

# NARB

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## *Taking Note of Music*

- Expert's report on Southern gospel
- Charlie Peacock's take on broadcasting





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# FEATURES

## Bridging the Centuries **23**

TEXT BY CHRISTINE L. PRYOR  
PHOTOS BY PATRICIA A. MAHONEY

*Did you attend the recent NRB convention in Nashville, TN? Take a peek at what you missed or relive the experience with this NRB '99 photo album.*

## Building Bridges **32**

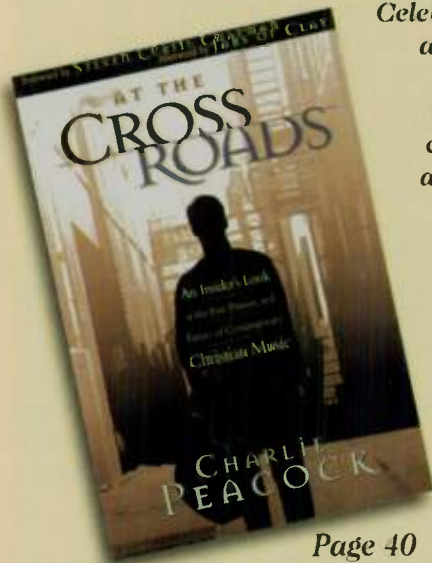
BY LOU WILLS HILDRETH

*A report on Southern gospel's presence at NRB '99 and recent explosive growth.*

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BY CHARLIE PEACOCK

*Celebrated producer, artist and author Charlie Peacock writes about the call to broadcast and its attendant responsibilities.*



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### On the Cover:

**MUSIC NOTES** (from top clockwise) A few musicians who performed at NRB '99: Vestal & the Happy Goodmans, The Cathedrals, Michelle Tumes, the African Children's Choir and Steven Curtis Chapman



## Convention Memories and Community Plans

What an event we had in Nashville! As you peruse the center spread of this issue, you will be reminded of the wonderfully blessed time we had at the Opryland Hotel Convention Center. The letters, phone calls, e-mails and faxes tell a similar story — NRB '99 was the best ever. Let me share a few excerpted comments from the com-

munications your headquarters office received:

"You and the rest of our friends at NRB remind me of John 1:16: 'From the fullness of His grace we have all received one blessing after another.'" — Joni Eareckson Tada

"This was my first NRB, and I was tremendously blessed!" — Bill Bradford, Hanson Engineers

"NRB just keeps getting better and better." — Robin Jones, GSF & Associates

"Thanks for another terrific NRB convention!! You and your team did the unthinkable: you met, and even exceeded your lofty standards for yet another year." — Tom McCabe, KMA Companies

"As a first-time attendee, I was met with an experience beyond my expectations." — Nancy White, Family First

"I love the Opryland Hotel." — Carl Miller, WHK-AM-FM/Cleveland, OH

"Congratulations on a wonderful convention ... we look forward to seeing you next year in Anaheim." — Drew Dickens, 1-800-NEED HIM

Many more of you expressed comments and feelings about blessings received. I'm thankful and privileged to hear of your excitement.

Your NRB headquarters staff plan the convention — from workshops to meal functions to exposition — so that attendees leave with a multitude of ideas, suggestions and contacts. This year, one of the most important ideas was presented at the Anniversary Banquet. The Comm-LINC program not only is an important idea, but also is a necessary intervention in the life of our communities. Your participation in this prayer and fasting collaboration can change the nation, one community at a time. And NRB will be behind you, continually partnering with you to direct the nation's soul toward the Creator.

Indeed, we had a fabulous convention. Now it's time to roll up our sleeves, act on the lessons we learned and get busy to see God work in our communities. For more information about your involvement in Comm-LINC, contact communications director Karl Stoll via e-mail at [kstoll@nrb.org](mailto:kstoll@nrb.org) or phone 703-330-7000 ext. 517.



E. Brandt Gustavson is president of National Religious Broadcasters and publisher of NRB magazine. He may be reached via e-mail at [bgustavson@nrb.org](mailto:bgustavson@nrb.org) or phone 703-330-7000 ext. 507.

### The Lost Sense of Shame

I am amazed at what appears to be the nearly total loss of a sense of shame in America. Where I grew up in Latin America, the ultimate insult you could give anyone was to say "You are without shame." It implied that a person had no sense of right and wrong and was a reflection on your character as well as your family.

As a boy I knew I was in real trouble at home when my mother or father issued the ultimate verbal chastisement: "Shame on you for doing that!" This remark was a forceful reminder that what I had done was so clearly wrong that I should feel a sense of shame for my behavior. This verbal reprimand was occasionally reinforced with a few carefully applied switches to my backside.

But far worse than the momentary pain on my posterior was the sense of shame I felt for my behavior. Fortunately, my wise and loving parents were quick to show me love and forgiveness while rejecting my inappropriate actions.

My parents' sense of what was shameful behavior led to a few very embarrassing moments for me as a small boy. The baseball bubble gum I had not paid for had to be returned to the corner store with payment in hand. Face-to-face with the owner, I had to promise that I would never pilfer anything ever again. I still can feel my ears burning and my dry mouth when I remember that event.

Thankfully, I had loving parents who not only were concerned

about molding my character but also — above all — about doing the right thing. And it wasn't just society's rules that concerned them. They were far more concerned

about breaking God's laws.

I have no doubt that this development of a sense of shame for my bad behavior kept me from many other mistakes later in my life.

St. Paul catalogs behavior so immoral that "it is a shame even to speak of those things done in secret" (Ephesians 5:12). The media seem to have lost all sense of decorum and shame in their detailed discussion of such activity.

Nor do the participants in the activities seem particularly ashamed. If they were, some action other than repeated apologies would be forthcoming. Shame leads to a change in behavior. This is what the Bible calls repentance. It means to turn and go in the opposite direction, not just admit wrong.

May God restore our national sense of shame for breaking His laws.



David Clark is NRB chairman, executive director of the Media Technology Group and president of FamilyNet. He may be reached via e-mail at [clark@familynet.org](mailto:clark@familynet.org) or phone 817-737-4011.



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**David Jeremiah**  
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*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!

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**Rich Bott, II**  
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- April 6**  
 SkyFORUM XI, direct-to-home satellite TV business symposium, presented by the Satellite Broadcasting and Communications Association; Marriott Marquis Hotel, New York City, NY. Carrie Cole, 703-549-6990.
- April 12**  
 Gracie Allen Awards – American Women in Radio and Television; The Hudson Theatre on Broadway, New York City, NY. Laura Scot, 703-506-3290.
- April 18-22**  
 Gospel Music Association Week. Nashville Convention Center; Nashville, TN. 615-242-0303.
- April 19-20**  
 Television Bureau of Advertising annual marketing conference; Las Vegas (NV) Convention Center. 212-486-1111.
- April 19-22**  
 National Association of Broadcasters annual convention; Las Vegas (NV) Convention Center. 202-429-5300.
- May 2-5**  
 Evangelical Press Association annual convention; Sheraton World Resort, Orlando, FL. Ron Wilson, 804-973-5941.
- May 17-20**  
 39th annual Broadcast Cable Financial Management Association conference; MGM Grand Hotel, Las Vegas, NV. Mary Teister, 847-296-0200.
- June 13-16**  
 48th Annual National Cable Television Association convention and exposition; McCormick Place, Chicago, IL. Bobbie Boyd, 202-775-3669.
- June 27-29**  
 Inspo '99; Northwestern College, St. Paul, MN. 651-631-5000.
- July 10-15**  
 Christian Booksellers Association International Convention & Exposition; Orlando Convention Center, Orlando, FL. Judy Kohles, 719-576-7880.
- July 22-24**  
 National Religious Broadcasters Southwestern Regional Convention & Exposition; Dallas/Forth Worth Marriott Hotel. Robin Jones, 405-521-0800.

# NRB

National Religious Broadcasters

April 1999, Vol. 31, No. 3

**PUBLISHER**  
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 Davidson Printing, Duluth, MN

**GENERAL COUNSEL**  
 Wiley, Rein & Fielding

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 7839 Ashton Ave., Manassas, VA 20109-2883  
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NRB (USPS 665-270, ISSN pending) is published monthly except March and August. To subscribe, send \$24 for one year to NRB, 7839 Ashton Ave., Manassas, VA 20109-2883. Canadian orders add \$6 US annually; other international orders add \$24 US per year. Periodicals postage paid at Manassas, VA, and additional offices.

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Indexed in the Christian Periodical Index and available on microfilm and microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48103.

Advertising does not imply NRB endorsement or approval. Author views not necessarily those of NRB. Subscribers can change addresses via NRB's Web site at [www.nrb.org/magazine.htm](http://www.nrb.org/magazine.htm).



POSTMASTER: Send change of address to:  
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# 'Point of View'

with

## Marlin Maddoux

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# FCC: Low-Power Radio

The FCC opened a proceeding to consider a highly controversial broadcast proposal: establishment of a "low-power" (LP) radio service, with up to three new classes in the FM band: LP1000, LP100 and microradio.

LP1000 is a 1000-watt primary service for neighborhoods or small cities, with a predicted coverage radius of nearly nine miles and an antenna height above average terrain ("HAAT") of 60 meters. These specifications would give the stations a predicted signal contour of 8.8 miles and allow co-channel LP1000 stations to operate within 40 miles of each other.

LP100 is a 100-watt secondary service for a few hundred to a few thousand listeners, depending on population density, with a predicted coverage of 3.5 miles and an antenna HAAT of 30 meters.

Without formally proposing that it be created, the FCC seeks comment on microradio stations, operating with a maximum radiated power of one-to-ten watts, providing service within a one-to-two mile radius and an antenna HAAT of 30 meters.

Proponents of LP radio hope it will afford new entities the chance to become broadcasters. A joint statement released by FCC chairman Bill Kennard and commissioner Gloria Tristani in conjunction with the rule-making proposal lists "churches, community groups, elementary schools, universities, small businesses, and minority groups" as potential LP radio licensees. "As consolidation in the broadcast industry closes the doors of opportunity for new entrants," the two members stated, "we must find ways to use the broadcast spectrum more efficiently so that we can bring more voices to the airwaves."

Substantial obstacles confront the proposal, foremost the staunch opposition of existing full-power (FP) radio licensees, who point to technical issues raised by inserting new stations into the existing FM band, particularly in large markets. Comments are due April 12, 1999, and reply comments will be due May 12, 1999. The FCC seeks comment on the creation of these new classes of radio stations and related issues, including:

- Whether new LP stations will cause harmful interference with existing FP stations;
- Whether new LP stations will cause interference or prevent the introduction of in-band-on-channel (IBOC) terrestrial digital radio service;
- Whether to apply current radio ownership and eligibility rules as well as service requirements to each new class; and
- How to formulate an application process that will allow all interested parties equal footing.

## Proposals and Questions

While the FCC proposes that LP100 stations provide co-channel, first adjacent channel and IF interference protection to the existing FM station classes, the commission requests comments on what protection LP100 stations should afford LP1000 stations and whether new LP1000 stations should be required to protect pre-existing LP100 stations. To help establish these guidelines, the FCC also seeks comments on the likely cost differences between LP1000 and LP100 stations, including construction and operation.

Of concern to the FCC is the possible harmful interference from microradio stations as a result of the low-cost equipment, especially interference to Federal Aviation Administration operations. The FCC also requests comment regarding potential transmitter certification requirements to reduce such interference.

## Interference Protection Standards

The FCC seeks comments on what interference protection LP stations should give to current FP FM stations. The commission views this as a pivotal issue for the implementation of LP service because it affects the number of available frequencies, especially in congested markets. The FCC seeks comment regarding:

- Possible elimination of second and third adjacent channel protection;
- What limits to place on LP station emissions and bandwidth;
- The impact of improved receiver technology on the ability of stations to

operate without second adjacent channel protection; and

- The effect of eliminating second adjacent channel protection on the proposed conversion to IBOC digital radio.

## Ownership and Eligibility Rules

The FCC tentatively concludes that strict local and cross-ownership restrictions would be appropriate for LP stations and seeks comment on several specific proposals:

- Prohibiting any person or entity with an attributable interest in an FP station from owning an interest in an LP;
- Prohibiting joint sales agreements, time brokerage agreements and local marketing or management agreements with FP stations; and
- Prohibiting multiple ownership of LP stations in the same community, authorizing common ownership of a limited number (5-10) of LP stations, nationally, and establishing alien ownership and character qualifications similar to those applicable to FP stations.

