

NRB

NATIONAL RELIGIOUS BROADCASTERS • FEBRUARY -



NRB 98: Leave

*Inside: Industry
Politics • Society*



Jay Sekulow
Live!
Jay Sekulow



Leading the Way
Dr. Michael
Youssef



Turning Point
Dr. David
Jeremiah

Representing the
“next generation”
of communicators

B

FEBRUARY - MARCH 1998



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Society • Technology

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Results.

GrowthTrack® Update

August 15, 1997

Mr. Michael Teague
President
Union Rescue Mission
545 South San Pedro Street
Los Angeles, CA 90013

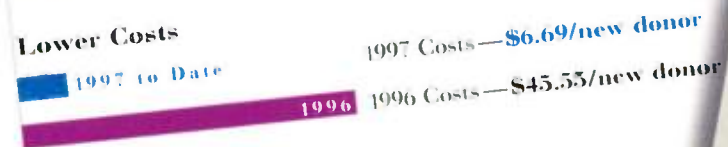
Dear Michael,

Good news again this quarter. Fundraising income is up and costs are down. I've highlighted three key areas below. Thank you for the privilege of partnering with you in matching your needs with the resources of God's people.

More New Donors



Lower Costs



Greater Income



Warmly,

Steve
Steve Woodworth
CEO

"Based on the strength of a nearly 20% increase in annual income, we've been able to reactivate a critical youth ministry we'd previously canceled due to lack of funds. The investment we've made with TRG is one of the best decisions we've made in recent years."

Michael Teague, President
Union Rescue Mission
Los Angeles



IS IT TIME to take your organization to the next level? With a wide range of non-profit and for-profit clients, The Raymond Group could be the catalyst that will help your organization grow even more. Get to know us. We are a full-service marketing and fundraising company.

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or
Ray Schenk, Chairman
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“We sense an earnest desire among God’s people to return to the historic roots of the Christian Faith, and to apply those beliefs to all of life. Our goal is to assemble a team of “next generation” communicators and the finest radio stations across the country, to clearly present the Biblical Gospel in its fullness. In all of our efforts, we are committed to integrity and ‘persistence without pestering’, recognizing that relationships are what make our goals attainable. We at GSF & Associates want to be used of God to bring great radio stations and gifted communicators together for the benefit of listeners, and ultimately for the glory of God.”

Greg S. Fast, President, GSF & Associates

Associates: Bob Allen, Brad Fisk, Robin Jones, David Bolthouse, Jason Griffin

Nashville • Colorado Springs • Houston • Oklahoma City • Seattle

May the favor of the Lord our God rest upon us;
establish the work of our hands for us –
yes, establish the work of our hands.

Psalm 90:17


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THE MOST POWERFUL MINUTE IN RADIO IS ABOUT TO ERUPT

The *Maximized Minute with Ed Cole* is power packed radio for men every woman will want to hear! As president of the Christian's Men's Network, with active ministry to men sustained in over 118 nations, Ed Cole now launches a radio program that will explode with all the subtlety of a Holyfield uppercut!



From CMN's digital studios, Ed Cole will premiere two powerful new radio series February 1, 1998. This unique approach to radio will help men and women build positive, bold, faithful lifestyles that will withstand the stress, tension and pressures of life.

Two formats are available. *The Maximized Minute* is a daily one minute strip designed to engage and impact listeners with a witty, memorable and piercing nugget of truth. *Maximized Manhood*, a weekly 26 minute program, surprises listeners with a brilliant storyline that crystallizes into life-applicable wisdom and revelation.

Representation is by Mr. Erich Lau of Landin Media. 602-553-4080. Demos available now... or see us at NRB.

Ed Cole teaches men around the world that "Manhood and Christlikeness are synonymous." His books have been read by over 10 million men and published in 36 languages.

"Ed Cole is a pioneer, a trailblazer...he is my brother, my friend, my mentor."--Coach Bill McCartney



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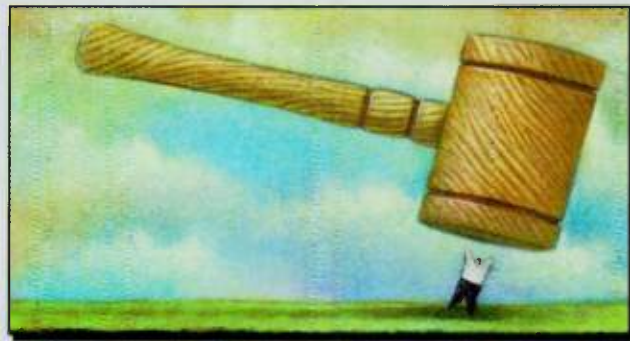
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by Kevin J. Hasson

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A generation is caught between caring for children and caring for parents. How can religious broadcasting meet the specific needs of this growing group?



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In a country where everything is defined as relative and morality comes down to personal choices between misleading shades of gray, Christians must find cultural relevancy.



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What can Christians do to put America on the road to spiritual and moral recovery? Here are 10 suggestions.



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The Himalayas, Nepal

What do they call *Thru the Bible* in Kathmandu?

The Nepalese herdsmen that roam the rooftop of the world call it *Mukti Ko Marg*. In Beijing, Chinese Christians rally around their radios to listen to *Renshi Sheng Jing*. And in Iran, the faith of underground Christians is strengthened and encouraged by *Sedajeh Injel*, one of the very few Farsi language Christian broadcasts available.

Across the globe in more than fifty languages, people hear the message of real life, peace, and hope in Jesus Christ taught through the daily Bible teaching broadcast of Thru the Bible Radio.

And it's your calling to Christian radio and your support of *Thru the Bible* that makes this world-wide ministry possible. Every time a station airs *Thru the Bible* in North America, they support the broadcast of God's Word somewhere in India, Africa . . . or Nepal. Without North American broadcasters and donors, there would be no international outreach. But thanks to you, people hear the good news of Jesus Christ taught in their language and heard in their world, whether it be Cape Town, Copenhagen, Kalamazoo or Kathmandu.

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Explore visual media and audio skills for the church with this two-part article. Discover tips and tricks for successfully televising the church music drama and find out what it takes to be an audio craftsman.



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The Internet is a place where the informationally strong will survive. Read this feature to strengthen the muscles of your Web site.



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a guide for

NAVIGATING THE UNCHARTED WATERS OF YOUR MINISTRY'S FUTURE



**THE SEAS OF
TOMORROW ARE
FILLED WITH
UNKNOWN
DANGERS.
THAT'S WHAT
MAKES GROWING
A MINISTRY
SUCH A
CHALLENGE.
AND FOR THOSE
UNCHARTED
WATERS, YOU
HAVE TO HAVE
THE RIGHT
NAVIGATIONAL
TOOLS ...**

To see how to chart your course through the turbulent seas of organizational growth ...



THE DOMAIN GROUP

SAIL ON ...



FOR SMOOTH SAILING TOWARD GROWTH,

Your ministry's objectives really matter. And because your work is important, your fundraising needs to be as efficient and effective as it can possibly be.

A wise skipper would never set sail without the best crew available. Likewise, good stewardship compels you to take advantage of the best expertise and counsel available in marketing and communications.

The Domain Group is an international direct response agency with offices in the U.S., England, France, and Australia. Each office is staffed with marketing professionals who provide strategic planning, actionable analysis, and response-producing creative in all media.

We start every project with an understanding of the hearts and heads of your donors. We analyze motivations and buyer intent — and then we produce marketing initiatives that achieve solid growth for ministries like yours. No matter where your ministry is in its voyage, The Domain Group can help you reach your destination safely and successfully.



MAYBE YOU'RE JUST CLEARING THE HARBOR, AND ARE OFF AND RUNNING

Now the real journey is beginning. But you may be uncertain of the landmarks to watch for. You can't make port if you don't know where you're headed.

What you need is carefully crafted strategic planning and actionable analysis to know the landmarks along the way. Naturally, that understanding should drive your creative efforts. But if that creative lacks a strategic plan, you could easily run aground.

That's why, although many agencies start with creative, we start with strategic planning.

YOU MAY BE ENJOYING SMOOTH SAILING — AND NOW IS THE TIME TO EXPAND YOUR HORIZONS

Are all your sails full, pulling you along in a smooth, swift course? Or are there some media that are unused, or maybe flapping in the breeze? The Domain Group excels in all media — direct mail, radio,



television, space advertising, and telemarketing.

What about online? To see what can be done with this exciting new medium, you may need to explore Involved Christian Radio Network, available on the World Wide Web. For some it is more effective than any other broadcast outlet.

Or how about expanding internationally — with offices on three continents and the British Isles, we can help you see over the horizon to new markets and ministry opportunities abroad.



PERHAPS YOU'RE HEADED INTO THE DOLDRUMS — THE SIGNS ARE THERE, THE WINDS ARE DYING, THE SUN IS SETTING ... IT COULD BE A LONG, LONELY NIGHT

You recognize that your donor acquisition and overall performance is slowly losing ground. So as your donor file ages, your income and growth are slowing.

Now is the time for something new. But "careful" and "practical" are still a very active part of your organizational



You NEED THE RIGHT NAVIGATIONAL TOOLS!

vocabulary. So something untried or reckless will not do. That's where The Domain Group's innovative — but proven — cutting-edge creative fills the bill.



PERHAPS YOU'RE IN THE MIDDLE OF ROUGH WATERS — NOW IS THE TIME FOR A STEADY HAND ON THE TILLER, EYES ON THE COMPASS

It's also a time for responsive, quick action. Capturing the power of the storm and making it work for you. So when the tide is turned — when a crisis breaks over the bow, or your organization is in transition — it's not time for panic. It's time for The Domain Group's steady hand on growth objectives and performance benchmarks — coupled with flexible, quick turn-arounds —

to take the turmoil of the moment and use it to catapult you into a stronger tomorrow.

You need to know about our Maximum Growth Analysis Toolbox filled with things like the Donor Performance Index, Growth Forecasting Analysis, and many other tools.

IN ALL THESE SITUATIONS, OUR OVER-THE-HORIZON THINKING HELPS YOU SEE FURTHER!



THE DOMAIN GROUP

SAIL ON ...



As you CHART YOUR COURSE FOR GROWTH ...



WHILE YOU'RE AT NRB — come to these important seminars:

“HOW TO PUT YOUR RADIO STATION ON THE INTERNET”

Monday, February 2, at 10:00 a.m. This panel will provide foundational information for anyone interested in diving into the world wide web. How to start, what it costs, and other fundamental questions will be explored. This is the starting point for your radio station's presence on the Net.

“HOW TO MAKE MONEY FOR YOUR RADIO STATION ON THE INTERNET”

Monday, February 2, at 3:00 p.m. The “buzz” is that there are millions waiting to be made on the Internet, but is that really possible in Christian radio? Come to this panel discussion and find out.

“MAXIMUM GROWTH FUND RAISING FOR RADIO”

Tuesday, February 3, at 3:00 p.m. This seminar, led by Jeff Nickel, Director of Strategic Planning and Marketing at The Domain Group, will provide a look at several actual case histories of successful fund raising using Christian radio.

For a sample of the effectiveness of our work, visit the Involved Christian Radio Network, which was developed and is operated by The Domain Group. Here, Internet users interact with quality broadcasters.

You'll find it at www.icrn.com.

The Domain Group is eager to help launch your journey into a more productive future. First we'll help you find the landmarks that lead to your final destination. Then we'll create strategy and materials that will set your sails for a confident journey to maximum growth.

From direct mail to television, or even online — our planning strategies let you know what's the best investment of your energy and funds. Our experience and innovation give you confidence at every point in the journey.

So call, write, or send us a note in a bottle — and discover how we can help you and your organization grow!

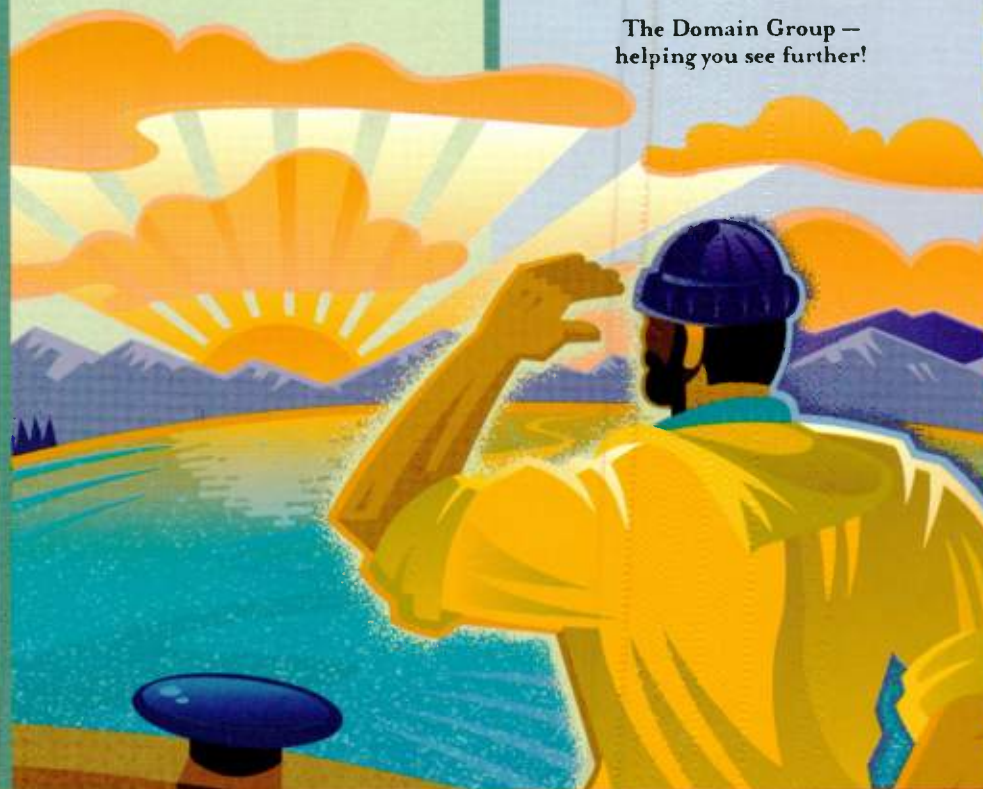


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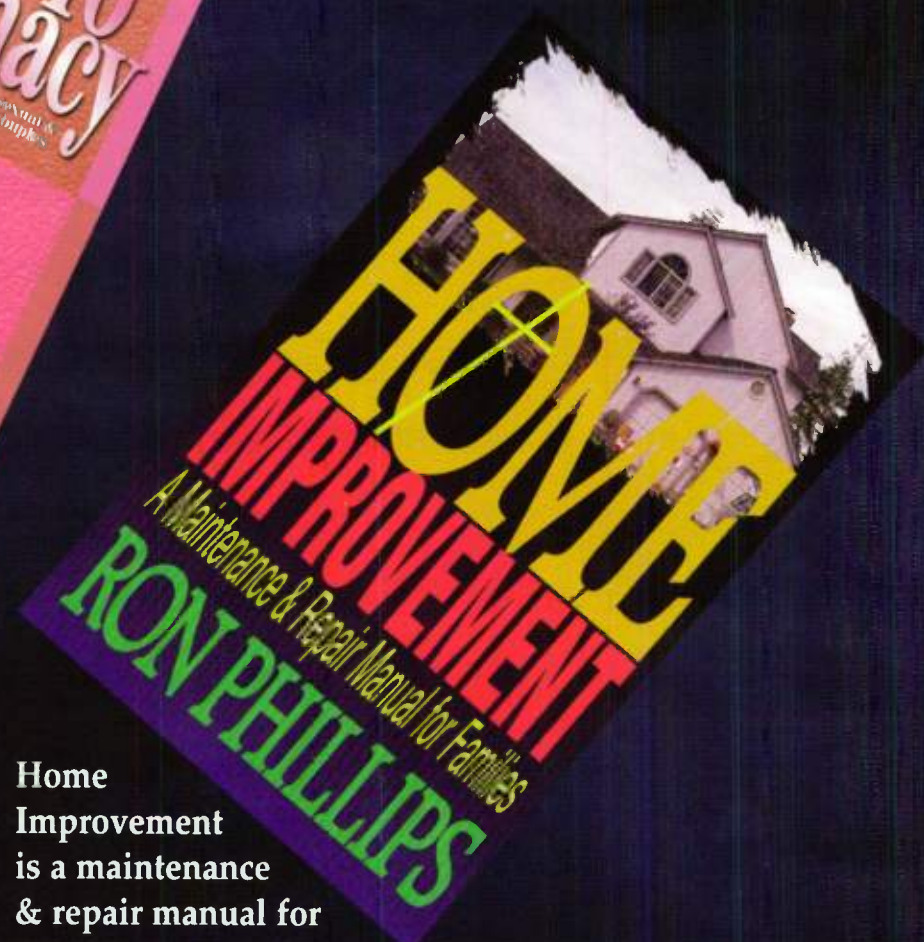
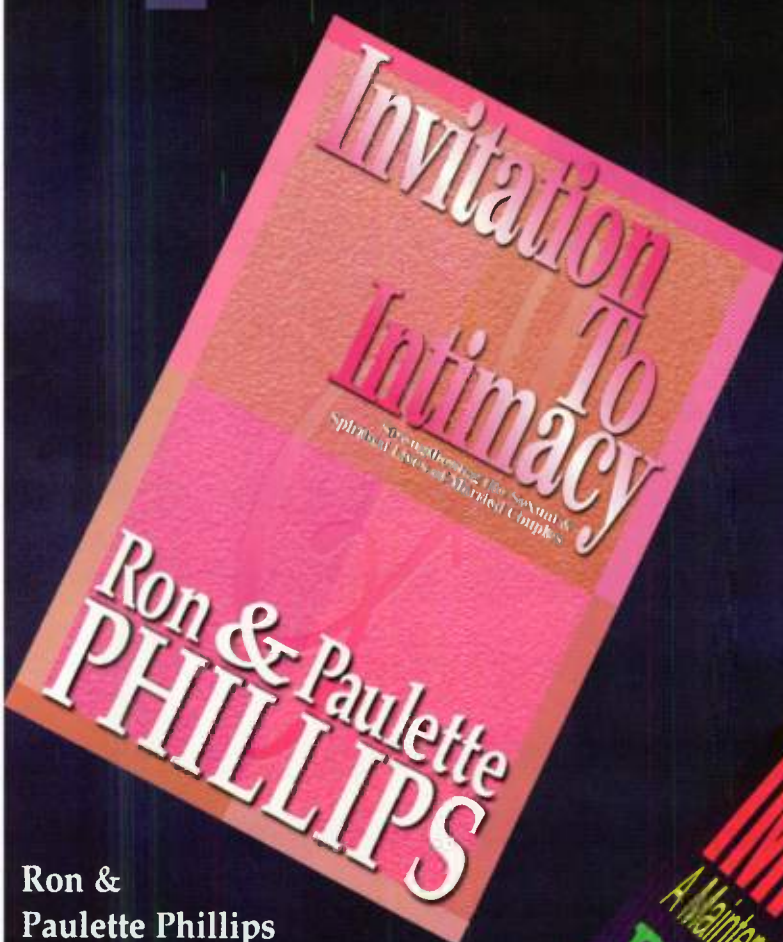
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Spirit, Marriage, Home



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Book Signing
Booth C
Ron & Paulette Phillips
Sunday, Feb. 1
3:00 - 4:00 pm

Home Improvement is a maintenance & repair manual for families. Ron Phillips marries life experience and scripture in this persona & practical book on the home.

Why Christian Media?

NRB 98 is our 55th annual convention and exhibition. In many ways, this is like coming home, for we've held our meeting here at the Sheraton Washington for years. If you're unable to attend, don't forget to order audio or video tapes of sessions so you can share in what went on at NRB 98.

I have to ponder from time to time why we're in the work of Christian mass media. I saw these statistics about the world's population (approximately 5.892 billion) recently which help to answer that question:

- 1.843 billion are under 15
- 4.059 billion are over 15
- 1.782 billion are the urban poor
- 1.043 billion more live in slums
- 1.374 billion are illiterate
- \$95 billion (US dollars) is given annually to churches
- \$105 billion (US dollars) is given annually to missions agencies and independent organizations

Some comparisons from today and 1970:

- 1.315 billion are prac-

ting Christians (up from 1.159 billion)

- 759 million are committed to the Great Commission (up from 300 million)

- 497 million are Pentecostal/charismatic Christians (up from 74.4 million)

- 23,400 Christian service groups (up from 14,100)

- 4600 missions agencies (up from 2200)

- 403,000 foreign missionaries (up from 240,000)

- 4.7 million Christian workers (up from 2.3 million)

- 160,000 (projected) Christian martyrs this year

I echo the words Winston Churchill spoke to a graduating class of his alma mater: "Never give up!" **NRB**



E. Brandt Gustavson is president of National Religious Broadcasters and publisher of NRB. He can be reached at 703-330-7000, ext. 507, or bgustavson@nrb.org.



David Clark is NRB chairman, executive director of the Media Technology Group, and president of FamilyNet. He can be reached at 817-737-4011 or clark@familynet.org.

Ministering on the Margin

While recently browsing in my favorite bookstore, I found a book a friend had mentioned to me. In conversation with this friend, I had noted that we religious broadcasters really operate on the margin of the broadcasting establishment.

In most cases, we don't have access to the best stations or networks, our programming attracts significantly smaller audiences than secular programs, and we are dependent on donors for much of our support. Yet, despite these significant limitations, we seem to be having an impact on our world.

The recommended book, *A Marginal Jew* by John P. Meier, develops the hypothesis that Jesus was at best a marginal Jew. He was not accepted by His own people or by the Romans and other Gentiles; even the people in His hometown, Nazareth, rejected Him and questioned His legitimacy.

His teaching caused controversy wherever He went and His willingness to associate with sinners and other less desirable elements of society created constant conflict around Him. He had little personal wealth and no access to financial resources. In spite of all these limitations, Jesus emerges in the New Testament as the most influential Man who has ever lived. He changed the course of history and the lives of countless individuals who have trusted in Him.

It is essential for us to be reminded that although we Christian broadcasters may be operating on the margins of the broadcast industry, we can still have a major impact on our world.

We will probably never have access to the financial and talent resources that secular broadcasters have. But if we are faithful in communicating the Good News that God sent Jesus to reconcile the world to Himself, we become "heirs of God and joint heirs with Jesus Christ."

There is a mystery in how this process works and it is even more mysterious that we have been called to be bearers of this Good News. But I am so glad we have. **NRB**

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James Dobson
Focus on the Family



Chuck Swindoll
Insight for Living



Charles Stanley
In Touch



June Hunt
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Hope in the Night*



David Jeremiah
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Bill Bright
World Changers



D. James Kennedy
Truths That Transform



Kay Arthur
Precept



John MacArthur
Grace to You



Dennis Rainey
Family Life Today



Woodrow Kroll
Back to the Bible



Steve Brown
Key Life



Beverly LaHaye
Beverly LaHaye Live



RBC Ministries
Discover The Word



Billy Graham
Hour of Decision



Dave Breese
Dave Breese Reports



Hank Hanegraaff
Bible Answer Man



Elisabeth Elliot
Gateway to Joy



Adrian Rogers
Love Worth Finding



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McAllister Live



Jay Sekulow
Jay Sekulow Live



Greg Laurie
A New Beginning



Larry Burkett
Money Matters



Cal Thomas
Cal Thomas Commentary



John Willke
Life Issues



Dick Bott
*President
Bott Radio Network*

Since 1962, we have cared very much about the quality and integrity of our programming. During the past 36 years many *storms of change* in Christian radio have come and gone. But our commitment to Quality Bible teaching and Christian News/Information has helped us *stay the course*. For us, quality Bible teaching will always be the *anchor* for our format...our anchor holds!

Thankfully, that is a conviction and a commitment that we share with the many programs that we have been privileged to partner with during these past 36 years.

**Be assured, if your program is on
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You're In Good Company!**



Rich Bott, II
*Vice-President
Bott Radio Network*



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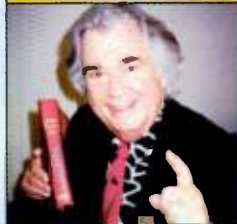
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Pastor 10,000 Member Victory Christian Center Tulsa, OK

THURS. ONLY 7 P.M.



Jesse Duplantis
"The Raging Cajun with a message of Power"

THURS. ONLY 7 P.M.



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ALL THREE DAYS



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For Faith & Family

is the new live, call-in talk show with Dr. Richard Land. And it's already being described as "challenging," "bold," "provocative."

What else would you expect from the Princeton-educated, Oxford-trained president of the

***For Faith & Family* is broadcast live via SRN satellite weekdays at 12:30 p.m. EST**

Southern Baptist Convention's Ethics and Religious Liberty Commission?

Dr. Land's forceful opinions on hot topics like the persecution of Christians overseas, religious liberty at home, and the Disney boycott are widely respected—and sought after. Enough so that when programs like *60 Minutes*, *The News Hour with Jim*

Lehrer, and *Nightline* want to discuss issues of faith and family values with a nation, they call Dr. Land. So do leaders in churches and on Capitol Hill.

And for 26 minutes a day, *For Faith*

& *Family* gives this national leader a chance to discuss biblically based viewpoints on social issues with listeners who wrestle with issues of faith in a culture that has blurred the lines between right and wrong.

Richard Land clarifies those lines once again—and makes *For Faith & Family* required listening for Christians nationwide.

Live broadcasts of *For Faith & Family* can be heard on LightSource on AudioNet.™

(www.audionet.com/lightsource)

FOR FAITH & Family

For more information, call Chuck Merritt at KMC Media at 1-800-825-MEDIA.



Or E-mail Chuck at cmerritt@kma.com

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Liberty University

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Love Worth Finding

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Promise Keepers

Christian Financial Concepts

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It's our calling.

You might not expect an inbound telephone service like **InService** to have much in common with your work. But we share at least one important value.

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It's just that our medium of choice is the telephone. We happen to think it's still the most important form of on-line communication. Which is why we handle every phone call that comes into ministries like yours with utmost care.

Our reliable staff of Christian operators is ready to respond to every

call around the clock. And so you know who's calling when, we'll provide you with daily flash reports and monthly summaries.

More important, our staff is sensitive to the needs of those who call you. That means every caller will find a caring and compassionate voice. Someone who's even willing to pray over the phone.

