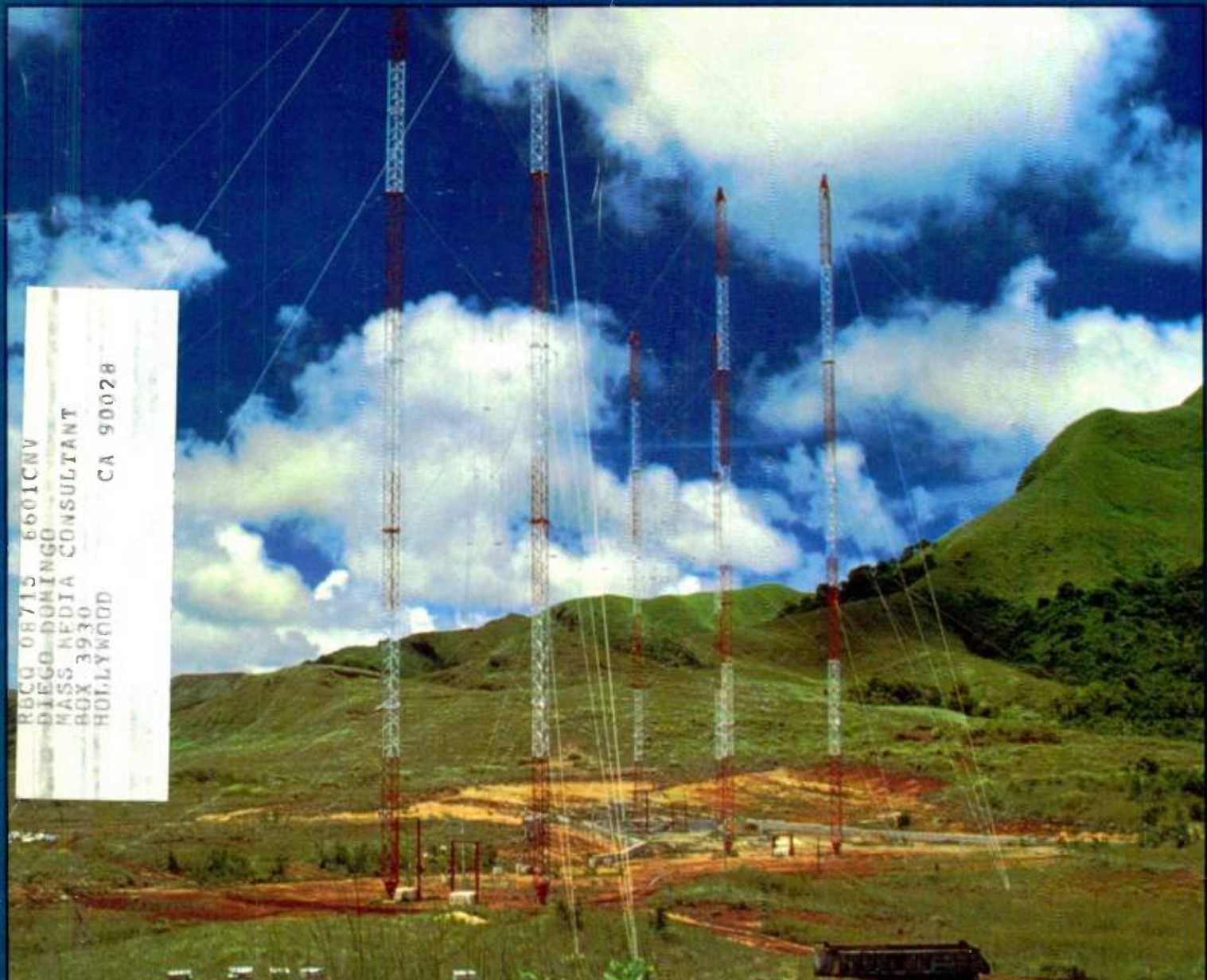


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

June 1989



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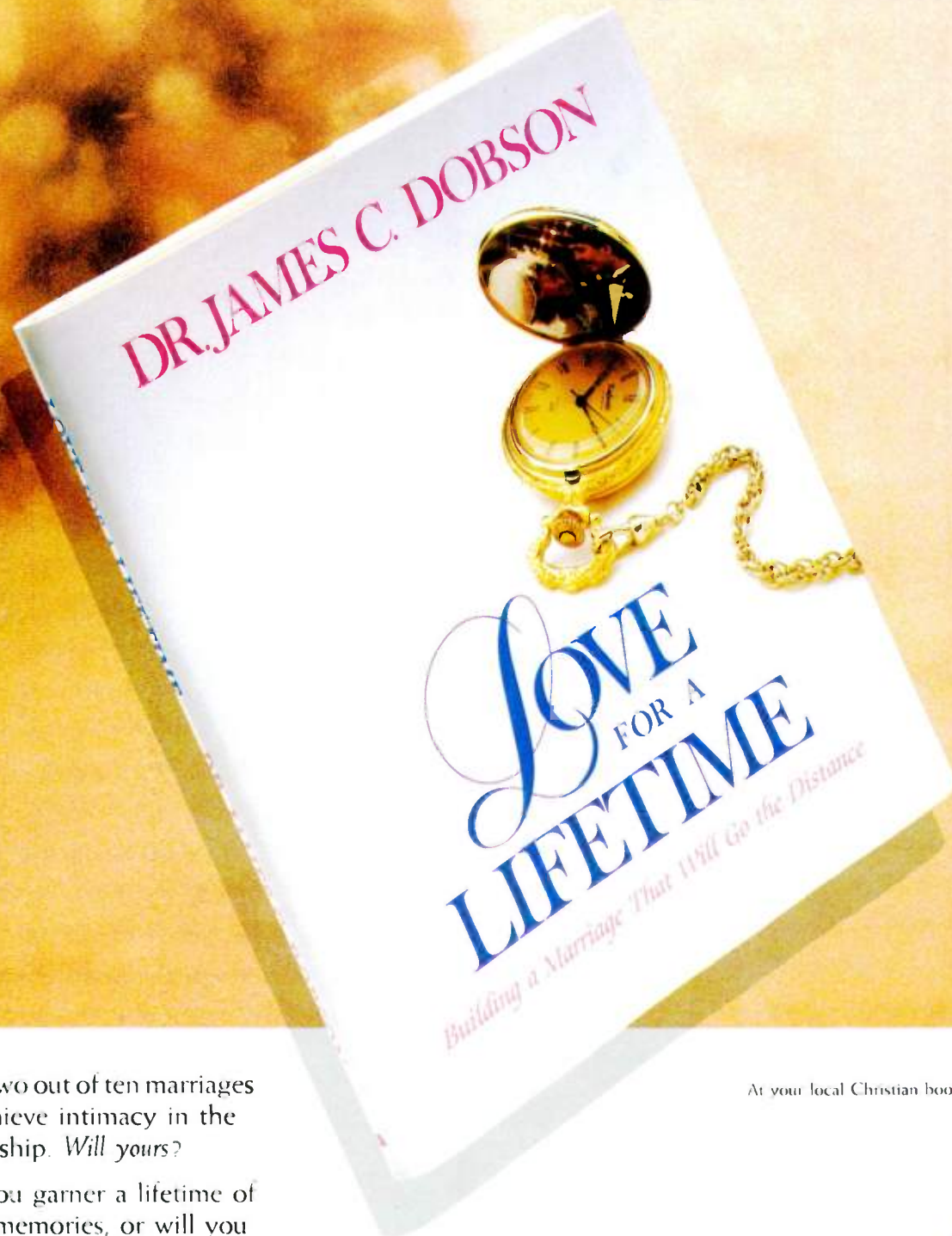
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Thank you again, Gary, for your excellent service. We are especially grateful to Mr. Steve Pittendrigh for the splendid way he has serviced our account. We look forward to continuing our relationship with you in the future.

Sincerely yours,

Randy W. Lay

Andy W. Lay
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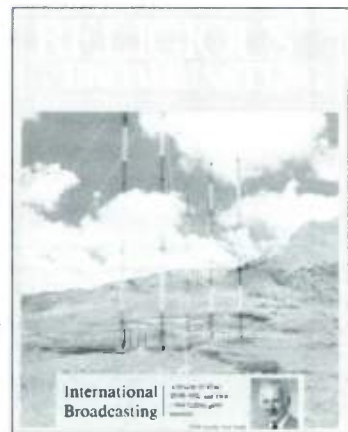
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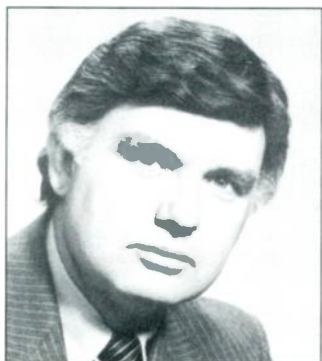
A Trans World Radio antenna field on Guam helps send the gospel around the world.
Photo: Trans World Radio

(Special Note: Some photographs of NRB '89 featured on the cover of March's Religious Broadcasting were the work of Terry Thorne, Beaver Falls, Pa. This omission is regretted.)



SIGN ON

Keep Your Course For The Lord



Have you ever done something that you sincerely believe was the will of God and then been criticized? Perhaps the end result was a blessing to many people, and you were deeply hurt when you were criticized. Well, take heart, you are not alone. Some of the great heroes of the Bible were treated the same way. Take Gideon, for example.

God reduced Gideon's army from 32,000 men to 300 and gave him trumpets, pitchers, and lamps for weapons. There was one other weapon, of course, the power of God. And that's what counted; because God saved Israel.

You would have thought everyone would have been ecstatic. Instead the tribe of Ephraim was offended because it had not been invited to the battle.

So, Gideon, a humble man who had received such a dramatic call of God to leadership and obedience, and had seen God perform a mighty miracle, was faced with a group of his own people who were not only ungrateful, but were ready to battle him. Their pride blinded them. They only saw the honor they thought they had missed. They had not one positive word about the miracle God had performed. And they showed no respect for God's general, Gideon.

So often this happens with Christians who live carnal, fleshy lives. They miss so much of what God is doing through the lives of other people. They only think of themselves and their own needs, and when God is blessing someone else or using someone else to bless others, they are jealous. And instead of being grateful for what God is doing, they are critical and negative.

The tribe of Ephraim was less concerned about God's miracle and His blessing of Israel than it was about its own recognition. God cannot use people like that. It was God who chose not to use the tribe of Ephraim. He was not about to share His glory with anyone. So he reduced the army to a size that would make it obvious the victory was God's miracle. But there were still those who refused to thank God for it.

If you do anything for God, it must be with the understanding that not everyone will say thanks or believe it was worthwhile. Being in God's will doesn't prevent criticism. In fact, it may bring on more, because Satan will try to discourage you by picking people he can influence and send them your way.

But don't let that discourage you. Continue to be obedient to God. You are the one who answers to God for your life. And he will reward you for your faithfulness. Paul had many opportunities to be discouraged, he suffered much criticism from sinners and fellow Christians alike, but nevertheless, he kept his course. My prayer is that you too will "keep your course" in spite of discouragements and difficulties. May God richly bless you.

Jerry Rose, *President*
National Religious Broadcasters

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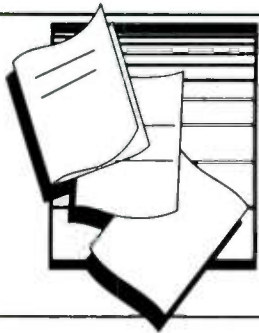
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NRB FORUM

Gospel Music On The Err

Dear Editor:

I commend you on your April issue which saluted "Gospel Music On the Air." A worthwhile topic indeed, since many of your member radio stations regularly program hours of gospel music. However, I feel that a major segment of the industry was not included.

While Ms. Podgurski took pains to include many of the formats included in the history of "Christian Music," and Mr. Hollinger did an excellent job of documenting the various modes of getting the product on the air, I feel that both overlooked what has to be one of the foundation stones of the industry, Southern Gospel Music.

Southern Gospel was the form of Christian music that got the Gospel Music Association started many years ago. It was the music of the masses for many years, not only in the southeastern United States but in many other locations. It was Southern Gospel stations that gave Bill Gaither and his trio their first airplay.

For more than 40 years, Southern Gospel has been focused in Nashville and still is. The Speers, the Oak Ridge Boys, the Statesmen Quartet, the Blackwood Brothers, the Florida Boys, and scores of other groups came to the "Music City" to avail themselves of the fine studios, engineers, and musicians Nashville had to offer.

I realize that comparing Southern Gospel to the music mentioned in the articles, is like comparing Johnny Cash to Billy Joel. But shouldn't Christians be open to any "music with a message?" In our market, Southern Gospel is the only music that helps us maintain an audience for religious programs and commercial sponsors. We've tried other formats and each was unsuccessful.

While companies like Sparrow, Benson, and Word work hard to promote their contemporary offering, they seem a bit embarrassed by their Southern Gospel product. Southern Gospel is a valid, exciting, marketable

format and WNAH is proud to be America's Pioneer Gospel Station and the mid-south's Southern Gospel Music Connection!

Hoyt M. Carter, Jr
WNAH-AM
Nashville, Tenn.

Dear Editor:

I enjoy receiving your magazine each month, and find much of the material interesting and useful. I am, however, disturbed by your lack of recognition of Black Gospel as "Gospel Music" — as in your April story of "Gospel Music and Broadcasting: Growing Up Together."

