difficult to apply on a day-to-day basis.

Coverage Option Examined

The Commission also has proposed giving AM stations the option of seeking facilities whose coverage area would be subject, in part, to some interference from other stations. Currently, only the first station proposing to provide service to an unserved community is allowed to accept increased interference.

The FCC believes that this proposal could permit significant improvements of AM service quality. For example, it would allow increases

in signal strength within the service contours of licensees, thereby rendering service in that area much more resistant to man-made and natural interferences. While interference would be accepted in some of the expanded service area that would normally be expected to result from the power increase, the new signal strength will increase the overall coverage of the affected station.

Parties may file comments on the AM proposals before November 22, 1988. Reply comments are due December 22.

As discussed in this column previously (see "Washington Watch, June 1988), the FCC implemented stringent new Equal Employment Opportunity (EEO) regulations this year and also found a number of licensees' minority recruitment efforts to be inadequate. In examining a previous Commission action regarding EEO, however, a federal appellate court recently found that the agency did not investigate sufficiently a 1983 complaint of racial discrimination by a broadcast licensee. The U.S. Court of Appeals for the D.C. Circuit ruled that the Commission abused its discretion in granting a license renewal for KIEZ-AM and KWIC-FM at Beaumont, Texas. The court in August remanded the case to the agency to hold a hearing on questions regarding the stations' alleged racial discrimination and failure to meet affirmative action obligations.

The case arose from a challenge brought by the NAACP and the National Black Media Coalition (the "coalition") to the FCC's decision to grant a short-term renewal to Pyle Communications for the Beaumont radio stations. In a 1983 petition to deny the renewal applications, the coalition charged that the stations had systematically terminated their black employees and had failed to meet their EEO obligations.

When it acquired the stations in 1981, the licensee changed the format of the AM station from black-format to news-talk. After the format change, the station's black employment fell sharply, both overall and in the top four job categories (overall from 33.3 percent in 1981 to 5.6 percent in 1983; in the top four from 23.5 percent in 1981 to zero in 1983). During this same time period, the stations hired 112 new employees, only three of whom were black, and none of whom remained with the station longer than two months. Additionally, according to the coalition, the stations used no minority recruitment sources to recruit minori-

ties in a systematic fashion.

In analyzing the coalition's petition and the licensee's response, the Commission on several occasions requested that the licensee provide further information. The data desired focused on particular circumstances of terminations, EEO compliance and the small number of black employees.

Records Said Unavailable

In its response, Pyle contended that the black employees who left either resigned or were discharged because they were unfamiliar with the new radio formats, unwilling to work full-time or uninterested in remaining with the station after the format change. With respect to its EEO compliance, the licensee contended that it did not have the employment records for this time period and had to rely on payroll records and the memories of present employees to discuss its EEO activities.

After this review, the FCC awarded Pyle a short-term license renewal, concluding that the record did not warrant a finding that Pyle had discriminated against black employees. The Commission also held that while Pyle's efforts to meet its EEO obligations were inadequate, its failings were due to inadvertence and did not warrant a hearing.

In reversing the Commission, the Court said that "a documented pattern of intentional discrimination will almost invariably disqualify a broadcaster from obtaining or retaining a license ... When a responsible and well-pleaded claim of discrimination has been made, we have held that the FCC may be required to hold a hearing in advance to consider the charges and to determine whether to grant the license at all."

The judges found that the record contained considerable evidence "that raises questions as to whether the licensee engaged in intentional racial discrimination in employment." The Court concluded that the FCC abused its discretion in granting the license renewal without holding a hearing on the issues.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein and Fielding, is a former chairman of the Federal Communications Commission, and is general counsel for the National Religious Broadcasters. He was assisted in preparing this article by Diane Z. Goldman, an associate in Mr. Wiley's firm.

How Do Various Christian Formats Compare?

by Gary Crossland

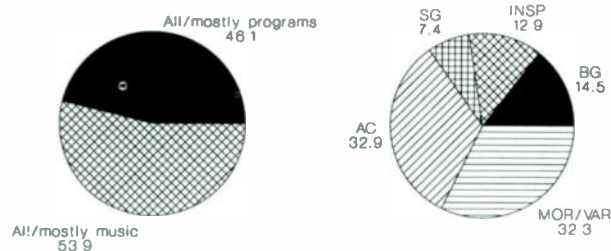
One of the most fascinating studies that we have ever done is a comparison of the Christian radio subformats in order to determine which does better in the Arbitron ratings, and how.

In the Spring Arbitron rating, there were 238 Christian stations measured. We broke down these stations into seven subcategories. Stations were classified as either Inspirational (conservative, beautiful), Black Gospel (BG), Southern Gospel (SG), Adult Contemporary (AC [including Christian Hits]) and Christian MOR (including stations which play a variety (VAR) of musical styles). The entire list was broken down again as to the amount of programming it featured. Stations that were either all or mostly programs were put in one group. Stations which were all or mostly music were put in another group.

Just because a station was not rated by Arbitron in the Spring books does not mean that it cannot benefit by this study. What is true of a subformat on the whole is going to tend to be true of the part. Our projections are based on those stations that we *can* measure so that we can better understand those that we cannot.

Of those stations rated by Arbitron, here is how the subformats broke down by percentage:

Subformats



BG	3.0
INSP	2.3
SG	1.5
AC	1.5
MOR/VAR	1.5
All or mostly music	1.9
All or mostly programs	1.4

Some explain the superlative showing of Black Gospel as partially the result of Arbitron's "ethnic weighting." This is Arbitron's way of weighting the diaries of blacks and Hispanics if the percentage of these diaries returned is not consistent with the ethnic percentage of the community as a

This does not mean that this is how the percentages prevail for *all* of Christian radio (although it may be close). It is only a breakdown of those *rated* stations in Arbitron's top 269 markets. Unfortunately, there is little that we can tell from the chart since the fact that some formats do not show up well may be caused by the fact that a particular format may not be extremely popular in certain ARB-rated markets, or it may not be represented at all. At this point we cannot tell. For example, we know that Black Gospel is generally not represented outside of major markets (although there are exceptions). We know that Southern Gospel is more popular in the South and is a major factor in a number of markets that Arbitron does *not* rate.

It appears that certain formats prefer certain sized markets. For example, the average Black Gospel station rated by Arbitron is in a market of 915,000 people (the size of Hartford, CT). Here is the entire list:

Subformat	Average Population	Comparable Market	Average Rank
Black Gospel	915,000	Hartford, CT	40
Inspirational	501,200	Springfield, MA	71
Adult Contemporary	377,400	New Haven, CT	91
Southern Gospel	352,100	Flint, MI	100
MOR/VAR	281,000	Pensacola, FL	125
All or mostly programs	485,100	Fresno, CA	73
All or mostly music	332,500	York, PA	104

In terms of market share, Black Gospel appears to do better in their own markets than the other formats do in theirs. Here is how all of the formats lined up. Notice that market share has nothing to do with market size, so all markets are considered equal:

whole.

When looking at average AQH figures for each format, we realize that AQH figures are tied to the size of the stations' markets. Therefore, to make all things equal, we have to adjust these figures to compare the popularity of each format against the other.

To do this we found out that the average market rank for a Christian station was 85.6 (or about 404,000 population). If we pretend that all Christian stations are in a market this size, and then adjust their AQH figures up or down to be weighted properly, we will then see how the formats compare against each other. First let's look at the numbers as they are in reality:

	Avg. AQH	Cume
BG	7800	84000
INSP	2800	48400
AC	1800	29400
SG	1400	23500
MOR/VAR	1100	19800
All or mostly music	2400	30900
All or mostly programs	2400	40900

Now, let's adjust these numbers to make it appear that all these formats are in the exact same sized market. Here is what happens to the numbers:

Format	Adjusted AQH
BG	3643
INSP	2321
AC	1913
MOR/VAR	1619
SG	1198
All or mostly music	2915
All or mostly programs	2046

We must remember that these are national averages. They have little to do with how well one format may do against another in a *certain* market. There are a number of factors which may offset the averages, such as the number of Christian stations in the market, the number of Christian stations with the same format in the market, the disposition of the community, etc. We must emphasize that these figures are *national* in their scope and represent only those markets swept by Arbitron in the Spring 1988 reports.

However, what the figures do tell us is that, on the average, wherever Black Gospel stations appear, they tend to become the most popular among the Christian stations in the market, probably despite ethnic weighting.

Which formats have the highest time spent listening? To calculate this we multiply the formats' actual AHQ by 504 (the number of quarter hours in a week). We then

divide by the actual cume and then again by 4 (the number of quarter hours in an hour). This will give us the number of hours listened to that format in the average week. We divide again by seven to see the number of hours per day spent listening. Here is how the formats lined up:

Format	Time Spent Listening
BG	1 hour and 40 minutes
AC	1 hour and 6 minutes
SG	1 hour and 4 minutes
INSP	1 hour and 2 minutes
MOR/VAR	1 hour and 0 minutes
All or mostly music	1 hour and 24 minutes
All or mostly programs	1 hour and 3 minutes

As we can see there is very little difference once you separate out the Black station.

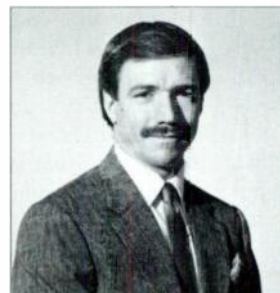
Which formats have the lowest turnover ratio? To figure this we must divide the format's actual cume by the actual AQH. Once again, here is how the formats lined up:

Format	Turnover Ratio
BF	10.77
AC	16.22
SG	16.79
INSP	17.29
MOR/VAR	18.00
All or mostly music	12.88
All or mostly programs	17.04

The turnover ratio tells us how many separate audiences each format has in the average broadcast week; hence, what the turnover is.

Conclusion—Black Gospel has what almost appears to be an extremely loyal and exclusive following. We were pleased to discover how much alike many of the formats actually were. However, there were serious differences as well. Inspirational formats show very well in terms of market share. However, we must remember that this format is skewed slightly older.

(Part Two of this article will be featured in the December issue of *Religious Broadcasting*.)



Gary Crossland is president of SOMA Communications, Carrollton, Texas.

EFICOM: A Milestone

by Ben Armstrong



This November marks a true milestone in the history of National Religious Broadcasters and the entire religious broadcasting field. EFICOM, the Ethics and Financial Integrity Commission, NRB's mandatory, self-regulatory program affirming high standards in nonprofit fund raising, is under way. Now being mailed, the EFICOM documents and applications will be in members' hands by November 15. Support the EFICOM program. It is a very real part of our future.

Nearly two years of concentrated effort went into developing EFICOM and making it the best program of its kind possible. The Evangelical Council for Financial Accountability (ECFA), recognizing the compatibility between the objectives of their program and that of EFICOM, will provide administrative services to implement EFICOM. Arthur Borden, ECFA president, will direct the processing of applications through the Washington, D.C. office. Actual certification by EFICOM will be given by action of the EFICOM Board of Commissioners based on the initial administrative work done by staff personnel.

The "window of opportunity" for NRB 501(c)(3) members to submit applications is November 15, 1988-February 15, 1989. We want to encourage and help every one of you in every way possible. The entire issue of EFICOM and self-regulation will be dealt with in four successive issues of *Religious Broadcasting* magazine. In addition, a special exhibit will be held during NRB '89 to promote the idea, to answer questions and to receive applications. Art Borden and his administrative staff are available for questions at 800-3BE-WISE.

Watch for news of NRB's 46th na-

tional convention. Take the time to read the attractive eight-page, full-color brochure and awards nomination form in this issue of the magazine. This special convention section is filled with information on speakers, workshops and one of the greatest Expos ever. I am particularly excited about the salute to George Beverly Shea on January 31. We'll have special music from Kurt Kaiser, Don

"Christian broadcasting still remains in a period of soul searching, but also in a period of explosive growth, both in audience size and in the deepening of spiritual dynamics."

Wyrzten and Joni Eareckson Tada. Under the theme, "Jesus Christ Is Lord," the convention highlights include a concert of "Music and Media through the Decades" with Sandi Patti and others on a "blue ribbon" program on January 31 and a Broadcast Pioneers' Fellowship Breakfast with Rex Humbard and Bev Shea on February 1. James Dobson, Jack Hayford, David Mains and Jerry Falwell are among other scheduled speakers. Introduction of NRB's own "Golden Mike" awards, created exclusively for NRB, will cap the awards program for broadcasting excellence and achievement. We envision the

"Golden Mikes" as a meaningful new tradition for religious broadcasting. Be sure to fill out the nomination form in this issue of the magazine and return it by December 15.

In retrospect, 1987 and 1988 have been difficult years for religious broadcasting, but it is a communications misconception that the field has suffered irreparable damage in its leadership and influence. The common theme of the liberal media supports this point of view; however, it is not supported by the facts. The 1989 *Directory of Religious Broadcasting*, for example, lists 125 new radio stations and over 50 new television stations, as well as many new programs initiated over the year. All members of NRB should have a copy of the 1989 *Annual Directory of Religious Broadcasting*, the basic reference book for the field. The new edition, which will be available January 1, is offered at the special pre-publication price of \$35.95 (regular price is \$60). Marj Stevens is managing editor.

NRB took in 130 new members this year and held seven successful regional chapter conventions.

Christian broadcasting still remains in a period of soul searching but also in a period of explosive growth, both in audience size and in the deepening of spiritual dynamics. We, at NRB, are truly thankful for our new headquarters, continued growth, the opportunity to serve the Lord through the modern media of radio and TV, and for you, our loyal members and readers. St. Paul said, "I thank God for every remembrance of you."

Ben Armstrong is executive director of National Religious Broadcasters.

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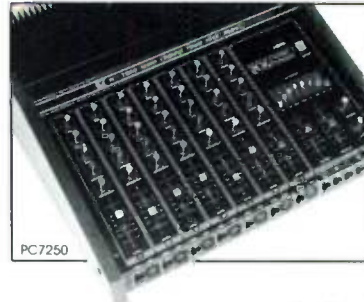


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EFICOM EMERGES

After 22 months of hard concentrated effort by the NRB Board and the EFICOM Board of commissioners, this historic program is ready to go into effect. The Ethics and Financial Integrity Commission is a firm confirmation to the American people of NRB's commitment to professional standards in non-profit fund raising.

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

To aid in administrative efficiency, NRB has made an agreement with the Evangelical Council for Financial Accountability (ECFA), which will process its applications through its new Washington, D.C. office. Art Borden, administrator of EFICOM, will direct the processing of EFICOM applications and make the presentation of each application to the EFICOM commissioners.