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- planning for a sound financial future
- spiritual life and growth
- maintaining a healthy lifestyle
- caring for aging parents

Co-hosted by **Don Hawkins** and **Eunice Arant** with contributing guests such as **John Trent, Dee Brestin, Warren Wiersbe, Kay Arthur, Joe McIlhaney & Sharon Sneed.**

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*five minute features
previewing the weekly program*

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Airwave Anniversaries

ROCHESTER HILLS, Mich. — Jack Van Impe Ministries International is commemorating its golden anniversary with a year-long celebration. Van Impe, who co-hosts the weekly *Jack Van Impe Presents* with his wife, Rexella, began his ministry after working with Youth For Christ. The Van Impes also broadcast internationally each week on radio. (248-852-2244)



Jack and Rexella Van Impe (image taken from their Web site)

- ATLANTA — WNIV-AM/Atlanta celebrates its 10th anniversary this year. The talk formatted station is owned by Genesis Communications, Inc. (404-365-0970 or wniv@wniv.com)



Airwave News

BRACKNELL, England — January 1 marked the debut of the Adventist World Radio's (AWR) direct-to-home satellite radio. The World Radio Network Astra satellite will carry AWR German and English on a daily basis. The direct-to-home signal is available in analogue and digital format and simultaneously as a live stream on the Internet at www.wrn.org. (301-680-6306)

- TAMPA, Fla. — Genesis Communications has added a new station to its Christian talk format: WWBA-AM/Tampa. Steve Barrett is general manager and Todd Riley is operations manager/program director. (813-397-6049)

COLORADO SPRINGS, Colo. — In January, HCJB World Radio began transmitting Christian programs from shortwave facilities in the United Kingdom. Transmitters carry three hours of daily programming in languages such as Uzbek, Tajik, Russian, and other ethnic and national languages spoken in Central Asia, Russia, Ukraine, and North Africa. The shortwave signal available to listeners is significantly stronger than the one broadcast from HCJB's site in Quito, Ecuador. (719-590-9800 or djohnson@hjob.org)



MADRID, Spain — The Rutherford Institute (TRI) reports that RTV Amistad, a non-profit evangelical television and radio network with 16 television stations throughout Spain, has been granted a license by the government to transmit its radio programs. "I hope this will further the cause of religious liberty in Spain and the surrounding countries," said TRI president John Whitehead. (804-978-3888 or tristaff@rutherford.org)

DALLAS — Camden, Ark., has a new Christian radio station, KNHD-AM, which broadcasts 24 hours of teaching, talk, and gospel music, according to Joe Willis of Carnette Communications. The station has been rebuilt with state-of-the-art equipment. (870-836-8200)

- CHARLOTTE, N.C. — The Bible Broadcasting Network has added several new satellitors in Huntsville, Texas; Enid, Okla.; Poplar Bluff, Mo.; and Niles and McConnellsville, Ohio. (704-523-5555 or bbnmain@aol.com)

CHARLOTTE, N.C. — In December, INSP-The Inspirational Network announced plans to launch a multiplex of digital inspirational programming networks. According to INSP president David Cerullo, these networks will serve the diverse inspirational market and provide cable operators with a full range of services to exploit the potential of this market for the digital environment. (704-525-9800)



Awards

AKRON, Ohio — InfoCision Management Corporation (IMC) has earned the Weatherhead 100 Award for the eighth time. This award honors the 100 fastest growing companies in Northeastern Ohio. "It's great to be recognized once again after having such a phenomenal year," said IMC president and CEO Gary Taylor. (330-668-1400)

CHARLOTTESVILLE, Va. — John Whitehead, president and founder of The Rutherford Institute, has been awarded the George Washington Honor Medal by the Freedoms Foundation of Valley Forge. The foundation recognized Whitehead in the Individual Achievement Category for his dedication to constitutional rights. "I wish that each attorney who has assisted The Rutherford Institute over the years could be similarly recognized for their brave work in defense of religious freedom and human rights," said Whitehead. (804-978-3888 or tristaff@rutherford.org)



John Whitehead

NASHVILLE — Benson Records was named Label of the Year in the Christian music category of *American Songwriter Magazine's* 1997 Professional Songwriter Awards. Also, "Miracles," by Benson group Newsong, received the publication's Christian Song of the Year award. (615-742-6968)

Music Notes

SAN JUAN CAPISTRANO, Calif. — Marantha! Music's *Break Down the Walls* recording has been certified gold by the Recording Industry Association of America. The album, with sales in excess of half a million units, is the official Promise Keepers recording for 1996. *Break Down the Walls* also received a Dove Award nomination. (352-242-5105)

NASHVILLE — Nine-time Grammy award winner Shirley Caesar will make her motion picture debut in this year's *Why Do Fools Fall In Love?* (Warner Brothers). The film depicts the life story of sixties singing sensation Frankie Lymon and features Caesar in the movie's funeral scene. She also performs "Precious Lord" on the movie soundtrack. (615-331-3314)



Shirley Caesar

NASHVILLE — Diadem recording artist Yolanda Adams co-hosted last month's 1997 Stellar Awards along with Kirk Franklin. Adams herself has received four Stellar Awards. (615-742-6968)

NASHVILLE — Songwriter Geron Davis was honored recently by music publishers ASCAP and EMI Music Publishing for his newly recorded song "On Holy Ground," as performed by Barbra Streisand on *Higher Ground*. Davis received a plaque commemorating the recording, along with a handwritten fax of thanks from Streisand. (615-777-2211)

PADUCAH, Ky. — Sparrow recording artist Steven Curtis Chapman returned to his hometown to sing at the funerals of the three Heath High School students killed by a fellow student in early December. "Although I was here as a former Heath student, it was the father in me that was most moved by this experience," Chapman said after the funeral service. Last



Steven Curtis Chapman

month, he hosted a memorial concert for the slain students. (615-371-6800)

NASHVILLE — Sparrow recording artist Susan Ashton recently reached a milestone in her career when her duet with Collin Raye, "The Gift," reached number one on Radio and Records Adult Contemporary charts. The song is the title cut of pianist Jim Brickman's Christmas album, which was recently certified gold. (615-371-6800)



Susan Ashton

NASHVILLE — In December, Forefront Records' WWJD album, featuring 15 songs from top Christian rock artists, entered *Billboard* magazine's Top 200 Pop Albums Chart at number 182. "WWJD (What Would Jesus Do?) is the closest thing we've seen to grassroots revival since the Jesus Movement of the early '70s," says Eddie DeGarmo, Forefront executive vice president of A&R. (615-771-2900)

News Bites

CHICAGO — In December, Thomas Ciesielka, president of Lakeview Productions, and Randy Weiss, producer/host of the nationally syndicated television show *CrossTalk*, announced they will join forces to produce *Divine Tension*, a television documentary. The two-part program will examine modern day prejudice against Jews by Christians in the United States, as well as its historical roots. (Ciesielka 773-472-9293 or Weiss 972-298-4004)



Randy Weiss

BUENA VISTA, Colo. — Inmates at the Buena Vista Correctional Facility have the opportunity to touch the lives of disabled people in developing countries as they partner with Joni Eareckson Tada to restore donated wheelchairs. The Wheels for the World repair shop at the medium security prison officially opened in November. Thus far, Wheels for the World has delivered more than 4000 wheelchairs to Chile, Ghana, Romania, Russia, Albania, and Poland.



Milan Armstrong, supervisor at the Buena Vista Correctional Restoration Center, and his team of inmates present Joni Eareckson Tada with the first restored wheelchair.

(818-707-5664)



ST. LOUIS — The St. Louis-area and Missouri branches of the National Association for the Advancement of Colored People (NAACP) have asked the U.S.

Circuit Court of Appeals for the District of Columbia to dismiss their appeal concerning the licenses of KFYO-AM-FM/St. Louis. Throughout the case, the NAACP had contended that the stations, which are owned by the Lutheran Church-Missouri Synod, were guilty of racial discrimination and should have their licenses revoked. A recent FCC decision granted full license renewals to KFYO but imposed EEO-related reporting conditions and fined the stations \$25,000. "This means the NAACP will no longer be in a position to ask the court to force the FCC to take our licenses away," said Paul Devantier, executive director of the Synod's Board for Communication Services. (314-725-0099)

CARY, N.C. — Trans World Radio (TWR) is launching a new initiative to increase broadcasts to women

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worldwide. Called Project Hannah - Women of Hope, its ultimate purpose is to enable TWR to broadcast the Gospel to more women. "Project Hannah has the potential to be a cornerstone in TWR's endeavor to reach out to the more than 2 billion women worldwide," stated Marli Spieker, who is spearheading this initiative. TWR currently airs women's programs in Croatian, English, Farsi,

Hindi, Hungarian, Mandarin, and Spanish, with a pilot program for Asia Pacific in the works. (919-460-3760)

PLANO, Texas — Sponsored by New Life Clinics, Women of Faith will take its conference tour to 29 cities this year. Entitled "Bring Back The Joy," the conferences will feature quartet Point of Grace and authors Patsy Clairmont, Barbara Johnson, Marilyn Meberg, Luci Swindoll, Sheila Walsh, and Thelma Wells. (972-424-1900)



WASHINGTON — A survey reported in the December 26 issue of *The Washington Times* concluded Americans have a stronger belief in God than they did a decade ago.

Conducted by Pew Research Center for the People and the Press, the poll reported that 71 percent of respondents never doubted the existence of God, compared to 60 percent from a similar poll in 1987. Also, the Pew survey found that 61 percent of Americans — up from 47 percent in 1987 — believe God performs miracles. And 53 percent said prayer was important to daily life, up from 1987's 41 percent.



People



SAN JUAN CAPISTRANO, Calif.

— Robb Redman joins Maranatha! Music in the newly created position of vice president for worship ministry training. Redman previously worked as director of the Doctor of Ministry program and assistant professor of theology and ministry at Fuller Theological Seminary. (352-242-5105)

ST. PAUL, Minn. — In late December, after 19 years as chairman of the Board of Trustees for Northwestern College Radio, Mel Johnson retired. He continues on the board and executive committee but plans to devote his energy specifically to speaking and writing. Johnson also announced the discontinuance of *Young World*. (612-631-5100)



Mel Johnson

SAN DIEGO — The San Diego Radio Broadcasters Association has chosen Mark Larson as its new president. Larson is general manager of KPRZ-AM/San



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Diego, a Salem Communications station. (619-597-8297)



Robin Jones

NASHVILLE — Robin Jones has accepted the position of creative director of GSF & Associates' new Oklahoma City office, which opened last month. Jones had been general manager of KQCV-AM/Oklahoma City since 1983. "Robin's extensive broadcast management background and exceptional creative ability will further enable GSF & Associates to attain our goal of being one of the premier media agencies in the Christian community," said owner and president Greg Fast. (615-889-3944)

• PONCA CITY, Okla. — Sammy Carrillo has joined KLVV-FM/Ponca City as production director, morning drive host, and concert coordinator. Carrillo previously worked for KMGL-FM/Oklahoma City. (mail@lovestation.org)

PORTLAND, Ore. — Mike Hadley has earned the designation Manager of Radio Marketing from the Radio Advertising Bureau. Hadley currently serves as general sales manager for KPDQ-AM-FM/Portland. (503-231-7800)

MORRIS, Ill. — Jay Greener, founding manager of WCFL-FM/Chicago, resigned December 12 to accept a position as pastor of music and worship with Chapel Hill Church in Rome, Ga. Steve Young, previously manager of WBGL-FM/Champaign, has been named WCFL manager. (815-942-4400)

ALBUQUERQUE, N.M. — Best-selling author and professional speaker Marita Littauer has purchased CLASS from her parents, Florence and Fred Littauer, and has moved the company from San Diego to Albuquerque. Now known as CLASServices, Inc., the company is a full-service agency for more than 100 aspiring and established Christian leaders, speakers, and authors. Marita has been president of CLASServices since 1996. (505-899-4283)



Marita Littauer

• CHARLOTTESVILLE, Va. — Earl Larkins has joined Christian Aid as director of communications. After an 18-year career in public relations for Time Warner Cable, Larkins resigned when the Playboy Channel was introduced where he was based. (Larkinsep@aol.com)

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Edna Edwards

BLACK MOUNTAIN, N.C. — After 30 years of service, Edna Edwards has retired as general manager of WFGW-AM-WMIT-FM/Black Mountain. Donald Bailey has been appointed general manager of the Blue Ridge Broadcasting-owned stations.



Donald Bailey

Bailey also served as the stations' manager in the '60s. (704-669-8477)



Publishing News

NASHVILLE — In just a dozen years, Broadman & Holman has become the largest publisher of Spanish Bibles through trade stores, with Spanish Bibles comprising 36 percent of the publisher's Bible sales. Only the Bible societies publish a larger volume of Spanish Bibles. (615-251-3948)

LOVELAND, Colo. — World Vision and Group Publishing have teamed up to offer Operation Kid-to-Kid™ to vacation Bible schools across the country.

Operation Kid-to-Kid will give children the opportunity to literally reach around the world to touch the lives of other children through care packages full of school supplies. Countries targeted to receive the care packages include Bosnia and Costa Rica. For more information, contact Group at 800-635-0404 or visit the Operation Kid-to-Kid Web site at www.okzk.org.

BRENTWOOD, Tenn. — Essential Records and Tyndale House Publishers are partnering together in a cross-promotional campaign between Jars of Clay's *Much Afraid* and Hannah Hurnard's classic *Hinds' Feet On High Places*. The promotion centers around a special Jars of Clay collector's edition of the book, slated to be in stores by March. The title song of the group's latest album was inspired by the main character from Hurnard's book. (615-373-3950)



Sharathon Reports

WAUSAU, Wis. — WGNV-FM/Wausau wrapped up its fall sharathon with a record number of pledges and dollars. A highlight of the sharathon was the station's open house and studio tour. Nearly 1300 pledges were received totaling more than

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\$175,000, exceeding the sharathon's goal. (715-457-2988)

ZAREPHATH, N.J. — WAWZ-FM/Zarephath had a record-breaking fall sharathon. More than 3200 listeners called in faith promises totaling more than half a million dollars. WAWZ director of operations Allen Lewis Lewicki attributes the success "to listeners who are responding because ... the service provided is meeting their needs." (732-469-0991)

• GRAND RAPIDS, Mich. — WCSG-FM/Grand Rapids concluded its December sharathon with 4701 listeners committing to more than \$620,435. However, for the first time in 16 years, the station did not reach its sharathon goal. (616-942-1500)

MINNEAPOLIS, Minn. — ShareMedia, a fund-raising consulting firm, saw an average increase of 21 percent in listener support over last year during their fall sharathons. For example, WGTS-FM/Takoma Park, Md., went from a 10-day sharathon raising \$150,000 to a three-day sharathon raising \$220,000. Also, new station WAYK-FM/Kalamazoo, Mich., raised \$220,000, exceeding its goal by \$110,000. "Listeners are placing a higher value on Christian radio. Cumes are climbing, personal income is up, and our style of fund raising is getting better results," said ShareMedia president Todd Isberner. During 1997, ShareMedia produced 51 sharathons and raised more than \$8 million. (612-496-3349)

• Received via e-mail. You may e-mail your "Trade Talk" item to ssmith@nrp.org.

NRB Annual Awards

Edna Edwards, who recently retired from WFGW-AM-WMIT-FM/Black Mountain, N.C., and Paul Weyrich of National Empowerment Television will receive the President's Award. The award, which will also be given to Ed Atsinger of Salem Communications and Thomas Nelson Publishers, is presented during NRB's Annual Business Meeting at NRB 98.

NRB 98 Update

Arkansas Gov. Mike Huckabee will bring remarks during the Sunday Morning Worship Service. As Arkansas' lieutenant governor, former pastor Huckabee became governor in July 1996 when Jim Guy Tucker resigned. Huckabee's administration organized the Governor's Conference on the Family to discuss problems and solutions for today's families. He has also recently written *Character Is The Issue*, which chronicles his political career and discusses the importance of character in politics and life.



Top 10 Christian Clothbound Nonfiction (January)

1. *The Great House of God* by Max Lucado (Word)
2. *Butterfly Kisses* by Bob Carlisle (J. Countryman/Word)
3. *Streams in the Desert*, Updated Edition by L.B. Cowman (Zondervan)
4. *Complete Book of Baby & Child Care* (Focus on the Family/Tyndale)
5. *Joy for the Journey* (J. Countryman/Word)
6. *What's So Amazing About Grace* by Philip Yancey (Zondervan)
7. *Esther* by Charles Swindoll (Word)
8. *Managing Your Emotions* by Joyce Meyer (Harrison House)
9. *Prayers That Avail Much*, commemorative gift edition (Word Ministries/Harrison House)
10. *Just As I Am* by Billy Graham (HarperCollins)

Top 10 Christian Albums (January)

1. *WOW 1998* (Sparrow)
2. *Greatest Hits* by Steven Curtis Chapman (Sparrow)
3. *Much Afraid* by Jars of Clay (Essential)
4. *Artist of My Soul* by Sandi Patty (Word)
5. *Behind the Eyes* by Amy Grant (Myrrh)
6. *WVJD* (ForeFront)
7. *Veggie Tunes* (Everland)
8. *You Light Up My Life* by LeAnn Rimes. (Curb)
9. *Some Kind of Zombie* by Audio Adrenaline (ForeFront)
10. *Welcome to the Freak Show* by de Talk (ForeFront)

Top 10 Christian Videos (January)

1. *VeggieTales-Josh & the Big Wall* (Everland)
2. *VeggieTales-Larry Boy & the Fib From Outer Space* (Everland)
3. *VeggieTales-Dave and the Giant Pickle* (Everland)
4. *VeggieTales-A Very Silly Singalong* (Everland)
5. *VeggieTales-Rack, Shack, and Benny* (Everland)
6. *VeggieTales-Where's God When I'm Scared?* (Everland)
7. *Adventures in Odyssey-A Twist in Time* (Focus on the Family)
8. *VeggieTales-God Wants Me to Forgive Them?!* (Everland)
9. *VeggieTales-Are You My Neighbor?* (Everland)
10. *WOW 1998* (Sparrow)

This list is based on actual sales in Christian retail stores in the United States and Canada during November. All rights reserved. © 1998 CBA Service Corp. Distributed by the Evangelical Christian Publishers Association.

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trade talk

Artist Spotlight: Miss Angie

Myrri recording artist Miss Angie (21-year-old Angie Turner) burst on the Christian music scene last fall with her debut album, *100 Million Eyeballs*. Miss Angie grew up in a family traveling band, "like the Partridge Family," singing in churches, revivals, and rock concerts. She's also closed for Johnny Q. public and worked with a three-piece band in Northern Ireland. "100 Million Eyeballs" ponders the heavenly creatures described in Isaiah and Revelation. "I wanted to write a 'cartoon' song that had real truth in it," she explained about the recording's cover song. Recently, *NRB* asked Miss Angie about her mission and her music.

NRB: How would you classify your music?
Miss Angie: Stardusty rock and roll with a girl singer. It blends Christ-centered lyrics with big guitar sounds and aggressive rhythms.

NRB: What is the central message to your music?
Miss Angie: I wanted to do something that would focus people's hearts and minds on God rather than on the person singing. That's why there's a lot of praise, a lot of testimony, and a lot of song lyrics that are simply Scripture on this record. I took the Book of Psalms as a model for my music. My background makes me want to do more than just

make good music. I want to draw people to God. Keith Green and Second Chapter of Acts did that. They wanted to glorify God and they wanted the crowd to do the same. I don't want people just to come to see Miss Angie in concert. I want them to come because they expect an experience of worship and a time of meeting God. If the music ever gets in the way of the mission, then the music will have to go.

NRB: What is your involvement with religious broadcasting?
Miss Angie: My record compa-

ny, Myrrh Records, has serviced Christian radio with the singles "100 Million Eyeballs" and "Lift My Eyes." Many radio stations have partnered with my ministry by playing the radio singles, as well as doing interviews with me. Christian video shows have also been playing my first video, which is "Lift My Eyes."



Miss Angie

NRB: How do you view religious broadcasters?
Miss Angie: I am very grateful for their ministry and their support of Christian music. Without the help of religious broadcasters across the country, it would be very difficult, if not impossible, for me to share my ministry of music.

Nielsen Media Research: July 1997 Devotional Programs

Rank	Program	Stations	Average TUHH Rating
1	Amazing Grace	6	1.4
2	In Touch (hour)	57	1.1
2	Hour of Power	63	1.1
4	Music & The Spoken Word	9	.7
4	In Touch (half hour)	25	.7
7	Mass for Shut-Ins	18	.6
7	Search	21	.6
7	Coral Ridge	117	.6
9	It Is Written	30	.5
9	Ever Increasing Faith	25	.5
9	Believer's Voice of Victory	122	.5
9	Oral Roberts & You	15	.5
13	Cornerstone	18	.4
13	Creflo A. Dollar Jr.	27	.4
13	World Vision (specials)	18	.4
13	Ed Young	9	.4
13	Garner Ted Armstrong	22	.4
13	Jack Van Impe Presents	121	.4
19	The John Ankerberg Show	7	.3
19	Jimmy Swaggart	40	.3
19	Key of David	41	.3
19	Zola Levitt	7	.3
19	The 700 Club	64	.3
19	Day of Discovery	80	.3
19	Old Time Gospel Hour	14	.3

Ranked by average household rating. Cable and noncommercial viewership not included. © 1997 Nielsen Media Research.

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Country Profile: Greece

You may not recognize "The Hellenic Republic" as a European nation or as the first European country to hear the Gospel message from the Apostle Paul [Acts 16:10]. But it was!

The Hellenic Republic is the correct name for Greece. Many of Paul's letters in the New Testament — Corinthians, Galatians, Ephesians, Philippians, Colossians, and Thessalonians — were written to the Greek people.

In a population of nearly 11 million, only 15,000 are committed Christian believers. But 98 percent of the people belong to the Orthodox Church. There are a few Orthodox believers, but nearly all are entirely ignorant of the Christian Gospel.

Greece is a democracy and its constitution guarantees freedom of speech and religion. However, Orthodox domination and resulting practical hindrances have halted the growth of evangelical churches.

Although Greece is a member of the European Union, it has the largest divide between the very rich and the very poor of any European country. And air pollution in Athens is worse than Bangkok or Taipei.

More than 90 percent of all households have radio and television and on both satellite and shortwave. Christian programs can be heard from Trans World Radio from Monte Carlo and IBRA Radio from



Sweden. Private radio stations were legalized in the early 1990s and there are now one or two Christian broadcasters in Greece. One group has 16 local FM stations around the country and Channel 62 television in Thessalonika has just been bought by a Christian businessman.

Greece needs qualified Christians to produce good programs to take advantage of the growing broadcasting opportunities. The most urgent prayer need is for believers to work together in the broadcast ministry.

— Information provided by Fellowship of European Broadcasters

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(as of December 1997)

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Romanian Christian TV
Petru Amarei
Chicago

The Voice of the Martyrs
Cheryl Odden
Bartlesville, Okla.

Associate Members

Guy Bills
Vidicomp Broadcast Systems
Houston

Christian Vision
Andy James
West Midlands, England

Donald A. Jasko
New York

Landmark Christian Media
Mark Zobrosky
Greensboro, N.C.

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IRB Members

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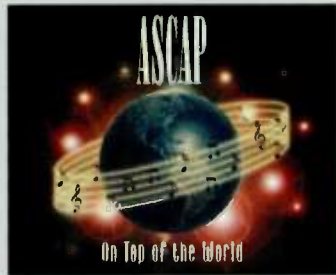
WWJD-FM/Pippa Passes, Ky.
Alice Lloyd College
Tom Cody
Dr. Tim Siebert

Music Licensing Agreements with ASCAP, BMI

The decades-long licensing dispute between religious broadcasters and performance rights organizations (PROs) is close to an amicable resolution.

In negotiations with the NRB Music License Committee (NRBMLC), American Society of Composers, Authors, and Publishers (ASCAP), and Broadcast Music, Inc. (BMI) have agreed to offer per-program licenses that provide substantial savings to stations which use less copyrighted music than typical radio stations.

The new deal also encourages talk-formatted religious broadcasters to use more music in order to boost the income of Christian composers represented by ASCAP and BMI. The per-program licenses negotiated with ASCAP and BMI are multi-year.



NRBMLC chairman Ed Atsinger said, "We are very pleased with the new deals. All of the parties involved — broadcasters, PROs, and composers — will benefit from the new licenses."

NRBMLC executive director Russ Hauth said he believes the deal will foster

a healthier working atmosphere for the PROs and the radio industry. "To their credit, ASCAP's new leadership saw an opportunity to enter into a long-term business relationship with specialty radio stations represented by NRBMLC, rather than the litigious, often acrimonious relationship they've had for decades."

Atsinger attributed NRBMLC's success in its nearly 20-

Internet Music Licenses

Like radio and television stations (among others) which have to purchase license agreements to play musical compositions, a license is required to publicly perform musical works on Web sites.

Both ASCAP and BMI offer Web site music performance agreements and Internet users can download forms from the organization's respective Web sites: www.ascap.com/newmedia/licensing.html and bmi.com/licensing/web.html. At press time, SESAC projected its Internet license agreement to be available by February, with information and forms on its Web site (www.sesac/license).

ASCAP's license agreement allows Web site operators to perform any or all of the ASCAP repertory. Webmasters can select from three rate schedules, depending on their on-line business model and music use.

ASCAP first offered its Internet license agreement in 1995 and claims to be the first PRO in the world to distribute Internet royalties to songwriters and music publishers for on-line performances of their music.

In April 1995, BMI cleared the way for Internet service providers to use music on the Internet with its landmark agreement. BMI recently announced new license agreements for Web developers to simplify cyberperformance tracking,



year fight over per-program licensing to the committee's two-pronged legislative and judicial strategy.

On Capitol Hill,

NRBMLC launched a cam-

campaign in 1994 to reform the Copyright Act. NRBMLC worked hard to win introduction of legislation to make the PROs (which function as government-established monopolies) accountable to Congress, as well as their rate courts. At the same time, NRBMLC persuaded congressional leaders that the copyright legislation wanted badly by the PROs to expand their rights should not be enacted until the PROs stopped abusing the rights they already had.

In the courts, NRBMLC became the first group of radio broadcasters ever to survive a full trial music licensing lawsuit against ASCAP. A decision handed down last August by rate court Judge William Conner opened the door for ASCAP to negotiate a radio per-program license with NRBMLC in good faith.

Conner's decision established that NRBMLC-represented radio stations, most of which use only marginal amounts of copyrighted music, are not "similarly situated" to stations using all-music formats. This finding enabled ASCAP to negotiate a licensing agreement specifically geared toward NRBMLC.

The per-program license negotiated by ASCAP and NRBMLC provides significant savings over the cost of a blanket license for stations featuring ASCAP music in less than 55 percent of their weighted hours. It also does away with some of the burdensome reporting requirements in the previous per-program license offered by ASCAP, though the stations must still log music use.

The per-program license also provides an excellent .06 base fee for stations using feature performances of copyrighted music in at least 2 percent of their weighted hours. Below 2 percent, the rate triples to .18. This provision should encourage many NRBMLC stations which play very little music to increase music use, a benefit to composers and publishers.

ASCAP agreed in principle to the new per-program license in October, and BMI followed suit with a nearly identical agreement in December. Both agreements are being translated into detailed licenses, which went into effect January 1. Retroactive adjustments were also provided.

NRBMLC will withdraw its pending legislation in Congress and lift the blocks on copyright legislation desired by ASCAP and BMI when the detailed license terms have been completely negotiated and new music licensing agreements have been signed with all the major PROs.

Hauth said negotiations with the third major PRO, the Society of European Songwriters and Composers (SESAC) are under way and he expects to reach an agreement this year.



— Brian Fitzpatrick is editorial director for Salem Communications in Camarillo, Calif.

New Member Profile: The Voice of the Martyrs

MANASSAS, Va. — The Voice of the Martyrs has recently joined NRB. Thirty years ago, Richard Wurmbrand — a Romanian pastor jailed for 14 years by the Communists — founded The Voice of the Martyrs. During his confinement, Wurmbrand prayed for and received a vision for the persecuted Christians around the world.

In the late 1960s, he, along with his wife, Sabena (who had been imprisoned in a slave labor camp) and his son, Michael, were ransomed. After his release, Wurmbrand established this thriving worldwide ministry.

Ministry president Tom White also has something in common with persecuted Christians. When his plane crashed in Cuba while on a Christian mission, he was jailed and sentenced to 24 years. White was released in 1980 after Indira Gandhi and Mother Teresa intervened on his behalf before Fidel Castro.

White reports The Voice of the Martyrs, which is based in Bartlesville, Okla., has a two-pronged thrust to help persecuted Christians. The first aspect is to establish a link with

Christians in the West, which The Voice of the Martyrs does by releasing addresses and photographs of suffering Christians to the media: radio, television, books, and magazines.

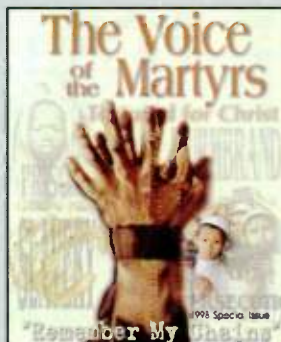
From this information, the ministry asks that Christians write both the persecuted individuals and the authorities in the country where they are incarcerated. White says, "The pictures shed light on these cases and the mail received in response to the pictures embarrasses the authorities."

The second thrust of the ministry is to print and distribute Bibles. In December, more than 30,000 Bibles were translated and printed for the first time in the Hmong language. The Hmong tribe, 13 million strong and residing in Laos, Vietnam, and Southern China, have been forbidden by their governments to have a Bible in their language. To get Bibles to the tribe, The Voice of the Martyrs asks people traveling to those nations to take a free Bible and give it to a member of the Hmong people.

The Voice of the Martyrs targets entire nations where Christians are persecuted. Current hot areas include Bangladesh, Sudan, and Pakistan.

The organization is also a member of International Christian Association, Evangelical Press Association, and Evangelical Council for Financial Accountability.

— Anne Zdobysz is NRB's membership director and can be reached at 703-330-7000, ext. 511, or azdobysz@nrp.org.



The Voice of the Martyrs is published 12 times annually.

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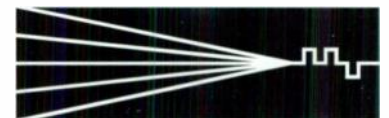
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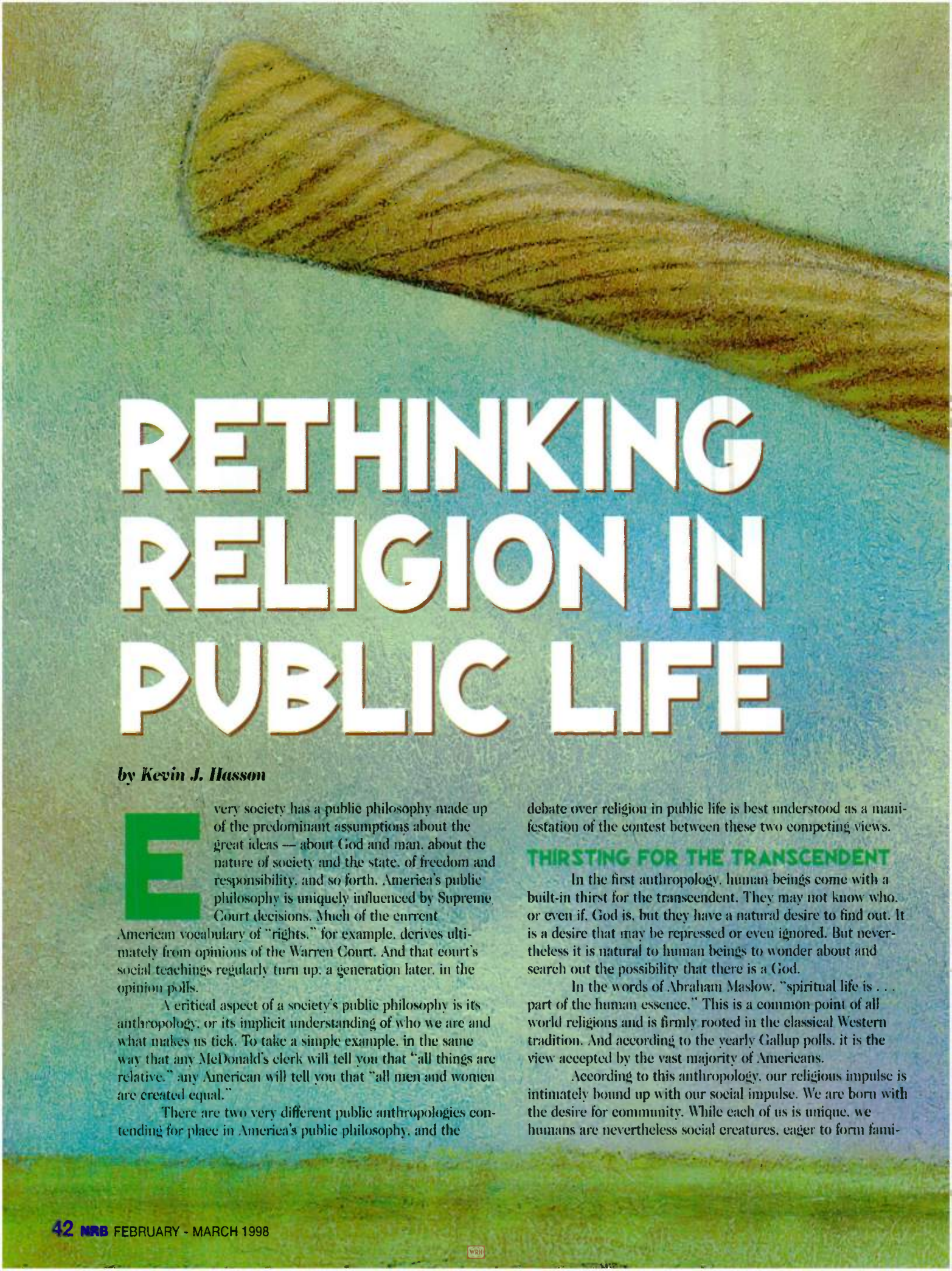
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RETHINKING RELIGION IN PUBLIC LIFE

by *Kevin J. Hasson*

Every society has a public philosophy made up of the predominant assumptions about the great ideas — about God and man, about the nature of society and the state, of freedom and responsibility, and so forth. America's public philosophy is uniquely influenced by Supreme Court decisions. Much of the current American vocabulary of "rights," for example, derives ultimately from opinions of the Warren Court. And that court's social teachings regularly turn up, a generation later, in the opinion polls.

