

RELIGIOUS BROADCASTING

EXPLORING THE PARADOX WITHIN FUNDRAISING

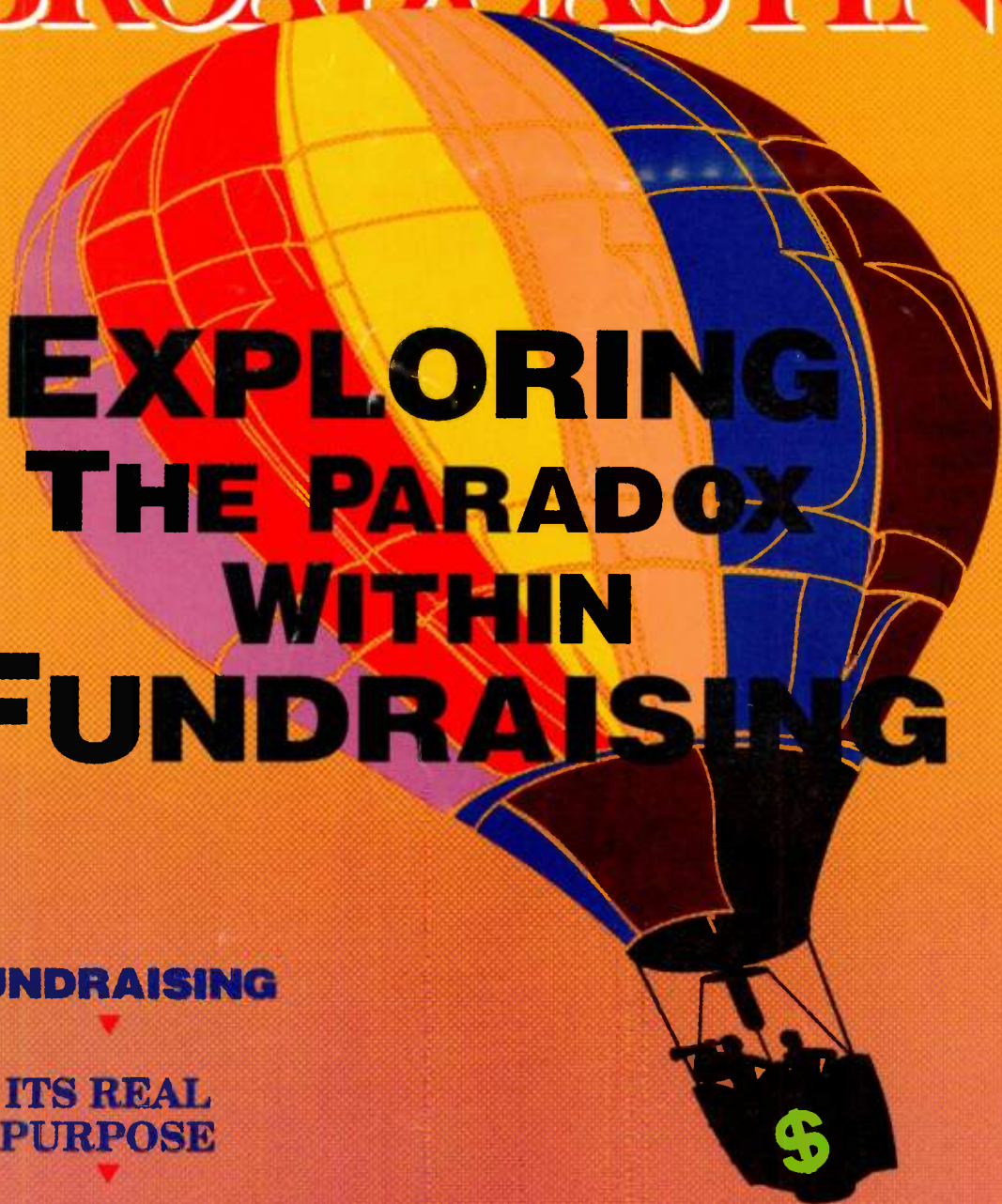
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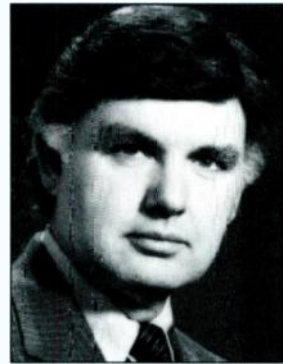
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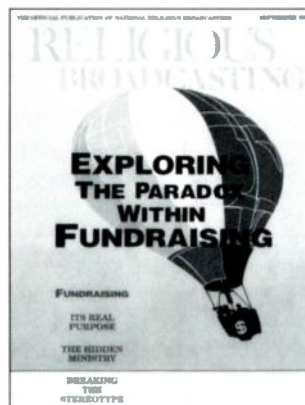
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ABOUT
THE
COVER



EXPLORING THE PARADOX
WITHIN FUNDRAISING

Within fundraising there is an opportunity for extensive, genuine ministry by religious broadcasters. That may seem like a paradox to those who consider fundraising simply an act of "ask and ye shall receive." Beginning on page 8, Religious Broadcasting explores this paradox within fundraising.

When the prayer line phone rang at the TV station it was nearly 11 p.m. My first impression was to let it ring. It had been a long day and I still had an hour ride on the commuter train. But the inclination to answer overruled, so I put down my brief case, picked up the phone and began a conversation that helped define more clearly my reasons for being in Christian media.

"Thank God you're there" the voice on the line said. "Thank God you're there." It was a woman's voice and she was weeping hysterically. After she gained her composure enough to talk coherently she told me her depressing story.

"My husband has left home," she said. "He took our young daughter with him, and I have no idea where they are." While that was bad enough she had barely started. Her two boys, 13 and 10, had been experiencing stomach problems and when she took them to the doctor his diagnosis was simply stress. And then the clincher. She didn't have a job and couldn't make the house payment and that afternoon she had received notice of a pending foreclosure.

With her voice shaking she said, "I've only been a Christian for two years and just before I became a Christian I attempted suicide." Then just before she slipped back into hysterics she said, "I don't think I can make it through the night. Please help me."

For a moment I stood there absolutely speechless with the phone to my ear. What could I possibly say to the woman?

"I will take your boys on a visit to the zoo,

help you find a job, or pay your house payment for a couple of months, or perhaps hire a private detective to find your husband and your daughter." While all those things might have helped solve a temporary problem somehow I felt that there was another answer that would be more appropriate for the moment. The thought came to me that I should share Scripture with her. So I opened my Bible and began to share promise after promise with her.

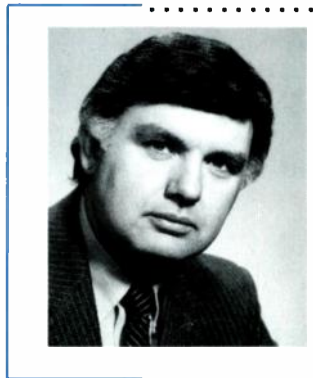
Soon the words of the promises began to take effect and her sobbing ceased. Finally we had prayer, I got her phone number, and concluded the call. The train ride home gave me time to mull over what had happened. Had I really done any good? Were the promises and the prayer enough? What else should I have done?

When I awoke the next morning the conversation with Joann was on the front shelf of my mind. I quickly dialed her number and was relieved when she answered. "How are you doing?" I asked.

"Great," she responded. "Let me tell you what happened when you hung up last night. I knelt down beside my bed and just poured it all out to Jesus." She continued with a peace unknown the night before, "And during that prayer I realized that God loved me and was concerned about my needs and was going to help me solve them one by one. I still have my problems, but I can face them now."

I hung up the phone gratified for what God was doing in her life. Two weeks later I called her back to see how things were going. Her voice was bright as she told me about her new job and the apartment she had found. "And, by the way, the boys are doing much better," she said as an aside.

Two months later she called to tell me the good news. She had gotten a great job in Alabama near relatives. She was making good money, they had found just the right apartment, the boys were overjoyed about the move and, in general, things were going



First & Foremost In Our Ministries

by Jerry Rose

CONTINUED ON PAGE 5

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READERS' FORUM

Getting Back To Basics

Dear Editor:

I write this letter out of grieving in my spirit over a trend I see happening right now in Christian radio, and perhaps in Christian television. We are bold enough in Christian broadcasting to admit we have the only answer to every problem — that is, hope, healing, and eternal life in Christ Jesus, yet we operate our ministries like worldly businesses, which like everything else in the earth, eventually fails.

What I'm seeing in Christian radio is too much "What are you doing for me?" rather than "What can I do for you, Lord?" For example, if a station brings in little in the way of revenue each month, that station will get a call from the ministry or its rep if they're paying for their airtime. Usually you hear, "We're not getting any results!"

My response is, "Did God tell you to be on this station?" (If you ask, God will direct you on where to air your program.) If God tells you to do something, DO IT — forget about visual response because we don't know those results till we're in Heaven.

My point is we're selecting programs to air, stations to place buys on, and program sound from what we want or think . . . rather than what God wants or thinks. Forget about stats, numbers, etc. Do what the Lord directs and operate in faith.

Let me comment on "program response." If the Apostle Paul gauged his message from his overall response, he probably would have quit early. He was beaten, whipped, stoned, and jailed — but did that stop him? He knew that he was to announce the Gospel of Jesus Christ.

Success in the eyes of God is people set free through His Word — not size of donor lists. I maintain that most people don't respond because of embarrassment, pride, "What will my heathen family say if they knew I listened to Christian radio?," the barrage of appeal letters you get from ministries when you do write, etc.

Ah, wait a minute radio station folks, we're guilty too. How many times have we failed to seek God on programs we should put on the air? I'm guilty (and I repent, Lord) for putting programs on the air just for the money.

That's why all of us in and around Christian media have to get back to the basics of our faith — believe in Him and

prayer. We radio managers must seek God's direction for our stations. Media reps must seek God's direction in prayer for placement decisions. Radio and TV ministers must seek God on what to put on their program and how big a ministry it is to be.

We radio and TV people have more responsibility in God's eyes than most pastors because of what we're airing to the number of people who are listening. Our congregation, if rounded up, couldn't fit into the largest church in our city. If we're airing critical ministries, or outrageous preachers just for the money, we'll have to answer for it.

We'll all be blessed, the finances will be taken care of and, most of all, the listeners will be blessed by our obedience. Look around us; God is moving — don't be left behind and miss God's blessing by doing it "our way."

John Hull
KKCM-AM
Minneapolis, Minn.

Toccoa Falls Gives Thanks

Dear Editor:

Just a note of appreciation for the write-ups *Religious Broadcasting* has given the Intercollegiate Religious Broadcasters chapter of Toccoa Falls College. We are very grateful for the support you have given. Please continue to be in prayer for our ministry and for upcoming avenues of ministry that are ahead. Again thank you for the support you have shown.

Michael B. Shelley
Toccoa Falls College
Toccoa Falls, Ga.

Another Word Of Thanks

Dear Editor:

I am a 32-year-old former disc jockey and have been struggling for several years to establish a radio station in the Tallahassee, Fla. area, as this has been a burden on my heart for a long time.

On June 18, 1990, I was able to purchase WKJO-AM, a 35-watt carrier current station from Anthony J. Krasowski and K-Jo Broadcast Associates, and am currently re-wiring and moving the station to my home in Tallahassee.

When the station is returned to the air this fall, I hope to provide Christian music and programs, Southern gospel music, and

a mix of "clean country" as well. The station will also have a new call sign, a condition of the sale.

I really just wanted to thank all of the program producers, ministries, station managers, and engineers who have patiently answered my questions and inquiries and to let you know "Radio 11" will become a reality very shortly. I am grateful to all of you for your help, your support, and your prayers. Most of all, I thank God for making this vision come true.

Alan McCall
Radio 11
Tallahassee, Fla.

SIGNING ON CONTINUED FROM PAGE 4

very well. "I still don't have my husband and daughter back, but I know God is working that out too. Thanks for everything," she said, concluding the conversation.

I haven't talked to Joann since, but that ministry opportunity left a lasting impact on me. It was then I realized the importance of my work. I prayed for her and I shared God's promises with her, and it released the faith she needed to face what seemed to be insurmountable circumstances in her life with faith and courage.

And at that moment that was the most important need she had. More important than the marriage problem or the lack of a job or the money needed for a house payment. The most important thing was to make it through the night, and prayer and the Word did that for her.

As a Christian I believe strongly in seeking to meet social needs in the communities we serve as broadcasters. It is a responsibility that we should not take casually. However, we should never lose sight of the fact that the greatest need of mankind is spiritual, and we must not make that need subordinate to any other.

To know Jesus Christ, to have the assurance of eternal life, and to have His power working through and for us is the ultimate answer for all of us. And that is first and foremost. That good news is what we are called to share with the technology God has placed at our disposal. Let's keep that goal at the forefront of our ministries.

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

The Federal Communications Commission (FCC), continuing its stepped-up enforcement of character policies relating to broadcasting, has moved to revoke the license of a South Carolina radio station whose principal was convicted of a drug-related felony. Additionally, the Commission has proposed amending its rules to deny licenses and permits to applicants who have been convicted for distribution or possession of drugs.

The FCC's actions are a direct response to new anti-drug legislation by Congress as well as a clear signal that the agency sees compliance with the law as fitting hand-in-hand with broadcasters' public interest obligations.

Williamsburg County Broadcasting ("WCB"), licensee of WKSP (AM), Kingstree, S.C., has been ordered to show cause why its license should not be revoked because of the felony drug conviction of its principal, Gregory Knop,

concerning the felony charges, and whether it had violated the Commission's rules by failing to report Knop's conviction promptly.

WCB argued that bringing a revocation proceeding because of Knop's drug offense would contravene the FCC's Character Policy Statement. Specifically, WCB claimed that convictions for "non-FCC" offenses not involving fraud are irrelevant to license proceedings unless the agency first finds a substantial connection between the crime and WCB's proclivity to be truthful or comply with FCC rules and policies.

In rejecting WCB's argument, the Commission stated that the Policy Statement provided that the agency "might consider information that a person has engaged in nonbroadcast misconduct as *prima facie* evidence that he lacks the requisite traits of reliability and/or truthfulness even prior to adjudication by another body if the misconduct is 'so egregious as to shock the conscience and evoke almost universal disapprobation.'"

According to the FCC, Knop's case raised precisely such an issue. As the agency noted, "felonious drug trafficking, which involves systematic devotion to criminal enterprise, has produced . . . the gravest domestic threat facing our nation today. . . ."

The agency continued, "We think it is within the category of 'egregious' non-FCC offenses entailing such callous disregard for the welfare of fellow citizens as to place at issue the perpetrator's qualifications to be or remain a broadcaster. A doubt certainly exists as to whether someone recently found guilty of such an egregious crime against society would faithfully serve the public in exercise of the vast and important discretion that this agency entrusts to licensed broadcasters."