EFICOM commissioners will meet on a periodic basis to review applications for certification purposes. Upon the satisfactory completion of each application procedure, the commission will grant certification to qualified NRB members.

The effective date for the start of the 90-day application period is November 15, 1988, extending to February 15, 1989.

Who Registers?

Organizations that are giving tax receipts under the Internal Revenue Service code subsection 501 and any related parent church ministries are required to comply with the EFICOM

registration procedures. Firms that are for profit in nature are to fill out the exempt card included in the registration packet and send it back to EFICOM offices.

When you receive the application form, take time to study the accompanying booklet which details the EFICOM bylaws. Three basic criteria are used to evaluate for accreditation purposes: stewardship, accounting and financial reporting, and fund raising.

*The effective date
for the start of the
90-day application
period is November
15, 1988, extending
to February 15,
1989.*

Misunderstandings, misreadings and mistakes can be minimized or avoided with a phone call to the EFICOM offices at 1-800-3BE-WISE or 703-435-8888.

The Public Eye

EFICOM has wide support among NRB members and is going to be making a significant impact on our donor public, legislative bodies and in our overall public relations for the Christian broadcasting industry.

The Christian broadcasting community can now more effectively answer the donor and legislative con-

cerns that have recently surfaced as a result of problems in our industry. You are taking a responsible and cost-effective step when you join EFICOM. As well, you are helping demonstrate that our members practice the highest form of ethics in fund raising and administration of those funds raised.

Your membership in EFICOM, along with others who are joining, will help form a solid stand against dishonest or unethical individuals in Christian broadcasting.

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

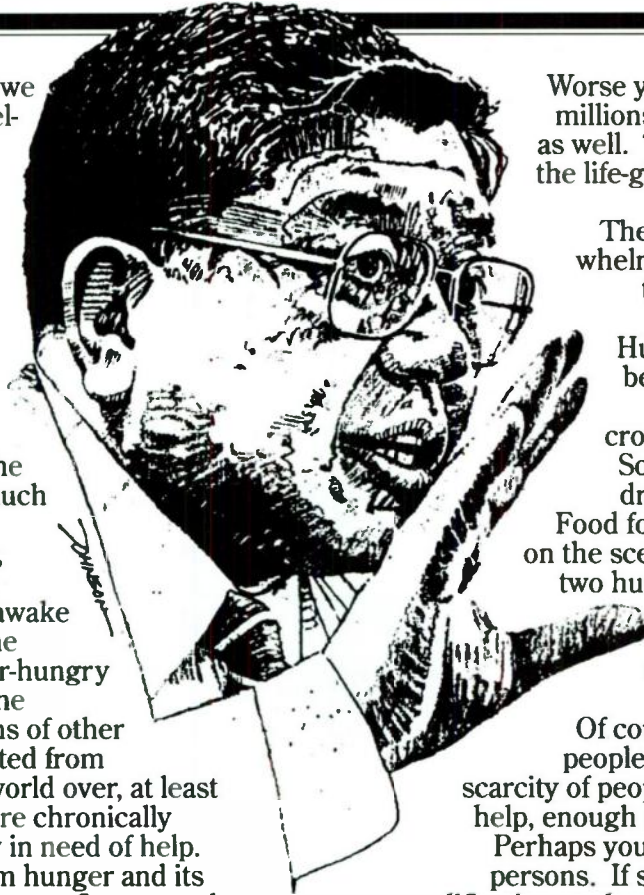
If you do not have your application by the time you read this article, call EFICOM at 1-800-323-9473 for follow-up. As always, we here at NRB are interested in your experience in this new area. If we can be of any help, do not hesitate to let us know.

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

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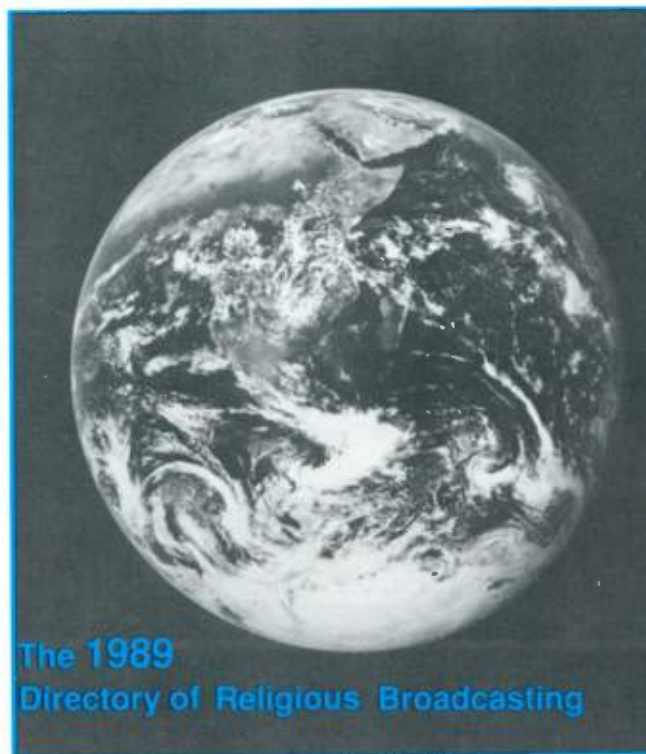
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WDCX: Celebrating 25 Years

by Donald B. Crawford



*Dr. Percy B. Crawford,
founder*

There was no such thing as Christian radio, or even religious radio, in western New York and southern Ontario, Canada, in 1960. But there was a man by the name of Dr. Percy B. Crawford, a pioneer in Christian radio and television broadcasting, who had a vision for such a ministry. Today, Christian programs of every variety proliferate on the airwaves. But in 1960, it was extremely difficult to purchase radio broadcast time from commercial-secular stations, and donated time for religious broadcasts, usually early Sunday morning or late Sunday night, was essentially a thing of the past, or reserved for a chosen few.

Percy B. Crawford was concerned, even impassioned, in his belief that radio broadcast facilities must be owned and operated by Christians in order to make certain that prime time was always available for Christian programs. With that inspired vision, Dr. Crawford approached the Buffalo, New York, market where AM radio reigned supreme, as it did throughout the country. The purchase price of an AM radio station was prohibitive, but an FM construction permit was available from the FCC merely for the cost of an application.

In 1960, the year of his death, after having purchased and started six other radio stations in little more than one year in Detroit, Lancaster, Chicago, Ft. Lauderdale, Portland and Des Moines, Dr. Crawford was granted an FM construction permit for Buffalo, New York. That year he died, without having the opportunity to build the station. As his oldest son, I

was determined that his vision for Christian radio would become a reality. At the ripe old age of 22, I applied to the FCC for permission to assume the rights to the construction permit which was granted to him in 1961. It seems almost incredulous that an FM facility worth millions today was available for the asking then.

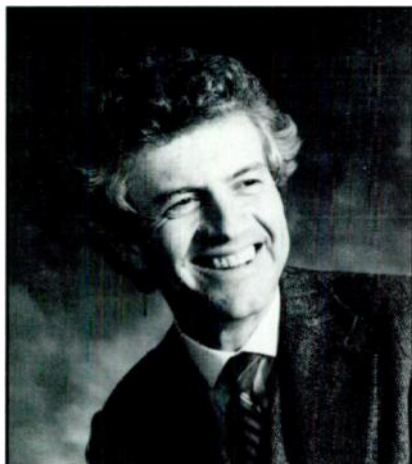
It took two years to complete the construction of the station. We experienced considerable problems, both financial and technical. Some antagonistic forces even sabotaged the tower, cutting guy wires late one Saturday night. But with the blessing of God, WDCX-FM was born in 1963, a Class C-FM with 115,000 watts of power which could be heard for 150 miles. A permanent Christian beacon was established for western New York and southern Ontario, Canada.

Our programming began humbly and for the sole purpose of bringing honor and glory to Jesus Christ. We broadcast 24 hours every day, seven days weekly, a somewhat difficult task 25 years ago. There was little Christian music and few quality programs. But our programming did provide quality teaching, witnessing, caring and sharing. Day in and day out, those who listened were exposed to the love of Jesus

Christ. Our philosophy of Christian radio was simply put to edify the saints, challenge non-believers with the message of the Gospel, and operate commercially and profitably. We sought never to compete as a station with either local or national ministries, allowing them full

“This special loving station celebrates its silver anniversary this year. We zealously intend with the help of God to go for the gold.”

opportunity to generate the charitable response of the Christian community, knowing that if we were workmen worthy of our hire in the marketplace, if our strategies and ideas were of value, we would stand to gain. Our programming was designed to be relevant and current,



Donald B. Crawford

dealing with the issues of the day, but in a way different from other radio stations, challenging to Christians. We required that our religious programs be founded upon the rock, qualitatively and professionally done, committed to witnessing and making a creative contribution to our coverage area. Above all, any such program and especially any appeals

for support must be honestly and sincerely made, and genuinely utilized for the glory of Jesus Christ.

We count it a privilege to work with such local Christian leaders as Rev. Alan Forbes, Rev. Jim Andrews, Rev. Bob Vandermay, Rev. Kent Adrian, Rev. Fletcher Brothers, and such national Christian leaders as James Dobson, Chuck Smith, J. Vernon McGee and John MacArthur.

We proudly present *Talk from the Heart* with Rich Buhler, perhaps the country's foremost Christian person-to-person program, and spirit-filled Christian music with Neil Boron.

Our general manager, Nev Larson, heads a commercial selling effort along with Milt Ellis and Cal Kern, ably assisted in production by Terry Simson and Randy Kershner. Our office is ably administered by Linda Storms, and our engineering is cared for by the very capable Randy Stiefler. Few stations have been blessed as WDCX-FM has with so many who so deeply care for the spiritual well-being of some five million souls within our coverage area year after faithful year.

Our programming has been and always will be intensely and impact-

“Our philosophy of Christian radio was, simply put, to edify the saints, challenge non-believers with the message of the Gospel, and operate commercially and profitably”

fully Christian in nature. We have resisted secular inroads all the while we have sought to be relevant and contemporary. We nurture and cherish partnership relationships with any caring Christians who have a vision for ministry in Buffalo, Toronto and in all of western New York and southern Ontario.

The Crawford Broadcasting Company is proud to celebrate milestone anniversaries in 1988, having completed 15 radio years of service to God in Dallas-Ft. Worth, Texas, 20 years in Birmingham, Alabama, 25 years in Buffalo, New York, and 30 years in Detroit, Michigan. I am proud to have been a worker and an owner for all of these 30 years and to have witnessed the blessing of God through Christian radio in the lives of thousands of precious souls. No station, no witness or ministry has been more vital or more spiritually fulfilling than that of WDCX-FM, Buffalo, New York.

This special loving station celebrates its Silver Anniversary this year. We zealously intend with the help of God to go for the Gold. It is our prayer that we will have the privilege and opportunity of continuing the glorious witness and ministry of WDCX-FM for 25 more years.

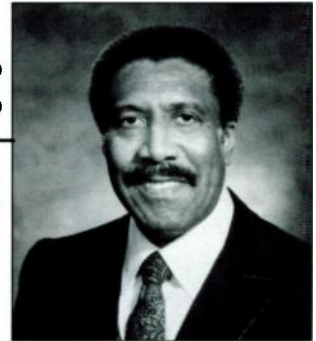


WDCX staff member Donald McCaslin, *Talk from the Heart* host Rich Buhler, president Donald B. Crawford, and general manager Nevin Larson sing old-time gospel at 25th anniversary celebration

Donald B. Crawford is president of the Crawford Broadcasting Company based in Flourtown, Pennsylvania.

PROFILE:

Clay Evans



Broadcasting Fellowship

by Virgil Megill

(Fifteenth in a series on religious broadcasters)

Aware that fellowship involves compassion and praise, Clay Evans broadcasts *What a Fellowship Hour* daily and weekly from his pulpit at Fellowship Missionary Baptist Church in Chicago.

Evans describes his background in *From Plough Handle to Pulpit, a Man with a Mission*. He is a singing preacher who has lived by faith, has sought guidance through prayer, and moves decisively into "unquestioned action." An encourager of others, with assurance that God is leading, he says, looking backward, "I have been indebted to the world"—and looking forward, "to preach the Gospel of our Lord and Savior."

Preparation

Born "in a tiny room" of a sharecropper's home, the "farthest in the row" from the owner, June 23, 1925, Evans grew up in Brownsville, Tennessee, where his family had lived since the days of slavery. As a child and youth at home, with nine children in two rooms, he experienced hard work overshadowed with the love of Christian parents. After school he chopped wood, ran errands, cleaned, polished, and cut grass for a boarding house. He was taunted by his peers who called him a "house boy." At Woodlawn Baptist Church in August, 1935, he accepted Christ as his Savior.

Goal oriented, he graduated from Carver High School when many of his friends did not. In 1945 he left Tennessee for Chicago, hoping to become

an undertaker, and found work as a porter for a cocktail lounge. He joined the Tabernacle Baptist Church, sang in its church choir, the Lux Singers, directed the junior choir and became a Sunday School teacher.

Three landmarks in Evans' preparation for ministry were hearing God when he turned down a chance to audition in a hotel; committing himself to God when he abandoned his plans to sing and attend mortuary school; and setting new goals, when he dedicated his voice to evangelism. He graduated from Chicago Baptist Institute, Northern Baptist Theological Seminary, and the University of Chicago Divinity School.

Outreach

Five people were his first congregation. Evans rented a funeral home for a meeting place, September 10, 1950, and on December 22 of that year he was ordained. The congregation was named Hickory Grove, then Mount Carmel, and finally took its present name, "to be a living example of Christian light."

The first *Fellowship Hour* was broadcast on October 19, 1952, from part of the church building, and later that year a long-playing recording was made with the Fellowship choir. Their half-hour broadcast over WWCA met immediate success and was extended to an hour program weekly. Twenty-six years later, February, 1977, Evans launched his half-hour television program.

His 2,500-member congregation broke ground in September, 1964, for their new building, but when Evans

marched in the 1965 Civil Rights parade in Chicago, his creditors cut off his financial aid, and for eight years the congregation worshiped in the old building beside the unfinished concrete foundation and steel structure. A new loan was secured in 1971, and in April, 1973, after eight years, Fellowship moved into its new facilities.

Against the background of changing circumstances, Evans says, "Christians both collectively and as individuals are to put our love into responsible, relevant action. Our faith must stand as an inextinguishable light guiding all on whom it falls." He emphasizes prayer and entreats believers to make sacrificial tithing and commitment.