A critical aspect of a society's public philosophy is its anthropology, or its implicit understanding of who we are and what makes us tick. To take a simple example, in the same way that any McDonald's clerk will tell you that "all things are relative," any American will tell you that "all men and women are created equal."

There are two very different public anthropologies contending for place in America's public philosophy, and the

debate over religion in public life is best understood as a manifestation of the contest between these two competing views.

THIRSTING FOR THE TRANSCENDENT

In the first anthropology, human beings come with a built-in thirst for the transcendent. They may not know who, or even if, God is, but they have a natural desire to find out. It is a desire that may be repressed or even ignored. But nevertheless it is natural to human beings to wonder about and search out the possibility that there is a God.

In the words of Abraham Maslow, "spiritual life is . . . part of the human essence." This is a common point of all world religions and is firmly rooted in the classical Western tradition. And according to the yearly Gallup polls, it is the view accepted by the vast majority of Americans.

According to this anthropology, our religious impulse is intimately bound up with our social impulse. We are born with the desire for community. While each of us is unique, we humans are nevertheless social creatures, eager to form fami-



lies, gather in clans and tribes, display our arts, and commemorate with ritual the great events of life.

Thus, according to the first anthropology, human beings require freedom to do two things: first, to search with authenticity for the transcendent; and second, to express in the full measure of their humanity — in the arts, in public worship, and in political discourse — what it is they believe they've found. In short, because the religious impulse is natural to human beings, religious expression is natural to human culture.

So much for the first anthropology. Its main competition today comes from a vulgarized form of existentialism.

VIEW TWO: BUILT-IN FEAR AND ALIENATION

According to this view, human beings come with no built-in thirst for anything transcendent. Rather, people come with a built-in affliction of fear and alienation. And they require freedom not to go questing for some nonexistent transcendent but, as Sartre put it, to define their own lives through their own actions, free from any distressing claims of morality or eternity. Religion, in this view, is at most one among many possible hobbies available to the enlightened, if angst-ridden, individual.

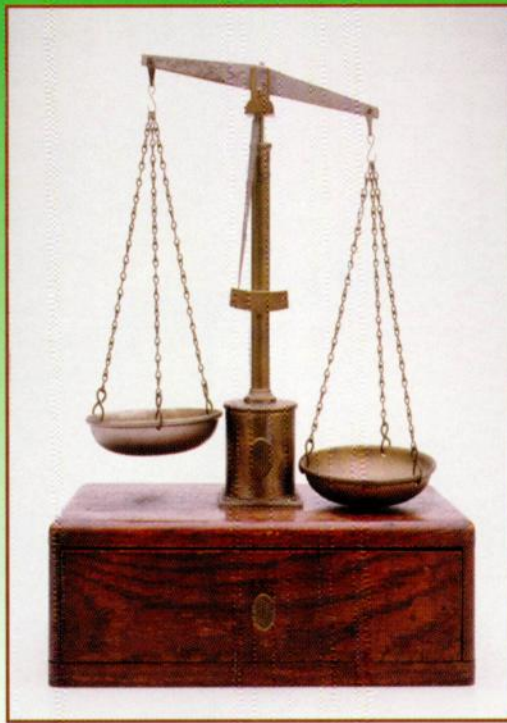
This pop version of existentialism appears to have captivated a number of Supreme Court justices.

GOVERNMENTAL VIEWS

Which anthropology a government accepts determines what sort of religious liberty it permits. A government that holds the first anthropology, which is that the religious impulse is natural to human beings, will let a thousand flowers bloom. It will take no position on who God is. (That is, after all, beyond its competence, because it is only the State.) But it will nonetheless welcome religious expression — from all traditions — in public culture. And its own cultural offerings will reflect the society in which it finds itself, including that society's religious dimensions. In short, it will recognize freedom of religion.

Jersey City, N.J., under Mayor Bret Schundler, is a good example. The city puts up a creche for Christmas, displays a menorah for Chanukah, proclaims Ramadan with a sign, and celebrates the Hindu New Year, in addition to hosting scores of other cultural events.

By contrast, a government that has fallen into the second anthropology will take a very different track. It will seek to protect its alienated, atomized, individual citizens from unwanted and distressing religious claims. It will be largely indifferent to private expression of religion but hostile to public expression of it. Indeed, it will tolerate public religion at all only as one item in a longer list of allegedly similar things. It will grant freedom from religion. Such



a government will behave, in other words, exactly like our Supreme Court.

SUPREME DISTORTION

Perhaps the only constant in the court's tangled religion clause jurisprudence is its insistence that the government must be neutral not only among the individual religions but also between religion and what the court calls irreligion.

Now, it is difficult rhetorically to argue against neutrality. Neutrality sounds too neutral to ever be offensive. But "neutrality between religion and irreligion" paints with too broad a brush. It fails to distinguish between two very distinct

ideas: the theological question of who God is and the anthropological question of who we are. It thus ends up requiring the government to treat religion, not as a natural human trait, but merely as one possible private choice. In the process, the court does much to shape — I would say "distort" — our public anthropology.

The court's privatization of religion has been relentless and cuts across all categories of its otherwise disparate religion clause jurisprudence. For example, the court now considers tax exemptions for religious organizations to be constitutional only so long as similar tax exemptions are provided to other, allegedly similar but secular entities.

Thus, in *Texas Monthly, Inc. v. Bullock*, the court struck down a state sales tax exemption for religious publications. The plurality wrote, "when government directs a subsidy exclusively to religious organization that is not required by the Free Exercise Clause," that effort violates the Establishment Clause.

Later, in *Jimmy Swaggart Ministries v. Board of Equalization of California*, the court ruled that tax exemptions for religious organizations were constitutional if they were "part of the general exemption for non-profit institutions." Taken together, the cases demonstrate the court's determination not to permit tax benefits to religious organizations *qua* religious organizations, but only as one among many types of charity.

The same principle holds true for other types of public benefits. The court has made it clear that they may go to religious organizations only if they are offered by the government to a wide class of beneficiaries, both religious and secular, and end up aiding the religious organizations only because of the intervening private choices of individuals.

Just this past June in *Agostini v. Felton*, the court held that the Establishment Clause did not prevent New York City from providing Title I remedial instruction to disadvantaged children inside parochial school buildings. The court held that so long as the same remedial instruction was offered both to public and parochial school children it was constitutional, because it was the children's families that chose to send them into parochial school, not the state. Justice Sandra Day O'Connor likened such cases to a federal worker donating his government paycheck to his church. Once again, the principle is neutrality: so long as the government gives a

benefit to its citizenry according to a religion-neutral criterion, it is acceptable if some of those private citizens choose to use the benefit at religious institutions.

RELIGIOUS DISPLAYS

The principle may be best seen, however, in the court's religious display cases. In two badly splintered decisions, *Lynch v. Donnelly* and *Allegheny County v. ACLU*, the court held that government display of religious symbols is permissible only when their context makes clear that the government is in no way favoring religion. In the lower courts this has come to be known as the "plastic reindeer rule," that is, a rule requiring Christmas Nativity scenes to be festooned with plastic reindeer, candy canes, and other trinkets.

Indeed, the lower federal courts have taken this analysis one step further and are busily striking down municipal seals, emblems, and mottos containing religious symbols. The Tenth Circuit recently struck down a city seal that contained, among other things, a cross. Likewise, the Seventh Circuit has struck down two city seals, one reading "God Reigns," the other displaying a cross. Indeed, that court even granted the plaintiffs legal standing in part because they could not bear to look at religious displays — because of a

worsening of their existential angst.

The Supreme Court is protecting, under the Free Speech Clause, *private* religious expression in open public fora, but only barely. In *Capitol Square v. Pinette*, the court ruled that the Ku Klux Klan had the right to erect a cross in a public square open to other unattended displays. Nevertheless, a majority of the court was unwilling to make that rule absolute and held open the possibility that religious speech in a public forum could sometimes be constitutionally discriminated against if there was too great a risk that the private speech would be mistaken for the government's own views.

What is more, challenges to public religion, and *only* challenges to public religion, enjoy relaxed standards of what is called standing. The doctrine of standing permits suit only by one whose ox has been gored. Thus, as a general rule, taxpayers may not sue to change policies they disagree with — except for religion. Any taxpayer is permitted to sue to claim that the government is in violation of the Establishment Clause. In effect, the court has deputized the entire citizenry in its mission of privatization.

And, in the name of neutrality, the court has gutted the Free Exercise Clause, effectively leaving only the non-establishment principle in play.

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PRIVATIZATION

Some individual justices have tried to take privatization even further. Justice John Paul Stevens in particular has compiled a remarkable voting record. In his nearly 22 years on the Supreme Court, he has voted in favor of finding an establishment of religion in almost every Establishment Clause case he has heard. The only exceptions have concerned the constitutionality of Title VII and cases concerning limited, neutral benefits.

Stevens also writes some amazing individual opinions. In *Board of Educ. of Kiryas Joel School Dist. v. Grumet*, he opined that one of the things that was wrong with a public school district composed exclusively of Hasidic Jews was that it aided Hasidic Jewish parents in raising their children in their faith.

He has even gone so far as to suggest that moral convictions are an unconstitutional basis for legislation. Thus, he has written that a legislative preamble declaring life to begin at conception violates the Establishment Clause, because it "endorses the theological position that there is the same secular interest in preserving the life of a fetus during the first 40 or 80 days of pregnancy as there is after viability — indeed, after the time when the fetus has become a person with legal rights protected by the Constitution" (*Webster v. Reproductive Health Services*). Stevens appears to be opposed to establishments because they might lead to religion.

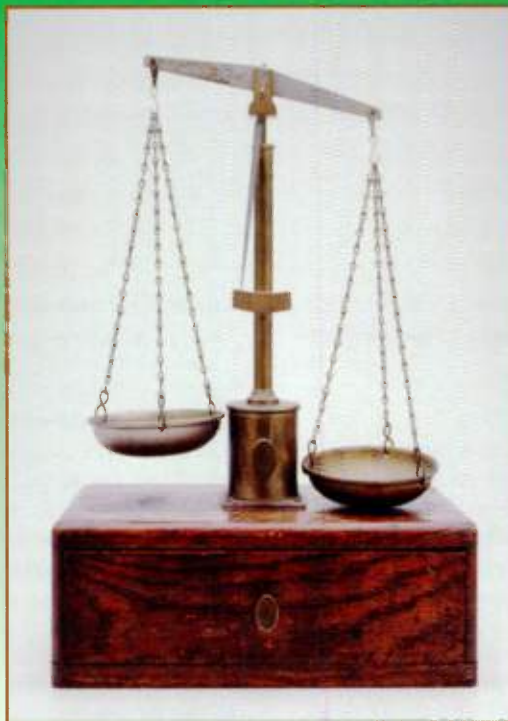
The privatization of religion is accomplished even more crudely when the idea reaches the lower, bureaucratic levels of government. Many are fond of telling horror stories of how evangelical children are oppressed by public school teachers. Entire direct mail campaigns have been built around such stories. Of course, they are sad. But even more sad is how these stories really are not limited to Christians or to schoolchildren. Rather, privatization of religion shows itself to be an equal opportunity oppressor of believers of any sort.

THE CASE OF THE SACRED PARKING BARRIER

My favorite example is one that Perry Mason might have called the Case of the Sacred Parking Barrier, which happened in California.

Behind the tea garden in Golden Gate Park stood an abandoned parking barrier. For many years, parkgoers complained that the parking barrier was an eyesore and tried to get it removed. Bureaucracy being what it is, however, the parking barrier remained.

One day a New Age group discovered the parking barrier and began to worship it, whereupon the park officials decided they had an affirmative constitutional obligation to remove the parking barrier lest public property be worshipped and the separation of paganism and state be breached. (Just think of the implications if this precedent were to hold up. The government would have to



remove anything people began to worship. Then we could solve all sorts of problems just by worshiping Congress, provided we could keep a straight face.)

The Case of the Sacred Parking Barrier illustrates well the basic principle of public existentialism: religious expression of any sort — even parking barrier worship — must be banished from public life, not because any particular religion is out of favor, but because religion generally is offensive.

THE STRANGE CASE OF MICHAEL LAST

However, there is a corollary to this principle. It is well-illustrated by the Strange Case of Michael Last. Last is a county employee of Hilo, Hawaii, and is a committed atheist who firmly believes that December 25 is a day like any other day and most certainly should not be a public holiday.

A few years ago, Last demanded to be allowed to work on Christmas. The county agreed, but only on condition that Last accept extra pay. (Tough bargainers, these county bureaucrats.) Last tolerated that as long as he could. But one year he put his foot down and demanded that he be paid the normal rate, and not one penny more.

Eventually his superiors woke up and decided that Last could work on Christmas and not get paid extra. But then his union sued. The United Public Workers Union said that because Last is covered under their collective bargaining agreement he has to be paid more whether he likes it or not. So now Last is in court fighting his union for the right to work on Christmas without getting overtime.

There's no telling how all this will work out, but everyone is taking it quite seriously. And that illustrates the corollary: Religious expression of any sort must be banished from public life, except for atheism. Atheists get to be as religious as they want.

THE CONSTANT THEME

The constant theme that emerges from both the courts and the bureaucracy is that religion belongs entirely in private. It will be tolerated in public only when it is clearly presented as just one

A critical aspect of a society's public philosophy is its anthropology, its implicit understanding of who we are and what makes us tick.

among many types of private choice. All this has been accomplished in the name of neutrality — not merely neutrality among religions, but neutrality between religion and so-called irreligion.

This is far from being the only possible reading of the First Amendment. In fact, it is not even the most natural reading of it. And it has drawn much criticism, from academics and from members of the court, including three sitting justices. To date, the criticisms have been historical and textual. But there is a third basis, an anthropological one — the Supreme Court's insistence on privatizing religion is built on a flawed conception of who we are. If all the court meant by neutrality between religion and irreligion were that the government could not take sides in theological debates, its position would be coherent. After all, who is the government to decide between Allah and Buddha, between transubstantiation and consubstantiation? But in practice, at least, neutrality has come to mean being neutral not only on who God is, but on who we are. It has come to mean that the government must pretend it doesn't know whether the people it is governing possess or lack a religious impulse. And that is incoherent. The government simply must have a clear idea of just who it is that it is governing.

So, then, the government can take a position on who we are. It can choose an anthropology consciously, rather than by default. Which should it choose, the traditional one, or the non-traditional one? And how should it make its decision?

CHOOSING TRADITION

It should choose the traditional one for two reasons. First, traditional anthropology, unlike the pop existentialist view, has empirical data on its side. There never has been a culture, ours included, without religious elements. Even the most repressive totalitarian regimes could not succeed in extinguishing religion. They drove it underground and only temporarily at that. There is, moreover, an impressive body of social science data suggesting that the spiritual impulse is basic to human psychology. And it is the majority view of the American people.

Second, choosing the traditional anthropology allows the government to be genuinely neutral on cosmic questions. To say human beings thirst for the transcendent is not to say anything about who — or, logically, even if — the transcendent is. It is merely to say something important about who human beings are. But that is not so for the existentialist position the court has implicitly adopted. It necessarily assumes that there is no transcendent, but only alienated individuals who are anguished by false claims of one.

What would such a change look like? It would look far simpler than the Supreme Court's current, and — by its own admission — tangled religion clause jurisprudence. As in Jersey City, Nativity scenes and menorahs, together with Buddhas and proclamations of Ramadan, could return with dignity to the public square unburdened by an entourage of reindeer and Frosty the Snowman.

Religious expression in culture would then look like ethnic expression in culture. We do not entertain lawsuits by individual Serbs, for example, who wish to complain about Croatian cultural events and demand neutrality on the grounds of ethnicity. Anglophiles cannot sue to stop St. Patrick's Day parades. Religion should not be treated any differently.

All schools that educate well — including parochial schools, which educate better and less expensively — could share, in one way or another, in public education aid. And the government, while remaining scrupulously above the fray regarding which religion is true, could reap the benefit in civic virtue that follows from religious search and expression.

Kevin J. Hasson is founder and president of the Becket Fund for Religious Liberty. This speech was delivered as part of the Russell Kirk Memorial Lectures at The Heritage Foundation on October 14, 1997. Reprinted with the gracious permission of The Heritage Foundation.

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Stretched and Sandwiched

**We must deal with the insecurities
aroused by realizing that our parents
can no longer be there for us.**

by Don Hawkins

The first blatant evidence I received was when the young counter attendant at McDonald's only charged me a quarter for a cup of coffee. When I asked why, I heard, "That's the senior's rate."

Less than a week later, after I had spoken in our church in Lincoln, Neb., someone told my wife, Kathy, "You must have married an older man." It's unsettling to all of us, but we have to face the facts — we're growing older.

OLDER IN AMERICA

In fact, statistics indicate that by 2001, the American population of 50-plus will grow by 11 percent, with the 50-64 subgroup growing by 19 percent. Studies indicate the purchasing power of those over 50 is projected to grow by 29 percent (*Guerrilla Marketing Newsletter*, April 28, 1997).

Meanwhile, as modern technology stretches our lives to ever-greater lengths, many of us find ourselves sandwiched between caring for children who are practically grown and facing the need to care for aging parents. As our children grow up and we, along with our parents, grow older, we face increasingly more complex problems. According to *The Oxford*

Book of Aging, "For the first time in history, most people can expect to live into their seventies in reasonably good health."

During a recent prayer time at Back to the Bible, I began realizing the widespread extent of these issues. I requested prayer for my parents, both of whom have become virtually blind. Though they struggle to care for themselves, they are reluctant to consider assisted living.

In comparison to past years, society today sees aging as less productive, less beautiful, less energetic, more forgetful, and even bitter.

Then president Woodrow Kroll shared that his father is dealing with Alzheimer's, is no longer allowed to drive, and has lost the ability to get around without help. In addition, vice president Dave Hansen of International Ministries had just returned from spending two weeks with his in-laws, who live on a farm in Montana. He related

that his father-in-law recently had surgery and may be unable to continue living on the farm.

This is only a microcosm of what society as a whole is facing. There are 30 million Americans today who are 85 or older. By the year 2020, there will be 70 million of these "oldest old." While medical breakthroughs such as knee and hip replacements will allow millions to lead healthy and vigorous lives into their nineties, many will require more care — involving both time and money — than was necessary in previous decades. About 30 percent of our oldest Americans have Alzheimer's and 24 percent live in nursing centers.

Most of those who are not living in nursing facilities will still require significant care from others or from children who themselves are elderly. Statistics indicate that home care has become one of the fastest growing segments of the healthcare industry. Even though many adult children and their parents find it hard to bring in outside help, this has become a preferred option for assisted living.

CHANGING RELATIONSHIPS

As years pass, the relationships between adult children and their parents change. We have navigated the transitions from child to adolescent to adult, modifying our relationships with mother and father as we went. Now our parents are beginning to need our help, seek our advice, and require an increasingly larger degree of our attention and care.

While many people successfully manage to move from a child/parent into an adult/adult relationship with their parents, they stumble when the roles are reversed and they find themselves parenting those who were their parents. Frequently, we are in denial that our parents can no longer be trusted to do such things as balance their checkbooks or take their medications.

Furthermore, we must deal with the insecurities aroused by realizing that our parents can no longer be there for us. In addition, there is a natural reluctance to intrude into another adult's personal life. All this can make the relationship with our elderly parents one of the most challenging transitions in our lifespan.

CHRISTIAN MANDATES

Scripture instructs us to care for members of our family. In 1 Timothy 5, the



Apostle Paul provides instructions to a pastor and a church on how to deal with those who are growing older. Some time ago, I was saddened when an older couple I respected became the objects of verbal scorn and abuse from their elder son, who ultimately refused to have any contact with them.

Author Harriet Sarnoff relates the chilling story of a gas meter reader who discovered a tiny, thin woman surrounded by soiled sheets and locked in a room by a son who wanted nothing to do with her except cash her social security check. The woman had become a virtual prisoner in the home she owned.

In 1 Timothy 5:8, Paul offers explicit counsel regarding the issue of caring for aging family members: "But if anyone does not provide for his own, and especially for those of his own household, he has denied the faith and is worse than an unbeliever." We can draw three mandates from this verse:

1. Believers are mandated to care for aging parents. While government programs can help, this responsibility doesn't ultimately rest on social security and Medicare. Nor is this just for the wealthy or for those who can afford it. The word "anyone" indicates that each of us has a responsibility to care for family members, particularly as they grow older.

2. Believers are mandated to provide for aging parents. The term "provide" Paul used indicates advance planning. Financial counselors have drilled into us the importance of planning our finances in order to be able to put our children through college. This passage issues a mandate to make provision in advance to care for parents as they age and points out that children and grandchildren of widows are to show piety at home by repaying their parents, which is good and acceptable before God.

3. Believers who ignore these mandates are guilty of worse behavior than pagans. Nothing less than our Christian testimony is at stake. Paul's words are as pointed as an ice pick. We are guilty of worse behavior than the pagans when we fail to care for our parents. The Apostle John writes, "Whoever does not practice righteousness is not of God, nor is he who does not love his brother" (1 John 3:10). How can we

claim to love God when we are not demonstrating love toward those who raised us?

PRACTICAL IMPLICATIONS

What are the practical implications of these biblical mandates? Several things surface.

1. Pay close attention to changes in parents' lives. Since I live some distance from my parents and generally see them only about twice a year, the changes in their lives are often quite evident. For those who live nearby, the changes may be

more gradual and harder to notice. Look for signs like failing memory, weakened ability to get around, and tendencies to leave stove burners on or water running.

2. Recognize the variety of issues they face. Loneliness is a major issue for many parents, particularly for those who have experienced the loss of a spouse. For others, financial pressures present a major concern. And many aging parents face a wide range of health issues, from Alzheimer's to cancer.

3. Choose to forgive our parents for wrongs they may have done toward us. We must follow the biblical instruction not to hold grudges. This includes not only abuse or neglect toward us in the past, but impositions that their condition may cause toward us in the present.

Frequently both parents and children need to process bitterness. Recently "Beth" called the radio talk show I host to express her concerns over a bitter, angry mother-in-law. "She's 62 and facing heart surgery," she said. "How do I handle her bitterness?"

My guest and I encouraged her to extend and model the forgiveness we have in Christ based on Ephesians 4:32, to gently encourage discussion of the bitterness and forgiveness issues, to continue showing love in tangible ways, and most important of all to continue praying for her and not to give up (Luke 18:1).

4. Seek counsel for the tough decisions demanded by the needs of aging parents. Another radio listener, "Joan" phoned to talk about a 75-year-old mother in relatively good health who seemed absolutely preoccupied and paranoid with the prospect that she might be placed in a nursing center.

She and her husband had been discussing whether or not they should move in with her. We encouraged her to survey the resources and find out what's available in her community, particularly in light of the fact that there are so many options available today.

A nursing center is only one of many possibilities. Perhaps assisted living in her own home would be more appropriate to her needs than moving to a nursing center. People can be hired to do household chores, to provide lawn care, and to help with transportation to the doctor or to the grocery store.

As a Christian community, let's not allow the American Association of Retired People and the rest of the world to set the pace in serving those who are in the "home stretch" of their lifespans.



RECOGNIZE THE POSSIBILITIES

Since each of us is aging, as are our parents, we must recognize the value God places on the wisdom of age. In comparison to past years, society today sees aging as less productive, less beautiful, less energetic, more forgetful, and even bitter. Yet the Psalmist points out that "those who are planted in the house of the Lord shall flourish in the courts of our God. They shall still bear fruit in old age. They shall be fresh and flourishing to declare that the Lord is upright" (Psalm 93:13-15).

While we recognize that heaven is our ultimate home, a place where aging is no longer a factor, God can provide extraordinary grace and strength to each of us to deal with the reality of our own aging process.

There are 30 million Americans today who are 85 or older. By the year 2020, there will be 70 million of these "oldest old."

Whether we're confronted by a near-sighted attendant at a fast-food restaurant or the undeniable evidence of a close-up look in the mirror, may we not allow our own fears of aging and death (Hebrews 2:15) rob us of the joy of what could be the most significant and productive time of our lives.

ONE MINISTRY'S MESSAGE

Those involved in media ministry, as well as local churches, should avoid the temptation to minister to only the young and the hearty. As the senior segment of our population grows and their problems increase, we need to provide compassionate, biblical help on a wide range of issues. While some programs, such as *Confident Living* at Back to the Bible, are designed to focus specifically on issues of aging, other types of programs can also address these matters with biblical accuracy and compassionate concern.

As a Christian community, let's not allow the American Association of Retired

People (AARP) and the rest of the world to set the pace in serving those who are in the "home stretch" of their lifespans.

Part of the problem is our own fear that the end is drawing near. In the words of Horace Deets, executive director of AARP, "It is understandable that the generation of baby boomers, who had such a difficult time passing 30, thinks that the end is near when they turn 50. But the truth is, turning 50 no longer has the same significance in the life cycle it once did. In fact, as a friend of mine recently said, 'Half a

century ain't as old as it used to be.'"

Don Hawkins is co-host of the *Back to the Bible* radio program, which is heard on more than 600 stations worldwide. He also hosts the new live call-in ministry *Confident Living* and the live nationwide call-in program *Life Perspectives*. He may be reached by telephone at 402-464-7200, via fax at 402-464-7050, or through e-mail at donh@backtothebible.org.

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Rebuilding
Morality
Into A
Crumbling
Society

by Don S. Otis

I was driving down a crowded Los Angeles freeway several years ago listening to one of my favorite radio talk shows. The panel discussion intrigued me. The host asked, "What is evil?" One panelist was a holocaust survivor from Aushwitz and thought he knew the answer. The others each thought they knew too. They each agreed that Hitler was evil. After that the discussion broke down. I soon came to realize that our moral arguments are only as solid as the belief system upon which they are built. The three examples below are indicative of the kind of thinking we are up against.

Michelle White is a 26-year-old stripper at the Deja Vu Club in Spokane, Wash. Before her shift, White and some other strippers meet for a Bible study. The mother of a one-year-old son, she says "I won't have anybody telling my son that what his mommy does is wrong . . . Jesus loves me."

Thirty-seven-year-old Lisa Schiffren is a political speech writer. She became famous for her Murphy Brown speech. Former vice president Dan Quayle took heat for criticizing the television character for bearing a child out-of-wedlock. Today, Schiffren says, "I wish I could say that premarital sex was morally wrong. Sometimes I think it's OK."

Phil Jackson is the superstar coach of the Chicago Bulls basketball team. He was raised by a Pentecostal preacher but now calls himself a "Zen-Christian." The Bulls' practices include meditation and the reciting of a modern day reinterpretation of the Ten Commandments.

Moral Climate

The moral climate in our society can best be described as chaotic. There is an insidious twisting of truth that harkens back to the days of Noah. The good news is that as broadcasters and as individuals we can do something about it. There is hope. This hope, however, must be firmly rooted in strategies that will allow biblical concepts of right and wrong to re-emerge in today's marketplace of ideas.

If recent studies, books, and discussions are accurate barometers, many



Americans recognize a need for moral rearmament. It is my hope that Christian broadcasters will be there to show the sensibility of biblical morality.

In a *Newsweek* survey, parents of toddlers were asked what their most important goal was as a parent. At the top of the list, nearly 50 percent said, "Making sure he/she grows up to be a moral person." As recent examples show us, however, morality is an ambiguous, if not forgotten concept. The question becomes, "Whose morality are we talking about?" Or, with our opening example, "What is evil?"

It is in this condition of moral obscurity that religious broadcasters must address the blurring of right and wrong. I wish I could say this is just a secular problem. It isn't. Christians are affected by the same ideological forces and temptations that turn moral absolutes into excuse-making, rationalization, or justification for bad behavior.

Columnist John Leo of *U.S. News & World Report* reinforced the absurdity of moral denial in his column titled, "Thou Shalt Not Condemn." He said the new commandments include such platitudes as "Do your best" and "Keep your promises." Leo is quick to point out that Hitler lived up to both.

This restructuring of absolutes is designed to take the edge off the negative commands God gave Moses at Mount Sinai. If we can just make a few adjustments, they will be more palatable. It is a bit like telling a skydiver, "Ordinarily, it is a good idea to wear a parachute before jumping out of a plane at 10,000 feet!"

We have become a society repelled by absolutes of any kind. A declaration of transcendent morality is dismissed as antiquated and uninformed. After all, who wants their life controlled by rules passed down from a wandering tribe of nomads? Today, the only thing that is absolute is that intolerance will not be tolerated.

