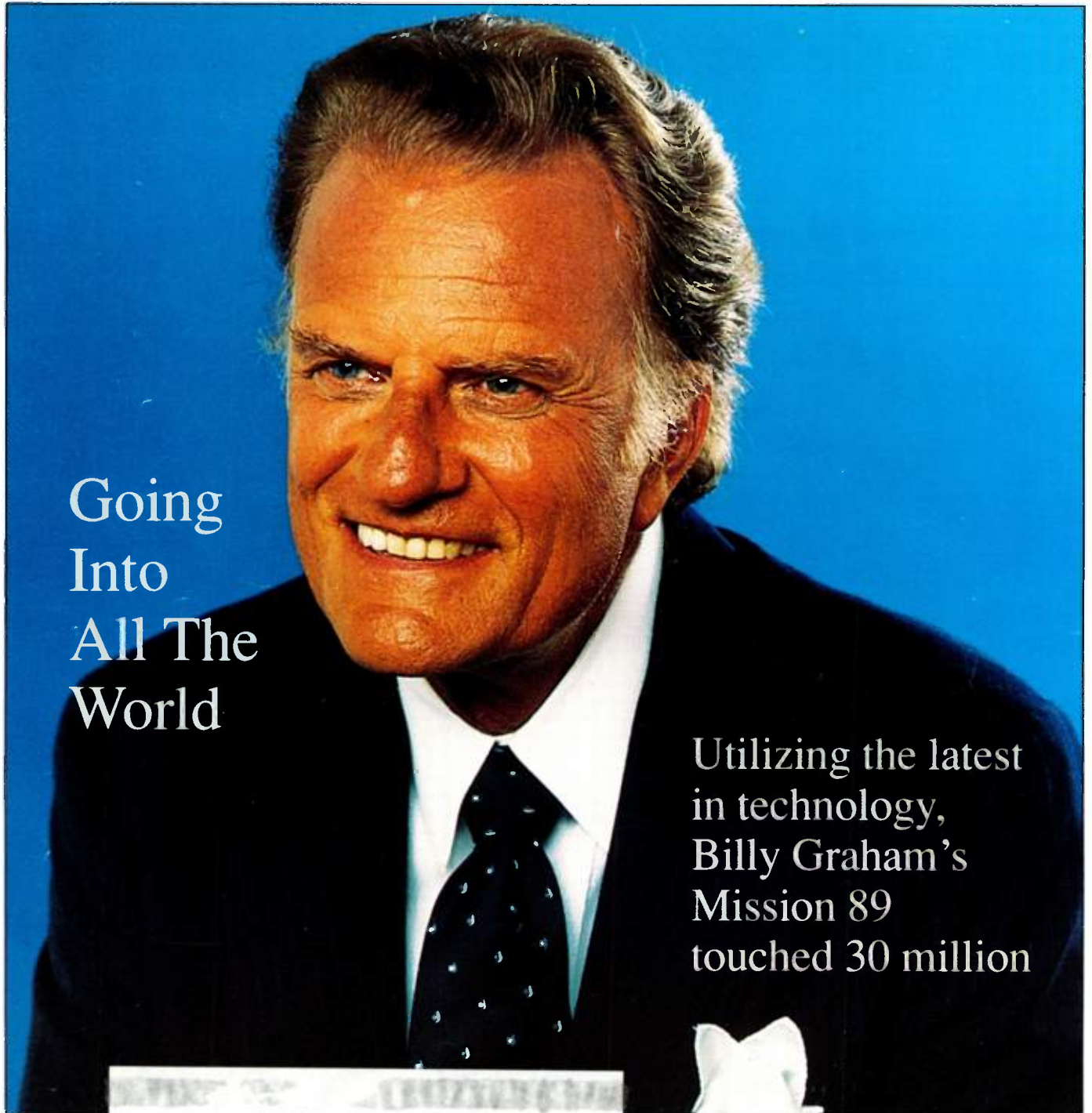


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

September 1989



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World

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BRINGIN' IT ALL BACK HOME



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Radio Vision Cristiana: The Story of a Miracle

by Paula Podgurski/An interview with Radio Vision executive director David Greco, as he reflects on the growth of this listener-supported Hispanic ministry that recently purchased its own station in metro New York.

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Going Into All The World

Billy Graham's Mission 89 crusade in London during the month of July combined extensive pre-planning and today's latest technology to reach a potential audience of 30 million people in Europe and Africa.

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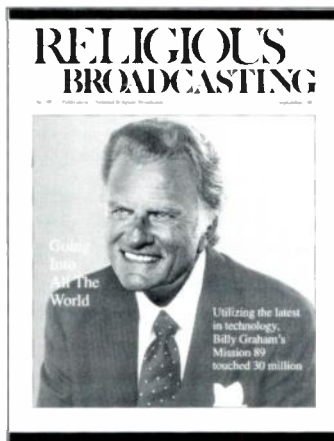
Tracking Results

by Gary Crossland/Many would-be advertisers will not buy air time simply out of fear. One way to alleviate that fear is to offer an air-tight system for tracking the advertising results.

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ABOUT
THE
COVER



Billy Graham's Mission 89 from London was the largest single outreach of his 50-year ministry. It was made possible by modern satellite as his message was carried live on large TV screens to 250 centers throughout the British Isles and to 30 countries of Africa on prime time television. The story begins on page 12.

Cover photo: Billy Graham
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SIGN ON

Recently I was talking to someone about the rich evangelical history of Chicago. For example, Billy Sunday, a professional baseball player for the old Chicago White Stockings, was saved on the streets of the city during a Pacific Garden Mission street meeting. D.L. Moody launched the Moody Bible Institute in Chicago.

Paul Rader pastored the famous Chicago Gospel Tabernacle, and was a pioneer in Christian radio with WJBT radio. Among his associates were Clarence and Howard Jones, who started HCJB radio, Awana clubs founder Lance Latham, and well known composer Merrill Dunlop. Chicago was also the birthplace of Youth for Christ and other ministries that have a tremendous impact for the gospel. And that's just one city and representative of a very short period of history.

From the time of the beginning of the church until today, there has been a steady procession of men and women who have been aflame with the call of God on their lives and determined to accomplish that calling. I am honored and deeply grateful to be among those in that procession and I, like you, want to accomplish God's calling on my life. But in doing so, there are some things we

Taking Our Place in the Body

need to keep in mind:

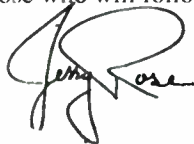
1. Regardless as to what degree God decides to use me, I am still only a small part of what He has done, is doing, and will do in the world.

2. My benefit to God's kingdom is in direct proportion to my relationship with Christ.

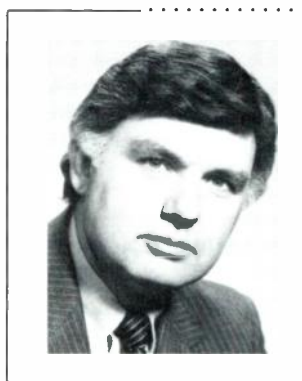
In the midst of our labors and our fund-raising appeals, it is very important that we keep these two important principles in mind. The future of the kingdom of God is not dependent on any one of us or any one of our ministries. The church does not consist of one ministry, but rather we are all "jointly fit together."

Go ye into all the world includes all of us. We all go into that part of the world to which God has called us. If each of us is faithful to where God has called us and to Christ, the world will be reached. God will see to it because it is His plan.

In Matthew 16:18, Jesus said, "Upon this rock I will build my church and the gates of hell will not prevail against it." Thank God for the opportunity we have to work in His vineyard side by side, building on the foundation that has been laid by those before us, with the knowledge that we will pass it on to those who will follow us.



Jerry Rose
President
National Religious Broadcasters



RELIGIOUS BROADCASTING

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Executive Editor
Ben Armstrong, Ph.D.
Managing Editor
Ron J. Kopczick
Assistant Editor
Paula Podgurski
Art Director
Lorraine Nevers
Art Assistant
Susan Kubick
Editorial Assistants
Anne Dunlap
Gayle Virkler
Membership Editor
Bob Bowen
Circulation
Elaine Sutherland
Contributing Editors
Bob Augsburg
Virgil Megill
Richard E. Wiley
Advertising
Michael Glenn
Advertising Assistant
Edda Stefanie

National Religious Broadcasters

Jerry K. Rose, President, WCFC-TV Channel 38, 1 North Wacker Drive, Chicago, IL 60606. Dr. David Clark, First Vice President, CBN University, Virginia Beach, VA 23463. Robert W. Ball, Second Vice President, Salem Communications Corp., 2310 Ponderosa, Suite 29, Camarillo, CA 93010. Kay Arthur, Secretary, Precept Ministries, Box 23000, Chattanooga, TN 37421. Robert Straton, Treasurer, Walter Bennett Co., 1634 Spruce St., Philadelphia, PA 19103.

Dr. Ben Armstrong, Executive Director, NRB, PO Box 1926, Morristown, NJ 07962-1926.

Editorial and Advertising Offices
299 Webro Rd.
Parsippany, NJ 07054
201/428-5400 FAX: 201/428-1814

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NRB FORUM

No ACTS To Grind

Dear Editor:

As a regular reader of *Religious Broadcasting* and as one who greatly appreciates the work of NRB, I am most disappointed with the article on page 22 of your July issue entitled "Southern Baptist Convention Decides Not To Sell ACTS." Even though I realize that this story was drawn from RNS, I would have hoped for a more balanced report which could have been achieved by contacting the ACTS Network.

I don't need to tell you that ACTS was a pioneer in religious broadcasting in so many ways. Even before the scandals which erupted related to finances and broadcasting, ACTS was delivering the gospel message with no solicitation of funds. And, the network was including all mainline Christian denominations which has now been expanded to include the Jews.

What I am trying to say is that it seems that NRB should be holding up examples of credibility in broadcasting rather than leaving an implication through your magazine that the network is in great trouble. As you well know, it does not have to be so if enough people say it is so. Perception is often stronger than reality.

All I'm asking is that you be as positive about ACTS as you are the other radio and television ministries referenced in the magazine. Every other "news" article from page 21 through page 25 was positive.

Thank you for listening to my concern. And, continued best wishes in your efforts to strengthen religious broadcasting.

R. Chip Turner
Media Services Dept. - LBC
Alexandria, La.

Editor's Note: ACTS is one of NRB's finest members with a super approach to religious broadcasting. The forementioned article was intended

simply as a news item. Any negative light shed on ACTS was unintentional.

Convention: Pro and Con

Dear Editor:

I want to send you a note of commendation and constructive criticism. I have attended the NRB Convention for the past several years and have found them extremely helpful.

Coming into management position five years ago there was much I needed to learn. The workshops at the NRB (conventions) and the Expo exhibits all have been a tremendous asset to me personally.

My constructive criticism. Please pass this on (to) the person in charge of the program. Not everyone is into rock and contemporary loud, loud music. It would be nice to have some musical presentations that are of a little higher caliber than the high energy, high intensity type always used.

Otherwise, the conventions have been great and you and your staff are to be highly commended.

Wendell Baxter
WRVM-FM
Suring, Wis.

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WASHINGTON WATCH

Legislation affecting the broadcasting industry has been slowly making its way through the political machinery on Capitol Hill. Some observers wondered, however, whether sufficient momentum existed to trigger action on the key bills facing Congress before lawmakers took their summer recess in August.

Measures to codify the Fairness Doctrine have been reported out of committees in the House and Senate and are now on the floor of each chamber. A bill limiting the amount of commercial advertising in children's television programming and imposing other requirements on "kidvid" is now before the Senate Commerce Committee. A companion bill has won commit-

was constitutional.

Constitutionality remains a central concern among opponents of the present Fairness Doctrine bill, which in the House carries the title of the "Fairness in Broadcasting Act of 1989." The Federal Communications Commission, in abolishing the doctrine in 1986, expressly found that the regulation infringes on the First Amendment rights of broadcasters.