In a related action, the Commission has proposed the adoption of rules that will require applicants for all licenses and permits, including broadcast licenses, to certify that they have not been convicted of distribution or possession of controlled substances. The FCC's action is related to the enactment by Congress of the Anti-Drug Abuse Act of 1988, which authorizes federal benefits to be denied to individuals convicted of such crimes.

If the proposed rules are adopted, applicants will be required to certify that

neither they nor any parties to the application are subject to the denial of federal benefits under the Anti-Drug Abuse Act. Applications without such a certification will be dismissed. In addition, licensees will be required to inform the agency if they or any of their principals are convicted of distribution or possession of controlled substances during the license term.

Included in those whose activities

The FCC's action is related
to the enactment by
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to be denied to individuals
convicted of such crimes.

must be reported under the proposed rules are officers, directors, non-limited partners, holders of five percent or more of the applicant's voting stock, and non-voting stockholders or limited partners with a five-percent interest. Only amateur radio operators would be exempt from the requirement under the proposal.

The Anti-Drug Abuse Act contemplates both the denial of benefits and the termination of existing benefits. Because the definition of "benefits" includes FCC authorizations, the agency is proposing to revoke the license of any individual convicted of the crimes prohibited in the Act.

This column has devoted considerable attention in the last several months to the agency's continuing "get-tough" approach to character policies affecting broadcasting. The Commission, under the leadership of Chairman Alfred C. Sikes, has voted vigorously to increase the certainty that broadcasters will fulfill their public interest responsibilities. This trend is likely to continue in the future.

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

Sanctions Get Tougher For Drug-Convicted Broadcasters

by Richard E. Wiley

and for failing to provide full disclosure of the conviction. The inquiry has been consolidated with a pending comparative proceeding involving WCB's station in Kingstree.

Knop, the controlling principal of WCB, pled guilty to charges of possessing cocaine with intent to distribute and conspiracy to possess cocaine in November 1987. He was sentenced to five years in prison.

While WCB reported in its FM application that a felony charge was pending against Knop, it did not reveal details of Knop's criminal activities, including his conviction and sentence, until January 1989, when it amended its FM application in response to a specific request when the license was designated for hearing.

The administrative law judge in the FM proceeding designated issues against WCB as to whether WCB had concealed or misrepresented facts in its application

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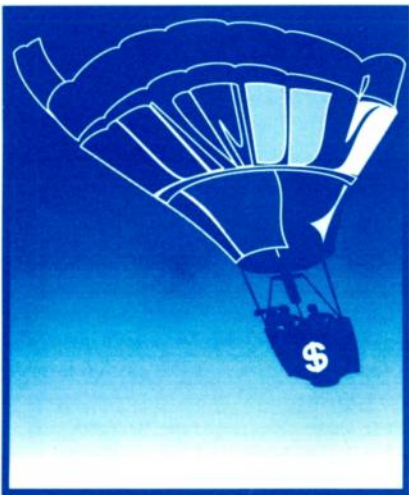
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FUNDRAISING



THE NEW
OPENNESS

by E. Brandt Gustavson

Does it ever irritate you that the once private financial matters of your non-profit organization need to be open to "whomever" in the 90s? Do you wonder why such things as board membership, executive salaries, frequency of board meetings, and fundraising practices are scrutinized as never before?

Changing times? Yes. And, too, change for the better.

Paul McKaughan of the Evangelical Foreign Missions Association pointed out recently that baby boomers are now nearing the once feared 50-year barrier. It was Jim Engel who from his research on this segment of the population highlighted the fact that its members are by nature *volunteers*. They contribute to the organizations with which they have become engaged.

They quite readily request access to the financial and management information of the enterprises to which they are giving their effort and support.

The renowned management guru Peter Drucker points out that the non-profit sector is by far America's largest employer. A total of 80

▼
People who volunteer their time want accountability from the ministries that they represent and sweat for. Also, people today want openness from the radio and TV ministries they support.

How Accountable Should Religious Broadcasters Be?

million people work as volunteers, giving an average of five hours per week. Incidentally, if volunteers were paid even minimum wage, the sum of their contribution would be \$150 billion.

That is big business!

But back to my premise: People who volunteer their time want accountability from the ministries that they represent and sweat for. Also, people today want openness from the radio and TV ministries they *support*. Since we must all give account to the Lord for our stewardship, we must be careful where we put God's money.

Warren W. Wiersbe clearly states in his book, *The Integrity Crisis* (Oliver Nelson Publishers), that "Biblical stewardship means

that we give a worthy gift in a worthy manner to a worthy organization or person who will use it for a worthy ministry." Further, Dr. Wiersbe says, "The Apostle Paul in 2 Corinthians 8:21 didn't want to give anybody any room for questioning the handling of the money, so it was put in the hands of others."

Sound fiscal policy demands regular reports to the board as well as an annual audit to the public. Dr. Wiersbe also writes, "I would be cautious about giving to any ministry that wasn't a member of a dependable watchdog ministry. By dependable, I mean an agency that has high standards and isn't afraid to discipline its members."

There is a definite connection between fiscal accountability and faithfulness in ministry. People who can't be trusted with God's wealth can't be trusted with God's truth. Our Lord said, "He who is faithful in what is least (money) is faithful also in much; and he who is unjust in what is least is unjust also in much. Therefore, if you have not been faithful in the unrighteous mammon, who will commit to your trust the true riches?" (Luke 16:10-11)

We ought to keep our standards high, comparable to any other charities, and remember that we answer to the living God as well as to our Christian public. I'm pleased that so many of National Religious Broadcasters' (NRB) non-profit organization members are joining the Ethics and Financial Integrity Commission (EFICOM) and that so many are already members of the Evangelical Council for Financial Accountability (ECFA).

Not only does this reflect financial responsibility openly and willingly acknowledged, but personal and spiritual maturity as well.

Today's world is not that of 50 years ago. It is permeated with far more doubt, more ingrained distrust than ever. A handshake doesn't necessarily do it anymore. Sad, but all too often true.

As Christians, we are blessed with knowing the strength of God's truth, honesty, and principles of stewardship. As Christian broadcasters, we have the opportunity to bring this before the world. So take pride in belonging to EFICOM and/or ECFA. We must not hide our light beneath the bushel basket, but rather let it shine forth as an example to others. What more positive step can we take?

E. Brandt Gustavson is the executive editor of Religious Broadcasting magazine.

A Close Look At EFICOM

The Ethics and Financial Integrity Commission (EFICOM) was begun for the purpose of establishing appropriate broadcast fundraising standards for NRB's non-profit members.

Since its inception during December 1986, EFICOM has acquired or approved more than 200 NRB members. Of these members, about half already belonged to the Evangelical Council for Financial Accountability (ECFA) and were thus considered to have fulfilled the criteria for EFICOM. As of January 1990, 113 NRB members had been accepted into EFICOM with 97 others coming in under ECFA.

Three basic criteria are used to evaluate for accreditation purposes: stewardship, accounting and financial reporting, and fundraising. Member applications are sent to the offices of ECFA and evaluated under the direction of program administrator Arthur C. Borden.

Full certification in EFICOM, now a part of the NRB Code of Ethics, is mandatory for all NRB 501(c)(3) nonprofit organizations that have over \$500,000 in donated income per year. In the \$150,000-500,000 income range, only certain items are

required; under \$150,000, no filing is necessary.

EFICOM chairman Thomas F. Zimmerman, however, encourages every NRB-member 501(c)(3) organization, whether or not it is already a member of ECFA, to submit an application to demonstrate its commitment to financial integrity and accountability. Several broadcasters have both accreditations.

Three basic criteria are used to evaluate for accreditation purposes: stewardship, accounting and financial reporting, and fundraising.

The commissioners of EFICOM under Dr. Zimmerman's leadership are: Marvin Beckman, Moody Bible Institute; David Clark, CBN; Sam Hart, Grand Old Gospel Fellowship; Howard Jones, Hour of Freedom; John Mendler, Lambrides, Samson Mendler & Co.; Sam Moore, Thomas Nelson Publishers; Jose Reyes, speaker on *La Voz de Salvacion*; and Carl Richardson, Carl Richardson Ministries.



FUNDRAISING



**THE REAL
PURPOSE**

On-Air Fundraising:

What Are We "Asking" For?

How much air time should a ministry spend asking for financial support?

It is a given that broadcast ministries must have financial support. One denomination launched a national cable network a few years ago with the policy of never asking its viewers for support. That network is no longer on the air.

Public television stations do well with entire days, sometimes a week, of continuing programming with one focus: raising funds. No one questions their motive.

Is there a "good" amount of air time or a "bad" amount of air time that should be used to seek financial support? Is less better than more? Should we ask for funds at all during what is otherwise a ministry program?

As fundraising and communications counsel to many ministries, our experience suggests — after a serious study of the Scriptures and tens of millions of dollars raised for worldwide ministries — that the question of time spent raising funds may be the wrong question entirely.

Rather, the most important question centers around the purpose and impact of your broadcast ministry. J. Vernon McGee had for many years a sober reminder mounted on his pulpit where only he could see it. "Sir, we would see Jesus," the little sign said. That reminded Dr. McGee why the people in those pews were there.

Charles Stanley, in his address to this year's NRB Convention Anniversary Banquet (please see the accompanying, "Sending The Right Signal"), focused on the same point: *What is the priority of your life — and of your business?*

"There is a whole world of hurting people

**by Jim Killion
and
Tom McCabe**

Sending The Right Signal

by Charles Stanley

Charles Stanley, the pastor of First Baptist Church in Atlanta, Ga., and speaker on the In Touch radio and television broadcast, delivered the featured address during the 47th Annual Anniversary Banquet at this year's National Religious Broadcasters (NRB) Convention.

During his message, Dr. Stanley told the 1400 religious broadcasters in attendance that some were "sending a confusing message to a confused world"

about two things in particular — salvation through Jesus Christ and the nature of God, especially when it comes to finances.

With this issue dedicated to the topic of Fundraising, an edited excerpt of Dr. Stanley's remarks has been reproduced here for the benefit and enlightenment of Religious Broadcasting's readers.

As I think about where we are today, it takes more than technology, more than skilled people, and more than financial resources to fulfill what God has called us to do. After all, the Apostle Paul wrote to the Colossians, "Devote yourselves to prayer, keeping alert with an attitude of thanksgiving; praying at the same time for us as well. . . ."

out there," he declared, "and our priority as broadcasters must be to fulfill the Great Commission — not just to know it and do it, but to make it our priority. It is the responsibility of every single child of God — the cameraman, the station manager, the person in front of the mike — to get the Word out."

The Proper Focus

Regardless of the medium your ministry uses, what a hurting humanity needs to see is Jesus Christ. And that has everything to do with fundraising. If your fundraising — whether for 30 seconds or 10 minutes on the air — is not properly focused *on what God is doing* through your ministry, and well-supported with other communications pieces, it will most likely be inadequate.

But if you focus on the results of what God is doing through your ministry — mending broken marriages, taking the Gospel to a remote tribe, bringing lost souls to Christ — support will follow. If your programming truly ministers to people and shows them the way to Jesus, whatever time is spent asking for dollars will be more effective.

Therefore, the real questions we should be asking ourselves are *not* questions about time, but questions about truly fulfilling ministry purpose, and communicating effectively to donors and friends through a variety of media. Newsletters, direct mail, magazines, or the telephone, regardless of your primary medium, should be considered.

Another concern that some in ministry express is whether or not it is even proper to make financial needs known. There should be no question about this. Those to whom you have ministered spiritually have a biblical responsibility (see 1 Corinthians 8:7-14) — and a desire born of gratitude — to support you materially.

In fact, they will *want* to know how they can be a part of a ministry that has touched their own lives. Clearly sharing your needs gives them an opportunity to be further blessed by God.

Is it okay to be direct in asking for financial support? Yes. Paul was very direct in telling Timothy to "Command [the rich] to be . . .



If your programming truly ministers to people and shows them the way to Jesus, whatever time is spent asking for dollars will be more effective.



generous and willing to share" (1 Timothy 6:18). This, and other scriptures (especially Philippians 4) make it clear that Christians need to be given ample opportunity to give to God's work. Neither Paul nor Jesus hesitated to command believers to use their material resources to minister to others.

Perhaps the most difficult task of all is not determining how much time should be spent asking for funds, but being honest in assessing the needs — and validity — of your ministry.

One indication of a ministry's worth is whether it is bearing fruit. And at least one measure of that fruit is whether God's people are supporting it with their prayers and gifts.

Difficult times come to every ministry. And it is fine to clearly present the difficulty and its consequences. But it must be clear that the resolution is in God's hands, and that His people — through their prayers and gifts — are the instruments of His will to meet the need.

In his address, Dr. Stanley warned that too many broadcast ministries are sending a mixed message about God: "We tell people they must believe God, and trust God, and He will supply their needs. Then before the hour is over, we make the statement that unless they do thus and so, our ministry will end.

"The man or woman listening out there is thinking, 'Wait a minute. If your God will save me, and prosper me, why won't He take care of your ministry?' Let's make it clear that God *will* meet our needs."

The question, then, is not "How much time should be used seeking support?" It is, rather, "What is God calling me to do through this ministry . . . and am I being faithful to that call?" Part of that faithfulness includes sharing financial needs with those who benefit from your ministry.

Clearly the answers to questions about seeking support and fulfilling your purpose will be found, not in the measure of a second hand on the studio clock, but in a prayerful, honest examination of your ministry before God.

Jim Killion and Tom McCabe are founders of Killion McCabe & Associates (KMA), a fundraising consulting agency serving many ministries across America. KMA is headquartered in Dallas, Texas.

I want to challenge you, as a member of NRB, to make your priority the fulfillment of the great commission. But there's a second thing Paul said to the Colossians that I think is interesting, "that God may open to us a door for the word, . . ."

And the second thing I want to say to you as a challenge is this: It is not only necessary that you and I place a priority

on fulfilling the great commission, but I believe you and I need to clarify the message of the gospel.

Now I want to say this as lovingly as I know how. I watch the television and I listen. I don't listen with a critical ear. The only person I listen to real critically is myself. But I'm going to tell you something that grieves my spirit: We're send-

ing a confusing message to a confused world.

I believe we're sending a message that's confusing from two perspectives. First of all, we've confused the gospel. What is the gospel of Jesus Christ? I love what Paul said when he wrote, "Pray for me, in order that I might make it clear in

CONTINUED ON PAGE 12

SENDING THE RIGHT . . .
CONTINUED FROM PAGE 11

the way that I ought to speak."

