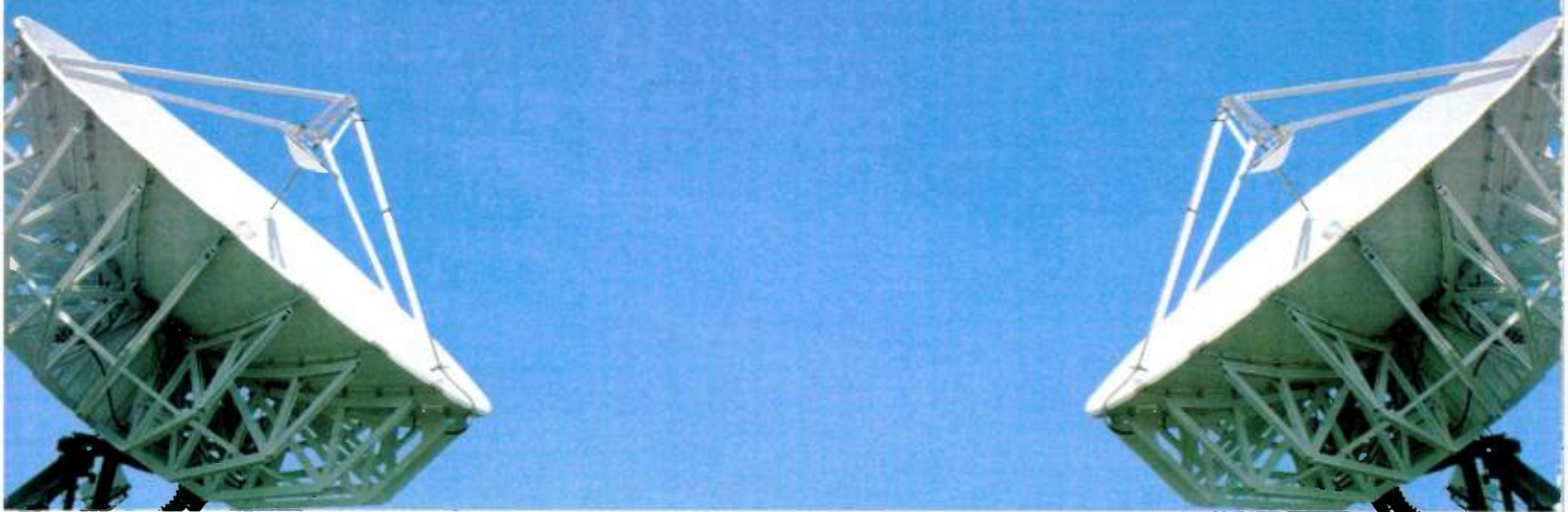


RELIGIOUS BROADCASTING

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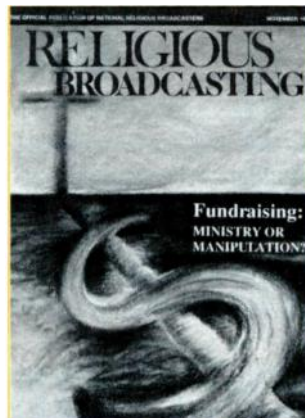
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FUNDRAISING: MINISTRY OR MANIPULATION?
The practice of fundraising is examined in this month's *Religious Broadcasting*. The discussion begins on page 3.

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Bill had two rules for driving that were very important to him. He did not speed and he always drove safely. He kept those rules as high priority.

One day, however, Bill was running late to a crucial meeting. Being late could have a serious impact on a very important business deal. To get there on time, he would have to drive over the speed limit and, thus, less than safely.

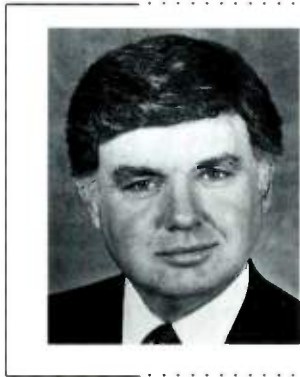
At that point, Bill had to make an important decision. Was he willing to subordinate two very important principles to accomplish another goal?

Sooner or later all of us are faced with similar decisions. Financial pressure goes with the territory in Christian broadcasting. The last two years may have been especially difficult for you.

It is in those difficult times when we feel the financial pressure the most that our character is tested. The temptation to resort to less than ethical fundraising is tremendous and if we are not careful, we can justify it for some very good reasons:

"The ministry must be preserved for the sake of souls." Or, "God has raised the ministry up and it must be preserved."

It is important to reach the lost. God has raised up ministries, and as far as I am concerned, it is more vital than ever that Christian broadcast ministries exist. They



The Ethics Of Fundraising

BY JERRY ROSE

are desperately needed.

But that need should never cause us to subordinate the higher priority, and that is exhibiting the highest moral and ethical behavior. That priority should run through every aspect of our ministry, especially our fundraising.

We should not succumb to psychological tricks or allow ourselves to resort to poor theology to raise money. Our message is much too important for that.

Here are some important questions to ask yourself:

How far am I willing to go to save my ministry? The answer to that question has a lot to do with your personal character and the integrity of your ministry.

What are the most important priorities for my organization?

What are my own most important priorities?

Are my fundraising techniques in keeping with a high ethical standard?

How do I feel deep down about my fundraising activities?

How do I feel about the people I'm called to reach?

Occasionally take time to go back and review some of your fundraising letters. Go back over three or four years. Be honest with yourself. Prayerfully consider your fundraising appeals.

Are you on target ethically? Do you feel good about what you have said? This kind of honest review can be very good for all of us and can save us some grief at a given point in each of our ministries.

If we intend to honor God with our lives and ministries, there is no option to good ethics. It's real simple. Good ethics is good Christianity, poor ethics is poor Christianity. And what the world doesn't need more of is poor Christianity.

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

RELIGIOUS BROADCASTING (ISSN 0034-079) is published 11 times a year. To subscribe send \$24 for one year to NRB, PO Box 1926, Morristown, NJ 07962-1926. Orders outside the U.S. must add \$6. Second class permit at Parsippany, NJ, with additional postage paid and entry at Greenfield, Ohio. Printed in the U.S.A. Copyright 1989 by National Religious Broadcasters, all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to RELIGIOUS BROADCASTING, PO Box 1926, Morristown, NJ 07962-1926. RELIGIOUS BROADCASTING assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising matter.

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201/428-5400 FAX: 201/428-1814

RELIGIOUS BROADCASTING is indexed in the Christian Periodical Index and is available on microfilm from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Advertising in RELIGIOUS BROADCASTING does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board, or membership.

POSTMASTER: Please send change of address to RELIGIOUS BROADCASTING, PO Box 1926, Morristown, NJ 07962-1926.

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FUNDRAISING: MINISTRY OR MANIPULATION?

Fundraising. Hundreds of religious broadcasters, from station owners to program producers, rely upon the practice to keep their outreaches operating. But at what point does fundraising become a manipulation for monies rather than a legitimate vehicle for ministry?

It's a question that everyone who utilizes fundraising in their Christian broadcasting efforts has to ask themselves. In *Signing On* this month, NRB president Jerry Rose explores the ethics of fundraising in Christian broadcasting.

A chilling question raised by Dr. Rose asks, "How far am I willing to go to save my ministry?" He then responds, "The answer to that question has a lot to do with your personal character and the integrity of your ministry."

How true. Self-examination and evaluation is a must for everyone who serves the Lord, let alone those who depend upon the raising of funds to support the ministry they are involved with. Certainly no one is above making a mistake or becoming caught up in a fund raising effort that is based on poor ethics.

Jim Bakker's recent conviction and subsequent sentencing for fraud and conspiracy in efforts to raise funds for the PTL Television Network may be an extreme example, but nevertheless it's something we all can learn from. As is Dr. Rose's column. If you haven't read it, do so. If you have, go back and read it again.

Additional wise advice can be found in Larry Burkett's "By What Standards is a Broadcast Ministry Termed Successful?" It is a road map for every Christian broadcaster to follow.

The director of Christian Financial Concepts writes, "I believe God is calling us to a higher standard in which not only are our financial books open for scrutiny, but also our faithfulness to our purpose, our steadfastness to our goals,

and our stewardship of our talents and resources."

The fundraising ambitions and motives of those in Christian broadcasting are indeed something that should be able to withstand the examination of both God and man. Christian broadcasters should be above the standards followed by those in the secular end of the industry.

For example, take a recent letter sent by National Association of Broadcasters president Edward Fritts to his membership. The correspondence deals with a proposal by the National College Athletic Association (NCAA) to restrict beer advertisements during broadcasts of the 1991 Division I Basketball Tournament.

The restriction would limit the advertising of beer to 60 seconds per hour, and only educational messages from the breweries would be allowed during the actual games.

In his letter, dated October 20, Mr. Fritts wrote: "This type of restriction against the advertising of a *legal* product threatens to set a dangerous precedent which would have potentially serious economic repercussions for broadcasters."

Nowhere in his letter, however, does Mr. Fritts mention that in most of the U.S. the purchase and possession of beer is *illegal* for the vast majority of the tournament's participants (i.e. players, cheerleaders, student supporters).

Rosters of major college basketball teams are full of players between the ages of 18 and 20. But that doesn't seem to matter to Mr. Fritts. Instead, he urges NAB members to immediately call their local university and college officials and "explain to them the seriousness of this situation."

And then, according to Mr. Fritts, the school officials should be persuaded "to contact the NCAA and help convince that organization that it should not

include such advertising restrictions in the final bid specifications" for its tournament.

How sad. In a world where young people are constantly tempted by the specter of drug abuse or alcoholism, Mr. Fritts and the NAB feel it's okay to have beer manufacturers sponsor an event involving underage participants. Just so the pockets of certain broadcasters are kept full.

Of course Mr. Fritts attempts to justify his reaction to the NCAA's proposal by stating, "Should such restrictions be duplicated with other sports, we could see millions of dollars of ad revenue flow out of sports broadcasting."

How silly. As long as the advertising of beer is allowed on television and radio, it will certainly be a part of professional sports programming. In the final analysis, it would seem that the NAB is only interested in one thing: the bottom line.

Christian broadcasters should be reaching for a much higher standard, especially when it comes to fundraising or finances. Those in religious broadcasting must not be like their secular counterparts who base their decisions, ethics, or actions on the almighty dollar.

The Kingdom of God is built upon souls, not dollar bills. And so, too, should be the work of every Christian broadcaster. When it comes to fundraising, appeals must be genuine and from the heart. The emphasis ought to be on ministry, not on simply making money.

"Therefore, since we have this ministry, as we received mercy, we do not lose heart, but we have renounced the things hidden because of shame, not walking in craftiness or adulterating the word of God, but by the manifestation of truth commending ourselves to every man's conscience in the sight of God." (1 Cor. 4:1-2, NASB)

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REACHING ALMOST 20 MILLION PEOPLE IN FOUR STATES!