Without establishing a preliminary position, the FCC further requests comment on establishing restrictions for ownership of LP stations in conjunction with cable systems, newspapers and other forms of mass media.

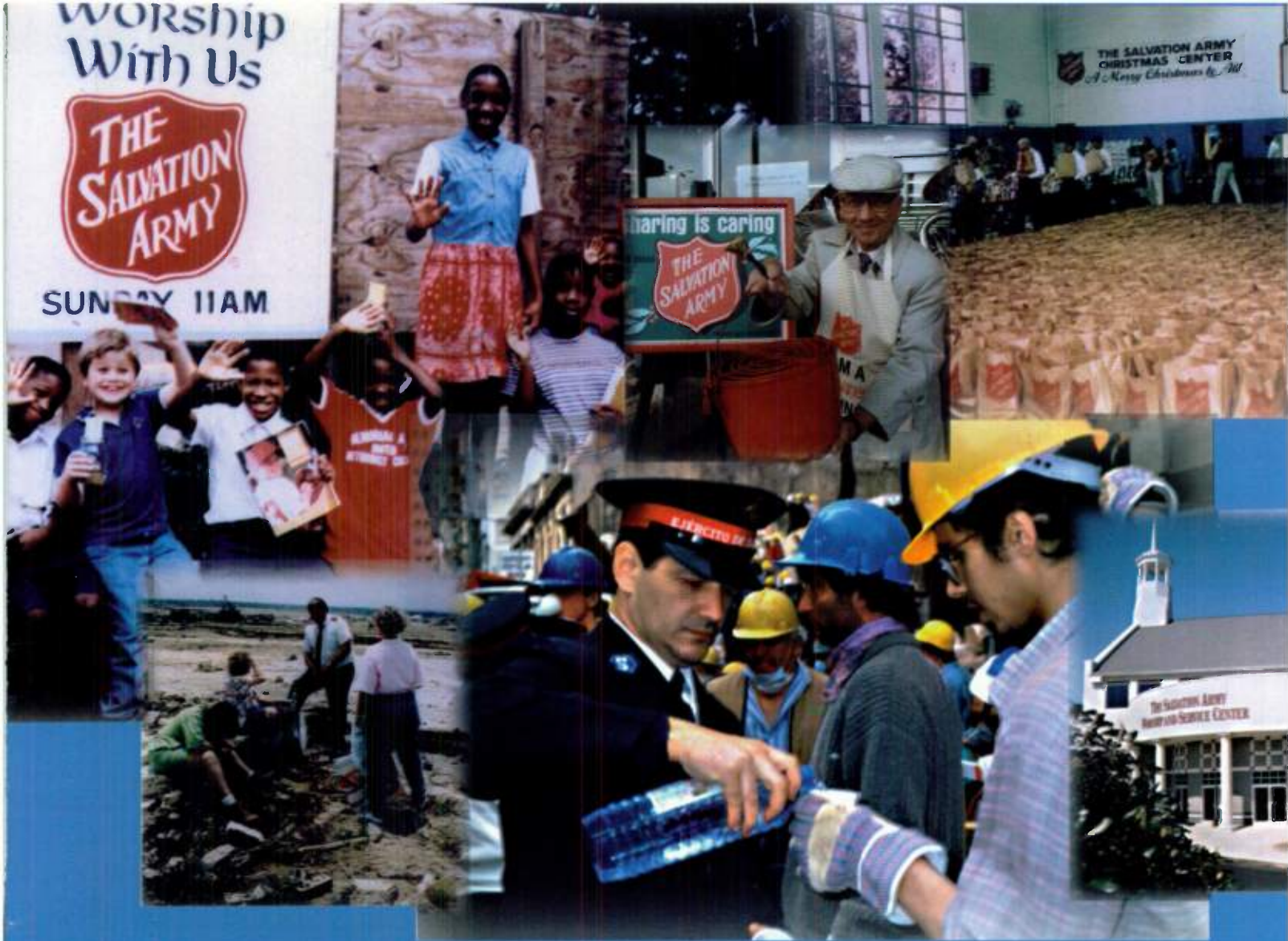
## Other Issues

The FCC invites comments on a variety of other issues relating to the licensing and program services of the proposed LP FM stations, including local programming requirements, commercial programming policies, public interest obligations, emergency alert system obligations, operating hours and license terms. The FCC also requests comment on whether LP radio stations should be limited to noncommercial operations.



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. He was assisted in the preparation of this column by partner Rosemary C. Harold.





# Relief for Body and Soul

For over a century, The Salvation Army has been providing relief for body and soul. Last year, with the support of private donations, we helped more than 26 million people. Some received relief for the body — a hot meal after a tornado, a cool drink in a raging wildfire, or support in recovery from addiction. Others received relief for the soul — guidance in confusion, counseling during calamity, or spiritual help in despair.

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## Airwave Anniversaries

ST. PAUL, MN – KTIS-AM-FM/St. Paul, MN, a ministry of Northwestern College, kicked off its year-long 50th birthday celebration on February 12-13 with the musical *Through the Years* at Maranatha Auditorium on the Northwestern College campus. Birthday events during 1999 will include the KTIS Birthday Celebration/Family Fair on June 5 and a rally with Chuck Swindoll on September 17 at 7:30 p.m. at the Target Center. (Janell Wojtowicz, 651-628-3387)

MUSKEGON, MI – Gospel Communications International, Inc. (GCI) celebrates 50 years of media ministry in 1999. GCI continues its life-changing objective through distribution of evangelistic film and video productions, as well as extending its influence through the fast-growing and award-winning Internet outreach called Gospelcom. (Duane Smith, 616-773-3361 or mkg@gospelcom.net)



BOYNTON BEACH, FL – WRMB-FM/Boynton Beach, FL, celebrated its 20th anniversary on March 5 with a concert that featured Christian recording artists Phil Keaggy and his niece, Cheri Keaggy, at Boca Raton Community Church. WRMB-FM, a radio ministry of the Moody Broadcasting Network, began operation on April 15, 1979. The station offers a blend of inspirational/light contemporary Christian music and teaching programs 24-hours-a-day. (Ken Vaughn or Karol Cufferi, 561-737-9762)

NEW CASTLE, PA – Incorporated in 1984, LATCOM and its sister organization EPLABOL are celebrating their 15th anniversary. (724-652-0101 or latecom@ccia.com)



## Airwave News

MIDLAND, MI – The staff of WUGN-FM/Midland, MI, reported live from 20 Christian bookstores and collected more than 1,000 toys for underprivileged children in its annual Christmas Toy Tour from November 30 to December 9. The toys were distributed to the children at Youth Haven Ranch near Jackson, MI, a partner ministry of WUGN. (Perry LaHaie, 1-800-776-1030)

FULLERTON, CA – Joni Eareckson Tada, advocate for the disabled and founder of JAF Ministries, voiced *Accelerating Disability Awareness*, a new CD featuring 66 PSAs. (Ellen Galey, 714-738-1501)

MIDLAND, MI – WUGN-FM/Midland, MI, listeners made more than 6,000 Christmas cards distributed to senior citizens in nursing homes and adult foster care facilities by an area ministry through the station's annual Christmas card promotion. Ten senior citizens made decisions for Christ as a result. (Perry LaHaie, 1-800-776-1030)

FORT WAYNE, IN – WBCL-FM/Fort Wayne, IN, was involved in its seventh annual participation in Prison Fellowship's Angel Tree. Community response generated more than 7,000 gifts for the children of prisoners in Indiana, Ohio and Michigan. (Terry Foss, 219-745-0576)

HOUSTON, TX – Radio station KSBJ-FM/Houston, TX, helped needy families during the Christmas season through the Giving Tree. The efforts resulted in 227 families being helped, twice the number of families helped last year. Listeners submitted names of people who had needs for food, clothing and toys. When the needs were read on the air, listeners called the station and offered their help. For the first time in the history of the Giving Tree, three listeners each donated a car for needy families. (Jason Ray, 281-446-5725)

FORT WORTH, TX – Ouachita Baptist University, First Baptist Church of Paducah, KY, and Eastern Shore TV-96/Daphne, AL, are the newest FamilyNet cable affiliates. The latest broadcast station to partner with FamilyNet is TV-46/Vidalia, GA. (Risa Hubbard, 817-737-4011)



FULLERTON, CA – *The Good News Doctor-Live*, a new one-hour call-in program featuring Dr. Jeff Bradstreet, launched on February 6. The broadcast features a biblical perspective on health-related issues. Bradstreet also hosts the one-minute daily feature, *The Good News Doctor*. (Ellen Galey, 714-738-1501)

FULLERTON, CA – *Decision Today*, the 26-minute daily radio program produced by the Billy Graham Evangelistic Association (BGEA), launched on February 1. Speakers on the broadcast include Billy Graham, Franklin Graham and BGEA president/NRB treasurer John Cortis. (Ellen Galey, 714-738-1501)

CORSICANA, TX – The B & B Media Group offers a 72-minute CD of Easter programming. This free CD can be run in its entirety or be divided to fit stations' programming needs. Receive a station copy by calling 1-800-927-0517, ext. 105. (Terry Walsh, 608-236-0950)





# In a dark world everyone needs a lighthouse

[www.worldchangers.net](http://www.worldchangers.net)

*WorldChangers Radio* with Dr. Bill Bright and Steve Douglass of Campus Crusade for Christ is part of an historic ministry coalition building 3-6 million Lighthouses of Prayer and Outreach nationwide. Every neighborhood in America will have a Lighthouse reaching it with the Gospel.

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**WorldChangers** RADIO

*WorldChangers Radio* is a ministry of Campus Crusade for Christ International.



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## Trade Talk

TAMPA BAY, FL – Focus on the Family's "Station of the Year" is WKES-FM/Lakeland, FL. (727-391-9994)



### Int'l Airwaves

CARY, NC – In mid-January, Columbia (SC) International University hosted an intensive, week-long course to equip church leaders to involve their members in world missions. The program was pioneered in cooperation with international Christian broadcaster Trans World Radio of Cary, NC, and Global Focus, a ministry based in Woodstock, GA. (Richard S. Greene, 919-460-3760)



CARY, NC – Trans World Radio (TWR) will soon partner with numerous ministries in producing and airing an innovative daily program for Christians living and working in sensitive, restricted areas of Central Asia and the Northern Caucasus region. *MenCare* is a 15-minute, English language broadcast debuting in September. It will be aired from a strategic 1-million-watt AM transmitter in Central Asia, the site that TWR uses daily to air other Christian programs to the region that stretches from Turkey to the western border of China. (Richard S. Greene, 919-460-3760)

MANILA, PHILIPPINES – The first of eight ACTS 2000 satellite outreach broadcasts of the Seventh-day Adventist Church began January 8 at Manila's largest convention center with a local audience of 4,000. The live broadcasts by evangelist Mark Finley were downlinked by satellite to 17 countries in the Far East. The satellite equipment for the uplink had been held in customs until the personal intervention of Joseph Estrada, president of the Philippines, who arranged its immediate clearance with no customs charges. (301-680-6306)

WARSAW, POLAND – In November, the Seventh-day Adventist Church in Poland negotiated a contract with Polish State Radio to broadcast 12 programs a year on the national service. The Voice of Hope media center broadcasts on many local FM radio stations, while its television programs are broadcast on 18 independent cable TV stations. (301-680-6306)

NEW YORK, NY – Some 500 Christian leaders from five continents convened in Jerusalem from February 18-23 to review Israel's plans for receiving the millions expected to visit the Holy Land in the months and years surrounding the millennium. (Sonia Tick, 212-499-5646)

BERLIN, GERMANY – In October, 27 countries were represented at Berlin '98, the Fellowship of European Broadcasters' (FEB) fourth convention. Germany's Horst Marquardt (Evangeliums-Rundfunk and TWR Europe) became the first to receive the FEB's new "Bridgebuilder Award" in recognition of his work in international Christian broadcasting for more than 30 years. The next FEB convention is planned for March 23-26, 2000, in Warsaw, Poland. (44-1707-649910 or 100545.3465@compuserve.com)

CORSICANA, TX – The *nite brite Kids' Club* radio program now airs in Central America and Africa. The 26-minute bedtime program is produced by The B & B Media Group. Radio Christian Voice, with radio programming in Central Africa and Lusaka, airs *nite brite Kids' Club* on Wednesday evenings. (Terry Walsh, 608-236-0950)



### Music Notes

NASHVILLE, TN – Vestal Goodman will be featured on Z Music Television's *Southern Gospel Showcase* on April 4, Easter Sunday. (Arietta Utley, 615-316-6267)