Now I say this lovingly, but I say it because my heart is grieved, and because my heart is heavy. There are often times when I watch and when I listen, and then sit and think, "Now Lord, if I wanted to be saved, what would I need to do? Would I need to buy something? Would I need to give something? Or would I need to believe something? Or would I need to attend something? How would I be saved?"

My friend, it's interesting to me. I don't hear a lot about the blood of Jesus. I don't hear much about repentance. I don't hear much about obedience to God, and I don't hear a whole lot about the cross of Jesus Christ and suffering, and sacrifice, and the substitutionary death of the Lord Jesus.

My friend, we need to make the gospel message clear: that Jesus Christ, the Son of God, died a substitutionary, all-sufficient, sacrificial, atoning death at Calvary for my sin. He bore the sin debt



Charles Stanley addresses the 1400 broadcasters attending the NRB 90 Anniversary Banquet.

of the whole world upon Himself. God placed upon Him the sin debt of the world, and an expression of faith in Jesus Christ and faith alone makes me a child of God.

We're sending a mixed message. The first point of confusion is how to be saved. We're then sending a mixed message about the nature of God when one of us says, "You need to believe God, and trust God, and God will supply your needs. He will answer your prayers. He will meet your requests."

Then, before the hour's over, this statement is made, "If you don't do thus-and-so, this ministry's going to end, and that's the end of it." The man or woman sitting out there listening is thinking, "Wait a minute! You just told me to trust God, and now you tell me, if I don't do this, your God, whom I'm to trust, is going to blow your ministry."

I don't mean to be critical. But I want you to see we're sending a mixed message. The poor guy who's sitting out there is asking the question, "If your God will save me, and your God will prosper me, why doesn't He take care of your ministry?"

Friend, there are enough cults, there's enough humanism, and the whole New Age movement is so confusing to people. What I want us to see is this: When we share the gospel of Jesus Christ let's tell

the whole story.

All of us who are responsible for sharing the message, may God help us, should follow the Apostle Paul when he said, "Pray for me, that I may speak it in the way I ought to speak it."

Listen further to what Paul said:

The world looked at religious broadcasting in the eighties as a decade of superstars, and our halos were not too bright. It is my prayer that the world will look at the ministry of religious broadcasters in the nineties and not see superstars, but servants of God.

"Conduct yourselves with wisdom toward outsiders." Why? "Making the most of the opportunity." It's one thing to have an open door of opportunity, but he says be sure that we conduct ourselves with wisdom toward outsiders, making the most of our opportunities.

Paul also wrote, "Let your speech always be with grace, seasoned as it were with salt, so that you may know how you should respond to each person."

The world looked at religious broadcasting in the eighties as a decade of superstars, and our halos were not too bright. It is my prayer that the world will look at the ministry of religious broadcasters in the nineties and not see superstars, but servants of God.

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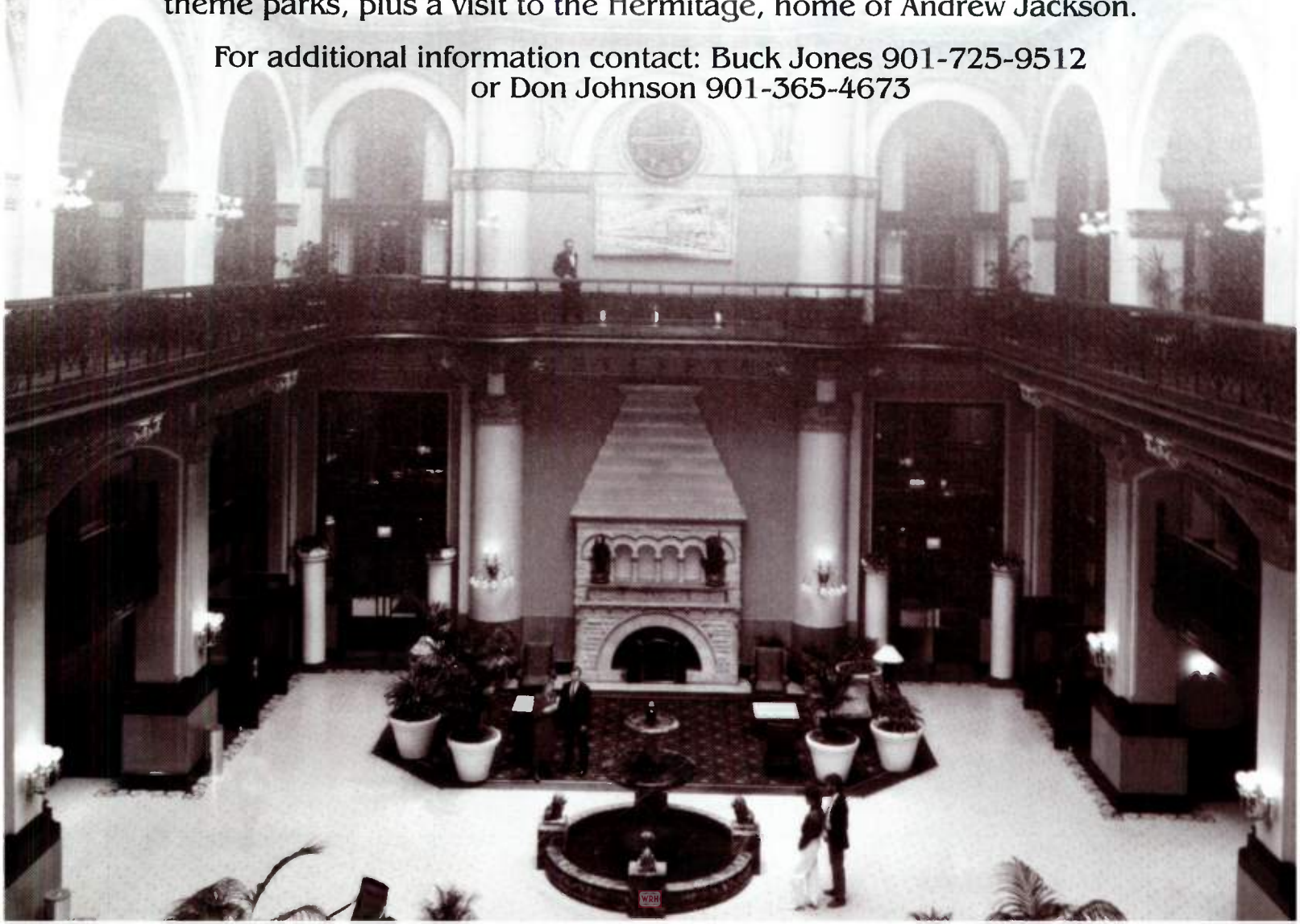
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FUNDRAISING



THE REASON
TO GIVE

Ministry vs. Fundraising:

by Calvin W. Edwards

Americans, perhaps more than any other people, love the language of rights. We speak of the right to privacy, to choose, to life, to freedom, to equal opportunity, and so on. In politics, business, law, medicine, education, environment — indeed, in almost every arena one can think of — Americans are sensitive to the rights of individuals and groups.

So the question must arise for those of us involved in fundraising, "What are the rights of our current or potential donors?" This is a matter that every ministry engaged in fundraising should discuss at length and determine for itself. I would suggest, however, that there is one right that is non-negotiable, to which every donor is entitled, no matter what the ministry.

Ministry Precedes Fundraising

Every donor should be given a compelling reason to give, and the most compelling reason is the response of a grateful heart for ministry that has truly touched the donor's life. Thankfulness is the human response of those who are served. Generosity is the Christian response of those who understand God's unspeakable gift. Christians who understand the profound implica-

tions of the self-giving of God in Jesus Christ will respond with enthusiasm when they are ministered to in a meaningful way.

Consequently, we must ask ourselves, "Are we first ministering to those from whom we solicit donations?" I recognize that for some this may be controversial, but I would propose that the first article in the donor's bill of rights should be that an organization only has the right to solicit from one to whom it has first ministered in a very significant way.

The Apostle Paul's Model

This is dramatically illustrated in what is probably the first Christian fundraising letter, penned by the apostle Paul. You can read it in 2 Corinthians 8 and 9. Here the apostle is trying to raise support in the church at Corinth for the impoverished saints in Jerusalem. On at least three occasions Paul indicates the logic of giving: the experience of God's grace evokes "overflowing joy" and "rich generosity" (8:2, see also 9:2; NIV used throughout) that expresses itself in cheerful giving (9:7).

This is clear in Paul's illustration of how the Macedonian churches responded to his appeal to

Where Are Our Priorities?

help the needy. They had first experienced the ministry of Paul through the preaching of the gospel; when given the opportunity to contribute to their brothers in need, Paul says, "entirely on their own, they urgently pleaded with us for the privilege of sharing in this service to the saints!" (8:4) This is truly remarkable.

These early Christians in Macedonia evidently begged to be involved in the fundraising program that had started in Corinth for their fellow Christians in Jerusalem. And this response is attributed to "the grace that God has given" (8:1).

Later when addressing the Corinthians directly, Paul uses a reminder of the ministry they had received as the key to his motivation, "for you know the grace of our Lord Jesus Christ, that though he was rich, yet for your sakes he became poor . . ." (8:9). And again later in the letter, Paul instructs every man to give as "he has decided in his heart . . . not reluctantly or under compulsion" (9:7), and ties this request to God's grace that they have received. This grace is to be the source of their abounding "in every good work" (9:8). Giving is clearly the "good work" in view here.

Thus it is evident that when Paul is raising funds, his method is to go to those to whom he has ministered in the past, and to remind them of the blessings they have received in Christ through his ministry, and then to appeal to them to respond to God's grace by contributing to the needs of others. This is to be done just as God in Christ has sacrificially given himself for them.

The primary reference point in this fundraising appeal is not the need of the suffering believers in Jerusalem, but the abounding goodness of God of which they have partaken. This is why giving modeled on this passage is sometimes called "grace giving" (see for example, Gary Friesen, *Decision Making and the Will of God*, pp. 367-375).

If we were to follow the apostle's example in this matter, our appeals would not conclude with a P.S. that says, "We can only broadcast two more weeks unless we raise the \$1 million we owe at this time." Rather, we would close with a P.S. more like the one Paul used, "Thanks be to God for his indescribable gift!" (9:15). Christian giving is motivated by a conscience enlightened by the cross.

Rationale Of Ministry First

Let me suggest four reasons why an organization should earn the right to solicit funds through ministry provided to the donor prior to any solicitation.

1. A ministry should first minister to its donors because this is the biblical model. This logic is implicit in the very gospel itself; God comes to humankind in our need and freely bestows His blessings of salvation upon us, and then invites us to respond by living a life worthy of the

gospel which has brought us into fellowship with Him (Phil 1:27). Above, I've pointed out that this is the same argument that Paul uses with the church at Corinth. This divine logic should not be violated in our fundraising appeals.

2. A ministry should first minister to its donors because common sense suggests that we give before we ask. No one likes to be "put upon." To solicit funds without first establishing one's credentials is to make a somewhat arrogant assumption about one's importance in the mind of the donor.

Sometimes it would be beneficial to humbly recognize that God's calling of us into ministry may not be as obvious to others as it is to us. And God may not have placed on the heart of the potential donor the desire to contribute to your ministry in the way that He has placed that desire in your heart. So common sense dictates that we first provide for the needs of those whom we intend to ask for support.

3. A ministry should first minister to its donors because by doing so it will build in the donor a sense of commitment to the organization. Commitment occurs when people share a common purpose and vision. It has been said that dedication adds delight to duty. By ministering to your supporters you provide them insight and service which are the keys to gaining their dedication and commitment. None of us makes meaningful, lasting commitments to strangers.

4. A ministry should first minister to its donors because this provides the right reason to give. It is the task of every organization involved in fundraising to communicate in unequivocal terms the reasons why potential donors should contribute funds to their particular ministry. It is unreasonable to expect readers, listeners, or viewers to decode for themselves the driving principles of the ministry that solicits their support. Donors have a right to know. And the primary reason to give is the day-to-day ministry they perform. To withhold ministry is to withhold the basic rationale a donor should use to give.

This type of fundraising strategy was indicated in the November 1989 issue of *Religious Broadcasting* when the editor stated in the "Tuning In" column: "The Kingdom of God is built upon souls, not dollar bills. . . . When it comes to fundraising, appeals must be genuine and from the heart. The emphasis ought to be on ministry, not simply making money."

The Difference It Makes

If we all were to do this I believe there would be some very encouraging changes seen on the fundraising landscape.

Donor loyalty would be substantially enhanced. People will show commitment to those



A ministry should first minister to its donors because common sense suggests that we give before we ask. No one likes to be "put upon." To solicit funds without first establishing one's credentials is to make a somewhat arrogant assumption about one's importance in the mind of the donor.



MINISTRY VS. . . . CONTINUED FROM PAGE 15

who minister meaningfully to them. The cost of new donor acquisition is too high for us to afford to lose donors. An acceptable "return on investment" in acquiring a new name is dependent upon the loyalty the new name demonstrates to the organization. Loyalty, based on meaningful ministry in the life of the donor, is a tremendously valuable asset, though it shows on no one's balance sheet.

People would be motivated by the right reasons, and unmotivated by the wrong reasons. We would train intelligent, discriminating donors. Fabricated crisis appeals would stand out as abhorrent aberrations. Those accustomed to "grace giving" find such worldly practices antithetical to the logic of the cross.

All appeals would be inoffensive, patently honest, laden with integrity, spiritually refreshing, and rooted in the ministry that the organization provides. This type of appeal is a lot more difficult to write, and tends to defy the rules of the "experts," but is, I believe, what we are called upon to do.

Here I run the risk of losing some friends, but I think it should be said that a high view of ministry to donors in relation to fundraising would probably result in discontinuing the "fundraising services" of non-Christian companies. I don't believe that they can possibly understand the mission or motivation of your organization in the way a Christian company can.

The type of reasoning we have employed in this article is gobbly-gook to the secular fundraiser. If you do not have the resources to do your own fundraising, then locate a Christian firm whose philosophy of fundraising is compatible with yours. There are plenty of excellent ones around.

A final change would be a transformation in the economics of fundraising. It will cost more up front to minister to your people on a regular basis. But it will pay dividends in the long run as donors are retained and upgraded due to the loyalty that ministry brings. Donor fatigue will be conquered for those who are willing to make the initial investment.

All of this can be summarized in the idea of a "transactional relationship" that every ministry should establish with its donors. The ministry gives to the donor; the donor gives to the ministry. There is a two-way, giving relationship. This equa-

tion must be in balance but, generally speaking, for years it has been out of balance in many areas.

Another mathematical way of viewing this is to speak of the "ministry quotient." This is the amount of ministry provided in relation to the amount of fundraising done. Though difficult to quantify, donors definitely have a sense of how this ratio is for a given organization. A survey of your people could tell a lot in this regard.