Our WOAD-AM in Jackson, Miss., is actually the number one Christian/Inspirational "Gospel Music" station in the country in both Arbitron and Birch ratings — and it programs Black Gospel music. In a market with over 20 local stations, WOAD-AM ranks number three in total audience in Birch and number five in Arbitron — leading eight FM stations in audience! Superior gospel music programming is the reason. There might be something useful for all religious broadcasters to learn from this success.

Arthur H. Holt
Holt Corporations
Jackson, Miss.

Dear Editor:

I enjoyed your recent article on music. In March of 1974, one year before KYMS, WYFC (now WCM) began daily contemporary Christian music with a man named John Boshoven, who called himself "Brother John." John is still on the air covering all of Detroit every morning from 6 to 9 a.m.

I'm not one to toot my own horn. Feel free to ask John Styll about this. It's interesting how information is passed on that is wrong. Just thought you might like to know the real story. God has been faithful for 15 years. Thanks for the fine article. Music has

ministered to me and my family for 15 years.

Lou Velker
WCM-AM
Ypsilanti, Mich.

Dear Editor:

I deeply appreciated the article in your April issue, "Gospel Music and Broadcasting: Growing Up Together." In being a music station, it helps us in our ministry to receive information of our heritage of Christian music.

A statement was made regarding "one of the first stations to program . . . Contemporary Christian Music." You stated that a southern California station "is presently the oldest and longest-running CCM station in the country."

We would like to inform you that your station here in Oregon has been an 80 percent music station, programming all of the contemporary artists of the 70s (and now the 80s) since December 1971.

God has richly blessed our mid-market, commercial Christian Music format, and we know through true experience that Christian music is a viable radio format and ministry. Thank you for your ministry.

Dan Sheets
KCCS -AM
Salem, Ore.

Editor's Note: Hats off to our readers for their gentle response to our omissions on the topic of Gospel music. It was not our intent to slight any one group, station, or style of music. As the world of religious broadcasting grows in its size and complexity, we find it increasingly difficult to "tune in" to the work of individual ministries. We appreciate your input and welcome your letters and any information that would keep us abreast of your part in our industry.

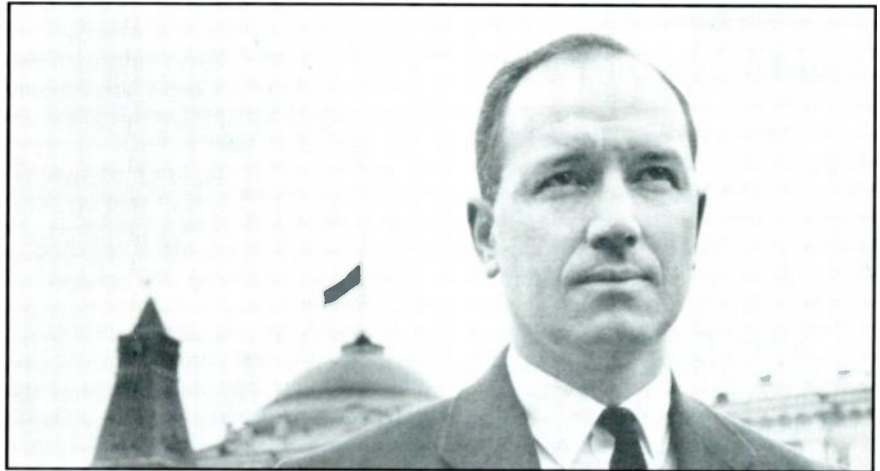
International Outlook

by Ben Armstrong

Even during my academic years which concluded with the awarding of a Ph.D. in Mass Communications from New York University in 1967, I had already realized the impact religious broadcasting could have on the international community. My doctoral dissertation following an exciting study program under Dr. Charles Siepmann, was entitled "The Attitude of the Soviet Government Toward Religion During the Khrushchev Period, as Expressed by Soviet Periodicals and Radio Broadcasts."

It was based on the implementation of an important formula for the study of news content (content analysis radio or print). It consisted of two formulas created by Janis and Fadner used for the study of Nazi propaganda during World War II. The two-volume study can be secured by writing to University Microfilms International, P.O. Box 1764, Ann Arbor, MI 48106 or by calling 800-521-0600.

My first experiences in international religious broadcasting came in collaboration with my brother-in-law, Dr. Paul Freed, founder of Trans World Radio (TWR). Starting with International Evangelism, Inc. in North Carolina during 1952 and



Ben Armstrong in front of the Kremlin at Red Square during November 1957.

Director of Radio for Trans World Radio in 1958. TWR's Russian language program was broadcast first from Tangier, Morocco, and beginning in 1960 from Monte Carlo. During this time, I made several study trips to the Soviet Union to analyze the audience of TWR's Russian language broadcast. Trans World Radio was a major vehicle whereby the Russians could hear that God exists and Jesus is the Savior of the world. Today, many worthwhile broadcast ministries are reaching the USSR with the gospel.

Since becoming Executive Director of National Religious Broadcasters in 1966, I have had a continuous interest for international religious broadcasting. It has been truly gratifying to see many ministries reaching out around the world. God has raised up such great men as Paul Freed of TWR, Bob Bowman of FEBC, Clarence Jones of HCJB, and Ian Hay of SIM and ELWA, to name a few.

With the advent of satellite transmission many others have become prominent, including Ronald A. Cline, Stan Bruning, Harold Camping, Jerry Falwell, George Otis, Lester Sumrall, and many more. Literally hundreds of NRB member program producers can now

be heard in almost any part of the world via radio and TV transmitters and by satellite. In addition, many local nationals are being trained for broadcasting. God's Word is going out in nearly every language into which the Bible has been translated. New areas are being reached daily by radio, television, and even by teletext.

There is still much work to be done, particularly in several foreign countries where religious broadcasting is not permitted. But, God is opening new doors for us. Just this past year, several countries stopped "jamming." There are new windows of opportunity opening in places we never even dreamed would open. As I wrote in my book, *The Electric Church*, published by Thomas Nelson (1979), many believe we are now seeing the tangible realization of Revelation 14:6,7:

"And I saw another angel fly in the midst of heaven, having the everlasting gospel to preach unto them that dwell on the earth, and to every nation, and kindred, and tongue, and people. Saying with a loud voice, Fear God, and give glory to Him; for the hour of His judgment is come."

Ben Armstrong is the executive director of NRB.

Content Analysis Formulas

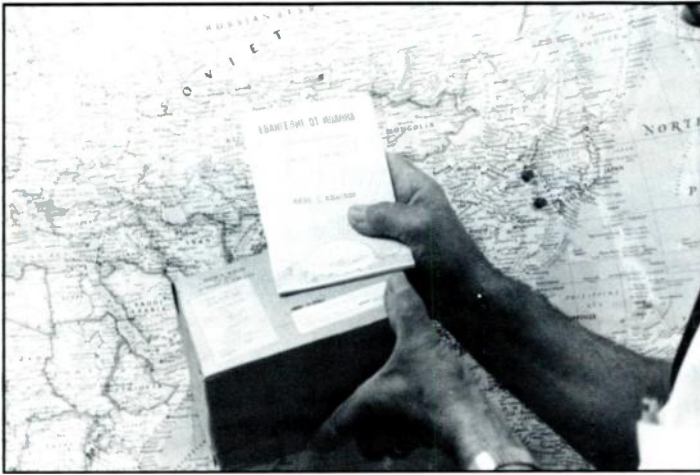
$$Cf = f^2 - \frac{fu}{rt}$$

$$Cu + fu - \frac{u^2}{rt}$$

Cf = Coefficient of favorability
Cu = Coefficient of unfavorability
f = favorable content
u = unfavorable content
r = relevant content
t = total content

later in New Jersey as the Voice of Tangier, TWR has become a leader in reaching people worldwide.

I was privileged to be appointed



RUSSIAN BELIEVERS HAD KNOWN ONLY FEAR AND PROBABLE IMPRISONMENT IF THEY DARED TO WRITE A RADIO STATION OUTSIDE THE EASTERN BLOC. BUT NOW THEY SEIZED THE OPPORTUNITY TO WRITE—BRAVELY—ASKING FOR BIBLES.

"Glasnost" Opens Doors for Bibles to Enter the USSR

by Barbara Hague

In April 1988, Jack Koziol, the Russian Programming Department Director of the Far East Broadcasting Company (FEBC), received a letter from a listener in the Soviet Union. In the text of the letter was this statement: "Our officials say that we can receive Bibles in the mail. I would be most grateful if you could send me this Spiritual Food."

Koziol, who was receiving at most a dozen such requests from listeners each month, answered the letter and sent the man a Russian Bible as requested. "At that point, we thought the chances of that man receiving his Bible were slim," Koziol said.

"We had received letters from other listeners whose Bibles were left at the post office for them to pick up; but when they went to claim the Bible, the post office workers would laugh and say, 'Here's your Bible,' then rip off the cover and throw it at the people who came for it. The Bible itself was thrown in the trash.

"So we were both pleased and surprised to receive another letter from this listener saying that he had received the Bible we sent!" Koziol continued.

During the next few weeks some-

thing wonderful happened: a "lid" was slightly opened and light shone in.

Russian believers, whose only source of spiritual nourishment came via Christian radio broadcasts from the West, knew what to do. They had known only fear and probable imprisonment if they dared to write a radio station outside the Eastern Bloc. But now, they seized the opportunity to write — bravely — asking for Bibles.

Like a storm after a drought, letters began to pour in; soon at an average of 30 per day. There were days in the fall of 1988 when at least 90 were received at FEBC's La Mirada, Calif., office. A record 150 came in one day last January. The letter total for November was 628; December hit 1006; January 1329; February 1456; and in March 1623.

"The staff at the La Mirada Post Office began to ask us why we were getting so much mail from Russia," said Vera Koziol, who also works in FEBC's Russian Department. "They were equally curious when we would return each day with trays full of parcels to send back to the Soviet Union."

The reason for the sudden openness is uncertain. When the Soviet government announced that it would allow cer-

tain celebrations to commemorate the 1000th anniversary of Christianity in the USSR last June, people were cautious, yet skeptical.

On both sides of the world, it was hard for anyone to believe that a governmental ideology whose tenet was the non-existence of God would even acknowledge the 1000th anniversary of something they believed existed only in the minds of children and superstitious babushkas.

Faithfully, the Koziols and the staff of the FEBC Russian Department answer the letters and send Bibles. To date, more than 60,000 Bibles, concordances, and Bible study helps for pastors have been sent.

Most of the literature is purchased by FEBC. Some has been supplied by other organizations with literature outreaches to the Soviet Union. Letters, which used to be few and brief, now are many and lengthy. They paint pictures of life in the Soviet Union.

Adults who now have Bibles for their "Spiritual Food" again write to FEBC, asking for "something with il-

(CONTINUED ON PAGE 32)

At Home with the Family...

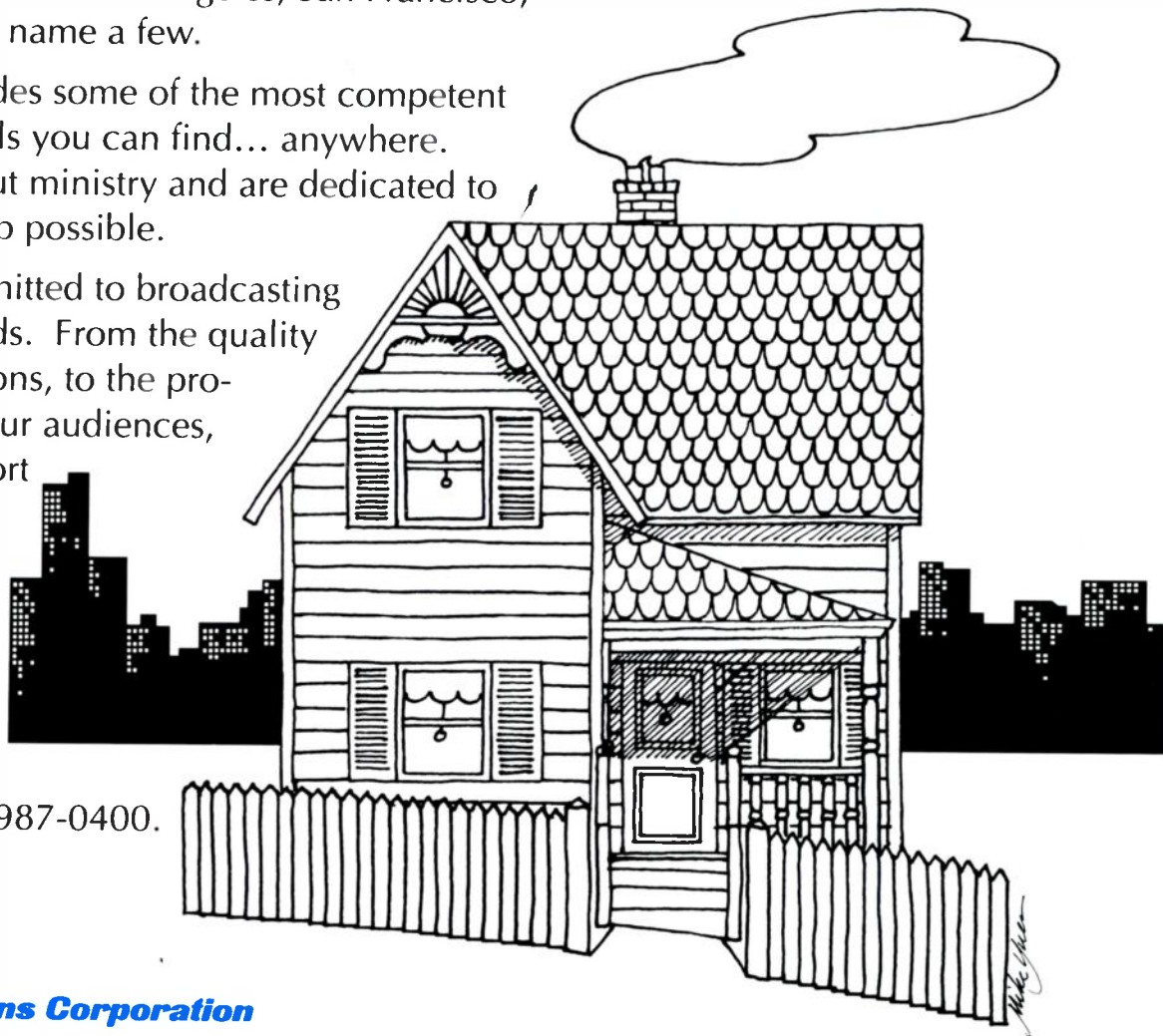
Many of the Nation's finest Christian radio ministries are at home on our stations as part of the Salem Family. And home for our stations is in some of the Nation's largest markets. Cities like Los Angeles, San Francisco, Boston and Seattle, to name a few.