There may be no better example of this twisted logic than proponents of gay rights. It is perfectly possible, and certainly reasonable, to reject homosexual behavior as sin and to love those enmeshed in this destructive lifestyle. If God is both just and loving, why can't His followers be? To do so, however, in today's climate is to be homophobic.

In our desire for cultural relevancy, we can

**We cannot and will not
be able to make a
spiritually tangible difference
in our community if our values
are in word but not in deed.**

so easily jettison the godly values that define us, to succumb to the convoluted semantics of an unrepentant culture. Conversely, dispensing biblical morality from a platform of religious pride alienates those who desperately need the life-changing message of the Gospel. Both strategies are a dead end. We cannot opt for a philosophy of moral entrenchment lest we neglect becoming a light set on a hill within our communities.

Broadcaster and author Ravi Zacharias says, "Retreating from the world, many Christians seek cover inside their church buildings wagging their fingers at the 'secular ownership' of the social landscape and receiving petty satisfaction in saying, 'This little part belongs to us.'"

An Unenlightened Tradition

Morality has become ever-changing and self-directed. It is rooted in sensuality, or what feels best at any given moment. Increasingly we see a generation of individuals whose behavior is driven by impulses. There is no commonly accepted moral benchmark. The fences of restraint move in and out like the sand on a shifting seashore.

In the words of a 40-year-old woman from Manhattan, "The institution of marriage is sacred, but humans do things that are not. I am a spiritual person and one of faith and it's not easy to just say, 'Thou shalt not.' As you get older, you understand there are gray areas."

This less condemning attitude toward inappropriate behavior is a so-called sign of "moral realism" of the 1990s. It is, in reality, both reductionistic and suicidal.

The overriding question for those of us involved in the broadcast industry is, "how do we reinforce biblical truth in a thoughtful, articulate, and godly manner?" This is an increasingly difficult task. And it is one to which few broadcasters give serious thought. Many of us acknowledge that most of our audiences are bombarded by secular world views. How then, can we strategically counteract these influences? The following ideas may help you develop either a personal or a corporate policy designed to fortify biblical values.

Rebuilding Fences

Former Supreme Court nominee and author Robert Bork says, "As behavior worsens, the community adjusts its standards so conduct once thought reprehensible is no longer deemed so." If we are to rebuild moral fences, we must, of course, begin with ourselves. However, one of the keys, as Bork points out, is to maintain the moral standards personally and corporately.



It should come as no surprise that what we believe makes a difference in how we behave. And at the very core of our belief system is how we define truth. We cannot and will not be able to make a spiritually tangible difference in our community if our values are in word but not in deed. Perhaps this is one reason I cringe at the Christian bumper sticker which reads, "Christians aren't perfect, just forgiven." This communicates a message that says, "Do as I say not as I do." Unbelievers are not attracted to this message in the least.

Here are guidelines to keep in mind while communicating moral absolutes to both Christians and non-Christians.

1. Model God's Word by first applying it to ourselves. On a corporate level, don't just talk about rights and wrongs from a Christian perspective, get out and model them into your community.

2. Express, in concrete terms, that biblical morality makes sense and is for our good as individuals or as a community.

3. Show how biblical mandates make sense in everyday life.

4. Place biblical concepts of right and wrong alongside Postmodern ideas based upon subjective morality. For example, translate moral laws into examples that show God's value for life, marriage, or property.

5. Maintain biblical reality without compromise. This should be done with humility and love while rejecting notions of moral compromise.

6. Reject and uncover new definitions or labels created by people or groups who are indifferent to biblical values.

Making Moral Decisions When Absolutes Are Hard to Find

There are many definitions of integrity but the one I believe comes closest to hitting the mark can be summed up in a single question: "Have I done what I said I would do?" In other words, can I be trusted?

Christian broadcasters are faced with moral dilemmas that test their integrity. Unfortunately, the answers for handling these difficult situations are not always clear-cut. Here are some guidelines for making solid moral decisions when the answers fit into the gray area.

- Is it legal?
- Will it hurt me or others?
- If I don't act, will others be hurt?
- Could it be a stumbling block to other Christians?
- Could it hurt the cause of Christ?
- Have I consulted with other godly Christians about my decision?
- Do I feel compelled to explain my decision to others?

— DSO

**In our desire for
cultural relevancy,
we can so easily jettison
the godly values that
define us, to succumb
to the convoluted semantics
of an unrepentant culture.**

7. Reinforce the transcendent nature of God's Word. Provide examples of why moral rules cross lines of gender, ethnicity, culture, or age.

As people working within the Christian broadcast community, the degree to which we will be influential is directly related to our personal commitment to biblical truth. This means we must mirror the Gospel to those who have little or no grounding in moral truth. It also entails becoming more than mere purveyors of the truth.

As writer Floyd McClung says it so well, "The greatest dan-

ger we face in America is not that people don't believe in God, but that they believe in God without allowing Him to rule their everyday affairs."

Don S. Otis is the president of Creative Resources, Inc., a Christian consulting and public relations firm in Sandpoint, Idaho. He is author of *Trickle-Down Morality: Returning to Truth in a World of Compromise* (Chosen Books, 1998). He may be reached by telephone at 208-263-8055, via fax at 208-263-9055, or through e-mail at emresource@aol.com.

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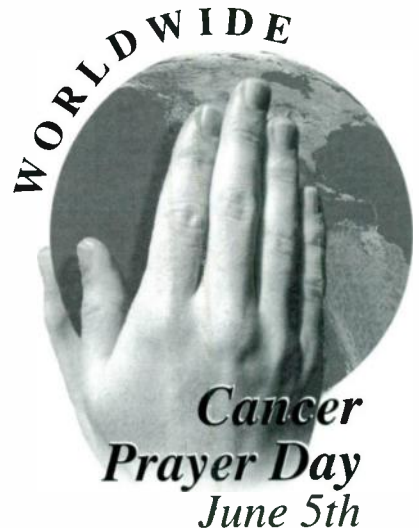


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WORLDWIDE *Cancer Prayer Day*

Help Us Spread The Word
June 5th 1998

will be the *Worldwide Cancer Prayer Day*. Dr. Robert Schuller (Crystal Cathedral Ministries), with Pastors, Oncologists and Cancer Patients from around the world, will gather in prayer for the millions of people affected by this plague.



Zachary Forester, age 12, has been fighting cancer for five years. He and the 10 million other Cancer patients worldwide need your prayers.

Will you please pray for me?

PRAY

- * Host a Cancer Prayer Day event at your church or place of meeting. Invite local Cancer patients to be prayed for, and share the gospel with them.
- * Get the people in your circle of influence involved.
- * Advise the media. Newspapers, television and radio stations will want to cover this worthy cause.
- * Persuade politicians and celebrities to proclaim June 5th the Worldwide Cancer Prayer Day.

SHARE

- * Donate television and radio time to cover the main event at the Oasis of Hope with Dr. Robert Schuller. The program will be up on the Family Net Satellite network. Your station can bring down the signal and air it on June 5, 1998.
- * Make a tax deductible contribution to the Cancer Aid and Research Fund. The donation will finance the satellite, printing, fax, phone and internet time it will take to promote the Cancer Prayer Day.

SUPPORT

- * Your powerful prayer will do more for patients than any medication ever will.
- * San Francisco State University Hospital and Harvard have published studies confirming that patients who are prayed for recover better and require less medication.
- * Jesus said that when two or more are in agreement and ask in His name, their prayer will be answered. Pray out loud and name the person. Visualize the person well. Lay your hands on the person and give thanks to God for the healing.
- * Pray for God to prevent Cancer from occurring in your family, church and community.

FOR MORE INFORMATION:

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- * Call 1-888-700-1850 *ask for Alex Phillips ext.561*
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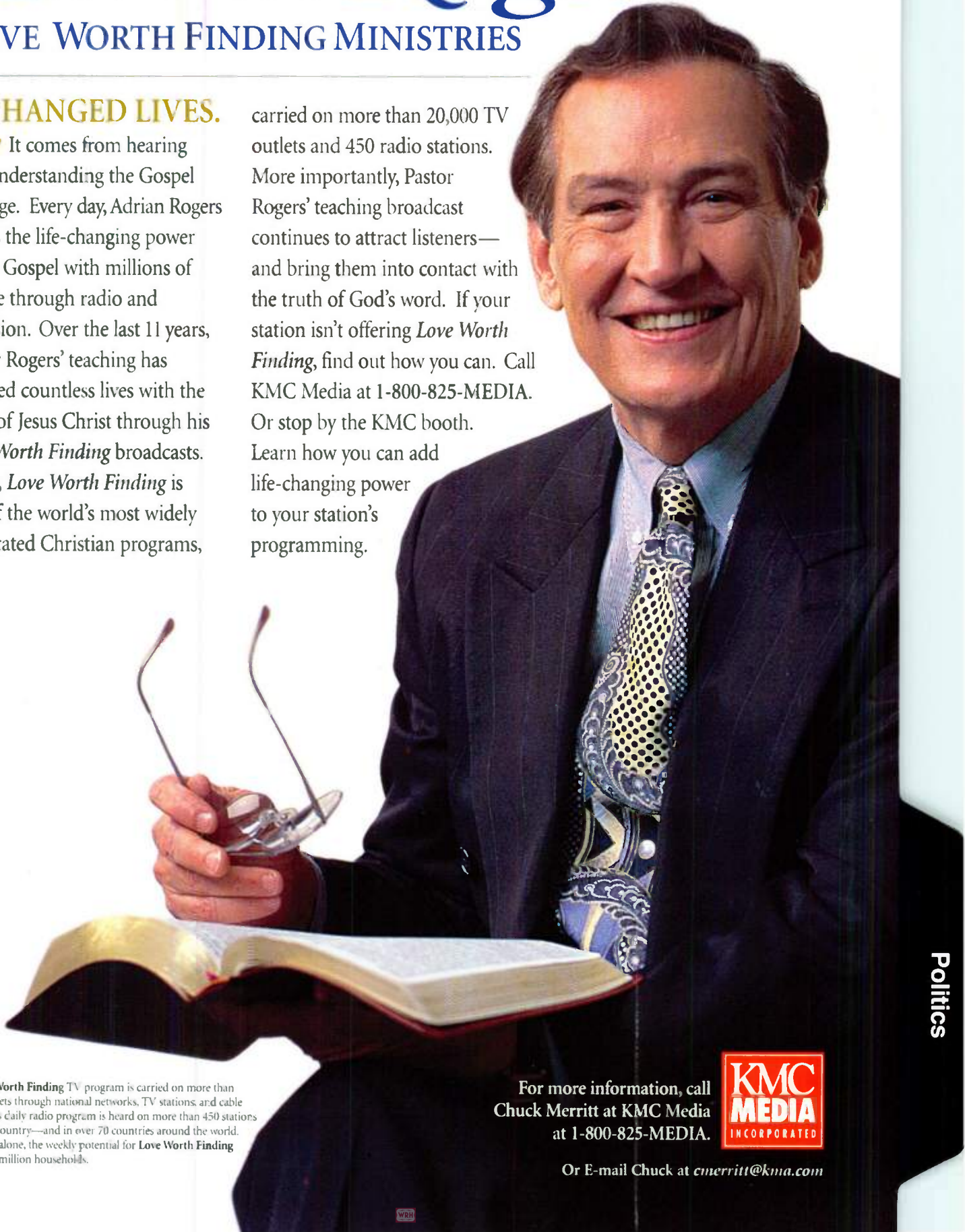
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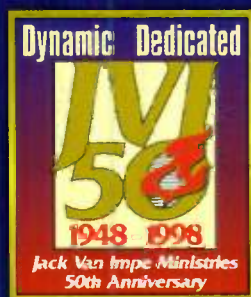
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The Heart & Soul of America



What's Next for Telecom Deregulation?

by Adam D. Thierer

"A year-and-a-half after the president signed a law that replaced a hundred years of monopoly in communications with a commitment to competition, we should ask: is it working? Will Congress and the president see their intentions come true?"

— Reed Hundt, former FCC chairman

In a recent speech at the American Enterprise Institute, outgoing FCC chairman Reed Hundt echoed the concerns of countless policymakers when he asked, "is [the Telecommunications Act of 1996] working?" Policymakers are wondering whether their laborious two-year struggle to deregulate the communications industry will prove to have been worth the effort. Many on Capitol Hill realize that the Telecom Act has not lived up to expectations and, on many counts, has been a failure.

The intent of the Telecom Act was to bring competition into a traditionally non-competitive, monopolistic industry by replacing regulatory mandates with free-market policies. In reality, however, it has not fulfilled these goals. As Robert W. Crandall, senior fellow in Economic Studies at the Brookings Institution, has explained, the Telecom Act "continues and extends a regulatory framework that is a proven failure."

Not only has Crandall offered harsh criticism of the Act, but

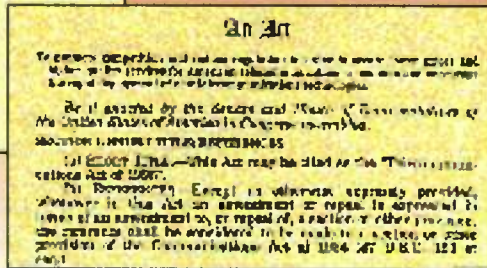
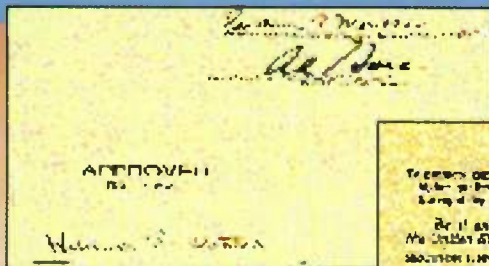
he also has proposed its reconsideration, arguing that "not only has the Act extended the shared regulatory authority of the FCC and the states, allowing both sets of regulators to continue their regulatory distortions of telephone rates, but the Act has also prescribed a major extension of regulation."

As Harvard Law School constitutional law scholar Laurence H. Tribe stated recently in *The Wall Street Journal*, "The only point on which all parties agree is that the law isn't working as intended, and that American consumers are still waiting for free and healthy competition in communications services."

A FRESH APPROACH

That the chairman of the FCC should ask whether the Telecom Act of 1996 is working while, at the same time, his agency helped cause many of the problems that developed after the Act was passed is not without irony. At nearly every turn, the FCC sought to expand its authority over the telecom industry rather than allow

The sweeping prohibition of regulatory activity in the IPA clearly is the most market-oriented telecom policy advanced by Congress in recent years, but it can and should be made even stronger.



Federal Communications Commission

market players and industry consumers to make their own decisions.

The FCC, as an aide to Telecommunications Subcommittee chairman Rep. W.J. "Billy" Tauzin (R-La.) recently remarked, "in recent years has tried to become a Department of Justice, an EEOC (Equal Employment Opportunity Commission), a tax collecting agency, a Department of Education, and right on down the line."

As noted by Thomas J. Duesterberg and Kenneth Gordon of the Hudson Institute in their new book, *Competition and Deregulation in Telecommunications: The Case for a New Paradigm*, "The early evidence is that the FCC would prefer to manage the transition to a competitive landscape rather than achieve its goals simply by relying on market mechanisms and removal of legal and economic barriers to entry."

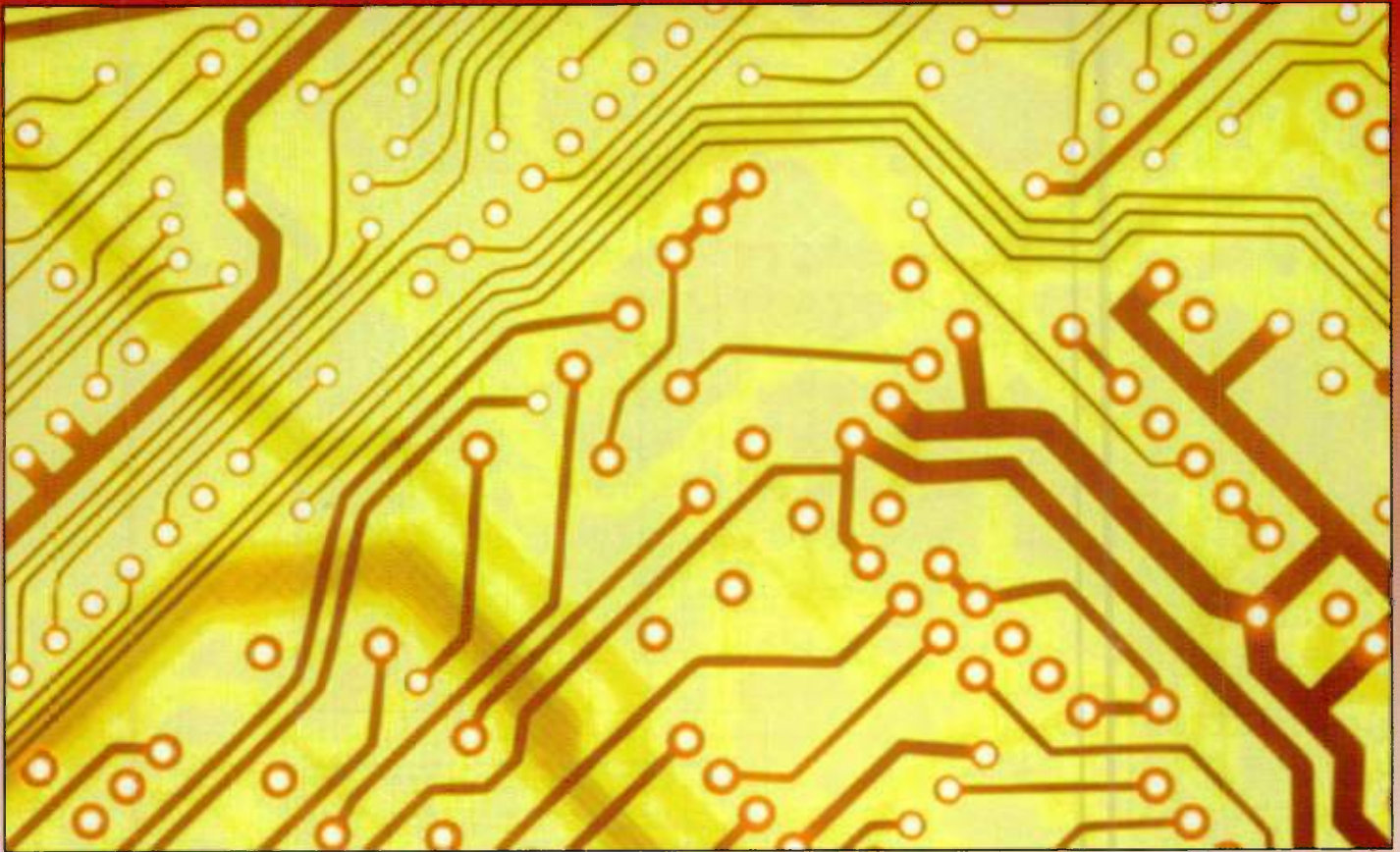
Yet, despite such criticism of the FCC, the real fault for the failings of the Telecom Act lies with Congress. The 104th Congress did not just give the FCC the ability to impose a remarkable number of new rules on the industry; it also failed to prevent the FCC

from using rules already on the books to continue to harm the deregulatory cause.

In a sense, the 1996 Act allowed the FCC to make an unprecedented power grab and agency bureaucrats to impose their own version of industrial policy on an already overregulated sector.

As a result of shortcomings in the Telecom Act, the increases in service rivalry and customer choice that Congress and the president expected have not developed. Worse still, many industry observers and officials now openly fear that the reach of the Telecom Act's failed regulatory apparatus will spread to newer and more competitive factions of the communications sector, such as the Internet and interactive computer services industry.

Not surprisingly, many policymakers and regulators like Hundt have proposed strengthening FCC authority to deal with these problems rather than relying on real deregulation and consumer choice. In other words, in typical Washington style, one bad law could very well beget many additional bad laws which would



make the predicament even worse.

Cato Institute senior fellow Lawrence Gasman aptly summarizes the current situation: "As has happened so many times in the history of telecommunications, industry is being shaped in Washington and not in the marketplace." *Washington Post* columnist Robert J. Samuelson concurs, noting that "Washington trumpets phone deregulation, but it's still regulating merrily away."

The answer to Hundt's question "Is it working?" must be a resounding no.

THE IPA'S NEW MODEL

The explosive growth of the Internet and the interactive computer services industry has been rapid and unprecedented. It also has not gone unnoticed by Congress. As the Internet's popularity has grown in the media, in academia, and among Americans generally,

members of Congress have introduced a succession of bills to deal with issues surrounding its use, including Internet taxation policy, copyright protection, content controls, encryption policy, gambling, and privacy concerns.

The Internet Protection Act (IPA) introduced by Reps. Tauzin and Richard A. White (R-Wash.) would establish a legal firewall between the new interactive computer services technologies and all other telecom technologies which have been heavily regulated in the past. Under H.R. 2372, public officials would have no authority to regulate the rates, facilities, or service standards of either the Internet or companies in the interactive computer industry.

In this sense, introduction of the IPA represents an admission by federal policymakers that the old regulatory model, created

under the auspices of the Communications Act of 1934 and extended in the Telecom Act of 1996, is an ineffective and potentially destructive way to regulate dynamic technologies like the Internet.

Donald McClellan Jr., senior fellow for Communications Legal Policy Issues at the Progress and Freedom Foundation, appropriately labels the IPA "a containment policy for protecting the Internet from regulation."

Such a firewall is essential; it would be disastrous if the confusing and convoluted regulatory apparatus currently governing other sectors of the industry broadened its reach to encompass an increasing number of Internet services and technologies. An important new study by the MCI Communications Corporation acknowledges that this would be the case.

Furthermore, the Clinton administration recently released a surprisingly free-market-oriented document, *The Framework for*

Improving the Internet Protection Act

The sweeping prohibition of regulatory activity in the IPA clearly is the most market-oriented telecom policy advanced by Congress in recent years, but it can and should be made even stronger. To strengthen the impact of the IPA, Congress should consider three minor modifications:

1. Exempt the Internet from the FCC's universal service proposals.
2. Narrowly define encryption regulation.
3. Reverse the burden of proof.

If these specific weaknesses were resolved, the IPA could serve as an effective shield against intrusive and unneeded federal regulatory micromanagement of the Internet and interactive services.

— ADT

Yet, despite such criticism of the FCC, the real fault for the failings of the Telecom Act lies with Congress.

Global Electronic Commerce, which argues for a "predictable, minimalist, consistent, and simple legal environment for [electronic] commerce." As the administration document correctly notes, "Existing laws that may hinder electronic commerce should be reviewed and revised or eliminated to reflect the needs of the new electronic age."

During the press conference announcing the release of the *Framework*, President Clinton argued that the Internet "should be a global free-trade zone" with minimal regulations and no new discriminatory taxes. It should be a place where government makes every effort first "not to stand in the way — to do no harm." The IPA would facilitate the development of such a "global free-trade zone" for the Internet by providing such a "minimalist, consistent, and simple legal environment."

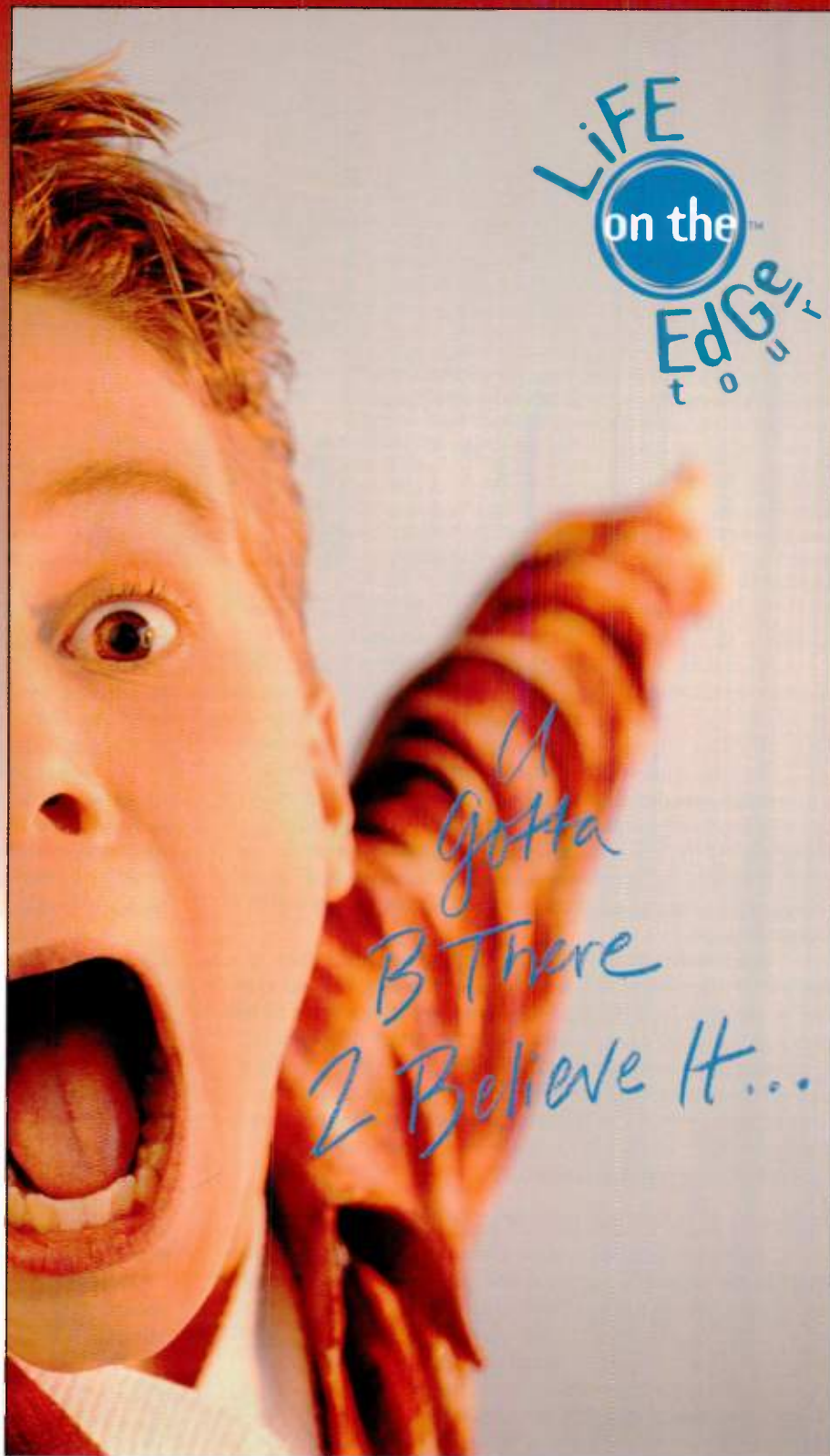
BENEFITS OF BROADENING IPA

The policies embodied in the Internet Protection Act could benefit all communications technologies. Congress would be wise to consider that broadening the Act's application could revolutionize how the American telecom industry operates.

The three improvements outlined in the box at left would strengthen prohibitions against micromanagement, but Congress also should explore ways to broaden the IPA's scope to include related industry sectors that remain trapped under the old regulatory regime.

If Congress fails to do this, some of the older, more heavily regulated companies — such as those involved in wireline telephony, cellular telecom, cable, and broadcasting — at the very least might claim that Congress is targeting the Internet and interactive technologies for special treatment under the IPA.

Conceivably, traditional telecom sectors might demand that any new industry segments and technologies be subjected to the same failed regulatory apparatus under



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which they themselves have been trapped for the past six decades. There are at least two important reasons why this would be a mistake.

First, adopting the IPA would serve the old sectors as well as the new interactive service sectors. It would allow the older firms to deploy the new broadband services and technologies which would be exempt from traditional types of price and service regulation.

Second, adopting the IPA could open the door for broader, industry-wide regulatory forbearance and deregulation.

Therefore, instead of opposing the IPA, the well-established and overregulated companies should encourage Congress to expand its policies and grant all telecom companies the same freedoms it currently offers, or proposes to offer, Internet providers and users.

By successfully incorporating older technologies, services, and companies under the IPAs umbrella of regulatory protection in this manner, Congress would establish a policy that upholds the importance of the telecom sector to the future of America. In effect, it would send out the message that a "most favored" status should apply to important sectors of the U.S. economy as well as to foreign nations.

Policies that work well within the international system of commerce will work as well for U.S. telecom policy. Placing everyone on the same level playing field should be at the heart of all telecom policy to ensure nondiscriminatory regulatory treatment of competing providers and technologies. If a carrier seeks to offer a new service, it should be regulated no more stringently than its least regulated competitor. Such an approach would ensure that regulatory parity exists within the telecom market as the lines between existing technologies blur.

REFORM: A 14-POINT CHECKLIST

Regardless of whether it broadens the IPAs forbearance language in this manner, Congress should seek to eliminate many of the specific statutes and regulations currently on the books.

The Telecom Act of 1996 includes a much-heralded "14-Point Checklist" of interconnection and open-access requirements to foster competition, but the following 14 reforms would do much more to usher in the age of competition for all segments of the communications industry.

These 14 fundamental reforms do not include all those that are needed, but they do represent the minimum that is required if policymakers hope to complete the efforts begun during the 104th Congress to deregulate the telecom industry.

To improve and safeguard the telecom industry, Congress should:

1. Require expanded regulatory forbearance and complete merger and acquisition freedom.



The forbearance language in H.R. 2372 could be strengthened and broadened to apply to both existing and potential technologies and all businesses that develop over time. However, it may be necessary for Congress to take additional steps to promote regulatory forbearance at the FCC, because the agency undoubtedly will be reluctant to grant such freedoms without a fight.

