

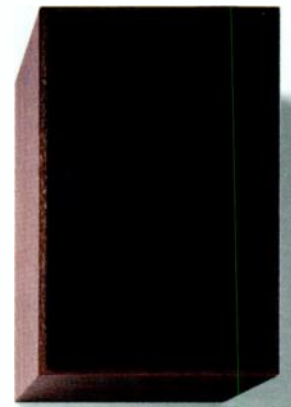
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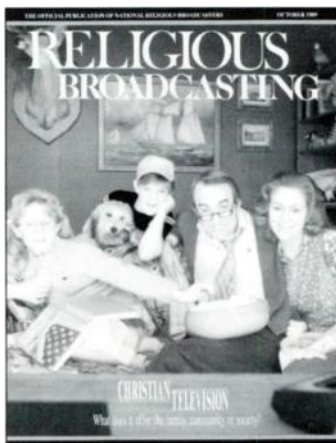
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**CHRISTIAN TELEVISION: WHAT DOES IT OFFER THE FAMILY, COMMUNITY OR SOCIETY?**  
*Religious Broadcasting* explores this question beginning on page 8.

Cover photo: The Family Channel



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# SIGNING ON

It was near the end of our daily telecast when I reached for the stack of prayer requests. Suddenly, it occurred to me that I might be doing the people who had called and written an injustice by praying for them. Not because I don't believe in the power of prayer because I do, and not because I didn't believe the requests were valid because they were.

The problem was deeper and more subtle than that. It was that in a sense, I was guilty of taking the responsibility for their spiritual lives. I was encouraging a greater dependence on my prayers than was good for them. How often I had said on the telecast or in the mail, "call or write and we will pray for you and for your needs," and they did — by the thousands.

It occurred to me that we were also encouraging people to entrust us with their spiritual responsibilities. "Just send us your response and we will do the rest. We will pray for you, we will have faith for you, we will evangelize for you . . . we are your one-stop spiritual pharmacy."

The primary objective of Christian leadership, however, should be to bring believers into spiritual maturity resulting in a faith-filled dynamic Christian life reflecting the power and glory of God. We need to develop believers who know

how to pray on their own, understand the power of prayer, and know how to claim God's promises for their needs and the needs of others.

We need believers who are so full of Christ that their very lives are a living witness. Our responsibility is to teach them how to "rightly divide the word of truth," the importance of belonging to a local church fellowship, and the need for responsible giving: not giving based on what's in it for them, but giving out of a heart of love and obedience.

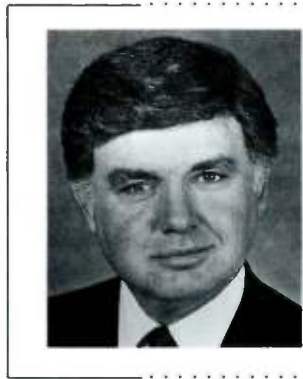
I am afraid, however, that we may be guilty of developing anemic Christians who have come to depend on us for everything — prayer, evangelism, study, etc. Often, the reason is that they have come to depend on a leader for their spirituality and have had little or no spiritual maturity of their own.

Since that telecast, my emphasis has changed. When I pray over prayer requests I explain that I am not praying *for them*, but *with them*, and they are expected to pray and believe God for their needs. Other believers watching are invited to join us and together we pray and believe God for an answer.

Further, they are encouraged to read the Word and find out what the Bible says about prayer and other truths vital to their spiritual growth. Our goal is to assist building the believers into strong Christians who can make an impact in their world.

What an awesome responsibility we have as leaders. Let's be sensitive to our responsibility. Make it the highest priority and do nothing that would hinder or damage the Body of Christ. Guard your integrity and never allow the pressure of building or maintaining your ministry to cause you to make a decision which is not the best for the people you are called to serve.

**Jerry Rose is the president of NRB and WCFC-TV-38 in Chicago, Ill.**



## Develop Strong, Not Anemic, Believers

BY JERRY ROSE

# RELIGIOUS BROADCASTING

Vol. 21 No. 9

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# READER'S FORUM

## On The Air In Atlanta

Dear Editor:

I enjoyed the excellent article concerning the Christian Booksellers' Association convention in Atlanta. However, the side bar "Atlanta Rates Tops With NRB and CBA" failed to mention the leading Christian radio stations in the Atlanta market.

A quick check of the Atlanta listing in *The Directory of Religious Broadcasting* would have indicated that WAEC-AM, WGUN-AM, WNIV-AM, and WYZE-AM are the Christian stations actually licensed to Atlanta.

**Lind Voth**  
**Forus Communications**  
**St. Petersburg, Fla.**

## In Praise Of Prayer

Dear Editor:

Thank you so much for the recent emphasis on prayer as indicated in your June issue. I have eagerly been awaiting this month's issue to be praying for the July requests and it was received just today.

For a long time I've had a bad habit of picking up a magazine and starting to read it from the back. This month my bad habit paid off — the article I was most interested in was at the very back. I might add I was a bit disappointed in the placement of this vital piece of information and trust that it was not an indication of where you place it in priority.

**Peggy Gustafson**  
**International Falls, Minn.**

## Liberty Students Sell

Dear Editor:

I so appreciated the observations made by my friend Tim Wesolek in your [July-August] issue concerning the importance of sales training experience for today's college graduates. I thought your readers might like to know of one Christian college that is meeting this challenge.

Heeding the counsel of NRB members over the years, Liberty University places great emphasis not only upon the spiritual but also upon the business aspects of broadcasting.

Every student in our Broadcast Management program has completed a comprehensive course in broadcast sales, plus a minimum of one year sales experience "on the street," selling air time for one of the Liberty stations. Many also serve a practical internship at a commercial station, often in major markets.

Our students have completed sales internships or are employed by commercial stations in Seattle, St. Louis, Chicago, Norfolk, Huntington, and other major cities. We utilize professional sales materials from the Radio Advertising Bureau, Television Bureau of Advertising, and Tri-S, along with motivational materials by Zig Ziglar, A.L. Williams, and others.

We have been pleased to have Tim Wesolek, Joe Battaglia, Alan Carter, Dave Eshleman, and other industry leaders on our campus to give our students practical first-hand instruction in sales gained through decades of combined experience.

We appreciate *Religious Broadcasting* and the efforts of all of you at NRB to increase the professionalism of our industry.

**Carl Windsor**  
**Liberty University**  
**Lynchburg, Va.**

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- KFAX - San Francisco, CA
- WEZE - Boston, MA
- WRFD - Columbus, OH
- KCFO AM - Tulsa, OK
- KPDQ AM/FM - Portland, OR
- KGNW - Seattle, WA



**REACHING ALMOST 20 MILLION PEOPLE IN FOUR STATES!**



**A** new majority and era of leadership has arrived at the Federal Communications Commission now that Alfred Sikes, Sherrie Marshall, and Andrew Barrett have taken their seats as commissioners. Many observers believe that, with the addition of these capable individuals, the FCC will take a more moderate and less ideological approach to regulation than the agency has followed for most of the 1980s.

One element of what might be called the "new pragmatism" at the FCC is closer attention to the important relationships between the Commission, Congress, and the Executive Branch. Sikes, Marshall, and Barrett have extensive government experience and understand that building bridges between

during a time of particularly strained relations between the agency and Congress. Most recently, she has been a partner in my law firm in Washington.

For ten years, Barrett has been a respected member of the Illinois Commerce Commission, one of the most active state regulatory agencies in the country. He has spoken and written at length on telecommunications issues. In addition, Barrett brings a new perspective to Washington in that he has witnessed first-hand the impact that federal regulatory decisions can have at the state and local level.

The new commissioners appear well matched philosophically and personally with long-time Commissioner James Quello, a conservative Democrat who still has two years remaining on his three-year term. The term of Commissioner Patricia Diaz Dennis, also a Democrat, has expired, and she will soon return to private law practice after a distinguished career at the FCC and the National Labor Relations Board.

During their Senate confirmation hearings, Sikes, Barrett, and Marshall were repeatedly reminded that Congress wants the agency to be aggressive in enforcing the 24-hour ban on indecent programming enacted in 1988. All three of the new commissioners have indicated that they intend to follow the intent of Congress in this area.

However, the success of the FCC's efforts in regulatory indecency will depend in part on the outcome of a case pending in the U.S. Court of Appeals for the District of Columbia Circuit. The court is now reviewing arguments on the indecency ban and has stayed enforcement by the Commission pending a decision in the case. Given the Supreme Court's recent ruling that a government ban on indecent "dial-a-porn" is unconstitutional, a day-long ban on indecent broadcasting may force difficult legal problems.

During the past year, various members of Congress also have called on the Commission to take the lead in setting standards for the development of high definition television (HDTV) and other new video technologies. At the Commerce Department, Sikes recommended that the United States move swiftly to pioneer advanced

Congress wants the agency to be aggressive in enforcing the 24-hour ban on indecent programming enacted in 1988.

television systems. However, he generally favors letting private industry set the pace without undue reliance on government financing.

All three commissioners have expressed interest in exploring such other new technologies as direct broadcast satellites. The FCC also is reviewing the possible entry of telephone companies into cable.

These technological issues exemplify the driving force behind much of the recent deregulation of the communications industry. Because technology continues to change at a rapid pace, the new Commission will probably follow many of the same directions as its predecessor: encouraging competition, lowering barriers to entry, and regulating selectively to foster the public interest. The tone and emphasis of the agency's approach, however, may turn out to be a little different in specific cases.

Broadcasters have generally flourished under deregulation, and many of the rules abolished during the past eight years were properly laid to rest. However, the industry occasionally has discovered that market forces can work hand in hand with wise, targeted regulation to achieve public interest-oriented objectives in the communications field generally and broadcasting specifically. The recent addition of Sikes, Marshall, and Barrett to the Commission, and the experience and leadership they bring, may lead to such a regulatory balance.

*Richard E. Wiley, a partner in the Washington, D.C., law firm of Wiley, Rein and Fielding, is a former chairman of the Federal Communications Commission and is general counsel for NRB. He was assisted in the preparation of this article by John C. Hollar, an associate in the firm.*

## More Moderate Approach To Communications Regulation Is Likely From FCC

BY RICHARD E. WILEY

key policy-makers is fundamental to the achievement of regulatory goals.

Sikes, the new FCC Chairman, is a lawyer and a former broadcaster from Missouri. He also served in the state government of Missouri. Sikes comes to the agency from his post as Assistant Secretary of Commerce and Administrator of the National Telecommunications and Information Administration, where he built a reputation as candid, accessible, and knowledgeable on a wide range of communications issues.