What You Can Do

Here are a few practical ideas to help you implement some of these principles. What I am proposing here may for many readers constitute a total overhaul in operating philosophy; for others it may not. Ministering first to donors is a *ministrystyle*. Like a lifestyle, it is not a thing you do every so often.

When you acquire new names, always minister to them extensively for several months before soliciting a dona-



When you do ask for funds, make the appeal itself minister to the reader. Let it educate, challenge, inspire, feed spiritually — not just inform. Don't create a dichotomy between your ministry and your fundraising.

tion. How you do this will vary greatly depending on the type of ministry in which you are involved.

When you do ask for funds, make the appeal itself minister to the reader. Let it educate, challenge, inspire, feed spiritually — not just inform. Don't create a dichotomy between your ministry and your fundraising. Minister as you raise funds. Raise funds as you minister.

Offer free tracts, booklets, or cassettes — without any strings attached, without a minimum donation — to those who have not been substantially involved in your ministry to date. Send Christmas or Easter gifts of ministry materials to those you want to win as donors. The economics of these ideas must be considered carefully as the dividends they

pay may be delayed.

Virtually all Christian publishers offer very attractive discounts to non-profit ministries to help them provide ministry to their people. This benefit to organizations is often provided at some cost to the publisher, and frequently its staff members are well trained to help you locate the right materials for your ministry.

A further service available at times is the personalization of a product for a ministry. This involves placing the ministry name and perhaps a personal message on the product so the recipient makes no mistake about the origin of the ministry tool. The organization with which I serve, Walk Thru the Bible Ministries (WTB), has been a leader in this type of concept for more than ten years.

WTB's Personalized Devotional Program allows ministries to provide their people a low-cost, monthly ministry tool that has the advantage of being designed for use every day. This type of tool that provides daily ministry and a personal message about your organization is an ideal way to increase the ministry quotient you provide would-be donors.

Your receipt letter is another opportunity to minister to existing donors. Preach, teach, exhort, encourage — don't just thank.

Broadcast ministries, perhaps more than others, have options of sponsoring local ministry "events," — radio rallies with guests from your programs, Christian music concerts, teen outreach programs, and the like.

Of course there are many other areas that you can explore to comprehensively implement the principle of ministering first to your donors. These are just a few examples to set your creative juices flowing. A two-hour brain-storming session with your staff could transform your ministry in this regard.

A Final Appeal

If we are to respect the "rights" of donors, if we are to follow the biblical model, if we are to build a solid transactional relationship, indeed if we are to overcome donor fatigue that threatens to be endemic in the 90s, we must maximize our ministry quotient. God's indescribable gift would have it no other way.

Calvin W. Edwards is senior vice president for WTB Publishing at Walk Thru the Bible Ministries in Atlanta, Ga.

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FUNDRAISING



**THE HIDDEN
MINISTRY**

We are literally giving away our hearts when we give to the Lord's work.

by Rod Robison

Let's face it. The novice fundraiser has a formidable image problem to overcome.

Unpleasant memories of knocking on doors of total strangers' homes, seed packets in hand, ready to have 99 percent of those doors slammed in their faces, still linger from childhood.

Asking for money is, unfortunately, seen by many as a necessary evil of non-profit ministry. The development department is often viewed by others within an organization as the mercenary division of an otherwise purely motivated ministry.

Add to that noxious distinction the fear of rejection that strikes at the heart of many a fledgling fundraiser, and you have the recipe for fast and furious failure.

Is there a higher calling for fundraisers? Fortunately, for those of us who have answered the call to development work, the answer is a resounding "yes!"

My family loves to hike. One of our favorite places in the country to enjoy God's handiwork is a little spot nestled in the Great Smoky Mountains called Cade's Cove. At the half-way point on this 11-mile trek is a hundred-year-old still-operating grist mill.

Leading up to the mill is an old wooden flume which transports the water from the nearby creek. The power generated by the water rushing through that flume is more than enough to operate the huge wooden wheel.

But at one end of the flume is a small wooden board which, when raised or lowered, controls the flow of water. When raised, the water flows to the mill and allows it to operate. When lowered, the water is diverted away from the mill.

Our function as fundraisers is to control the flow of finances from the reservoir of potential donations to the mill of our ministry. We are the gateway through which God pours His provision allowing our organizations to meet the needs of hurting people.

That's a high calling. But there are three

The High Calling Of The Fundraiser

other reasons why being involved in development is a rare privilege.

The oft-quoted chestnut, perhaps more often cited by development people than John 3:16, is that more space is dedicated to money in Scripture than to Heaven and Hell combined.

That fact alone should place financial stewardship very close to the top of everyone's list of priorities. God must have had a pretty good reason for making such a big deal about it. But why?

The heart of the answer is found in a verse we've heard so many times that perhaps we've ceased to really hear its message: "For where your treasure is, there your heart will be also." Matthew 6:21.

We tend to see that verse in the negative. In other words, if money is our major focus in life, our hearts will be focused on money instead of God. And that certainly is true.

But let's look at that verse from a little different angle.

If, in fact, my heart and my treasure are always in the same place, as this verse states, then it would stand to reason that when my heart is dedicated to God, my treasure will be also.

With this fact in mind, the verse takes on a very positive outlook toward money and its stewardship. My treasure is very close to God's heart because it is very close to the heart of His child.

No wonder giving in Scripture is seen as an act of worship. We are literally giving away our hearts when we give to the Lord's work.

As an act of worship the people of Israel joined Moses in the great capital campaign to fund the tabernacle.

As an act of worship David gave of his own treasure toward his fundraising campaign for the Temple Project.

As an act of worship the Wise Men laid expensive gifts at the feet of the baby Jesus.

As an act of worship the widow gave her two mites.

As an act of worship Mary poured the costly perfume on Jesus' feet.

When we encourage our constituency to give we are leading them in one of scripture's most important acts of worship.

That's quite a responsibility for you as a fundraiser.

Not only is giving an act of worship, it is also commanded of God's children. Following



God's Word clearly teaches that: What you do only for yourself dies with you. What you do for others lives on. With few exceptions, people don't give out of coercion. They give in order to make a difference in their world.



are only a few of the scriptures that emphasize the centrality of giving to Christ's teachings: Matthew 5:42, 10:42, and 19:21; Mark 10:21; Luke 6:30, 6:38, 11:41, and 12:33.

By encouraging our constituency to give we are leading them in obedience.

Another reason why being a fundraiser is a privilege is that we are fulfilling one of man's most basic needs . . . the need to give.

The pastor of a Washington, D.C., church was approached by one of his deacons with the giving record of a poor widow in the congregation. Although her meager income was barely enough to keep body and soul together, each week she faithfully placed four dollars in the offering plate.

The deacon suggested that the pastor ask the woman to keep the four dollars and spend it on food for herself. The pastor followed the advice of the deacon, but when he made the suggestion to the poor widow, it greatly saddened her.

She explained to the pastor that her weekly offering was one of the few things in life that gave her meaning. Those four dollar bills were her outreach to the world.

God's Word clearly teaches that: What you do only for yourself dies with you. What you do for others lives on.

With few exceptions, people don't give out of coercion. They give in order to make a difference in their world. And your organization can offer a marvelous "donor benefit" — changed lives.

When you encourage your people to give to your ministry you are fulfilling a basic need in the donors' lives.

There are four reasons why those of us in development work are a privileged few:

1. We are the gateway through which God pours the finances into our ministries which, in turn, meet the needs of the people we serve.

2. We are leading our donors in an act of worship.

3. We are encouraging our donors toward an act of obedience.

4. We are fulfilling a basic personal need in the lives of our donors . . . the need to give.

So, the next time you're tempted to think of yourself as a hired gun, remember instead your higher calling.

Rod Robison, the director of development for Family Life Radio Network in Tucson, Ariz., is also a free-lance writer and author of *The Successful TV and Radio-thon Guidebook*.



FUNDRAISING



**BREAKING
THE
STEREOTYPE**

by **Stephen Winzenburg**

Religious broadcasters continue to feel a sense of frustration over current media interest in the political and fundraising tactics of television ministries. Though more than three years have passed since Jim Bakker stepped down from PTL, the national news media continue to stereotype most who use TV to spread the gospel as being money-hungry, right-wing hypocrites.

Certainly there have been, and always will be, those in any profession who get side-tracked by power and material rewards. But most TV ministers use the bulk of their broadcasts to spiritually inspire the audience.

Since 1981, I have conducted four studies that analyze the content of the major television ministries. In each study, six to eight random episodes of each religious broadcaster are categorized according to how much time is spent on the air in fundraising, promotion, political commentary, preaching, music, spiritual discussion, and prayer.

The methodology for the studies was developed at the University of Minnesota. A faculty committee, made up of one Jewish atheist, one non-believer who was raised in the Reformed Church, and one former Southern Baptist minister, analyzed and helped refine the structure of what has become the only continuing objective measurement of what television ministers do on the air.

The 1990 study involved 17 different television ministries and the results show that

Most TV ministers use the bulk of their broadcasts to spiritually inspire the audience.

The Fundraising Practices Of Television's Religious Broadcasters —

TV preachers rarely match the stereotypical picture seen in the secular press.

The latest study confirms earlier findings that the average religious broadcaster uses less air time for fundraising than a commercial TV program uses to air advertisements. Only 11 percent of the average religious program studied was devoted to asking for money, whereas 18 percent of the typical secular broadcast is taken up by commercials.

The numbers vary according to the ministries. Some, such as *Day of Discovery*, *In Touch*, Billy Graham, or Mother Angelica, use almost no air time for fundraising. In these cases



**WHAT THE
SECULAR MEDIA
WON'T
REPORT**

the short statements that are made on the air are no more forceful than saying, "It's your faithful gifts that keep this ministry on the air."

The majority of the programs studied, such as those of Robert Schuller, D. James Kennedy, and Jimmy Swaggart, also devote a very low percentage of their air time to fundraising.

Others, such as Jerry Falwell, come very close to the average. However, three of the programs in the study are clear exceptions to the average, spending relatively large amounts of air time asking for financial help.

One popular daily broadcast devotes four weeks each year to fundraising telethons; another ministry is involved in mission work that requires it to spend much of the weekly broadcast appealing for money; and the third broadcast, a daily program that has been criticized by both secular and Christian media, uses almost half of the program to guarantee financial return to those who make a major investment.

Most ministries also devote another small portion of their programs to promotion, which could range from a one-minute plug for an affiliated college to a short segment that offers a free copy of the preacher's latest book or tape. When combining fundraising and promotion, the average still makes up only 25 percent of the typical broadcast.

in 1987: "It seems like TV preachers spend 75 percent of their time asking for money."

What may bring about this common criticism is the method a few preachers use to fundraise. The now-famous Jim and Tammy Bakker style of looking into the camera with tears streaming down their cheeks and voices quivering as they ask for funds is perceived to be the way most TV ministers ask for money.

Yet those who regularly watch religious television know that few ministries use fundraising segments as opportunities to emotionally manipulate viewers. Most TV preachers use calm, rational approaches to explain the need for support and often voice disdain over having to mention the subject at all.

Another common criticism from the secular press is that TV ministers use their programs for conservative political commentary. Only two of the programs I researched aired a significant amount of political discussion. Most ministers avoid getting involved in politics. Again, the stereotype is not accurate.

What one does see when monitoring religious broadcasts is that most shows use the bulk of their programs for ministry. Some may emphasize music, others may use a talk show format or a traditional church service. But most have not swayed from their primary calling despite the economic hardships of the

television. Robert Schuller is not the same as Jimmy Swaggart, despite such a claim made by the author of a recent controversial book. Jerry Falwell does not utilize the medium in the same way as Oral Roberts. Each TV ministry is unique and should not be grouped with other "televangelists" by reporters.

This is not to say that all TV ministries are perfect. There are some that unintentionally feed the critics by airing material that is less than professional or making statements that haven't been adequately thought through. TV preachers must keep in mind that the world is watching.

The "pearls" that ministers share over the airwaves are being "cast" before a diverse audience that often includes skeptical "swine." More thought needs to be given to unnecessary opinions that may turn potential believers away from hearing the gospel.

Television ministers could also work harder to be accountable to viewers. When I wrote the 17 ministries requesting an audited financial statement, only six responded with the information: Billy Graham, Oral Roberts, Jerry Falwell, Robert Schuller, D. James Kennedy, and Mother Angelica. Another seven merely put me on their mailing list for fundraising appeals.

Overall, most broadcast ministries have done a good job standing up to un-



Jimmy Swaggart



Robert Schuller



Mother Angelica



James Kennedy



Billy Graham

Since commercial TV uses three percent of its air time in promotional announcements, resulting in a 21 percent average for advertising and promotion on commercial television, religious broadcasting's numbers are similar to those of commercial broadcasting.

This perspective is rarely presented in the popular press. Secular reporters do not complain that it seems three-fourths of the typical prime time TV show is devoted to commercials, yet they often make comments such as Larry King made

past three years.

What the secular media must learn is that not all TV ministries can be grouped under the title "televangelism." A number of TV preachers have objected to that word because it now carries a negative connotation and emphasizes show business more than ministry.

A Diverse Group

Syndicated religious television is as diverse in programming as is commercial

fair criticisms. TV preachers continue to use only small amounts of air time in fundraising, promotion, and politics, while devoting the majority of the broadcasts to spiritual material.

They should be encouraged to patiently tolerate the media stereotypes and prove critics wrong by pressing on toward the higher calling in a manner that is above reproach.

Stephen Winzenburg is assistant professor of communication at Grand View College in Des Moines, Iowa.

INSIDE NRB

NRB 91 Work Continues As "Early Bird" Deadline Nears

PARSIPPANY, N.J. (NRB) — Work on the 48th Annual National Religious Broadcasters Convention and Exposition (NRB 91), scheduled for January 25-29 in Washington, D.C., is progressing as the confirmation of additional speakers and delegate registrations have continued during the summer.

According to convention registrar Faye Woodward, registrations are coming in at a good pace. Members who register by September 30 pay only \$200, as opposed to \$250 from October 1 through January 4, or \$300 on-site.

No registrations will be accepted at the NRB headquarters office after January 4. Please remember, the first 500 "early bird" delegates registering through the NRB office will be assured a reserved seat at NRB 91 meal functions.

Among the speakers recently confirmed are Moody Bible Institute president Joseph M. Stowell III, who will address the opening plenary on January 25, and Kay James, assistant secretary of Health and Human Services, who is scheduled for the Saturday evening plenary session.

Music for the Saturday plenary will be provided by the African Children's Choir. The International Luncheon on Monday, January 28, will feature Peter Kuzmic, principal of the Evangelical Theological College in Usijek, Yugoslavia.