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WRFD – Columbus, OH

KCFO AM – Tulsa, OK
KPDQ AM/FM – Portland, OR
KGNW – Seattle, WA

Can All of Africa Hear By The Year 2000?

The Scope of "W 2000"

Researcher David Barrett has counted no less than 230 separate plans among Christian groups to reach the world by the year 2000. It is unlikely that most of these plans can, or will, be accomplished. However, the cooperative project being undertaken by four international broadcast organizations is achievable. Its well thought-out strategy, measurable goals, and, perhaps most noteworthy, the spirit of cooperation it has engendered between the four organizations can make this goal a reality. But it won't be easy.

Wycliffe Bible Translators estimates there are 5445 known languages in the world. The World Christian Encyclopedia lists 276 languages which have over one million speakers. Of these major languages, only 115 currently have programming over the transmitters of the cooperating broadcast organizations.

Far East Broadcasting Company, HCJB World Radio, SIM International (Radio ELWA), and Trans World Radio have created a covenant that states: "We are committed to provide every man, woman, and child on earth the opportunity to turn on their radio and hear the gospel of Jesus Christ in a language they can understand, so they can become followers of Christ and responsible members of His church. We plan to complete this task by the year 2000."

Africa's Challenge

The African continent where SIM

by Ron Frazee

International's efforts will be concentrated is vast and complex. The land mass is so large that, if you put the United States, Europe, India, and China into the same land area, you would still have room to throw in Argentina. There are 420 million people scattered throughout 51 nations.

The linguistic diversity of Africa is astounding. The total number of distinct languages is listed by Patrick Johnstone at 1730. That's close to one third of all the languages spoken in the world. There are close to 1000 languages spoken in the 22 countries now reached by Radio ELWA's signal.

The manageability of the task comes closer when you consider that only 54 of these languages are spoken by one million people (the benchmark for determining target languages for the project). Radio ELWA has accepted responsibility for 44 of these. Ten of that number already have a minimum of three half hours of programming per week. Another nine have some program-

THE MEDIA BATTLE FOR THE MIND AND HEART OF AFRICA IS PROLIFERATING. GOVERNMENTS RECOGNIZE THE POWER OF RADIO TO CONTROL THE MINDS OF THEIR PEOPLE. ISLAM, COMMUNISM, CHRISTIANITY, AND OTHER IDEOLOGIES ARE FILLING THE AIR WITH CONFUSION.

ming. The remaining 25 have no air time as yet.

Africa as a continent is ready for "The World by 2000." BBC research reveals that in 1955 there were an estimated 360,000 radios in what is called Black Africa. Today that estimate stands at 53 million. In Cameroon 94 percent of all households own a radio. In Ghana 73 percent of the households have a radio.

Even where radios are restricted by the government, as in Ethiopia, people still have access to the airwaves. A few years ago SIM's Howard Brant visited a remote section of Ethiopia's highlands. He says, "We were meeting with some of the Christians who had suffered greatly for their faith. We were in a widow's home. Her husband had been jailed for three years for owning a tape recorder. He died as a result of his imprisonment and ill treatment.

"It was about 9 p.m. Conversations were all rather hushed as each church leader was telling about his own ordeal. Suddenly everything went stone quiet. People scurried about the hut. One man went over to an old wooden box which he opened very carefully. Out came a package covered with a burlap sack. He placed the still-wrapped package on the floor, placed his hand inside, and turned on the radio. It began to broadcast the gospel in their language."

Brant summarizes, "Given how many people listen to a single radio in these countries, we can say with certainty that there are probably very few, if any, places in Africa where radio is not a significant media."

And the media battle for the mind and heart of Africa is proliferating. There are 630 radio transmitters and 260 television stations on the continent. Governments recognize the power of radio to control the minds of their people. Islam, Communism, Christianity, and other ideologies are filling the air with confusion.

The Christian message has not always been culturally understood; consequently, error is a serious problem. There are as many as 4000 breakaway groups which mix Christianity with their old belief systems in an attempt to find answers to their real problems.

It is extremely important, therefore, that programming which is put on the air as a means of accomplishing the "World By 2000" project, be carefully prepared to keep it both true to the Word of God and relevant to the people receiving it.

Momentum

Through the partnership with Words of Hope, the Twi language of Ghana was recently added to the ELWA schedule. Twi with ten million speakers had been the largest West African language without gospel radio.

Words of Hope has also made it possible to expand programming for the Meninka people of Guinea from one program per week to six. The Christian and Missionary Alliance is providing two programs each week for the Djoula people of Cote d'Ivoire. Working in partnership with others, SIM expects to add gospel programs in three more major languages this year.

It is clear that additional transmitters will be needed by ELWA to complete the project. Feasibility studies are under way to determine the configuration of transmission/power facilities that will be required. Part of the study will be to determine which of these languages can be aired over existing government-operated stations.

Recording studios, staff, appropriate speakers for the programs, follow-up methods, all must be worked out before these programs can go on the air. I haven't even mentioned finances. SIM estimates a capital expenditure of over ten million dollars, plus increased operating funds that will be required.

The Vision Enlarged

In restricted areas where the church is weak and prevented from witnessing

openly, broadcasting is undoubtedly the best method of spreading the gospel. Non-Christians are listening to Christian short-wave programs. A recent letter, from a Somali Muslim indicates his openness to dialog with Christians.

He wrote, "When Jesus returns to the world, which religion will people follow, Islam or Christianity? God created Prophet Mohamed after Jesus and God stopped the Christian religion after that. God told it in the Koran that the Muslim religion is the last and there will never be a religion before or after it. Why do Christians take exception to this and why are they so headstrong? What is the idea you Christians have of the Muslim? I'm hoping for good relevant answers to these questions."

Obviously, we can't consider getting programming for every language on the international stations. Since our resources are limited, the broadcast organizations need to also become enabling agencies.

In Africa, there is a rapidly growing church. By the end of this century many African churches or denominations could be producing and airing their own radio and TV programs. In order to make this happen, the church in Africa needs outside experts who could help with technical and practical advice.

Last March, the SIM-related church in Cotonou, the capital of Benin, was showing the "Jesus" film publicly. One of the people in the audience was the director of the government television service.

He was so impressed with the film, he asked the church leaders for permission to use it on national television to commemorate the Easter season. He was so pleased with the film that he requested the church provide regular programming for the station. Benin is a Marxist state.

What about other electronic media? In many African cities, video cassettes are in great demand. One of the most promising forms of witness in Khartoum is to invite Muslim neighbors in for the evening and entertain them with Christian videos.

Audio cassettes have long been a powerful tool not limited to the cities. Thirty years ago a young Demi tribesman, Kebede, lay dying in the Soddo Hospital in Ethiopia. Joy Ridderhoff, founder of Gospel Recordings, visited him and asked if he would tape the gospel in the language of his people. Being a mature Christian he readily agreed.

(CONTINUED ON PAGE 32)

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HCJB's International Call-In Programs Catch Hold

by Harold Goerzen



Brent Allred, Mark Irwin, and John Beck (left to right) conduct a call-in show at HCJB's studios in Ecuador.

How can an evangelical broadcaster make personal contact with an international audience? Letters and shortwave reception reports are one method that radio station HCJB uses to establish one-to-one contact with listeners worldwide and to follow-up the gospel message. In 1988, more than 91,000 letters from 127 countries arrived at HCJB's studios in Quito, Ecuador.

A more dynamic channel is international call-in programs. Regular one-hour live English call-ins are held during HCJB's *Musical Mailbag*, *Happiness Is*, *DX Partyline on Ham Radio Today* and *Passport* programs. Releases are aimed at North America and the South Pacific in the evening and at Europe in the early morning hours.

Five HCJB broadcasters discussed how this type of program fits into HCJB's ministry of spreading the gospel by radio throughout the world.

How did HCJB begin the English call-in programs?

John Beck, English language service director and host of *Ham Radio Today*: "We held our first international call-in program in English during 1984. At the time we had heard of only one other shortwave station, Radio South Africa, that had tried the idea."

What was the initial response to the programs?

Beck: "We were afraid no one would call in. But in the first show we received 20 to 25 calls. At first we tried to get in as many calls as we could."

Brian Seeley, news director, producer of *Musical Mailbag* and host of

Music in the Night: "Now we get eight to 10 calls an hour, but the quality of the calls is better."

Why does HCJB conduct call-in programs?

Brent Allred, host of *DX Partyline*: "It opens up another means of communication with our listeners. People will call us even though they've never written to us."

Beck: "We're always looking for ways to improve contact with our listeners. Correspondence is fantastic, but it takes time. Talk shows provide immediate feedback not only for the listeners' needs, but they provide important, immediate feedback on our reception conditions."

Why do people call in?

Seeley: "People are lonely, and they want to talk to somebody. It's amazing. Many times people won't talk to each other on the street face-to-face, but they'll talk to each other on the phone. Calling seems to be less threatening to them."

Dee Baklenko, host of *Happiness Is*: "It's partly the novelty of calling all the way to Ecuador. Loyal listeners will call us just to thank us for the programs. They'll ask how we're doing. It's tremendous that relationships can be built through radio programs. Calls from listeners are the fruit of these relationships. Sometimes pen pals will greet each other on the program. People are intrigued to hear from callers worldwide."

What do you talk about?

Allred: "Callers to *DX Partyline* and *Ham Radio Today* are more techni-

cal. They have questions about transmitters, antennas, or shortwave listening."

Seeley: "On the *Musical Mailbag* call-ins, I'll ask a key question to help determine where the callers stand spiritually. For example, around Valentine's Day we asked, 'What is your definition of love?' We listen to what the caller has to say, make some comments, and then discuss the answer on the program after the call is completed."

Beck: "*Musical Mailbag* is a completely different kind of program altogether; the purpose is to show that Christians can have fun. We carry that concept through to the call-in version of the program. We basically have a party and ask people to join our party on the air. The program always has a theme such as 'What does friendship mean to you?' This often leads to opportunities to share the gospel with callers."

How good is the response?

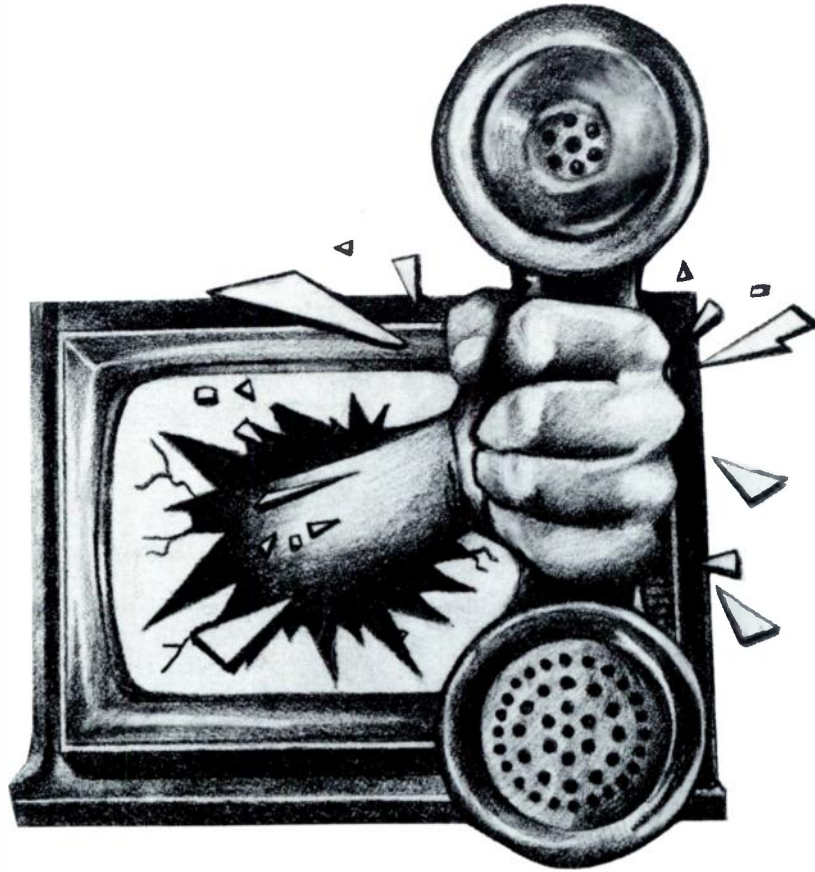
Baklenko: "Excellent! We receive from eight to 10 calls in an hour. And we also get letters; one recent program generated 26 letters, which is well above the average."