Marshall has been a key aide to Cabinet members James Baker and Nicholas Brady and to White House counsels Fred Fielding and Boyden Grey. She served as director of the FCC Office of Legislative Affairs

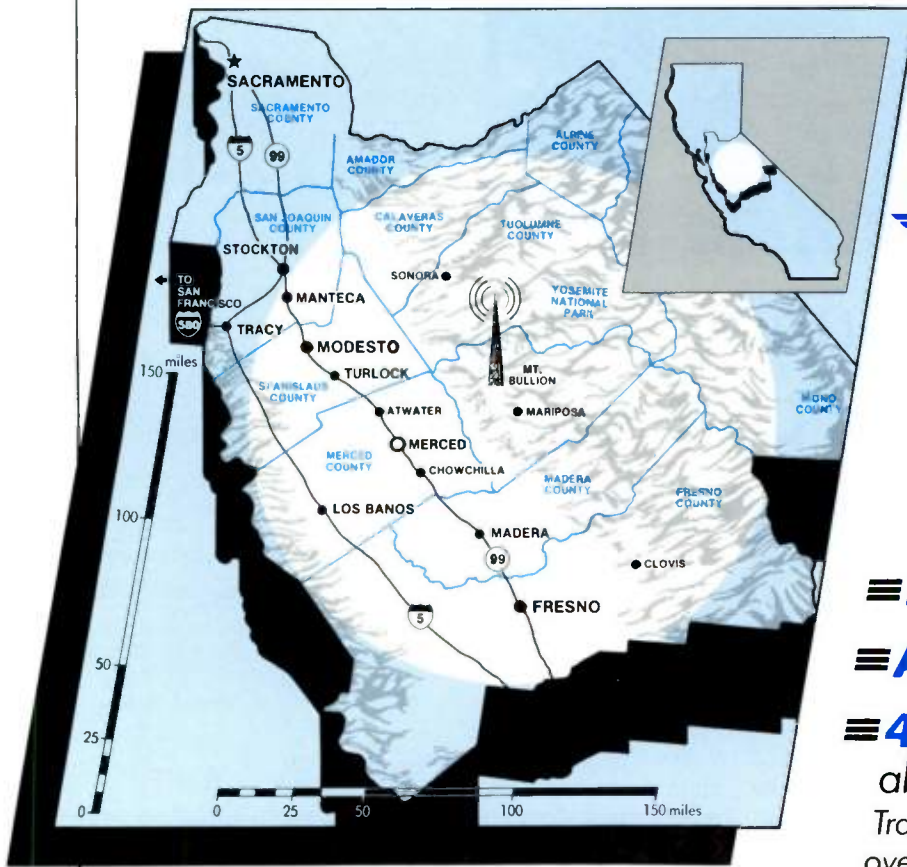


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# TELEVISION

# &

# THE COMMUNITY



## Community Service: Your Station's Outreach Depends On It

BY BETSY HAMRICK

"Community service" has played a unique and changing role throughout its tenure in television, especially Christian television. In the past, community projects have been associated with such ideas as non-profit, volunteer, or holiday events, giving them a low-priority status.

Just as a sales department increases a station's bottom line, however, community relations performed effectively can make a substantial impact on a station's outreach or ministry.

As a local Christian television station emerges and attempts to carve a niche within its own community, a strong and

viable "community relations" program should walk hand in hand with its programming department in meeting the needs of the viewing audience.

Meeting people's needs should always be a station's motivating factor. By interviewing community leaders, a station is able to assess where the greatest needs and concerns are concentrated within a community. A locally produced public affairs program can then address these issues on a continuing basis.

An innovator in Christian programming, producing shows like *Page Two*, *Among Friends*, *Young At Heart*, and



*Saturday Nite Sing*, Chicago's WCFC/TV-38 with its five-million-watt signal reaches into parts of Indiana, Michigan, and Wisconsin. It is also carried on approximately 121 cable systems.

And as a leader in Christian television, TV-38 strives to create and maintain an active, responsible community relations program. All because the station's management believes there is a vital need to touch and influence the Chicagoland community directly.

NRB president Jerry K. Rose, who is also TV-38's president, states: "Part of what makes a local station successful and needed is its community involvement. In order to be truly local, you have to be truly concerned about the needs of your community and have the strategy for helping to meet those needs.

"I think every local Christian station in the country, if it's going to survive in the future, is going to have to seek to be a part of the community it serves. That's what being local is all about."

Broadcasting the Word of God and evangelism ought to accompany feeding the poor, clothing the needy, etc. In view of the fact that there are "equipped organizations" to effectively help the needy, a station still must be a catalyst in its community, serving as a viable and caring voice.

As 1988 proved a critical year for televangelists, WCFC/TV-38's Public Relations & Community Affairs department sought to regain credibility for Christian television and maintain the station's well-known integrity. The station envisioned the need to mobilize specific ventures to reach the community and minister to its greatest needs.

Such community projects as "Project Sharing" developed when TV-38 produced a way for needy Chicago families to enjoy a traditional Thanksgiving dinner. Three inner-city ministries cooperated with TV-38, enabling a total of 600 families to benefit from the donations of the station's viewers.

During November, major coverage was given to this venture through on-air spots, the station's *Family Faithful* magazine, special inserts, news releases,

and TV-38's flagship program *Among Friends*. Project Sharing was such a success, TV-38 continued it through the Christmas holiday.

Another community outreach WCFC/TV-38 has implemented is "Broadcast Career Day," which was created to inform and educate students interested in pursuing a career in broadcasting. Students from both Christian and secular colleges participate, as well as Christian and secular media profes-

Community relations can  
be as simple as picking  
up the phone and making  
contact with the Salvation  
Army, or as complex as  
an entire media campaign  
for a major health issue.

sionals.

Various workshops such as "The Life of a Producer," "The Art of Promotions," and "Film Opportunities" are offered. The Broadcast Career Day facilitates relations between the secular and Christian communities, and creates an excellent educational opportunity for students as well.

WCFC/TV-38 also sees the need to work with "the local church," including it as part of the team on community projects. "Love Packages" and the "Fall Food Invasion" were two ventures where TV-38's referral churches served as drop centers for overseas-bound Christian literature and for donated food items that were going to Cabrini Green, a low-income Chicago Housing Project.

The local church should be Christian television's best friend and vice versa. The two should be there for each other as they work towards the same goal in a community — spreading the gospel.

After assessing a community's needs and being willing to address them, a station should proceed in organizing an active program to pursue

that end.

What is needed in Chicago, however, may not be the same for a city like San Diego, such as a coat drive for the homeless. With the homeless problem transcending climates, perhaps other items could be collected that would pertain to warmer regions and still help the needy.

Projects such as rehabilitating a city park would be conducive to almost any city in the country. TV-38's beginnings in community outreach included cleaning up and painting a Chicago neighborhood park.

Currently, WCFC/TV-38 is sponsoring a literacy effort entitled "Back To Basics." With 27 million Americans unable to read in this country, TV-38 recognized the need to address this epidemic and inform its viewers on how they can volunteer as tutors.

Besides not being able to read simple labels or prescriptions for themselves, functional illiterates cannot enjoy fine literature, a good novel, or understand the Bible on their own (TV-38's main concern).

"Back To Basics" includes a series of public service messages produced with Christian leaders, politicians, and even former Chicago Bear Leslie Frazier as spokespersons for the cause of literacy. *Among Friends* interviewed special guests who are involved daily with the issue, and a benefit luncheon for the "Chicago Literacy Coordinating Center" was planned.

Community relations can be as simple as picking up the phone and making contact with the Salvation Army, or as complex as an entire media campaign for a major health issue. Remember: 1. A station must recognize its viewer/listener (donor) base — what are their needs?; and 2. Who is the station trying to reach with its message — are their needs also being addressed?

When a station puts its emphasis on people and meeting their needs, its needs will be taken care of. Let community relations work for you and your station. Your outreach depends on it.

---

Betsy Hamrick is the director of public relations and community affairs for WCFC/TV-38 in Chicago, Ill.

# TELEVISION



## THE LOCAL CHURCH

### A Pastor's Congregation And Television Ministry Grow Together

One of the more remarkable media ministry stories has been written in a cow pasture. There, ten years ago, Larry Lea was called to start a church — not necessarily in the cow pasture, but in a nearby living room.

Dr. Lea's home prayer meeting, comprised of 13 people, began to grow. The group soon rented the back room of a roller rink; then expanded to the local high school auditorium; next built a church with seating for 1300; and now, worships in the country's largest church auditorium.

The auditorium is situated, literally, in the middle of what used to be a cow pasture 25 miles east of Dallas. On the average, 100 people join the 12,000-member congregation each week. And to top it off, Dr. Lea's Church On The Rock is located in a community of 11,000.

Probably best-known for his book *Could You Not Tarry One Hour?*, Dr. Lea holds a B.A. in religion from Dallas Baptist College and a Master of Divinity degree from Southwestern Theological Seminary. He has also received two doctorates, one in Philosophy from Golden State University and a Divinity degree from Oral Roberts University.

Dr. Lea began as a youth pastor in 1972 at Dallas' large Beverly Hills Baptist Church, pastored by Howard Conatser. With only 14 members in his youth group, Dr. Lea began organizing Christian music concerts which attracted large numbers of youth.

While conducting youth rallies as a traveling evangelist, Dr. Lea said he



LARRY LEA

received a call from God to pioneer a church in Rockwall, Texas. Dr. Lea and his wife moved to the town of 7500 residents and organized a Bible study which has become the Church On The Rock.

Dr. Lea says the pivotal point in his life came while conducting a youth rally in Kilgore, Texas. There, Pastor Bob Willhite, known for his commitment to prayer, encouraged Dr. Lea to arise early in the morning and pray for one hour.

"I had always been under deep conviction about the sad state of my prayer life, and at last — here was a man of prayer who was willing to teach me to pray," Dr. Lea recalls.

"If great preaching, fine church programs, or big buildings could have changed America, it would have happened already," Dr. Lea states. "The one missing ingredient that will birth a great change in America is militant prayer. It is the only way to change the course of this great nation."

Dr. Lea's emphasis on prayer carries

over into his daily broadcast. Ministry officials say the broadcast has a loyal following of 183,000 "prayer warriors," who have committed to praying for one hour each day.

In addition, Dr. Lea takes his prayer ministry on the road. In June, a three-day "prayer breakthrough" was held at the Anaheim (Calif.) Convention Center and attracted more than 33,000 persons for nine events. Next month, Dr. Lea plans to hold a three-day prayer meeting in Florida at the 16,000-seat Miami Arena.

His daily broadcast, *Change Your Life*, was launched 13 months ago on the Trinity Broadcasting Network. Then, last spring, Pat Robertson invited Dr. Lea to appear on the *700 Club* program for a brief interview on prayer.

The seven-minute segment turned into a 30-minute discussion and resulted in Dr. Robertson inviting his guest to address the entire CBN staff, teaching them to be more effective prayer warriors. Shortly thereafter, an invitation was extended to Dr. Lea to begin daily broadcasts on the CBN Family Channel.

Warren Duffy, Dr. Lea's director of public relations, expects the young pastor to be a leading Christian spokesman during the next 25 years. "I really believe he is God's man with God's message for the church in America into the next millennium," says Duffy.

Delegates to NRB '90 in Washington, D.C., will have the opportunity to hear Dr. Lea for themselves during the convention's Tuesday evening plenary session on January 30.



**AMBASSADOR  
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RADIO**

**OCTOBER 1989**

# SateWrite Update

## **"Family News in Focus" Now Heard on Over 400 Outlets Nationwide!**

*Advertisers show concern about "Trash TV" . . . Time, Inc. and Warner Communications agree to merge, putting sexually explicit rock music stars into the same company with family-oriented magazines . . . A Boston Globe poll reveals that 89 percent of those surveyed oppose abortion as a means of birth control . . . Family Research Council President, Gary Bauer, urged Attorney General Richard Thornburgh and Health and Human Services Secretary Louis Sullivan to investigate sex-selection abortions as possible violations of civil rights laws.*

The details and the ramifications behind these stories and hundreds like them is what "Family News in Focus" is all about! It's a daily news feature affecting the most important area of life — the family.

"Family News in Focus" was created by Dr. James Dobson, President of Focus on the Family, in January, 1988, as a way to present timely news on issues of importance to families.

In the one year since its inception, FNIF has become a

proven success in dealing with events as they happen — encouraging the listener to become involved at the "grass roots" level. Legal realities don't happen by accident. They happen because the Christian public is not adequately informed through traditional news sources.

"Family News in Focus" is filling that information gap and providing the catalyst for community action.