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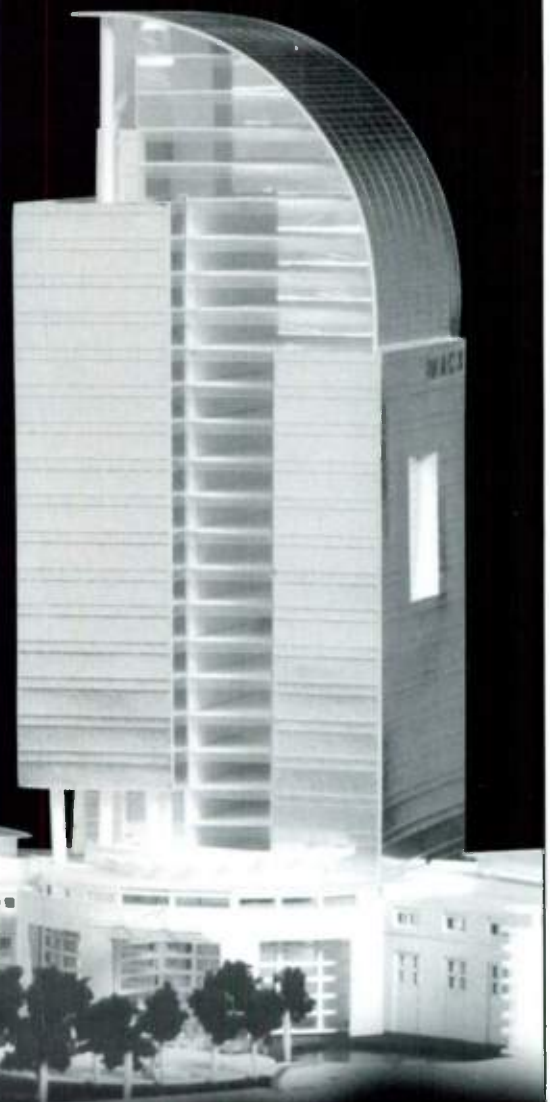
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## Trade Talk

NASHVILLE, TN – Wright Distribution signed an agreement to distribute the gospel label Bringing the World Gospel. (Terri Todd, 615-320-3600)

PASADENA, CA – “Lean on Me,” the self-penned first single from Gospo Centric recording artist Kirk Franklin’s *The Nu Nation Project* was named “Outstanding Song” at the 30th NAACP Image Awards in mid-February. Franklin’s competition included Whitney Houston and Mariah Carey, Aretha Franklin, K-Ci & Jo Jo and Lauryn Hill. (Brian Smith, 615- 329-1007)



HENDERSONVILLE, TN – Amber Thompson, daughter of Kelly Nelon (of the award-winning Nelons) recently recorded *Shox & Tell*, a debut solo project with Daywind Records. (L-R) Producer Wayne Haun, Thompson, Nelon and Daywind Music Group director of A&R Norman Holland. (Celeste Winstead, 615-822-4524)

PORTLAND, OR – Pamplin Distribution recently signed a distribution agreement with Maranatha! Music. This move, along with recent agreements with Crossroads Marketing and Tyseot Music, brings Pamplin’s 1999 projected sales total to \$20 million. (Beth Blinn, 503-251-1555)

DETROIT, MI – Inductees into the Gospel Music Hall of Fame & Museum for 1999 were recently announced: The Barrett Sisters, The Clark Sisters, Dr. Margaret Douroux, Arizona Dranes, Tramaine Hawkins, Al (The Bishop) Hobbs, Dr. Emily (Cissy) Houston, The Jackson Southernaires, Willie Neal and Johnson & Gospel Keynotes, The Sallie Martin Singers, Mississippi Mass Choir, Roberta Martin, Utah Smith, Thomas Whitfield & The

Whitfield Company and The Williams Brothers. (313-592-0017)

NASHVILLE, TN – Sparrow group Newsboys received the “Best Contemporary Christian Album of the Year” award for *Step Up to the Microphone* at the Nashville Music Awards. Other Sparrow artists honored were Phil Keaggy and CeCe Winans. Keaggy’s *Acoustic Sketches* was named “Instrumental Album of the Year” and Winans’s *Everlasting Love* garnered “R&B Album of the Year.” (615-371-6800)

NASHVILLE, TN – Glen Payne, lead singer and co-owner for Homeland recording artists the Cathedrals, announced that 1999 will be the final year of full-time operations for the group. The decision is based on what the group feels is simply God’s timing. Long-time pianist Roger Bennett and baritone Scott Fowler plan to start another quartet. (Brandon Abbott, 615-771-0811, ext. 118)

NASHVILLE, TN – Michelle Tumes stows a new carry-on prior to flying to Japan on a tour. The plaque commemorated the #1 status of Tumes’s first three radio singles. Sparrow Label Group senior director of national promotions Grant Hubbard (left) and manager of national promotions Jim Houser presented the plaque. (Paula Houlette, 615-371-6889)



### News Bites

LITTLETON, CO – The National Coalition of Men’s Ministries (NCMM) will host the 1999 National Conference on Ministry to Men April 8-10 in Knoxville, TN. NCMM is a network of ministry leaders from more than 20 denominations, representing more





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## Trade Talk

than 200,000 churches and many of para-church men's ministries. (Toll-free 877-626-6266 or [www.nemm.org](http://www.nemm.org))

NASHVILLE, TN – Women of Faith began the year with nearly 18,000 women gathered in the nation's capital on January 22-23. Washington, D.C. was the first of 25 conferences scheduled for 1999; organizers predict total combined attendance of the events to reach 500,000. (Gina Adams, 615-331-3314)



### People

WASHINGTON, DC – Family Research Council (FRC) announced that president and chairman of the board Gary Bauer took leave of the organization on January 15. (Kristin Hansen, 202-393-2100)

CHARLOTTE, NC – J. Larry Sims is the new vice president of network sales for INSP-The Inspirational Network. Sims was previously director of market development for INSP. His responsibilities will include various forms of generating network revenue, including commercial sales, spot sales, ministry sales, sponsorships and joint ventures. (Sara Lowe, 704-561-7728)

CHARLOTTE, NC – Sandra Sims has been named executive producer of development programming for INSP-The Inspirational Network. Sims's work has garnered 13 Angel Awards, given for excellence in Christian programming. She will be responsible for developing in-house programming for syndication, as well as specific, planned programming TBA. (Sara Lowe, 704-561-7728)



VIRGINIA BEACH, VA – Regent University recently named Rande Fritz as the director of alumni relations. She will be responsible for planning and coordinating alumni activi-

ties. Fritz spent the last six years assisting the presidents of Regent University. (Baxter Ennis, 757-226-4093 or [bennis@regent.edu](mailto:bennis@regent.edu))

PORTLAND, **NBG**radio.com  
OR – NBG

Radio Network has named Robert Taylor director of operations for its syndicated radio division. Prior to joining NBG Radio Network, Taylor was director of operations for FST Broadcasting's WTBO-FM/Middletown, NY. Taylor will handle all duties associated with the production department at NBG. (John Holmes, 800-572-4624, ext. 0)

MIAMI, FL – David Befus has been chosen as president of the Latin America Mission (LAM). Befus replaced David Howard. Befus is a Wheaton College graduate and has graduate degrees from the University of Michigan (MBA) and the University of Miami (Ph.D). Howard will return to Cook Communications, but will continue to serve LAM for consultation. (Susan Loobie, 305-884-8400 or [sgloobie@lam.org](mailto:sgloobie@lam.org))



SACRAMENTO, CA – Bob Anthony has been appointed K-LOVE Network program director. He will also continue in his role as program director of K-LOVE's sister network, AIR 1. (Dick Jenkins, 916-928-1515)

WASHINGTON, DC – NRB legal counsel Wiley, Rein & Fielding announced the following new members of the firm: Alex Azar II (appellate, crisis management, litigation);

Rosemary Harold (communications); Karen Kincaid (communications); Gregory Lyons (intellectual property, litigation); and William McGrath (advertising, food and drug, litigation). Also,

Elizabeth Eastwood has become Of Counsel in the firm's insurance and litigation practices. (202-719-7000)





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

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



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## Pro-Life Perspective

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

# Trade Talk

HOUSTON, TX - Senior sales account executive Sam Schmick has been named "Sales Leader of the Year" for KKHT-FM/Houston, TX. (713-260-3600)

MOUNT COOK, NEW ZEALAND - WORSHIP Network cameraman Mark Greenlee recently had a near brush with death in New Zealand. He was shooting closeups of a glacier and stepped into a fissure. Greenlee was pulled from danger by his helicopter pilot. (Eric Snyder, 727-536-0036)

VIRGINIA BEACH, VA - The Great Bridge Ruritan Club recently named Regent University professor Douglas Tarpley, Ph.D. Ruritan of the Year. Tarpley was also named Club President of the Year by Ruritan's Holland District, which includes 66 clubs. (Baxter Ennis, 757-226-4093 or [bennis@regent.edu](mailto:bennis@regent.edu))

CHARLOTTE, NC - Ruth Prince, 68, wife of author and Bible teacher Derek Prince, died in Jerusalem December 29 following a long battle with infection.

COLORADO SPRINGS, CO - Lois Watkins, ESL (English as a Second Language) Curriculum Specialist for International Bible Society, will receive the 1999 "Lifetime Achievement Award" from Lutheran Bible Translators on April 30 in Chicago. She also accepts the award on behalf of her late husband, the Rev. Dr. Morris Watkins. (719-488-9200)



## Technology

CINCINNATI, OH - Orban and ENCO Systems, Inc., have combined the best features and technology of their respective products, the Orban AirTime and the ENCO DADpro32 Digital Audio Delivery System. Harris Corporation will assume exclusive worldwide marketing, distribution and systems engineering for the combined system. (217-221-7776)



FRANKLIN SQUARE, NY - Azden Corporation's three new microphone offerings: (L-R) CMX-5 sax mic from K&K Sound Systems, 41HT3 handheld transmitter with Audix element and Sony ECM-44. (516-328-7500)

WASHINGTON, DC - Sun Microsystems chief researcher John Gage will speak at NAB 99 Technology Luncheon on April 21 in Las Vegas. (Ann Marie Cumming, 202-429-5350 or [www.nab.org/conventions](http://www.nab.org/conventions))



FRANKLIN SQUARE, NY - Azden Corporation's two new wireless microphone receivers for rack installations. The 311DRH features front panel on/off, volume adjust and RF and audio level display and output level. The 411DRH front panel has additional group and channel adjustments. Rear panels feature two removable antennas, balanced and unbalanced output connectors, a 12V DC power connector and a squelch adjustment. (516-328-7500)

PARK RIDGE, NJ - The ES-3 EditStation system featuring direct digital link and i.LINK (IEEE-1394) interface support for DV and DVCAM digital video footage is now available through select Sony resellers. In addition to standard analog I/Os, the ES-3 provides digital connectivity through the i.LINK, SDI and SDTI interfaces, maintaining a pure digital signal from the camera head to the finished master tape. (Lisa Young, 408-955-5683)



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## Member Profile: *Joy in the Journey* with Michael Card

**P**roduced by Michael Card and Franklin House Foundation, *Joy in the Journey* is a weekly 28-minute radio program due to air this summer with a start-up on more than 150 outlets. The program provides an opportunity for the listener to join Card and his friends as they share their journey of faith through Bible study, teaching, discussion and music.



Michael Card

Friends on the program will vary weekly and include Ravi Zacharias, Steve Green, Phil Keaggy, Joseph Stowell, William Lane (Card's teacher and mentor), Fernando Ortega and Max Lucado. Card explains, "The goal of the Foundation and radio program is to lead others into a richer knowledge of God, and an openness to be drawn deeper into the character of Jesus Christ – even as we are led in this way."

In 1998, Card and Lane, along with a 10-member organizing board, established

Franklin House Foundation, a residential research library and center for biblical discipleship located in Franklin, TN. Card says an essential purpose of the foundation is "to provide mature and experienced guidance for developing Christian (lay) leaders capable of serving their generation. The center for biblical discipleship will provide the setting where skills of biblical study, teaching and preaching can be refined within a highly personalized, mentored environment."

With six books and 18 music albums to his credit, Card is a long-time friend of NRB and received the "Chairman's Award" in 1998. Early in life, Card felt God's call and anointing as a Bible teacher and believes his music and writing are vehicles to fulfill that call. *Joy in the Journey* provides another avenue for us to walk with him on his ministry's journey. Card and his wife, Susan, reside in Franklin, TN, with their four children. Congratulations on your radio program, Michael, and welcome to NRB.

