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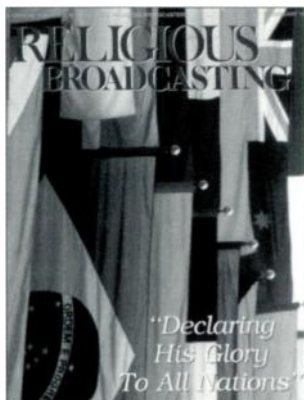
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ABOUT THE COVER



NRB 91: DECLARING HIS GLORY TO ALL NATIONS

The official program for NRB's 48th Annual Convention & Exposition is contained in this issue, beginning on page 53.

COVER PHOTO COURTESY OF:
The John F. Kennedy Center for the
Performing Arts, Washington, D.C.

SIGNING ON

As president of National Religious Broadcasters (NRB), I would like to welcome you to our 48th annual convention. If you have attended before, you know what to expect. If this is your first convention, let me give you a couple of helpful hints.

There are three words that best describe an NRB convention . . . *inspiration, information, and fellowship.*

Inspiration, Information & Fellowship Are Description For NRB 91

by Jerry Rose

Each plenary session will be a time of *inspiration*; a time to renew your vision. If you came to the convention discouraged it is our goal that you will leave encouraged. We want you to get a second wind spiritually so that you can go back to your ministry with a renewed vision, eager to continue in the work of the Lord.

The workshops will provide you with valuable *information* on everything from how to start a radio or TV station, to how to develop a radio or TV program. In between, there is a smorgasbord of workshops carefully designed to help you become more proficient in your ministry.

And finally, there is wonderful *fellowship*. There are those who attend the convention just for the opportunity to meet other Christians of like calling. Look around the coffee shops and in the lobby area and you will understand why.

The NRB convention is one of the best places in the world to meet with other Christian broadcasters to discuss ideas, visions, and opportunities. You will find them there not only from across the United States, but from all over the world. Last year, for example, over 23 countries were represented at our convention.

There are other reasons why I am excited about this convention. It is an opportunity for us all to come together for the common purpose of lifting up Jesus Christ through radio and television. Further, it gives us an opportunity as members of the body of Christ to say to the world that we have not and do not intend to "fade away" as some in the media have predicted.

God has raised up our ministries and He will sustain us. There is no doubt that there is a greater need for Christian media today than ever before.

Over 100 years ago, Karl Marx predicted that religion would simply fade away as the educational level increased. He called religion the opium of the masses. He was wrong. Instead, Marxism faded; it collapsed under the weight of Godlessness and repression. The masses want to know more about God than about Marxism.

The fact is that every human being has a need for God and today, more than ever, we must do all we can to see to it that the Gospel message gets out.

So I am excited about NRB and about this convention. Let's pray that it will be the best ever.

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



RELIGIOUS BROADCASTING

Volume 23, Number 2

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201/428-5400 FAX: 201/428-1814

RELIGIOUS BROADCASTING is indexed in the Christian Periodical Index and is available on 16mm and 35mm microfilm and 105mm microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Advertising in RELIGIOUS BROADCASTING does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board, or membership.

POSTMASTER: Please send change of address to RELIGIOUS BROADCASTING, 299 Webro Road, Parsippany, NJ 07054.

RELIGIOUS BROADCASTING (ISSN 0034-4079) is published 11 times a year. To subscribe send \$24 for one year to NRB, 299 Webro Road, Parsippany, NJ 07054. Orders outside the U.S. must add \$6. Second class permit at Parsippany, NJ, with additional postage paid and entry at Greenfield, Ohio. Printed in the U.S.A. Copyright 1991 by National Religious Broadcasters. All rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to RELIGIOUS BROADCASTING, 299 Webro Road, Parsippany, NJ 07054. RELIGIOUS BROADCASTING assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising matter.

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READERS' FORUM

Making The News

Dear Editor:

Thank you for *Religious Broadcasting's* November 1990 article on "The Role of News Services In Religious Programming." I concur with Wes Pippert that God does not view secular news as different from religious news.

WDAC-FM in Lancaster does not

program religious news. We program national news, whose source is an evangelical Christian editing and satellite service in Dallas, Texas (USA Radio News), and AP (Associated Press) Wire, also by satellite as a worldwide gathering source. We program local news with our own full-time news staff for gathering, writing, and producing, as well as AP Wire for regional source material.

We program news commentary including an evangelical Christian perspective from Donald Cole at Moody, *Family News in Focus* from the Dobson ministry, Cal Thomas as a beltway satirist, and myself as an observer of events on the local scene from an evangelical perspective.

In the concluding paragraph, Pippert appears to suggest that there exists an objective journalism in contrast to Christian commentary. The wire services, secular broadcast networks, *New York Times*, and *Washington Post* are anything but objective, valueless [news sources]. The stories they select, the reporters they employ, and the editors who comment on those stories inevitably produce secular, humanistic, sometimes anti-Christian news.

WDAC has chosen to run those sources through evangelical filters at both the national and local levels so that we can understand God's working through human events from a theistic, evangelical Christian perspective.

A totally objective, unbiased news report is the figment of the imagination of reporters and historians.

Paul R. Hollinger
WDAC-FM
Lancaster, Pa.

Forgetting The Ice Cream

Dear Editor:

I read with interest "The Role of News Services In Religious Programming" (*Religious Broadcasting* November 1990). For shame! How is it possible that a story of news services not include the leader and presenter of up-to-the-minute, clear, crisp, and concise news reporting of the Christian Broadcasting Network (CBN)?

CBN News is on a par, if not better, than any news service. Not to interview a spokesperson from CBN News is like talking about God and country, apple pie and ice cream, and leaving out the ice cream.

Gene Tognacci
WLVS-AM
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The Federal Communications Commission (FCC) has adopted new rules substantially reforming the comparative hearing process and limiting the amount of settlement payments permitted in connection with the licensing of both new and existing stations.

These changes are designed to streamline the awarding of licenses and to deter abuse of the agency's processes. The new rules have long been discussed within the broadcast industry and represent significant modifications of these important Commission policies.

Streamlined Hearings

To streamline the comparative hearing process, the FCC will implement four major rule changes. First, it will

Require payment of the \$6760 fee per application at a much more preliminary stage is designed to spur settlement negotiations before parties invest additional time and money in the hearing process.

As an additional incentive, the agency is proposing to permit more liberal settlement-related changes in applicants' statements concerning their integration of ownership and management and their willingness to divest other broadcast interests, if necessary.

The Commission will now permit successful applicants in a "global" settlement (that is, a settlement to which all applicants consent) to withdraw such integration proposals and divestiture commitments if a settlement is reached before the filing of notices of appearance, which essentially initiate the hearing. Applicants entering into partial settlements through mergers, however, will not be permitted to make such changes.

The discovery phase of the hearing process is a time-consuming and expensive undertaking. To expedite discovery, the Commission will require applicants to make certain documents available to their competitors, or to object to the documents produced, within 20 days after the issuance of the Hearing Designation Order by the presiding ALJ.

In an appeal of a hearing decision, oral judgments will be allowed only when requested both by the parties and the Review Board or when the FCC finds that an argument would assist in resolving the issues. Furthermore, appeals must be completed within 12 months of the Initial Decision.

Finally, the FCC has declined to eliminate or alter the *Anax* doctrine, which permits applicants to exclude limited partners and the owners of non-voting stock in determining comparative standing against other applicants. Under the *Anax* policy, two-tiered partnerships and corporations have been increasingly common in the application process and have occasionally drawn criticism for purportedly contributing to "sham" applications.

Limited Settlement Payments

Although the Commission hopes to encourage settlements, it also is aware that some parties have abused the settle-

ment process. Thus, the agency will now limit settlement payments made in connection with competing applications for construction permits for new broadcast stations, or modifications to facilities of existing stations. Applicants will now be permitted to recover only their legitimate and prudent out-of-pocket expenses up to the point when the trial phase of the hearing commences. After that point, payments will be prohibited.

The agency said that limiting settlement payments until a certain date, and thereafter barring payments altogether, will help deter sham applications and prevent the exploitation of the comparative process. Permitting pre-trial settlements is intended to encourage serious, qualified applicants who may remain "in the running" long enough to assess their chances of victory but who also will be able to recover their reasonable expenses if the possibility of winning later appears remote.

Parties to a settlement must provide the presiding ALJ with (1) certifications that they have not received and will not receive any money or other considerations in excess of their legitimate and prudent expenses; (2) the exact nature and amount of any consideration paid or promised; (3) an itemized accounting of the expenses for which they seek reimbursement; and (4) the terms of any oral agreement relating to the dismissal of amendment of the application.

In addition, applicants dismissing or withdrawing after the start of the trial phase must certify that they have received no consideration. These requirements parallel those imposed in the comparative renewal context.

The comparative hearing process and the former settlement rules have been described by some applicants (in the most extreme cases) as contributing to near extortion-like practices by abusive competitors. These rule changes should contribute significantly to the favorable reform of the Commission's broadcast licensing process and deter such harmful speculation.

**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 (FCC) and is general counsel for NRB. He was assisted in the preparation of this article by John C. Hol-
lar, an associate in the firm.**

New FCC Rules Expedite License Hearings, Begin Settlement Limits

by Richard E. Wiley

now encourage settlements at an earlier stage of each proceeding. Second, the agency will expedite the discovery phase of the hearing, in which applicants gather information about the qualifications of their competitors.

Third, the hearings themselves will be expedited by emphasizing the parties' written submissions and establishing time guidelines for preparation by the Initial Decision of the presiding Administrative Law Judge (ALJ). Fourth, appeals will be expedited through limitations on oral argument and on the review process.

The Commission hopes to encourage applicants to initiate settlement discussions at a very early stage. For example, hearing fees in comparative cases will now be due approximately 30 days after the deadline for petitions to deny the application, which is considerably earlier than under the existing rules.

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The Baptist Hour: From Sixty Minutes to Fifty Years

by Madge Hammond

The dominant American entertainment medium in 1940 was radio. Households with little furniture and few modern amenities had a radio set prominently placed in the room where family members gathered. It was the focus of attention.

People who could not afford the price of a movie theater ticket could gather around the radio and stretch their imaginations to visualize what their eyes could not see. The popular programs of the day often emptied the streets of traffic.

It was in that milieu that an Atlanta, Ga., pastor, Sam Lowe, saw his dream of more than a decade become a reality. Lowe had carried on a crusade within his denomination, the Southern Baptist Convention, to convince his fellow churchmen to find a way to use radio to spread the Gospel. At last he had been successful and looked forward to the

first broadcast of *The Baptist Hour* on the first Sunday in January 1941.

It was a small beginning, but it was a beginning. From that first broadcast over 17 radio stations, largely in the South, has come a 50-year involvement that allows *The Baptist Hour* each week to air on approximately 1000 radio stations in the U.S. and around the world.

The number recently doubled to the 1000 figure when arrangements were made for the Armed Forces Radio and Television Service, sometimes called the Armed Forces network, to carry the program on 500 stations reaching the U.S. military overseas, including personnel on Navy ships in the Persian Gulf.

The first *Baptist Hour* broadcast was distributed live from First Baptist Church in Shreveport, La. The speaker was the church's pastor M.E. Dodd. In recent years, the program has been recorded and distributed on disc from the Southern Baptists' Radio-TV Commis-

sion production center in Fort Worth, Texas.

On January 6, 1991 *The Baptist Hour* was again broadcast from First Baptist Church, in Shreveport, launching a six-month long golden anniversary celebration of the Radio-TV Commission's flagship radio program.

Hershel H. Hobbs, who served as permanent speaker on the *Baptist Hour* for 18 years, delivered the message that was carried live by satellite on the American Christian Television System (ACTS) network and recorded for distribution to the radio stations that broadcast the program.

Joel C. Gregory, who recently was named permanent *Baptist Hour* speaker, was unable to deliver the anniversary message due to beginning duties as pastor of First Baptist Church in Dallas, Texas, on January 6. Gregory will continue, however as permanent *Baptist Hour* speaker.

Hobbs, who was the longest-running *Baptist Hour* speaker, is pastor emeritus of First Baptist Church in Oklahoma City, Okla. He writes extensively, conducts Bible conferences, and is in demand as a speaker at churches, colleges, and seminaries.

Gregory was pastor of Travis Avenue Baptist Church in Fort Worth, Texas, when he became *Baptist Hour* speaker. He served as pastor of the Fort Worth church for five years — until accepting the call as pastor of the Dallas church. He is a former preaching professor at Southwestern Baptist Theological Seminary.

Long-Running Programs

Few radio programs have survived in today's competitive market as long as *The Baptist Hour*. It is one of the longest-running denominational radio programs in history.

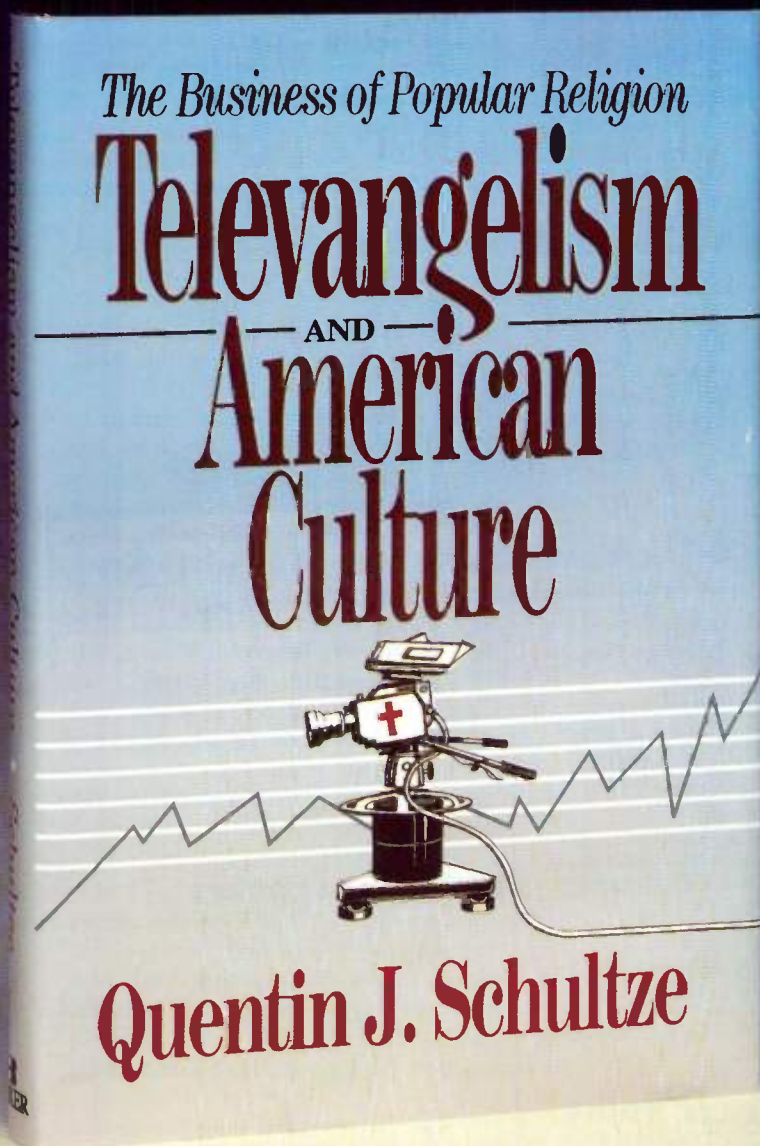
The Baptist Hour features a modified worship service format with music and a spoken message. One of six radio programs produced by the Radio-

CONTINUED ON PAGE 12



M.E. Dodd preaching the first Baptist Hour sermon in the auditorium of First Baptist Church, Shreveport, La.

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A popular writer and authority on communication and society, Quentin Schultze teaches communication arts and sciences at Calvin College.

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— Richard Baker, Allan Fisher, and Kin Millen

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An early Baptist Hour recording session in the Atlanta, Ga. studio. In 1955, the Radio and Television Commission moved its facilities to Fort Worth, Texas.

THE BAPTIST HOUR . . . CONTINUED FROM PAGE 10

TV Commission carried on more than 6000 radio stations nationwide, it follows the Commission's policy of no on-air solicitation.

Baptist Hour speakers have in-

cluded many pulpit giants in Southern Baptist life plus a number of prominent lay persons. In the 1950s speakers were named to fill the pulpit on a long-term basis.

Some of the names on the list of former *Baptist Hour* speakers and the positions they held at the same time are

Hershel H. Hobbs, pastor of First Baptist Church in Oklahoma City; George W. Truett, pastor of First Baptist Church in Dallas; W. A. Criswell, who succeeded Truett as pastor of Dallas' First Baptist; Frank Pollard, pastor of First Baptist Church in Jackson, Miss.; and Robert G. Lee, pastor of Bellevue Baptist Church in Memphis, Tenn.

Lay persons who have delivered *Baptist Hour* messages and the positions they held at the time were: Pat M. Neff, Ellis Arnall, and J. M. Broughton, governors of Texas, Georgia, and North Carolina, respectively; Robert S. Kerr and Josh Lee, U.S. Senators from Oklahoma; Brooks Hayes, Congressman from Arkansas; and Col. James B. Irwin, astronaut.

The first *Baptist Hour* sermon — titled "Christ and Human Crises" — was delivered as war clouds were reaching westward across the Atlantic. The speaker reminded his listeners that when Paul was in Corinth the world was passing through crises in all phases of life, with changes taking place faster than men could record them.

"And, amid all these crises," said Dodd, "Paul lifted up the Christ and said, 'Here is your answer to every problem.' That timeless gospel message has characterized the *Baptist Hour* for the past 50 years.

Ministry To Listeners

Listeners — from all walks of life and ranging in age from teenagers to senior citizens — have responded, with many writing to express appreciation that Southern Baptists care enough to produce a program like *The Baptist Hour*.

Some have related how *The Baptist Hour* served as an electronic lifeline, helping them find Christ as the answer in resolving a crisis in their lives. Others seek prayer and counseling or request printed copies of *Baptist Hour* sermons, which are available without charge for single copies or for a five-dollar annual subscription fee.

At the conclusion of each *Baptist Radio Hour* broadcast, announcer Derwood Rowell invites listeners to write to *The Baptist Hour* if they have prayer or counseling requests. He reminds the radio audience that the Southern Baptist Radio and Television Commission staff gathers every workday morning for meditation and to pray for missionaries around the world, the needs of the RTVC

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T. Bob - LATE NIGHT

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Sam F. Lowe was the founder and first director of the Southern Baptist Radio Commission.

staff, and "for you — the listener — who may have a burden and need on your heart."

Rowell also calls attention to the commission's staff of trained Christian counselors who stand ready to assist listeners with whatever situations they may be facing, in the strictest of confidence.

Jack B. Johnson, president of the Radio and Television Commission, said, "Sam Lowe could hardly have dreamed that God would use the program he founded to touch so many people over such an extended period of time as *The Baptist Hour*."

The Baptist Hour golden anniversary celebration will culminate at the annual Southern Baptist Convention during June in Atlanta, Ga., following a series of Baptist Hour rallies to be held in 16 cities throughout the nation from February through May.

Invitations are being extended on *The Baptist Hour* radio program to listeners to attend the rallies, which will be special worship services focusing on *The Baptist Hour* ministry as it moves toward the twenty-first century.

Looking ahead to the year 2000, RTVC president Johnson sees radio and television as having the power to make as great an impact in changing the world for the better during the next millennium as did the invention of the printing press in its day.

Madge Hammond is a communications specialist at the Southern Baptist Radio & Television Commission in Fort Worth, Texas.

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During a sharathon, Todd Isberner (left) and John Brock (right) use "Sharathon Helper," a software tracking program.

Using Sharathons To Do Audience Research

by Todd Isberner

Everyone knows sharathon fundraising broadcasts are a great tool for raising funds, but what about also using them as a tool for doing research? Stations that do sharathons are able to learn a great deal about their audience by gathering some simple information during the broadcast.

Thankfully within recent years, Christian radio stations have begun to recognize the importance of audience research. No longer is it good enough just to throw a signal out there without having any idea who it is reaching and what effect it is having.

Every station needs to find out more about who is listening and when they listen. Unfortunately not every station can afford to purchase rating information or research consultants. A sharathon, however, gives a station the perfect opportunity to collect some very accurate and useful data, without the burden of expense.

A station's audience response during sharathon can range anywhere from a few hundred to several thousand contacts. This will provide a

more than generous sampling from which to profile the audience.