Rob Gregory, Director and Host of "Family News in Focus"



Dr. Dobson

said recently: "We want to help our listeners understand the reality of what's going on in our land — as it affects the family!"

The weekly news feature is available in both a daily five-minute or 15-minute format as well as a weekly 15-minute program.

**"Family News in Focus"  
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# TELEVISION

# &

# THE FAMILY



## A Network Places Value In America's Homes

BY EARL WEIRICH

Most everyone agrees there's too much sex, violence, and what has been labeled just plain "trash" on television. Yet anyone who dares to do something about it — the Michigan housewife who took on major advertisers for sponsoring blatantly sexual programs, or those like Don Wildmon and his CLear organization — are almost guaranteed of being accused of censorship.

Is there a solution? Indeed, can anything be done to plug up the dike that's gushing sleaze into American homes at an alarming rate?

Tim Robertson, president of The Family Channel, the nation's oldest basic cable network, believes there is. "Our solution is to provide the very finest in alternative programming, shows that are positive, of high quality

that stress pro-family, Judeo-Christian values," says Robertson.

The Family Channel, in 47.6 million households and among the top five basic networks in ratings, has a broad range of programs that Robertson terms "television you can trust." The network presently is moving toward more original programming that, along with classics such as comedies, westerns, and movies, attracts millions of weekly viewers.

Its westerns, with seven and one-half hours of programming that includes *Bonanza*, *The Rifleman*, *The Virginian*, *Gunsmoke*, and others, consistently rope in the highest block of ratings in all of cable television each weekend.

While the majority of the programming is entertainment-oriented and aimed at the entire family, 26 hours a week of new children's programming

began airing this fall. Approximately 25 percent of the programs are spiritual in nature.

*The 700 Club* with Pat Robertson is the keystone of the spiritual fare offered by The Family Channel. It airs live Monday through Friday from 10 a.m. to 11:30 (EST), and is repeated at 10 p.m. and 2 a.m.

Also appearing on the network are such well-known ministers and teachers as Dr. Charles Stanley, Oral Roberts, James Robison, D. James Kennedy, Ed Young, Marilyn Hickey, and others.

"We could hardly call ourselves a complete family channel if we neglected that aspect of American life," Robertson said. "No matter how you define 'family,' religion is an integral part of it for most people, to some extent or another, and we'd be remiss if we ignored it."



The need for television with values has never been greater than now, Robertson claimed, citing the large number of letters and telephone calls The Family Channel presently receives from viewers thanking the network for scheduling shows that are both wholesome and entertaining.

Conversely, the public outcry against "trash" television is reaching such a crescendo that citizens' decency groups and individuals are taking their complaints to the legislature halls, as well as to the doorsteps of the sponsors of some of the programs considered most offensive.

A Gallup poll, commissioned by The Family Channel earlier this year, showed that 58 percent of the parents who watch television with their children either were "frequently" or "occasionally" uncomfortable with something in a TV program they saw. The survey included parents of children 18 and under.

The leading cause of discomfort, according to the poll, is the programmers' preoccupation with sex, either by suggestion or with a more flagrant and overt focus. In this category, 46 percent said they were disturbed by it.

Next in line of offenses was violence, with 37 percent of the parents objecting to it. Foul language, swearing, or cursing comprised the third category, with 17 percent of the parents saying they were uncomfortable with it.

Parents with children between the ages of six and 12 had the greatest amount of concern about television shows. Sixty-six percent with youngsters who fall within that age group objected to what they saw, just barely trailed by 62 percent of those with children 13 to 17, and 57 percent with children in the under-five age bracket.

George Gallup Jr., president of The Gallup Organization, Inc., said much of television programming today shows "a breakdown in standards and a pandering to baser emotions." He called the results of the poll "a clear warning to those who put programs together, those who sponsor the programs, and the television networks and stations."

In another poll, this one conducted by Media General and The Associated

Press and reported in July by *USA Today*, 56 percent of those who watch movies think the quality has declined. It indicated 80 percent of those surveyed believed there is too much profanity and violence in the movies.

This need for an alternative network is the reasoning behind The Family Channel's "inherent responsibility" to provide that alternative.

"People are saying that the trend of the 90s is a new search for values and a new quest for the meaning of life," Robertson said. "We are responding to that by providing programming with good, solid values that we hold near and dear to our hearts.

"Our shows stress values between husbands and wives, where they can have loving, caring relationships, where children aren't smart alecks and the parents buffoons."

The Family Channel began as a religious network, with the name CBN Satellite Service. The CBN acronym honored the parent company, The Christian Broadcasting Network.

In 1981, after studies concluded that the greatest need in television was for quality family programming, CBN Satellite Service switched over to become a commercial entertainment network, with the new, somewhat bulky name, The CBN Cable Network, The Family Entertainer.

Eight year later, as the network's size and popularity continued to increase rapidly, it was decided that the name should change again, this time to become a bolder, more visible declaration of its commitment to family programming.

Thus the name The Family Channel was created in late 1988 and now is recognized among viewers in every market in the U.S. The ratio of 75 percent entertainment programs and 25 percent inspirational shows has held firm throughout the period, with no plan to change it.

Based on this type of programming philosophy, The Family Channel, which marks its 13th anniversary in April 1990, has remained a pioneer and innovator in a highly competitive field.

Earl Weirich is director of public affairs for The Family Channel in Virginia Beach, Va.

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Kathy S. Sanker  
Albany, Or.

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Linda M. Abbot, Petersburg, Ak.

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Ann Alzamora,  
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FOCUS ON THE FAMILY

# RADIO



# THE INDIVIDUAL

## Christian Radio: Transforming A Product Of The "Me" Generation

BY ROD ROBISON

The scenes unfolding from Chris' television screen the morning of July 3 were taking place hundreds of miles away from her suburban Detroit home, but they struck close to her heart.

Angry images of sign-carrying protesters flashed by in rapid succession. Charges and counter-charges fired through the enraged crowd that stood in front of the Supreme Court of the United States.

With one history-making decision, the country's highest court had shifted the abortion issue from hot debate to warfare. Roe v. Wade, which since 1973 had made abortion on demand almost as routine as ear piercing, had just been challenged. One of the great monuments to the "me generation" now swayed in the wind of social change.

For Chris, the so-called Webster case involved more than politics. The erupting struggle over the rights of America's unborn was a reflection of her own personal conflict with abortion. In Chris' heart, however, the war was over.

She could identify with the women demanding the legal right to "terminate their pregnancies." Not long ago she

stood in their corner, convinced that the several abortions she had undergone since 1970 were her business and not the government's.

Chris had never really wanted any of the abortions. But each time she was faced with the decision of whether or

The music and  
programs on the  
Christian station found  
fertile soil in Chris'  
seeking heart. For the  
first time she began  
studying the Bible.

not to keep the baby inside her womb, Chris would think back to her own abused childhood.

The brutal, iron-fisted control her alcoholic father held over the family for so many years still haunted Chris' concept of the man/woman relationship. Chris' father would often recite to the

family the motto that guided his life: "Survival of the fittest. Get them before they get you."

It was a motto that would later play a major role in Chris' own attitude toward abortion. Consistent with this philosophy, her father's struggle for dominance resulted in a home saturated with turmoil.

Physical abuse, especially that which her mother endured, overshadowed any pleasant childhood memories for Chris. When she left home after high school Chris vowed to her mother, "I will never live the life you lived."

From that point on Chris launched her own personal quest for happiness, a quest that did not include bringing a child into her world. Over the next 19 years, five pregnancies threatened Chris' expectations for the life she sought. Five abortions swept aside the temporary hindrances but failed to bring her any closer to fulfillment.

Chris' views on the role of women in the home, feminism, and especially abortion had been molded by her past. But after years of fruitless searching, Chris found her suppositions challenged from an unexpected source.

Panning her radio dial one day early this year, Chris came across WUFL, a new station placed on the air by Family Life Radio and its listeners as a ministry to the metro-Detroit area.

The music and programs on the Christian station found fertile soil in Chris' seeking heart. For the first time she began studying the Bible.

As God's Word took root in her life, a growing conflict between Chris' past and the truth of Scripture emerged. She could no longer pass the abortions off as merely the removal of fetal tissue.

"I was having problems with it all those years," Chris says. "I was always looking for acceptance; that it was an okay thing that I did. When I realized what I had done, that I had killed my children, the pain was tremendous.

"But from that pain I was able to accept forgiveness and realize that Jesus came and died on Calvary for my

sins. And in a matter of seconds I went from being a pro-choice woman to a pro-life woman. My life is just not the same. It's changed every aspect in everything I do."

Shortly after Chris came to the Lord, her husband made a commitment as well. Both are now involved in an area church. "I'm just learning the Bible," she adds. "I've never read it in my life and it's just been absolutely marvelous." She shares her new faith freely and has seen four in her family come to the Lord in the past few weeks.

Several of the programs on WUFL helped lead Chris to the Lord, but she says that Family Life Radio co-founder Char Bolthouse's daily program made the difference for her. "She really talks about the importance of being a woman," Chris says. "I had always felt growing up that women were worthless," she continues. "That's one of the

reasons I was so competitive and felt I had to do more things in the business world. That had a lot to do with the abortions I had. [Babies] didn't fit into my life."

Chris watches the developing abortion battle from a new perspective today. The women she sees on the news demanding the right to destroy the lives of their unborn children hold a tender place in her heart.

"There are so many women out there struggling because they don't think they've done anything wrong and they don't know why they don't have peace," Chris adds. "But it was through Christ's forgiveness that I was able to feel that peace inside. Everything from my past is gone. Now there's only the future."

---

Rod Robison is director of development for Family Life Radio.

# Before he thanked his producer, he thanked his creator.



Academy Student Film Award winner Antonio Zarro made *Bird in a Cage* at CBNU. He had his priorities straight, as do all our graduate students of Communication and the Arts. Seeking God as their source, they apply hands-on learning to a master plan for life. Life at the pinnacle of professionalism. For details and our free video viewbook, call 1-800-952-8000.



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## Musical Lineup Is Taking Shape For Upcoming NRB 90

MORRISTOWN, N.J. (NRB) — NRB's 47th annual convention and exposition, set for next January 27-31 in Washington, D.C., will host a variety of sacred music artists representative of the extremely diverse Christian music industry.

Larnell Harris and Sheila Walsh will be featured at Saturday evening's opening plenary. Harris is returning to NRB after several previous appearances. Walsh, who presently co-hosts CBN's *700 Club*, is a native of Scotland and is participating in her first NRB convention.

At the Sunday morning worship service, music will be provided by the Haven of Rest Quartet, with program host Ray Ortlund delivering the morning's message. The Quartet is now heard daily in the U.S., Canada, and in 16 foreign countries.

For NRB 90, the annual musical concert has become a Sunday evening "Praise and Worship" service. Take 6, a male a cappella sextet, will participate in an NRB convention for the first time. The group's credits include two Grammy Awards, four Dove Awards, and a debut album that recently went gold. Other musical guests for Sunday evening will be confirmed in the near future.

At Tuesday's FCC Luncheon, tenor soloist Steve Amerson will minister in song. Amerson is a former minister of music at First Baptist Church in Van Nuys, Calif. His recordings include two of his own, *Shine On Me* and *Is There A Place?* Amerson has established a reputation on the classical concert stage as a soloist with a vocal flexibility which allows him to feel equally at home in both popular/contemporary and traditional music.

Among the variety of artists to be featured at Tuesday evening's plenary are singer Karla Worley, harpist Greg Buchanan, and songwriter/soloist Jeffrey Benward. Benward, a newcomer to NRB, is also host of the television program *Day By Day*, which is aired nationwide over the Trinity Broadcasting Network. Benward's latest album is titled *The Redeemer*.