The Federal Communications Commission (under new Chairman Alfred Sikes) has initiated enforcement proceedings against three FM licensees on grounds that their stations may have broadcast "indecent" programming. The actions mark the agency's first indecency investigations in almost two years and may well signal a more vigorous enforcement effort by the new FCC in this important and sensitive area.

The Commission has requested explanations for specific broadcasts from Evergreen Media Corp. of Chicago AM, licensee of WLUP-AM in Chicago; Narragansett Broadcasting Company of California, Inc., licensee of KSJO-FM in San Jose; and Great American TV and Radio Company, licensee of WFBQ-FM, Indianapolis. Once the stations reply, the agency will determine whether

this broadcast to be "indecent" even though it was not "obscene" under the standards established in prior Supreme Court decisions.

In 1987, the Patrick Commission elaborated on and expanded the FCC's indecency standard to cover language that falls with a "patently offensive" definition. Opponents challenged the FCC's reinterpretation at the U.S. Court of Appeals in Washington, D.C., but the court held in favor of the Commission.

However, the court asked the FCC for further explanation of its additional finding that the period when unsupervised children reasonably could be expected to be in the broadcast audience — and thus when indecent programming could not be broadcast — was from 6 a.m. to midnight.

Perhaps in partial response to the court's decision, Congress enacted a 24-hour ban on the broadcast of indecent material in late 1988. Yet, enforcement of the law has been stayed pending judicial review. Oral arguments concerning the 24-hour ban are scheduled for later this month.

As noted in a previous column, the Supreme Court ruled earlier this year in *Sable Communications v. FCC* that a statutory ban on "dial-a-porn" telephone calls that are indecent, but not obscene, is unconstitutional. The court's ruling in *Sable* casts some doubt on the constitutionality of the Congressional prohibition on indecent broadcast programming around the clock.

Accordingly, the Sikes Commission — in addition to its action against the three stations — has asked the court to give it an opportunity to bolster its previous legal submissions in support of the ban (and the court very recently has complied with this request).

Some observers were not surprised that the indecency enforcement actions came relatively quickly after the arrival of Chairman Sikes and new commissioners Sherrie Marshall and Andrew Barrett. A number of Senators spoke forcefully against indecent broadcasting during the confirmation hearings for these com-

Indecency enforcement

is a necessary but

delicate element of

broadcast regulation.

Supporters are not

likely to relent in their

call for the Commission

to police the airwaves

more vigorously.

missioners. All three pledged that they would enforce the agency's policies to the fullest extent permitted by law.

While FCC officials have stated that the three stations cited had been under investigation for several months and that the arrival of the new commissioners had nothing to do with the timing of the action, it is clear that the Sikes Commission is sensitive to improving relations with Capitol Hill — not only on the indecency issue but generally across the board. Accordingly, the speculation is that additional FCC indecency action can be expected soon.

Indecency enforcement is a necessary but delicate element of broadcast regulation. Opponents will continue to argue that the agency's current policies are vague, overbroad, and unconstitutional. Supporters, including many in Congress, are not likely to relent in their call for the Commission to police the airwaves more vigorously.

Given the volatility of the issue, and regardless of the outcome of the present judicial appeal concerning the 24-hour ban, further FCC action and litigation in this area are certain to come in the year ahead.

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

Commission Cracks Down On Indecency

BY RICHARD E. WILEY

the programming was indecent.

The broadcast of obscene or indecent material is prohibited by the U.S. Criminal Code (14 U.S.C. 1464). The FCC has authority under the Communications Act to determine whether violations have occurred and to impose sanctions on stations if warranted. Under the Supreme Court's 1978 decision in *FCC v. Pacifica Foundation*, the Commission was authorized to prohibit indecent speech at times of the day in which children are likely to be in the audience.

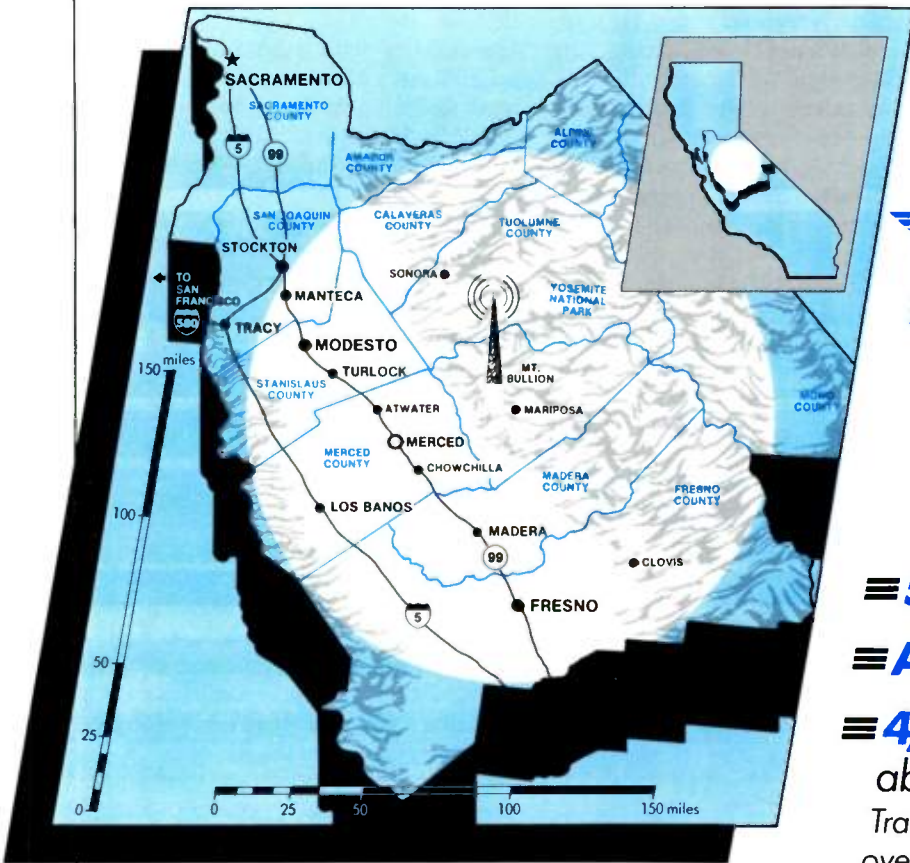
The *Pacifica* action, which was initiated by the Commission at the time that I was there, stemmed from the mid-afternoon airing by a New York station of the so-called, "seven dirty words" monologue by comedian George Carlin. The FCC found

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BY GENE M. HENDERSON

How to Determine Longterm Donor Value (LTDV)

The year was 1984, and the Ethiopian crisis brought the reality of mass starvation into the homes of every American. In the wake of the disaster, XYZ Relief Ministries (not a real name) was able to marshal the efforts of Christian people across America to help alleviate the suffering.

Funds poured in from people who had never before been associated with the ministry. As the funds came in, more food and supplies were promised to disaster sites not just in Africa, but in other disaster-stricken areas of the world. The ministry leader was in for a rude awakening.

These new donors didn't renew (give a second gift) as frequently as their previous donors. The funds they had depended on to fulfill promises of relief supplies simply were not there.

financial statements to determine their financial condition.

Those financial statements are the balance sheet, the income statement, and the statement of cash flows. Each of the three documents tells a distinct part of the story of the relative health and future potential of the business.

Although many Christian ministries are quite familiar with these three different financial statements, the overriding focus is the income statement. We have become quite adept at evaluating revenues this year versus last, growth or decline of the average gift, and our success at upgrading certain segments of the donor file.

Longterm Donor Value

However, we are far less adept at evaluating what is for many organiza-

we should improve our method of measuring it.

Longterm donor value (LTDV) can be defined as the present value of all anticipated revenue from a donor minus the cost of generating and servicing that donor over the life of the donor's relationship with the organization. (It should be noted at this juncture that for the sake of this discussion, legacy gifts and "windfall" major or special gifts are not included in this analysis.)

Why is this concept important? I believe it is important for three reasons.

1. Longterm donor value will provide a snapshot of your direct response program's net worth at any point in time. It is the equivalent of your program's balance sheet and just as a corporation prepares a balance sheet to measure its financial health, fundraisers should begin to do the same with their direct response program. File growth, revenue generated, and similar pieces of data simply do not tell the whole story. To take the analogy one step further, corporations invest in plant and equipment whereas ministries invest in donor acquisition. Corporations depreciate plant and equipment as they are used; ministries experience a comparable depreciation in the form of donor attrition.

2. The longterm donor value calculation is ultimately the only legitimate method of comparing the efficacy of different methods of new donor acquisition. As many of us have experienced, initial donor acquisition results can be very misleading. Winning packages or two-minute television spots may produce uncommitted donors whose value to the ministry is much less than expected.

3. Longterm donor value adds a dimension to your analysis that increases your ability to manage your direct response program. It literally

CHART 1: The LTDV Formulas

	YEAR 1		YEAR 2		YEAR 3
LTDV _T =	$\frac{\$17.85 - \$22.41}{(1+.1)}$	+	$\frac{\$20.76 - \$4.52}{(1+.1)^2}$	+	$\frac{\$8.46 - \$1.98}{(1+.1)^3}$
=	(\$4.15)	+	\$13.42	+	\$4.87
=	\$14.14				
LTDV _P =	$\frac{\$12.34 - \$10.49}{(1+.1)}$	+	$\frac{\$7.97 - \$4.52}{(1+.1)^2}$	+	$\frac{\$3.95 - \$1.98}{(1+.1)^3}$
=	\$1.68		\$2.85		\$1.48
=	\$6.01				

This illustration is only one symptom of a problem many ministries and other non-profit organizations face. When you rely solely on donations, how can you accurately predict what next year's income will be?

In the business world, corporations typically use (and in many cases are required to produce) three different

tions their most important fundraising asset, the longterm value resident on their file of contributors. Ironically, it is also a hidden asset. Although the Financial Accounting Standards Board (FASB) will probably never allow its recognition as a real asset on your organization's balance sheet, we all know it is a real asset nonetheless, and



WITH TODAY'S DONORS

forces you to examine and attempt to understand the giving dynamics at work on your file.

Let's look at a simplified example of the longterm donor value of a newly acquired group of 1000 donors. (See Chart 2 on page 10.)

As demonstrated in this simplified and somewhat optimistic example, the longterm (10 yr.) donor value of a \$20 contributor after acquisition costs and direct servicing costs are subtracted is \$82.53 per donor or \$82,526 for the original group of 1000 donors.

To demonstrate how the longterm donor value concept can be utilized to evaluate donor acquisition approaches, consider Chart 1. In this

case, we are comparing the value of a newly acquired donor via a traditional package (LTDVt) against one that was acquired with an upfront premium (LTDVp) after three full years of activity.

The calculation is quite simple. We subtract the costs from the revenue generated by each donor for each of the three years and express that amount in today's dollars by discounting it at ten percent per year. As you can see, the traditional package produced a loss in year one: \$4.15 per donor acquired. Conversely, the premium package actually produced \$1.68 of net revenue per donor in year 1.