His fleet of Fellowship buses not only bring people to the church, but are portable evangelistic centers. The buses have traveled across America in crusades with musical and gospel messages to the "scattered church," touching people of special need and circumstances.

For youth Evans provides counseling, retreats, workshops, seminars, and recreational opportunities. He has developed a senior citizenship complex to accommodate handicapped and shut-in persons. The congregation sponsors a food gifts ministry of canned and non-perishable food for distribution to the hungry, and public agencies often refer needy persons to Fellowship Church. In addition to revival meetings, the congregation organizes door-to-door visitation to bring the Gospel to people in their homes. Fellowship Church also holds scheduled preaching and musical



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programs in penal institutions. In training, Evans has helped more than 75 persons launch their ministerial careers. He ordained the first black woman Baptist preacher, Consuella York, March 26, 1954.

Evans has engaged in dialogue with many of the leaders of the Civil Rights movement and has been influential within the political and economic community. He was founding national board chairman of Operation PUSH (1971-1976), and serves as chairman emeritus.

Fellowship

Fellowship is in two directions for Clay Evans, toward believers to share the Gospel, and toward God to offer prayer and praise. His messages are directed toward new Christians, and also to those "whose faith has been tested and tempered through years of practice."

Evans uses hymns he has written, and other music of the Fellowship Missionary Baptist Church, to initiate fellowship with God. He combines music and preaching in his broadcasts and in video and audio tapes. His own hymns are compiled in the hymnal, *Songs from the Ship*.

When circumstances are rough, he directs each listener to believe the Gospel and then to pray in song. As a singing preacher, sometimes he is soloist in special programs and albums with the 250-voice choir, as he unites the power of music and the spoken word. Today the Fellowship Missionary Baptist Church numbers more than 5,000, who share in fellowship of witness, service, prayer and praise. His church building is located at Fellowship Square at 45th Place and Princeton Avenue, a testimony to his congregation's faith and commitment.

In the larger Christian community Evans is a board member of the National Baptist Convention, advisory board member of the National Baptist Voice, and vice-chairman of the board of trustees of Chicago Baptist Institute, chairman of Black National Religious Broadcasters and president of the Broadcast Ministers' Alliance of Chicago.

In reviewing his ministry, Evans says, "My hope for religious broadcasting is that it should be a trustworthy vehicle for proclaiming the Gospel of Jesus Christ." He feels it is no accident that God has done important things in his life. He also believes God can bring about a miracle to all who receive Christ. "God has called me to serve," he says, and he invites his listeners into the fellowship of service to the Lord.

Virgil Megill is a professor at North Georgia Technical Institute.

BOOKS

Bookstore Journal Best-Selling Christian Books

Clothbound

- (3) 1. Growing Wise in Family Life, by Charles Swindoll, Multnomah Press
- (2) 2. Love for a Lifetime, by James Dobson, Multnomah Press
- (1) 3. Parenting Isn't for Cowards, by James Dobson, Word Books
- (4) 4. Inside Out, by Larry Crabb, NavPress
- (5) 5. Living Above the Level of Mediocrity, by Charles Swindoll, Word Books
- (6) 6. Love Must Be Tough, by James Dobson, Word Books
- (8) 7. The Blessing, by Gary Smalley and John Trent, Thomas Nelson Publishers
- (9) 8. Growing Strong in the Seasons of Life, by Charles Swindoll, Multnomah Press
- 9. Real Christians Don't Dance, by John Fischer, Bethany House Publishers
- (7) 10. My Utmost for His Highest, by Oswald Chambers, Dodd, Mead and Co., Inc., Barbour and Co.

Paperback

- 1. Love Takes Wing, by Janette Oke, Bethany House Publishers
- 2. 88 Reasons Why the Rapture Is in 1988, by Edgar C. Whisenant, World Bible Society
- (1) 3. This Present Darkness, by Frank Peretti, Crossway Books/Good News Publishers
- (5) 4. Mystery Mark of the New Age, by Texe Marrs, Crossway Books/Good News Publishers
- (2) 5. Winter Is Not Forever, by Janette Oke, Bethany House Publishers
- (3) 6. America: The Sorcerer's New Apprentice, by Dave Hunt and T.A. McMahon, Harvest House Publishers
- (4) 7. Dark Secrets of the New Age, by Texe Marrs, Crossway Books/Good News Publishers
- 8. Mere Christianity, by C.S. Lewis, Barbour and Co., Macmillan Publishing Co., Walker and Co.
- 9. Dare to Discipline, by James Dobson, Bantam Books, Tyndale House Publishers
- (8) 10. Free to Be Thin, by Marie Chapian and Neva Coyle, Bethany House Publishers

(Parenthesis indicates last month's position.)

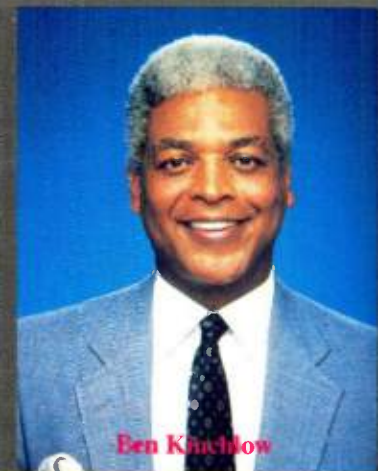
This list is based on actual sales in Christian bookstores in the U.S. and Canada during the month of August. All rights reserved. Copyright 1988 CBA Service Corporation.



Samli Datta

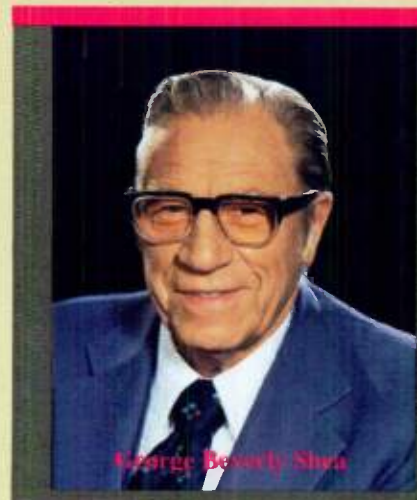


Jerry Falwell



Ben Knuchlow

NRB



George Beverly Shea



Billy Kim

89



Nancy Travis



Chuck Colson

**National Religious Broadcasters
46th Annual Convention & Exposition
Saturday, January 28 - February 1,
1989, Washington, D.C.**



Bill Gaither Trio

NRB 89



At the Sheraton Washington Hotel and the Omni Shoreham Hotel, located in Washington, D.C.

NRB 89 will feature the internationally renowned speakers and leaders, award-winning musicians and stimulating workshops that you have come to expect ... not to mention the heightened convention-charged atmosphere of professional and spiritual enrichment and the personal rewards of fellowship with your colleagues in religious broadcasting and mass communications.

Media Expo will again showcase the religious broadcasting field in its 100,000 square feet of exhibit space. Featuring more than 250 companies offering state-of-the-art equipment, and the very latest in publishing, programming, production services and more, the Expo affords you the opportunity to do a year's business planning and purchasing in three days.



**Where
Old Friends
Meet and
New Friends
Are Made**

Looking forward to NRB 89, January 28 - February 1, at the Sheraton Washington Hotel, we recall vividly the annual appearances of U.S. Presidents over many years, beginning with President Nixon and then Ford, Carter, and last February, President and Mrs. Reagan, as pictured above. From right to left, Ruth and Ben Armstrong, Nancy and President Reagan (opposite page), Dr. Robert Cook and Coreen Cook. Behind this group on the platform when the President spoke was the NRB Board of Directors, The Program Committee, under the chairmanship of Al Sanders, has decided to invite the newly-elected President and Vice President to speak at the NRB Presidential Session on Monday afternoon, January 30, 1989.



Billy Graham

National Religious Broadcasters

Welcome to NRB's 46th Annual Convention. Though we have been through another year of the hot glare of media attention, and though the year has presented challenges for us all, God has been faithful and His mercy has, of course, endured.

As I traveled to the various chapter meetings from California to Puerto Rico, I have been gratified at the excitement I have sensed. There is a desire to do more for God through radio and television communications than ever before, and there is a renewed sense of the need to keep Jesus in the forefront, the number one priority. Thank you for being willing to "weather the storm." Romans 8:28 is still true... "We are assured and know that (God being a partner in their labor), all things work together and are (fitting into a plan) for good to those who love God and are called according to (His) design and purpose." (Amplified version)

Much planning and prayer has gone into this 46th Annual Convention and I believe it may well be our best ever. Excellent workshops are planned that will be of benefit to all our members. The plenary sessions have been put together with the goal of challenging all of us to go back to our places of ministry with a renewed vision to work for God.

I invite you to join with us during these few days and experience God's blessings and wonderful Christian fellowship as well as a time of learning.

Allow this convention to become an important part of your spiritual rejuvenation.

May God bless you as you join us for this exciting 46th Annual Convention.

— **Jerry Rose, President**
National Religious Broadcasters



Jerry Rose, President

NRB
89

**Jesus Christ
is Lord**



National Religious Broadcasters (NRB) is the voice of all religious broadcasters. Since 1944 NRB has been providing an effective means of communication between broadcasters themselves and the governments and agencies that directly affect their work. Through this annual convention and numerous other services,

NRB keeps its members current on developments in technology, programming and legislation. At present over 1,200 member organizations actively take advantage of the personal and exclusive services available only through NRB.

Two new special features will be the Pioneer Broadcasters Breakfast and the Plenary Forum. Both events will be held on Wednesday, February 1. The Pioneer Broadcasters Breakfast honors those in religious broadcasting for 25 years or more. This year's speaker is Rex Humbard and special music will be provided by George Beverly Shea. The Plenary Forum is on Wednesday afternoon and features outstanding Christian broadcast leaders in a dialogue interchange. This year's subject is "Decisions for the Decade."

The convention pianist will be Kurt Kaiser, while Don Wyrzten will serve as the convention's organist.

46th Annual Convention & Exposition
January 28 - February 1, 1989, Washington, D.C.

Program Schedule

Saturday, January 28

- 9:00 am Registration
- 1:30 pm Super Seminars
- 7:00 pm Opening Plenary
Music: Steve & Annie Chapman & Family
Speakers: James Dobson
Gary Bauer

Sunday, January 29

- 8:30 am Hispanic Worship Service
- 10:00 am Morning Worship Service
Music: Steve & Annie Chapman & Family
Speaker: David Mains
- 10:00 am Registration
- 2:00 pm Black Broadcasters Concert
- 2:00 pm Hispanic Broadcasters Concert
- 3:00 pm First-Timers Orientation
- 7:00 pm International Plenary
Music: Steve Green
Speaker: Billy Kim
Report: Alberto Mottes

Monday, January 30

- 8:00 am Registration
- 9:00 am NRB 89 Media Expo Grand Opening
- 9:30 am Workshop Session I
- 11:00 am NRB Business Meeting I
- 1:30 pm Presidential Plenary
Music: Gaither Vocal Band
Keynote Speaker: Jerry Rose
Speaker: U.S. President (Invited)
Speaker: U.S. Vice-President (Invited)
- 3:30 pm Workshop Session II
- 6:00 pm Media Expo closes
- 7:00 pm NRB Awards Plenary
Music: Steve Green
Gaither Vocal Band
Speaker: Ben Kinchlow

Tuesday, January 31

- 7:00 am Congressional Breakfast
Music: Gaither Vocal Band
Speaker: Chuck Colson
- 9:00 am Registration (closes 6 pm)
- 9:00 am NRB 89 Media Expo
- 9:30 am Workshop Session III
- 11:00 am NRB Business Meeting II
- 12:30 pm FCC Luncheon
Music: Steve Green
Speaker: Dave Roever
Guests: Redskins Coach Joe Gibbs
U.S. Navy Color Guard
- 3:00 pm TV Plenary
- 5:00 pm International Banquet (ticket required)
Speaker: Bill Bright
- 6:00 pm Media Expo closes
- 7:00 pm NRB Annual Concert

Wednesday, February 1

- 7:30 am Broadcast Pioneers' Fellowship Breakfast (ticket required)
Music: George Beverly Shea
Speaker: Rex Humbard
- 9:00 am Registration
- 9:00 am NRB 89 Media Expo
- 9:30 am Workshop Session IV
- 11:00 am NRB Business Meeting III
- 12:30 pm Black Broadcasters Luncheon
- 12:30 pm Hispanic Broadcasters Luncheon
- 2:00 pm Media Expo closes
- 2:30 pm NRB Plenary Forum
"Decisions for the Decade"
- 6:00 pm 46th Annual Anniversary Banquet
Music: Sandi Patti, George Beverly Shea,
Liberty Singers
Worship & Praise: Jack Hayford
Speaker: Jerry Falwell

Times for registration are subject to change without notice.

NRB

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Ethics, Integrity, Accountability

Workshop #1

- Doing God's Work in God's Way: the Christian Broadcaster's Spiritual Lifestyle
Avoiding the Enemy "Traps" of High Media Visibility
Accountability (Personal Checks and Balances)

Workshop #2

- Biblical Principles of Communication and Fund Raising
Unity in the Body of Christ: Working Together, Not in Competition
EFICOM: How It Affects Our Ministry
Necessary Fund Raising, Not Necessary Evil

Workshop #3

- Open Forum: NRB Executive Committee with Executive Director and counsel; (Informal questions and Answers: "No Holds Barred" Session)

Stations and Program Producers

Workshop #1

- Exclusivity/Non-Duplication Policies (Economic Realities)

Workshop #2

- Personnel Issues: How to Build a Strong, Loyal Team
Internal Public Relations
Hiring and Firing
Surveying External Wage and Salary Levels
Employees: How to Find Them, How to Keep Them,
How to Motivate Them
Employee Performance Appraisals
Internal Public Relations
- Research and Audience Building
Media Research: The New Technology
Religious Radio: In Search of a Marketplace and Significant Growth
- Ask the FCC
Open Forum: Regulatory Affairs
- Writing Techniques for the Media

Workshop #3

- Stations-Agencies-Clients-Programmers
How to Build Closer Relationships and Trust
- Telemarketing: Is It For You?
How Does It Impact Donors?

Station Owners and Operators

Workshop #1

- Competition Without Compromise (Attracting More Listeners Without Softening the Message)
How Your Station Can Be "Salt" and "Light" in the Community
Does the Bottom Line Always Have to Be Economic?
What Makes a Station "Christian?" (Making the Commercial Station a True Ministry)
- Satellite Delivery Services and Technology Update
Translators, Satellators and You

Workshop #2

- Broadcast Sales

Workshops

Information and instruction for all religious broadcasters is key here. NRB 89 will see the return of more than 75 workshop sessions and will cover the current needs and issues of radio and TV stations, program producers, church and church organizations and all the facets of media ministry.