Steve Green, another "alumnus" of NRB conventions, will minister in song at the Anniversary Banquet that is scheduled for Wednesday evening, January 31.

## Robert Cook Named NRB's Interim Executive Director

MORRISTOWN, N.J. — Robert A. Cook has been named interim executive director of National Religious Broadcasters (NRB), according to organization president Jerry Rose. Dr. Cook succeeds Ben Armstrong who retired September 1 after 23 years at the administrative helm of NRB.

"We are pleased that Dr. Cook has accepted the appointment as interim executive director of NRB," said Dr. Rose. "His expertise, knowledge of NRB, and stature in the evangelical world will be a valuable asset to us during this time of transition."

Dr. Cook, who served as NRB's president from 1985-88, is well known as the speaker on *The King's Hour* radio program. He began the program upon assuming the presidency of *The King's College* in Briarcliff Manor, N.Y., during 1962.

Upon his retirement from *King's* in 1985, Dr. Cook was named chancellor of the college. He is also a past president of the National Association of Evangelicals, the parent organization of NRB. Dr. Cook will oversee everyday operations at the organization's headquarters until a permanent successor is named.

## Music License Committee Reaches Accord With BMI

MORRISTOWN, N.J. (NRB) — NRB's Music License Committee (NRB/MLC) has an as-yet-to-be-signed agreement with BMI, which will license through December 31, 1991, commercial radio stations currently on BMI's Radio 85X license.

Russ Hauth, executive director of the committee, stated that the agreement represents a compromise with BMI which will in turn enable the



FROM TOP TO  
BOTTOM:  
STEVE AMERSON  
SHEILA WALSH  
JEFFREY BENWARD  
ROBERT COOK

INSIDE NRB  
(continued on page 32)

# EXPAND

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**SHERATON WASHINGTON HOTEL**

2660 Woodley Rd. at Connecticut Ave., NW, Washington, DC 20008

Room Rates: Single \$94; Double \$110

The main headquarters hotel for NRB 90 has 1505 rooms and 125 suites. The Sheraton offers five restaurants, newsstand, drugstore, beauty salon, barber shop, post office, notary public, concierge, and indoor parking. A Metro subway station directly outside provides quick and affordable transportation.

**OMNI SHOREHAM HOTEL**

2500 Calvert St., NW, Washington, DC 20008

Room Rates: Single \$89, \$94; Double \$94, \$110

A few steps from the Sheraton Washington, the Omni Shoreham is a traditional 8-story hotel, with 770 guest rooms including 41 suites and provides four restaurants for the convenience of its guests. A newsstand, florist, and gift shop are also on the premises.

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With usual rates up to \$105, rooms at the Savoy Suites can include full kitchens or whirlpool baths. It is a neighbor to the Naval Observatory, four blocks from the National Cathedral, and within walking distance of Georgetown. The nicest location of all the NRB 90 hotels, it has free indoor parking and is less than 10 minutes from the Sheraton.

**INFORMATION NEEDED TO MAKE RESERVATIONS:**

1. Name of convention
2. 1st, 2nd, 3rd choice of hotel
3. Arrival/Departure Dates
4. Number of rooms required
5. Type of room (single, double, etc.)
6. Number of persons in party
7. Arrival time
8. Credit card name, number and expiration date
9. Names of all occupants of room
10. Address
11. Telephone number

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 1-800/535-3356 (Canada)  
 By FAX: 1-202/789-7037  
 By Telex: 510 6016 764

**CONFIRMATION:**

Regardless of how reservations are made, all confirmations will be sent by mail. These confirmations are in addition to and separate from their registration confirmation.



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## **Praise in the Night Program Marks Second Anniversary**

DALLAS, Texas (NRB) — A music program broadcast during the late night hours of 11 p.m. to 6 a.m. CDT, recently celebrated its second year on the air.

*Praise in the Night*, hosted by minister and missionary Patrick Rutherford, combines a blend of praise, adult contemporary, inspirational, and MOR music, and invites listeners to call and share their problems.

A toll-free 800 number is available for listeners to contact trained counselors who pray with the callers. The broadcast is heard live via satellite from KVTT-FM in Dallas.

REF Broadcast Inc., producers of the program, supply subscribing stations with a computer-generated tally of all the calls from the station's listeners, providing helpful information to the local broadcasters.

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## **INTERNATIONAL**

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## **New Shortwave Facility Inaugurated On Guam**

NORTHRIDGE, Calif. (NRB) — A dedication was held September 9 to officially launch High Adventure Broadcasting's shortwave radio voice for China.

According to High Adventure officials, construction for the station on the island of Guam was to have been completed by September 22. "Seven million watts of effective radiated power will enable the station's signal to reach every square inch of China, and much of Asia," commented George Otis, president of High Adventure ministries.

Otis, who calls China "a country in love with radio," directs High Adventure Broadcasting which maintains a network of stations that service Africa, the Middle East, the Soviet Union, Latin America, and now China.

Governor Joseph Ada of Guam and other local officials were to be present at the facility to participate in the internationally aired opening ceremonies. Congratulatory messages were received from President George Bush and former

President Ronald Reagan.

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## **Trans World's Bonaire Station Celebrates 25 Years**

CHATHAM, N.J. (NRB) — On August 13, Trans World Radio staff, guests, and listeners celebrated the 25th anniversary of TWR's Bonaire station in the Netherlands Antilles. Highlights of the celebration included a tour through the facilities and a one-hour live broadcast of the anniversary program.

More than 100 visitors toured the studio/offices and transmitter buildings and represented such countries as Venezuela, the Dominican Republic, Puerto Rico, Suriname, and the island of Bonaire.

The one-hour live bilingual broadcast in Spanish and English was hosted by McDaniel Phillips, TWR's Bonaire program director, and Manuel Suarez, executive secretary of TWR-Venezuela.

Guest speakers included Bonaire's Lt. Gov. George Soliana, TWR's Latin American ministries coordinator James Munger, TWR's Bonaire station director George Cooper, and TWR's vice president of international ministries, William Mial. A reception followed the live broadcast.

---

## **Gospel Music Program Airs On Armed Forces Radio**

LANCASTER, Pa. (NRB) — *The Gospel Greats*, a syndicated gospel music program now in its tenth year, has become the first Christian music program scheduled for broadcast worldwide by the Armed Forces Radio Network's FM division.

Paul Heil, the program's host and producer, said he is "thrilled to be working with Armed Forces Radio in this way." A half-hour version of the program has been airing on AFRN's AM division since last January.

The outstanding response to the program from servicemen around the world convinced AFRN executives to expand their Christian music programming to include FM. The first program chosen for FM was a one-hour version of *The Gospel Greats* customized for AFRN listeners.



**FROM TOP  
TO BOTTOM:  
PATRICK RUTHERFORD  
McDANIEL PHILLIPS**

AFRN's worldwide audience includes more than 1.4 million active duty military, Defense Department civilians, and family members in 57 countries. Its outreach also includes a "shadow" audience of more than 40 million natives in the countries where AFRN stations are on the air.

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## **Russian Bibles To Be Printed Inside U.S.S.R.**

LOS ANGELES, Calif. (NNI) — A U.S. agency has signed a contract with an independent publishing house in the Soviet Union to print 100,000 Russian language Bibles.

Slavic Gospel Association (SGA), based in Wheaton, Ill., will fund the entire Bible publishing project and assist in the distribution. The contract specifies that the first 25,000 Bibles must be completed by the end of September, with an additional 25,000 completed each month until the end of 1989.

Peter Deyneka, president of SGA,  
**MEDIA FOCUS INTERNATIONAL  
(continued on page 22)**



**“Rejoice with me;  
for I have found  
my sheep  
which was lost.”**

**Luke 15:6**

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**MEDIA FOCUS INTERNATIONAL**  
(continued from page 21)

said it is not only significant that the Bibles are being printed inside the Soviet Union, but that they are being distributed through non-church channels for the first time.

“Seventy-five percent of the Bibles will be distributed through secular channels,” Deyneka said. He added that most of the Bibles will be sold at prices easily affordable to the average worker. The profits will be given to the Soviet church for use in the construction of new church buildings and the renovation of older ones.

Deyneka said the printing of Bibles in the Soviet Union will not put an end to the need for continued Bible imports from abroad. “The [Soviet] churches still receive the bulk of their materials from Western deliveries,” he said.

**Northern Ireland Christian  
TV Production Center Opens**

NEWTOWNABBEY, N. Ireland (NRB) — The Christian Communication Network (CCN), located on the shores of Belfast Lough, began broadcasting to the United Kingdom in June. Founder Cecil Stewart said the group originally planned to air in 1990, but because of the help of fellow broadcasters, including NRB member David Mainse, CCN was able to begin a year in advance.

CCN produces satellite and cable programming as well as video productions for home use. Stewart said the center has a potential viewing audience of 400,000 and includes current affairs, music, preaching, and live talk shows in its format.

Recent guests include singer Billy Sprague, David Mainse of 100 Huntley Street, and William Fitch, coordinator of the Billy Graham livelink for Mission 89 in Ireland. Besides its Northern Ireland facility, CCN has offices in England, Wales, Scotland, Ireland, Germany, Canada, and the U.S.

**Chinese Radio Listeners  
Under Fire From Leaders**

HONG KONG (NNI) — Chinese Christians report a new wave of fines, arrests, and the confiscation of radios as



**FROM TOP TO  
BOTTOM:  
PETER DEYNEKA  
DAVID MAINSE**

punishment for monitoring broadcasts aired by the Far East Broadcasting Company (FEBC).

According to house church leaders who were visited by Western Christians, “scores” of believers in at least five provinces — most notably in Jiangsu Province, have been penalized by authorities for listening to the *Voice of Friendship*, FEBC’s call sign in China.

Demand for short wave radios escalated in May as many Chinese tuned into news broadcasts by the BBC and Voice of America (VOA) for information on the pro-democracy movement. The Beijing government banned all monitoring of foreign radio broadcasts, including gospel programming, and ordered a fine of 3000 yuan for violating the ban.

FEBC broadcasts news in addition to its gospel programming. According to News Network International, Communist Party leaders have attempted to ban all unofficial accounts of the Beijing massacre, thus making them particularly sensitive to foreign broadcasts. Some house church leaders have asked FEBC to discontinue its news programming to protect listeners, while other Chinese Christians feel the news broadcasts are needed to “report the truth.”



**A** heart toward God, a hand toward others, and a word of encouragement are the hallmarks of Robert A. Cook, NRB president from 1985 to 1988.

As host of the daily radio program *The King's Hour*, Dr. Cook's "at-home" style has earned him the reputation of understanding and optimism in the Christian life. He is a positive leader whose rapport with God stimulates rapport among the people of God.

Robert Andrew Cook was born into a godly home in Santa Clara, Calif., on June 7, 1912. After Dr. Cook's mother died in October of the following year, the family moved to Toledo, Ohio, where his 11-year-old

Coreen Nilsen, the sister of Johnson's wife Evelyn. Dr. Cook and Coreen married in September 1935.

After graduating from Wheaton College in 1934, Cook served pastorates in various locations. With his brother-in-law, Dr. Cook founded the Chicagoland Youth for Christ. The rallies held at Chicago Stadium and Soldier Field drew national attention, and Youth for Christ International was born in 1945 with Johnson as president.

Wherever Dr. Cook was, his co-workers in Youth for Christ admitted that God worked miracles through prayer. Johnson testified, "God would melt us down and break our hearts."