NRB Headquarters Staff Is Ready To Assist Members

PARSIPPANY, N.J. (NRB) — Under the leadership of executive director E. Brandt Gustavson, National Religious Broadcasters (NRB) is renewing its efforts to offer the organization's members the best service possible. Members who call NRB at (201) 428-5400 may find the following information helpful in reaching the person who can best handle their need:

Calls for Dr. Gustavson should be directed to administrative assistant Anne Dunlap. Questions regarding the headquarters facility are handled by office manager Elaine Sutherland. In addition, Sutherland is serving as convention coordinator for NRB 91.

Faye Woodward is convention registrar for NRB 91 and oversees all computer services (i.e., mailing lists, etc.).

Questions regarding convention press and public relations are handled by publications director Ron Kopezick, who also serves as editor of *Religious Broadcasting*.

Calls dealing with advertising in any of NRB's publications can be placed to ad director Dick Reynolds at (704) 393-0602 or to department assistant Edda Stefanic via the regular NRB telephone number listed above. Lorraine Nevers is NRB's art director.

NRB financial manager Esther Di-Giovanni is responsible for all receivables as well as billing. Her assistant Bob Bowen is financial analyst for NRB and also serves as membership director. All questions regarding membership dues, status in NRB, etc., should be directed to Bowen or membership secretary Janet Beavers.

Mike Glenn is NRB's director of sales and heads the annual Media Exposition. His assistant Gayle Virkler is available to handle calls and questions from both exhibitors and attendees to the annual exposition hall.

The *Directory of Religious Broadcasting* is edited by Marj Stevens with assistance from Susan Kubick. Questions regarding information or data contained within the Directory can be addressed to those two ladies. Inquiries into the purchase of a Directory should be directed to Elaine Sutherland.

NRB Convention Facilities Coordinator Passes Away

PARSIPPANY, N.J. (NRB) — Mark Bainer, 41, a familiar face to National



MARK A. BAINER

Religious Broadcasters (NRB) members and convention attendees for many years, passed away July 3 following a brief illness. The cause of death was Hemophagocytic Syndrome complicated by multiple organ failure.

A memorial service and funeral was held July 7 at the Tallmadge (Ohio) Alliance Church. Retired NRB executive director Ben Armstrong presented a tribute and prayer during the memorial service.

Bainer, who maintained a cheerful countenance despite severe rheumatoid arthritis, served as either an employee or an associate of NRB during the past 14 years. For the last several NRB conventions he served as facilities coordinator. Bainer was NRB's first media exposition manager.

A graduate of Nyack College, Bainer founded and managed the school's radio station, WNYK-FM. He most recently lived in Lewiston, Maine, where he was employed at Twin City Printery. He is survived by his parents, Rev. Claude and June Bainer, and three sisters.



NRB executive director E. Brandt Gustavson joined members of the Black National Religious Broadcasters (BNRB) for their spring meeting, held May 10-11 in Philadelphia, Pa. From left to right are Rev. Ernie Wilson, Dr. Gustavson, Bishop Samuel Green, Rev. Benjamin Smith, and Rev. B. Sam Hart.

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Dr. Harry
Kilbride



E. Brandt
Gustavson



Amos Dodge

SPEAKERS

- **Dr. Harry Kilbride**, Pastor, Brandywine Valley Baptist Church
- **E. Brandt Gustavson**, Executive Director, NRB
- **Amos Dodge**, Pastor, Capitol Church, Falls Church, VA

Workshops will provide opportunities for discussion and challenge from a variety of panelists and speakers.

Costs:

double occupancy – \$200 members; \$235 non-members

single occupancy – \$215 members; \$250 non-members

spouse – \$130

- Price includes registration, 2 nights lodging and all convention meals (including Banquet).
- No credit cards are accepted at convention site.
- Handicapped facilities available on request.
- Send registrations (payable to ENRB) to:

Steve Cross, ENRB Registrar
WABS

5545 Lee Highway
Arlington, VA, 22207
(703) 534-2000

SPECIAL MUSIC



Clinton Utterbach



Sue Dodge

Note: Arrangements can be made with Sandy Cove for the Fall Banquet Saturday night, featuring a concert with Sheila Walsh. Call them directly for this: (301) 287-5433.

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Organization _____ Phone # _____

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• NATIONAL •

The Baptist Hour Celebrates 50th Birthday Next January

FORT WORTH, Texas (NRB) — Preparations have begun for a nationwide 50th birthday celebration in 1991 of the Southern Baptist Radio and Television Commission's (RTVC) first radio program, *The Baptist Hour*.

A series of anniversary events begins January 6 with a satellite broadcast from the First Baptist Church in Shreveport, La., where *The Baptist Hour* began. The celebration will culminate at the annual Southern Baptist Convention during June in Atlanta, Ga. The denomination's Radio Commission, predecessor of the RTVC, was located in Atlanta.

The first *Baptist Hour* was broadcast live from Shreveport's First Baptist Church on January 5, 1941, and was carried live via commercial telephone lines on 17 radio stations in 11 southern states. The church's pastor, M.E. Dodd, preached the program's sermon.

Today, heard on over 500 stations in the United States and some foreign countries, *The Baptist Hour* is one of six weekly radio programs the RTVC produces and distributes. It's the only one that uses a preaching format.

Now a half hour in length in contrast to its original one hour, *The Baptist Hour* includes a 12-minute sermonette, a blend of contemporary and traditional Christian music, Bible reading, and prayer. Joel C. Gregory, pastor of Travis Avenue Baptist Church in Fort Worth, is the current speaker on the program.



The Baptist Hour Choir in the late 1940s. The program's music was provided live by special choirs for many years. Today *The Baptist Hour* uses compact discs featuring contemporary and traditional Christian music.

Denver's Christian Radio Stations Unite For Prayer

DENVER, Colo. (NRB) — All five of Denver's Christian radio stations cooperated extensively in promoting and presenting a recent "Concert of Prayer" in that city. Every Concert of Prayer is aimed at personal revival among Christians and world evangelization.

David Bryant, president of Concerts of Prayer International, conducted the prayer gathering at a Denver church. Approximately 1500 people attended the event and presumably thousands more listened by radio.

Stations KPOF-AM, KWBI-FM, KRKS-AM, KLTT-AM, and KQXI-AM worked together to promote and simulcast the event. Joint promotion was hand-

led through two means. Station managers recorded and aired a round table discussion on the benefits of concerted prayer.

In addition, each manager produced custom spots for his station. During each spot, the manager would explain his outlet's uniting with other Denver stations to promote the Concert of Prayer and invite his listeners to attend the prayer meeting. Listener response to the attitude the announcements portrayed was reported to be very favorable.

General managers Jack Pellon of KRKS and Robert B. Dallenbach of KPOF anchored the event, with John Gregory of KLTT reporting from the floor with comments, interviews, and prayers from small groups. Plans are being made for another co-sponsored event.

According to Rich Morthland, director of public relations and promotion at KPOF, "The cooperation of these five stations in putting ministry first has been a tremendous symbol of unity in the body of Christ."

Wisconsin Station Sends "Love Packages" Abroad

MADISON, Wis. (NRB) — Listeners to Madison's WNWC-FM recently donated 14 tons of used Christian literature and recordings to Christian believers in foreign countries as a result of the radio station's work with a ministry called Love Packages.

Donations consisted of Bibles or Bible selections, Christian books, mass appeal Christian magazines, devotionals,



General managers Jack Pellon (left) of KRKS-AM and Robert Dallenbach of KPOF-AM serve as anchors during the recent "Concert of Prayer" in Denver, Colo.

Sunday school materials such as flannelgraphs, Christian recordings, and videos.

Ministry founder Steven Schmidt said that while religious literature in the native tongue of believers is important, English-language literature is also eagerly accepted overseas. Last year the Hillsboro, Ill., ministry sent 100 tons of material overseas. In this its 15th year, the ministry expects to send 250 tons abroad.

Much of the material is now going into Eastern European countries, where it was banned as recently as a year ago. Five Madison churches assisted WNWC in the project by serving as drop-off points for the packages.

Networks Increase Amount Of Offensive Programming

TUPELO, Miss. (NRB) — Christian Leaders for Responsible Television (CLear-TV) report that the networks increased the amount of sex, violence, and profanity by 30 percent this spring as compared to last fall. Billy A. Melvin, chairman of CLear-TV, said that incidents of offensive programming went

from 24.52 per programming hour last fall to 31.87 this past spring.

This followed an approximate 30 percent decrease last fall. "The decrease which we saw last fall led us to believe that the networks and advertisers were beginning to focus on more family oriented material," Dr. Melvin said, adding, "However, it is apparent they were not."

Dr. Melvin said CLear-TV will announce a one-year boycott of one or more of the leading sponsors of sex, violence, and profanity in the near future. The group discontinued the boycott of Clorox Corporation that was begun last year, after the company implemented stronger enforcement of their guidelines and drastically reduced the amount of offensive material they helped sponsor.

FCC Report Concludes Ban On Indecency Constitutional

WASHINGTON, D.C. (NRB) — The Federal Communications Commission (FCC) has adopted a report concluding that the statutory prohibition of indecent broadcasts on a 24-hour-a-day

basis is constitutional as it would be enforced by the Commission.

The FCC bans all broadcasts of obscenity, but was considering a proposal to allow broadcast material which is indecent but not legally obscene. Such broadcasts would have been permitted only during late night hours, on the theory that children are less likely to be exposed to harmful indecency during such times.

The 24-hour-a-day ban on indecent material was called for by NRB in a brief filed April 19. According to NRB executive director E. Brandt Gustavson, the brief argued that broadcasting indecent material "debases human beings, particularly women, thereby undermining a child's respect for humanity, ability to form healthy relationships, and sense of self-esteem."

Citing Arbitron statistics, the NRB brief showed that large numbers of children are in the broadcast audience at all times of the day or night, including the after-midnight "graveyard hours." In July, the FCC concluded that the prohibition of indecent broadcasts comports with

CONTINUED ON PAGE 27

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

MEDIA CENSOR OBSCENITY DEBATE

Miami lawyer Jack Thompson began the proceedings that got the 2 Live Crew album, *As Nasty as They Want to Be*, declared obscene. Some media ridiculed the obscenity charge, but refused to say what's on the album, that has already sold 1.7 million copies. Jack Thompson says that talk show hosts such as Phil Donahue "proclaim the art of these clowns and then censor it out themselves. They aren't willing to live by their own code, which is that there is no such thing as obscenity and anybody ought to be able to do anything."

When Thompson was a guest on a recent Phil Donahue Show, along with Bob DeMoss of Focus on the Family, Donahue refused to air or show the obscene lyrics that were under discussion in the legal case. The show took a dramatic turn when Bob DeMoss read aloud the titles of some of the songs from the 2 Live Crew album. He read aloud the F— word. The trouble was that

New York and Boston were among the cities that carried the show live.

Donahue was shocked. He complained that DeMoss had uttered the words on "family television." After a commercial break, Donahue returned to say that the switchboards in those cities had lit up. Donahue asked DeMoss if he wanted to apologize. DeMoss did but reiterated that he was only reading the titles of the songs, and "the point is, when we can sell to an eight year-old, but we can't talk about it among adults, something is wrong."

Tom Minnery, a vice president of Focus on the Family, defended DeMoss, noting that he simply read the titles of some of the songs. He added, "As a matter of fact, many news media have been calling, wanting those lyrics, so they can report the issue more accurately."

Lawyer Jack Thompson says that when the Jimmy Carter-appointed federal judge

handed down his obscenity charge, he distributed copies of his 62 page opinion to members of the media and told them, in effect, "you're not getting out of my courtroom until you read it, because I have had to put up with the misreporting by you people as to what is obscenity, what is protected by the First Amendment, and the facts of the case."

The opinion said the album was obscene and that distribution of it was a crime. It's clear the judges will examine the lyrics. The American people may be denied that opportunity by the media.

AIMO

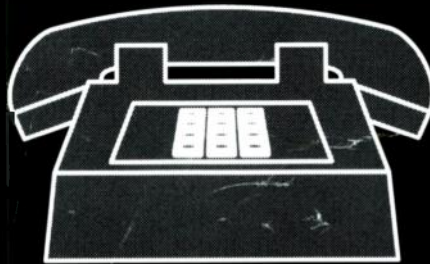
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NRB Telecommunications

Network

MEDIA FOCUS

CONTINUED FROM PAGE 25

the First Amendment as analyzed using the Supreme Court's "compelling interest/narrowly tailored" test.

The report will be conveyed to the U.S. Court of Appeals for the D.C. Circuit, which is expected to schedule further proceedings in the case at issue. *Action for Children's Television v. FCC*, D.C. Cir. No. 88-1916.

INTERNATIONAL

Trans World Radio Opens New Facility In The USSR

CHATHAM, N.J. (NRB) — Trans World Radio (TWR) officially opened the first government-sanctioned inter-denominational radio production studio ever established in the Soviet Union with the June 15 dedication of its new facility in Leningrad.

Paul Freed, president of TWR, said the organization's new studio "shows that it is indeed a new day of openness and restructuring in the Soviet Union." TWR was granted permission to set up the radio production facility in October 1989, after 18 months of discussions with evangelical leaders in the Soviet Union.

Plans are being made for at least four other TWR studios in the USSR. The facilities are planned for Moscow, Kiev, Minsk, and Brest.

U.S. Firm Establishes Joint Ventures With Eastern Block

NAPLES, Fla. (NRB) — Christian programming is poised to reach across the Baltic States as a result of several new commercial ventures initiated by Mark Wodlinger, president of the Naples-based Wodlinger Broadcasting Company (WBC).

Wodlinger, who owns WIXI-FM of Naples/Fort Myers and LPTV-5 in Houston, Texas, has permission from the governments of Estonia, Latvia, Lithuania, and the Ukraine to begin broadcasting Christian programming on various stations in those Soviet Republics.

"They will provide the people, the facilities, meaning the transmitters and the studios, and we will provide the programming and the sales effort," Wodlinger said. "We are going to start programming in each one of these

countries on their networks about 18 hours a day of contemporary Christian music . . . [and] commercial religious programs."

WBC, which has begun airing television programming in Latvia, plans to lease the republic's Riga radio transmitter on a full-time basis. In Estonia, WBC has contracted with the Committee of Estonian Radio for the formation of a new commercial radio network which will feature Christian music, news, and other religious programs.

Wodlinger said he also signed an agreement with the ministers of the Ukraine for the operation of Channel Seven in Kiev. In Lithuania, officials of a Vilnius radio station have agreed to expand their broadcast hours to include news and Christian programming provided by WBC.

Romanian Crusade Receives Unprecedented Response

TIMISOARA, Romania (NRB) — The response to evangelist Luis Palau's proclamation of the Gospel in Romania earned instant credibility for evangelicals in a nation strongly influenced by Orthodox Church tradition.