However, you can see how the pic-

ture dramatically changes after two more years of activity. When viewed from the perspective of LTDV, the traditional donor is worth \$14.14 to the organization whereas the premium donor is worth only \$6.01.

Keep in mind that in this case the term is a mere three years. As the term lengthens to the ultimate life of each donor the margin between the two expands even more.

Managing Your Methodology

Longterm donor value has not gained the respect it deserves as an important measurement tool of Christian

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ministry managers for at least two reasons. First, it is viewed by many as a somewhat academic exercise.

As was implied earlier in this article, most of us are predominantly focused on the income and cash flow aspects of our organizations. The marketing managers become victims of the "how much have you raised for me lately?" syndrome and choose not to spend time and resources dealing with the relatively imprecise process of valuing our most important asset.

Secondly, a good amount of data is

required to do a meaningful analysis and there is naturally a lag time between an action and the analysis of it. As a rejoinder to those two comments, I would offer these words: consistency and computers.

Adopting a *consistent* LTDV methodology will remove much of the imprecision and provide a true decision-making platform for you to determine what programs your ministry can afford next year, and in years to come.

Computers not only have been

gathering the data you need for years, but they (coupled with good spreadsheet software) can make quick work of the cumbersome calculations. The tools are there and it is time for the longterm donor value concept to come of age in our profession.

Gene M. Henderson is senior vice president and chief operating officer of the Not-for-Profit Division of Epsilon in Boston, Mass. He will address the above subject in a workshop during NRB 90 entitled "Direct Mail Marketing."

CHART 2: The Longterm Donor Value: A Simplified Example

FUNDRAISING YEAR	1	2	3	4	5	6	7	8	9	10
ORIGINAL DONORS	1,000	650	553	500	460	430	407	368	337	312
DONORS RECAPTURED			35	41	46	49	26	28	30	32
TOTAL DONORS RETAINED		650	588	541	506	479	433	396	367	344
AVERAGE GIFT PER DONOR (Including Upgrade)	\$20.00	\$22.00	\$24.20	\$26.62	\$29.28	\$32.21	\$35.43	\$38.97	\$42.87	\$47.16
AVERAGE NUMBER OF GIFTS PER DONOR	1.0	1.15	1.15	1.15	1.15	1.15	1.15	1.15	1.15	1.15
REVENUE/DONOR	\$20.00	\$25.30	\$27.83	\$30.61	\$33.67	\$37.04	\$40.74	\$44.82	\$49.30	\$54.23
TOTAL GROSS INCOME	\$20,000	\$16,445	\$16,364	\$16,561	\$17,038	\$17,742	\$17,642	\$17,747	\$18,093	\$18,657
BASIC FUNDRAISING COST/YR. (\$1.75/PREVIOUS YR. DONOR)		\$1,750	\$1,138	\$1,029	\$947	\$886	\$838	\$758	\$693	\$642
RECAPTURE COST (\$0.50/LAPSED DONOR)			\$105	\$123	\$138	\$147	\$156	\$168	\$180	\$192
ADDED GIFT COST (\$0.50/CURRENT YR. DONOR)		\$325	\$294	\$271	\$240	\$217	\$198	\$184	\$172	
TOTAL FUNDRAISING COST	\$20,000	\$2,075	\$1,537	\$1,423	\$1,338	\$1,273	\$1,211	\$1,124	\$1,057	\$1,006
NET FUNDRAISING INCOME	\$0	\$14,370	\$14,827	\$15,138	\$15,700	\$16,469	\$16,431	\$16,623	\$17,036	\$17,651
FUNDRAISING COST PER DOLLAR RAISED	\$1.00	\$0.13	\$0.09	\$0.09	\$0.06	\$0.07	\$0.07	\$0.06	\$0.06	\$0.05
PRESENT VALUE OF NET INCOME*	\$0	\$11,876	\$11,140	\$10,339	\$9,748	\$9,296	\$8,432	\$7,755	\$7,225	\$6,805

*A 10 percent discount rate or cost of capital used in this calculation.

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BY WHAT STANDARDS IS A BROADCAST

BY LARRY BURKETT

Christian radio and television ministries share many characteristics and concerns with other types of Christian businesses, but there exist important distinctions that make broadcast ministries unique. In order to be "successful" according to God's standards, broadcast ministries must acknowledge and embrace these differences.

In order to fully appreciate our special standing, let's first look at the two major characteristics that all Christian businesses hold in common:

1. Purpose. The sole purpose of every enterprise which designates itself as "Christian" should be *to glorify God*.

Acknowledging that purpose will make decisions regarding every other aspect of operations — from employee relations to customer satisfaction to ministry expansion to funding — much simpler.

How that purpose is worked out is what makes each ministry unique, but it should entail these major goals: a) Evangelism — Sharing the good news of Christ can occur with unsaved staff members, customers, your audience, and even your vendors. b) Discipleship — The encouragement and spiritual growth of employees must be a vital concern of managers and owners. c) Meeting needs — Providing adequate salaries, paying creditors on time, and giving customers quality products meet important needs. d) Funding — Any business or ministry needs funds to continue operations and fulfill its purpose.

2. Planning. Proverbs 16:9 says, "The mind of man plans his way, but the Lord directs his steps." Like the man in Luke 14:28-30 who set out to build a tower, Jesus warns us to make sure we have developed adequate plans before beginning any undertaking.

Wise planning for a Christian enterprise should contain at least these essential elements: a) Tithing — Give God His portion first. b) Paying taxes — Honestly render what is due (Romans 13:7). c) Restitution — Correct wrongs and restore offenders if possible (Matthew 5:24). d) Paying a fair wage — Look after the interests of your employees and not merely your own (Philippians 2:4). e) Paying creditors on time — Remember, your purpose is to glorify God.

Now that we see what Christian businesses and ministries hold in common, what are the major differences that separate broadcast ministries from the others? I see two major areas.

The Issue of Accountability

The first is the whole issue of *accountability*. In a time when we are calling for fewer restrictions, less interference, and fewer civil hindrances, I believe God is calling us to a higher standard in which not only are our financial books open for scrutiny, but also our faithfulness to our purpose, our steadfastness to our goals, and our stewardship of our talents and resources.

In Luke 12, Jesus tells the parable of the faithful steward in which He describes two slaves. The slave who knew his master's will and was found doing it when his master returned was put in charge of all his master's possessions. However, the worthless slave, who also knew his master's will but did not act in accordance with it, was punished severely.

Jesus ends the story with these

words: ". . . From everyone who has been given much shall much be required; and to whom they entrusted much, of him they will ask all the more." Now, you may say that this is all well and good, but after all, aren't *all* ministries accountable to the Lord? Of course they are. But let's face it. We all know the far greater potential that broadcast ministries have to touch the lives of lost men and women this world over.

I have often heard it said that we are the only "Bibles" some people will ever read. Permit me to expand that. Broadcast ministries, because of their wide exposure, are the only representation of Christ and His kingdom that multiplied thousands will ever come in contact with. It is incumbent upon us, then, to be found discerning and obeying the Master's will as wise and prudent stewards of whom "much

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In the parable of the talents in Matthew 25, the day came when the slaves' master ". . . came and settled accounts

MINISTRY TERMED "SUCCESSFUL" ?

with them" (v. 19). Should not we, who are accountable to this larger degree, tremble at the thought of this day of reckoning? I say yes, we should tremble.

The day of reckoning is not always in the by-and-by. We are painfully aware of those in our own ranks who very recently have been called by the Master to give account and who have been found woefully lacking. The thought of our solemn responsibility and inevitable accountability should lead us to take frequent and sober soundings of our own motives and methods.

Fruitfulness Should Result

The second area of difference goes hand-in-hand with the first — *fruitfulness*. Broadcast ministries, by their very nature, are expensive propositions. The potential for return in spiritual fruit is great, but a lot of sowing and tending must take place first. My fear is that in the midst of all the activity that goes on in the sowing and tending process (programming, fund raising, facility upgrades, new technology, etc.) we can lose sight of the purpose of all this activity — fruit!

"A certain man had a fig tree which had been planted in his vineyard; and he came looking for fruit on it, and did not find any. And he said to the vineyard-keeper, 'Behold, for three years I have come looking for fruit on this fig tree without finding any. Cut it down! Why does it even use up the ground?'" (Luke 13:6-7).

The Lord is interested in fruit. Doesn't this also apply to other ministries? Of course, but again, compare the investment with the yield. Wouldn't a farmer expect that an orchard should produce a far greater abundance of fruit than a single tree?

At the end of the parable, the vineyard-keeper pleads with the

Master to spare the fig tree: "Let it alone, sir, for this year too, until I dig around it and put in fertilizer; and if it bears fruit next year, fine; but if not, cut it down" (Luke 13:8-9). We would do well to examine our yield. We must be bearing fruit for the Master — fruit of quantity and quality that He expects and demands.

At the outset I said that broadcast ministries ought to recognize and embrace these differences. Surely these are heavy responsibilities, but then the Lord has equipped us for the task. Yes, the work is hard, but the

rewards for a job well done are certainly worth it. Remember that the stewards who were found faithful were given even more responsibility and increased opportunity to serve the Master.

Let's embrace that to which the Lord has called us and diligently perform it for the glory of our Lord. That's what we're in business for!

Larry Burkett, host of the two daily radio programs *How to Manage Your Money* and *Money Matters*, is director of Christian Financial Concepts in Gainesville, Ga.



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FUNDRAISING

"How do other non-commercial, Christian radio stations fund their operations?" was continually being asked in our educational organization's board meetings. When I looked for information, I didn't find any that answered the question. At the same time I was searching for a project for my M.R.E. program at Manahath School of Theology.

I met both needs by conducting a survey of 175 radio stations listed in *The Directory of Religious Broadcasting* as non-commercial, Christian-formatted facilities. Of those surveyed, 118 responded.

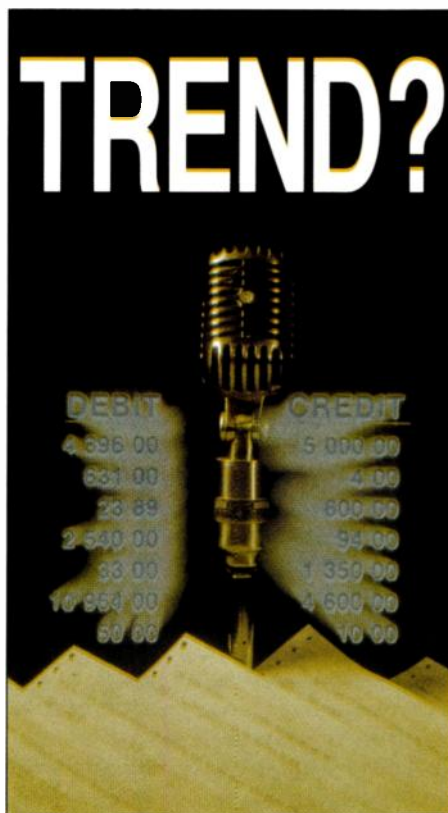
The survey found that a majority (57 percent) of the stations use an annual fundraiser or subscription campaign to fund their efforts. The annual event has a promotional name in most of the stations with Sharathon the most used (63 percent), followed by Involvathon, Challenge, Pledgeathon, Careathon, Pledgeweek, Fundraiser, Operation Thanks, Spring Celebration, Ingathering, Share Week, and Spring Roundup. Radioton was the title used for the one group of Spanish stations reporting.