- Training, Compensating and Motivating the Sales Staff (Do You Know What Your Sales People Are Saying About Your Station?)
Spot Sales: Approaching the Secular Agency
- How to Write A Proposal and Prepare Audition Spots
- The Rate Structure: Local/National, Spot Program
- Selling Fundamentals: Skills, Generating Leads, "Cold" Calls, Relationship-Building, "Closing," Personal Appearance, Credibility
- Music Licensing Update
- Engineering Special
Creative Engineering on a Limited Budget
Newest Developments in Engineering
Building and Equipping a Sound Studio (Without Breaking the Budget)
- Workshop #3**
 - Successful Promotion Strategies: Idea Exchange
 - Fund Raising for Non-Commercial Stations
Creative Strategies for Sharathons
 - How to Secure Cooperation From the Local Church to Promote the Station Audience
- Workshop #4**
 - Programming and Format Trends
Philosophies that Attract an Audience
Improving the "On Air" Sound
Music and Programs: The Proper Mix
Enhancing Production Techniques
Fresh Ideas Exchange
 - How to Start a New Christian Station: How They Did It (Case Histories With Various Market Sizes)
Scoping the Potentials Before the Venture
 - Finding and Motivating Tomorrow's Communicators (In Cooperation with IRB)

Program Producers

- Workshop #1**
 - Direct Mail Marketing
Advanced List Segmentation
New Name Acquisition, Education and Conversion
Large Donor "Clubs"
Communications With Constituents in Difficult Times
- Workshop #2**
 - Effective Use of Premiums (Idea Exchange)
The "Key" Direct Mail Piece—Putting Your Best Foot Forward
 - Demographic Programming
Home Schooling: A Wave of the Future?
Reaching "Baby Boomers" (Who's Listening to Christian Radio?)
Ministering to Seniors (The Time of Your Life)
Impact for the Handicapped
 - Beginning a Ministry in the Local Church
 - Ministry Support Services: Backup and Fulfillment
Computers and Data Processing
- Workshop #3**
 - Children's Programming
Approaching the Local Station
Funding and Follow-Up
 - The Biblical Concept of Building While Paying the Debt: Financial Freedom in Fund Raising

International Broadcasting

- Workshop #1**
 - Europe/Middle East Report
- Workshop #2**
 - Africa Report
- Workshop #3**
 - Asia Report
- Workshop #4**
 - Latin America Report

Music in Media

- Workshop #1**
 - Today's Contemporary Christian Music Station
- Workshop #2**
 - Everything You Wanted to Ask a Christian Record Producer (But You Didn't Have His Home Phone Number)
- Workshop #3**
 - Meet the Artists
Demonstration of New Materials

Special Areas of Ministry

- Workshop #1**
 - Christian Communications in the Next Decade and into the 21st Century (Rising Above Mediocrity/Spiritual Motivations)
- Workshop #2**
 - Stress and Time Management for Communicators
 - NRB Membership Services and Insurance
- Workshop #3**
 - The AIDS and STD Epidemics: What Are Our Christian Responsibilities?
- Workshop #4**
 - Christians in the Secular Media: Survival and Service
Unique Ways to Reach the Non-Christian
 - Legal and Tax Implications: Alternatives to Litigation
Trusts and Estate Planning for Ministry Expansion
 - Christian Broadcast "Pioneers" (Reception Luncheon Fellowship for those in Christian Media 25 Years or More)

BNRB

- Workshop #1**
 - Women In the Media
- Workshop #2**
 - Foundations: Untapped Resources
- Workshop #3**
 - Directing and Lighting for Production
- Workshop #4**
 - Evangelistic Strategy for Urban Crisis

Television

- Workshop #1**
 - Legal Questions and Answers
 - Low Power TV
 - You Can Produce Gospel Video
 - Trends in TV Delivery Systems
- Workshop #2**
 - Children's TV
 - Taking Local Programs to National Audiences
 - Winning Your Audience
 - Fund Raising
- Workshop #3**
 - International Trans-Cultural TV
 - Commercial Sales and Christian TV
 - Post-Production: Format Choices
 - Cable-Casting
 - Prime Time Specials
 - Audience Response
 - Spots With Impact
 - Content Standards for TV
 - TV Production Without Going Broke

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TRAVEL INFORMATION

Hotel - The Sheraton Washington and Omni Shoreham Hotels will be the facilities co-hosting NRB 89 activities. NRB has obtained special rates at other hotels located conveniently near the Sheraton and Shoreham Hotels. Check the complete listing on the registration form for hotels and rates. Please

make your hotel reservation as soon as possible and tell them that you are attending NRB 89. Rooms are filling fast, so call today and take advantage of the special NRB 89 rates. (Please make your reservation by January 6 to be assured a room.)

Travel - Special NRB convention rates are available through American Airlines. American also offers five percent off any of their promotional fares from your departure city. To find out what special fares you can take advantage of, call American's Meeting Services desk (toll free from the U.S. and Canada) at 1-800-433-1790 and ask for STAR FILE #S-13270.

Hotels and Rates

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Sheraton	\$83, \$94, \$99	\$98, \$111, \$116	\$99	\$114
Omni Shoreham	\$77, \$94, \$99	\$98, \$111, \$116	\$99	\$114
Days Inn	\$59	\$66	\$—	\$—
Carlyle Suites	\$59	\$59	\$69	\$79

Sheraton Washington Hotel
2660 Woodley Rd. at
Connecticut Ave., NW
Washington, D.C. 20008

Carlyle Suites
1731 New Hampshire Ave., NW
Washington, D.C. 20009

Connecticut Avenue Days Inn
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Omni Shoreham Hotel
2500 Calvert St., NW
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NRB 89 EXPOSITION

Although it's said the "third time's the charm," we're banking on the NRB Media Expo 89 to be the biggest and best ever—topping off our fourth straight year as a sell-out!

Don't be left out. You should be there, on the floor of the Sheraton Washington Hotel representing your organization to the thousands of persons who will be in Washington, D.C.

Where else can you meet your prospects from among more than 4,000 religious broadcasters all in one place, at one time? Talk business with the influential decision-makers—owners, managers, top executives—in a business-like atmosphere conducive to promoting and selling your products, programs or services.

Look what we've done for 89 with your needs in mind:

- ★ **5 prime hours** devoted to exhibits ONLY! No other convention events conflict.
- ★ **A total of 23 hours** exhibition time over the three days
- ★ Adjustments in the convention program allow **more free time** for attendees to visit the exhibits
- ★ **Price** of an 8' x 10' booth remains at **last year's rate**—\$850 for a corner and \$750 for an inside booth.

Key exhibitors already signed include Associated Press, the Billy Graham Evangelistic Association, Broadcast Electronics, Dataworld, HM Electronics,

Moody Broadcasting Network, SCS Network Services, Satellite Radio Network, Television Technology Corp., Word, Inc. and Thomas Nelson Publishers, to name a few.

This is what exhibitors had to say ...

"...very successful convention for us!"
—Hanna-Barbera Productions, Inc.

"Great convention!"
—IBN/Bob Larson Ministries

"...booth proved to be an invaluable asset to our ministry efforts."
—There's Hope! (Rehoboth Baptist Church)

"The show was great."
—Wo-Di Manufacturing, Inc.

"It just keeps getting better!"
—IAN Communications Group, Inc.

"Looking forward to another great experience next year in 89."
—Barbizon Capitol

All in all, NRB Media Expo 89 adds up to the ideal exposure for stimulating sales ... for finding new outlets ... for introducing new products ... and for expanding into new horizons in today's religious media market.

For further details contact Michael Glenn, 201-428-5400, FAX 201-428-1814

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Developing the Format Your Listeners Want

by Mike Miller

"Why doesn't your Christian radio station play more hymns of the church?"

"Your radio station plays too much traditional music. Why don't you play more Christian rock?"

Sound familiar? No matter what your format, you are inevitably told that your station is all at once too "mellow," too "loud," too "preachy," and too "music-oriented." To further complicate matters, these accusations sometimes come from different people within the same demographic groups!

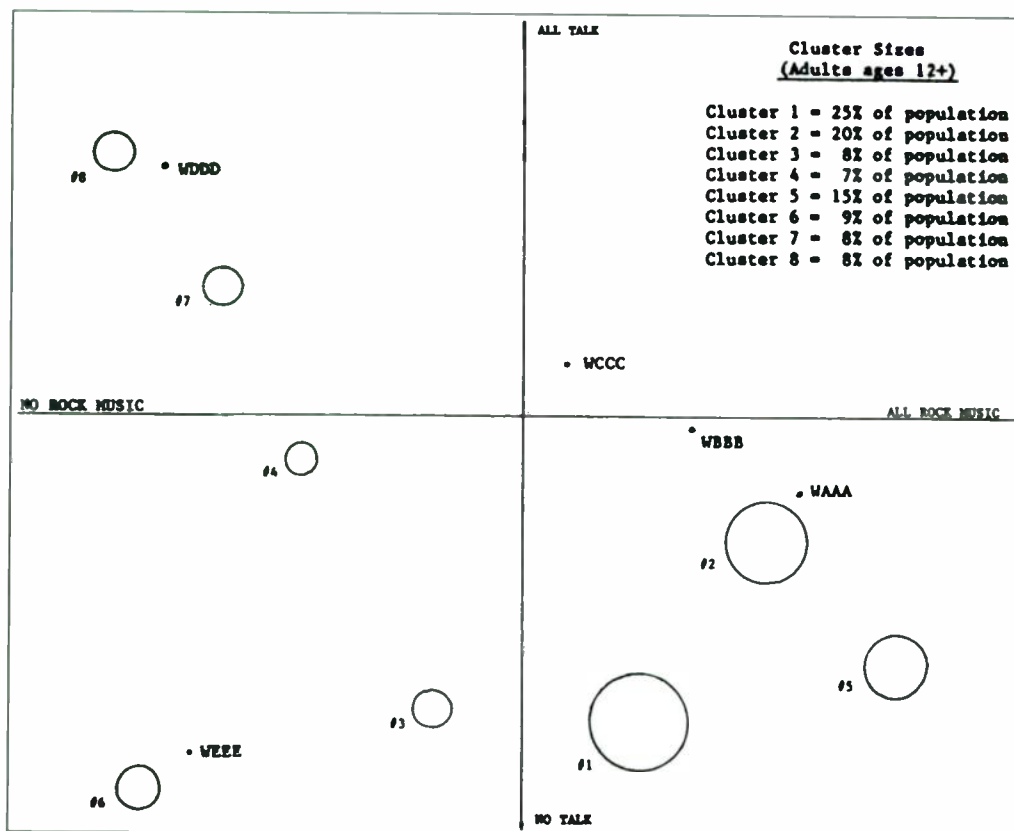
So which of these labels, if any, does your station deserve, and which should it strive to wear? Often, these questions are difficult to answer. Listener perceptions of radio stations are usually developed in complex ways. Fortunately, a relatively new technique known as perceptual mapping is helpful in this area. Perceptual mapping

pictorially provides an understanding of target markets and which stations, if any, effectively reach identifiable target markets.

Perceptual mapping begins by obtaining a representative sample group from the population at large. Respondents from the sample group use measuring scales to indicate how frequently various programming elements (i.e. country music, news, sports) would be incorporated by their ideal radio station. Respondents also indicate how often they perceive these elements to be aired on area radio stations. The ideal responses are then grouped through a cluster analysis statistical method and plotted on a coordinate system in relation to the current station perceptions.

In the pictured example each circle indicates a "clustering" of listener preferences. The larger a cluster is, the more people it represents. (Size approximations of each cluster, expressed as a percentage of the total population, are located in the upper right corner of the map.)

The dots indicate how each radio station is perceived. The closer a station is to a cluster, the more that station caters to the preferences of the people within its cluster. For instance, cluster five represents a group of people who prefer a radio station with very little talk and a moderate amount of rock music. Cluster one represents a larger group of people who prefer less rock music.



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WRB

PROGRAMMING

This hypothetical situation shows that clusters one and five are relatively large groups of listener preferences that are not adequately reached by any station. A strategy which might meet the needs of these two groups is the introduction of a new station positioned between these clusters. Alternatively, WBBB might consider changes to position itself more centrally into cluster one. However, any programming changes should be accompanied by careful thought, as well as to the role these listeners might play in meeting the station's financial needs.

Perceptual maps can be useful in explaining results from listener ratings sweeps and they are also helpful in overcoming problems associated with strict demographic analyses of target markets. Typically, if a market's largest age group was the 25-34-year-old bracket, and Christian station A was not programming to this group, Christian station B would come and make its outreach here. This can be a risky action though, since an assumption is made that the age make-up of the Christian population is the same as the make-up of the population as a whole. For stations with a ministry targeted primarily to Christians, this is a dangerous preconception on which to base programming decisions. However, the inclusion of a qualifying question about church attendance can pinpoint the attitudes of regular churchgoing respondents.

At this point, there remains one further weakness in demographic analyses. That weakness is a failure to account for varying tastes among people of similar demographic make-ups. Targeting by demographics alone assumes that people within the same age group all prefer the same programming. Of course, this is not necessarily true since it would be uncommon to find one 34-year-old male who prefers hard rock, another who prefers traditional music, and still another who prefers country music.

Perceptual maps are not only useful in determining musical preferences, but they are also useful in determining listener preferences for all other programming elements. However, time and money constraints do not always make it possible to map out each different programming element. To determine

which programming elements should be included in the study, a technique known as factor analysis can be used. Factor analysis takes a statistical look at the many possible reasons why someone chooses to listen to a station. From here, the reasons are reduced to the few main "factors" involved in the decision. For example, one midwest market discovered that among persons attending church three out of every four Sundays, the factors influencing station choice were (in order) 1) the amount of rock music 2) the amount of Christian programming 3) the amount of talk programming 4) the amount of news content, and 5) the amount of sports programming. Overall, these five factors accounted for 69 percent of the decision-making process involved in the choice of a radio station. These five main factors then became the only elements later incorporated into a perceptual mapping study.

Perceptual mapping, factor analysis, and their accompanying research help the programmer in five ways: 1) They show how many people could potentially be reached by various programming options; 2) they define the characteristics used by potential listeners to judge radio stations. They also determine which characteristics are most likely to cause a person to like or dislike a particular station; 3) they group potential listeners by their preferences, and then portray how area radio stations are perceived in relation to these groups of preferences; 4) they determine churchgoing habits of different demographic groups, and 5) they can be used to calculate correlations between various programming elements (i.e. People who like rock music also tend to like ____.) Although this research will not answer every programming question, it will ensure that the basic programming strategy is in order.

