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# NRB

NATIONAL RELIGIOUS BROADCASTERS • JULY - AUGUST 1998

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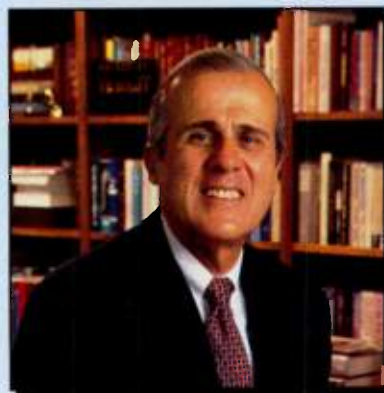


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Photo courtesy of  
InfoCision Management



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## Positively Israel

**O**ften, we desire news from Israel not filtered or distorted through our national media. I have recently found such a service.

Arutz-7 Israel National Radio is the brainchild of Yom Kippur War hero Ya'akov Katz and Rabbi Zalman Melamed, dean of the Bet-El Yeshiva Center institutions, situated in the Judean mountains north of Jerusalem. Established in 1988 to combat the "negative thinking" and "post-Zionist" attitudes so prevalent in much of Israel's media, Arutz Sheva, or Channel Seven, has become a major force in Israeli media.

Providing politically conservative "positive message" broadcasting, its religious-Zionist programming is an informational and educational lifeline to many Israelis (an estimated 25 percent of the listening public) — especially to those who support the pioneering Jewish communities in Judea, Samaria, Gaza, and the Golan, Israel's traditional biblical heartland. The station broadcasts programming daily in Russian, Hebrew, and Torani via three frequencies.

Programming consists of news programs, commentary, Jewish and Israeli music, and Torah classes. Arutz-7 also airs



*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](mailto:clark@familynet.org).*

In the New Testament, it refers to one who brings the Good News of the Gospel to anyone.

Unfortunately, evangelist has such negative connotations in the secular world of broadcasting today that some avoid its use entirely. In the mind of many it evokes the image of a perspiring preacher in white suit and shoes with slicked-back hair and undeniable suasive skills. Coupled with the preaching histrionics are endless fund-raising efforts, mostly of a mendacious nature.

regular public information programs dealing with such subjects as health issues, family values, safe driving, and consumer awareness.

The radio station became the first Israeli online media with a live feed of its service. Through its constantly expanding Internet site ([www.arutz7.virtual.co.il](http://www.arutz7.virtual.co.il)), Arutz-7 is reaching around the globe. Selections on the Web page include Arab press on Israel, good news from Israel, and audio broadcasts.

Arutz-7 is rooted in a true love of the people, the land, and the Torah of Israel, representing an astounding positive revolution in Israeli media — a Jewish educational radio station with a positive message of traditional values, idealism, and hope.

To subscribe to the free Arutz-7 News Service, e-mail list [proc@list.virtual.co.il](mailto:proc@list.virtual.co.il). In the body of the e-mail, type subscribe arutz-7 <your full name>. If no name is submitted, your request will not be processed. **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](mailto:bgustavson@nrb.org).*

## Hijacking Words

**O**ne of the realities of our day is that words having a sound biblical meaning may have become nearly useless. Evangelist is such a word.

Simply meaning "one who brings good news," the ancient Greeks used it to describe what the town crier did when informing the population of the latest events.

It is lamentable that the media capture words and change their meaning to the point where it is tempting to discard them entirely. We all recognize this has happened to the word "gay." What was once used to describe the innocent happiness of children is now attached to a profoundly unhappy, unhealthy, and immoral lifestyle.

But must we allow ourselves to be denied the use of a word as biblically significant as "evangelist" by the secular media? I contend we dare not!

Christ's imperative to "go into all the world and communicate the Gospel to every creature" [Mark 16:15] is still in force. Every believer is commanded to do the work of an evangelist. And those of us called to minister through radio and television are by definition media evangelists. With the Apostle Paul, we must affirm that we are "not ashamed of the Gospel of Christ for it is the power of God unto salvation to everyone who believes" [Romans 1:16]. **NRB**



# BOTT RADIO NETWORK

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Hope in the Night*



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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 Jay*



**Adrian Rogers**  
*Love Worth Finding*



**Tony Evans**  
*The Alternative*



**Ed Young**  
*Winning Walk*



**Marlin Maddoux**  
*Point of View*



**R.C. Sproul**  
*Renewing Your Mind*



**Michael Youssef**  
*Leading The Way*



**Gary Bauer**  
*Washington Watch*



**J. Vernon McGee**  
*Thru The Bible*



**Dawson McAllister**  
*McAllister Live*



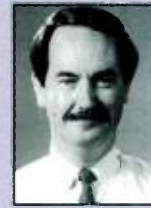
**Jay Sekulow**  
*Jay Sekulow Live*



**Greg Laurie**  
*A New Beginning*



**Larry Burkett**  
*Money Matters*



**Cal Thomas**  
*Cal Thomas Commentary*



**John Willke**  
*Life Issues*



**Dick Bott**  
*President*

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.

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



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## Airwave Anniversaries

**MONTROSE, Pa.** — WPEL-AM-FM/Montrose celebrated its 45th anniversary on May 30. WPEL began AM broadcasting in 1953, then added a FM facility in 1961. (Larry Souder, 717-278-2811)



## Airwave News

**NASHVILLE, Tenn.** — The Christian Hit Radio Satellite Network (CHRSN) morning show *Live From Nashville with Doug and Connie* is now available coast to coast. The show debuted May 20 on four stations.

KDUV-FM/Fresno-Bakersfield, Calif., is the newest CHRSN affiliate. The station will carry the network's morning show, pre-dawn, and various dayparts. (Christopher Buchanan, 615-370-9296, ext. 16)

**SACRAMENTO, Calif.** — K-LOVE Radio Network recently added KSKD-FM/Livingston. The station is 15th in the network. K-LOVE has also added FM translators in Tumalo and Newberg, Ore. (Lloyd Parker, 916-928-1515)

**WILMORE, Ky.** — Asbury College recently received eight Ikegami studio cameras from ABC Television in Los Angeles and WLEX-TV/Lexington. Collectively, the cameras are valued at more than \$1 million.



**ESPN2 Kentucky host Alan Cutler at Asbury College studios with student crew using donated ABC cameras.**

by Asbury students. (Brady Nasfell, 606-858-3511, ext. 2409)

The media communication department, in association with TCI and ESPN2, is producing *ESPN2 Kentucky*, a weekly sports show covering professional, college, and high school sports. WLEX sportscaster Alan Cutler hosts the program while Asbury professor Dr. Jim Owens and senior Julie McDonald are the show's producers. The crew is staffed

**LINCOLN PARK, Mich.** — Rick Amato has launched a nationwide television program on VH-1. The half-hour show, called *The Preacher Dude*, focuses on what Amato learned from his former life as an addict. (Nelson Keener, 717-295-8342 or nkeener@gte.net)

**BOULDER, Colo.** — NewThing Productions is a new television production company, with a target market of Christians who don't currently watch Christian television. Its stated mission is to become the premier Christian television production company in the United States by producing quality, value-based entertainment. (Barry Whitlow, newthing@rmi.net)

**BLACK MOUNTAIN, N.C.** — WFGW-AM-WMIT-FM/Black Mountain have received approval to install a new 120-foot STL tower and digital STL, as well as a new 50-kW AM transmitter. (Donald Bailey, 704-669-8477)

## Ask the Tech Guy

**R**andy Schoening, *NRB's* technology columnist, is ready to answer your technical questions relating to audio/video production in an upcoming issue of *NRB*. Just fax your question to Ask the Tech Guy, *NRB*, 703-330-6996 or e-mail [ssmith@nr.org](mailto:ssmith@nr.org). Please include your name, station/organization, and contact information. Because of space constraints, every question submitted may not appear in the column.

**FORT WORTH, Texas** — The weekly *Believer's Voice of Victory*, produced by Kenneth Copeland Ministries (KCM), is moving from 60 minutes to 30 minutes. The content will feature the same teaching as before from KCM Believers' Conventions and Victory Campaigns. (Allison Saltar, 817-252-5902)

**FORT WAYNE, Ind.** — The WBCL-FM/Fort Wayne Easter Dinner Baskets Project provided food for nearly 250 needy families in Northeast Indiana and Northwest and West Central Ohio this past April. Food for the baskets was collected from WBCL listeners during a five-week period and totaled more than 7000 items. (Terry Foss, 219-745-0576)



## Awards

**FORT WORTH, Texas** — Lighthouse TV Uganda received an Angel Award for the program *Face to Face* and Lighthouse TV Grenada received an Angel for Nicole Nelson's public service announcement on teachers. (Mike Magnuson, 817-332-1246)



**Nicole Nelson**

**LOVELAND, Colo.** — Group Publishing received 40 Angel Awards: 19 to *Ancient Secrets of the Bible* Collectors Series; nine to *Angels Sent On Assignment* Collectors Series; seven to *The Incredible Power of Prayer*; seven to *Chadder's Adventures Series*; six to *Sing and Play Music Video Series*; three to *Forgiven: The Charles "Tex" Watson Story*; and one to *Pre-School Teacher Training Series*. (Suzanne Dowd, 970-669-3836)

**SIMI VALLEY, Calif.** — Robert Duvall's *The Apostle* received a Best Picture honor in the annual religious Wilbur Awards. The awards are given by the Religious Public Relations Council, an interfaith network of more than 500 communicators across North America. (David Smith, 805-373-7631)

**FRESNO, Calif.** — Interecollegiate Religious Broadcaster Marietta Dalpez was selected as the recipient of the \$2500 Vincent T. Wasilewski Scholarship by the Broadcast Education Association. Dalpez is currently pursuing a masters degree in mass communication at California State University. (209-452-1718)

**FORT WORTH, Texas** — Kenneth Copeland Ministries (KCM) received five Angel Awards for *SHOUT*, its children's maga-



zine; the international *Believer's Voice of Victory* magazine segment; a segment on Charles Capps' book, *End Time Events*, and two for testimony features. KCM has also been honored with four Telly Awards: two for *The Sword*, a children's video adventure game from Heirbone Video and KCM, one for the broadcast segment of Capps' book, and one for a special segment on *SHOUT*. (Allison Saltar, 817-252-5902)

GLEN ELLYN, Ill. — *Full Pardon*, a new five-minute radio program recording testimonies from Christian inmates, received three Angel Awards. The radio spot is produced by Good News Jail & Prison Ministry, headquartered in Richmond, Va. (Chad Montgomery, 630-469-1609)

TOCCOA FALLS, Ga. — Trans World Radio president Thomas Lowell received an honorary doctorate from Toocoa Falls College during the school's May commencement exercises. (Nathan Clay, 800-868-3257 or nclay@toocoaofalls.edu)



### International Airwaves

TIRANA, Albania — The Orthodox Autocephalous Church of Albania experimentally opened the "Resurrection" radio station at the church of St. Prokopi. The station transmits classical music and offers a news and religious program three hours a day. (Ramon Williams, rlgmedia@ozemail.com.au)



### Internet Information

MANASSAS, Va. — NRB now offers its merchandise via a secure site, accessible through the association's home page at [www.nrb.org](http://www.nrb.org). Some of the items available for purchase include the *Directory of Religious Media*, books on radio and television broadcasting, CD-ROM and disk versions of the directory, and NRB memorabilia such as pens, tie clips, and cuff links. Browsers can also submit membership applications and convention registration forms.

CHARLOTTE, N.C. — Berean Solutions, Inc., has become a wholly owned subsidiary of 711.NET. The merger combines Berean's server-side Internet filtering technology with 711.NET's expertise in marketing Internet services to the Christian and family friendly market. (Chuck Stevens, 704-544-7071 or cas@711.net)

KANSAS CITY, Mo. — Global Family Network ([www.globalfamilynetwork.com](http://www.globalfamilynetwork.com)) has launched an Internet service called [familyinternet.net](http://familyinternet.net). This service will give Internet users the ability to block pornographic and foul language Web sites at the server, rather than their home computer. (Christina Kanas, 816-474-7777 or staff@globalfamilynetwork.com)



### Music Notes

NASHVILLE, Tenn. — World Vision has announced a new partnership with Vertical Music to promote its annual 30 Hour Famine. Vertical Music artist Darrel Evans will promote the famine in several rallies this fall. Vertical Music is also includ-

ing a cassette sampler in each 30 Hour Famine kit sent out for the 1999 event. (Jessica Atteberry, 615-777-2211 or [atkinsmuse@aol.com](mailto:atkinsmuse@aol.com))



### News Bites

SAN JUAN CAPISTRANO, Calif. — Maramatha! Music and Heritage Keepers have announced a partnership to host stadium conferences across America in 1999. (Holland Davis, 714-248-4017 or [Hdavis@corinthian.com](mailto:Hdavis@corinthian.com))

CEDARVILLE, Ohio — The 2nd Annual Scribe Conference for Christian Radio News Broadcasters will be held on the Cedarville (Ohio) College campus July 17-18. Attendees will learn about how news is presented in the context of Gospel broadcasting. In addition, they will be invited to participate in the establishment of an organization for Christian radio news broadcasters. For additional information, contact *SCRIBE* editor Gordon Govier at 800-373-9692 or [scribe@xc.org](mailto:scribe@xc.org).

ALLENTOWN, Pa. — Lucent Technologies will develop and provide communications chips for CD Radio's 50-channel satellite digital audio radio service, set to launch next year. CD Radio is one of two FCC license holders to develop and market satellite DARS.



### People

NASHVILLE, Tenn. — Jim Davison has joined GSF & Associates as client services director of its Nashville-based operations. Davison comes to GSF with extensive database.