Consider what one phone call from a listener is capable of supplying beyond just their name and address:

- Age demographic
- Gender
- When they listen and for how long
- Programming and/or music preferences
- What part of the coverage area they live in
- Their church affiliation
- Whether they are a new giver or a renewal
- How much they are contributing and whether it is a monthly or one-time donation
- Response patterns

So what will all this tell you? Very simply, whether or not you're getting the job done. Every one of these areas of information can be separately analyzed. Having this kind of specific data on your listeners will help you do a better job of understanding your audience and more effectively ministering to their needs.

Acquiring a profile on your con-

stituency will also enable you to learn more about the make-up of those who are supporting you. In addition, having the facts about your listeners will remove the guesswork that too many stations rely on when discussing their audiences.

Let's take a closer look at each category to see a few examples of the kind of things that can be learned.

Age Demos

Learning the exact number of responses and dollars pledged from each of the standard age groups will tell you who your actual audience is and whether or not you are hitting your target.

One station I worked with was surprised to discover that the bulk of their response came from a much younger age demo than they thought they were reaching. Even more surprising was the amount of money that this younger age group was committing to give.

Analyzing this kind of information helps the station to better define its target audience and then if need be,

re-aim and find tune its programming to better serve its audience.

Knowing the age groupings of your respondents will chase away any myths about who you think is paying the bills versus knowing who really is.

Gender

Typically the person doing the responding is the one who is also doing the listening. Everyone already knows women listen to Christian radio, but so do men and a call from them during sharathon can more accurately pin down how many there are as well as their listening habits.

Listening Times

Quite often a lot of speculation has been used in assuming when and how often people are listening to Christian radio. A sharathon respondent can tell you the exact dayparts they are tuning in to and just how many times a week they are there.

A station that thought its largest audience occurred in morning drive learned that the segment actually fell behind some other day parts. This helped the station's management to see the need for making certain changes to improve the 6 to 10 a.m. programming.

Programming Preference

Asking callers to rank their top three favorite programs or their least favorites will help take the guesswork out of programming decisions. Researching their music preferences will also show a station what's working and what isn't.

Coverage Area

"Well, I'm pretty sure we have listeners in _____, so how come we're not hearing from them?" I hear this comment time and again on sharathons. Research will tell you whether or not you really have any listeners in that location or if perhaps there is a weak signal in that area.

Why assume anything when you can know for sure by tracking the number of responses and dollars pledged from each community in the coverage area? If after analyzing the results you find an area where the response was lower than expected,

CONTINUED ON PAGE 16

HOW DO YOU CATCH A FALLING STAR?



He was the person most likely to succeed. Mr. Everything. Now his life is in shambles. The rising star has fallen into a chasm of gloom, his confidence overcome by dark depression. As a loving friend or relative, you try to communicate with him, to encourage him. But he doesn't respond. Who can reach into the darkness to rescue him? Rapha can.

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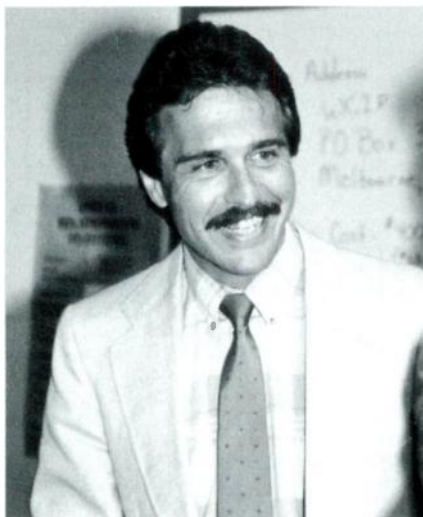


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Todd Isberner

USING SHARATHONS . . . CONTINUED FROM PAGE 15

you will be able to more accurately identify it and then start developing some targeted promotion.

Church Affiliation

The same is true for churches. Are you reaching only Baptists or is there a broad cross section of denominations represented among your listenership? Which churches do they attend and how much financial support are they providing?

One station whose sharathon my company produced found out that better than 50 percent of its support was coming from people within the church that owned the station. In order to expand its audience, the station would have to start making a few changes to begin reaching others outside its own group.

Knowing where your audience goes to church and how much money pledged is represented by listeners in those various churches, can help a station determine its promotional efforts.

New or Renewal Givers

As you track new or renewal givers during the sharathon, you are able to learn what percentage of the response is from first-time contributors versus those who have contributed in the past.

For example, you may find that 50 percent of the callers are new givers. That's a good reason to believe you've acquired a healthy percentage

of new listeners. But what if at the same time you discover that only half of those who responded last time are renewing their pledges during this sharathon? Time to emphasize renewal giving on the broadcast. Knowing those kind of specifics will allow you to go to work immediately.

A station that recently experienced a low response from its renewal givers quickly contacted them during the following three weeks of sharathon. As a result, more than half of them did renew their giving which translated to a sizable amount of support that would have otherwise been overlooked.

Monthly/One Time Gifts

Following sharathon, a station's cash flow can start to run into some problems if a large percentage of the givers responded only with a one time gift. But what if during sharathon you are tracking the number of one time gifts along with the number of monthly commitments?

Then you would be able to know exactly where to place the emphasis during the broadcast. Having the facts on the type of support you can expect during your fiscal year will also help you project a more accurate financial forecast.

Response Patterns

Tracking the number of calls and the dollars pledged for each hour of sharathon will give you a basis of comparison on response patterns. Once you discover where the "dead" spots are, or the "hot" spots, you can more easily plan your hourly goals and on-air strategy.

Evaluating the hourly response will tell you something more about audience size during various dayparts. This will also allow you to examine programming effectiveness.

Research Made Easy

Research can sound like a lot of work or something that takes too much time or expertise. Not so. It really can be quite simple and efficient if sharathons are used as the vehicle.

It all starts with the listener's phone response. The sharathon operator first takes down the basic pledge information and then simply asks, "Would you have another minute



A Sharathon volunteer phone operator gathers and records key information.

to answer a few quick questions for our survey?"

All you need to do is determine ahead of time which questions you want to ask and how to phrase them. We have tailor-designed scripts and phone response cards that are simple to use and speed up the process of taking information.

Then it's a matter of compiling all of that data into an organized and easy to analyze report. Creating information gathering forms or a computer data base can greatly simplify the task.

We've been using a simplified computer software program called "Sharathon Helper." It is designed as an on-air enhancement tool and accurately tracks all of this kind of data along with pledge tabulating. Having key bits of updated information on a screen in front of the sharathon hosts can add a real professional touch to the broadcast.

As Christian broadcasters working on the Lord's behalf, we owe it to our listeners to get the facts. Knowing as much as you possibly can about those who are spending time on your frequency will show you what their needs are and how you can better serve them.

That is the whole basis for doing research. Stations that do on-air fundraisers can now get the facts using their sharathon as an effective tool for doing audience research.

Todd Isberner is president of Share Media and has produced over 100 sharathons. He is also marketing consultant for the SkyLight Satellite Network in St. Paul, Minn.

HOW DO YOU REACH AN ISOLATED FRIEND?



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The Anatomy Of An Effective Ministry

by Warren Bonesteel

In recent years, bookstore shelves across the country have been packed with many biographies and autobiographies of successful men and women who became American corporate heroes.

Their stories are filled with inside information on how they made it to the top and how they struggle to stay there. Many times those of us involved in ministry work look to these corporate giants for guidance in dealing with church and ministry issues.

But business expertise isn't enough when we need to discern God's will in difficult decisions. The long-term success of any ministry can be traced to certain qualities that go beyond the advice found in business books.

Rev. Warren and Char Bolthouse have tried to live out these qualities as co-founders of the Family Life Radio (FLR) network. In April, they will celebrate FLR's 25th anniversary of effective ministry leadership.

These elements of excellence work together like various parts of a body to form the anatomy of an effective ministry. As you review the following traits, you may want to take a "physical" examination of your organization to determine how well these qualities operate in your ministry.

LEADERSHIP is the mind of a ministry. Any organization needs strong leadership to make the tough decisions. As the mind processes information and coordinates the entire body, so leadership must process information and coordinate the entire ministry toward a smooth operation.

Over the years the Bolthouses have had strong leadership from their board of directors and administrative counsel. They gel together in making



Rev. Warren and Char Bolthouse on the air.

the serious decisions that have an impact on the work.

PRAYER is the spirit of a ministry. If leaders are to lead, they must first be led by the Holy Spirit in every division, in every decision.

FLR conducts a staff prayer time and Bible reading each week. The floor is open for prayer requests and concerns from workers. Dealing with them first thing Monday morning sets the pace for a productive and exciting week.

"Before any important meeting, we ask God to join us — not as the secretary to take notes of our decisions, but as the chairman so we may take note of His decisions," says Warren Bolthouse. "After all, this is His work. And His work requires His wisdom, power, strength, and resources to get the job done."

INTEGRITY is the stomach of a

ministry. It takes intestinal fortitude to stand for what is right and to keep standing even when it hurts. This type of approach only comes by deciding policies, procedures, and positions ahead of time.

FLR maintains integrity through accountability with board members such as Mel Johnson, Charlie VanderMeer, John W. Peterson, and other solid businessmen and women who meet together twice a year.

LOVE is the heart of a ministry. Without love, a ministry is just a job, vision is just a "to do" list, commitment is just an obligation, and a burden is just a worry.

Love for your listeners is a priority for effective radio ministry. "Sometimes listeners only hear 'I love you' from the speaker on their radio," says Char Bolthouse. "This genuine

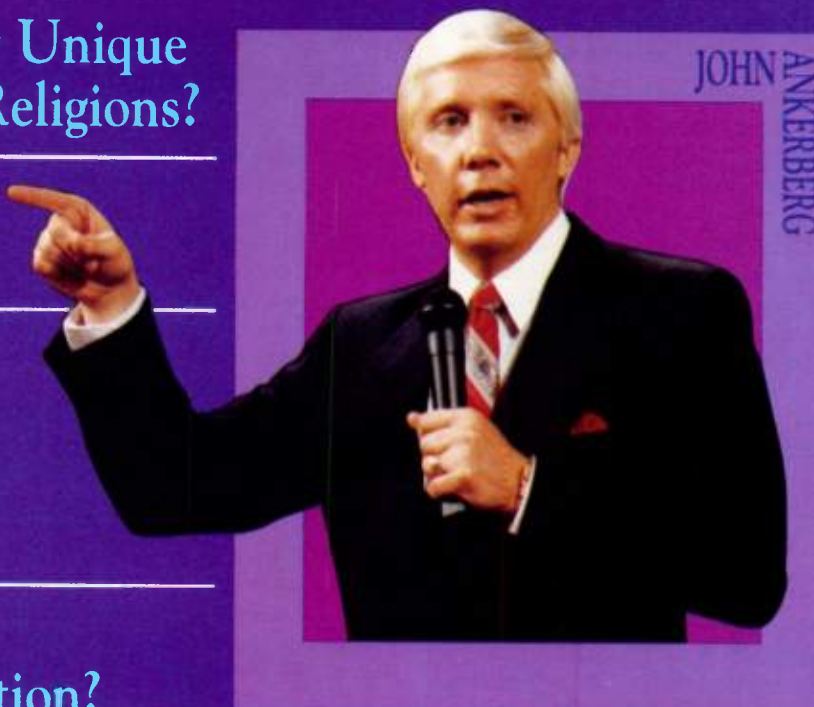
CONTINUED ON PAGE 20

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THE ANATOMY . . .

CONTINUED FROM PAGE 18

love is expressed through caring announcers who share from the heart and pray for each hurt."

Concern for your community is also important. Each FLR station dedicates significant resources to community relations. Special emphasis is given to cooperative activities with area churches to promote unity within the body of Christ.

FLR's cooperation with Youth Haven Ranches, a camp ministry for disadvantaged children, along with recently added counseling centers contribute to the personal touch of love the organization shares everyday.

FAITH is the breath of a ministry. As it is impossible to live without breathing, it is impossible to please the Lord without faith (Hebrews 11:6). If a ministry is to please the Lord, it must have faith to look beyond its resources and count on His — to believe God is in control every step of the way in meeting the challenges of the next decade and beyond.

In 1966, from the basement of

their Jackson, Mich., home on the Jericho Road, Warren and Char Bolthouse pioneered a 30-minute radio program to central Michigan youth. This half-hour broadcast paved the way for future programming opportunities and expanded air time on a local Michigan station.

A few months later, the station manager loaned his studios to the Bolthouses for a day-long radiothon to raise funds for purchasing their own radio station. Thanks to generous listeners who pledged their financial support, the Bolthouses, along with a newly formed board of directors, purchased their first non-profit, non-commercial radio station in 1968.

"Without faith, I dare say, we would have never left the basement of our Michigan home," Warren Bolthouse admits.

VISION is the eyes of a ministry. To remain effective, a ministry must look beyond today to catch a glimpse of the future. The Bolthouses had a vision for each station location before they signed on the air.

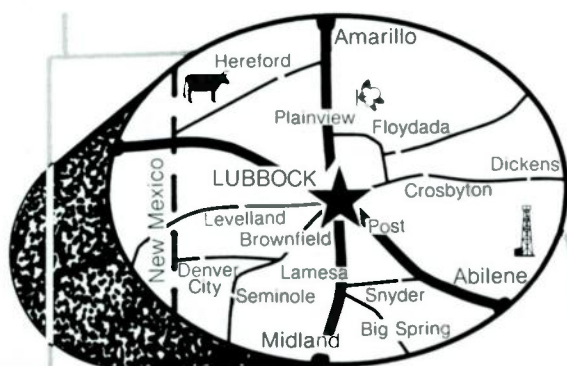
From their humble beginnings

God built a seven-station network with four facilities in Michigan, two in Arizona, and one in New Mexico. The network has also added two counseling centers, the nationwide satellite program *Parent Talk*, and other nationally syndicated broadcasts.

**Every ministry needs
a work force with a
servant's attitude to
go beyond the call
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God-given goals.**

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For over 20 years, the Bolthouses had a vision of putting a radio station in Detroit, Mich. In 1988, this dream came true after many years of prayers and struggles. But if they never had a vision for Detroit, they would not have stayed motivated to pursue this radio station.

When times are tough and obstacles look as big as the grapevines in Canaan, God uses "vision" to keep you encouraged to go on to the "promised land" of your future in Him.

SERVICE is the hands and feet of a ministry. With every grand pursuit, there are pleasant and unpleasant, challenging and monotonous, delightful and demanding tasks that need to be done. All tasks need to be accomplished for the furtherance of the kingdom and the gospel.

Every ministry needs a work force with a servant's attitude to go beyond the call of duty to reach its God-given goals. This servant's attitude must prevail from the president in office to the part-time janitor who cleans the office.

Service is a willingness to do whatever it takes to get the job done as an offering to the Lord. If you try to serve others, you're doomed to disappointment because people do not always respond in the way you anticipate. But when you serve the Lord, you're guaranteed of His positive response as you remain faithful to Him.

**LOVE is the heart
of a ministry.**

**Without love, a
ministry is just a job,
vision is just a 'to do'
list, commitment is
just an obligation, and
a burden is just
a worry.
Love for your
listeners is a
priority for effective
radio ministry.**



**Rev. Warren and Char Bolthouse
are the co-founders of Family Life
Radio.**

ATTITUDE is the backbone of a ministry. We serve the Lord out of gratitude to Him for giving us eternal life. This grateful attitude makes serving the Lord a real pleasure and joy.

When your attitude is wrong it needs adjustment, just like the chiropractor adjusts your back. A wrong attitude inhibits you from freely walking in the light, just as a strained back inhibits you from the activities you enjoy. As one slipped disc hurts the entire back, one bad attitude hurts the entire ministry.

The right attitude makes a difference in effective ministry. Some look at obstacles and call them problems. Others look at the same obstacles and call them challenges. It is the way you approach these obstacles that determine the progress of your ministry.

As you dissect this anatomy of an effective ministry, take a few moments to evaluate yourself, your church, and your ministry. If someone were to dissect your ministry, could they find these qualities? And if so, to what measure would they find them?

Without this body of qualities, Family Life Radio would have never made it past the first year, let alone 25 of them. And so it is with your ministry. But with a full reliance on God, you can press on with all the leadership, prayer, integrity, love, faith, vision, service, and attitude it takes to remain an effective ministry.

**Warren Bonesteel is the development
program coordinator for Family Life
Radio in Tucson, Ariz.**

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The Ministry of L.I.F.E.: Setting Captives Free

by Ron & Joanne Highley

The pilot is trying to land the 747 without all its mechanical controls working. The huge plane flips, rolls in a ball of flame, and crashes in an Iowa cornfield. The people who survive are taken out of the wreckage and go home to try to put their lives back together.

The curious syndrome that follows is that every survivor relives that experience daily, and on the year's anniversary of the event, they go to the site of the crash to commemorate those who did not survive. But, more than that, they feel powerful emotions compelling them back to the site.

A Drive to Overcome

At Living In Freedom Eternally (L.I.F.E.) ministry in New York City, we have learned that the tangible teaches us the spiritual — what we can see is used by God to teach us what we cannot see. In dealing for the past 12 years with people who are overcoming homosexuality and other addictions, we find the above story very telling.

Those children whose home lives had emotionally "crashed and burned" have a desire to return to the same emotional climate because it "feels like home." Robin Norwood put it so well in *Letters From Women Who Love Too Much* (not a Christian book).

She writes: "... we naturally choose in relationships that with which we are already familiar. The word 'familiar' is derived from the concept of family. Thus, what we have known in our family of origin will always be what is most familiar



Ron & Joanne Highley are the co-directors of L.I.F.E., a ministry based in New York City.

and comfortable to us, no matter how unhealthy that family of origin was.

"If what we've known is violence, then in adulthood we will automatically choose a partner and a situation in which violence is again a factor, both because it 'fits' for us, and because its continuing presence offers us chance after chance at what we want most — to win.

"When we have been traumatized in any way, there is always the (usually unconscious) drive to recreate the traumatic situation and this time to

prevail, to gain ascendancy over what defeated us before. The greater the trauma, the more powerful this drive to surmount it."

Feelings From Childhood

Melody Beattie in *Beyond Codependency* states: "... the smoldering fire contains other coals too. Included among these are *feelings from our childhood*, feelings that hurt too much to feel. Many of us denied

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THE MINISTRY . . . CONTINUED FROM PAGE 22

these feelings, then lived out situations that recreated the same feelings we were denying from our childhoods. The smoldering fire is a past buried alive, according to Earnie Larsen."

Beattie proceeds to talk about "Post Traumatic Stress Disorder" (an

"adult child" syndrome written about by Timmen Cermak) similar to what war veterans experience. It is, what Cermak calls, a condition of people who chronically live through or with events "outside the range of what is considered to be normal human experience."

Confusion In The Church

These very vivid and real factors

help explain the degree of confusion present in the church today about homosexuality. Most of us have heard such comments as: *"but I didn't ask to be gay;" "I just one day discovered my homosexual feelings;"* or *"I've fasted and prayed and tried everything but nothing worked."*

In our sympathy for the sufferings of others, we can let our theology erode. We may adjust our beliefs to accommodate human testimony, and this is a serious mistake. The root of homosexuality is buried in ungodly emotions and sin. To the question "is homosexuality chosen or is it involuntary?," the answer to both parts is YES. But let's clarify that.

There is the homosexual *condition* of being attracted to the same sex, and this is involuntary. There is a homosexual *behavior* in sexual contact with the same sex, and this is chosen and sinful. Those of us in ministry know more about the problem than those who have the problem, so we can't take their opinion of what is needed.

The Call For Compassion

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We have been indifferent and ignorant of their problem, looking only at homosexuality's sinful manifestations. This has alienated homosexuals further from the only hope they have -- the truth of God and the fellowship of believers.

homosexuals must feel accepted and loved by the church so that counsel and change can take place. The Church must confess that it has failed to reach out to those in homosexuality with love, truth, and compassion. We are guilty of treating them as if they would contaminate the premises.

We have been indifferent and ignorant of their problem, looking only at homosexuality's sinful manifesta-

CONTINUED ON PAGE 26

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THE MINISTRY . . .

CONTINUED FROM PAGE 24

tions. This has alienated homosexuals further from the only hope they have — the truth of God and the fellowship of believers.

A friend of ours who works in a large city in the Midwest known for its strong churches, said the "gay" church is strong there because the Christians see the "gays" as reprobate and needing only to repent.