Notes on chart: "All Rock Music" describes music from groups like Led Zeppelin, Motley Crue and Stryper. "No Talk" describes a station perceived to have very few interruptions for disc jockey comments and/or skits, news, talk shows, or commercials.

Mike Miller is operations manager at WCFY-AM/Lafayette, Indiana.

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BOOK REVIEWS

Exploring Creation CBN Publishing

This dynamic new product was designed specifically for the homeschool market. It can also be used by any parent as a supplemental home teaching tool that celebrates the wonder of God's creation and helps dispel the myths of evolution being taught in the public school system. The kit includes a colorful 60-minute live action video and a 72-page teacher's manual which has activity sheets, glossary, and study questions.

Spiritual Burnout by Malcolm Smith Harrison House

Have you ever asked yourself, "Is this all there is to the Christian life? Is this it?"

True, it may be better than anything you have ever experienced before, but many times what we call church is not much more than a religious club. Did Jesus die and rise again to be the founder of a club where we all try to be like Him ... sing in the choir, drive our kids to concerts, send them to church school, listen to pep talks every Sunday and go bowling with church people on Tuesday nights?

Why are people burning out, dropping out or settling down to the boredom of what is called "church" today? Some suggest that burnout occurs due to a lack of prayer. Others say it is a lack of faith or even commitment. But the root is far deeper and its effects are reaching the very foundation of the church.

There is a deadly poison that is spreading through the Church. We have avoided facing the problem, pretended it doesn't exist or blamed the devil—then, embarrassed, we have shunned those exhausted, burned-out believers who have dropped out of the Church. But the problem is there and will not go away. In fact, it is becoming epidemic.

Malcolm Smith is a minister with a very unique and refreshing teaching gift that has taken him to many countries around the world. His uniqueness has enabled him to cross denominational lines and truly appeal to all faiths. Smith is a member of NRB and is the host of the radio program *Covenant Love*.

Why a Christian Leader May Fall

by Dr. Clyde M. Narramore
Crossway Books

The recent scandals involving Christian leaders who have fallen into sin have made media headlines, rocked the evangelical church, and seriously wounded the cause of Christ among the unsaved. In *Why a Christian Leader May Fall*, Clyde M. Narramore, distinguished Christian psychologist and family counselor, explains how and why Christian leaders are vulnerable to immorality, and why being a leader poses special temptations and challenges.

What are some clues that indicate a Christian leader may have some "inside" problems? What are some factors that could cause a person to suffer spiritually and enter into sinful acts? Why might a person preach and teach strongly against sin, yet at the same time be committing that very sin himself? What can be done to help young people training for Christian leadership avoid falling into immorality? Dr. Narramore answers these questions as he shares sound Biblical insight and wisdom gleaned from years of working with pastors and Christian leaders.

Why a Christian Leader May Fall provides practical consideration for forgiveness, reconciliation and prevention of moral tragedy, and includes questions for study and group discussion. It is especially significant for those involved in training future leaders and for everyone who aspires to Christian leadership.

Waking from the American Dream

by Donald McCullough
InterVarsity Press

"If at first you don't succeed, try, try again." "When the going gets tough, the tough get going." Our language overflows with proverbs like these, the slogans of the American Dream. But what happens when boredom, disappointment or bigger shocks like divorce and death invade our lives? What happens when the Little Engine That Could discovers that it can't after all? In this timely book, Donald McCullough examines the heritage of the American Dream, showing how its philosophy of positive thinking has affected both our culture and our faith. He describes the three false gods—materialism, power and even religion—to which we often turn in desperation when the Dream begins to fail us. He shows us how to live through disappointment, knowing that God has directly experienced our suffering and constantly produces good from even the worst circumstances. Ted Engstrom, president emeritus of *World Vision*, writes, "McCullough helps us to handle the contemporary 'success syndrome.' ... A needy theme carefully and scripturally addressed for our day and time."

Donald McCullough (Ph.D., Edinburgh) is adjunct professor of theology at Fuller Theological Seminary.

Plan ahead for the next:

NRB National Convention
Saturday, January 28 - Wednesday, February 1, 1989
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For more information, see the Convention Brochure in the center of this issue, then fill out the registration form.
(Photocopies may be made for additional registrants.)

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MEDIA WORLD

NATIONAL

Ambassador Names New Senior Producer

FULLERTON, Calif. (NRB)—Jon Campbell, executive vice president of Ambassador Advertising Agency, has announced the appointment of Dave Spiker as a senior producer for the agency's production services division under the direction of Carl Miller, director of production services.

His appointment, stated Miller, "is a much welcomed contribution to all aspects of production, incorporating Dave's unique background and expertise in production, writing and announcing."

With the addition of Spiker, the production services area now employs nine staff producers to serve the 20 ministries represented by Ambassador.

For six years Spiker was on the staff of KYMS in the Orange County market where he ultimately served as their program director. In 1982, he accepted a position with *Focus on the Family* in Pomona, first as production coordinator and script writer and was subsequently promoted to production director.

Spiker, his wife Laurie, and their three children live in Moreno Valley where they are active in the ministry of the Calvary Chapel.

LeSea Rebuilds Following Fire in June

SOUTH BEND, Ind. (NRB)—From the ashes that remained following a June 12 fire, LeSea Broadcasting is rebuilding its production facility. Work was expected to have begun by early October on the multi-million dollar center which had formerly housed WHME TV-46, Harvest 103.1 FM radio, WHRI shortwave radio, and the corporate offices of LeSea Broadcasting.

The reconstruction process is expected to take from three to four months. In addition to ravaging the center's inner structure, the fire destroyed at least seven television cameras, nearly two dozen tape machines, three switchers, plus LeSea's microwave and uplink facilities.

Since the fire, LeSea has used Christian Center Cathedral of Praise in South Bend as its headquarters and broadcasting facility. The church is pastored by LeSea founder and chairman Lester Sumrall. Despite using some borrowed equipment and limited production space, most viewers have noticed very little difference in program quality, according to LeSea's Peter Sumrall.

"It's amazing what you can get by with when you have to," Sumrall told *Religious Broadcasting*. "We really consider ourselves fortunate; we don't have to be real anxious about our situation. We're just thankful that no one got hurt at all during the fire."

Until the rebuilding is finished on its broadcast home, LeSea has had to suspend all major productions and a good portion of its work for outside clientele. According to the fire marshal's report, the blaze that destroyed LeSea's broadcast facility was from an indeterminable source, although it is believed the cause may have been an electrical short in a studio, said Peter Sumrall.

Reception Brings Denominations Together

WACO, Tex. (inter'l'inc)—Church leaders from more than nine Dallas Metroplex denominations, six parachurch organizations, four theological colleges and three Christian radio stations gathered July 19 at the Church Leadership Reception sponsored by the Christian Booksellers Association Convention and inter'l'inc.

The objective of the event was to expose to church leaders the ministry resources that are available through

Christian bookstores.

"It takes quite an event to draw people from such diverse theologies," said Lane Fusilier of Fellowship Bible Church in Waco. "It shows the hunger of Christian leaders for Christian materials."

Bill Anderson, president of CBA, and Joni Eareckson Tada, author, painter, musician and broadcaster, addressed the group. "What Joni said made me realize how critical it is to have a channel through which we can secure Christian study tools," Fusilier said.

Ortlund to Take Helm of Haven of Rest

HOLLYWOOD, Calif. (NRB)—Dr. Raymond C. Ortlund, founder and executive director of Renewal Ministries, has been appointed president of Haven of Rest Ministries, headquartered in Hollywood.

As chief executive officer, Ortlund replaces Val Helliokson who retired after 38 years with the historic daily broadcast outreach.

Ortlund graduated in 1950 from Princeton Theological Seminary and was honored by Talbot School of Theology, a graduate school of Biola University, with a Doctor of Divinity degree in 1969.

In addition to other congregations over the years, Ortlund served as pastor of



From left: Dan Johnson of Word Records, Mark Johnson of KOJO-FM/Dallas, and Allen Weed, president of inter'l'inc, with Joni Eareckson Tada at the Church Leadership Reception

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Dr. Raymond C. Orlund

the Lake Avenue Congregational Church, Pasadena, for 20 years. He is the author of four books and co-author of two volumes with his wife, Anne, an accomplished musician, author and speaker. Their most recent best-seller, *Staying Power*, published by Word Books, is soon to be released under a new title, *Don't Quit*.

As principal speaker for the 54-year-old broadcast, Orlund is featured Mondays, Tuesdays and Thursdays. Music is provided by the Haven of Rest Quartet

along with soloists Truitt Ford and Paul Sandberg.

Haven of Rest is a daily 30-minute radio program now heard on more than 200 outlets throughout the United States and Canada. Through missionary radio stations it is also beamed into Asia, Latin America, China and Africa. Missionary projects have been highly successful in extending the outreach through the leadership of staff member Carl Lawrence.

South Central Chapter Announces New Officers

MEMPHIS, Tenn. (NRB)—The South Central Convention was held at the Hyatt Regency Hotel here, under the leadership of president Buck Jones, director of Love Worth Finding. Jones serves as the administrator of Bellevue Baptist Church, Memphis, one of the largest Southern Baptist Churches in the nation, pastored by Adrian Rogers.

Jones was re-elected as president of the South Central Chapter at the annual business meeting. Serving under him are others who were re-elected: first vice president, David Bott of WCRV; second vice president, Don Johnson of Afterglow; secretary, Harold Penn of KSUD; treasurer, Tom Mann of Sonlight Audio Productions; members-at-large, Buster Wilson of

Tupelo, Missouri. Buck Morton of Leclair Baptist Church, and Don Lawler of Sound Ideas Inc.

The principal speakers at the South Central Convention were NRB secretary, Kay Arthur, who drew an audience of over 100 persons at the annual luncheon, and at the closing banquet, NRB's president, Jerry Rose.

Buck Jones announced that the 1989 chapter convention will be held in Memphis, October 5-6.

Convention to Feature International Celebration

WASHINGTON, D.C. (NRB)—The 1989 NRB Convention, to be held here January 28-February 1, will feature delegates from around the world. There will be an Opening Reception on Sunday, January 29 in which Dr. Bob Bowman, president of FEBC, Dr. Paul Freed, president of Trans World Radio, and Dr. Ron Cline, president of HCJB, will welcome the delegates. NRB president Jerry Rose, executive director Ben Armstrong, and the executive committee are scheduled to lead a processional with each nation led by its flag bearer and delegate leader into the Sheraton Washington Ballroom for the honorary seating.

Dr. Billy Kim will be the speaker at the Sunday evening Plenary Session, bringing a report on evangelism during the Olympic Games in Korea this past summer. Another report will be given by Dr. Alberto Mottes, a native of Argentina. Music will be provided by Sparrow recording artist Steve Green, whose parents are missionaries in South America. A special feature will be a video presentation about International Broadcasting in Europe, the Middle East, Africa, Latin America and the Far East. A telephone hook-up will bring live reports from each area by world leaders commenting about late news in religious broadcasting.

Four workshops are scheduled throughout the week moderated by Dr. E. Brandt Gustavson of TWR, Howard Brandt of ELWA, Ben Cummings of HCJB and John Yaklegian of FEBC. Roger Booth of FEBC is the workshop convener. The workshops will include reports from the various international radio facilitators, national programmers and workshop dialogues. All reports will be published.

The International Banquet on Tuesday night has Dr. Bill Bright of Campus Crusade for Christ speaking on the theme, "Winning the World by 2000." Awards will be given to several honored guests. A program of international music is planned. For more information, contact the NRB offices in New Jersey at (201) 428-5400.

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WPAR

North Carolina — Hickory, Statesville, Claremont, Granite Falls, Taylorsville.

1040 AM **10,000 WATTS**

WSGH

North Carolina Triad — Winston Salem, Greensboro, High Point, Lewisville.

1030 AM **10,000 WATTS**

WNOW

North Carolina — Greater Charlotte and Mint Hill area.

1040 AM **2,700 WATTS**

WOKT

West Virginia — Greater Huntington and Ashland, Cannonsburg, Kentucky, Ironton, Ohio.

1040 AM **1,500 WATTS**

WAMN

West Virginia — Bluefield, Princeton area.

840 AM **1,000 WATTS**

WKDI

Maryland Eastern Shore — Denton and Delaware area.

1030 AM **50,000 WATTS**

WFTK

North Carolina — On The Way for Greater Raleigh, Durham, Wake Forest.

840 AM **10,000 WATTS**

WKTR

Virginia — On The Way for the Greater Charlottesville area.

90.1 FM **2,000 WATTS**
At 1,000 ft.

WCQR

Virginia — On The Way for the Greater Shenandoah Valley; Harrisonburg, Waynesburg, Staunton and Charlottesville.

89.9 FM **10,000 + WATTS**

WCFL

Virginia — On The Way for the Northern Virginia area.

1030 AM **10,000 WATTS**

WTGR

West Virginia — On The Way for the Ohio River Valley from Point Pleasant, West Virginia.

1160 AM **5,000 WATTS**

WBYG

Virginia — On The Way for the Martinsville, Virginia and Eden, North Carolina area.

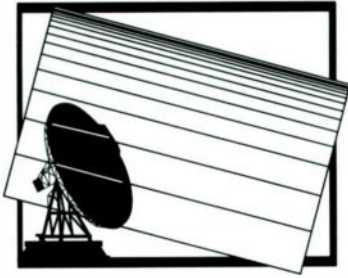
1180 AM **7,500 WATTS**

WNDT

Virginia — On The Way for the Danville area.

For Further Information Contact: Dr. Vernon H. Baker, P.E., P.O. Box 889, Blacksburg, Va 24063

ALL STATIONS ON THE AIR with the exception of WFTK, WKTR (under construction) and WCQR, WCFL, WTGR, WBYG, WNDT (awaiting approval modification of construction permits).



MEDIA WORLD

INTERNATIONAL

Friendship Radio Celebrates First Year of Ministry

TOKYO, Japan (NRB)—The first national Christian radio station in Japan celebrated its first year on the air October 27. The ministry, titled "Friendship Radio," is broadcast 24 hours a day. According to Stanley De La Cour, "The station is the first of its kind in the country. Government regulations make it extremely prohibitive for radio stations to be owned and operated by religious organizations. Christian programs that are produced for the Japanese must either be broadcast via shortwave from outside Japan, or are often given poor time slots on expensive commercial radio stations inside the country."