## Nielsen Media Research: Feb. 1998



### Devotional Programs

Rank	Program	Stations	Average TUHH Rating
1	<i>Amazing Grace</i>	6	1.5
2	<i>Hour of Power</i>	171	1.0
3	<i>In Touch</i> (hour)	58	.9
3	<i>Music &amp; The Spoken Word</i>	11	.9
5	<i>Mass for Shut-Ins</i>	12	.8
6	<i>In Touch</i> (half hour)	23	.7
7	<i>Day of Discovery</i>	66	.5
7	<i>Search</i>	17	.5
7	<i>Believer's Voice of Victory</i>	120	.5
10	<i>Coral Ridge</i>	126	.4
10	<i>The Winning Walk</i>	13	.4
10	<i>Ever Increasing Faith</i>	22	.4
10	<i>Jack Van Impe Presents</i>	121	.4
10	<i>It Is Written</i>	39	.4
10	<i>World Vision</i> (specials)	21	.4
10	<i>Creflo Dollar Jr.</i>	38	.4
17	<i>Cornerstone Hour</i>	23	.3
17	<i>Oral Roberts &amp; You</i>	14	.3

Ranked by average household rating. Cable and noncommercial viewership not included. © 1998 Nielsen Media Research.



development, operations streamlining, and operation management experience. (615-889-3944)

SPRINGFIELD, Ohio — Mike Maddex is retiring from Christian broadcasting after 45 years. He most recently served with WEEC-FM/Springfield. (513-399-7837)

TOMS RIVER, N.J. — Charles Zwart has recently joined Christian Children's Associates as program director of *Adventure Pals*, which is also celebrating its 30th year of broadcasting. (732-240-3003)

LA MIRADA, Calif. — Steve Blinn has joined the Far East Broadcasting Company as vice president of marketing and development. Blinn has more than 25 years of advertising and marketing experience. (Alisa Grace, 562-947-4651)

NASHVILLE, Tenn. — Chordant Distribution Group recently promoted territory managers Mike King and Mike Sligar to regional sales managers. King heads up the West region; Sligar for the East. (Leanne Mangan, 615-371-4300)



## Publishing News

WEST MONROE, La. — Howard Publishing has added two new labels to the Christian music market: Here to Him, a praise and worship label; and Driven, a contemporary label. Provident Music Distribution distributes the labels to the Christian retail market while BMG handles the general market distribution.

## FYI: Gay/Lesbian Radio Network

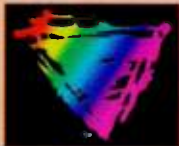
(Editor's note: In an effort to keep you up-to-date with news about other broadcasting interests, this month "Trade Talk" debuts its FYI news section. Inclusion in FYI does not imply NRB endorsement.)

**P**ALM SPRINGS, Calif. — The Triangle Broadcasting Company, Inc. (TBC), a public company listed on NASDAQ, is the first national broadcasting company targeting the interests of the gay and lesbian community with 24 hours of radio programming. The network debuted last October.

Broadcast by satellite, the network is currently on stations in Seattle and Tacoma, Wash., and is scheduled to begin broadcasting in San Francisco, Philadelphia, and Palm Springs later this year. The company's stated target is to be in 20 major markets by the end of 1998.

According to its Web site, TBC also has plans to purchase radio stations throughout the United States and Canada and to develop a television network of gay and lesbian programming broadcast on the Digital Satellite System. The Web site also has samples of its programming in RealAudio™.

Next month: the new Catholic Radio Network.



Have news? Please send your "Trade Talk" item (artwork/photographs accepted) to Trade Talk, NRB



Mail: 7839 Ashton Ave.  
Manassas, VA 20109-2883



Fax: 703-330-6996



E-mail:  
ssmith@nrb.org



## Ratings

FORT WORTH, Texas — Southern Baptist radio programs — *The Baptist Hour*, *Country Crossroads*, *MasterControl*, and *Powerline* — are heard by 3.3 million people weekly in America, according to a recent study of the Arbitron weekly ratings. These programs are distributed to more than 2200 secular radio stations. (817-737-4011)

WALLA WALLA, Wash. — *Walla Walla Live* is rated number one in the region. Co-hosted by Bridge Broadcasting president Joe Gonzalez and pastor Tim Bruner, the talk program is aired on news/talk station KGDC-AM/Walla Walla, which Gonzalez manages along with KTWY-FM and KZHR-FM/Dayton, Wash. (208-263-8055)



## Sharathon Reports

NASHVILLE, Tenn. — WAY-FM/Nashville recently completed its most successful sharathon, with \$42,000 per month pledged and more than \$215,000 pledged for building the WAY-FM Ministry Center. (Christopher Buchanan, 615-370-9296, ext. 16)

## NRB Conventions

September 27-29

*National Religious Broadcasters Eastern Regional Convention*; Sandy Cove Bible Conference Center, North East, Md. Information: Bill Blount, 401-737-0700.

October 1-3

*National Religious Broadcasters Southeastern Regional Convention*; Stone Mountain Park Inn, Stone Mountain, Ga. Information: Regina McGraw, 404-728-6727.

October 11-13

*National Religious Broadcasters Western Regional Convention*; Colorado Springs Marriott Hotel, Colorado Springs, Colo. Information: Roger Kemp, 714-575-5000.

January 30-February 2, 1999

*National Religious Broadcasters 56th Annual Convention & Exposition*; Opryland Hotel, Nashville, Tenn. Information: 703-330-7000, ext. 503, or www.nrb.org.





# A Place Apart A Time Together

## Midwest NRB

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## NRB Adds 60 New Members

(as of May 1998)

### Full Members

Adventist Development & Relief  
Agency International  
Tereza Byrne  
Silver Spring, Md.

Todd Busted  
GAPP Digital  
Wheaton, Ill.

*CrossTalk*  
Randy Weiss  
Cedar Hill, Texas

Richard Davison  
WVFG-FM/Peachtree City, Ga.

Global Radio Outreach  
Michael J. Bond  
Marquette, Mich.

God's Great Outdoors, Inc.  
Gerry Caillouet  
West Milton, Ohio

Todd Isberner  
ShareMedia  
Shakopee, Minn.

KTMW-TV/Salt Lake City  
Max Jaramillo

KWBI-AM/Morrison, Colo.  
Jack Pelon

Love A Child, Inc.  
Bobby Burnette  
Naples, Fla.

Open Doors with Brother  
Andrew, Inc.  
Terry Madison  
Santa Ana, Calif.

*The Quiet Hour*  
William Tucker  
Redlands, Calif.

*Take Heart/Concord Baptist*  
Church  
Geoff Oswald  
Jefferson City, Mo.

Video Enterprises  
David LaBarge  
Canandaigua, N.Y.

Wisconsin Evangelical Lutheran  
Synod  
John Barber  
Milwaukee

WGRI-FM/Grand Blanc, Mich.  
Jon Yinger

WMIW-FM/Little River, S.C.  
Garnder Altman Sr.

WRFR-AM/Faith Radio  
Network, Inc.  
Scott Biegle  
Tallahassee, Fla.

WSOT-TV/Sunnycrest Media  
Inc.  
David M. Trimble  
Marion, Ind.

WTBC-TV/Tallahassee, Fla.  
Michael Moore

*Walk in the Word*, Harvest Bible  
Chapel  
Keven Dekker  
Rolling Meadows, Ill.

GSF & Associates  
Greg S. Fast  
Nashville, Tenn.

Radio Luz, Inc.  
Luis R. Hernandez  
Orlando, Fla.

Bev Singleton  
Media Solutions  
Colorado Springs, Colo.

Paul Webb  
Hollywood Pacific Studios  
Northridge, Calif.

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Warren, Mich.

Amerivision Communications,  
Inc.  
Tracy Freeny  
Oklahoma City

Robert H. Baker  
Baker & Associates  
Dallas

Bailey Group Media  
Gene Bailey  
Longwood, Fla.

Christ for the Nations  
Robert Shone  
Dallas

Christian Broadcasting  
Prescott Sandhu  
Prince Rupert, British Columbia

Doug Coen  
Promise Checks  
Wheaton, Ill.

David C. Cook Church  
Ministries  
Robert Bever  
Colorado Springs, Colo.

Digital Reality  
Dirk Lindley  
Newport Beach, Calif.

Faith Publications  
Chester Wilkins  
Anderson, Ind.

Rick Foster  
EdenSong  
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Founders Inn & Conference  
Center  
Ken Lupp  
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Hartline Marketing  
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Jim Hollensbe  
Cornerstone Video Services  
Williamsburg, Iowa

Norman Hutcheson  
Gospel Missionary Union  
Kansas City, Mo.

Peter Jones  
Main Entry Editions  
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Bluff City, Tenn.

Bob Klopfenstein  
Command Audio Corp.  
Redwood City, Calif.

LTI Net, Inc.  
David M. Jones Jr.  
Wrightsville Beach, N.C.

Living Praise Church Television  
Gus Morgado  
Florham Park, N.J.

Dean W. Manley  
Hilo Christian Broadcasting  
Corp.  
Hilo, Hawaii

Messenger  
James D. Tanner  
Auburn, Ind.

Connie Neal  
Antelope, Calif.

One Voice Productions, Inc.  
Jose L. Garces  
Miami

Phil Waldrep Evangelistic  
Association  
David Black  
Decatur, Ala.

Jerry Ray  
Gulbrandsen, Inc.  
San Diego

Fred Rose  
Hib. Rogal & Hamilton  
Insurance  
Pittsburgh

Satellite Export & Engineering  
"Patriot"  
Jeff Mathie  
Albion, Mich.

Sembrador Producciones, Inc.  
Oscar Medina  
Montclair, Calif.

Sterling Communications, Inc.  
James E. Price III  
Ringgold, Ga.

TeleData Services, Inc.  
Don Bell  
Tulsa, Okla.

Timothy Plan  
Arthur D. Ally  
Winter Park, Fla.

Larry C. Tinsley  
Atlanta International Records  
Atlanta

Verite Distributors  
Jordi F. Verite  
Miami

Visual Fulfillment Services, Inc.  
Dave Browning  
Baton Rouge, La.

**NRB membership now totals  
1041. For membership  
information, contact NRB at  
703-330-7000, 511.**



## Opinion: 'Backward,' Christian Soldiers?

Christians listening to Christian radio are on their way to pick up their kids at the Christian school. They have only Christian friends and they discuss Christian topics within the four walls of their Christian church — and the nation crumbles around them.

In a *Coral Ridge* interview, Ira Glasser, executive director of the American Civil Liberties Union, said the ACLU has done "more for religious freedom" in this country than any other organization by keeping religion "private." This especially applies to the Christian perspective on current issues.

Don't talk about abortion in church — it's a "political issue." Don't talk about abortion in politics — it's a "religious issue." Against such stellar logic, Christians retreat. Pro-life protesters become felons for employing the very same methods used by Martin Luther King Jr. in the civil rights movement. Christians are told they can't legitimately enter the public square because of the fictional "constitutional separation of church and state." But it's easier to be silent than to read the Constitution and make a stand.

Johnny is told he can't sing Christmas carols in school and Nativity scenes are ripped down in towns across America. There are homosexual writers for most major television sitcoms and 26 homosexual parts on prime time are upheld as role models while Christians are routinely portrayed by Hollywood as buffoons and villains.

And Christians sit by and wonder why people wouldn't like to "live next door to them," as polls have indicated. They

go back to filling their heads with knowledge they will never share — except with other Christians in their separate society where they know they will be rewarded rather than ridiculed.

Alabama Federal Judge Ira DeMent called out prayer police to roam the halls, looking not for guns or drugs, but for students praying or discussing anything of a "religious or devotional nature." Locker searches for contraband "religious materials" have legal precedent. When the U.S.

Supreme Court ordered the Ten Commandments off the classroom walls, there was hardly a whimper. Eighteen years later the court got what it asked for, as students disobey commandments like "thou shalt not murder." Must be the guns, right?

A few years ago, a Canadian law aimed at forbidding ministers from preaching the Gospel on television sparked an invasion of studios, where records were confiscated, equipment taken, and ministers were thrown into jail. Think that can't happen here? Sit back and watch. Or equip your audience to stand up, enter the public square, and be a voice to stop it.



Janet L. Folger is national director for the Center for Reclaiming America and host of *Reclaiming America* with Janet Folger. She can be reached at 954-351-3353.

### Top 10 Christian Clothbound Non-Fiction (June)



1. *Final Dawn Over Jerusalem* by John Hagee, Thomas Nelson
2. *The Weigh Down Diet* by Gwen Shamblin, Doubleday
3. *What's So Amazing About Grace?* by Philip Yancey, Zondervan
4. *Joy for the Journey*, J. Countryman
5. *The Cross* by Max Lucado, Multnomah
6. *Prayers That Avail Much*, commemorative gift edition, Word Ministries
7. *Lay Aside the Weight* by T.D. Jakes, Albury Publishing
8. *Streams in the Desert*, Updated Edition, by L.B. Cowman, Zondervan
9. *The Great House of God* by Max Lucado, Word
10. *Let the Journey Begin* by Max Lucado, J. Countryman

### Top 10 Christian Albums (June)



1. *Live the Life* by Michael W. Smith, Reunion
2. *Obvious* by 4HIM, Benson
3. *Perennial* by Twila Paris, Sparrow
4. *WoW 1998*, Sparrow
5. *Everlasting Love* by CeCe Winans, Sparrow
6. *Veggie Tunes*, Everland

7. *A Maze of Grace* by Avalon, Sparrow
8. *Gold* by Crystal Lewis, Myrrh
9. *Pages of Life* by Fred Hammond & Radical for Christ, Verity
10. *Mission 3:16* by Carman, Sparrow

### Top 10 Christian Videos (June)



1. *VeggieTales-Josh & the Big Wall*, Everland
2. *VeggieTales-Dave and the Giant Pickle*, Everland
3. *VeggieTales-Larry Boy & the Fib From Outer Space*, Everland
4. *VeggieTales-God Wants Me to Forgive Them?!*, Everland
5. *VeggieTales-Rack, Shack, and Benny*, Everland
6. *VeggieTales-A Very Silly Singalong*, Everland
7. *VeggieTales-Are You My Neighbor?*, Everland
8. *Adventures in Odyssey-A Stranger Among Us*, Focus on the Family
9. *Apocalypse*, Prophecy Partners
10. *Rivers of Joy* by Bill & Gloria Gaither, Spring House

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



# ICRN Gives Christian Best Response 0

## ... Why Aren't You Here?

The top Christian broadcasters in the country are on Involved Christian Radio Network. Why? The ICRN audio website gives them the best response, best audience, best cultivation, best technical support, and best ministry opportunities on the net.

*And we can do the same for you!*

**No other online station can put your broadcast next to such top programs and give you better response.**

### Get Better Response Than Radio

Broadcasters receive such large response from the ICRN site that it rivals the response rates from their top radio stations — in some cases ICRN is their #1 station!