Surely, repentance is of God, and vital, but it doesn't get rid of the root problem, and people give up on themselves. Despair is a terrible thing, and when someone wants to turn toward God with their seemingly unchangeable problem, why wouldn't they go to a "gay" church?

The real Church must vigorously offer hope to those in bondage and, if we are to help, we must not be confused ourselves! Let's keep the attitude that nothing is impossible for God as we grapple with today's most difficult challenges.

Let's not send people with com-

pulsive behavior to the local psychoanalyst when what they need is Spirit-led ministry. And let's not adjust our theology to human experience and conclude that maybe something isn't wrong because we haven't been able to do much about it.

A prominent Christian has said publicly, "since so few really get free of the orientation, how can we deny them sex?" Many Christians, including the forementioned leader, have been getting too much of their information from the media, uninformed doctors, columnists, etc.

In addition, too many have come to accept statements like: "*Gee, he seems happy that way;*" "*I've tried to change!;*" "*Jesus never mentioned homosexuality;*" or "*The Bible doesn't forbid committed, monogamous relationships.*"

Setting Captives Free

Yes, breaking a sin pattern that brings us emotional and identity satisfaction is tough, but God's Word is a sword, and we are called by Him to

Those children whose home lives had emotionally "crashed and burned" have a desire to return to the same emotional climate because it "feels like home."

say hard words, but ultimately comforting, life-giving words to a dying world. Of course, the response is the same today as it was when Paul spoke on Mars Hill in Acts 17: some sneered, and some wanted to hear more!

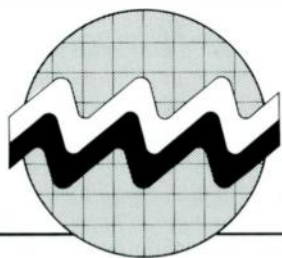
We thank God for the privilege of broadcasting His word of freedom to all who are caught in a false identity and addictive behavior. We continue to trust in the promise, "the truth will set you free" and we see wonderful results here at L.I.F.E. ministry as the Holy Spirit works within those who submit to Him.

In the seven years since L.I.F.E. began, there have been over 30 marriages and many single people whose lives have been changed. A recent study of this ministry done by a Hunter College graduate student showed that out of 58 responses to a questionnaire, 90 percent said they were free of their homosexual condition.

The wisdom and counsel of God is able to stop the addictive behavior and change the root condition. After all, Jer. 32:27 says "I am the Lord, the God of all mankind. Is anything too hard for me?" We need only to tap into His great resources as we minister to the needs of others.

The Lord Himself tells us that we are the light of the world, so we must broadcast the Good News with more fervor and love than ever, because more lies have been told now than ever in history. In a very real way, those caught in the life of homosexuality are our sons and daughters. Let's snatch them out of the fire.

Ron and Joanne Highley are co-directors of L.I.F.E. ministry, P.O. Box 353, New York, NY 10185.



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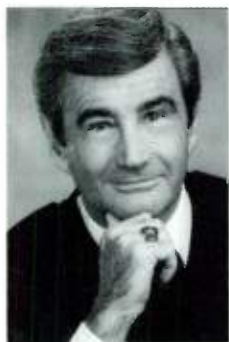
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SPOTLIGHT

My grandfather, known as "drunken Hank Johnson," was miraculously saved at a rescue mission one night.

My dad, Stanley Johnson, was a religious man who was also given a new life one late night after hearing a railroad evangelist present the gospel. Dad came home and knelt beside the old furnace in our house and gave his heart to Christ.

He then called me and wanted me to be the first to know about it, since he knew I had given my heart to Christ a few months earlier at a little branch of the Mel Trotter Mission in Grand Rapids, Mich.

In addition to our church loyalty,



MEL JOHNSON

I Learned Life's Most Valuable Lessons At The Mission

BY MEL JOHNSON

Dad gave us the opportunity to be a part of the rescue mission program, and it was Mel Trotter who sent me to Moody Bible Institute (MBI).

After my graduation, Mr. Trotter hired me to be his director of music, radio, and young people. The work at the Mel Trotter Mission was quite extensive. Many folks referred to it as "the Tabernacle" and it was there that they heard the world's outstanding speakers and musicians.

Mr. Trotter believed in giving exposure to the great heroes of the faith and the legends of pulpитеers that were brought to the Mel Trotter Mission for conferences.

As a young man I sat in awe, listening to these world-renowned people present just a simple faith which reaffirmed what I learned in that little garage-type mission on Burton Street in Grand Rapids.

I learned much at the mission, first as a student and later as a member of the staff.

I learned to work long and diligent-

ly. If I could afford a watch in those days, I didn't look at it too often because I was pledged to work in whatever capacity I was called: in the clothes room, taking a speaker to his hotel room, or sitting down across from a hungry man at the restaurant.

I learned to take orders. I never argued or said that it was not in my job description. I don't recall ever getting one. I just assumed when I was hired that I was to do as I was told out of respect for my elders and leaders. And, as we proved ourselves, Mel Trotter gave us opportunities to be creative and to implement many of our ideas.

I also learned to be on time. One of my responsibilities was a 30-minute morning program on the city's largest commercial station. I learned to get up early, as I had to be at the studio downtown every morning at 6:30 to meet my fellow workers and the guests.

If I was late, nobody waited for me and if I was late more than once, I knew I would be replaced. But I valued my unique opportunity as a young man to be on a big-city radio station.

I learned the art of patience. I didn't watch the clock for the "long meeting." As I reflect today, I believe they were so interesting and inspiring that I didn't care how long they lasted. I was with my friends and my friends felt like I did.

I recall having to get to the meeting house at least a half hour ahead of starting time if I was to get a decent seat in the 2500-seat auditorium. If late, I had to go way up to the second balcony where I could hardly see anybody on the

platform.

Back then it might have been the thing to do for us as young people, so we could hold hands with our girlfriends and visit with our peers. But that never happened. If it did, Dad took care of it.

I learned how to witness. While at MBI, I took my assignments in witnessing quite seriously because I had learned how to witness from Mel Trotter before I entered as a freshman at Moody. Upon my graduation and my joining the staff at the Mel Trotter Mission, I was further impressed with the urgency and necessity of witnessing as Mr. Trotter taught it.

I learned to do things I didn't like to do — ugly things. I learned what it was to kneel behind a smelly drunk and then walk him home so he wouldn't stop by the bar or beat up his family when he arrived home!

I learned to see the needs of others, especially in the cold winter days, as they came in without coats and necessary foot wear. The needs were serious ones, and I learned that these people were our "products" and that they trusted us and relied upon our help.

I learned that God supplies every

I learned to do things I didn't like to do — ugly things. I learned what it was to kneel behind a smelly drunk and then walk him home so he wouldn't stop by the bar or beat up his family when he arrived home!

need. I watched in amazement while department stores would call for our trucks to give us racks of clothes. I marveled at the way business men supplied food for the hungry.

I learned to pray in faith and to expect answers. One of the greatest heritages in my life in growing up at the mission was to watch God work and see great results.

I learned to be excited about what I was doing. I learned to be a part of my co-workers' activity and rejoice in the Lord's blessings on their work. I learned to be thankful for what I had and for God's goodness to my family.

I learned to study and to preach. Some nights with only seven or eight in a meeting, I learned to give as much of my energy and heart enthusiasm to that small group of men as I would to a Sunday meeting of 2500 people.

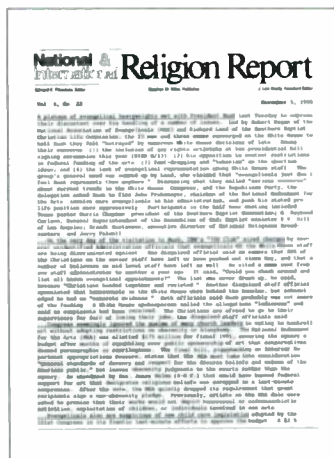
I learned to be prepared and let the Spirit of God use His Word, which I learned was the only effective way to

meet the spiritual needs of people.

I saw results and I learned to "stick-to-it." Mel Trotter's motto was "everlastingly at it." I learned to believe and accept that motto.

Mel Johnson, an NRB board member, is chairman of the board of trustees at Northwestern College in St. Paul, Minn., and producer of the daily radio programs *Young World* and *Action*.

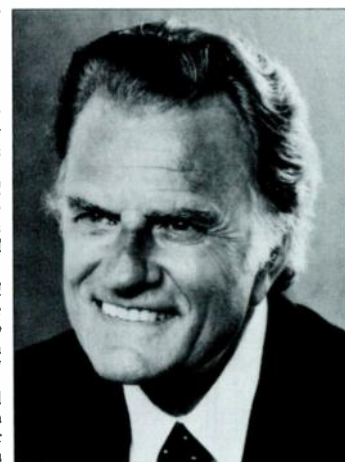
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RON MIGHELL

What Is A Christian Broadcaster?

by Ron Mighell

The tiring career of a Christian broadcaster began in the 1920s with the deep-voiced pioneer announcer whose paycheck never quite matched his long hours, but would rather be on the air than be paid his worth. His air work was all live as he transmitted from a low-powered, high-priced daytime AMer.

Format excitement was limited to an announcer's vocal dynamic, spirited unctation, and sister Smith at the piano, in front of a carbon mike. The results this early broadcaster saw were few, but eternal.

A Word Merchant

A Christian broadcaster is a merchant of words, occasionally guilty of verbal excesses, which are only quieted by his closing theme song. He's a world class gambler, betting the best years of his career on his delivery of the message of the cross of Christ.

He lays himself open to vulnerability by matching his "product" against the attractive formats of this world. He often quietly wonders, during his lonely late-night shift, if he's really

talking to himself! Always ambitious, the Christian broadcaster will work 18-hour days if necessary but, at the same time, would rather perk the coffee than pre-read his news copy.

A Loyal Visionary

This visionary is extremely loyal, but in a strange sense of the word. For example, he would sooner be labeled a rank modernist than allow harsh weather or an unfaithful car to make him late for his shift. Or he will play a less-than-appropriate follow-up song simply because the right one wasn't cued. Full of sentimental ideals, the old broadcaster, if over 40, secretly believes the music of the sixties has to come back because it is so refreshingly pleasing to God.

Of late, a Christian broadcaster is a 21-year-old who actually believes the Acme Announcing School ad which promoted a shortage of radio and television announcers, but then is stunned with the reality of job scarcity. Somehow, though, he finds the Lord's will in some little market, seemingly known only to God. Although it is thought to be the first step up the ladder, often years later, he'll confirm he is *still* there and *still* in God's will.

In the 70 years since that first "God

Broadcasters must be their own engineer, receptionist, tour guide, tape editor, cup washer, custodian, and chaplain, and *must* look and sound victorious at all times, even when personal problems are breaking their heart.

bless you" over the air waves, a Christian broadcaster may take on many forms: a television personality, administrator, or short-wave evangelist whose voice is heard around the world. Lately, a Christian broadcaster may be a woman who replaces the deep voice with a quick wit or a commanding knowledge of current events or God's word.

A Servant of God

Who are these broadcasters? They are men and women who are servants of God, driven to tears by the needs of broken people they have never met, and probably never will. They are a dynamic group of people who never quite look as good as they sound.

In spite of their make-up, shoulder pads, hair pieces, and pleasant smiles, in their inherent boldness, they would bind Satan with a microphone cord in one hand and the two-edged sword in the other.

Although they give only a shy smile and nod when personally complimented by a listener or viewer, they are equipped with a dangerously big ego, opinions on every subject, contacts that don't always materialize, and dreams of their very own transponder.

A Diversified Pro

They are always on time with the news, and always late with log entries. When interviewing others, they listen politely and intently, or so they would have you believe. They are fiercely competitive for a larger share, increased households, and greater penetration, but will volunteer to help when their competition's tower blows down.

Broadcasters must be their own engineer, receptionist, tour guide, tape editor, cup washer, custodian, and chaplain, and *must* look and sound victorious at all times, even when personal problems are breaking their heart. They come in various nationalities, personalities, sizes, denominations, and temperaments.

The Christian broadcaster's occupation is often a calling which is financially profitable for only a few and occasionally touched by scandal, but rewarding for most. I Timothy 1:12 says, "I thank Jesus our Lord, who has given me strength that he considered me faithful, appointing me to his service."

Aren't you glad that God has allowed us to be broadcasters? I certainly am!

Ron Mighell is the vice president of WTLW-TV44 in Lima, Ohio.

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Thomas F. Zimmerman, NRB Co-Founder, Dies At Age 78

SPRINGFIELD, Mo. (NRB) — National Religious Broadcasters (NRB) co-founder Thomas F. Zimmerman, who served as general superintendent of the Assemblies of God for 26 years and was a well-known leader in evangelical church circles, passed away January 2 in Springfield.

At the time of his death, Dr. Zimmerman, 78, was a member of NRB's executive committee. In 1973, Dr. Zimmerman was honored with NRB's Distinguished Service Award while serving as the general superintendent of the Assemblies of God. He was inducted into the Religious Broadcasting Hall of Fame in 1987.

Private funeral services were held January 3 in Springfield, with a public memorial service taking place at Springfield's Central Assembly of God on January 8. Surviving Dr. Zimmerman are his wife Elizabeth, daughter Elizabeth Tinslin, sons David and Thomas F. II, and eight grandchildren.

Music Committees Involved In ASCAP License Negotiations

CAMARILLO, Calif. (NRB) — Last year saw radio mount a serious campaign to renew its ASCAP licenses for the multi-year period beginning January 1, 1991. The National Religious Broadcasters Music License Committee (NRBMLC), which is chaired by Edward Atsinger of Salem Communications, and the Radio Music License Committee (RMLC), led by Dick Harris of Group W, are the two radio industry committees recognized by ASCAP for negotiating purposes.

Both committees maintained high intensity during 1990, educating stations as to the issues, signing up stations for representation, and raising funds to sustain what may be lengthy proceedings. The NRBMLC traveled to New York City on November 15 to initiate talks with ASCAP.

The NRBMLC represents more than 300 specialty radio broadcasters — primarily religious-formatted but also some classical, ethnic, and magazine-formatted stations. These are stations whose



THOS. ZIMMERMAN

programming does not rely heavily on copyrighted music.

Historically, the licenses offered by ASCAP to the radio industry have not been written with these types of specialty stations in mind. Moreover, it is the position of the NRBMLC that the present licenses discriminate against these middle-ground stations, most of which do not fit neatly into either "all-music" or "all-talk" categories.

The NRBMLC proposed a number of significant modifications to ASCAP's per program license. ASCAP's response to date has not been encouraging; nevertheless, the committee still holds out hopes of a negotiated settlement. Should an impasse between the parties occur, the Rate Court (Federal Court for the Southern District of New York) will then have to adjudicate a license.

The NRBMLC already had a case pending in the ASCAP Rate Court pertaining to the prior license period which ended last December 31. Meanwhile, the RMLC, representing mainstream radio, has now had a number of negotiating sessions with ASCAP. To date, no agreement has been reached between the two.

As reported in *NAB News*, the 13-year fight between local commercial television stations and ASCAP is about to reach its apex. A Rate Court trial currently in progress will require ASCAP to "prove the reasonableness of its pricing structure."

Depending on the outcome of this trial, which may not be known for months, local television stations may be the beneficiaries of historic licensing reforms. At stake is ASCAP's insistence that fees be a percentage of gross revenue.

The industry will be watching the television rate proceeding carefully. If independent television prevails, it may set a positive tone for the NRBMLC proceeding, which deals with issues quite similar to the television case.



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• NATIONAL •

Concerned Women Live Airs Daily From Nation's Capital

WASHINGTON, D.C. (NRB) — Concerned Women for America (CWA) is producing a daily radio talk show, *Concerned Women Live*, with organization president Beverly LaHaye as host. The nationally syndicated one-hour program airs live from the nation's capital.

CWA is using its Capitol Hill insiders' status to bring a conservative Christian perspective to late-breaking news affecting families and citizens with traditional moral values. "We are talking to the national news makers themselves and giving our listeners straight information on the very social issues being debated in our nation's capital," said LaHaye.

Airing at 3 p.m. EST, *Concerned Women Live* frequently gives its listeners timely information which they can act on. "One day Senator Bill Armstrong's office called us minutes before air time, and the Senator came on live to explain an amend-

ment he was sponsoring. The amendment was coming up for a 5 p.m. vote. This gave the listeners an opportunity to call the U.S. Capitol and voice their opinions instantaneously," noted program producer Chuck Merritt.

LaHaye is not only interested in focusing on issues in the capital, but also in ministering to the needs of families. She added, "Many women in our listening audience are hurting from broken or failed relationships, facing marital problems, or just needing encouragement as moms. We try to address their needs as well."

"In the spirit of our other work at CWA," LaHaye noted, "our purpose on *Concerned Women Live* is to affirm the traditional values of our listeners, the high calling of womanhood, and the God-given rights of the family."

Infocision Management Is In Midst Of Expanding Operations

AKRON, Ohio (NRB) — InfoCision Management Corporation of Akron, a direct response media firm specializing in

outbound telephone marketing and fundraising, is expanding operations to two satellite centers in Green Township, Ohio. The company is expected to occupy the new facilities by late March or early April.

InfoCision's clients include over 100 non-profit and direct-response organizations across the country. The two new satellite phone centers, each designed to handle an additional 56 stations, will increase Infocision's telemarketing capacity by approximately 30 percent.

The 12,000-square foot office building will be located in the Akron/Canton Corporate Park and will feature separate entrances and training facilities to accommodate the specialization of work by type of client.

"In 1991 InfoCision is launching a new, three-year marketing plan with the objective of generating 50 percent of our sales from commercial clients marketing directly to consumers," said Gary Taylor, president and founder of the company which employs approximately 400 staff members.

"At the same time, by providing the very best quality of service, with unparalleled attention to detail for our existing clients, we are prepared to continue growing at a compounded rate of 40 percent for each of the next three years."

InfoCision is currently completing a test of an automated predictive dialing system which will increase production capacity by approximately 25 percent, in addition to the increase already provided for by the building of the two new phone centers.

"We like to think of ourselves as part of the new resurgence in the economy of Northeast Ohio," said Taylor. "Over 95 percent of our business is conducted for out-of-state clients whom we service on a national basis. We believe that this type of service is exactly what our area needs."

• INTERNATIONAL •

Soviet Television Airs A Strong Challenge To Atheism

MESA, Ariz. (NRB) — Millions of Soviets recently witnessed an unprecedented sight during primetime weekend television viewing in Leningrad and in other cities throughout the USSR. Gone was the usual propaganda of atheism and evolutionism. In its place, citizens saw scientists openly expressing systematic

STC Broadcast Consultants (STC) 3720 Greenwich Drive El Paso, TX 79902

For nearly two decades, STC, a non-profit engineering group, has been developing and constructing TV and radio stations and microwave systems for Christian organizations in the U.S., Caribbean, and Central America. The dynamic staff of STC has just been strengthened with the addition of Serge Bergen, P.E., as counsel. STC will do any part of the total process: from frequency search, interference studies, shadow maps, terrain shielding layouts, (all on our 3-second data base), applications for FCC construction permits and licenses through basic design, to equipment specification, equipment purchase and transportation, to erecting towers, installing antennas, transmitters, and remote control systems, to constructing transmitter and studio facilities, to final proofs of performance. Check with them at their Booth #218, or relax as you discuss your problems in their hospitality suite.

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reasons to believe that atheism is wrong.

According to Hannu Haukka of International Russian Radio/TV (IRR/TV), the Soviets have just completed a notable nationwide broadcast which included eight half-hour motion pictures. Newly translated into the Russian language, each program attempted to provide convincing evidence that God exists and that the Bible is accurate.

This marks the first time in history that films supporting the concept of an original creation by God have been broadcast on Soviet television. The films were produced by Films for Christ of Mesa, and were translated by Russians with the help of Finnish-based IRR/TV.

Film producer Paul S. Taylor reported, "We began this project before the fall of the Berlin Wall, simply in the hope of getting videos across the Soviet borders. Our agent in Finland, Hannu Haukka, suggested that we attempt to broadcast these programs on Russian television. The idea sounded naive. We fully expected the



For the first time ever, children in the USSR have been able to watch programming on Soviet television supporting God and the Bible.

Soviet officials to rebuff the proposal with contempt.

"Instead, they welcomed these films

CONTINUED ON PAGE 36

When a *Times Mirror* poll reveals that two out of three Americans distrust the media . . .

