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The Official Publication of National Religious Broadcasters

July/August 1989



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**RELIGIOUS
 BROADCASTING**

FEATURES



The Courtship of Broadcasting and Reading 12

by Jonathan Petersen/Religious broadcasters can play a major role in the advancement of literacy in the United States by encouraging young and old alike to read.



Christian Booksellers Association Convention 14

by Paula Podgurski/CBA marks 40 years of growth with this month's convention in Atlanta, which is expected to draw 11,000 participants to the Georgia World Congress Center.



John Van Diest: Publisher of the Year 16

by Larry Libby/John Van Diest, the head of Multnomah Press in Portland, Ore., is saluted as this year's publisher of the year for promoting the written works of broadcasters.



Atlanta Rates Tops With NRB & CBA 18

Atlanta, Ga., site of CBA's 40th annual convention, has played an important role in the work of numerous NRB members who call the metro area home.

DEPARTMENTS

SIGN ON	4
NRB FORUM	7
WASHINGTON WATCH	8
EDITORIAL	10
BOOK REVIEWS	19
PROFILE: PAT BOONE	20
MEDIA WORLD/INTERNATIONAL	21
MEDIA WORLD/NATIONAL	22
NRB NEWS	24
BROADCASTERS	28
ON THE AIR	30
CALENDAR & COOKING WITH COOK	32
JULY PRAYER LIST	34
ADVERTISER LISTING	34
CLASSIFIEDS	35
LATE NEWS	36

**ABOUT
 THE
 COVER**

**Multimedia:
 The natural alliance of
 broadcasters and publishers
 is examined in this
 issue, which spotlights
 CBA '89 in Atlanta, Ga.**



**Photos: Atlanta Convention
 & Visitors Bureau and In
 Touch Ministries**

SIGN ON

The Challenge of Broadcasting



Former FCC commissioner Nicholas Johnson once said, "Television is behind everything that is wrong in America." No doubt he overstated television's impact in the U.S., but there is also no doubt that television has had a greater influence than most would believe. When you add radio and mix the impact together under the heading of broadcasting, it *has* changed the way we think and act.

A good example of the impact of broadcasting was Orson Welles' radio presentation of *War of the Worlds*, a story of a martian invasion. It was so realistic that thousands of people became hysterical and there was a near mass panic. A shocked America realized, perhaps for the first time, the power of this new thing called broadcasting.

It was during those early days that the Christian community began to realize the importance of broadcasting. Those with a vision to win people to Christ saw an opportunity to place the Gospel on the wings of the air waves and send it speeding into more hearts in a day than the apostles had reached throughout their entire lives.

Broadcasting was a way to reach beyond known boundaries, beyond locked doors and locked hearts, beyond church walls, beyond all the barriers, and into the hearts and minds of millions who needed to hear the Gospel. Fortunately, those pioneers reached out and grasped it and those of us in Christian broadcasting should be thankful for the foundation they laid.

In the last 25 years, I have seen remarkable progress. Then, there was only one Christian television station, and it was small. It was owned by Pat Robertson and was an abandoned UHF station that had been vandalized. Others such as Billy Graham, Fulton Sheen, and some less known at the time, such as Rex Humbard and Jack Wyrzten, had also begun to use television. Of course, radio had been effectively used for at least two prior decades.

But today multiplied millions tune in to Christian television programs each week. And just like commercial broadcasting is influencing America, so, Christian broadcasting is influencing this country. Its greatest influence is yet to be seen. Consider the multitudes of people who are in churches today as a result of listening to, or viewing, a Christian program.

Christians must accept the challenge of broadcasting. It is the marketplace of ideas. It is our prime source of information and is, to some degree, the framer of social values and masses. Not to be involved is to turn our back on one of the greatest resources in history that can help fulfill what Christ commanded us in Mark 16: "Go ye into all the world, and preach the gospel to every creature."

Jerry Rose
President
National Religious Broadcasters

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MacDonald's *Climb* proves challenging

Gail MacDonald is not a woman who beats around the bush. Her insights and hopes shoot out in rapid-fire succession. There is a yearning in her voice as she says, "We've got to be committed to pouring ourselves into the younger generation." In her vision for the church, she notes that if there is disregard for building our youth into strong committed Christians "It will obviously forecast a weak church in the next generation."

Raised near Wheaton, Illinois, Gail went on to attend the University of Denver. It was as a seminary student in Denver that she met and married Gordon MacDonald. She recalls that while Gordon attended seminary in Denver, they pastored a rural church in Kansas which was 170 miles away from seminary.

After leaving their Kansas congregation, the MacDonalds moved on to

wish that the reader realizes that he can endure anything when rooted in an understanding of God's purpose for his life. "He has a wonderful ability to believe the ultimate best for us," she smiles.

Guiding the reader from the bottom of the mountain, she urges him to found his life on the purpose that God is calling him to. She states her own life's purpose, and along with its biblical role model Mary of Bethany, in the opening pages of her new book:

I purpose, through the power of Christ within, to follow the example of Mary of Bethany who chose to set moods, be sensitive, and love sacrificially. Fully aware that as I serve, my own personal growth is in process, taking a lifetime, I will live patiently, relax, and enjoy the journey.

In following chapters, Gail explores our insistence on believing in the innate "goodness" of man when in actuality, we are sinful. She terms sin as a "violence in each of us" that, when left to ourselves, turns to total depravity. "When," she wonders, "is the church going to consider itself a community of redeemed sinners instead of a community of saints?"

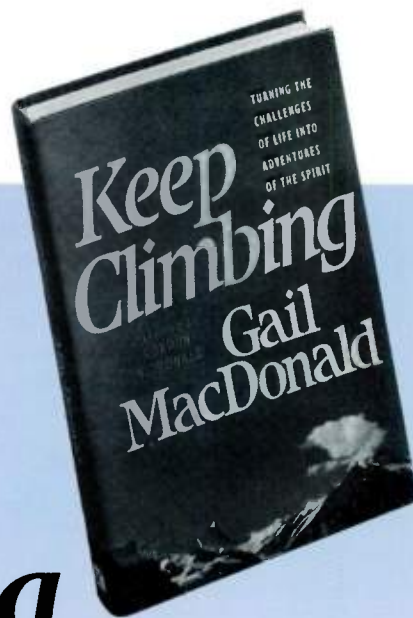


A QUIET MOUNTAINSIDE.

A STEADFAST FAITH.

Keep Climbing

by Gail MacDonald



serve in a suburban St. Louis church for 6 years, then at a church in Lexington, Massachusetts for 12½ years. They are presently serving in a congregation in New York City where Gail completed *Keep Climbing*.

In this new release, Gail binds experiences of the Christian's spiritual walk with her own physically taxing climb of Strela Pass in Switzerland. Her book is deliberately thought-provoking. It challenges the way Christians see themselves and their lives in the church, the world and in their relationships with others.

Though thoughts of writing *Keep Climbing* were filtering through her mind long before she journeyed abroad, she admits, "It was in Switzerland that the book was born."

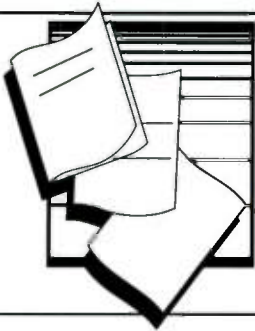
"I consider myself an encourager of women and a teacher of the Word," Gail says as she expresses a fervent

Keep Climbing will challenge and excite you as Gail MacDonald draws a vibrant analogy between our Christian walk and her journey up the Strela Pass in Switzerland. Stripping away our illusions about the character of God and the "goodness" of man, Gail urges the character of Christ to emerge in all of our lives. *Keep Climbing* is a triumphant work of faith that reflects one woman's trust in God.

Keep Climbing is available at your local Christian bookstore, or you may order by mail (U.S. and territories only). Send your check or money order for \$12.95 per book ordered plus \$1.50 for postage and handling to Tyndale D.M.S., P.O. Box 80, Wheaton, IL 60189. Prices subject to change. Allow 4-6 weeks for delivery.



Tyndale House Publishers, Inc.



NRB FORUM

Making A Sales Pitch

Dear Editor:

I would like to comment on two articles appearing in the May edition concerning Asbury and Evangel colleges. I was very impressed with the colleges' equipment for student use. I only wish I had had the same advantages when I attended a Christian college in the late 70s and early 80s. However, both colleges are missing the boat, in my opinion, when it comes to training people to work in broadcasting.

According to my Christian college education, and by reading these two articles, the thrust today is still on production and news. This scope is too limited. Look each week in any broadcasting magazine, and see who is being promoted to station manager, general manager, and head of the television/radio group. It is not production, not news, but people with sales background. These people are the ones making the decisions about what shows we see, how the news is reported, and who is accepted for advertising. These are the people to whom we must sell our show or idea.

We as Christians should be training future managers, but how many undergraduates or graduates can read and understand an Arbitron or Nielsen rating book? If we don't know how to read these, then we are going into battle unprepared!

How many of our undergraduates or graduates can use a PC (personal computer), know what a barter show is, what CMP stands for and how to figure it out, what HUT/PUT totals are and their importance to rating and share?

Stations need all types of staff members, but if we want to reclaim the broadcast industry for Christ, we must begin to teach television/radio sales to our students. We are not the only people who fail in teaching sales to our communication students. Most of today's major secular universities from Michigan State to Towson State in Maryland don't do it either.

So before they wake up, let's beat them to the punch. Let's give our students

the professional base for management. It is sales.

Timothy J. Wesolek
WNUV-TV
Baltimore, Md.

Toccoa Falls For IRB

Dear Editor:

Religious Broadcasting has been a great benefit to myself as an instructor and to my students. Your recent issue on training tomorrow's broadcasters today brought out some pertinent information for all religious broadcasters concerning the future of the industry.

Because of this information I would like to point out an omission, not only from the May issue, but from the list of colleges associated with the IRB found on page 13. As noted by our ad on page five of that issue, Toccoa Falls College does have a broadcasting major in which 23 students are currently enrolled.

Toccoa Falls is associated with the IRB and NRB, having attended both NRB '88 and '89 with a total of nine students and two professors. Professor of television Michael D. O'Brien moderated one of the IRB workshops at the recent convention, and I was a guest panelist at one of the NRB workshops. An IRB chapter was formed this spring at TFC with election of officers to be held in the fall. Already one successful fund raising event has been held to assist students in attending the NRB convention.

Thank you for your concern and correction of this omission.

Linwood A. Hagin
Toccoa Falls College
Toccoa Falls, Ga.

An Encouraged Reader

Dear Editor:

Greetings in the name of our glorious Lord and Savior, Jesus Christ! While at work yesterday, I got the opportunity to read a copy of your magazine. It was not only informative, but uplifting as well. It was a great encouragement to me.

Don Ewell
Horseheads, N.Y.

A Very Special Thank You

Dear Editor:

On behalf of Mrs. Evelyn Wyatt and the entire staff of the Wings of Healing, we wish to express our gratitude for your part in the very successful anniversary celebration. Your part was indeed appreciated and made the special luncheon especially meaningful for Mrs. Evelyn Wyatt on her Silver Anniversary.

We thank you for your consideration and interest by endeavoring to be a part of this celebration. It was a special time of fellowship with the staff and special friends who have been a part of the ministry of the Wings of Healing for these many years.

T.R. Wyatt
Century Advertising Agency
Montebello, Calif.

From North Of The Border

Dear Editor:

Thank you for your interest in our fledgling school. I would like to get a copy of the May issue of *Religious Broadcasting*. What is the cost of membership in NRB and benefits? I would (also) like to get copies of *Air To The Kingdom*. Can you refer us to other good books that would make good textbooks or additions to our library?

Somewhere along the line we'd like to be instrumental in forming a Canadian association of Christian broadcasters, meeting the needs of radio broadcasters who have been neglected by the television ministries. God bless.

W. Patrick Bestall
Christian Institute of Broadcasting
London, Ontario

Editor's Note: Depending upon supply, back issues of Religious Broadcasting are available at two dollars per copy. Membership information and materials are being mailed to you. For book information, please feel free to contact Marj Stevens, c/o NRB, P.O. Box 1926, Morristown, N.J. 07962 or call (201) 428-5400.

WASHINGTON WATCH



FCC Cracks Down on Abuse of Settlement Payments

by Richard E. Wiley

In a move designed to deter abuse in the license-renewal process, the Federal Communications Commission has imposed significant restrictions on settlements between broadcasters and challengers in comparative renewal proceedings. In addition, the agency has proposed further changes in license renewal standards to inhibit protracted litigation between competing parties.

The FCC acted out of concern over the size and frequency of settlement payments made by broadcasters to parties who repeatedly challenge license renewal applications. Both the broadcast industry and the Commission have been troubled by indications that an increasing number of challenges stem from less than bona fide applicants.

Some critics have even charged that many license challenges are thinly veiled attempts at extortion by parties who are primarily motivated by the prospect of financial gain rather than by the opportunity to serve the public interest through station ownership.

As a remedy, the FCC announced four new restrictions on settlement payments in the comparative renewal context. The changes reflect the agency's determination that challengers may recover "reasonable and prudent expenses," but that large, often groundless settlements should be discouraged.