The doctrine, established by the FCC more than 40 years ago, had required that broadcasters cover all sides of controversial issues and report on issues of interest to their communities. The new legislation would resurrect the doctrine and make it part of the Communications Act.

Rep. John Dingell, D-Mich., is the chief sponsor of the measure in the House. Dingell introduced his bill on the first day of the 101st Congress in January. Although action on the bill has been slow in coming, Dingell continues to express confidence that the legislation will pass in this session.

Action on "kidvid" legislation also has been sluggish. The bills before Congress require the FCC to set new standards for children's programming and to make those requirements part of the overall licensing criteria to be followed by television stations. In addition, the bills place strict limits on the amount of advertising in children's programming.

Even if Congress approves both the Fairness Doctrine and the "kidvid" measures in this session, their ultimate fate is unclear. Although President Bush has stated no explicit opinion of the policies of the "kidvid" bill, he has indicated that he opposes reinstatement of the Fairness Doctrine.

Some network executives have expressed concern that any concerted effort by networks and programmers to develop a code of self-governance regarding television violence may raise antitrust issues. As a result, Congress is considering legislation that would exempt such efforts from antitrust action.

A bill sponsored by Sen. Paul Simon, D-Ill., to ease antitrust rules and permit the development of content

Even if Congress
approves both the
Fairness Doctrine and
the kidvid measures in
this session, their
ultimate fate is unclear.

guidelines recently passed the Senate on a vote of 90-0. An amendment sponsored by Sen. Jesse Helms, R-N.C., calls for the programming industry to curb portrayals of explicit sex on television.

EEO Enforcement Continues

The FCC continues to levy fines and approve only short-term license renewals for stations that have failed to comply with the agency's equal employment opportunity requirements. Three broadcasters recently received EEO sanctions as the result of hiring practices that failed to achieve the Commission's objectives.

The FCC granted a short-term renewal of the licenses for WSBY-AM/WQHQ-FM/Salisbury and Ocean City, Md., and fined the licensee \$15,000 for non-compliance with EEO regulations, the heaviest penalty imposed to date in the Commission's EEO enforcement effort. The agency found that the stations had failed to hire any minority employees in filling a total of 33 vacancies during the license term.

The Commission's enforcement of EEO guidelines is a continuing reminder that all licensees are obligated to improve minority hiring practices within the broadcast industry. The agency clearly expects stations to recruit minorities effectively and to bring minority employment levels into parity (at a minimum) with the labor pool from which employees are hired.

Richard E. Wiley, a partner in the Washington, D.C., law firm of Wiley, Rein and Fielding, is a former Chairman of the FCC. He was assisted in preparing this article by John C. Hollar.

Broadcast Bills Moving Through Congress; FCC Levies Additional EEO Fines

BY RICHARD E. WILEY

tee approval in the House.

Congress also is considering legislation designed to curb violence on network television. A bill had been approved and reported out of the Senate Judiciary Committee, and action on a companion bill in the House is expected this summer. Both bills may be amended to limit the way in which television depicts drug use.

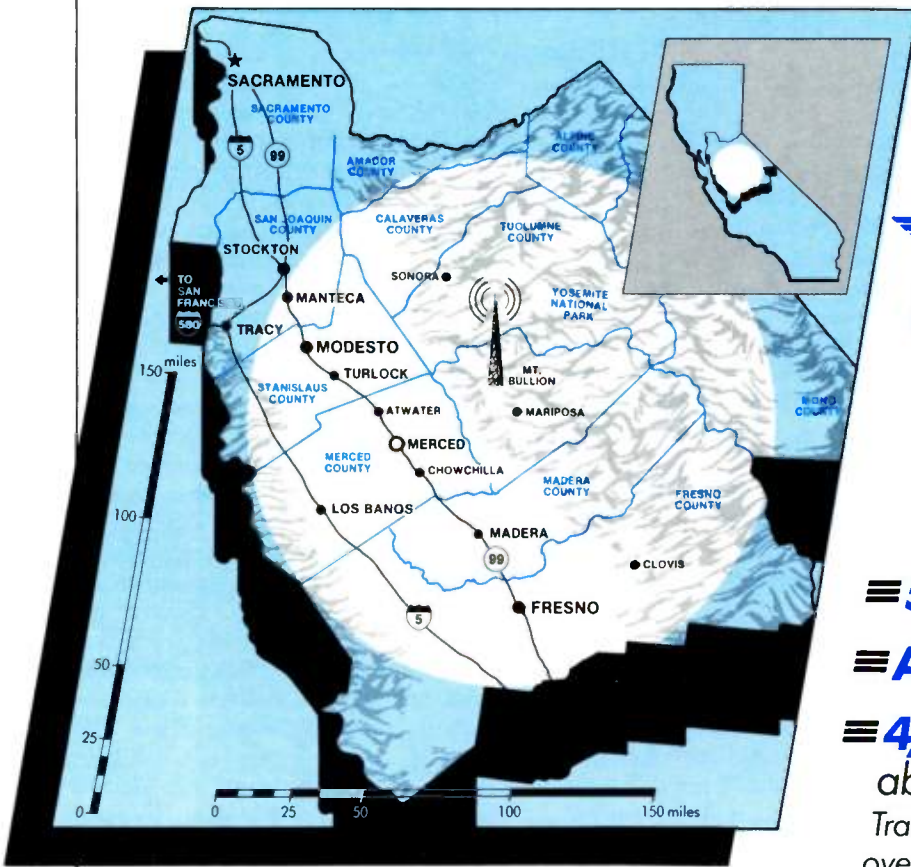
The Fairness Doctrine and "kidvid" legislation have a familiar ring. Congress enacted similar measures during the second term of the Reagan administration, only to have the President veto them as unwarranted regulation. In the case of the Fairness Doctrine, the veto message expressed doubts about whether the legislation

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EDITORIAL

The Vision: Has It Been Fulfilled?

BY BEN ARMSTRONG

In 1966, National Religious Broadcasters had 104 members and needed a full-time staff. Through my mentor, Dr. Eugene R. Bertermann, I accepted the position as NRB's first executive director and set up an office out of my home for myself and a part-time secretary in Madison, N. J.

Great socio-economic and ideological changes were emerging in America. During the last 23 years I have served NRB, I witnessed the coming of age for religious broadcasting. Because of the miraculous technological advances, including cable TV, satellite transmission, and computer wizardry, the media established itself as a monumental force in the modern world.

At last, the voice of the common man was finding expression, and those grass-roots Americans who held traditional values of family, God, and the Bible developed spokespersons on the airwaves. An explosion of listener and viewer interest mounted, until NRB commanded the attention of the U.S. President, Congress, secular media, and the American people.

Today NRB has 1450 member organizations, seven regional chapters, and has established itself as a unified voice dedicated to spreading the Gospel to the world.

What *is* the vision that has brought NRB together? Early in my ministry I came upon a basic idea — the concept of Christian unity. I sensed that this vision was a thoroughly Biblical idea. More than an idea, it was a spirit of "cooperation without compromise." Christian fellowship and cooperative action are two hallmarks of true evangelical, Biblical Christianity: "For by one Spirit are we all baptized into one body." (I Corinthians 12:13)

Cooperative efforts produce greater achievements. Over the years I have experienced NRB as a dynamic leader in uniting multitudes in a common expression of Christian testimony. Unity has been the essence of the impact NRB has made and is the indisputable key to the future.

Throughout my tenure at NRB there have been many exciting events. I recall the first time that NRB received attention from the White House in a 1973 address by then-Vice President Gerald Ford. This tradition continued after Ford became President and was again a featured convention speaker. NRB has been honored to have Jimmy Carter, Ronald Reagan, George Bush, and Dan Quayle as speakers at subsequent conventions. Also participating in NRB events were Pat Nixon, Rosalynn Carter, Nancy Reagan, and Barbara Bush.

Each year since 1973, U.S. lawmakers have been honored at an annual Congressional Breakfast with an average of 30 Congressmen attending to interact with Christian broadcasters. Annually the FCC is also honored. At the past two conventions, the FCC has operated an exhibit where convention delegates can talk with Commission representatives.

The secular media has taken an increasing interest in NRB over the last decade. At the 1989 NRB convention, for example, more than 400 representatives from secular media registered as press. During the last decade I have given over 500 interviews to reporters and have made over 100 television appearances, including the *Today Show*, *Good Morning America*, *McNeil Lehrer, Nightline*, and *CNN*.

During the last two years when scandals rocked religious broadcasting, the industry has received increased media attention. Although this has been a trying year for us, I perceive a greater benefit. Accountability, integrity, and self-regulation have been formalized into NRB's Ethics and Financial Integrity Commission (EFICOM). Initiated before the scandals, EFICOM has gained importance and increased member support.

Through the increase in national and international media coverage, NRB has gained recognition beyond its own evangelical community. Whether we are ready or not, the eyes of America are upon us. What an opportunity for NRB!



What a marvelous chance for witness!

Other countries of the world are turning our way. At NRB 89, 32 countries were represented by Christian broadcasters eager for guidance and support for their burgeoning media ministries. There is a global media network growing within NRB, united by a common vision to spread the Gospel to every person.

NRB has withstood many attacks over the years. A number of forces have sought to diminish the effectiveness of religious broadcasting through legislative efforts. But, the NRB membership stood united and raised over \$100,000 for the NRB Legal Defense Fund, thereby supporting freedom of religion on the airwaves.

Currently, the attack on NRB is financial. The national mood of skepticism about televangelism has diminished our resources and a new fund raising effort is necessary for NRB to continue its efforts. I am confident that the membership will rise to this challenge again in a unified show of support.

I have spent 23 happy years with NRB. On my 65th birthday, last October 18, I decided to step down as executive director. However, I was persuaded to stay on through our 46th annual convention. After the convention, I resigned on February 28 to allow a younger person to take NRB into the 1990s.

EDITORIAL

(continued on page 36)



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Radio Vision Cristiana

THE STORY OF A MIRACLE

WITH A POTENTIAL AUDIENCE OF 3.5 MILLION,
WWRV IS THE ONLY SPANISH-LANGUAGE
GOSPEL STATION IN THE NEW YORK METRO AREA.



BY PAULA PODGURSKI

At 12:01 a.m. on July 1, Radio Vision Cristiana made history in metropolitan New York. Through the contributions of the Hispanic community, Radio Vision purchased WNYM from Salem Media for \$13 million and signed on as WWRV 1330 AM.

Formed in 1984 with five officers, one staff person, and a purchase of 12 hours weekly on WNYM, Radio Vision has grown to include 15 full-time and 5 part-time employees, 12 board members, a 13-line telephone counseling department, an annual income of \$3.5 million, and a donor list of 35,000.

Yet, according to executive director David Greco, the station still has only tapped into ten percent of the area's Hispanic listeners. The ministry planned to move into new office facilities by the end of August. An official celebration and dedication of the new station was held at Shea Stadium on August 20, with an expected 55,000 people in attendance.

Religious Broadcasting assistant editor Paula Podgurski, a former employee of WNYM, asked Greco for his observations on the ministry of

Radio Vision.

RB: How did you first become involved in Radio Vision Cristiana?

Greco: My first job at WNYM radio was in sales. I noticed that there were some Spanish-language programs on WNYM, but they were in serious financial trouble. We organized all the programmers under one name and we went on the air and began to raise funds as one ministry. We received an immediate response from the audience. That's how Radio Vision Cristiana was born.

RB: How did you go about establishing the ministry in the Hispanic community?

Greco: The first thing we did, after we began to see a response, was to form a board of directors, made up of evangelical leaders in New York and New Jersey. After that we began to trust God for more money and we began to purchase more air time from WNYM. Every time we purchased more time, the funds were made available. We raised money over the air, doing rallies, we used premiums — basically Bibles, and during the first

year we grew from 12 hours a week to about 50 hours a week.

RB: When did you first begin plans to buy WNYM?

Greco: We began to pray about purchasing the radio station. Of course there was no money and we were very small, but we began to believe God wanted us to have this radio station. That was in 1984. We [eventually] grew to about 100 hours a week, moved into new offices, computerized our operations, and grew to a staff of about 14, but we were still buying time from WNYM.

