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*to believe it!*



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by Deborah Howe  
and Zenet Maramba

A global partnership  
to win 500 million souls  
to Jesus Christ by  
the new millennium.



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## feature story

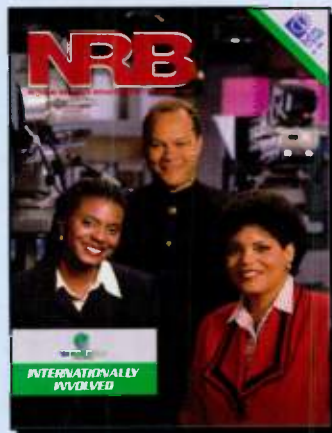
### Keeping Watch on the World

by Pedro C. Moreno  
An expert from the  
Rutherford Institute turns  
a lens toward worldwide  
religious freedom.



## Cover:

Victor Oladokun,  
Kathy Edwards and  
Janet White, hosts of  
the CBN WorldReach  
TV program *Turning Point*.  
Courtesy CBN WorldReach.



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## Kudos on New Design, Content

I love the new look, the interior design is — in a word — awesome!

Shirley Dougan  
Christian Communications  
Chicago



The magazine's new look is stunning, and the content is very current.

George Toles  
The Toles Company  
Edmonds, Wash.



I like the format changes in the magazine these days. Nice work. Brandt Gustavson's July-August column on Arutz-7 was most interesting and David Clark's column was right on target.

Dick Florence  
Station Manager  
WKES-FM/St. Petersburg, Fla.



Thank you for "Music Matters" by Rod Kittleman. Each month I post that column in our main studio for the staff because the advice is very practical and is a great reminder for them.

I especially appreciate the lack of religious jargon. Many Christian radio people use too much Christian jargon. This column is a great reminder that good radio transcends format.

I'm excited about the redesign work done on the magazine. The magazine is so much more practical now and "Music Matters" is one of the many reasons.

Bill Keith  
Station Manager  
WSDP-FM/Canton, Mich.



## Telemarketing or Telebegging?

I disagree strongly with Catherine Beyer in her article, "Passing the Contemporary Collection Plate" [July-August]. Few things irritate me more than telehawkers and telebeggars. They are generally rude, Christians included, because they do not give a person a chance in the opening moments of the conversation to say, "Not interested."



Too often I have had to endure pushy and rapid-speaking hucksters who immediately bowl me over with facts and challenges. Why can't they have at least the decency to first say, "Hi, Mr. Lucas. I represent Blood of Christ Ministries. Could I have a few minutes of your time to see if you would be willing to support our work?" While still intrusive, at least I could say, "No, thank you."

True, telebeggings work at raising money. So does Keno, PowerBall, and prostitution. Ends do not justify the means, however. If you want my money, ask me face to face. Phone solicitation is invasive, violating personal space and time.

We don't know who might be ringing in, so we can't very well avoid the junk phone call. Junk mail is bad enough, but at least I can pitch it after a second or two's glance; and I can let it lie on the desk until I want to take the time to do even that. I do not have that freedom with a junk phone call.

Telemarketing works because people crave contact. Telebeggings is worse: it often works on the latent guilt in a person, making it harder for him to resist. After all, who really gives back to the Lord's work as much as they have been blessed?

Telebeggars also presume that their sectarian programs are superior to congregational ones. After all, do telebeggars ever start out by making sure what they get from you won't "Rob Peter to pay Paul?" It's a stinky business, and I believe Christians should "avoid the appearance of evil."

This article laid out a plan that was pushy, obnoxious, and harassing. I hope *NRB* magazine will ... avoid such worldly drive-in in the future.

James A. Lucas  
Lutheran Radio, Inc.  
Elkhart, Kan.



**NRB '99**  
Jan. 30 - Feb. 2

Opryland Hotel  
Convention Center  
Nashville, Tenn.

Information:  
703-330-7000, ext. 503  
[www.nrb.org](http://www.nrb.org)

## Want to say something to the editors?

Don't just think about it — write a note, send a fax or drop an e-mail to **Letters to the Editor**.



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



**Fax:** 703-330-6996



**E-mail:** [cpryor@nrb.org](mailto:cpryor@nrb.org)



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*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*

## Partners Near and Far

I am sold on the idea of taking the Gospel to the whole world by mass media. As you know, NRB has been pushing the concept of partnering with overseas communications ministries for a number of years. You are picking up on the idea and joining hands with such ministries.

It is possible as never before to own and operate radio and TV stations in countries previously closed where only government-owned stations were allowed. Even the United Kingdom and Germany are now permitting private ownership of stations — some of them are Christian programmed. And Switzerland is welcoming Christian TV programs on its country-controlled channels.

American-based broadcasters such as HCJB, FEBC and TWR are taking advantage of the new opportunities. Thank God for open doors which no man can shut.

At NRB '99 in Nashville (Jan. 31 - Feb. 2) many overseas guests will attend who are working in Christian media in their countries. Make friends with them and link up in partnership with at least one. Your staff will be blessed as you promote, support, and pray for international partners. They are as committed as we are to getting the Gospel to "whosoever will."

Opportunities for partnership also exist in the United States. Need Him is a toll-free phone counseling project presenting Christ. Since April 1997, the service has received

59,047 phone calls for salvation. Of those, 9034 made decisions for Christ. August was a record month, with 5545 calls for salvation.

Although we are to consider the thousands but one at a time, these numbers are getting a bit staggering!

Partner with 888-NEED HIM by praying specifically for the following:

1. Expanding the volunteer network to assure that each call is answered, day or night.
2. Expanding media partners to use 888-NEED HIM in their own evangelism and proclamation campaigns.
3. Expanding ministry and denominational partners to develop a national network for church follow-up.
4. Funding the program to ensure payment for the calls.
5. Wisdom and discernment for staff and the board.

Whether near or far, we need Him — and we need each other. Partner with your brothers and sisters today! **NRB**

The editors regret last month's column misreferenced *Wounded Workers: Recovering from Heartache in the Workplace and the Church* (WinePress Publishing, 1998) by Dr. Kirk Farnsworth.



*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.*

## Reviving Russia

I never shall forget the spring day in 1987 that Hannu and Laura Haukka sat in my office at CBN seeking permission to translate into Russian the Bible story series *Superbook*.

At the time I was responsible for CBN's international activity. The first animated series of 102 Bible stories had just been produced and aired in Japan and was being translated into English, Spanish and French.

Hannu was born in Canada of Finnish parents and returned to Finland to prepare for ministry. The Lord led

him to Russia to learn the language and work with the underground church. There he met Laura, whose family had been persecuted for serving Christ. (Their fascinating story is told in the book *Only Believe*.)

He persuaded her to marry him. Together they developed an effective radio ministry to Russia but longed to bring the Gospel to television. Hannu planned to dub the Bible stories into Russian in Finland and smuggle them into Russia with the videocassettes disassembled so as not to arouse the suspicion

of the border guards. The pieces would be put back together and distributed through the underground church.

Frankly, it sounded improbable, but this couple radiated the confidence that only Christ can give. Who was I to stand in their way? We signed a simple letter of agreement. I later learned they had no TV equipment or dubbing experience.

I next heard from Hannu in 1989. A station in Leningrad aired a documentary about Christians that included two minutes from a smuggled tape with the story of Adam and Eve. Millions viewed the program and many called or wrote to ask how they could get a tape. Soon the Bible stories were airing on Central TV in Moscow, the largest network in Russia!

In the last program, viewers were given a simple quiz about the stories and asked to send in their answers. The first day, 30,000 letters arrived. By the end of four weeks, more than one million had requested information about Jesus. It was the largest mail response in the history of Russia!

On October 6 in Moscow, Hannu and Laura along with other Russian leaders will convene the first convention of religious broadcasters for Russia. It is my high honor to represent NRB at a plenary session on October 7.

This opportunity and Hannu and Laura's story remind me of the old song, "Little Is Much When God Is in It." **NRB**



# BOTT RADIO NETWORK

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D. James Kennedy  
*Truths That Transform*



Kay Arthur  
*Precept*



John MacArthur  
*Grace to You*



Dennis Rainey  
*Family Life Today*



Woodrow Kroll  
*Back to the Bible*



Steve Brown  
*Key Life*



Beverly LaHaye  
*Beverly LaHaye Live*



RBC Ministries  
*Discover The Word*



Billy Graham  
*Hour of Decision*



Dave Breese  
*Dave Breese Reports*



Hank Hanegraaff  
*Bible Answer Man*



Elisabeth Elliot  
*Gateway to Joy*



Adrian Rogers  
*Love Worth Finding*



Tony Evans  
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Ed Young  
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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.

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



Rich Bott, II  
*Vice-President*



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## Airwave Anniversaries

NASHVILLE, Tenn. – *Soul2Soul* celebrated its fourth year of broadcasting in August, having produced thus far 200 hour-long artist features. “*Soul2Soul* is becoming the depository where the heart stories from Christian music artists, producers, and writers are kept,” said host Christopher Coppennoll. (Coppennoll, 615-591-9514)

PROVIDENCE, R.I. – July 7 marked the 20<sup>th</sup> anniversary of WARV-AM/Providence. WARV was the first station purchased by Blount Communications. In celebration, the station hosted a cruise for 330 on Narragansett Bay. (Bill Blount, [wblount@compuserve.com](mailto:wblount@compuserve.com))



## Airwave News

WILMORE, Ky. – Asbury College students broadcast daily events at the Goodwill Games in New York in August. Using Asbury’s remote broadcast trailer, students, professors and recent Asbury graduates were contracted to broadcast live the Global Pavilion events on wide-screen televisions around the park. Turner Broadcasting System also hired the students to help with closing ceremonies. (Brady Nasfell, 606-858-3511, ext. 2409)



Asbury student at Goodwill Games.

CARLINVILLE, Ill. – WIBI-FM/Carlinville increased its power to 50,000 watts. The contemporary Christian music station’s tower was struck by lightning in April: the new tower’s height is 500 feet.

WIBI recently chartered four buses and took 188 women to Focus on the Family’s Renewing the Heart Conference in Nashville, Tenn. Cindy Baines of Auburn, Ill., said, “Going on the buses gave me the opportunity to minister to people I didn’t know. It also gave me the chance to make new friends.” (Colleen Weir, 217-854-4800)

DALLAS – SRN News signed an agreement to become the exclusive provider of news to the Moody Broadcasting Network (MBN). MBN will have representation rights for SRN



News to non-commercial Christian format radio stations nationwide. SRN president Greg Anderson said, “Moody has been an innovative leader in Christian radio for

decades. This partnership substantially furthers our mission of providing a trustworthy, professional news service to the Christian radio marketplace.” (Anderson, 972-831-1920)

WASHINGTON – Nearly 10,000 people spent August 15 at DC Fest, sponsored by WAVA-FM/Arlington, Va. WAVA broadcast live onsite. Main stage artists included Jars of Clay, Point of Grace and Mark Lowry. Second stage featured alternative bands. A Children’s Area featured Veggie Tales live figures and the Donut Man. (Rebecca Eddy, 703-807-2266 or [rebecca@wava.com](mailto:rebecca@wava.com))



COLORADO SPRINGS, Colo. – Focus on the Family’s *Life on the Edge-Live (LOTE-Live)*, which debuted in April, recently went national, airing Saturday evenings in 100 cities. Hosted by Dr. Joe White and *Brio* editor Susie Shellenberger, the program focuses on teen issues. “*LOTE-Live* ... goes straight to the heart and soul of teens with godly advice,” shared operations manager Paul Baker of KKHT-FM/Houston. (Robert Turnbull, 719-548-5883)

COLORADO SPRINGS, Colo. – Ten radio ministries announced plans to begin digitally transmitting their radio broadcasts to stations in 1999. The new technology will originate from the Focus on the Family headquarters in Colorado Springs. Other team members are Back to the Bible, Coral Ridge Ministries, Harvest Crusades, In Touch, Insight for Living, Love Worth Finding, RBC Ministries, The Urban Alternative and Thru the Bible. Find out more about the distribution strategy during a presentation at NRB 99, Jan. 30 - Feb. 2 in Nashville, Tenn. (Steve Reinke, 719-531-3442 or [reinkesa@fotf.org](mailto:reinkesa@fotf.org))

ALBUQUERQUE, N.M. – K-LOVE Radio Network recently added an FM translator in Albuquerque, located at 91.9 FM at covering 505,000 people. Other translator additions include Woodland, Calif., Vancouver, Wash. and Arkansas locations in Washburn and Arkadelphia. (Lloyd Parker, 916-928-1515)



COLUMBIA, S.C. – In early August, WMHK-FM/Columbia staff members and friends went to Romania to distribute 900 boxes of coats and boots collected for needy Romanian children in several orphanages and villages. The group was scheduled to help build sound studios for The Radio Voice of the Gospel in Oradea, but the Romanian government had targeted that station and other Christian radio stations for closing when their licenses expire. (Sherry Brown, 803-754-4100, ext. 3510)

CHARLOTTE, N.C. – INSP-The Inspirational Network is airing a series of specials this fall. *Y2K: The Coming Storm* begins Oct. 3. Additional specials will air later in October and November. “We have a responsibility to our viewers ... to provide them with information on how to prepare,” said INSP vice president of programming Ron Shuping. (Sara Lowe, 704-561-7728.)



GRAND RIVER, Ohio – Proclaiming The Message Ministries has changed the title of its three-minute radio program. *Dialogue Of The Cult* is now *Something To Consider*. The program's content will continue to offer information and resources to Christians seeking to better understand and witness to different groups. (Terry Whitsitt, 800-627-5937 or [proclaim@harborcom.net](mailto:proclaim@harborcom.net))



### Awards

PROVIDENCE, R.I. – WARV-AM/Providence's float in the city's Fourth of July parade was awarded most patriotic in the commercial division. The float commemorated the 135<sup>th</sup> anniversary of the Gettysburg Address. (Bill Blount, [wblount@compuserve.com](mailto:wblount@compuserve.com))



WARV's first-place float.

BUCHAREST, Romania – The Voice of Hope (VOH) was cited as the top religious broadcaster in Romania at a recent meeting of the National Radio and Television Board, according to Romanian VOH chairman Adrian Boceanu. The government committee also suggested that VOH stations serve as "an example to other religious broadcasters in the country." (301-680-6600)

NASHVILLE, Tenn. – Chordant Distribution, EMI Christian Music Group's distribution company, was named "Supplier of the Year" at the annual Christian Booksellers Association convention. The Chordant award marked the first time a music company received "Supplier of the Year." (Tricia Whitehead, 615-371-4300)



### International Airwaves

CARY, N.C. – Trans World Radio (TWR) has debuted *Kol HaYeshua* (Voice of Salvation), a new Hebrew-language program produced by Messianic Jews in Israel. The half-hour program represents TWR's first medium wave program in Hebrew to cover the country of Israel.



TWR also announced that three of

the largest people groups in Nigeria will soon have 30-minute daily broadcasts in the Hausa, Yoruba and Kanuri languages. The broadcasts will be aired via shortwave transmitters located outside Johannesburg, South Africa. (Richard Greene, 919-460-3760)

LA MIRADA, Calif. – The Far East Broadcasting Company (FEBC) has launched the first, full-time Christian radio station

in Indonesia. The FM broadcasts originate locally in the capital city of Jakarta, including the popular *Heartline*.