First, once a renewal is designated for hearing, no settlement payments may be made in return for the withdrawal of the competing applicant before an initial decision is released. Thereafter, payments are limited to the legitimate and prudent expenses of the withdrawing applicant.

Second, parties who withdraw petitions to deny may be paid only the expenses they have incurred in connection with the petition.

Third, the Commission eliminated a rule which allowed competing ap-

plicants in a comparative renewal proceeding to presume that they could acquire the incumbent licensee's transmitter site. This rule, known as the *Cameron* doctrine, relieved the competitor of the duty to file engineering data as otherwise required in the license application.

Finally, citizens' agreements reached in exchange for the withdrawal of petitions to deny will now require prior approval by the FCC. This rule is designed to ensure that the agreements are in the public interest and do not conflict with the "reasonable and prudent expenses" standard.

The agency emphasized its belief that citizens' agreements generally serve the public interest by encouraging a dialogue between broadcasters and the public and by providing a dispute-resolution mechanism. However, the FCC said it had concluded that settlements of petitions to deny are occasionally misused as "disguised methods of paying off nonlegitimate petitions."

Consequently, the Commission will now review all citizens' agreements on a case-by-case basis under the public interest standard.

Court Decision Clouds FCC's Minority Ownership Policies

As noted in May, the U.S. Court of Appeals for the District of Columbia Circuit struck down the Commission's rules permitting distress sales of broadcast stations to minority-controlled interests. Shortly after the release of that decision, *Shurberg Broadcasting of Hartford, Inc., v. FCC*, a different three-judge panel of the same Court upheld the agency's rules regarding minority preferences in comparative hearings (*Winter Park Communications, Inc. v. FCC*). The conflicting decisions have set the stage for review by the full D.C. Circuit and possibly by

the Supreme Court.

In the *Winter Park* case, the majority of the Court found that consideration of minority preferences as one factor in a comparative hearing was not unconstitutional. The Court cited an earlier decision, *West Michigan Broadcasting Co. v. FCC*, which found that "the FCC's use of an enhancement for minority status 'easily passes constitutional muster.'"

Winter Park arose out of a comparative hearing for a new television station in Orlando, Fla. The FCC awarded the construction permit to Rainbow Broadcasting Company, which received a substantial preference because of its 90 percent Hispanic ownership participation. The losing applicants (as well as the Department of Justice in a friend of the court brief) challenged the use of minority preferences as a violation of the equal protection clause of the Fifth Amendment.

The Court, however, upheld the FCC's actions. The majority concluded that the minority-preference standard contained no "unyielding racial quota," which the Supreme Court has rejected, and noted that "minority ownership is simply one factor among several that the Commission takes into account in the award of broadcast licenses."

The Court also heavily relied on Congress' express approval of the minority-preference policies in the broadcast industry. Given the apparent split in the D.C. Circuit on these cases and the possible conflict with Supreme Court precedent, an appeal appears likely.

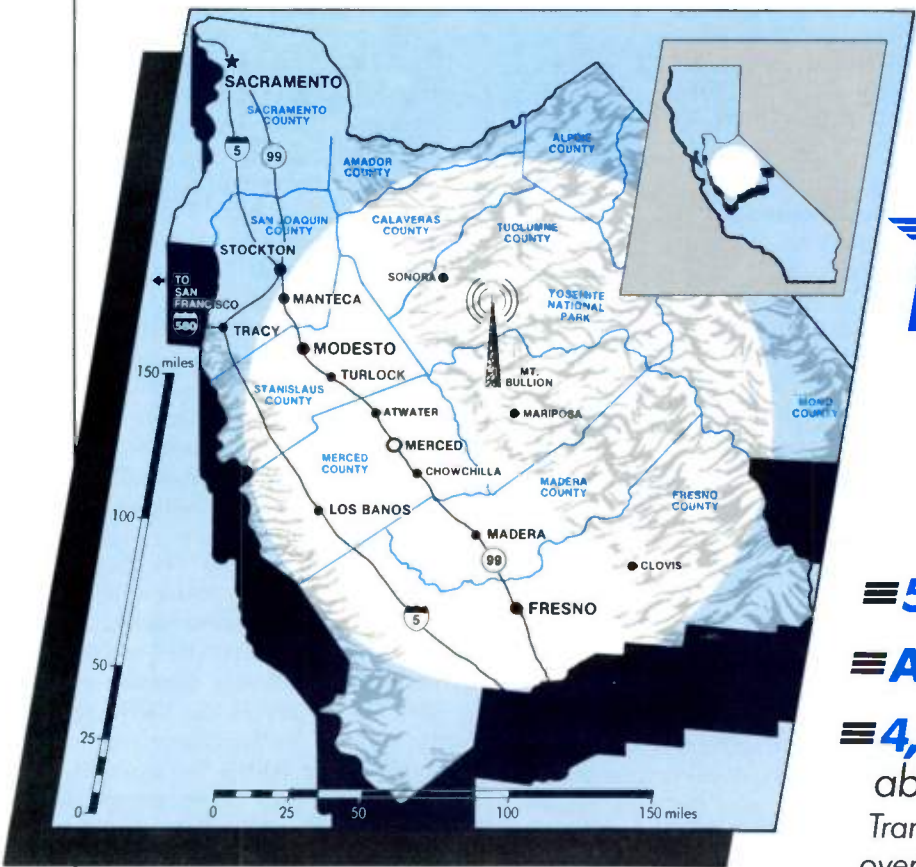
Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein and Fielding, is a former chairman of the Federal Communications Commission. He is General Counsel for the National Religious Broadcasters. He was assisted in preparing this article by John C. Hollar, an associate in Mr. Wiley's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

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Then-NRB president Eugene R. Bertermann speaks during the 1967 Convention at Chicago's Palmer House. To his right is former Assemblies of God general superintendent Thomas F. Zimmerman, while Ben and Ruth Armstrong are on Dr. Bertermann's left.

Through The Years With NRB

by Ben Armstrong



National Religious Broadcasters was founded in 1944 by the National Association of Evangelicals (NAE) to protect the rights of religious broadcasters. At a meeting in Columbus, Ohio, the NAE, only a year old itself, formed NRB as its "broadcast arm."

The first step of the newly formed NRB was to establish a Code of Ethics. This code in its rather simplified form has only been slightly changed to its present state. The following were elected as first officers of NRB: President — Dr. William Ward Ayer, New York, N.Y.; Vice President — Dr. Clinton H. Churchill, Buffalo, N.Y.; Secretary — Rev. Dale Crowley, Washington, D.C.; Treasurer — Dr. David J. Fant, New York, N.Y.

In a doctoral dissertation on the subject of NRB and the availability of commercial radio time, written in 1958 at the University of Illinois, Dr. Lowell Saunders said: "One of (NRB's) chief concerns was the state of religious broadcasting, especially in view of the announcement of the Mutual Broadcasting System that it planned to stop the sale of radio time for religion."

Dr. Saunders stated that "NRB came into existence for the intended purpose of protecting the interests that the NRB perceived to be in jeopardy, because of alleged misrepresentation and suspected pressures of the Federal Council of Churches against evangelical broadcasters."

Access and Excellence

The purposes of NRB were "access to the airwaves for the proclamation of the Gospel" and secondly, "striving for excellence for the improvement of religious broadcasting." To further these purposes, NRB began holding an annual convention from its earliest days.

By personal visits and hosting of the Federal Communications Commission at an annual luncheon, NRB contended for its purposes of access and excellence. NRB has honored two FCC chairmen over the years: Rosel Hyde and Richard Wiley. Chairman Hyde has attended every convention since its conception, except when NRB moved to Chicago for its annual meeting in 1967.

In the 1940s, Chairman Hyde helped NRB formulate its bylaws and code of ethics. Chairman Wiley of the firm Wiley, Rein and Fielding, Washington, D.C., received the Distinguished Service Award in 1977. Chairman Wiley not only has supported the principles of NRB, but has served effectively as its general counsel since his retirement from the FCC.

In the Kitchen

What was it like when I became executive secretary of NRB in September 1966? First of all, it was a part-time arrangement with my kitchen table in Madison, N.J., as the headquarters office. Louise Aichele, a volunteer from Long Hill Chapel in Chatham, N.J., served as my first secretary. At my first convention my wife Ruth was the only woman present. They thought she was the pianist who had come to play for the convention.

In the early days the annual attendance was modest. In 1967 we held the convention at Chicago's Palmer House. It was the only time that NRB has ever met outside of Washington, D.C. A record-breaking snowstorm in Chicago kept many of the delegates overnight at the airport, stranding many others on the roads.

After that year, Washington became established as the site of the annual convention, partly because of its center as the

home of the FCC and the seat of government. Our association has indeed caught the attention of the FCC, White House, and Congress.

NRB's history shows that the annual Congressional Breakfast has drawn many from the Senate and the House of Representatives. The annual FCC Luncheon has hosted many from the Commission. The annual Presidential session has featured speakers such as Gerald Ford, Jimmy Carter, Ronald Reagan, and George Bush.

In the early days NRB was originally made up of radio program producers. When I became executive secretary in 1966, we began to add station owners and operators — first radio stations, then television stations became members. Now there is a parity between stations and program producers.

What was it like in 1967? No blacks or Hispanics were present. Now NRB features strong active committees such as the Black Broadcasters (BNRB) and the Hispanic Broadcasters Committee (HNRB). On January 29, the NRB convention session on Sunday afternoon sponsored by the BNRB for its Black Gospel Concert drew more attendees than any other plenary.

How times have changed! In 1967 there was no one from outside the United States. Last January, 600 delegates attended the NRB International Banquet from overseas. Who said religious broadcasting was an American phenomenon? In a sense NRB has agreed with John Wesley who said, "The world is my parish."

Ben Armstrong has been executive director of NRB since 1966. His last editorial as executive editor of *Religious Broadcasting* will appear in the September issue.



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*FCC approval pending

The Courtship of Broadcasting & Reading

by Jonathan Petersen

Why is the U.S. illiteracy rate four times higher than the Soviet Union's and five times higher than Cuba's?

Why can't 33 million Americans read above the ninth-grade level?

Why do only three-out-of-ten Christians visit a Christian bookstore?

The statistics are appalling. Sixty million Americans can't read or they don't want to read. Christian broadcasters have the opportunity to take the lead and become involved in the war on illiteracy.

Congress has declared 1989 The Year of the Young Reader; a time to emphasize the importance of reading, to spark a reading habit among Americans, to instill in children and their parents an enjoyment and love of reading, and to restore reading to a place of pre-eminence in personal lives and the life of the nation. This year's slogan is "Give Us Books, Give Us Wings," expressing the mind-opening quality books offer and the personal growth they bring.

It is through reading the Bible and

good books that horizons are expanded, spirituality is strengthened, discipleship deepened, commitment shaped. As Christians, we are people of the Book. Our faith is developed through God's written word. Ours is a literary faith. People must read, and must be encouraged to read, if they are to grow in their walk with God.

It is important that Christian broadcasters identify themselves with the fight against illiteracy and for increased reading. Your audience will recognize your concern and will be grateful.

Just as news reporting is vital to help your audience shape a proper world view, so is emphasizing the practice of reading. Books help develop a Christian's maturity. Radio is perhaps the most compatible with reading; both are an intensely personal form of communication. The announcer speaks directly to one listener and the book speaks directly to one reader at a time. But television should also emphasize the importance of reading. We must reclaim today's youth by teaching them to be readers — not only viewers.

The possibilities for your involvement are many. Every day announce your support of The Year of the Young Reader. Include it with your station ID spots or with weather reports. Read a book, chapter by chapter, on the air (requesting prior permission from the publisher). Interview authors regularly by phone or in the studio. Produce PSAs

Literacy Facts

- » Estimated 1985 sales of Christian publishers (not including broader religious publishers) totaled \$1.8 billion. Since 1975 sales have increased at an annual rate of 10.4%.
- » 31% of the U.S. population buys an average of four religious books a year.
- » There are over 8000 religious bookstores in the U.S.
- » 7 out of 10 adults (69%) are church or synagogue members.
- » Of all books readers, 82% say they read to acquire knowledge, 71% for pleasure, 28% for religious reasons (multiple responses were allowed).
- » Over 27 million Americans cannot read. They cannot read medicine labels, street signs, restaurant menus, or restroom signs.
- » Another 33 million people read beneath the ninth-grade level ("functionally illiterate") — unable to read and comprehend job instructions, newspaper editorials, or the U.S. Constitution.
- » 44% of adults never read a book in the course of a year.
- » Average middle-school age children read books for pleasure for no more than five minutes a day.
- » The U.S. school dropout rate is 27% (Japan's is 5%).
- » 81% of U.S. colleges and universities have to provide remedial reading courses for freshmen.
- » 10% of Americans read 80% of the available books.



Photos courtesy of Heritage Ministries

encouraging people to read more. Regularly review books on the air.

Interview your viewers and listeners on how books have changed their lives and run the tape as PSAs. Encourage the reading of the Bible (many former illiterates say they were motivated to learn to read by their overwhelming desire to read the Bible). Offer books as premium incentives to donors.