In 1986 we approached the owners of the station. They told us we could buy the station, but it would be an all-cash deal, and before they even entertained the thought of selling the station, we had to prove that we had the money. We were very naive and went out looking for finances, but we just didn't have it.

At the 1988 NRB convention we approached the owners of the station, Ed Atsinger and Stu Epperson. Right there at the convention they agreed that they would sell us the radio station. Immediately after, they wrote us



Top: Rev. Luciano Padilla, president of RadioVision Cristiana, makes the grand announcement that WNYM has become WWRV to the glory of God.
Bottom: Rev. Cadin Castelo, co-founder of RVC, looks on with joy during the change of call letters.



Above: June 29, 1989, David Greco, executive director of RVC, signs on the dotted line for the purchase of WNYM, a 5000-watt station transmitting into New York, New Jersey, and Connecticut.

a letter and we began to talk to banks and financial institutions. By June we had signed our first contract. From February 1988 to May 1989 we had raised close to seven million dollars. About four million went to the expense of the radio station.

On June 30, 1989, we were able to close on the sale of WNYM. The new call letters are WWRV. We now have roughly about 112 hours of Spanish programming per week. The rest is Christian English and ethnic. We plan to keep these other programs on until we become financially stable enough to program 24 hours a day.

In watching this whole thing unfold, we knew that it would take God's hand to put it all together. God used many people, and we are very grateful to the Lord for using Ed Atsinger and Stu Epperson of Salem Media Corp. to make this whole thing happen.

They really went out of their way to help us buy their radio station. They gave us all kinds of advantages so we could buy it, and helped us to put it all together. Although they were the sellers and we were the buyers, they were really looking out for our

interests, and we really want to thank them.

RB: Much of your programming is local and live. How did this contribute to the momentous impact Radio Vision has had in this area?

Greco: Our programming is about 99 percent locally produced. Spanish people want to have personal contact with the person that is on the other end of the microphone. In this way we get the local churches involved in radio, we help them to grow, and then we get them involved financially because they feel the burden to support this radio station. We depend 100 percent on the voluntary offerings of our supporters.

We also want the listener to know that he or she can go to a local church and get help. Most of our programs are done live. When the pastors preach they get an immediate response from the audience. They bring their church members with them for the 13 phone lines. They can field about 200 calls an hour and that way they can counsel [and] pray.

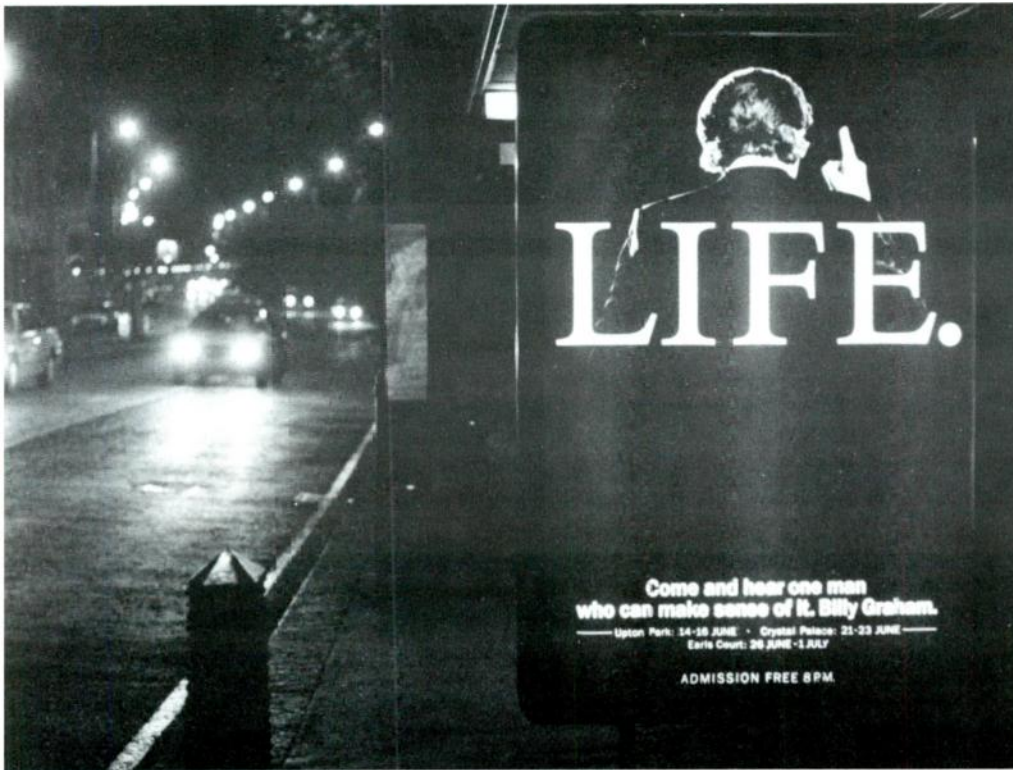
We receive about 1500 phone calls a day. Forty percent of those

WE RECEIVE ABOUT 1500
 PHONE CALLS A DAY. FORTY
 PERCENT OF THOSE PHONE
 CALLS ARE EITHER UN-
 SAVED, UNCHURCHED,
 OR NOT INVOLVED IN ANY
 LOCAL FELLOWSHIP. WE
 PRAY WITH THEM AND WE
 REFER THEM TO SERVICES
 [OR] CHURCHES.

phone calls are either unsaved, unchurched, or not involved in any local fellowship. We pray with them and we refer them to services [or] churches. It's a very effective way to share the Gospel. We're concerned about the community, so we try not only to present the gospel, but also community issues that are relevant to New York City and the Hispanic community.

RADIO VISION CRISTIANA
 (continued on page 31)

GOING INTO ALL THE WORLD



According to British media watchers, national press, television, and radio coverage of Mission 89 was greater than for any other religious event held in England during modern times.

In what may have been the largest one-time presentation of the Gospel, "Mission 89" carried the message delivered by evangelist Billy Graham to as many as 30 million people in the British Isles, parts of Africa, and several European locations.

The massive London-based effort revolved around 12 days of crusade meetings held at three main locations — the West Ham United Football Grounds (June 14-16), the Crystal Palace Athletic Stadium (June 21-23), and Earls Court (June 26-July 1).

The Earls Court meetings were broadcast live by satellite to 238 "livelink" centers throughout the British Isles. Each location was organized as a separate crusade. More than 1350 churches within the greater London area and some 5500 churches across the British Isles were involved in 18 months of preparation for the effort.

Counselors speaking a total of 87 languages were on hand at the meetings,

which also featured simultaneous translations of the messages into more than a dozen languages.

Three of the Earls Court meetings were also carried on the national television network of 30 countries in Africa. Twelve nations received the crusade live via satellite, while the rest viewed it on video tape due to time and language differences.

Official estimates said the actual television audience was between 22 and 30 million for each program. Those figures include an estimated 8.5 million who attended over 16,000 separate crusades organized in and by African churches.

Raining Revival

Despite torrential rain during Dr. Graham's last meeting of Mission 89, more than 4000 responded to his invitation to make a commitment to Christ, as an overflow crowd of 73,500 people jammed Wembley Stadium on July 8.

The meeting, held in Britain's largest arena, brought the cumulative attendance at Mission 89 meetings to 1.2 million from which more than 80,500 made commitments to Christ.

The Wembley meeting was not in the original crusade plan. The overwhelming response to Mission 89 caused Dr. Graham to cancel his trip to Manila, where he was scheduled to give the opening plenary address to 4000 Christian leaders at Lausanne II.

"I believe this decision is from the Lord," he said. "There's a spirit of religious renewal throughout this country for which many have been praying. I've never seen people respond so earnestly, quietly, and reverently as we have here."

Dr. Graham said the response to the 13 meetings of Mission 89 was mirrored in most of the 250 Livelink crusades held throughout the British Isles.

"There's a spiritual hunger in this country for the Gospel and the Word of God when it is preached in its simplicity," said Dr. Graham, also noting that more people had made Christian commitments in one week at Earls Court than in one

month at the Harringay Crusade he held in London during 1954.

Using Media

According to British media watchers, national press, television, and radio coverage of Mission 89 was greater than for any other religious event held in England during modern times.

Virtually all of the 16 national daily and Sunday newspapers, covering every section of the population, ran major feature and news stories on Dr. Graham and the Mission. In addition, the evangelist was granted numerous national TV and radio interviews.

Dr. Graham said that one of the most encouraging things about the preparations for Mission 89 was worldwide prayer. The Billy Graham Evangelistic Association (BGEA) distributed more than two million prayer reminders, which individuals were encouraged to wear on their watches to prompt them to pray periodically for the crusade.

Renewing the Church

At the close of the meetings, Dr. Graham said he felt the response to the crusade indicated there is a great spiritual hunger in Britain. He noted that availability of air time for gospel programming on radio and television in

the U.S. — which isn't possible in Britain — may be one factor in America's higher church attendance.

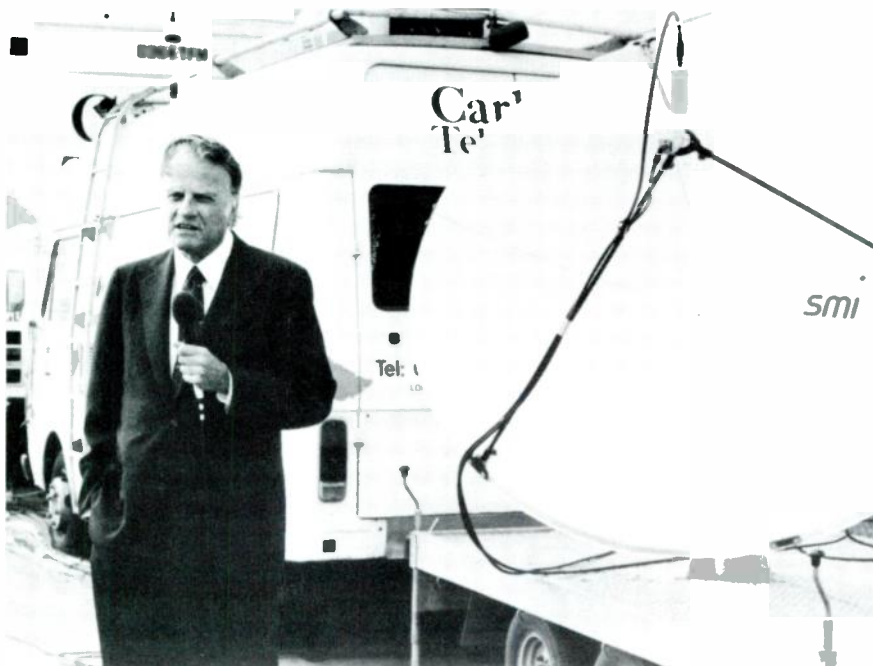
"There needs to be a genuine spiritual renewal in the churches," he said. "Where the evangelical gospel is proclaimed, churches here are packed."

Mission 89, which Dr. Graham referred to as "the most extensive outreach" in his 40-year ministry, was part of an even broader vision on the part of the BGEA. "Mission World," an international effort to provide assistance in evangelism where most needed, has several objectives.

It seeks to extend Dr. Graham's preaching missions via satellite and video distribution. In addition, BGEA officials plan to conduct training conferences for Christian workers and pastors, present and distribute video tapes of previous missions, and facilitate evangelistic literature distribution, among other things.

The goal of Mission World is to "help many churches realize their own evangelistic potential and mobilize the Church worldwide to maximize its evangelistic possibilities," according to BGEA officials. Africa, Latin America, Asia, and Oceania are areas that are presently being targeted.

See related story on page 14



Evangelist Billy Graham's Mission 89 from London's Earls Court is the largest single outreach of Graham's 50-year ministry. It was made possible by modern satellite as his message was carried live on large TV screens to 250 centers throughout the British Isles and to 30 African countries on prime time television.

**Do you know
this man?**



**Chances are your
listeners do!**

If your audience includes...