Anne W. Tower is director of member services for NRB and can be reached at 703-330-7000, ext. 511 or [atower@nrb.org](mailto:atower@nrb.org).

### NRB Membership Benefits

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Board for Communication Services

December 15, 1998

To: Dr. E. Brandt Gustavson and NRB Staff

## **PRAISE THE LORD!**

### **It's over!**

The deadline for the Federal Communications Commission to file an appeal of the Federal Appeals Court Decision in the KFUO case to the Supreme Court has passed without an appeal being filed. It appears that, after nearly nine years, the long struggle is over. Indeed, **PRAISE THE LORD!**

You are among the people who need to be thanked for your patience, perseverance, support and encouragement. This day of celebration and thankfulness to Almighty God is *your* day, too. Be assured of my personal gratitude and that of The Lutheran Church—Missouri Synod for all of your efforts during this prolonged ordeal. Your dedication to KFUO Radio and religious freedom in broadcasting will bring benefits to many for many years to come...and your dedication to the cause will not be forgotten!

### **Thank You, and Best Wishes!**

Dr. Paul Devantier,  
for KFUO, the Board for Communication Services, the Standing  
Committee on Broadcast and The Lutheran Church—Missouri Synod



## Opinion: Where the Culture War Will Be Won



Paul Weyrich

**A**fter decades of pretending that only the economy mattered, we have begun as a society to focus on the culture. At issue is where the culture war can best be won.

For a long time, I espoused fighting and winning in the political arena, since it is through the political process that we make our laws and our laws are a reflection of the culture. I believed we had to organize the vast number of people who professed strong religious beliefs, thinking that interest in public policy would get people to put aside historical, geographical and denominational division for the good of society.

For a time, the idea seemed to work. In 1980, I was excited not so much by the election of Ronald Reagan as President, but by certain congressional races such as Iowa's election of evangelical Protestant Sen. Charles Grassley and Alabama's election of Catholic Sen. Jerry Denton. Surely, the cultural agenda would be advanced by these and other legislators. But the politics of the time suggested that the economy had to be worked on. If it could be fixed, some of these other problems could be worked on later, so went the argument advanced by Reagan Chief of Staff James Baker and Senate Majority Leader Howard Baker.

Indeed, the economy did turn around in Reagan's '80s. And the economy continued to expand in Clinton's '90s. But the culture continued to disintegrate. It appeared, for a moment, that cultural concerns might be front and center after there was a revolt in the electorate in 1994, which threw the Democrats out of controlling the House of Representatives for the first time in 40 years.

But that moment didn't last long. Republicans, we were told, should stick to those issues which unite the country and should avoid getting bogged down in messy cultural questions.

Meanwhile, the culture disintegrated further. Prosperous times with low inflation and low interest rates and nearly full employment did not bring a cultural turnaround and may have accelerated the cultural decline. So with most economic charts headed in one direction, and most cultural indicators headed in the opposite direction, the question remains how to fight and win the culture war.

There are those who suggest that the reason the cultural agenda hasn't advanced is because we just haven't elected enough conservative Republicans to office. What is needed is an even bigger and better effort to elect more culturally concerned people to Congress. Almost without exception, those who were elected on that platform have sought eagerly to distance themselves from the cultural issues once in office. Still, there are advocates of doing more of what we have done for the past two decades — this is where I want to call time out.

Those of us with traditional values must be involved in politics for defensive purposes. If not, the enemies of the Judeo-Christian lifestyle would quickly put an end to any religious freedom we now enjoy. Churches with no women clergy undoubtedly would be told to either accept women clergy or cease to exist. Staying involved will at least minimize those fights. But I no longer think it is possible to advance our agenda through politics.

For most of the life of this nation, we had a consensus on culture. While we may have been very different in our origins, our religious backgrounds, our race and our politics, nearly everyone agreed culturally. In fact, those who disagreed were so small in number that they were inconsequential in the society as a whole. Today, the gap daily widens, for several reasons.

1) Many who profess to live a Judeo/Christian lifestyle only give lip service to this belief. In reality, they have signed on to the decadent culture. Hypocrisy was always a problem, but is more so today than at any time in our nation's history.

2) Many young people are not being taught the reasons why traditional values are functional values. The home, the church, the school and other institutions which all used to teach the same values no longer do so. Recent generations look upon the previous cultural consensus as outmoded and useless, not yet understanding that a society functions well to the extent that it adheres to traditional values and dysfunctional to the extent that it deviates from those values.

3) There has been a conscious effort, led by radical intellectuals of the Frankfurt School in the 1920s, to destroy those cultural institutions which were the glue holding the nation together. While some of the cultural decline is the result of the natural evolution of forces, not everything has been accidental. The intellectuals welded traditional Marxism with Freud and tore down what they could of institutions, leaving nothing but political correctness in their wake, which forbids a discussion of what occurred.

Under these circumstances, how do we affect the culture in a positive way? How do we fight this war?

We must strengthen ourselves by opting out of the culture when and wherever we can. As long as we can be counted on to be a participant in part of the decadence, then we have already lost the battle. We have to live our beliefs, even when it means not understanding the latest raunchy joke, not buying trendy fashions for our children or not allowing into our lives much of what society offers.

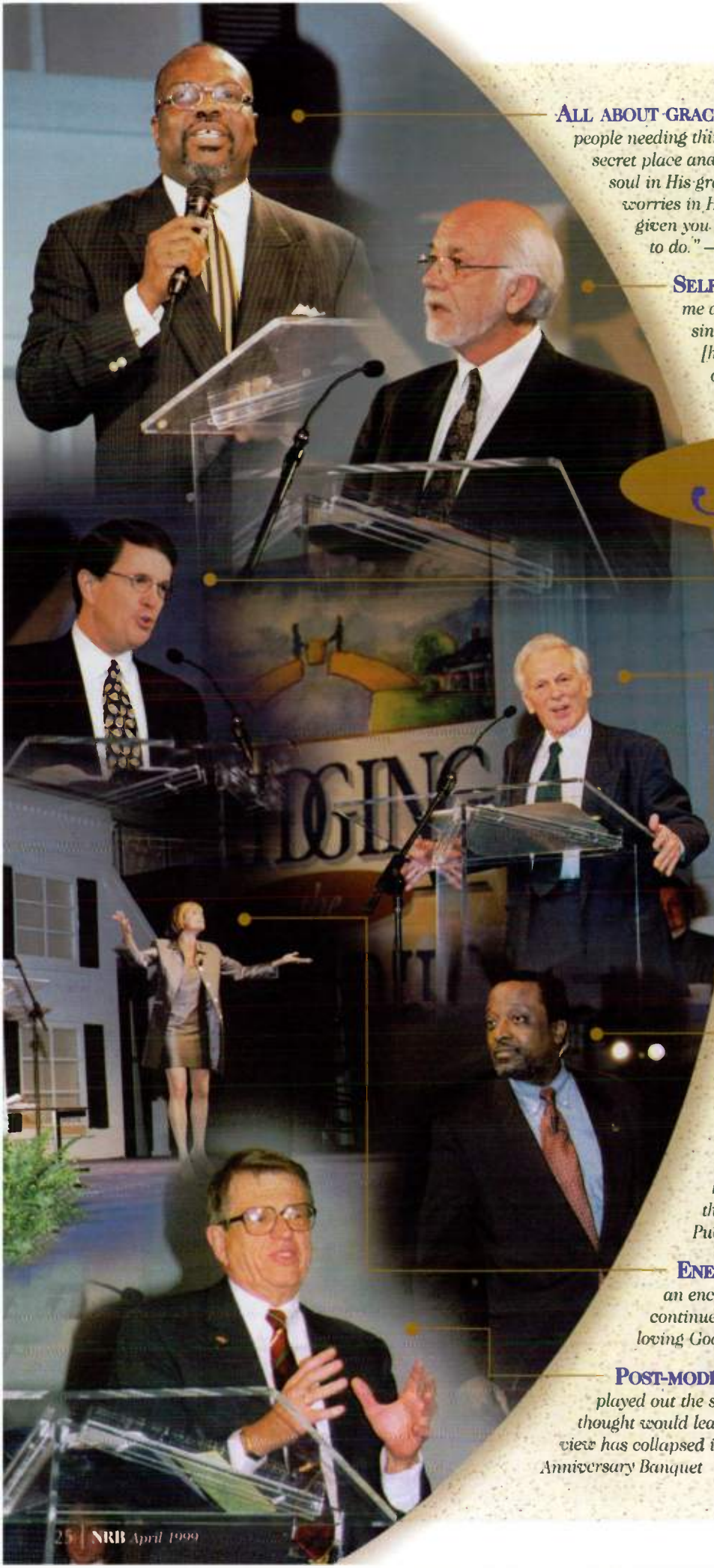
Thus strengthened, we must personalize the culture war. Sen. Sam Brownback (R-Kan.) issues a pamphlet with 50 ways individuals can positively contribute toward winning the culture war on their own, without government involvement.

For example, homeschoolers make an enormous contribution to our nation's future by dropping out of the system. Home schooled children, by and large, are being educated in the right values. They will be able to read and write, add and subtract. Here are a million kids upon whom we will be able to depend for the future. Their parents home schooled without government subsidies. They didn't depend on the state. In that sense, they simply returned to an earlier time in this nation before we had a public school system.

Many of us say we don't want the government to run our lives, yet we wait for the government to win a war which many in government helped to start. It is time to step back and to understand that this war will only be won by us — and won only when we cease to be part of the problem.

**Paul Weyrich is president of the Free Congress Foundation and may be reached at 202-546-3000.**





**ALL ABOUT GRACE.** "When you leave this conference, there'll be people needing things from you ... wanting everything. Find a secret place and get in the presence of God. Bathe your weary soul in His grace, bathe your mind in His grace, wash your worries in His grace and remind yourself that God has given you enough grace to deal with whatever you have to do." — Bishop T.D. Jakes, Opening General Session

**SELF-REFLECTION.** "Do you know what bothers me about President Clinton? It isn't that he's a sinner — I am too. It isn't that he failed. It's that [his situation has] given so many of us an opportunity to be arrogant and righteous." — Steve Brown, Worship Service

## Speakers

**THE PRIMACY OF FAMILY.** "God designed the family to be the place where character is planted and grown — the place where civility and respect for one another is nurtured — we as broadcasters must call the people to a family reformation. The crisis we are in deserves nothing less." — Dennis Rainey, Evening Celebration

**OPENING DOORS.** "Jesus Christ said, 'Go ye,' and I haven't found it yet where He said to come back," Andrew said. "Tell me which door is closed (what country is impossible to gain entry) and I will tell you how to get in. [Although] I may not be able to tell you how to get out." — Brother Andrew, World Fellowship Luncheon

**MISSING THE POINT.** Why is it that we (Christians) seem so bad at talking to the American people? Cowardice hangs in the air like a filthy smell. ... I don't think we appreciate how important we are to the safety and security and salvation of America. We miss that somehow. We know that individuals cannot survive without the living presence of our Lord." — Alan Keyes, Public Policy Breakfast

**ENERGIZED BY GOD.** "Life change begins with an encounter with the living, loving God. Life change continues with a daily encounter with the living, loving God." — Becky Tirabassi, Women's Luncheon

**POST-MODERNISM EXPLAINED.** "Post-modern man has played out the string (of personal freedom) ... now all that he thought would lead to success leads to death. His modern world view has collapsed in front of him." — Chuck Golson, Anniversary Banquet

## Special Guests



**OOPS!** "My mama's wig had grass sticking out of it ... it looked like televangelist hair — I can't believe I said that here! Oh, y'all, I'm sorry, but someone needs to tell them about their hair!" comedian Chonda Pierce jokes at the Women's Luncheon.

**UNITY.** Janet Parshall (right) introduces Marilyn Crown at the Women's Luncheon. Crown offered the closing prayer.



**CROSS-COUNTRY SCHOOLER.** Jerry Rose interviews Amy Burrirt during the Public Policy Breakfast. Burrirt is a 15-year-old homeschooler who traveled the country to meet all 50 governors.



**WORLD-SHAPED HEART.** Joni Eareckson Tada shares moving "Wheels for the World" experiences during the Worship Service. The program refurbishes used wheelchairs and delivers them to people around the world.



**BAD HAIR DAY.** A Rogaine® moment with comedian Steve Bridges, emcee of the Evening Celebration.





# BRIDGING *the* CENTURIES

text by Christine L. Pryor  
photos by Patricia A. Mahoney

"Energetic ... high powered ... informative ... crucial ... inspiring ... fabulous." These adjectives were used by registrants to describe the experience of NRB '99 at the Opryland Hotel Convention Center in Nashville, TN.