Ted Engstrom, who later joined World Vision, recalled the first time Dr. Cook prayed with him: "After we'd prayed once he said, 'Let's keep on praying, to really get the will of the Lord.' I think we must have each prayed four or five times — that was totally new to me!"

In 1948, Dr. Cook was elected president of YFC and began a worldwide ministry which became the catalyst that helped spark other evangelistic outreaches, including the ministry of Billy Graham, Cliff Barrows, and Bev Shea, Bob Evans' Greater Europe Mission, World Vision founded by Bob Pierce, and the National Association of Evangelicals, the parent organization of NRB.

For ten years Dr. Cook directed the radio broadcasts of Youth for Christ. Between 1957 and 1962, as vice president of Scripture Press, Dr. Cook says he learned "how to budget, how to manage by objective, how to be aware of costs, and what Dr. Cory, founder of Scripture Press, used to call 'the missionary margin.'"

During 1962, Dr. Cook accepted the presidency of The King's College. His prayerful confidence and oversight brought the school to academic accreditation, financial stability, an enlarged faculty, new buildings, and a tripled enrollment.

That same year Dr. Cook initiated *The King's Hour*, which opened and closed with the phrases that have become his trademark: "Hello, friend,



**DR. ROBERT A. COOK**

how in the world are you?" and "Walk with the King today, and be a blessing!"

His practical advice, often given to his listeners in proverbial statements, includes such maxims as: "Leadership must be deserved, not demanded," "Saturate your decisions with prayer," "Give something (or yourself) away with no strings attached," "Make a list of things you would be willing to be shot dead for," "Let the Savior control the computer between your ears," "Tell the truth, all of it, in love," and "Trust is willingness to risk a situation on God," to name but a few.

Dr. Cook's observations cut through the conventional and traditional as he seeks a balance between purists who say "old is good" and faddists who believe "the latest is greatest." He warns the judgmental, "God reserves the right to use people with whom you and I may disagree."

A long-time associate of NRB, Dr. Cook was opening speaker at the 1978 NRB convention, and was chosen a member of the executive committee of NRB's Board of Directors in 1979. This year he returns to leadership as the acting executive director of NRB following the retirement of Ben Armstrong.

"My vision for NRB," says Dr. Cook, is to "keep spiritually alive and dynamic, stay on the cutting edge of technology, [and] demonstrate interest in world evangelism."

Virgil Megill resides in Toccoa Falls, Ga.

## ROBERT A. COOK: Pray Through To Victory

BY VIRGIL MEGILL

sister Mildred helped her father care for her younger brother.

Dr. Cook later attended the Christian and Missionary Alliance (C&MA) Church in Toledo. It was there, at the pastor's invitation to receive Christ, Dr. Cook walked to the "mourner's section" and knelt beside his father and the pastor, H.E. Nelson. During the C&MA camp at Beulah Beach, Dr. Cook was baptized in Lake Erie.

At 16, Cook went to Chicago and enrolled at Moody Bible Institute, where he sharpened his musical skills. He had his first experience on radio as a violinist on Moody's WMBI.

During his student days in Chicago, Dr. Cook worked in a garage to support himself. One day he received a visit at the garage from Torrey Johnson, who was looking for a choir director at his West Side Church. Johnson invited Dr. Cook to take charge of music at Messiah Baptist Church. One of his choir members was



# BOOK REVIEWS

## **Miracles Still Happen**

by Richard Lee  
Word Publishing

The question of whether miracles still happen is addressed in *Miracles Still Happen* by Richard Lee, speaker on the nationally syndicated *There's Hope* radio

and television program.

Using biblical parallels and drawing on life experiences common to all, Dr. Lee identifies 13 different miracles that we can experience and offers encouragement and guidance for discovering those miracles within our lives.

Probing such issues as trust, surrender, confidence, faith, freedom, obedience, and fulfillment, Dr. Lee takes the reader past the physical miracles of the Bible and reveals the realm of spiritual miracles.

Dr. Lee says he wrote the book "to look at the miracles of the Bible in a refreshingly new way . . . to reveal the miracle within each miracle that so many have overlooked for so long." He is also author of *The Unfailing Promise* and is senior pastor of Rehoboth Baptist Church in Atlanta, Ga.

## **The Best of Ted Engstrom: On Personal Excellence and Leadership**

by Ted Engstrom  
Here's Life Publishers

As the president emeritus of World Vision International, the author of 40 books and numerous magazine articles, and a sought-after management consultant, Ted Engstrom is one of the country's most influential Christian leaders today. He has much to offer on the subjects of time management, excellence, and leadership, having many notable career achievements to his credit. Dr. Engstrom is the recipient of three honorary doctorate degrees from Taylor University (L.H.D.), John Brown University (LL.D.), and Seattle Pacific University (Litt.D.).

*The Best of Ted Engstrom: On Personal Excellence and Leadership* is a collection of Dr. Engstrom's most inspiring writing on leadership and excellence. Chapters include: The High Road to Integrity; The Pursuit of Excellence; Work, Goals, and Problem Solving; Managing Your Time; and Developing Your Leadership Style.

## **Understanding Women**

by Jan Silvius  
Pyran Books

As the title implies, *Understanding Women* is a must-read book for men — all men — to help them understand the women — all women — in their lives. When it comes to male/female relationships, author Jan Silvius has that rare qualification for "expert" status. She shares her life and home with four men: her husband and their teenage sons.

The book speaks to the male reader about five main areas in a relationship to a woman: attitude; actions; aggravations and arguments; attention and appreciation; and assurance. Silvius discusses how the differences between the goal-oriented male and the relationship-oriented female affects communications.

She gives men a better picture of just what a woman wants and needs. Silvius hosts the daily radio program *Hope for the Heart*. She is also a popular conference speaker and an experienced counselor. Her next book is titled *Please Don't Say You Need Me*.

## **Enjoying God!**

by Lloyd John Ogilvie  
Zondervan Publishers

*Enjoying God!* by Lloyd John Ogilvie tells how to recover the lost art of enjoying life. The author believes that an essential dynamic of glorifying God is "enjoying Him," which he defines as "experiencing profound joy, delight and fulfillment."

In 30 to-the-point chapters, Ogilvie leads the reader through Paul's Epistle to the Ephesians as the basis of a life of enjoying God, using contemporary il-

lustrations of real people and parables from daily life. Ogilvie is speaker on the television broadcast *Let God Love You*.

## **The Rise and Fall of Civilization: From Creation Through the Flood**

by David Hocking  
Multnomah Books

In his easy-to-understand commentary, *The Rise and Fall of Civilization: From Creation Through the Flood*, David Hocking turns to the opening chapters of Genesis to find answers to our most basic questions about the origin of life and its meaning.

Hocking's inquiry also gives insight into other mysteries, such as the presence of evil in the world, the tension between the sexes, and the reliability of the biblical account of the flood.

He is senior pastor of Calvary Church in Santa Ana, Calif., and is heard on *The Biola Hour* radio broadcast.

## **ABBA: How God Parents Us**

by David & Karen Mains  
Harold Shaw Publishers


NRB board member David Mains and his wife Karen have teamed up again for a book. *ABBA: How God Parents Us* discusses the love of God toward His children. Using illustrations from their own lives and ministries, the authors share how we can know God loves us, what God expects from us, how we can have an in-depth relationship with Him, how to get along with others in the family of Christ, and what we can expect as our great inheritance.

Each chapter includes Tips for Parents and Words of Wisdom, containing truths to help illuminate the days ahead. The Mainses are heard on *Chapel of the Air*, a daily radio broadcast.



# #1 in information!

## THE 1990 DIRECTORY OF RELIGIOUS BROADCASTING

sample listings 

### TV PROGRAM PRODUCERS

**Christeens Video Productions**, PO Box 91 Plymouth, MI 48170. (313)455-3999; Ron Priggee, exec prod; Kevin Schuessler, asst prod *Christeens Cable Talk*: 60 min weekly; music, live phone-in; Audience: teens; public service *Youth View*: 28:30 min weekly; music, music videos, talk/interview; Audience: teens; service charge *Today's Christian Music*: 58:30 min special; music and statements from over fifty contemporary performers; Audience: gen Christian, non-Christian; service charge

**Christian Action Council**, 701 W. Broad St. Ste 405, Falls Church, VA 22046. (700)323-7210; Curtis J Young, exec dir

**The Christian Broadcasting Network Inc\***, CBN Center, Virginia Beach, VA 23463. (804)424-7777; Pat Robertson, founder/host; Michael D Little, exec dir, Nancy Kondas, sr prod *The 700 Club*: 60 min daily; talk, spots, news, magazine; Audience: gen; paid time *CBN Update News*: 1 1/2 min daily, news; Audience: gen; service charge *Superbook*: 30 min weekly; Bible teaching, animated; Audience: gen, children; service charge *Flying House*: 30 min weekly; Bible teaching, animated; Audience: gen, children; service charge *Straight Talk*: 60 min call-in; Bible teaching, worship service, news, family entertainment; Audience: gen Christian, gen public Sunday Best: 60 weekly; spots, news, talk, interview; Audience: Christian/non-Christian; paid time

**Christian Business Men's Committee**, PO Box 65, Philadelphia, PA 19105. (215)692-7094; Thomas McDowell, exec prod; Bill Michael, prod/host; CBMC, rep *Man to Man*: 30 min 2x weekly; Audience: men, non-Christian; paid time

PRE-PUBLICATION  
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**\$24.95**  
AFTER  
JANUARY 31, 1990  
COST IS \$49.95

**YES!**

Please send me \_\_\_\_\_ copies of the 1990 Directory of Religious Broadcasting at \$24.95 each. Clip this coupon and mail with your check or credit card authorization to NRB, P.O. Box 1926, Morristown, N.J. 07962. Tel. 201-428-5400. Fax# 201-428-1814. For first class mail add \$4.00. Foreign mail add \$15.00.

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 Organization \_\_\_\_\_  
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 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Acct.# \_\_\_\_\_  
 Signature \_\_\_\_\_

VISA  MasterCard  
 Expiration date \_\_\_\_\_

Enclosed is my check in the amount of \$ \_\_\_\_\_





# TRADE TALK

**Campus Crusade for Christ** is moving to Orlando, Fla. The announcement follows several months of work by a search committee that also considered Atlanta, Charlotte, Colorado Springs, and Dallas. Final review of several property offers is now underway with the move from southern California expected in two years.

Digital F/X announced the appointment of **Peter D. Glassberg** as Northeast regional manager and **Barbara Koalkin** as vice president of marketing.

Wiley, Rein & Fielding *Broadcast Regulatory Update* reports the FCC is cracking down on indecent radio programming. The Commission is investigating complaints against WLUP-AM/Chicago, KSJO-FM/San Jose, and WFBQ-FM/Indianapolis.

**Roland Lundy** has been named President of Word, Inc. The Dallas-based religious communications company is the world's largest producer of contemporary Christian music and a major publisher of inspirational books. Lundy succeeds **Gary Ingersoll** who has been named to head Chilton Company, another ABC Publishing division.

**Dr. David C. Fisher** has been

named Senior Pastor of Boston's historic Park Street Church. Fisher assumes pastoral responsibilities at the 2300-member church following the retirement of its longtime minister Dr. Paul Toms.

Speaking at an industry meeting in New York, Postmaster General **Anthony M. Frank** announced that the postal service intends to ask for a 20 percent postal rate increase the beginning of next year. According to *DM News*, the request for across the board increases would take effect in 1991. The publication also announced the results of a recent Alliance of Non-profit Mailers delivery study. The report shows 63 percent of nonprofit bulk third class mail was delayed last year.