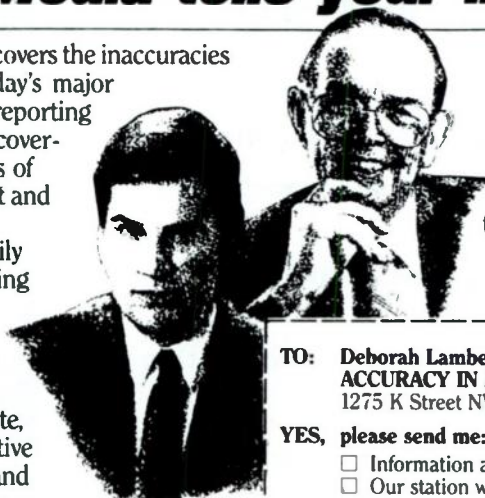
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MEDIA FOCUS
CONTINUED FROM PAGE 35

and called the subject matter 'hot material,'" explained Taylor. "TV officials in the major city of Leningrad were reportedly so impressed with the quality that they volunteered to include a total of 26 other Soviet TV networks in the eight half-hour broadcasts."

Haukka noted that the showings ran from September through November, with a potential audience of 60 to 70 million Soviets.

"This is an amazing development!" Taylor continued. "For many years it has been an unthinkable idea to speak publicly about Christian evidences in this officially atheist nation — much less broadcast them nationwide."

"For decades the communist government of the Soviet Union has strongly denounced and persecuted Christians, and has forcefully taught atheistic evolutionism in all schools, museums, and public media. Yet a growing number of

Soviet citizens and scientists are now saying 'nyet' to evolutionism."

After a recent trip to the USSR, Films for Christ distribution director Dale T. Mason described a fundamental change in the Soviet attitude toward evolutionism. "Various prominent Soviet scientists are now privately (and publicly) denouncing evolutionism," he noted.

"In a closed door meeting at the Central Committee building, I heard various powerful scientists from across the nation make an amazing confession. They said that they believe Darwinism is illogical — and that the creationists' major criticisms of evolutionism are correct!"

"Various Soviet scientists feel that the scientific evidence against evolutionism is overwhelming," Mason explained. "In contrast to the climate in America, more Soviet scientists seem to regard creationism with respect. They consider it as a credible alternative to evolutionism."

"At least two highly honored Soviet scientists have abandoned evolutionism,"

added Mason. "They are now speaking openly in support of the scientific credibility of Biblical creation. These are Dr. Dmitry Kuznetsov (a top Russian neuro-biologist and winner of the prestigious Lenin Komsomol prize) and Dr. Leonid Korochkin (a geneticist and head of the Laboratory of Molecular Biology of the USSR Academy of Sciences)."

The English titles of the broadcast films include the six-part series, *ORIGINS: How the World Came to Be, The Great Dinosaur Mystery, and The World That Perished*. The programs include special effects, animation, and around-the-world photography.

Russian translation and broadcast costs were paid by Films for Christ. According to Haukka, the transmission areas included Soviet Armenia, White Russia, the Ukraine, Siberia, Azerbaijan, the northwest region, the far east region, and Leningrad (Russia's second largest city).

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—The Washington Times

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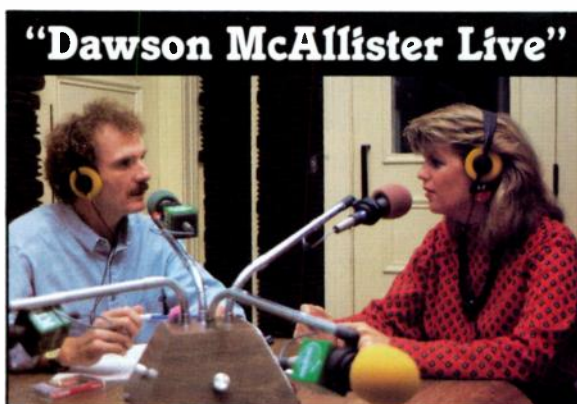
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TRADE TALK

Sound Words, a nationally distributed Bible study program featuring **Gil Rugh** which is heard daily on many radio stations across the country, as well as on HCJB in Quito, Ecuador, and Trans World Radio on Guam, has changed its format in the United States from a half-hour daily to a quarter-hour daily. The new 15-minute format makes it easier for radio stations to schedule than a half-hour program.

KJTY-FM/Topeka, Kan., just completed its most successful sharathon ever. Station manager Warren Wilson felt that a poor economy might have prevented the station from reaching its goal for the first time in its five-year history. However, the budget goal of \$216,000 was met early and another \$23,000 was pledged for a building expansion project. The station, an MOR and Moody affiliate, recently applied for 100 kw. For more information call (913) 357-8888.

As a part of its missionary outreach, the **Revival Fires Ministry** is currently working with missionary P. V. Alexander to build a three-story, 100-bed hospital in Kerala State, India, according to the organization's founder and president Cecil Todd. Property for the building, called "Mercy Memorial" Hospital has already been purchased by Revival Fires and almost \$10,000 has been raised toward its construction. The foundation will cost \$35,000 and will be poured when the funds are raised. Over \$400,000 will be needed to complete the project. Alexander has designated one floor of the hospital, when completed, for offering free medical care to those who need it. The Revival Fires Ministry has been working with Alexander for over ten years. During this time, their joint efforts have resulted in 65 church buildings and two "Jesus Loves Me" Christian homes. Over 50 children receive daily care in these homes from the Revival Fires Ministry. Revival Fires recently relocated its international headquarters from Joplin to Lakeview, Mo.

KTSY-FM/Caldwell, Idaho, recently completed its first fundraising drive after being on the air for only eight weeks. The sharathon, produced by **Share Media**, received more than 900 pledges totaling over \$100,000. The goal of \$60,000 was reached early on the last



GIL RUGH

day of the sharathon and an additional \$40,000 was pledged for an expansion project. **KTSY** is an all-music station using an inspirational format. For more information, call (208) 459-KTSY.

Trans World Radio (TWR) began broadcasting November 26 to military personnel in the Middle East. TWR currently uses a powerful 600,000-watt AM station on Cyprus to broadcast gospel programming in the Arabic, Farsi, and Armenian languages into the Middle East. With the influx of U.S. military personnel into the Middle East, however, TWR decided to add the 30-minute English program called *Thru the Bible* to its schedule. The AM station broadcasts non-religious programming during the morning and afternoon hours and has been rated as one of the most highly listened-to stations in all of the Middle East. The high wattage transmitter utilizes a signal that extends from western Africa to the eastern border of Iran, and north into Soviet Armenia.

The **Southern Baptist Radio and Television Commission's** flagship radio program, *The Baptist Hour*, has received a Gold Angel award from **Religion in Media (RIM)**, a non-profit Los Angeles, Calif., organization founded with the purpose of improving the media. The Gold Angel, the highest award given by RIM, honors productions that are deemed to have high spiritual, moral, or social impact on society.

The **Armed Forces Radio and Television Service (AFRTS)** will carry *The Baptist Hour* over its radio network

CONTINUED ON PAGE 40

People are listening...

“I love your radio broadcasts!”

John Banner – Cottonwood, AZ

“Thank you for your persistence and concern in the area of human life.”

LaVeta C. Byrne – Bucyrus, OH

“We are praying and believing God for victory over abortion and we urge you to keep this needed work up...”

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Since its first broadcast in January 1985 Pro-Life Perspective has attracted hundreds of thousands of listeners, an audience which continues to grow. Pro-Life Perspective is a daily, five-minute commentary by John Willke, M.D., president of the National Right to Life Committee and one of America's foremost pro-life leaders. Through personal, professional, and insightful discussion of pro-life issues and sharing of his experiences in the pro-life movement, Dr. Willke exposes the truth and dispels the myths about abortion.

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TRADE TALK

CONTINUED FROM PAGE 38

for 13 weeks starting this spring. Through AFRTS, the program will be heard by more than a million military and civilian members of the Department of Defense stationed overseas and their families, as well as by department personnel aboard ships at sea, including those in the Persian Gulf. The program,

however, will not be heard in Saudi Arabia. "Out of consideration for the request of our Saudi hosts, we do not have any religious programming there," said Chaplain Major Richard Davenport, U.S.A.F., the religious programming coordinator for AFRTS.

According to John Bergin, managing director of **Christian Broadcasting Association (N.Z.) Limited**, the New

Zealand government recently gave his organization an FM radio license for 91.8 MHz with up to 50 KW E.R.P. The station, which will be known as "92 FM Auckland," will be able to reach about 1.25 million people in Auckland and will include another seven frequencies throughout New Zealand. The station will cost \$500,000 NZ and is expected to be in operation shortly.

Lawrence J. Cervon, president of Broadcast Electronics, Inc., a leader in radio broadcast technology, based in Quincy, Ill., has announced the recent appointment of **John J. Nevin** to the position of chief executive officer. The move became effective November 5. Nevin brings more than 30 years of experience in the electronics and telecommunication industries to his new position. Cervon, an active and respected member of the broadcast industry for more than 40 years, will continue in his capacity as president of the company.

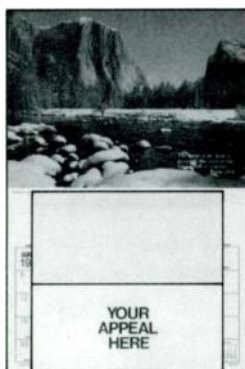
WHMB-TV 40/Indianapolis, Ind., carried live the *Marsh Hall of Fame Classic* from New Castle's Chrysler Arena on December 29. The one-day tournament involved four of Indiana's top high school boys' basketball teams.

William H. Dodgen, 51, manager of radio station WFAM-AM/Augusta, Ga., was killed driving to work December 17 when his car slammed into the side of a logging truck. Following the accident, the driver of the logging truck was charged with second-degree vehicular homicide and failure to yield the right of way from a driveway. Dr. Dodgen is survived by his wife Mary Ellen and a sister, Ruth Orr, both of North Augusta.

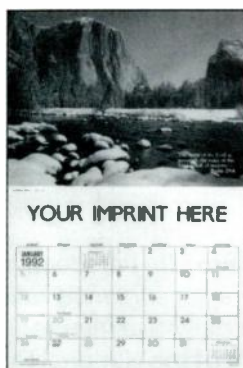
Radio Bible Class Daily, a 15-minute weekday Bible study program produced by **Radio Bible Class (RBC)** of Grand Rapids, Mich., recently went to a daily format with RBC president Martin DeHaan as host. Joining Dr. DeHaan on a regular basis is Haddon Robinson, president of Denver (Colo.) Seminary. Last October, RBC and its sister ministry Discovery House Publishers launched *Sports Spectrum*, a radio program hosted by Chuck Swirsky, sports director of Chicago's WGN-AM.

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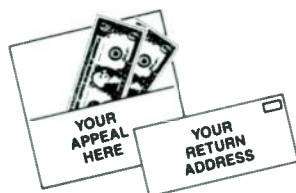
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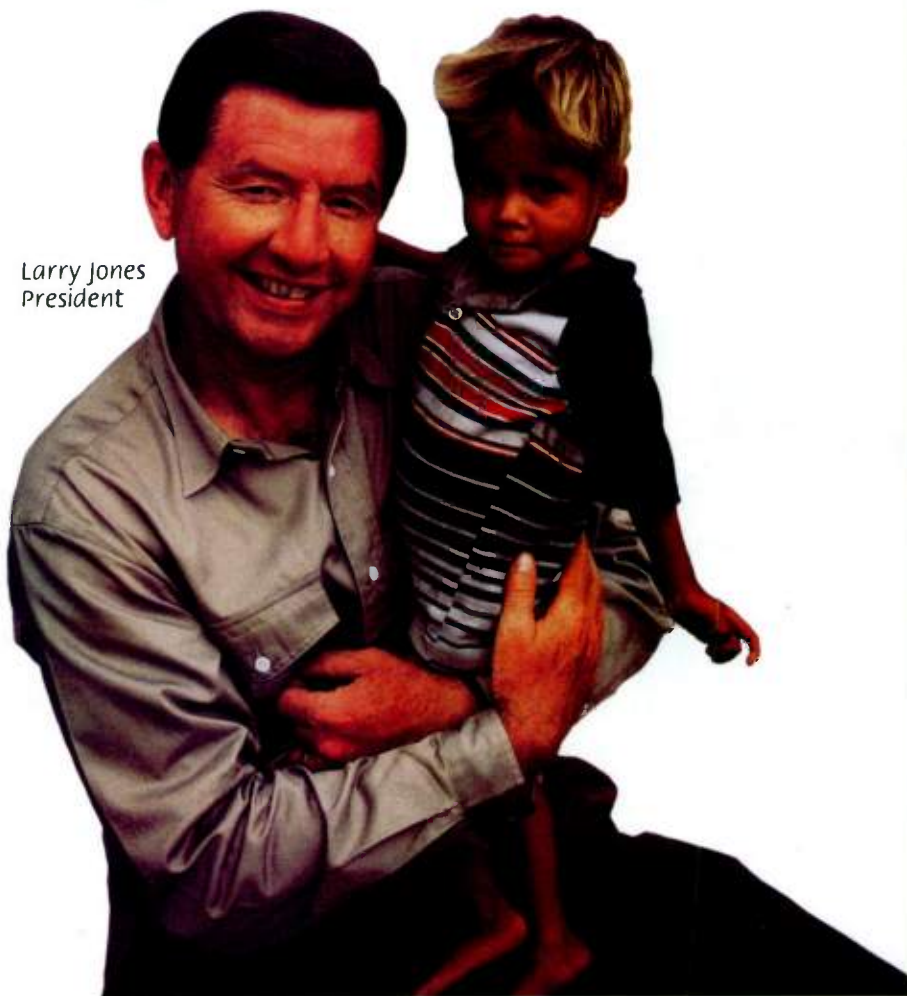
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Rev. Richard Halverson
Chaplain
U.S. Senate

"In the New Testament Christ said, 'If you love me, feed my sheep.' I commend those people like Larry Jones who are reaching out to people in need of food, clothing and encouragement all around the world and carrying the gospel to those eager to hear it."

David Boren
U.S. Senator
Oklahoma

"One of the great blessings of my life is when I met Larry Jones... I needed someone who had the resources to help us meet the physical need of hungry people right here in America. Larry Jones has that resource, and Larry Jones has responded every time I've asked."

Dr. E.V. Hill
Pastor
Los Angeles, California

Managing a successful radio station of any format is an incredible challenge today, due in great part to the over saturation of signals and format choices in even smaller markets. Managing a Christian radio station today involves even a greater challenge. So, this month I will explore the unique characteristics and qualities of good station management as it pertains to Christian radio.

vision is for his or her specific station. Most Christians have a statement of purpose referring to serving the Christian community by encouraging and challenging believers and lifting up Christ in word and song, etc.

There is nothing wrong with a mission statement. Every station needs one but the effective manager must understand and continually communicate to the staff a clear, specific vision of who the station is aiming to reach and what the short and long term goals are.

Far too often I have visited stations and soon realized that the staff was not aware of exactly who the station was tailoring to or what direction it was taking. An effective manager should conduct quarterly meetings with the entire staff at which time immediate goals should be expounded upon.

At these meetings a good manager will encourage input from each staff person. Written job descriptions for each person are a must and the entire staff should know what each others' responsibilities



BOB AUGSBURG

The Successful Management Of A Christian Radio Station

by Bob Augsburg

The Christian station manager must have a clear understanding of what the

are.

Quarterly staff meetings are good opportunities to reiterate or modify the various responsibilities of each person. An employee will always function best when they know exactly what is expected from them.

Managing also involves continual evaluation and analysis of each person's special gifts or deficiencies. Sometimes you may need to shuffle staff people around to plug them into areas where they function best.

Char Binkley of WBCL-FM in Fort Wayne, Ind., regularly conducts surveys among her staff to ascertain where their likes and dislikes fall as it pertains to their daily duties. You may learn a great deal about your people through such simple exercises and shift job assignments accordingly.

The Christian station manager must be able to resolve conflicts and not allow division, murmuring, or backbiting to go on unchecked. Jesus said, "A house that is divided against itself will not stand."


A station that is having an impact in its community is prime target for Satan's attack and no matter how close a staff may be, the enemy can invade and disrupt this unity very subtly.

Effective management also requires a consistent approach to order and discipline. A manager who does not follow through with keeping his word will quickly lose respect in the eyes of his staff. I have seen too many instances of employees who continually violate serious policies that warrant dismissal only to receive a slap on the hand over and over again.

A Christian station manager should possess the attributes of patience, kindness, and long-suffering but there comes a time when an employee must be dismissed. Dismissing someone in a proper manner might even be the best thing that

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you can do for that person. To continually postpone the confrontation will surely diminish the healthy respect a manager must maintain.

In addition to many of the professional qualifications a station manager must possess, a Christian station needs someone at the helm who can spiritually lead his or her staff. This should automatically be assumed. However, far too often candidates for management are only evaluated on the merits of their previous

Managing also involves continual evaluation and analysis of each person's special gifts or deficiencies. Sometimes you may need to shuffle staff people around to plug them into areas where they function best.

sales record or ratings achievements.

Lack of spiritual leadership not only affects the internal operations but it inevitably affects the all important credibility of the station. Since the station manager is the key contact and public liaison with pastors, layleaders, and listeners, it is critical that he or she walk the talk. Nothing can harm the integrity and credibility of a Christian station more than a station manager who is perceived by pas-

tors only as a "hot shot" salesman or "Mr. Hype."

A Christian station manager should also be an individual who relates well to the broad diversity within the body of Christ. He should not be extremely dogmatic in the non-essential doctrines, but instead be sensitive and diplomatic to pastors of all denominations.

A Christian radio station manager should be a person who has walked with the Lord for a period of at least several years, preferably five or more. He or she must, of course, possess a knowledge of Federal Communications Commission (FCC) rules and regulations. It is also important for the effective manager to know and appreciate the elements of good radio.

Again, too often a manager is hired solely for his sales abilities with no appreciation for good programming. This can adversely affect station operations unless a knowledgeable program director is on staff and is allowed the freedom to program properly.

A good manager will be a well-balanced individual, kind, and yet firm when necessary. One who is able to challenge and encourage his or her staff. He should be the type of person who is not afraid to admit that he doesn't always have all the answers and be approachable to receive the suggestions and ideas of others.

Once you find the station manager that possesses these qualities, treat him good and pay him well. Along with the responsibility, give him the authority to make it all come together.

Bob Augsburg is president of Programming Plus in Fort Myers, Fla. He is also president and general manager of WAYJ-FM.



Managing a Christian radio station can prove to be a great challenge. (Photo courtesy of KOIR-FM, Edinburg, Texas)

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Dr. Hugh Ross is Founder and President of REASONS TO BELIEVE, a non-profit, non-denominational, scientific and biblical research and educational organization which seeks to remove doubts about the scientific and historical reliability of the Bible and equip believers to share and communicate the Gospel more effectively.

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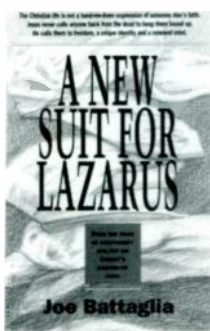
THE BOOK SHELF

A NEW SUIT FOR LAZARUS

by Joseph Battaglia

Thomas Nelson Publishers

When we, as Christians, pass from death (in our sins) to new life (in Christ), Joseph Battaglia writes in *A New Suit For Lazarus*, we come limping out of the grave of our former lives into the waiting arms of other Christians, who unwrap us



from the binding grave clothes we were buried in and begin to immediately wrap us up in new clothes.

Christ wants to outfit us in a tailor-made faith which fits our identity like a glove. But what happens most often is that well-meaning Christians drape us in denominational peculiarities, traditionalisms, or points of theology, and we find ourselves once again wrapped in garments that bind.

Battaglia says, "The Christian life is one of freedom and expression, not conformity. Jesus promised us a custom fit, not just something off the rack. Or what someone else is wearing.

"The Christian life is not a hand-me-down expression of someone else's faith. Jesus never calls anyone back from the dead to keep them bound up; he calls them out to freedom, a unique identity, and a renewed mind."

Joseph Battaglia, is the general manager of WWDJ-AM in Hackensack, N.J., one of the largest and most influential Christian radio stations in the country. He is also a chapel speaker for professional athletic teams and serves on the board of the Gospel Music Association.