The annual fundraiser is responsible for a majority of the funding for 99 percent of those stations that use this method. However, only 30 percent of the stations reported that the annual effort resulted in all of their budget need being met.

A look at the annual budgets of these stations showed 52 percent with needs of \$101,000 to \$499,000. Those with budgets over \$500,000 made up 18 percent of the stations. A majority (78 percent) of all surveyed facilities employ between one and ten staffers. Only 14 percent employ more than ten. One paid staffer is employed at eight percent of the stations.

In this day of consultants and professional fundraisers, only six percent use an outside consultant or fundraising team. The other stations reported that they do all of the work of the annual effort internally with station staff and volunteers.

FUNDRAISING: WHAT'S THE



BY KENNETH C. HILL

Autumn is the favorite time of the year for the annual fundraising effort, with 46 percent of the stations' efforts at that time. Spring follows with 26 percent and winter with 24 percent. When asked why a station chose its time for the fundraiser, the answer was overwhelmingly (85 percent) "no particular reason." Only 15 percent stated a reason, with 14 percent saying they chose their time because it was the station's an-

niversary and the remaining one percent because of the station's budget planning timetable.

After the annual event is wrapped up and the workers have time to rest, 89 percent of the stations said they send a thank you letter for the promise or pledge, while two percent send an invoice for the amount promised. Of those reporting, eight percent said they do no follow-up on the promises.

Other sources of funding for these stations include tax-supported grants (less than one percent), private foundation grants (two percent), denominational grants (two percent), business underwriting (19 percent), paid programming (12 percent), and auctions (eight percent). Most stations use multiple fundraising plans, such as a combination of business underwriting and an annual fundraiser.

Of those stations with no annual fundraiser, 23 percent reported they had none because the Lord met all the needs by prayer alone. Another 20 percent of those without an annual event said that the station's parent organization funded all of their efforts.

It is hoped that the results of this survey will help those involved in the work of non-commercial, Christian radio to better understand their station relative to others in the same field. Perhaps some will get new ideas for their operation.

God's Word points us to the story of Elijah taking comfort in the fact that 7000 were still serving the true and living God (1 Kings 19). There is comfort in knowing about others in the work and how they are faring.

Readers desiring a copy of the results of the survey may write the author at WHCB-FM, Box 2061, Bristol, TN 37621-2061.

Kenneth C. Hill is president of Appalachian Educational Communication Corporation and general manager of its non-commercial, educational Christian station WHCB-FM in Bristol, Tenn.

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January 27 - 31, 1990
Washington, D.C.

worship
workshops
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Looking Unto Jesus For A Decade Of Opportunity

A personal note
from Jerry Rose

greetings!

Greetings in the name of the Lord!

Within days of the new decade's dawning, we will gather in our nation's capital for the 47th Annual Convention of the National Religious Broadcasters. I'm delighted to invite you to be there with us; our Program Committee, led by Dr. David Clark, has prepared a truly outstanding calendar of workshops, seminars, and sessions.

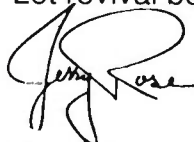
I know when arrive in Washington we will all have dreams to share, plans to unveil, goals to declare. But my personal prayer is that we will make all of that secondary...and that we'll focus our hearts first of all on Jesus Christ.

The 90's will certainly bring opportunity--I believe it will be a decade of unparalleled evangelism as well as tremendous Body-building for the Church. It will be a thrilling experience for each of us to have a part in it.

And yet, I trust we will remember the One that it's all about. Our greatest new opportunities of the coming decade will come because we love and obey Him.

With all the fine fellowship that we'll enjoy in this great Convention...with all the making of new friends and renewing of old acquaintances...with all the learning and sharing and growing that we'll experience...I pray that this Convention will also be a profound personal spiritual experience for each and every one of us--that we'll be challenged to achieve an even deeper walk with the Lord...so that as we head home, we'll know, deep down inside, that God has moved mightily within us.

See you in Washington!
Let revival begin!



Jerry Rose
President
National Religious Broadcasters



NRB 90

Super Seminars Saturday

- Fund Raising: New Directions
- Developing A Biblical View of Sex In Ministry To Your Audience
- The Year 2000 Movement: Emerging Initiatives
- Developing An Executive Plan For A Ministry's Expansion

Workshops

Monday ■ January 29, 1990 ■ 9:30 - 11:00 a.m.

Engineering Special • Positioning a Non-Commercial Christian Station • New Developments in Ratings • A Life of Worship • AIDS/HIV Infection • Low Power TV & Starting a Station • Capturing and Winning Your Audience • Producing and Using TV Specials • Children's TV • Middle East and Africa • BNRB • HNRB • How to Produce a Local Family News in Focus

Tuesday ■ January 30, 1990 ■ 9:30 - 11:00 a.m.

Engineering Special • How To Work with Rating Services • TV Programming Research • A Life of Prayer • EEO and Affirmative Action • Computer Software/Hardware Update • Commercial Sales and Non-Profit to Profit • International TV Broadcast and Film Evangelism • Commercial Program Syndication • Local Churches' Use of TV • Europe, Asia and Latin America • BNRB • HNRB • FCC Update

Wednesday ■ January 31, 1990 ■ 9:30 - 11:00 a.m.

Engineering Special • Use of Personal Computers • Identifying and Building Relationships With New Audiences/Donors • A Life in God's Word • Direct Mail Marketing • Product Networking • TV Legal Q & A • Media Buying • Alternative Programming Methods • Coordinating Efforts for the Year 2000 • Music Licensing • BNRB • HNRB

NRB 90

■ Saturday, January 27, 1990

- 9:00 AM - 9:00 PM : Media Expo Exhibitor Registration
- 11:00 AM - 5:30 PM : Convention Registration
- 2:00 PM - 5:00 PM : Super Seminars
- 7:00 PM - 9:00 PM : Opening Plenary Session
Pat Robertson, Featured Speaker
Larnelle Harris & Sheila Walsh, Featured Musicians
- 9:30 PM - 11:00 PM : Reception - A Tribute to Dr. Ben Armstrong

■ Sunday, January 28, 1990

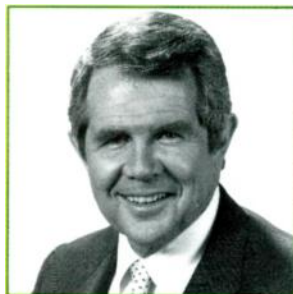
- 8:00 AM - 9:00 AM : Prayer Service
- 9:00 AM - 6:00 PM : Media Expo Exhibitor Registration
- 9:00 AM - 5:30 PM : Convention Registration
- 9:00 AM - 12 Noon : HNRB Worship Service
- 10:00 AM - 12 Noon : Worship Service
Ray Ortlund, Featured Speaker
Haven of Rest Quartet, Featured Musicians
- 1:00 PM : Media Expo Ribbon Cutting & Opening
- 2:00 PM - 5:00 PM : BNRB & HNRB Concerts
- 6:00 PM : Media Expo Closes
- 6:30 PM - 8:45 PM : Praise & Worship Service
Take 6, Bruce Carroll, & Gary McSpadden, Featured Musicians
- 9:06 PM - 10:29 PM : "Sunday Night" Radio Program with Richard K. Allison



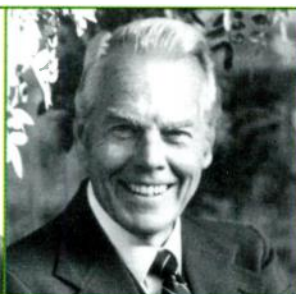
Take 6

■ Tuesday, January 30, 1990

- 7:00 AM - 9:00 AM : Congressional Breakfast
Gov. John Ashcroft, Missouri, Featured Speaker (invited)
Dave Boyer, Featured Musician
- 9:30 AM - 11:00 AM : Workshop Session II
- 10:00 AM : Media Expo Opens
- 12:30 PM - 2:00 PM : FCC Luncheon
Steve Brown, Featured Speaker
Steve Amerson, Featured Musician
- 2:00 PM - 5:30 PM : Convention Registration
- 3:00 PM - 4:00 PM : NRB Business Meeting
- 6:00 PM : Media Expo Closes
- 7:00 PM - 9:00 PM : Evening Plenary Session
Larry Lea, Featured Speaker
Karla Worley, Greg Buchanan, Jeffrey Benward, & Gary McSpadden, Featured Musicians



Pat Robertson



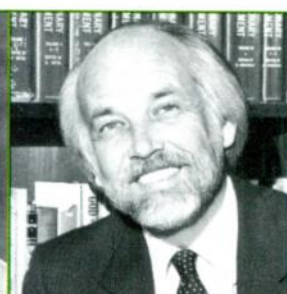
Ray Ortlund



Shirley Jones



Leighton Ford



Steve Brown

LOOKING UNTO JESUS FOR

Worship

Monday, January 29, 1990

7:00 AM - 9:15 AM	TV Plenary Session
9:00 AM - 5:30 PM	Convention Registration
9:30 AM - 11:00 AM	Workshop Session I
10:00 AM	Media Expo Opens
2:00 PM - 4:00 PM	Presidential Plenary Session NRB President's Report Shirley Jones, Phil Driscoll, & New Song, Featured Musicians
4:30 PM - 5:30 PM	NRB Business Meeting
6:00 PM	Media Expo Closes
7:00 PM - 9:00 PM	International Banquet Leighton Ford, Featured Speaker Bobby Michaels, Wentley Phipps, Featured Musicians

Wednesday, January 31, 1990

9:00 AM - 5:30 PM	Convention Registration
9:30 AM - 11:00 AM	Workshop Session III
10:00 AM	Media Expo Opens
11:00 AM - 12:30 PM	NRB Business Meeting
2:00 PM	Media Expo Closes
6:00 PM - 9:00 PM	Anniversary Banquet Charles Stanley, Featured Speaker Steve Green, Featured Musician



President George Bush



Steve Amerson

Larry Lea

Greg Buchanan

Charles Stanley

Steve Green

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American Airlines has established special NRB '90 convention rates. They also offer 5% off any of their promotional fares from your departure city. To find out which special fares you can take advantage of, call American's Meeting Services desk (toll-free from the U.S. and Canada): 1-800-433-1790. Ask for STAR-FILE # 06Z0CW.

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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

* If a credit card is not used, a deposit needs to be sent to the hotel within 15 days of receipt of confirmation.

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CONFIRMATION:

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Early one morning Edna Edwards finished reading a book excerpt about forgiveness on her radio program. Walking back to her office at WFGW/WMIT, she saw a tall man enter the station lobby with tears streaming down his face. His 18-wheeler truck was parked in the driveway.