- HIGH SCHOOL STUDENTS or their parents,
- Viewers of Christian Television,
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First broadcast scheduled for **Saturday, September 16, 1989.**

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Mission 89 Multiplied Through Media BY BOB BOWEN



Evangelist Billy Graham closed his London Mission 89 meetings in Wembley Stadium by preaching to 73,500 in torrential rain which flooded nearby roads. The total attendance for Britain was 1.2 million, with 80,500 inquiries seeking counseling.

Long known for taping his crusades and broadcasting them to millions of households throughout the United States, evangelist Billy Graham took that practice several steps further during his Mission 89 crusade in Great Britain. Included this time was live, via-

satellite television, tape delay broadcasts with language translation, and film distribution.

Dr. Graham noted that by using broadcast technology more people were able to attend this 12-meeting crusade than the 41 meetings of his 1984 outreach

in England.

Crusade organizers utilized 240 "Livelihood" venues across the British Isles. Fifty-five-hundred United Kingdom churches hosted gatherings that included watching the crusade live on television. Other sites included an ice rink, a big top tent, a former bingo hall, and a number of prisons.

An interesting situation arose when attendance at counselor training sessions sometimes outnumbered the capacity of the venues themselves. Each Livelihood site included hosts and counselors just as the main venues did.

The Livelihoods were fed by sending the signal from the crusade over land to the British Telecom Tower in central London. The signal was then transmitted to "Eutelsat" located over the equator near Africa, and back down to sites which had each been surveyed just prior to the meetings.

In Africa, countries including Kenya, Liberia, Uganda, and South Africa used the live broadcasts as well as video tape with translations as needed.

Where television is not available, 4000 film crusades have been organized by local churches to bring the Gospel to remote African regions.

In South Africa, 175 telephone counseling lines were ringing around the clock for six days following the first broadcast. Over 5000 calls were received the first day alone.

Throughout the province of Northern Ireland, churches have been united by their local Livelihood, some for the first time, according to Meuros Maguire, South Belfast organizer. "If no other work is done, the bringing together of the churches in Northern Ireland has made it all worthwhile," he said.

Bob Williams, who is working with Dr. Graham on the media distribution of the crusade, pointed out, "We are not enslaved to technology. We're enslaved to a mandate to take Billy Graham's gift and match it to the gift of the churches. We couldn't care less about high tech. We want to know if it's high touch -- if it touches people with permanent effect."

Bob Bowen is NRB's Membership Services director.

July 30, 1989

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Organization _____ Phone # _____
Enclosed is _____ for _____ registration(s)

If we can make one general statement about advertisers, it is they are fearful of making the wrong decision. When they hesitate to buy air time, the prevailing reason is not that a station isn't attractive. The proposal may have been solid. The client may be dying to say yes. However, many would-be advertisers will not buy simply out of fear.

One way to alleviate that fear is to offer an air-tight system for tracking the campaign's results. In this way, the merchant will know early if he is getting results from his advertising. Many prospective clients have given our Tri-S stations the mandate: "Give me a way to track results and you'll get the buy."

There is only one way that a merchant can know if your listeners are entering his store. They must, in some way, tell him: a word, a sign, a signal. They may not do it deliberately, but they must give themselves away. However, there is one thing that your client must understand: He will sell to many more of your listeners than he can track.

Any campaign has institutional long-term qualities. In fact, the institutional appeal of a spot may be more of an impact than the price-and-item aspect. In other words, even short-term price-and-item campaigns will elicit results over the long-term. Here are some weak and strong ways to track results. Weak techniques do often work, but they do not insure definite tracking results.

TRACKING RESULTS

BY GARY CROSSLAND

WEAK

- **The general overview.** This is where the rep says, "Well, how have your results been?" This is a far cry from finding out how well *your station* did. The campaign may have been great. However, the client may have done everything else wrong. The end result: a bad month, and off the station he goes. What's more, the client may not know *how* well the campaign has gone because nobody told him how to watch for results.

- **The radio coupon.** "I listen to WXYZ. Does that mean I get a ten percent discount?" For several reasons, most radio listeners are shy about doing this. First, they may be shy about admitting they listen to Christian radio. Secondly, there may be other people at the counter and they don't want to feel silly about requesting a discount when the other customers cannot.

Some people are intimidated by the idea that they should receive a discount just because of the radio station they listen to. When you boil it down, sometimes the radio coupons work. Sometimes they fail miserably.

- **Do it yourself coupon.** "Just write the word 'concrete' on a piece of paper, and get a 15 percent discount on your purchase of a bag of Sacrete Concrete Mix." The problem here is identical to the radio coupon. The listener may do it or he may not. Furthermore, making one's own homemade coupon cheapens the whole idea of coupons. It looks cheap and your listeners know this.

- **Cognate media results.** "Did your other advertising do better during the radio flight?" This is a valid point. Radio is a support medium. Give it

something to support, and it will do well. However, the radio results may not come off the radio. They will come off of whatever medium it is supporting. Watch for increased response off print, direct mail, or whatever. What makes this approach weak is the fact that you cannot be *absolutely* sure of your results.

- **Did the client meet his goals?** You and the client have to come to an agreement regarding his bottom line on the front end of the campaign. You should know how many cans of paint he wants to sell within the next week. If he meets his goal, we are sure that you will be quick to take credit.

However, there are two problems with this approach. Often the client is reluctant to give the station credit at the back end of a successful campaign. This is extremely frustrating for the station and it always makes

you wish that you had developed a more airtight system of tracking.

Secondly, an *unsuccessful* sales week does not necessarily mean that the station did not perform well. However, you can rest assured that even if the station *did* perform well during a bad week overall, the client will be reluctant to admit it.

- **Advertised Specials.** Price and item advertising is easier to track since you are focusing on the movement of a specific piece of merchandise. What makes this a weak method of tracking is that you can never be sure if it was a radio listener who bought the product as a result of the ad. Furthermore, you can never be sure if a listener visited the store but bought another product.

- **Movement of other products.** Perhaps another product in the store is moving better than the one advertised. Keep your eye out for this. It may be that your station gets them in the store, but the merchant's point-of-sale advertising strongly influences the customer to buy another line.

STRONG

- **Over the counter survey.** This is where the cashier asks the customer if they heard the ad. You'll get an honest answer. But don't make it so involved that you tie up the cashier's time. Remember to ask if the customer heard the ad, not how they heard about the store. Many customers heard about the store years ago. But it was the ad that brought them in. If the customer heard the ad, and they are in the store today, the ad must have had some effect.

- **Point-of-sale coupons.** This is like the manufacturer's coupons that you see in the front of the store. Tell your customers to ask a floor clerk or the cashier for a ten percent discount coupon on your current purchase of garden accessories. In this way, the customer does not have to mention the call letters of his station. In fact, he thinks that everybody who asks for a coupon gets one.

- **Superflash.** This type of campaign is so called because of a photographer's promotion after the same name. It's where you give your special promotion a wacky name.

For example, let's say that a photographer develops a promotional price for a portrait special. If he wants to track results on your station, he will call the campaign "The Superflash Special." This is a name that only your listeners know. Then when a customer asks about "Superflash," the advertiser will know exactly where that lead came from.

- **Trade-ins.** There are more industries than the automotive, where

the customer can trade in something old for a discount on something new. A baker can trade fresh loaves for old stale heels. A shoe store can take old shoes in trade. Try it with apparel shops or book stores. Use your imagination.

The problem with this type of approach for bicycle and lawn mower dealers is that trade-ins are already a standard way of doing business, and it will not clearly indicate who among their customers are *your* listeners. You must do the trade-in promotion with a store that will see it as a novelty.

Use anything as a coupon. Just tell your listener to bring in something — anything that will give the merchant the indication that this customer is a Christian radio listener. However, the object that they bring in must make sense. It can't be too silly, or the customer will feel silly bringing it in.

- **Dead giveaways.** This is where the customer comes in and asks for a deal, or exhibits some behavior that only your listeners would know about. If your client is a dry cleaner, have the customer bring in a tie to be cleaned free with every two shirts. If it's a hardware store, tell the listener they'll cut a free duplicate key with any purchase. All they have to do is ask.

A car dealer will buy their jumper cables for \$30 when they trade in a car on a newer model. Your listeners will give themselves away by saying, "I have my jumper cables with me."

- **Triangle promotions.** Get two advertisers working on the same promotion. For example, "Pay for your meal with a First Savings Visa Card and get a ten percent discount on your check." "Bring a Diet Pepsi can into Body Beautiful Health Club and get a 25 percent discount on your membership." "All Goodyear tires are rotated free with an oil change at U.S. Auto Repair."

- **"Ask for Bob."** Have your listeners ask for someone in particular. Even if Bob isn't there at the moment, any request for Bob will be an indication that the customer is one of your listeners.

There are many more strong tracking methods, and we are sure that you will think up some on your own. Remember to always give the client a chance to hear his own spot on the air. Get the whole staff to hear the spot. This will create excitement. It will also prime the staff, making them more keenly aware and in anticipation of results.

Remember also to let the client know beforehand that there will be three types of people that respond to his campaign: (1) those who respond to his ad in exactly the way you ask them to, (2) those who respond right now, but in a way that is impossible to track, and (3) those who will respond over the long-term. Not only are the last two groups hard to track, but they usually represent a much larger number than the first group.

Gary Crossland is president of Soma Communications, Inc., publishers of Tri-Sales tools.

Robertson, Stanley To Open, Close NRB '90

MORRISTOWN, N.J. (NRB) — "Looking Unto Jesus For a Decade of Opportunity" is the theme of the 47th National Religious Broadcasters annual convention and exposition in Washington, D.C., scheduled for January 27-31, 1990.

M.G. "Pat" Robertson, founder and president of CBN in Virginia Beach, Va., will address the convention delegates during the opening plenary Saturday evening. Pastor Charles Stanley of the Atlanta (Ga.) First Baptist Church and In Touch Ministries will be featured at the closing anniversary banquet on Wednesday.

Ray Ortlund, speaker on the *Haven of Rest* radio broadcast, will lead worship on Sunday morning at 10 o'clock. Evangelist Leighton Ford of Charlotte, N.C., is the International Banquet speaker, while Steve Brown from Key Life Ministries will address the FCC Luncheon. Pastor Larry Lea of Church on the Rock in Rockwall, Texas, is to speak during the Tuesday evening plenary.

According to Dave Clark, convention program chairman, there will be some major changes in next year's schedule. The NRB Media Expo will open Sunday afternoon, allowing more time for attendees to visit the hall. Expo director Michael Glenn reports that approximately two-thirds of the exhibition space had already been reserved by August.

Expo hall hours are from 1 to 6 p.m. on Sunday, 10 a.m. to 6 p.m. on Monday and Tuesday, and 10 a.m. to 2 p.m. on Wednesday. Anyone who did not receive a promotional brochure, but would like to, should contact the NRB Expo office at (201) 428-5400 as soon as possible. Glenn expects the NRB Expo to be fully reserved by next month.

In another change from last year, the annual music concert has been moved to Sunday evening. Workshops, meanwhile, have been scheduled for the mornings of Monday, Tuesday, and Wednesday only. According to Dr.

Clark, the program committee wanted to allow more free time in the afternoons for convention attendees.

Another change regards the International Banquet, traditionally held on Tuesday. This year the banquet will take place Monday evening in the Sheraton Washington Ballroom and will include the awards ceremony.

Early registration for the convention is up as compared to last year. Through mid-August, 210 delegates had registered for the convention. The first 500 registering for the convention receive guaranteed reserved table seating at the convention's scheduled meal functions.

NRB Chapter Conventions Fill Out Autumn Months

MORRISTOWN, N.J. (NRB) — Four NRB chapter conventions will meet in September and October, beginning with the NRB Western Chapter September 17-19 at the Los Angeles International Airport Marriott. The chapter's theme is "The Future of Christian Broadcasting: Will You Be a Part of It?" Speakers for the event include Adrian Rogers, John MacArthur, and Anthony Evans.