In late 1986, Steve Tygert, then director of the Pacific Broadcasting Association, was approached by a large nationwide cable radio system in Japan. They proposed that Tygert provide a Christian format when they increased their audio capabilities from 320 to 440 channels the following year. This would enable churches, Christian homes and businesses who subscribed to the system to simul-



Stan De La Cour was responsible for seven hours of English programming each week

taneously broadcast the channel to their surrounding neighborhoods on mini-FM stations that require no licenses. While the broadcast range is quite

houses our own mini-FM transmitter. Within a radius of 150 meters the potential listening audience is over 200 homes. One such person is Mrs.



Mr. Shinoda (on loan from PBA) working the board

limited, the population density of Japan's urban areas makes it possible to reach a significant number of homes and people with each mini station.

The initial starting date was to be January 1988. However, the cable company moved the date up to October 1987, and the station was put together in just a few months with a projected cost of \$380,000. The staff is composed of three full-time Japanese, two missionaries and an occasional volunteer. The money for the station's equipment was donated by an individual from the East Coast.

The station targets the young adult through middle age audience, with a blend of Bible teaching, instrumental music and other Christian-oriented programming.

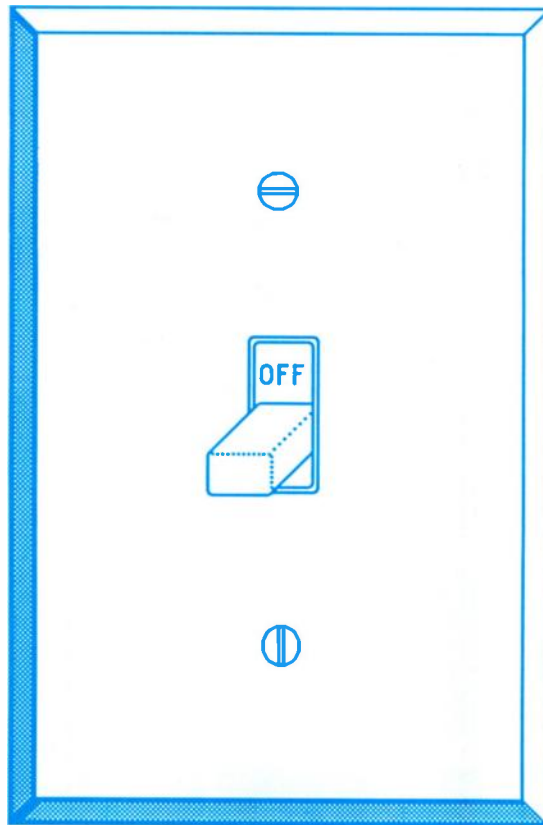
According to De La Cour, "On the second floor of our home, in a community outside Tokyo, is a small blue box that

Tanabe, who came in contact with Christian teaching while a young, single woman. Through a military chaplain's friendship and ministry, she became a believer. She married into a strong Buddhist family and was forbidden to practice her faith. Many years later, as a guest in our home, we learned of her earlier commitment, and how she misses Christian teaching and fellowship. My wife, Faith, and I were able to introduce her to Friendship Radio."

In the next year the ministry plans to add more Japanese to their staff and expand efforts to market Friendship Radio to the Japanese Christian public. A new location is currently being sought. The staff is seeking wisdom to produce consistent and creative programming which will encourage the Christian listener and attract the non-believer to the Gospel of Jesus Christ.

Story by Friendship Radio, 3-15-15, Daizawa, Setagaya Ku, Japan 155. For more information, write Friendship Radio, c/o TEAM, Box 969, Wheaton, IL 60189.

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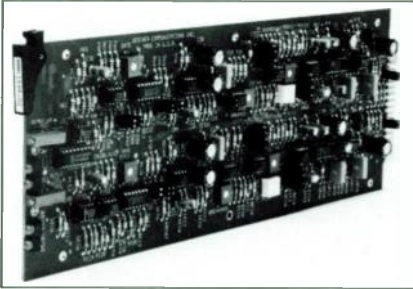
Criswell Radio Network P.O. Box 1809 Dallas, Texas 75221 (817) 792-3800

NEW PRODUCTS

Automatic Gain Control Module

Wegener Communications, a subsidiary of Telecrafter Corporation (NASDAQ:TLCR), has introduced the Model 1694-02 Automatic Gain Control (AGC) Module. Maintaining consistent audio levels referenced to a peak program level, the 1694-02 features 600 ohm balanced audio interface, low-level gating and selectable time constants.

The 1694-02 Automatic Gain Control Module is a single printed circuit board which can be configured for stereo or dual mono operation. Up to 16 monaural channels can be installed in one standard Wegener Model 1601 mainframe.



For more information, contact Wegener Communications at Technology Park/Johns Creek, 11350 Technology Circle, Duluth, Georgia 30136, phone, (404) 623-0096.

Audio-Technica Mike

Studio sound specialists with varied miking requirements will be interested in the versatile "AT4051" cardioid microphone recently introduced by Audio-Technica U.S., Inc. Engineered for low self-noise and high output, the AT4051 is one of a new series of transformerless, externally polarized microphones with interchangeable head capsules.



Polar pattern changes may be easily accomplished by replacing the unit's element with Audio-Technica's AT4049 omnidirectional capsule or the AT4053 hypercardioid capsule. The capsules can

be interchanged with minimal effect on sonic character.

The AT4051 is distinguished by smooth frequency response over an extended 20-20,000 Hz range, 144 dB SPL handling capability (1 percent THD), and -35 dBV open-circuit sensitivity (ref. 1.0 Pa). An optional capsule output attenuator is available to provide up to 159 dB SPL handling capability.

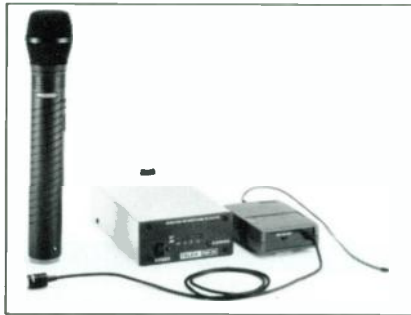
Standard features also include an integral 80 Hz hi-pass filter, foam windscreen, and durable turned brass housing plated in black chrome for low reflectivity.

For more information, contact Audio-Technica at 1221 Commerce Dr., Stow, OH 44224.

Wireless Microphone System

Telex Communications, Inc. has announced its new FMR-25 series. The systems, all in the 165-185 MHz high band frequency range, have special IF filters for extra narrow selectivity that allows several systems to be operated from the same location simultaneously, without interference. Components of the new FMR-25 system are compatible with other Telex wireless systems.

Two types of receivers are offered in this new series, the single antenna FMR-25 and the Pos-i-Phase™ true diversity FMR-25TD. The receivers are



1/2 the size of the current Telex model FMR-50 so that four of them can be placed side by side in a standard 19" rack mount. To facilitate rack mounting, antennas are removable for remote placement. A full complement of monitor and function controls include: a carrier indicator LED, power-on LED and peak reading volume indicator with segmented LED color bar.

The WT-25 transmitter is compact and lightweight with stainless steel belt clip and mic tie clip. It features a power on/off as well as a mic on/off. The mic on/off provides a standby mode. The miniature condenser lapel mic is permanently attached to prevent loss or inadvertent disconnection.

The HT-100 Pro Star series of

handheld microphones offers the user a wide selection of mic element types from which to choose. The HT-100/10 is a condenser mic with a Telex TE-10 head and the HT-100/11 uses a Telex TD-11 dynamic head. Two models have heads provided by Shure. The HT-100/58 uses the Shure SM-58 Dynamic and the HT-100/87 uses the Shure SM-87 Condenser. The microphones utilize a standard 9v battery and have both power on/off and (stand-by) mic on/off switches. The mic is distinguished by a stylish grooved surface that helps prevent slippage in "high energy" concert situations.

For further information, contact Telex Communications Inc., at 9600 Aldrich Avenue South, Minneapolis, Minnesota 55420, (612) 884-4051.

Miniature Gooseneck Microphone

Shure Brothers Inc., Evanston, Illinois, has announced the introduction of the Model SM99 Miniature Condenser Microphone for gooseneck-mount applications. The SM99 features a one centimeter precision condenser element

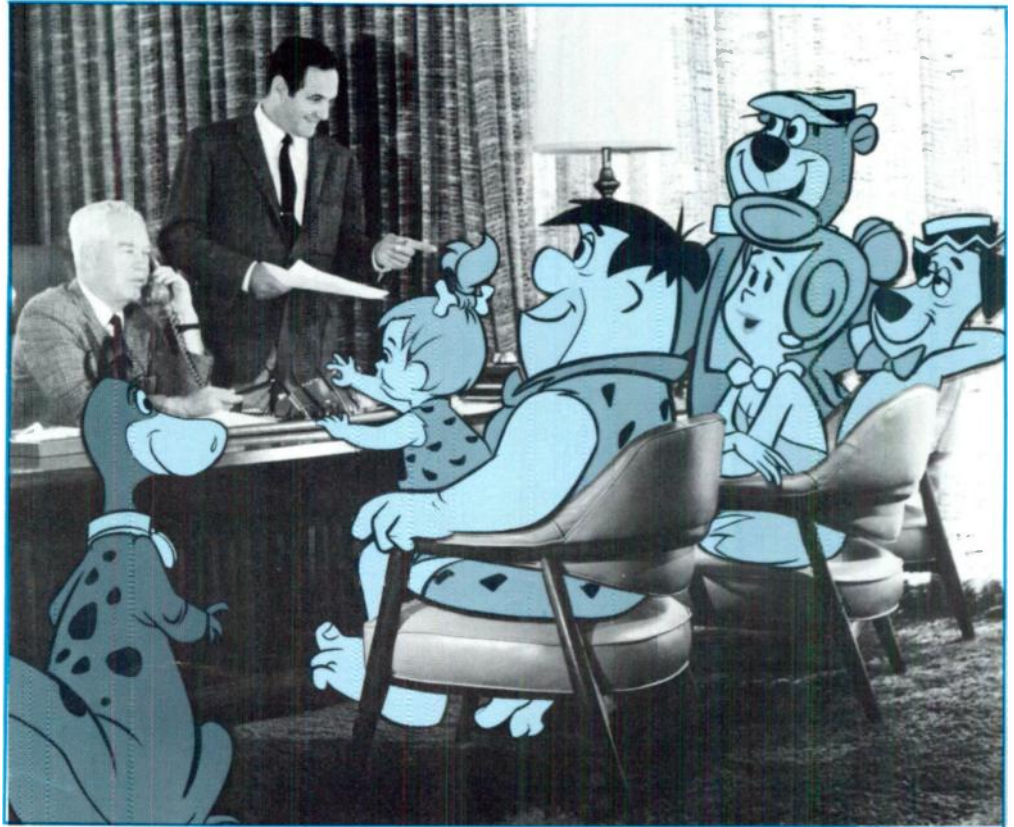


and on-board preamplifier, and exhibits a symmetrical supercardioid polar pattern. Designed for sound reinforcement applications that require wide frequency response and unobtrusive appearance, the SM99 comes supplied with a pop filter that makes it especially suitable for speech and musical pickup.

The SM99 accommodates a wide variety of mounting options. It can be plugged directly into any surface-mounted 3-socket XLR-type connector, or permanently installed by using the supplied mounting flange. In addition, standard Shure swivel adapters can be used to mount the SM99 on a conventional microphone stand.

The User Net Price of the SM99 is \$240. For more information, contact Shure Brother Inc. Customer Services Department, 222 Hartrey Avenue, Evanston, Illinois 60202-3696, (312) 866-2553.

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THE
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"Our thanks and best wishes to everyone at the NRB convention. Your support and encouragement for THE GREATEST ADVENTURE home video series has helped fulfill our dream of bringing the Bible to children throughout the world. Many thanks and God bless you."

*Joseph Barbera
President, Hanna-Barbera Productions*

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NRB MEDIA EXPO

Call Michael Glenn at [201-428-5400](tel:201-428-5400) for further details

ON THE AIR

Programming Christmas Music

by Bob Augsburg

'Tis' the season to be adjusting format clocks and integrating Christmas music into rotation. The first appearance of Christmas music should occur in the format soon after Thanksgiving Day. Programming Christmas music properly involves a carefully structured system that will take into account the various mood styles present in seasonal music.

There are four basic Christmas mood styles to consider when auditioning Christmas selections: Secular, Religious Light, Medium and Traditional Classics.

Secular

Examples would include Christmas songs that have no reference to the birth of Christ and instead emphasize Santa Claus, reindeers and so on. We do not recommend this category on any fulltime Christian station.

Religious Light

These selections would be those recorded by familiar Christian artists done in a light uptempo musical style and message. An example would include songs like Amy Grant's *Tennessee Christmas* and Truth's *Here We Come a Carolling*.

Medium Mood

This category includes newer ballads with a more focused message on the birth of Christ. Releases like Sandi Patti's *Gift Goes On* and First Call's *Evening in December* would appropriately fit in this category.

Traditional Classics

Christmas selections, traditional in nature and reverent in style and message, make up this group. Examples include *O Holy Night* and

Silent Night.

The programming of Christmas music and the amount of selections played in each mood category will vary from station to station. KTIS in Minneapolis considers the Christmas

The Christmas season can be an excellent opportunity to introduce your station to the general listening audience in your market.

season to be one of the highlights of the year.

Station manager Wayne Pederson states, "We begin playing Christmas music the day after Thanksgiving. About 20 percent is initially programmed with a steady increase to all Christmas music the week before and the week after Christmas. During the holidays we have discovered that a large portion of the general radio audience in our target age group looks for Christmas music on the radio during the season. We feel like we can reach many of these folks who might not ever tune us in at any other time during the year." KTIS is an Inspiration/MOR station and the Christmas

music featured is an equal combination of the Traditional Classics and the newer Christmas selections predominately from artists like Steve Green, Sandi Patti and Larnelle Harris.

Most Adult Contemporary Christian stations do not program as much Christmas music as KTIS does. WCM in the Detroit market only plays exclusive Christmas cuts on Christmas Eve and Christmas Day. They begin after Thanksgiving with one Christmas "Power Gold" per hour. The first week of December three Christmas selections appear in the clock (two power golds replace regular golds). Operations manager Jonathan Mays defines a Christmas Power Gold as one done by an artist that is regularly featured all year long. Examples include The Imperial's *Christmas Praise* and David Meece's *We Are the Reason*. Traditional classics like cuts from Handel's *Messiah* would not be programmed until Christmas Eve.