Another event you can key in on is National Religious Books Week, November 5-11, sponsored by Zondervan Publishing House. This week is designed to commemorate the life-changing effect of religious literature and to encourage the reading of religious books, which are already a popular category for book buyers.

According to Gallup surveys, religious books rank fourth of all non-fiction books purchased; reference books are first, followed by autobiographies and history books. Of all non-fiction gift books purchased, religious books rank second, preceded only by autobiographies.

Parents in your audience need to realize that the care and nurture of their children includes the practice of reading — family devotions, Bible reading, and good books read aloud.

In her best-selling book, *Honey for a Child's Heart* (Zondervan), Gladys Hunt says, "The goal of family Bible reading is to teach children to think biblically, squaring up our thinking with what the Bible says about God, man, sin, redemption, human need, righteousness.

"Parents who read widely together with their children are going to be those

who most influence their children, who have the largest world view, who have an uncommon delight in what is good and true and beautiful. Reading aloud to your family or another person brings closeness from a shared experience, a bond of appreciation of good writing, and the chance to learn together what is good and true."

This year, work with Christian publishers in promoting The Year of the Young Reader and National Religious Books Week. Your audience will appreciate you for it.

Jonathan Petersen is the director of media relations for the Zondervan Publishing House in Grand Rapids, Mich.



For answers see page 5

CBA '89

Christian Booksellers Association Convention

There is something significant about the number 40 in God's timetable: the Israelites' journey to the Promised Land, Moses' "training program" in the desert, and the Biblical association of the number with a new generation.

This year's annual Christian Booksellers Association (CBA) convention is also significant. For the last 40 years, CBA has focused on building a solid foundation for long-term growth in the Christian book-selling industry. Given the Association's resources, CBA is not asking, "Where will the next 40 years take us," but "Where will we take the next 40 years?"

Small Beginnings

CBA's first convention in 1950 was held at Chicago's LaSalle Hotel with 279 registrants and 48 exhibitors. Bill Moore, then Moody Press' assistant director, recalled that "several suppliers and booksellers met to discuss the idea of starting an association for booksellers. Right away, we decided to try and schedule a convention."

Ken Taylor, director of Moody Press at the time, said he was "scared to death that the whole thing would flop." The first convention, though small by today's standard, was a success. The 279 booksellers voted unanimously to establish a national Christian booksellers association.

By 1952, more than 700 Christian bookstores had opened across the country. Moore was named executive secretary and Dale Johnson president of CBA, which was housed in donated Moody Press offices. John Fish, then-manager of Scripture Press Bookstore in Chicago, was selected to edit CBA's *Advance*, a monthly four-page newsletter.

In 1953 the *Suppliers Directory* first appeared.

During 1959, CBA moved from its "temporary" donated offices of ten years to a new home on W. Chicago Avenue. The second executive secretary, John Bass, took office in September 1965. Three years later, a 24-page magazine called *Bookstore Journal* first appeared. By 1974, the magazine had a distribution of 1000.

CBA continued its steady course of growth to its present number of over 3000 bookstore members and about 700 associate members (suppliers). CBA has ten chapters around the world: the U.S., Canada, the United Kingdom, South Africa, Nigeria, Singapore, the Philippines, India, Australia, and New Zealand.

Atlanta Meeting

This year's 40th annual CBA convention, held at the Georgia World Congress Center in Atlanta, requires 275,000 square feet of exhibit space, 100,000 in meeting space, and 3000 hotel rooms on the busiest night. More than 350 exhibitors will be on hand as 11,000 people from across America and over 30 foreign countries are expected to attend.

The six-day event begins Saturday, July 8, with registration, workshops, and a concert entitled "A Night to Remember," which will focus on early contemporary Christian artists of the sixties and early seventies. Phil Driscoll, the Bill Gaither Trio, Dino Kartsonakis, and John Fischer will be among those featured.

Seventeen workshops and 15 idea exchanges are planned for the week, in addition to daily sessions with speakers

that include Charles Stanley, speaker on the radio and television broadcast *In Touch*; Randall Terry, president of the pro-life organization Operation Rescue; and Frank Peretti, author of *This Present Darkness*. Author Rebecca Manley Pippert will speak at a women's luncheon on Thursday.

The 40th annual banquet, held Thursday evening, July 13, features Gordon MacDonald as speaker and recording artists Twila Paris, Lamelle Harris, and The Cathedrals.

Bill Anderson, president of CBA, says attendees "look to the convention for spiritual nourishment, renewing old friendships, making new acquaintances, and enjoying fellowship that's both supportive and enlightening."

"Industry observers have commented that retailers who attend the convention advance their businesses three to six years because of the industry perspective, greater awareness, and enlarged vision they receive by participating," adds Anderson.

"We are committed to taking our members to new heights of professionalism, effectiveness, and success in their business/ministries," continues Anderson. "At this convention, we are not only celebrating God's faithfulness throughout our 40-year history, but also committing ourselves, our hearts, our abilities, our plans, and our opportunities to Him so that together we can accomplish infinitely more in the next 40 years!"

Representing National Religious Broadcasters at CBA '89 will be NRB executive director Ben Armstrong and Expo director Mike Glenn.

Paula Podgurski is the assistant editor of *Religious Broadcasting*.



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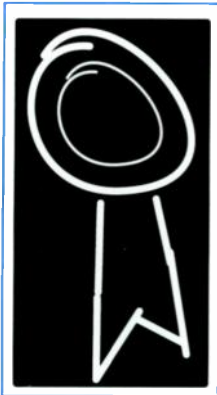
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PUBLISHER OF THE YEAR

John Van Diest

by Larry Libby

John Van Diest spent the first ten years of his life on a 110-acre dairy farm nestled in the mountains north of Seattle, Wash.

When Van Diest was ten, the family was encouraged to go to church by the community's school bus driver — who also happened to pastor in nearby Lyman. Within a year the whole family came to faith in Christ. Soon after, Van Diest's father sensed God's call to ministry. They sold the farm and moved to Chicago, where the elder Van Diest enrolled at Moody Bible Institute.

Completing his training, Van Diest's father moved the family back to the Pacific Northwest, where he founded the Portland (Ore.) Rescue Mission. The three Van Diest children attended Multnomah School of the Bible.

It was at Multnomah that Van Diest met and later married Pat Robertson, a nurse from Montana. After graduating, Van Diest attended Lewis and Clark College in Portland, and then — with a wife and three children in tow — moved to Texas to attend the Dallas Theological Seminary.

After earning a Masters Degree in Theology, Van Diest and his family returned to Portland where he became Christian education director at Central Bible Church. Several years later, Van Diest approached a major career crossroads. Deeply involved in guiding Central's music, Christian education, and camping programs, Van Diest now found himself considering an opportunity with implications he didn't begin to understand. Multnomah's president asked him to assume responsibility for the college's literature ministries: ten Portland-area Christian bookstores and a fledgling publishing division.

As Multnomah Press has grown over the past 15-plus years, Van Diest's

vision for the ministry of Christian literature has broadened well beyond the borders of America.

During 1984, he participated in a joint effort by American Christian publishers and booksellers to assist the Nigerian church in developing its own literature program. In 1985 and 1987, Van Diest's represented the Evangelical Christian Publishers Association at the Moscow International Book Fair in the Soviet Union. This September, he will help man Multnomah's own booth at the fair. Multnomah will also take part in the NRB '90 Media Expo next January.

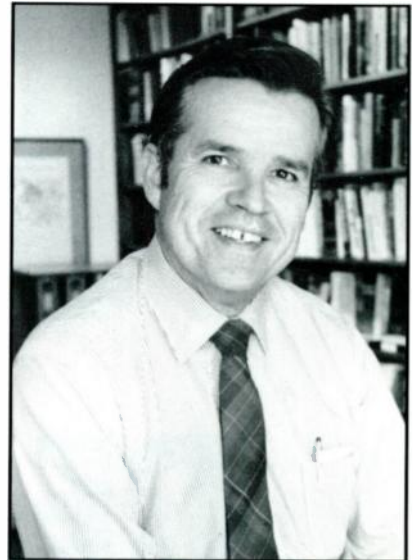
Since its inception, Multnomah Press has maintained ties with Christian radio, providing Multnomah's founder John G. Mitchell with printed outlines for his *Know Your Bible Hour* broadcasts. Soon after Charles Swindoll launched *Insight for Living*, Multnomah began a long-term publishing relationship with the California pastor.

An integral part of John Van Diest's publishing philosophy includes "coming alongside" Christian communicators with literature support in order to broaden their respective ministries.

In addition to Mitchell and Swindoll, Multnomah has participated in the ministries of Christian broadcasters such as David and Karen Mains, David Hocking, James Dobson, Kay Arthur, and Joni Eareckson Tada.

While Van Diest appreciates the power and breadth of Christian broadcasting, he will argue — with a smile — for the depth of Christian literature. He has dedicated his life and career to produce such literature to exacting standards. Christian broadcasters have been creatively helped because of it.

Larry Libby serves in the Editorial Department of Multnomah Press in Portland, Ore.



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An integral part of John Van Diest's publishing philosophy includes "coming alongside" Christian communicators with literature support in order to broaden their respective ministries.

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Atlanta Rates Tops With NRB & CBA



The restored Civil War-vintage cannons in Grant Park (named for Atlantan Lemuel P. Grant) contrast with Atlanta's modern skyline that includes the cylindrical shaft of the world's tallest hotel.

(Photo courtesy of Atlanta Bureau & Visitors Bureau)

It seems fitting that the Christian Booksellers Association should choose Atlanta, Ga., as the site of its 40th anniversary convention. Besides the general attention the city has received as an "up and coming area" for both residents and businesses, Atlanta is the hub of several important broadcasting ministries.

NRB member Charles Stanley, pastor of Atlanta's First Baptist Church, is speaker on the *In Touch* radio and television broadcasts. The weekly 60-minute programs feature the worship services at First Baptist and are heard on approximately 100 television and 450 radio stations. The radio broadcast is also aired in a half-hour format.

Dr. Stanley, a long-time member of NRB, will be one of the main speakers at NRB's 47th Annual Convention and Exposition next January.

Norman Plunkett, director of communications for *In Touch*, served a two-year term as president of the NRB Southeast chapter, which was founded in Atlanta by Jimmy Waters. Waters, a pastor in Macon, also served as chaplain for the Georgia State Police and as a board member of the Southern Baptist Radio and Television Commission. In addition to founding the Southeast chapter, Waters served two terms as a member of the NRB executive committee and is a current member of the board of directors.

The current president of the

Southeast chapter is Edna Edwards, general manager of WFGW/WMIT-AM, in Black Mountain, N.C.

Another Christian broadcaster from Atlanta is Richard Lee, speaker on the nationwide radio and TV program, *There's Hope*, and pastor of Rehobeth Baptist Church. Author of *The Unfailing Promise*, Dr. Lee's latest book is entitled *Miracles Still Happen*.

Dr. Lee says he wrote the book "to look at the miracles of the Bible in a refreshingly new way . . . to reveal the miracle within each miracle that so many have overlooked for so long." He received the NRB Award of Merit at the 1988 NRB convention.

Other NRB members in the Atlanta area include Christian Financial Concepts, Good News Communications, Marietta's Roswell Street Baptist Church, Christian World Communications and Gore Broadcasting (both of Roswell), Smyrna's Wallace & Associates, Life Line Ministries in Lilburn, Doraville's Christ Fellowship of Atlanta, Showers of Blessings Ministry, Atlanta's Church of God in Christ, Believers' Bible Ministry, The Bible for You, and Family Concerns, Inc.

Christian radio stations in the area include: KWAM-AM/KRNB-FM, Stone Mountain; WVEV-FM, Cumming; WSPZ-AM, Douglasville; and WOAK-FM, LaGrange.



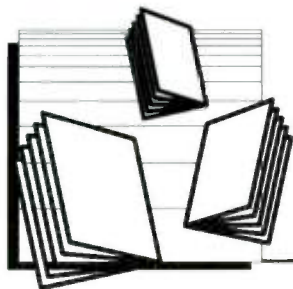
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BOOK REVIEWS

Dear Family by Edith Schaeffer Harper & Row

Edith Schaeffer has reached countless readers with over one million copies of her books having been sold in the United States alone. In this latest work, she continues the moving and inspiring story begun in *With Love, Edith*.

Dear Family takes readers through the turbulent and triumphant quarter-century of L'Abri, the well-known Christian community begun by Edith and her late husband, Francis Schaeffer. We see L'Abri come fully into its own as a global fellowship of Christians.

Presented through Edith's wonderfully warm and insightful letters to friends and relatives, *Dear Family*

invites readers to join this remarkable Christian couple, to witness with them the rewards of lives dedicated to the service of Jesus Christ, and to appreciate more fully the spirit of their message that continues to speak so profoundly to so many. As she writes to her L'Abri family scattered around the world, Edith shares with readers how to apply God's word to every situation.