Workshops on "Time Management" with Ted Engstrom and "Performax Testing" and "Storyboard Management Strategy" with Gary Smalley and John Trent are among the professional enrichment seminars slated for NRB West.

According to Western Chapter president Jon Campbell, a special award will be presented to Orel Hershiser of the Los Angeles Dodgers. Campbell said a cruise drawing will be held Monday evening at the "Fiesta" fellowship.

Nebraska is the setting for this year's Midwest convention from September 25-27. The meetings will be held at the new Cornhusker Convention Center, located near the Back to the Bible headquarters in Lincoln.

Midwest Chapter president Wayne Pederson said the theme "Find Us Faithful" will center on the Lord's "faithfulness to Christian broadcasting over the



M.G. "PAT" ROBERTSON



CHARLES STANLEY



RAY ORTLUND

years and our need to be faithful in our service to Him."

Key speakers are to be Gil Rugh of *Sound Words*, Steven Brown of Key

Life, and Warren Wiersbe of *Back to the Bible*. Highlights include a University of Nebraska football game on Saturday and music by Patty Tenney, the Good News Singers, and the Back to the Bible Quartet during the convention.

The NRB Southcentral Regional will be held October 5-6 in Memphis, Tenn. Additional details on the Southcentral Convention are available by contacting chapter president Buck Jones at (901) 725-9777.

"Communicating Christ's Commission" is the theme for the 1989 Eastern Convention scheduled for October 19-21. The Sandy Cove Bible Conference Center in North East, Md., is the site of the gathering.

This year's Eastern Regional will feature concerts on Friday night, Saturday afternoon, and Saturday evening. Special music will be provided by Sue Dodge and Clinton Utterbach and the Redeeming Love Christian Center Praisers.

In addition, Larnelle Harris will minister in song at the Saturday evening concert. Speakers are Kay Arthur of Precept Ministries and John DeBrine of SongTime, Inc.

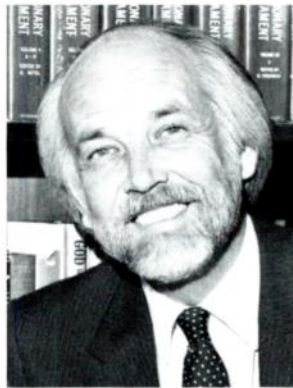
A complete listing of the regional conventions is given on page 34, along with telephone numbers to call for further information.

EFICOM Modified For Smaller Non-Profits

MORRISTOWN, N.J. (NRB) — A change in the EFICOM program that modifies the mandatory provision for smaller NRB nonprofit members is now in effect. Certification by NRB's EFICOM (Ethics and Financial Integrity Commission) is required of all NRB members which are tax exempt under Section 501(c)(3) of the Internal Revenue Code.

However, the EFICOM Commissioners recommended, and the NRB Executive Committee has approved, a waiver of the requirement for a period of one year for organizations with less than \$500,000 in annual broadcast income.

If an organization has over \$500,000 in donated income for broadcast ministry, it must submit an application for EFICOM certification. If an organization has under \$500,000 in donated income for broadcast ministry, it need not file with EFICOM, according to the conditions of the waiver.



STEVE BROWN



KAY ARTHUR

EFICOM chairman Thomas F. Zimmerman, however, encourages every organization to submit an application to demonstrate its commitment to financial integrity and accountability. If an organization chooses not to apply at this time, it should notify the EFICOM office in writing.

The Executive Committee finds that this waiver "is necessary and in the best interests of the association," said NRB president Jerry Rose on the decision that was duly considered and approved on May 1. The NRB Board of Directors was subsequently notified of this action by letter.

The Executive Committee is authorized in the EFICOM bylaws to take such action in regard to particular EFICOM requirements under the one-year waiver stipulation.

Members wanting further information about the status of their organizations under the new EFICOM waiver may contact the EFICOM office by calling (800) 323-9473.

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FOCUS ON THE FAMILY

PROFILE

Excellence is the supreme goal of former NRB president Brandt Gustavson, a staunch supporter of quality religious broadcasting. Gustavson is currently executive vice president and chief operating officer of Trans World Radio (TWR).

Relating to Radio

Since he was ten years old, Gustavson has been fascinated by the intricacies of radio. Growing up in Rockford, Ill., as the son of Swedish immigrants, he spent his leisure time at local radio stations, wanting to learn more about the industry. When 15, he offered his services free to

In 1968, Gustavson became director of broadcasting at Moody. He grew sensitive to the various needs of owners and managers, producers, and advertising agents. By 1974, Moody Radio Network included seven stations and produced programming for 235 stations around the world.

After serving as the director of broadcasting, Gustavson was appointed by MBI trustees in 1974 to be vice president and administrator in charge of development. Gustavson's responsibilities not only included broadcasting, but also Moody Press and Moody literature ministries, *Moody Monthly* magazine, public relations, extension and school promotion, and stewardship.

Overseeing Moody's broadcasting outreach, Gustavson saw the network expand to 11 radio stations and programming to more than 350 additional stations around the world.

NRB Growth

Gustavson witnessed the rise of NRB membership from 104 in 1961 to 725 when he was chosen first vice president in 1977. He was elected president of National Religious Broadcasters in 1982 at his 20th NRB convention.

He said the convention was marked by "spiritual fellowship and camaraderie" from the opening session with E.V. Hill to the sobering message at the closing banquet delivered by the late Francis Schaeffer. Gustavson's challenge to NRB was to be "laborers together with God."

As he concluded his three years as president of NRB in 1985, he summarized, "Your life and service are richer and more satisfying by the contacts you have made with other Christians in NRB. Your day-to-day work is more effective as a result of the nuts-and-bolts learning you receive from NRB. Your overall knowledge of Christian broadcasting and ability to stay current in all forms of communications broadens significantly through the teaching work of NRB."



DR. E. BRANDT GUSTAVSON

When Gustavson visited Taiwan with NRB board members in 1983, he called missionary radio an "open door." In May 1986, he joined TWR and became a part of one of the world's largest missionary broadcasting enterprises. Based in Chatham, N.J., he coordinates the worldwide broadcasts of 800 missionaries in 26 locations around the world.

In the early 1950s, Paul Freed launched the Voice of Tangier from Morocco, broadcasting in two languages on a 2500-watt transmitter. Moved to Monaco and renamed in 1954, TWR presently broadcasts in 84 languages with a total transmitter power of 5.5 million watts. Transmitters are in Monte Carlo, Bonaire, Swaziland, Sri Lanka, Guam, Cyprus, and Uruguay.

TWR recording studios are located in Brazil, Argentina, Venezuela, England, Spain, Norway, France, West Germany, Switzerland, South Africa, Kenya, India, Hong Kong, and Australia. The Intracare training center is located in Bussum, Holland. A Canadian office is in London, Ont.

Gustavson exhorts broadcasters to "do (their) work in broadcasting with glad hearts and thankful spirits." An exponent of excellence, he states, "We must have something to say and we must say it well if we are to be effective. We cannot settle for second-best."

Virgil Megill lives in Toccoa Falls, Ga.

BRANDT GUSTAVSON: Excellence For The Lord

BY VIRGIL MEGILL

WBEL in Beloit, Wis. He was hired with pay, and within two months he had his own radio program.

After his high school graduation in 1954, Gustavson enrolled at Northwestern College in Minneapolis. His academic study, however, did not prevent him from working 20 hours each week at the college station KTIS.

In 1961, Gustavson became manager of Moody Bible Institute (MBI) station WCRF in Cleveland, Ohio. He participated in a wide range of programs, including *Manna in the Morning*, *Radio Prayer Circle*, *Poet's Corner*, and *Time Out for Music*.

Gustavson joined NRB that same year, when the organization's membership numbered just 104. He attended his first NRB convention at the Mayflower Hotel in Washington, D.C., as a member of the Moody delegation.

NRB WEST

“Wish you were here!”

September 17, 18 and 19 in Los Angeles, California

NRB West . . . the place to be in September for the 1989 Convention . . . at the

*Marriott Hotel at LAX . . . the largest regional chapter gathering . . . featuring
an outstanding roster of special speakers . . . innovative workshops
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Dr. Ted Engstrom as he presents

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*. . . Gary Smalley and Dr. John Trent with “Performax Testing” and “Storyboard
Management.”*

*NRB West is the premiere convention for fellowship
and industry trends . . . in a setting designed to keep you*

on the cutting edge of broadcast ministry! Don't miss it . . . join us in

Los Angeles on September 17, 18, and 19.



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MEDIA WORLD

• NATIONAL •

Renewal Reform Bill For FCC Introduced In House

WASHINGTON, D.C. (NRB) — Legislation was introduced in the House of Representatives during June that would restructure the FCC's broadcast license renewal process to give a licensee greater renewal expectancy, according to *Broadcast Regulatory Update*.

The bill would essentially guarantee license renewal if the station meets two conditions: (1) it has provided programming that generally meets the interests and needs of its audience, as certified to the FCC by the station; and (2) it has complied with all FCC rules.

The Commission would be required to revoke a license automatically if the station has not met these requirements. In addition, payments to competing applicants for withdrawal from a comparative renewal proceeding would be barred.

'Bible Answer Man' Martin Passes Away At Age 60

SAN JUAN CAPISTRANO, Calif. (RNS) — The Rev. Walter Martin, director of the Christian Research Institute and host of the radio call-in program *The Bible Answer Man*, died of a heart attack June 26.

While growing up in the Bedford-Stuyvesant area of Brooklyn, N.Y., Dr. Martin went to an Episcopal church while attending a Roman Catholic school. He later became an evangelical Christian, was ordained as a Southern Baptist, and earned four college degrees, including a master's from NYU and a doctorate from California Western University.

Dr. Martin started *The Bible Answer Man* in 1964 on a radio station

in New Jersey, patterning it after a popular 1930s show. Ten years later he moved to a small suite of offices in El Toro, Calif., and began the program in Santa Ana.

Satellite distribution began in 1980, and the 55-minute broadcast is now heard five days a week on more than 100 radio markets in the U.S., Zaire, Burma, and Canada. Much of Dr. Martin's work was directed to helping Christian laypeople provide answers to questions raised by members of religious cults and sects.

His book, *The Kingdom of the Cults*, has been a best-seller in Christian bookstores for two decades. Dr. Martin said his approach was to "teach Bible-believing Christians how to give reasons for their own faith."

Black Baptists Planning To Produce Cable TV Program

NASHVILLE, Tenn. (RNS) — Members of the nation's largest black denomination, the National Baptist Convention, USA, Inc. (NBC-USA), announced a plan to launch a cable television program during the dedication of their new \$10 million world headquarters in June.

The announcement and dedication took place during the denomination's 84th annual Congress of Christian Education in Nashville. The Baptist World Center, the first headquarters ever built by an American black denomination, houses the offices of the NBC-USA.

At the opening session of the congress, Rev. T. J. Jemison, president of the eight million-member denomination, announced plans for the *Black World Today* program, which will air on the Vision Interfaith Satellite Network later this year.

Dr. Jemison said the program will



FROM TOP
TO BOTTOM:
WALTER MARTIN,
LARRY CUMMINGS

focus on medical, financial, and lifestyle issues of interest to black people. "We're interested in education, politics, civics — not just religion — all the problems of the world today," he said.

The program is the first of its kind by an American black denomination. The anchor team will feature Mearl Purvis, community affairs coordinator for WSMV-TV in Nashville, and George Frazer of Cleveland, host of the top syndicated black radio show *For Your Success*.

Media Counseling Available Through Cummings Group

PHOENIX, Ariz. (NRB) — To assist ministers and ministries in gaining

or increasing exposure on radio or television, the Cummings Group has introduced a new "super agency" hotline offering advice over the telephone.

The Phoenix-based advertising agency, with more than 15 years of experience in religious broadcasting, is providing the service free, although callers must pay for the phone call.

Callers who dial the Cummings Group's (900) 860-9776 number will receive in-depth answers from the company's experts on a wide-ranging list of religious broadcasting questions. Information can be sought from 10 a.m. until 7 p.m. (EDT) during the work week.