Until various regulations and statutes can be eliminated, Congress should demand that certain classes of advanced telecom services remain free of regulation: facsimile, voice mail, Caller ID, data services, video/Internet/cellular telephony, new broadcast services, cable television rates/services, DBS television rates/services, or computer-based/interactive services.

And the FCC should allow complete merger and acquisition freedom.

2. Initiate comprehensive reform of the FCC. Although many scholars have argued for a plan to dismantle the FCC completely during the next few years, it is politically unlikely that Congress will be able to do so. However, this does not mean that comprehensive reform should not be undertaken.

Legislators should not shy away from using the appropriations process to defund the FCC: the agency should not be given additional resources with which to do still more harm. Congress could seek, for example, a 10 to 20 percent reduction in funding for each of the next three to five years to reduce the FCC's size and power.

3. Sunset all interconnection and open-access provisions according to a strict timetable and constrain their short-term effects.

**In typical Washington style,
one bad law could very well beget
many additional bad laws which would
make the predicament even worse.**

4. End telecom "welfare as we know it." The most disastrous sections of the Telecom Act of 1996 dealt with the expansion of the federal telecom welfare state. Not only did policymakers fail either to eliminate or to effect radical reform in universal service subsidization mechanisms, but Congress also gave the FCC *more* power that it could use to wreak havoc in the telecom market in the name of social justice.

5. Allow complete pricing freedom and reject calls for price controls. If the telecom market is ever to be truly unencumbered by meddlesome regulation, all price controls on various services will need to be eliminated. This is especially desirable with respect to wireline rural communications services, the prices of which have been kept low for decades at the expense of artificially high urban and business rates.

Competitive rivalry will bring down all prices over time, but such competition will never develop if rate regulation and cross-subsidization are allowed to continue. In addition, as the IPA wisely provides, any efforts to regulate the price of new and emerging communications technologies should be prohibited.

6. Disallow FCC standard-setting authority. Whether it concerns standards for high-definition television, set-top boxes, cellular communications, satellite transmissions, the Internet, or any other communications industry technology, policymakers should take a firm stand against regulatory efforts that are aimed at boxing this dynamic industry into a single standard.

The IPA takes such a strong stand against standard-setting for the Internet and interactive technologies, but there is no reason why this prohibition should not be broadened to cover the entire industry.

7. Prohibit Internet taxation.

8. Protect the Internet from regulation.

9. Allow spectrum flexibility and move toward spectrum property rights. It is essential that policymakers create a truly free market for wireless spectrum use by freeing the electromagnetic radio spectrum from seven decades of regulatory constraint. To do so, they must first allow absolute spectrum flexibility so that owners of spectrum licenses for any type of wireless service (such as cellular, broadcast, or satellite licenses) can use that spectrum for whatever purpose the market demands. Currently, spectrum licenses require that the spectrum be used only for the singular purposes outlined on the license itself.

Simultaneously, all incumbent holders of spectrum should be granted irrevocable perpetual property rights in their wireless holdings. Like all other property, spectrum property could be used for whatever purposes the owner sees fit, subject to common law standards governing trespass and interference. More important, the FCC should be directed to auction off all competing claims for unused spectrum.

To encourage the government to disgorge as much of its current spectrum as possible, federal agencies would be given a certain percentage of the revenues from the sale of their spectrum. This would ensure an incentive for government spectrum users voluntarily to place some of their vast spectrum holdings on the auction block so that those holdings could be used more efficiently.

This plan, advanced originally in a study by the Progress and Freedom Foundation, would guarantee more efficient deployment and use of wireless communications technologies.

10. Eliminate remaining broadcast media ownership restrictions. All remaining rules and restrictions governing the

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ownership structure or constitution of broadcast media enterprises should be abolished. There is no justification for the centralized planning of the media market, and as print and electronic media sources continue to converge, it will be more difficult to do so. Any market power concerns that arise should be dealt with under the antitrust laws, as they would be in any other industry.

11. Eliminate foreign protectionist rules.

Rules that restrict foreign ownership of U.S. telecom companies hurt only the American consumer. Since 1934, Section 310(b) of the Communications Act has kept foreign entities from owning more than 20 percent of the shares of a company holding a radio license or more than 25 percent of the shares of a company holding a common carrier telephone license.

It makes little sense to continue such xenophobic and protectionist restrictions on foreign ownership of U.S. firms in light of the great diversity of media and communications outlets that exists today. Countries such as the United Kingdom and New Zealand have liberalized their telecom markets and now enjoy the benefits of increased capital investment and entrepreneurial competition.

Although the United States recently negotiated a landmark agreement to open global telecom markets to free trade with fellow members of the World Trade Organization (WTO), Congress still must eliminate long-standing protectionist rules if the WTO agreement is to have its intended effect.

Unconditionally opening the U.S. telecom sector to foreign investment and competition will lower prices, produce more innovative products, and create new jobs.

12. Eliminate all "public interest" requirements.

Licensed holders of broadcast spectrum currently are required to meet a series of conditions which supposedly assure that the "public interest" is being served. For example, under the Children's Television Act of 1990 and subsequent regulations, the FCC can demand that private broadcasters air a certain number of hours of "children's programming" as a condition of license renewal.

Not only is this another unnecessary regulatory intrusion into the market, but such requirements also are contrary to the First Amendment because they demand that private-sector parties air certain types of speech. Moreover, the "public interest" is whatever the public, or consumers, say it is — *not* what regulators think it is or tell the public it should be. Such requirements should be repealed immediately.

13. Guarantee First Amendment parity for all media. All media, whether print or electronic, should be accorded similar First Amendment protection under the law. It makes little sense to regulate an on-line service provider of news differently than a daily newspaper.

The existing double standard provides print media with sweeping First Amendment freedoms but grants electronic media lesser protection. As print and electronic technologies converge, it

Reform's 14-Point Checklist

1. Require expanded regulatory forbearance and complete merger and acquisition freedom.
2. Initiate comprehensive reform of the FCC.
3. Sunset all interconnection and open-access provisions according to a strict timetable and constrain their short-term effects.
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8. Protect the Internet from regulation.
9. Allow spectrum flexibility and move toward spectrum property rights.
10. Eliminate remaining broadcast media ownership restrictions.
11. Eliminate foreign protectionist rules.
12. Eliminate all "public interest" requirements.
13. Guarantee First Amendment parity for all media.
14. Prohibit government-mandated encryption standards and controls.

— ADT

will become difficult, if not impossible, to regulate them under different standards.

Policymakers should recognize the importance of placing all technologies on equal regulatory footing by reaffirming First Amendment protections.

14. Prohibit government-mandated encryption standards and controls.

CONCLUSION

Although the passage of the Telecom Act of 1996 was heralded as a watershed moment in the history of the American communications industry, the Act has not lived up to its billing. While it gave companies some important freedom from unnecessary rules and mandates, it hardly has represented an unapologetic embrace of free markets and deregulation.

The authors of the Telecom Act placed their trust in the wisdom of central planners rather than in the spontaneity of an evolving decentralized market. Too many decisions were left to the discretion of regulators and not enough to private companies and consumers. The result has been an endless series of legal squabbles in the courts — and even within the FCC — that have placed the process of telecom deregulation on hold.

However, the introduction of the IPA represents a truly historic opportunity to correct or (more appropriately) to eliminate the deficiencies of the current regulatory regime. It offers a model for how all segments of the communications industry, not just the Internet, should be treated by the federal government. By expanding on the framework established in the IPA and adopting the many necessary reforms that were not incorporated in the Telecom Act of 1996, Congress could erase six decades of centralized regulatory planning and set the industry on the path to telecom freedom.

Adam D. Thierer is the Alex C. Walker Fellow in Economic Policy. Source: Backgrounder #1145 by The Heritage Foundation. Reprinted with permission.

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Ten Steps Rebuild



1. Make family the number one priority in our lives.

No society has ever survived that lost its families. American cannot rebuild without a major focus being devoted to strengthening the family base. This will require giving quality and quantity time to spouses and children and making a concerted regular effort to teach morals and values in our homes.

2. Live moral and ethical absolutes and require public policy that reflects them. Times change, but moral and ethical absolutes do not, as the histories of so many fallen nations reveal. We must learn from their prideful attempts at changing eternal truths. We cannot continue with the directions of "whatever feels good, do it," or it will destroy this nation. As John Adams declared, "Our Constitution was made only for a moral and religious people. It is wholly inadequate to the government of any other." Moral decay, in the name of tolerance and freedom, will only bring about our demise.

3. Desire liberty and true freedom. If we are to rebuild America, we must change the direction of our current course of seeking for more and more government programs to take care of us. Security breeds complacency and mediocrity.

Steps to Save America

Liberty, though it brings with it the risk of failure, is the door to success and greatness. Beyond those individuals who physically or mentally have been left in a dependent state, security should become a state of mind rather than a condition of state, and dependence should be a momentary rest area for those who have experienced disaster or hardships requiring them to regroup. The entitlements we should seek are opportunities to exercise our rights to life, liberty, and the pursuit of happiness.

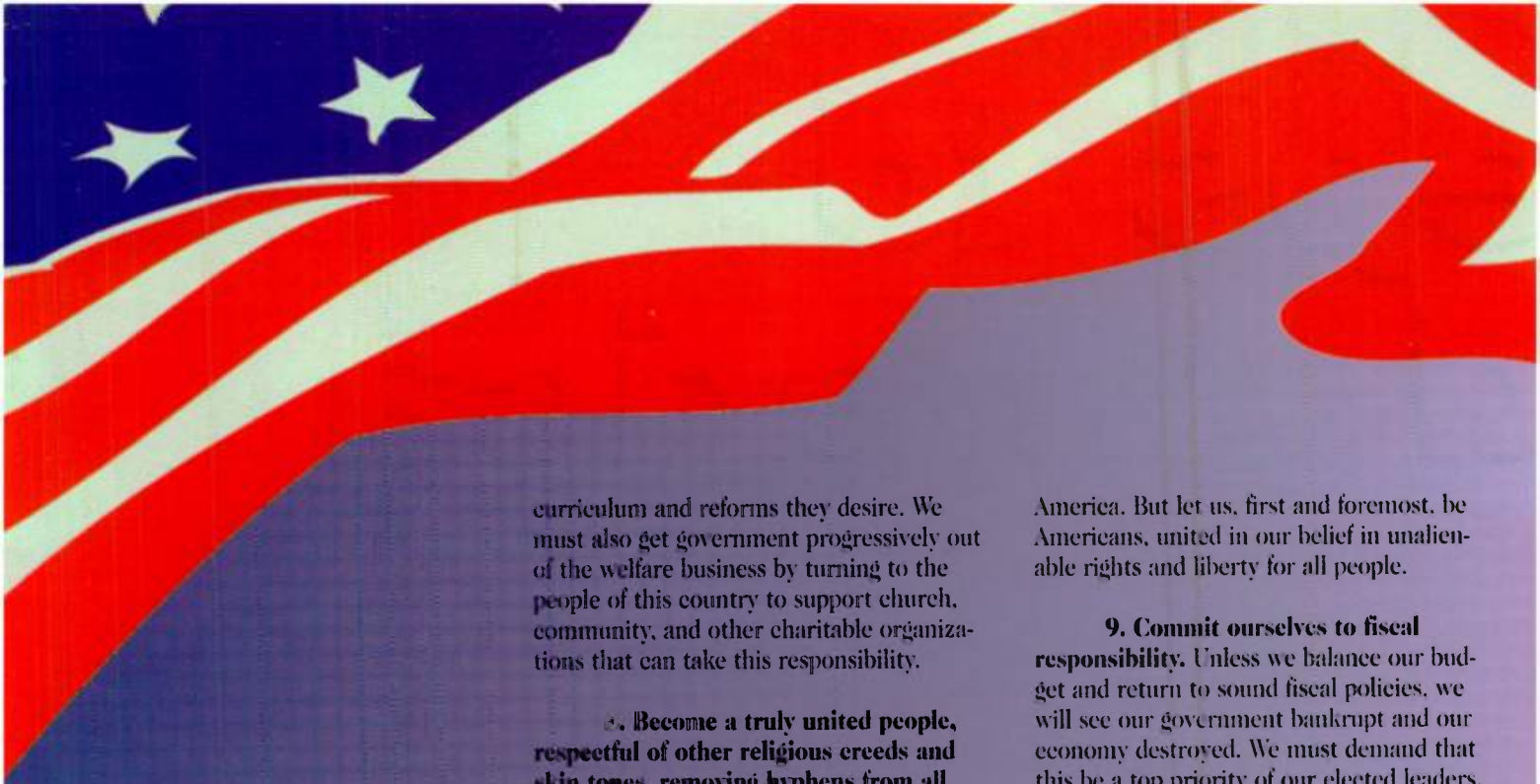
4. Bring God back into America. Whatever happened to "In God we trust?" We cannot allow God to remain a stranger in our society or we will lose His blessing. We are a nation which was founded on Christian beliefs from which we must not turn our back, but should proudly accept. We should embrace our heritage, yet emphatically protect the right of all who come within our border to worship how, whom, or what they may. In our efforts to safeguard the individual's First Amendment rights, we must remember that the original intent of "separation of Church and State," as mentioned by Thomas Jefferson, was to keep the State out of the Church, not God out of our society.

5. Return to the Constitution as our Founding Fathers intended and require that our laws conform to it. We must get government out of people's lives in areas they were never intended to be. Let us not become so arrogant and proud that we begin to believe we have a greater understanding of the Constitution than the Founding Fathers or the Supreme Courts of the first 150-plus years. We need to elect and support the appointment of honorable judges who will support the original intent of the Constitution, who believe in the time-proven values of "God, family, and country," and who will not seek to implement their own personal agendas from the bench. We

should also seek legislation requiring Congress to show from where they have derived authority in the Constitution to enact each law before it can be passed.

6. Root out selfishness, incorporating a sincere habit of caring for others and applying "The Golden Rule" in our decisions concerning government, law, and our personal relationships. By intently looking out for the good of others and not always seeking self-gratification, we could solve a multitude of social, economic, and government problems that exist in our society today. The Golden Rule of "do unto others as you would have them do unto you" is a yardstick by which we can also measure the justice of a law and whether it protects the inalienable rights granted by God to each individual. None of us would want to lose our own freedoms, but we often, under the guise of government, pass laws that force others to do things we would not want required of ourselves. It is easy to fall into the trap of arrogantly forcing others to do what we consider best for them, when God granted them the agency to choose for themselves. Thus, recognizing the need for laws to be enacted to establish a tranquil society, it is critical that the public policy we develop safeguards that agency.

7. Reform our education and welfare systems, delivering them back to the people. We must stop looking to the government for the answers to our educational system woes; we cannot continue seeking federal welfare programs to take care of us. History has shown that the most effective government is the one closest to the people. Thus, let us allow families on the local levels to have the primary input on the directions of their school



curriculum and reforms they desire. We must also get government progressively out of the welfare business by turning to the people of this country to support church, community, and other charitable organizations that can take this responsibility.

8. **Become a truly united people, respectful of other religious creeds and skin tones, removing hyphens from all Americans.** An ever increasing number of groups in this country are feeling a need to be hyphenated as Americans (African-Americans, Native-Americans, etc.). Our individual heritages are deeply important and provide much of the flair and flavor of

America. But let us, first and foremost, be Americans, united in our belief in unalienable rights and liberty for all people.

9. **Commit ourselves to fiscal responsibility.** Unless we balance our budget and return to sound fiscal policies, we will see our government bankrupt and our economy destroyed. We must demand that this be a top priority of our elected leaders. Thomas Jefferson warned, "We must make our choice between economy and liberty, or profusion and servitude. If we can prevent the government from wasting the labors of the people under the pretense of caring for them, they will be happy." Without these restraints, there will be no future for our children in America. As we demand our government practice financial self-discipline and denial, we must require it of ourselves. We are rapidly sinking into greater personal debt in our race for materialism. Not only is it economically unsound to do so, but financial stress is a leading reason for divorce and the destruction of families.

10. **Take ownership of helping to rebuild America.** Stop blaming the government and others and become a part of the solution. The majority of Americans want what is right, yet they have become a silent majority in most cases. We can no longer afford to allow the vocal minority to determine the direction our society. If we do so, we deserve what we get. It is time to make a stand for that in which we believe. If we do not, America, too, shall fall.

Source: American Family Institute.

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by Mary Whelchel

The president of a midsize company was fed up with the cost of miscommunication within his company. "We're wasting time and money because we don't know how to communicate," he told his management team. "Beginning immediately we're starting a campaign called 'Say It Back to Me.' I want big banners made and posted all over the company. I want a memo sent to every person explaining this new campaign. I'm determined to improve our communication."

Over the next few weeks, employees began to get used to their president's new idea. In any business conversation, whether it was one-on-one, in a group meeting, or on the telephone, each employee had to conclude his statements with, "Will you please say it back to me?" The other person had to paraphrase what he or she heard that person say.

Of course no one liked it at first. It was a change, and people

don't take to change easily. But since it was the president's campaign, they realized they had little choice. So day by day everyone got more comfortable with "Say It Back to Me," which was a simple technique to make everyone aware of the importance of communicating clearly and unambiguously.

One year later, the company was able to identify a significant bottom-line, hard-dollars savings to the company because of improved communication. The reduction in errors and mistakes, plus the increased productivity because of saving the time required to fix those mistakes, was easily identifiable as a result of this simple campaign to improve communication.

"But," the president said, "we received another benefit I hadn't counted on. This improvement in communication eliminated many bad feelings between employees and greatly increased our team spirit and *esprit de corps*. That has proven to be one of the best results of our campaign to communicate more effectively."

How many times have you said, "Wow, I just didn't communicate with that person very well"? Or, "We really miscommunicated, didn't we?" I think communicating accurately and effectively is one of the best skills we can acquire — and one of the toughest, too.

It simply is not easy to communicate, and in order to do it well, we must learn the skills and work hard at improving and maintaining them in our own lives. Thrivers are good communicators and are people who work at improving all the time.

Remember that verse from 2 Corinthians 8:21, "For we are taking pains to do what is right, not only in the eyes of the Lord but also in the eyes of men." Developing good communication skills requires some "pains," but it is effort that pays off in enhanced performance, improved relationships, and reduced stress.

**Simply repeating
what we've said or heard
is probably the easiest way
to solve most
miscommunication
problems.**

Thriving

HOW WE COMMUNICATE

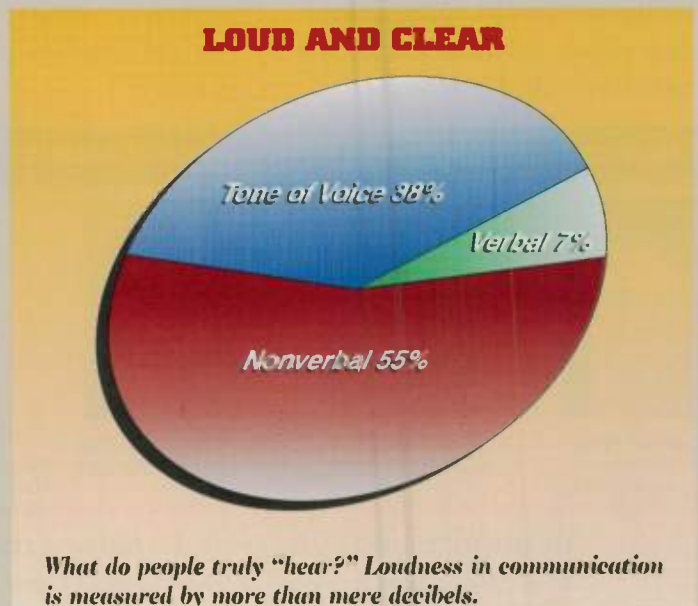
If we want to be better communicators, we need to understand the dynamics of the communication process. Generally we have three ways to send messages back and forth to each other:

1. Verbal communication — your choice of words

2. Tone of voice

3. Nonverbal communication — your body language, facial expressions, manner of dress, eye contact, posture, etc.

Interestingly, these means of communication vary in their impact. In other words, some are louder than others, as shown in the following chart.





Communication

As the chart shows, nonverbal communication is the loudest. What we see with our eyes has a stronger impression on us than what we hear, and the tone of voice is louder than the words we say.

When you first meet someone, you usually jump to strong first conclusions based on what you see. Before people open their mouths, you have them sized up.

Once they speak, your impression is further developed by their voice. No matter how nice the words may be, if they are spoken with an abrupt tone or with a lifeless voice, the words will not sound nice. People hear the tone before they hear the words.

DEVELOPING GOOD LISTENING HABITS

No discussion of communication would be complete without talking about our listening skills. Are you a good listener? The listener's quiz on page 78 will help you answer that question.

Listening is a critical skill if you and I want to truly thrive on our jobs. Think what good listening will do for you:

Good listening gives you more information, and informa-

tion is power. We never learn anything while we're talking; listening gives us an opportunity to learn something. The more information you have in any situation, the more power you have because you're dealing from strength and knowledge, not weakness and ignorance.

Good listening helps keep you out of trouble. When you listen better and longer, you're less likely to put your foot in your mouth and embarrass yourself. You just won't make a fool of yourself quite as often when you develop your listening skills.

Good listening makes the other person feel important. That person will then like you better simply because you listened to him or her. So it improves relationships. I'm sure you can think of relationships you have where you often say or think, "He (or she) never listens to me!"

Good listening helps you focus on other people rather than yourself. Anyone who is others-focused is much happier and more content than someone who is self-focused.

IDENTIFY BAD LISTENING HABITS

I believe we can improve our listening skills by a simple approach: identify your worst listening habits and set goals to change them.

A few years ago I faced the reality that I am not by nature or personality a good listener. So I identified my worst listening habits and began a program to improve. I'm absolutely certain that I'm a much better listener today than three or four years ago. I also know I haven't arrived, and there's a long way to go. But the awareness of my rough edges really helped me change.

Consider this list of typical bad listening habits and ways to improve:

1. Thinking of what you're going to say while the other person is talking. Often we are simply waiting for our turn to talk instead of listening. We have something we're anxious to say, so we're formulating our next speech in our heads when we should be listening.

This is a common bad habit for driver-type personalities and people in sales jobs; but more sales are closed with good listening skills than with good verbal skills!

Cure: Talk to yourself and remind yourself to listen. This can only be cured by increased concentration. If you want to, you can.

2. Interrupting the other person. This is an obvious bad habit that will irritate people greatly. Often we tend to interrupt others when we think they're wrong or when we get tired of waiting for them to finish.

Cure: Tell people close to you not to let you get by with this bad habit. Give them your permission to stop you when you start to interrupt them. If they will do that for you, in a few days you'll be fed up with hearing "Excuse me, you interrupted me again," and you'll start changing that bad habit.


3. Completing the other person's sentences. Similar to interrupting, this bad habit will also interfere with good communication and irritate as well.

Cure: Same as for interrupting.

4. Mind wandering. Distractions — both mental and environmental — can cause our minds to just take off in another direction and keep us from listening to what is being said. I often say that I can nod my head, have a sincere look on my face, and look you in the eye — but not hear a word you've said because of my bad habit of mind wandering.

Cure: Take notes while you're listening and eliminate dis-

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Mary Whelchel

Any effort to avoid miscommunication upfront pays off handsomely later on.

tractions. When I started working on my mind-wandering bad habit, I made myself take notes whenever I could. It forced me to concentrate and kept my mind from wandering. The notes come in very handy later on too.

Eliminate distractions that cause your mind to wander when you should be listening: noise around you, conversations of other people near you, loud music — these are some typical things we encounter in most job situations and they can keep us from listening well.

5. Selective listening. This is the bad habit of hearing part A, then tuning out for part B.

Cure: Raise your awareness level by putting signs around you that say, "Don't listen selectively." Remind yourself early in the day and all day long. Talk to yourself about listening all the way through, not just to part A.

6. Biased listening.

When you carry a personal prejudice into a conversation, you are likely to be guilty of biased listening. If you go to an auto-repair shop to get some advice on needed repairs to your car, you may be prejudiced if a woman mechanic tries to help you. Even if she is an expert, you tend to tune her out because of a gender prejudice.

Other biases include generational or age bias, cultural bias, racial bias, or geographical bias.

Cure: Identify your biases.

Become more aware of your ten-

dency to discount someone based on how he or she looks or dresses or his or her position, sex, or race — or whatever. The more you are aware of your biases, the more likely you will be to avoid them.

7. Defensive listening. This is the tendency to take everything personally and respond in a defensive mode. It can be an indication of a self-focused person, when someone thinks that everything is referring to him or her, or of a very insecure person, if he or she feels guilty so easily.

Cure: Remember that when you become defensive, you are headed for a problem of some type. It could be a fight with the other person, getting your feelings hurt easily, or causing the other person to get defensive.

If any of these bad listening habits ring a bell with you, my suggestion is choose the one that is most obvious, and work on it. Remember our illustration about change. You won't break these bad habits overnight, but with commitment, gimmicks, reminders, and accountability, you can definitely see strong improvement.

Good Listening . . .

- . . . gives you more power.
- . . . keeps you out of trouble.
- . . . makes the other person feel important.
- . . . focuses on other people.

— MW

AVOIDING MISCOMMUNICATIONS

Often the problems we are trying to solve today began with some simple miscommunication yesterday, last week, or last month. It could be something as simple as a date or time that was misunderstood that ends up causing a lot of unnecessary stress.

Any effort to avoid miscommunication upfront pays off handsomely later on. These four suggestions can be used to clear up misunderstandings before they begin.

1. Be Aware of Screens

In any type of communication, there are screens between senders and receivers which inhibit clear communication. Any screen may cause the message to be misunderstood in some way simply because we hear and understand differently based on our own backgrounds, experiences, education, etc.

Therefore, if I want to eliminate miscommunication and misunderstanding, I have to learn to get my messages through the screens of the person I'm trying to communicate with.

2. Repetition, Repetition, Repetition

Simply repeating what we've said or heard is probably the easiest way to solve most miscommunication problems. It begins with an understanding that we must not assume that we have communicated clearly but rather that there is a strong possibility we have not communicated clearly.

3. Paraphrase What Is Said

This is the say-it-back-to-me idea I described at the beginning of this article. A paraphrase usually begins with "Let me be sure I understand . . ." or "So what you're telling me is . . ." By using paraphrasing more often, you will clear up misunderstandings before they have a chance to grow.

Four Keys to Avoiding Miscommunication

1. Be aware of screens.
2. Repetition, repetition, repetition.
3. Paraphrase what is said.
4. Follow up on everything.

— MW

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4. Follow up on Everything

Telephone calls, faxes, memos, and letters are all good ways to follow up on any communication to make certain there is no misunderstanding. I find we have to do that often in my organization to eliminate frustrating and embarrassing miscommunications.

Take a few pains to learn better communications skills. Keep striving to improve and soon you'll be thriving from nine to five.

Mary Whelehel has more than 20 years' experience in business — from IBM sales to her current occupation as a business trainer. She hosts the national radio program, *The Christian Working Woman*, which airs on nearly 400 stations. This article is taken from Whelehel's book, *How to Thrive From 9 to 5* (Word, 1995) and is reprinted with permission.

Listening Quiz

Check whether you usually, sometimes, or seldom do the following things when taking part in a conversation with an individual or a group.

Behavior	Usually	Sometimes	Seldom
1. Respond to a speaker by a nod and brief confirming comments such as "Yes" and "I see."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Decide from the speaker's appearance and delivery whether or not what the speaker says is worthwhile.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Determine my own bias, if any, and try to allow for it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Keep my mind on what the speaker is essentially saying, repeating key words to myself where this will aid my memory.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Interrupt immediately when I hear a statement that I feel is wrong.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Make sure before answering that I've clearly understood the other person's point of view.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Try to have the last word.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Selectively listen, filtering out those messages that are not of importance to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Listen defensively, taking everything personally.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Frequently interrupt the speaker before he or she is finished.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Think of what I'm going to say next as soon as the speaker comes up for breath.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Mentally or verbally complete the speaker's sentences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Scoring:

Questions 1, 3, 4, and 6:

- 10 points for every "Usually"
- 5 points for every "Sometimes"
- 0 points for every "Seldom"

Questions 2, 5, 7-12:

- 0 points for every "Usually"
- 5 points for every "Sometimes"
- 10 points for every "Seldom"

Total Points:

- Below 60 You have developed some bad listening habits. Study this article and buy the book!
- 70-85 You listen well but could improve. Reread this article.
- 90 or above You're an excellent listener. Pass along this article to co-workers. But don't share your score — it could throw up a screen!



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a big thinker with the ability to visualize, make sure you surround yourself with people blessed with practical talent. If your leadership style is more practical, be sure to assemble a "brain trust" to complete some of the long-range planning and dreaming. It is not necessary for you to have it all, only to have access to it all.

The key is quality, prayerful, clear-eyed self-analysis. Don't convince yourself that you are strongly practical when you are not. If you fail to say the equivalent of "give her something to eat" when the situation demands it, make sure you have someone by your side who will whisper in your ear. If your style is to focus quite narrowly on the task at hand, be sure to have access to someone who thinks about tomorrow. This is the way staffs should be built: to complement the strengths of the leader and to cover his or her weaknesses.

Consider the way a head coach in the National Football League builds his staff. If he loves defense and has a proclivity for defensive strategy, he doesn't surround himself with more defensive coaching talent. Rather, his top assistant is likely to be an offensive specialist. On some staffs, if the head coach is more of a theoretical strategist, his top assistant might be an organizer, a detail-oriented person.

Don't be discouraged by Jesus' perfection. Work hard to emulate it. Don't be afraid to get help with those areas outside your natural strengths while working to improve areas of weakness.

LESSON 3: USING AUTHORITY

"Calling the 12 to him, He sent them out two by two and gave them authority over evil spirits."
— Mark 6:7

Authority is the leadership commodity. How a leader uses his or her authority will help determine the effectiveness of that leadership. Maximizing your authority is an elusive skill. Some try to exercise authority they have not earned and do not have, while others, paralyzed by fear or self-doubt, refuse to exercise the authority they clearly possess.