"How may I help you?" Edwards asked.

"You must be Mrs. Edwards," he replied. "Just now you read something for women over the air. But as I was driving down the highway and listening, I realized God wanted me to do something about the bitterness in my heart toward a former pastor. I'm here to say 'Thank you.'"

Edwards still gets choked up as

ing of the Lord in this at all," Edwards recalls. "I felt I brought only two things to the job which would be helpful . . . how to work with people and how to balance a budget."

Edwards felt the Lord set aside a special verse for her at that time: "He who calls you is faithful and He will do it." (I Thessalonians 5:24)

Edwards points out her biggest challenge is keeping herself on target. "I must make sure I'm following God's leading every day and that means prayer, counting on the Lord, and expecting Him to answer all my needs. If I can just keep these goals in focus, then it's easier to share the vision with my staff," notes Edwards.

The 20-member staff at Blue Ridge Broadcasting has a deep affection and respect for "Mrs. E." She holds monthly staff meetings and periodic luncheons at the station to foster camaraderie and team spirit.

The radio staff counts heavily on the support of local Christians to help keep its ministry on target. "Because we've taken time to get to know churches in our listening area, they feel a partnership with us and are willing to help. Our target audience is the Christian family . . . how better can we nurture them than by keeping in contact with their churches?" Edwards says.

For the past eight years, Edwards' staff members have held "Radio Rallies" at area churches in which they share about the station through music and testimony. These personal contacts have helped increase listenership. For the first time, WFGW and WMIT have appeared in the Arbitron ratings in both Charlotte and Asheville.

In 1974, Edwards was the first woman elected to the NRB Board of Directors. She served as secretary on the executive committee from 1985-88 and is currently president of NRB's Southeast Chapter. Recently she hosted the annual regional convention for 100 broadcasters from eight southern states.

One of the reasons Edwards is able to touch lives is her sensitivity to the Holy Spirit. "At times a staff member will be in my office asking questions about programming," ex-



EDNA EDWARDS

plains Edwards, "and I will say something to them, even though I don't know where the words are coming from. Afterwards that person will come back and say that my advice was just what God wanted for them.

"That's exactly what I want the Lord to [give] me . . . a heightened realization that God is leading in every area, especially in the days in which we live."

Edwards recalls one late night when she received a phone call at the station from a listener in Tennessee who poured out her story. "I've just been beaten by my husband and left unconscious," explained a young woman. "When I came to, I got my children settled down and realized I wanted and needed a friend so badly.

"But we're new in town and I don't know anyone. So I reached across the kitchen table and turned on the radio. WMIT was playing *Jesus Loves Me* I knew then I had found a friend!"

Edwards was able to pray with the woman and refer her to someone in her area who could help.

People-to-people ministry is the heart and soul of general manager Edna Edwards' work at Blue Ridge Broadcasting. "It's good to know that people are touched by what we do on the air," she adds. "If that signal is strong enough to get through to them and our programming is finely tuned so it makes good sense and doesn't turn somebody off, then boy, it makes a difference in their lives!"

Lucinda Secrest McDowell produces the daily *Christians Around the World* radio broadcast in Black Mountain, N.C.

EDNA EDWARDS:

A People-Oriented General Manager

BY LUCINDA S. McDOWELL

she recalls this and other stories about lives being touched through "Carolina's Christian Voice." "That's why Christian radio is important — because of what happens to the people who listen!" she says.

Edna Edwards came to Blue Ridge Broadcasting in Black Mountain, N.C., 20 years ago. In 1962, nearby resident Billy Graham wanted to minister to his community despite a rigorous travel schedule. Why not buy a radio station?

Soon WFGW-AM went on the air and later that year expanded into WMIT-FM located on top of Mount Mitchell, the highest peak east of the Mississippi. The 24-hour stations now reach a listening audience in seven states.

During a general layoff in 1973, Edwards lost her secretarial job at the station. But three months later she was asked by Dr. Graham to come back as general manager, an unusual position for a woman at that time.

"I did not understand the work-

Workshops Being Finalized For The 47th Convention

MORRISTOWN, N.J. (NRB) — Over 40 workshops and four "Super Seminars" are planned for NRB 90, the National Religious Broadcasters' 47th Annual Convention and Exposition, which is scheduled for January 27-31 in Washington, D.C.

On Saturday afternoon, January 27, delegates will be able to attend a Super Seminar of their choice. The four seminars are scheduled from 2-5 p.m.

"Evangelism — The Year 2000: Emerging Initiatives," held in the Arlington Room, will focus on the growing efforts of the World By 2000 campaign. A seminar entitled "Fundraising: New Directions" is to be moderated by Butch Maltby of CBN University.

"Developing a Biblical View of Sex in Ministry to Your Audience" will be conducted by Dr. Joseph and Mary Ann Mayo in the Richmond Room.

The Dover Room will be the location for a fourth seminar dealing with management. It is entitled "Developing an Executive Plan for a Ministry's Expansion." All four Super Seminars are open only to attendees who register before the special sessions begin on Saturday.

On Monday, Tuesday, and Wednesday, the weekday workshops will be held from 9:30 to 11 o'clock in the mornings only, leaving more time for attendees to pursue other business and visit Media Expo 90.

There are approximately 14 workshops scheduled for Monday. Titles include: "Positioning a Non-Commercial Christian Station," "New Developments in Ratings," "A Life of Worship," "Capturing and Winning Your Audience," and "How to Produce a Local Family News in Focus."

Other workshop topics will discuss AIDS, Children's TV, International Broadcasting, and Low Power TV. Workshops for the BNRB and HNRB chapters also will be held each weekday morning.

Tuesday morning's workshops will include some of those on Monday, with some changes in moderators and participants. Subjects to be covered are engineering, TV programming re-

search, EEO and affirmative action, computer software/hardware update, commercial sales and non-profit to profit workshop, commercial program syndication, and an FCC update.

Workshops slated for Wednesday include direct mail, product networking, media buying, legal questions and answers about TV, music licensing, and alternative programming methods.

Several Musical Artists Added To NRB 90 Program

MORRISTOWN, N.J. (NRB) — Many well-known Christian musical artists will participate in NRB 90, according to program committee chairman David Clark. Recent confirmations include Gary McSpadden, a former member of *The Imperials*, the *Bill Gaither Trio*, and *The Gaither Vocal Band*.

McSpadden, who has recorded eight solo albums, will sing at both the Sunday evening Praise and Worship Service and the Tuesday evening plenary. He is currently working on a television program entitled *Backstage with Gary McSpadden*.

Also to be featured at the Sunday evening plenary is Bruce Carroll, a relative newcomer to Christian music and a first time guest at an NRB convention.

Monday's Presidential plenary will feature three musical presentations. Among the three is Phil Driscoll, virtuoso trumpet player, who is ministering at his third NRB convention.

The other featured musical guests are newcomers to an NRB convention: Shirley Jones and the group *New Song*. Jones, who is known for her roles in several entertainment classics, released her first gospel album last fall.

NRB 90 will host its annual International Banquet on Monday in the Sheraton Washington Ballroom. Vocalists Bobby Michaels and Wentley Phipps will provide the music for the evening.

Michaels' military upbringing has influenced his singing style accordingly. After some time in the secular industry, he has recorded two gospel albums.



FROM TOP TO
BOTTOM:
GARY McSPADDEN
SHIRLEY JONES
BOBBY MICHAELS
WENTLEY PHIPPS

Convention Registration Is Ahead Of Last Year's Pace

MORRISTOWN, N.J. (NRB) — Registrations for NRB 90 are up from last year, according to convention registrar Faye Woodward.

Woodward said response to the "early bird" registration has been very good, with 780 delegates confirmed by October 10, as compared to 525 on that date last year.

"If registrations keep up in the same trend, we should equal or top NRB 87, which was our best year in terms of the numbers of registrants," Woodward said.

All registrations must be in by January 5 to qualify for the lower rate. After that date, attendees will have to pay approximately \$50 more per person to attend the convention.

Hotel reservations must be made by calling the Washington, D.C. Housing Bureau at (800) 535-3335 in the U.S. or (800) 535-3356 in Canada. The D.C.-area number is (202) 842-2930.

When calling the bureau, be sure to mention the name of the convention, your arrival and departure dates, as well as your first, second, and third choice of hotels.

Woodward added that registrants who must travel by air will benefit by calling American Airlines for special NRB convention rates. The toll-free number, operating anywhere in the U.S. or Canada, is (800) 433-1790. Please ask for STAR FILE #S-13270.

Attendees Can Invite Their Congressmen to Breakfast

MORRISTOWN, N.J. (NRB) — The Congressional Breakfast, held annually at the NRB convention, has a new twist for the 1990 event. Convention planners are asking attendees themselves to invite their respective Congressmen to the breakfast, which is set for Tuesday morning from seven until nine o'clock.

In addition, convention delegates successful in having their Congressmen attend the function, will be able to sit beside their Senator or Representative on the dais during the breakfast.

Further information on the special

seating arrangement for attendees and their Congressmen can be obtained by calling NRB at (201) 428-5400.

New Applicants Received Into NRB Membership

NORTH EAST, Md. (NRB) — During the October meeting of the NRB Executive Committee, the membership applications of 11 organizations and individuals were approved for acceptance into the organization.

Approved for membership in NRB were: Joel A. MacCollam of Acclaimed Communications in Glendale, Calif.; The Brooklyn (N.Y.) Tabernacle; First Baptist Church of New York, N.Y.; *Global Glimpse* of Charlotte, N.C.; Great Plains Christian Radio in Meade, Kan.; and Rose Communications of Las Vegas, Nev.

Also approved: WORD-FM/WJHJ-TV in Marietta, Ga.; American Family Association Educa-

tion and Legal Defense in Washington, D.C.; Discipleship Counseling of Dallas, Texas; Last Days Ministries in Lindale, Texas, and Living Water Full Gospel Church of Riverhead, N.Y.

Caribbean Chapter Shortens Convention Following Hugo

SAN JUAN, P.R. (NRB) — The Caribbean Chapter of NRB has changed its fall convention date to November 8. Originally, the chapter planned to hold its annual meeting November 7-9.

According to chapter president William Lebron, the decision was made to shorten the convention after Hurricane Hugo ravaged the islands of the Caribbean and damaged the facilities of several NRB member stations there.

Anyone with questions regarding the Caribbean chapter meeting should contact Lebron at (809) 769-4103.

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• NATIONAL •

NAB Asks FCC To Clarify Class A Station Rules

WASHINGTON, D.C. (NRB) — The National Association of Broadcasters (NAB) has asked the Federal Communications Commission to clarify its new rules allowing some Class A FM stations not meeting revised distance separation requirements (short-spaced stations) to increase their power. However, NAB applauded the FCC for its "selective" approach to Class A station upgrading which goes into effect later this year.

In its filing, NAB asked the Commission to clearly define how a "short-spaced" station planning to increase power should obtain the consent of any station that could be affected and what documentation is required.

NAB suggested that affected stations be notified by certified mail of a proposed power increase and that the licensee seeking the increase obtain written consent from these stations.