### Hook Up to the #1 Internet Site

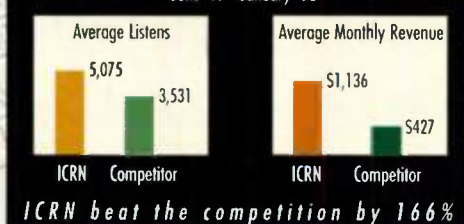
Other Internet audio sites claim to be good, but none of them can get you the kind of response we do. And we have the numbers to prove it. One of our broadcasters uses both ICRN and a major competitor. Compare their numbers for yourself. According to this broadcaster's internal statistics, ICRN generated 44% more average listeners and 166% more average monthly revenue for them than their other Internet audio site. With numbers like these it's easy to see why the top broadcasters in the nation choose ICRN over any other website. *Shouldn't you be on the #1 site, too?*

### Draw a Larger Audience

Unlike other sites that have one small section of Christian programming, our entire site is dedicated to ministry. Since

### Broadcaster's In-House Statistics

June '97 - January '98



**ICRN beat the competition by 166%**

we have all the top Christian programs, we draw a large and wide variety of listeners to the site.

### Reach the Best Demographics

ICRN opens up your broadcast to an entirely new audience — the mostly male, well-educated, high-income, Internet audience. This sought-after group of potential givers doesn't have time to listen to traditional radio broadcasts — but on ICRN they can access your show at their convenience, 24-hours a day!

### Pay Less for Acquisition

We can capture names of listeners and potential donors for your ministry as well or better than direct mail, telemarketing, or other campaigns — at a low cost that easily competes with any other media.

### Eliminate Technical Hassles

Again, no one can beat us. From reporting and tracking software to bandwidth connections to back-up hardware, we're state-of-the-art. Since we handle it all, your staff and resources are free to focus on ministry instead of technology.

### Why Aren't You on ICRN?

If you want to achieve the maximum response with your broadcast, you need to be on ICRN. No other online station can put your broadcast next to such top programs and give you better response.

*Jump on the Hottest Broadcast Market Today!  
Call Rachel Horner at 206/682-3035 ext. 543.*



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This powerful broadcast will boost your spiritual growth by helping you understand and apply God's Word to your life.

**BREAK POINT**  
Listen here daily for a Christian perspective on news and trends.

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- Bob Phillips Bible Commentary
- BreakPoint with Chuck Goolsen
- Come Up Higher with Bob Phillips
- FamilyLife Today with Dennis Rainey
- God's Word Today with Dr. James Boice
- Grace to You with John MacArthur
- Hope For Today with Dr. Rick Ferguson
- Insight for Living with Chuck Swindoll
- Josh McDowell Radio with Josh McDowell
- Key Life Network with Steve Brown
- Proclaim! with Dr. Joseph Stowell
- Turning Point with Dr. David Jeremiah
- The White Horse Inn with Dr. Michael Horton
- WordPower from The Bible League
- The 700 Club with Pat Robertson

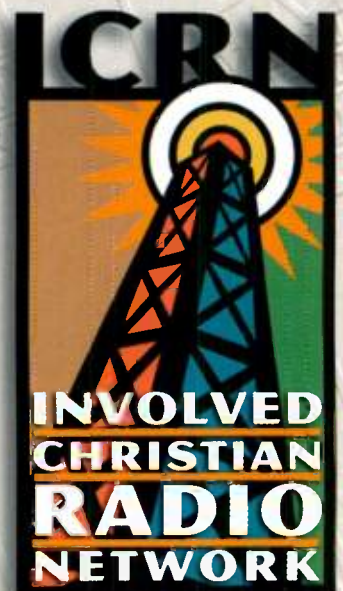
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## License Agreements Finalized, SESAC Approached

**B**ringing to an end months of negotiations and decades of acrimony, the NRB Music Licensing Committee (NRBMLC), ASCAP (American Society of Composers, Authors, and Publishers), and BMI (Broadcast Music, Inc.) have signed new music licenses. Though the parties reached agreements in principle on the licenses in late 1997, negotiating the details of the licenses and retroactive settlement terms took several more months.

According to NRBMLC executive director Russ Hauth, "Working out the details was complex, requiring countless hours poring over the license minutiae, with lawyers, accountants, and board members helping out."

As a condition of the settlement with ASCAP and BMI, NRBMLC has publicly announced the withdrawal of its opposition to the Copyright Term Extension Act, a bill strongly desired by the performance rights organizations (PROs), and also the withdrawal of support for music licensing legislation currently before Congress. Hauth said these legislative activities were ultimately responsible for bringing the PROs to the negotiating table.

In Hauth's view, "These new licenses are a magnificent accomplishment, one that couldn't have been achieved without help from our friends in Congress." He credited Sens. Lauch Faircloth (R-N.C.), Tim Hutchinson (R-Ark.), Orrin Hatch (R-Utah), Jesse Helms (R-N.C.), and Strom Thurmond (R-S.C.), House Majority Leader Dick Army (R-Texas), Majority Whip Tom Delay (R-Texas), and Rep. James

Sensenbrenner (R-Wis.) with assisting in this issue.

As of May 19, the new licenses, along with comprehensive settlement agreements, had been submitted to Judges Conner and Stanton of the ASCAP and BMI Rate Courts, respectively. The court documents also deal with the retroactive settlements, which will be allocated between the committee and its member stations.

Hauth expected the judges would approve the new licenses after a two or three-week waiting period, during which interested parties may register objections. Hauth said no challenges were anticipated.

The new licenses create a win-win situation for broadcasters and copyright owners, while providing a realistic alternative to the blanket licenses offered by the PROs. Stations using copyrighted music in up to 55 percent of their weighted hours will save money by opting for the new licenses, a benefit to broadcasters. At the same time, the new license agreements economically encourage stations now using little or no copyrighted music to increase music play, which will benefit songwriters and recording artists.

Hauth said NRBMLC has now turned its attention to negotiating a new agreement with SESAC, the last major PRO which has not yet negotiated a new license agreement with NRBMLC. According to Hauth, SESAC is seeking to double its fees over the next five years. Hauth asked, "Does SESAC's amount of repertoire justify such an increase? We think not." — Brian Fitzpatrick is NRBMLC communications director.



## Country Profile: Spain

**O**nce one of the great imperial powers of the world, Spain colonized much of Central and South America and in the Middle Ages sent her sailors to circumnavigate the globe. Occupied by the Muslim Moors for 700 years until 1492, the Spanish Empire lasted another 300 years.

In this century, fascist dictator General Franco won the Spanish Civil War in 1939, defeating the king's forces. Franco held power for 36 years, but when he died in 1975, there was a quick return to constitutional monarchy, a new democracy, and free elections.

It is only in the last 21 years that Spain has moved toward a relatively stable democracy — sometimes spoiled by Basque terrorist activities. The real opening-up of Spain has happened since 1990. While Spanish is the third most-spoken language in the world (after English and Chinese), today Spain is a poor country with little international influence.

Currently only about 40,000 among her 40 million people are believers. There appears to be more evangelistic activity in churches and in broadcasting in Spain than almost any other European country.

There is one Christian radio station in Barcelona, another in Seville, and a Christian network, Radio Television Amistad. The network covers 14 cities and the Canary Islands via satellite. Spain now has more than 300 small and local radio stations, many of which are prepared to carry evangelistic and biblical teaching programs.

The organization Evangelism in Action produces radio and television programs for distribution through all these outlets but, like other Christian producers, they have little recording equipment, television cameras, and video facilities. This is a real challenge because national radio and television chains are also prepared to accept Christian religious programs.

There is no longer persecution of evangelicals but because their numbers are so tiny and they are spread out over an area larger than California, communication is hard and there can be little practical synergy between the groups except via the broadcast media.

Spain is a country which offers wonderful opportunities for partnership in radio and television work, which is undoubtedly the most effective way of presenting the Gospel message to Spain's population.

— Information provided by the Fellowship of European Broadcasters







## Member Profile: Love Worth Finding

**M**ANASSAS, Va. — Based in Memphis, Tenn., *Love Worth Finding* is the media ministry of Adrian Rogers. A 19-year member of NRB, *Love Worth Finding*

has a direct position, a defined purpose, and a dependable promise to accomplish great things for Christ.

The position of the ministry is to emphasize truth and family values with a balance of compassion and conviction. The ministry's purpose brings people to Christ and matures them in the faith. Its promise is to serve with absolute financial and moral integrity and open accountability.

These values are integral to the broadcast arms of the ministry. The television and radio programs are positioned nationally and internationally. With 21,694 television and 619 radio outlets, the *Love Worth Finding* programs reach more than 100 countries including China, Korea, the Middle East, and South Africa. *Love Worth Finding* ministers in Spanish through *El Amor Que Vale*.

The purpose of the programs is to bring people to Jesus Christ, the greatest "love worth finding." The ministry sponsors a Web site which webcasts the radio program via Broadcast.com (formerly AudioNet™). The site also features a complete catalog of albums, books, and booklets, along with individual messages and other resources by Rogers.

*Love Worth Finding*  
MINISTRIES

As a listener-supported ministry, *Love Worth Finding* responds to its listeners' needs through handwritten notes, helpful resources, and prayer. Executive vice president Bill Skelton says, "The worldwide outreach would not be possible without the prayers and financial support of many partners. I am aware every day how much we depend on our friends."

Rogers is enthusiastic about the Lord's provisions for *Love Worth Finding*: "I believe God wants us to proclaim the message of salvation in the power of the Holy Spirit by every means possible, especially through radio and television. That's our commitment at *Love Worth Finding*, and I'm thrilled to be a part of this work."

— Anne Zdobysz is NRB's membership director and can be reached at 703-330-7000, ext. 511, or [azdobysz@nrb.org](mailto:azdobysz@nrb.org).

### NRB Membership Services Directory

#### Publications

- NRB Magazine
- *INSIDE NRB, For Members Only* NewsFax
- *Directory of Religious Media* (discount)
- *Daily Convention News*
- Electronic Directory (discount)

#### Education

- Regional Chapter Conferences
- Educational Sessions at Annual National Convention
- Resource Materials

#### Member Benefits

- Airborne Express Delivery
- SureFax
- PennyWise Office Products
- MemberCom Plus
- Health and Business Insurance
- Alamo Car Rental

#### In-House Benefits

- Special Convention rates
- Exhibit Booth Discounts
- Advertising Discounts
- Free Internet Classified Advertising

## NRB gives you reason to celebrate!



**Members save time, money and resources with new quarterly billing.**

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Members whose annual dues are less than \$1056 will receive quarterly invoices rather than monthly invoices.

Members whose annual dues are greater than \$1056 will remain on their current billing schedule.

Associate Members and For-Profit Individual Members will continue to be billed annually.

#### Questions?

**Please call or write the Membership Dept.**

**703-330-7000 x 511 or [azdobysz@nrb.org](mailto:azdobysz@nrb.org)**



by Catherine Beyer

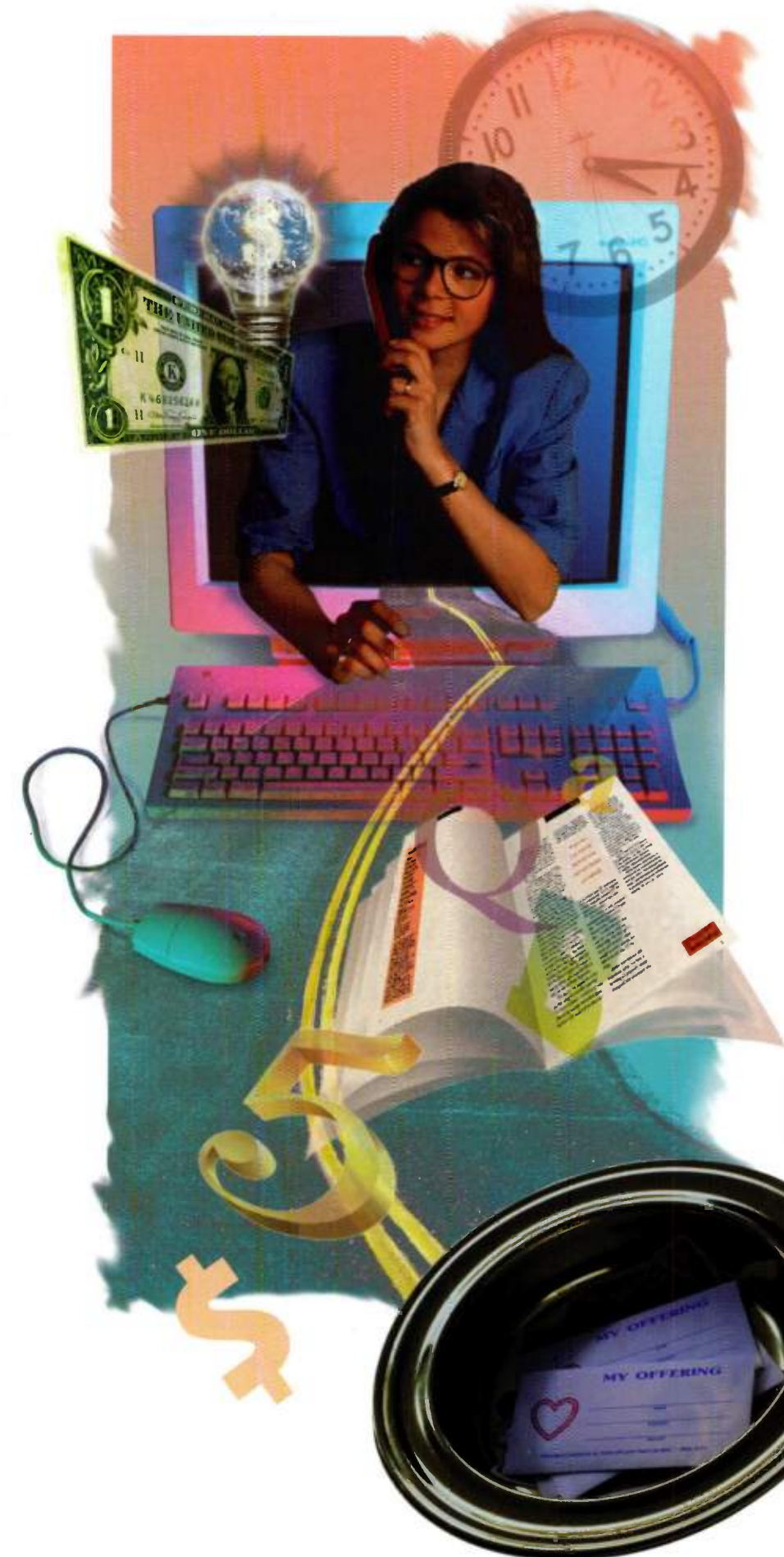
**R**emember sitting in church on Sunday mornings as a child, squirming a little and scanning the room in wide-eyed wonder?