Company president Larry Cummings said his unusual super agency service is designed to assist ministers who have worldwide vision but limited media expertise or exposure. It can provide guidance for local or regional ministry marketing that will stimulate growth.

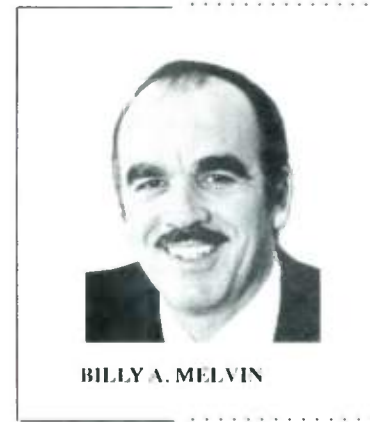
Cummings added that he is not trying to take business away from other advertising agencies, but instead provide good second opinions or

prevent inexperienced ministers from being taken advantage of through harmless oversights. "If nothing else," he contends, "it gives television and radio ministries an inexpensive means to cross-reference their agencies."

CLeaR-TV Announces A One-Year Sponsor Boycott

WHEATON, Ill. (NRB) — Christian Leaders for Responsible Television (CLeaR-TV) announced the start of a one-year boycott of the Mennen Company and Clorox Corporation. CLeaR-TV said the two companies were among the leading sponsors of sex, violence, and profanity during the May sweeps period.

According to Billy A. Melvin, executive director of the National Association of Evangelicals and the chairman of CLeaR-TV, monitoring results indicated that the two companies "ignored CLeaR-TV's request not to advertise on programs high in incidents of sex, violence, and profanity."



BILLY A. MELVIN

Dr. Melvin said three letters were sent to all companies advertising on network television, telling them of plans to monitor programming. "Both Mennen and Clorox were fully aware of our concerns, requests and intentions. They decided, however, to ignore them," Dr. Melvin explained.

CLeaR-TV is comprised of approximately 1600 Christian leaders, including the heads of over 70 denominations.

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MEDIA WORLD

• INTERNATIONAL •

High Adventure Seeking To Reach Mainland China

PITI, Guam (EP) — On the heels of the Chinese government crackdown of pro-democracy demonstrators, High Adventure Broadcasting Network (HABN) is launching a project to reach Chinese pastors, church members, and students involved in the pro-democracy movement with news and Christian encouragement.

"Wherever there are people living under oppression, we must do all we can to give them hope," said George Otis, president of HABN, which operates Voice of Hope World Network. "We have sped up our schedule to meet the needs of Mainland listeners . . . many who have no idea that Christians in North America care about them."

Piti, on the island of Guam in the Pacific Ocean, is the site for the new station. A 100,000-watt transmitter will blanket most of China with eight million watts of effective radiated power, according to HABN.

Construction on studios and a transmitter building was scheduled to be completed by early this month. A sophisticated curtain antenna will focus a signal on mainland China.

Commenting on the possibility of jamming, Otis said, "If we can survive attacks by Communists and Muslim extremists in Lebanon, we can survive anything." HABN staff and facilities have been attacked before; four employees have been killed to date.

When the Guam facilities are completed, the Voice of Hope World Network will reach every major population center in the world, according to the organization.

Catholic Church Resumes Broadcasting In Nicaragua

MANAGUA, Nicaragua (WEIS) — The Roman Catholic Church-produced radio program "Iglesia" (church) is again on the air in Managua, one month after President

Daniel Ortega agreed to allow Catholic stations to operate as part of an opposition press.

According to World Evangelization Information Service, the broadcasts will be allowed as part of a compromise reached between President Ortega and the presidents of Honduras, El Salvador, Guatemala, and Costa Rica as a means of demobilizing the Contra rebels. As part of that compromise, elections in Nicaragua are scheduled for early 1990.

Meanwhile, three evangelistic radio programs produced by the Luis Palau Evangelistic Association have had varying success reaching Managua airwaves. Angel Bonjiorno, who together with Dr. Palau hosts the news, ministry, and advice programs, said the shows seem to make it to the station on a "hit-or-miss" basis.

CBN In Joint Venture To Produce Family Films

LOS ANGELES, Calif. (IMN) — A joint venture to produce four family-oriented made-for-television films has been reached by the CBN Producers Group and Atlantis Films of Toronto, Ont., according to International Media Network. The films are budgeted in the \$1.5 to 2 million range.

Three of the films are to be shot in Canada or Europe, and the fourth in the U.S. Each film will feature at least one internationally known star. The first movie is expected to air by the end of the year on CBN's The Family Channel.

"The CBN Producers Group is delighted to be associated with Atlantis Films Limited on these projects," said CBN's Harry Young. "Atlantis shares our vision and our aspirations in regard to the production of quality family programming."

Atlantis Films has produced such television programs as *The Twilight Zone* and *The Ray Bradbury Theater*. The company won an Academy Award in 1984 for the Best Short-Live Action production *Boys and Girls*.



FROM TOP
TO BOTTOM:
LUIS PALAU,
HARRY YOUNG

FEBC Bible Read-Along Is Successful In Burma

LA MIRADA, Calif. (NRB) — The Far East Broadcasting Company (FEBC) reports that its "Bible Read-Along" program has become one of its most popular radio programs in the country of Burma.

Among Burmese Buddhists, it is offensive and improper to read the sacred books of another religion unless you are invited to do so. FEBC's Burmese director decided to try offering to send his listeners a copy of the Bible portion to read along with the radio program. The response was tremendous.

When the program was initiated in 1988, listener responses jumped from 814 in February to over 7000 in July. This year, monthly responses by mail, phone, or personal visits to the Rangoon studio are averaging over 3000.

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1/3 page col	2 1/3 x 9 3/4	\$400
1/3 page sq	4 3/4 x 4 3/4	\$400
1/6 page vert	2 1/4 x 4 3/4	\$300
1/9 page vert	2 1/4 x 3 1/4	\$200
Bordered listing		\$100

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ON THE AIR

At this time of the year, many non-commercial, listener-supported stations are planning their primary fundraising effort that will hopefully raise in pledge commitments the entire annual or semi-annual budget. Typically these on-air fundraising drives are called Sharathons and a great number of stations across the country will be hosting this two to four day fundraiser during the upcoming fall and winter months.

In recent years, even some commercially licensed stations owned by non-profit organizations are conducting Sharathons to help raise a portion of the budget that is not being met by commercial revenue. Due to the continued growth of listener-supported stations

Satellite Network. His experience in fundraising covers more than 15 years of conducting Sharathons for stations with annual budgets from \$30,000 to nearly \$1 million. I talked with Todd recently and asked him a number of questions that I hear all the time.

Augsburg: What time of the year is best for conducting a Sharathon?

Isberner: That is usually going to depend greatly upon where the station is located. A station must really do [its] homework to find out everything about [its] area. Sometimes there can even be psychological factors that must be considered in selecting Sharathon dates. For example, we would never recommend a Sharathon in the month of November here in Minnesota. People here are typically feeling down mentally due to the gray skies that seem to fill this transition month from fall to winter. On the other hand, November can be an excellent time of the year for Sharathons in the South or the West. Generally speaking, summer is not a good time to hold a Sharathon unless your station is located in a popular vacation spot. It is often advantageous to consider planning a Sharathon around special events like the station's anniversary.

Augsburg: What are some of the key ingredients involved in the pre-planning of a Sharathon?

Isberner: Pre-planning for a Sharathon can be compared to the pre-planning of an athlete for a marathon event. The more time invested, the better the final results tend to be. In a recent Sharathon manual I just completed, we break down seven key areas of responsibilities that must be delegated to a staff of employees or volunteers. This should begin three months before the Sharathon. Some of these ingredients that require coordination include intercessory prayer, promotion, special events, pledge processing, telephone volunteer scheduling, and contacting of guests to be interviewed. This all requires a great deal of communication with department heads preferably in the

"Pre-planning for a Sharathon can be compared to the pre-planning of an athlete for a marathon event. The more time invested, the better the final results tend to be."

form of regular follow-up meetings.

Augsburg: How popular are kick-off banquets these days?

Isberner: About 70 percent of the stations we work with host a kick-off banquet prior to the Sharathon. Another 25 percent host a concert, rally, open house, or other special event.

Augsburg: Are banquets effective?

Isberner: Absolutely! They really serve as a launching pad for the Sharathon, providing tremendous public relations among the listening family and resulting in a real enthusiasm builder. Also, in a practical sense it provides an opportunity to begin the first morning of the Sharathon with as much as one-third (of the goal) already on the total board.

Augsburg: When conducting a Sharathon, what are some of the do's and don'ts that you cover in the staff training sessions on the eve of the kick-off day?

Isberner: There are basically two areas we go over, first covering the mechanics of the Sharathon broadcast. This includes length of talk segments, what type of music we are going to play, how to handle guests, what style the appeal will be given in, pacing, goal an-

ON THE AIR

(continued on page 31)


Effective Sharathon Planning

BY BOB AUGSBURG

across America, I feel it is important to feature at least one article per year to assist stations in this all-important area of fundraising.

Today, raising a budget through listener donations requires careful, prayerful planning by adopting an approach that is positive, scriptural, and entertaining. Over the last ten years I have come to appreciate and respect Todd Isberner, a gentleman who has produced and guided numerous stations through Sharathons.

Todd is president of Share Media which is based in Minneapolis. He is also the marketing director for the Skylight



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Jeoffrey Benward, highly acclaimed musical artist and host of "Day By Day" on the Trinity Television Network.

For further information contact Buck Jones, Love Worth Finding, 70 N. Bellevue, Memphis, Tennessee 38104. (901) 725-9512.

BROADCASTERS

Bott Broadcasting is moving down the dial and across town as the group owner sells its old KCCV-AM/Kansas City station for \$700,000 plus a minority tax certificate, and heads for new digs in Overland Park, Kan. Retaining its call letters, KCCV, *Kansas City's Christian Voice*, the 6 kw. signal will now be found at 760 khz.

KCBI-FM/Dallas celebrated the 20th Anniversary of the first moonwalk with astronauts James Irwin and Charles Duke. Irwin, a member of the Apollo 15 crew, is now head of High Flight ministries. Duke, a member of Apollo 16, was one of the first 12 Americans to set foot on the moon. Another giant leap for the station is the new *Morning Show on KCBI*. Co-hosting the show are Mark Johnson and Tom Nau. Also onboard are news director Al Ross, sports director John Driggs, meteorologist David Briggs, and producer Sharon Geiger.

KSCB-TV/Sioux Falls, S.D., formerly Team Television, is now under the name Siouxland Christian Broadcasting.

Charles Stanley, pastor of Atlanta (Ga.) First Baptist Church and speaker on the *In Touch* television and radio program, has been named Clergyman of the Year by Religious Heritage of America.

Christmas in China, the 1988 Lutheran Hour Christmas special, has won a Silver Medal in the category of religious programming at the International Radio Festival of New York. The program, produced by the International Lutheran Laymen's League, was the last regular broadcast for the now-retired Dr. Oswald Hoffmann.

Brentwood Music has named two new staff members in **John P. Sugg Jr.** and **Joy Smith**. Sugg, named as the new COO, is a graduate of Trevecca Nazarene College and was formerly with Arabian American Oil in Dhahran,

Saudi Arabia. Smith joins the company as Promotions Director, having served Sparrow Records in its A & R department.

KCNW-AM, Kansas City's Christian Connection, showed up in full force to help KYFC-TV during its recent telethon. On-air staff showed items donated by advertisers while the sales staff manned the phones. The four-day event raised \$138,500.

Tom Houston, former president of World Vision, has been named international director of the Lausanne Committee for World Evangelization. A native of Scotland, Houston will be the first European to serve in that capacity, which has been filled by Asian, American, and African leaders.

Revivaltime, the international radio voice of the Assemblies of God, originated from the Hoosier Dome Convention Center during the fellowship's 43rd General Council. The special program airs the week of September 24 on 600 stations around the world.