Edith Schaeffer, author, counselor, and speaker, has written 12 books, including *L'Abri*, *Christianity Is Jewish*, *Commonsense Christian Living*, and *Lifelines*. She lives in Rochester, Minn., where she is actively involved in the work of L'Abri.

Restoring Fallen Leaders by Jack Hayford Regal Books

How should the Church respond when its leaders fall into sin? Is it enough that they repent and are forgiven? In this straight-forward, yet

compassionate message, Jack Hayford says, no, because forgiveness is not the only requirement for restoration. This book emphasizes that restoration is a process that takes time.

Dr. Hayford assures that submission to the discipline of time is not for purposes of punishment or revenge, but for healing and mending. Dr. Hayford is senior pastor of The Church on the Way in Van Nuys, Calif., and is host and speaker on television outreaches of Living Way Ministries.

Mass Media Religion: The Social Sources of the Electronic Church by Stewart M. Hoover Sage Publications

In the last few years there has been increased interest in electronic church ministries as television evangelists have come under considerable scrutiny. Whereas previous writings on the electronic church have focused primarily on the size and significance of the audience and the political impact of the programming, Stewart M. Hoover considers the phenomenon in a social and cultural context.

In *Mass Media Religion*, Hoover deftly explores such issues as: the role of the media in the neo-evangelical movement and the influence of religious broadcasting on religious consciousness. After reviewing the historical origins and recent revitalization of the fundamentalist and neo-evangelical movements, the author examines the historical development of the electronic church.

The Spark That Ignites by Robert Coleman World Wide Publications

The best-selling author of *The Master Plan of Evangelism* now offers an exciting new book for the church.

Dr. Coleman focuses on the meaning of revival — what it is and how it comes. We are shown the need for a renewal in our personal lives and in the local church. In this practical guide, Coleman offers step-by-step guidelines for fostering revival in local churches today.

The study questions following each of its eight chapters make *The Spark That Ignites* ideal for revival-minded Bible study groups.

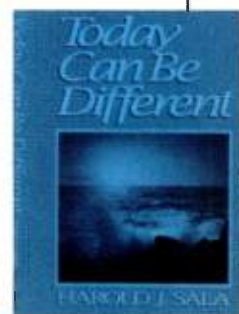
Just as the Great Commission is the responsibility of the entire church, *The Spark That Ignites* is a book that should be read by everyone in the church.

Today Can Be Different by Harold J. Sala Regal Books

Today Can Be Different offers a way to get into God's Word every day. It is a compilation of 365 short, positive, uplifting guidelines for daily living.

Representing some of the most requested selections that Harold Sala wrote and broadcast during his 25 years on the airwaves with his daily *Guidelines* radio program, these brief readings are designed for today's busy Christian and are certain to strengthen your faith in God.

Since 1963, Dr. Sala has served as founder/director of Guidelines, Inc., an international multimedia ministry. The holder of a Ph.D. in English Bible from Bob Jones University, Dr. Sala is the author of more than a dozen books and other publications. *Today Can Be Different* is his second Regal Book.



PROFILE:

Pat Boone

Always A New Song of Success



Success in the entertainment world is an elusive commodity and its key lies not merely in attaining stardom, but in staying up there over the long haul. Pat Boone has been eminently successful.

Statistics published by *Billboard* magazine illustrate Boone's success vividly. He set an all-time record by staying on the charts with at least one song for more than 200 consecutive weeks. His *Love Letters In the Sand* alone remained on the charts for 34 consecutive weeks. On the sales end, Boone has sold more than 45 million records, has 13 gold discs, two gold albums, and a platinum record denoting three million sales.

A descendant of Daniel Boone, Pat was born Charles Eugene Boone in Jacksonville, Fla., on June 1, 1934. His family moved to Nashville, Tenn., when he was a year old and his parents still live in the same house where the four Boone children were raised.

Boone and wife Shirley met as students at David Lipscomb High School in Nashville. An excellent student and a four-letter man, Boone was student body president, captain of the baseball team, and served on the school newspaper.

The Boones were married during his first year at David Lipscomb College. They moved to Denton where the first of their four daughters was born. In 1958, Boone graduated magna cum laude from Columbia University in New York.

Two years before his graduation, Boone signed a million dollar contract with 20th Century Fox and subsequently starred in some 15 motion pictures, including such hits as *Bernadine*, *April Love*, *All Hands On Deck*, *State Fair*, *Mardi Gras*, *Yellow Canary*, *Journey to the Center of the Earth*, and *The Main Attraction*.

That same year, the American Broadcasting Company signed Boone to his first television series, *The Pat*

Boone Chevy Showroom, making him the youngest performer on the air with his own network show.

Another dimension to his career has been his successful role as an author. Boone's first book, *Twixt, Twelve and Twenty*, a guide to teenagers, sold more than 800,000 copies. Other books include *Between You, Me and The Gatepost*; *The Real Christmas*; *The Care and Feeding of Parents*; *A New Song*, which has gone over the one million mark and been published in at least five languages; *A Miracle A Day Keeps the Devil Away*; *Joy*; and *My Brother's Keeper*.

The first book written by Pat and Shirley together came out in the 70s and was entitled *The Honeymoon Is Over*. Since that time they have also written *Together: 25 Years With the Boone Family*. Boone's book *Pray To Win* was written at the request of G. P. Putnam, a secular publishing house, which wanted a book with Christian principles for the secular man.

A Radio Pioneer

What religious broadcasters have not done to secure national commercial sponsorship, Boone has accomplished. Over one million dollars has been spent sponsoring the *Pat Boone Show*, a 60-minute syndicated contemporary Christian music program. The program has won seven Angel Awards since its inception in 1983.

The *Pat Boone Show* is presently heard on more than 180 radio stations around the U.S. and the world. It is the only nationally-syndicated Christian radio program with secular as well as Christian sponsors. Sponsors include Bayer Aspirin, now in its seventh consecutive year as sponsor, Dayspring Greeting Cards, Compassion International, Be-Alive, Ratha, the Thompson Chain Reference Bible, and Uni-vite.

For the last several years, Boone has been the spokesman, national chairman, and host of the Easter Seal Society Telethon. Each year the final tote of the telethon has exceeded the year before. Boone works all year for the organization, making appearances at Easter Seal Centers, conventions, and granting personal interviews.

Apart from his own production companies, he is also president of KDOC-TV in Orange County, Calif. One of his greatest thrills in his life right now is spending time with his 13 grandchildren.

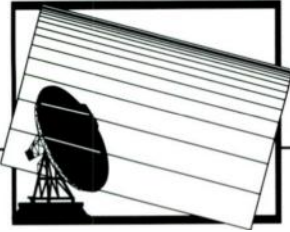
A Song for the Unborn

Some years back Boone wrote and recorded a song entitled *Let Me Live*: the anthem of an unborn child. For years he has felt the unborn child never had a voice regarding the abortion crisis, and in order to try and change people's thinking about abortion, this meaningful song was recorded and videotaped. It was also featured at the 1986 NRB convention.

Various branches of the Right to Life League have "adopted" this song for their cause. Boone has also written, recorded, and videotaped a follow-up entitled *A Better Way*. For years, Boone has been an active member and supporter of Jack Hayford's Church On The Way in Van Nuys, Calif.

Last summer, Boone, Deniece Williams, The Imperials, Kim Boyce, and Johnnie Wilder went on the road with Gospel America Tour 88. Besides playing at Six Flags Over Texas, Six Flags Over Georgia, and The Sternwheel Regatta in Charleston, W. Va., the tour appeared at many churches and state fairs. Plans for another Gospel tour are being discussed.

Boone's international interests have included many tours to Israel which he organized because of his love for Israel and the Jewish people.



MEDIA WORLD INTERNATIONAL

Sumrall Pleased By Response To The Gospel In The USSR

SOUTH BEND, Ind. (NRB) — Fifteen pastors and laymen from the U.S. and Scandinavia accompanied



Lester Sumrall

LeSea Broadcasting president Lester Sumrall on a week-long trip to Finland, Sweden, and the USSR in April. The trip was sponsored by LeSea Global's Feed the Hungry.

The group took part in conferences in Leningrad and Tallin, Estonia. According to Dr. Sumrall, many people came from as far as Siberia and Armenia: "Never have I seen so many humans in such limited space, but there was no pushing or shoving. They stood for hours. And never have I seen such intensity of love flowing from their hearts. Theirs was total dedication, far exceeding what one would see in the western world."

Dr. Sumrall said his latest trip to the USSR "stands in stark contrast to what I experienced years ago when I traveled across Russia and Siberia when Stalin was dictator."

The group reportedly experienced "new toleration" of religious expres-

sion. "I believe the government is trying to correct mistakes made earlier," Dr. Sumrall said, adding that glasnost and perestroika have come "because the government must either reform and grant more freedom to the people, or risk major uprisings such as have been seen in their state of Georgia in recent days."

One of Dr. Sumrall's books was translated into the Russian language, and copies were taken into the country.

Europe To Have First 24-Hour Christian Radio Station In July

BEDFORD, England (NRB) — Network Eleven, Europe's first 24-hour Christian radio station, is expected to go on the air July 24. Programming will air across most of Europe via the Intersat VA F-11 satellite from Network Eleven's studio in Birmingham.

The pioneer work stems from several years of effort by Network Eleven's managing director Peter Nott, whose vision has been to launch a Christian radio station that would serve Ireland, Great Britain, and Europe.

"The launch of satellite TV and radio, and the deregulation of the airwaves have caused much disquiet among many Christians," Nott said. "The sad thing is, these Christians may not have realized how the Lord is using this situation to raise up new, fresh broadcasters, determined to take the Gospel of Jesus Christ to millions outside the direct Church influence."

Network Eleven's programs will be heard by those who have satellite dishes in Great Britain, Scandinavia, and a large remainder of Europe. In addition to satellite, many of the growing cable television stations will offer Network Eleven on one of their "sound only" channels. Within two years of its launch, it is estimated that the network will be available to some 12 million listeners.

Operations Director Brian Oxborough said the company has not taken steps normally associated with the entrance into the massively expensive world of broadcast media.

"We realize that certain aspects of religious broadcasting have become a murky pond and did not think it honoring to God to do things in 'normal'... ways," Oxborough said, adding that the company has raised its own finances and will not be appealing on the air for funds, nor sending out unsolicited "begging letters."

Hungarian Television Covers Luis Palau Service In Budapest

PORTLAND, Ore. (NRB) — Evangelist Luis Palau's recent address to a youth rally in Budapest reached the entire nation through Hungarian television. Dr. Palau spoke to the capacity crowd of 12,000 and a reported 1200 responded to his invitation for salvation at the end of the event.

"The interpreter could hardly continue to interpret when he saw the people coming forward and I saw tears flowing down the faces of the pastors and the counselors," said Dr. Palau, adding, "For at least two generations there has been no sign of anything like this."

Dr. Palau also spoke at pastors' conferences in both Poland and Hungary. In Warsaw, Dr. Palau challenged more than 400 pastors to "take the country for Christ." Eighty percent of the pastors stood up for rededication. In Hungary, nearly all of the pastors stood to signify a commitment to make the voice of God heard across their nation before the year 2000.

"The Soviet bloc is one of the most exciting areas of the world in which to present the Gospel today. There is an openness... especially among young people," Dr. Palau stated. He has been invited to the USSR to hold rallies and crusades in Moscow, Riga, Kiev, and Leningrad in September.

MEDIA WORLD

NATIONAL

Southern Baptist Convention Decides Not To Sell ACTS

NEW YORK, N.Y. (RNS) — Southern Baptist officials have reversed themselves and decided not to sell their cable television system, ACTS, following a widespread appeal from the grassroots level.

Harold Brundige, board of trustees chairman of the denomination's Radio and Television Commission, said changes have been made to reduce major financial problems the network had caused since it went on the air in 1984. At a May meeting, trustees voted 13-5 to reject a recommendation from their negotiating committee to sell the network to a group of investors led by Dallas businessman Ralph Tacker.

Trustees who favored the sale expressed serious concern about \$250,000 in monthly payments on ACTS debts and lack of financial support within the denomination, according to a spokesman.

Jimmy Allen, who had been chief executive for the Radio-Television Commission since January 1980, resigned in April. Dr. Allen, who had planned to become a top official with the potential buy-out group, called the change of mind a "mistake of gigantic proportions."

ACTS is available to about 9.5 million cable subscribers. The network's programming is approximately 65 percent family entertainment and 35 percent religious.

Eleven Zondervan Titles Nominated for '89 Awards

GRAND RAPIDS, Mich. (NRB) — Eleven books released by Zondervan Publishing in 1988 are in the running for the Gold Medallion Awards, sponsored by the Evangelical Christian Publishers Association (ECPA).

According to ECPA executive director Douglas R. Ross, 11 books are the most nominated by the ECPA com-



Among those singing on ABC's animated video is Debby Boone

mittee from any one publisher. A total of 48 publishing companies submitted 349 titles in 20 categories at the start of this year's competition. Thirty-three publishers are among the finalists with 100 books in contention — five in each division. "These are the Academy Awards of evangelical publishing," Ross said.