FEBC also introduced the first Christian radio station in Cambodia. The 10,000-watt station broadcasts on two AM frequencies. (Alisa Grace, 562-947-4651, ext. 3208, or [agrace@febc.org](mailto:agrace@febc.org))

BEIRUT, Lebanon – Nadim Costa is SAT-7's country director for Lebanon. He assumed the director's duties August 10. ([mail@sat7.org](mailto:mail@sat7.org))



BURLINGTON, Ontario – Crossroads Television System (CTS-TV 36), the first Christian family commercial television station in Canada, began broadcasting September 30 with a full-power, 2-million-watt signal. CTS-TV is carried on Toronto's cable systems and is programmed with such U.S. network shows as *Dr. Quinn: Medicine Woman*, *Highway to Heaven*, *The Waltons* and family movies in addition to daily ministry programs. CTS-TV is represented by Newton Media Associates, Inc., in Chesapeake, Va. (Wendell Wilks, 905-332-6400)

JOHANNESBURG, South Africa – Alleging that some radio stations have right-wing racist goals, the government of South Africa has announced it does not plan to renew licences of community radio stations, including Voice of Hope stations Radio Good News and Radio Sedaven. The government intends to make a final decision within the next month. (APD, Adventist Press Service, fax 011-41-61-261-61-18)

BUCHAREST, Romania – President of the Romanian Missionary Society Dr. Josef Tson asks U.S. broadcasters to write the president of Romania asking him to recognize the rights of the Baptists, Pentecostals and Plymouth Brethren of Romania to have their existing radio broadcast licenses renewed and for the right to obtain new ones in other major cities. Address: The President of Romania, Prof. Emil Constantinescu, Palatul Cotroceni, Bucharest, ROMANIA. ([tom@intouch.org](mailto:tom@intouch.org))



### Internet Information

GREENSBORO, N.C. – Landmark Christian Media Group announces the launch of an Internet Christian Superstore, with product offerings of Bibles, books, CDs, videos and gifts. ([cmp@cmp1.com](mailto:cmp@cmp1.com))

GULFPORT, Miss. – ShowPrep Light! is a family friendly Internet radio show prep service at [mall.waoy.com/showprep](http://mall.waoy.com/showprep), designed to

assist programs with items such as jokes, one-liners, history, etc. (John Riley, 601-844-8893 or [showprep@mall.waoy.com](mailto:showprep@mall.waoy.com))





RIVERSIDE, Calif. – Nearly 24,000 people participated in the online live broadcast of the 9th Annual Southern California Harvest Crusade, the country's largest yearly evangelistic gathering. More than 140,000 teens, Gen-Xers and Baby Boomers broke attendance records at Disney's new Edison Field, hearing Greg Laurie and top Christian bands such as Audio Adrenaline, Orange County's Supertones, Big Tent Revival and The Kry. (Laura Swickard, 770-813-0000)

MENTOR, Ohio – Link your radio station or program for free at The Christian Link ([www.christianlink.com](http://www.christianlink.com)). The site lists



thousands of links in 60 categories. For your listing, visit the site's add-a-link page. Also enter to win a Web site for your radio station.

(Terry Whitsitt 800-627-5937 or [christlnk@harborcom.net](mailto:christlnk@harborcom.net))

VIRGINIA BEACH, Va. – Regent University's Regent Law School has received permission from the American Bar Association (ABA) to electronically deliver an online law degree program. Regent's graduate program in international taxation is the world's first such program by an ABA accredited law school. (Baxter Ennis, 757-226-4093)

IOWA FALLS, Iowa – Internet users can visit their favorite Christian bookstore at [www.firstnetchristian.com](http://www.firstnetchristian.com), which links buyers with their local retailer. "This is a great way for consumers to support their local Christian retailers while still having the convenience of on-line shopping," notes FirstNet Christian director Heath Hill. (Melissa Hambrick, 615-662-1241 or [spineycle@worldnet.att.net](mailto:spineycle@worldnet.att.net))



## Music Notes

NASHVILLE, Tenn. – Star Song recording group Sierra is hosting the 1998-99 *Keep the Faith* infomercials, a production of TV First. "[Sierra tries] to offer hope and encouragement through the gift of song. *Keep the Faith* has a similar mission. We couldn't be more thrilled," said Wendi Foy Green of Sierra. (Cindy Kalar, 615-371-4300)

NASHVILLE, Tenn. – Carman Ministries, Sparrow Records and Trinity Broadcasting Network (TBN) are launching an unprecedented ad campaign in *USA Today*. The campaign, augmented by 180 outdoor billboards, advertises Carman's *Halloween 3:16* live television special, airing on TBN October 31 and simulcast on radio and over the Internet at [www.gospelmedia.com](http://www.gospelmedia.com).

(Cindy Kalar, 615-371-6997)

ORANGE COUNTY, Calif. – Recommended Music Charts at [www.gofishnet.com](http://www.gofishnet.com) represent 230+ artists spanning eight

music genres: modern rock, alternative, urban, hard music, rap/hip-hop, R&B, dance and contemporary. The charts list Christian artists, general musical styles and secular and Christian artists that may be similar in style. The site hopes to connect fans with artists they might miss due to limited exposure in traditional print media and limited airplay within Christian radio. (Scott Shuford, [pik@gofishnet.com](mailto:pik@gofishnet.com))



NASHVILLE, Tenn. – Focus on the Family and ForeFront Records have partnered together to bring *Life on the Edge*, a new album featuring Eli de Talk, Steven Curtis Chapman, Audio Adrenaline, Newsboys, Avalon, Rebecca St. James, Big Tent Revival and more. The enhanced CD-ROM also includes the entire *NIV Teen Study Bible*. (ForeFront, 615-771-2900)



## News Bites

CHICAGO – The International Day of Prayer for the Persecuted Church (IDP) is November 15. "It seems appropriate that one of the least observed issues of the church becomes the subject of one of the largest prayer rallies in the world," said president Steve Haas of Prayer for the Persecuted Church. An estimated 100,000 U.S. churches are expected to join more than 130 countries for the event. IDP 1997 drew more than 60,000 U.S. churches and church service observances in 115 countries. (888-538-7772 or [www.persecutedchurch.org](http://www.persecutedchurch.org))

NEW YORK – The 11th Annual White Ribbon Against Pornography Campaign takes place during Pornography Awareness Week Oct. 25 - Nov. 1. The focus of this year's campaign is a letter-writing drive to U.S. Senators, asking them to initiate an inquiry into the obscenity law enforcement records of the 93 U.S. Attorneys. (Robert Peters, 212-810-3222 or [mimnye@ix.netcom.com](mailto:mimnye@ix.netcom.com))



COLORADO SPRINGS, Colo. – Manitou Motion Pictures released *DreamQuest: An Education in Vision*, a series to inspire young people to consider exciting careers. The series will be distributed to public schools nationwide. "It's our hope that *DreamQuest* will give youngsters a healthy dose of good values and a vision for their future," said executive producer Ed Flanagan. (719-471-1211 or [ed@manitoupix.com](mailto:ed@manitoupix.com))

NIAGARA FALLS, Ontario – Prophecy Partners, Inc., and Jack Van Impe Ministries have launched the Apocalypse Evangelism Project in conjunction with the movie *Apocalypse*. The program grants churches, youth groups, and Sunday schools public performance rights at no additional charge. A guide, free posters, bulletin insert artwork and newspaper ads are also available. "I first came into the kingdom through a church film night back in the early '80s. I know from my own experience that it really works," said co-producer Peter Lalonde of Prophecy Partners. (Paul McGuire, 818-734-3224)



# The 56th Annual National Religious Broadcasters Convention & Exposition



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**Opryland Hotel Convention Center • Nashville, TN**

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- Steve Brown
- Alan Keyes
- Brother Andrew
- Dennis Rainey
- Becky Tirabassi
- Chuck Colson

### **ENTERTAINMENT**

- Cheri Keaggy
- Steve Green
- Kim Hill
- Chonda Pierce
- Steve Bridges
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- Chuck Sullivan
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You can also register on-line at our web site at [www.nrb.org](http://www.nrb.org)





NASHVILLE, Tenn. – Detroit-based Young River Ministries recently announced the launch of River Rush, a two-day arena youth event which tours to eight cities this fall. Steven Curtis Chapman is national spokesman. The events feature Extreme Arena Sports, world-class communicators and music concerts. “There has never been a time when our nation and our world have been in more desperate need of young people who are deeply and passionately committed to Jesus Christ,” Chapman said. (888-680-7874 or [www.riverrush.com](http://www.riverrush.com))



## People

ST. PAUL, Minn. – Neil Stavem has been named executive director for programming and promotion at Northwestern College Radio. Stavem has been with the network for 22 years. In addition to his work with public affairs, he produces and hosts *Perspectives*. (Janell Wojtowicz, 651-628-3387)

FULLERTON, Calif. – Art Black is the director of ministry support at Ambassador Advertising Agency. Black directed Biola University’s historic broadcast outreach *The Biola Hour*. His most recent position was in the marketing and development areas of the Evangelical Christian Credit Union in Anaheim, Calif. (Ellen Galey, 714-738-1501, ext. 229)

ST. PAUL, Minn. – Chuck Knapp is the new morning drive host on KTIS-AM-FM/ St. Paul, Minn. In addition to hosting, he will represent KTIS at community events and will assist the station in church and pastor relations. Knapp’s background includes leading KSTP-FM from an automated minor FM station to the top-rated personality station in the Twin Cities.

NASHVILLE, Tenn. – Veteran artist/songwriter Rick Cua has been named creative director for EMI Christian Music Publishing, the publishing arm of EMI Christian Music Group. Cua is responsible for songwriter relations, development and new song promotion. (Tricia Whitehead, 615-371-4300)



PORTSMOUTH, Ohio – Mike Collins transferred to WOKE-FM/Portsmouth as general manager. Collins was previously program director at WXRI-FM/Winston-Salem, N.C. WOKE is WXRI’s sister station. ([gospelradio@geocities.com](mailto:gospelradio@geocities.com))

**Mike Collins** NASHVILLE, Tenn. – Greg Goodman has joined the Morningstar Radio Network as overnight air personality. Goodman is a former air personality for Star 105.9, Nashville’s general market AC station. (Michael Miller, 615-367-2210 or [mmiller@morningstarradio.com](mailto:mmiller@morningstarradio.com))

MOBILE, Ala. – Darek Isaacs has been appointed radio promotions coordinator of Integrity Inc. He is responsible for tracking and promotion for AC, inspirational and praise and worship formats for the Hosanna! Music, Vertical Music, Integrity

Music and Renewal Music labels. Isaacs will graduate from Eastern Kentucky University in December.

Integrity also appointed Jerrel Gilliam to the position of urban A & R manager. Gilliam will provide creative direction for Integrity’s growing line of urban praise and worship music. Previously, Gilliam was national manager of worship for Promise Keepers.

CAMARILLO, Calif. – Jose ‘Pepe’ Caballero now serves as director of operations for the Radio Nueva Vida Network, which broadcasts Spanish Christian radio on 13 full-power and translator stations in California. Caballero was the former director of programming for the ALAS Satellite Project. (805-482-4797 or [kmro@venet.com](mailto:kmro@venet.com))

NASHVILLE, Tenn. – Keith Bordeaux joins Compassion International as artist relations manager for the company’s Eastern region. Bordeaux formerly worked as an agent assistant for the William Morris Agency. (Thomas Beard, 719-265-1317)

CHICAGO – Dave Oseland is the new general manager of KICY-AM-FM/Nome, Alaska. Formerly program director for WCFC-TV 38/Chicago, Oseland was with the television station since its beginning in 1976. (Shirley Dougan, 312-433-3838 or [TV38mail@aol.com](mailto:TV38mail@aol.com))

NASHVILLE, Tenn. – Rick Forsythe is the new executive director of Everland Entertainment. Recently, Forsythe served as the manager of Rainfall Educational Toys and Chariot Media. (Michele Formosa, 615-457-1102)

CHICAGO – Wes Ward is the new program director of WMBI-AM-FM/Chicago. Formerly station manager/program director of KCBI-FM/Dallas, he is on the advisory board of the Christian Research Report and is an occasional panelist for the GMA’s National Christian Radio Seminar. (Bruce Everhart, 312-329-2040 or [beverhar@moody.edu](mailto:beverhar@moody.edu))

HOUSTON – Doug Hannah has been promoted to program director of KSBJ-FM/Houston. Hanna moves up from assistant program director. Operations manager Jon Hull said, “Doug has proven his programming abilities and understanding of KSBJ’s audience. His sensitivity to both the listeners and the Lord will enable him to impact Houston with great radio.” (Hull, 281-446-5725)



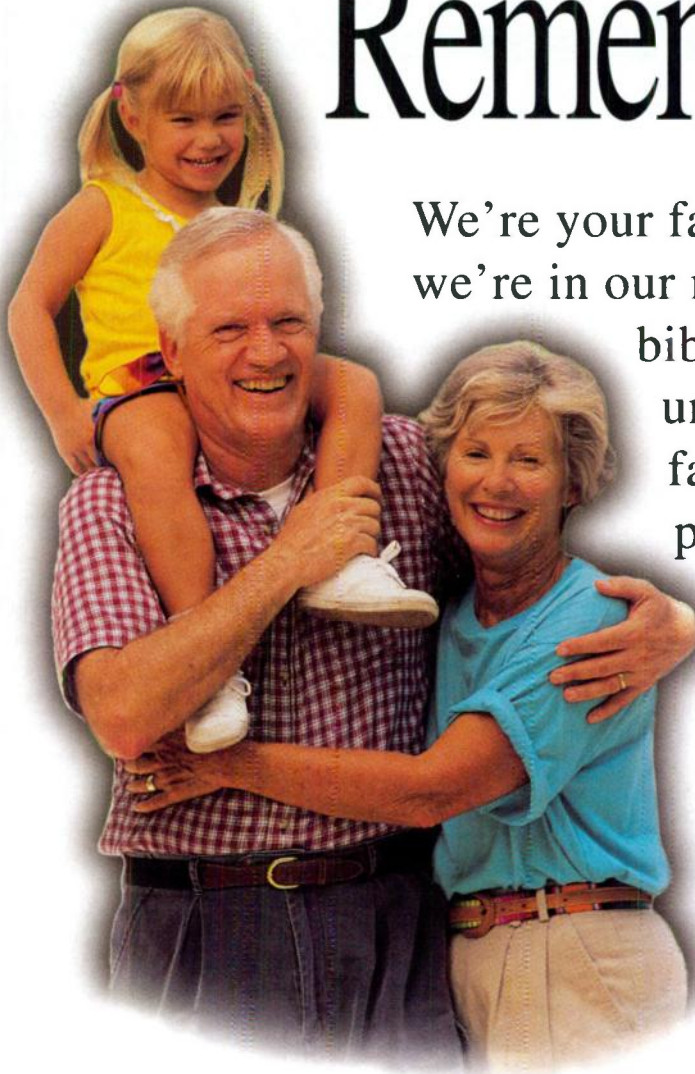
Keith Bordeaux meets a young buddy during a Compassion International trip to Bolivia.

Get into the buzz section! Send info, art and photos to:

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## Opinion: Fifth Grade Deliverers



**Charles W. Colson** is host of *Breakpoint* and founder of *Prison Fellowship Ministries*, based in Reston, Va. He may be reached at 703-478-0100.

**B**arbara Vogel's fifth grade class is engaged in an unusual school project. Last February the children began putting pennies into a big glass jar. When they'd raised \$200 the kids spent it — they bought freedom for two African slaves.

The project began when Vogel read about the enslavement of black Sudanese Christians. She was shocked to discover that slavery still exists. It also shocked her fifth-graders at Highline Community School in Denver. As Vogel told columnist Nat Hentoff, "Many [of the kids] began to cry" when she read them the story from the Rocky Mountain News. "They ... thought slavery was over."