George Grant has been named to head the expanding community service program of Coral Ridge Presbyterian Church. The Fort Lauderdale, Fla., church is developing a program to provide housing, jobs, and other necessities to the surrounding community. Pastor **D. James Kennedy** hopes it will be a model which will be used by other churches.

High Adventure Broadcasting has asked for prayer following the beating and strangling of one of its employees in Ecuador. The incident, which left the worker unconscious, is the 31st violent attack against the international broadcast ministry in the past decade.

How Can I Live? with host Kay Arthur began airing on the ACTS Network as of July 7. The 60-minute program is the latest outreach for Precept Ministries., which is based in



FROM TOP
TO BOTTOM:
JOHN P. SUGG,
JOY SMITH,
SCOTT W. BROWN,
NORMAN C. MINTLE

Chattanooga, Tenn.

Norman C. Mintle has returned to CBN as the executive producer of *The 700 Club With Pat Robertson*. After joining CBN in 1982, Mintle left in 1987 to pursue other interests. His new position has him working directly with program content and format.

World Opportunities has joined with **Joni and Friends** to provide supplies to disabled people in the Philippines. Joni, known for her work with the disabled, and World Opportunities, with 20 years of experience distributing supplies to third-world countries, will send wheelchairs, crutches, medical equipment, and supplies to disabled artists.

His debut Sparrow release, *Joy In The Journey*, is a record for the church, according to cellist **John Catchings**. The instrumental collection of traditional hymns features the former principal cellist of the Nashville Symphony and Michael Card. Catchings left the Nashville Symphony to tour with Card across the country.

Christian retailers are finding a two by three foot poster in the mail to promote the new **DeGarmo & Key** release *The Pledge*. The poster, picturing the duo, reads "He died for me — I'll live for Him," and gives patrons the opportunity to "take the pledge" and sign their names on the poster.

The **National Abortion Rights Action League (NARAL)** is attempting to take its message right to the people through their favorite magazines. *Publishing News* reports that 18 of the major women's magazines were invited to a meeting to discuss "what we can do to protect *Roe vs. Wade*." The meeting, held in New York City, included editors from *Family Circle*, *Ladies' Home Journal*, *Woman's Day*, and *Good Housekeeping*. The NARAL is asking publications to print their pro-choice letter in upcoming issues so readers can forward them to their government representatives.

Mike Trout, co-host of the *Focus On The Family* radio program, was given the NRB Southwest Chapter's 1989 Barnabas Award. The award is in recognition of excellent service outside of the spotlight. In broadcasting since 1966, Trout joined Focus eight years ago and was named co-host in 1985.

Gospel recording artist **Scott Wesley Brown** has been active in foreign missions for many years through his I Care Ministries. His recent Word Records single, *Please Don't Send Me To Africa*, seemed the perfect opportunity to focus attention on the need for renewed missions outreach. More than 40 Christian radio stations had listeners submit reasons for not going into missions service. The winning station, WCBW-FM/St. Louis, will be sending afternoon drive-time announcer Rick Sewell with Brown to a missionary crusade in Africa this January.

Zondervan Publishing House was the recipient of this year's highest publishing honors, winning three 1989 Gold Medallion Awards from the Evangelical Christian Publishers Association. Award winners are: *First Ladies of the Parish* by Ruth A. Tucker, *A Musician Looks At The Psalms* by Don Wyrzten, and *Disappointment With God* by Philip Yancey.



MIKE TROUT

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(Ragan A. Henry)

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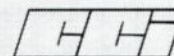
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NEW PRODUCTS

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The compact DAT cassette holds

to cue the cuts to the program start IDs. Most importantly, DAT machines digitally number these cuts so that for the first time, automation systems have complete random access to any cut on any tape.

Therefore, songs need not be played in the order they are supplied on the syndicated tape, thus radically expanding the broadcaster's programming flexibility.

Current Drawbacks

Today's crop of DAT machines, primarily developed for consumer use, lacks some very basic interface utilities critical for use in automation systems. Most units do not provide broadcast-standard remote control terminals for automated control of start, stop, and search functions.

However, several systems integrators, currently utilizing DAT in automated environments, have overcome this control problem by emulating the infrared detector port provided by the manufacturer for a consumer-type hand-held remote control. This al-

lows dependable remote function control.

Status readback to provide function confirmation such as run status and end-of-message information is a more difficult problem, since no port for this data is provided by the DAT machines.

Operating Confirmation

Most current automation systems fly without confirmation of operational modes and just assume that the DAT machine has responded correctly to the commands. To calculate when a program cut has finished and then cycle to the next event, some systems use external computers to keep track of program cut time.

Other systems record FSK data at the beginning of a cut to tell the control computer the length of the cut prior to airing. Either of these approaches requires external logic and/or careful pre-timing of cuts and recording of tapes.

Technology Update

Radio Systems, Inc., has just released its model RS-1000, which goes a long way toward solving these drawbacks. Complete broadcast-standard, hardwired remote control is provided so that simple control interfacing is possible without the use of external serial data encoders.

Extensive modifications to the Song DTC-1000, including the installation of an internal microprocessor, have also enhanced the machine's interface ability so that it provides complete hardwired, available status information including end-of-message closures.

Remote control connectors and microprocessor-initiated protocols have been installed in the RS-1000 to emulate popular cart carousel and multi-slot units. Slot numbers are simply replaced by cut numbers and the DAT machine looks just like a cart "carousel" to any existing automation system.

Look for DAT hardware to rejuvenate automated and syndicated formats. For more information, contact the author Dan Braverman, president of Radio Systems, Inc., at (215) 356-4700.

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RS-1000 Offers the DAT Edge

up to two hours of stereo program material — a familiar and convenient length for syndicated formats. DAT's inherent digital quality offers consistent low noise and in-phase performance for quality-conscious automated stations.

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ON THE AIR
(continued from page 26)

nouncing, and pledge updates. These are all covered first in our training session. Secondly, and most importantly, we will go over the on-air presence that everyone on the mike for the next three days must continually be aware of. I try to have the entire staff imagine themselves as listeners and we briefly discuss the things that would cause us to tune out a Sharathon. Some of these "tune outs" during fundraising include begging, threatening, scolding, pleading, and those types of things. The on-air staff must concentrate on being positive, sincere, gracious, and even add a touch of balanced humor and, of course, spiritual authenticity to what is being said.

Augsburg: Could you be more specific with the Sharathon mechanics?

Isberner: Sure. Remember to keep talk segments brief (two - four minutes), give pledge updates every quarter-hour, be careful with guests — keep the interview interspersed with music and the focus on the importance of the Sharathon and supporting the station.

Augsburg: At what point can you speculate that the goal is within reach and what do you do if you see that the goal is probably unattainable?

Isberner: During a three-day Sharathon you can usually expect that if you are half-way to goal by afternoon of the second day, the goal is definitely attainable. If a Sharathon is moving very slowly by the latter part of the second day, we will usually shift the emphasis to shorter attainable goals and rarely, if ever again, mention our original ultimate goal.

Augsburg: How do you wrap up the conclusion of a Sharathon if the goal was far from being reached?

Isberner: I would handle that in the same way that I would congratulate a marathon runner who couldn't finish the whole race but ran anyhow. Every dollar pledged is a victory and listeners who gave need to be congratulated for doing the best they could. At the conclusion, whether the goal was reached or not, it is imperative that the attitude is positive, one of appreciation, humility, and gratefulness to the Lord and to the listeners.

Bob Augsburg is president of Programming Plus, Fort Myers, Fla. Todd Isberner is president of Share Media and also is marketing director for the Skylight Satellite Network in Minneapolis, Minn.

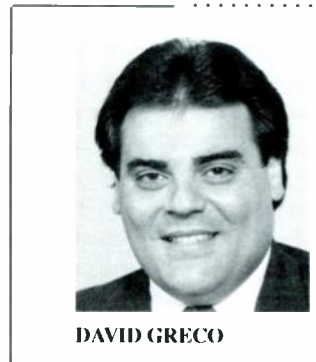
RADIOVISION CRISTIANA
(continued from page 11)

RB: Was it difficult to bring pastors from all over the tri-state (N.Y., N.J., and Conn.) area together in one ministry?

Greco: One of the biggest miracles that I've seen — and we've seen great miracles here — has been the unity throughout the churches in working toward a common goal. In the last part of our marathon we were short about \$1.5 million. We decided to appeal to every church in our audience to raise an offering of \$1330. To our joy [we've seen] in the last month or so, almost 900 churches give at least that amount, with most giving more. This is something that God did. You just can't do that! The most important idea that we try to communicate is that this radio station belongs to the people — the believers. And so they felt the responsibility and the burden and they've given. It's just incredible.

RB: What's next for Radio Vision Cristiana?

Greco: Right now we're looking to move to Paterson, N.J. Our station is currently duplexing our signal with



DAVID GRECO

WWDJ-AM in Hackensack. Our new building will enable us to get into other ministries, like printing, direct mail, and other areas that will help us be more effective.

Obviously our main goal would be 24-hour-a-day Spanish radio in New York City. We have close to four million Spanish-speaking people in this area. We believe that radio could be a way to reach the unsaved, the lost. Hispanics listen to the radio constantly, more than the average person in America. Of course, we have to be financially stable to do that, and it will take us a few months, but we'll get there.



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TERMS AND CONDITIONS: This offer is valid at Hertz Corporate and participating licensee locations in the U.S. for midsize through 4-door full size cars (class C,D,F). Rates include a limited number of miles with a charge for excess miles. Car must return to renting location. Blackout periods and holiday/seasonal surcharges apply. Cars subject to availability. Taxes, optional refueling service, LDW (where sold), PEC & PAI, LIS, and any other service charges are extra and are not subject to discount. Call Hertz for details. Offer expires 12-31-89.

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CLASSIFIEDS

HELP WANTED

FUNDRAISING SALES EXECUTIVE — Major provider of automated 800/900 services seeking talented and disciplined individual to market services to religious and other non-profit organizations. Require experience calling on decision makers in the area of development for these organizations. Excellent salary/commission/benefit package. Forward resume with earnings history and salary requirements to: American Communications & Engineering, Inc., 2267 North Agate Ct., Simi Valley, CA 93065. 1-800-283-3318.

OVERNIGHT ANNOUNCER — Creative, top-rated, midwest 50,000-watts, non-commercial Christian FM station. Position includes air shift, production, and news gathering. Send resume and demo tape to Box 9B, NRB, PO Box 1926, Morristown, NJ 07962-1926. EOE

ENGINEER, SATELLITE PROJECT — Moody Broadcasting Network is seeking applicants with translator expertise to play key role in network development. Requires knowledge of translator installations including preparation of FCC application, equipment selection, and managing on-site project. Contact Moody Bible Institute, Personnel Department, 820 N. LaSalle Drive, Chicago, IL 60610. (312) 329-4231.

SUCCESS-N-LIFE TV ministry in Dallas seeking qualified personnel in all fields. Maintenance and operating engineers, field producers, writers, audio operators, production assistants, etc. Call personnel at (214) 620-1586 for information or write Robert Tilton Ministries, PO Box 819099, Dallas, TX 75381.

TENNESSEE GROUP seeks station manager for Knoxville Christian Word radio station. Sell nationally and locally for five stations. Sales opportunities include an international shortwave radio station. George McClintock, WNQM, 3314 West End Ave., Nashville, TN 37203. 1-800-238-5576.

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

WMCA NEW YORK CITY — Salem Communications Corporation is accepting applications for programming and production positions including OPERA-

TIONS/PRODUCTIONS MANAGER, and sales positions including SALES MANAGER. Strong background in Christian station operation and sales preferred. Competitive salary. Confidentiality assured. Salem Communications Corporation is an equal opportunity employer. Contact: Bob Ball, executive vice president, Salem Communications Corp., 2310 Ponderosa, Suite 29, Camarillo, CA 93010. FAX (805) 482-8570.

TECHNICAL DIRECTOR NEEDED: Experience in audio, lighting, and multi-image. Central Wesleyan Church, 446 W. 40th St., Holland, MI 49423. ATTN: Jack Lynn.