"This year's selection is incredible; I can't choose which workshop to attend," one GM remarked in a crowded hallway. "Steve Brown's message hit me in the heart," a TV station owner confessed. "I'm glad Bishop Jakes was given a platform. NRB is really coming into a new era," a program producer told his wife. "I just had my third Sno-Kone! My group is going to ban me from that booth!" a music label representative joked.

If you skipped the convention (and why would you want to?) you missed more than a time of fellowship: NRB '99 was marked by swift-paced action on the expo floor, a surplus of knowledge in the workshops, a spectacular lineup of speakers, special guests and musicians and an unsurpassable opportunity to network with peers and mentors, forging friendships and creating partnerships.

The sights of NRB '99 are captured in this special photo album. If you weren't in Nashville, take a look at just how much you missed. And if you were one of the record 5,200 who attended, use the album to relive the memories. By the way, audio tapes of the convention can be ordered on page 45. Don't let NRB 2000 pass you by; plan now for February 5-8 in Anaheim, CA.

JAM-PACKED. High traffic packs an aisle of the exposition.

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To Get Kids To Keep Their "TV Off  
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**A DIFFERENT LOVE SONG.** Sheila Walsh performs a song written for her mother-in-law during the Women's Luncheon.

**MAKIN' MUSIC.** Gold City enralls the Anniversary Banquet audience.

## Musicians



**HYMNS FOR HIM.** Steve Green leads the Worship Service audience in traditional worship.



**SIDE BY SIDE.** Song-weaver Fernando Ortega and NRB president E. Brandt Gustavson share a smile before the Worship Service.



**BACK FROM THE COUNTRY.** Kim Hill performs at the Public Policy Breakfast and shares about her return to Christian music following a trek into country.



**POWERSONG.** NextSong reaches the climactic point of "Arise, My Love" during the Evening Celebration.



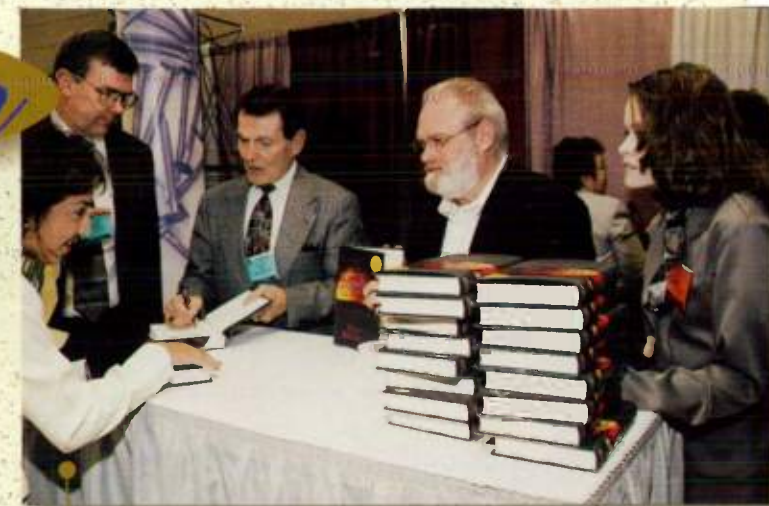
**IMPORTANT THINGS.** Cheri Keaggy sings "What Matters Most" at the Opening General Session.

## Exposition

**HELLO?** LifeLine's free long-distance booth is a popular attraction on the expo floor.



FREE LONG DISTANCE CALLING



**COULD YOU SIGN THIS?** Tim LaHaye (left, with pen) and Jerry Jenkins (holding book) sign their latest novel in the Left Behind series, Apollyon: The Destroyer Is Unleashed.

**ICY TREAT.** The Christian Law Association's Sno-Kones are a welcome addition to the exhibit area.



**POPCORN! GET YOUR POPCORN HERE.** All American TV Network's hot popcorn is a hit on the expo floor.

**SPECIAL FRIEND OF ISRAEL.** Pat Booné greets friends and fans at the Israel Ministry of Tourism booth.

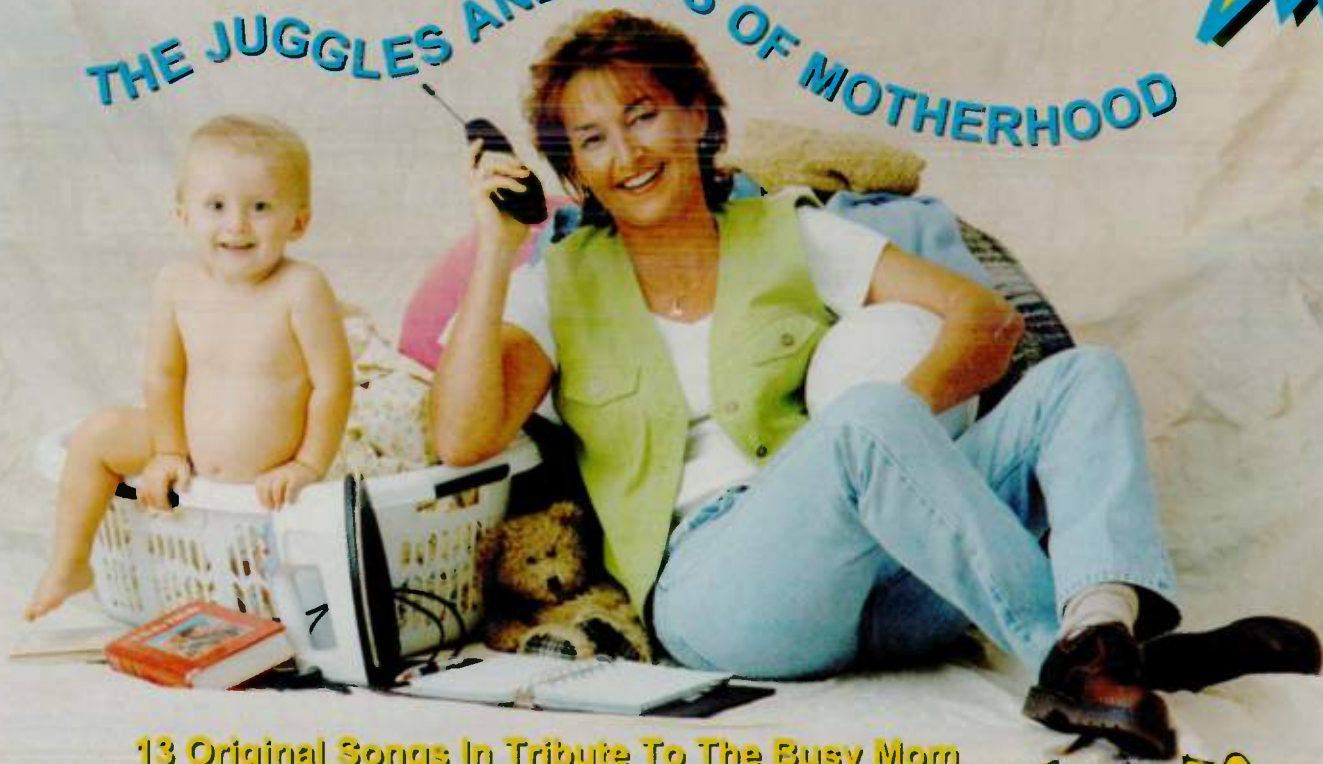


**WITH OR WITHOUT?** Two reps from LeSEA Broadcasting Network serve hot cappuccino.



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*Thanks for listening!  
Mary Rice Hopkins*

## Awards & Officers



**NRB EXECUTIVE COMMITTEE.** (Back, L-R) NRB vice president Michael Glenn, member-at-large Stuart Epperson, president E. Brandt Gustavson, member-at-large Robert Straton, member-at-large Jon Campbell, member-at-large Sue Bahner, secretary Wayne Pederson, first vice chairman Tom Rageberg. (Front, L-R) treasurer John Cortis, chairman David Clark, member-at-large Jerry Rose, second vice chairman Glenn Phummer.

**NEW INDUCTEE.** Oswald C.J. Hoffmann charms the audience at his induction to the Religious Broadcasting Hall of Fame. Holding the bronze commemorative plaque is NRB president E. Brandt Gustavson.



**TOMORROW'S INDUSTRY LEADERS.** NRB chairman David Clark (left) and president E. Brandt Gustavson (right) present the Al Sanders scholarships to Jason Seeba and Alison Bixler. Seeba received the first-place scholarship of \$3,000; Bixler earned \$1,500 for second place.

Gustavson (right) present the Al Sanders scholarships to Jason Seeba and Alison Bixler. Seeba received the first-place scholarship of \$3,000; Bixler earned \$1,500 for second place.

## Registration, Workshops & Job Opportunities



**PICKING A WINNER.** Employers circle the job board looking for their next new hire.



**PANEL POWER.** Panel discussion is a popular NRB workshop format. Attendees gain extra insights from various viewpoints and profit from the advice of several experts.

**MAY I HELP YOU?** NRB '99's record-setting registration begins. Total registrants reached 5,200.



**PRESENTATION IS EVERYTHING.** Multimedia workshops capture and hold audience attention.



Christine L. Pryor is managing editor of NRB magazine and can be reached via e-mail at cpryor@nrb.org or by telephone at 703-330-7000, ext. 515.

Patricia A. Mahoney is a freelance photographer. She resides in Florida and can be reached via e-mail at mahoney@ix.netcom.com or by telephone at 850-492-0685.



## The Old City, Jerusalem



# "Until I walked where Jesus walked, God never seemed so big."



By Donny Roberson

**W**hen I led my group to Israel, I had great expectations. But what we experienced went far beyond what I hoped for.

We kept our Bibles handy, so we could read about the places we visited. In Jerusalem, we walked the route Jesus took carrying the cross to Calvary. We climbed the hill where Jesus gave the Sermon on the Mount. We stepped into the waters of Galilee where the disciples cast their nets.

Just to be in the places where Jesus literally had been was amazing. Until I walked where Jesus walked, God never seemed so big.

Perhaps the most meaningful of all was walking down the Mount of Olives. We followed the same path Jesus took when he rode the donkey into Jerusalem on Palm Sunday. It looks today almost as it did back then.

One member of our group even got baptized in the Jordan River — just like Jesus was.

Simple things like meals were profound and exciting. Eating felafel in the old section of Jaffa — you just can't beat that! I even got to eat a fish from Galilee where Peter

caught the fish with a coin in its mouth. Delicious, but no coin in mine.

It's so natural for Christians to go to Israel. It's the birthplace of everything we believe. It's a beautiful, friendly country. It's a place where you can go and take back memories that will last the rest of your life.

Now, when I read about the storm on the Sea of Galilee, I can envision it because I was on a boat there. When I read about Jesus walking through Jerusalem, I can imagine it.

Once you've been to Israel, you can never read the Bible the same way again.

*Donny Roberson is a doctoral candidate in Recreation and Leisure Studies. He has led two Christian tour groups to Israel, and definitely plans to go back to the Holy Land.*



## Get your FREE Israel Travel Planning Guide

As the new millennium dawns on the Holy Land, Christians from all over the world are making plans to walk where Jesus walked. Now is the time for you to join the celebration and discover the land where your faith was born 2,000 years ago.

You can travel with friends and family. Or perhaps you feel called to lead a group from your church. It's remarkably easy.

Start planning your journey today. Get a copy of our informative Israel Travel Planning Guide. It's free and yours for the asking. Order yours from our website at [www.goisrael.com](http://www.goisrael.com) or call 1-888-77-ISRAEL.

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## Walk Where Jesus Walked

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Have you been to Israel?  Yes  No

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# BUILDING BRIDGES



*Vestal and the Happy Goodmans bring Southern gospel to NRB '99.*

## *Southern gospel music growing, a hit at NRB '99*

BY LOU WILLS HILDRETH

“**B**ridging the Centuries” was an apt theme for NRB '99 in Nashville, TN, especially for Southern gospel music. The artists who sing and play Southern gospel music, the broadcasters who put it on the airwaves, the merchandisers who make it available in product and concert and the growing number of fans who are blessed by it are coming together as a team to take this music form into the next century.





## Offers Satellite Services

Looking for satellite music and talk services from one source? Consider FLC's "radio-made-to-order" venue. Three KU-band feeds, all for one fee. Perfect for start-ups. Smart for switchovers.

Select from one or all feeds: Inspirational Music; Two Program Channels, with your favorite teaching, short features, specials and new programs; or a Pre-mixed Feed. You design your schedule and change at will. All of this while maintaining your local station identity.