Beck: "Our response from the South Pacific has exceeded our expectations, especially considering the cost of our calls from that area. There was a period when we stopped holding call-ins for about three months. Many listeners wrote, 'Please let's go back to the phone-in shows.'"

Who calls in?

Beck: "It's really interesting that in

(CONTINUED ON PAGE 32)



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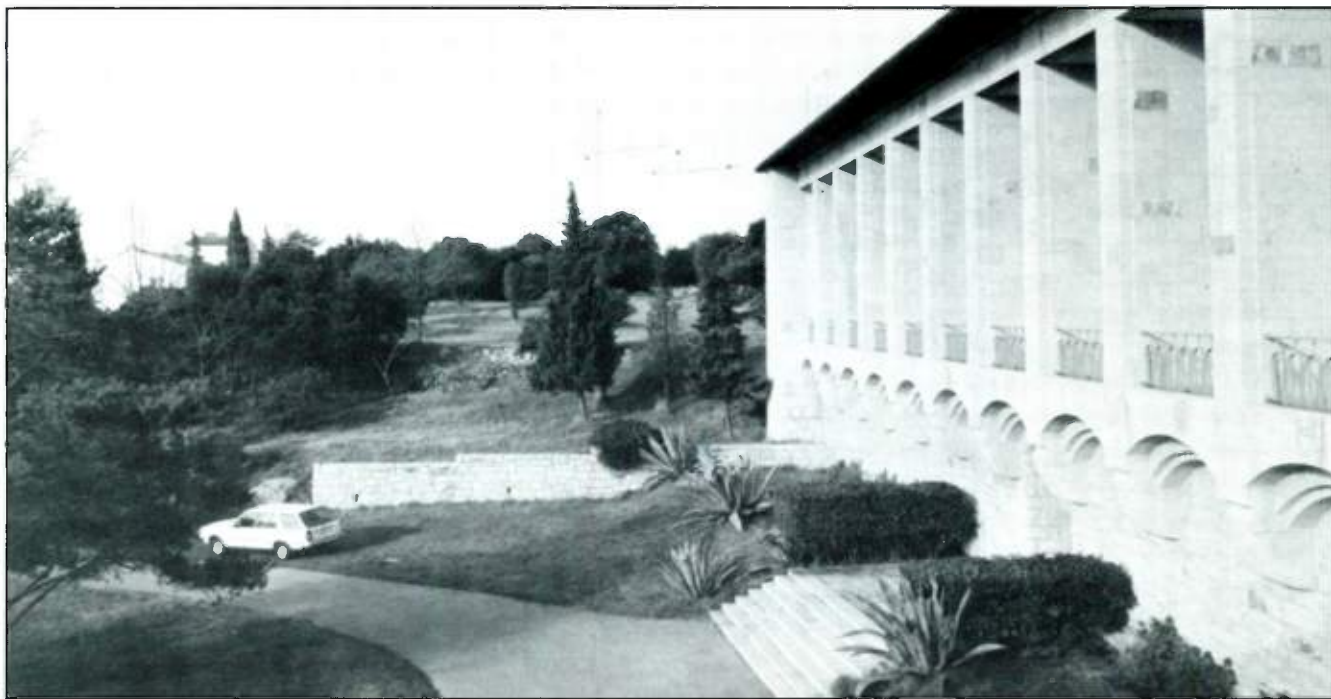
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Trans World Radio Monte Carlo: The Potential to Reach Nearly One Billion People Daily

by Marion L. Tunis

The number of letters that arrive in Monte Carlo from Trans World Radio (TWR) listeners probably rivals the number of postcards sent by tourists who frequent this famous resort city in the tiny country of Monaco on the Mediterranean Sea. The vantage point for radio broadcasting from this small country is relatively unequaled in the rest of the world.

When TWR began broadcasting over Radio Monte Carlo's facilities in 1960, it never envisioned how far its outreach would extend from this one transmitting site. Programs were first

aired from over a 100,000-watt shortwave transmitter. Another 100,000-watt, a 500,000-watt shortwave, and a 1,200,000-watt AM (medium wave) transmitter were added, providing nearly two million watts of power from a transmitter building constructed during World War II for Nazi radio.

Then, in October 1987, a new million-watt AM transmitter was dedicated in Roumoules, France, giving TWR in Europe a total of three million watts of power. As a result of this sophisticated transmitter and antenna network,

Gospel broadcasts in 36 languages to 38 countries are able to touch the lives of potentially one billion people daily.

When TWR first began broadcasting to Europe as early as 1954, interest by Europeans in Christian broadcasting on the continent was almost nonexistent. One of the reasons for the indifference among evangelicals was that apart from Monaco and Luxembourg, none of the European countries had outlets for private broadcasting initiatives. Broadcasting companies were either public or run on a supervisory system. Bible-believing Christians had virtually

(CONTINUED ON PAGE 35)



Sheila Walsh: Reaching America and the World

Last year, recording artist Sheila Walsh joined Pat Robertson on the set of the *700 Club* as co-host of the daily program. A native of Scotland, Walsh's music career began when she recorded a song for Youth for Christ.

Since 1981, she has completed six albums and has written an autobiography entitled *Never Give It Up*. Walsh was named the Gospel Music Association's International Artist of the Year in both 1983 and 1985.

In addition to her music ministry, Walsh hosted a BBC weekly television program for three years. In 1988, she embarked on a 41-city international concert tour in the U.S., Eastern Europe, and Asia. This month, she joins the Billy Graham Crusade team in England, where she is scheduled to perform and speak at several women's functions.

RB: How did you first become involved with the BBC weekly program *The Rock Gospel Show*?

WALSH: The BBC approached us and said they were thinking of doing one program on gospel music and . . . would we be interested in being involved. So I went to see the BBC producers and brought along a whole bunch of my friends' records, and they were just blown away by the music. (The producers) definitely did not expect to hear the kind of music they heard and they were impressed by it, so they decided to do one

program. It proved to be such a successful program that they asked if I would host it. We did for three years, and it was on prime-time television. Ultimately we had five million viewers, which is a tenth of the population. It was just one of those doors that God opened.

RB: Do you see yourself continuing in international outreach in the future?

WALSH: Yes, I'll be with Dr. Graham . . . at his largest-ever crusade at the end of (this month) in London, where they're broadcasting by satellite live to 33 African nations, as well as to centers all around Britain, so it's very exciting. Of all the things I do, I consider working with Dr. Graham's team one of the greatest privileges, because he's such a man of God.

RB: What are your thoughts on the religious broadcasting industry in general, in light of the scandals of the past few years?

WALSH: A lot of people have talked about the need for accountability and I think that . . . we're beginning to understand that it's not an option — it's the only way to survive as individuals and as a church.

I think the world will no longer be impressed by what we have to say — however well we do it, however well we package it. I think that will change when our lifestyle speaks volumes for the kingdom of God.

I personally believe one of the

greatest gifts we can give the world is honesty. I don't think we have to have all the answers. I can't come to a country like America with the teenage suicide rate, with the AIDS epidemic, with child abuse, and come up with easy answers. If we try to do that as religious broadcasters, we will only further alienate a world that is confused and bitter.

I was reading (about) a 13-year-old boy who in a moment of rage, picked up a gun and shot his father. When he was asked why he did it, he answered "Because I hated my father — my father told me what I had to do, when I had to do it, and I hated him." Sometime later, when he was in a detention center, a guard was walking past the boy's room at night and heard him lying on his bed crying out, "I want my father, I want my father."

I really believe that is how we are in 1989 as Americans — we have taken a gun and said "God is dead we no longer have any need for Him" and yet, America as a nation privately lies in its bed and cries "I want my father."

I believe we have a country of people who are desperate, people who are lonely. The greatest gift we can give as a church and as religious broadcasters is to be honest and real and to say we have no easy answers. Life is hard. Sometimes it seems as if

(CONTINUED ON PAGE 35)



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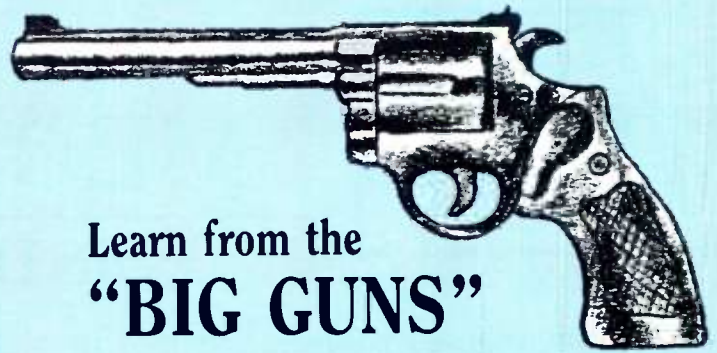
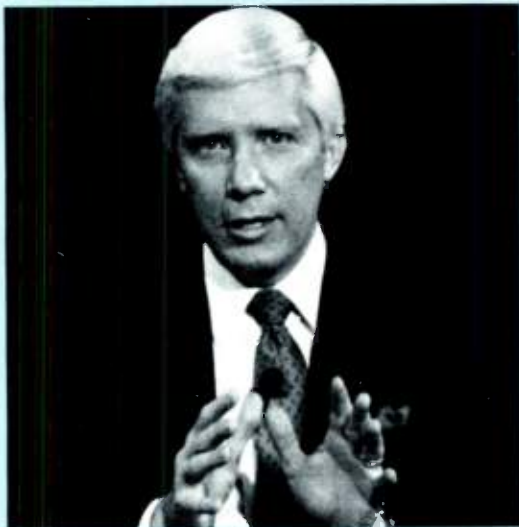
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Bill Murray, Author

Lecturer, son of atheist Madalyn Murray O'Hair (Speaking on the story behind the Oliver North controversy.)

Charles Halff

"The Christian Jew Hour"

Dave Hunt

Best selling author

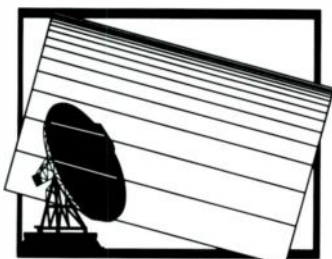
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MEDIA WORLD

INTERNATIONAL

Franklin Graham Announces Ethiopian Evangelism Aid

BOONE, N.C. (NRB) — Franklin Graham, president of Samaritan's Purse, has announced a joint drip irrigation and greenhouse



Franklin Graham

construction venture between his Christian mission organization and the Kale Heywet Church of Ethiopia.

Plans call for the construction of three large greenhouses and for inexpensive drip irrigation kits to be distributed to farmers and families. The measures will help increase food production and reforestation programs in Ethiopia.

According to reports, drip irrigation uses 30 to 50 percent less water than other systems and is just as effective. Because it is so efficient, one kit can literally help an African family grow all the food they need.

"The Kale Heywet Church is the largest evangelical church in Ethiopia, and by working with them we have a two-pronged approach," Graham said. The effort's goals are to help the destitute and introduce them to Christ via evangelism through the ministries of

the national church.

Greenhouses will be used to grow seedlings both for reforestation and for other plants and crop uses. A construction team under the direction of Aart van Wingerden of Fletcher, N.C., arrived in Ethiopia during March.

Chinese Are Reached By Radio And Cassette Ministry

TAIPEI, Taiwan (NRB) — *The China Lutheran Hour*, located in Taipei, is broadcasting into mainland China on the ROC's Central Station. The 10-minute program, aired twice weekly, has become "very popular in mainland China, especially in the countryside."

According to program manager Henry Go H.J. Wu, the broadcast features stories of Christians living in Taiwan, a subject of great interest to the mainland Chinese, who are curious about the lives of the Taiwanese people.

"Although we did not design a letter writing system (since mail is not permitted between mainland China and Taiwan), we have found from our visits that we have quite a few listeners," Wu stated.

In addition to the broadcast, the *China Lutheran Hour* has distributed over one million cassette tapes since it started in 1980. Chinese-speaking people in over 30 countries now receive the "meditations" that are suitable for private listening or use in Bible study groups.

The ministry sends tapes to Chinese-speaking believers in such countries as Chile, Argentina, Brazil, Burma, Thailand, Canada, Norway, Tanzania, and the U.S. In some nations, like Saudi Arabia and Iraq, the tapes must be listened to in secret because of the persecution against Christians.