The children wiped away their tears and did a little homework, discovering Christian Solidarity International, an organization that buys slaves and returns them to their families. That's when the kids began saving their pennies. Vogel says, "These are not children of means. Some live in public housing." Yet not a day since February has passed without children bringing in money.

As of Aug. 1, the kids raised \$9,000. Part of the money came from an anonymous corporate donor; the rest was earned by selling lemonade, T-shirts and old toys. It was enough money to set free at least 150 slaves.

However, by then the kids had learned another lesson, this one about adult hypocrisy. When President Clinton traveled to Africa last spring, the children eagerly followed his visit, hoping he would focus America's attention on slavery in

Sudan. By the time the president finished his trip, he'd done a lot of apologizing for America's past involvement in the slave trade, but hadn't said a word about modern slavery. Vogel says, "The children went ballistic."

That's because these kids aren't sophisticated enough to understand American foreign policy — why our need for gum arabic, a key ingredient in soft drinks which comes from Sudan, should outweigh fighting against a clear evil such as slavery.

Meanwhile, in Washington, the Freedom from Religious Persecution Act that passed the House so overwhelmingly has been effectively buried in the Senate.

The Clinton Administration is fighting against the bill. It's doubtful that Congress will pass it unless there's an outpouring of pressure from constituents.

Wisdom in America today does not reside in Washington, which looks the other way at slavery, but in the hearts of children who still know right from wrong. Thank God for the innocence of some kids in Colorado who see the truth and have the courage to act on it.

— Copyright 1998 by Prison Fellowship Ministries

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

1. *The Weigh Down Diet* by Gwen Shamblin, Doubleday
2. *What's So Amazing About Grace?* by Philip Yancey, Zondervan
3. *The Bible Cure* by Reginald Cherry, Creation House
4. *The Lady, Her Lover, and Her Lord* by T.D. Jakes, Putnam
5. *In the Grip of Grace* by Max Lucado, Word
6. *Prayers That Avail Much*, commemorative gift edition, Word Ministries
7. *Final Dawn Over Jerusalem* by John Hagee, Thomas Nelson
8. *In His Grip* by Wally Armstrong & Jim Sheard, Word
9. *Boundaries* by Henry Cloud & John Townsend, Zondervan
10. *Streams in the Desert*, Updated Edition, by L.B. Cowman, Zondervan



### Top 10 Christian Albums (September)

1. *Step Up to the Microphone* by Newsboys, Star Song
2. *Jaci Velasquez* by Jaci Velasquez, Myrrh
3. *The Jesus Record* by Rich Mullins & Ragamuffin Band, Myrrh



4. *Veggie Tunes 2*, Everland
5. *Live the Life* by Michael W. Smith, Reunion
6. *Exodus* by various artists, Rockettown
7. *Pages of Life* by Fred Hammond & Radical for Christ, Verity
8. *WoW 1998*, Sparrow
9. *Veggie Tunes*, Everland
10. *Everlasting Love* by CeCe Winans, Sparrow

### Top 10 Christian Videos (September)

1. *VeggieTales-Madame Blueberry*, Everland
2. *VeggieTales-Josh & the Big Wall*, Everland
3. *VeggieTales-Where's God When I'm Scared?*, Everland
4. *VeggieTales-Larry Boy & the Fib From Outer Space*, Everland
5. *VeggieTales-Dave and the Giant Pickle*, Everland
6. *VeggieTales-Rack, Shack, and Benny*, Everland
7. *VeggieTales-A Very Silly Singalong*, Everland
8. *VeggieTales-God Wants Me to Forgive Them?!*, Everland
9. *VeggieTales-Are You My Neighbor?!*, Everland
10. *VeggieTales, The Toy That Saved Christmas*, Everland



Based on actual sales in Christian retail stores in the U.S. and Canada during June. All rights reserved. ©1998 CBA Service Corp. and Spring Arbor Distributors. Distributed by the Evangelical Christian Publishers Association.



# How the "Year 2000" Computer Crisis Will Affect You and Your Family

*More important: what you and your loved ones can do NOW to escape the worst!*

*Newsweek* calls it "the day the world shuts down," and "the event that could all but paralyze the planet." *The Wall Street Journal* calls it "the most expensive accident of all time." *Computer World* says, "the problem is far worse than even the pessimists believe!" There's no question: There will be problems—and no one knows for sure how bad they'll be.

That's why you need to **prepare now** for the turmoil we'll likely face in the event of simultaneous system failures and the "ripple effect" the Year 2000 (Y2K) computer bug will bring.

*At the very least you need to know how to:*

- **Keep your family warm even without electricity (Don't forget: this crisis will begin in January).**
- **Buy the necessities you need even if the banks are closed or you can't get access to your accounts.**
- **Provide emergency protection and medical care even if 911 is constantly busy.**
- **Feed your family even if the grocery shelves are empty.**
- **Secure clean, uncontaminated drinking water even if your water treatment plant can't.**

## Don't Be A Victim

You have very little influence over whether the federal government or private industry gets its computers fixed in time. But that does not mean you have to become a victim. You can begin preparing now to make sure you and your family **survive the coming chaos.**



To assist you, the Y2K consumer advocate and best-selling author Michael S. Hyatt has prepared

a two-part family information and protection resource, *The Countdown to Chaos Protection Kit*. In it, you'll find the timely and essential information **you need to get started right now.**

In Part One (a six-tape audiocassette series), Mike defines exactly what the millennium bug is and how it will affect you. He explains in clear, non-technical language why it is highly unlikely the Y2K problem will get fixed in time and outlines **three possible scenarios that could result from this devastating problem.** He then discusses 13 critical areas you need to consider in developing your personal Year 2000 survival plan. You'll also discover why you can't afford to leave this responsibility to someone else—especially the government.

Part Two of the kit consists of the extensive *Y2K Resource Manual: A Common Sense Guide to the Equipment, Products, and Resources You Need to Insure Your Family's Protection and Survival*. This invaluable emergency-preparedness guide **will give you specific recommendations and checklists**—the essential resources and supplies you'll need to survive this looming crisis (including addresses and telephone numbers). You'll learn the "ABCs of Self-Preparedness," such as alternative energy sources, the most efficient food storage programs, and the critical medical supplies **every family** should have in a crisis.

Your purchase of these valuable materials comes **WITH A 100% SATISFACTION GUARANTEE.** If you are not completely satisfied with *The Countdown to Chaos Protection Kit*, simply return it for a complete, no-questions-asked refund.



The Year 2000 crisis is approaching fast. You read about it everywhere these days. If you want to protect yourself and your family, it's crucial that you get *The Countdown to Chaos Protection Kit* as soon as possible. Don't delay! And remember, it's better to be safe than sorry!

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The complete package: the six-tape audiocassette series (\$79 separately) and the Y2K resource manual (which also sells for \$79), is available for a **limited time** for just \$89 plus \$4.95 shipping (a savings of almost 50%).

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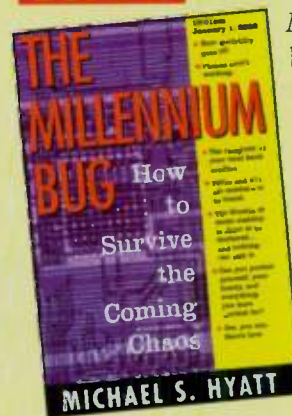
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To interview Michael Hyatt on your show, contact Sandy Callender at 202-216-0601 ext. 488



## Recent and Upcoming Releases

### Books

- 10 Principles for Spiritual Parenting* by Mimi Doe. HarperCollins (Doe, MiDoe@aol.com)
- Absolute Answers to Prodigal Problems* by Edwin Louis Cole. Thomas Nelson (615-889-9000)
- The Apocalyptic Prophecy* by David Yonggi Cho. Creation House (Denise Haverkos. 407-333-0600, ext. 5403, or [haverkos@strang.com](mailto:haverkos@strang.com))
- The Christmas Cross* by Max Lucado. Word (Pamela McClure. 615-902-3400)
- Church Boy* by Kirk Franklin. Word (Pamela McClure. 615-902-3400)
- The Common Sense of an Uncommon Man* by Michael Reagan. Thomas Nelson (615-889-9000)
- Confessions of a Grieving Christian* by Zig Ziglar. Thomas Nelson (Nancy Lovell. 972-267-1111)
- Destiny and Deliverance*. Thomas Nelson (615-889-9000)
- The Doubleday Christian Quotation Collection* compiled by Hannah Ward and Jennifer Wild. Doubleday (Sheila O'Shea. 212-782-9390)
- Dream Again* by Tommy Barnett. Creation House (Denise Haverkos. 407-333-0600, ext. 5403 or [haverkos@strang.com](mailto:haverkos@strang.com))
- The Christmas Cross* by Max Lucado. Word (Pamela McClure. 615-902-3400)
- Dropping Your Guard* by Charles Swindoll. Word (Pamela McClure. 615-902-3400)
- The Eerdmans Encyclopedia of Christianity*, Vol. 1. Wm. B. Eerdmans Publishing (Ina Vondiziano. 616-459-4591 or [ivondiz@eerdmans.com](mailto:ivondiz@eerdmans.com))
- Emotionally Healthy Teenagers* by Jay Kesler. Word (Janet Rowland. 615-902-3172)
- Escape the Coming Night* by David Jeremiah with C.C. Carlson. Word (Pamela McClure. 615-902-3400)
- God's Promises of Prophecy* by Jack Van Impe. J Countryman (Pamela McClure. 615-902-3400)
- I'm Trying to Number My Days, but I Keep Losing Count!* by Al Sanders. Waterbrook Press (Liz Duckworth. 719-590-4999)
- It's Always Darkest Before the Fun Comes Up* by Chonda Pierce. Zondervan (800-9-BOOK-IT)
- Joyfully Single in a Couples' World* by Harold Sala. Horizon Books (Pam Taylor. 800-233-4443)
- A Legacy of Promises for a Godly Man*. J Countryman (Pamela McClure. 615-902-3400)
- The Miracle of Healing* by Benny Hinn. J Countryman (Pamela McClure. 615-902-3400)
- The Mom Factor* by Drs. Henry Cloud and John Townsend. Zondervan (800-9-BOOK-IT)
- Moral Dilemmas* by J. Kerby Anderson. Word (Jana Muntsinger. 615-902-3174)
- More Precious Than Silver* by Joni Eareckson Tada. Zondervan (800-9-BOOK-IT)
- Moses* by Charles Swindoll. Word (Pamela McClure. 615-902-3400)
- Parenting Today's Adolescent* by Dennis & Barbara Rainey.

- Thomas Nelson (615-889-9000)
- The Perfect Christian* by Tony Evans. Word (Pamela McClure. 615-902-3400)
- Prosperity and the Coming Apocalypse* by Jim Bakker. Thomas Nelson (615-889-9000)
- Say Goodbye to Regret* by Robert Jeffress. Multnomah Publishers (800-929-0910)
- Saving Childhood* by Michael and Diane Medved. Zondervan (800-9-BOOK-IT)
- The Seal of Gala* by Marlin Maddoux. Word (Pamela McClure. 615-902-3400)
- A Touch of His Goodness* by Charles Stanley. Zondervan (800-9-BOOK-IT)
- You and Your Child* by Charles Swindoll. Word (Pamela McClure. 615-902-3400)
- Your Place In This World* by Michael W. Smith. Thomas Nelson (615-889-9000)
- WWJD? A Devotional*. Thomas Nelson (615-889-9000)

### Music

- Adonai: The Power Of Worship From The Land Of Israel*. Integrity Music (Shannon Stanley. 334-633-9000, ext. 3522)
- All Things Are Possible*. Hillsong Music Australia (Tim Nimmo. 011-02-9899-6777 or [hillsongs@hillsong.org.au](mailto:hillsongs@hillsong.org.au))
- Awake America: Live In Dallas*. Music Missions International ([mmi@mmi-inc.com](mailto:mmi@mmi-inc.com))
- Beautiful to Me* by Don Francisco. Ministry Music (800-766-4364)
- The Beauty of Christmas: 28 Seasonal Classics*. Sparrow (Leanne Mangan. 615-371-4030)
- Boxing God* by Layton Howerton. Sparrow (Leanne Mangan. 615-371-4030)
- Breath of Heaven* by Vince Gill. Sparrow (Leanne Mangan. 615-371-4030)
- Bronxville Worship, Vol. 1 & 2*. Music Missions International ([mmi@mmi-inc.com](mailto:mmi@mmi-inc.com))
- Christmas* by Dick and Mel Tunney. Ministry Music (800-766-4364)
- Chosen One*. Hillsong Music Australia (Tim Nimmo. 011-02-9899-6777 or [hillsongs@hillsong.org.au](mailto:hillsongs@hillsong.org.au))
- Close to Heaven: Best of Rick Foster* by Rick Foster. Edensong (Foster. 541-825-3046)
- The Court of a King* by The Crossing. Grrr recordS (800-766-4364)
- Freedom* by Darrell Evans. Integrity Music (Shannon Stanley. 334-633-9000, ext. 3522)
- Fire In The Dark* by Steve Fry. Threefold Records (800-766-4364)
- Friends In High Places*. Hillsong Music Australia (Tim Nimmo. 011-02-9899-6777 or [hillsongs@hillsong.org.au](mailto:hillsongs@hillsong.org.au))
- God Came Near - The Live Worship Event* by Max Lucado and Jeff Nelson. Here To Him Music (Brian Smith. 615-329-1007)
- God Is Good* by Don Moen. Integrity Music (Shannon Stanley. 334-633-9000, ext. 3522)