The Christmas season can be an excellent opportunity to introduce your station to the general listening audience in your market. If you choose to air a heavier rotation of holiday music, it might be worthwhile to run several ads in your newspaper calling attention to your all-Christmas format. In such a campaign, be sure to emphasize your dial position.

As for record companies, most do not go out of their way to service their entire stock of Christmas music, only what is current. The following partial list of Christmas music may be beneficial to newer stations or those of you who may not be getting good record service.

Bob Augsburg is president of Programming Plus, Ft. Myers, Florida.

CLASSIFIEDS

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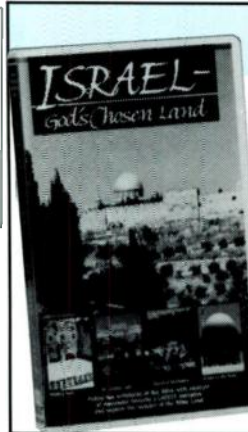
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HELP WANTED

Executive Director: Television and radio ministries of Dr. D. James Kennedy in Ft. Lauderdale, FL is seeking a dynamic individual for Executive Director. Proven leadership ability, 10+ years business administration experience. Send resume and salary history to: John S. Helder, Coral Ridge Ministries, 5554 N. Federal Highway, Ft. Lauderdale, FL 33308. Telephone (305) 772-0404.

LOCAL MEDIA ORGANIZER and NATIONAL MEDIA positions available for generating coverage on hunger issues. Both positions require three years media or PR experience, excellent writing and communication skills, and knowledge of hunger issues. Christian faith perspective essential. Salary based on need. Write: Personnel Director, Bread for the World, 802 Rhode Island Ave., NE, Washington, DC 20018.

Contemporary Christian radio station needs a creative, experienced promotion director with marketing background. Can you generate excitement, interest, loyalty? We're a New York market station. If you're the live wire we need, tell us why. Write: Operations Manager,



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EDITORS: Expanding Christian organization seeks persons with 3-5 years 1" computer editing skills. Grass Valley editors and switchers, Chyron IV and super scribe with eclipse, experience preferred. Send tape and resume to Morris Cerullo World Evangelism, c/o Ossie Mills, PO Box 700, San Diego, CA 92138. (619) 277-2200.

Spanish media producer to produce radio programs, assist in development of TV, film, literature and other media products. Must be fluent in written and oral Spanish with skills in writing, editing and announcing, and have

theological training. Must research and evaluate international audience needs, influence content and develop strategies for various Spanish media. Please contact David L. Jones, Luis Palau Evangelistic Association, PO Box 1173, Portland, OR 97207.

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Artist
 Steve Green
 Handel's Messiah
 25 Songs of Christmas Vol. I
 25 Songs of Christmas Vol. II
 David Clydesdale
 Barbara Mandrell
 National Christian Choir
 Continental Singers
 O. D. Hall Jr.
 Candle
 Ron Huff

Album Title
 Joy to the World

 Impressions of Christmas
 Christmas at Our House
 Christmas Wish ...
 O Come All Ye Faithful
 Joy of Bethlehem
 Birthday Party
 Unto Us a Son Is Given

Catalog #
 SPR1143
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 BWR2076
 SPR1148
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 BWR2089
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 BWR2074
 BWC2024A
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 Chris Christian
 Church On The Way
 Cynthia Clawson
 Cloninger & Hayes
 Cloninger & Krogstad
 Cloninger & Marsh
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 Evie
 Evie
 Evie
 First Call
 First Call
 Gaither Trio
 Gaither Trio
 Amy Grant
 Al Green
 George Handel
 Hayes & Harris
 Ron Huff
 Imperials
 Inspirations
 Kids Praise
 Maranatha Singers
 Maranatha Singers
 Maranatha Singers
 Maranatha Singers
 Maranatha Singers
 Jamie Owens
 Sandi Patti
 Prism
 The Talleys
 Variety Albums
 Variety Albums
 Variety Albums
 Variety Albums
 Variety Albums
 Variety Albums
 Variety Albums
 Variety Albums
 Variety Albums
 Variety Albums

Christmasing
 Thinking of You This Christmas
 Christmas is the Best Time
 Carol Singer
 Everlasting Light
 A Son! A Savior
 Come Celebrate Jesus
 The Gift
 Come on Ring Those Bells
 Christmas Happy Time
 Christmas Memories
 An Evening in December
 An Evening in December II
 Christmas Back Home
 He Started the World
 A Christmas Album
 White Christmas
 Messiah
 Make His Praise Glorious
 O Magnify the Lord
 Christmas Wish
 Going Home for Christmas
 Saltys Family Singalong
 Long Play Christmas
 Emmanuel
 Let the World Rejoice
 A Family Christmas
 Rejoice Rejoice
 The Gift of Christmas
 The Gift Goes On
 Prism Green
 A Family Christmas
 The Broken Christmas
 Crystal Clear Christmas
 Christmas Moments (harp)
 Cont. Christmas Classics
 Word Family
 Word Family Vol. II
 Music of Christmas
 On This Christmas Night
 Home for the Holiday

701 5012 294
 701 0042 403
 701 9054 501
 701 4172 573
 701 9008 50X
 701 9044 506
 701 8966 507
 701 0166 845
 701 8770 505
 701 8952 506
 701 9059 515
 701 4137 573
 701 4156 578
 701 8825 652
 701 8886 651
 701 6768 384
 701 6780 384
 701 8929 504
 701 9063 520
 701 8935 504
 701 4020 579
 701 9957 536
 710 0245 842
 710 0195 845
 710 0071 844
 710 0122 848
 710 0168 848
 710 0169 844
 701 0008 221
 710 9056 512
 701 0038 52X
 701 9972 535
 710 0507 847
 701 4601 563
 701 0024 405
 701 6770 389
 701 8842 506
 701 8864 50X
 701 8955 501
 701 0019 401
 701 0043 40X

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 Dino
 Mouse Family
 Gold City Quartet
 Cathedrals
 Carman
 Shalavah
 Phil Driscoll
 Cathedrals

Christmas
 A Wonderful Time of Year
 Christmas Miracle
 Gold City Christmas
 Voices of Christmas
 A Long Time Ago
 December Retreat
 Spirit of Christmas
 A Cathedral Christmas

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NRB 89



NRB 88: From left to right: Ben Armstrong, Billy Graham, George Wilson, Robert Cook, 89 Awards Chairman

**NRB
89**

**GOLDEN
MIKE
AWARDS** 

National Religious Broadcasters

46th Annual Convention and Exposition
January 28 - February 1, 1989, Washington, D.C.

Sheraton Washington Hotel

At last! An award that is uniquely our own! On September 22, 1988, the Executive Committee of NRB adopted a new concept in the annual awards program. National Religious Broadcasters has long felt the need for something that—aside from kind words inscribed on a plaque—might truly recognize excellence in Christian broadcasting.

Other branches of society and the arts may have their Oscar's and Emmy's but we now are able to present something that says, by its very form, Christian broadcasting: The Golden Mike Award.

This beautiful, golden microphone, produced from a special NRB design, will increase in meaning as Christian broadcasters who excel receive it during the years to come.

Robert A. Cook

**Dr. Robert A. Cook
Chairman
NRB Awards Committee**

The purpose of the National Religious Broadcasters' awards is to recognize outstanding service and merit in religious broadcasting. It is our hope that through these awards we will provide a standard of excellence for the industry.

Since 1944, NRB has worked to safeguard free and complete access to the broadcast media and to promote high professional standards. This excellence is promoted through the NRB awards, expressing appreciation for advancing the communication of the Gospel.

It is traditional at NRB for members to nominate their colleagues who have advanced the quality of programs and stations, utilizing new developments in technology to communicate the Gospel. The Awards Committee welcomes suggestions from our members.

The criteria for nomination are listed in each category. Please read through the application on the opposite page, decide whom you will nominate, and return the application and materials by December 15, 1988.

You are in a unique position to help shape the future of religious broadcasting. We invite you to help us select this year's winners by nominating your choices for the NRB awards.

NOMINATOR INFORMATION

Name _____

Address _____

City/State/Zip _____

Additional nominations may be included. Any supporting information concerning the individual and/or organization nominated will be carefully considered.

Deadline: December 15, 1988.

1989 NRB AWARDS

Religious Broadcasting Hall of Fame

Presented to a Christian broadcaster who has achieved wide recognition in religious media communication with the highest standards.

Nominee _____

Milestone Award

Presented to an individual or organization for fifty years of continuous service in the field of religious broadcasting.

Nominee _____

William Ward Ayer Distinguished Service Award

Presented to an individual or organization for outstanding contributions to the field of broadcasting.

Nominee _____

Award of Merit for Management

Awarded to a station, program producer, and/or agency demonstrating excellence, integrity and innovation in management.

Nominee _____

Award of Merit for Program Production

Presented to broadcast produced during the last twelve months (regular series or special) demonstrating highest technical standards, creative in talent, writing, directing and concepts.

Nominee _____

NRB AWARDS

Board of Directors Award

Presented to a distinguished individual who, while an avowed Christian, may not necessarily be in the field of electronic communications.

Nominee _____

Ministry of the Year Award

Presented to the organization with a budget of a half million dollars or less, and to the organization with a budget of more than a half million (two awards).

Nominee #1: _____

Nominee #2: _____

Broadcast Facility of the Year Award

Presented in two categories for radio (one for a facility in the top 50 ADI's, and second from 50 to 250 ADI rankings); one award for Christian television station. (Award can be won in successive years.)

Nominee #1 Radio: _____

Nominee #2 Radio: _____

Nominee Television: _____

Youth Achievement Award

Presented to student or individual with less than one year of professional service; judged most promising for future media involvement and spiritual impact.

Nominee: _____

President's Award

Presented to the individual, station, or ministry judged by the current NRB President and his associates, as most deserving.

Nominee: _____

NRB Chapter Award

Presented to a regional chapter annually designed to foster friendly, enthusiastic "competition." Award can be won in suc-

cessive years with a rotating trophy appropriately inscribed. Announcement to be made at annual Chapter officers' luncheon.

Nominee: _____

Headquarters and NRB Staff Award

Presented to individual in recognizing faithful service by headquarters' staff member, as judged by the NRB Executive Director, President, and 1st and 2nd Vice Presidents. (Award will be displayed at the headquarters and rotated year-by-year.)

Nominee: _____

New Ministry Award

Presented to the most outstanding new radio and/or television broadcast which has been on the air for two years or less.

Nominee: _____

Technical Achievement Award

Presented to the organization which is perceived to have developed and marketed the most significant technical advancement helping to facilitate religious broadcasting.

Nominee: _____

Hispanic Ministry Award

Presented to the individual or organization perceived to have furthered the cause of Christ through Hispanic broadcasting.

Nominee: _____

Black Ministry Award

Presented to the individual or organization perceived to have furthered the cause of Christ through Black broadcasting.

Nominee: _____

Direct Response and/or Magazine Award

Presented to the ministry or publisher for distinguished service in the print media with donor information and/or participation.

Nominee: _____

Former Winners

Distinguished Service Award

Presented by NRB in recognition of distinguished contributions to the cause of religious broadcasting

- 1972 Stanley N. Whitcanack, "Showers of Blessing"
- 1973 Thomas F. Zimmerman, Assemblies of God
- 1974 Eugene R. Bertermann, President of NRB
The Honorable Dean Burch, Chairman of FCC
Pamela Hott, CBS News
- 1977 The Honorable Richard E. Wiley, Chairman of FCC
Sol Tarshoff, Broadcasting Magazine
- 1979 C. M. Ward, "Revivaltime"
- 1980 Wendell P. Loveless, WMBI/Chicago
- 1981 J. Vernon McGee, "Thru the Bible"
- 1982 W. Dale Oldham, "Christian Brotherhood Hour"
- 1983 Theodore Epp, "Back to the Bible"
- 1984 Herrmann Braunlin, Hawthorne Gospel Church
Mary Dorr, Religion in Media
Carl Smith, Consulting Engineer
- 1985 Neil Doty & Sherman Williams, Redwood Chapel
Clay Evans, "What A Fellowship Hour"
The Honorable Mark S. Fowler, Chairman of FCC
Orva Koenigsburg, Domain Communications
- 1986 Paul Bearfield, Harvest Gleaner Hour
Patrick Buchanan, Director of Communications, The White House
Bishop Samuel Green, Jr., Church of God in Christ
The Honorable Rosel H. Hyde, former Chairman of the FCC
- 1987 Steve Allen, personality
Joseph Barbera, Hanna-Barbera Productions, Inc.
Ted Engstrom, World Vision
Paul Freed, Trans World Radio
John D. Jess, Chapel of the Air
Ralph Montanus, Sr., The Gospel Association for the Blind
Stephen Oiford, Encounter Ministries
Luis Palau, Luis Palau Evangelistic Team
- 1988 Robert A. Cook, "The Kings Hour"
George Sweeting, "Moody Presents"

Religious Broadcasting Hall of Fame

In appreciation of outstanding achievement and lasting contributions to religious broadcasting, the Hall of Fame is the highest recognition presented by National Religious Broadcasters.