Some leaders hold their authority too closely, strangling on the demands of the mundane and the minutiae of daily life. Some delegate too broadly, dissipating the potential effects of their authority.

Jesus appropriately exercised the authority He had. His was clearly not a democratic organization. When He told His disciples to prepare a boat to cross the Sea of Galilee, He didn't first call for a committee meeting. When He decided to head for Jerusalem, He didn't call for a show of hands to see how many agreed. He exercised His authority, yet He also recognized the authority of His Father: "Yet not what I will, but what You will."

In whatever the enterprise — at home, at Sunday school class, at church, or at business — work hard as you lead to understand the extent of your authority, and then exercise it. Be the person to stop an appropriate part of the buck. A leader, by definition, is a "buck stopper," one who makes decisions and accepts the responsibility for them.

A wise leader will naturally want to increase his or her authority if he or she realizes how precious it is. Authority can only grow if it is first given away, strategically delegated to competent followers. If delegated unwisely, it will be wasted on those unprepared for the responsibilities that accompany it.

Jesus delegated strategically. His disciples were given the theory *and* the practice. He was careful to send them out with a limited mandate. He gave them authority to cast out evil spirits, but He did not say at that time, "Go out and save the world." For the moment their authority was limited. Later it would embrace the entire world. They knew what authority they had, as well as the constraints they faced in exercising it. Because of Jesus' wise leadership, authority grew, and good things happened.

LESSON 4: YOUR SPOKESPERSON

"And this was his message: 'After me will come one more powerful than I, the thong of whose sandals I am not worthy to stoop down and untie.'" — Mark 1:7

Who speaks for you? Who talks about you? What do they say?

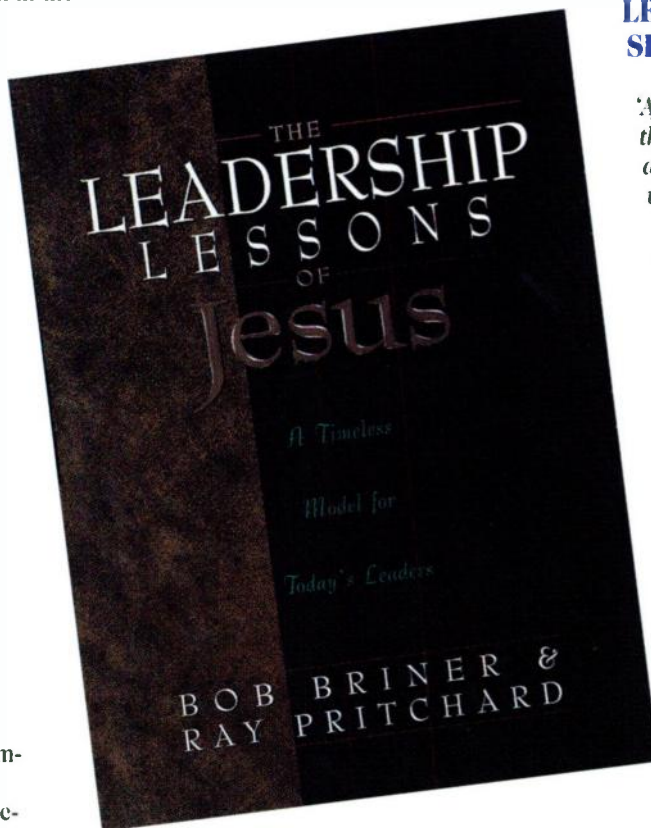
These are vital questions for every leader and every potential leader to ask continually of himself and of the quality of his leadership. What are others saying to you, for you, and about you? It is safe to assume that if no one is helping to communicate the message of your leadership, then no one is following you. If a distorted message is being disseminated, the quality and precision of your communication need attention.

What others were saying was important to Jesus. The powerful and fascinating account of John the Baptist underscores this. John, perhaps the most effective advance man of all time, sets a high standard for

leaders to follow when choosing a spokesperson, one that should be upheld by both leaders and those who speak for them (which is itself a path to leadership).

Despite John's tremendous success in paving the way for Jesus and His ministry, he was in many respects a strange choice by God for a spokesman. He lived in the desert, he wore odd clothing, and he ate unusual food. But his oddity undoubtedly served to highlight his message. He wasn't like his audience or Jesus. The person most qualified to speak for you may be someone completely different from you who can nonetheless "tell it like it is."

The relationship between Jesus and John the Baptist demonstrates that truth is always the first and most important element of the spokesperson's message and that a quality spokesperson continues to speak the truth even in tough times when the truth may be unpopular. John the Baptist had powerful enemies, but he never cowered in the face of opposition. Today's leaders need to engender this kind of commitment in those chosen to speak for them. Jesus demonstrates a powerful way to do this: He appreciated John and highly honored him in public. If you are blessed with a loyal, quality spokesperson, don't hesitate to make your appreciation public knowledge often.





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The Leadership Lessons of Jesus

***“He gave strict orders not to let anyone know about this, and told them to give her something to eat.”
— Mark 5:43***



by **Bob Briner and Ray Pritchard**

Who is the greatest leader in history? Of all the names that might be given in response to that question, one name stands out above the rest: Jesus Christ. If you have dismissed Jesus as irrelevant to modern life, brace yourself. Most of us know that Jesus was a great teacher and the Redeemer of the human race, but many people have never considered Him to be the ultimate leader. Who else has ever had His enduring impact? Human leaders come and go, but the legacy of Jesus has grown greater with each passing century.

The principles Jesus embodied are applicable in any area: office, school, small business, multinational corporation, volunteer organization. Sit back and learn a leadership lesson from Jesus.

LESSON 1: UNITY

“If a house is divided against itself; that house cannot stand.” – Mark 3:25

Quality leadership produces unity, and wise leadership is willing to sacrifice in order to build unity. I had the privilege of being a college athlete. During four years of eligibility, I played on two quite different college basketball teams, different not so much in talent but in degrees of unity. Playing a long season on a team racked by dissension among players was not much fun and caused much of the joy of playing to be lost. The unified teams on which I played produced some of my most treasured memories and most enduring relationships.

Successful coaches often get rid of very talented players who cause disunity. The remaining players, though less talented, are frequently more successful. Unity means so much. There is no substitute for it. It is a prerequisite to sustained success.

Unity rarely just happens. It has to be sought and taught. In my basketball experience, the leadership that produced most of the



team's unity came from a player rather than from the coach; the titular leader is not always the one who instills unity in his or her team. Conversely, unity can be easily destroyed by almost anyone. A wise leader does all he or she can to build with those who contribute to unity while eliminating the causes of disunity from the team.

When Jesus said that a house divided against itself cannot stand, He spoke a truth applicable to every kind of human endeavor. Unity is essential. Don't be afraid to eliminate the source of disunity from your enterprise — it's your responsibility as a leader.

LESSON 2: PRACTICAL VISION

"He gave strict orders not to let anyone know about this, and told them to give her something to eat." — Mark 5:43

"Visionary leader" can either serve as a complimentary description or relegate someone into the dreamer category — a person who sees the big picture but misses the smaller, important things.

Certainly a leader needs to understand and commit to a strategic plan, but big plans and brilliant strategy are always held

captive to tactics and execution; if your alarm clock doesn't go off and you can't get your car to start, your big presentation on the future direction of the company might not happen. The ideal leader combines vision with the kind of common sense that makes his vision a reality.

Obviously, Jesus was this kind of leader. When He said, "Give her something to eat." He demonstrated leadership through the completion of His thoughts. A lesser leader, after performing such a miraculous healing, might have done any number of things: made a speech, posed for pictures, or accepted the plaudits of witnesses. But not Jesus. Fortunately, Peter, James, and John were present to absorb the lesson, one they surely never forgot.

After Pentecost, Peter — by then the group's leader — was careful to meet the more practical needs of the early church, while prayer, worship, and teaching moved the group forward spiritually. The best leaders are visionary *and* practical.

In this fallen world, the wisest, most successful leaders analyze their strengths and weaknesses and act accordingly. If you are

a big thinker with the ability to visualize, make sure you surround yourself with people blessed with practical talent. If your leadership style is more practical, be sure to assemble a "brain trust" to complete some of the long-range planning and dreaming. It is not necessary for you to have it all, only to have access to it all.

The key is quality, prayerful, clear-eyed self-analysis. Don't convince yourself that you are strongly practical when you are not. If you fail to say the equivalent of "give her something to eat" when the situation demands it, make sure you have someone by your side who will whisper in your ear. If your style is to focus quite narrowly on the task at hand, be sure to have access to someone who thinks about tomorrow. This is the way staffs should be built: to complement the strengths of the leader and to cover his or her weaknesses.

Consider the way a head coach in the National Football League builds his staff. If he loves defense and has a proclivity for defensive strategy, he doesn't surround himself with more defensive coaching talent. Rather, his top assistant is likely to be an offensive specialist. On some staffs, if the head coach is more of a theoretical strategist, his top assistant might be an organizer, a detail-oriented person.

Don't be discouraged by Jesus' perfection. Work hard to emulate it. Don't be afraid to get help with those areas outside your natural strengths while working to improve areas of weakness.

LESSON 3: USING AUTHORITY

"Calling the 12 to him, He sent them out two by two and gave them authority over evil spirits."
— Mark 6:7

Authority is the leadership commodity. How a leader uses his or her authority will help determine the effectiveness of that leadership. Maximizing your authority is an elusive skill. Some try to exercise authority they have not earned and do not have, while others, paralyzed by fear or self-doubt, refuse to exercise the authority they clearly possess.

Some leaders hold their authority too closely, strangling on the demands of the mundane and the minutiae of daily life. Some delegate too broadly, dissipating the potential effects of their authority.

Jesus appropriately exercised the authority He had. His was clearly not a democratic organization. When He told His disciples to prepare a boat to cross the Sea of Galilee, He didn't first call for a committee meeting. When He decided to head for Jerusalem, He didn't call for a show of hands to see how many agreed. He exercised His authority, yet He also recognized the authority of His Father: "Yet not what I will, but what You will."

In whatever the enterprise — at home, at Sunday school class, at church, or at business — work hard as you lead to understand the extent of your authority, and then exercise it. Be the person to stop an appropriate part of the buck. A leader, by definition, is a "buck stopper," one who makes decisions and accepts the responsibility for them.

A wise leader will naturally want to increase his or her authority if he or she realizes how precious it is. Authority can only grow if it is first given away, strategically delegated to competent followers. If delegated unwisely, it will be wasted on those unprepared for the responsibilities that accompany it.

Jesus delegated strategically. His disciples were given the theory *and* the practice. He was careful to send them out with a limited mandate. He gave them authority to cast out evil spirits, but He did not say at that time, "Go out and save the world." For the moment their authority was limited. Later it would embrace the entire world. They knew what authority they had, as well as the constraints they faced in exercising it. Because of Jesus' wise leadership, authority grew, and good things happened.

LESSON 4: YOUR SPOKESPERSON

"And this was his message: 'After me will come one more powerful than I, the thong of whose sandals I am not worthy to stoop down and untie.'" — Mark 1:7

Who speaks for you? Who talks about you? What do they say?

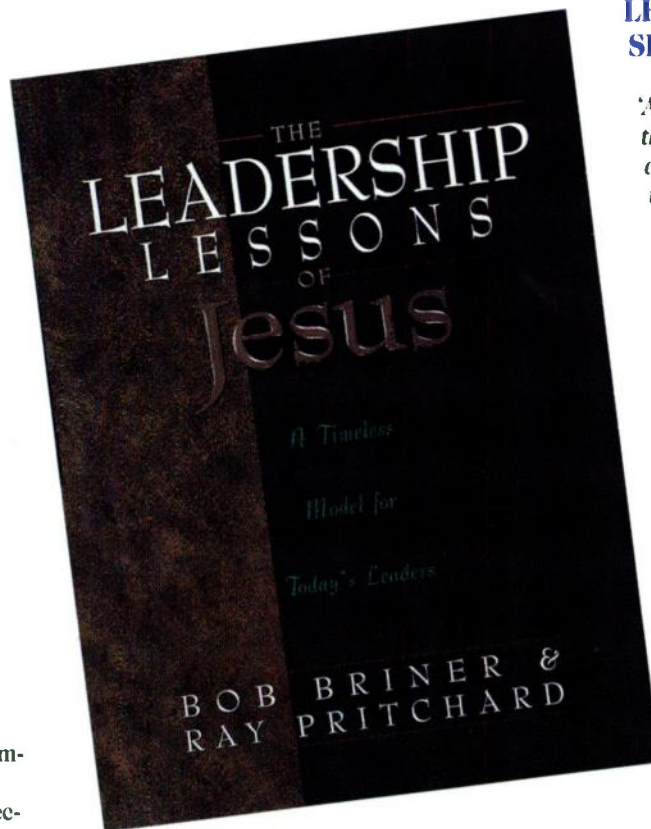
These are vital questions for every leader and every potential leader to ask continually of himself and of the quality of his leadership. What are others saying to you, for you, and about you? It is safe to assume that if no one is helping to communicate the message of your leadership, then no one is following you. If a distorted message is being disseminated, the quality and precision of your communication need attention.

What others were saying was important to Jesus. The powerful and fascinating account of John the Baptist underscores this. John, perhaps the most effective advance man of all time, sets a high standard for

leaders to follow when choosing a spokesperson, one that should be upheld by both leaders and those who speak for them (which is itself a path to leadership).

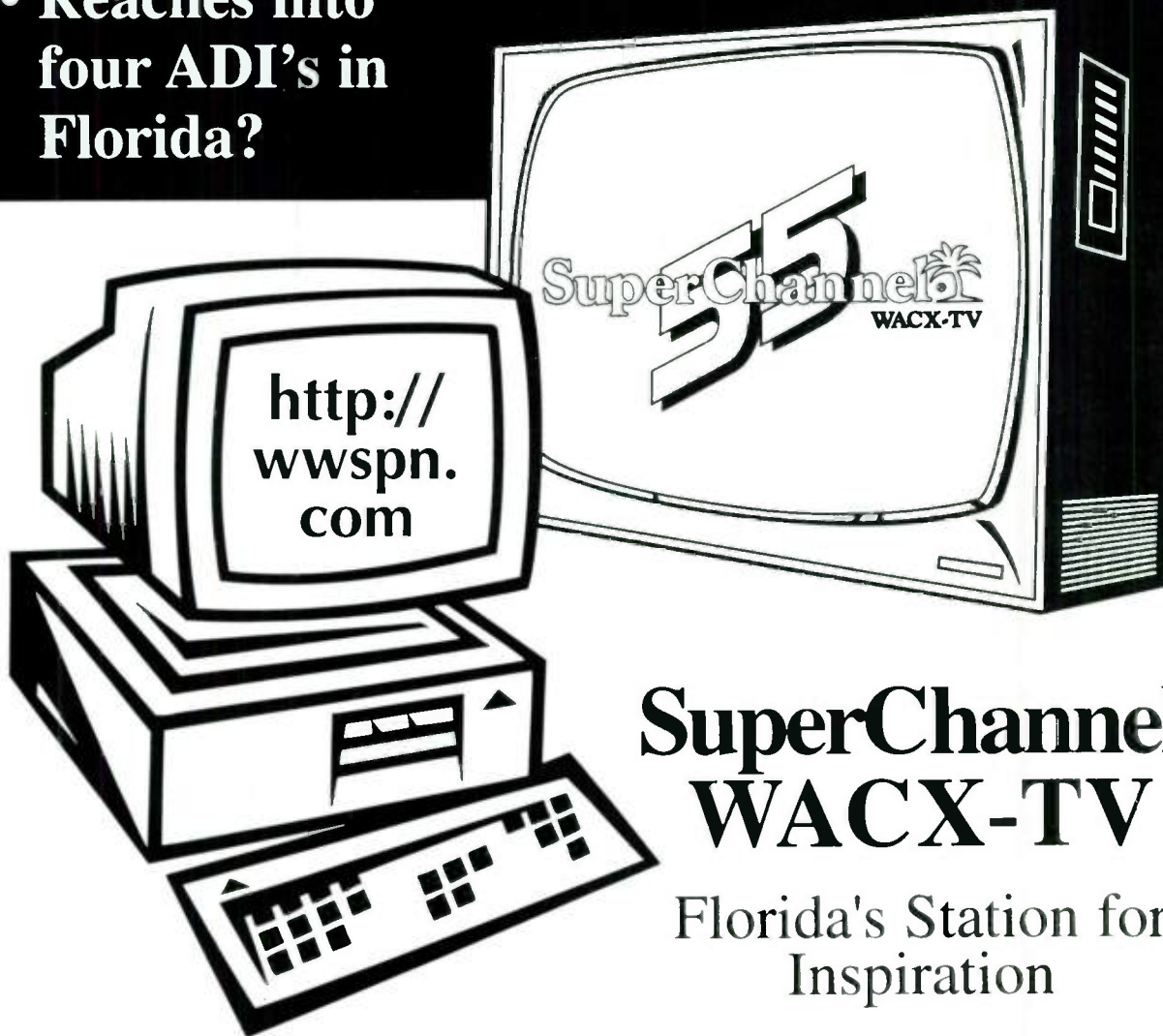
Despite John's tremendous success in paving the way for Jesus and His ministry, he was in many respects a strange choice by God for a spokesman. He lived in the desert, he wore odd clothing, and he ate unusual food. But his oddity undoubtedly served to highlight his message. He wasn't like his audience or Jesus. The person most qualified to speak for you may be someone completely different from you who can nonetheless "tell it like it is."

The relationship between Jesus and John the Baptist demonstrates that truth is always the first and most important element of the spokesperson's message and that a quality spokesperson continues to speak the truth even in tough times when the truth may be unpopular. John the Baptist had powerful enemies, but he never covered in the face of opposition. Today's leaders need to engender this kind of commitment in those chosen to speak for them. Jesus demonstrates a powerful way to do this: He appreciated John and highly honored him in public. If you are blessed with a loyal, quality spokesperson, don't hesitate to make your appreciation public knowledge often.



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Two for the church

Televising



by Jerry O. Jones

The title of this article is a contradictory statement if ever I heard one.

Anyone knows that musical drama and television do not mix. The reasons for this are many, but a chief one is lighting. Drama directors make extensive use of colored lights and blackouts, both of which are a major problem to television directors.

Another concern is makeup; drama directors generally use more than is needed for television, which causes problems on close-up shots. Sets and costuming present more obstacles to hurdle. Those used in church productions typically are not designed with television in mind.

These combined factors might dissuade even the staunchest television directors. But let's look at what can be done.

The late Pat Edmonds, stage manager for the *Tony Orlando Show* and a drama director whose ideas I highly respect, encour-

noticeable on white fabrics or sets.

Normal stage-type followspots that use 1000- and 1500-watt lamps are generally useless for television. This is because the foot-candle output at the distances most of these are used is far below what is needed to make acceptable pictures.

CANDLELIGHT

Votive candles are popular in biblical and other church productions. However, they are no help in lighting for television. If they must be used, then use *lots* of them.

ENTRANCES AND EXITS

In church productions the coordination of entrances and exits is important to the television director. The director must know where people are coming in and going out so that proper instructions can be given to the camera operators.

the Church Music Drama

aged me to write these suggestions. He and I tested them in churches and found them to work. Remember that I am writing as a television director, so the viewpoint is from behind the camera.

CONTRAST RATIO

Keep the contrast ratio of each scene to no more than 3:1. This means that the brightest area in each scene should not be more than 3 times brighter than the darkest area. For example, if the darkest area is lit for 50 footcandles, then the brightest area should not exceed 150 footcandles.

The average contrast ratio for most cameras today is 30:1. So why only a 3:1 ratio? Church productions are usually performed start-to-finish with no chance to reset lights or anything else during the production that could affect the contrast ratio of the camera.

Also, many churches who would be using their television equipment to televise a church music drama have limited personnel, and the concept of an engineer who could ride levels constantly is out of the question.

I am aware that lighting directors would consider this concept "flat and uninteresting." However the continuity and flow of this kind of service is important to the biblical message.

KELVINS

Use only lamps that produce 3200 degrees Kelvin color temperature output. Lamps with less than 3200 will produce more red and orange tones than you may wish, and therefore the skin tones will not look natural.

Lamps that produce more than 3200 will produce blue tones that are equally difficult to overcome. To be safe, use one type of lamp only.

FOLLOWSPOTS

If you use arc-type followspots that produce 5600 degrees Kelvin, be sure to use a color correcting gel to bring the color to 3200. Otherwise you will have a very blue effect. This is especially

When camera operators are unaware of entrances and exits, they are left to pan the stage looking for the next shot. With enough cameras, every entrance and exit can be covered. But in most cases, a church has two or three cameras and there is no such thing as hunting a shot.

**Look at each scene
on a color monitor,
under the lighting conditions
you plan to use and see
how realistic it looks to you.
If you would sit and watch
what you have just done,
then someone else might
do the same.**

BLACKOUTS

Tied closely to the previous suggestion is the concept of being able to see entrances and exits. Drama directors usually blackout a scene and then bring up the next scene. For television purposes the next scene should be lit before the previous scene is blacked out. This is the way the camera operator focuses for his next shot.

COSTUMES

Costumes that have been stored all year will have wrinkles. Under television lights, every wrinkle will be magnified. It is important to iron every costume before the production.

Remember that television lights produce considerable heat; although heavy fabrics may hang well on the body, they will make the cast members sweat. Also remember to carefully check thinner fabrics for the "see through effect" produced by back lights.

Avoid small stripes, checks, or small plaids. They can cause a moire effect or a constant moving, shimmering motion. This can be very distracting to the viewer.

Also avoid reflective materials in costumes and in sets. Unplanned lighting effects can ruin a television production.

WHITE

Do not use white fabric when making costumes. If you need something to look white, use materials that are no more than 60 percent white. You would probably call this light grey. In television jargon this color is called CBS grey. Under 3200 Kelvin lights, the camera will reproduce this as white.

COLORED LIGHTS

Do not use colored lights on people. The only exception is during a night scene. Whatever color you use is what the camera will reproduce and blue faces are not very realistic on television.

If you must use colored lights, put them on the sets. Spend your energy putting color into the sets and costumes and when they are lit with television lights, these colors will be vivid on the screen.

REALISM

Television sets must look realistic because of close-up shots and intense lighting. In television there is a saying: "It doesn't have to be, it just has to seem to be."

Look at each scene on a color monitor, under the lighting conditions you plan to use and see how realistic it looks to you.

If you would sit and watch what you have just done, then someone else might do the same.

Also use a color monitor when studying the effects of makeup and costumes.

REHEARSE

With major productions such as Christmas, Easter, Thanksgiving, and the Fourth of July, there is usually a technical rehearsal as well as a dress rehearsal. The television director should have each of the camera operators in place for both rehearsals so that all moves and shots are rehearsed for the first telecast.

If there is more than one performance, videotape all of them so that there are choices in the final edit.

So is it possible for musical church drama and television to exist on the same church stage at the same time? The answer is yes, with a little forethought, planning, cooperation, and compromise between the drama and television directors.

Jerry O. Jones resides in Hot Springs, Ark., and would appreciate hearing from others who have ideas on televising church productions. He may be reached by telephone at 501-624-7927.

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Sound Advice

by Robby Edwards

Squeal, hum — an embarrassing, pregnant pause while the congregation watches the pastor with his lips moving as if in a silent film. When sound finally accompanies his words, an audible sigh is heard. Thus begins the morning's sermon.

Anyone who attends church regularly or even not so regularly has run across this unpleasant phenomenon. For congregant and speaker alike, these moments are mood-breaking, spirit-quenching, unholy derailers of the trains of men's thoughts and transpire at the most "Murphyistic," inopportune moments. And we, like the Greeks before us who killed the messenger bearing bad news, look to the Sunday morning sound technician with unfulfilled intention.

The scowls, giving place to frustration, briefly transfigure those once worshipful faces. A few minutes later all is forgotten — that is, until the next audio tragedy strikes. People walk away, not speaking the praises of a life-changing message, but with comments about the sound.

TECHNO CHURCH

Technology in the latter half of this century has overtaken the church with a vengeance. There is now a need for trained technicians in the church, where before only pastors and organists were the principal staff. Let's begin with basics and attempt to deal with the more common problems associated with church audio.

Church ministry has been slow to bridge the technologically troubled waters because technology costs money. Even when budget is not a factor, visual aesthetics often take precedence over acoustics. Only after the glass cathedral is built is it discovered that the edifice is so reverberant that it is impossible to hear the message.

In the arena to win men's souls, where the spoken word and music are so important, it seems odd that the vehicle that carries the message (the audio system) is often overlooked in favor of such



**The art of blending
or mixing music is best
learned by critically listening
to music and the tonal shades
of the different instruments.**

niceties as ceiling height and seat color. There are some churches that have the combination of money and technological vision to address aesthetics and still install a state-of-the-art sound system, but most have a limited budget and can only afford a modest system.

Furthermore, a paid position to run sound is often out of the question, in which case the weekend sound warrior must be a volunteer. The church rests its hopes for good music and an audible message on the skills of that one link in the chain.

EXPERT HANDS

Sound can only be as good as the person who runs it. There is a story about a violinist who had an incredible instrument and people said that it was his violin that made him play so well. During a recital while the crowd applauded his acclaim, suddenly before their eyes and to their horror, he destroyed his instrument, dashing it on the stage.

In the ensuing silence he stepped to the wings and reappeared with his renowned violin. He had smashed a cheap imitation, but in the master's hands, it had sounded superb.

In audio this is equally true. An educated technician can make a bad audio system sound tolerable and a good system seem great. Sadly, the opposite is also true: a great system, improperly run, can sound terrible.

KNOW YOUR CRAFT

To become a master you must know your craft. The pastor prepares his sermon with, presumably, years of study behind him. The same is true of the musician who leads the worship. But the person who mixes the sound may have little or no training at all. This is an oversight — a gross underestimation of the complexity of the job. It is not as easy as it might sound. Try it.

Even a knowledgeable, paid professional can recount embar-

rassing moments of audio disaster. It happens. Things break. Wireless microphones seem particularly open to demonic influences. There are often heard wheezings, rumblings, and other overriding radio messages such as, "Breaker one-nine," or, "There is a pick-up for the Marriott at..." Or even sometimes nothing at all, including what you want to hear. When a wireless microphone is employed, a good story is about to occur.

I worked as sound engineer for Donna Summer for a number of years. Once while doing a show in Tahoe, Calif., I was testing her wireless microphone during a sound check. As the music director was walking back to his room, exiting through the casino, he could still hear the familiar, "Check one, two," (the highest number sound engineers are reputedly taught to count).

He was surprised that he could still hear my voice so far from the stage, when it suddenly dawned on him that it was coming through the casino paging system. We were on the same frequency as their security radios! Fortunately this was discovered before Donna gave an acappella performance to the entire casino.

EXPERIENCE COUNTS

The list of the victims of technology is a long one, and the often heard expression "gremlins in the system" takes on a new meaning as a Christian in Audioland. Professional sound engineers, of which there are comparatively few in the church, have the experience to minimize various problems when they arise.

Inexperienced volunteers, on the other hand, usually do not. But because volunteers function as the atomic glue for most churches, they are the more likely candidates to be found turning knobs behind a sound console.

Whether the Sunday morning technician is conscripted by a needful pastor because he happens to work at the local electronics



Technology in the latter half of this century has overtaken the church with a vengeance. There is now a need for trained technicians in the church.

store or is some brave soul who has voluntarily offered himself as a living sacrifice, he may be surprisingly overwhelmed by what appeared to be a simple task. To work in such a critical capacity without training is much like being a child sent to do battle with a giant without even the advantage of a rock and sling. In today's arena of the technological church, knowledge is the best weapon.

REAL-LIFE SOUNDS

Although most people have ears and have used them a lot during their lives, the big trick in audio is to make the voices and instruments that are amplified through a sound system sound the way they do in real life — but a little or a lot louder. The understanding of how that process works is the rub.

If being an engineer were simply a matter of turning up a volume knob so that voice or instrument sounded the same but louder, life would be simple. The environment, the speakers, the microphones, and even the mixing console all add their own tonality and thereby complicate the whole affair. The sound engineer's job is to compensate for those variables so that the final product

is listenable. This principle is called sound reinforcement.

The engineer in sound reinforcement is both artist and technician. Both aspects can be attained through study, yet as artists some people are simply more gifted. The art of blending or mixing music is best learned by critically listening to music and the tonal shades of the different instruments. That portion of the education is the more subjective and is attained through experience rather than instruction. But not having a basic grasp of the objective portion — technical fundamentals — is a fatal flaw.

STARTING POINT

If you are a Sunday morning sound technician, the place to start is with your system. Get to know it; make it your friend. Don't

come in just minutes before the service to set up and test the system. Take some time when no one is around to play a tape or a CD and see what all the knobs do. Talk on a microphone, and see if you can make it sound good for your own voice.

If you have a manual for your mixing console, this is a good time to figure out exactly what your board will do. Look at where the cables are patched (plugged) into the mixer. Find out where they go and thus how the board functions. This will help to trace out problems later.

Anticipate the problems with a little experimentation. Turn a microphone up louder than you normally would before people are there; you can gauge the trouble spots ahead of time (like when it feeds back, squealing horribly) and thus avoid them and the unhappy looks that they arouse.

Finally, if possible, come prepared knowing what the required set-up is for that day, how the program might run, and then be ready before the musicians and pastor arrive. They will love you for it. Become a master of sound technology and not its victim.

Robby Edwards is technical director/engineer for Mariners South Coast Church in Irvine, Calif. He has been a concert sound engineer with 17 years' experience in the Christian and secular markets, touring with Donna Summer, Pink Floyd, Phil Keaggy, Steve Taylor, Petra, the Maranatha Praise Band, and The Captain and Tennille. Edwards teaches Maranatha Worship Leader Seminars and engineers at the Harvest Crusades. He may be reached by telephone at 714-786-8277.