Palau's nine-day campaign in Oradea, Bucharest, and Timisoara, May 22-30, resulted in more than 46,000 decisions for Christ — the largest response ever during Palau's 23 years of crusade evangelism. The meetings drew more than 215,000 people.

Romania's national television station in Bucharest sent three cameramen and a production crew to videotape a Friday evening meeting. The following Sunday morning, TV Romania aired a historic documentary of the campaign, including a significant portion of Palau's evangelistic message.

The meetings were also broadcast throughout Europe over Trans World Radio. Palau was invited by Romania's newly formed Evangelical Alliance immediately following the country's May 20 national elections.

"Never before were people in Romania allowed to see something like that on television," said Daniel Cocar, pastor of Third Baptist Church in Timisoara. "For the first time in 40 years, Romanians saw something besides the president, his political campaigns, and his plans. We saw God's servants calling the people and the nation to the Lord."

TRANSFORM

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SHARE-A-THONS

with

"THE SUCCESSFUL

TV AND RADIO-THON

GUIDE BOOK"

Author *Rod Robison* opens the door to tested and proven ways of making your on-air fundraisers highly successful, gleaned from years of hosting and producing TV and radio share-a-thons across the country.

Here are the "nuts and bolts" strategies that work. Unique and exciting solutions to make your share-a-thon an inspiring event your audience will look forward to . . . and respond to!

- ✓ Training and motivating your staff and volunteers
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- ✓ Matching gift strategies that work
- ✓ How to choose the right premiums
- ✓ How to build excitement
- ✓ Making prayertime a meaningful experience for your audience
- ✓ How to save money on premiums
- ✓ A whole lot more

"Successful telethons are the most challenging part of fund raising because the 'how to' part is so difficult to come by. Rod Robison, for many years, has successfully created ideas because he knows what works."

Herman Bailey
Telethon Host and Executive Producer
Action Sixties Television

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TRADE TALK

Televangelists seem to suffer the same audience decreases in the spring as television in general with seasonal lifestyle changes translating into lower household viewership. The May sweeps reveal seven of the top 20 syndicated religious programs reporting increased viewership with the remaining 13 posting an average decline of 9.3 percent.

WMCF-TV/Montgomery, Ala., was sold by Word of God Fellowship Inc. to Sonlight Broadcasting System Inc. for \$1.1 million. The buyer, headed by Paul F. Crouch Jr., will pay \$100,000 escrow deposit, \$250,000 cash at closing, and \$750,000 promissory note payable over three months and a non-compete covenant.

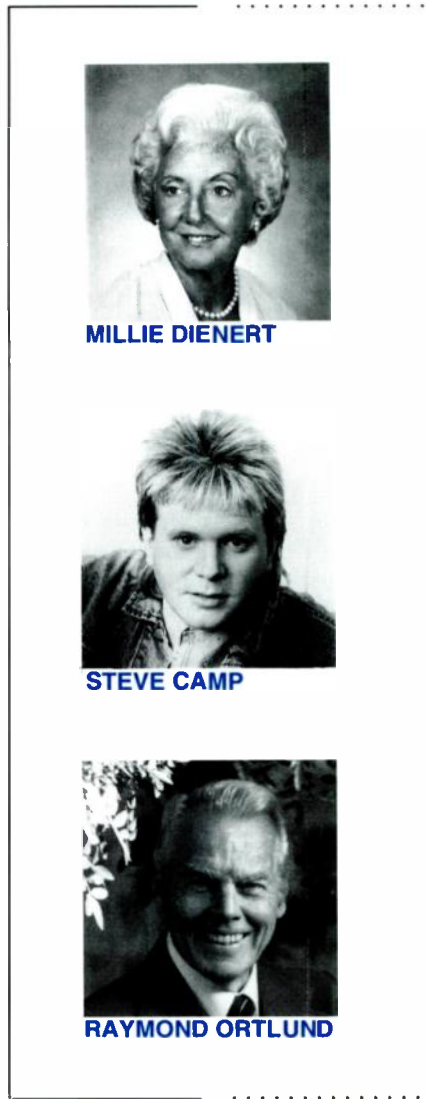
Edward Atsinger III, a part-owner in Salem Communications Corp., has purchased part interest in **KEZL-FM/Fowler, Calif.** The 50 percent interest cost \$653,175.

WIAM-AM/Williamston, N.C., is now wholly owned by Johnny C. Bryant, president and minority stockholder in Lifeline Ministries. The 51 percent interest was sold by the ministry for \$70,500.

Religious radio stations now number 1058, or 9.8 percent of stations across America, according to the M Street Database. The Alexandria, Va.-

based research and publishing concern reports the religion format accounts for 7.8 percent of all commercial stations with 11.4 percent of the AM stations and 3.7 percent of the FM stations. Nationwide, 751 stations use a religious program format, 173 are gospel/black gospel and 134 are contemporary. For more information, call (703) 684-3622.

"Our board's decision to pursue relocation was made with a long-term perspective," said James Dobson in announcing the proposed move of **Focus on the Family** from Pomona, Calif., to Colorado Springs, Colo. "Our ministry was founded in Southern California 13 years ago and we have enjoyed being here. However, economic factors have forced us to consider alternatives. We desire to build a suitable campus on a large piece of land that can accommodate the needs of our growing ministry well into the next century. Colorado Springs is a beautiful city that will enhance the quality of life for our staff and reduce significantly the overall costs of the organization." The El Pomar Foundation of Colorado Springs has presented the ministry with a grant for \$4 million which will be used to purchase land for the new headquarters. The move is to be completed within two years of the sale of the Pomona facility which employs 750 people. For more information, call (714) 620-8500.



MILLIE DIENERT

STEVE CAMP

RAYMOND ORTLUND



The ABC Television Network's *Brewster Place* includes in its cast Oprah Winfrey and gospel recording artist DeLeon Richards (front, third from left). The Word recording artist plays the role of 14-year old Margaret, an extremely gifted singer aspiring to an opera career.

The Urban Alternative's first newsletter readers' poll reveals the biggest problem facing urban America is broken families. Of those responding, 39 percent said that broken families are the cause of other problems, including gangs, drugs, and sex. Moral decay was listed by 28 percent and 17 percent thought drugs were the biggest problem. The results were released just weeks before the ministry's second annual pastors' conference September 26-28 in Dallas. The conference, titled "Renewing the Church to IMPACT the Community," is designed to help leaders with "practical ways to reclaim their communities for Christ." For more information, call (214) 943-3868.

Religious Heritage of America has

announced its 1990 award recipients, three of whom have strong ties to NRB. Churchwoman of the Year is **Millie Dienert** of Philadelphia, Pa. A well-known speaker, she has participated in several NRB national conventions. **Thomas "Ed" Steele** has been selected for the Faith and Freedom award. President of the Ed Steele Agency, Steele is a member of the NRB board of directors. The architect of the business management for Billy Graham Evangelistic Association, **George M. Wilson**, will be granted the Business and Professional award during the October 29 ceremonies in Hershey, Pa. For more information, call (800) 325-3016.

WEZE-AM/Boston, Mass., celebrated its 13th anniversary with an open house at its new facilities. The event, hosted by Salem Communications Corporation's chairman of the

board **Stuart Epperson** and station general manager **Norm Olsen**, included 350 broadcasters, advertisers, state and community leaders, and invited listeners. For more information, call (617) 328-0880.

Steve Camp's collection album, *Doing My Best*, is not a walk down memory lane but rather a march around Jericho. Every song challenges the church to bring down the walls that separate Christians from each other and God. This Sparrow Records release may cause many program directors to ask whether they can add a previously released product to top rotations. For more information, call (800) 347-4777.

Raymond C. Ortlund was honored recently by family and friends in the arboretum of the Crystal Cathedral in Garden Grove, Calif. Four

hundred people were included in the surprise celebration commemorating 40 years of ministry. Ortlund is president of Renewal Ministries, Newport Beach, Calif., and president/speaker of Haven of Rest Ministries in Hollywood. For more information, call (714) 738-1501.

Money Matters celebrated its 500th live radio broadcast June 29. Christian Financial Concepts founder and director **Larry Burkett** was joined on the broadcast by past guests **James Dobson** of *Focus on the Family* and **Joni Eareckson Tada** of *Joni and Friends*. The call-in program dealing with financial issues facing Christians is heard on over 340 facilities nationwide via Ambassador Inspirational Radio and the Moody Broadcasting Network. For more information, call (404) 534-1000.

Syndicated Religious Television Programs

Program	Households/Markets		% Change
	May 1990	February 1990	
1. <i>Hour of Power</i>	1,251,000/152	1,430,000/152	-12.5
2. <i>World Tomorrow</i>	1,025,000/ 97	1,248,000/139	-17.8
3. Oral Roberts	542,000/120	496,000/122	+9.2
4. Kenneth Copeland (weekly)	502,000/128	565,000/130	-11.1
5. D. James Kennedy	488,000/122	539,000/124	-9.4
6. <i>In Touch</i>	409,000/ 64	385,000/ 59	+6.2
7. <i>Larry Jones Presents</i>	392,000/ 92	400,000/ 93	-2.0
8. Jimmy Swaggart (weekly)	359,000/ 85	429,000/ 99	-16.3
9. Frederick K. Price	322,000/ 33	340,000/ 28	- 5.2
10. <i>Day of Discovery</i>	307,000/112	309,000/111	- .6
11. Jerry Falwell	303,000/122	312,000/121	- 2.8
12. <i>It Is Written</i>	253,000/ 41	227,000/ 41	+11.4
13. <i>Insight</i>	242,000/ 23	306,000/ 22	-20.9
14. <i>700 Club</i>	217,000/106	232,000/105	6.4
15. <i>This Is The Life</i>	196,000/ 43	167,000/ 43	+17.3
16. James Robison	138,000/ 54	135,000/ 52	+2.2
17. <i>Success-N-Life</i>	128,000/ 83	124,000/ 79	+3.2
18. <i>Christian Lifestyle Magazine</i>	123,000/ 22	108,000/ 23	+13.8
19. Garner Ted Armstrong	91,000/ 32	94,000/ 37	-3.1
20. <i>Christopher Closeup</i>	81,000/ 27	94,000/ 24	-13.8

Total Survey Area/Aggregate Cume TV Households
© The Arbitron Company

Cable and network viewership not included

Since this month's theme in *Religious Broadcasting* focuses on fundraising, I have decided to conduct a second, more in-depth interview with sharathon specialist Todd Isberner. His firm, Share Media, is active in assisting Christian radio stations nationwide in areas relating to fundraising. Most of Share Media's clients are non-commercial stations with annual budgets ranging from \$30,000 to \$1 million.

AUGSBURG: *With so many ministries and organizations appealing for donations, what motivates listeners to respond during Christian radio sharathons?*

ISBERNER: Let me start by answering what does not motivate people to give, and that is guilt, pity, obligation, and manipulation. Those are the things we

audience needs to hear a confident host who remains enthusiastic no matter what is going on behind the scenes.

There needs to be plenty of spontaneity, unexpected surprises, a variety of voices on the air, special guests, and telephone central updates. Listeners need to be held in suspense so that they will not want to miss one second of the sharathon. The on-air presentation must maintain an image of excitement, fun, variety, and, of course, ministry.

AUGSBURG: *What about themes or special events at sharathon time?*

ISBERNER: There are some great theme days that are being used to involve the listeners and break up the "sameness" of sharathon days. We have devoted one entire day to the local church, calling it "Church Appreciation Day," honoring the pastors, associates, Sunday school teachers, and workers in the church. Listeners call in giving a pledge in honor of their church or pastor. Other successful theme days can revolve around the family, Christian businesses, or the community.

AUGSBURG: *Christian radio is known for its continuous around-the-clock ministry. During sharathons, when there is such a great emphasis on phone response, pledge reading, and reporting, how can a station maintain a level of ministry through all of this activity?*

ISBERNER: Ministry has got to be at the heart of every sharathon. Mel Johnson, who was instrumental in the early development of the sharathon concept as we know it today, has always said, "You need to bless the listeners, keep blessing them, and bless them some more."

That principle should undergird all the comments being made and each pledge report being read, and off the air we can do things to enhance the ministry of the sharathon. Many stations designate a prayer room where volunteers are there praying not only for the sharathon but for listeners' needs as they are called in.

The staff should also be aware that some of the on-air guests representing city government or civic organizations may not be believers. We need to see their visits as opportunities to be a positive witness. Also to enhance the overall ministry emphasis of sharathons we suggest taking time out when various plateaus are reached to thank God for His blessing. A special praise song

is aired along with a devotional to give credit to the Lord for His provision.

AUGSBURG: *How important is the tracking of demographic data when receiving pledge calls?*

ISBERNER: Sharathons are ideal times to gather information about our listening audience, and yet I am amazed at how many stations fail to take advantage of this rare opportunity when listeners are calling the station in great numbers. On the other hand, I am excited about a new computer software program we have recently made available. It assembles all sorts of valuable data and instantly makes it available on the video monitor for the on-air talent.

AUGSBURG: *A year ago we discussed the strategy for sharathon pre-planning. What about after the sharathon? What needs to take place after the smoke has cleared?*

ISBERNER: In spite of the typical fatigue and often what I call the "post-sharathon blues," it is vital to immediately dive into the tasks at hand. First, get the thank you letters out right away acknowledging the faith promise with a return envelope. Review the successes and failures of the sharathon while it is still fresh in everyone's mind and make notes on areas that need improvement for next year.

If the goal was not quite reached but is still attainable, station managers may want to do daily live or pre-recorded updates encouraging additional response from those who did not get involved. Volunteers or office staff can also call last year's partners, who were not heard from this year, to see if they are interested in helping the station reach its goal.

In closing, I hope some of your questions have been answered in this, our second fundraising feature with Todd Isberner. You may want to refer to our last interview which was featured in the September 1989 issue of *Religious Broadcasting*. If you have additional questions regarding on-air fundraising or have developed new ideas you feel would be beneficial for others to hear about, contact either Todd at (612) 496-3354 or me at (813) 936-2353.

Todd Isberner is president of Share Media in Shakopee, Minn. Bob Augsburg is president of Programming Plus in Fort Myers, Fla.

Sharathons, Take Two

by Bob Augsburg

need to avoid. What should be the motivator is the principle. "God loves a cheerful giver," found in II Corinthians 9. So as I look at it, there are three areas where listeners can cheerfully be challenged to respond.

First is simply appreciation for the station and the gratitude for the ministry it has brought to them personally. Second is understanding the need. There needs to be a clear explanation of how the station operates and [its] specific expenses.