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- Hands In Heaven* by Tony Melendez, Angelus Records (Lynn McCain, 615-292-5248)
- Heartseeker* by The World Wide Message Tribe, Warner Resound (Rick Hoganson, 615-641-1052 or [hoganson@mindspring.com](mailto:hoganson@mindspring.com))
- He's Alive* by Don Francisco, Ministry Music (800-766-4364)
- Hills Praise*. Hillsong Music Australia (Tim Nimmo, 011-02-9899-6777 or [hillsongs@hillscl.org.au](mailto:hillsongs@hillscl.org.au))
- Hins* by Tony Loeffler, L&A Records (Tony Loeffler, 201-670-0778)
- His Gift* by CeCe Winans, Sparrow (Leanne Mangan, 615-371-4030)
- Hope* by Sheila Walsh, Integrity Music (Shannon Stanley, 334-633-9000, ext. 3522)
- Jump to the Jam*. Hillsong Music Australia (Tim Nimmo, 011-02-9899-6777 or [hillsongs@hillscl.org.au](mailto:hillsongs@hillscl.org.au))
- Listen To Our Hearts*. Sparrow (Leanne Mangan, 615-371-4300)
- Live At The Potter's House* by T.D. Jakes and The Potter's House Mass Choir, Integrity Music (Shannon Stanley, 334-633-9000, ext. 3522)
- Live From Pensacola*. Music Missions International ([mmi@mmi-inc.com](mailto:mmi@mmi-inc.com))
- Love Alive V The 25<sup>th</sup> Reunion* by Walter Hawkins, Gospo Centric Records (Jalila Larsuel, 626-398-5028)
- Majesty* by Ron Kenoly, Integrity Music (Shannon Stanley, 334-633-9000, ext. 3522)
- Mercy Seat*. Music Missions International ([mmi@mmi-inc.com](mailto:mmi@mmi-inc.com))
- The Nu Nation Project* by Kirk Franklin and The Family, Gospo Centric (Brian Smith, 615-329-1007)
- Ocean of Grace* by Ann Downing, Daywind (Celeste Winstead, 615-822-4524 or [gospel@daywind.com](mailto:gospel@daywind.com))
- Our Heart*. Hosanna! Music (Shannon Stanley, 334-633-9000, ext. 3522)
- People Just Like Us*. Hillsong Music Australia (Tim Nimmo, 011-02-9899-6777 or [hillsongs@hillscl.org.au](mailto:hillsongs@hillscl.org.au))
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- Scott Faircliff* by Scott Faircliff, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237, [bblinn@bellsouth.net](mailto:bblinn@bellsouth.net), or [slgraham@bellsouth.net](mailto:slgraham@bellsouth.net))
- Simply Worship, Vol. 1 & II*. Hillsong Music Australia (Tim Nimmo, 011-02-9899-6777 or [hillsongs@hillscl.org.au](mailto:hillsongs@hillscl.org.au))
- Shout To the Lord II* by Darlene Zschech, Hosanna! Music (Shannon Stanley, 334-633-9000, ext. 3522)
- Shelter Me* by Nikki Leonit, Pamplin Music (Beth Blinn/Stachia Graham, 615-361-4237, [bblinn@bellsouth.net](mailto:bblinn@bellsouth.net), or [slgraham@bellsouth.net](mailto:slgraham@bellsouth.net))
- Stone's Been Rolled Away*. Hillsong Music Australia (Tim Nimmo, 011-02-9899-6777 or [hillsongs@hillscl.org.au](mailto:hillsongs@hillscl.org.au))
- The Rabbit Easter Band* by The Rabbit Easter Band, Daywind (Celeste Winstead, 615-822-4524 or [gospel@daywind.com](mailto:gospel@daywind.com))
- Tabula Rasa* by Al Denson, Benson (Rachel Murphy, 615-742-6856)
- Ten: The Birthday Album*. ForeFront Records (Rachel Weddle, 615-771-2900, ext. 246 or [forefront-publicity@forefront-records.com](mailto:forefront-publicity@forefront-records.com))
- This Body*. Maranatha! Music (Holland Davis, 714-248-4017)
- To Heaven and Back* by The Call, Cadence Communications (Amy Joyner, 615-259-0177)
- Top 10 Southern Gospel Songs of 1998*. New Haven Records (800-766-4364)
- Touching Heaven, Changing Earth*. Hillsong Music Australia (Tim Nimmo, 011-02-9899-6777 or [hillsongs@hillscl.org.au](mailto:hillsongs@hillscl.org.au))
- Trin-i-tee 5:7* by Trin-i-tee 5:7, B-Rite Music (310-677-5603)
- Unplug the Jukebox* by Ken Holloway, Ransom (Keri Gustafson, 615-373-3950, ext. 526)
- Wide Eyed* by Nicole Nordeman, Sparrow (Leanne Mangan, 615-371-4030)
- With Abandon* by Chasing Furies, Sparrow (Leanne Mangan, 615-371-4030)

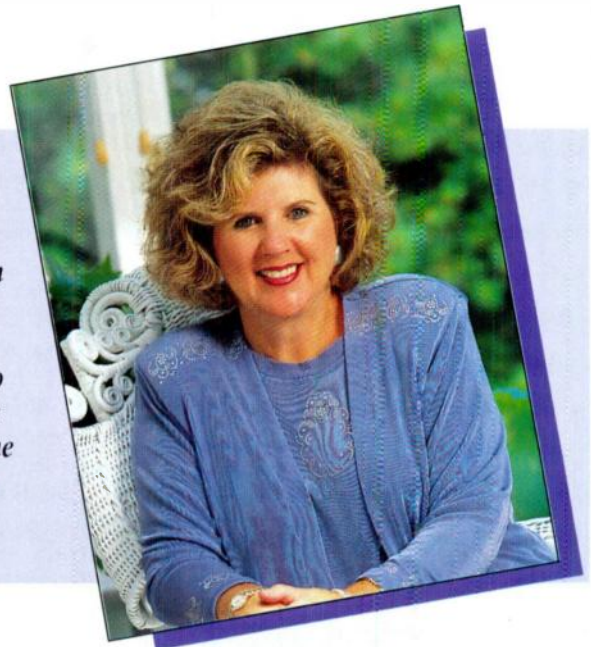
## Video

- A World of Praise* by Linda McKechnie, Brentwood Music (Lynn McCain, 615-292-5248)
- All the Children Ought to Know*. Vision Video (610-584-1893)
- Archbishop*. Vision Video (610-584-1893)
- Awake America: Live In Dallas*. Music Missions International ([mmi@mmi-inc.com](mailto:mmi@mmi-inc.com))
- Doing This For You* by Brian Free & Assurance, Daywind (Celeste Winstead, 615-822-4524 or [gospel@daywind.com](mailto:gospel@daywind.com))
- First Love: The Music & Ministry of Contemporary Christian Music Pioneers*. Newport (800-766-4364)
- Heavenly Voices*. Vision Video (610-584-1893)
- Jesus: The New Way*. Vision Video (610-584-1893)
- Les Chambon: La Colline Aux Mille Enfants*. Vision Video (610-584-1893)
- Live From Pensacola*. Music Missions International ([mmi@mmi-inc.com](mailto:mmi@mmi-inc.com))
- Lil' Sprockets*. EBI Video & Film (Mark Rempel, 319-391-0619)
- Luther Legacy*. Vision Video (610-584-1893)
- Paul, The Emissary*. Vision Video (610-584-1893)
- The Pharisees* hosted by Michael Card, Visual Entertainment (Leslie Nunn, 214-358-5200 or [nunneomm@aol.com](mailto:nunneomm@aol.com))
- Psalty's Salvation Celebration!*. Everland Entertainment (Michele Formosa, 615-385-9673)
- Seven Keys to Spiritual Renewal with Steve Arterburn*. Vision Video (610-584-1893)
- Sex, Love and Relationships with Pam Stenzel*. Vision Video (610-584-1893)
- Somewhere Forever*. Vision Video (610-584-1893)
- Spunky's Camping Adventure*. CBN (Patty Silverman, 757-226-2456 or [patty.silverman@ebn.org](mailto:patty.silverman@ebn.org))
- Surprised by God with Steve Arterburn*. Vision Video (610-584-1893)
- The X-Nilo Show*. Diamante (800-766-4364)



# When I saw what Royal Jelly did for me and my son, I started my own company!

For years, Madeline Balletta suffered from a fatigue beyond belief. Spending most of her time in bed, she could no longer care for her family or herself. Then, a concerned friend came to the rescue, told her about the importance of good nutrition and gave her a marvelous substance called Royal Jelly. She began to experience renewed energy and vitality. Delighted with her dramatic improvement, Madeline gave Royal Jelly to her young son, who missed much school and faced challenges of his own. When she saw his little life turn around, Madeline decided to start her own company so that other people could learn about good nutrition and this God-given, all natural substance. Thus, Bee-Alive was born!



## **Bee-Alive was the chance to share my blessings and improved health!**

For everyone interested in feeling better and living a vibrant, healthy lifestyle, I am a living testimony that there is a way! With Royal Jelly helping both me and my son, I became so excited that I started my own company. Today, over a decade later, Bee-Alive, Inc. is a thriving, nationally-known company with hundreds of thousands of "bee-lievers."

For those who knew me way back when, they are amazed at the hectic schedule I now keep. Traveling constantly throughout the United States and Europe for TV and radio appearances, I always extol the benefits of good nutrition and the virtues of Bee-Alive Royal Jelly. It's a joy to share my knowledge of this amazing food substance that enhances health and vitality! Bee-Alive products cannot be found in stores because I believe personalized service is vital. Our toll-free number connects you with your own caring, personal consultant who will take whatever time is necessary to listen to your concerns, as well as follow your progress. At Bee-Alive, we truly care about you, and our customers . . . well . . . they become friends!

## **What type of person is interested in Bee-Alive Royal Jelly?**

We, at Bee-Alive, receive hundreds of calls each day from all different kinds of people. The elderly report being more active by day and less restless at night.

Runners, bodybuilders and athletes appreciate the effects of the many amino acids present in Royal Jelly, as do men who wish to acquire more physical and mental stamina. B-complex vitamins, found naturally in Royal Jelly, are particularly beneficial for today's women, who are overwhelmed with too much work, responsibility and stress. And for those suffering with emotional highs and lows, Royal Jelly can help you cope by enabling you to achieve an overall feeling of well-being.

## **What is Royal Jelly?**

Royal Jelly is not honey or pollen. It is actually the food of the Queen Bee, and her longevity can definitely be traced to her exclusive Royal Jelly diet. She lives almost six years, while worker bees, who eat only honey and pollen, live a mere six weeks! And this rare and remarkable substance cannot be duplicated in a lab, it can only be harvested in God's own pharmacy . . . nature.

## **Why Bee-Alive's Royal Jelly is unique.**

To my knowledge, Bee-Alive is the only company in the U.S. that has pure, non-freeze dried Royal Jelly in capsule form. In the interest of purity and potency, none of our Royal Jelly products are freeze-dried. They are as close to nature as possible. And, to assure you freshness, all of our products are stamped with a packaging and expiration date.

## **Royal Jelly is not only for the rich and famous!**

While famous people all around the world, like celebrities, athletes and royalty, have used Royal Jelly for decades, I've now made it available to everyone through Bee-Alive. Listen to what a couple of our friends have to say:

*"I suffered from many illnesses and lost hope of getting better. After improving my diet and taking Bee-Alive, people commented on my glowing smile and increased energy. Today, I'm a better nurse, wife, mom and grandma!"*

**Sharon Gigl, Nurse, TX**

*"I read your ad and wondered if Bee-Alive could help an exhausted soul like me. As a business woman, mom of three, and co-pastor, my life was too busy to stay in bed. I needed all the energy and vitality I could get. Bee-Alive has truly been an answer to prayer for me!"*

**Marleen Cannavo, Working Mom, RI**

Just as it's improved my life and the lives of thousands of others, I hope it will improve yours, too. I personally promise you'll see a difference within three months, or I'll happily refund your purchase price (less s&h). Please give us a call, toll-free, at **1-800-543-BEES (2337)**. We're waiting to help you change your life!

*Madeline*  
**Madeline Balletta**  
**Founder and President, Bee-Alive, Inc.**





## Artist Spotlight: Ric Blair

Since 1985 Ric Blair has been involved in the Christian music industry as a band member, songwriter, session musician and now as a solo artist. He started his career as a member of the Willoughby Wilson Band and later worked on sessions with Amy Grant, Rich Mullins, and Margaret Becker. Blair also has opened for Petra, Randy Stonehill, Steve Camp, and Phil Keaggy.

In addition to writing Christian music, Blair has worked with actors Morgan Freeman and Danny Glover and produced film scores for HBO and Cinemax. His debut solo release,



Ric Blair

*Always By My Side* (KMG Records), is a collection of Celtic-flavored songs influenced by his Scottish and Southern roots. Blair recently spoke with *NRB* magazine about his music and mission.

*NRB: How do you classify your music?*  
The best way that I could classify my music would be to say that it is kind of an acoustic folk, hard rock, bebop acid jazz, neoclassical reggae, alternative celtic, ragtime Christian polka style of music. Just joking, I seriously try not to limit the influences of the music.

*NRB: What is the central message to your music?*

Being a writer makes it difficult to answer this in three or four sentences, but to make it simple, I would say this: The sea and storms are constant themes and symbols on *Always By My Side*. We go through many storms during our lives, but our faith is built on such moments. It's easy to trust God when everything is going well for us, but when we trust God during our deepest valleys to that extent, I believe, is a measure of our faith in God.

*NRB: What is your religious broadcasting involvement?*  
My involvement is in the role of a Christian music artist who is often interviewed by radio hosts and sometimes appears on Christian television programs.

*NRB: How do you view religious broadcasters?*

Usually on television, but I can't see radio broadcasters. Sorry, a bad joke. I don't think one can overestimate the value of quality "Jesus-focused" broadcasting.

I live in Los Angeles where people spend much of their time in their cars listening to the radio. They are a captive audience who often scan the airwaves looking for good music and maybe even meaning for their lives.

*NRB: How do you view religious broadcasters?*

Christian radio is obviously an important tool used to reach the lost and encourage believers.

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## Country Profile: Japan

Situated off the east coast of Asia in the northwest Pacific Ocean, Japan received its first major contact with the Gospel through the preaching of Portuguese Jesuit leader Francis Xavier in 1549. The result was profound and by 1600, the number of believers had grown to comprise the single largest organized religious community in the country.

A series of unfortunate political and religious events followed this beginning and led to intense persecution of believers and an almost 250-year period of isolation for this mountainous island nation. Only when U.S. Commodore Matthew Perry arrived in 1853 was the feudal military government forced to open its ports to the outside world. A truly democratic form of government and laws allowing real religious freedom were not realized until the end of World War II and the previous rapid growth of the church was never recovered.

Since then, the Japanese Christian church (including Roman Catholics, Orthodox, and Protestants in more than 120 denominations) has grown at a rate of about 4 percent per year to a current estimate of just over 1 million believers in approximately 7700 churches (about one-third are evangeli-

als). The country remains one of the world's most spiritually needy nations, having perhaps the highest concentration of missionaries (more than 2200) compared to the total number of believers (less than 1 percent of the population). And major divisions between charismatic, evangelical and mainline Christian churches make for little communication or cooperation in evangelizing the Buddhist and/or Shinto majority.

Since the war, Japan's significant technological development has created an efficient mass media system for reaching its densely-packed population (125.5 million in a land mass the size of California) and for meeting the communications needs of its increasing global interests. Churches, in addition to using traditional media outlets, are now routinely utilizing Internet web sites (currently over 100 ministry-related Japanese-language sites are online) and other indigenously-produced multi-media or online resources in evangelism.

Broadcasting in Japan is sophisticated. Christian radio programs have been heard continuously since 1952 and nationwide 24-hour Christian programming through Friendship Radio, a cable radio system, is in operation. More



## Working with the Media, Part 2

In Part 2 of working with the media, Gene Kapp explores some communication don'ts.

### 1. Don't respond to media inquiries until you are prepared.

Avoid "off the cuff" responses or "spur of the moment" interviews. Don't get pressured into doing an interview when a reporter calls unexpectedly. Reporters are always on deadline and will want the interview immediately.

First, ask the reporter questions about the story and tell them you will get back to them shortly. The reporter will wait five or ten minutes for a return call.

After you have evaluated the request and formed your message points, then call the reporter back. The few moments of preparation will give you confidence and control.

### 2. Don't overload your message points.

In the world of television soundbites and newspaper quotes, less is better. Focus on one or two key points you want to communicate.

Single out the most important information — and help the reporter understand it. The more information reporters have to sift through, the less likely your key message points will make the story.

Help the reporter edit your comments by providing clear and concise message points.

### 3. Don't be pulled off track.

During an interview, reporters often will ask wide-ranging questions about many issues. Again, select your key message points before the interview begins and stick with them.

Use every question as an opportunity to share your key points. You may be asked the same question several times — but stick to your message points. Stay on message.

### 4. Don't use "no comment."

The person who replies "no comment" is often viewed with suspicion or is seen as having something to hide. However, people often use the phrase "no comment" when they really mean "I don't know the answer to that question" or "I am not in a position to give you an answer."

If you don't know the answer, be honest and say so. If you're not in a position to answer a question, don't hesitate to share that with the reporter.

### 5. Don't go "off the record."

Never say anything to a reporter that you don't want reported. Some reporters will attempt to get you to go "off the record" during an interview.

To most reporters, "off the record" means either they won't use the information or they won't attribute it directly to you.