As you concentrated on the message, you knew the collection plate would soon follow. Your parents had a donation envelope ready, but you waited to drop your very own quarter into the basket, clutching that coin as if it were a king's ransom. You probably envisioned your minister physically handing your 25 cents to a less fortunate man you had seen on a street corner, or maybe even passing that quarter on to one of the men building a new addition to the homeless shelter.

A generation later, contemporary fund raising involves considerably more than this childlike vision of what it means to donate to a particular organization or cause, but many people do not have any clearer picture of what the process actually entails. As fund raising by telephone has gained popularity over the last 10 years, the fund-raising picture has changed dramatically.

The process sounds simple: someone calls and asks for a donation, and you send a check. But what exactly happens when you entrust your donor file to an outbound telemarketing company?

# PASSING COLLE FUND R





## OUTBOUND TELEMARKETING

The process begins once your organization has selected an outbound service provider based on the firm's reputation, performance history, and quality control systems. Make a personal visit to your chosen firm's phone center and, by all means, split test your file among two or more reputable firms.

Update your donor file to get the most current information possible. If your file has no phone numbers, your firm's computer programming department will send your file to an outside company for current telephone number information. Once this information is updated, your telemarketing firm will make final preparations to begin calling using a predictive dialer or by manually dialing the numbers. Many firms today use the predictive dialer because it handles the tedious task of dialing thousands of phone numbers every hour so that your firm's telemarketing service representatives can spend their time talking with your donors instead of shuffling papers or punching buttons.

While the file is being prepared for the program, your account team will finalize performance goals for your file based on the donors' giving history. Are they current donors? Lapsed donors? Non-donors? This information will affect the file's performance as well as the type of appeal implemented in the telemarketing script.

For example, current donors understand your organization's recent goals,

and accomplishments and require less information. Lapsed donors usually support the same causes, but they may also require a little more information about the appeal. Your script and fact sheet should include details about your organization's various projects as well as basic answers to your donors' commonly asked questions. Remember, the telemarketing firm you select will represent you to your donors, so their callers must be knowledgeable and prepared.

## ESSENTIAL TRAINING

Ensuring such preparation comes only through training. Before the firm places a single telephone call on your program, they should provide thorough script training. Ideally, a representative from your organization should participate in the training along with members of the telemarketing firm's account and phone center management teams. Support materials including brochures and videos paint a vivid picture of your organization for the communicators.

This training provides the greatest opportunity for you to share vital information about your organization and to answer questions from the communicators. Most important, you can meet the people who will be calling on your ministry's behalf.

After training the phone center team on your program, your firm should test your appeal using a small group of communicators that truly represents the personnel

your firm has to offer. Some telemarketing companies will put only their best callers on a program during the testing phase in order to achieve superior results. Unfortunately, this practice may create unreasonable expectations. Your firm should have no trouble matching or even improving upon the initial results once a program begins the rollout phase.

The key in testing all the variables in a telemarketing program lies in the fine tuning and the ability to replicate the program results on a larger scale. Aside from the immediacy and the intimacy of a telephone conversation, flexibility remains one of outbound telemarketing's greatest advantages. Your telemarketing program's initial success relies on thorough, insightful testing, but you will still have the flexibility to make changes instantly throughout the campaign.

## FULFILLMENT AND FOLLOW-UP

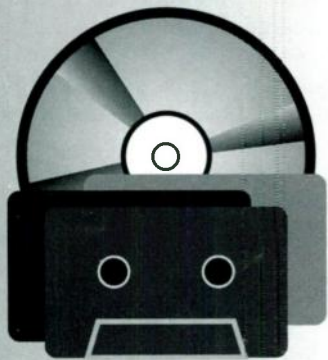
Once you have the file prepared, the appeal tested, and the communicators trained, you may think you have the program ready to roll. Actually, these components represent only the tip of the iceberg in running a telemarketing program.

The account team must address several other vital facets of your campaign before your calls can begin. A successful program must also integrate effective strategies in campaign fulfillment and follow-up. Remember, receiving donations

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over the phone represents the first step in the fund-raising effort. Without an efficient, timely response to each donation pledged, a campaign's back-end results may fall short of front-end projections.

Your firm should follow up every telephone pledge with a fulfillment letter package, mailed as quickly as possible — preferably the day after the phone call. Donors make their pledges with the best of intentions, but with today's fast-paced lifestyles, you must provide donors with the best possible opportunity to fulfill their promise by receiving the response device while the commitment rings fresh in their memory.

The quality of your letter package carries as much weight as its timing, so use a full-faced carrier for your envelopes with a laser-printed address and live postage. Personalize your letter with the donor's name and specific contribution pledged. Through extensive testing we have found that a hand-signed signature adds the final personal touch in a quality fulfillment package.

### COLLECTION STRATEGY

Again, a certain percentage of the people who pledged over the phone may not respond immediately to your initial thank-you letter for a variety of reasons. After approximately three weeks, your firm should send a follow-up letter reminding donors of their pledge and thanking them again for their support. Although most telemarketing firms often try to dazzle prospective clients with talk of technology and great response rates, the most successful fund-raising campaigns focus the same effort on their pledge fulfillment strategy as their front-end telephone campaign management.

In fact, your greatest potential cost savings could come not in how your firm spends your money, but in how it collects it. Caging allows you to have a third party — usually a bank near your organization — serve as a collection house for the fulfilled pledges on your campaign. Using a caging program, your donors' pre-printed return envelopes would be sent to a P.O. box and

the post office would then express mail the donations to your bank. Once your bank receives the funds, it sorts the responses and deposits the monies into your checking account.

Because as much as 20-30 percent of your program's revenue will come in response to reminder letters sent three weeks after the initial pledge, your pledge collection strategy must be an efficient one. Remember, current donor fulfillment starts to fall off after three or four weeks, and for lapsed donors that number drops to two weeks. Third-party caging works

because it removes the staffing burden from your organization and puts it in the hands of trusted professionals. Caging, testing, fulfillment, predictive dialers, and information technology — these vital components of a state-of-the-art fund-raising program

seem light years apart from a child dropping a quarter in the Sunday morning collection plate. However, the only real difference is that contemporary fund raisers now have a valuable resource at their disposal: experienced, quality, telephone fund-raising organizations that help them maximize their efforts and ensure that every quarter donated does the most good.

**Catherine Beyer joined InfoCision in 1991, after earning an MBA from the University of Akron (Ohio). She has implemented hundreds of highly successful telephone fund-raising campaigns for dozens of InfoCision's clients. Beyer is responsible for all client service functions related to Christian fund raising and may be reached by telephone at 330-668-1400 or via fax at 330-668-1401. Visit InfoCision's Web site at [www.infocision.com](http://www.infocision.com).**





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America™*

*Partial Client List*

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**Life Outreach International**

**Liberty University**

**Love Worth Finding**

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

Like you, we see our work as a ministry. As a way to impact lives. For eternity.

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.

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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.

Find out how **InService America** can partner with you to impact lives and make a positive impression for your ministry—and do it affordably. Call 1-800-870-9865. You'll see how we touch the lives of people searching for an answer.

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**Promise Keepers**

**Christian Financial Concepts**

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Power and Glory**

***InService  
America™***

**1-800-870-9865**



A woman with dark hair, wearing a headset with a microphone, is smiling and looking down at a computer keyboard. She is wearing a red and black patterned top. The background is a plain, light-colored wall. The text 'R.I.V.P.' is written in a large, red, cursive font in the upper right corner, and 'How easy is it for' is written in a smaller, red, serif font below it. In the bottom left corner, the text '20 NRB JULY-AUGUST 1998' is visible. A small 'VPI' logo is on the right edge of the image.

*R.I.V.P.*

How easy is it for



# someone to learn about your ministry? You might be surprised...

by Doug Pillsbury and Ron Sellers

**J**ohn Q. Public has just caught the end of your program. Susie Jones's neighbor told her about your ministry. Jane Doe stumbled onto your Web site. These first encounters with your ministries are interested in learning more about your ministry but are not quite ready to write a check. Answering their questions sounds like a simple task, doesn't it? But is it really? We decided to find out just what a typical ministry response looks like.

A randomly selected group of 28 ministries — many of whom have a broadcast presence — was contacted by phone or through e-mail (for a complete list, see the sidebar at right). Lest you be concerned that this exercise wasted the time and money of these deserving organizations, note that this contact led to a few product orders or donations, when we were impressed enough to be interested in what the ministry had to say, just as real potential donors would react in the real world.

This article won't identify which materials came from specific ministries. That is neither fair to the organizations nor is it our intent to praise or criticize individual ministries. Rather, we hope you will evaluate how your organization responds to people seeking more information.

## HELLO?

Our initial contact with some ministries was a chore — they just weren't prepared to take a call for information. Particularly problematic was the attempt to contact national ministries that also had local arms or churches associated with them. Often, the phone number we received (either through directory assistance or from

the ministry itself) led to the local organization, rather than the national ministry.

The trouble was that the local organization frequently had no clue what to do with the call. In one case, we were told to call back (a long-distance call) at a certain time, because "they're all away and no one here can help you right now." How many people would actually go through the time and expense to call back?

talize on the interest of a potential supporter, but also will most likely turn that person off from any future attempted contact.

## PLEASE, MR. POSTMAN?

It was also surprising how long it took to receive information from some organizations. A few ministries responded right away and we received materials within three to five days. Others took a couple of weeks, a month, or even two months before sending out information. By this time, the initial interest of the potential donor is probably long gone, especially if that person contacted more than one ministry and the others had already responded, working to establish a relationship.

## WHAT'S IN THE PACKAGE?

The greatest diversity was in what we received from different organizations. Some obviously had a well thought-out plan of how to deal with potential new donors. Others seemed to grab whatever was handy and stick it in the mail. Some examples:

Ministry A sent us one mailing, a product catalog including books, tapes, and an entire section of clothing. No welcome letter, no description of the ministry, no request for financial support.

Ministry B started with a nice postcard thanking us for our interest, followed by a free subscription to its magazine, a welcome package with a personalized letter, a product catalog, and a brochure about the ministry, plus continuing updates and appeals as the weeks went by. This was a well-conceived welcome, with an obvious plan behind it.

Ministry C mailed a list of available

## INVITATIONS

The following ministries were contacted for this article:

- The American Center for Law and Justice
- John Avanzini Ministries
- Breakthrough with Rod Parsley
- Christ for the Nations, Inc.
- Christian Coalition
- Christian Financial Concepts, Inc.
- Kenneth Copeland Ministries
- Cornerstone Credit Counselors
- Crown Ministries, Inc.
- Creflo Dollar Ministries
- Jesse Duplantis Ministries
- Eagle's Nest Christian Fellowship
- Focus on the Family
- John Hagee Ministries
- Kenneth Hagin Ministries
- Harvest Ministries
- Marilyn Hickey Ministries
- Benny Hinn Ministries
- T.D. Jakes Ministries
- Liberty Counsel
- Joyce Meyer Ministries
- Promise Keepers
- Samaritan's Purse
- Jerry Savelle Ministries
- The 700 Club
- Jimmy Swaggart Ministries
- Jack Van Impe Ministries International
- Victory Christian Center

— DP and RS

## IS ANYBODY HOME?

Probably the most amazing thing was that three of the 28 ministries contacted sent nothing. Someone was interested enough in their work to want more information and they followed that up with absolutely nothing. Not only did they fail to capi-



# People Like What They're Hearing...

"I love your show! *Pro-Life Perspective* always keeps me up-to-date on the latest trends and information in the pro-life movement." *Angela Hicks, Edmond, OK*

"... I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*." *David Ingram, Ft. Smith, AR*

First broadcast in January 1985, "Pro-Life Perspective" is the official radio broadcast of the National Right to Life Committee (NRLC), the nation's largest pro-life group. Pro-Life Perspective is hosted by NRLC president Wanda Franz, Ph.D. and features occasional guest speakers prominent in the Pro-Life movement.

Since its first broadcast, "Pro-Life Perspective" has attracted hundreds of thousands of listeners, an audience which continues to grow. With personal, professional and insightful discussion of pro-life issues, "Pro-Life Perspective" is the best means by which pro-lifers across America, including your listeners, can remain informed on current life issues.



Wanda Franz Ph.D.

## Pro-Life Perspective

For more information please contact National Right to Life, 419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004 (202) 626-8817

products. All books and tapes were listed only by title, with no descriptions or explanations. No appeal, no background about the ministry — just titles and an order form.

Ministry D added us to its regular mailing list. Without welcome or introduction, we've been receiving appeals for support as though we already know all about its work.

Ministry E now sends its monthly magazine, with no other welcome, background information, or appeal.

Ministry F, an evangelistic ministry, welcomed us as new believers in Christ (all we did was ask for information on the ministry) and sent us a whole package of materials for brand-new Christians.

Ministry G sent a small photocopied slip of paper, unevenly cut by scissors, explaining the brief brochure enclosed. We received the same mailing a month later, and another duplication the following month.

The number of mailings received from each ministry was fascinating. Seven ministries mailed one thing and we never heard from them again (including a couple that sent only a copy of a newsletter). Apparently if they didn't receive a check right away, they had no interest in cultivating a relationship.

Five sent two mailings. Another five sent between three and five mailings. Eight ministries sent six or more separate mailings and one rather aggressive ministry has sent 19 separate pieces of mail since November 1997.

### HUH?

In today's world, image is important and details count. Four of the ministries misspelled the name we gave them. One spelled "Phoenix" wrong (on a handwritten address). One ministry sent us a letter with its own ministry name misspelled on printed letterhead — and the envelope!

Other details make a difference, as

well. Two ministries applied their mailing label upside down. Some organizations insisted on enclosing invoices (showing a balance due of \$0.00) or packing slips, even though nothing was ordered.

One beautiful welcome package was marred by an invoice showing that it had sent the "Basic Inquiry Pack" (really depersonalizing the mailing). Another attached a receipt at the bottom of the first letter, showing our last gift of \$0.00 along with thanks for that gift.

One ministry sent us three letters — using three different letterheads from three different people in the organization (not a way to build continuity in a relationship). Another sent a welcome letter telling us how it was looking forward to a long relationship of ministering to us, followed by a second letter mailed three days later, and then nothing else for the next four months.