In addition, NAB urged the FCC to reconsider its policy of allowing Class A stations to judge any interference to other stations by using signal contour measurements instead of mileage separation. According to NAB, power-increase applications based on contour should not be accepted until the agency's service and propagation modeling techniques are significantly improved.

WCFC-TV's Page Two Adds New Co-Host Format

CHICAGO, Ill. (NRB) — *Page Two*, a 60-minute weekly broadcast seen on WCFC-TV-38, recently added two co-hosts to its format. David F. Oseland, program director at the Chicago station, assumed the position of anchor last season. He was joined by production manager Debra L. Revitzer in September.

Page Two, airing Monday evenings, is a local production of WCFC-TV and features news and public affairs within a Judeo-Christian perspective.

According to *Page Two* producer



The newly opened Michael Cardone Media Center in Springfield, Mo., serves as the national production facility for the Assemblies of God.

Tim Frakes, the program will retain its variety of news and entertainment features. TV-38 sports director Van Crouch plans continuation of his interviews with local pro athletes, and film critic Jim Kragel will present a fresh line-up of movie reviews.

Assemblies of God Dedicates Cardone Media Center

SPRINGFIELD, Mo. (NRB) — The Michael Cardone Media Center was dedicated recently in Springfield, the international headquarters of the Assemblies of God.

"Construction of the Michael Cardone Media Center could not have been more timely," Lee Shultz told the crowd of more than 200 gathered for the dedication ceremonies. Shultz, national director of the Division of Communications, said the new production facilities can become a vital part of the Fellowship's Decade of Harvest evangelistic outreach during the 1990s.

The building houses offices, a photo studio and lab, a main production studio, A and B studios, control rooms, editing suites, and conference rooms. The 21,858-square-foot facility includes state-of-the-art equipment.

The building is a gift from Michael Cardone Sr., former chairman of the

board of M. Cardone Industries, an auto parts remanufacturing firm in Philadelphia, Pa.

Immediate plans for the media center include production of nonbroadcast videos "to support our various ministries," Shultz said, adding that the center will be used for uplink and downlink satellite communications to access the Fellowship's colleges and leaders throughout its 57 U.S. districts.

Television broadcasts are also planned for the media center. The Assemblies of God radio broadcast, *Revivaltime*, is now produced in the facility.

Billy Graham and Son Aid Hurricane Hugo Victims

MINNEAPOLIS, Minn. (NRB) — Evangelist Billy Graham and eldest son Franklin have joined forces with their respective organizations to continue providing immediate and long-term relief to victims of Hurricane Hugo.

The Billy Graham Evangelistic Association (BGEA) has designated \$25,000 from its World Emergency Fund to supplement over \$35,000 collected in a special offering at the final meeting of Dr. Graham's Arkansas crusade in Little Rock. Both gifts will

be channeled through the Salvation Army and Red Cross for relief work in the Carolinas, Puerto Rico, and the Virgin Islands.

"I want the people of Charleston, Charlotte, and other cities devastated by the storm to know we have compassion for them and are praying for them," said Dr. Graham, who has urged people everywhere to pray for those in desperate need in his home region.

In addition to this financial assistance, Samaritan's Purse, an organization headed by Franklin Graham, has already sent several truckloads of food, clothing, and bottled water to Charleston. Samaritan's Purse representatives have also been on the scene in Puerto Rico and the Virgin Islands to assess the needs.

"We want to give food to the poorest people — those that have fallen through the cracks," Franklin Graham said. "I'm not looking to help the person waiting for the insurance adjuster — as desperate as their situation is. We're looking to help those who don't have any insurance, who won't receive any government assistance."

Samaritan's Purse has secured a warehouse from J.R. Dean in Charleston which is being filled with non-perishable food and canned and dry goods for continued disbursal through the church network. He added that the greatest need now is for clean-up materials such as pumps, mops, brooms, squeegees, and soap.

Anyone wishing to help provide assistance for the hurricane victims through either Graham organization can contact BGEA, P.O. Box 779, Minneapolis, MN 55440 or Samaritan's Purse, P.O. Box 3000, Boone, NC 28607.

INTERNATIONAL

Far East Broadcasting Expands Korean Outreach

SEOUL, Korea (NRB) — According to Far East Broadcasting Company's Korean office, the organization dedicated a new 100,000-watt transmitter in June. Director Billy Kim said HLKX, the station using the transmitter, has heard from many listeners in Korea and Manchuria who report that the station's signal is now

very clear.

Last fall, FEBC began broadcasting during the morning hours on HLAZ, a 250,000-watt station located in Cheju-Do, which reaches the southern part of Korea and nearby islands.

Dr. Kim reports that FEBC has just been granted permission by the Korean government to build an FM station in the central region of the country, which will have a potential audience of three million people. The station is expected to be on the air by December 1.

Ministries Reaching Out To Latin America Churches

BURBANK, Calif. (NRB) — The Hispanic Christian Communications Network (HCCN) and ASSIST (Aid to Special Saints in Strategic Times) have announced plans to work together on a unique outreach to aid Cuban and Nicaraguan churches.

The two ministries will be cooperating on a Sister Church program aimed at linking U.S. churches with some 100 churches in Cuba and Nicaragua. ASSIST is already linking English-speaking American churches with congregations in Cuba, and has recently signed up 50 more in Nicaragua.

Dan Wooding, founder of ASSIST, said the organization's vision is to link churches in the so-called free world with those in restricted and threatened countries. "We believe this [is] God's way of us encouraging and helping each other in our different churches," Wooding said, noting that the program will give Hispanics the opportunity to reach out to others who are less fortunate than themselves.

Raimundo Jimenez, host of HCCN's daily two-hour Spanish language Christian talk show, said he wants his audience "to become vitally involved in this strategic new program."

TWR Starts Burundi Center; Marks Anniversary in Europe

CHATHAM, N.J. (NRB) — Trans World Radio (TWR) opened its new communications center in the central African nation of Burundi during September. The new facility contains a radio production studio and offices.



FROM TOP
TO BOTTOM:
BILLY KIM
DAN WOODING

According to TWR, plans for the center began in 1986, when TWR and Scripture Union agreed to establish a communications center in the landlocked nation. Since that time, TWR entered into negotiations with the Burundi Government for the possible regulation and opportunity to utilize Burundi's 100,000-watt shortwave transmitter to reach all of Central and West Africa after its commissioning in the early 1990s.

The center will provide facilities for the production of French programming in an indigenous setting. Programs in French and other languages produced at the center will be targeted to nearly 50 percent of Africa's more than 600 million inhabitants.

In other news, TWR's West German partner, Evangeliums-Rundfunk (ERF), is celebrating its 30th anniversary. The station, which started in a living room, now operates with 150 full-time employees.

ERF produces programs which are broadcast on short- or medium-wave via Radio Monte Carlo. Approximately one million German-speaking people are regular listeners of ERF's programs.

Focus on the Family has announced the appointment of **David Swan** as director of marketing. Swan will oversee the marketing of all the resources developed by the ministry, including magazines, books, films, videos, and broadcast cassettes. His background includes positions with Laura Scudder's, AMF Voit, and Procter & Gamble.

Lisa Young has joined the staff of WZZD-AM, "Philadelphia's Contemporary Christian Radio," with duties in news, public affairs, and sales. Young moves from Philly's CBS-owned WCAU-AM.

Sherman England is the new controller at Ambassador Advertising Agency. England joins the Fullerton, Calif.-based agency following stints with Kaynar, Microdot Aerospace Corporation, and Federal-Mogul Corporation. Ambassador represents 20 radio ministries with more than 180,000 monthly program releases.

Word, Inc. has announced the promotion of staff members **Tom Ramsey** and **David Arvidson**. Ramsey will assume the duties of executive vice president of Word Records & Music, overseeing music publishing, A&R, product marketing, and sales and distribution departments. Arvidson moves from Myrrh Records' director of marketing to director of marketing-Word/Nashville Record Group. The appointment comes three weeks after Barry Landis' departure to pursue his own consulting business.

CBN has named **Stephan M. Brown** as director of direct mail and telemarketing. Also named are **Richard D. Taylor** as deputy director of Operation Blessing and **Tom Collins** as director of conferences.

Jill Peterson has joined the sales department of Christian Duplications International. Peterson will work with national telemarketing and bookstores in the eastern states.

Jeffrey B. Gouch has been appointed Central Region Sales Manager at the FOR-A Corporation. Gouch will service the midwestern states with the company's full line of professional

video and audio broadcast and post-production equipment.

David L. Melvin and **Robert W. Patterson** have joined the headquarters staff of the National Association of Evangelicals (NAE). Melvin (no relation to NAE Executive Director Billy A. Melvin) is the newly appointed national field representative, while Patterson will be serving as associate to the executive director.

More than 10,000 listeners joined **WWDJ-AM**, "New York's Christian Radio," for **Big Splash '89**. The day-long Jersey shore invasion was capped off by a concert spectacular which included BeBe & CeCe Winans, Steve Camp, First Call, Tony Melendez, and surprise guest Whitney Houston.

Target Marketing magazine recognized more than 100 colleges and universities offering at least one full semester course in direct marketing. The lone Christian college on the list was **The King's College**, Briarcliff Manor, N.Y.

Dez Dickerson, former lead guitarist for rock star Prince, is now working on Christian projects through his publishing and production companies DeSound and 3-D Productions. Growing inner conflict, which was fueled by watching Christian television, like the *700 Club*, resulted in his quitting the band. Involved in music and youth ministry in St. Paul, Minn., his next project is an album with Gospel artist Michael Peace.

Zondervan Publishing House reports that *The Late Great Planet Earth* will go back to press for its 106th printing. The Hal Lindsey book was first published in 1970 and has sold more than 10.7 million copies.

The recent **Gospel Youth Festival-Estonia '89**, the historic three-day Christian music festival, resulted in more than 2000 conversions, according to unofficial reports. Held in the Baltic Republic city of Tallin, Estonia, in the northwest USSR, the festival was co-sponsored by Youth for Christ International and Outreach for Christ, Inc. Headlining the event were artists Sheila Walsh, Scott Wesley Brown,



FROM TOP
TO BOTTOM:
DAVID SWAN
STEPHAN M. BROWN
JILL PETERSON
JEFFREY B. GOUCH

and Bruce Carroll. Crown International arranged for the sound system through a Poland-based sound company at no charge.

Industry leader **Myrrh Records** has teamed up with award-winning *Campus Life* magazine in a new hotline featuring contemporary Christian artists. This month, *Campus Life* readers can call 1-800-366-1157 and hear a message from Russ Taff and a song from his new album *The Way Home*. The hotline is already receiving more than 200 calls daily from the magazine's predominantly college-aged readers.

The *Jesus* film, a two-hour motion picture based on the Gospel of Luke, now has the distinction of being the most translated film in history. To date the *Campus Crusade for Christ* film has been translated into 136 languages and been shown in 166 countries.