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TRENDS AFFECTING COMPETITION

Some of the general trends that will affect the competitive environment are: further humanization of technology, independence of physical location, increasing environmental concerns, enhanced power of the individual, dominance of emerging economies, tailor-made solutions, and greater demands of a computer-literate generation.

FURTHER HUMANIZATION OF TECHNOLOGY

Operating a personal computer still requires a lot of sweat. People are putting a lot of effort into understanding computers — in the future there will be more effort to help the computer to understand us. Video and images will dominate over text — for the simple reason that a human brain can assimilate visual information much faster than textual or numerical information.

INDEPENDENCE OF PHYSICAL LOCATION

Wireless communication and networks allow people and businesses to operate as logical entities rather than physical entities. This will enable better quality of life as not everything needs to happen in crowded metropolitan areas.

INCREASE OF ENVIRONMENTAL CONCERN

Pragmatically defined, environmen-



tally friendly is what the consumer perceives to be environmentally friendly. Communicating your environmental strategy and showing actions is as important as doing things right.

ENHANCED POWER OF THE INDIVIDUAL

With the Internet, the publishing power is now in the hands of the individual rather than big publishing or broadcasting houses. If you treat one single customer badly, he or she has the capability to publish that to millions of other people instantly. There already are “company X haters” pages on the Web gathering user experiences — and if you consider buying from

Customer service needs to know what is available via the Web as they will be the first ones to hear the comments and answer questions about the site.

COMPETITION

Creating truly interactive content that utilizes the flexibility of this wonderful media will cause ripple effects throughout the organization and reshape the way you do business — for good and for the better.



company X, you are most likely to reconsider after seeing those pages.

INTELLECTUAL DOMINANCE OF EMERGING ECONOMIES

The best brain power is going to emerge from countries and societies that are coming from emerging economies. People there have the motivation and drive to try harder. Therefore it is important for any international company to be able to recruit and manage the best people, regardless of where they are physically located.

TAILOR-MADE SOLUTIONS

Customers are increasingly requesting individual treatment. The key for this is

to do planning and design well so that from a few basic solutions, the end product or service can be customized without adding costs.

GREATER DEMANDS FROM THE COMPUTER-LITERATE GENERATION

This includes the most advanced part of Generation X and the next younger generation. When they are your customer, you cannot give them the answer. "Sorry, we cannot deliver your product today because our computer system is down." Even today they influence lot of buying decisions made by their parents.

CAN YOU SAVE WITH THE WEB?

Yes, you can save money — and time — by using the Web. Several companies that are running extensive calling center operations have realized that offering the same information via a Web site saves them a lot of money.

A call to a free 800 number may cost the company \$2 to \$7 dollars per call — providing similar information on the Web is only a few cents per visitor. Costs go down the more visitors you have. Federal Express is saving money by offering the package tracking service from its home page. And even better news, customers love it as it is quicker and more convenient than the traditional phone inquiry.

Ticketmaster found that 70 percent of incoming calls were about dates, times, and places of events. Now this information is on the Web and Ticketmaster is serving its customers while realizing considerable savings.

ELECTRONIC REPORT DELIVERY

An equity research company collects and saves many of its research material electronically, then converts this material into paper form, prints it, and mails it to the clients. Now the company has a system which automatically transfers these electronic documents to the Web server, where clients can download them at their leisure. Double password protection ensures only clients can access the information. The company saves in printing and mailing

costs and customers get the information faster.

KEEPING YOUR DEALERS UP-TO-DATE

Many customers buy what a dealer sells or recommends to them. Dealers are more likely to recommend a product they know well, with good technical and marketing support. Sending product information and latest news to your dealers is a massive operation and therefore often neglected. By providing the information via your Web page, either publicly or password protected, your dealers can have the information as they need it.

You will be able to provide more information for them as there is no longer heavy cost/benefit analysis. Presentation material, demonstration software, and sales tips can be quickly and cheaply updated on your site. And for even better service, you can collect valuable feedback from the people who actually sell your product. Not only are you realizing cost savings but you can harness a huge potential for improving your products and services.

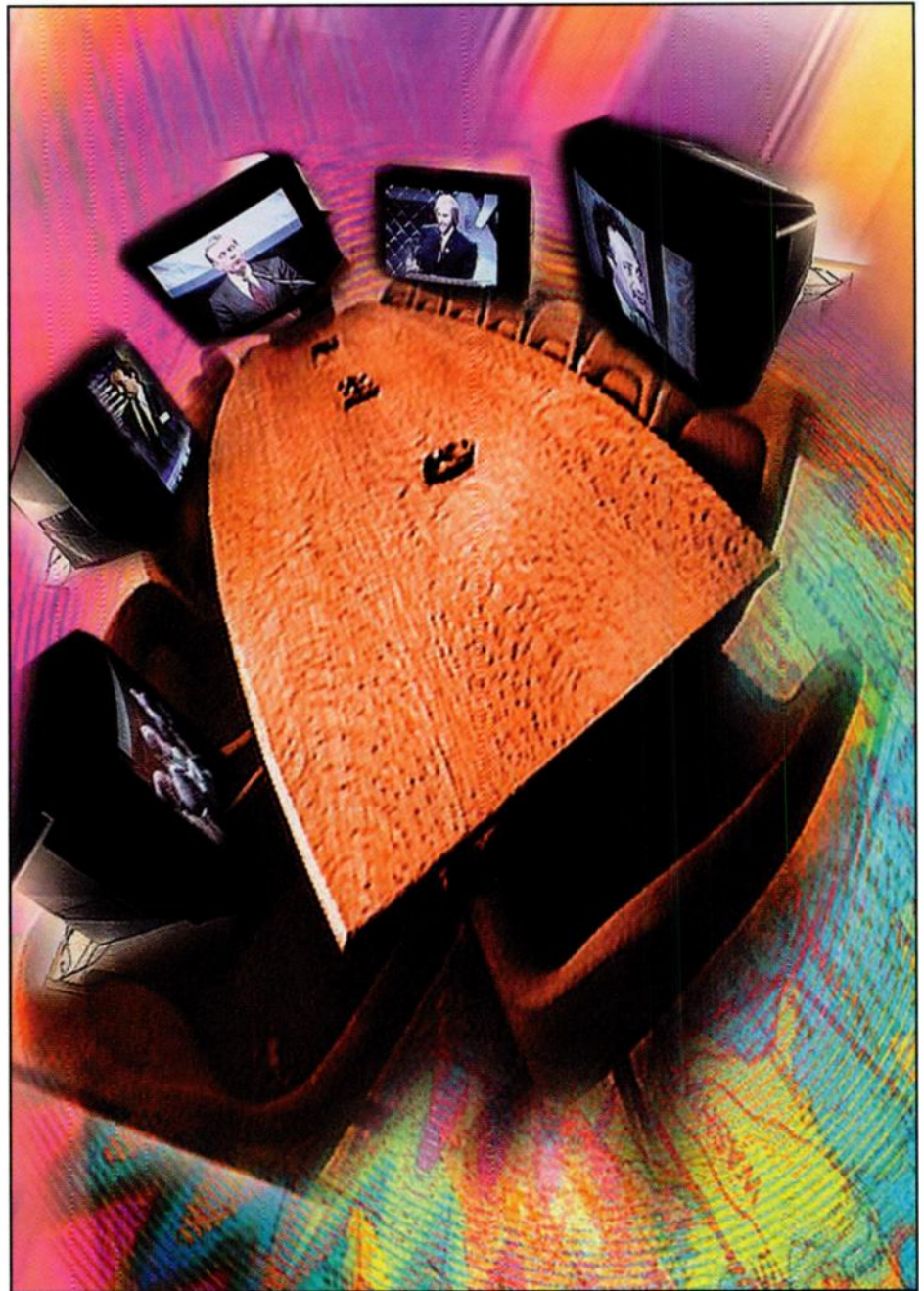
CORPORATE INTERNAL WEBS

Using Web technology inside the corporate firewall is perhaps even more meaningful than publishing an external site. Larry Ellison, CEO of Oracle Corporation, estimates that 70 percent of all Internet servers are inside corporations. Not without reason.

Almost every large corporation struggles with how to arrange internal communications. For that, corporate internal Web sites offer a fast, easy-to-use and cost effective communication channel. Compared to internal newsletters or magazines, Webs are faster and allow employees across the world to access the information at the same time. Printing and mailing cost savings are considerable. Compared to groupware, like Lotus Notes, Web software and support costs are considerably smaller.

It is not always meaningful to equip all employees with a PC and a network connection, e.g., in a manufacturing environment. Internal Web material can be offered via Web kiosks placed in cafeteria, recreation, and reception areas.

As Web features increase rapidly, it is becoming feasible to build more and more sophisticated applications. Internal ordering procedures e.g., for stationery, updating a resume database, or filling in travel requests are just a few of the opportunities offered by this technology.



WHAT DOES IT TAKE?

A lot has changed since the first sites came up on the World Wide Web. Gone are the days when providing solid information with simple text and a few images represented state-of-the-art. Computer generated graphics, animation, and additional HTML features are popping up on screens – often offered by large corporations rather than small leading edge companies. As the media advances so do the costs of setting up and maintaining a corporate site.

Users get a taste of the new entertaining aspects of the Web and want more. But do not forget the content and usefulness. Pretty pages have only a short life if

functionality is missing. The real challenge for corporations is to resist converting existing brochures into HTML. Creating truly interactive content that utilizes the flexibility of this wonderful media will cause ripple effects throughout the organization and reshape the way you do business — for the better.

SETTING UP THE SITE

Our scope here is large corporate sites rather than the free sites Internet service providers offer for their individual users. Communications or marketing departments often are and should be the drivers behind a corporation's presence on the Web. However, many other parts of the

Using Web technology inside the corporate firewall is perhaps even more meaningful than publishing an external site.

organization are needed to fully integrate the new media into day-to-day operations.

Customer service needs to know what is available via the Web as they will be the first ones to hear the comments and answer questions about the site. Human resources needs to set the guidelines for recruitment practices using the Web. They should also look into the whole process of running the Web site in order to ensure that key skills and talents from within the company can be utilized and developed.

The legal department has its say on approval process for the content, export regulations, and disclaimers.

System developers not only implement the site but also can tell you what can and cannot be done. If operational systems such as customer service or inventory applications are to be linked to the Web site, system developers must produce the interface program (or subcontract).

The advertising agency needs to get tuned into your plans and the Web presence must be integrated in all other media.

For smaller companies at the lower end of budgets, buying Web hosting services from outside sources reduces initial costs considerably, as you avoid the direct costs of hardware, software, leased circuit, and trained personnel.

The biggest chunk of the budget and time should be invested in making the content useful and interactive. The second largest investment should be in people who know how to run a site. Writing the code is one of the fastest and easiest things to do.

MAINTAINING THE SITE

Maintaining the site is almost more important than the initial set up. Companies who have been running a successful site for almost a year emphasize the importance of maintenance and warn against underestimating the resources it takes. Even if your maintenance means refreshing the site with latest news and implementing new technical features, reserve at least the same amount for 12 months' maintenance as you spent in the original setup. If your maintenance plan for

the next 12 months includes increasing functionality, extensive e-mail support, and add-on content, your maintenance budget needs to be at least four times your initial budget.

ORGANIZATIONAL CHALLENGES

Visitors to your site not only expect response, but also reaction from you and your organization. How are you prepared to respond and act quickly? How do you create new content?

Fidelity Investments has selected a newsroom approach to content creation. The company has an Electronic Marketing Group that looks after all the sites with commercial on-line service providers and the Web site.

The Web team gathers together every Monday morning to assign tasks to members to create new content and handle e-mail issues. Team members are responsible for pushing the task through the organization and getting it done. And to make sure nothing comes as an excuse, each assignment has a backup.

Suppose you create a site that draws thousands and thousands of customers each day requesting information and advice via the Web or e-mail. How do you channel these issues to customer service? How do you train the customer service personnel? They may be excellent in verbal communications but have had very little experience in written correspondence. We recommend you select talented people to a special e-mail service team and freshen up their skills with additional training in written communications.

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Which is what makes a tour to Israel such a powerful way for you to build a deeper relationship with your audience.

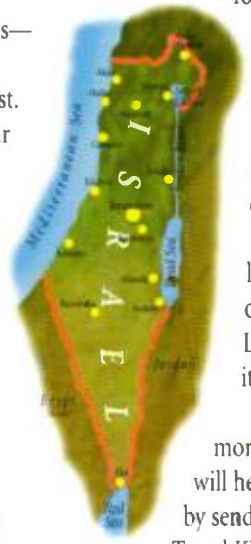
Because as the people who share your passion for Jesus actually walk in His Steps, they'll experience the Bible coming to life.

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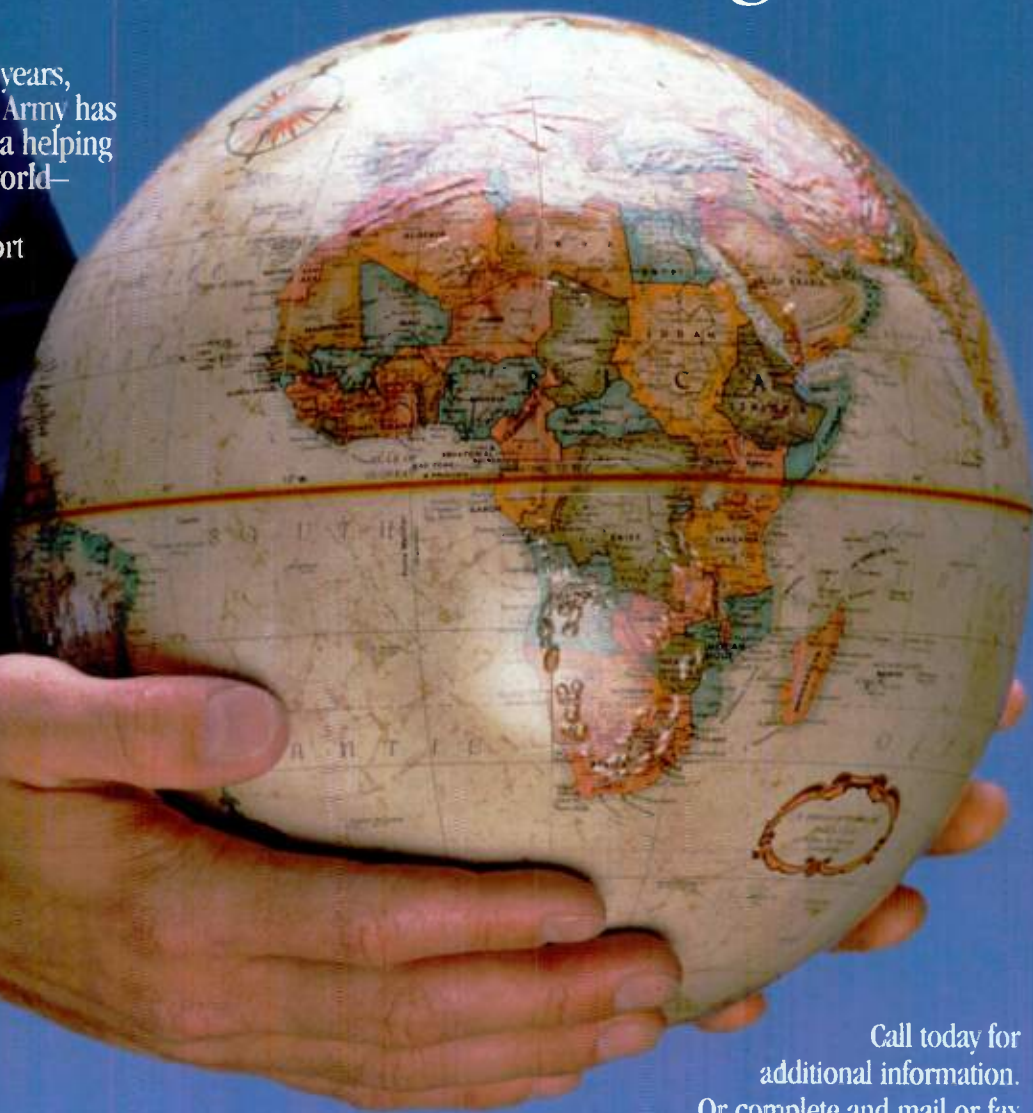
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FCC Opens Rulemakings on Broadcast Auctions, DTV Fees



Richard E. Wiley is a former FCC chairman and general counsel of NRB. He is a partner in the law firm of Wiley, Rein and Fielding and was assisted in the preparation of this article by Rosemary Harold, an associate in the firm.

The FCC recently opened two rulemaking proceedings that bring more of a market-oriented philosophy to broadcast regulation. The first involves the use of auctions to select licenses for new broadcast stations and the second concerns the establishment of a system of government fees that television broadcasters must pay if they offer certain "ancillary uses" of their digital television spectrum.

Auction Rules for New Licenses

Congress, through the Balanced Budget Act of 1997, is requiring a significant change in its decades-old procedures for selecting among competing applicants for new commercial broadcast stations: licenses will be auctioned off to the highest bidder. However, the practical impact of the new rules will be relatively small because there are few unbuilt stations left in the United States.

The new procedures will not apply to non-commercial stations, which Congress exempted from the auction requirement. But, in addition to cases where rivals apply for new commercial stations, auctions will be required when competing applications are filed for new commercial low power television stations or translator stations.

The biggest controversy in the proceeding is likely to be whether the commission should rely on auctions to resolve roughly 100 so-called "mutually exclusive" (M-X) applications that have been pending for some time — in several cases, for years.

Most broadcasters know that, until recently, the FCC attempted to resolve M-X cases through "comparative hearings," in which the qualifications of competing applicants were weighed to determine who would provide the best service to the community. Evaluations were made on the basis of several "comparative criteria," including local residence, broadcast experience, minority ownership, and programming plans.

But in 1993, a federal appellate court invalidated the comparative criteria, holding that the agency failed to prove that those attributes led to better broadcast service.

Comparative hearing cases in the commission's pipeline since that time generally have been stuck there because the FCC was not able to devise new rules for choosing among competing applicants. The agency now proposes to resolve these pending cases by auctions, although it is considering other alternatives for the 20 or so cases in which an administrative law judge or the five-member commission itself had previously issued a decision.

The auction rules proposed for broadcast stations generally conform to the "competitive bidding" procedures established for other wireless services. The FCC is seeking comment on several aspects of the new regulations, including

whether it should adopt procedures to promote ownership by minorities, women, small businesses, and rural telephone companies. The agency is also considering whether to use auctions to resolve those rare cases when M-X applications are filed for modifications of existing stations, but the commission acknowledges that it may be too difficult to devise workable rules in this context.

Fees for Provision of DTV Ancillary Services

Another statute — the Telecommunications Act of 1996 — is the impetus for the FCC's proposal for collecting fees from television broadcasters who use some portion of their new DTV channels for services other than traditional "free to the public" programming. Congress mandated the collection of fees as a compromise that settled vigorous debate on Capitol Hill over DTV transition plans.

Opponents charged that the agency's long-standing intention to afford TV licensees to a second, temporary channel was a "free giveaway" of valuable spectrum. They argued that broadcasters should be required to pay in some fashion, perhaps through auctions, for the additional channel.

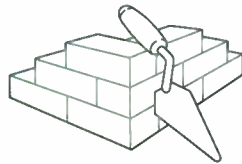
The statutory compromise centers on the flexibility of DTV technology. The digital standard allows broadcasters to provide various services at the same time, from one high-definition (HDTV) signal to several lower-resolution standard definition (SDTV) to some mix of SDTV and other "ancillary or supplementary" uses. The latter — which might include subscription TV, data transmissions, or computer software distribution — presumably would generate extra income for the television licensee.

That additional revenue is what the statute targets. If a DTV licensee offers ancillary services (and broadcasters seem to be divided on whether such offerings actually will come to pass), it must remit some portion of the new income to the government.

The commission is considering three proposals for structuring fees: they may be based on gross revenues, net revenues, or some combination of the two. The FCC has also sought public comment on whether non-commercial TV broadcasters should be exempted from the fee requirements. **NFB**

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Television Stations for Sale

Television, as an industry, is on the brink of a great metamorphosis. The changes which will occur over the next several years make the transition from black and white to color television pale in comparison.

The digital age is quickly encroaching on the realm of television broadcasting and Christian broadcasters are no exception. With this transition comes a series of dramatic changes:

- The television screen will change shape from the current 4:3 format to a wider 16:9 format.
- Existing broadcast channels will replicate their signal on a second digital channel until ultimately the existing broadcast channel will be surrendered to the FCC.
- Current television sets will need to be replaced or enhanced with a black box to receive the new digital signal.
- Stations will either provide HDTV programming or subdivide the assigned bandwidth to provide multi-channel programming and additional services to viewers.

Although these developments may sound exciting and provide a potentially better quality product for consumers, the digital revolution comes with a hefty price tag. Most stations are faced with the dilemma of spending several million dollars to make the FCC-mandated conversion, which in the end does not provide any additional viewers or revenue, nor does it offer any increased ministry benefit. In fact, the investment in digital technology is necessary simply to "stay in the game."

In the fall of 1996, the reality of the digital challenge began to settle in upon station owners. Simultaneously, some new forces emerged on the scene. These were owners of groups of television stations who were interested in expanding their networks. Some of these groups operate from a biblical world view; others do not. However, these companies all had the resources not only to purchase the stations, but to make the necessary upgrades for the digital era.

When faced with the option of investing several million dollars into the digital transition (an almost insurmountable challenge to many budget-stretched Christian stations) or selling the station and receiving several million dollars, which they could invest in other areas of ministry, many Christian station owners chose to sell. Consequently, during the past year we have witnessed a quiet transition as dozens of stations have changed ownership and focus.

Although the decision to sell a television station is ultimately the right and privilege of the station owners, it is a decision affecting many people. The owner must discover God's plan and purpose in his own situation. For some, the opportunity to sell may be God's source of financial provision for an expanded ministry in another area. For others, the decision to sell is viewed as abandoning a ministry which was birthed by the Spirit of God when the greatest days are just

ahead.

For an increasing number of stations across America, the choice has been to sell. In almost every case this decision has affected both the purpose and programming of the station.

Many television stations that last year were involved in Christian broadcast ministry are now operated on a commercial basis. Stations engaged in an active local ministry are now extensions of a larger network with a corporate agenda and a limited local focus. Additionally, the format of these television stations often takes a distinct turn away from Christian ministry programming and toward broad-based family entertainment programming.

From the sidelines it is easy to make judgment calls about the pros and cons of family programming versus Christian programming. However, the impact of these recent trends is yet to be determined. It is certain that family programming will increase viewership, enabling the station to reach more people, but from a ministry perspective there are many unanswered questions:

- Will this new format provide any ministry benefit to its viewers?
- Is providing wholesome family programming a ministry in itself?
- Is there a way to effectively integrate ministry into a commercially based operation?
- Is the era of being both a television broadcast facility and a ministry coming to an end?

These are questions all of us who are involved in Christian television must answer. The answers are not always clear, nor are they universal from all perspectives.

But one thing is clear: Christian television is changing. Perhaps if we as television broadcasters had worked together in a more cohesive manner, many of these changes would not have taken place. Then again, this new direction may be part of God's master plan for evangelism and ministry in the 21st century.

A friend of mine recently stated, "Perhaps it time to find a new wineskin." The message of the Gospel forever remains the same, but through the ages God has raised up innovators who saw the new frontier and stepped forward in faith. During this time of dramatic change, we must listen closely for the Lord's direction and look with eyes of faith toward the new and yet untrodden pathways Christian television faces in the days ahead. **NFB**



Mark Dreistadt is general manager of WFHL-TV 23/Decatur, Ill., and president of Infinity Ministries. He can be reached at wfhlgm@aol.com

gratitude n. sense of being grateful
for something received

Radio

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Beginning Our Web Exploration

Welcome to one of *NRB's* new columns. With "Web Wise" we hope to encourage you to surf the World Wide Web for the wealth of resources available to help you fulfill your calling as Christian broadcasters and program producers.

Just a quick word about me. I'm a self-proclaimed computer geek who happens to serve as director of Fresh Fire Television (www.freshfire.org), a ministry of First Assembly of God in Lafayette, Ind. (www.firstag.org).

Although I've been Web-surfing for more than two years, I'm staggered by the breadth and depth of information available on the Net. If I tried to estimate the number of Web sites on the Internet, the count would be greatly underrepresented by the time the ink was dry on this publication. It's comparable to browsing through the entire Library of Congress with instant (well, almost) access to resources on just about any topic you could imagine.

Since the Internet is thought of as an unregulated common carrier, this means there is a lot of frankly evil content intermixed with the good and useful. That's why parents are warned not to allow their kids to surf unsupervised. So it's important to be careful while on the Net.

Now a word on specifics of how we would like to see this column operate. First, the column is designed to highlight Web sites for broadcasters, not Web sites of broadcasters. Our purpose is to direct you to Web sites which provide resources to help you produce and broadcast, not to highlight the Web sites which you as broadcasters and producers set up to reach your constituency.

Second, this column must be interactive. By that I mean we'll never even scratch the surface of available sites unless you help me. As you find sites with information which is useful, e-mail me (stevan@freshfire.org) with the URLs and your comments.

Also, if you will request it by e-mail, I will be happy to send you a list of sites we've reviewed by return e-mail. Hopefully, this will eliminate the hassle of typing in long URLs if you'd like to visit the highlighted sites and will reduce the possibility of errors creeping in. Remember, your involvement is the key to the effectiveness of this column.

Finally, it seems logical to highlight a different category of Web sites in each issue. Some natural divisions might be radio-technical, radio-production, television-technical, television-production, legal, administrative, etc. Perhaps you could suggest other categories as well.

With the little space we have left after the necessary preliminaries, I'd like to suggest two sites for you to begin your

exploration. The first is our very own *NRB* Web site (www.nrb.org). It is an attractive, interesting site with useful information and links to many other sites. Follow some of those links and let me know what you find there and how it has been useful to you.

The other site which is jam-packed with information useful to those producing television programs is Phil Cooke Pictures (www.cookefilm.com). Phil Cooke is a talented, committed Christian television producer and a frequent contributor to *NRB*. He has many articles on various aspects of television production available online, as well as links to many Christian and secular sites which have application to the production process.

You also might want to check out the National Association of Broadcasters site (www.nab.org). It has recently been reorganized and some of its own internal links are not working. However, it does have some useful information available, although much of its content is restricted to members, making its usefulness somewhat limited.

For those in the technical realm, I recommend the Society of Broadcast Engineers (www.sbe.org). This site has data on the relatively new but still confusing Emergency Action System (EAS), which replaced the EBS system in 1997. It also has a very large "links to the net" section which can help you find Web sites of broadcast equipment manufacturers as well as many other broadcast resources. It's a good place from which to branch out in your Net exploration.

I'm excited about what we can all learn in the months to come about the resources available to Christian broadcasters on the World Wide Web. Don't forget to e-mail me with your favorites, discoveries, and requests. NRB



Stevan Speheger is director of Fresh Fire Television, a ministry of First Assembly of God in Lafayette, Ind. He can be reached at 765-772-2044 or stevan@freshfire.org.

Which NRB regional convention will give someone \$800 to solve their puzzle?

S W N R B

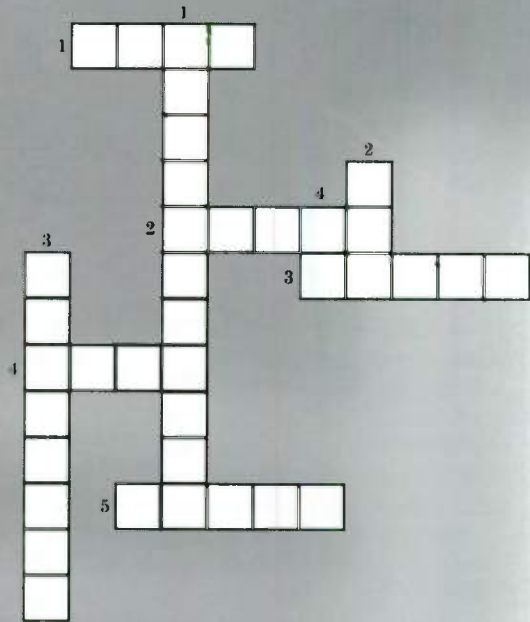
Solve this puzzle and you could win travel, hotel, and SWNRB registration at the DFW Marriott this July 23-25, 1998. Place your completed puzzle at either the Salem Radio booth or the USA Radio booth at the National Religious Broadcasting convention in Washington D.C. If you are not attending the national convention, you can mail your puzzle to SWNRB P.O. Box 38012, Dallas, TX 75238. Winner will be notified by March 15th.

Across

- 1). Last name of contemporary Christian music pioneer.
- 2). Last name of retired Air Force Colonel who heads a division of Christian Financial Concepts.
- 3). Radio network who's NRB booth is a drop-off for completed puzzles.
- 4). Last name of WCFC TV's President.
- 5). First name of east coast female talk show host.

Down

- 1). Ministry that provides Christian outreach to television and film industry.
- 2). Network founded by Marlin Maddoux whose NRB booth is also a drop-off location for completed puzzles.
- 3). SWNRB convention hotel who has donated rooms for this drawing.
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The Art of Asking

could never do what you do," a colleague said after I told him we do fund raising "Why not?" I asked. "I guess I just don't feel comfortable asking people for money," he replied.

Most people don't. Maybe that's why someone said, "Blessed are the fund-raisers, for they shall sit at the right hand of the martyrs."

While lots of fund raising deserves criticism, there are ways to ask for money that can be utilized and applauded. Whether you ask face to face, in a letter, or via television or radio, apply these don'ts and dos to obtain more successful results.