Listeners then need to be challenged, not just by hammering continuously on the overall goal but by breaking the budget down into bite-size pieces — like the cost for operating one complete day or underwriting one hour each month. There are a variety of ways to make each of the listeners feel that their gift is significantly important, and that takes some real creativity on the part of the sharathon hosts.

AUGSBURG: *How does a station keep its audience tuned in during several days of intensive fundraising?*

ISBERNER: Talented on-air presentation is the key there. Nothing will cause listeners to tune out more quickly than a couple of hosts continually delivering pleas in a monotone monotony. The

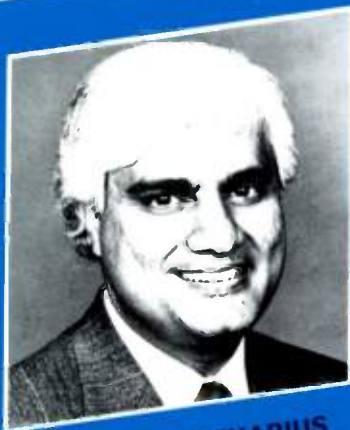
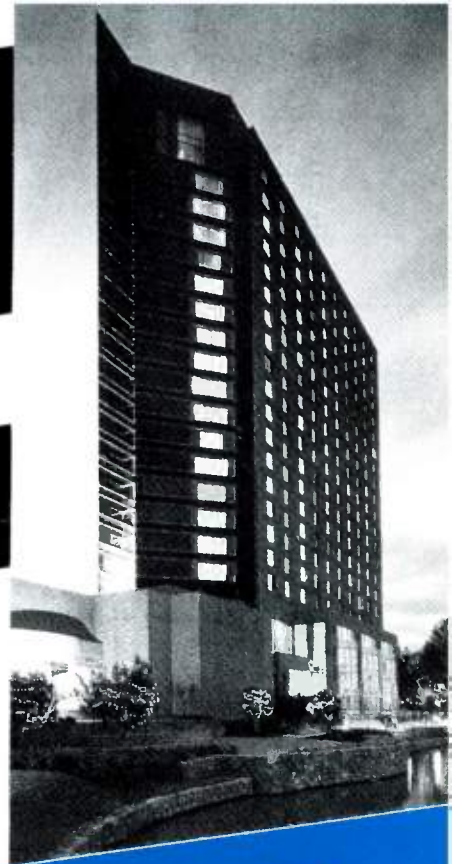
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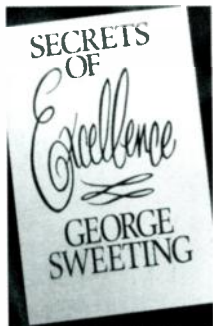
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THE BOOK SHELF

Secrets of Excellence

by George Sweeting
Moody Press



The Bible says, "Whatever you do, do all to the glory of God." With this charge in mind, George Sweeting in *Secrets of Excellence* challenges each of us to "run in such a way that you may win."

Secrets of Excellence looks at nine "marks of Christian excellence" Dr. Sweeting considers the measure of our cooperation with God's Spirit. Stories and quotes from past and present heroes of the faith help the reader identify and eliminate the obstacles that keep one from achieving excellence.

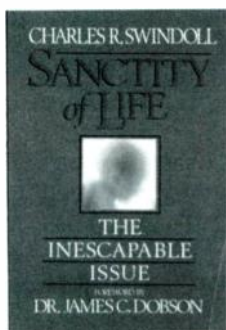
Dr. Sweeting is chancellor of Moody Bible Institute in Chicago, Ill., and is heard on the radio program *Climbing Higher*.

Sanctity of Life

by Charles Swindoll
Word Publishing

In his forward to *Sanctity of Life*, fellow author and broadcaster Dr. James Dobson says the decision to make a strong public statement against abortion "was an evolving decision in [Charles Swindoll's] mind. . . . He has not wanted to drag the church into the political arena, and I applaud that caution." As Swindoll writes in *Sanctity of Life*, "Remaining silent is no longer an option."

In this departure from Swindoll's usual material, he attempts to help Christians "get their arms around" the nation's most divisive issue, reach out to women and their families who are enduring the aftermath of a bad decision, and then move beyond the tension of the issue to join in a plea for lifetime morality. Though not the last word on abortion, *Sanctity of Life* challenges the reader to a commitment of



moral living as well as resolve, courage, and compassion.

Swindoll has been senior pastor of the First Evangelical Free Church in Fullerton, Calif., since 1971. He is speaker on the daily radio broadcast *Insight For Living*.

Be Satisfied

by Warren W. Wiersbe
Victor Books

"When you belong to the family of God through faith in the Son of God, life is not monotonous: it is a daily adventure that builds character and enables you to serve others to the glory of God," claims Warren Wiersbe, author of *Be Satisfied*, a study on Ecclesiastes. *Be Satisfied* launches an Old Testament series by Dr. Wiersbe in a format similar to his New Testament "BE" Series.

"When I was asked to launch an Old Testament series of "BE" books, I could think of no better book to start with than Ecclesiastes," recalls Wiersbe. *Be Satisfied* demonstrates how the message of the book of Ecclesiastes is applicable to readers today.

Wiersbe is the author of more than 80 books and served for several years as the host on the *Back to the Bible* radio broadcast.

Mastering Contemporary Preaching

by Stuart Briscoe, Bill Hybels, & Haddon Robinson
Multnomah Press

Mastering Contemporary Preaching is the first of the "Mastering Ministry" series co-published by *Leadership*, Christianity Today, Inc., and Multnomah Press.

In this volume, three recognized preachers, Stuart Briscoe, Bill Hybels, and Haddon Robinson, provide rich insight into today's audience, the preaching task, the toughest topics, and living out the message. Briscoe writes about deciding what people need to hear today, finding quality insights and illustrations, and preaching on controversial issues.

Hybels talks about how to speak to the secular mind, how to preach about sex, and preaching for 100 percent commitment. Robinson covers the preacher's authority, balancing information and application, and the wise use of self-dis-

closure. In the final epilogue, each author tells how he worked through those inevitable temptations to quit the ministry.

Briscoe is senior pastor of Elmbrook Church in Brookfield, Wis. Hybels is senior pastor of Willow Creek Community Church in the Chicago suburb of South Barrington, Ill. Robinson is president of Denver Seminary in Colorado.

14,000 Quips & Quotes For Speakers, Writers, Editors, Preachers, and Teachers

Edited by E.C. McKenzie
Baker Book House

The re-release of a 1980 book that was previously called *Mac's Giant Book of Quips and Quotes*, *14,000 Quips & Quotes* contains 14,000 entries organized into 528 alphabetically listed subjects, including human nature, faith, gossip, inflation, old age, prayer, radio, television, virtue, wealth, and much more.

Quotes range from the frivolous and satirical to the reflective and timeless. E.C. McKenzie was an internationally known collector of quips, quotes, and fun facts.

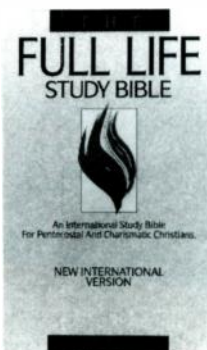
The Full Life Study Bible

Edited by Donald C. Stamps
Zondervan Bible Publishers

The New Testament edition of *The Full Life Study Bible* was released in NIV and KJV translations last month. The study notes in this Bible are written especially for the Pentecostal and Charismatic reader.

In addition, 42 articles on subjects crucial to Pentecostal/Charismatic theology are located near pertinent verses. Introductions to each book give historical and author perspectives, the book's purpose, and special characteristics.

Other features include a reading plan, space for personal notes, a concordance, a subject index, and 16 pages of color maps.



COOKING WITH COOK



Because of God's Touch: "You Are It!"

by Robert Cook

"Thou art come to the kingdom for such a time as this."

Mordecai's terse challenge to Queen Esther still echoes down the corridors of time. "If you keep quiet to save your own skin, then God will grant deliverance to His people from another place," he said, "but think about it: God has placed you where you are for His own purposes at this very time!"

In other words, "You are *it*."

I remember the confusion — not to say panic — I experienced when at about age five, I began to play games with neighborhood boys and girls. Before that, I had largely been by myself surrounded by adults.

Now, in a simple game like "Hide and Seek" I wasn't quite sure of the pro-

cedure, and suddenly another child dashed up to me, poked me with his finger, and said, "You're it!"

Gradually it dawned on me that to be "it" meant that you were responsible for catching someone or reaching the goal as the game progressed; and that you wouldn't be relieved of the responsibility until you were successful.

Yes, my friend, you are *it*. God's finger has touched you and given you a responsibility from which you cannot walk away. Paul says in 1 Corinthians 12:11, "But all these (gifts) worketh that one and the selfsame Spirit, dividing to every man severally as He will."

God has sovereignly assigned you to the place where you are, and has given you the mental, emotional, and spiritual power to do the job. Make no mistake about it: No one else can take your place. You are *it*.

How do you approach this jarring fact? "In faith." You can't do it, but God can! Paul says in Romans 12:6 that we are to exercise our God-given gifts "according to the proportion of faith."

Look at your task . . . realize God has placed you where you are . . . face the job with confidence in Him, as you use the talents He has given you. The rest is up to God, and He will never fail you.

Dr. Robert Cook is chancellor of The King's College, the speaker on *The King's Hour* broadcast, and a member of NRB's Executive Committee. He lives in Tannersville, Pa.

LOOKING AHEAD

27TH ANNUAL CONFERENCE ON CHRISTIAN STEWARDSHIP

September 9-12, Kansas City, Missouri

NRB WESTERN REGIONAL CONVENTION

September 13-15, Los Angeles, California

NRB SOUTHEAST REGIONAL CONVENTION

September 20-22, Atlanta, Georgia

NRB SOUTHCENTRAL REGIONAL CONVENTION

October 5-6, Nashville, Tennessee

NRB MIDWEST REGIONAL CONVENTION

October 10-12, Chicago, Illinois

NRB EASTERN REGIONAL CONVENTION

October 18-20, North East, Maryland

NRB CARIBBEAN REGIONAL CONVENTION

November 12-13, San Juan, Puerto Rico

NRB 48TH ANNUAL CONVENTION & EXPOSITION

January 25-29, 1991, Washington, D.C.

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INSTRUCTOR IN COMMUNICATIONS: To teach television and radio courses such as Fundamentals of Broadcasting, Announcing, Single Camera Video. Qualifications: M.A. in Broadcasting or related field, experience in teaching and video production. Send resume to: Personnel Department, Moody Bible Institute, 820 N. LaSalle, Chicago, IL 60610.

SITUATIONS WANTED

EXPERIENCED COMMERCIAL CHRISTIAN STATION MANAGER looking for growth-oriented company with godly priorities. Thirty-one years old, energetic, results-oriented. Presently in northeast, would consider relocating under right circumstances. If you want someone who will operate your station as you would operate it yourself, let's talk. Call Scott Korb at (717) 969-4306.

CHRISTIAN WITH 17 YEARS of professional experience in media. Currently government-employed as a television photographer. Shoot and edit tape; have produced ENG spots for in-house news program. Do studio productions also; lighting, camera, production assistant. Previous work in corporate video and community cable. Formerly, in film post-production in seventies; held a position as Editor at WPGH-TV. Recently CMX 3600 trained. Seek position as cameraman and/or editor, associate producer, or production assistant. Am quite capable, creative, and have a willing attitude to serve. Eph. 2:8-10. Call Greg Gans at (215) 886-1035 or contact NRB for resume.

TELEVISION DIRECTOR/EDITOR with 17 years experience seeks employment with a Christian organization. Would like to make training and personal growth type video productions depicting dramatic slice of life Christian situations. Resume and tapes upon re-

quest. Call or write Jules Hobbie, 112 Burlington Ct., Dothan, AL 36301, or call (205) 793-3910.

CHRISTIAN ANNOUNCER looking for a growth opportunity. Eight years experience, including on-air music and talk show formats, production work, and music programming. Currently working at a Christian CHR, doing all of the above. Looking for MD/on-air position, or anything related. For tape/resume, call (504) 286-3600, ask for Hugh Roland.

I WILL SERVE the Lord Jesus Christ no matter what! BA in radio and television production with minor in business administration. Working in field for over 2 years; seeking full-time position in radio and/or television operations with management opportunities. Contact Eric Reinholt, 4234 Wingrove, Arlington, TX 76015, or call (817) 465-0881.

PRODUCER/DIRECTOR of *Adventures In Dry Gulch*, director of *Fire By Nite*. Looking to produce and or direct effective Christian programming. Familiar with 1" editing equipment. Willing to travel — United States, Canada, Europe. Contact Jon Brian Mead, 114 Stuart Road, Suite 177, Cleveland, TN 37312, or call (615) 339-0011.

WANTED: A STATION willing to help me fulfill the calling God has placed on my life. That is, a call-in program where people's needs can be prayed for and ministered to from God's Word. Call me, Dennis Karsten at (218) 246-2290.

SEEKING A CAREER IN CHRISTIAN RADIO: Two years' experience, on-air and marketing. Will relocate. Contact Bill Scorgie, 8155 Richmond Ave. #915, Houston, TX 77063. (713) 785-8511.

FOR SALE

PARK NATIONAL BANK is offering for immediate sale the principal assets of Channel 68 TV of Mansfield, Ohio. Assets include a Harris TVE-60S TV transmitter and associated equipment; 1600' Stainless, Inc. guyed tower; Sentinel 48 single site remote control system; transmitter site located in Mansfield area; backup electrical gener-

ator system; and miscellaneous tapes and equipment. The station serves several major metropolitan areas. For more information contact Robert Sperry or David Schuman at The Park National Bank, 50 North Third St., Newark, OH 43055, or call (614) 349-8451. FAX: (614) 349-3765.

RADIO/TV PSAs, 60 & 30-second spots, low-key, high quality, no direct appeal — please see ad in NRB Directory for CHRISTIAN BLIND MISSION INTERNATIONAL or phone Lor Cunningham at 1-800-YES-CBMI. CBMI, largest private organization worldwide, providing medical care and education for the disabled and poor of the Third World since 1908, working through churches and mission agencies such as MAP, AIM, SIM, HCJB, also working officially with WHO (World Health Organization), member of ECFA.

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LATE NEWS

COLSON RADIO SERIES WILL ADDRESS "THE SECULARIZATION OF AMERICA"

A series of eight weekly radio specials featuring Charles Colson, chairman of the board of Prison Fellowship Ministries, will premier October 16. Hosted by Al Sanders, chairman of the board of Ambassador Advertising Agency, the series is entitled *The Secularization of America: Chuck Colson Speaks to the Church in Exile*. The series is based on Colson's latest book, *The God of Stones and Spiders*. The production package includes eight 38-minute programs as well as 40 daily features called *Breakpoint*. The *Secularization* series is the third team effort by Prison Fellowship and Ambassador. The programs will conclude Saturday, November 24.