D. JAMES KENNEDY

The Man and His Ministry

by Herbert Lee Williams

Thomas Nelson Publishers

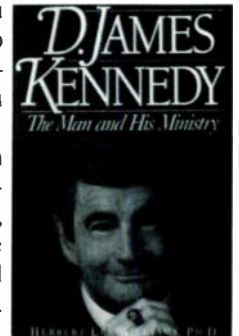
One Sunday in 1955, D. James Ken-

nedy was awakened by a radio preacher's thundering question, "Suppose that you were to die today and stand before God and He were to ask you, 'What right do you have to enter into My heaven?' — What would you say?"

At that point in his life, Dr. Kennedy — a dashing, successful dance instructor — had no answer to such a startling question, but he wanted one. In the quietness of his own room, D. James Kennedy surrendered his life to Christ.

That was the beginning of Dr. Kennedy's unwavering commitment to God and his unstoppable proclamation of the gospel. In *D. James Kennedy: The Man and His Ministry*, the reader can discover the people and events that shaped Dr. Kennedy's life and the incredible story of how his church grew from 17 members meeting in a school cafeteria to its present membership of 8000 which gathers in the beautiful facility of Coral Ridge Presbyterian Church.

In addition, the reader can learn how Dr. Kennedy, who once feared to share the gospel, launched an international evangelistic ministry — Evangelism Explosion — presently reaching millions of people in more than 100 countries. The story is a testimony to God's faithfulness and power.



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5. **THE MYTHS OF SEX EDUCATION**
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Every School Board Member
Every Bible Student
Josh McDowell
6. **THE COMING PERSECUTION**
Larry W. Island, Ph.D.

We salute these authors who are active in Christian broadcasting. Their books are available at Christian bookstores everywhere.



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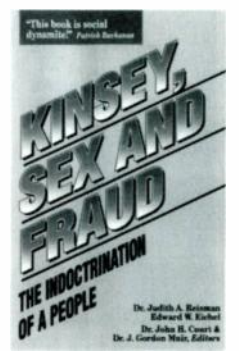
Edited by Dr. J. Gordon Muir and

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CONTINUED ON PAGE 46

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KNWS 102 FM ★ 4880 Texas St. Waterloo 1A
50702, 319-296-1975; MARKET: Waterloo. Cedar
Falls, Cedar Rapids; OWNER: Northwestern Col-
lege; PRES: Dr Donald Erickson; GEN MGR:
Jeff Seeley; CHIEF ENG: Dave Dobes; CLASS:
Non-commercial 100 kw, paid/sustaining prgrms;
NETWORK: Skylight Satellite Net, UPI News;
HRS of OPER: 24; FORMAT: religious fulltime

Gainesville

WJLF FM, 2925 NW 39th Ave. Gainesville FL
32605, 904-374-4941; MARKET: Alakus County;
OWNER: Alakus Public Radio Inc; PRES: A L
Lastiner, TREAS: R J Haddock; GEN MGR: A L
Lastiner; OFFICE MGR: Sue Mackey; CHIEF
ENG: Teorge Perdue; CLASS: Educational; NET-
WORK: USA; AUDIENCE PUBL: 18-
35; HRS of OPER: 24; FORMAT: religious, ad-
ult, contemp Christian radio, adult contemp

Ashland

WTSF-TV Channel 61 ★ PO Box 2 Ashland
KY 41101, 606-329-2700; OWNER: Tri-State
Family Bestg; GEN MGR: Claude H Messenger;
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764-3298; James C Woodworth, pres; Carola U
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Horizon Christian Fellowship ★ PO Box 17380,
San Diego, CA 92117, 619-277-4991; Mike Mac-
donald, HOST; Sanford Krause, prod; Terry Frost,
annr; Oasis Int'l Communications, rep;
Horizon Ministry: 30 min weekly; Bible
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Christian, non Christian; time, public service

World Evangelism Fellowship, Inc, PO Box 348,
Warrenton, MO 63383, 314-456-4321; Reese
Kauffman, PRES; Steve Baies, vp/services; Dwight
Racke, prod eng
Here's How: 15 min weekly; teacher training;
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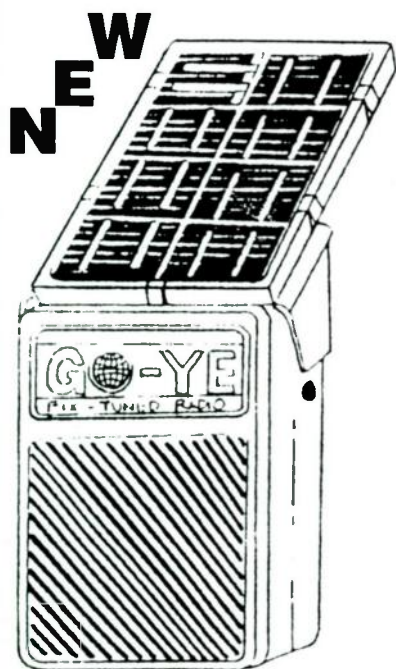
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THE BOOK SHELF CONTINUED FROM PAGE 44

perament or personality but by the brute forces of reason and intellect which compel them to hold firm to their impregnable position. In such a dilemma the authors of *Kinsey, Sex and Fraud: The Indoctrination Of A People* find themselves.

Academia has embodied the model of sexuality advanced in the Kinsey Reports and has given Dr. Alfred C. Kinsey mythical status. His conclusions have become the dangerous foundation built upon by subsequent sex research; indeed, textbooks quote Kinsey's findings as if they were undisputed truth.

In this book, Edward Eichel and Drs. John H. Court, J. Gordon Muir, and Judith A. Reisman expose the inherent bias and fraudulent methods of Dr. Kinsey and his team of researchers. Demonstrating that bias and incontrovertibly proving Dr. Kinsey's data grossly inaccurate, the authors hope that conclusions drawn from the Kinsey data would be rejected and a new premise posited.

The authors realize, however, that unfortunately there are those in society who (in order to promote their own agenda) would rather believe a lie.

Judith A. Reisman is the president of the Institute for Media Education, a nonprofit educational and research agency. In addition, she has been a consultant for the U.S. Department of Health and Human Services.

Dr. Reisman's research — "Images of Children, Crime and Violence in *Playboy*, *Penthouse*, and *Hustler*" — conducted for the Department of Justice, was used as background and evidence in the 1990 child sex abuse conviction of *Hustler* cartoonist Dwaine Tinsley. It also has been used in United States Supreme Court cases dealing with child pornography.

Edward Eichel is a psychotherapist in private practice in New York City. His research on sexual compatibility has been published in *Medical Sexology*, *The Third International Congress* (of the World Association of Sexology), the *Journal of Sex and Marital Therapy*, *Medical Tribune* (German edition), and other publications.

HOLDING ON TO HEAVEN WITH HELL ON YOUR BACK

by Sheila Walsh

Thomas Nelson Publishers

When Sheila Walsh began to cohost the *700 Club*, she was overwhelmed by the day-to-day barrage of human tragedy:

- The 60-year-old man who, on becoming a Christian, felt compelled to confess a foolish affair of years past to his wife — and she responded by walking out of their marriage.

- The deacon who had led a double life as a respectable churchman and a member of the gay community, and now, he and his wife who stood by him were dying of AIDS.

- And Debbie, the MS victim who asked Walsh, "What do you have to say to me? I'm dying."

As Walsh searched the Scriptures seeking help for these people, she thought of Job, God's friend, who was torn apart by Satan, not because Satan was more powerful than God, but because God *allowed* Satan to test Job. Walsh wondered, "What does Job's story have to say to you and me? . . . Why would God stand back and allow the enemy to bruise His children? . . . Why would He allow our mortal enemy to toy with us?"

When the very powers of hell seem to be against an individual, the natural inclination is to ask, "Will God protect me? Can I trust Him?" That's the wrong question, says Walsh. Because God longs for the Christian's trust and obedience no matter what Satan throws in the believer's way, we need to learn from Job's faithfulness and ask ourselves, "Can God trust you and me? How will we respond to Satan's attack?"

In *Holding On To Heaven With Hell On Your Back*, Walsh identifies ten principles that any believer can use to hold on to heaven when hell is at his back. "Holding on is hard — it can seem impossible — but it's worth it," says Walsh. "You walk the Christian walk because Jesus is worth it. No strings attached. You hold on to heaven because



you believe that, no matter what happens, Jesus is enough."

Sheila Walsh is cohost of the *700 Club* with Pat Robertson and host of *Heart to Heart With Sheila Walsh*. She is also a well-known gospel singer and has received the International Artist of the Year Award for 1982 and 1984. Her seven albums include *Simple Truth, Say So*, and *Hymns and Voices*. She has written one previous book, *Never Give Up*.

A PATH THROUGH SUFFERING

by Elisabeth Elliot

Servant Publications

Must we stumble through sorrow and tragedy without understanding or is there a lighted way — a path — through suffering? In *A Path Through Suffering*, Elisabeth Elliot plots the treacherous passage through pain, grief, and loss, a journey most of us will make many times in our lives. Through it all, she says, there is only one reliable path, and it is steep and narrow.

If you walk that path, according to Elliot, you will see the transformation of all your losses, heartbreaks, and tragedies into something strong and purposeful. In her moving book, Elliot does not hesitate to ask hard questions, to examine tenderly the hurts we suffer, and to explore boldly the nature of a God whose sovereign care for us is so intimate and perfect that He confounds our finite understanding.

Elliot could not write about suffering convincingly had she not endured much herself and walked with countless others through their pain. In *A Path Through Suffering*, Elliot shares the greatest lessons that she has learned about God's ways.

A Path Through Suffering is a book for anyone searching for faith, comfort, and assurance. It is an honest book about the way a merciful God draws His children close to Himself and expands their capacity for surrender and obedience in order that they might finally and fully share in His resurrection glory.

What was Elliot to say to a six-year-

old boy whose grandmother was dying of a brain tumor? The same things she says to everyone in these pages: God holds each of us in His hands, the same hands that were roughly pinned to a wooden beam two thousand years ago. The message of His love is undeniable, the proof irrefutable.

Elisabeth Elliot, one of the outstand-

ing women of present-day Christianity, is the author of several books, including *Passion and Purity, Through Gates of Splendor, Love Has a Price Tag*, and *Loneliness*. She also hosts the daily radio program *Gateway to Joy*. She and her husband Lars Gren live in Massachusetts.

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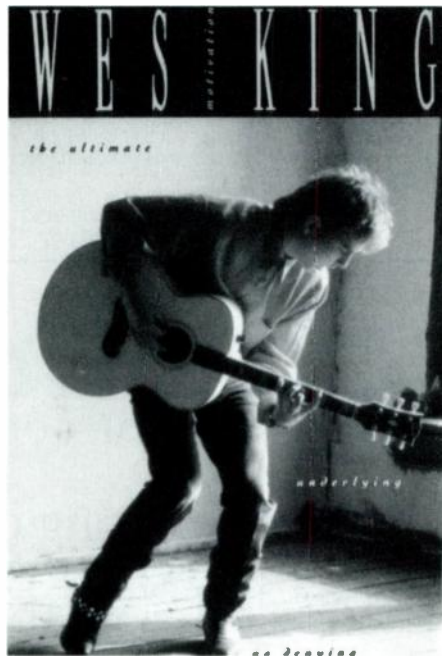
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Motivation BY WES KING

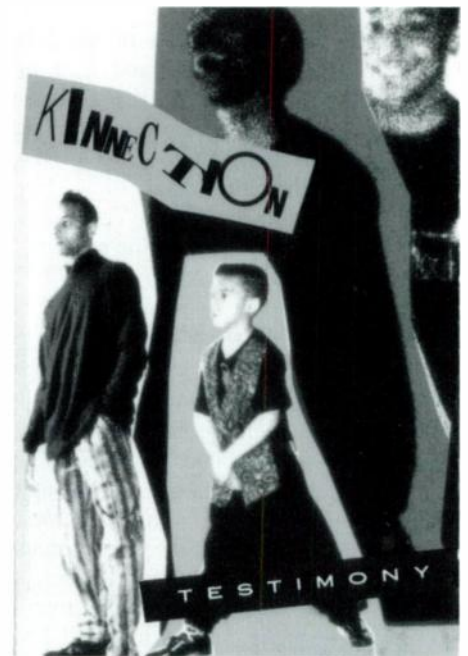
produced by Jerry McPherson
Reunion Records

If you've heard Kim Hill sing the hits "Charm Is Deceitful" and "Snake In The Grass," you've already experienced Wes King's songwriting talent. His debut recording, "The Ultimate Underlying No Denying Motivation" shows that in addition to being good at writing songs, he does quite a good job playing and singing them, too.

King uses the term "acoustic groove" to describe his rhythmically textured folksy, pop-rock guitar style. Refreshingly modest, he explains, "I was trying to make it interesting. It's not just a guy up there strummin' an acoustic guitar." Far from "just a guy strummin'," King exhibits some fine musicianship. Producers Gary Chapman and Jerry Mc-



Pherson give the overall recording a crisp, clean sound. In his mid-20s, King



writes songs that especially target the concerns of young adults, but his songs are universal enough that most people can identify with them. And he admirably manages to avoid tired clichés. Anyone who can write lyrics like the following and manage to sing them gracefully gets my applause:

*Simultaneous emotional occurrence
Extraordinary influential feelings
That make me fight to find
The fuel that fires my flame*

But he can also deftly pack in the meaning without packing in the syllables:

*Your voice is my favorite instrument
Your voice wanders through my hidden
sense
It makes an imprint in the figure of a
friend*

As a child, King loved to make people laugh and at about age ten he discovered a love for contemporary Christian music. During high school, he began performing contemporary Christian songs at local Youth for Christ and Fellowship of Christian Athletes meetings, as well as church retreats and camps.

"People would come up to me afterwards and ask if I had written the songs," remarks King, "and I began to get sick of saying 'no!' so I started writing my own songs." King continued

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honing his songwriting during college at Covenant College in Tennessee, performing shows throughout the South and Southeast on the weekends.

It was on one such weekend while helping out Precept Ministries that King met Kim Hill. "Thirty minutes before the meeting was to begin, they stuck the two of us together to do the music for over 500 young adults. So we winged it . . . and it came out great!" says King.

When Hill recorded her first album and started touring in 1988, she called and asked King to join her tour. King agreed, playing for Hill as well as continuing to perform solo. Reunion Records offered King a recording contract late in 1989 and he released his debut album (*The Ultimate . . . Motivation*) last July. — Darlene A. Peterson

Testimony BY KINNECTION

produced by Bill Ellis & James Fountain
Tyscot Inc.

Many people associate rap with gangs, drugs, violence, obscenity, and the worst aspects of the urban scene. In short, rap has gotten a bad rap. But the style of rap music itself is neutral — it's what the lyrics say that makes rap either negative or positive. Rap can glorify Christ rather than evil.

When Christ is in the heart of the rap artist, watch out! This vibrant, powerful, expressive form of music can blast evil and boost believers in their walk with the Lord. Kinnection's recording, *Testimony*, is just such a blaster and booster.

This rap quartet of two brothers and their two cousins, ages 6, 13, 18, and 20, is not shy about condemning evil and calling for repentance. The fellows balance their message with encouraging personal testimony and themes of grace and encouragement.

These men may be young, but the Lord has given them the wisdom they need to make the Gospel apply to the pain and temptations of real life. These songs do not water down either the Gospel or the realities of living in a sin-sick world. In fact, the first song, "Hypocrites," blasts those who pay lip

service to Christ in church but continue wallowing in sin. "Why?" and "True Story" point out the foolishness of drugs.

"Jesus Came In" is a one-act play with a musical chorus that dramatizes the phone conversations a young man has with his friends after he has committed his life to Christ. The friends can't understand the change in his life as they invite him to do the things he used to do, such as get high.

"Let Your Light So Shine," "Have You Heard," "Testimony," and "You Can Make It" are all great songs of encouragement — much needed in a world where temptation presses in on every side. Those who think that because rap uses street slang, the lyrics are second rate will be in for a surprise.

To write a good rap, one has to be sharp with language because rap packs in more words and depends more heavily on language to carry it than most other forms of contemporary music. Kinnection's lyrics are no exception. Clever rhymes, cadences, and inflection abound. In painting the "True Story" of a drug addict, they rap:

*. . . you think you're big stuff 'cause you
base off a pipe,*

*Just a little too much, you're out like a
light.*

*No money in your pocket, you're higher
than an eagle*

*You used to drive a Cadillac, but now
you drive a Regal.*

You stole from your mother.

You're living in the gutter.

When I opened up your fridge

I seen a stick of butter.

Musically, Kinnection blends traditional rap with gospel chords and choir cuts, which makes it a little more "easy listening" than some of the more percussive, hard-edged rap styles. Which means that if you haven't tried rap yet, Kinnection might make a good introduction.

Although I grew up in a small, sleepy suburban town, I still enjoy rap music. It makes me dance at the kitchen sink, encourages me in my walk with the Lord, and reminds me that Christ can conquer the evil around me and that which I see on the evening news. — D.A.P.

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April 15-18, Las Vegas, Nevada

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October 3-6, Arlington Heights, Illinois

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October 17-19, North East, Maryland

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October 17-19, Chattanooga, Tennessee

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CONVENTION SUMMARY

FRIDAY, JANUARY 25, 1991

2:00 p.m. *Registration Opens in the Atrium*

7:00 p.m. *Opening Fellowship General Session (open to public)*

SATURDAY, JANUARY 26, 1991

8:00 a.m. *Convention Registration*

8:30 a.m. *Saturday Seminars*

9:30 a.m. *NRB Workshop Session I*

7:00 p.m. *Evening General Session (open to public)*

SUNDAY, JANUARY 27, 1991

8:30 a.m. *Hispanic Worship Service (HNRB)*

10:00 a.m. *Morning Worship Service*

1:00 p.m. *NRB 91 Media Exposition Grand Opening*

2:00 p.m. *Gospel Concert (BNRB) (open to public)*

2:00 p.m. *Hispanic Concert (HNRB) (open to public)*

7:30 p.m. *Sunday Evening General Session (open to public)*

MONDAY, JANUARY 28, 1991

7:45 a.m. *Presidential General Session (badge required)*

10:00 a.m. *NRB Workshop Session II*
NRB 91 Media Exposition Opens

12:30 p.m. *International Luncheon (meal ticket required)*

7:00 p.m. *Evening General Session (open to public)*

TUESDAY, JANUARY 29, 1991

7:00 a.m. *Congressional Breakfast (meal ticket required)*

9:30 a.m. *NRB Workshop Session III*

10:00 a.m. *NRB 91 Media Exposition Opens*

6:30 p.m. *Anniversary Banquet (meal ticket required)*

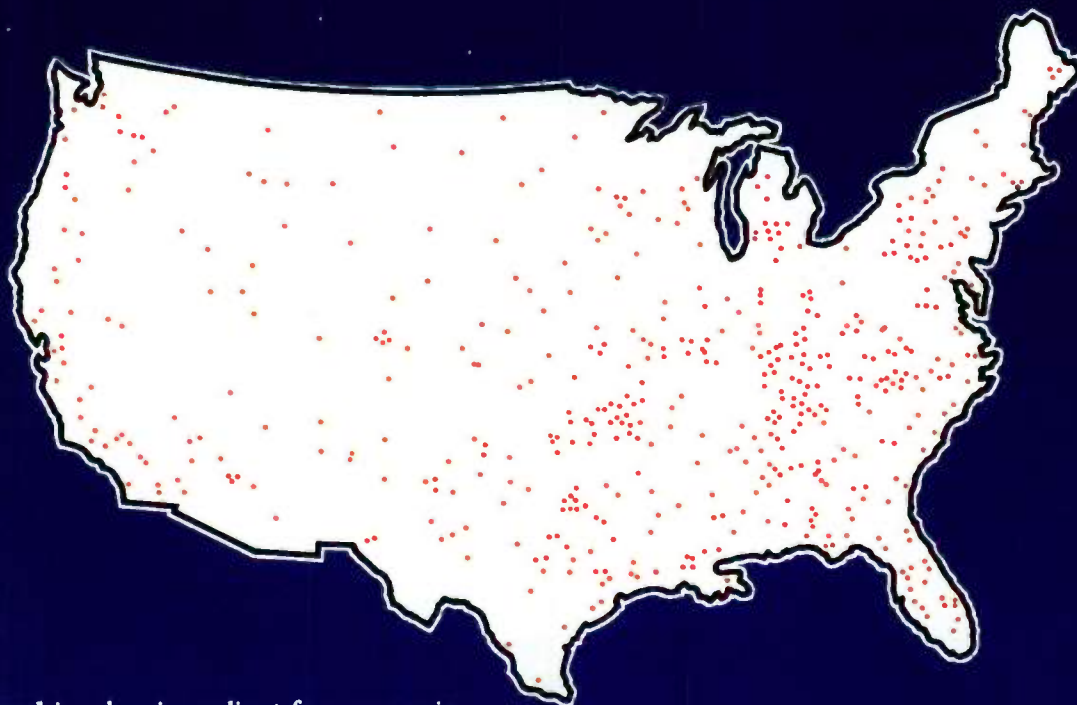


**America's Reliable Source
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*"More people get their news first from Radio
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Being informed is a key ingredient for success in the '90s. **Providing information** is a key ingredient for success of a radio station. If listeners are not getting adequate information from their favorite station, they will move to another one that provides it. In a decade of dramatic world changes, network radio delivers the news, programming, and sponsor response that you need. Hundreds of stations are finding that out and linking up with the USA RADIO NETWORK. That's why it is the fastest-growing network in America. Call us! We'd like to tell you more.