Sound easy? It is! Call Judy at 1-800-776-1070, ext. 168 for a media kit and demos. Call to sign up for special rates, good for a 3-year term! Link up with FLC to effectively link in with your communities.



**Jim Copp, Satellite General Manager**

*...Our satellite options are affordable, quality formats that maintain your station's identity, with a friendly staff communicating the gospel clearly, connecting with your audience. We also provide an array of programs that air where you want them to...you'll love the flexibility!*

# Radio That Hits Home - Your Way!

### THE COMPANY

**Name:** FAMILY LIFE COMMUNICATIONS, Incorporated. *Bringing Families To Life*

**Consists Of:** Family Life Radio Broadcasting System, Parent Talk, Women of Virtue

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**Contact:** Judy Hannestad 800-776-1070, ext 168  
jhannestad@flc.org

**Website:** www.flc.org

**Fax:** 520-742-6979

**President:** Randy L. Carlson

**Own/Operate:** 15 Christian Stations

### THE PRODUCTS *and more coming!*

**Satellite Options - One Source, One Fee**  
• Inspirational Music Feed • Two Program Channels • Combo Feed

**CD Program Releases - Radio That Hits Home**

Business Proverbs - :59, Daily

Call to Worship - 54:00, Weekly

Get Healthy - :59, 7 Days/Week

Gospel Harmonies - 54:00, Weekly

Heart of the Matter - :90, Daily

Life Designs - 4:29, Daily

LifePoints - 1:59, Daily

Moments With The Word - :30, Daily

Outreach Alert - :59, Daily

Parent Talk - Live, 52:50, M-F

Parent Talk Tip - :90, Daily

Parent Talk Weekend - Live, 52:50, Sat.

Shepherd's Heart - 28:25, Weekly

Specials - Occasional

Weekend Magazine - 29:00, Weekly

Week's End - 54:00, Weekly

Women of Virtue - 4:29, Daily

**Counseling Centers - Five Nationwide**

**Resources - For You, Your Family & Others**

**Conferences/Seminars - Parent Talk, Women of Virtue**

**Speakers Bureau - For Healthy Family Living**

**Estate Planning**

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*Vestal Goodman joins the Gaither Vocal Band on stage at NRB '95.*

That the team effort is paying off is evidenced by the tremendous visibility of Southern gospel artists performing at NRB '99. Premier family group the Happy Goodmans thrilled the record attendance during Saturday's Opening General Session at the Opryland Hotel Convention Center. The Cathedrals quartet sang classic, four-part harmony, Southern gospel music at the Monday Evening Celebration, garnering standing ovations from the crowd. And the Anniversary Banquet on Tuesday night featured one of Southern gospel's popular artists, the Gold City Quartet; the appreciative audience called for an encore.

This genre of Christian music continues to put its best foot forward and will enter the millennium with renewed zeal to change lives with gospel music, "Southern style."

### Industry Leaders' Opinions

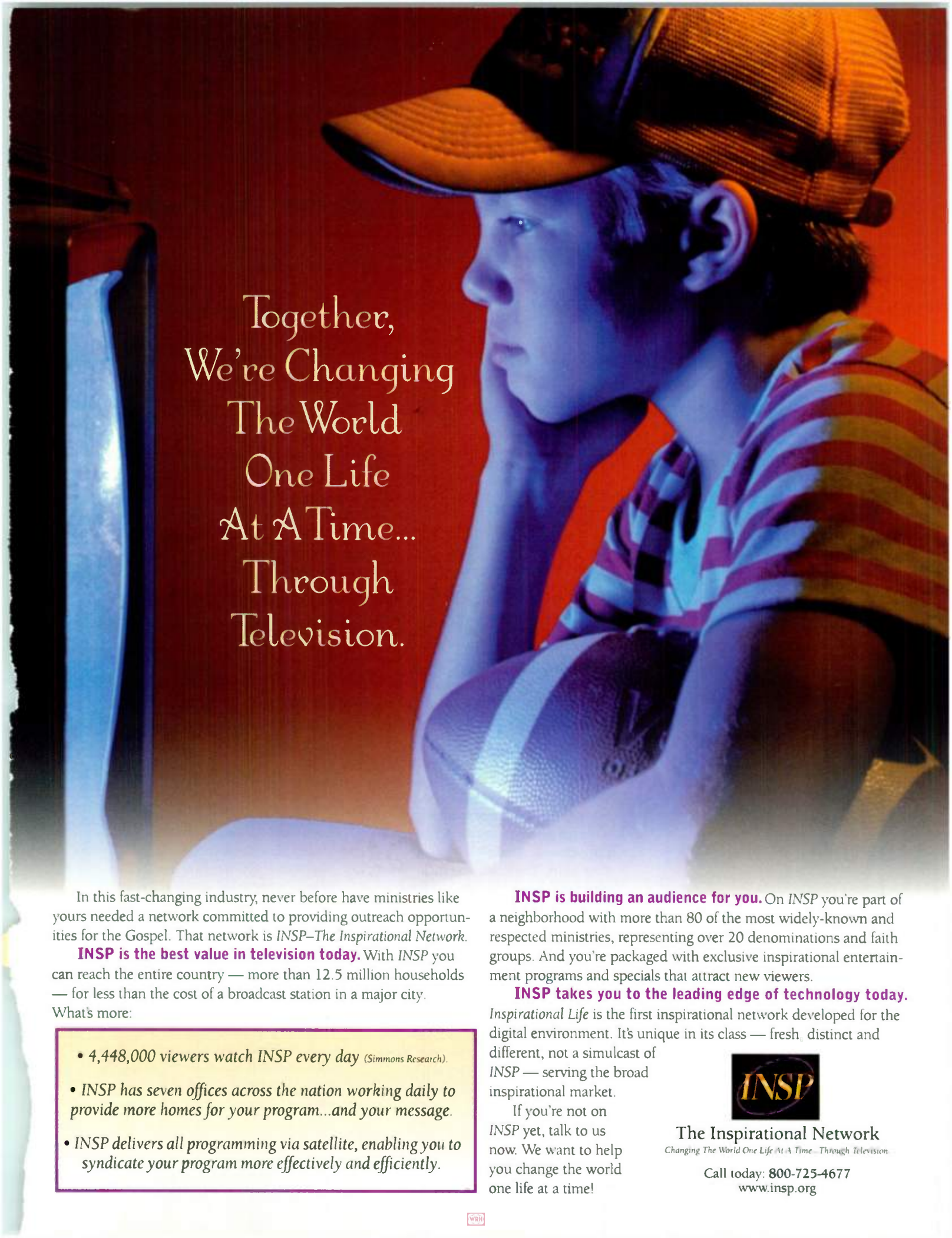
President Paul Heil of Southern Gospel Music Guild states, "the importance of the broadcast media to Southern gospel music cannot be overstated. Today there are 313 radio stations with Southern gospel music as their primary format, with well over 1,000 more programming a few hours of it each week. Additionally, television today has more than one full-time cable channel devoted to Southern gospel, plus high visibility on cable channels such as TNN."

President Jim Cumbee of Solid Gospel Radio Network says, "The listener profile of this genre of music is different for FM and AM stations. The average listener to Nashville's Solid Gospel 105FM is 25 to 54 years old, female, married with two children, \$42,000 annual household income. AM demographics point to a slightly older audience with less income."

**"One of the biggest reasons for the growth of Southern gospel music is the Gaither Homecoming video series. Bill Gaither has not only given a new voice to many of the veterans of our genre, but (also) he has put their faces in the homes of millions of television viewers through both major Christian networks and general markets [such as] TNN."**

— Bill Traylor,  
CEO of Homeland  
Entertainment Group





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**INSP is the best value in television today.** With *INSP* you can reach the entire country — more than 12.5 million households — for less than the cost of a broadcast station in a major city. What's more:

- 4,448,000 viewers watch *INSP* every day (*Simmons Research*).
- *INSP* has seven offices across the nation working daily to provide more homes for your program...and your message.
- *INSP* delivers all programming via satellite, enabling you to syndicate your program more effectively and efficiently.

**INSP is building an audience for you.** On *INSP* you're part of a neighborhood with more than 80 of the most widely-known and respected ministries, representing over 20 denominations and faith groups. And you're packaged with exclusive inspirational entertainment programs and specials that attract new viewers.

**INSP takes you to the leading edge of technology today.** *Inspirational Life* is the first inspirational network developed for the digital environment. It's unique in its class — fresh, distinct and different, not a simulcast of *INSP* — serving the broad inspirational market.

If you're not on *INSP* yet, talk to us now. We want to help you change the world one life at a time!



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“The importance of the broadcast media to Southern gospel music cannot be overstated.”

— Paul Heil, president of Southern Gospel Music Guild



*The Martins give a joyful performance at NRB '98.*

Paul Boden, publisher of *U.S. Gospel News* and former owner of a radio station, reports, “There is an abundance of Southern gospel music on the radio today, a tremendous increase in the past two or three years. The quality of the programming has taken a giant step forward.”

### **Industry Growth**

Today's Southern gospel music includes a variety of styles. Alongside traditional male quartets are family groups, trios, duets and soloists. It crosses denominational and ethnic barriers while proclaiming the message of Jesus Christ. Southern gospel artists also have gained great acceptance on the church platform as part of the worship service or in special concert. Accounting for much of the

demand is increased exposure through radio and television.

CEO Bill Traylor of Homeland Entertainment Group says, “One of the biggest reasons for the growth of Southern gospel music is the *Gaither Homecoming* video series. Bill Gaither has not only given a new voice to many of the veterans of our genre, but (also) he has put their faces in the homes of millions of television viewers through both major Christian networks and general markets [such as] TNN.”

The numbers tell the story of this phenomenon. More than six million *Gaither Homecoming* videos have been sold. Of the 48 videos in the series, 29 have been certified gold, platinum or multi-platinum.



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

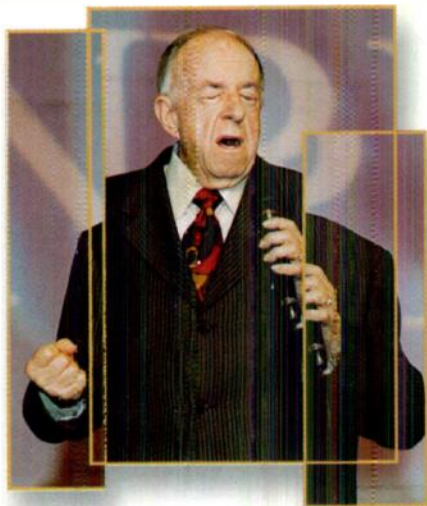
Our reliable staff of Christian operators is ready to respond to every

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

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

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George Younce, bass for *The Cathedrals*, rolls out a low note at NRB '99. This year is the final year of full-time touring for the legendary group.

And concert attendance has increased dramatically. Gary Gentry of Premier Promotions states, "The Gaither Homecoming Concerts appeal to Christians of all ages with attendance averaging 8,000 to 12,000 per concert. Almost 35,000 were at the 'All Day Singing' in the Georgia Dome in Atlanta, GA. Southern gospel music speaks to the needs of the people."

Editor Jerry Kirksey of *Singing News* reports that 89 percent of the magazine's subscribers attended at least one concert last year, and most attended more than four.

Editor Garry Cohn of *Gospel Voice* attributes the phenomenal growth in readership of the magazine to the tremendous increase of interest in Southern gospel music. Cohn credits radio, televi-

sion and advanced marketing techniques, along with the blessing of God, for this renewed interest.

As the millennium approaches, a commitment and a strong sense of urgency permeate the Southern gospel music industry, the listeners, the media, the record labels, the promotion agencies and the artists who minister with their songs to unite as one family to cross the bridge into the next century. To God be the glory!

---

*Lou Wills Hildreth is owner of Nashville Gospel, a consulting company to major Christian music ministries, based in Houston, TX. She may be reached via e-mail at [gospplvideo@aol.com](mailto:gospplvideo@aol.com).*

"The listener profile of this genre of music is different for FM and AM stations. The average listener to Nashville's Solid Gospel 105FM is 25 to 54 years old, female, married with two children, \$42,000 annual household income. AM demographics point to a slightly older audience with less income."

— Jim Cumbee, president of Solid Gospel Radio Network



Chuck Colson (center) is surrounded by Gold City in the Green Room at NRB '99.



# Where...

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...DO I GO FROM HERE?

...CAN I TURN?

*Turn back to the Bible for answers to life's questions.*

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**The Bible Minute:** A fast-paced feature that encourages listeners to apply God's Word to daily life.