NRB Board Member Named Honorary Chair Of Center

LOS ANGELES, Calif. (NRB) — Joni Eareckson Tada, NRB Board member, author, and recording artist, has been named honorary chairperson of the Sino-American Higher Educational Center for Special Education, in Jiangxi, China. The center will



Joni Eareckson Tada

provide educational, vocational, and employment opportunities for disabled people in the Jiangxi Province.

"The concept of such a service center for disabled people is quite new for mainland China," Tada said. "Historically even standard educational opportunities have been closed to disabled people — but fortunately such attitudes have been changing in the past few years."

"Penetration Of Society" Is Noted By Luis Palau

GUATEMALA CITY, Guatemala (NRB) — Completing a week of evangelistic activities in Guatemala City on March 12, American evangelist Luis Palau took notice of "the incredible penetration of society that evangelical Christianity has made in

Guatemala."

Guatemalan church historian Virgilio Zapata said in a recent interview that 31.6 percent of all Guatemalans are evangelical Christians.

"You see the effect of the salt and light of Christians in politics, education, the military, and the business communities," said Dr. Palau. "You also see Guatemalan Christians display a boldness and a pride in the Gospel that is very unusual in the world today."

Dr. Palau attributed the success of the "Festival of the Family" evangelistic campaign to these factors. While approximately 224,000 people attended campaign events, and more than 8200 are known to have made decisions for Christ, several of the events attracted crowds far exceeding the capacities of the facilities available.

Among other places, Dr. Palau spoke in the slum neighborhood of Colonia El Milagro — Colony of Miracles. The evangelist said he was excited by the "enthusiasm the poor had, the fire, and their love for God," adding their commitment to Jesus Christ and the Gospel "is truly impressive and an example to westernized Christians who seem to give evangelism only the leftovers instead of their primary attention."

Interfaith Communicators To Hold International Congress

NASHVILLE, Tenn. (NRB) — More than 2000 church communicators from various parts of the world will participate in the Religious Communication Congress 1990 (RCC 90) next April 18-22. This once-a-decade interfaith event will be held at Nashville's Opryland Hotel.

Over 50 international religious organizations have been working together for the past four years to plan the Congress, which will have the theme "Communication Power." NRB is one of the sponsoring organizations for the event.

Sub-themes include: "The Power of Media to Shape Values," "The Power of Technology to Impact National Destinies," "The Power of Commitment to Effect Change," and "The Power of Entertainment Media to Influence Culture."

The conference will also feature 100 workshops and hands-on seminars in the various communication disciplines. Exhibits from broadcasting, production, music, publishing, fundraising, and other areas will be presented.

Registration information is available by contacting: RCC 90, Mail Stop 192, 127 Ninth Avenue North, Nashville, TN 37234. The telephone number is (615) 251-2267.

Korean Evangelist Preaches Televised Nigerian Crusade

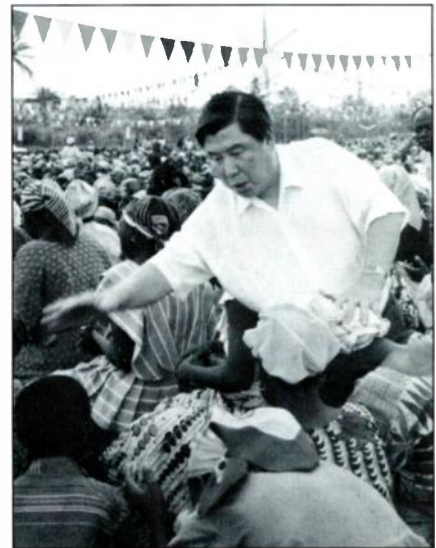
MORRISTOWN, N.J. (NRB) — Rev. Young Il Kim, a Korean-born evangelist and founder/president of the International Everlasting Gospel Mission, Inc., held a two-week crusade in the city of Ibadan, Nigeria. The meetings were broadcast each day by Nigerian television to a potential audience of 100 million.

The December meetings, part of the "International Jesus Festival," marked Kim's eighth visit to the country. Approximately 50,000 to 100,000 people attended the daily meetings, which were translated first into English by Rev. Wonsup Choi, a Korean pastor from New Jersey, then into the Nigerian language by a local minister.

The 63-year-old evangelist is known for his ministry of prayer, preaching, and laying on of hands. According to Choi, Kim is known for his practice of touching each person in at-

tendance as he makes his way through the crowd at the end of each meeting. This effort takes hours to accomplish, but has afforded Kim the admiration and love of the Nigerian people.

For 20 years Kim's ministry was centered on Korea. He then ministered in various Asian countries for seven years before focusing on African countries, including Uganda, Tanzania, Kenya, the Ivory Coast, and especially

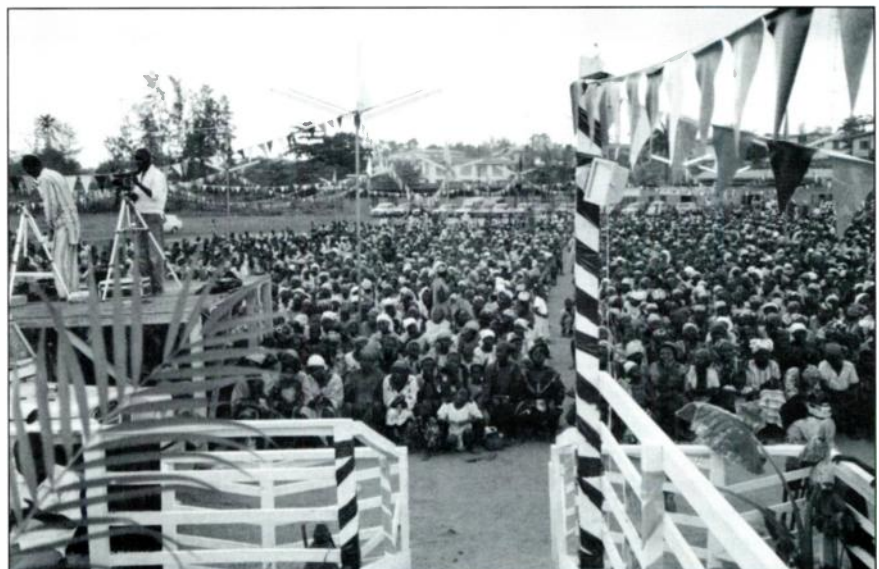


Rev. Kim reaching out to the Nigerian people

Nigeria.

Kim was among the Korean delegation that attended the NRB '89 convention and was a speaker at the International Forum.

(CONTINUED ON PAGE 22)



Nigerian television covered Kim's two-week-long crusade

(CONTINUED FROM PAGE 21)

Christianity Today Commends Canadian TV Ministries

CAROL STREAM, Ill. (NRB) — A recent article in *Christianity Today* (CT) stated that Canadian TV ministries are "higher on hope than hype." The March 17 story discussed various ministries, including NRB member Crossroad Christian Communications headed by David Mainse.

According to CT, evangelical television ministries are fewer in number in Canada, and their budgets are a fraction of the size of their American counterparts. Mainse's program, *100 Huntley Street*, operates on an annual budget of about \$14 million. More typically, Canadian ministries operate on budgets under \$1 million per year.

The article stated there is more of an emphasis on content than style in the Canadian Christian programs. Mainse's *100 Huntley Street* features a talk-show format, including music, Bible commentary, and features on "ordinary Christians." Although the program suffered a drop in donations following the televangelist scandals in the U.S., Toronto newspapers have described Mainse as "untainted by scandal" and "loaded with charm, modesty, and sincerity."

Unlike religious broadcasting in the U.S., Canadian religious broadcasting is not synonymous with Christian programming, as there are more programs representative of other religious beliefs. Another distinct feature of Canadian religious broadcasting is the prominence of religious programming on mainstream network television.

Christian Radio Station Marks 35th Year In Korea

SEOUL, Korea (NRB) — HLKY, the first station pioneered by the Christian Broadcasting System (CBS) in Korea, will celebrate its 35th year on the air this December.

The ministry now has four other stations transmitting from the cities of Taegu, Pusan, Kwangju, and Iri. The CBS Network reports 320 staff nationwide, broadcasting 21 hours a day to a listening area that includes most of South Korea and parts of North Korea and Manchuria.

HLKY went on the air on December 15, 1954, as the first independent radio station in Korea. In November 1980, following the government-enforced public media reorganization, the five CBS stations were ordered to stop all their news and commercial broadcasts, confining their program to religion and music. In effect, the stations could no longer function as a regular broadcasting medium.

The CBS Board of Trustees' petition to the government in 1984 was followed by appeals and petitions from various religious groups. The government relented its position and the stations resumed news programming in October 1987.

Programs include *Morning Studio 837* for taxi and bus drivers, *Home Salon* for housewives, *Good Morning, Grandma* for the elderly, *Bouquet of Praise* for the ill and handicapped, and *Break Through the Darkness* for listeners in North Korea and China.

Graham London Crusade Called "Most Extensive"

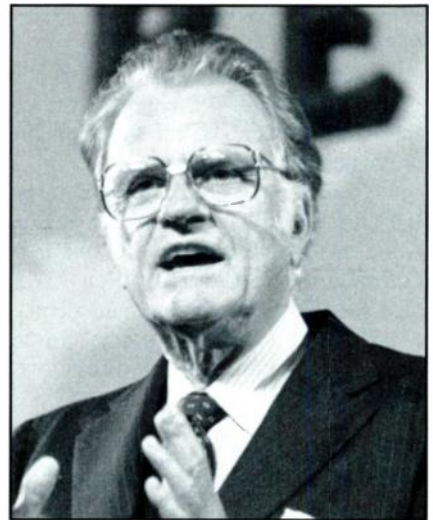
MINNEAPOLIS, Minn. (NRB) — The Billy Graham Evangelistic Association holds Mission '89 this month in Great Britain, the "most extensive evangelistic endeavor in the history of the organization," according to reports on the effort.

For several weeks this month, the Graham team will hold meetings in various locations throughout Great Britain, with primary meetings held in three locations in London.

Through Livelink satellite transmissions, the London meetings held at Earls Court Arena from June 26 - July 1 will be shown live in over 200 halls and athletic arenas throughout the United Kingdom, the Republic of Ireland, and in 23 African countries.

According to the BGEA, some of the African broadcasts will be shown live, some at a later date. "We are grateful that the Lord has opened such a unique door of opportunity through mostly state-owned television networks! In many countries, this is a first, especially during prime time," a report stated.

"In Mission '89, God has presented our ministry its most extensive opportunity ever," Dr. Graham said, adding, "With satellite technol-



Dr. Billy Graham

ogy, we are not only reaching millions, we're reaching the individuals that comprise those millions."

Scottish-born singer Sheila Walsh is participating in the team. (See the interview with Walsh on page 20.)

Christian Broadcasters Petition U.K. Government

STOKE-ON-TRENT, England (NRB) — According to United Christian Broadcasters, the United Kingdom is the "only free Western industrial democracy which is in the process of making all Christian-owned radio or television completely illegal."

The report, issued by Gareth Littler, marketing manager, and Ian Mackie, managing director, said UCB will openly oppose the British government and request a change in the laws which make it illegal to broadcast the gospel within the U.K.

UCB is the country's only Christian radio station, broadcasting nightly from the Isle of Man, an island between Britain and Ireland. The station reaches all of the British Isles.

Littler said the average Christian is unaware of the British ban on Christian broadcasting. In a response to the British White Paper's "Broadcasting in the 90s," Mackie and Littler state that "the Christian community still represents by far the largest ethnic and cultural grouping in Britain." The letter urged the government to reconsider its position and to allow "at least some Christian-owned and operated radio and television transmission."

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Wesley Morgan



Jack and Rexella Van Impe



James Turner

BROADCASTERS

Dallas, Texas, said good-bye to one Christian station and hello to another on April 20. Departing the market was **KOJO-FM** and welcomed back was **KLTY-FM**. After announcing to a reception crowd of 3000 that KOJO-FM had not fulfilled expectations, owner **Marcos Rodriguez Jr.** formally returned KLTY-FM to Dallas after being absent from the market since 1986. **Jon Rivers** will be operations manager and morning announcer. **David Pierce** heads upstate from his job at KSBJ-FM/Houston to accept the post of the new production manager. A February offer of \$200,000 for **Ronald Reagan** to host a weekly talk show is said to be still under consideration by the former president.

Alabama is also enjoying a new Christian station. **WFSF-AM/Dothan, Ala.**, was acquired earlier this year by **Wesley Morgan** and serves metro-Dothan with 10,000 watts. **WFSF-The Family Spirit** was formerly **WAYD-AM**.

WJCB-TV/Norfolk, Va., held a black tie sign-on party for the station April 26. The station, owned by **Tidewater Christian Communications Corporation**, is the first black-owned Christian television station in the country.

Jack Van Impe Ministries received two more **Angel Awards** at the annual gathering of Religion in Media. **Rexella Van Impe** was recognized for her years of service

to Christian television. **Jack Van Impe Presents** was singled out for "outstanding contributions to weekly Christian programming." The awards were the fifth and sixth for the ministry.

Radio Bible Class is introducing its latest project, **Discovery House Publishers**. The not-for-profit publishing company is being launched with the commission to publish "books that teach God's Word and encourage Christlikeness."

Moody Broadcasting Network will uplink with **SCS Satellite Network Services** for another ten years. The new agreement will extend their nine-year relationship and assures the continued presence of MBN on Spacenet III. The outreach of Moody Bible Institute now provides Christian teaching and music programming to 323 affiliates.