You'd be surprised to learn that many times those "off the record" comments appear in print or on the air. Keep your comments and remarks on the record. Then, there can be no confusion or disagreement about what you told the reporter "off the record."



A veteran broadcast journalist and public relations professional with nearly 25 years of experience in news and public relations, Gene Kapp is president of Kapp Communications, Inc., a media and public relations company in Atlanta. He can be reached at 770-831-1114 or [kappcom@mindspring.com](mailto:kappcom@mindspring.com).

than 99 percent of Japanese households have color TVs and Christian programming (preaching, interviews and anima-

tion) has been available since the 1980s.

However, current law prohibits a religious entity from owning a broadcast facility. Producers of Christian programs must buy time on local stations at regular commercial rates,

making broadcasting to a national audience cost-prohibitive.

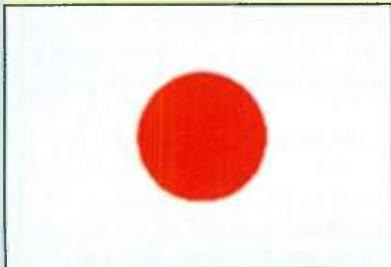
Developments in digital satellite broadcasting have enabled the recent initiation of two new consumer satellite services (PerfecTV and DirecTV), finally giving Christian broadcasters a way around the previous restrictions. Through an economical equipment/subscription purchase package, viewers are provided with an unprecedented 200-plus chan-

nels of television, audio and data broadcasting. With the increase in channels, satellite service providers are now hungry for programming diversity.

As a result, *Harvest Time*, one of the most recognized Japanese-language Christian television series — seen regionally since 1986 — began in April the country's first nationwide Christian broadcast on satellite at the request of one of the satellite programming providers. Other ministries are planning similar broadcasting arrangements.

From initial consumer response, the popularity of satellite broadcasting is showing every indication of significantly increasing in the near future and the formation of the first 24-hour Christian TV satellite network or cable service seems much nearer than once thought. And, because the current producers are small ministry operations, a significant opportunity now exists for international cooperative efforts to help provide quality Christian programming for satellite airtime.

— David E. Humble works for Harvest Time Ministries ([www.harvestjapan.org](http://www.harvestjapan.org)), based in Susono, Shizuoka, Japan. He can be reached at [dhumble@shizuokanet.or.jp](mailto:dhumble@shizuokanet.or.jp).





## NRB Adds 32 New Members

### Full Members

Crossover Productions  
Jack Eason  
Spartanburg, S.C.

Richard Davison  
WVJF-FM  
Peachtree City, Ga.

KBYG-AM  
Curtis Smith  
Big Spring, Texas

KLVS-FM/K-Love Radio  
Lloyd Parker  
Sacramento, Calif.

Scott Korb  
WBYN-FM/Boyetown, Pa.

David Reeder  
MJM Media Consultants  
Flower Mound, Texas

WCCC-TV/Miracle Broad-  
casting Network  
Marcos Plaud  
Camuy, Puerto Rico

### Associate Members

Allied Digital Technologies  
Tom Williams  
Irving, Texas

Christian Channel (Europe) LTD  
Kate Killoughrey  
United Kingdom

Ashley Cobb, Jr.  
He Is My Brother (HIMB)  
Brooklyn, N.Y.

Compass Arts  
Mark MacDonald  
Grand Rapids, Mich.

Dove Publishing  
Todd Duncan  
La Jolla, Calif.

First Baptist Church  
Jeffrey Crevier  
Fort Lauderdale, Fla.

J. David Ford & Assoc., Inc.  
J. David Ford  
Hurst, Texas

Chrissy Howery  
Actors Etc., Inc.  
Houston

Norman Hutcheson  
Gospel Missionary Union  
Kansas City, Mo.

Inspire Management Group  
Kipton Blue  
Overland Park, Kan.

The Jordon Group  
Allen Bieganski  
Bartlesville, Okla.

Beverly Kinard  
Christian Drug Education  
Center  
Westminster, Colo.

Bob Klopfenstein  
Command Audio  
Redwood City, Calif.

Rabie Mahshi  
Sat-7 Satellite Media  
Services  
Cyprus

Christopher Meidl  
International Fellowship of  
Christians & Jews  
Chicago, Ill.

MEMSYS  
(Herlick Data Systems)  
Nicholas Herlick  
Redlands, Calif.

Miracle Radio, Inc.  
J. R. Ricks  
Salem, Mo.

Jonathan Musser  
Leadership Institute  
Arlington, Va.

Jesse Rivera  
Edifying Souls Ministry  
Avenel, N.J.

Timothy Shelton  
Otterbein, Ind.

Joseph Stroud  
WJYS-TV  
Tinley Park, Ill.

Robert Stroud  
Armed Forces Radio & TV  
Service  
March Air Reserve Base,  
Calif.

Tropical Broadcasting  
Association  
Ricardo George  
Balboa, Panama

Annette Williams  
Williams Ministries  
WM Records  
New York, N.Y.

Wilson Ministries  
William J. Wilson  
Flowery Branch, Ga.

### Pryor New Managing Editor



Christine L. Pryor

MANASSAS, Va. – Christine L. Pryor was promoted to managing editor of *NRB* magazine on Aug. 17.

Pryor joined *NRB* in 1994 as assistant editor of *Religious Broadcasting*, moving to associate editor in 1996.

She and former managing editor Sarah E. Smith directed the January 1998 four-color transformation of *Religious Broadcasting* into *NRB*.

Before her association with *NRB*, Pryor worked for *Pentecostal Evangel*, the nation's largest weekly denominational (Assemblies of God) magazine, based in Springfield, Mo. She is a 1991 graduate of Evangel College in Springfield.

"It is an honor to be part of this progressive trade association," Pryor said. "I look forward to stretching professionally and am confident great things will come from the talented team members who work on this evolving publication."

*NRB* president E. Brandt Gustavson said, "Christy has served as associate editor with great distinction. Her work at *NRB* has been exemplary. We believe no one will be able to serve the magazine as managing editor better than Christy."

### Smith Resigns

MANASSAS, Va. – *NRB* managing editor Sarah E. Smith resigned Aug. 14, taking an assistant editor position with the National Restaurant Association in Washington, DC.

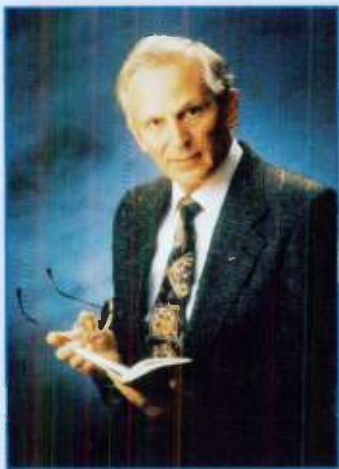
Smith joined the magazine staff in 1992 as assistant news editor. She also served as associate director of *NRB* media relations, coordinating press relations for the association's annual convention.

"It has been a wonderful six years working with industry professionals," Smith said. "I will certainly miss all of my columnists and others who have made my association with *NRB* a delight."

*NRB* president E. Brandt Gustavson said, "It is extraordinary for a person to stay six years at a first job. But Sarah is an extraordinary person. She did outstanding work for the association and we are confident that she will flourish in her new position. We wish her well."



## NRB '99 International Preview: Brother Andrew



Brother Andrew

**B**rother Andrew, winner of the 1996 Religious Liberty Award of the World Evangelical Fellowship, author of the best-selling book *God's Smuggler* and founder of Open Doors with Brother Andrew, will speak at the 56th Annual NRB Convention.

The 70-year-old Dutch-born missionary will bring the keynote address at the World Fellowship Luncheon in the Presidential Ballroom of the Opryland Hotel Convention Center in Nashville, Tenn., on Monday, Feb. 1. The association will bridge the centuries and the continents, uniting thousands of religious broadcasters from around the world.

NRB vice president Michael Glenn said, "We are excited to have Brother Andrew as a main speaker for the convention in Nashville. His name and work are known far and wide. I look forward to that occasion."

Brother Andrew's convention agenda also includes

launching his newly revised book, *For the Love of My Brothers* (Bethany House Publishers), with a book signing on the expo floor and an Open Doors international breakfast on Feb. 2.

Brother Andrew, whose real name is Anne van der Bijl, began his extraordinary ministry in 1955 when he went on a group tour to Poland. On the last day of his trip, as he sat reading his Bible, he says that the Lord spoke to him through Revelation 3:2 to "strengthen what remains and is on the point of death."

At that time in history, he knew of no missionaries working in Central or Eastern Europe. To most, the doors were closed because of communism. Although churches had been closed and Bibles banned, this tenacious young man distributed a suitcase full of Christian literature — thus began Open Doors with Brother Andrew, the international ministry that for more than four decades has been reaching out to the worldwide suffering church.

Today, Open Doors has offices in more than 20 countries, with 200 full-time employees and hundreds of volunteers who regularly visit their persecuted brethren in restricted countries. In addition to delivering Bibles and other materials, Open Doors trains leadership, supports translation projects and sponsors literacy programs.

Open Doors is active in Communist China, Cuba and Vietnam, as well as other restricted areas of Africa, Latin America, the Central Asian Republics and the Middle East. Thirty years ago, Brother Andrew began working in Islamic countries. He has made providential contact with Islamic leaders, who consider Brother Andrew their special friend.

— Dan Wooding is president of Aid to Special Saints in Strategic Times (ASSIST) Ministries, based in California. He may be reached via e-mail [ASSIST@compuserve.com](mailto:ASSIST@compuserve.com).

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## NRB Member Profile: *Truth for Life*

**T***ruth for Life* is a ministry broadcast founded by Alistair Begg, pastor of Parkside Church in Cleveland, Ohio. The broadcast is committed to teach the Bible with clarity and relevance so that non-believers are converted, believers are established and local churches are strengthened.

These three points make up the mission statement of the church and broadcast. Begg has an overarching commitment to teach God's Word, making each vignette relevant to contemporary hearts. His personal theme is, "For you have exalted above all things Your name and Your word." (Psalm 138:2).

According to *Truth for Life's* director of operations Bob Butts, the three-year old broadcast ministry is still a "new kid on the block." The program airs daily and weekly on 70 stations. Butts reports, "We couldn't have imagined our success when we started the broadcast."

Two stories typify the ministry's effectiveness. A divorced couple living separated lives in Denver were both listening to *Truth for Life*. After a series of teachings on Joseph and his forgiveness, each partner realized how unforgiving they had been. As God worked in their hearts, they began to forgive each other. Reconnecting by phone, they discovered that they both had been listening to the same series. Through the power of God's Word, the couple remarried.

In another story, a professional man jailed for savings and loan fraud was scanning the radio dial when he heard Begg's Scottish voice. He listened to the program, eventually committing his life to Christ. Now, released from jail, he rejoices about God's Word, revealed during his darkest time.

Although *Truth for Life* may be relatively new, the commitment to teaching God's Word has reaped a bountiful harvest for the kingdom.

*Truth for Life*, NRB is blessed to call you family.

— Anne Zdobysz is director of member services for NRB and can be reached at 703-330-7000, ext. 511 or [azdobysz@nrp.org](mailto:azdobysz@nrp.org).



Alistair Begg



## Not an NRB Member Yet? Which piece are you missing?



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## **Fully Alive**

*Fully Alive*, KMCT's flagship program brings you North Louisiana and South Arkansas areas live ministry program airing week nights at 7:00 pm. Hosted by Charles Reed and various guest hosts, *Fully Alive* features a mix of uplifting testimonies, music, ministry, news features on special community events of interest to the Christian community and teaching.

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

## Examining Fasting

**W**hen was the last time you heard your minister, pastor, bishop or elder admonish your congregation to fast and pray? Do you attend a church where the perception of fasting — denying the physical body — is considered old-fashioned?

Whether you realize it, fasting has proven spiritual value and is an act every Christian is expected to honor: "Whenever you are fasting, do not look gloomy and sour and dreary like the hypocrites" (Matthew 6:16-18, AMP). Notice Jesus said "whenever" not "if" you are fasting.

There are many misconceptions about fasting. It is my hope that after we've explored it, you can praise God for speaking to your heart. And if fasting is already a regular part of your prayer life, it is my hope that you are bolstered and encouraged to continue so that our Lord and Savior Jesus Christ is glorified and your soul is edified.

What is fasting? Fasting is abstaining from either food or drink. The time normally spent eating is spent in prayer.

There are many kinds of fasts: liquid, absolute, water and meatless. In a liquid fast, a believer abstains from food and



takes in liquids (i.e., fruit juice, broth, etc.). The absolute fast is withdrawal from food and water entirely. A water only fast is self-explanatory. A meatless fast involves eating

only fruit and vegetables. Due to health reasons, some people skip one meal a day for a time.

Fasts are chosen by God, not us. We don't fast when we get the notion. It is a serious undertaking and must be done unto God, who sees in secret and will reward in secret.

Personally, I have found that I can only fast when God calls me to do so. How do I know? Because the Holy Spirit gently nudges me with urgings. I then pray for confirmation. After I receive that confirmation, sometimes through His Word, in conversation with my prayer partners or just simply by Jesus's gentle whisper in my ear, I know it's time.

He will prepare you if you approach His throne with a humble and sincere heart. And God is specific. You'll know whether you're being called to fast a day, or a lengthy fast of five, 10 days, or longer.

In his book *God's Chosen Fast*, Arthur Wallis says: "The man who prays with fasting is giving heaven notice that he is truly in earnest; that he will not give up nor let God go without the blessing; that he does not intend to take 'no' for an answer. Not only so, but he is expressing his earnestness in a divinely appointed way. He is using a means that God has chosen to make his voice to be heard on high."

Daniel sought God with fasting. Another example is when the Benjamites committed a terrible crime and God sent tribes to go up against them. After they wept, repented and fasted God gave them a decisive victory. Saul of Tarsus fasted, following his conversion on the road to Damascus. Jesus fasted 40 days and nights before officially beginning His ministry on earth.

Life offers myriad challenges, and many times we find ourselves in dire situations with no solutions. But we have assurance that God has the answer, and is willing to hear a heart's cry and to help; if we seek Him, if we pursue Him with all we have.

What do you need? Is it healing? Are you seeking the filling of the Holy Spirit and wondering why your prayers haven't been answered? Are you looking for a job or seeking peace in your marriage? Are you tithing and still waiting on a financial breakthrough? Does it seem your prayers aren't being heard on high? Then fasting, my friend, is certainly something you should seek God about. The body is to be your servant, not your master. It must be disciplined.

Men are bound, not with steel chains or iron fetters, but with the invisible shackles of evil. They fight oppression which is not social but spiritual, even satanic. Fasting will loose the bonds of wickedness, undo thongs of the yoke and free the oppressed (Isaiah 58:6).

Religious broadcasters should raise this issue and urge believers to revisit a practice that is an inherent part of Christianity. Encourage your audience to study the Word on this subject and to buy books at local Christian bookstores to help them understand its value. **NRB**

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## Relaxed Rules



*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 made business operations easier for many broadcasters by revising its rules governing main studios and public inspection files. Yet the updated regulations add a number of new obligations that require station personnel — and, where applicable corporate employees — to become more familiar with public file materials and more responsive to inquiries about them.

### Main Studio Rule

The revision of this regulation should please broadcasters who own several stations in one market or own stations licensed to communities outside the market's population center. The old rule required the main studio to be located within the station's "principal community contour," a relatively tight geographic area that varies depending on the service (AM, FM or TV), transmitter power and local terrain. Consequently, some licensees in a widely dispersed market had to put their main studios in less attractive environs than did their competitors, while owners of multiple stations in a market may have had to establish several main studios.