Zondervan nominees include: *A Musician Looks At the Psalms* by Don Wytzen, *The Gospel According to Jesus* by John F. McArthur, Jr., *Dictionary of Pentecostal and Charismatic Movements* edited by Stanley M. Burgess and Gary B. McGee.

ABC Plans Animated Video Of Ten Commandments

NEW YORK, N.Y. (RNS) — ABC Entertainment has embarked on a million-dollar, animated music video project of the Ten Commandments, entitled *The Kingdom Chums Original Top Ten*. In a departure from standard practice, ABC is planning the initial release of the program on video tape this summer. The production isn't scheduled to air on the network until Easter 1990, and that will in turn be a pilot for a planned weekly series.

Each of the Ten Commandments is presented musically with original songs sung by Tony Orlando, Debby Boone, Billy Preston, Marilyn McCoo, and Frankie Valli. The commandment against adultery is reportedly presented in a song that focuses on the overall concept of loyalty.

Songs were composed by the team of Al Kasha and Joel Hirschhorn, who won two "best song" Academy Awards for *The Morning After* and *We May Never Love Like This Again*.

In addition to the video, Kingdom Chums will also be featured in a live national musical touring show, plush toy lines, and a series of 11 picture books, with each title based on one of the commandments plus the Golden Rule. The project is being promoted by ABC as a way of presenting "traditional values" rather than as a vehicle for religious education.

WCFC-TV Begins 14th Year; Hosts Broadcast Career Day

CHICAGO, Ill. (NRB) — Upon concluding its "Building His Kingdom" spring telethon, Chicago's WCFC/TV-38 celebrated 13 years of broadcast ministry on May 31. Under the leadership of Jerry Rose, TV-38 has progressed into a premier Christian television station.

WCFC produces 15 percent of its own programming, including the flagship show *Among Friends*, the public affairs series *Page Two*, and the black gospel entertainment program *Saturday Nite Sing*.

Active in community relations programs, WCFC/TV-38 has participated this year in such outreach events as a "Coat Drive" for the homeless, a "Fall Food Give-away" for the poor, and a "Broadcast Career Day."

Approximately 70 students from area Christian and secular high schools attended TV-38's first annual "Career Day" in March 1988. Participating students were given the opportunity to

engage in seven different panel discussions led by some 20 media professionals. Eight colleges and universities were on hand with representatives and booth displays.

This year's "Broadcast Career Day," held April 28, shifted its emphasis to the college student studying broadcasting/communications and wanting to pursue the field as a career. Students were invited from such schools as Evangel College, Northwestern University, Columbia College (Chicago), Marquette University, and DePaul University.

Students were able to hear firsthand from broadcast professionals, who shared valuable information about breaking into the field and what steps of preparation the future broadcasters must take. The faculty represented six area radio stations and all but one of Chicago's eight television stations.

SCS Introduces New "APB" Data Delivery Service

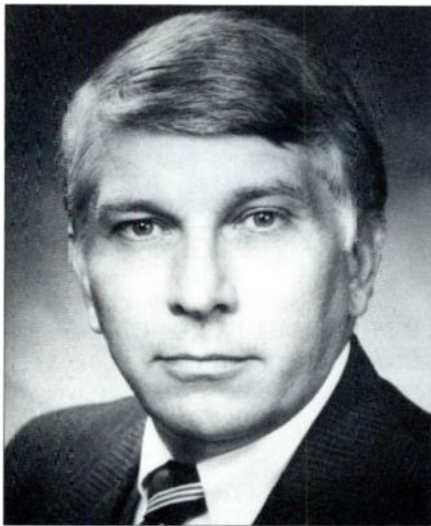
TULSA, Okla. (NRB) — SCS Satellite Network Services has launched its new "APB" or "All Points Broadcast" service, a data delivery system, and signed BDR Audiotex, a 24-hour-a-day "talking yellow pages" information service, as the first customer for APB. Prior to APB satellite delivery, BDR offered its service in the U.S. via the phone lines.

Delivered via GSTAR I and Spacenet III, APB offers its users unique features, according to Al Stem, vice president of SCS. "We can deliver a quality signal into an 18-inch (.45 meter) dish in more than 90 percent of the country," Stem said, adding, "More importantly, 89 percent of the nation, population-wise, can use our APB service with an 18-inch antenna."

Since Ku-Band service generally does not cover Alaska, Hawaii, the Caribbean, Northern Mexico, and Canada well, APB provides additional C-Band coverage to reach these areas.

William J. Murray Radio Program Airs Nationwide

DALLAS, Texas (NRB) — *The William J. Murray Show*, hosted by former atheist/Marxist Bill Murray, began airing nationally from Dallas on June 5. Murray is the son of atheist leader Madalyn Murray O'Hair and is the director of Freedom's Friends, the



William J. Murray

largest "conservative" relief organization in America.

The group supplies food, medicine, and other needs to refugees from Communist countries. The Texas Air Guard assists the group in transporting Christmas gifts to refugees in Central America each year.

The program airs live Monday through Friday on KSKY and in other markets, including San Diego, Orlando, Miami, and Austin. It is distributed by USA Radio Network via satellite. The network has 421 affiliates.

Heritage Ministries Moves To Its New Broadcast Facilities

CHARLOTTE, N.C. (NRB) — Heritage Ministries, formed in August 1988 to continue the nationwide daily television program originally operated by PTL, moved to its new home in June. Headed by Sam Johnson, the new ministry headquarters is located in southwest Charlotte.

The closing on the \$1.85 million property, which includes 11 acres and three buildings, took place May 19. The ministry paid cash for the purchase, using a portion of funds released by several thousand people who had previously given to a "Save Heritage USA Escrow Account."

Heritage Ministries continues to air its flagship program *Heritage Today* on a network of over 80 affiliate stations and to over 1000 cable systems via the Inspirational Network. Specially edited versions of the program were to begin airing on ACTS (see above) June 5.

Listen...

I listen to your program everyday while I am at work.

Kathy S. Sanker

Kathy S. Sanker
Albany, Or.

Your short programs are a real blessing, and informative to young people.

Linda M. Abbot, Petersburg, Ak.

*Hello,
I enjoy your daily commentaries. They really open people's eyes especially mine.*

Ann Alzamora,
Ft. Lauderdale, Fl.



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five-minute daily commentary
featuring one of America's
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FOCUS ON THE FAMILY



NRB NEWS



Edna Edwards

Southeast Regional Set For Asheville's Hilton Resort

ASHEVILLE, N.C. (NRB) — The Great Smokies Hilton Resort, nestled in the mountains of western North Carolina, is the setting for the August 30 - September 1 NRB Southeast Regional Convention.

According to Southeast Chapter president Edna Edwards, the convention begins Wednesday afternoon, August 30, with golf and tennis for early arrivals, and concludes with the annual Genesis Awards Banquet on Friday evening.

Featured convention speakers include: Steve Brown of Key Life Network in Key Biscayne, Fla.; T.W. Wilson, special assistant to evangelist Billy Graham; and Ross Rhoads, pastor of Calvary Church in Charlotte, N.C. Music will be provided by George Hamilton IV, the Glenn Draper Singers, the Ed Brothers, plus Dan and Sandy Miller.

Tours are scheduled for the Thursday and Friday of the convention. Delegates will visit Biltmore Estate, which is listed in the register of national historic landmarks, as well as

WFGW/WMIT-FM, Dr. Graham's offices, and the newly opened Cove Conference Center. A worship service will be held at the Cove's chapel.

First Black-Owned Christian Television Station Operating

HAMPTON, Va. (NRB) — Program testing began May 29 for the first black-owned Christian television station, WJCB TV-49 of Hampton, in the U.S. The station, headed by Black National Religious Broadcasters chairman Samuel L. Green, was expected to begin full programming June 19.

The station is operated by the Tidewater Christian Communications Corporation (TCCC). Bishop Green, who is the founder of *Faith For Living* television ministries, serves as the chairman of the board for TCCC.

WJCB is offering alternative programming to the Hampton Roads area and has a potential audience of 1.6 million. A portion of the programming on WJCB TV-49 is being provided by Jerry Falwell's FAMILYNET, or The Family Television Network, of Forest, Va.

TV-49 has its principal offices and production studio in a 12,000-square-foot facility. The station also has a 20-foot remote production truck. The general manager of WJCB TV-49 is Dwight Green.

New Radio Programming Developed For Detroit Area

DETROIT, Mich. (NRB) — A pair of NRB members, Parker & Parker Communications and Family Life Radio (FLR), have entered into an agreement to develop new radio programming for urban Detroit. FLR, which owns radio stations in seven markets around the country, recently added Detroit's WUFL to its network.

Matthew Parker, who is president of the Institute for Black Family Development and owner of Parker &



Matthew Parker

Parker, has been invited by FLR founder and president Warren Bolt-house to become the first black member of the 23-year-old network's board of directors.

In addition, Parker is hosting a new five-minute cooperative program, which began airing several times per week on May 1, entitled *Urban Perspectives*.

On September 2, an additional 30-minute version of the program will begin airing on FLR. It will be hosted by Black National Religious Broadcasters vice chairman Glenn Plummer.

One purpose of the *Urban Perspectives* programs is to educate the suburban Christian audiences on the various ministries being used in urban America. The program will also provide a demonstration on how black and white Christians can work together in reaching the inner cities with the gospel through broadcasting.

HNRB Steering Committee Plans August Conference

SAN ANTONIO, Texas (NRB) — From August 11-13 the Hispanic National Religious Broadcasters (HNRB)

steering committee will meet in Miami, Fla., to discuss and approve final plans for the HRNB's participation in next January's NRB 47th annual convention and exposition in Washington, D.C.

Conducting the meetings are HNRB chairman Guillermo Luna and permanent NRB liaison Jose A. Reyes. Approximately 100 radio stations, television programs, and other related agencies which serve the Spanish audience are active members of NRB through HRNB's efforts.

"As millions of Hispanics are an integral part of the country's ethnic mosaic, we are confronted with the impressive challenge of communicating God's message of love and forgiveness by means of their vernacular language," said chairman Luna.

"This reminds us of the report in the book of Acts, at the Day of Pentecost, when people from many races and cultures received the message of God in their own tongue through a supernatural intervention of the Holy Spirit.

"Today, through a combination of modern technology, and the prayerful, dedicated efforts of visionary leaders, we have the capability of presenting the same life-transforming message through broadcast communications to the various cultures of the world," Luna continued.

"We are receiving encouraging reports of the role of Spanish Christian radio and television programs in strengthening the work of the Church," Luna added. "Such is the case of *Radio Vision Cristiana* of Staten Island, N.Y."

The NRB member outreach has helped discover more than 2000 independent Hispanics in the tri-state area of Connecticut, New Jersey, and New York, and created a powerful network of spiritual encouragement, proclamation of the Gospel, and social services.

Plans Are Nearly Complete On NRB Western Regional

FULLERTON, Calif. (NRB) — Final touches are being made on the NRB Western Regional Convention that is scheduled for September 17-19 at the Los Angeles International Airport Marriott. The theme of the convention is "The Future of Christian Broadcasting: Will You Be a Part of It?"

Among the confirmed speakers are Tony Evans, president of the Urban Alternative in Dallas, Texas; John Mac-



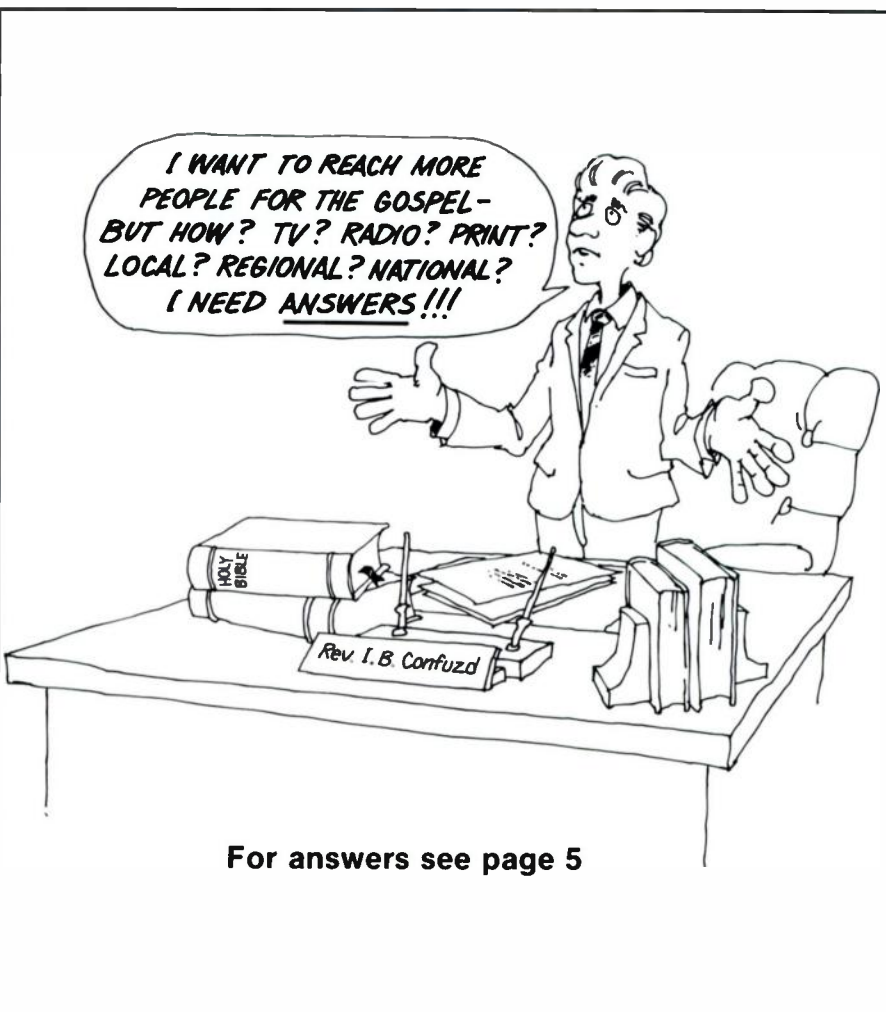
Among those in attendance at the fourth annual European Religious Broadcasters (ERB) Convention in London during May were Gerard de Jong of Rainbow Holland, Mrs. Ruth Armstrong, Mr. and Mrs. Hans Braterung of Oslo, Norway, NRB executive director Ben Armstrong, and newly elected ERB president Bert Dorenbos.