Evangelist **Larry Lea** will sponsor a "Prayer Breakthrough" in Miami, Fla., November 8-10. Lea has

chosen the city because of its reputation has the drug gateway of the nation, with an estimated 90 percent of all illegal drugs passing through it for distribution. All area churches are being invited to participate in the three-day event.

A Visit with Mrs. G. is scheduled to be broadcast to the young people of Rumania from Trans World Radio (TWR) in Monte Carlo. A Spanish-language version of the program is already broadcast from TWR in Bonaire.

Luis Palau has just concluded a ten-day, five-city evangelistic campaign in the Soviet Union. The meetings in Riga, Leningrad, Kishinev, Kiev, and Moscow were attended by an estimated 40,000 Soviets. Besides radio and newspaper coverage, a 12-minute portion of an evangelistic message was broadcast nationally on Soviet Central television.

JVC Professional Products Company has introduced a complete new line of professional S-VHS

production and post-production equipment. This new equipment, called the 11 Series, includes a full-feature editor, edit feeder, docking portable recorder, and time-based-corrector/noise reducer.

Gospel recording artist **Twila Paris** has just completed her first two concept videos. The filming returned Paris to Venezuela for the first time since she accompanied her parents on a missions trip when she was a little girl. The videos are to support her Star Song releases *For Every Heart* and *It's the Thought*.

Sandi Patti recently received recognition for her continued Gospel music success. The Benson Company presented Patti with the official RIAA certified platinum (one million units) release of *Hymns Just For You*. In addition, Word Records presented her with "gold" certificates for her *Make His Praise Glorious* album and the *Let There Be Praise* in-concert video. The releases sold 500,000 and 25,000 units, respectively.

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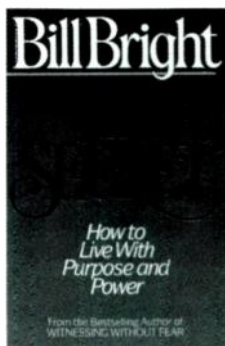
A Christian university in Virginia Beach, Va., offering graduate degrees from five colleges and possessing America's only accredited, Bible-based law school. (Circle 115 on the Reader Service Card)

BOOK REVIEWS

The Secret: How to Live With Purpose and Power

by Bill Bright

Here's Life Publishers



"Christians have failed to draw upon the very source of power, the Holy Spirit, which Jesus Christ sent to do His work in us," says Bill Bright. "They have failed to tap into the Christian's secret to a consistent life of purpose and power."

In *The Secret: How to Live With Purpose and Power*,

Dr. Bright outlines a practical approach to a consistent and fulfilling life in Christ. Topics include how to unlock the door to a consistent life of purpose and power, what it means to be "filled with the Holy Spirit," how to win daily spiritual battles, and how to recover after a spiritual "stumble."

The Secret helps Christians understand that God loves them and is committed to helping them turn tragedy to triumph and heartache to rejoicing when they obey His scriptural formula.

Dr. Bright is founder and president of Campus Crusade for Christ, International.

Rise And Shine: A Wake-Up Call

by Charles R. Swindoll

Multnomah Books

The daybreak of Christ's return may only be hours away. Chuck Swindoll says it's time for believers to wake up, shake loose from sleepy distractions, and finish our race with a burst of energy and joy.

In *Rise And Shine: A Wake-Up Call*, the author calls for alert, wide-awake believers, ready to reach out and grasp the extraordinary opportunities at the close of the 20th century. God's people are not only to make a difference, they're to BE different.

Rise And Shine offers biblical insight, good humor, and a practical

strategy for developing a relevant personal ministry and a last-days lifestyle.

Swindoll is pastor of First Evangelical Free Church in Fullerton, Calif., and speaker on the daily radio broadcast *Insight For Living*.

Confident In Christ: Discover Who You Are As a Believer

by Ray & Anne Ortlund

Multnomah Books

Confident in Christ: Discover Who You Are As a Believer challenges believers to discover the dynamic truth of what it means to be "in Christ" and to let it shape how they live.

Written in 12 chapters, the book also can be used as a group study. Topics help readers to face problems with courage and hope, relate to God in deep and fulfilling communion, fellowship with others on a deeper level, and recognize where they are and where they're going.

Ray and Anne Ortlund are the founders of Renewal Ministries. Ray is also president of radio's Haven of Rest Ministries and will speak at the NRB 90 Sunday morning worship service. His other books include *Lord, Make My Life a Miracle* (Regal Press), and *You Don't Have To Quit* (Oliver-Nelson), which was co-authored with wife Anne.

Evangelizing the New Age

by Paul McGuire

Vine Books

New Age religions have captivated millions of people searching for ways to satisfy their spiritual longings. Lured by the promise of spiritual power, healing, and a richer, more rewarding way of life, they have become ensnared by age-old superstitions.

Evangelizing the New Age invites you to enter the spiritual battle on behalf of those involved in this movement. It presents an overview of the New Age philosophy. A helpful appendix gives an overview of the difference between New Age world views and the Biblical worldview.

Jack Hayford, who wrote the foreword to *Evangelizing the New Age*, says it is "not a call to paranoia but to compassion and loving communication. It's a call to believers to become disciples, to step out of their pews and into the trenches."

Lonely Husbands, Lonely Wives

by Dennis Rainey

Word, Inc.

A single premise is the basis for *Lonely Husbands, Lonely Wives*. As founder of the Family Life Conferences, Dennis Rainey maintains that "Your marriage will naturally move toward a state of isolation." He shows that unless a couple lovingly and energetically nurture and maintain their marriage, they will begin to drift away from each other.

Lonely Husbands, Lonely Wives is easy reading, and offers practical helps on how to defeat isolation and experience oneness.

Rainey is founder of Family Life Conferences, sponsored by Campus Crusade for Life, which he began in 1976 for the Crusade staff with 43 people in attendance. Today the conferences are held across the nation and were attended by 35,000 people in 1989.

What's On The Wireless?

Glancing back to the early days of broadcasting

by David Lazell

Evergreen Publications

What's On The Wireless? is a nostalgic look into the history of "The Great British Wireless." The programs and personalities mentioned are primarily

British and include various references to early religious broadcasters in the UK, including evangelist Gipsy Smith and programs such as *Chapel in the Valley*.

David Lazell is a free lance writer and past contributor to *Religious Broadcasting* magazine.



The position of program director in a Christian radio setting should not be delegated without thoughtful evaluation. Due to the smaller staffs many Christian stations have, the program director (PD) should possess a great deal of versatility, often more so than in secular radio where there is often a more department-oriented structure.

Because the typical Christian radio station has a full-time on-air staff of two to five members, it is important to have a PD who is skilled in production, promotions, music formatting, and, of course, on-air work.

And due to the fact that the great majority of Christian stations utilize a standby contract engineer, it is a good idea to hire a PD with at least a basic knowledge of general radio equipment and one who has a good ear at detecting distortion, equalization, and phasing problems.

Today's program director should also be familiar with the basic methods of researching the tastes of the listening

10 or 12-hour day when necessary.

If you are seeking to fill this all-important position at your station, remember to closely examine the personality traits of the individuals you are considering. The PD in Christian radio must possess an attitude of humility and concern for others, while at the same time be aggressive and firm when the situation requires.

He must be flexible and mature enough to realize that not all of his visions for the station are going to be implemented immediately. He should be the type of individual who understands the sales and management considerations and can be somewhat flexible and patient, while not complacent.

It is important that he reflect a fairness and consistency in dealing with the announcing staff under him, never showing partiality. The well functioning program director will be respected by the staff not because of title, but because he or she has earned that respect through example.

Realizing that he daily works closely with everyone and should desire to foster an enjoyable work environment, he cannot just be considered "one of the guys." Respect can be eroded along with the ability to lead if the PD crosses that line.

Since many station managers are also involved in sales or at non-comms in fund raising, the program director should be mature enough to handle the many day-to-day situations that inevitably arise, such as listener complaints, conflicts among staff members, and those unexpected visits from pastors and community leaders. Avoid a hot-tempered personality type, even if he has a great voice and lightning wit. It will cost you in the long run.

The program director at today's Christian station must be tactful, patient, display an openness to other's ideas, and be organized. Once you find the PD with these qualities, don't let him go. Pay him well, give him extra vacation time, and allow him space. If you already have such a person, count your blessings and take him out to a fine restaurant — this week.

Bob Augsburg is president of Programming Plus in Fort Myers, Fla., a company that provides music services for Christian radio stations across the nation.

In Search Of A Program Director

BY BOB AUGSBURG

audience. He or she should approach music tests and research with an open mind, willing to learn from his listeners, and be mature and honest enough to make necessary format adjustments regardless of personal tastes.

I am often amazed, and I must admit sometimes ashamed, at the high level of commitment I have seen in secular radio today in comparison with some of the PDs in Christian radio. In light of the eternal importance of our message, we must not accept second best at our stations.

Program directors must be examples to other staff announcers. The level of the PD's commitment will often be reflected in the entire on-air staff. The exceptional program director is not a clock watcher. He will gladly work the

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Many station owners are not aware that a UHF LPTV station can improve its signal considerably in much of its service area without increasing its 74 dBu contour. This can be done as a minor change, which is generally routinely approved by the FCC within several weeks of filing.

The increase is accomplished by taking advantage of the fact that the FCC defines effective radiated power (ERP) in any azimuth direction as being the ERP value toward the radio

Now assume that the power is raised to 1000 watts, and the antenna gain is raised to 25.0. The peak ERP increases to 42.5 kW, an increase of over 50 times or 17 dB!

However, the beam is now tilted down — 2 1/4 degrees in the case of the 300-foot tower and 2 1/2 degrees in the case of the 1000-foot tower. The beamtilt ensures that the ERP toward the radio horizon remains 0.8 kW under both conditions, and the 74 dBu contour is unchanged.

The figure shows that the beamtilt considerably increases the signal level at ranges closer than the horizon — the coverage area of most LPTV stations.

For example, in the case of the 1000-foot tower, the ERP in the 2 3/4 - 10 mile range is more than 10 kW. This compares to the less than 0.8 kW obtained under the original assumptions and repre-

sents an increase of more than ten times.

Obviously the reception in those ranges is much improved. Note also that at no range is there a loss of ERP.

Almost any UHF station now operating, or having a construction permit to operate, at a low ERP value

Almost any UHF station now operating, or having a construction permit to operate, at a low ERP value can use this method to greatly improve reception.

can use this method to greatly improve reception. You can also take this approach if you are waiting for a filing window, or anticipate that an interference will be cleared, but do not want to wait to improve your station's signal.

In such a case, you can start with a downtilted antenna beam, and then later raise the beam (usually by removing a shim or changing one or more cable lengths, or both) after the modified filing is granted, or the interference is cleared.

Richard D. Bogner is technical director of Bogner Broadcast Equipment Corporation, a Westbury, N.Y. antenna manufacturer. The above article has been reprinted from *The LPTV Report* (August 1989) by permission of Kompas/Biel & Associates, Inc.