USA RADIO NETWORK
1-800-829-8111

(Circle 241 on the Reader Service Card)

GENERAL INFORMATION

NRB 91

Registration

If you have pre-registered and have received your confirmation in the mail, you may pick up badge holder materials at the registration desk.

If you have changes to make in your registration, or would like to purchase additional function tickets, you may do so at the registration desk in the Atrium.

Registration Hours

Friday	2:00	p.m. - 6:00	p.m.
Saturday	8:00	a.m. - 5:00	p.m.
Sunday	9:00	a.m. - 5:30	p.m.
Monday	10:00	a.m. - 5:00	p.m.
Tuesday	6:30	a.m. - 3:00	p.m.

Exhibit Registration

For Exhibitors Only:

Friday	12	noon - 5:00	p.m.
Saturday	9:00	a.m. - 5:00	p.m.

Daily Registration:

Sunday	12	noon - 6:00	p.m.
Monday	10:00	a.m. - 6:00	p.m.
Tuesday	9:30	a.m. - 4:00	p.m.

Exhibit badges and Expo Hall passes can be obtained at the Expo registration desk.

Expo Hall Hours:

Sunday	1:00	p.m. - 6:00	p.m.
Monday	10:00	a.m. - 6:00	p.m.
Tuesday	10:00	a.m. - 4:00	p.m.

Audiocassettes

Most convention sessions are recorded on cassettes and are available for purchase at the NRB/Chesapeake booth in the convention lobby.

News Media Center

Complete newsroom facilities are available to NRB 91 accredited press personnel in the Calvert and Woodley Suites located on the mezzanine level.

NRB Membership

For information about joining NRB or to learn more about NRB's services and benefits, visit the NRB Booth in the convention lobby.

NRB Insurance & Other Services

Get the latest information on NRB's member insurance programs, etc., at the NRB Booth in the convention lobby.

Baggage Check

For your convenience, baggage check services are available at the Sheraton Washington Hotel. Check with the concierge desk in the main lobby of the hotel.

Message Service

You may pick up and leave messages on the message bulletin board in the convention lobby.

NRB Convention Offices

Expo Hall:

Atrium

Program & Workshop Coordination:

Offices A & B behind information counter

News Media & Public Relations:

Calvert & Woodley Rooms

Facilities:

Colorado Room

Information:

Information counter, Registration Area

IRB:

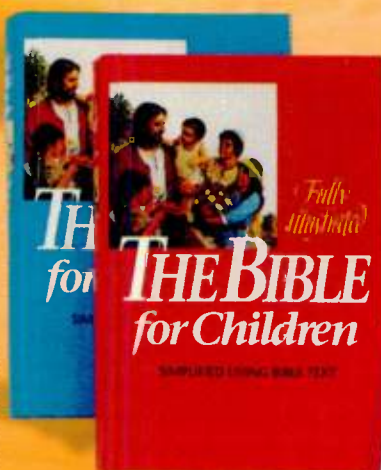
Johnson Room

HNRB:

Truman Room

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POLICY & ETHICS

NRB 91

CODE OF ETHICS: PROGRAM PRODUCTION

Purpose

Recognizing the vital and increasingly important role played by radio and television broadcasting as an agency of mass communication, vastly extending the potential audience of the church and the classroom, the National Religious Broadcasters believe that the propagation of the Gospel by radio and television is essential to the religious inspiration, guidance, and education of the public, to the enrichment of the national life, and to the full use of this blessing of modern civilization in the public interest. In furtherance of this belief and of its purpose to foster and encourage the broadcasting of religious programs, and "to establish and maintain high standards with respect to content, methods of presentation, speakers' qualifications, and ethical practices to the end that such programs may be constantly developed and improved and that their public interest and usefulness may be enhanced," the Association has adopted, and each of the members, has subscribed to, the following Code of Ethics:

Sponsorship

Sponsorship of all programs broadcast by or in the name of the Association or any of its members shall be solely by a non-profit organization whose aim and purpose is the propagation of the Gospel.

NRB Policy on Convention Film, Videotape, and Audiotape

All film, videotape, and audiotape coverage must be done under the supervision of National Religious Broadcasters.

Videotaping and filming may be done only with prior approval of National Religious Broadcasters. All camera and audio crews must have NRB identification badges issued by the News Media Office (Calvert Room, Mezzanine level).

If films or videotapes are to be used for any purpose other than news coverage, prior approval must be obtained from the News Media Office and cleared by the Executive Committee.

Filming, videotaping, or audio taping for private use must be under the auspices of a radio or television station or program production organization. Those doing the filming, videotaping, or interviewing must inform their subjects that the tapes or films are being made for private program use. All NRB convention sessions are recorded. Delegates may purchase audio and video cassettes in the registration area.

Character

The message disseminated in such programs shall be positive, concise, and constructive.

Production

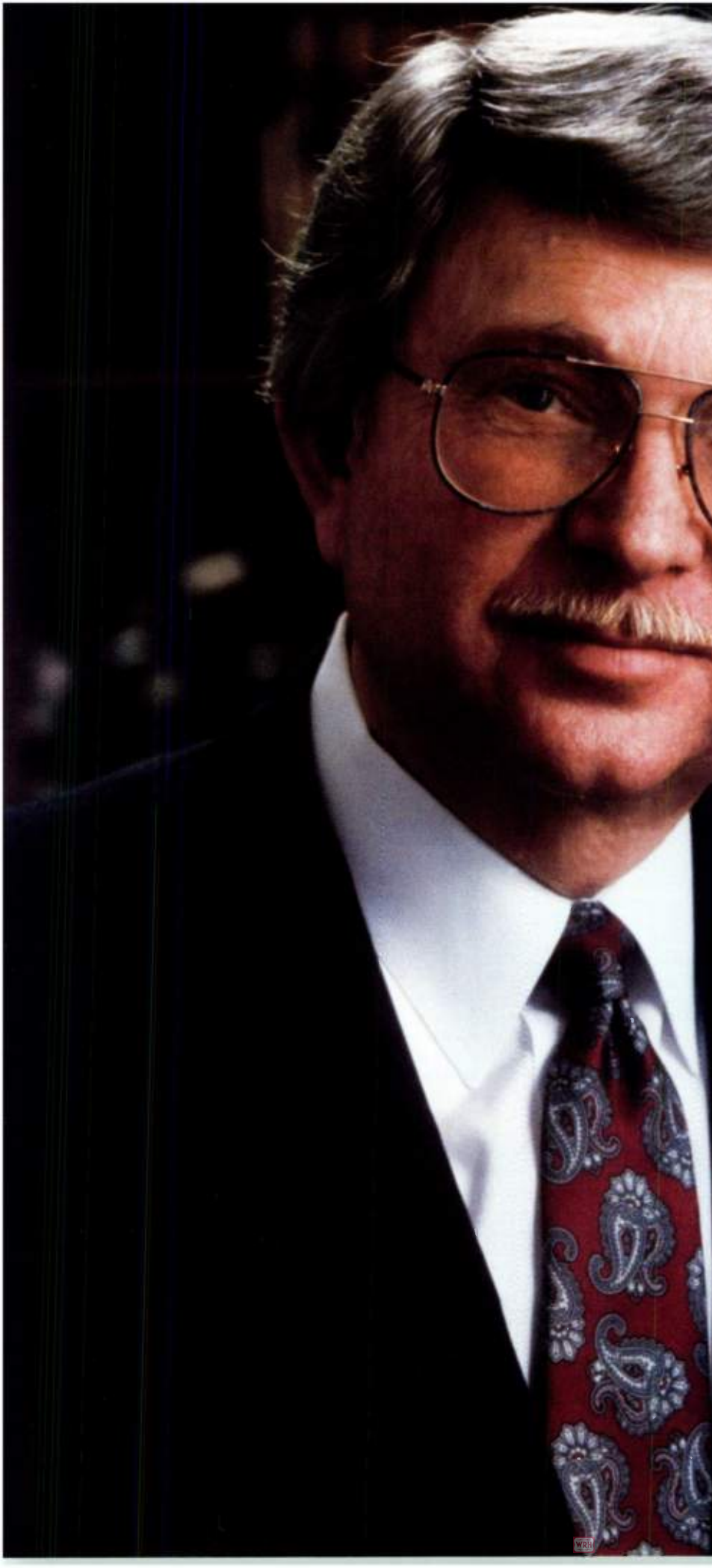
The content, production, and presentation of such programs, including both music and continuity, shall be consistent with the program standards of the station or network over which they are broadcast and with the requirements of the Federal and State laws and of all regulations of the Federal Communications Commission.

Cooperation

Persons engaging in the broadcasting of such programs shall, by prompt appearance, scrupulous conformity with the limitations imposed by physical, technical, and economic characteristics of radio, Christian courtesy, and otherwise, cooperate with the station or network management.

Financial Accountability

Appeals shall be of a bona fide character for legitimate religious purposes and shall be presented in a dignified Christian manner. All donors shall be promptly furnished with receipts and an accounting thereof shall be furnished to the Board of Directors on request of the Board.



Perspicacity

per-spi-cac-i-ty — (pər' spə kas' ə tē) noun —
1) keen judgment, discernment; 2) acute perceptiveness;
3) special insight

World-changing events are unfolding daily. We're living in extraordinary times, and your listeners need extraordinary coverage of these events. They need the right information to make the right decisions.

But it takes more than just information. It takes perspicacity — a special, keen insight into the events that mold lives and nations.

For nearly two decades, through "Point of View" radio talk show, Marlin Maddoux and his guests have served up heaping portions of perspicacity to ever-increasing audiences. "Point of View" listeners can sift through current events and issues with special insight they won't get anywhere else. They benefit from vital information that the liberally-biased media would rather no one knew.

How can your audience respond wisely to the issues facing them today? What's their source?

Is your station giving them what they need? Try a little perspicacity.

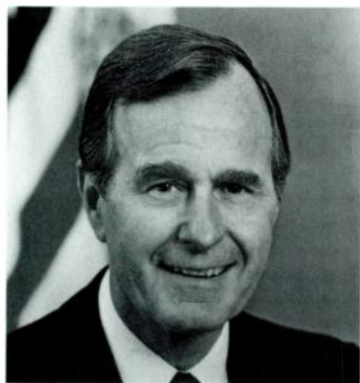
Point of View

Heard live daily on the USA Radio Network.
Call us at **1-800-829-8111**.

(Circle 197 on the Reader Service Card)

SPEAKERS

NRB 91



President George Bush



Warren Burger



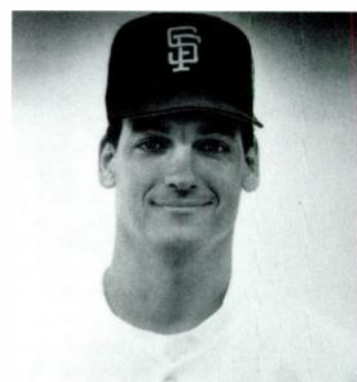
Jerry Johnston



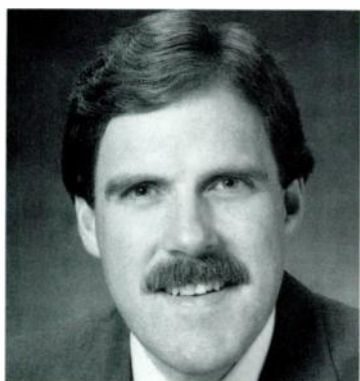
Chuck Colson



Kay James



Dave Dravecky



Martin DeHaan



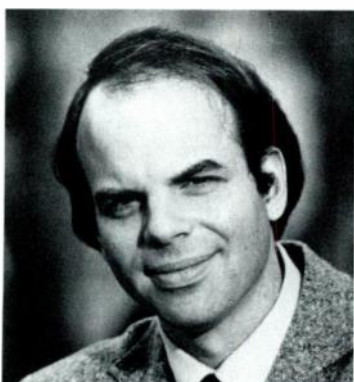
Jerry Falwell



Rex Humbard



Joseph Stowell



David Bryant



Peter Kuzmic



Fragmented Fundraising

If you don't coordinate the pieces of your fundraising plan, you'll learn just how the cookie crumbles.

With an abundance of specialists and consultants, fundraising departments can become fragmented. Middle managers aren't held accountable to the big picture — only their individual part of it, like donor acquisition, direct mail, electronic media or major donors.

The Domain Group starts from scratch. And we don't use cookie-cutter fundraising plans.

We send a team to your ministry to learn how your whole system works — from beginning to end. We meet with your people. Read your donor mail. Crunch the numbers

and then tell you precisely where you stand. We show you what to fix. And how to fix it.

Plus, the creative professionals at The Domain Group will bring your fundraising plans to life. With creative ideas and brilliant execution. The results prove it.

The Domain Group can help you coordinate all areas of fundraising and marketing.

Call Edward Elliott at 1-800-DOMAIN-1 to find out more about our integrated marketing approach.

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G R O U P

Seattle • Wheaton

1-800-DOMAIN-1

409 Tower Building, Seattle, WA 98101 206/682-3035
289 Main Place, Carol Stream, IL 60188 708/668-5300



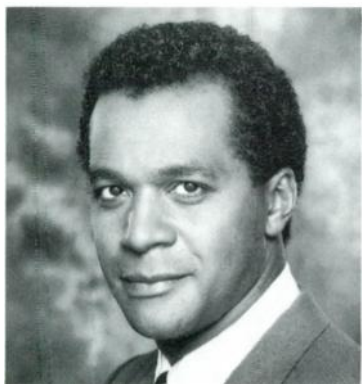
Fred Davies



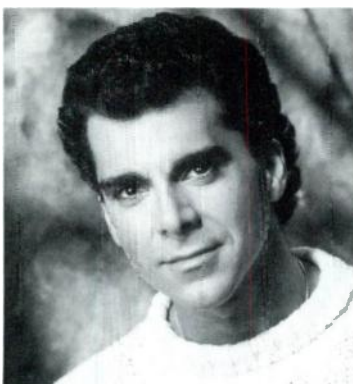
George Wesner



Doug Oldham



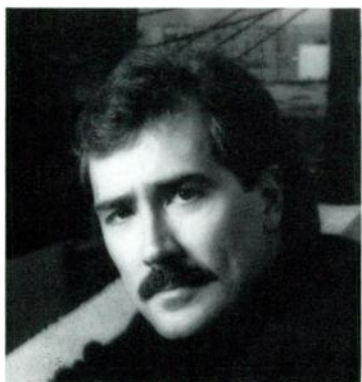
Clifton Davis



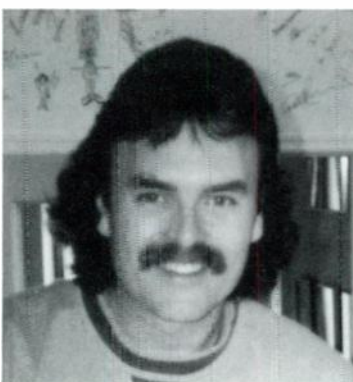
Carman



Tramaine Hawkins



Steve Fry



Ray Boltz



Babbie Mason



Larnelle Harris



Tony Melendez



Dino



Gerard Gamo



Ken Medema



Steven C. Chapman



Glad



Nelons

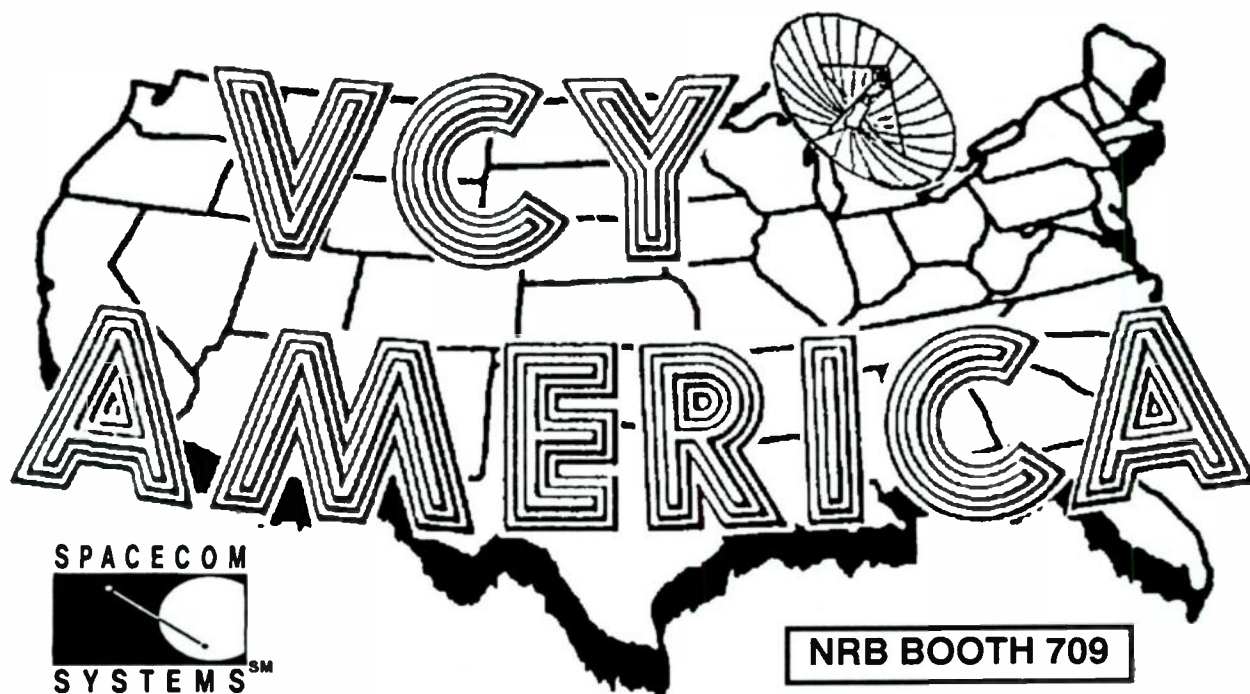


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Day of Discovery Singers

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with John Ankerberg, 30 minutes M-F
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Texe Marrs authority and author of best selling books on the New Age movement
and Bible Prophecy. 30 minutes daily

"ISSUES AND ACTION"

Don Wildmon, President of the American Family Association and nationally
known spokesman for decency and the family. 12 minutes daily

"Cross-Reference NEWS"

National and International news delivered hourly
at 5 minutes to the hour.

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Cliff Kincaid and Reed Irvine from Accuracy in Media
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55 minutes daily M-F dealing with issues on the family, the Church,
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by standing up for what you believe. Live call-in nation wide with
veteran talk radio host Vic Eliason. This program gets your listeners
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Monday - Managing your money / Tuesday - Developing communications skills

Wednesday - Dealing with medical & psychological issues

Thursday - Resolving emotional conflicts / Friday - Witnessing and practical Bible questions

Participants include certified financial planners Ron Blue and Russ Crosson,

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Gary Smalley and John Trent and the list goes on and on.

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"THE DAVE BREESE REPORT"

Outstanding speaker and authority on World conditions and public affairs
in the light of the Bible. 5 minutes daily M - F. 30 minutes Saturday

For more information on these and other services

**call VCY/AMERICA, 1-800-729-9829, SpaceNet 3, Channel 13(7h), freq .51 mhz
NRB BOOTH 709**

ACKNOWLEDGMENTS

NRB 91

George Wesner

Convention Organist
Sacred Stops and Strings
Stanhope, N.J.