Interestingly, just seven of the 25 organizations sent something that was personalized (e.g. the letter started with "Dear Doug," rather than "Dear Ministry Friend"). A couple enclosed letters signed by an individual. Some of the letters were photocopies, while others were obviously individually written and printed.

### WHAT HAVE WE LEARNED?

During this exercise, our experiences ran the gamut, from getting friendly welcomes to being completely ignored. The approaches taken by different organizations varied considerably.

### FIRST IMPRESSIONS

The first materials we received from the 25 ministries that responded to our request for information included:

- "Welcome" package or letter: 9



- Magazine or newsletter: 11



- Brochure explaining the ministry: 12



- Catalog or product list: 15



- Letter (some times an appeal): 17



In some cases, we were sent more than one item in our first mailing (accounting for the above overlap).

— DP and RS



Even the effective approaches varied.

So what can your organization learn from this exercise? How should you treat someone who wants to learn more about you? Think about these suggestions.

### **Respond quickly**

With overnight delivery, faxes, e-mail, and other technologies, information and products move rapidly today — and people expect quick turnaround times. Unfortunately, ministries sometimes fail to realize the importance of responding quickly to inquiries, gifts, or product orders. How long does it take for your materials to arrive?

A recent study conducted by Ellison Research for Casey Treat's Christian Faith International found that 24 percent of those who ordered products from the ministry expected the product to arrive within one week. Another 51 percent expected the product to arrive within two weeks. Only 5 percent expected to wait more than a month to receive their product (even though that was often our experience when we ordered from a ministry during this exercise). Treat's organization fulfills most product orders within 48 hours to keep up with customer expectations.

Some of the ministries we contacted took up to eight weeks before sending material. This delay can cause a potential donor to lose interest in the ministry, to forget about requested information, or to develop a negative image of the ministry due to the lack of responsiveness.

If your ministry is taking a long time to respond with information or product, you run the risk of disappointing your audience. You may also be hurting your chances of converting these people into donors. The most efficient ministries respond within 24 to 48 hours and send material first class to expedite delivery.

### **Respond appropriately**

When communicating with someone new, it is important to respond appropriately. Don't rely on one form letter that attempts to cover all possible situations. We received initial letters that read, "Thank you for your gift of \$0. You are a main reason why this ministry is reaching the world for Christ." That approach will cost you credibility in the eyes of a prospective donor.

If someone gives a donation send a letter thanking them for the gift. However, if someone only asks for information about

the ministry, recognize this request in the letter and send the appropriate material.

### **Develop Relationships**

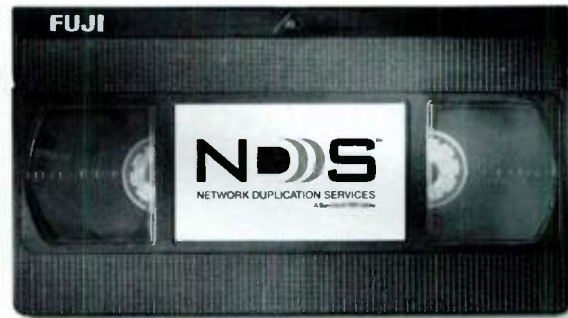
It is important to effectively and regularly communicate with a new ministry contact and attempt to develop a relationship with that individual. You can't accomplish this with one mailing; you need a plan.

Some ministries dump all the new names into their regular monthly mailings to supporters. It is productive to develop a "Welcome Series" which includes several contacts specifically designed to introduce you and your ministry, to explain your cause, and to communicate the reason why your ministry is worthy of a new contact's support.

Also, a product order doesn't mean a buyer has become a committed supporter. The purchaser may just want the product — you'll still have to work to convert the buyer into a donor or a repeat buyer.

### **Have a Plan**

The goal of a "Welcome Series" is to develop a relationship with potential donors, with the ultimate objective of con-



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1-800-554-2348



## PUTTING OUT THE WELCOME MAT?

It is a wise idea to develop a "Welcome Series" which introduces new contacts to your ministry. Some elements in your "Welcome Series" might include:

- A media guide, telling new contacts where and when they can catch your broadcasts locally (few broadcast ministries we contacted sent this out).
- A magazine that ministers to the reader and explains your products and/or message.
- A brochure that describes the purpose of the ministry, the cause that is supported, and the results you have achieved.
- A video or audio cassette with a testimony, a teaching, or a presentation of your ministry and its cause.
- A phone call from the ministry to see if additional information or prayer is required.
- A personalized card or letter with a handwritten note from someone in the ministry.
- A book written by you or related to your ministry.
- When appropriate, personal information about the head of the ministry (a personal letter, a biography, a photo of the family, etc.), so the new contact can connect on a more personal level.

— DP and RS

can still be as low as 10 percent.

However, the conversion rate will be even lower without such a process. In order to maximize conversions, make sure you address the following four issues in your initial communications:

- Cause — present a clear, identifiable, and motivating cause for a new contact to financially support.
- Credibility — people give to credible ministries. Make sure that everything you say or write is accurate and believable.
- Results — people want to

• Benefits — this is particularly important for a product purchase. If I buy your product, how will it benefit me in tangible ways? Even a donation garners personal benefits that motivate donors (e.g., personal satisfaction, a sense of helping others, etc.).

Once these issues are addressed, develop a specific appeal designed to motivate the new contact to giving to the ministry or purchasing a product.

## WHAT'S WORKING?

As a ministry, you must demonstrate stewardship with the finances entrusted to you. Track the results of each mailing, phone call, media airing, or other contact with new donors to determine if the process is cost effective. For each mailing, include a reply envelope that is a different color or has a unique code. You can also establish separate P.O. boxes or have different phone numbers to track the results of each effort.

With a good tracking system, you can understand what elements in your approach are efficiently generating funds, as well as determine your overall effectiveness at converting non-donors into donors. Based on these results, you can decide at what point it is no longer financially viable to continue mailing to a non-donor.

## TESTING ONE, TWO?

Every contact effort should test something. Experiment by changing copy, adding a new element to the mailing, or trying a different appeal style. Over time, you begin to see which elements motivate a new contact to give to your ministry or to purchase your products. This is only effective, however, if you can accurately track results.

There is no 100 percent right way to turn contacts into donors, but many wrong ways exist. Consider the plan your organization has in place to accomplish the conversion, making sure to see it through the eyes of the people who are interested in what you have to say, but still need to understand why your ministry is a worthy place for their hard-earned funds to serve God.

Doug Pillsbury is an account executive with the Ellison Media Company in Phoenix and may be reached at 602-404-4000. Ron Sellers is president of Ellison Research, also in Phoenix, and can be contacted at 602-493-3500.

verting a percentage of them into active donors. Even with a "Welcome Series" in place, conversion from non-donor to donor

be involved with a ministry that is making a difference. Don't just tell what you want to do, show what you've done.

## Every child deserves to grow up in a loving home.

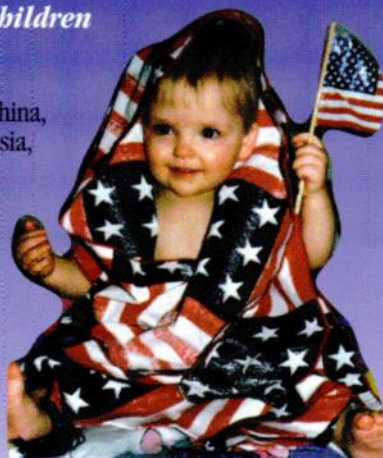
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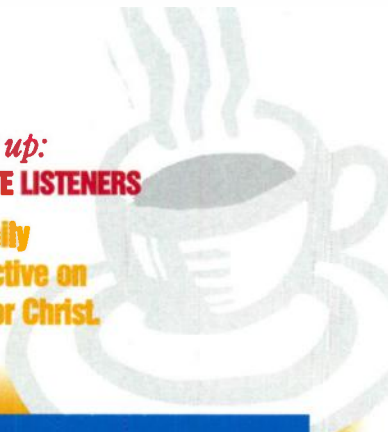
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— Helen Alvare  
National Conference  
of Catholic Bishops

*"What most agree is that the energetic -- some might even say hip -- young [former] lobbyist does not fit the stereotype."*

— Los Angeles Times  
April 3, 1997,  
"Cause and Effect"

*"Janet who...?"*

— Mel Gibson, Actor

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— Gary Bauer, President  
Family Research Council

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— U.S. Congressman  
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— John Willke, M.D.  
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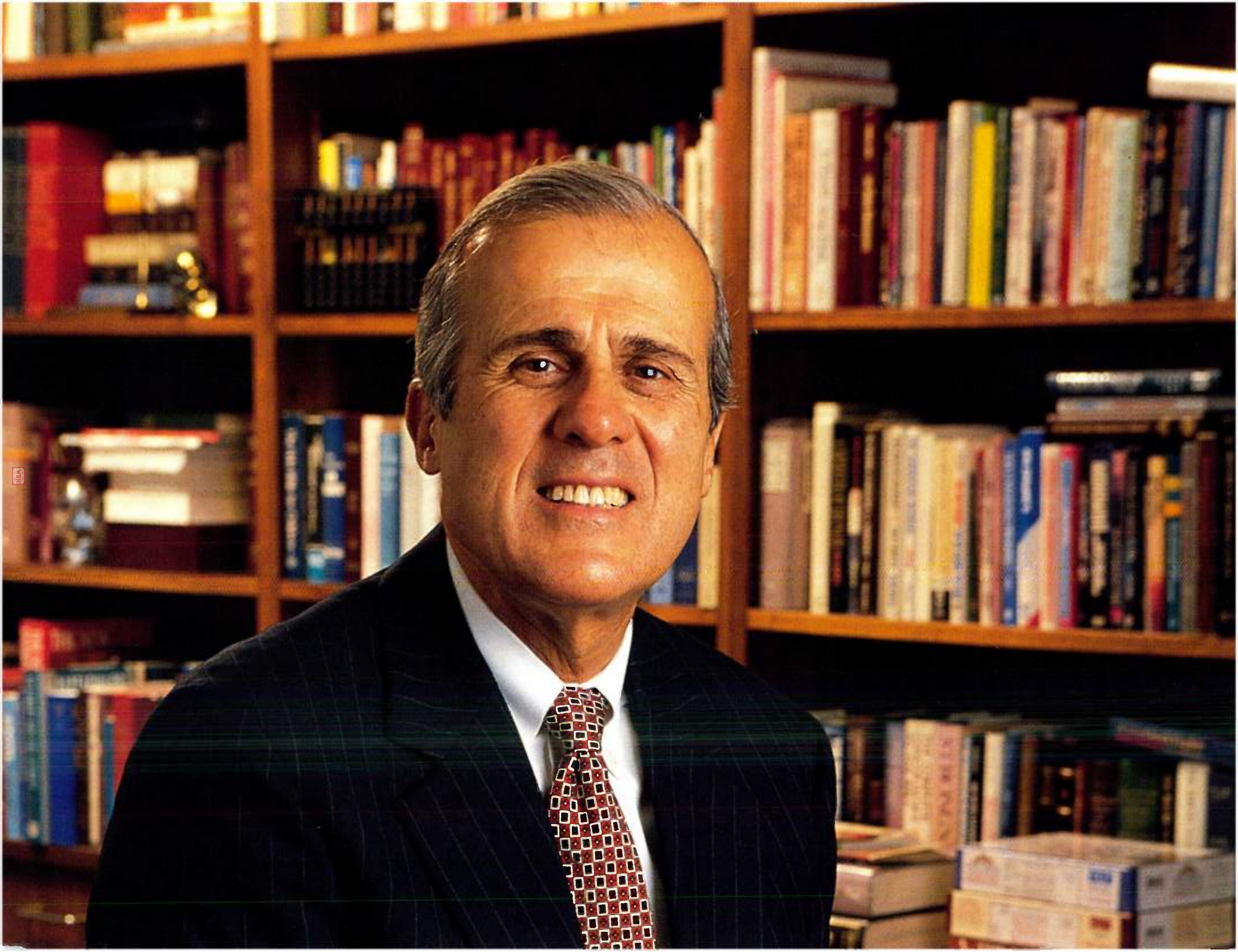


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# American by Choice

*by Pamela Clements*

**I**n 1949, Sam Moore immigrated to America with \$600, a limited grasp of English, and a strong desire to succeed. Today, he heads Thomas Nelson Publishers, the largest publicly held Christian communications company in the world. Responsible for the publication of more than 200 million Bibles and the works of some of the most influential Christian writers of this century, Moore's life and work are testimonies of the American dream and to God's blessing on a life dedicated to doing His will.

*As Moore recounts his journey in American by Choice, he encourages those who follow a similar path, providing a blueprint of success through his own experiences.*



## IN RETROSPECT

Moore was born in Beirut, Lebanon, the eldest of seven children. His devout Christian parents instilled in him a strong work ethic and provided an education through missionary schools. Despite this strong upbringing, it took a tragedy to turn Moore's life to Christ. While a teenager, Moore left home early one morning to hunt birds. Instead, he found the murdered body of a close friend lying in the street. The horrific sight shocked him into the realization that there was no guarantee of tomorrow. That day, he devoted his life to Christ.

After graduating as valedictorian of his class at 16, Moore began college but stopped after two years to open a business with his younger brothers. In two years he had enough money to go to America, enrolling in Columbia (S.C.) Bible College. At 18, a missionary friend had given him a copy of *A Life of Faith* by George Mueller. "That book changed my life," explains Moore. "I wanted to come to America to become a doctor. If I really believed in God, I had to trust him to supply my needs. I left Beirut with little money and broken English but a strong faith."

God's plan for Moore was not in medicine. By the end of the school year, his money was running out. A series of part-time jobs paid very little. Moore was faced with next year's tuition bill and no way to pay. That summer, he was offered a job selling Bibles and books door to door. Although he didn't suspect it, Bibles and Christian books were to become his life's work.

Despite many obstacles, Moore earned \$2685 that summer. He continued to sell books and Bibles throughout his college career, becoming a manager with a number of salesmen reporting to him. Moore realized he was a very good salesman.

The skills he developed during those years formed a strong foundation for the years to come. "My first week, I didn't sell much. I was discouraged. My sales manager told me something I have never forgotten. 'Take the n and put it behind the o. When the customer says no, it means go on and show them more benefits, help them to better understand how this Bible will benefit every member of the family.'" In addition to perseverance, Moore also learned the value of discipline, determination, and making and honoring commitments to others and to himself.