How To Increase Your Signal Strength By Using Antenna Beam Downtilt

BY RICHARD D. BOGNER

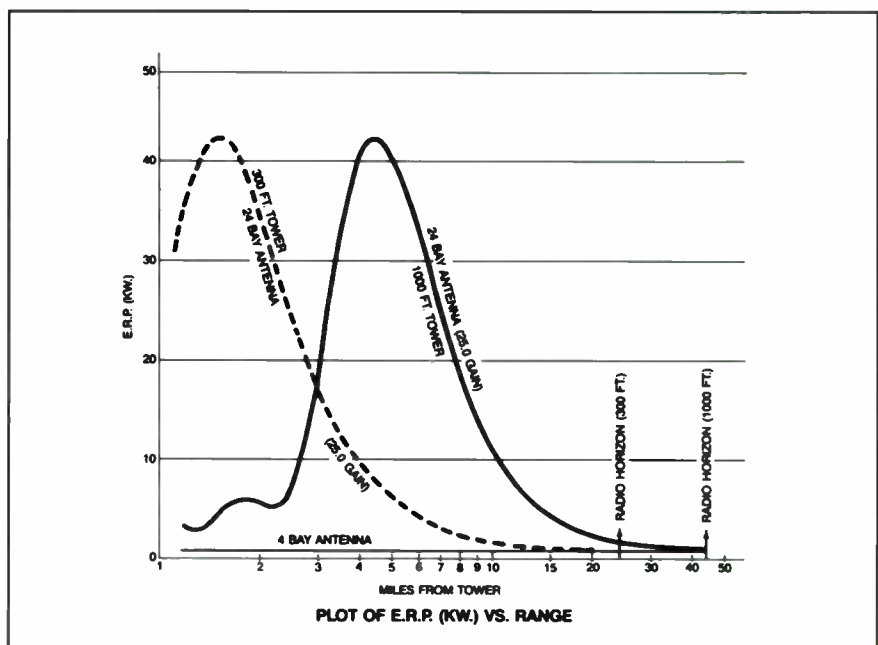
horizon in that direction. However, the actual ERP in that same direction can be much higher, as long as this higher ERP is aimed below the radio horizon.

Thus, if you use a transmitting antenna with a relatively narrow beam in the vertical plane, and tilt that beam downward, below the horizon, so that the part of the beam pointing toward the horizon is well below the beam peak, the 74 dBu contour will remain the same but the ERP at ranges closer to the transmitter will increase.

Two typical cases are plotted in the chart — one for a center of radiation 300 feet above average terrain (AAT), the other for 1000 feet AAT.

In both cases, the hypothetical construction permit is for a 100-watt transmitter, with 85 percent transmission line efficiency and a low 4.7 antenna gain (in the azimuth direction under consideration).

These assumptions result in an ERP of only 0.8 kW toward the horizon in that direction. The ERP drops slightly below 0.8 kW at ranges less than the range to the horizon because of the vertical beam of the antenna. This ERP value vs. range is plotted in the figure as the horizontal line marked "4 bay antenna."



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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.

ANNOUNCER: 50,000-watt, non-commercial FM station is seeking applicants for an announcer. Position requires skills in production, news gathering and anchoring, and live air work. Send resume and air check to Director of Personnel, WBCL Radio, Summit Christian College, 1025 West Rudisill Blvd., Fort Wayne, IN 46807.

ASBURY COLLEGE: Assistant/Associate Professor (tenure track) to teach courses in theory, management, and radio in broadcast communication. Other teaching opportunities available. Ph.D. preferred, M.A. with professional experience considered. Please submit letter and vita to Dr. Paul Vincent, Asbury College, Wilmore, KY 40390. Asbury College is an evangelical, liberal arts college in the Wesleyan tradition with a student body of 1100. Excellence in teaching is a primary expectation. The campus is 20 minutes from Lexington in the beautiful bluegrass of Kentucky.

SITUATIONS WANTED

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 assistant 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.

WRITER-PRODUCER-DIRECTOR seeks position with religious TV station or video production company in New England. Thirteen years in broadcast/corporate TV. Excellent writer. Experience directing studio/remote programs, EFP. Knowledgeable in satellite transmission, video conferencing. Currently employed. Robert Pritchard, 616 Huff Avenue, Man-

ville, NJ 08835; (201) 234-7483.

WRITER/PRODUCER of award-winning television spots, CBN University graduate with MA in television production, 15 years film/video experience as director, producer, writer, editor, promotions. Seeks creative, challenging position. Can relocate. No dependents, lots of ideas. Have written and produced documentaries and news programs. Contact Ms. Kennetha H. Gaebler, 509 Treetop Drive #201, Virginia Beach, VA 23451; (804) 428-5381.

VIDEO ENGINEER/MANAGER — Thoroughly experienced and highly capable professional with a demonstrated record of consistently exemplary performance. Eleven years in production studio; 8 years performing maintenance and production operation; 3 years Chief Engineer, supervision/research, evaluation, and recommendation of new purchases/capital budget management. Two years remote truck. Contact Art at 320 N. Hugh St., Plano, IL 60545; (708) 552-8597.

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; (602) 994-0294.

FREELANCE PRODUCER/AUDIO ENGINEER available for radio program production, audio post-production for video, music, or 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.

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; twenty-two years of experience as a flight attendant. Please contact Mrs. Patricia Watterworth, 1614 Windsor Ct., Lansdale, PA 19446.

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When Paul the Apostle wrote to his friends at Philippi, he said, "I want you to know that the things which have happened to me (i.e. arrest, indictment for treason, and imprisonment) have resulted in the spread of the Gospel!"

He went on to share the fact that there was evidently a revival going on in the palace, probably because of Paul's witness to his prison guards.

These events had in turn produced real boldness on the part of other believers in Rome, as they shared their faith in the Savior.

Here, then, is the contrast that should make a difference in our lives. Paul *could* have been concerned about how he felt — chained, guarded constantly, cold and uncomfortable ("bring the cloak" he told Timothy) — not a happy picture for one who had given a lifetime in his Lord's service.

Taking precedence over Paul's feelings, however, was the glorious fact of what God was doing through this whole experience. The "bottom line" for Paul was, "The Gospel is preached, and I rejoice!"

Think about your feelings and you can be pretty miserable. Emphasize instead what *God* is doing, and like Paul, you can rejoice!

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



"Rejoice with me; for I have found my sheep which was lost."

Luke 15:6

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LOOKING AHEAD

NRB CARIBBEAN CHAPTER REGIONAL CONVENTION

November 8, San Juan, Puerto Rico
Contact: William Lebron, 809-769-4103

NRB 47TH ANNUAL CONVENTION & EXPOSITION

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

CHRISTIAN MINISTRIES MANAGEMENT ASSOCIATION'S ANNUAL INSTITUTE

February 19-22, 1990, Anaheim, California

THIRTEENTH ANNUAL RELIGION IN MEDIA ANGEL AWARDS

February 22, 1990, Beverly Hills, California

NATIONAL ASSOCIATION OF EVANGELICALS 48TH ANNUAL CONVENTION

March 6-8, 1990, Phoenix, Arizona

NAB PRESIDENT SENDS APOLOGY TO NRB BOARD MEMBER

NRB board member Paul Hollinger, manager of WDAC-FM in Lancaster, Pa., has received a written apology from Ed Fritts, president and CEO of the National Association of Broadcasters (NAB), concerning remarks made during an NAB awards dinner in September. Hollinger was unhappy with the presentation of awards during the dinner at NAB's Radio '89 convention. In an earlier letter to Fritts, Hollinger said the presenters "had only scorn and contempt for all Christian broadcasters and the Lord whom we worship and serve." The letter mentioned "indiscretions" regarding comments made about Paul Harvey, Billy Graham, and Jerry Falwell. Hollinger received a response from Fritts, saying he regretted any "off-handed remarks which were offensive," adding that it was unfortunate that "a few of the presenters crossed the boundaries of good taste and we indeed regret their indiscretion." Fritts said NAB will "encourage our future presenters to exercise restraint."

RECENT RELIGIOUS BROADCAST A FIRST IN THE SOVIET UNION

For the first time during 72 years of Communist rule in the Soviet Union, an on-air sermon was presented last month. Metropolitan Pitirim, head of the publishing department of the Russian Orthodox Church, appeared on a new television program entitled *Thoughts About the Eternal: Sunday Moral Sermon*. According to *Time* magazine, Pitirim spoke for ten minutes about the need to set aside daily troubles in order to help others and contemplate the meaning of life. The priest also worked in discreet mentions of Jesus Christ and the Bible. The historic broadcast came six weeks before President Mikhail Gorbachev's scheduled meeting with Pope John Paul II at the Vatican. *Time* said the new program underscores the Soviet leaders' increasing tolerance of religious practice.

BILLY GRAHAM RECEIVES STAR ON HOLLYWOOD WALK OF FAME



Evangelist Billy Graham received the 1900th star on the Hollywood (Calif.) Walk of Fame. He is the first clergyman to be so honored for a preaching ministry through radio, television, and film. Several lanes of traffic on the usually congested Hollywood Boulevard were closed off to accommodate the crowd of nearly 3000 people that gathered in front of Mann's Chinese Theatre. According to Johnny Grant, honorary mayor of Hollywood and chairman of the Walk of Fame Committee, Dr. Graham is one of the few individuals which the Committee considered qualified for all categories of radio, television, and film. "My primary desire today in having my name inscribed on this Walk of Fame is that God would receive the glory and that it would be a witness for Christ," Dr. Graham said in a 20-minute address. "There is a subtle but profound difference in erecting a memorial to a man and leaving behind a marker for the glory of God. This marker is left behind for the glory of God," he added.

WCFC TV-38 BREAKS NEW GROUND FOR PERMANENT CHICAGO FACILITY

WCFC/TV-38 held an official ground breaking ceremony October 25 on Chicago's Near West Side, where the station's new facility will be located. TV-38 president Jerry Rose said the move represents a tremendous step for the station and Christian programming. Broadcasting into a four-state region, including Chicagoland and parts of Indiana, Michigan, and Wisconsin, the station operates a five-million watt signal and has a potential viewing audience of 9.5 million. Rose said the target date for the building's completion is set for the fall of 1990. WCFC was recently honored with two Chicago Emmy Awards for the station's flagship program *Among Friends* and *Solid Rock Video*, a contemporary Christian music video series.

WWDJ-AM PROGRAM RAISES ASSISTANCE FOR HURRICANE VICTIMS

Through special editions of the radio program *Citihope* on WWDJ-AM in Hackensack, N.J., six tons of food and clothing were raised for distribution in hurricane-ravaged areas of Puerto Rico and the Caribbean. The programs were hosted by Paul and Sharon Moore from September 19-22. More than 500 individuals responded to the programs, which featured live call-in updates from the devastated areas, by bringing the six tons of needed items to seven collection points in the greater New York City area. The distribution of goods was coordinated by a San Juan-area pastor, Manuel Coredero, working in conjunction with the Eastern Spanish District of the Assemblies of God and Missionary Aviation Fellowship.



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