Don'ts

The don'ts of asking for money can be summed up in the following list. I use it often as a reminder of what not to do when asking people to give: Don't preach, lecture, scold, threaten, judge, beg, whine, manipulate, exaggerate, induce guilt, or endlessly repeat yourself.

The problem with some of those items is that they work so well. While you may never deliberately incorporate any of these into your fund-raising appeals, somehow they manage to slip in if you're not careful.

Should your ministry face a financial crisis, avoid the temptation to subtly disguise some of these techniques as "strategies" just because they get a response. Don't do it. Make a decision that no matter how bad things get, you won't resort to any of the tactics in the don't list. Not only is it wrong, but it hurts you in the long run as people will turn away from you.

Treat your donor the exact same way you wish to be treated when someone sends an appeal your way.

Dos

Be personal. To be personal, you'll first have to know something about your potential donor. This may mean doing more research. Your appeal should be sensitive to things such as age, marital status, occupation, income, church affiliation, and frequency and levels of giving. Knowing more about the one from whom you're asking money will affect how and what you ask of them.

When I give an appeal on the air during a sharathon, I picture the donor based on the listener profile of that particular format. If it's an inspirational station, she's 35, married with two preteens, works part-time, has a yearly household income of \$65,000, regularly attends an evangelical church, and would give an average of \$15 per month.

Be honest. I once read that the best gimmick in fund raising is honesty. Telling the absolute truth is not only right, but it also gets better results. Hyperbole may have worked well for Jesus when He told parables, but our exaggerations are often manipulative half-truths.

So be human, be real, tell the truth, and follow some good examples like James Dobson of Focus on the Family or Wes Stafford of Compassion International. They share their hearts, tell the story, and when in need of money, ask with honesty and dignity.

Be accountable.

Businesses send to all their shareholders an annual report to show what was done with the stockholders' investment. Donors, like investors, need to know what we do with their money and how much of a difference it makes. Every time you make an appeal, you also need to tell your donors what will result from their giving. Be creative in reporting how their specific donation will be used to impact the ministry.

Be engaging. This involves more than just relating the vision of your ministry and its needs. In your appeal, avoid being dull, repetitive, predictable, and boring. Tell stories, be dramatic, and use humor when appropriate. If you don't make it interesting, you won't hold audience attention long enough to engage their support.

During sharathons, we work hard at keeping people tuned in and focused on what we're doing. We give them a balance of entertainment along with a sincere appeal, couched in the right amount of passion and urgency.

Be concise. Everyone appreciates simple, clear, practical direction on what is expected of them. Just like teaching Sunday school, keep your appeal simple enough for a 10-year-old to understand. Walk them through the process of the who, what, where, when, why, and how to get involved.

For example, take the following statement, which is all inclusive and precise. "Our WXYZ sharathon theme is 'Joining Hands, Changing Lives.' Right now we need 10 people with the next 10 minutes who will join hands with a faith promise of just \$10 a month if we're going to stay on pace and reach this hour's goal of \$3000 to help change lives for Jesus. Call the sharathon pledge line at ..."

In summary, use the Jesus model when making an appeal. The Gospels reveal so much about the person of Jesus, and I think we do well to follow His example in relating to people. He was honest, dramatic, engaging. He was knowledgeable of His hearers, kept their attention by telling stories, asked questions, and pressed people for a decision. Jesus gave vision, faith, hope, and always celebrated God's love, mercy, and goodness.

When people sense in you a desire for their best, you'll earn their trust and get the help you need when you ask. **NFB**



Todd Isbemer is president of ShareMedia, has produced more than 400 sharathons, and consults radio stations on fund raising and promotions. He can be reached at 612-445-3494.



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Bond Servants Unplugged



A 22-year broadcast veteran and award-winning journalist, Felicia Middlebrooks anchors the morning drive for CBS News/WBBM-AM/Chicago. She's also a lay minister at the Midwest Christian Center in Tinley Park, Ill.

By worldly standards, perception is reality. Only a discerning heart equipped with godly wisdom is capable of seeing beyond the veneer. But for the sake of argument, let's take a carnal posture.

When we examine our relationship with God and our lifestyle before those who would care to observe us, is perception reality? What do they see — a life totally committed to carrying out the will of the Lord Jesus or a walking contradiction?

All but the cinematically challenged know who James Bond, a.k.a. Agent 007, is. He's no man of steel but of flesh and blood. His smoldering good looks, high-tech savvy, and quick wit thrill his legions of fans.

This bold *in your face* secret agent operates at the behest of Her Majesty's Secret Service. Each film showcases a nemesis or two and a host of dramatically engineered gadgets, vehicles, guns, and communication devices all at Bond's disposal (along with a bevy of beauties). His reputation precedes him. The world loves him because he is perceived to be infallible.

Wisdom, however, dissolves the veneer and we see Bond unplugged. We know it's only a movie. His performances are enhanced by special effects and limited only by Hollywood film budgets. Bond's weaponry is carnal; ours is spiritual [2 Corinthians 10:4, 5].

The question is, since we operate under the authority of God Almighty, can His Majesty depend on us to carry out His plan? Bond is faithful to his commander. Are we faithful to the One who has called us?

The truth is we have a lot in common with 007. Some very real parallels can be drawn from his assignments — his are temporal, ours are eternal.

Bond is successful because of the physical authority under which he operates. We are thoroughly and eternally effective because of the authority granted to us under covenant with God Himself.

Bond's movie image makes him irreproachable. That's where we differ and it gives us a distinct advantage. Because our flesh makes us prone to mistakes, we're more likely to draw attention from the world. It's how we choose to act upon that attention that is paramount.

When unbelievers recognize the only thing separating us from them is God's grace and our acceptance of Jesus as Lord, then we've opened the door by our witness for them to receive that same grace. When they understand we're not perfect, they have a point of reference and therein lies an opportunity for salvation.

Since we've embarked upon a new year and new challenges, some re-evaluation might be appropriate. Whether we realize it or not, God has a lot riding on you and me. He's stak-

ing His reputation on us, and unbelievers throughout the world base their judgments or misconceptions about Him by what you and I show them in our daily walk.

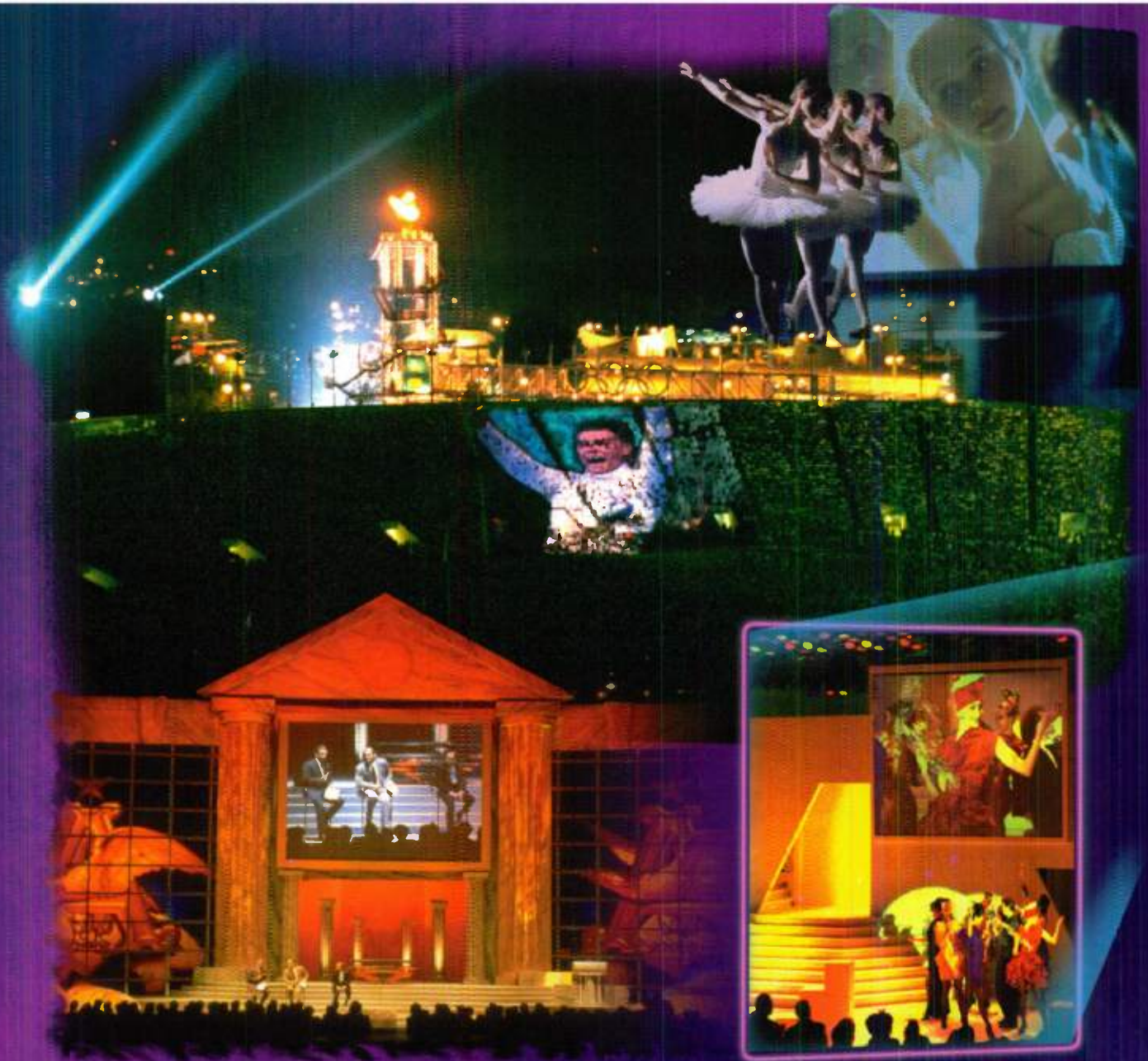
As a 22-year veteran journalist in the secular media, I've witnessed much. I've interviewed heads of state and heads of households, presidents and paupers, defenders of justice and lawbreakers. I've seen good men and women broken and I've seen those who lack integrity exalted.

Although I find a great many things profoundly disturbing, none is as troubling as the number of people I meet who claim to be followers of Christ, yet exhibit contradictory opinions and lifestyles. It's something a friend of mine calls selective religiosity: that's when we honor some parts of the Bible, but refuse to accept those portions which prove to be fleshly irritants.

How can the unsaved grasp a clear and true picture of Christianity if all of us don't live it? I'm often grieved by harsh statements about our God made by well-meaning people who need answers. But if they're looking for those answers by way of observing those of us who are not diligent, they might well end up clueless.

As religious broadcasters, you can assist us all in taking a collective look at our lives and lifestyles. 1998 has begun in earnest. Challenge your listening and viewing audience. Remind them of Matthew 5:13, "You are the salt of the earth; but if the salt loses its flavor, how shall it be seasoned? It is then good for nothing but to be thrown out and trampled underfoot by men," and the Great Commission, "Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you" (Matthew 28:19-20 KJV).

Call it what you will: a check-up or perhaps introspection. But a lamp unplugged is of little use. **NFB**



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The Jesus Factor

Jerry (not his real name) came to us from a small Bible school in Dallas. A faculty friend there recommended him to help with our pioneer Christian radio station in west Texas.

The idea of full-time Christian radio was very new in the mid-1970s and budgets were small to nearly non-existent. Though a powerful station, only two employees were full-time.

I told Jerry, "We can't afford to pay you for the summer, but we can put you up, train you, and give you as much opportunity to work for Jesus as you can stand!"

Jerry moved into our small guest bedroom, ate with us, pulled long shifts, and experienced the joys, trials, disappointments, and victories that come with Christian broadcast ministry. He became one of the family.

The former New Yorker learned what "swamp coolers" were and how to fix them in 100 degree summer heat — and how to do an effective, uplifting show when it couldn't be fixed. He learned the chewing gum and bailing wire of radio broadcasting that just can't be taught, only experienced under pressure. His quiet help gave us the added boost we needed to make the station into the eventual success it became.

At the end of the summer, Jerry returned to school. Before he left, he said he wasn't sure when he came if Christian broadcasting was for him and that he still wasn't. But, after he finished school, Jerry was back full-time. He worked with us for several years, learning, growing, and becoming one of the most valuable people we've worked with.

Our paths converged again as we helped to establish five radio and television stations in a war-ravaged area of the Middle East. Jerry became more than a strong right arm as we dodged the weekly artillery barrages aimed at our Christian stations. Four years together there and it was on to new ministry assignments. Several years later, Jerry returned with his wife and children and occupies my old position with the organization.

Many years have gone by and it is humbling to think I have had a chance to mentor such a man who has gone on to do such mighty exploits. This multiplication principle is well-documented in Scripture.

Jesus Himself selected 12 men and mentored them in the principles of the Kingdom and how to communicate to their generation. He lived His life in front of those 12, teaching and challenging them to be more than they thought they could ever be and then He sent them out to work, always keeping a relationship with them to correct and guide.

From the industry to the classroom, I have had the privilege to mentor many "Jerrys" now scattered throughout this nation and the world, who are now pouring out their lives for the cause of Christ in radio and television. I am both proud of them and grateful to the Lord for my involvement, which

takes whatever He has given me and intensely passes it on to a few who, in turn, will build all this in others.

It occurs to me that this is not only a godly principle, but good business as well.

There are students in classrooms around the world whom God is calling to work in the industry of Christian broadcasting, mentored by dedicated faculty. There comes a time when these students need to take what has been taught in the classrooms and put it to the uncompromising test of professional scrutiny. Two mentors, faculty and professional, are needed to create the exemplary broadcasters needed to take Christian broadcasting into the 21st century.

How can this happen? Though this is not an exhaustive list, consider these suggestions.

Paid internships. Paid a minimal salary, the intern is mentored through the various departments of the radio/television station or concentration in one area of promise over several weeks. This gives the company the added teaching tool of reward to demand excellence.

Unpaid internships. The incentive for the student is not only the credit received, but also the added diversity and quality built-in by the sponsoring station.

Room and board internships. Given by several international stations, student provide the transportation and spending money while the station feeds and houses them while they work. Students gain invaluable cross-cultural experience while they consider full-time service upon graduation.

Most internships range from several weeks to several months of significant, well-supervised work. It seems the best internship opportunities are competitive and involve close screening through communication between the faculty and mentors. It will always be in the college's best interests to help match the internship requirements with the student's abilities and personality.

After agreeing upon what one of my students will do in the internship, I have one request of the station representative: "stretch my student." The internship, ideally taken in the summer after the junior year, gives us as teachers the chance to strengthen and bolster weak areas in the senior year.

NRB offers an internship program through its Intercollegiate Religious Broadcasters (IRB) chapter. At NRB 98, you can also register your internship opportunity.

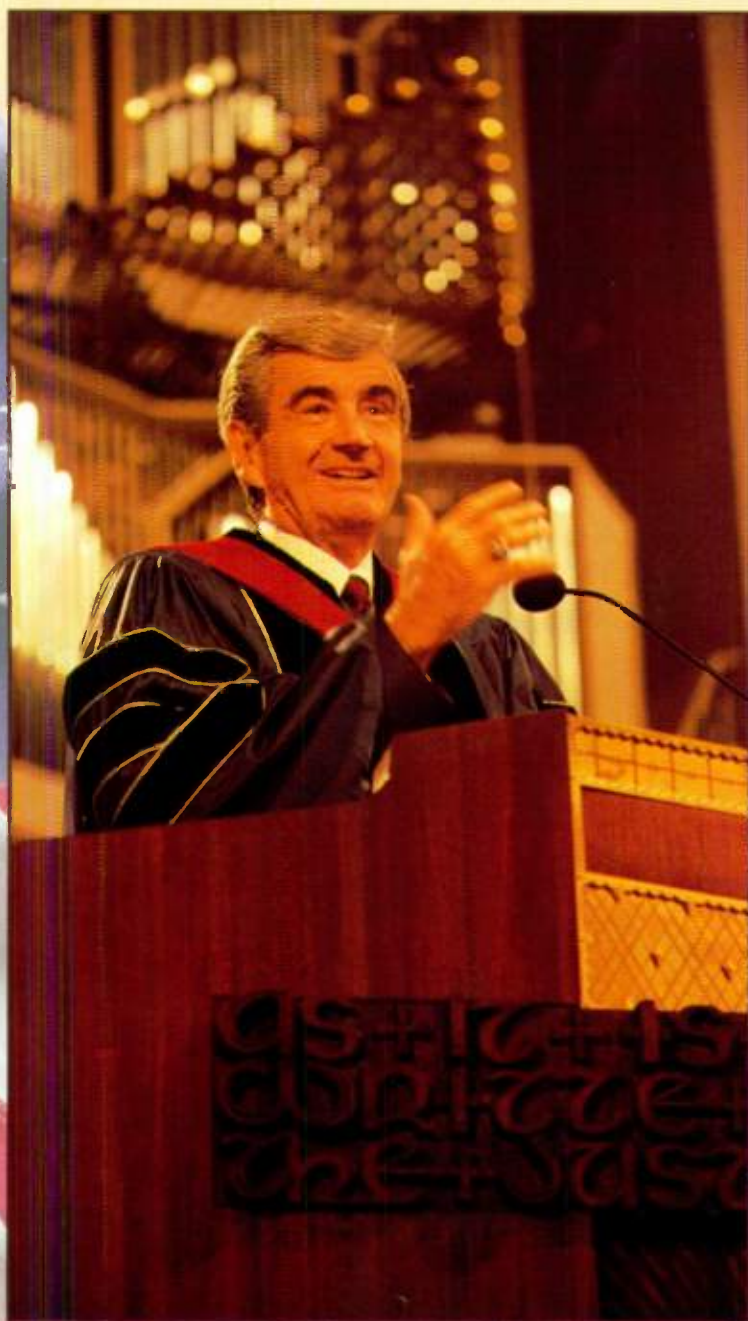
Whether the station finds an intern through IRB or local colleges, be assured that the process carries the Jesus model of mentoring. I believe that there is a mentor in all of us. May you find many "Jerrys" to invest in! **NRB**



Chuck Pollak is IRB chairman and assistant professor at Northwestern College in Minneapolis, Minn. He can be reached at 612-631-5279 or ctp@nwc.edu.

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Giving Unto Caesar

As the dreaded April 15 deadline approaches, we are forced to look at our record-keeping in preparation for squaring accounts with the IRS. For 32 percent of religious radio stations which are non-commercial, this means that you must conform to the regulations placed by the government on non-profit organizations.

Every year since 1992, CPA Daniel Busby reviews tax and financial law changes affecting churches, ministers, and non-profit organizations. He publishes those findings in two easy-to-follow workbooks: *The Zondervan Church and Nonprofit Organization Tax & Financial Guide* and *The Zondervan Minister's Tax & Financial Guide*. Non-commercial radio stations can use these resources to find help with financial accountability, receiving and maintaining tax-exempt status, accounting for charitable gifts, and avoiding common tax mistakes. Busby also gives up-to-date descriptions of tax laws affecting non-profits.

Busby identifies at least 10 recent developments that may impact your non-profit organization in 1998:

1. Reporting on new employees. Non-profit organizations are required to report information on new employees to their respective states. Under a federal law which became effective October 1, 1997, all employers are required to report certain information concerning their newly-hired employees to a state-administered directory of new hires.

2. Recording telephone numbers on information returns.

3. Health care plan changes. New obligations are imposed on employees who sponsor group

health insurance plans. Effective June 1, 1997, the 1996 Health Insurance Portability and Accountability Act requires employers to furnish a departing employee with a "certificate of coverage" indicating the period the employee had health insurance coverage through the employer's group health plan.

4. Charitable contributions. Final regulations have been issued on the deduction, substantiation, and disclosure rules for charitable contributions regarding out-of-pocket expenses, deduction timing, and rights of refusal.

5. Simplified charity registration. A single registration form has now been accepted by 21 states.

6. Added tax-sheltered annuity flexibility. In 1997, participants may enter into multiple salary reduction agreements for their tax-sheltered annuities.

7. Long-term care insurance. A non-profit organization may now pay long-term care premiums or reimburse such employees as a tax-free benefit.

8. 401(k) plans. Non-profit organizations may now offer 401(k) plans to their employees.

9. Charitable gift annuity disclosures. Certain disclosures are now required for any non-profit organization issuing charitable gift annuities or entering into charitable remainder trust agreements.

10. Minimum wage. Most non-profit organizations are subject to the new minimum wage rates.

"We need to practice what we preach about accountability," says Busby, who is the treasurer of The Wesleyan Church and serves on the standards committee of the Evangelical Council for Financial Accountability (ECFA). "The public has high expectations of religious organizations. Day after day, thousands in the non-profit community work tirelessly and selflessly to address physical and spiritual needs worldwide, only to find the public casting a wary eye on them due to the highly publicized misdeeds of a few."

Busby advises that financial accountability goes hand in hand with the principle of stewardship and is the natural outgrowth of proper organizational leadership. "The non-profit organization that refuses to disclose its finances is shortchanging the public from which it derives its support," says Busby. "It also causes suspicions about how it is using the financial resources at its disposal." **NFB**



Judy Waggoner is manager of the marketing public relations department for Zondervan Publishing House. Her articles have recently appeared in *Christian Entertainment and Pastor's Family*. She is a member of the PRSA and an associate member of EPA. She can be reached at judy.waggoner@zph.com.



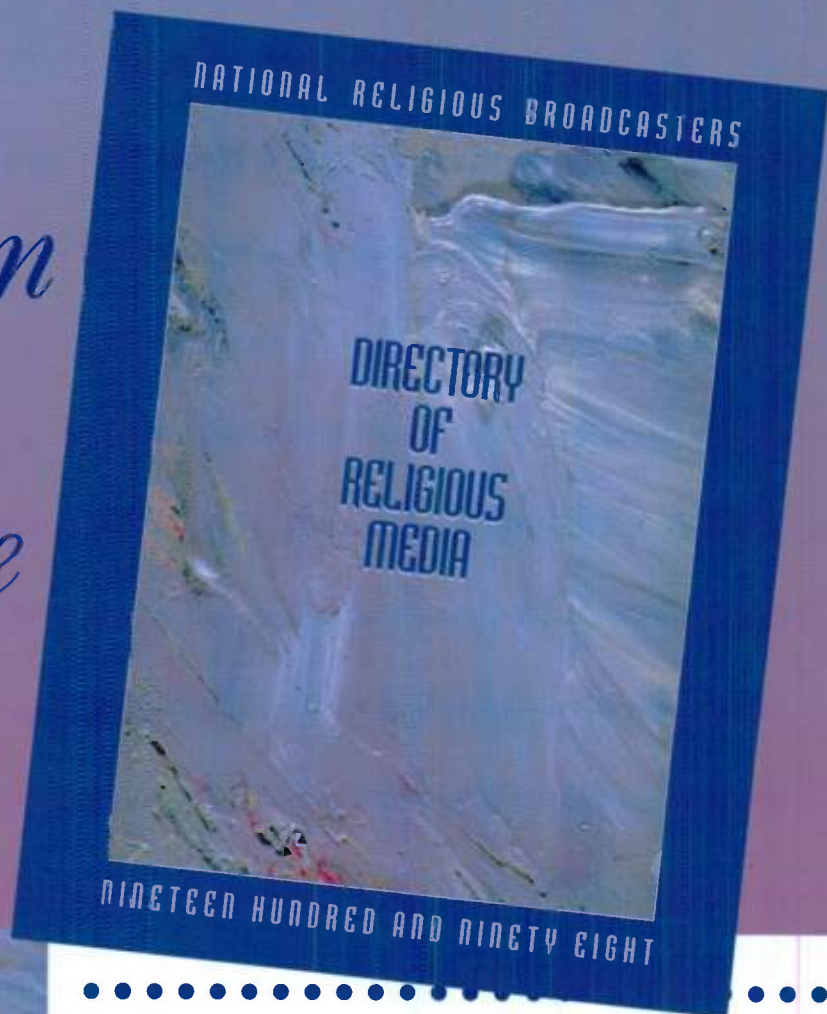
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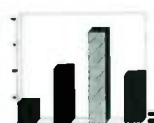
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February 1

The WoW 1998 Inspirational Awards: Hylton Memorial Chapel, Woodbridge, Va. Information: 703-590-0076.

February 5-8

20th Association of Christian Broadcasters Convention: Perth, Western Australia. Information: Kevin Hooper. 011 03 6327 4141 or kahooper@tassie.net.au.

February 8-10

North American National Broadcasters Association Annual General Meeting: Los Angeles. Information: 416-205-8533.

February 26

21st Annual International Angel Awards: Hollywood (Calif.)-Roosevelt Hotel. Information: 213-463-4728.

February 27-March 1

5th Annual Reclaiming America for Christ Conference: Florida Convention Center, Fort Lauderdale, Fla. Information: 800-229-9673 or www.coralridge.org.

March 2-4

56th Annual National Association of Evangelicals Convention: Radisson Twin Towers Hotel, Orlando, Fla. Information: Darrell Fulton, 630-665-0500 or NAEWheaton@aol.com.

March 12

14th Annual Communication Awards Dinner (National Association of Black-Owned Broadcasters): Washington. Information: 202-463-8970.

March 17-21

National Broadcasting Society Convention: Nashville, Tenn. Information: Richard Gainey, 419-772-2469.

April 3-6

43rd Annual Broadcast Education Association Annual Convention: Las Vegas. Information: 202-429-5354.

April 6-9

National Association of Broadcasters Annual Convention: Las Vegas Convention Center, Las Vegas. Information: 202-429-5300.

For your communications event free listing, send the information at least three months prior to event c/o: *NRB Calendar*, 7839 Ashton Ave., Manassas, VA 20109-2883, fax 703-330-6996, e-mail ssmith@nrb.org.

NRB

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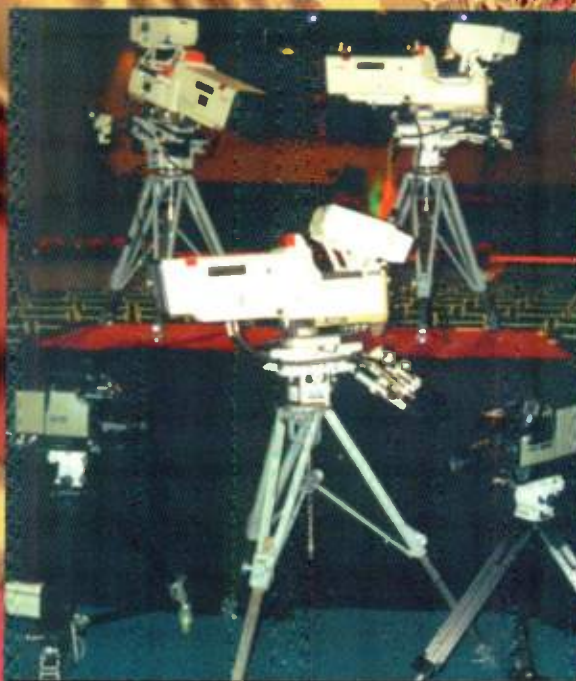
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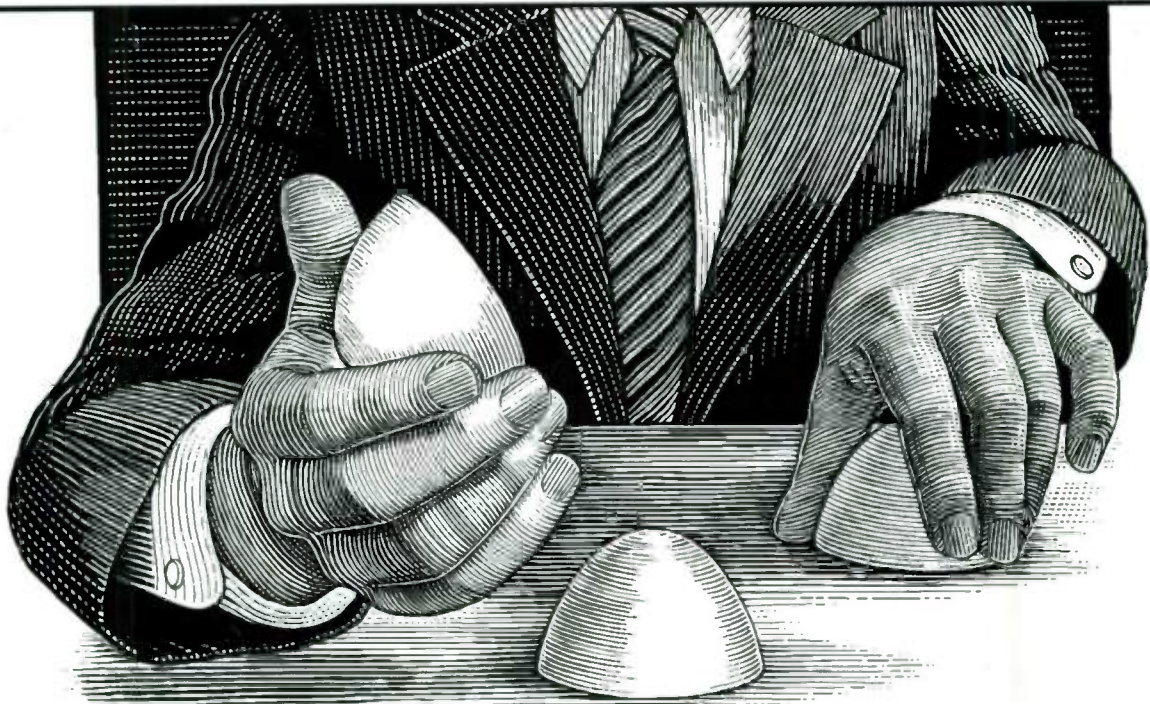


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