Loving A Holy God is the theme of the October 12-14 conference sponsored by **Ligonier Ministries**. The Los Angeles meeting will feature **R.C. Sproul, Chuck Swindoll, J.I. Packer, Joni Eareckson Tada, and James Boice**.

James Turner is the new East Coast regional manager at **JVC Professional Products Company**. He will coordinate sales and marketing efforts of the district sales representatives between Maine and Florida, including Puerto Rico.

Christian Duplications Inter-

national has named **Cal Woodford** as Video Sales and Design Representative. His responsibilities include developing video systems for sale to ministries.

NRB's Music License Committee has filed opposition in Federal Court against a "motion to dismiss" by the defendant in the proceeding, **ASCAP**. ASCAP's motion, which sought to dismiss nearly three-quarters of the committee's 209 member group, is in conjunction with Rate Court proceedings which were filed against ASCAP by the committee June 30, 1988. The rate proceedings were instituted by the committee on behalf of radio broadcasters who play a limited amount and a selective portion of the ASCAP-controlled music repertory, and seek a Court-established, equitable per program license alternative to ASCAP's blanket license.

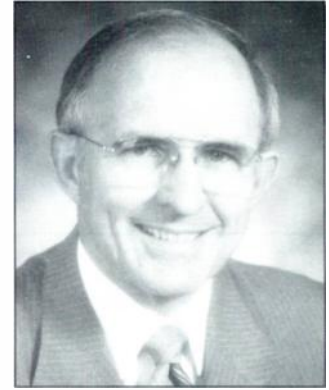
The **Billy Graham Evangelistic Association** held its Central New York Crusade on the campus of Syracuse University April 25-30. The Sunday evening before the crusade **Dr. Graham** held a forum for students and faculty entitled "Peace in a Troubled World." Many of the 1000 in attendance were still remembering the loss of 38 students in the crash of Pan Am Flight #103 last December. In his comments, Dr. Graham told his audience the answers to all the problems we face, such as terrorism, drugs, ecological problems, and others, are found in the Bible. In order to survive as a



LeRoy Nieman, Tony Melendez, and Chuck Yeager



Sandi Patti



Harold Sala

society, he said that we must make a moral "about-face."

Jesus Northwest 1989 will take place July 20-22 in Vancouver, Wash. The 13th annual celebration will include **Carman, Ray and Anne Ortlund, Steve Camp, Steve Green and Larnelle Harris.**

KLRD-FM/Yucaipa, Calif., will host **Superfest 3** August 25-26. The event, to be held in San Bernardino, is expected to draw more than 7000 people to hear **Phil Keaggy, the Imperials, Bruce Carroll, and Bryan Duncan.**

Association Management magazine recognized the **Salvation Army** as the U.S. association with the largest staff. The Verona, N.J.-based ministry topped the list with 26,784 staff followed by YWCA of the USA and the American Red Cross.

CRISTA Ministries is celebrating 40 years of ministry in 1989. This year also marks the giving of their **Broadcaster of the Year Award.** In comments about recipient **Dr. James Dobson** of Focus on the Family, CRISTA's **James Gwinn** and **Richard Florence** called Dobson "the world's foremost advocate on behalf of families."

Rev. N.E. McCoy of **Church of the Air** completed 52 years of daily broadcasting in March. The Jamestown, N.D.-based radio program reaches five states and Canada.

Gospel recording artist **Tony**

Melendez was the recipient of the first annual **Inspirational Hero Award** from the **NFL Alumni Association.** His latest album is entitled *Never Be the Same.*

Pat Robertson was in Nicaragua recently to reopen the local chapter of the **700 Club.** Taken off the air in 1979, a 30-minute edition of the program will air twice a week. The visit also included a meeting with **Roman Catholic Cardinal Miguel Obando y Bravo** and a luncheon with pastors and church leaders.

The **American Bible Society** has been notified that churches in Iraq may import Bibles into the Moslem country. Insiders have called the new development encouraging as 2200 Bibles have already been approved and 14,000 more have been requested by churches.

Hymns Just for You, **Sandi Patti's** 1985 release, has sold more than one million units according to The Benson Company. A plaque was presented to the artist at a

luncheon of 500 industry guests in Nashville, Tenn.

The Gospel Music Association presented its **Impact Award to Integrity Music, Inc.** in recognition of producing "the world's best selling line of praise and worship music." In less than four years, Integrity has distributed more than three million pieces of product worldwide.

Gospel music's **Phil Driscoll** will be featured with the United States Military Academy band at halftime of the this year's **Army - Navy football game.** The December 9 event will be held at the **Meadowlands** in East Rutherford, N.J.

Scene Stealer Productions has published the **Entertainment Trades/Crafts Guide,** listing available talent for television and film production. The guide reproduces resumes of directors, writers, editors, composers/arrangers, art directors, and other skilled personnel required during production. Further information is available by calling (818) 763-5459.

Broadcasters In Print

Jill Briscoe, *Running on Empty* (Word)

Charles Colson and Daniel W. Van Ness, *Convicted* (Crossway)

Robert O. Ferm, *Billy Graham: Do The Conversions Last* (World Wide)

Harold Sala, *Today Can Be Different* (Regal Press)

R.C. Sproul, *Surprised by Suffering* (Tyndale House)

Chuck Swindoll, *Living Beyond The Daily Grind* (Word)

Warren Wiersbe & David W. Wiersbe, *Making Sense of the Ministry* (Baker)

MEDIA WORLD

NATIONAL

CRISTA Honors Dobson As Its Broadcaster Of The Year

SEATTLE, Wash. (NRB) — NRB Board member James Dobson was presented with the first annual CRISTA Ministries' Broadcaster of the Year Award during a special dinner in his honor. The event was held March 31 at Schirmer Auditorium on the CRISTA campus.

The award is presented to a broadcaster whose ministry is "strategically impacting individuals and families for Christ." Dr. Dobson's *Focus On The Family* radio broadcast, aired over 10,000 times a week, is heard daily on more than 1300 stations across the U.S. and Canada.

He is also host of the two film series *Turn Your Heart Toward Home* and *Focus On The Family*. David LaShana, president of Seattle Pacific University said Dr. Dobson "is a man God can trust."

"I could have a 'safe' ministry on how to raise kids," said Dr. Dobson upon receiving the award. "But, I decided I had to risk attacking drugs, abortion, euthanasia, pornography, and other issues that are literally destroying American families. I had to take the more difficult road."

CRISTA president James Gwinn, also an NRB Board member, and CRISTA Broadcasting general manager Richard Florence presented the award to Dr. Dobson. The CRISTA Broadcasting Network consists of KCIS-AM and KCMS-FM in Seattle and KLYN-FM in Lynden, Wash.

Focus On The Family Refutes Published Report From RNS

POMONA, Calif. (NRB) — According to Focus on the Family spokesman Paul Hetrick, a recent published report from Religious News Service (RNS) misrepresented the intentions of the James Dobson-led or-



James Dobson receives CRISTA Ministries' Broadcaster of the Year Award from the organization's broadcasting general manager Richard Florence (left) and president James Gwinn (center).

ganization.

The RNS release, which appeared as a news item in the Media World National section of April's *Religious Broadcasting*, incorrectly stated that a coalition organized by Dr. Dobson was secretive in nature. Hetrick said the RNS story gave "an entirely wrong emphasis in (an) otherwise accurate release." RNS stated that Focus on the Family was urging pro-family groups to keep secret their participation in the coalition. According to Hetrick, there is no "secrecy" element in the effort.

The November 1988 Focus on the Family newsletter, sent to nearly two million homes, described the organization's efforts to "help these special interest groups (i.e. pro-life, anti-pornography, legislative specialists, public education activists) weld themselves into statewide coalitions that will speak and act in cooperation with one another."

In addition, the newsletter explained that the objective was to "provide the assistance, the expertise,

and the rationale to develop coalitions in all 50 states of the Union." As of November, six state coalitions had already been formed and 14 others expressed a desire to participate.

TV Viewership In America Examined By Roper Survey

NEW YORK, N.Y. (NRB) — According to a recent study by the 1989 TIO/Roper Report, 80 percent of the American television audience still considers "watching television" to mean viewing a program on one of the three major networks and its local affiliated station.

The finding is part of the thirtieth anniversary national public opinion poll conducted by The Roper Organization Inc. for the Television Information Office (TIO).

The poll was conducted last November from approximately 2000 personal interviews among a nationwide cross-section of the U.S. population aged 18 and over. It was the sixteenth such report since 1959.

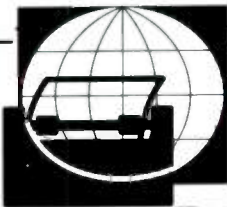
The report showed that 75 percent watch some television every day. Watching television ranks third among those things people most anticipate doing during the day. Talking with friends, neighbors, and co-workers was first, followed by hearing the news.

Other findings included:

Nearly two-thirds (65 percent) said they rely on TV as their primary source of news, with newspapers (42 percent) in second place.

TV continues to be cited as the most believable news medium.

Viewers felt cable TV promoted more sex, violence, and profanity than regular television. At the same time, 78 percent said individual viewers should decide what people see and hear on TV, and 88 percent felt parents should control what children are exposed to on television.



NRB NEWS

Guillermo Luna Becomes Newest HNRB Chairman

MORRISTOWN, N.J. (NRB) — During NRB's 46th Annual Convention, Guillermo Luna, who is actively involved in serving Hispanics through various national organizations and co-anchors a weekly radio program in San Antonio, Texas, was selected as the new HNRB chairman. Jose A. Reyes, HNRB chairman for the past three years, was confirmed as an Hispanic liaison to NRB.



Rev. Guillermo Luna

As the country's fastest-growing minority, Hispanics currently number more than 25 million in the United States. With a birth rate four times greater than the average American family, Hispanics will eventually become the largest minority in the U.S. By the year 2000, the Hispanic population is expected to swell to 40 million, making the United States the second largest Spanish-speaking nation on earth, trailing only Mexico.

Within this burgeoning ethnic group is an increasing opportunity for a tremendous Christian outreach. Unfortunately, the spiritual plight of the Hispanics in the U.S. is largely ignored. For example, five million Hispanics live in the five-county area of greater Los Angeles. Figures show that only 19 percent of these people are churched.

The growth of Hispanics as a strong social, political, and cultural force in the U.S. challenges HNRB to keep pace with their overwhelming spiritual needs. The reported 25 million people of Hispanic

origin who live in the United States truly represent a different kind of challenge and great potential for the evangelization of the world.

HNRB has been making progress in facilitating and equipping numerous Hispanic broadcasters, who faithfully proclaim the gospel of Jesus Christ in the Spanish language. When committed to Christ, Hispanics tend to display a high degree of dedication. The love of Christ in their lives and their desire to see others reached for Him produces a style of leadership and service that is characterized by self-denial and sacrifice.

This is truly one of the greatest contributions they are making to world missions today. Other areas of positive influence include family unity, willingness to learn, respect and admiration for the elderly, the inclination to serve people, and receptiveness to spiritual truths.

For those involved with HNRB, it is exciting to see God working among the Hispanics. The Hispanic National Religious Broadcasters are believing God for great and mighty things in the use of electronic communications, for the strengthening of the Church and the salvation of millions.

BNRB Chairman Green Shares His Calling, Vision

NEWPORT NEWS, Va. (NRB) — The Black National Religious Broadcasters (BNRB) met April 27 at the St. Johns Church of God in Christ in Newport News. The broadcasters planned their agenda for the remainder of 1989 and their 1990 conference. They discussed their concerns on how to affect the world for Christ through the broadcast media.

BNRB chairman Samuel Green told those gathered, "We must reach our black brothers and sisters that are held captive in sin by Satan. I am moved to tears when I think of the millions that lie dead in graves all over the world, that have refused to accept Jesus Christ our Lord as their personal Savior. They lived and died never experiencing the tremendous love that the Father through His Son had for them.

"I live today for the expressed purpose of leading men to Christ, especially



Bishop Samuel Green

black men that live in deprived areas of the community. We are working hard in our church in order to reach more of our young people. I am called by God to reach the lost and I believe that broadcasting is a good way in which to help the soul winners to touch people for Christ.

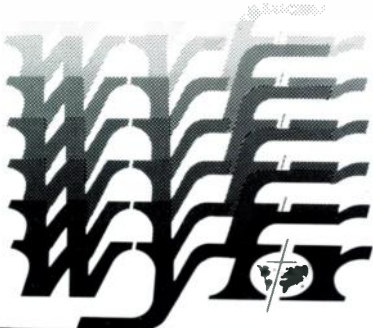
"Our Lord said we are to be fishers of men. I solicit your prayers for our efforts in Jesus' name." Bishop Green continued. "I am not interested in broadcasting for the mere reason of broadcasting. I see the technical part as a means to an end, for Jesus did not have our technology, yet He reached many. We need voices that will declare the total message of Christianity.

"The body of Christ is splintered in so many ways, there are so many different denominations and so many different voices," he noted. "America needs to hear an honest voice, a voice of authority as well as a voice of hope.

"Some people may differ with what I am saying, but it is only because they do not know the whole story of what is happening in the lives of black people. Integration has helped some and hurt some. Some are loved while others are ignored, but our God loves everybody.