NAB ASKS THE FCC TO ABANDON ALLOWANCE OF FM DIRECTIONAL ANTENNAS

The National Association of Broadcasters (NAB), concerned about the growing interference problems on America's FM band, asked the Federal Communications Commission (FCC) to revisit its decision allowing FM radio stations — closely positioned geographically — to use directional antennas and "contour protection" as a means to avoid interference. In written comments to federal regulators, the NAB said that a more prudent course would be for the Commission to abandon all notions of using FM directional antennas and "contour protection" in commercial FM broadcasting.

VISION INTERFAITH SATELLITE NETWORK EXPANDS PROGRAMMING HOURS

The Vision Interfaith Satellite Network (VISN) expanded its telecasts to 24 hours-a-day July 2, up from 18 hours of daily programming. Officials cited widespread requests for round-the-clock programming, according to the *National & International Religion Report*. They said the expansion adds 13 new series to the network's schedule of documentaries, drama, music, worship, and children's programs. VISN, which prohibits on-air solicitation for donations, was started in 1988 by 23 faith groups, including mainstream Protestant, Catholic, and Jewish bodies.

FOCUS ON THE FAMILY'S JAMES DOBSON SUFFERS HEART ATTACK

James C. Dobson, president of Focus on the Family in Pomona, Calif., suffered a "mild to moderate" heart attack while playing basketball with friends on Wednesday morning, August 15. After experiencing throbbing chest pains, he was able to drive himself to a hospital emergency room. Due to Dr. Dobson's excellent physical condition and his regular exercise, tests resulted in a very good prognosis.

William B. Berntsen, chancellor and former president of Northwestern College in Roseville, Minn., died after a long illness at the age of 74 on August 16. Dr. Berntsen, a 44-year resident of the Twin Cities, was known as an outstanding musician and college administrator with vision and courage. He is largely credited with rebuilding Northwestern from a fledgling institution in 1965 to one with a current enrollment of over 1000 students and more than 30 programs leading to a bachelor's degree. Also under Dr. Berntsen's leadership, the Northwestern College Radio Network increased its outreach and power to include stations in the Twin Cities, Duluth, Waterloo, Iowa; Fargo, N.D.; Sioux Falls, S.D.; and Madison, Wis.

RELIGIOUS RADIO/TV PIONEER CLIFTON MOORE PASSES AWAY AT 81

Clifton E. Moore, who started a radio ministry in Los Angeles during 1948, died at the age of 81 in Irvine, Calif., reported the July 18 edition of the *Los Angeles Times*. Moore was a Presbyterian minister and former chairman of radio and TV for the Southern California Council of Churches and for the Los Angeles Church Federation. Moore's longest-running and most-celebrated TV programs included *Give Us This Day*, *Faith of Our Children*, and *Great Churches of the Golden West*.

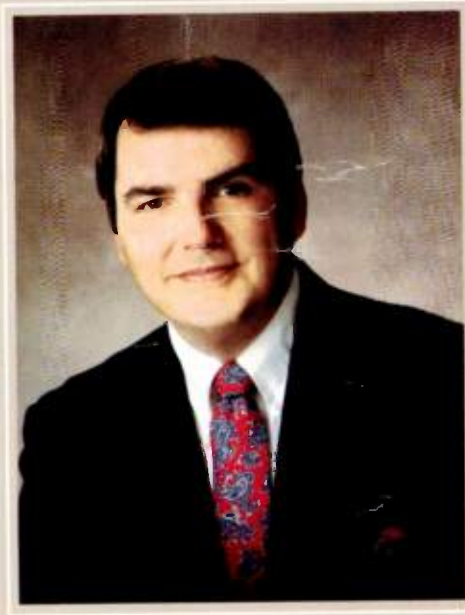
MORRIS CERULLO GIVEN APPROVAL TO PURCHASE PTL NETWORK & PROPERTY

The federal bankruptcy judge in the PTL Television Network case has approved the \$52 million sale of the ministry's assets to evangelist Morris Cerullo. The evangelist had deposited \$7 million in an escrow account to secure purchase of the defunct ministry's satellite TV network. He was given 90 days to obtain the remaining \$45 million to buy the other assets of the 2200-acre spread. Court approval of the purchase was held up by disagreements among secured creditors over division of \$38.7 million of the purchase price, according to the *National & International Religion Report*. Unsecured creditors, mainly PTL's lifetime partners who put an estimated \$160 million into timeshares, could be left with nothing after administrative costs are paid.

(Circle 222 on the Reader Service Card)

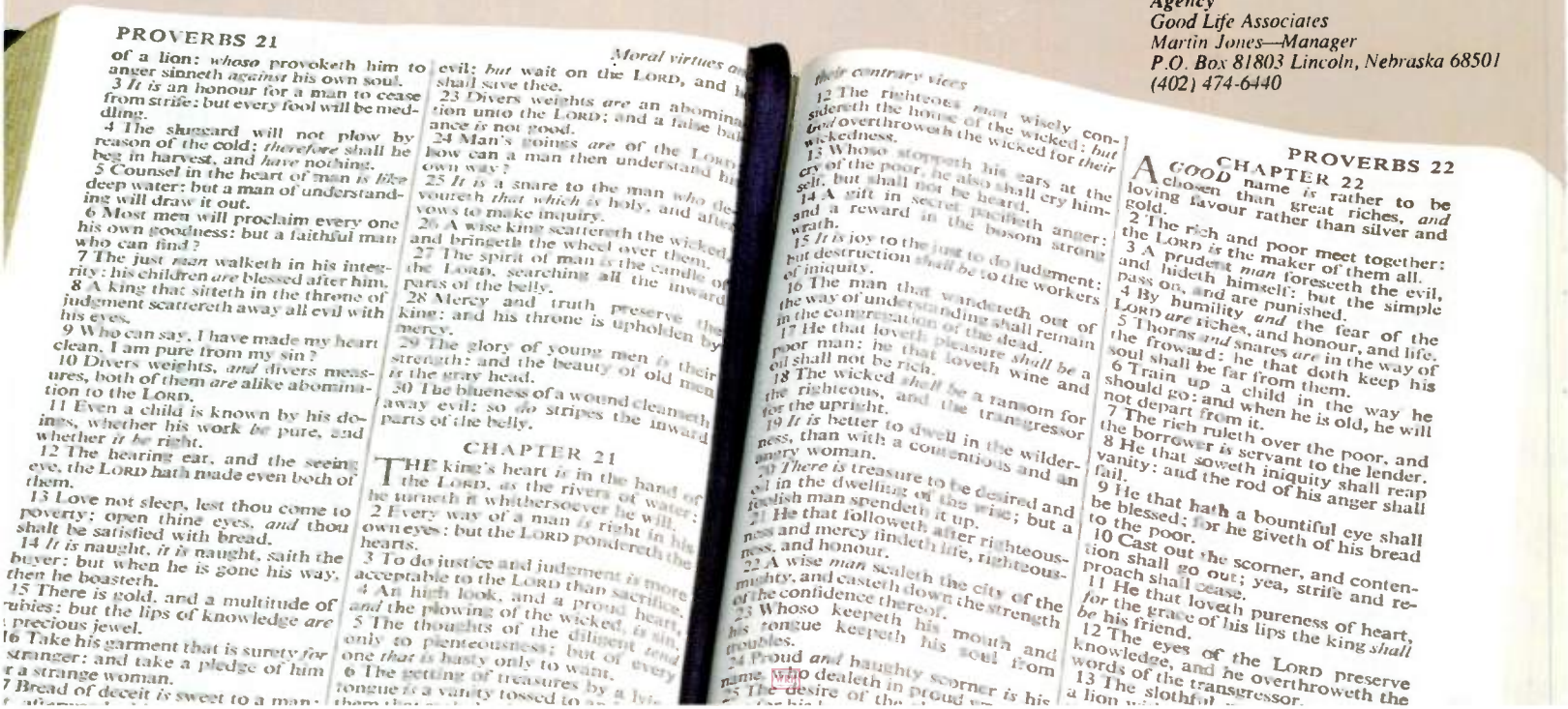
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The New American Famine
—a famine of God’s Word—
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PROVERBS 21

of a lion: *whoso provoketh him to anger sinneth against his own soul.*
3 *It is an honour for a man to cease from strife; but every fool will be meddling.*
4 *The sluggard will not plow by reason of the cold; therefore shall he beg in harvest, and have nothing.*
5 *Counsel in the heart of man is like deep water; but a man of understanding will draw it out.*
6 *Most men will proclaim every one his own goodness; but a faithful man who can find?*
7 *The just man walketh in his integrity; his children are blessed after him.*
8 *A king that sitteth in the throne of judgment scattereth away all evil with his eyes.*
9 *Who can say, I have made my heart clean, I am pure from my sin?*
10 *Divers weights, and divers measures, both of them are alike abomination to the LORD.*
11 *Even a child is known by his doings, whether his work be pure, and whether it be right.*
12 *The hearing ear, and the seeing eye, the LORD hath made even both of them.*
13 *Love not sleep, lest thou come to poverty; open thine eyes, and thou shalt be satisfied with bread.*
14 *It is naught, it is naught, saith the buyer; but when he is gone his way, then he boasteth.*
15 *There is gold, and a multitude of rubies; but the lips of knowledge are a precious jewel.*
16 *Take his garment that is surety for stranger; and take a pledge of him for a strange woman.*
17 *Bread of deceit is sweet to a man;*

evil; but wait on the LORD, and he shall save thee.
23 *Divers weights are an abomination unto the LORD; and a false balance is not good.*
24 *Man's goings are of the LORD; how can a man then understand his own way?*
25 *It is a snare to the man who devoureth that which is holy, and afterward vows to make inquiry.*
26 *A wise king scattereth the wicked, and bringeth the wheel over them.*
27 *The spirit of man is the candle of the LORD, searching all the inward parts of the belly.*
28 *Mercy and truth preserve the king; and his throne is upholden by mercy.*
29 *The glory of young men is their strength; and the beauty of old men is the gray head.*
30 *The blueness of a wound cleanseth away evil; so do stripes the inward parts of the belly.*

CHAPTER 21

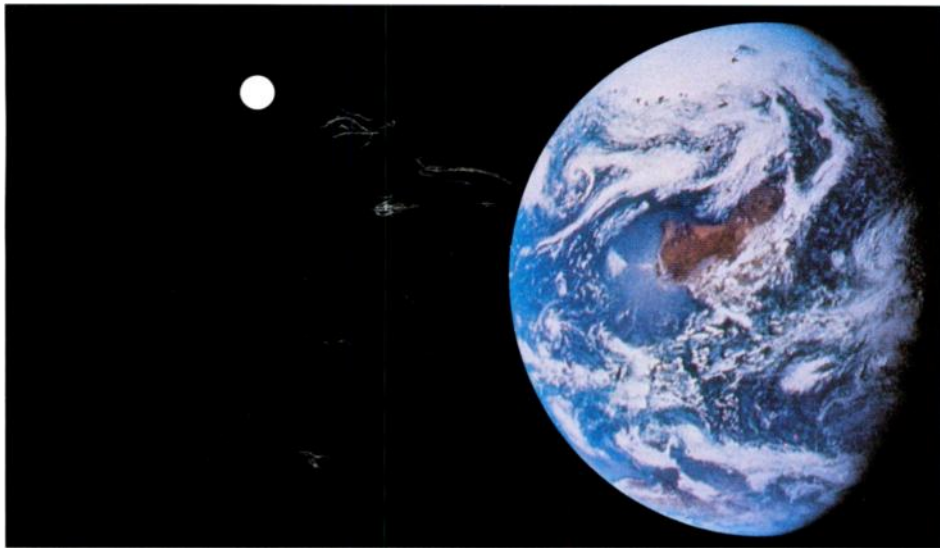
The king's heart is in the hand of the LORD, as the rivers of water; he turneth it whithersoever he will.
2 Every way of a man is right in his own eyes; but the LORD pondereth their hearts.
3 To do justice and judgement is more acceptable to the LORD than sacrifice; and the plowing of the wicked, is sin.
4 An high look, and a proud heart, and the plowing of the wicked, is sin.
5 The thoughts of the diligent tend only to pietyousness; but of every one that is hasty only to want.
6 The getting of treasures by a lying tongue is a vanity tossed to and fro among them that desire it.

their contrary vices
12 *The righteous man wisely considereth the house of the wicked; but overthroweth the wicked for their wickedness.*
13 *Whoso stoppeth his ears at the cry of the poor, he also shall cry himself, but shall not be heard.*
14 *A gift in secret pacifieth anger; and a reward in the bosom strong wrath.*
15 *It is joy to the just to do judgment; but destruction shall be to the workers of iniquity.*
16 *The man that wandereth out of the way of understanding shall remain in the congregation of the dead.*
17 *He that loveth pleasure shall be a poor man; he that loveth wine and oil shall not be rich.*
18 *The wicked shall be a ransom for the righteous, and the transgressor for the upright.*
19 *It is better to dwell in the wilderness, than with a contentious and an angry woman.*
20 *There is treasure to be desired and oil in the dwelling of the wise; but a foolish man spendeth it up.*
21 *He that followeth after righteousness and mercy findeth after righteousness, and honour.*
22 *A wise man scaileth the city of the mighty, and casteth down the strength of the confidence thereof.*
23 *Whoso keepeth his mouth and his tongue keepeth his soul from troubles.*
24 *Proud and haughty scorner is his name, who dealeth in proud words.*
25 *The desire of the righteous is only that he may do good; but the desire of the wicked is only that he may devour.*

PROVERBS 22

A GOOD CHAPTER 22
chosen name is rather to be loved than great riches, and gold.
2 *The rich and poor meet together; the LORD is the maker of them all.*
3 *A prudent man foreseeth the evil, and hideth himself; but the simple pass on, and are punished.*
4 *By humility and the fear of the LORD are riches, and honour, and life.*
5 *Thorns and snares are in the way of the froward; he that doth keep his soul shall be far from them.*
6 *Train up a child in the way he should go; and when he is old, he will not depart from it.*
7 *The rich ruleth over the poor, and the borrower is servant to the lender.*
8 *He that soweth iniquity shall reap vanity; and the rod of his anger shall fail.*
9 *He that hath a bountiful eye shall be blessed; for he giveth of his bread to the poor.*
10 *Cast out the scorner, and contention shall go out; yea, strife and reproach shall cease.*
11 *He that loveth pureness of heart, for the grace of his lips the king shall be his friend.*
12 *The eyes of the LORD preserve knowledge, and he overthroweth the words of the transgressor.*
13 *The slothful will be a lion with a lion's roar.*

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