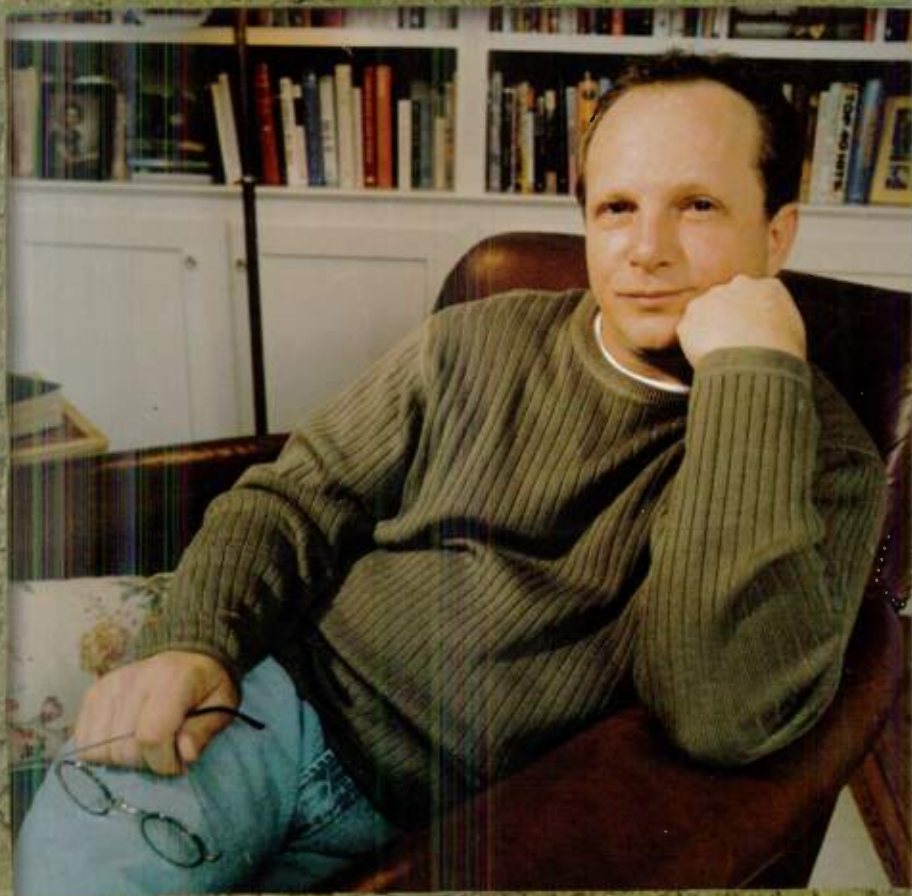
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# TOWARD AN EXCELLENT OUTCOME



CHARLIE PEACOCK

As one of God's musical people, it's been my privilege over the last two decades to meet and work with many of God's people who serve Him in the field of broadcasting. I've been interviewed on television, radio and the Internet

in nearly every American state. I've seen and heard Christian broadcasting of every form and style. Like most human endeavors, some of it's been excellent, some good and some downright embarrassing — a lot like contemporary Christian music!



# TO TAKE YOUR ORGANIZATION TO THE TOP, YOU NEED A GUIDE WHO KNOWS THE WAY

**B**

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Since Jesus called me to follow Him, I've been studying and praying to follow in such a way that everything I put my mind and hands to is increasingly more excellent than embarrassing. I suspect that Christian broadcasters aspire to a similar outcome. Trusting that this is true, I humbly offer the following thoughts with the hope that they will help Christian broadcasters to achieve an excellent outcome.

### Goodness and Truth

In order to arrive at the true and good in any human enterprise, including broadcasting, we must have as our standard God's model of goodness and truth, His ways of thinking and doing. When we forget to start with a comprehensive understanding of what God thinks is good and true, we risk imagining and creating in ways incongruent with what it means to be a disciple of Jesus.

Contrary to popular thought, a Christian broadcaster's first responsibility is not to his or her audience but to Jesus Christ. I suspect that all Christian broadcasters will concede that this is true (if not obvious). Having conceded that it's true, are you prepared to stop and think, to examine all your broadcasting motives and methods in light of this truth? You should be.

Wisdom would have you use the gift of time to find out what God already knows. It's far too easy for Christians to default to a kind of spiritual assumption: The examination of motives and methods must have taken place, after all "we prayed about it." Of course we want to be praying and asking for wisdom and discernment. But we trust God most when after having prayed for such things, we stop to think, then act. God appreciates it when His people stop to think before acting (Isaiah 44:19).

To choose a starting place other than God's ways of thinking and doing is to guarantee arrival at an end incongruent with the Christian mission. This truth does not mean that Christian broadcasters need to abandon reading trade jour-

nals or hiring consultants in search of knowledge, technique and broadcasting expertise. What it does mean is that these and others are tried and tested in light of the ultimate expertise of God's ways of thinking and doing.

### The Most Excellent Way

I can't think of a more excellent scriptural starting place for thinking about broadcasting than these words found in Matthew 22:37-39, "Love the Lord your God with all your heart and with all your

A CHRISTIAN  
BROADCASTER WILL  
WORK IN COOPERATION WITH WHAT  
GOD HAS SET IN  
MOTION • THIS  
MEANS A COMMITMENT TO THE  
TRANSFORMATION  
OF ALL OF LIFE • IT  
MEANS BRINGING A  
CHRIST-LIKE WAY  
OF THINKING TO  
EVERY HUMAN  
ENDEAVOR AND  
PLEASURE.

soul and with all your mind. This is the first and greatest commandment. And the second is like it: Love your neighbor as yourself."

The starting place for thinking about broadcasting begins with loving God with the whole of who you are. There is thinking and intent in loving isn't there? In all things God's people are to love Him in

response to His love for us.

The first responsibility of the Christian broadcaster is to think and act in ways which demonstrate heart, soul and mind love for God in the context of the vocation of broadcasting. Before Christian broadcasters can ever lovingly serve an audience of thousands or millions, they must start with what Os Guinness calls "the Audience of One." To reverse the order is to play a fool's game. Making choices congruent with love for God is the starting place for all thinking and doing related to broadcasting, from strategy to fund raising to programming. The sacrifice God desires is the life of love (Ephesians 5:1-2). The life of love is what inspires Christians to be doers of the Word.

The second responsibility of the Christian broadcaster is like the first: to love your neighbor as you love yourself. After starting with the foundation of life choices made as love responses to God, broadcasters now have the right context to guide them in understanding what it means to serve an audience. This being so, neighbor love is always about loving what God loves and sustains — His creation and the people who inhabit it. Because God loves what He's created He hates the sin that has marred and corrupted it. Because God loves what He has created, He cares for it by redeeming it.

A Christian broadcaster will work in cooperation with what God has set in motion. This means a commitment to the transformation of all of life. It means bringing a Christ-like way of thinking to every human endeavor and pleasure.

Christian broadcasters, like all Christians, are called by God to be managers of God's creation — to love what God loves (the good and the true) and to live in light of the truth regarding sin — to hate what God hates and to work in cooperation with God in pushing back the effects of the Fall. Because broadcasters are not exempt from this mission, they must make choices



# Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

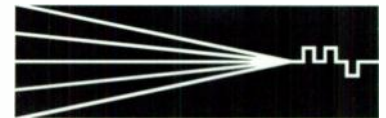
**B**ack in 1988 when NSN introduced VSAT satellite technology to the broadcast industry, there were fewer than 1,500 VSAT terminals in the USA. Today there are over 150,000!

Over the years, we've installed more than 150 uplinks and over 2,800 remote sites worldwide. And we've blazed a few trails including the first ComStream ISO/MPEG VSAT digital audio and data networks in the USA, Venezuela, and the Bahamas; the first "store & forward" localized satellite audio networks in the USA; and the first VSAT SCPC paging data distribution network in Hong Kong.

NSN's unmatched integration experience has made us the nation's preferred choice for VSAT networks. We are the largest authorized distributor of ComStream digital audio equipment. The recent addition of Wegener's digital audio product line provides us with an extensive array of the finest satellite equipment and broadcast communications products to meet your needs.

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Charlie Peacock (center)  
at the Broadman & Holman  
booth during NRB '99.



which show they understand the breadth and depth of the mission. No Christian, no matter how sincere his or her commitment to Jesus, will ever arrive at faithfully carrying out this mission without a vision for God's Kingdom.

### A Comprehensive Kingdom Perspective

Among God's people involved with Christian enterprise (including broadcasting), there exists the persistent error of thinking about what God loves in Christian terms alone. Is it appropriate to call a particular topic or theme Christian? Absolutely. For example, Jesus' death on the cross, His burial and His resurrection can easily be named as Christian topics or themes in that they are of particular interest to people who are disciples of Jesus Christ, i.e., Christians (Acts 11:26).

It's only right that Christian broadcasters would be compelled to broadcast Christian content of this type. Yet, what many well-intentioned broadcasters miss

in their zeal to disseminate Christian content is the very real truth that there exists a story larger than the Christian story — the Kingdom story — the story which all Christian content sits inside of — one which ought to inform every enterprise done in the name of Jesus. Are specific Christian ideas any less important because of this truth? Of course not. It's by God naming you His own (becoming a Christian) that you gain entry into His Kingdom. The Gospel is "a gospel of the Kingdom" (Matthew 24:14). Jesus preached the "good news of the Kingdom" (Matthew 9:35). It's a characteristic of every generation that acknowledges God as King to tell of the glory of God's Kingdom (Psalm 145:11), and no Christian, including one involved with Christian broadcasting, is exempt from this privilege.

In order for Christian broadcasters to tell of the glory of God's Kingdom, they will of necessity need a huge vision for

A  
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SEE WITH A  
COMPREHENSIVE  
KINGDOM  
PERSPECTIVE.

life, something I call a comprehensive kingdom perspective. In truth, the key to understanding what God loves and sustains can only be seen by gaining this perspective, a way of seeing as God sees (as much as this is humanly possible). God sees everything He has dominion over, which is everyone, everything and everywhere. His dominion is eternal. God's "Kingdom is an everlasting Kingdom." His "dominion endures through all generations" (Psalm 145:13).

Since God loves and sustains His Kingdom, the subjects in his Kingdom must do the same. To this end Christian broadcasters must know and live by the Kingdom story: the Kingdom past, the Kingdom at hand and the Kingdom com-



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ing. Remember, Christianity only entered the Kingdom story 2,000 years ago, but the Bible clearly states that the world was created by Jesus Christ (John 1:10).

A Christian who majors in God as Redeemer, forgetting that God is Creator as well will never see with a comprehensive Kingdom perspective. A Christian broadcaster who fails to become a disciple with Kingdom vision will most certainly fail to broadcast the Kingdom story.

## Loving the Church Through Broadcasting

Having grasped the idea of loving God and all that is His, we can now turn to the question: What direct effect should this idea have on Christian broadcasting as we know it?

What we can know for certain is that a love response to God and His Kingdom will always include loving, especially, the Church (Galatians 6:10). This being so, God is calling some portion of Christian broadcasters to develop and disseminate content that represents the outworking of love for the Church. Remember, love gives what is needed, not simply what is wanted. It's this distinction which should set Christian enterprise apart from the enterprise of the world. In the world, the consumer is sovereign and therefore gets

what he wants. In the Kingdom, God is sovereign and loving. He desires that His subjects receive what they need.

Loving the Church involves broadcasting anything and everything that might be good and truthful, anything that might serve true needs and prepare listeners for works of service (Philippians 4:8, Ephesians 4:11-12). This would include reminding the Church of the grace of God and the mission to take the gospel of grace to every tribe, tongue and people group.

It would also involve a live broadcast of the local symphony. The development of an ongoing relationship between the broadcaster, listeners/viewers and the larger community would also benefit from interactive projects such as the building of Habitat for Humanity houses. Such broadcasting might include a weekly program designed to teach the Church how to think like Christ in the workplace.

It's likely that some of you are already making these kinds of choices. This of course is just the beginning of what would be good for the Church. In addition to broadcasting Christian music and teaching and preaching ministries, it would be excellent to hear sound Kingdom thinking come to bear upon a diversity of subjects from gardening to women's issues to pop music reviews.

I'm confident that imaginative broadcasters will think of hundreds of ways to serve beyond these few. If anything is excellent or praiseworthy, think about such things and do them. Serve in every way possible — using the extent of your talent within the fullness of your vocation. Do this as a love response to the love God has lavished on you.

If the Church is your primary ministry audience, then serve them faithfully and don't confuse this good mission with reaching the lost or being salt and light in the culture per se. If you truly want to serve the lost then you must broadcast to the lost. If you truly want to be salt and light in the culture at large, then you must broadcast to the culture.