"I will be working hard — not so much to be accepted by men — but rather as an instrument in God's hand to save my brethren from sin," Bishop Green concluded. "I endeavor to effectively utilize the office of chairman to encourage black broadcasters to spread the message of the LOVE of Christ and to inspire hope to all mankind."

The International Voice
of Family Radio



That all the
people of the
earth may
know that the
Lord is God,
and that there
is none else.

1 Kings 8:60



STUDIOS
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TRANSMITTERS
Okeechobee, Florida
Taipei, Taiwan

write for free program schedule:
Family Radio
Oakland, California 94621



FAMILY RADIO NETWORK

Prayer Vital To NRB's Future

by Kay Arthur

We all know that without the Word of God and prayer any ministry or Christian endeavor is doomed to failure. NRB is no exception. If National Religious Broadcasters is to be what God wants it to be, it must be bathed in prayer and stand without compromise on the Word of God.

Like all ministries, it is easy to drift from one's original objectives, especially when the founders of the ministry pass off the scene.

NRB is a fellowship of people involved in broadcasting who have come together not only for the purpose of "preserving and protecting the rights of religious broadcasters," but also for "fostering excellence as religious broadcasters."

We gather for the purpose of better serving the interests of people (not ourselves), and for the purpose of learning how to more effectively minister to the spiritual welfare of this nation. However, if our hearts are not in tune with God, we cannot achieve our purpose.

High visibility, notoriety — or the desire for it — make it easy to lose sight of the fact that God will not share His glory with anyone. His alone is the honor, power, and glory forever and ever. Prayer reminds us of this and helps us retain the mind of Christ who considered others above Himself.

Can you not see then how crucial it is that we pray for one another and for the work of NRB? Maybe this is why some of our brothers have fallen — because we have not put on the whole armor of God and as Paul admonished the Ephesians: "With all prayer and petition pray at all times in the Spirit, and with this in view, be on the alert with all perseverance and

petition for all the saints," (6:18 NASB).

As a member of the NRB Board of Directors, and presently serving as its secretary, it has been my desire to be used of God in a way that would unite, strengthen, and empower us for the awesome task the Lord has given us. As a result of this desire, the Executive Committee has given me permission to start a Ministry of Prayer for NRB.

However, I cannot do it alone. I need you. I need to have you share with me the prayer needs of your organization in the field of broadcasting or your relationship to it. I need your wisdom and insight on how to make this work. And most of all I need to have you join me in taking these prayer requests before the Throne of God, where we find grace to help in the time of need.

Let me give you a prayer request for each day of the month. Then at the end I will give you my address so that you can write me and share with me your wisdom, requests, whatever. I know if we will earnestly begin to pray, God will do a mighty work among us. If we don't . . . who knows where we'll end up.

Put this magazine where you have your quiet time and use it every day. If you miss a day, make it up. Remember, our Lord said, "You did not choose Me, I chose you and appointed you, that you should go and bear fruit, and that your fruit should remain, that whatever you ask of the Father in My name, He may give to you." (John 15:16). As you pray, you will find the joy of not just looking on your own things, but on the things of others. This is the mind of Christ.

Kay Arthur is featured on the *How Can I Live?* radio program.

JUNE PRAYER LIST

June 1: Everything rises and falls on leadership. Pray for the selection of the **new NRB Executive Director**.

June 2: Although the 1989 convention was probably the best in years as far as directing our focus onto the Lord, our income from that convention was low due to decreased attendance. NRB has **urgent financial needs**. Pray for these to be met and ask God what He would have you do.

June 3: Pray for **Ben Armstrong and the NRB office staff** in this period of transition. You can imagine the staff's apprehension over this change and wondering where they stand in all of this.

June 4: **The Lausanne II, International Congress on World Evangelization**, July 11-20, is in its final stages of preparation. Pray for wisdom, safety, and an outpouring of God's spirit on those gathering from all over the world.

June 5: David Clark, First Vice President of NRB, is the chairman of the **1990 convention program**. Pray for great wisdom in putting together that program.

June 6: **NRB Southwest** will hold its regional convention in Dallas, Texas, July 19-21. Ask the Lord to draw people there that need encouraging and fellowship.

June 7: There is a whole generation of pioneer broadcasters passing from the scene. Pray for their mantle to fall on **godly "Elishas"** who will not forget that it is only "by His Spirit."

June 8: Pray that there will not be an emphasis on diversity among the NRB membership, but on **unity** so that we serve as one rather than promoting splinter groups.

June 9: At our last convention, Bill Bright urged us not to forget our calling as broadcasters — to proclaim the gospel of Jesus Christ. Pray that we will remember **our calling**.

June 10: Sometimes we are tempted to turn to the arm of flesh. Let's pray today for one another that we will not yield to this **temptation**.

June 11: Pray for the **marriages of NRB members**. Pray that we shall remember to walk in the light of Ephesians 5:18-33.

June 12: Pray for those who are dependent upon the giving of others to support their **radio and television stations**. Ask God to move upon His people to give to ministries who operate with integrity.

June 13: The **NRB Executive Committee** will meet in Chicago on June 24 and 25. Pray that we will know the will of the Lord and do it, fearing only the face of God.

June 14: Pray for all of the **agencies** connected with religious broadcasting. Ask God to honor and support those who walk uprightly.

June 15: Pray that **program producers** will be very sensitive to the Spirit's direction in their programming, so that the Body of Christ and lost sheep yet to be found will be fed what they need.

June 16: It is the desire of the *Religious Broadcasting* staff to produce a **magazine** that will inform, instruct, and inspire its readership. Pray that it becomes one of the best magazines in the industry — reaching even the lost.

June 17: **Broadcasting to children** can be a difficult and expensive ministry, yet it can have an impact that can change the course of a young child's life. Pray that these ministries will flourish.

June 18: Our nation is getting ready to celebrate its independence next month. Pray that God will convict **America** of her harlotry and independence from God and His statutes of life.

June 19: Pray that God will continue to expose any **sin** in the NRB camp so that a holy fear of God might fall upon us.

June 20: Pray for those **broadcasting into third world countries**, trusting God to bring forth a harvest.

June 21: There are many **publishing houses** related to NRB. Pray that they will have great discernment in what they publish.

June 22: There are a host of **technicians** involved in Christian broadcasting. Pray that God will show them how vital their skills are to furthering the gospel.

June 23: Pray for the **Music Licensing Committee** as it serves so diligently in behalf of religious broadcasting.

June 24: Remember we are a body — and when one member suffers, all suffer. When one rejoices, we are all to rejoice. Pray that there will be a **genuine love** among us for one another.

June 25: Pray that every member of NRB will remember that **promotion does not come from the east or west**, but that it is God who puts one up and another down.

June 26: There are many **small struggling broadcast ministries**— television and radio stations that are wondering if they are going to make it. Pray for those truly raised up by God.

June 27: **Ministry to teens and college students** over the airwaves is crucial in our corrupt and unsettling society. Pray that those involved in this type of broadcasting will not fail to give them God's Word.

June 28: Dealing with **mail from broadcasting** in a proper way can be overwhelming. Pray for those answering these letters.

June 29: Pray for **those who are applying for licenses** in order to broadcast Christian programming.

June 30: The second language group in the United States of America is Spanish. Pray for **those broadcasting in Spanish** that their messages will be anointed of God.

To submit a request, write:

Kay Arthur
Precept Ministries
PO Box 182218
Chattanooga, TN 37422

**Cooking
With
Cook**



"The Face You Deserve"

After 50, you get the face you deserve. That's a frightening statement, isn't it? Having been a people watcher for many years, I tend to believe that it is true, at least in many cases. While nothing can stop the aging process, the passing years etch meaning into every crease and wrinkle.

The heart full of love and compassion somehow makes itself visible in the look on one's face; and the life that has been characterized by selfishness, bitterness, unforgiveness, and hatred somehow manages to show itself in the face of the individual. I recall a friend of mine who remarked, as a certain woman passed our way, "She has a sweet, hard face."

Happily, the believer can be a glorious exception to the 50-year-old-face rule. Communion with the Lord Jesus Christ *can* make a difference in what we are inside and the way we look on the outside! Paul says (II Cor. 3:18), "But we all, with open face, beholding as in a glass the glory of the Lord, *are changed* into the same image, from glory to glory, even as by the Spirit of the Lord." More contact with Jesus will make you look more like Him!

Obedience to God's Word will also make a difference: "But who so looketh into the perfect law of liberty, and continueth therein, he being not a forgetful hearer, but a doer of the work, this man shall be blessed in his deed." (Jas.1:25)

Make this a rule of your life: Let no day pass without obeying something your Lord said to you in His Word as you listened to Him in your quiet time. Your spirit will be lifted, and so will your face; and the older you get, the more He will be seen! Paul said, (Gal. 1:15-16) "It pleased God . . . to reveal His Son in me." May that be true of you and me as the years go by!

— Robert Cook

Robert Cook served as NRB president from 1985-88.

CALENDAR

**Tenth International Christian
Television Week**

June 18-24, Veldhoven, Netherlands

Christian Booksellers Convention

July 8-13, Atlanta, Georgia

**Lausanne II, International Congress
on World Evangelization**

July 11-20, Manila, Philippines

NRB Southwest Regional Convention

July 19-21, Dallas, Texas

Contact: Sharon Barela, 918-455-8885

Encuentro Miami '89

July 31 - August 3, Miami, Florida

NRB Caribbean Regional Convention

August 3-4, San Juan, Puerto Rico

Contact: Javier Santiago, 809-746-4313

NRB Southeast Regional Convention

Aug. 30 - Sept. 1, Asheville, North Carolina

Contact: Edna Edwards, 704-669-8477

NRB Western Regional Convention

September 17-19, Los Angeles, California

Contact: Jon Campbell, 714-738-1501

NRB Midwest Regional Convention

September 27-29, Lincoln, Nebraska

Contact: Wayne Pederson, 612-631-5000

NRB Southcentral Regional Convention

October 5-6, Memphis, Tennessee

Contact: Buck Jones, 901-725-9777

NRB Eastern Regional Convention

October 18-20, Northeast, Maryland

Contact: Sue Bahner, 716-461-9212



NRB Midwest Convention

"Find Us Faithful"

September 27-29, 1989
Cornhusker Hotel
Lincoln, Nebraska

Speakers:

Rev. Steven Brown

Dr. Gil Rugh

Dr. Warren Wiersbe

For information contact:

Edward Elliott, 312/668-5300, P.O. Box 337, Wheaton, IL 60189

Celebrating 50 years of faithfulness in broadcasting.

HCJB

(CONTINUED FROM PAGE 14)

nearly every show, we have one caller who says he was just tuning across the shortwave bands and came across our station for the first time. This indicates that we have a fluid audience with a new set of listeners who are tuning in all the time. But many are also regular listeners."

Describe some of the memorable calls.

Baklenko: "One time a blind girl called in soon after her mother had died. She felt lost and didn't know which direction to go. When people call with concerns we take down their address and send a small gift or note of encouragement. We also pray for them."

Beck: "One lady who often calls is a widow who lives in England. HCJB has helped fill her lonely hours. One man called who had been given a shortwave radio to fix. He was testing the radio

when he came across HCJB and called in."

Does the cost of the call hinder people from calling?

Seeley: "It might hinder some people, but it doesn't seem to bother them that much. Some people will talk for ten minutes, but the average is closer to three or four minutes."

What is the future of HCJB's call-in programs?

Beck: "We're planning on expanding the concept when we get new control rooms this summer. We could open up our live programs to this type of programming. Our engineers are in the process of designing an improved version of the interface equipment for our new control rooms. Several of HCJB's other language services may begin call-in shows too. Possibilities include Russian, Nordic, German, Japanese, and French."

HCJB missionary Harold Goerzen works in Quito, Ecuador as a writer.

Africa

(CONTINUED FROM PAGE 13)

Shortly after completing the taping he died.

Years later, a missionary visited a Demi village in remote southwest Ethiopia. An old man approached and asked him, "Do you have word of life?" "Yes," the missionary replied, "and you can hear it in your own tongue." He produced the recording that Kebede had made. As the old man listened to it, he was reminded of a dream he had had many years before.

In that dream, a man was running through the village at night shouting, "The word of life will come, and those who believe it will receive eternal life." The old man listened to the record over and over again. And finally he gave his life to Christ.

The word of life had finally come to that village. Today there is a congregation of 30 people and two

In Africa, there is a rapidly growing church. By the end of this century many African churches or denominations could be producing and airing their own radio and TV programs.

Ethiopian evangelists working among the Demi people.

But that is only one part of the story. After listening to the recording so many times, the old man realized that the voice he was hearing was that of his own son. The son who had died 30 years before. From out of the past, Kebede had helped to bring his own father and others from his tribe to Christ.

Such thrilling stories are abundant. Yet so many groups are not utilizing the tools available today to multiply the salvation message among the small tribal groups who are still lost to the gospel. What a challenge is before us!

Is the vision too big? Can it be accomplished? If it is God's plan, it can be done! We believe it is God's plan. God's people throughout this country and around the world need to be drawn into the vision.

Ron Frazee is currently the U.S. Media Director for SIM. Previously he and his family served for 16 years at Radio ELWA in Liberia, West Africa.