*SuperChannel 55, WACX-TV/Orlando*, completed a late summer telethon with results exceeding expectations. The station also increased its cable audience. The telethon, running during a nine-day period, brought in almost 5000 calls with pledges of \$506,000. The station also reports that its newly formed cable access department has already increased carriage by 185,000 households.

**WMHK-FM/Columbia, S.C.**, has



FROM TOP  
TO BOTTOM:  
**PETER GLASSBERG**  
**BARBARA KOALKIN**  
**ROLAND LUNDY**  
**DAVID C. FISHER**

## Broadcasters In Print

<i>The Christian Family Guide to Movies &amp; Video</i> (Wolgemuth & Hyatt) .....	Ted Baehr
<i>Nobody's Child</i> (Word) .....	Valerie Bell
<i>What the Bible Says About Money</i> (Wolgemuth & Hyatt) .....	Larry Burkett
<i>Great Doctrines of the Bible</i> (Zondervan) .....	W.A. Criswell
<i>A Vision for Our Children</i> (CKM Press) .....	Cheryl Edmiston
<i>Shadow of the Almighty</i> (Zondervan) .....	Elisabeth Elliot
<i>The Fine Art of Mentoring</i> (Wolgemuth & Hyatt) .....	Ted W. Engstrom
<i>The Rise And Fall of Civilization</i> (Multnomah) .....	David Hocking
<i>Ten Mistakes Parents Make With Teenagers</i> (Wolgemuth & Hyatt) .....	Jay Kesler
<i>Don't Stop The Music</i> (Zondervan) .....	Dana Key
<i>Faith of Our Fathers</i> (Wolgemuth & Hyatt) .....	Tim LaHaye
<i>Miracles Still Happen</i> (Word) .....	Richard Lee
<i>Enjoying God!</i> (Word) .....	Lloyd John Ogilvie
<i>The Gospel According to Jesus</i> (Zondervan) .....	John F. MacArthur, Jr.
<i>Confident In Christ</i> (Multnomah) .....	Ray & Anne Ortlund
<i>Thy Brother's Keeper</i> (Wolgemuth & Hyatt) .....	R.C. Sproul
<i>Rise &amp; Shine</i> (Multnomah) .....	Charles R. Swindoll
<i>Living Above the Level of Mediocrity</i> (Word) .....	Charles R. Swindoll
<i>Quite Honestly</i> (Zondervan) .....	Luci Swindoll
<i>Glorious Intruder</i> (Multnomah) .....	Joni Eareckson Tada
<i>Corazon Aquino</i> (Word) .....	Mel White



met its budget for the tenth consecutive year. The station, owned by Columbia Bible College, will complete fiscal 1989 on budget with gifts of \$360,000. General Manager Dave Morrison notes that the station does not hold fundraising campaigns, but simply asks listeners to pray that funds will be provided.

Prison Fellowship Ministries is releasing an eight-part radio series to begin October 7. Available through Ambassador Advertising Agency, the programs titled *Against the Night* will be challenges by **Chuck Colson** to regain a vision as the people of God and stand faithfully in the midst of the present darkness. A four-and-a-half minute *Breakpoint* feature is also available.

**Multimedia Ministries** marked the sixth anniversary of its national *Kids' Corner* with a recent live via-satellite edition of the show. The radio program is targeted for children from four to nine years of age.

**Word, Inc.** has acquired **Word**

**Records, Limited/Canada.** The Vancouver-based distributor is expected to allow **Word** increased growth in that country. **Word** has also announced agreements to distribute product for **Broken Records** and **Command Records.**

The **USA Radio Network** has launched its new weekend programming. Features include home improvement, health and fitness, auto care, and financial advice. The programs are distributed by **SCS Satellite Network Services** on **Spacenet III.**

**Keystone Inspirational Network** has expanded programming to 24 hours, seven days a week. The **Red Lion, Pa.-based** network offers family movies, children's programming, sports, and inspirational programs over **Westar 4.**

The **Cummings Group** of Phoenix has been selected to develop a new advertising strategy and creative image for Fort Lauderdale-based **Derek Prince Ministries.** It will be

designed to enhance the ministries' international outreach.

**Don Craymer** has been appointed to the new position of Assistant to the President at **Gospel Films.** Also announced is **Duane Anderson** as National Sales Manager and Director of Purchasing

**Cindy Dupree** has been promoted to Associate Director, Corporate Relations at **BMI.** Dupree will assist the Vice President, Corporate Relations in advertising and promotion activities, while continuing her public relations duties.

*Careers in Video: Getting Ahead in Professional Television* has just been published by **Knowledge Industry Publications.** Author **Ken Jurek** is director of video and communication services at **Management Recruiters International, Inc.,** a leading executive search firm. Chapters cover resume writing, interviewing, salary projections, finding a new job, and careers in nonbroadcast video.

## KMJC RADIO COVERS the BEST of TWO WORLDS !

KMJC Radio covers two of the fastest growing areas in North America, San Diego County and Baja Cal. Mexico with a combined population of 3.7 million\*---- a most responsive audience! Many of our broadcasters have been with us in San Diego County for more than 25 years!

**SHOULDN'T YOU BE HERE TOO ?**

\*Population:  
2,200,000 (San Diego C of C)  
1,500,000 (Tijuana Dept. of Statistics)

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Los Angeles, CA 90027  
Telephone: (213) 669-8066

**B**efore we can promote our station through outdoor advertising, we must first be certain of what it is that we wish to communicate to potential new listeners, or what we desire to reinforce to former listeners.

Is our positioning statement strong? Does it generally reflect who we really are? In other words, if our positioning statement is "Your Christian Music Station" but in reality our program day features four or five hours of back to back teaching, we need to go back to the drawing board and come up with something more definitive and honest of who we really are. Let us first learn, then, to be honest with our positioning statements before we set out on our advertising campaigns.

Outdoor promoting of our stations is extremely important in today's intensely competitive radio markets, al-

There are several basic principles that apply to all facets of marketing, whether we are selecting a design for a station bumper sticker or billboard: quality, clarity, and simplicity. It pays to seek out a creative graphic artist, one who has a great deal of experience in designing original advertising logos, signs, and brochures. It can be the best few hundred dollars you may ever spend.

Once you have a sharp basic logo, you can use it in nearly all of your marketing plans. Bumper stickers are a must — but remember to keep them very simple. Besides call letters and frequency, your positioning statement should be a maximum of three or four words. Select colors that coincide with your logo and format style.

Generic, undated posters can also be an excellent way to promote your station. If they are not too large and are professional in appearance, many churches will allow them to be placed on bulletin boards around their facilities. Posters can also be placed in bookstores and businesses. Clothing apparel should be included in a well rounded promotional budget.

Again, be selective and choose apparel consistent with your image and age of your audience. An easy MOR station would do well to go with a collared golf-type sport shirt, while a contemporary music station should market T-shirts with youthful design and coloring.

Few Christian stations are able to afford television spot buys with any regularity. Television, however, is the one medium you can use to sell your sound as well as your image. WZZD had several spots produced for cable distribution throughout Philadelphia.

Instead of using TV to sell its A/C Christian music style, WZZD instead contracted an agency to create a situational spot where a 30-year-old working woman shares her frustrations and everyday struggles. She concludes by discovering 990 AM on her radio dial and closes with a heart-rending statement, "It was like someone turned the light on." A nearby lamp is then turned on and the viewer can see the woman's

---

Be sure that the  
quality of your  
programming is of  
such a standard  
that it is ready  
to be sampled  
by curious seekers.

---

uplifted countenance.

It worked well in coincidence with the station's positioning statement, WZZD 990 — Philadelphia's Light. Jennifer Lear, station manager, cautions anyone desiring to use television to be selective with where the spots are scheduled and to be sure the message is clear and direct.

Billboard advertising is becoming more viable for Christian radio and in the minds of many leading general managers, the most effective for the dollar spent. If you are planning a billboard buy, spend the time really studying the good boards in your market. Notice how direct and focused they are. This becomes extremely critical when you consider your message may only be visible for less than five seconds.

I am happy to learn that more Christian stations are beginning to plan billboard campaigns to saturate their market with the news that their station has something very positive to offer.

Jesus commanded us to go into the highways and the marketplace and compel them to come in. I believe that Christian radio for the most part has not lived up to that expectation. As we plan our budgets and our goals for the upcoming new decade, may we become more committed to promotional marketing with the sincere desire to reach people.

---

Bob Augsburg is president of Programming Plus, Fort Myers, Fla. He also manages WAYJ, a CHR station in southwest Florida.

## Effective Promotional Campaigns

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BY BOB AUGSBURG

though timing is a critical factor that must be employed. Be sure that the quality of your programming is of such a standard that it is ready to be sampled by curious seekers. Try to time your campaign when the highest potential of exposure is likely to occur. This will vary depending on what type of promotion you are going to utilize.

Some of the more common inexpensive campaigns involve bumper stickers, direct mail fliers, posters for churches, and T-shirts. More visible mainstream promotions include billboards, bus signs, and television. A well designed mobile vehicle is another form of outdoor promotion that a Christian station may explore.



---

***Q. HOW ARE SOME NRB MEMBERS  
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**A. THE NRB COMPREHENSIVE  
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Call 1-800-438-5566 to learn more about the  
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*\* Physician care*

*\* Prescription drugs*

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For a complete information package please call or write to:

**Continental Benefit Company  
185 Main Street, Suite #4  
Gloucester, Massachusetts 01930  
1-800-438-5566**

## SASS-P MICROPHONE HAS MULTITUDE OF APPLICATIONS

Utilizing a patented design featuring PZM (Pressure Zone Microphone) technology, Crown International's new SASS-P (Stereo Ambient Sampling System) stereo condenser microphone is ideally suited for a multitude of professional applications.

Mono-compatible as well, the SASS-P is configured in a near-coincident array featuring two high-grade PZM microphones mounted on boundaries which make each microphone directional. To reduce the chance of phase cancellations resulting from acoustic crosstalk when operated in

lines.

By counting the number of busy signals generated by customers who attempted unsuccessfully to call in, the COMTOR will tell an organization if its lines are adequate at any given point in time.

The COMTOR can handle up to 15 trunk lines and can count the busy signals being generated in virtually any interval of time from ten-minute periods to all day. If a customer programmed the instrument for 30-minute recording periods, for example, the instrument would prepare a printed report telling how many busy signals were generated for each trunk line.

For further information, contact

These five new systems are now available from Yamaha Professional Audio Dealers. For more information contact Yamaha Corp. of America, Professional Audio Division, P.O. Box 6600, Buena Park, CA 90622-6600, or telephone (714) 522-9011.

## WAVETEX MICROWAVE HAS NEW PEAK POWER METER

Wavetek Microwave, Inc. recently introduced the Model 8500A Peak Power Meter. Model 8500A's peak power measurements of pulsed RF signals are displayed on an electro-luminescent display.

The instrument covers a frequency range from 30 MHz to 40 GHz with low speed (750 nanoseconds risetime) sensors and from 750 MHz to 40 GHz with high speed (15 nanoseconds risetime) sensors. Each sensor contains an EEPROM programmed with National Institute of Standards and Technology (formerly NBS) traceable calibration factors for the sensor.

Model 8500A has complete IEEE-488 bus control and optional rear panel connectors for convenient ATE system use. An optional internal MATE interface is available. For more information contact Wavetek Microwave, Inc., 488 Tasman Dr., Sunnyvale, CA 94089, or call (408) 734-5780.

showcase ▶



SASS-P MICROPHONE



M.M.C. "COMTOR"



YAMAHA LOUDSPEAKERS

mono, a foam barrier divides the mike capsules. For well-focused, natural stereo imaging, the unit utilizes carefully controlled polar patterns and spacing between the capsules which measures the same size as a human hand.