The revision offers two expanded options. First, a broadcaster may locate the main studio within the principal community contour of *any* station in *any* service licensed to the same community — which, the FCC noted, thereby "put(s) all licensees in a community on an equal footing."

Second, a broadcaster may place the main studio within 25 miles of the "geographic reference" point in the station's community of license. The latter option gives smaller stations flexibility in choosing their studio location. The new rule should allow many owners of multiple stations in a market to consolidate operations into a single main studio.

Another rule change eliminates an old problem concerning public file location: A licensee now may keep its public file at the main studio, wherever that facility may be. This ends the need to maintain a "real" (but often neglected) public file at a library or other public location within the boundaries of an outlying community to which one or more of a broadcaster's stations is licensed.

### Public Inspection File Rules

The relaxation of some aspects of these regulations comes with additional challenges. The FCC anticipates that the revised main studio rule will mean that the public files of many stations will be located some distance from the communities those stations are licensed to serve. To compensate for this potential inconvenience, the rules require licensees to respond to information requests in new ways.

The most onerous of these is the obligation to answer inquiries made via telephone. Broadcasters must assist callers by (1) identifying public file documents that the inquirer might wish to receive, and (2) mailing copies of the requested documents to that individual.

This means that stations no longer may fulfill their obligations by simply ensuring that a receptionist or other contact

person knows where the public file is located. Now broadcasters must guarantee that one or more station employees has working knowledge about the public file and the nature of the documents in it. For example, station personnel should be able to describe the number of pages and time periods covered by a particular ownership report or children's TV programming report or the types of applications maintained in the public file and the dates they were filed with the agency.

Stations generally may continue to require that persons seeking copies of public file material pay reasonable copying costs. When a telephone request is made, stations may require such charges to be paid before copies are sent to the requesting person, although the station must pay postage.

This element of the revised public file rules raises interesting issues concerning stations' political files, which have not been affected directly by the rule revisions. During election season, stations often are besieged with information requests from candidates seeking to monitor opponents' purchases of time. The new obligation to respond to telephone inquiries about the public file conceivably may modify the existing political broadcast rule that spares stations from providing candidates information by telephone about opponents' time purchases. (This may be less of a problem as election day nears, since candidates may opt for in-person visits for expediency.)

In addition to the telephone requirements, the FCC has updated its public file rules to reflect the computer age. Licensees may maintain their public files in a computer database, as long as a terminal is available for viewing and printed copies are provided when requested. The FCC also encourages stations to post their "electronic" public files on Web sites, although such postings are not required.

The major relaxation of the rules concerns the types of documents that must be retained and the length of time they must be kept. Under one significant easing, licensees now need to keep only the station's most recent annual ownership report on hand. Broadcasters also may eliminate copies of most contracts and corporate documents from the public file and instead maintain an up-to-date list of such materials. However, if copies of those documents are requested, stations must provide them within seven days. Owners of multiple stations may find it more efficient to maintain the documents at corporate headquarters, but if they choose to do so, these licensees must establish a system for responding promptly to requests for copies.

The revisions to the public file rules are too numerous and detailed to address fully in this column. Broadcasters are well advised to consult their communications counsel for a complete review of the new regulations. **NRB**





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

## Software Sites

The Internet is a great way to get software into your computer. Shareware, freeware, demos, drivers, software upgrades and many software packages are available for download from a myriad of sites.

### Viruses

Viruses are the main concern when obtaining software from outside sources. These renegade programs are often hidden in legitimate programs which wreak havoc on your computer when installed. Some pop up an unexpected message such as "eat more green beans" on your screen, while the more vicious may erase and reformat your hard drive while you helplessly watch.

#### Norton AntiVirus



The threat is real enough, but in my experience, a bit hyped. I consider myself blessed in that I have never personally experienced a virus infestation — and I've downloaded and run hundreds of programs from Internet sources. However, I'm certain some of you have virus horror stories, so installing a good virus detection and elimination program is a good idea. Good ones include Norton AntiVirus ([www.symantec.com/nav/index.html](http://www.symantec.com/nav/index.html)) or McAfee VirusScan ([www.nai.com/products/antivirus](http://www.nai.com/products/antivirus)).

### Shareware

Shareware is a neat concept. Many of you know this is "try before you buy" software. You can download a program, try it for a period of time, then send the author some money if you find it useful and plan to continue using it. Some are fully functional and rely on the honor system for payment while others have important features only accessible with a "key," which is sent upon payment. Still others shut themselves down after a trial period.

**shareware.com**

While shareware existed before the Web, the Internet has greatly increased its penetration. Software of every imaginable type is available, and your only investment is in time to download and try it out.

Freeware, by contrast, is placed in the public domain by its author and it is free to use with no obligation on your part. It is, of course, unethical to take a freeware program and sell it to others.

Shareware.com ([www.shareware.com](http://www.shareware.com)) claims to have more than 250,000 files available for download. Thankfully, they provide an on-site search engine which is useful in finding programs with certain keywords in their titles or descriptions. You can also specify DOS, Windows, Mac or additional operating systems.

I entered "audio edit" in the search engine and discovered a program called "Multiquence," which I downloaded, unzipped and ran. It appears to be the equivalent of a non-linear audio editing system in which multiple .wav files can be loaded into various tracks, moved around, overlapped and played back as a finished product.

Shareware.com is only one of many sites for shareware. Enter "shareware download" into your favorite search engine and spend the next two weeks panning nuggets of gold from a river of mediocrity.

### Search Engine

Speaking of search engines, I found another one since our last visit. Like the Inference site ([www.infind.com/](http://www.infind.com/)) mentioned before, this one places your query into multiple search engines and eliminates duplicates before presenting the results to you. It's known as the mother of all search engines and is appropriately dubbed Mamma: [www.mamma.com](http://www.mamma.com).



### Mechanics

I recently discovered a new way for our church staff to access the Web as well as Internet e-mail. My office was the only one with high-speed Internet access, with an ISDN line in conjunction with a Motorola BitSurfr Pro Terminal Adapter, providing up to 128 kbps access as well as a couple of analog phone lines for one monthly fee which was less than one business line connected to our key phone system. The rest struggled with 28.8 modems, dial-up access and login with a different service provider.

Then through a chance conversation with my Internet service provider, I found out how I could share ISDN access with every computer on our in-house network by installing a device called a pipeline. Whenever anyone on the in-house Windows 95® network wants to access the Internet, the pipeline automatically dials the ISDN connection to our service provider and transfers the needed data. After a three-minute period of Internet inactivity, it automatically hangs up.

All this activity is totally transparent to the user, so it appears to everyone using the system as if we have a constant connection to the Internet. I would be happy to discuss it by phone or e-mail with anyone who wants more information.

Don't forget to send me your comments, suggestions, sites to visit or questions. **NRB**



## Shaping Up Sharathons

If your station is non-commercial, you probably conduct yearly sharathons, a time when you preempt regular programming with a marathon of music and fund-raising appeals.

Wayne Pederson of Skylight Satellite Network ([www.nwc.edu/radio/skyhome.shtm](http://www.nwc.edu/radio/skyhome.shtm)) and Share Media has written *A Guide to Better Sharathons*, which is posted on Zondervan Publishing House's Web site ([www.zondervan.com/academic/fund.htm](http://www.zondervan.com/academic/fund.htm)). Here are a few excerpts from that guide:

### Before the Sharathon

Approach every aspect of sharathon with prayer. Gather the staff ahead of the event to ask God's guidance. Pray regularly during the sharathon for the needs of your listeners.

Pick a theme to give your event focus and direction, such as "Run the Race," "Press Toward the Mark," or "Workers Together." You may want to select a theme that reflects the premium you're offering, for example a book title, such as *Becoming a Contagious Christian*.

Develop a strong mission statement for your station. Communicate it clearly and often to your audience. Set a realistic income goal based on market size, share of audience, and percentage of financial participation. (The national average is 16 percent.)

Use direct mail. An effective appeal letter sent beforehand will give a big initial boost.

Delegate as much of the operation as you can to staff and volunteers. The more you empower your staff, the more ownership they will feel. Assign a "detail person" to do the details. Designate one person as coordinator of volunteers. Others can be given responsibility for music, production, schedules, etc.

Order gift items, books, tapes, or CDs as thank you gifts for your volunteers. Assemble a package of sharathon giveaway items for drawings, contests, donor incentives, and major gifts. Pick premiums which will motivate listeners to call. A calendar, book, or tape will also be a ministry to the donor and will remind them of you.

Create a computer file or record book in which to enter or write the name, address, and phone number of each premium recipient.

Contact 10 people who could give \$1000 as a challenge. Record 20-minute interviews with national and local authors, speakers, and personalities. Throughout sharathon, use sound bites from those conversations, especially when offering their products as premiums.

### During the Sharathon

Remember that fund raising is not presentation as much as it is building and strengthening relationships with listeners. Sharathon programming should be a smooth blend of music, a variety of personalities (including brief author interviews), inspiration, information, and entertainment.

Tell the truth. Don't make exaggerated claims. Focus on your ministry's impact on society, not station needs.

A sharathon is more than raising money to pay bills; it can change lives. Demonstrate the relevancy of your ministry's touch on people's lives with stories, testimonies, and results. Brief, pre-recorded listeners' testimonies are effective in demonstrating the reach of the station.

Use listener letters and testimonies to sell your mission. Utilize copies of listener surveys to show how you're meeting needs. Demonstrate responsible management by reporting how funds are being used. Provide budget breakdowns. Be prepared with information about the station and the staff. Be factual about your station's finances: about Christian media; about the Christian community (local and worldwide). Create fact sheets to which you can refer during sharathon.

### After the Sharathon

Convert sharathon participants into second-time givers with proper thank you letters, gifts, and ongoing communication. Develop a sharathon newsletter to be mailed throughout the year. Tell donors how their gift made a difference in someone else's life. Convert lapsed donors into renewed givers with sensitive phone calls or letters. Have a post-sharathon meeting with your staff and key volunteers to plan changes and improvements for next year.

Discover additional tips at [www.zondervan.com/academic/fund.htm](http://www.zondervan.com/academic/fund.htm). <sup>NRB</sup>



*Jonathan Peterson is director of Corporate Affairs for Zondervan Publishing House in Grand Rapids, Mich. A former UPI Radio Network religion editor, he is a requested speaker on media and can be reached at [jonathan.peterson@zph.com](mailto:jonathan.peterson@zph.com).*



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# CBN WORLDREACH

*A global partnership*

**An ambitious program to win  
500 million souls to Jesus  
Christ by the new millennium**

*compiled by Deborah Howse and Zenet Maramara*

**W**hen he founded The Christian Broadcasting Network (CBN) in 1960, Pat Robertson was hoping the signal from his television station would at least reach across the city limits of Portsmouth, Va. "I must say I never had a vision in those days beyond the East Coast of America, much less beyond the continental limits of the United States," says Robertson. "So the outreach we are now engaged in to televise programs to some 90 nations in more than 50 languages is an amazing development."

Today, through CBN International, the award-winning international programming division of CBN, and a global evangelism campaign called CBN WorldReach, millions worldwide are hearing the Gospel by means of mass media, primarily through television broadcasts. "International programming is an obvious extension of CBN's mission statement, but more importantly, it is a reflection of our desire to obey Christ's great commission of Matthew 28:19-20 to go and make disciples of all nations," states CBN president Michael Little.

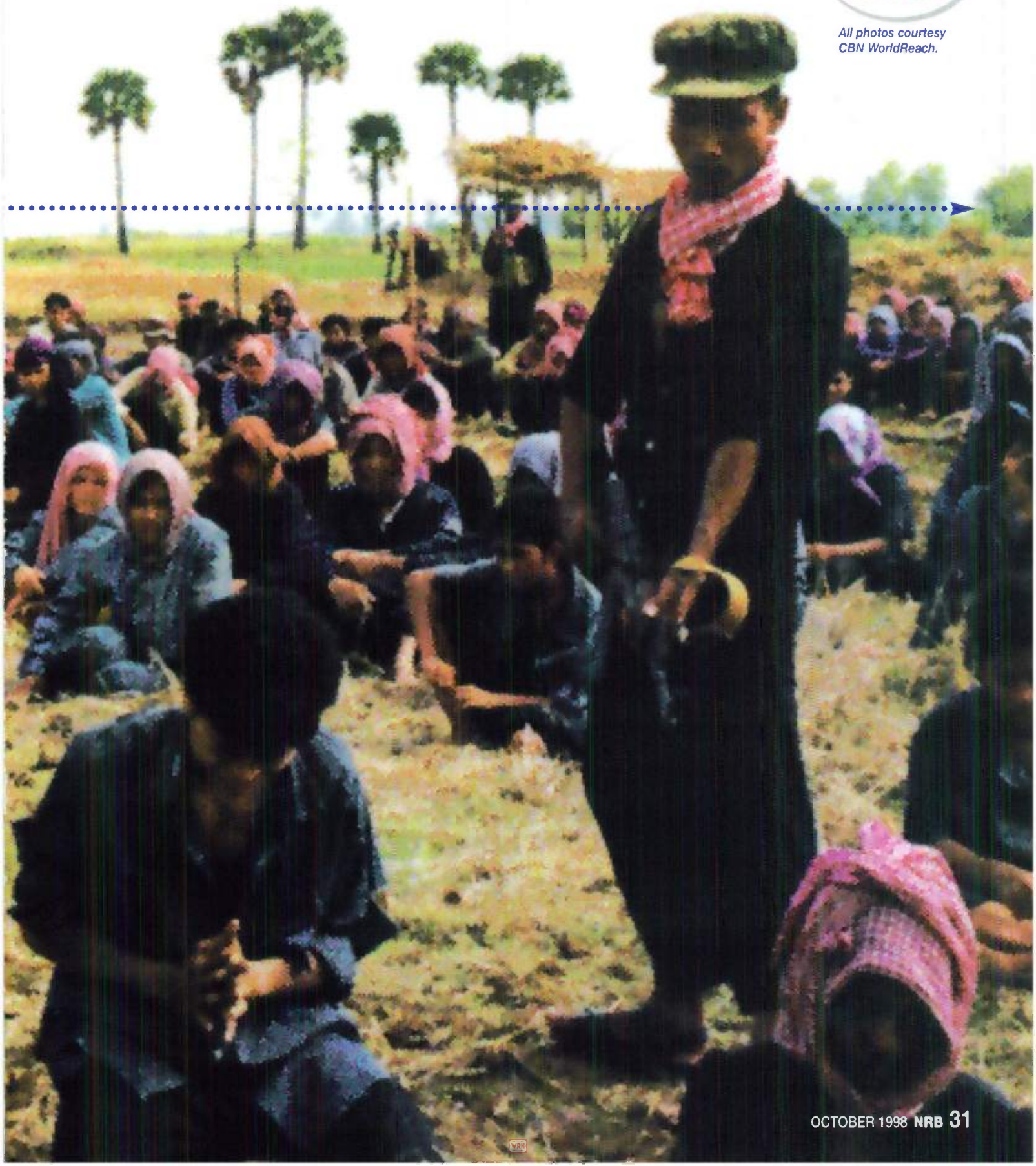




*Cambodian actor Samphal Makara portrays Setan Lee in a scene from the CBN WorldReach docudrama 1000 Years in the Killing Fields: The Story of Setan and Randa Lee.*



*All photos courtesy CBN WorldReach.*





## International Beginnings

International broadcasting for CBN started in 1976 when the first international edition of *The 700 Club* was broadcast in the Philippines. The innovative magazine news program, co-hosted by Pat Robertson and Terry Meeuwsen, has been broadcast in more than 60 countries. "The 700 Club is journalism with a different spirit," Little states.