Fred Davies

Convention Pianist
Sacred Stops and Strings
Stanhope, N.J.

Evangelische Omroep

Hilversum, The Netherlands
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Dutch Flower Exporters

SpaceCom Systems

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Northern Lights Communications Inc.

Minneapolis, Minn.
Sponsor of the Friday opening general session

Killion McCabe & Associates

Dallas, Texas
Sponsor of the Board of Directors Reception

Walk Thru the Bible Ministries

Atlanta, Ga.
Sponsor of the Convention Calendar and donation of Exhibit
Hall prize

Christian Management Association

Diamond Bar, Calif.
Donation of Exhibit Hall prize

Dataworld

Bethesda, Md.
Donation of Exhibit Hall prize

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Syracuse, N.Y.
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WPCB-TV, Channel 40, Greensburg/Pittsburgh
WKBS-TV, Channel 47, Altoona/Johnstown
W51AO, Channel 51, Brookville (Jefferson Co.), PA
W12CA, Channel 12, Ellittsburg (Perry Co.), PA
And, soon to come . . .
W50BF, Channel 50, Sharon/Hermitage (Mercer Co.), PA
Sponsor of the Board of Directors/Chapter Officers Luncheon

Christian Broadcasting Network

Virginia Beach, Va.
Sponsor of the International Luncheon

The Bible League

South Holland, Ill.
Sponsor of the Anniversary Banquet

The Urban Alternative

Dallas, Texas
Convention Patron

The Lockman Foundation

La Habra, Calif.
Donation of Exhibit Hall prizes

Programming Plus

Ft. Myers, Fla.
Donation of Exhibit Hall prize

Multnomah Press

Portland, Ore.
Sponsor of Exhibit Ribbon Cutting
Guests: Dr. Dickory and Revver

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AUXILIARY EVENTS

NRB 91

SATURDAY, JANUARY 26, 1991

International Bible Reading Association Briefing

3:30 p.m. Warren Room

Talk-Back Station Managers Reception

4:00 p.m. Kansas Room

Christian Research Institute Meeting

4:30 p.m. Vermont Room

Back to the Bible Sponsored General Reception for Radio Station Managers with speaker Woodrow Kroll

9:30 p.m. Richmond Room

SUNDAY, JANUARY 27, 1991

Hope for the Heart Luncheon

12:30 p.m. Richmond/Arlington Room

Station Manager Q & A with Dr. James Dobson, Focus on the Family

2:00 p.m. Maryland Suite

Everything You Always Wanted to Know About Israel But Were Afraid to Ask

2:00 p.m. Wisconsin Room

Prison Fellowship Ministries Reception

4:00 p.m. Delaware Suite

NRB TV Reception

9:30 p.m. Maryland Suite

MONDAY, JANUARY 28, 1991

Tyndale Luncheon Audience Promotion Focus

Noon Marshall Room

Josh McDowell Ministries Luncheon

12:30 p.m. Holmes Room

Jeremiah Films/Cutting Edge Presentation

1:00 p.m. Dover Room

Everything You Always Wanted To Know About Israel But Were Afraid To Ask

2:00 p.m. Wisconsin Room

Thomas Nelson Reception

5:30 p.m. Baltimore Room

Polygram Showcase

9:30 p.m. Maryland Suite

World By 2000 Reception

9:30 p.m. Delaware Suite

TUESDAY, JANUARY 29, 1991

NRBMLC Business Meeting

11:00 a.m. Vermont Room

Words for Women Luncheon

12:00 - 1:00 p.m. Richmond /Arlington Rooms

WEDNESDAY, JANUARY 30, 1991

10th National Christian Prayer Breakfast to "Pray for the Peace of Jerusalem"

7:00 a.m. Sheraton Ballroom

HNRB Breakfast

8:00 a.m. Richmond Room

BNRB Breakfast

8:00 a.m. Baltimore Room

Eastern Chapter Meeting

9:30 -10:00 a.m. Marshall Room

Radio Committee Meeting

10:30 a.m. Vermont Room

STOP THE KILLING IN LIBERIA!

"Your brother's blood cries out to me from the earth . . ." (Genesis 4:1).

AS A TV OR RADIO station owner, operator, manager, or broadcaster, God has given you a special place of wide influence as a "gatekeeper." That is why PROJECT FREEDOM is seeking your help on behalf of the suffering Christians in Liberia.

THE SITUATION

Christians are being targeted for terrorism by factions fighting in Liberia's year-old civil war. Almost 20% of Liberia's entire population have lost their lives — through tribal violence, starvation, lack of medical care — and more than 500,000 others have been forced to flee into neighboring countries.

After several formal requests for nonmilitary intervention — one of which involved a peaceful vigil of over 30,000 Liberian Christians at the U.S. Embassy — they have appealed to American evangelicals to urge our nation's leaders to help stop the killing in Liberia.

THE SOLUTION

PROJECT FREEDOM is working with the State Department, members of Congress, and the White House to encourage an urgent and appropriate response. But we must also have a ground-swell of concern by Christians from all over America to stop the killing, broker peace, and provide emergency help for the hungry and hurting families.

YOU CAN HELP — RIGHT NOW!

STEP ONE

You can help to get the news out about the Liberian holocaust. Write, call, or FAX us for complete information, including a taped radio special, spot announcements, and news releases.

STEP TWO

You can help families and especially children who are suffering by sending a gift which will be used to immediately procure and distribute food and medical supplies to Liberian refugees in Ivory Coast and in parts of Liberia itself.

STEP THREE

You can help by joining thousands of others in sending a message to our President. Here's how... Make photocopies of this sample letter/petition, and distribute them to be signed by people at your station and in your church, Bible study, Sunday school class, or circle of friends.

For a Broadcaster's Kit with complete information, write, call or FAX:

PROJECT FREEDOM
Christian Concern International
P.O. Box 7125
Pasadena, California 91109-7125
Telephone (818) 355-5833
FAX (818) 355-2231

Please act now. Every day many are dying needlessly.

Project Freedom

Rush this petition to PROJECT FREEDOM, P.O. Box 7125, Pasadena, CA 91109-7125 for delivery by a delegation of Christian leaders to the President.

(Circle 129 on the Reader Service Card)



The Honorable George Bush
President of the United States
The White House, Washington, DC 20500

Dear Mr. President:

Our fellow Christians are being terrorized in Liberia. Looting, rape, seizure of property, lack of medical care, and starvation are rampant. In response to their plea, we are asking you to help STOP THE KILLING IN LIBERIA by intervening nonmilitarily as a peace broker — a role that we are told would be welcomed by all factions.

NAME ADDRESS CITY/STATE/ZIP SIGNATURE DATE

**CATCH THIS BOLD
FAST-PACED PROGRAM FOR THE '90's**



AMERICA LISTEN

A new 30-minute program

set against the backdrop of current issues

and problems facing our world.



Dr. Gerald Derstine

Featuring Dr. Gerald Derstine,
a nationally recognized Bible teacher and
Christian leader. The author of many
books, including *Following the Fire*.
He focuses on biblical prophecy in light
of current world events.



Phil Derstine

Co-hosted and produced by Phil Derstine,
president of Gospel Crusade, Inc. and Senior
Pastor of the Christian Retreat Tabernacle.

**Check your
local listing.**



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7:30 am Embassy Room	<i>Executive Committee Breakfast</i>
8:30 am Congressional Room	<i>Executive Committee Meeting</i>
10:00 - 11:00 am Wilmington Room	<i>Staff Meeting</i>
12:00 noon - 1:00 pm Embassy Room	<i>Executive Committee Luncheon</i>
12:00 noon - 5:00 pm Atrium	<i>Exhibitor Registration</i>
1:00 - 5:00 pm Congressional Room	<i>Executive Committee Meeting</i>
2:00 - 6:00 pm Atrium	<i>Convention Registration Opens</i>
2:00 - 6:00 pm Convention Lobby	<i>Hispanic Registration Opens (HNRB)</i>
5:00 - 5:30 pm Mezzanine	<i>News Conference</i>
5:30 - 7:00 pm Thomas Paine Room	<i>Executive Committee Dinner</i>

7:00 pm
Sheraton Washington Ballroom

**Opening Fellowship
General Session
(open to public)**

Sponsor: Northern Lights Communications, Inc. Albuquerque, NM

Moderator: **Brandt Gustavson**
Executive Director, National Religious Broadcasters, Parsippany, NJ

Comments: **Randy Rich**
Director of Charities and Non-Profits, Northern Lights Communications, Inc., Albuquerque, NM

Greetings: **Jerry Rose**
President, National Religious Broadcasters;
President, WCFC-TV Channel 38, Chicago, IL

Convention Pianist: **Fred Davies**
Sacred Stops and Strings, Stanhope, NJ

Convention Organist: **George Wesner**
Radio City Music Hall, New York, NY

Convention Song Leader: **Doug Oldham**
Lynchburg, VA

Opening Prayer: **Mike Trout**
Co-Host, Focus on the Family, Pomona, CA

Speaker: **Retired Chief Justice Warren Burger**
Chairman, Commission on the Bicentennial of The United States Constitution, Washington, DC

Speaker: **Joseph M. Stowell III**
President, Moody Bible Institute, Chicago IL

Awards Presentation: **Brandt Gustavson**

Music: **African Children's Choir**
Christian Artists, Thousand Oaks, CA

The Nelons
Word Records, Irving, TX

Closing Prayer: **Tom Schindler**
Back to the Bible Broadcast, Lincoln, NE

9:30 pm
Washington Suite
(by invitation only)

**Board of Directors
Reception**

Sponsor: Killion, McCabe & Associates, Dallas, TX

7:00 - 10:00 am Embassy Room	<i>Executive Committee Breakfast Meeting</i>
8:00 - 9:00 am Marshall Room	<i>IRB Required Student Scholarship Meeting</i>
8:00 am - 5:00 pm Atrium	<i>Convention Registration</i>

SATURDAY SEMINAR 1 Fundraising

8:30 am - 3:30 pm
Sheraton Ballroom, North

Introduction

8:30-9:00 am

Speaker: Butch Maltby, Killion, McCabe & Associates, Dallas, TX

Developing an Effective Direct Mail Program: Part One

9:00-10:00 am

Speaker: Butch Maltby
Killion, McCabe & Associates, Dallas, TX
Participant: The Biola Hour, La Mirada, CA

Developing an Effective Direct Mail Program: Part Two

10:20-10:50 am

Speaker: Butch Maltby
Killion, McCabe & Associates, Dallas, TX

Premium Use in Your Fundraising Plan

10:50-11:50 am

Speakers: Gary McCauley
Ministry Division, Thomas Nelson Publishing, Nashville, TN
Calvin Edwards
Walk Thru the Bible, Pasadena, CA

Telemarketing Campaigns for the Media Ministry

1:00-1:30 pm

Speaker: Tim Twardowski
InfoCision, Akron, OH

Major Donor Campaigns for the Media Ministry

1:45-2:30 pm

Speaker: Blair Dowden
Houghton College, Houghton, NY

Radio Promotion Campaigns

2:30-3:00 pm

Speaker: Tim Burgess
Domain Communications, Carol Stream, IL

Fundraising Ideas for Media Ministries

3:00-3:30 pm

Speaker: Butch Maltby
Killion, McCabe & Associates, Dallas, TX
Participant: Dave Clark
Regent University, Virginia Beach, VA

SATURDAY SEMINAR 2 Station Fundamentals: Back to Basics

8:30 am - 3:00 pm
Sheraton Ballroom, South

Positioning Your Station

8:30-9:45 am

Moderator: Wayne Pederson, KTIS-AM/FM/Minneapolis, MN

Formatting Your Station

10:00-11:50 am

Moderator: Wayne Pederson, KTIS-AM/FM/Minneapolis, MN

Putting It All Together

1:00-3:00 pm

Moderator: Wayne Pederson, KTIS-AM/FM/Minneapolis, MN

SATURDAY SEMINAR 3 Public Relations: Principles for a Comprehensive PR Program

8:30 am - 3:00 pm
Dover Room

Setting Up a Public Relations Program

8:30-10:00 am

Writing Press Releases

10:20-11:50 am

Crises Communications

1:00-3:00 pm

Participants: Don Beehler, Living Bible International, Naperville, IL
Mark DeMoss, Jerry Falwell Ministries, Lynchburg, VA
Larry Ross, Billy Graham Evangelistic Association, Dallas, TX
Juleen Turnage
General Council of the Assemblies of God, Springfield, MO

SATURDAY SEMINAR 4 Youth in America 1991— Issues and Answers

8:30 am - 3:00 pm
Maryland Suite

Child Pornography (The Extent, the Devastation, How Women and Broadcasters Can Wipe it Out)

8:30-10:00 am

Moderator: Dee Jepsen
National Coalition Against Pornography, Fairfax, VA
Participants: Sarah Blanken
National Coalition Against Pornography, Fairfax, VA
Jan Nady Burnley, U.S. Department of Justice, Washington, DC

Public School Bible Clubs (Equal Access Is the Law)

10:20-11:50 am

Participant: Robert K. Skolrood
The National Legal Foundation, Virginia Beach, VA

Resources

1:00-3:00 pm

Moderator: Ron Hutchcraft, Youth for Christ, Wayne, NJ

SATURDAY SEMINAR 5 Technology

8:30 am - 3:00 pm Wilmington Room

Technology Update

8:30-10:00 am

Panelists: William Ammons, Circuit Research Labs, Tempe, AZ
S. E. "Ed" Hawkins
Harris Corporation, Broadcast Division, Baltimore, MD
Allan McGuirl, Galcom International, Hamilton, Ontario, Canada

Introduction to Digital Audio Broadcasting

10:20-10:50 am

Robert A. Mazer
Nixon, Hargrave, Devans & Doyle, Washington, DC
Stan Salek
National Association of Broadcasters, Washington, DC

The Future Impact of Digital Audio Broadcasting

1:00-3:00 pm

Panelist: Ray Terrill, Focus on the Family, Pomona, CA
Mike Starling, National Public Radio, Washington, DC
Martin Rothblatt, Marcor, Washington, DC
Bruce A. Franca
Federal Communications Commission, Washington, DC

9:00 am - 5:00 pm

Atrium

Exhibitor Registration

9:00 am - 5:00 pm

Convention Lobby

**Hispanic Registration
(HNRB)**

NRB Workshop Session I

9:30 - 11:00 am

African-American Christian Mothers and Fathers in Broadcasting (BNRB)

Ethan Allen Room

Moderator: Lou Ray Barnes
Inspiration of the Good Shepherd, Brentwood, NY
Panelist: Marilyn Crown
Joy Church Deeper Life Christian Fellowship, Jamaica, NY
Marilyn Ings, WIVF-FM
Cheryl Alexander, ABC Ch 14
Exie Howard, Inspiration of the Good Shepherd, Brentwood, NY

The Broadcaster's Spouse

Virginia Suite

Moderator: Steve Binkley
Markle Medical Clinic, Fort Wayne, IN
Participants: Shirley Rose, Chicago, IL
Darlene Ankerberg, Chattanooga, TN
Dede Robertson, Virginia Beach, VA

Getting Started in International Radio Ministry

Vermont Room

Moderator: David Lawrence
Voice of Hope World Network, Simi Valley, CA
Robert Fellar, Derek Prince Ministries, Fort Lauderdale, FL
Milton Anderson, International Media Ministries, Brussels, Belgium

Technological Developments for Christian TV

Wisconsin Room

Participants: E. Alex Blomerth
STC Broadcast Consultants, El Paso, TX
Dirk Freeman, Television Technology Corp., Denver, CO
Pete E. M. Warren III
Warren Electronic Systems Inc., El Paso, TX
Neil Neubert, JVC Professional Products, Pine Brook, NJ
John Warren, Warren Electronic Systems Inc., El Paso, TX

Post Production Techniques in TV

Kansas Room

Moderator: Sam B. Wagner, Video I-D, Inc., Washington, IL
Participants: Seth Barnard
Features International, Chesapeake, VA
Lou Schierbeck, Grace Television, Peoria, IL

Local Churches' Use of TV

Warren Room

Moderator: Jim Moss, John Hagge Ministries; Global Evangelism Television, San Antonio, TX
Participants: Rod Payne, 1st Baptist Church, Wichita Falls, TX
Curt Foreman, The Friendly Bible Church, San Jose, CA

TV Specials: Reaching Beyond the Christian Marketplace

Holmes Room

Moderator: Valerie G. Norman
Saving Grace Ministries, Chicago, IL
Participants: Dell F. Sanchez, KHCE/TV 23, San Antonio, TX
Ben Edwards, Christian Broadcast Network, Virginia Beach, VA
Vicki Mac, Sparrow Star Song, Chatsworth, CA

10:00 am - 12:00 noon

Cotillion Ballroom, North

**Board of Directors
Meeting**

Moderator: Jerry Rose

President, National Religious Broadcasters;
President, WCFC-TV/Channel 38, Chicago, IL

Opening Prayer: Ed Atsinger

Salem Communications Corp., Camarillo CA

Challenge: Russell Bixler

Cornerstone Television Inc., WPCB Channel 40,
Wall, PA

Closing Prayer: Kay Arthur

Executive Committee, National Religious
Broadcasters; Precept Ministries, Chattanooga, TN

12:00 noon - 2:00 pm

Cotillion Ballroom, South

**Board of Directors
/Chapter Officers
Luncheon**

Sponsor: Cornerstone TeleVision, Inc.

Moderator Bob Straton

Treasurer, National Religious Broadcasters;
Vice President, Walter Bennett Communications,
Ft. Washington, PA

Opening Prayer: Mike Bingham

WRMB, Boynton, FL

Comments: Russell Bixler

President, Cornerstone TeleVision, Wall, PA

Entertainment: The Parable Players

Vincent Rosini, Chesapeake, VA
Timothy Wright, Chesapeake, VA

Chapter Presidents' Reports

Closing Prayer: Paul Ramseyer

Northwestern College Radio Network, Roseville, MN

2:00 - 5:00 pm

Cotillion Ballroom, North

**Board of Directors
Meeting**

Hispanic Workshop (HNRB)

3:00 - 4:30 pm

Holmes Room

Como Levantar Fondos En El Ambiente Hispano (How to Raise Funds in the Hispanic Environment)

Moderator: Alberto Lozano, KGBA-FM, El Centro, CA

Panel: Bob Rodriguez, WRUA-Channel 34, Carolina, PR

William Lebron, WIDA-FM/Radio Vida Inc., Carolina, PR

David Greco, WWRV-AM/Radio Vision Cristiana, Paterson, NJ

Joaquin Maldonado

IRB Faculty Workshop

3:00 - 4:00 pm

Marshall Room

Research and Resources

Moderator: Harry Sova, Regent University, Virginia Beach, VA

3:30 - 4:30 pm

Wisconsin Room

Hostess Meeting

4:30 - 7:00 pm

(outside of hotel)

**Annual IRB
Faculty Dinner**

Moderator: Andrew Quicke

Regent University, Virginia Beach, VA

7:00 pm

Sheraton Washington Ballroom

**Evening General
Session (Open to
Public)**

Sponsor: SpaceCom Systems, Tulsa, OK

Moderator: Kay Arthur

Executive Committee, National Religious
Broadcasters; Executive Vice President
Precept Ministries, Chattanooga, TN

Opening Prayer: Sue Bahner

Comments: Al Stem

General Manager, SpaceCom Systems, Tulsa, OK

Speaker: Jerry Johnston

Jerry Johnston Association, Overland Park, KS

Awards Presentation: Kay Arthur

Executive Committee, National Religious
Broadcasters; Executive Vice President,
Precept Ministries, Chattanooga, TN

Testimony: Kay James

Former Assistant Secretary of Health and Human
Services, Washington, DC

Music: Ray Boltz

Ray Boltz Ministries, Muncie, IN

Closing Prayer: Jose Reyes

"La Voz de Salvacion," Cleveland, TN

9:30 pm

Cotillion Ballroom

**Saturday Night
Alive**

Host: Ron Hutchcraft

Youth for Christ, Wayne, NJ

9:30 - 11:00 pm

Holmes Room

**Hispanic Fellowship
Hour (HNRB)**

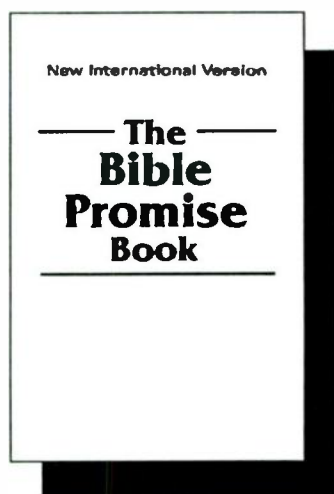
Moderator: David Armachea

Charles Swindoll Hispanic Ministry



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(Circle 119 on the Reader Service Card)

8:30 -11:00 am

Delaware Suite

**Hispanic Worship
Service (HNRB)**

Moderator: Guillermo Luna

Hispanic Campus Crusade for Christ, San Antonio,
TX

Music: Eric Perdomo

New York, NY

Ivaeph Estrada

Colombia

Speaker: Jose A. Reyes

La Voz de Salvacion, Cleveland, TN

9:00 am - 5:30 pm

Atrium

**Convention
Registration**

9:00 am - 5:30 pm

Convention Lobby

**Hispanic
Registration (HNRB)**

10:00 am - 12:00 noon

Sheraton Washington Ballroom

**Morning Worship
Service**

Moderator: Ed Elliott

The Domain Group, Carol Stream, IL

Opening Prayer: Jim Gwinn

CRISTA Ministries, Seattle, WA

Music: Day of Discovery Singers

Radio Bible Class, Grand Rapids, MI

Speaker: Martin DeHaan

Radio Bible Class, Grand Rapids, MI

Closing Prayer: Richard Bott, Jr.