## Broadcasting as Salt and Light

The Lord has also called some portion of Christian broadcasting to move out into the everywhere and everything of life outside the Church. Perhaps you are a Christian broadcaster or financier whom the Lord has equipped for this particular calling. If so, you understand that the only way to reach the "everybody" everywhere and in everything is to go to them. You understand that the Lord has called His holy people to be His direct representatives in every sphere of life, including broadcasting outside the Christian community.

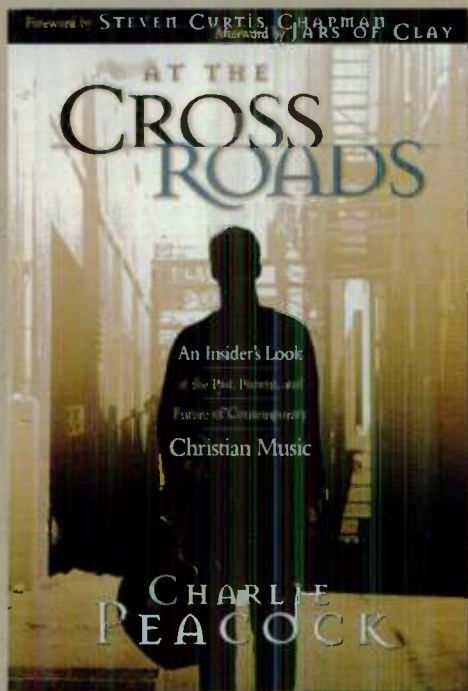
As with the Church, this work involves broadcasting anything and everything that might be good and truthful — anything that might serve healthy needs. The difference being that your primary audience will largely be those who do not share your understanding of Christianity or the Kingdom of God. This truth must inform the way you communicate with this audience and specifically with the way you love them through the outworking of your vocation.

This calling requires no less prayer and good thinking than serving the Church does — perhaps more. There will be great opposition from Satan and from the Church. Satan does not want salt and light brought into an arena that is largely his to abuse. The Church will not want you to change and will accuse you of going "secular."

Do not despair though, along with the Spirit of God you have something very powerful in your favor should you choose to answer this particular call: You will not be able to name your business or ministry "Christian." It will have to be Christian.

---

*Charlie Peacock is an award-winning recording artist, producer, songwriter, author and teacher whose songs have been recorded by Amy Grant, dc Talk and Russ Taff. In addition to his own recordings, he has produced records by Avalon, Out of the Grey, Margaret Becker and Sarah Maser. His book At the Crossroads (1999, Broadman & Holman) examines the past, present and future of contemporary Christian music. If you would like to respond to Peacock's thoughts you may reach him at: [peacock101@mindspring.com](mailto:peacock101@mindspring.com)*





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## Lighthouses and LINC's

Brian Dickert is general manager of WAFJ-FM in Augusta, GA. He can be reached at 706-667-8233. To find out more about NRB's prayer and fasting project, Comm-LINC, call Karl Stoll at 703-330-7000 ext. 517.

In my role as general manager (GM) at WAFJ-FM/ Augusta, GA, and through personal ministry over the past 20 years, I have observed that only God can make real and lasting change in the hearts of people and the heart of a nation. After hearing president Ed Silivoso of Harvest Evangelism discuss the goal of Mission America to pray for every person in the United States by name, and then to follow up with a meaningful witness of Christ by the end of the year 2000, I knew in my heart this idea was God inspired. I also knew the challenge for projects like Mission America and Comm-LINC would be the importance of developing community support with churches and other ministries. Perhaps the greater challenge is convincing pastors to encourage their members to participate.

As a GM, I regularly lunch with different pastors, so I decided to meet with them for six months specifically about joining with Mission America to mobilize the laity and to change the spiritual climate of our community through prayer and fasting.

At a pastors' meeting, we organized a two-year calendar of events to work on the common goal of transforming our community by helping Christians pray for and win their neighbors to Christ. We agreed to participate in the Lighthouses of Prayer project (encouraging people to pray for 21 neighbors for 5 minutes a day for 5 days a week). We have already experienced increased cooperation among the churches; although unity is not our target, we believe it is a by-product. Our goal is to see the people begin to intercede for their neighbors and for us to experience a powerful move of God on a level none of us have seen before.

### On the Air

Because of distrust and division among some local congregations, many pastors have more than welcomed WAFJ to serve as a common place to come together in this effort. Through pastors' blessings and participation, we yoke the pulpits and the media in a way that transcends a typical transmission of a church service.

One of the results of this unity is Monday's Lighthouse Night broadcasts. Different pastors join WAFJ weekly as we impart information, recruit new Lighthouses of Prayer, share testimonies and lead the audience in corporate prayer. Lighthouse Night is radio at its best. Our presentation is similar to a fire-side chat. Testimonies from these broadcasts are exciting and pastors clamor to be on and contribute.

Additionally, we purchased software from the

Mapping Center for Evangelism, and when people call or write to register as a Lighthouse, we send them a startup kit and a list of the names of all their neighbors we acquired from the software. Additionally, the software maps indicate Lighthouses in each neighborhood.

In addition to Monday night, WAFJ daily reminds the audience to pray for neighbors, sharing ways to become a blessing. When daylight savings time begins, we will encourage prayer-walking throughout the neighborhoods. We are helping students to pray for classmates by name and are considering distributing the Jesus video to the community.

### Prayer and Fasting

We launched the "Winning Augusta For Jesus" project to coincide with Campus Crusade For Christ's national Fasting & Prayer Conferences last November. We carried the broadcast in its entirety and called the audience to fast and pray. We knew that if those who tuned in to us would join Lighthouses of Prayer, every person in Augusta would be prayed for by name.

Tens of thousands of our neighbors are being prayed for by name throughout our area. We will continue to recruit Lighthouses until everyone is covered. I have never seen anything that has brought so much hope and encouragement to the body of Christ.

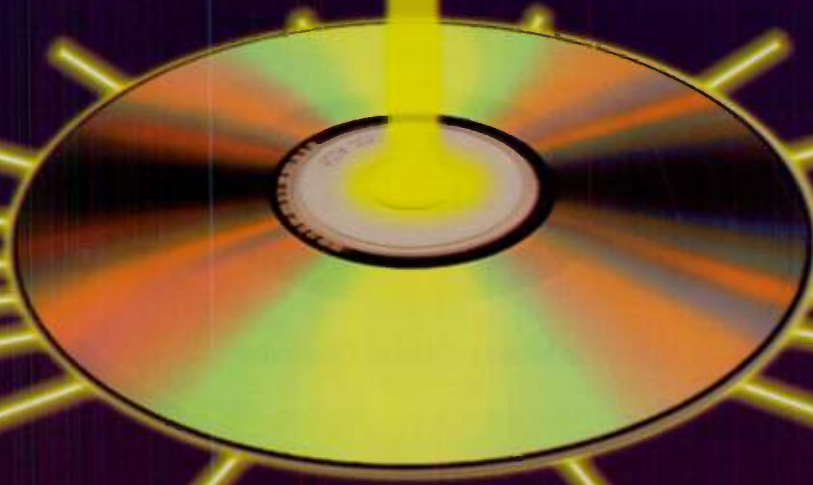
### How You Can Do It

Many communities across the country are organizing similar projects, but it goes quicker and easier when broadcasters collaborate with local churches and ministries to communicate the vision. Broadcasters have the ability to influence people like no other tool of evangelism, historically. We have daily contact with our audiences, deliver up-to-the-minute information and communicate the vision in a variety of ways. If fellow broadcasters commit to this vision of prayer through programs like Lighthouses and Comm-LINC, our communities will be transformed by the power of the Gospel.

Can we stand before the Lord and try to explain that we used our influence in the community to sell records and make celebrities when we have the opportunity to seize this moment? The willingness of folks to participate is incredible because this is something every Christian can do. I sit back and see what God is doing; it's exciting to live during such a great time and to be included in His master plan.



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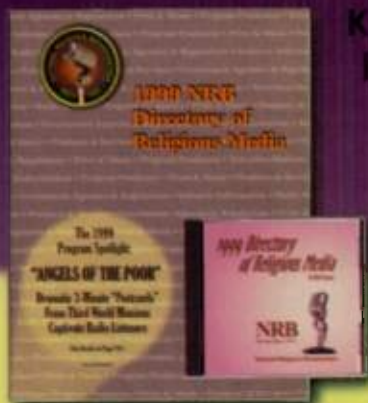


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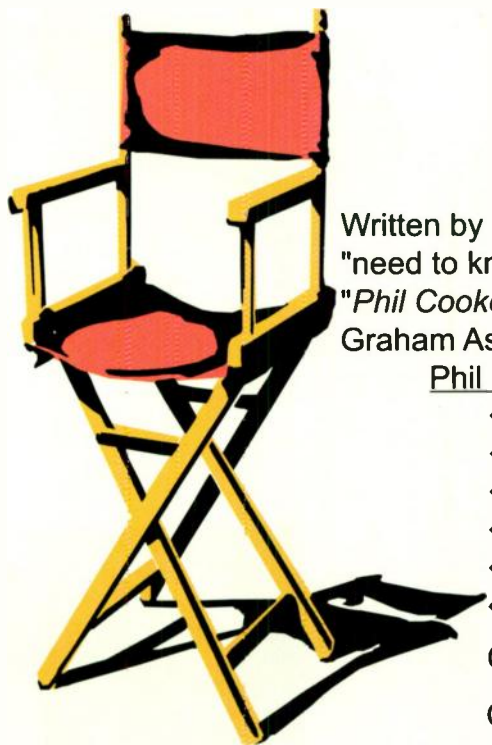
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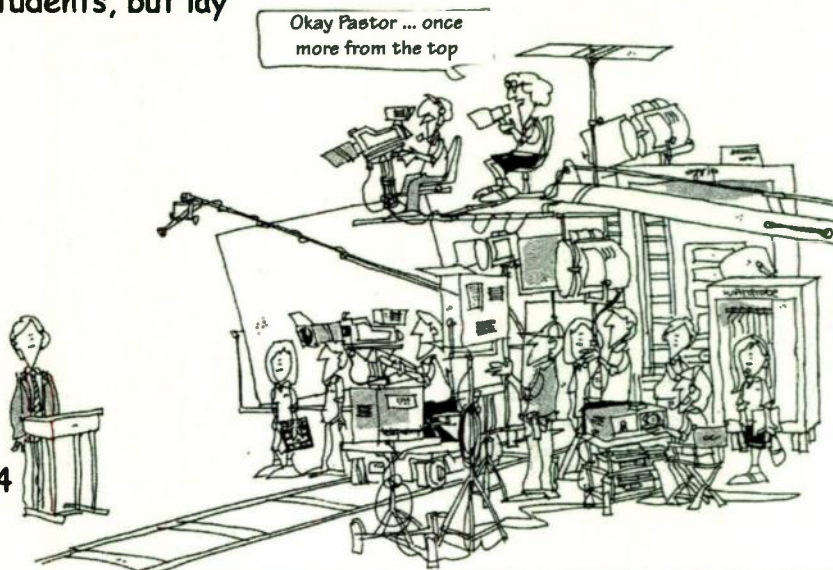
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# Century Retrospective

April



Aimee Semple McPherson

## April 1922

During a revival in San Francisco, Aimee Semple McPherson becomes the first woman to broadcast a sermon. The broadcast was by invitation of Rockridge Radio Station of Oakland, CA.

## April 1, 1987

The deadline for Oral Roberts to raise \$4.5 million for medical and missionary scholarships.

## April 3, 1978

PTL begins around-the-clock programming on \$1 million satellite.

## April 3, 1927

Arthur K. White, Pillar of Fire, first broadcast on KLZ/Denver, CO

## April 6, 1923

Cliff Barrows is born in Ceres, CA. In 1945, he became music director for Billy Graham. Five years later, Barrows became program director for the Hour of Decision radio broadcast. He was inducted into the NRB Hall of Fame in 1996.

## April 8, 1923

Pastor R.R. Brown broadcasts the first non-denominational religious service, Radio Chapel Service on WOW/Omaha, NE. Immediately following the program, a man ran to the station to tell Brown he got saved. The program continued for a total of 54 years, even after his death in 1964, going off the air in 1977. Brown was inducted into the NRB Hall of Fame in 1976.

## April 12, 1944

150 evangelical broadcasters are invited to Columbus, OH, for the second annual convention of the National Association of Evangelicals to discuss the need for a separate organization for broadcasters, birthing NRB.



Cliff Barrows



City of Faith,  
Oral Roberts University



R.R. Brown



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*American Family Radio*