Another milestone for CBN's international outreach occurred in 1977 with the dedication of a satellite earth station at the CBN Center in Virginia Beach, Va., with the first satellite broadcast from Jerusalem. Satellite capability provided live delivery of *The 700 Club* which allowed CBN to pioneer interactive Christian television with telephones on the set for viewers to have contact with the program. Other significant milestones include the 1982 launch of CBN's super-powered Channel 12/Middle East Television Network (METV) over Israel. In 1997, METV began sending programming over the entire Middle East via satellite.

In the fall of 1995, CBN WorldReach was launched with an ambitious evangelistic goal of reaching 3 billion people with the Gospel as we enter the new millennium. CBN pioneered the media blitz, which saturates a selected region over a concentrated period of time using all forms of media: television programming, radio shows, videotapes, literature, etc.

A key strategy of CBN WorldReach is to partner with other Christian ministries worldwide and in-country to maximize the impact. CBN WorldReach has launched 196 WorldReach centers located in nine regions of the world: Latin America, Africa, Europe, Middle East, India, Southeast Asia, China and the Commonwealth of Independent States (CIS). These centers combine media, discipleship, cell church planting and humanitarian relief efforts to spread the Gospel.

## Media Blitzes

CBN's creation of the media blitz has proven to be an effective and entertaining outreach tool to share Christian, family oriented programming using all forms of media. "When the secular world wants to really grab the attention of the consumers of a country, they 'four-wall-market' a product," states Little. "We want nations to know of Jesus' love and His plan for each of us, therefore CBN uses the 'four-wall-marketing' concept in the form of media blitzes to spread the Gospel."

During a media blitz, CBN contracts with national television networks and radio stations in selected countries to air CBN-pro-

duced programs during prime time for a period of eight days. Blitz programming embraces global issues of family relationships, alcoholism, spousal abuse, AIDS, etc., and an opportunity to learn about the Gospel. Many of the programs aired during a blitz are produced on-location in the blitz country by the production team of CBN International.

Production time for international programs shot on location around the world varies according to the availability of technical equipment. "Usually our CBN crew has to bring all the camera equipment," comments Ben Edwards, CBN director for CBN International Programming. "What is unique about the CBN International programs is that nobody else is doing it. We are committed to producing high-quality and culturally relevant programs within a target country."

Blitz television programming uses a mix of original made-for-TV movies, uplifting docudramas, music and sports specials, and children's animation, communicating family oriented messages in entertaining formats. The response from the international audience to CBN-produced programs has been overwhelmingly positive. "Most of the time, the audience is introduced to a new level of programming they have never seen before," Edwards reveals.

## Blitz Responses

In Nigeria, Africa's largest nation, the December 1997 media blitz reached 70 percent of the 100 million residents; 7 million Africans were exposed to the Gospel in the Cameroon blitz; and the airing of an evangelistic meeting held in Recife reached more than 2 million Brazilians.

In July 1998, an original CBN-produced docudrama, "1000 Years in the Killing Fields: The Story of Setan and Randa Lee,"



*A Hausa group presents a praise number during the WorldReach media blitz in Nigeria.*

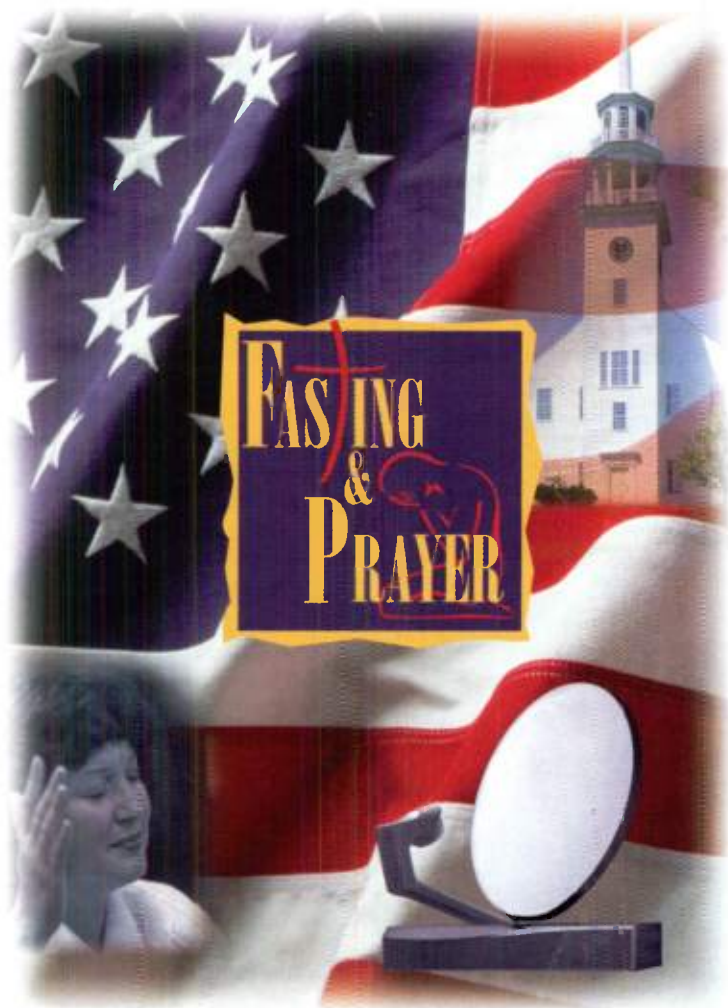


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was broadcast on Cambodian television. It was based on the life of two Cambodian refugees who survived the horrors of the Killing Fields. Shot on location in Cambodia by a CBN International crew, the program featured Cambodian actors. Post-production was done in CBN's state-of-the-art studios in Virginia Beach. Produced in the native Khmer language, it premiered on Cambodian television after the death of Pol Pot and just prior to the July national elections with the hope of ministering to the survivors of the Killing Fields and to the new generation of Cambodians.

In addition to CBN-produced programs for media blitzes, CBN researches, develops and markets family programming for worldwide television and video distribution through Global Television Syndication (GTS). GTS, the syndication and marketing arm of CBN, entered the animation market in 1980. Since that time CBN animation programs have entertained audiences in more than 70 countries and 50 languages.

### The New Millennium

CBN is looking forward to the new millennium and its opportunities for international broadcasting. "The Internet, the lowering cost of satellite time and the multiplicity of outlets are some of the things that we are seeking to exploit for the kingdom of God," Little explains. "Increasingly, the past barriers of political and governmental borders will be crossed by technology advancements. We have to be alert and ready to seize the moments and places for His Glory."

### CBN WorldReach Asia

CBN Asia launched in 1994. *The 700 Club Asia*, with host

Gordon Robertson (Pat's son) and Filipino co-host Coney Reyes, ranks as one of the top Christian programs in the Philippines and is broadcast from CBN Asia's studios in Manila.

During the first five months of 1998, CBN programs were seen by a cumulative audience of 17.1 million viewers in metro Manila, an increase of 65 percent from last year. CBN programs aired via satellite on Manila's Channel 7 are also received in India, Japan, Singapore, Thailand, Malaysia, Myanmar, and Hawaii.

In India, *The 700 Club International* and *Superbook* air daily on national television. This fall, the locally produced *700 Club India* will premiere, hosted by Roy Varghese. Special programming scheduled for telecast this year includes a Christmas evangelistic program blitz and a World Cup sports special featuring testimonies of Christian soccer players. In 1998, CBN anticipates more than 800 million Indians will view a Christian television show.

In China, the animated *Micah's Christmas Treasure* aired on Shanghai television. CBN International currently is in Beijing producing a pilot for the talk show *Slice Of Life* and recently completed *Cross-Culture Club*, a magazine program for youth.

In Indonesia, *Hati Yang Damai (Peaceful Heart)* reached 9 million viewers. In Thailand, a CBN production of recording star Anahalee's personal testimony (*My Story, My Song*) aired in August and three CBN animations aired just before Christmas, drawing a total audience of 4 million.

### CBN WorldReach Africa

The West African nation of Benin, led by former Communist dictator Matthew Kerekou, now a born-again Christian and current president of Benin, openly encourages Christian broadcasting. The people of Benin call Kerekou the "pastor president" because he rarely makes a public appearance or speech without sharing his love for Jesus Christ.

During Easter 1998, CBN WorldReach launched an unprecedented week of special religious broadcasting on national television in Benin. An audience survey of 1000 people showed 96.4 percent saw at least one of the blitz shows.

"Benin will soon launch a weekly block of CBN ministry programs," says Peter Darg, CBN WorldReach regional director for West Africa. In July 1998, Maranatha Radio began broadcasting to Benin's largest city, Cotonou. "CBN provided technical assistance and staff



*Christian FM radio stations can be heard in five major population centers of Burkina Faso.*



*Live snakes are still worshipped at the Python Temple in Benin.*





# Cast your net on the right side...

(John 21:6)

**W**hen you're a fisher of men, it's important that you know where to cast your net. You want to work where the fish are—just like James Dobson, *Focus on the Family*; Pat Robertson, *The 700 Club*; Charles Stanley, *In Touch*; Adrian Rogers, *Love Worth Finding*; and a host of other Christian broadcasters.

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But we're not surprised. **With over 400,000 unique listeners per day, broadcast.com is among the top 20 most heavily trafficked sites on the Internet\*** (and that's no fish tale).



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\*News/entertainment/information category—Source: Media Metrix PC Meter Report, June 1998

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## CBN WORLDREACH

A global partnership

training to help Maranatha reach the large majority of people who still practice pagan, tribal religions," informs Darg.

The sub-Saharan nation of Burkina Faso has an unenviable reputation as the second poorest country and on the globe (Bangladesh being first in abject poverty). Using the sophisticated media of radio and television in such a land might seem unproductive. But Burkina Faso is surprisingly advanced in its broadcasting services.

Youth for Christ established a network of five FM radio stations in the major cities, and the capital, Ouagadougou, has its own Christian TV station, operated by a federation of evangelical churches. The national TV and radio networks, TNB and RNB, are received in 80 percent of the country.

The real media boost came at the beginning of 1998 when Burkina Faso hosted the African football championship games. The government donated and installed solar-powered TV sets to many of the country's remote towns and villages, allowing CBN's Easter blitz of 15 hours of programming.

*Turning Point* is a 30-minute television magazine program that is aired once a week throughout Africa in countries such as Nigeria, Kenya, Zambia, Uganda and South Africa and also in the Caribbean Islands. It is produced by CBN International and is hosted by Nigerian Victor Oladokun.

"*Turning Point* has a distinct Christian flavor but is watched by a surprisingly large number of people in Muslim countries and is aired by national television on prime time," comments Oladokun, executive producer for CBN International.

CBN WorldReach and the local churches of East Africa launched a massive media blitz as an outreach to East African families in the countries of Kenya, Uganda and Tanzania. Ten days last month, the airwaves of eight television stations and seven radio channels carried eight different one-hour TV programs which communicated positive, family oriented messages in entertaining formats.

Phone counseling centers were set up in the cities of Nairobi, Dar es Salaam, and Kampala during the East Africa blitz to receive calls from viewers who wanted more information. The blitz programming and phone centers were in operation during the recent bombings of the cities of Dar es Salaam in Tanzania and Nairobi in Kenya.

Keith Strugnell, director of CBN WorldReach East Africa, states, "This was a powerful outreach, an encouragement to the national church leaders, an eye-opener to the local media and a lifeline to the viewing public."

### CBN WorldReach C.I.S.

Through its Kiev office in Ukraine, CBN WorldReach has shown many Christian animation programs on television for children (*Superbook*, *The Superbook Club*, *Flying House*, *Micah's Christmas Treasure*, *Easter Promise*, *Alabaster Song*) as well as shows for adults (*The 700 Club*, *Answers*, *Death and Beyond*, *What Are You Living For?*, *Strange Encounters*).

*The Superbook Club* continues to be the most popular television show among them. "There is not a child in Russia who has not heard of *Superbook*," comments Steve Weber, CBN WorldReach C.I.S. Regional Director.

CBN's religious broadcast-



[www.cbnworldreach.com/home.html](http://www.cbnworldreach.com/home.html)



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# Washington Watch

WITH

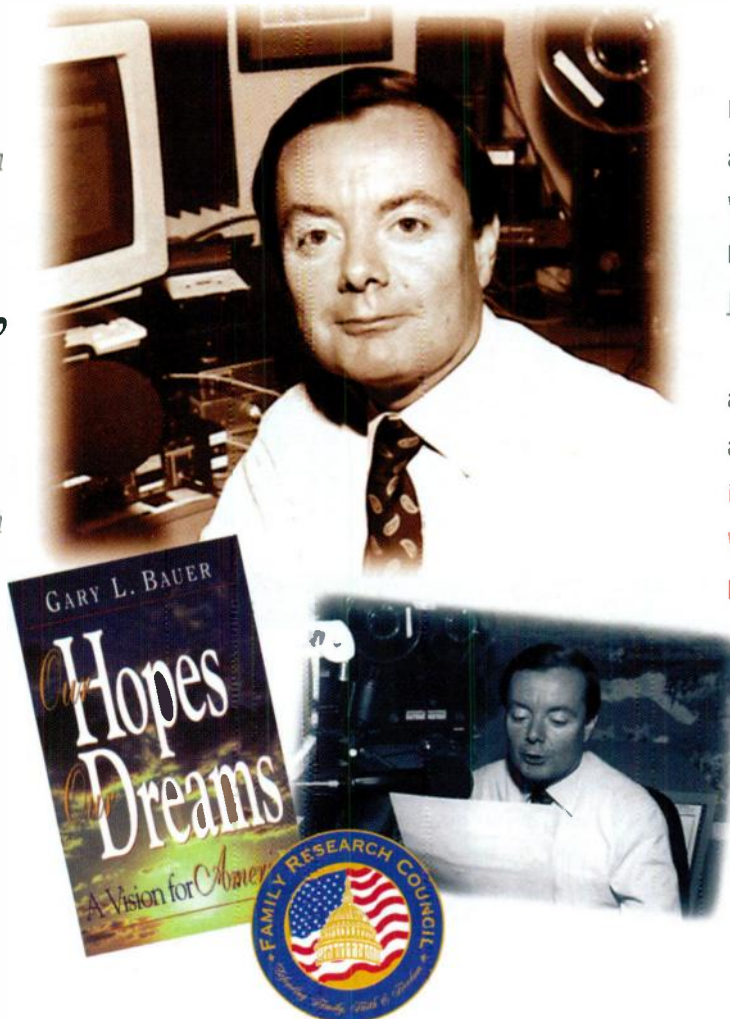
## Gary Bauer

“*Washington Watch* is our most popular short feature. It fits so well in between *Focus on the Family* and *Insight for Living* during our morning drive...Anyone not taking advantage of this great programming feature should take a closer look at how well it fits your programming.”

— **Renee Larson**  
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“We thought we'd move *Washington Watch* and replace it with local spots. What a big mistake! The phones lit up with angry listeners wanting their *Washington Watch* fix in the mornings. It just makes good programming sense to utilize a short feature during your drive-time.”

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*Gary Bauer is the author of several books on the family, including his latest Our Hopes, Our Dreams. He is also relied upon as a credible spokesperson for family issues by every major broadcast and cable news network.*



ing generates mail from more than 12 million people in the C.I.S. CBN responses include evangelism follow-up and referrals to cell churches for discipleship.