GENERAL MANAGER: New FCC approved FM, on air March 15, 1990, Christian adult contemporary, 24-hour, non-commercial in Ocala, Fla. Fast-growing community, able to equip a station and hire staff from ground up, strong Christian character and love for the lost, salary negotiable, Brad Dinkins, WHIJ, PO Box 549, Ocala, FL 32678.

CHIEF ENGINEER for Christian (TBN) TV station. FCC general license, UHF transmitter experience required. Send resume to Campbell K. Thompson, V.P./Station Manager, WTBY-TV, Box 534, Fishkill, NY 12524.

SITUATIONS WANTED

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.

BORN AGAIN AND READY TO SERVE — Former on-air personality in secular radio seeking to minister for the Lord in Christian radio. Eight years' experience in medium and major markets, plus three years in urban mission work. Good knowledge of contemporary Christian music. Please reply to Box 9M, NRB, PO Box 1926, Morristown, NJ 07962-1926.

FEMALE BROADCASTER/MANAGER with over 15 years' experience including New York, Washington, D.C., and Philadelphia would like to relocate to a warmer climate. Made the move to Christian radio several years ago and would like to stay.

Seeking program directorship and/or contemporary Christian music jocking situation. Also experienced in news and hosting. Prefer California, Florida, or metro areas of Texas. Please reply to: Box 7M, NRB, PO Box 1926, Morristown, NJ 07962-1926.

47-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 16 years' experience in radio and TV seeks supervisory/managerial position that is challenging and rewarding. Have B.S. degree in Religious Broadcasting and a wide variety of skills in operations and management. For more information write Box 9C, NRB, PO Box 1926, Morristown, NJ 07962-1926.

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Cooking With Cook

Let the Holy Spirit Say it!



Good advice never changed anybody's feelings. And feelings are what drive most of us most of the time.

A radio listener once wrote to me something like this: My husband of 23 years left me and my children, took all our savings, and left town. I feel so alone in spite of the fact that I know my Savior is right here. People say I should have a good time, get on with my life. Sometimes I think if I hear that sentence one more time I'll shout, "What life?"

Good advice: Get on with your life. But it doesn't change the sharp cutting edge of anger and sorrow and loneliness.

We are Christian broadcasters, and we specialize in sharing the truth of God's inerrant, infallible Word, the Bible. There has to be some way, however, to get that eternal truth into the heart, the conscience, and the feelings of our listeners. Otherwise, all our talking, correct though it may be, will be ineffective.

The answer is starkly simple: The Holy Ghost must control you so completely that He is thinking through your brain, and speaking through your lips. *He* makes the difference! The people of the early church were effective because the Spirit of the Living God was speaking through them. "They were all filled with the Holy Ghost, and they spake the Word of God with boldness." (Acts 4:31)

The Holy Spirit, speaking through you, leads your hearers to Jesus, ("He shall testify of Me." John 15:26) and Jesus changes the heart condition, the feelings, of your audience. Before your next broadcast or telecast, spend enough time in waiting upon God, so He can fill you again with the Holy Spirit. May all of us as Christian broadcasters be able to say (Micah 3:8), "Truly I am full of power by the Spirit of the Lord."

— Robert Cook

Robert Cook served as NRB president from 1985-88.

CALENDAR

NRB Southeast Regional Convention

August 30 - September 1, Asheville, North Carolina
Contact: Edna Edwards, 704-669-8477

NRB Western Regional Convention

September 17-19, Los Angeles, California
Contact: Jon Campbell, 714-738-1501

NRB Midwest Regional Convention

September 27-29, Lincoln, Nebraska
Contact: Wayne Pederson, 612-631-5000

NRB Southcentral Regional Convention

October 5-6, Memphis, Tennessee
Contact: Buck Jones, 901-725-9777

NRB Eastern Regional Convention

October 19-21, North East, Maryland
Contact: Sue Bahner, 716-461-9212

NRB Caribbean Regional Convention

November 7-9, San Juan, Puerto Rico
Contact: William Lebron, 809-769-4103

NRB 47th Annual Convention & Exposition

January 27-31, 1990, Washington, D.C.
Contact: NRB Headquarters, 201-428-5400

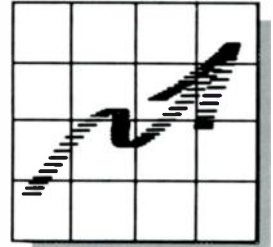
Christian Ministries Management Association's Annual Management Institute

February 19-22, 1990, Anaheim, California

National Association of Evangelicals

48th Annual Convention
March 6-8, 1990, Phoenix, Arizona

TRI-S



SPOT/LIGHT

SPOT/LIGHT

A Magazine About Buying and Selling Christian Radio

New Services for Christian Radio



By
Carolyn Pratt

A recent survey among Christian radio stations which receive Tri-S sales materials every month reveals some very interesting new sales statistics.

In July it was disclosed that 55.7% of Tri-S stations actually *closed* their spot advertising contracts using statistics or materials provided by Tri-S. This represents about 12 new contracts per month per station. At an average of \$590 per order, it is obvious that each station credits Tri-S with assisting in adding \$7080 to their monthly bottom line. Across the industry this accounts for *over one-and-a-half million dollars in new spot revenue every month!* Although Tri-S is designed to simply *augment* a Christian station's sales effort, many managers now claim that there is serious profit potential in using Tri-S materials.

The same survey revealed that Tri-S customized media kit materials are *also* having an effect on each station's success. Those stations which use Tri-S customizable one-sheets tend to close 12% more accounts than those which do not. Furthermore, they close accounts 40% faster and are 28.7% more likely to receive call-in business.

As a continuing effort to provide an ever-increasing menu of useful services to the Christian radio industry, Soma Communications (the parent company of Tri-S) has added a few

new perks to its program:

- All Tri-S member stations now receive discounts on Chris Lytle Seminars. Depending on the seminar, this could amount to a 10-15% savings. This move on behalf of Christian radio represents the *first time* that Lytle has ever discounted his seminars.
- Tri-S members also receive discounts of up to 90% off jingle packages produced by J.P. Productions, America's largest producer of Christian radio station jingles and theme music. J.P. has produced jingles for over 60 Christian stations, and this offer is for the exclusive benefit of Tri-S members.
- Tri-S continues to offer its member stations the ability to legally quote their Arbitron statistics for about 96% off Arbitron's published rate.
- Tri-S stations can get the the AdVentures Video sales training series for up to one-third off the regular price.
- Virtually four out of five Tri-S stations are mailing Tri-S materials to their prospective clients. The new customizable one-sheets produced by Soma give these stations a newer, upgraded appearance in the highly competitive world of spot sales. These "media kit stuffers" are typeset using the station's own call letters and market to create a slick, professional appearance that, up until now, could only be afforded by the larger general market stations.

Soma also sells sales brochures, production libraries, Christian radio sales videos, audio tapes and much more.

Stations wishing to receive more information about these and other services provided for Christian radio by Tri-S may call 1-800-282-5337 for a complete audition kit.

October, 1989 In This Issue:

Home Centers
Demographics '90
Crossover
Health Clubs
Department Stores
Midday Listening
Promotional Ideas
Furniture Stores
Male Professionals
Christmas
First Quarter
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Arbitron Statistics
Auto Parts
Income

The Vision: Has It Been Fulfilled?

EDITORIAL

(continued from page 8)

As my time as executive director draws to a close, I am left with a sense of wonder at the way God has worked through NRB. I know that NRB has had a singular impact upon our leadership and people. Incredibly, it has helped shape an environment where, for example, a new ruling can be made on abortion by the Supreme

Court. Did NRB have an effect on Presidential elections? on FCC appointments? on Congressional races?

Our concerns as Christians *are* finally being heard, and our vision has penetrated American life. I have great expectations for the work of NRB in the future. The original vision of NRB's founders in 1944

and the selfless contribution of its members have been essential to the creation of a unified voice, which upholds traditions that honor God and His Word.

This is Ben Armstrong's final editorial as executive editor of *Religious Broadcasting* magazine.

LATE NEWS

BUDAPEST CRUSADE BROADCAST IN EUROPE

Billy Graham's recent crusade in Budapest, Hungary, was broadcast throughout that country and into other parts of Eastern and Western Europe. An estimated 90,000 filled the People's Stadium for the July 29 meeting. Dr. Graham announced the gathering was the largest such event held in the stadium. Officials said over 25,000 people responded to an invitation to receive Christ as Savior.

NAB AWARD NOMINEES INCLUDE NRB MEMBERS

One-hundred-eighteen nominees from the radio industry were selected as finalists in the new National Association of Broadcasters Marconi Radio Awards. The awards will be announced September 16 during the NAB's Radio '89 convention. Those stations nominated in the religious/gospel category include NRB members KCMS-FM, Seattle, Wash., and WDAC-FM, Lancaster, Pa., along with KLTU-FM, Dallas, Texas; KOKA-AM, Shreveport, La.; and WSTS-FM, Laurinburg, N.C.

FEBC MARKS 40 YEARS OF OUTREACH TO CHINA

Special programming by FEBC to respond to the upheavals in China coincides with the organization's 40th anniversary of Chinese broadcasting. On July 29, 1949, FEBC initiated its first broadcast to mainland China. In May of this year, FEBC began programs to respond to the turmoil taking place in Beijing. Since then, FEBC has continued special programming, which includes news and messages of comfort and encouragement. FEBC airs 40 program hours a day into China in seven different languages. Transmitters are located in South Korea, the Philippines, and Saipan.

TWO NRB MEMBERS WIN CHRISTIAN FILM AWARDS

A Man Called Norman was named Best Film of the year at the Christian Film and Video Association's 1988 Crown Awards presented July 21. The film was produced by NRB member Focus on the Family. Another NRB member, Gospel Films, won Best Evangelistic Film and Best Youth Film for its production of *Without Reservation*.

ACTS NETWORK ADDS NEW PROGRAMS IN JULY

The ACTS television network vastly increased the amount of religious programming in a new schedule released during July. ACTS interim president Richard T. McCartney said, "Our research indicated a definite demand for more spiritually based programming." McCartney said response to the new format has been "overwhelmingly positive." Programs added include: *Day of Discovery*, *Heritage Today*, *In Touch*, and *First United Methodist Church of Houston*. The new schedule also contains blocks of children's programs, contemporary and Southern Gospel music, as well as programs featuring Zola Levitt, Kay Arthur, and Ben Haden. "We will continue the long standing ACTS policy of no on-air solicitation," McCartney said. ACTS will also continue to carry productions of major denominations which have been featured on the network since its inception.

WCFC/TV-38 AFFILIATE AIRS IN ROCKFORD, ILL.

On August 1, a UHF affiliate of WCFC/TV-38 in Chicago went on the air in Rockford, Ill. The station, TV-68, carries a full line-up of 24-hour programming. Currently, TV-68 receives the retransmitted signal of WCFC from atop Chicago's John Hancock building. WCFC president Jerry Rose foresees, however, the opportunity to create original programs for the Rockford area once funding for studio space and equipment is available.



DON'T GO IT ALONE.

Virtually every major Christian radio broadcaster uses SCS Radio Network Services and Spacenet III.

On February 1, 1988, SCS Radio Network Services became the first recipient of The National Technical Achievement Award presented by the Association of National Religious Broadcasters (NRB).

The NRB presents the award each year "to the organization which is perceived to have developed and marketed the most significant technical advancement helping to facilitate religious broadcasting".

Today, most Christian radio network broadcasters use the unique satellite transmission technology developed by SCS Radio Network Services.

If you have programming to deliver to radio stations, SCS provides you with a transmission system that makes cost-effective audio and data delivery a reality.

If you are involved in programming your radio station, you owe it to your listeners to discover the wealth of great Christian programming carried on SCS.

Check out the advantages. SCS Radio Network Services reach more than 2000 radio locations enabling stations to receive audio with one satellite receiving antenna — drastically lowering equipment investment and improving program quality.



Don't go it alone . . . Call 1-800-950-6690.

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