The SASS-P stands approximately five inches high, and is 11 1/2 inches across. For more information contact Crown International, 1718 W. Mishawaka Rd., Elkhart, IN 46517, or dial (219) 294-8000.

## M.M.C. DEBUTS "COMTOR" TO DETERMINE PHONE NEEDS

The Computerized Telephone Overflow Register (COMTOR) is a new computerized device that allows businesses, government agencies, and religious organizations to cheaply and reliably determine if they need additional telephone

M.M.C. Instrument Labs, 5716-101 Southern Blvd., Virginia Beach, VA 23462, or call (804) 456-2220.

## FIVE YAMAHA LOUDSPEAKER SYSTEMS ARE ANNOUNCED

The Professional Audio Division of Yamaha Corp. of America announces five new loudspeaker systems to complement their line of sound reinforcement loudspeakers and stage monitor speakers.

The new loudspeakers are the S3112MT, a three-way system with a 12-inch low frequency driver; the S3115HT, a three-way system with a 15-inch low frequency driver; the S2115HIII, a two-way stage monitor with a 15-inch low frequency driver; the S4115HIII, a two-way system with a 15-inch low frequency driver; and the SW118II sub-woofer with an 18-inch low frequency driver.

## ALL-FERRITE REPLACEMENT HEADS MADE BY SAKI

Saki Magnetics has introduced what the company believes to be the first all-ferrite replacement head with glass bonded gap. It is to be used in the NAB or TOM-CAT formats for ITC Delta Cart Machine.

Saki's ITC Delta Cart replacement head features consistent mechanical tolerances of plus or minus .0005" of the nominal dimension from the bottom of the first track to the mounting surface. Additionally, the replacement head holds the same design tolerances in track width and from center to center of the tracks.

For more information contact Saki Magnetics at 26600 Agoura Rd., Calabasas, CA 91302. The telephone number is (818) 880-4054.



# Golden Mike Awards

Help us give God the glory for what he is doing through you!

"Nor of men sought we glory" — I Thes. 2:6

It is the desire of NRB's president and Executive Committee to recognize faithful and meritorious laborers of religious broadcasting. NRB's goal is to honor those who have made significant achievements in their field of labor, not to evaluate what man has accomplished, or to place one ministry above another.

NRB uses the annual Golden Mike Awards to encourage its members, to recognize their desire for excellence in serving the Lord, and to provoke good works without sacrificing integrity.

However, your help is needed if these awards are to be significant. The Awards Committee cannot do it alone — your insight and contribution is needed. Will you help us?

Because many are unfamiliar with the entire realm of broadcasting, it is often difficult to recommend anyone, except the usual well-known names, for an award. However, if you will do the best you can and bring to NRB's attention qualified people who would fall into the various categories of awards listed on this page, then the Awards Committee can have a broader base from which to choose. Please feel free to let NRB know if your own work would qualify for an award.

Please fill out the enclosed form and send it by November 1 to: Kay Arthur, Precept Ministries, PO Box 182218, Chattanooga, TN 37422. Thanks for your assistance.

Will you also pray that the Lord will be glorified in NRB's 1990 Golden Mike Awards?

---

## NOMINATIONS FOR NRB AWARDS

PLEASE FILL OUT THE FOLLOWING AND RETURN IT BY NOVEMBER 1, 1989, TO: Kay Arthur, Precept Ministries, PO Box 182218, Chattanooga, TN 37422.

SENT BY (Include your name, address, and phone number): \_\_\_\_\_

---

### NRB Milestone Award

Presented to an individual or organization for 50 years of continuous service in the field of religious broadcasting.

Nominee: \_\_\_\_\_

### William Ward Ayer Distinguished Service Award

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

Nominee: \_\_\_\_\_

### Ministry of the Year:

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

Nominee #1 (Small ministry): \_\_\_\_\_

Nominee #2 (Large ministry): \_\_\_\_\_

### Radio Broadcast Ministry of the Year

Nominee: \_\_\_\_\_

### Television Broadcast Ministry of the Year

Nominee: \_\_\_\_\_

### Youth Achievement Award

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

Nominee: \_\_\_\_\_

### Award of Merit For Management

Awarded to a station, program producer, and/or agency.

Nominee: \_\_\_\_\_

### Award of Merit for Program Production

Presented to the broadcast produced in the last year (regular series or special) demonstrating highest technical standards and creativity.

Nominee: \_\_\_\_\_

### Technical Achievement Award

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

Nominee: \_\_\_\_\_

### Hispanic Ministry Award

(Individual or organization)

Nominee: \_\_\_\_\_

### Black Ministry Award

(Individual or organization)

Nominee: \_\_\_\_\_

### Direct Response and/or Magazine Award

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

Nominee: \_\_\_\_\_

### Broadcasting Hall of Fame

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

Nominee: \_\_\_\_\_

**INSIDE NRB**  
(continued from page 16)

NRB/MLC to devote its full resources to its ASCAP Rate Court litigation. The accord extends the terms and conditions of the BMI 85X license agreement (as modified 1/1/88) through June 30, 1990.

On July 1, 1990, the license fee calculations and reporting procedures will be modified and remain in force through December 31, 1991. Details of this accord are available by contacting Hauth at the NRB/MLC, c/o 2310 Ponderosa Drive, Suite 29, Camarillo, CA 93010, or by calling (805) 987-0400.

**Caribbean Chapter Plans Convention With New President**

SAN JUAN, P.R. (NRB) — William Lebron, general manager of WIVV Radio in San Juan, has been appointed the new president of the Caribbean Chapter of NRB. Lebron succeeds Javier Santiago, who recently stepped down from the position.

Because of the late change in the leadership of the Caribbean Chapter, its an-

nual convention was moved to November 7-8. Lebron said the meetings will be held in Spanish, English, and possibly French. All are invited to attend. For more information, contact Lebron at (809) 724-2727 or 724-4171.

**BNRB Annual Fall Meeting Scheduled For This Month**

HAMPTON, Va. (NRB) — The Fall '89 Black National Religious Broadcasters (BNRB) meeting will be held October 25 and 26 at Mount Carmel Baptist Church in Brooklyn, N.Y.

According to BNRB general secretary Malverna Streater, a special fellowship service is planned for Wednesday, October 25, at 7 p.m. The evening service will allow new delegates to get acquainted with veteran members of BNRB.

During the meeting on the 26th, topics relating to NRB 90 will be discussed, including awards, sponsorships, exhibition booth, workshops, the BNRB concert, and the BNRB luncheon.

For additional information on the

Fall '89 convocation, contact BNRB administrative assistant Phyllis Joubert at (718) 217-9865.

**Midwest NRB Honors Three Of Its 50-Year Members**

LINCOLN, Neb. (NRB) — Three NRB members who began on-the-air programming 50 years ago were honored for their achievement at the Midwest NRB convention held September 27-29 at the Cornhusker Convention Center in Lincoln.

Theodore Epp of *Radio Bible Class*, M. R. DeHaan of *Back to the Bible*, and John Jess with the *Chapel of the Air*, all founded their respective ministries in the Midwest during 1940.

Fifty years ago, *Radio Bible Class* was originally entitled *Detroit Bible Class*, and *Chapel of the Air* was called *The King's Quarter Hour*.

"Who can estimate the number of lives that have been touched by *Radio Bible Class*, *Back to the Bible*, and *Chapel of the Air*?" noted Jay Peyleitner of Domain Communications.

He added, "I count myself among this fortunate group. I still pause in wonderment when I think about the challenges put forth — and accepted — years ago as I listened to an early morning edition of *Chapel*. I was one of those listeners who just happened to tune in."

**EFICOM Members Near The One Hundred Mark**

MORRISTOWN, N.J. (NRB) — As of August 31, 98 NRB member organizations had been accepted by the Ethics and Financial Integrity Commission (EFICOM).

Among the newest members are: Alberto Motteschi Evangelistic Association, Lake Havasu City (Ariz.) Christian Assembly of God, Church of God (Cleveland) Dept. of Media Ministries, Concerned Women for America, Deaf Video Comm. of America, Faith for Living Ministries, Family Life Seminars, Films for Christ Association, Good News Media, Good Shepherd Ministries, Gospel Outreach Church of Queens (N.Y.), Gospel Tide Broadcasting Association, and Great Plains Christian Radio.



**REACH FOR THE FUTURE**  
**NSP 800 & 900 SERVICE**

NSP, our 800 & 900 customized telephone service bureau lets your organization enter the future with success. NSP enables you to earn revenues through nationwide access for polls, sweepstakes, information distribution, donations, promotions, or even create new applications. Our 24 hour, fully automated service

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**INSIDE NRB**  
(continued on page 33)



## NRB/ECFA Members

American Church/Good Samaritan  
 Art of Family Living  
 Back to the Bible Broadcast  
 Ben Haden Evangelistic Association  
 Bethel Temple of Evansville, Ind.  
 Bible Basics International  
 Bibles for the World  
 Biola University  
 Campus Crusade for Christ  
 The Chapel of Buffalo  
 Chapel of the Air  
 Christian & Missionary Alliance  
 Christian Camping International  
 Christian Educators Association  
 Christian Financial Concepts  
 Christian Research Institute  
 Christian TV of Ohio  
 CMMA  
 Coral Ridge Ministries  
 Crichton College  
 CRISTA Broadcasting  
 Don Wildmon Report/NFD  
 Encounter Ministries  
 Euro Vision  
 Every Home For Christ  
 Family Life Radio  
 Far East Broadcasting Company  
 Focus on the Family  
 Food for the Hungry  
 Good News Mission  
 Gordon-Conwell Seminary  
 Gospel Films  
 Gospel Volunteers  
 Haven of Rest Ministries  
 HCJB  
 High Adventure Ministries  
 Hour of Decision  
 Hour of Freedom  
 Insight for Living  
 Institute for Creation Research  
 John Brown University  
 Joni and Friends  
 Key Life Network  
 KHAC-AM  
 King's College  
 KNMI-FM/Navajo Missions Inc.  
 Lausanne Comm. for World Evangelism  
 Light & Life Hour  
 Ligonier Ministries  
 Lloyd Ogilvie Ministries  
 Luis Palau Team  
 Malcolm Smith Ministries  
 Messianic Vision  
 Moody Bible Institute  
 Multimedia Ministries International  
 Northwestern College  
 Olive Crest Treatment Center  
 Precept Ministries/Reach Out  
 Psychology for Living  
 Puertas Abiertas Con Andres  
 Radio Bible Class  
 Radio Voice of Christ  
 Romanian Missionary Society  
 Russian Christian Radio  
 Shalom International Outreach  
 Slavic Gospel Association

Songtime  
 Sports World Ministries  
 The Story  
 Tele-Missions International  
 Tips for Teens  
 Trans World Missions  
 Trans World Radio  
 WBCL-FM/Ft. Wayne Bible College  
 WCFC-TV  
 WCLF/Christian Television Net.  
 WCRH-FM  
 WEEC-FM  
 The Wesleyan Hour  
 WETN-FM  
 WFA-FM/French Camp Radio, Inc.  
 Blue Ridge Broadcasting Corp.  
 WLBF-FM  
 WMHK-FM/Columbia Bible College  
 WMHR-FM/Mars Hill Broad. Co.  
 Words of Hope  
 World Home Bible League  
 World Messianic Fellowships  
 World Opportunities International  
 World Relief Commission  
 World Vision  
 World Wide Pictures  
 WRAF/Toccoa Falls College  
 WRVM-FM  
 WSAE-FM/Spring Arbor College  
 Youth for Christ USA

## INSIDE NRB (continued from page 32)

Other new members include: Hope for the Heart, KBHW-FM, KTIG-FM, Latin American Professionals Outreach, Latin Missions Ministries, Memphis Teenagers for Christ, Mennonite Board of Missions, St. Louis (Mo.) New Life Evangelistic Center, *The Urban Alternative*, WGIB-FM, William Harness Sacred Concerts, WOAK Radio, World Emergency Relief, World-Wide Missionary Movement, and WSOR-FM.