Arthur, pastor of Grace Community Church in Panorama City, Calif.; and Adrian Rogers, president of Love Worth Finding Ministries in Memphis, Tenn.

Among the professional enrichment seminars planned, Ted Engstrom will conduct a session on "Time Management," while John Trent and Gary Smalley are to be featured during

a Performax Testing and "Storyboard" management strategy workshop.

During the convention, a special award will be presented to Los Angeles Dodgers pitcher Orel Hershiser, who helped lead his team to the 1988 World Series title. A "Fiesta" fellowship will help highlight Monday evening, September 18.



For answers see page 5



Put your best boot

**Join us at NRB
ANNUAL**

**TEXAS-STYLE OFFER
FOR EARLY REGISTRANTS!**

Register before June 30 and your name will go into a drawing for a...
FREE PAIR OF WESTERN BOOTS
plus...a "BIG DAY IN BIG D"

You'll win a **FREE NIGHT'S STAY** at the Harvey Hotel...
plus...**FREE TICKETS** to Six Flags Amusement Park, Wet n Wild Water Park and International Wildlife Park.

You can enjoy shopping in the world famous Galleria and on Sunday attend one of Dallas' outstanding churches!

Be sure to fill in the registration form below and return **BEFORE June 30!**

Fill in, clip, and mail to: Phil French, NRB-SW, 1817 North 3rd St., Suite 202. Phoenix, AZ 85004. Phone 602-254-5001

REGISTRATION FORM:

- Enclosed is \$ _____ for my registration. () \$160-member () \$90-spouse () \$125-each additional person from your company.
* Includes meals and workshop materials.
* After June 30, add \$15 for each registration and \$30 for on-site registration.
- Please charge to: () Mastercard () VISA: # _____ Expiration date: _____
Signature of card holder: _____
- I am registering before June 30. Please enter my name in the drawing. My boot size is: _____

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone No. (_____) _____

- * Make a copy of this form and fill out for each registrant in your party.
* To qualify for member rates, be sure your annual dues (\$30 per organization) are paid.

For hotel registrations...call direct the Harvey Hotel-DFW at 1-800-922-9222. Be sure to request NRB discount rate.

**Final
Roundup!**

When you get through with your **fellowshipping**...around finger-lickin' barbeques and the mile-high "suicide by chocolate" cake at Scoop's Diner at the Harvey...you may even find time for some serious stuff!

This year's workshops are outstanding. You'll learn things you never knew and end up knowing things you never learned. The cobwebs in your overworked cranium will suddenly clear out and the creativity will begin to flow!

Come learn the facts you need to know about ratings...talk show operations...fund raising... image building...community involvement... telemarketing...mailing lists...ethics...and a host of topics related to your job as a Christian broadcaster.

This year's line-up of speakers and workshops is a winner! Don't YOU dare miss it!

forward!

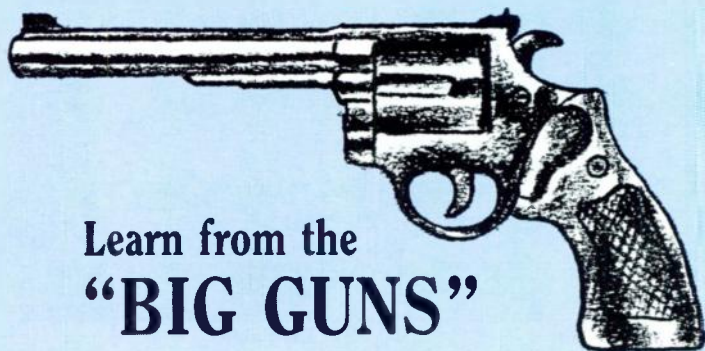
SOUTHWEST CONVENTION

in Dallas!

JULY 19-20-21, 1989

Enjoy three days filled with captivating creativity...rich resources...warm fellowship...hot debates...and workshops that will work for you after you've returned home from this Big Roundup of the finest talents in Christian broadcasting.

Y'all be there...ya hear!



Learn from the "BIG GUNS"

Dave Breese

"Dave Breese Reports" and "The King is Coming"

Mike Trout

"Focus on the Family"

Marlin Maddoux

"Point of View"

Bob Larson

"Talk Back"

Jerry Rose

NRB President, WCFC-TV

Max Lucado

Best selling author

Levi Littleton

Outstanding Christian Comedian

Bill Murray, Author

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

Charles Halff

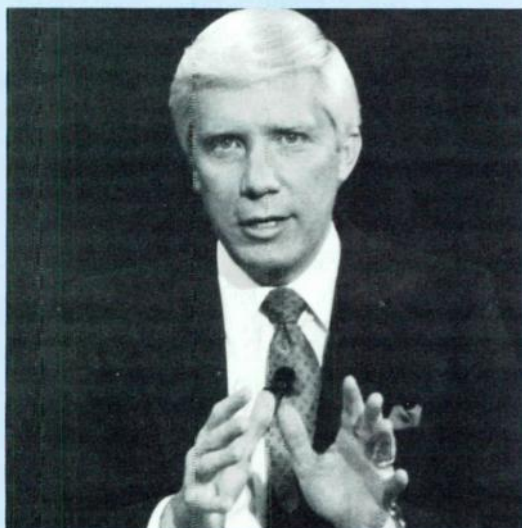
"The Christian Jew Hour"

Dave Hunt

Best selling author

Brad Burkhart

Top Christian radio programming consultant



SPECIAL EVENT! The John Ankerberg TV Show will be taped live at our NRB-SW Convention!

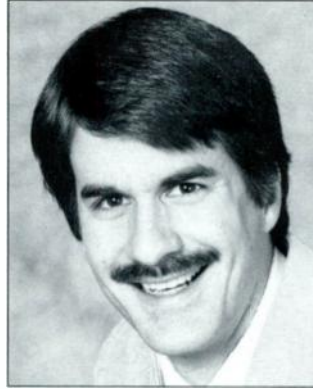
The program will feature a lively debate between Dave Hunt and Tommy Ice vs. Greg Bahnsen and Ken Gentry on the subject, "Reconstructionism: Evangelicals Who Disagree." Discussion will include Covenant vs. Dispensational Theology and Post vs. Pre-Millennialism. And YOU will be our live audience!



Amy Grant



Luis Palau



David Samuel



S. Harry Young

BROADCASTERS

A legend in American radio, WMCA-AM/New York, will soon have a proud new owner in Salem Media. The Camarillo, Calif.-based group owner is paying \$15 million to enter the nation's number one market. It has been a well-known secret for several years that Salem wants to trade up into more major markets. Salem owns 15 stations including KKLA-FM/Los Angeles, KFAX-AM/San Francisco, and WEZE-AM/Boston.

Hanguk Christian Broadcasting has a new name and a new television station. The Kinnelon, N.J.-based program producer has been granted the application for a UHF station on Channel 63 at Newton, N.J., under its new name of Mountain Broadcasting Corporation. When the \$5 million station is completed in 1991, the 5000 kilowatt signal will cover parts of New Jersey, New York, and Pennsylvania with a population of 16.2 million people.

Word Records will unveil *Hymns* in August. The album project is a collection of traditional hymns by nine of Word's artists, produced in their own styles. Contributors include Amy Grant, Take 6, Michael W. Smith, and Petra.

Trans World Radio has announced plans to sell its New Jersey property and relocate its international headquarters to the Raleigh, N.C., area. About 60 members of the organization's worldwide staff of 750 will be affected by the move to Cary, according to TWR president Paul Freed.

David C. Cook Publishing and Virtue Magazine, Inc. announced the merger of the two companies. William Carmichael, publisher of Virtue magazine, will become the executive director of the magazine division which also includes *Christian Parenting*.

Reportedly, for the first time since the 1917 revolution the major churches of the USSR are cooperating in an open evangelistic outreach, as Luis Palau has been invited to hold meetings in that country during September. The ten-day tour of Moscow, Leningrad, Riga and Kiev is at the invitation of the Russian Orthodox Church, the All Union Council of Evangelical Christian Baptists of the USSR, and the Autonomous Baptists of the USSR.

Science fiction fans continue to push the sales of *This Present Darkness* to new heights. The latest kudo for the best-selling novel was inclusion on the Waldenbooks readers club list of books that should be read by President and Mrs. Bush. The work, by Frank Peretti, is about a pastor and newspaper reporter fighting a New Age plot to take over their small town. The Crossway Books title was the only Christian market book on the list besides the Bible.

When 40,000 people joined in a pro-life rally on the steps of the Old Court House in downtown St. Louis, they all brought their radios for the live broadcast by WCBW-FM, St. Louis Christian Radio. Speakers for

the event included Senator Jack Danforth, Archbishop John May and Mrs. John Ashcroft, the governor's wife.

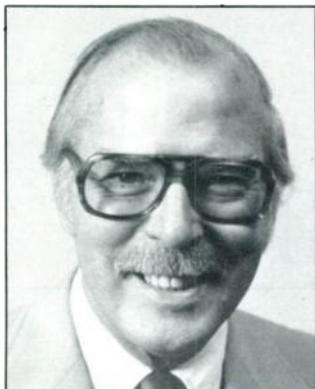
In a recent edition of his syndicated newspaper column, Cal Thomas noted that a number of reporters from the *Washington Post* and *The New York Times* participated in pro-choice rallies outside the Supreme Court. Based on a *Post* article, the column names *Times* reporter Linda Greenhouse, who covers the Supreme Court for the paper.

Cedarville (Ohio) College has named David Samuel staff member of the year. Samuel, an audio engineer for WCDR-FM, was recognized for his "commitment to excellence, interest in students, and Christlike character."

S. Harry Young has been named president of CBN Producers Group, Inc. In addition, Young has also been named vice president of program development for the Christian Broadcasting Network. The award-winning producer will guide creative, production, and distribution activities.

Deborah Weise has been appointed director of development for Family Concerns Incorporated. The Atlanta-based organization assists churches across the country in developing programs to address the issues in their communities.

James Buick, president of the



Bob Featherstone



Thomas F. Zimmerman



Paul Yonggi Cho



Clifton Davis

Zondervan Corporation, sent a Bible to **Anne Gaylor**, president of Freedom from Religion, the organization which wants Holiday Inns to offer Bible-free hotel rooms. A copy of the New International Version was sent, says Buick. "I thought perhaps Ms. Gaylor is waging a campaign against a book she hadn't read in a long time, and that she would find the newer, modern translation user-friendly."

WCFC-TV/Chicago was honored with three Angel Awards during the recent ceremony in Beverly Hills, Calif. Programs being recognized were news magazine *Page Two*; *Light In The Heart of Darkness*, a missions documentary shot on-location in Zaire; and *Roots of Our Nation*, a six-part series focusing on America's Christian heritage. Jerry Rose, president of WCFC-TV, is also NRB president.

Bob Featherstone, producer of the *Think About It* radio spot, was recently honored for his 25 years in Christian radio. The Northwestern College Radio Network, which syndicates his spot on more than 100 stations, made this recognition during the last of their live Sunday night programs.

For the past 18 months, SkyLight Satellite Network has been developing **Concerts of Prayer** on radio. The first live broadcast featured **David Bryant** leading an assembly of 5000 people in Minneapolis. In November 1988, another Bryant program with 7000 people was aired. Since the beginning of 1989, a monthly National Concert of Prayer has been aired as well as the two-minute daily, *A Concert of Prayer/Today*. **Paul Ramseyer**, network executive director, has concluded that all of the great awakenings

of the last 250 years "have been preceded by and sustained by movements of united prayer."

The **15th Pentecostal World Conference** will be held September 27-October 1 in Singapore. More than 10,000 delegates are expected for the conference which includes **Thomas F. Zimmerman**, U.S.A., **A.J. Cakau**, Fiji, **Paul Yonggi Cho**, South Korea, and **Jack Hayford**, U.S.A.