In 1957, after earning a Masters degree from Columbia International University and working a brief stint at Chase Bank in Manhattan, Moore started his own Bible and book sales business, National Publishing. By 1962, he had formed his own Bible publishing firm, Royal Publishing. Royal's first Bible was the New Clarified Reference Bible. It was a great success and the company flourished.

## ON THOMAS NELSON PUBLISHERS

Thomas Nelson was founded in 1798 by a Scottish farmer's son who loved the Lord and wanted to share His Word with all people, not just the rich or the elite. The publisher became known for the quality of its books and Bibles and for its their industry innovations. In 1850, Thomas Nelson Jr. invented the rotary press. The principles behind this innovation are still in use today.

Thomas Nelson published some of the greatest books of the day, including *Pilgrim's Progress* and *Robinson Crusoe*, becoming one of the largest publishing and printing companies in the world before declining significantly in the mid-1900s.

Five years after Royal Publishing's initial success, the owner of Thomas Nelson Publishers approached Moore about running its American operations. Instead of running the company, Moore bought Thomas Nelson in 1969 and began to return it to its former glory.



*In 1793, Thomas Nelson opened a second-hand bookshop in Edinburgh, Scotland. He could scarcely have imagined the worldwide impact, 200 years later, of the company that still bears his name.*

## THOMAS NELSON'S TIMELINE

1796 Becomes an apprentice to a printer in London

Early 1800s Publishes inexpensive editions of important religious works for the common man

1835 William Nelson, Thomas's son, joins the company

1780 Thomas Nelson is born in Throsk, Scotland

1798 Opens a second-hand book-stall in Edinburgh, Scotland

1829 Launches the first traveling representative to call on bookshops in Scotland and northern England



With Thomas Nelson, Moore was able to develop Bibles for key markets. The first project was the Giant Print Bible, which revolutionized the industry through creative features and innovative paper and printing techniques. Moore also was instrumental in producing the popular Open Bible, even developing many of the study helps and the book introductions himself.

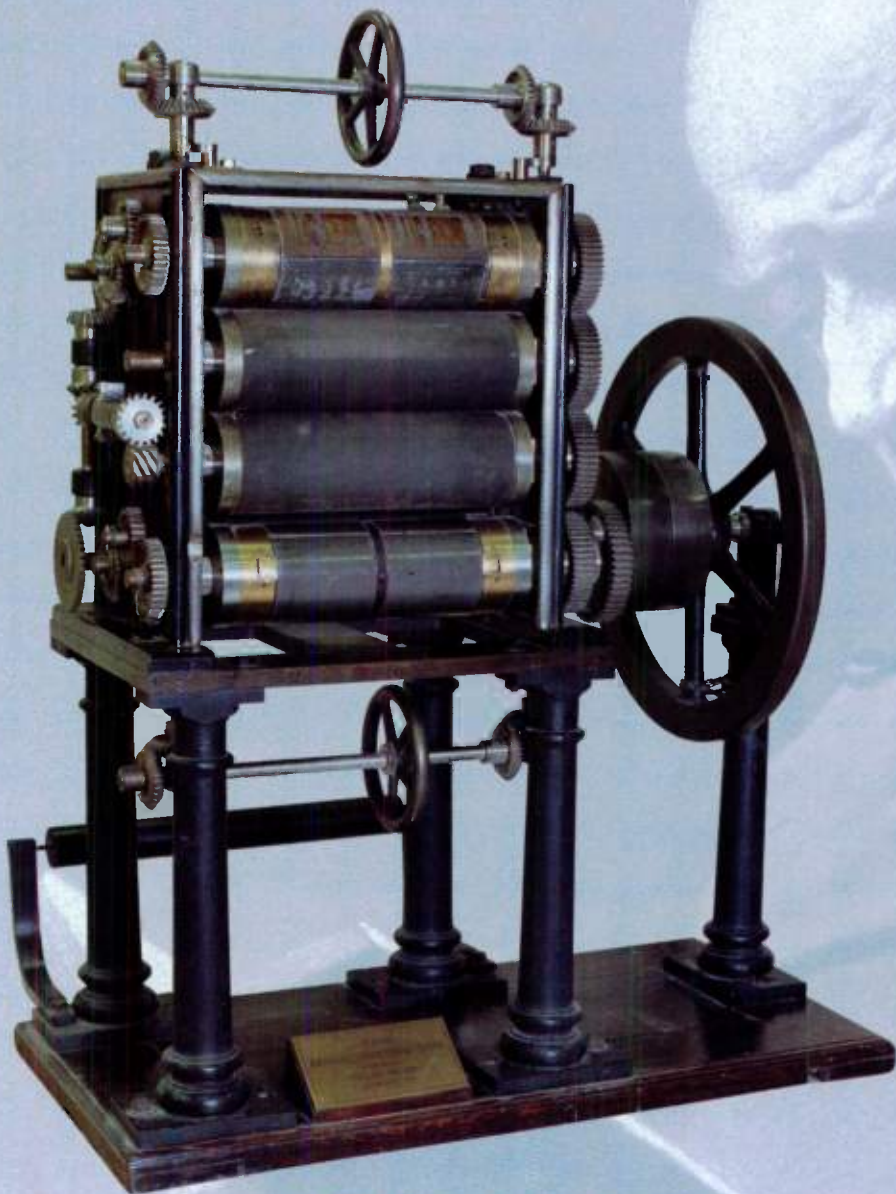
By 1975, through this innovative and popular approach to Bible publishing, Thomas Nelson became the leading publisher of Bibles in the world. Today, Thomas Nelson books and Bibles dominate best-seller lists and can be found in more than 48 languages and in every country of the world.

### ON TAKING RISKS

Throughout his career, Sam Moore has been known for his passion, integrity, and commitment to Christ. His keen business sense and a willingness to take risks have served him well. He explains his philosophy on risk-taking in a story about his brother Chuck.

"Chuck and I go hunting together. We try to go out on the opening day of dove season. We'll crouch down in the tall grass. When the birds come, Chuck carefully lifts his gun, aims with precision — leading them just a bit — and readies himself for a clean shot. By contrast, the moment I see the birds, BOOM! And a couple fall to the ground. Chuck says, 'Sam, you never give me a chance.' That's the difference in us. I'm there to get birds. They are flying out of range while I wait for the perfect shot. If I don't shoot, I miss the opportunity altogether."

Moore is as devoted to his family as he is to his work. He and his wife, Peggy, will celebrate their 40th anniversary this October. Moore claims his decision



*In 1850, Thomas Nelson Jr. created one of the greatest advances in printing since Gutenberg with his invention of a rotary printing press.*



1844 Opens first London offices

1853 Thomas Nelson and Sons becomes the largest printing and publishing house in Scotland

1861 Nelson Sr. passes away

1839 Thomas Nelson Jr. joins the company and the management passes to the brothers

1850 Nelson Jr. invents the rotary printing press using continuous web sheet

1854 Nelson Jr. opens first U.S. office in New York, becoming first British publisher with an American office

1887 William Nelson passes away



to marry Peggy was the best he ever made: their relationship gives credence to that claim. They have one son, two daughters, and three grandchildren.

One of the biggest risks Moore took with Thomas Nelson stemmed from an incident involving Moore's son, Joseph. When Joseph was 11, he accepted Christ and received a King James Version of the Bible as a gift. After some time, Joseph returned the Bible to his father, asking, "Dad, with all the Bibles you publish, do you make one I can understand?" That question led to a night of intense prayer and a seven-year process that resulted in the New King James Version of the Bible. It has become one of the most popular translations of all time.

### ON BUSINESS

Because Thomas Nelson is a publicly traded company, Sam Moore has had a highly visible role in the financial community as well as the Christian publishing industry. After many years on the NASDAQ, Thomas Nelson's stock was listed on the New York Stock Exchange in 1995. However, he has never felt a conflict between the two worlds. "Being a good businessman means having ethics and integrity in my dealings. My Christian values are my business values. The people I deal with in the financial community respect that fact."

### ON HIS AUTOBIOGRAPHY

Questions from his eldest grandson prompted Moore to write his autobiography, *American by Choice*. Several years ago, the young boy commented on his grandfather's accent. He then began to ask questions about Moore's life. He realized that his young executives had asked questions about his business career and perhaps the time had come to tell the story.

The title of the book had been determined years before in a heated exchange. In anger, someone had once called Moore a "damn foreigner." Moore replied, "You are an American by accident. I am an American by choice." The man answered, "Sam, if you ever write a book, there's your title." Many years later, it is.

As Moore recounts his journey in *American by Choice*, he encourages those who follow a similar path, providing the blueprint of success through his own experiences. The value of calculated risks, the importance of sound advice, and the willingness to trust

An interactive Web site promotes Tommy Nelson's products for children.

God first and apply yourself are all a part of Moore's success and serve as a guide to others.

Moore is as passionate about America today as he was at 19. As an immigrant, he has never taken America and its opportunities for granted. He tells of the struggles of the journey, the successes.

## THOMAS NELSON'S TIMELINE

1892 Nelson Jr. passes away and his two sons, Thomas (Tommy) and Ian continue the business

1901 Introduces the innovative American Standard Version

Mid-1900s Focus of company shifts to popular, educational, and coffee table books

1960 Merges with The Thomson Organization and begins to exclusively focus on reference works and school textbooks

Early 1900s Nelson Jr's son-in-law, George M. Brown, and John Buchan undertake management

1946 Debuts the New Testament of the Revised Standard Version

1952 Releases the complete Revised Standard Version and sells more than 3 million copies in two years



## American Achiever: Sam Moore

- 1930 Born Salim Ziady in Beirut, Lebanon
- 1946 Graduates from high school as valedictorian
- 1947 Accepts Jesus Christ as personal savior
- 1948 Opens store with younger brothers Charles and Mike
- 1949 Immigrates to America
- 1951 Becomes a U.S. citizen and changes name to Sam Moore
- 1954 Graduates from University of South Carolina and begins graduate studies
- 1958 Marries Peggy Poe of Johnson City, Tenn.
- 1962 Founds Royal Publishers
- 1969 Acquires Thomas Nelson Publishers for \$2.6 million
- 1971 Founds Varsity Company
- 1972 Publishes the Open Bible, to date selling more than 5 million copies
- 1975 Begins publishing Christian books
- 1982 Acquires Dodd Mead and Everest House Publishers
- 1983 Acquires Interstate Book Manufacturing Plant and Ideals
- 1984 Recession nearly bankrupts Thomas Nelson
- 1987 Sells several holdings, including Interstate, Dodd Mead, Morning Star Cards, and Ideals
- 1991 Acquires Editorial Caribe, Editorial Britannia, and Here's Life Publishers
- 1992 Acquires largest competitor, Word Books and Music
- 1995 Thomas Nelson, Inc., is listed on the New York Stock Exchange; acquires C.R. Gibson®
- 1996 Sells Word Music
- 1998 Celebrates 200th anniversary of Thomas Nelson

**The value of calculated risks,  
the importance of sound advice,  
and the willingness to trust God first  
and apply yourself are all a part  
of Moore's success and  
serve as a guide to others.**

the obstacles, and the people who shared his vision. Throughout, Moore acknowledges "God's faithfulness to His servant."

Moore's humor, drive, and singular personality have made for a life well lived. Sam Moore: an American by choice, a businessman by experience, and a leader by ability.

Pamela Clements is a freelance writer who resides in Tennessee. She may be reached by telephone at 615-383-7446 or via fax at 615-385-7236.

1976 Creates new, easy-to-read  
The New King James Version®

1990s Acquires Word, Inc., and C.R.  
Gibson®; launches Tommy Nelson™

1969 Sam Moore becomes  
the new owner of  
Thomas Nelson Publishers

1980s Reclaims place as a premier  
publisher of Bibles and Christian books



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## FCC Seeks Full Court Review of Lutheran Church EEO Case



*Richard E. Wiley is a former FCC chairman and general counsel for 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.*

**T**he FCC has asked a federal appellate court to reverse a three-judge panel's decision in *Lutheran Church-Missouri Synod v. FCC*. The case — in which the panel struck down the affirmative action component of the commission's equal employment opportunity (EEO) program for broadcasters as unconstitutional — has ignited considerable political controversy that reverberates well beyond the broadcasting industry.

As noted in June's column, the basis of the decision raises questions about the legality of other government-mandated EEO programs, at least with respect to recruitment and promotion "outreach" programs, such as that imposed by the FCC. *LCMS v. FCC* was not decided on religious freedom grounds, but rather on the constitutional guarantee of "equal protection," which can apply broadly to many regulated activities. Consequently, as the case moves to higher levels of appellate review, it likely will attract even more attention from legal and political observers.

The core dispute centers on whether the agency's rules actually impose race-based hiring mandates on licensees. It may be some time before a final decision on that question is rendered. But for the short term, the commission's determination to seek further judicial review settles one point: broadcasters should continue to abide by all requirements of the EEO regulations, including paperwork obligations, for the foreseeable future. (In a move unrelated to the court case, the FCC this year moved the filing deadline for annual EEO reports from May to September.)

Moreover, like other businesses, broadcasters generally remain subject to EEO obligations under both federal and state law. Licensees therefore should consult legal counsel before altering their current EEO compliance practices.

The facts of the now-high profile *LCMS* case are familiar to many religious broadcasters. The church has been contesting sanctions stemming from its efforts to recruit minority employees for two St. Louis-area radio stations (KFUO-AM-FM) during the 1983-90 license term. The agency decided that the church's recruitment endeavors were inadequate, in part because *LCMS* filled several jobs with students (or their spouses) at the Lutheran seminary where the stations are located, rather than recruiting employees from outside the organization. *LCMS* appealed the FCC determination, and several entities — including NRB — filed briefs supporting the church's religious freedom claims.

In April 1998, a panel of three judges on the U.S. Court of Appeals for the District of Columbia Circuit ruled in the church's favor. The broad sweep of that decision surprised many observers for two related reasons: first, the court essentially ignored the church's religious freedom arguments, which had been at the center of the case before the commission, and second, as a result of the decision's legal foundation, the court

struck down all broadcaster obligations to recruit and promote minorities, without regard to the station's religious or secular status.

The court decision did not explicitly address the FCC's parallel requirements concerning recruitment and promotion of women, but the logic of the ruling would apply to those obligations. Nor did the panel strike down the agency rules prohibiting discrimination on the basis of race, color, national origin, gender, or — for secular broadcasters — religion. (As NRB readers know, the commission recently issued an *EEO Order & Policy Statement* amending those rules to allow religious broadcasters to hire only employees who share the same religious faith.) However, the three-judge panel ordered the FCC to reconsider, in light of the new ruling, whether the agency had legal authority to impose any nondiscrimination mandates.