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Glasnost

(CONTINUED FROM PAGE 10)

illustrations for the children." Soviet children, indoctrinated with Marxism from birth, need the Gospel in a way they can understand.

Even on this side of the world, religious children's literature in Russian is not readily available. So, a staff member in FEBC's Russian Department, only one year out of the Soviet Union, began a children's program that was recently added to the 22-hour daily schedule of Russian programs from FEBC's stations.

FEBC broadcasts to all 11 time zones of the USSR by shortwave from San Francisco, Saipan, and the Philippines. Broadcasts are also on 250,000-watt HLAZ and 100,000-watt HLKX, both AM stations in South Korea.

One of the letters the Koziols received last fall summarizes the sentiment of Christians in the Soviet Union.

"This is the day of salvation in the USSR," the 21-year-old listener from the Ukraine wrote. "Many unbelievers are beginning to seek the Lord and we must be ready to witness. We ask you to help us with literature to put in their hands."

Barbara Hague is a staff member of Far East Broadcasting Company in La Mirada, Calif.



**You can hear about the glasnost
of Gorbachev on ABC, CBS, or NBC.**

The Russian people listen to the Gospel on TWR.

Glasnost, the new "openness" in the U.S.S.R., is good news for Russians. But people in Soviet Bloc countries still live under avowed atheism.

That's why Trans World Radio broadcasts the Good News of God's great salvation, every day, across Eastern Europe and the Soviet Union.

One of the most powerful radio stations on earth, TWR's Monte Carlo AM transmitter is 1,000,000 watts — 20 times stronger than any station in the U.S. or Canada.

Our broadcasts are beamed across Europe and much of Russia to a potential audience of 870 million people — with the Good News in their national languages. TWR crosses all borders, reaching beyond

the Berlin wall and the Iron Curtain.

Thousands are coming to Christ through this radio ministry. Since TWR began broadcasts in 1960, hundreds of "radio churches" have sprung up in closed countries. And 85% of the 15,000 new believers baptized in the registered churches of Russia last year said their first contact with the Gospel was through radio.

These powerful broadcasts in Europe are part of the Trans World Radio global outreach to nearly 80% of

the world's population. To reach that many people, we go places on earth you can't imagine, every day. And we always take the Gospel with us.

**Please tell me more about Trans
World Radio's ministry.**

- Send me background information on all of TWR's radio ministries.
- Please let me know how I can help support Gospel broadcasts in areas of the world where missionaries can't go.

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RB488

*Clip and mail to: Dr. Paul E. Freed, President
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Talented producer/editor/videographer seeks a challenging position with a Christian TV station, production facility, or network. Experienced in magazine-style features, interviews, concerts, church ministry programs, children's programs, music videos, commercials, drama, etc. Specialize in quality work on a tight budget. For resume/videotape write: Producer, 8505 S 31st Terrace, Fort Smith, AR 72903, or call (501) 646-2336.

Master/studio control operator seeks position in radio/TV production. B.S. degree in Media Communications. Three years experience in on-air audio/video production and programming. Set-up studio staging, lighting, and camera operator. Available for employment and relocation. Please reply to: Rochelle Collins, 57 Butler Ave., Buffalo, NY 14208, or call (716) 882-2234.

Position on sales team of a Contemporary Christian station. Outgoing, growing Christian with strong customer service skills, ability to follow through, and organizational skills wants to work for a Christian station that is dedicated to its ministry and the music it plays in its market. Committed to working for a CCM station with goal of management. Willing to locate in any part of the country. Call David Burmania at (201) 461-4647.

Experienced Christian drive-time announcer, power-reporting music director, and acting program director ready to improve your on-air sound. Call

Joel at (804) 456-5352.

Oklahoma Baptist University graduate with B.A. in Media Production and three years radio experience seeks full-time, career position. Prefers the challenge of radio, likes to write, would consider a position in television. Will relocate. Resume and letter of recommendation available upon request. Please reply to Quentin Sawatzky, 4413 NW 46, Oklahoma City, OK 73112.

Veteran broadcaster with almost 20 years experience seeks position with ministry-minded station with MOR to AC format or related field for ministry or business. Experience includes program director, production director, music director, eight years in morning drive, talk show host, and concert promotion. Must be able to support a family on salary. Tape, resume, and references upon request. Call George at (404) 567-8242.

HELP WANTED

Telecommunications facility: Video, audio, media professionals with accredited Ph.D. and extensive professional experience needed for expanding program at Liberty University. Teach audio/video production, performing, broadcast journalism or media research/effects courses beginning August 1989. Others possible. Competitive salary and rank based upon qualifications and experience. Send resume to: Office of the President, Liberty University, Lynchburg, VA 24506-8001.

Management personnel experienced in sales for profit and non-profit stations, AM and FM in southeast U.S. Write Vernon H. Baker Family Stations, PO Box 889, Blacksburg, VA 24063.

Announcer: 50,000-watt, non-commercial, FM station is seeking applicants for an evening announcer. Position requires skills in production, news gathering and anchoring, and live air work. Send resume and air check to Director of Personnel, WBCL Radio, Fort Wayne Bible Col-

lege, 1025 West Rudisill Blvd., Fort Wayne, IN 46807. WBCL is an equal opportunity employer.

A 2800-member interdenominational church located in the midwest is looking for a director of media. Responsibilities include writing, filming and producing a weekly television program; coordinating and directing all video and audio production for church services and special events; developing new and innovative media outreach. Candidate should have communications degree with television emphasis. Please write to Box 6S, NRB, P.O. Box 1926, Morristown, NJ 07962-1926.

Success-N-Life TV ministry in Dallas seeking qualified personnel in all fields. Maintenance and operating engineers, field producers, writers, audio operators, production assistants, etc. Call personnel at (214) 620-1586 for information or write Robert Tilton Ministries, P.O. Box 81999, Dallas, TX 75381.

EQUIPMENT NEEDS

We are looking for an A-B roll editing system, switcher, and DVE to expand our children's ministry. If you can help, please call Karen at Metro Assembly of God, (718) 453-3352.

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Sheila Walsh

(CONTINUED FROM PAGE 17)

God turns away his face, but His face is streaked with tears because He does not invade our world with power only, but by sacrificial love and He understands. When we hurt, He hurts. When we cry, He cries.

We can stand up and wag our finger at the world and say, "You're a bunch of sinners, you've got AIDS because you lived an immoral life." We can do all of that, but I believe (we're to) get down on our knees as a church and as religious broadcasters and pray for this nation.

RB: Do you think the Great Commission can be fulfilled in this generation, and how much of a role do you anticipate radio and television will have in reaching this goal?

WALSH: I don't believe the world will be evangelized through radio and TV. I believe it will happen when Christians worldwide begin to pray. I think radio and TV are tremendous tools that God has given us to facilitate reaching the unreached people of the world. For Dr. Graham to be able to share the simple Gospel in London, and for that to be heard at the same time in Egypt and all across Africa, is a tremendous tool. But I still believe it will only happen when God's people genuinely humble themselves and pray, and realize that God is not looking for superstars,

He's looking for servants.

I really believe the day of the big ministry is gone, that God is going to use the church and when we as the church on a local, national, and international level, all wake up to the fact that it's not my pastor's job, it's not Billy Graham's job, it's not Pat Robertson's job, it is our privilege together, than I believe it will make a difference.

RB: What is your perception of American Christian broadcasting's effectiveness in reaching other nations?

WALSH: Some of the things I watched when I first came to America definitely would not translate well in European countries. The prosperity doctrine would not relate to people in Calcutta, it wouldn't relate to the unemployed in Great Britain, it wouldn't comfort Christians in Poland.

What we try to do on the *700 Club* is show that there are no extraordinary Christians, only ordinary Christians who realize that we have an extraordinary God. I think that translates well to any culture. We speak to many people on the program, just ordinary people like you and me, whose lives have been transformed by God and I think that gives people faith and hope and courage. One lady who wrote me from Beirut said that "Many times I feel alone, but you are my family and every day you bring me hope."

Trans World Radio

(CONTINUED FROM PAGE 16)

no access to the official broadcast media.

But that was altered when TWR began broadcasting from Monte Carlo. A clear, precise evangelical voice was spread throughout Western and Eastern Europe. Today, the European media scene is changing again. There has been a deregulation of the broadcasting industry in Western Europe.

The media is moving away from public service to commercial radio. Commercial, independently produced programming places a much higher emphasis on entertainment. European governments now feel that religious groups have a right to certain amounts of media time, so they will pay for religious programming to be aired.

But if the networks go commercial, it will mean that whatever programming

has the highest listenership will get highest priority. Religious programming will probably be all but eliminated from local commercial broadcasting stations throughout Europe.

Since the spiritual situation in Europe is as desperate as ever, TWR will continue to play a major role in the next decade by touching the lives of both Christian and non-Christian audiences. Its AM broadcasts will continue to be important because that radio band is so convenient, and it is used by so many people.

TWR would then devote its shortwave broadcast time almost exclusively to Eastern Europe, where churches have no official access to the public media. In addition, TWR is seeking to increase the number of languages to Soviet Central Asia in order to reach hidden people groups before the year 2000.

Marion L. Tunis is the editor of *TWR Magazine* in Chatham, N.J.

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LATE NEWS

SOUTHWEST CONVENTION PLANS WORKSHOPS; DEBATE

The NRB Southwest Chapter convention, July 19-21, will convene at the Harvey Hotel in Dallas, Texas. Speakers include Bill Murray, Dave Breese, John Ankerberg, and Bob Larson. Workshops include "Big Bucks from No Numbers," "Can We Talk? Christian Radio's Hot New Format," "The Top Five Mistakes Christian Radio Is Making and How to Correct Them," and "Telemarketing — Bugging or Blessing People?" Ankerberg will tape his program at the convention for later airing. The program will feature a debate entitled "Reconstructionism — Evangelicals Who Disagree." There will be a "Big Texas Barbecue," and early registrants will be in the drawing for a prize — western boots or a big day in "Big D."

SPEAKERS ANNOUNCED FOR SOUTHEAST CONVENTION

Speakers have been announced for the NRB Southeast Chapter convention in Asheville, N.C. Steve Brown of Key Life Network in Key Biscayne, Fla., T.W. Wilson, special assistant to Billy Graham, and Pastor Ross Rhoads of Calvary Church in Charlotte, N.C., will deliver key addresses. The August 30 - September 1 convention will be held at the Great Smokies Hilton Resort. Attendees will also tour the nearby Biltmore Estate, radio stations WFGW/WMIT, the Billy Graham offices, and the newly opened Cove Conference Center.

EARLY REGISTRATION IS UNDER WAY FOR NRB '90

NRB executive director Ben Armstrong announced that the "early bird" registration for NRB '90 has begun. Those who take advantage of early registration will save in registration costs and secure reserved seating at the convention's meal functions. An "early bird" registration packet has been sent to NRB's mailing list. The 47th Annual Convention and Exposition of NRB, to be held in Washington, D.C., will feature more than 50 workshops and is scheduled to begin Saturday, January 27, at 1:30 p.m. The event closes with the Anniversary Banquet on January 31.

DATES ARE SET FOR NRB EXECUTIVE COMMITTEE

The NRB Executive Committee will meet this month at the Hyatt Regency O'Hare Hotel, Chicago, Ill. The meetings are slated for June 24 and 25.

ZIMMERMAN TO KEYNOTE PENTECOSTAL CONFERENCE

NRB Executive Committee member Thomas F. Zimmerman will deliver the keynote address at the 15th Pentecostal World Conference, which will be held September 27 - October 1 in Singapore. Other speakers include Jack Hayford, pastor of the Church-on-the-Way in Van Nuys, Calif.; Reinhard Bonnke, evangelist with Christ for All Nations of Frankfurt, Germany; and Paul Yonggi Cho, pastor of the 600,000-member Yoido Full Gospel Church in Seoul, South Korea.

GROUP PLANS 1990 AS YEAR OF BIBLE READING

The Washington, D.C.-based International Bible Reading Association, endorsed by a coalition of Christian leaders, has declared 1990 to be the International Year of Bible Reading. The coalition expects a Congressional resolution and a Presidential proclamation to make it official. Advisory Board members of the organization include NRB board member David Breese and NRB members Bert P. Dorenbos, D. James Kennedy, Stephen Olford, Theodore Baehr, George R. Grange II, Ed McAteer, Bob Simonds, and Jack Van Impe.

FEBC PLANS TO INSTALL ITS FIRST KOREAN FM STATION

According to Billy Kim of the Far East Broadcasting Company, the South Korean government has granted permission for his organization to install an FM radio station in the city of Taejon. The station would be the first for FEBC in South Korea. Dr. Kim said the station will reach at least three million people from its vantage point in the mountains. An office and a partial staff are already in place. Dr. Kim said he expects the station to be operational by next month.



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I am a Zambian in my third year of agriculture school here in Cuba. I have been listening to WHRI for more than a year now, but just today I decided to write you. Through your programs and music I found that Jesus Christ has been transforming my life. Please pray for me that I might be anointed with the power of the Holy Ghost.

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I started listening to WHRI the day you opened your service on December 25, 1985. I must admit, you are a unique broadcaster in the world because your programming comprises nice popular style Christian music and interesting and enjoyable teaching. That is why I join you on a regular basis, almost every night and I will be doing so in the future.

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