World Vision is calling for entries for the **first annual Mustard Seed Award**. The \$5000 award will be given to the church with the most innovative ministry to the poor. Criteria include innovativeness, use of volunteer church members, focus on cause of needs rather than symptoms, and sound management practice.

Talk show host **Bob Larson** spent several days on the road with black metal band **Slayer** during their recent World Sacrifice Tour in West Germany. The experience, recounted by Larson in the May issue of *Spin* magazine, was entitled *Desperately Seeking Satan*. Larson concludes that rather than being in the music business to glorify Satan, the band is simply in it for the money.

Children In Praise, Volume 1, Simple Words is the latest offering from Sparrow Records for its youngest audience. Music Minister/Producer **Patrick Henderson** is combining the talent of gospel artists **BeBe & CeCe Winans**, **Tramaine Hawkins**, and **Deniece Williams** with television's **Clifton Davis** (*Amen*) and **Fred "Re-run" Berry** (*What's Happening*) for a unique ten-song album. Also featured on this "praise" album is the **West Los Angeles Church of**

God In Christ Angelic Choir.

In response to a lawsuit filed by **Concerned Women for America** in early April, the Vigo County School Corporation in Terre Haute, Ind., has agreed to delete a portion of its facilities use policy which prohibited use of school facilities during non-school hours for religious purposes. The suit was filed after a Christian concert promoter was refused permission to rent the high school gymnasium.

A Barna Research Group survey reveals that 93 percent of Americans own a Bible and 59 percent believe it's the inerrant Word of God. The same survey also shows 32 percent think it's too difficult to understand and only 12 percent read the Bible every day.

Hanna-Barbera Home Video has announced a deal with the Sparrow Corporation to market and distribute **The Greatest Adventure: Stories from the Bible** series to the Christian marketplace. The eight half-hour episodes, animated adaptations of classic Bible stories, have sold more than one million units in three years.

The Evangelical Council for Financial Accountability has named **John E. Brown III**, president of John Brown University, as its chairman of the Board of Directors. Brown also serves on the Administrative Steering Committee of the EFICOM/ECFA. Also elected as officers of ECFA were **Jerry Bridges**, Navigators; **Richard Capin**, OMS International; and **Ross Rhoads**, Calvary Church, Charlotte, N.C. ECFA is the administrator of EFICOM, the accrediting agency of National Religious Broadcasters.



ON THE AIR

CDs, The Format of Today

by Bob Augsburg

Say goodbye to "snap, crackle, pop" and hello to clear, noise-free Christian music. The CD revolution is upon us and the vinyl era is rapidly fading away. In the last few years, the use of compact discs in the radio control booth has dramatically increased.

Even small, low-budget stations have discovered that a compact disc player is almost as important today as a turntable was two years ago. Prices of CD players have been reduced so significantly that every station can now afford them.

Jim McDermott, manager of KCVO/Camdenton, Mo., knew that CDs were on the way as early as the summer of 1987. At that time, due to budgetary considerations, the station purchased a single inexpensive consumer Pioneer model for \$180. "The machine surprisingly served us well for over one year," said McDermott. Now KCVO has upgraded to the Techniques 999 which sells for \$500. The Pioneer, however, is still being used in production.

WNCM in Jacksonville, Fla., also chose a consumer CD deck due to its low price tag. Approximately one year ago, the station purchased several JVCXLV 450 players for about \$200 each. The station recently upgraded to state of the art Denon CD cart players. The Denon 950FA is considered the favorite choice by most engineers due to its durable design, specifically for broadcast use.

Denon is the innovator of the CD cart technology, where CDs are placed permanently inside a "cart," eliminating the need to ever touch the CD itself. These units are rapidly replacing the consumer models where and when financially possible. The Denon 950FA sells for approximately \$1500.

Major Christian record labels have

varying policies regarding the radio promo marketing of CDs, with one of the big three (Benson) releasing CDs only to radio outlets. Benson has developed a well-organized marketing radio plan according to Andy Ivey, director of radio promotions.

"Our policy works like this: once a month we send out the *Music to Live By* magazine, which is a monthly CD featuring new singles from albums that have not yet been released," said Ivey. "The monthly CD magazine also contains a radio show featuring artist interviews and promos. Once the first single has been out for about a month we will automatically follow up with the entire full length CD."

Once the stations receive the CD album, the Benson Company will announce the second single, hoping that stations will cooperate in order to promote national airplay consistency.

Sparrow and Word are also solidly behind the CD revolution. They, however, are giving Christian radio some additional time to make the adjustment. Both still release CDs and vinyl singles. Todd Chatman, radio promotions director for the Word/Dayspring label, said, "Our research shows that out of the 700 stations we service, only 70 percent are able to handle CDs at this time, so we are still serving vinyl as well as CDs."

Sparrow and Word also differ slightly from Benson in their policy involving automatically sending out the entire CD to stations. Sparrow and Word stations receive CD albums upon request at no charge. However, a five dollar service charge is involved with a majority of stations that are in small markets or that play a small percentage of music.

Further discussion with the big three labels revealed that older music

would not be released on CD unless the artist and the album was a proven seller from a retail standpoint. This of course will make it much more difficult, if not impossible, for more traditional formatted stations to make the complete transition to CDs exclusively.

Contemporary Christian music stations are now playing as much as 70 percent of their library directly off CD. Several A/C outlets are already playing 100 percent of their music from CDs. The benefits obviously are a cleaner, crisper air sound, but CDs are not a flawless music source, as I am sure most of us have learned by now.

If stations have not stepped into the CD cart mode yet, there must be a careful handling and occasional cleaning of the disc. If you are making the transition from an all-catted music system you also need to instruct your air staff on the importance of playing the right selection from the CD.

You are losing control of the precise selection process when the entire CD is placed in the control room. Be sure you stress the seriousness of playing the approved cut only, or you may have a serious music flow problem with particular announcers. Many station utilize a color-coded card system or a playlist to tell the announcers what selections to play throughout each daypart. Close monitoring becomes imperative with the use of CDs.

Yes, the CD revolution is upon us. Before too long the turntable may end up enclosed behind glass in museum windows across America, but the technical revolution is just beginning. Keep an eye on DAT (digital audio tape). I am still waiting for the price to come down.

Bob Augsburg is president of Programming Plus of Fort Myers, Fla., a company providing music formats to Christian stations.



Hotel Inspirational Satellite Network

H I S Network

**A BIBLE IN EVERY HOTEL ROOM... (a goal of various organizations)
WHY NOT BRING THE GOSPEL OVER THESE OFTEN VIEWED TV SETS?**

**TELEVISION MINISTRIES CAN NOW AIR THEIR TV PROGRAM IN
OVER 1,500 HOTELS NATIONWIDE
ON THE WORLDS LARGEST SATELLITE DELIVERED HOTEL NETWORK!**

*"Declare His glory among the nations, His wonders among all peoples" Ps. 96:3 (NKJ)
"Go into all the world and preach the gospel to every creature" Mark 16:15*



***"Lonely, Bored, Thoughtful, and Open —
That describes the weekend traveler in the Hotel Room.
WHAT A TERRIFIC OPPORTUNITY FOR CHRIST THROUGH
HIS NETWORK. I strongly endorse the concept and the
opportunity."***

Ben Haden, Speaker, CHANGED LIVES TV



***"HIS Network is an effective tool for reaching
and teaching our mobile society. We at IN TOUCH
are glad to be a part of its far reaching ministry."***

Dr. Charles F. Stanley, IN TOUCH MINISTRIES

"... he who wins souls is wise" Proverbs 11:30b (NKJ)

**THE FIELDS ARE WHITE FOR HARVEST!
GRASP THIS HARD TO REACH AUDIENCE:**

- **Business & Vacation Travelers —**
Regular viewers can stay "Tuned-In" even while on vacation.
- **Travelers in a strange town might not want to go out to an unfamiliar church —**
HIS Network brings them inspirational programming - **RIGHT IN THEIR ROOMS!**
- **Lonely, Depressed and even Despondent people —**
Reach them at a crucial time in their lives.

"I have not come to call the righteous, but sinners, to repentance" Luke 5:32

"... I will make you Fishers of Men." Matthew 4:19b (NKJ)

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"Time For A Broken Heart"

"You're just like all the rest . . . nobody has any time for a broken heart!"

I still wince with pain and embarrassment when I remember those words, uttered more than 30 years ago. I was the speaker at an afternoon rally in the old Church of the Open Door in Los Angeles. There were several important people in the audience whom I wanted to greet after the service.

Just as I came down from the platform at the close of the meeting, I was met and held captive by a lady who began pouring out her life story, a sad tale of troubles and sorrows. Giving her only half of my attention, I was regretfully watching my important people going out of the auditorium, taking with them all chances of helpful personal contact. Suddenly she broke off her recital of woe, and said, "You're just like all the rest . . . nobody has any time for a broken heart!"

What was more important? Meeting people who could help me in my work, or giving compassionate attention to one whose ship had been battered in the storm of life? The Apostle Paul reminds us, "Look not every man on his own things, but every man also on the things of others . . . Bear ye one another's burdens."

Remember: Everyone you meet today will have been sent your way by a loving heavenly Father who "worketh in you both to will and to do of His good pleasure."

He has a special ministry for you to perform in that single, needy life that for a few moments has crossed your path. Personal, compassionate attention is the way God works. It is Jesus and the Samaritan woman (John 4); Philip and the Ethiopian (Acts 8), and Ananias and Saul of Tarsus (Acts 9).

Don't let anyone say of you and me, "You're just like all the rest . . . nobody has any time . . ."

— Robert A. Cook

Robert Cook was NRB president from 1985-88.

CALENDAR

Christian Booksellers Association 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 Southeast Regional Convention
August 30 - September 1, Asheville, North Carolina
Contact: Edna Edwards, 704-669-8477

NRB Caribbean Regional Convention
September 13-15, San Juan, Puerto Rico
Contact: Javier Santiago, 809-746-4313

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 47th Annual Convention & Exposition
January 27-31, 1990, Washington, D.C.
Contact: NRB Headquarters, 201-428-5400



Beautiful mountain vistas await you in Asheville, North Carolina, site of the 1989 NRB Southeast Region Convention. Photograph by Jim Mowbray.

You inspire others all year. Now it's your turn.

*Announcing the 1989 NRB Southeast Region Convention
in Asheville, North Carolina, August 30 through September 1*

All year long your ministry brings joy and inspiration into the hearts and homes of others. Now set aside a time of personal renewal and professional enrichment for yourself.

Announcing the 1989 National Religious Broadcasters Southeast Region Convention at the Great Smokies Hilton Resort in Asheville, North Carolina, Wednesday, August 30 through Friday, September 1.

Inspiration, challenge, and motivation

The convention begins Wednesday afternoon with golf and tennis for early arrivals, and concludes with the annual Genesis Awards banquet on

Friday night. In between you'll enjoy three days of fellowship with friends, colleagues, and outstanding Christian leaders from around the country.

This year's highlights include keynote messages by nationally known speakers; workshops and exhibits on the latest trends and opportunities in communication ministry; dynamic music; and tours of the nearby Biltmore Estate, the Billy Graham offices and radio stations, and the newly opened Cove Conference Center.

Beautiful setting

The Great Smokies Hilton Resort is nestled amid 120 beautifully land-

scaped acres surrounded by stunning mountain vistas. And it's easily accessible by interstate highway, 20 minutes from the Asheville airport.

So make plans now to join us for the 1989 NRB Southeast Region Convention. For registration and exhibit information, contact Edna Edwards at Blue Ridge Broadcasting, P.O. Box 158, Black Mountain, NC 28711. 704/669-8477.