Those court orders are now on hold pending the outcome of the commission's request that the full complement of the DC Circuit judges (12 jurists in all) reverse the smaller panel's decision. Some observers believe that the FCC's move, as a matter of legal strategy, carries notable risks. The full DC Circuit is not obligated to take on the case — and it is not at all certain that a majority of the 12 appellate judges would vote to overturn the substantive decision.

Nevertheless, the agency has at least one procedural agreement in its favor. Ironically, perhaps, it relies on the church's religious freedom claims. The commission is contending that the three-judge panel acted "contrary to all canons of judicial restraint" when it bypassed arguments based on the Religious Freedom Restoration Act, "which could have provided the church complete relief on the EEO issue." A decision on that basis, while affording the church the same relief, could have been narrowly limited to religious broadcasters and thus not have affected the FCC's overall EEO program.

In a separate but topically related development, two religious broadcasters have asked the agency to reconsider — and effectively repudiate — the *EEO Order & Policy Statement*. Stations in North Carolina and Florida, represented by the American Center for Law & Justice, contend that the rulemaking decision is invalid essentially because it did not relieve religious broadcasters of all the commission's EEO obligations. These licensees also maintain that the *EEO Order & Policy Statement* is defective on procedural grounds. NRB has filed a response on the latter contention, arguing that the FCC's rulemaking process satisfied procedural requirements. **NRB**



# Celebrate the Century with an Industry Retrospective!

**NRB** is taking a decade-by-decade look at Christian broadcasting's significant events and people of the 20th century. Tell the industry's premier magazine who and what deserves mention in its year-long series, debuting January 1999.

I believe these people and events deserve mention!

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## Fund Raising to the Next Level

**T**he one common denominator present in most ministry mission statements is to reach more people for Jesus. To do that generally requires more money. But to increase revenue you need more donors. Certainly adding more listeners will give better potential for more donors. But often, your existing base of listenership has more potential for funding.

Growing and effective ministries have a plan to help them arrive at the next level. Part of that plan includes ways to increase revenue and build larger audiences. As we work with Christian radio ministries, we are implementing a customized plan designed to accomplish those goals. The end result is for a media ministry to improve and expand on what those ministries are doing.

Here's an overview of what you can do during a 12-month period to assist your ministry to the next level. Three main areas should be further developed in order to reach your goals of increasing income and expanding ministry: increase fund-raising efforts, improve donor development, and expand promotion and outreach.



### Increase Fund-Raising Efforts

Most stations rely too heavily on only one on-air, fund-raising event to raise the entire budget. If looking for additional growth dollars, here is a three-fold approach that can further your efforts.

1. Direct mail appeals. Segment donors and use targeted appeals, such as current and lapsed donors, giving clubs, monthlies, one timers. Use personalization on every mailer. Increase appeal letters beyond pre-sharathon to include a mid-year letter, end-of-year appeal, and special projects letter. Include appeals and response devices in all newsletters and promotional materials.

2. On-air appeals. Design a tightly produced two-to-three day sharathon preceded by a day of praise and prayer. Produce another one-to-three day appeal six months later either as a sharathon or a "friend-raiser" for new donors. Broadcast a daily rotation package of well-produced stewardship promos and change monthly.

3. Major donor appeals. Identify and profile potential major donors. Design a presentation piece with specific goals, fund designations, giving grids, and timelines. Make contacts, schedule appointments, and give presentations. Do follow up and track the results.

### Improve Donor Development

There are at least three simple ways to work at keeping donors active and showing them appreciation.

1. Develop and manage your donor database. Get easy to use and comprehensive donor database software for contact management and donor profiling. Set up a variety of donor segmentations, including giving levels and frequency. Develop easy accessibility and reporting for all donor activity and analysis.

2. Discover new ways of showing donor appreciation. Keep donors regularly informed through correspondence, newsletters, and "shareholders" reports. Design benefits and incentive packages for various giving levels with corresponding recognition. Give visibility to donor appreciation through special events, receptions, and banquets.

3. Develop a system of regular contact with donors for expressing gratitude without raising funds. Designate staff as "ministry reps" to pray for, thank, and encourage donors. Provide staff with donor contact information for correspondence and/or call-outs. Keep track of donor response and provide reports in monthly staff meetings to encourage and motivate one another.

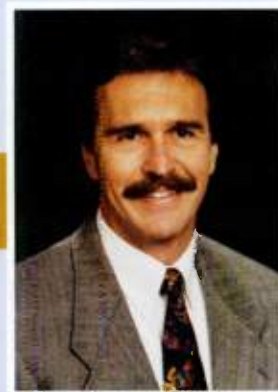
### Expand Promotion and Outreach

By putting more effort in getting the word out about your ministry, you will automatically increase listenership and provide a larger potential donor base. Here are three more areas on which to concentrate.

1. Advertising. Design a fresh image and produce new on-air packages of positioners, liners, and jingles. Distribute window decals, station calling cards for listeners to hand out, and creative newsletters. Develop a billboard campaign. Send listeners on your mailing list a package of ten Tell-A-Friend postcard invitations for inviting new listeners. Build around it an on-air promotional campaign with prize give-a-ways.

2. Special Events. Plan an event a month using remotes, concerts, seminars. Put together a strategic plan one year in advance for coordinating special events. Use detailed schedules, budgets, and action plans which utilize staff and volunteers. Use each special event for station promotion, name acquisition, and literature distribution.

3. Community Outreach. Stay more visible in your key listening communities by scheduling a variety of remotes. Produce broadcast specials featuring other non-profits and their work in your listening area. Spearhead local relief pro-



*President of ShareMedia, Todd Isberner has produced more than 400 sharathons and consults radio stations on fund raising and promotions. He can be reached at 612-496-3359.*

*Continued on page 36*



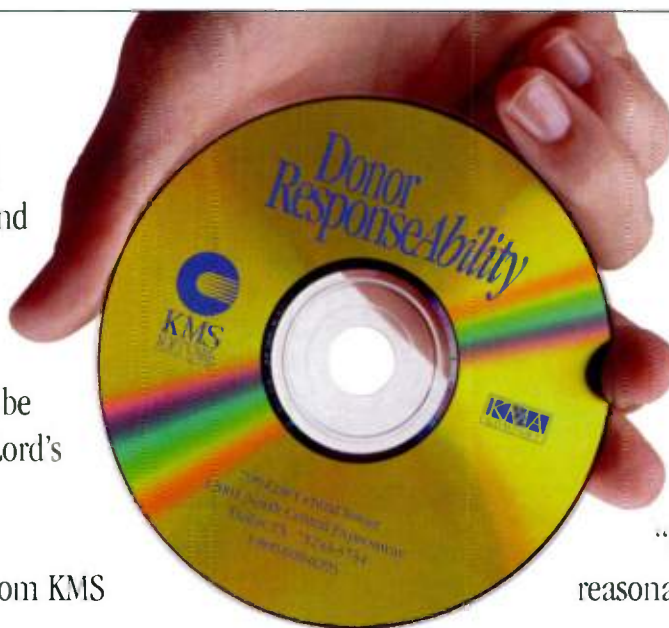
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## Healthcare: You Get What You Pray For



*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., and can be reached at 312-867-1424.*

**E**ver spend time in the book of Proverbs? It's a pretty amazing treasure trove of wisdom-filled guideposts. During Bible study in Proverbs, I often find myself uttering exclamatory phrases, awestruck by the Holy Spirit and the manner in which the depths of my soul are penetrated with every verse.

If you're seeking wisdom and guidance in any area of your life, then I admonish you to reacquaint yourself with Proverbs. It will cause dramatic change in the way you think, the way you respond to events in your life — even the unexpected

occurrences — and it will aid you in your desire to allow God's Word to dictate the manner in which you live, ultimately for His glory.



While I marvel at all I'm learning from Proverbs, I am amazed at how we Christians approach decision making on important issues such as healthcare. It's a hot button topic, a public policy paradox, especially with the advent of HMO's, once thought to be a panacea for the want of a high quality medical system at a low cost. One might argue that HMO's have now become a systematic nightmare. And if that's a newflash to you — relax, I won't bill you for the information.

God's word encourages us to exercise "skillful and godly wisdom, get understanding (discernment, comprehension, and interpretation)" [Proverbs 4:5/AMP]. Yet there's an amazing and prevalent lack of wisdom among Christians when it comes to healthcare.

I think we'd all agree that today's medical advances are astounding. Doctors are capable of doing what only a decade ago was thought to be impossible. As a journalist, I am just one of thousands of reporters across the nation who keep the general public apprised of the innovative surgical techniques and new drugs on the market.

The researchers who compile those reports have a captive audience: You! If you don't believe that, just check out the headlines. The anti-impotence drug Viagra has shaken up not only the pharmaceutical industry, but Wall Street as well — and that's just one example.

Transplant advances are another important example. You've probably noticed campaigns and drives in your city, designed to encourage you to sign the back of your driver's license for organ donation. The technology for live donor transplants in this era of modern medicine is nothing short of astonishing.

When choosing a doctor, how many of us exercise wisdom? Do we conduct research or check a physician's credentials? And if you're in an HMO and a doctor is pre-selected for you, do you simply accept his or her diagnosis without question?

How about the doctor/patient relationship? Are you served in a timely manner? Is there mutual respect? Does your doctor listen to you?

As Christians, we are to exercise wisdom, and that means taking charge of your health. God promises healing for all of us. [Isaiah 53:5] Now, I won't get into any doctrinal debates, but I believe God uses modern medicine to accomplish that, coupled, of course, with your faith.

We live in a fast-paced, frenetic society, where rapid service is coveted in virtually every area of life. We all want Marcus Welby, M.D., the perfect diagnostician, and we'd like him to spend all day with us. That's unrealistic, of course.

We Christians are responsible for our healthcare, and we need to depend on God's wisdom to guide us. Ask questions! Whether it's a hangnail or a kidney transplant, your body is a holy temple, a living sacrifice before God, thereby obligating you to take care of it.

If your doctor recommends a surgical procedure, ask how much experience he or she has performing it. If a doctor dismisses your complaints about pain or pooh-poohs your worries about an ailment or impending surgery, find another doctor. If your provided healthcare advises you to cut out fatty foods and begin an exercise regime — then do it! Stay informed and stay healthy. It's your responsibility! **NFB**

### Fund Raising continued from page 34

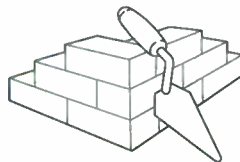
jects working with other social service agencies and make it newsworthy.

By implementing these strategies, you can take your ministry into a new level of growth. The additional funding will enable you to improve and expand to help fulfill the mission of your ministry. **NFB**



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## Planting the Seeds of Faith

**W**hat can a baby understand about God? What kind of faith does a four-year-old have? What inspires an eight-year-old? In part one (April issue), some important milestones in a child's development that enable him to develop faith were explored. But what is our role? Are there some ways we can help?

### Infant

Believe it or not, we can plant the seeds of faith even in an infant. How? By helping the baby learn to trust. If he's hungry, we feed him. If her diaper is wet, we change her. If he's cold, we wrap a warm blanket around him.

As baby learns to trust, he develops an underlying sense of hope. Though he doesn't reason in words, he feels that, "no matter how uncomfortable I may be, there's someone nearby who will take care of me." This is hope, and it's a foundation for faith.

### Preschool

Preschool children, ages two through five, are quick to believe whatever we tell them. But it's difficult for them to separate fantasy from reality. So it's important that when we tell Bible stories, we tell young children that these stories really happened.

We also show children that God is real by talking to God and singing to Jesus. A preschooler's faith is imitative. If they see Dad reading his Bible, they pretend to read their Bibles. If they see Mom praying, they pray. If they hear Mom and Dad say, "I'm sorry," they will be more likely to admit that they have

done wrong.

### Elementary

Faith modeling is also important to children six to 11 years old. Their faith is story-centered. And it is we adults who tell the stories: the stories of our lives. Tell children what God has done and is doing in your life. Talk about God in a natural way as if He is your Father and Friend — because He is. And that is what a child wants: a heavenly Father and Friend.

Encourage children to keep prayer journals, recording prayers and answers. Let children catch you talking to your Father and Friend. Let them catch you reading your Bible. In times of stress, anger, grief, disappointment, worry, joy, or accomplishment, go to God. Show them that your faith is real.

### Junior and Senior High

As children enter the pre-teen and teen years, they begin personalizing their faith. Young adults don't want a faith that is simply an extension of Mom and Dad's faith, or a faith based on the youth minister's personality, or their best friend's beliefs. They want a faith that is truly their own, a faith that operates in school, on the job, and in the family. So they ask questions. They talk about beliefs and values. They consider other points of view.

Teens need us to listen openly as they question, to love and accept them, to show them how they can make significant contributions to God's kingdom. They need us to stand firm in our faith and encourage them to do the same.

Most children and teenagers come to Jesus because someone modeled the love of Jesus to them. That means that we adults need a thriving, growing, exciting relationship with Jesus. We can't lead a child somewhere we've never been. But if we've been there, if we've sat at the feet of Jesus, it's not hard to show them the way.

Part three (November) will take a look at some specific ways to communicate the salvation message to children, young and old. **NFB**



*Karyn Henley is an award-winning author, teacher, children's communicator, and entertainer. Henley's *The Beginner's Bible* received the Gold Book Award, has sold more than 3 million copies, and has been translated into 17 languages. She can be reached at 615-385-9073.*

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Contact: Ward Childerston  
301-582-0285

### **Southwestern Chapter**

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Dallas/Fort Worth Marriott Hotel  
Dallas/Fort Worth, Texas

Contact: Robin Jones  
800-671-6606

### **Southeastern Chapter**

October 1-3, 1998

Stone Mountain Park Inn  
Stone Mountain, Georgia

Contact: Regina McGraw  
404-728-6727

### **Western Chapter**

October 11-13, 1998

Marriott Hotel  
Colorado Springs, Colorado

Contact: Roger Kemp  
714-575-5000

### **Caribbean Chapter**

September 18-19, 1998

San Juan, Puerto Rico

Contact: William Lebron  
787-769-1400



## The Lone Network Religion Reporter

The following is an article by Loretta Fulton, religion writer for the Abilene (Texas) Reporter-News. Copyright 1998, Loretta Fulton, Abilene Reporter-News. Used with permission.