The May 1989 issue of *Religious Broadcasting* listed the first 71 members of EFICOM.

According to EFICOM administrator Arthur Borden, NRB members who belong to the Evangelical Council For Financial Accountability (ECFA) are considered to have met the requirements for EFICOM and do not have to apply for membership. Ninety-six NRB members fall into this category. (See adjoining listing.)

Currently, 48 organizations have applications awaiting approval by EFICOM. Further information on membership in EFICOM is available from Arthur Borden at (800) 323-9473.

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# COOKING WITH COOK



## Not Your Way, But God's Way

BY ROBERT COOK

*"I went out after him." (1 Sam. 17:35)*

Remember the story of David and Goliath? The giant's profane challenge, the shepherd boy and his sling, and the sudden, penetrating impact of a well-aimed stone on the giant's forehead.

Goliath probably thought as he fell, "Nothing like this ever entered my head before!" Fact is, the outcome of that confrontation had been deter-

mined years before, out in the hills near Bethlehem.

"Thy servant," David said, "kept his father's sheep, and there came a lion and a bear, and took a lamb out of the flock: *and I went out after him*, and smote him and slew him . . . The Lord that delivered me out of the paw of the lion and out of the paw of the bear. He will deliver me out of the hand of this Philistine."

It would have been far easier to let the predator have his dinner, and simply report the event. No one expects a lad to tackle a wild animal at the risk of his own life, just to save one lamb out of a flock. David, however, refused to settle for the easy way out. "I went out after him," he said.

Don't settle for the easy way! You may defend it with plausible explanations, but you will at the same time be insuring defeat at the hands of some Goliath whom you will later have to face.

The easy way — just enough prayer and Bible to ease my conscience, but not enough to feed and challenge me.

The easy way — giving a token donation to church, missions, or Christian radio, but avoiding an amount that might impinge on my personal spending.

The easy way — working willing employees for less than they deserve, because it saves on fixed costs and you know they won't complain.

The easy way — agreeing that drugs, crime, pornography, secular humanism in the schools, government interference in religious matters, the creeping erosion of traditional American values all are indeed wrong, but avoiding reference to these matters in your radio or television program because it might be controversial.

The easy way takes care of *me*, and explains away whatever damage may be involved for others in the process.

David's way — God's way — is to face one's responsibility, and take proper action, trusting in the God of the lion and the bear to handle Goliath, as well.

Robert Cook is the interim executive director of National Religious Broadcasters.

## LOOKING AHEAD

### NRB SOUTHCENTRAL REGIONAL CONVENTION

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

### NRB CARIBBEAN REGIONAL CONVENTION

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

### NRB EASTERN REGIONAL CONVENTION

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

### NRB 47TH ANNUAL CONVENTION & EXPOSITION

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

### BLACK NATIONAL RELIGIOUS BROADCASTERS FALL MEETING

October 25-26, Brooklyn, New York  
Contact: Phyllis Joubert, 718-217-9865

### CHRISTIAN MINISTRIES MANAGEMENT ASSOCIATION'S ANNUAL INSTITUTE

February 19-22, 1990, Anaheim, California

### NATIONAL ASSOCIATION OF EVANGELICALS 48TH ANNUAL CONVENTION

March 6-8, 1990, Phoenix, Arizona



# CLASSIFIEDS

## SITUATIONS WANTED

**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, P.O. Box 1926, Morristown, NJ 07962-1926.

**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 spent in urban mission work. A good knowledge of contemporary Christian music. Please reply to Box 9M, NRB, P.O. Box 1926, Morristown, NJ 07962-1926.

**TV STATION/GROUP MANAGEMENT:** Christ-centered family man seeking long-term career opportunity and stability. Previous TV station management experience includes programming, engineering, operations, sales, accounting, and construction permit preparation and legal pursuit. A bottom-line, P&L oriented professional with compassion, growing in the knowledge of Him. Please reply to Box 10R-2, NRB, P.O. Box 1926, Morristown, NJ 07962-1926.

**EVANGELICAL CHRISTIAN** seeking part-time employment. Background consists of a B.A. in English from Upsala College; typing and clerical skills; 22 years of experience as a flight attendant. Please contact Mrs. Patricia Watterworth, 1614 Windsor Court, Lansdale, PA 19446.

**DEDICATED AND CAREER MANAGEMENT-oriented Christian,** 3 1/2 years of broadcasting experience. Graduated with honors from the University of Michigan. Interested in an account sales or programming position which leads into management with a solid Christian radio organization. Prefer Ky., Tenn., W.Va., N.C. area, will consider all of U.S. Contact Kevin Skorupa, 7644 E. Chaparral Rd., Scottsdale, AZ 85250 or call (602) 994-0294.

**EXPERIENCED CHRISTIAN BROADCASTER** of nine years desires employment with ministry-oriented organization. Experienced in all phases including community relations, music director, drive time host, concert coordinator, supervision of employees. Desires program director or as-

sistant manager or other challenging position. For a team player with a servant's heart contact Box 10R, NRB, P.O. Box 1926, Morristown, NJ 07962-1926.

**FREE-LANCE PRODUCER/AUDIO ENGINEER** available for radio program production, audio post-production for video, music for radio/TV/film. High quality work. Affordable rates. Fourteen years agency and non-commercial network experience. Currently serving major national ministries and broadcast organizations, but there's still room in my schedule for your program or special project. Contact: Curt Olson (612) 566-4859.

## HELP WANTED

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

**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.

**DIRECTOR OF TECHNICAL SERVICES** needed — Central Wesleyan Church in Holland, Mich., a strong and growing evangelical church, is looking for a person to work full-time with the operation and maintenance of audio, lighting, multi-image, and tape ministry systems. Prior experience in audio and lighting are necessary. Some computer knowledge would be helpful. Send resume and salary history to Central Wesleyan Church, 446 West 40th Street, Holland, MI, 49423. ATTN: Jack Lynn.

**PROGRESSIVE KANSAS CITY CHRISTIAN STATION** needs director/cameraman for location production. Should be able to direct talent, do location lighting, editing, and shooting with a cinematic eye. Experience a must and demo tape required. Send resume and tape to KYFC-TV, c/o Creative Services Director, 4715 Rainbow Boulevard, Shawnee

Mission, KS 66205.

**ASSISTANT CHIEF ENGINEER** for Christian TV station. FCC general license required. Three to 5 years' experience in broadcast electronics. Must be able to repair studio cameras, quad and helical VTR's, switchers, etc. 18-24K, send resume to WDLI TV, 6600 Atlantic Blvd., N.E., Louisville, OH 44641. EOE.

## FOR SALE

**FM GRANT FOR SALE** - C-1 class, 100,000 watt, 107.9 frequency, FM grant for sale in Missouri, for approximate expense of \$25,000. Not yet a construction permit so no time limit yet. No Christian station for 80 miles. MOR format would be best for success. Much community support. Inquire only if you're serious about Christian radio. Call (816) 665-0550 mornings 9-12.

## BUSINESS OPPORTUNITY

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# LATE NEWS

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## **NRB MEMBER STATIONS ASSIST RELIEF EFFORTS IN PUERTO RICO** .....

NRB member radio stations in Puerto Rico have initiated their own relief efforts to help victims of Hurricane Hugo. Communications were still down as of press time, and food, water, and medical supplies were needed. Some stations were able to remain on the air, but others were forced off after the storm hit the island on September 18. Stations with facilities on the east end of the island and on Vieques Island were especially hard hit. Ruth Luttrell, who co-founded Calvary Evangelistic Mission, Inc. in 1953 with her late husband Donald, said that although there was "total devastation on Vieques," the ministry's 220-foot radio tower remained standing to everyone's amazement. "It's as if God protected that property in a special way . . . it's like a miracle," Luttrell exclaimed. The station, WIVV, sustained about \$26,000 in damage. Eighty percent of the homes on the island were destroyed, and officials don't expect water to be available until the end of this month. Luttrell said the station's generator was also damaged. WIVV's sister station, WBJM, located in San Juan, is running on auxiliary power. WIDA, located in Carolina, lost its AM station tower but its FM station is operating on auxiliary power. WIDA general manager William Lebron said his station, along with WBMJ and WERR, are asking for water, food, medical supplies, and Joy soap (for washing in the ocean). Station personnel have made many trips to distribute supplies. In addition, WIDA is in critical need of a 30 kw generator and a 10 or 12 kw generator. Bob Rodriguez, general manager of WERR-FM, said Vieques and other small islands are facing an epidemic of sickness from contaminated water.

## **CBN RADIO NEWS ADDS PAT ROBERTSON AS ANCHORMAN** .....

CBN News Today, a daily half-hour radio news program, now features Pat Robertson as host. Dr. Robertson began anchoring the 5 p.m. drive-time program on September 18. The CBN Radio Network has been on the air since 1987, offering affiliates hourly news updates around the clock and a talk show entitled *On the Line*. From its beginning of eight stations, the network now boasts 230 affiliates. "We're exploding because people want something else besides what they have been getting," said CBN Radio general manager Greg Fast.

## **BACK TO THE BIBLE EXPANDS THEODORE WILLIAMS' PROGRAM** .....

Theodore Williams, *Back to the Bible's* English-language missions speaker in India for nine years, is now heard in several other countries. Beginning October 2, his program is to air in Panama, Sri Lanka, Guam, the Philippines, Guatemala, Liberia, Swaziland, Korea, Aruba, the Netherlands Antilles, and the Caribbean. Dr. Williams has been instrumental in the development of national missionaries for countries in Asia, Africa, and Latin America. Abe Van Der Puy, the organization's "Voice of Missions," will continue to speak on *International Insight*, the Monday program which is aired in Canada, the United States, and Ecuador.

## **SOUTHERN BAPTIST RTVC REPORTS STABILITY FOR ACTS NETWORK** .....

Members of the Southern Baptist Radio and Television Commission (RTVC), meeting in Fort Worth, Texas, last month, were told the number of households able to receive the ACTS television network remains stable in the face of predictions to the contrary. Mickey Castleberry, chairman of the commission's affiliate relations committee, said that predictions of ACTS suffering a major decline if the network wasn't sold were not accurate. According to Baptist Press, RTVC officials said the number of households available has remained stable for the past six months. In April, a deal to sell ACTS to a for-profit Texas corporation collapsed.

## **HCJB RANKS HIGH AMONG WORLD'S SHORT-WAVE STATIONS** .....

Sales of short-wave radios around the world are up, and so is short-wave listening, according to several studies. Evangelical Press said studies also showed that among both secular and religious short-wave programs, *Heralding Christ Jesus' Blessings* (HCJB) is one of the world's most popular stations. In a 1989 survey conducted by Voice of America, HCJB was ranked eighth among most-listened-to stations. Another survey, conducted by British Broadcasting Corporation (BBC) in January 1988, ranked HCJB as number ten. Brent Allred, host of HCJB's *DX Partyline*, attributes the popularity to its mix of cultural and general interest programming. "We present the gospel in a creative way that doesn't sound preachy . . . a large share of HCJB's listeners are non-Christians," he said.





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