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JULY PRAYER LIST

- July 1 - Wisdom comes from God and those serving in leadership positions in NRB truly need His wisdom in all the decisions that need to be made.
- July 2 - America is about to celebrate her independence. Ask God, in His mercy, to convict our country of her sinful condition.
- July 3 - The Lausanne II, International Congress on World Evangelization, takes place July 11-20. Pray for those traveling to Manila, an outpouring of the Spirit, financial needs, and the mobilization of Christians around the world.
- July 4 - Pray that there will come a great awareness of sin and a holy fear of God over our land.
- July 5 - Pray for David Clark and those who are serving with him in various aspects of the 1990 NRB convention program.
- July 6 - WVCY/Milwaukee, Wisc., will be taking inner city children to Lifeline Camp this month. For the first time many of these children will hear of God's love and grace. Pray for changed lives.
- July 7 - KNJP/North Pole, Alaska, says alcoholism is very common in that state. Tonight and every Saturday night they have a live song and testimony service at 11 p.m.
- July 8 - Ed Elliott of Domain Communications suggests that these prayer requests go in our Bible as a bookmark reminder. Pray that God will raise up a group of people who will use this list daily.
- July 9 - Pray for commercial stations airing Christian broadcasting. Sue Bahner of WWVG/Rochester, N.Y., says that commercial stations face financial pressure because of what has happened in the industry.
- July 10 - The selection of the new executive director is crucial to the continued success and direction of NRB. Ask for God's wisdom that we do not miss His choice.
- July 11 - According to Ephesians 4:1-6, there is a unity of the Spirit that all believers have in common. Ask our Father to break down any walls of partition that might exist in NRB.
- July 12 - Pray for those who have been in ministry for quite some time that they will not lose their fervor, nor wear out in the demands of administration.
- July 13 - Pray that those who hold membership in NRB but have not paid their membership dues will be convicted and do something about it.
- July 14 - Ask God to give Jerry Rose great wisdom as president of NRB and of TV-38.
- July 15 - Some radio and television stations operate without adequate staffing. Ask God to direct dedicated people to these stations.
- July 16 - Pray for those who produce special report-type programming such as Mike Richards, Phyllis Schlafly, Cal Thomas, John Wilkie, Don Wildmon, Reed Irvine, and Dave Breese that they might be used of God to awaken hearts.
- July 17 - These are busy times for Dr. Ben Armstrong, executive director of NRB. Ask God to encourage and guide him as he works with the NRB executive committee, board of directors, membership, and staff.
- July 18 - We are in the process of re-evaluating the NRB Awards and how they are presented so the process glorifies the Lord.
- July 19 - The Southwest Regional Convention in Dallas begins today. Pray that this convention will be a time of renewal, refreshment, and encouragement.
- July 20 - The NRB office staff carries great responsibility in the day-to-day operations. Pray for them.
- July 21 - The NRB convention coordinator and staff are working on the seating arrangements for the convention meal functions. We want the seating to be strictly on the basis of first come — first reserved.
- July 22 - Joni Tada and Bev Singleton are working with us on our NRB prayer partnership. This is a time-consuming project.
- July 23 - Billy Graham finished Mission 89 broadcasting from London to Great Britain to Africa via satellite on July 1. Pray that the Word sown will bring a harvest.
- July 24 - Jean Donaldson of the children's program, *Adventure Pals*, has an opportunity to buy the building containing their offices. If Jean cannot buy the building, her rent could go up considerably.
- July 25 - National Right to Life's "Perspective" wants us to pray. Although the results of the Webster vs. Reproductive Health Services decision is not known at press time, John Wilkie does not feel this is the end of the line for the Supreme Court or those seeking to protect life.
- July 26 - Ask the Lord to show the leadership of NRB how to give prayer its proper place at the convention this year.
- July 27 - Pray for President Bush and the leadership of the United States.
- July 28 - Giving and support can be very low in the summer. Some ministries, including NRB, are already having a real struggle in the financial area.
- July 29 - Bob Ball and the NRB screening committee need prayer as they review membership applications.
- July 30 - Pray for our membership operating Christian television stations that they will have wisdom in their programming.
- July 31 - Ron Kopezick, managing editor, desires that *Religious Broadcasting* adequately ministers to, instructs, and informs all of those associated with broadcasting.

—Compiled by Kay Arthur

CLASSIFIEDS

HELP WANTED

50KW non-profit Christian FM seeking chief engineer willing to do some on air work and light maintenance. Resume and tape to Joe Emert, WAKW, P.O. Box 24-G, Cincinnati, OH 45224.

SUNBELT OPPORTUNITY: Community relations director/afternoon drive time host. Twenty-four hour Christian, non-commercial FM station. Three years' experience in Christian broadcasting required, non-commercial environment preferred. Must be able to relate successfully to the evangelical Christian community and have a strong on-air presence. Creativity is a plus. EEO, excellent benefits. Send resume and salary requirements to Fred Morse, Family Life Radio-KFLR, Box 6046, Phoenix, AZ 85005.

PHOENIX non-commercial Christian FM has an opportunity for a staff announcer with news gathering and reporting responsibilities. Competitive salary, DOE, benefits. Experience preferred. EEO. Send resume to Fred Morse, Family Life Radio-KFLR, Box 6046, Phoenix, AZ 85005.

Are you a highly motivated individual with a proven successful track record of radio sales and management experience? The Mid-America Gospel Radio Group is seeking dedicated broadcast professionals interested in station management opportunities. If your background is Christian broadcasting and you have a proven successful track record in sales, promotions, administration, and general station activities, then we want to hear from you. Excellent salary and benefits. All responses treated confidentially. Resumes are now being accepted. Write to: George Spicer, Mid-America Gospel Radio, 1817 N. Third St., Ste. 202, Phoenix, AZ 85004.

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 819099, Dallas, Texas 75381.

WANTED: Management personnel experienced in sales for profit and non-profit stations, AM and FM, in Southeast US. Write Vernon H. Baker, Family Stations, P.O. Box 889, Blacksburg, VA 24063.

TELECOMMUNICATIONS FACULTY: 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 rank based upon qualifications and experience. Send resume to: Office of the President, Liberty University, Lynchburg, VA 24506-8001.

SITUATIONS WANTED

Creative, ambitious, project-oriented, northern Jersey-based Christian ready for IMMEDIATE career change. Experience in newspaper, radio, magazine advertising, direct mail promotions, special event planning, merchandising, sales, employee training, space planning, public speaking, purchasing, store management, teaching, word processing. Willing to travel. Let's talk! (201) 994-2590 or write to NRB, Box 6H, P.O. Box 1926, Morristown, NJ 07962-1926.

Master/Studio control operator seeks position in Radio/TV production. BS 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 (716) 882-2234.

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.

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.

WANTED: 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 (402) 461-4647.

Oklahoma Baptist University graduate with BA 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.

RADIO BROADCAST ENGINEER - 19 years' experience in construction, operation, and maintenance of AM, FM, shortwave, automation, SCA, satellite, multi-track studios, etc. Family man seeking opportunity with ministry-minded station or group in Midwest or Northwest. Please call Stephen at (507) 376-9007.

Forty-seven year old professional with 30 years' broadcast experience, 20 in management (16 of which were in Christian radio), seeks GM position with solid firm. Self-motivated, innovative achiever with excellent skills and record of success. Strong in sales, a talented programmer, versed in budgeting and FCC rules. Believes in church and community involvement. Cognizant that financial performance provides the opportunity for evangelism. Call (912) 232-4789.

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.

Female broadcaster/manager with over 15 years' experience including New York, Washington, D.C., and Philadelphia would like to relocate to a warmer climate. Seeking program directorship and/or CCM "jock" position. Past experience as news director, anchor, reporter, talk show host. Florida, California, Dallas, or Houston preferred. Please reply to NRB, Box 7M, P.O. Box 1926, Morristown, NJ 07962-1926.

FOR SALE

Bogner Antenna B16UA, 10KW, very good condition, \$19,500. Diplexer, GE type PY-45-A, rated at 110KW, tunable from CH 14-57, very good condition, \$10,500. Call (419) 684-5311.

AUGUST PRAYER LIST

- August 1 - Pray for purity and integrity among NRB's membership.
- August 2 - Pray that God will use radio to reach many business people who are in their cars for hours each day.
- August 3 - Pray for the NRB Board of Directors.
- August 4 - Pray for the safety of those who will be vacationing this month.
- August 5 - Pray for the NRB office staff as it processes registrations for NRB 90.
- August 6 - Pray for God's person to assume the responsibilities of the executive director.
- August 7 - Lift up talk show hosts and guests so they will have great sensitivity as they give biblical counsel.
- August 8 - CBS closed its religious programming unit at the end of 1988. ABC and NBC took similar action years ago. Pray that God will direct the networks to provide edifying programming.
- August 9 - Pray that citizens will protest the excessive sex and violence shown on television and that they will ask for religious or uplifting programming.
- August 10 - The major networks have cut back their standards and practices units, the internal departments that censor objectionable material. Pray that these will be restrengthened.
- August 11 - Pray that the Executive Committee will constantly remember NRB's accountability to the Lord.
- August 12 - Continue to lift up those in England and Africa reached by Billy Graham crusades. Ask our Father to pour out His Spirit upon those people.
- August 13 - Pray today especially for those on television. Ask God to use this medium to reach His heart to people.
- August 14 - Pray that people will respond and participate — if this prayer project is of Him.
- August 15 - Trans World Radio has sent out an appeal for people to help support their ministry in China which is very costly. Pray that people will respond.
- August 16 - Jack and I visited Far East Broadcasting's offices in Korea and Hong Kong. Pray for more open doors and giving to FEBC.
- August 17 - Pray that broadcasters will proclaim God's Word.
- August 18 - Ask God to search your heart today regarding your motives for being in broadcasting.
- August 19 - KJNP/North Pole, Alaska, has a weekly testimony program which ministers to alcoholics. Pray that God will cause many to tune in.
- August 20 - Pray that God will lay it on the hearts of people to contribute significant, challenging, and informative articles to *Religious Broadcasting*.
- August 21 - Pray for the Ethics Committee.
- August 22 - Ask God to keep the airwaves open to proclaim the Gospel.
- August 23 - We need to lift up our brothers and sisters who are involved in the Christian music industry.
- August 24 - We need to pray for our President and all of those in authority.
- August 25 - Pray for those working in various Christian agencies as they purchase airtime. Ask God to give them great sensitivity to the entire work of God.
- August 26 - Sometimes the desire to receive "mail" can become the dictator of the program content. Pray that each programmer will seek God as to what people need to hear.
- August 27 - Several ministries in NRB have been evaluating their present locations. Pray for smooth adjustments.
- August 28 - Ask God to protect and direct the lives and work of our people.
- August 29 - Begin praying for NRB 90 that God will move among the members in a mighty way.
- August 30 - The Southeast Regional Convention begins today. They desire that this will be a time of personal renewal and professional refreshment.
- August 31 - As Labor Day approaches, let's remember our country's work force.

Compiled by Kay Arthur

LATE NEWS

PRESIDENT BUSH IS AN EXPECTED NRB 90 GUEST

According to a personal message relayed to the delegates at NRB '89, President George Bush intends to participate in next year's 47th Annual Convention and Exposition in Washington D.C. Unable to speak at NRB '89 due to severe laryngitis, President Bush sent his regrets via a hand-written letter that was read by Dr. Billy Graham.

EARLY REGISTRANTS TO HAVE RESERVED SEATING

Early registration has begun for NRB '90. Scheduled for the Sheraton Washington and Omni Shoreham hotels, from January 27-31 of next year, NRB's 47th annual convention and exposition will carry the theme "Looking Unto Jesus For A Decade of Opportunity." The first 500 who register will be guaranteed reserved, numbered seating for the main meal functions. For further information, please call NRB at (201) 428-5400.

NRB PRESIDENT LEADS DELEGATION TO ISRAEL

NRB president Jerry Rose recently participated in a special conference on tourism in Israel. The event was held at the Hilton Hotel in Jerusalem, and was attended by representatives from CBN, the Billy Graham Association, Trans World Radio, and other national organizations. The purpose of the conference, entitled "Operation Brainstorm," was to develop effective means of impacting the Christian community in America to strengthen Christian support of Israel and to help increase tourism.

WALTER MARTIN DIES SUDDENLY AT AGE 60

Author/broadcaster Walter Martin passed away in his California home June 26. The cause of death was not known at press time. Details will follow in September.



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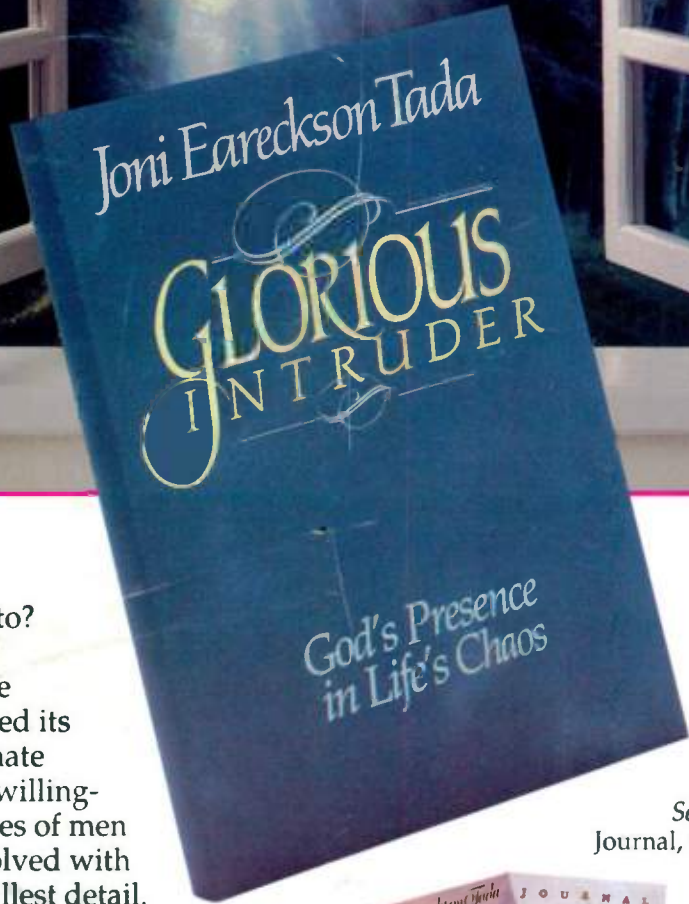


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