**W**ith only one major television network hiring a full-time religion correspondent, it's obvious the message isn't getting out — neither the spiritual message nor the message that viewers want more religion coverage.

The lone correspondent, Peggy Wehmeyer with ABC News, talked about that void recently during a student symposium at Abilene (Texas) Christian University. Wehmeyer was working as a reporter for ABC-affiliate WFAA-TV/Dallas, when Peter Jennings himself called to ask her to come to New York. She declined to move, but accepted the job after network executives decided she could stay in her Richardson, Texas, home with her husband and two small children.

Four years later, Wehmeyer is still the only major network religion correspondent. One reason the networks are reluctant to put a correspondent on religion coverage exclusively is because they are uncomfortable with the subject. Wehmeyer said. To news executives, separation of church and

state translates into separation of church and press.

"It's too personal and private," they believe, yet network coverage is filled with the "personal and private" sex lives of politicians, including the President.

Another reason for sparse national coverage is that reporters are not trained in religion. "There's a big vacuum when it comes to knowledge of religion," Wehmeyer said, and illustrated her point with humorous examples.

One concerned her conversation with a

producer over a story about a family's struggle with AIDS. The producer kept saying that Wehmeyer should take the "job angle" and Wehmeyer kept saying the story had nothing to do with anybody's job. Finally, the exasperated producer said, "No, I mean that 'Job' in the Bible."

Another problem is that journalists are by nature skeptical. "St. Thomas is the patron saint of journalists," Wehmeyer said. Believing without seeing "is very difficult for journalists."

Although she is a church-going Christian, Wehmeyer said she would never evangelize on the job. "I never look at my job as a mission field."

Wehmeyer dispelled the myth that all national news reporters are self-serving and arrogant. She delighted her audience of students and faculty with humorous stories, down-to-earth observations, and her unassuming nature. In her introduction, Wehmeyer said she was the daughter of "a non-practicing Jewish refugee" mother and a "sometimes practicing Christian Scientist" father. "That meant I sometimes got Tylenol® for a headache and sometimes I didn't," she quipped.

Even though polls show that 60 percent of Americans say they believe religion is very important in their lives and 40 percent attend services weekly, don't look for more television coverage soon. Wehmeyer said. As her friend Bill Moyers, author of a commentary and PBS special on Genesis, said, "There's no room in the inn" when it comes to religion coverage on television.

If you're interested in the world of religion news reporting, visit the following Internet Web sites: Religion Newswriters Association ([rma.org](http://rma.org)), The Beat Page ([www.reporter.org/beat/religion.html](http://www.reporter.org/beat/religion.html)), Religion & Ethics Newsweekly ([www.pbs.org/wnet/religionandethics/home.html](http://www.pbs.org/wnet/religionandethics/home.html)), Religion News Service ([www.religionnews.com/](http://www.religionnews.com/)), Christianity Today ([www.christianity.net/](http://www.christianity.net/)), Scribe and QV newsletters ([www.msn.fullfeed.com/~scribe](http://www.msn.fullfeed.com/~scribe)), and Religion News Links ([www.zondervan.com/newslink.htm](http://www.zondervan.com/newslink.htm)). **NFB**



Jonathan Petersen is director of Corporate Affairs for Zondervan Publishing House in Grand Rapids, Mich.; marketing director of Academic, Reference, and Ministry Resources; executive director of the Zondervan E-Mail Alert Service; and creator of the Zondervan Press Syndicate and Zondervan Radio Network. A former UPI Radio Network religion editor, he is a requested speaker on media practices and can be reached at [jonathan.petersen@zph.com](mailto:jonathan.petersen@zph.com).



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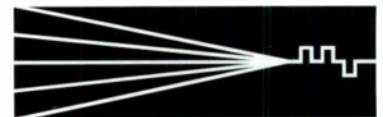
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**MUSIC DIRECTOR.** Christian radio KCBI-FM/Dallas-Fort Worth. Duties include air shift and production. Five-plus years' experience in medium to major market music programming and on-air experience required. Send tape and resume ASAP to: KCBI, PO Box 619000, Dallas, TX 75261-9000. Women and minorities encouraged to apply. EOE.

**CHURCH COMMUNITY REPORTER.** For local television ministry program. Must be able to shoot, edit, and report local church events. Degree in broadcasting/communications with one year of television news experience preferred. In addition, this position will assist the producer of *Straight Talk* with topic selection and audience recruitment. Send resume and tape to: Personnel Department, WTLW-TV 44, 1844 Baty Road, Lima, OH 45807. EOE.

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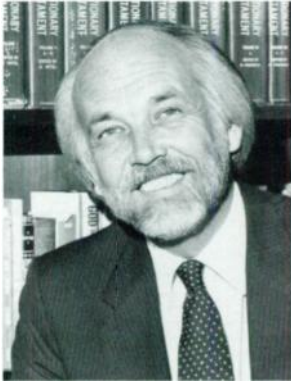
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**STRAND** MX12 channel controller, various dimmers; lights by **ALTMAN** and **BARDWELL & MCALLISTER**; **WALTER BREWER** 34 circuit grid 30' x 20'.  
**MONITOR PACKAGE**.....CALL  
**SONY** BVM1911, BVM1311(3), KV19TS20, PVM2950Q.  
**INTERCOM PACKAGE**..... \$10,000  
**CLEARCOM** 4 ch remotes, IFB controls, dual channel supply, 4 wire interface talent recvrs., hdsts. & mics., goosenecks.  
**GENTNER** On-air phones, accy's.....\$2,000  
**SONY** BVS3100 video switcher.....\$5,000  
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**ABEKAS** A72 character gen. ....\$13,500  
**ABEKAS** A62 100 sec. disc rec. ....\$1,000  
**SONY** D2 DVR10 recorder.....\$12,000  
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**GRASSVALLEY** 200-1 switcher, aux. bus, 3 shadow generators, serial cont. ....\$9,000  
**GRASSVALLEY** 141 edtr. GVG7.0 \$1,100  
**GRASSVALLEY** DPM700 dve .....\$9,500  
**DELTA** A/V 16 channel mixer .....\$2,500  
**PANASONIC** TR195 b/w mnts.(8).....\$200  
**SONY** BVH 3100 1" VTR.....\$11,000

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# 1998 EASTERN NATIONAL RELIGIOUS BROADCASTERS CONVENTION

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Sandy Cove Conference Center  
North East, Maryland



STEVE BROWN  
*Key Life*



EVIDENCE OF MERCY  
*RBC Ministries*



JOHN MacARTHUR  
*Grace to You*

## SCHEDULE HIGHLIGHTS

### Sunday

- 4:00PM Registration
- 6:00PM Get Acquainted Dinner
- 7:30PM Evidence of Mercy Concert
- 9:30PM Ice Cream Social

### Monday

- 7:30AM Breakfast/Praise & Worship
- 9:30AM Workshop 1
- 11:00AM Workshop 2
- 12:30PM Luncheon
- 2:45PM Boat Cruise on Chesapeake Bay
- 6:30PM Awards Banquet  
Steve Brown, Speaker

### Tuesday

- 7:30AM Breakfast  
John MacArthur, Speaker
- 9:30AM Morning Session  
Q & A with John MacArthur
- 12:00N Luncheon  
Conference Close

## WORKSHOPS

### Commercial

Infomercials: Does Anyone Really Want Them to go Away?

The Creative-led Sell: One Way to Break the Non-Affinity Barrier!

### Non-Commercial

Sharing Ideas about Share-a-thons.

### Internet

Web-Casting, Should We or Must We?

"Pirate Radio" on the Internet.

Issues and Answers

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**FOR REGISTRATION INFORMATION CALL:**  
**Ward Childerston, WCRH Radio (301) 582-0285**





**July 11-16**

*Christian Booksellers Association International Convention & Exposition*: Dallas. Information: Judy Kohles 719-576-7880.

**July 16-19**

*The Conclaxe Radio Seminar*: Marriott City Center/Minneapolis. Information: 612-927-4487.

**July 17-18**

*7th Annual Christian Radio News Director Conference*: Cedarville (Ohio) College. Information: Gordon Govier, 608-271-1025 or scribe@xc.org.

**July 23-25**

*National Religious Broadcasters Southwestern Regional Convention*: Dallas-Fort Worth Marriott Hotel. Information: 918-743-9188.

**July 29-August 3**

*National Association of Black Journalists Convention*: Washington. Information: Renee Hickman. 301-405-8500.

**August 24-27**

*Expo-Cono Sur* (Spanish Christian literature convention): Chile. Information: 305-592-6136.

**September 11-15**

*International Broadcasting Convention*: Amsterdam, The Netherlands. Information: Sarah Campbell, 44-71-240-3839, fax 44-71-240-3633.



**September 17-19**

*National Religious Broadcasters Midwestern Regional Convention*: Maranatha Bible and Missionary Conference, Muskegon, Mich. Information: Scott Keegan, 616-772-7300.

**September 18-19**

*National Religious Broadcasters Caribbean Regional Convention*: San Juan, Puerto Rico. Information: William Lebron, 787-769-1400.

**A listing of other NRB events is located in Trade Talk.**

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](mailto:ssmith@nrb.org).

## NRB

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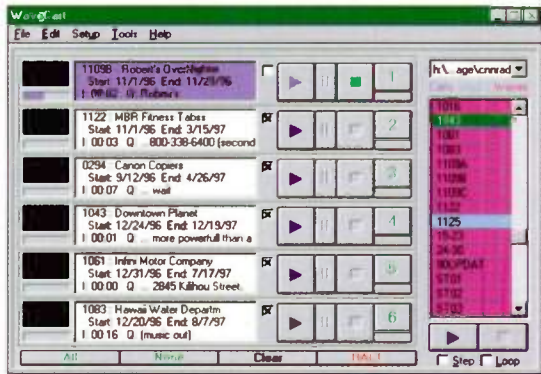


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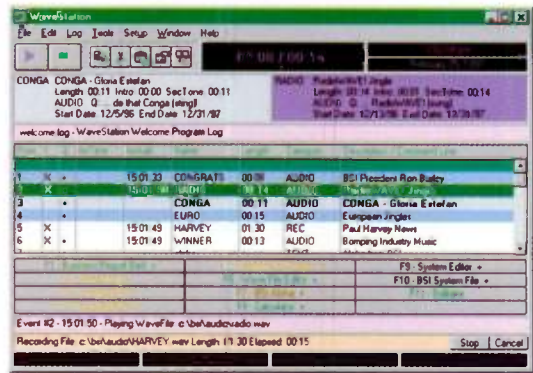


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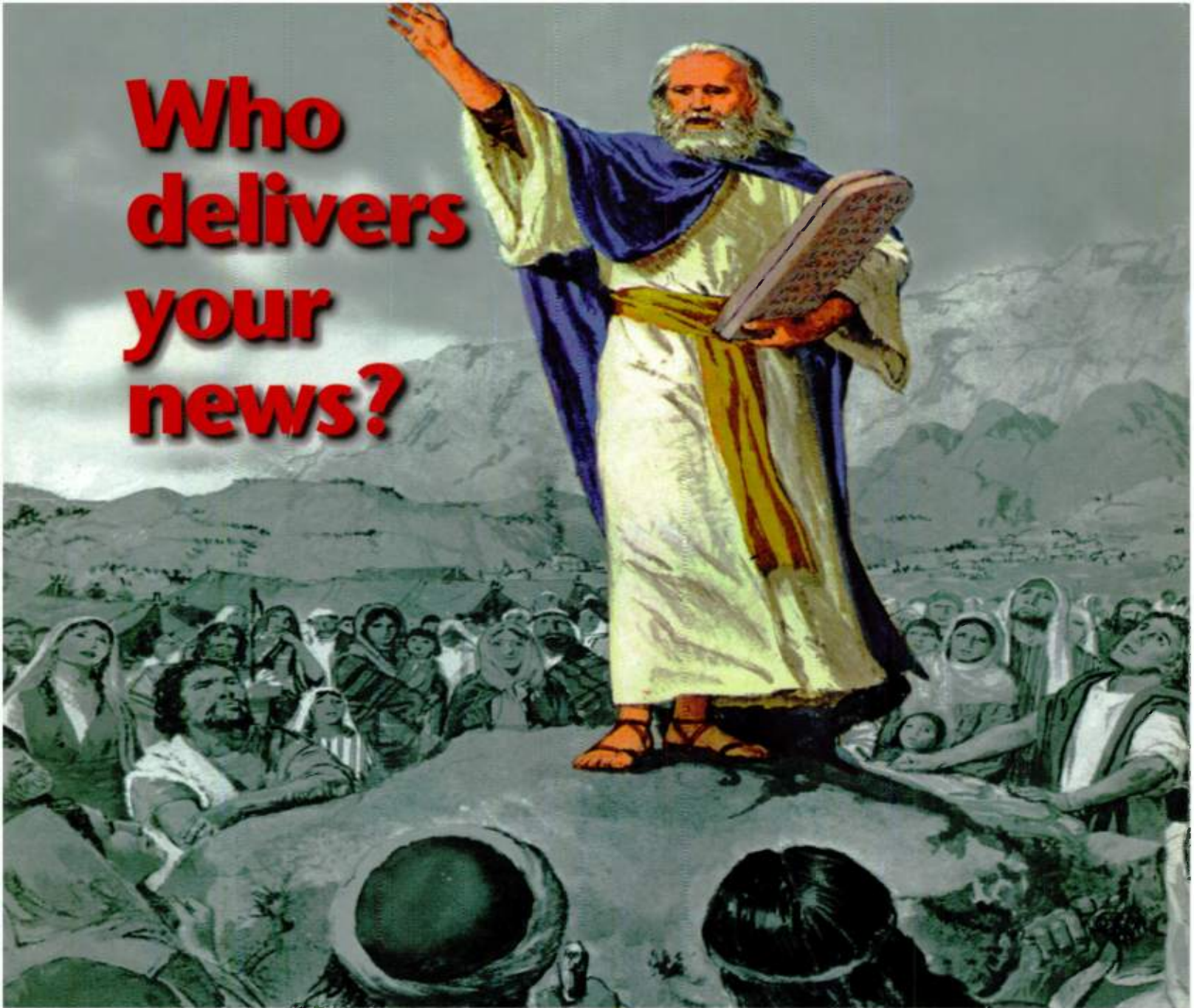
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