The television department of the CBN WorldReach Center in Kiev is responsible for distribution and broadcast of video materials with biblical themes throughout the territory of the C.I.S. and the Baltic countries. It collaborates with television stations in more than 100 cities and has branches in Moscow and Almaty, Kazakhstan.

The audio and video recording studio in Kiev creates a variety of video materials and children's animation programs in Ukrainian, Russian and other languages of the C.I.S. countries.

### CBN WorldReach Middle East

CBN has broadcasted via METV from the Holy Land since 1982. Located on the border of Israel and Lebanon, METV broadcasts news, sports, family entertainment and Christian programming by satellite to a potential audience of 200 million people in 15 countries including Israel, Jordan, Lebanon, Syria, Iran, Egypt and Saudi Arabia.

The METV Network is carried as an analog signal on the AMOS-1 Communication Satellite which facilitates Direct

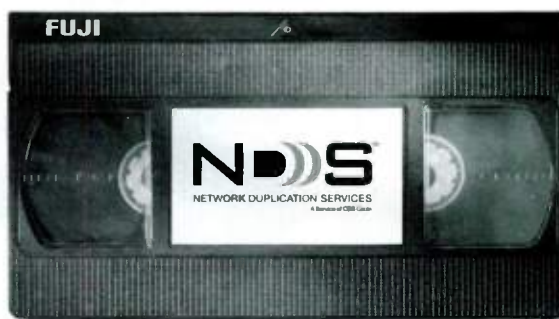
Broadcasting Services (DBS) to small dish antennas in homes. This technology is quickly becoming the most popular way to receive programming in the Middle East.

"When it comes to the Muslim World, media is an important tool God is using to bring His message of salvation to the masses," says Gerry Hartigan, CBN WorldReach regional director for the Middle East. "We believe that this is God's time for the Muslim world and media is a key player in what God is doing."

### CBN WorldReach Summary

It appears that it is also God's time for a ripe harvest around the world as CBN is witnessing unprecedented opportunities and salvation decisions through CBN WorldReach. In 1997, an estimated 1.3 billion people heard the Gospel through CBN WorldReach ministries and more than 92 million people have committed their lives to Jesus Christ.

**Deborah Howse and Zenet Maramara are public relations professionals for CBN WorldReach and may be contacted by telephone 757-226-2724 or e-mail zenet.maramara@cbn.org. CBN WorldReach updates are available at [www.cbnworldreach.org/home.html](http://www.cbnworldreach.org/home.html).**



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# Keeping Watch

*An expert from The Rutherford Institute turns a lens toward worldwide religious freedom*

by Pedro C. Moreno

**D**id you know that one church is planted every eight hours in Peru? Were you aware that Eastern Europeans, now more free from government oppression, are earnestly seeking spiritual answers to their complex reality? Or that Western Europe, though moving at a slower spiritual pace, is also experiencing a heightened religious fervor?

Have you heard of the hundreds of thousands in attendance at religious gatherings in Africa? Are you informed about the tremendous religious growth, especially among Christians, in China, Thailand and other Asian countries?

Religious revival is accelerating around the world. In spite of this revival, and perhaps because of it, discrimination and persecution against Christians rage on. Broadcasting, as an essential component of the church's evangelization effort, has not been immune to either facet of this phenomenon — not to the revival, nor to the persecution.

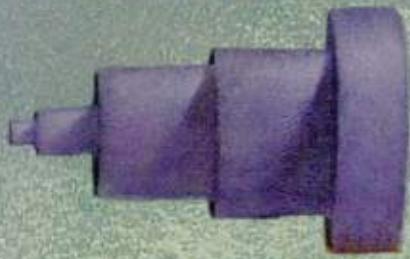




# on the World







# Keeping Watch on the World

## Broadcasting Boom

In a similar vein, Christian broadcasting is booming in many parts of the world, substantially facilitating discipleship and evangelistic efforts.

In India, a partnership between Trans World Radio (TWR) and local believers is "resulting in the creation of a new house church every week" (*Religion Today*, June 29, 1998). The Far Eastern Broadcasting Company (FEBC), Adventist World Radio and HCJB also are actively involved in Asia.

In Australia, approximately 40 Christian radio stations operate. According to Graham McLennan, a leader of United Christian Broadcasters, "By next year Christian radio will broadcast via satellite to 140 radio [outlets] throughout the country."

In Latin America, more than 150 Christian TV stations, nearly 1000 radio stations and approximately 5000 independent radio producers (broadcasting through non-Christian media) exist. More than 2500 broadcasters attended the last annual meeting of COICOM (the Ibero-American Christian Broadcasters Fellowship).

Even the Middle East, traditionally closed to Christian broadcasting, is experiencing this new wave. SAT-7, a Christian agency with operations in Cairo, Egypt, and Beirut, Lebanon, broadcasts in Arabic via satellite 12 hours per day to 23 countries in the region. Though its target audience is Christian, there is a growing

audience among non-Christians.

HCJB, TWR, the Christian Broadcasting Network and FEBC are also active in this region. With satellite dishes in 67 percent of households in Saudi Arabia, 50 percent in Egypt and 70 percent in Morocco, Christian broadcasting via satellite is expected to increase in the Middle East.

Africa, on its part, has seen a steady though slower growth in the utilization of the media for evangelistic efforts. Nearly 10 Christian radio stations exist in the Republic of South Africa, with Radio Pulpit broadcasting all day to the whole nation. Trinity Broadcasting Network has a television station in the Eastern Cape region. While there are other examples of active Christian media in Africa, such as in Namibia and Zambia, the rest of the continent must rely on short-wave radio signals, mainly from TWR and FEBC.

And in Europe, where the Fellowship of European Broadcasters (FEB) has risen to 150 members in 25 countries, "There is now more opportunity to use the media for the evangelization of Europe," reports FEB chairman Harvey Thomas.



**African dictators see Christian media as an unwelcome independent competition and thus strictly control the granting of radio and TV licenses.**

## Freedom's Foes

Despite these encouraging signs of worldwide spiritual revival, religious freedom, which is the foundation for any other freedom, has come under attack by foes in the secular — and the religious — realms.



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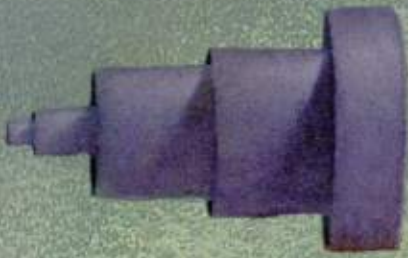
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# Keeping Watch on the World

Islamic fundamentalism in the Middle East is on the rise with its accompanying religious intolerance, especially in Saudi Arabia, Iran and Pakistan. In many Islamic countries, even Muslims do not have liberty of conscience, the liberty to choose (and to change) their religion.

In Latin America and Eastern Europe, traditional and established churches react against the presence of newer churches and attempt to use the coercive power of the state to "control" the phenomenon, especially in Bolivia and Russia.

Secularism in Western Europe has now turned to "protective measures" in order to protect society from "potentially dangerous sects." France and Belgium have blacklisted even Catholic and Protestant organizations, while Austria, Greece and Spain continue their campaigns against "non-traditional" religions.

Africa, still struggling to democratize, cannot yet guarantee religious liberty. Sudan has seen some of the worst atrocities against Christians, including taking believers into slavery and gouging out their eyes.

The rise of nationalism and official religions by totalitarian governments in Asia significantly and negatively has affected the status of religious freedom in this region. Continued and increasing persecution occurs in India, where a new government now equates Hinduism with nationalism. In China, despite substantial political and economic relations with the

West, believers still suffer intimidation, arrest and even death at the hands of the Communist regime.

## Shackles on Broadcasting

Although opportunities abound for Christian broadcasting around the world, many obstacles continue, including open discrimination and outright prohibitions against Christian media.

Explicit prohibitions against local Christian broadcasting exist in many regions of India as well as Sri Lanka, China, Vietnam and North Korea hold more severe restrictions.

Jamming of radio frequencies, although traditionally directed toward political programming, is now increasingly felt against religious media.

While there are no specific prohibitions against Christian programming in Australia and Latin America, financial and technical challenges remain. A Christian TV station in Melbourne, Australia, recently shut down due to financial constraints. In Mexico, radio stations encounter repeated problems with the government because of technical noncompliance.

The number of evangelicals in Europe is not large enough to sustain a concerted media effort. France, with a population of 58 million, counts only 150,000 evangelicals. Similarly, of Italy's 52 million, only 100,000 are evangelicals. And among the United Kingdom's 55 million people, evangelicals number 1.5 million.



**"By next year,  
Christian radio  
will broadcast  
via satellite  
to 140 radio  
[outlets] throughout  
[Australia]."**

**— Graham McLennan, United  
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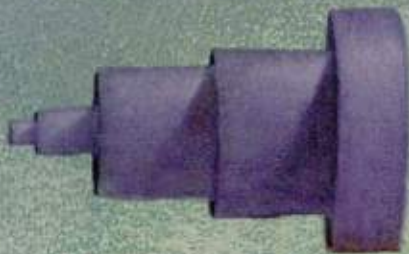


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# Keeping Watch on the World

Moreover, individual governments in Europe as well as the European Union are tightening their control of TV and radio frequencies. Spain has recently clamped down against Radio TV Amistad, TBN-Tu Pueblo and Radio Genesis — all evangelical. The European Union may soon require that all religious programs be produced in Europe by independent producers.

Most of the Middle East cannot afford and is not allowed independent Christian media. Only Istanbul, Turkey, and Alexandria, Egypt, enjoy local Christian radio stations. Although there are 400 million people in a region growing by 1 million people each month, believers number no more than 7 million.

African dictators, on their part, see Christian media as an unwelcome independent competition and thus strictly control the granting of radio and TV licenses. Some stations have to apply and reapply every year for their licenses. Nevertheless, there are several Christian radio stations on the continent, and with technological innovations such as satellite dish-



es and the Internet, it is increasingly harder for governments to control the Christian media.

Great challenges for Christian media focus on expanding the traditionally targeted Christian audience to include non-Christians; then to disciple and reach the new audience with creativity, relevance and high quality.

No current signs point to a wane of religious revival, especially as the end of the millennium approaches. Yet governments, uneasy about a phenomenon they largely misunderstand or do not comprehend, will not easily cease attempts to control such an important facet of human experience as religion.

With the church under intense persecution and hardship in many parts of the world, Christian broadcasting may be the arena where the battle for souls is lost or won.

**With satellite dishes in 67 percent of households in Saudi Arabia, 50 percent in Egypt and 70 percent in Morocco, Christian broadcasting via satellite is expected to increase in the Middle East.**

**Attorney Pedro C. Moreno is international coordinator for The Rutherford Institute and editor of *Handbook on Religious Liberty Around the World*. He may be reached via e-mail at [international@rutherford.org](mailto:international@rutherford.org).**



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## Keeping Watch on the World



by *Michael McNinch*

It seems appropriate that one of the least observed issues of the church becomes the subject of one of the largest prayer rallies in the world," observes Steve Haas, president of Prayer for the Persecuted Church.

Haas serves as the U.S. coordinator for the International Day of Prayer for the Persecuted Church.

The 1998 observance is November 15 with an expected participation from 100,000 churches nationwide.

Last year's event drew more than 60,000 U.S. churches and church service observances in 115 countries, drawing attention to the plight of persecuted Christians worldwide. Noted scholar and human rights monitor Paul Marshall estimates that roughly 200 million Christians face persecution (including physical abuse, family separation, incarceration and martyrdom) and 350 million face discrimination and restriction as a penalty for their Christian faith.

A national service is scheduled at the National Presbyterian Church in Washington, DC. on November 15. Speakers include Brother Andrew, founder and CEO of Open Doors International, and several international guests with first-hand experience of persecution.

"We expect leadership from across the faith spectrum as well as government, religious freedom and the private sector," states Serge Duss, chairman for the national service event. "The congregation [of National Presbyterian] was deeply impacted by the International Day of Prayer last year and is very excited about being involved."

"While we gather leadership in Washington for the International Day of Prayer National Service, it will be most encouraging to know that across the country and around the world millions of Christ-followers will join in unity in lifting up our brothers and sisters who share our faith but not our freedom," says Haas. "I've talked with Christians in a number of beleaguered communities of faith worldwide, and the news of this massive prayer and advocacy effort displays support that means more to them than we can imagine. As one believer in Egypt told me upon his release from prison for his faith, 'It has given rise to a kind of holy boldness for us: you are standing with us in our dark night.'"

Updated information and suggestions on how you can be involved in the International Day of Prayer for the Persecuted Church are located on its Web site at [www.persecutedchurch.org](http://www.persecutedchurch.org).

— **Michael McNinch** is media director of Prayer for the Persecuted Church and may be reached by telephone 847-718-0560 or fax 847-718-0564.



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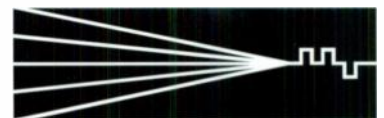
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*National Religious Broadcasters Western Regional Convention*; Colorado Springs Marriott Hotel, Colorado Springs, Colo. Roger Kemp, 714-575-5000.

## October 14-17

*NAB Radio 98 Washington State Convention and Trade Center*, Seattle. 202-775-3527.

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## October 22-25

*4th Fellowship of European Broadcasters Convention*; Residence Hotel, Berlin. 011-44-1707-649910, fax 011-44-1707-662653, e-mail 100545.3465@compuserve.com.

## October 27-29

*Society of Broadcast Engineers National Meeting and Electronic Media Expo*; Meydenbauer Center, Bellevue, Wash. John Poray 317-253-1640.

## October 28-31

*140th Society of Motion Pictures and Television Engineers Technical Conference & Exhibit*; Pasadena (Calif.) Convention Center. 914-761-1100.

## November 1-3

*Canadian Association of Broadcasters convention and national media expo*; Vancouver (British Columbia) Trade and Convention Center. 613-233-4035.

## November 9

*Broadcasting & Cable 1998 Hall of Fame Dinner*; Marriott Marquis Hotel, New York City. Cahners Business Information 212-337-7158.

## January 25-28, 1999

*35th Annual National Association of Television Programming Executives Conference and Exhibition*; Ernest Morial Convention Center, New Orleans. 310-453-4440.

## January 26-30

*Christian Booksellers Association Expo*; Nashville, Tenn. 719-576-7880.

## January 30-February 2

*56th Annual NRB Convention & Exposition*; Opryland Hotel, Nashville, Tenn. Information: 703-330-7000, ext. 503, or [www.nrb.org](http://www.nrb.org).

## February 25

*22nd International Angel Awards press luncheon*; Hollywood (Calif.) Roosevelt Hotel. Information: 213-463-4728.

*NRB lists communication events free of charge. Please send information at least three months prior to the event to NRB Calendar, 7839 Ashton Ave., Manassas, VA 20109-2883, fax 703-330-6996 or e-mail [cpryor@nrb.org](mailto:cpryor@nrb.org).*

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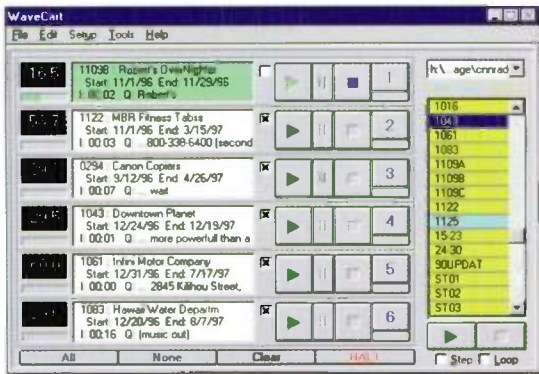


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