- 1975 Clarence W. Jones, HCJB/Quito, Ecuador
John Zoller, "Christ for Everyone"

- 1976 Walter A. Maier, "The Lutheran Hour"
Charles E. Fuller, "Old Fashioned Revival Hour"
- 1976 R. R. Brown, "Radio Chapel Service"
George Palmer, "Morning Cheer Broadcast"
Paul Rader, Radio Evangelist
- 1977 Miss Lois Crawford, KFGQ/Boone, Iowa
"First Mate Bob" Paul Myers, "Haven of Rest"
- 1978 William Ward Ayer, First President of NRB
Donald Grey Barnhouse, "Bible Study Hour"
- 1979 Herman Gockel, "This Is the Life"
- 1980 Myron F. Boyd, "Light and Life Hour"
- 1981 Billy Graham, "Hour of Decision"
- 1982 Percy Crawford, Radio-TV Pioneer
- 1983 Richard M. De Haan, "Radio Bible Class"
- 1984 Eugene R. Bertermann, Lutheran Bible Translators
- 1985 Jerry Falwell, "The Old Time Gospel Hour"
- 1986 Theodore Epp, "Back to the Bible"
M. G. "Pat" Robertson, CBN
- 1987 Thos. F. Zimmerman, Assemblies of God
- 1988 Charles Stanley, "In Touch Ministry"

Award of Merit

Presented for excellence in production

- 1959 Hour of Decision
- 1960 Old Fashioned Revival Hour
- 1961 Lutheran Hour
- 1962 Light and Life Hour
- 1963 Back to the Bible Broadcast
- 1964 Revivaltime
- 1965 Showers of Blessing
- 1966 Christian Brotherhood Hour
- 1968 This Is the Life
- 1969 Morning Chapel Hour
- 1970 Bible Fellowship Hour
Chapel of the Air
- 1971 Mennonite Broadcasts
- 1972 Haven of Rest
- 1974 Radio Bible Class
- 1975 Southern Baptist Radio-TV
Commission
- 1976 Grand Old Gospel Hour
Unshackled!
- 1977 The Back to God Hour
- 1978 Grace Worship Hour
- 1979 Day of Discovery
- 1980 At Home with the Bible
Hour of Freedom
- 1982 Focus on the Family
Rex Humbard Television

- 1983 Insight for Living
In Touch
- 1984 Grace to You
Tips for Teens
Wesleyan Hour
100 Huntley Street
The First Estate, WNBC-TV
- 1985 The Grace Worship Hour
A Visit With Mrs. G
Afterglow
- 1986 CTN Magazine
Explo '85
Hermano Pablo
Inside Russia
Luis Palau Responds
Moody Presents
The Pat Boone Show
Point of View
- 1987 Changed Lives
Christian Lifestyles
The Filling Station
Key Life
La Hora de la Reforma
Nite Line
Sanctity of Human Life Week

Award of Merit

Presented for excellence in management

- 1964 Far East Broadcasting Company
- 1965 Radio Station HCJB/Quito, Ecuador
- 1966 TEAM, Tom Watson
- 1967 Moody Radio Network
Trans World Radio
- 1968 Radio Station ELWA/Monrovia, Liberia
- 1969 Christian Broadcasting System, Korea
- 1971 Family Stations, Inc.
- 1973 Northwestern College Radio, KTIS/Roseville, MN
- 1974 Christian Broadcasting Network
- 1975 John Brown University
- 1976 KRDU/Dinuba, CA
WRVM/Suring, WI
- 1977 KCCV/Kansas City, MO
- 1978 Inspirational Broadcasting Corp.
KPDQ/Portland, OR
- 1979 KHEP/Phoenix, AZ
- 1980 WCFC-TV 38/Chicago, IL
- 1981 WDAC/Lancaster, PA
WFGW/Black Mountain, NC
Trinity Television Network
- 1982 KGDN-KBIQ/Seattle, WA
KYFC 50/Kansas City, MO
- 1983 WRBS/Baltimore, MD
L'Sea Broadcasting Co.
- 1984 Family Life Broadcasting
WTLW-TV/Lima, OH
- 1985 KCFB/Tulsa, OK
WPCB-TV/Pittsburgh, PA
- 1986 KFCB-TV Channel 42/Conford, CA
KIRV/Fresno, CA

- WBCL-FM/Fort Wayne, IN
WGCB-AM/FM/TV/Red Lion, PA
- 1987 Ambassador Advertising Agency
Coral Ridge Ministries
WWCM/Ypsilanti, MI
- 1988 Salem Communications Corp.

Milestone Award

Presented for continuing excellence and achievement

- 1976 Moody Bible Institute
- 1977 "This Is the Life"
- 1978 Theodore Elsner
- 1979 Dale Crowley
- 1980 Glenn V. Tingley
- 1981 "Bible Fellowship Hour"
HCJB/Quito, Ecuador
"The Lutheran Hour"
Howard Ferrin
Charles Leaming
- 1982 KFSG/Los Angeles
Pillar of Fire Radio Stations
Manford George Gutzke
"Radio Revival Hour"
- 1983 "Heaven and Home Hour"
"Southwest Radio Church of the Air"
"Your Worship Hour"
Rex Humbard
WMPG/Michigan
Rev. Donald Baughey
- 1984 Family Altar
Sunday Evening Club
Union Rescue Mission
KDRY/San Antonio, TX
Berean Bible Society
- 1985 Furnace Street Mission
- 1986 Norman Vincent Peale
The Lifeline Hour
- 1987 "The Biola Hour"
"The Calvary Hour"
Samuel Kelsey
Ernest C. Manning
Noah Edward McCoy
"Sunday School of the Air"
Wealthy Street Baptist Church
- 1988 Park Street Church

1988 New Category Winners

Board of Directors Award

Richard E. Wiley

Ministry of the Year Award

Focus On the Family
International Media Services
Let God Love You
There's Hope

Broadcast Facility of the Year Award

KJNP/North Pole, AK
KFIA/Carmichael, CA
WCFC-TV/Chicago, IL
KTBN, TBN/Santa Ana, CA

Youth Achievement Award

Heidi Russell

President's Award

Charles Colson

NRB Chapter Award

Caribbean NRB

Headquarters and NRB Staff Award

Esther O. DiGiovanni

New Ministry Award

Minirth-Meier Clinic

Technical Achievement Award

United Video (Tulsa, OK)

Hispanic Ministry Award

Jose Reyes

Black Ministry Award

Anthony Evans

Direct Response and/or Magazine Award

Christian Management Review

SEND NOMINATIONS TO:
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NEWS BRIEFS

- LAUSANNE CONGRESS MOVES TO MANILA** The location for the second Lausanne Congress on World Evangelization has been changed from Singapore to Manila. The congress will now be held July 11-20, 1989.
- INTERCRISTO REACHES AGREEMENT IN LAWSUIT** CRISTA Ministries, best known for its job-placement subdivision Intercristo, has signed an agreement ending its legal battle with the American Civil Liberties Union (ACLU). The agreement protects the right of religious organizations to screen and hire personnel based on religious preference.
- WHITE'S PROGRAM AIRS ON NEW CHANNEL** Dr. John Wesley White, the Toronto-based associate evangelist with the Billy Graham Evangelistic Association, has been invited to air his program, *The White Paper*, on a new Canadian cable channel, Vision TV. The channel carries religious and cultural programs, and can be seen in 63 percent of Canada's homes. *The White Paper* is cablecast twice each Sunday night.
- CHINA TARGETED FOR EVANGELISM** Christian Communication LTD and Far East Broadcasting Company, two Hong Kong-based ministries, have created a new association to share in the effort of evangelizing China. The new Far East Christian Communications Association will produce Gospel broadcasting programs for the one billion people of China, produce literature and tapes for Christian growth, and aid other ministries that assist the Chinese church and Christians. The association was formed after a year of discussion by the executives and boards of the two agencies.
- BIBLE DICTATED FOR KOREANS** The Christian Broadcasting System, Seoul, Korea, has begun airing a daily program of the Bible being read at dictation speed for listeners in North Korea and China. North Korea exerts strict controls over the sale of short wave radios, and most available radios have no tuning dial, only an on/off switch preset to the official channel.
- HOFFMANN TO RETIRE AS LUTHERAN HOUR SPEAKER** Oswald C.J. Hoffmann, 75, will retire on Christmas Day as speaker on the Lutheran Hour radio broadcast. His final broadcast will be from mainland China, and will be the first religious broadcast since World War II. Hoffmann was the program's speaker for 33 years.
- IRB REGISTRATION BEGINS** The Intercollegiate Religious Broadcasters is now accepting registrations for membership. Membership entitles students to various discounts and services. For more information, contact NRB at (201) 428-5400.

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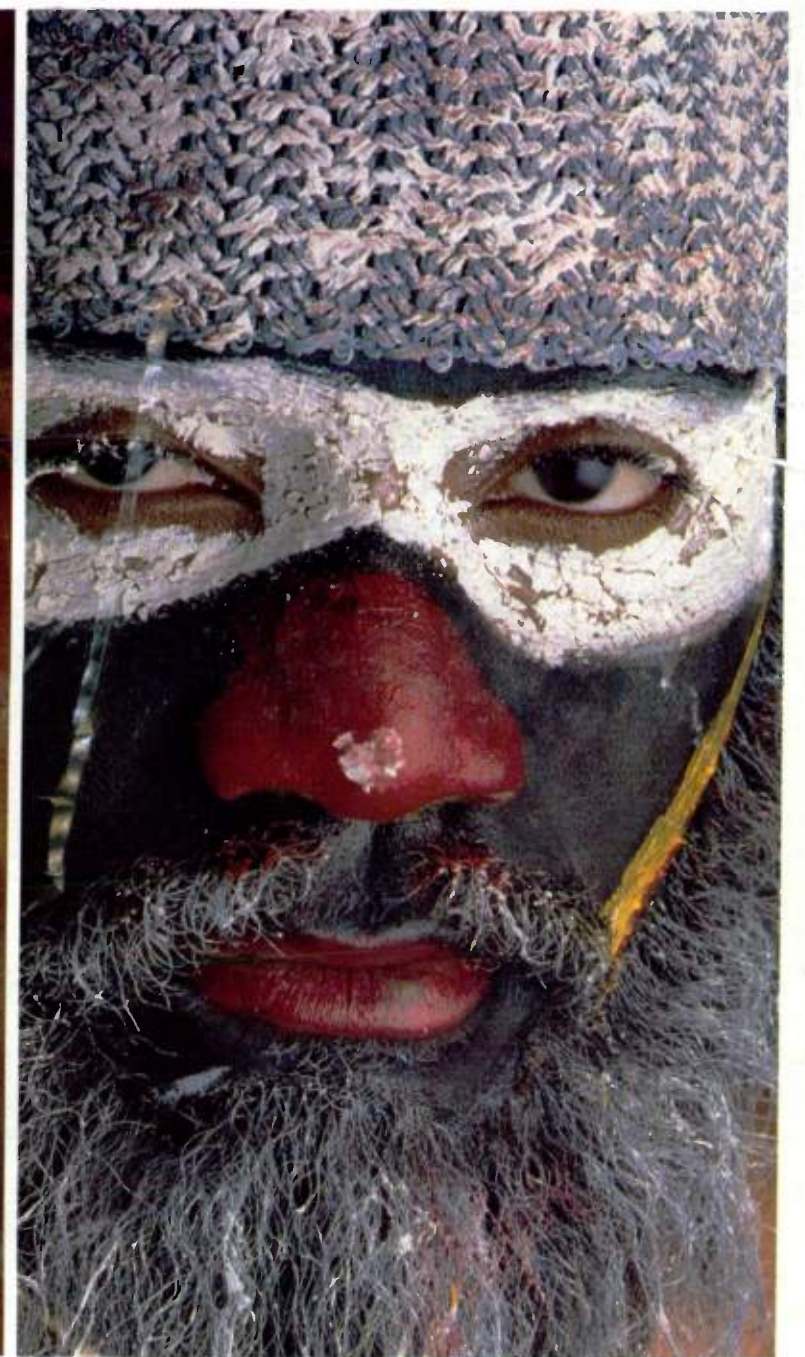
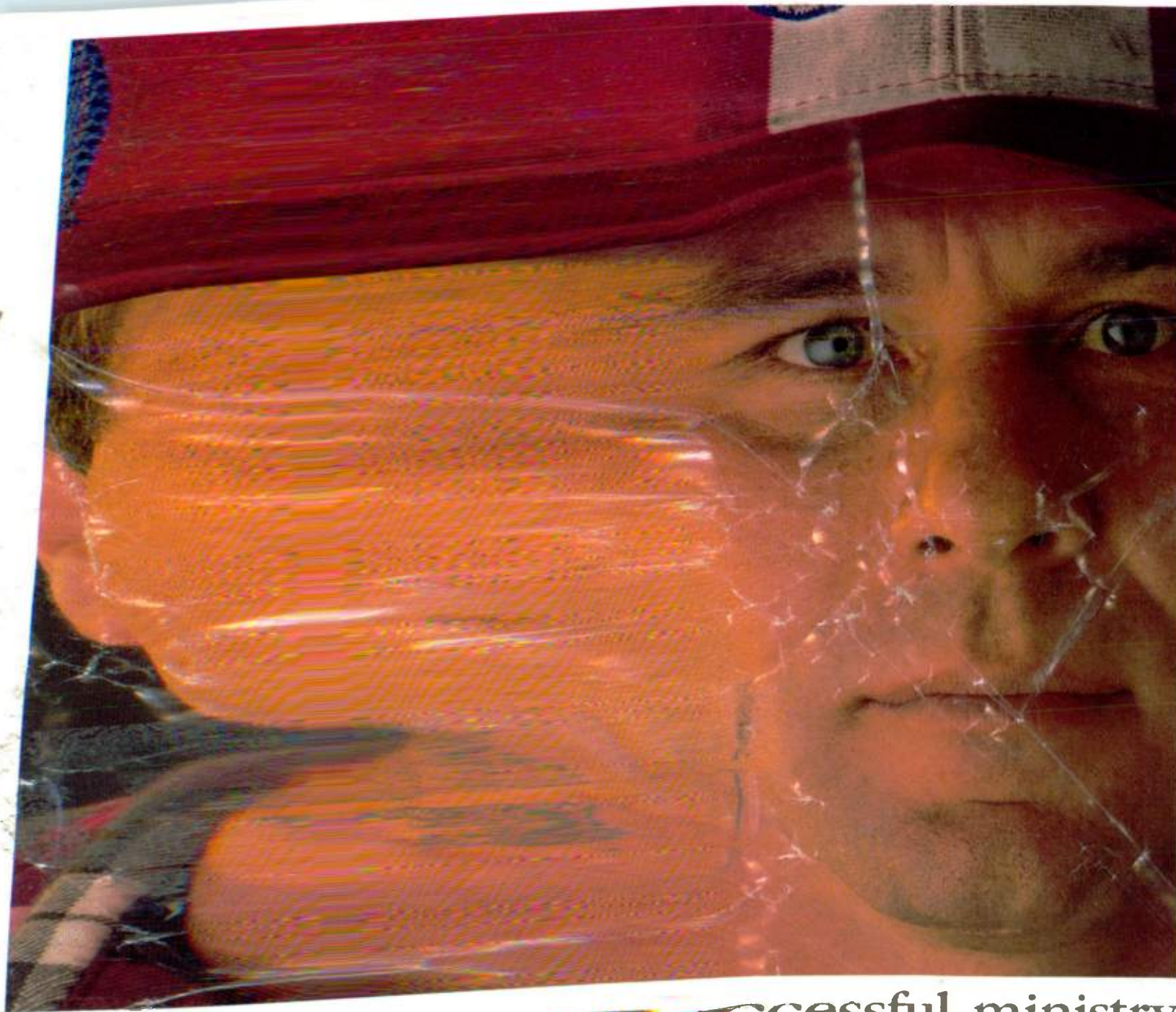
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