Bott Broadcasting Co., Kansas City, MO

12:00 noon - 6:00 pm

Atrium

**Exhibit Hall
Registration**

1:00 - 1:15 pm

Atrium

**NRB 90 Media
Exposition Grand
Opening Ribbon
Cutting Ceremony**

Hosts: Jerry Rose

President, National Religious Broadcasters;
President, WCFC-TV/Channel 38, Chicago, IL

E. Brandt Gustavson

Executive Director, National Religious
Broadcasters, Parsippany, NJ

Michael Glenn

Director of Sales & Exhibits, National
Religious Broadcasters, Parsippany, NJ

NRB 90 Media Exposition Hours

Exhibit Halls A,B & C, lower level

Sunday: 1:00 pm - 6:00 pm

Monday: 10:00 am - 6:00 pm

Tuesday: 10:00 am - 4:00 pm

IRB Workshop

1:30 - 2:45 pm

Holmes Room

How To Get A Job In Communications

Moderator: Linwood Hagin

Toccoa Falls College, Toccoa Falls, GA

2:00 - 5:00 pm

Sheraton Washington Ballroom

**Gospel Concert
(BNRB) (open to
public)**

Opening Prayer: Samuel L. Green, Jr.

BNRB Chairman; WJCB-TV; Faith for Living
Television Ministries, Newport News, VA

Greetings: Brandt Gustavson

Executive Director, National Religious
Broadcasters, Parsippany, NJ

Music: Clifton Davis

The Benson Co., Nashville, TN

Myrna Summers & the Workshop Choir

Baltimore, MD

Tramaine Hawkins

Sparrow Records, Chatsworth, CA

Eli Wilson

Brooklyn, NY

Daryl Coley

Sparrow Records, Chatsworth, CA

International Christian Center Choir

Washington, DC

1991 BNRB Award Presentation: Samuel L. Green, Jr.

BNRB Chairman; WJCB-TV, Faith for Living
Television Ministries, Newport News, VA

Award Recipients: Ernie Wilson

Ernie Wilson Ministries, Philadelphia, PA

Dwight L. Green, Sr.

Faith for Living Ministries, Newport News, VA

Tee Garlington

Evangel Temple, Washington, DC

**Music: Elder Carl Williams and the Institutional
Radio Choir**

Brooklyn, NY

Carman

The Benson Co., Nashville, TN

Larnelle Harris

Splendor Productions Inc., Longwood, FL

Closing Remarks: Glen Plummer

1st Vice Chairman, BNRB; Christian Television Network, Detroit, MI

Closing Prayer: William Thompson,

2nd Vice Chairman, BNRB; "What a Fellowship Hour," Chicago, IL

2:00 - 5:00 pm

Cotillion Ballroom

***Hispanic Concert
(HNRB) (open to
public)***

Greetings: Brandt Gustavson

Executive Director, National Religious Broadcasters, Parsippany, NJ

Coordinator: Nilka Agosto

Variedades Cristianas, San Juan, PR

Moderator: Melvin Rivera

United Bible Society, Miami, FL

Participants:**Anibal Marroquin**

Guatemala

Eric Perdomo

New York, NY

Oscar Medina

Montclair, CA

Wilma Hernandez

San Juan, PR

Jerry Marzan

Puerto Rico

Frances Lee

Puerto Rico

Deborah Velasquez

Puerto Rico

Grupo "Heme Aqui"

Washington, DC

3:00 - 5:00 pm

Thomas Paine Room

***EFICOM
Commissioners
Meeting***

3:15 - 5:00 pm

Marshall Room

***IRB Student
Awards Reception***

Moderator: Andrew Quicke

Regent University, Virginia Beach, VA

4:30 - 5:30 pm

Vermont Room

***Chapter
Representatives'
Meeting***

5:00 - 6:00 pm

Kansas Room

***TV Committee
Meeting***

5:00 - 6:00 pm

Mezzanine

News Conference

5:15 - 6:30 pm

Holmes Room

***IRB Campus
Chapter Organiza-
tional Meeting***

7:30 pm

Sheraton Washington Ballroom

***Sunday Evening
General Session
(open to public)
"A Concert of Prayer"***

Moderator: Ronn Haus

KFCB-TV, Concord, CA

Opening Prayer: Brian Erickson

Back to the Bible Broadcast, Lincoln, NE

Greetings: Billy Melvin

National Association of Evangelicals, Wheaton, IL

Music: Steve Fry

Steve Fry Ministries, San Jose, CA

Babbie Mason

Word Records, Irving, TX

Speaker: David Bryant

Concerts of Prayer, Edina, MN

Testimony: Ben Carson, M.D.

Director of Pediatric Neurosurgery,
Johns Hopkins Hospital, Baltimore, MD

Awards Presentation: Ronn Haus

KFCB, Concord, CA

Closing Prayer: Glen Plummer

1st Vice Chairman BNRB; Christian Television Network, Detroit, MI

9:30 - 11:00 pm

Maryland Suite

***NRB TV
Reception***

9:30 - 11:00 pm

Holmes Room

***Hispanic Fellowship
Hour (HNRB)***

7:45 am

Sheraton Washington Ballroom

Presidential General Session (badge required)

Moderator: David Clark

First Vice President, National Religious Broadcasters;
Regent University, Virginia Beach, VA

Welcome: David Clark

NRB President's Address: Jerry Rose

President, National Religious Broadcasters;
President, WCFC-TV Channel 38, Chicago, IL

Opening Prayer: Richard Lee

There's Hope! Atlanta, GA

Music: Tony Melendez

Sparrow Records, Chatsworth, CA

Introduction of FCC Chairman: Richard Wiley

NRB Communications Counsel, Wiley, Rein, &
Fielding, Washington, DC

Comments: FCC Chairman Alfred Sikes

Chairman, Federal Communications Commission,
Washington, DC

Music: Tony Melendez

Sparrow Records, Chatsworth, CA

Congregational Singing of Patriotic

Songs: Doug Oldham

Lynchburg, VA

Presidential Address: George Bush

President of the United States

Closing Prayer: Lloyd Ogilvie

Lloyd Ogilvie Ministries, Hollywood, CA

10:00 - 11:00 am

Mezzanine

News Conference

10:00 am - 5:00 pm

Atrium

Convention Registration

10:00 am - 5:00 pm

Convention Lobby

Hispanic Registration (HNRB)

10:00 am - 6:00 pm

Atrium

Exhibitor Registration

10:00 am - 6:00 pm

Exhibit Halls A, B, & C

NRB Media Exposition (badge required)

NRB Workshop Session II

10:00 - 11:30 am

Black Broadcasters Workshop (BNRB)—African-American Owners & Operators in the 21st Century

Baltimore Room

Moderator: Dwight Green

WJCB-TV, Channel 49, Hampton, VA

Panelists: Levi E. Willis

Howard O. Jones, "Hour of Freedom," Oberlin, OH

B. Sam Hart

"Old Time Gospel Hour," Philadelphia, PA

J. Morgan Hodges

Chris-Mor Productions, Washington, DC

Hispanic Workshop (HNRB)—La Funcion Social Del Comunicador Cristiano (The Social Function of the Christian Broadcaster)

Holmes Room

Moderator: Guillerma Luna

Hispanic Campus Crusade for Christ, San Antonio, TX

Panel: Daniel Vargas Manas

Carlos Vasquez

Mauro Duran

Film & Video Evangelism

Warren Room

Moderator: Russ Doughten, Mark IV Pictures, Inc.;

Mustard Seed, International, Des Moines, IA

Participants: Bob Bradberry, Jesus Film Project,

Campus Crusade for Christ, Laguna Niguel, CA

Heinz Fussle

Heinz Fussle Productions, Inc., Warsaw, IN

Dale Mason

Films for Christ, Mesa, AZ

FCC/Legal Update

Annapolis/Rockville Room

Moderator: Richard Wiley

Wiley, Rein & Fielding, Washington, DC

Panelists: Lawrence W. Secrest III

Wiley, Rein & Fielding, Washington, DC

Ashton Hardy

Walker, Bordelon, Hamlin, Theriot & Hardy, New Orleans, LA

Partnerships for Urban Outreach

Cotillion Ballroom, South

Moderator: Glenn Plummer

Christian Television Network, Detroit, MI

Participants: Tony Evans

The Urban Alternative, Dallas, TX

Chuck Colson

Prison Fellowship Ministries, Washington, DC

Earl Paulk, Jr., Earl Paulk Ministries, Decatur, GA

Daring to Communicate: Providing Access for Multitudes

Wisconsin Room

Moderator: Joni Eareckson Tada

Joni and Friends, Inc., Agoura Hills, CA

Panelists: Ginny Thornburgh

National Organization on Disability, Washington, DC

Kelsey Marshall

Advocate for Accessibility, Alexandria, VA



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Turning Sales People Into a Sales Force

Idaho Room

Moderator: Patsy Perrault, The Perrault Company, Houston, TX
Participants: Steve Robinson, Chick-fil-A, Atlanta, GA

Brainstorming with Women in Broadcasting

Delaware Suite

Moderators: Sue Bahner, WWWG-AM, Rochester, NY
Kay Arthur, Precept Ministries, Chattanooga, TN
Participants: Jean Donaldson
Christian Children Assoc., Toms River, NJ
Edna Edwards, WFGW/WMIT, Black Mountain, NC
June Hunt, Hope for the Heart, Dallas, TX
Debbie Revitzer, Channel 38, Chicago, IL
Kathy Sindorf, Portland, OR

Capturing Your Audience

Cotillion Ballroom, North

Participants: Ted Baehr
Good News Communications, Atlanta, GA
Ron Husband, Walt Disney Co., Anaheim, CA
Martha Williamson
NBC, CBS, ABC, Writer/Producer, Los Angeles, CA
Wes Minter, AM-75 WSB, Atlanta, GA

The Middle East

Ethan Allen Room

Moderator: David Lawrence
Voice of Hope World Network, Simi Valley, CA
Participants: Michael Little, CBN, Virginia Beach, VA
Sune Elofson, IBRA Radio, Stockholm, Sweden

Europe: Emerging Broadcasting Opportunities

Nathan Hale Room

Moderator: Harvey Thomas
Public Relations and Presentation Consultant, London, England
Participants: Peter Kuzmic
Evangelical Theological Seminary, Osijek, Yugoslavia
Paul Freed, Trans World Radio, Cary, NC
Frank Kaleb Jansen
World Population Study Center, Target Earth,
Lauzanne Committee, Pasadena, CA

How To Get a Low & Full Power TV License

Vermont Room

Moderator: Ray Wilson
North American Indian Missions; Black Buffalo Pow Wow,
Hemet, CA
Panelists: Stewart Mitchell, Boyer and Associates
Keith Larson
Chief of Low Power TV Branch, FCC, Washington, DC
Pete Warren, S.T.C. Broadcast Consultants

Children's TV Programming

Alexandria Room

Panelists: Jean Donaldson
Children's Adventure Hour, Toms River, NJ
Steve Brederson, Consultant

Reaching Your TV Audience in 30 Seconds

Kansas Room

Moderator: William B. Hull
Faith for Today TV, Inc.; Hope Communication; NRB-TV
Committee
Participants: Ruth Schofield
Good Shepherd Ministries, Washington, DC
Warren Judd, Adventist Media Center, Thousand Oaks, CA

12:30 - 2:00 pm

Sheraton Washington Ballroom

***International Luncheon
(meal ticket required)***

Sponsor: Christian Broadcasting Network, Virginia
Beach, VA

Moderator: David Clark

First Vice President, National Religious
Broadcasters; Regent University
Virginia Beach, VA

Opening Prayer: Marvin E. Beckman

Moody Bible Institute, Chicago, IL

Comments: Michael Little

Group Vice President, CBN International,
Virginia Beach, VA

Speaker: Peter Kuzmic

Principal, Evangelical Theological Seminary, Osijek,
Yugoslavia

Music : African Children's Choir

Christian Artists, Thousand Oaks, CA

Ken Medema

Briarpatch Music, Grandville, MI

Video Presentation: Central America

Produced by the Christian Broadcasting Network
and CCC

Special Announcement: Bill Thatcher

International Christian Media Commission,
(ICMC), Seattle, WA

Closing Prayer: Alex Leonovich

Slavic Missionary Service, South River, NJ

2:00 - 3:00 pm

Idaho Room

***TV Committee
Business Meeting***

2:00 - 3:15 pm

Kansas Room

***Faculty Roundtable
Discussion (IRB)***

Moderator: Jim Owens

Asbury College, Wilmore, KY

3:00 - 5:00 pm

Cotillion Ballroom North

***NRB Business
Meeting***

4:00 - 5:30 pm

Vermont Room

***IRB Business
Meeting Election of
Officers for 1991***

4:00 - 6:00 pm
Richmond Room

USA Network
Affiliate Meeting

7:00 pm
Sheraton Washington Ballroom

Evening General
Session (open to
public)

Sponsor: SpaceCom Systems, Tulsa, OK

Moderator: Bob Neff
Moody Broadcasting Services, Chicago, IL

Opening Prayer: Claud Bowers
WACX Super Channel 55, Orlando, FL

Comments: Al Stem
General Manager, SpaceCom Systems, Tulsa, OK

Music: Tony Melendez
Sparrow Records, Chatsworth, CA

Dino Kartsonakis
The Benson Co., Nashville, TN

Speaker: Chuck Colson
Prison Fellowship Ministries, Washington, DC

Testimony: Dave Dravecky
Former San Francisco Giant, Orange, CA

Closing Prayer: Woodrow Kroll
Back to the Bible Broadcast, Lincoln, NE

9:30 -11:00 pm
Holmes Room

Hispanic Fellowship
Hour (HNRB)

Programmers: Guillermo Luna
Campus Crusade for Christ, San Antonio, TX

TV Producers: Jose A. Reyes
"La Voz de Salvacion," Cleveland, TN

Ken Haron
Teleproducciones Vozandes, Quito, Ecuador

Station Managers: David Greco
WWRV-AM/Radio Vision Cristiana, Paterson, NJ

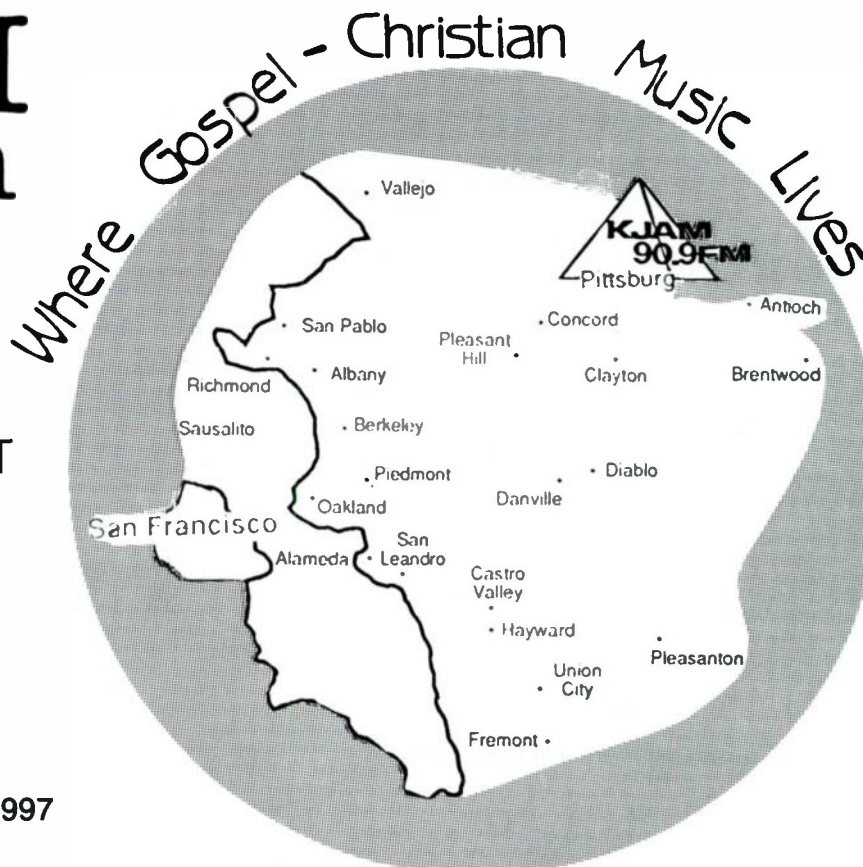
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6:30 am - 3:00 pm

Atrium

**Convention
Registration**

7:00 - 9:00 am

Sheraton Washington Ballroom
(meal ticket required)

**Congressional
Breakfast**

Sponsor: Thomas Nelson Publishers, Nashville, TN

Moderator: Al Sanders

Ambassador Advertising Agency, Fullerton, CA

Opening Prayer: Ron Cline

HCJB, Quito, Ecuador

Music: Steven Curtis Chapman

Sparrow Records
Chatsworth, CA

Introduction of Head Table: E. Brandt Gustavson

Executive Director, National Religious Broadcasters,
Parsippany, NJ

Comments: Sam Moore

Thomas Nelson Publishers, Nashville, TN

Music: Old Time Gospel Hour

Lynchburg, VA

Speaker: Dr. Jerry Falwell

"Old Time Gospel Hour,"

Thomas Road Baptist Church, Lynchburg, VA

Closing Prayer: Chaplain James D. Ford

Office of the Chaplain, U.S.

House of Representatives, Washington, DC

9:00 - 10:00 am

Mezzanine

News Conference

NRB Workshop Sessions III

9:30 - 11:00 am

Save the Family (BNRB)

Idaho Room

Moderator: Samuel L. Green, Jr., WJCB-TV 49;

Faith for Living Television, Ministries, Newport News, VA

Panelist: Vivian F. Green

"Faith for Living," Newport News, VA

Mildred Lindsey, C.O.I.G.I.C.

Harvey Lewis, "Living Daily With The Scriptures"

How Can Christians Work With the Media?

Maryland Suite

Moderator: Cal Thomas

Syndicated Columnist, Washington, DC

Sold on a Religious Format

Wisconsin Room

Moderator: Patsy Perrault

The Perrault Company, Houston, TX

Participants: Dennis Worden, KKLA-FM/Los Angeles, CA

Paul Hollinger, WDAC-FM, Lancaster, PA

T. Burt Perrault, KSBJ-FM, Houston, TX

When the Well Runs Dry From Donor

Fatigue -- Try Sales

Nathan Hale Room

Speakers: Thomas Smith

ADREP Incorporated, Jacksonville, FL

Ray Davis, ADREP Incorporated, Jacksonville, FL

Women Welcome to the '90's

Delaware Suite

Moderator: Char Binkley

WBCL-FM, Fort Wayne, IN

Participants: Joni Eareckson Tada

Joni and Friends, Agoura Hills, CA

Mary Welchel, The Christian Working Women, Wheaton, IL

Dale Hanson Bourke

Publishing Directions, Inc., Washington, DC

Africa

Ethan Allen Room

Moderator: Daniel Olson

CBN, Virginia Beach, VA

Participants: Dan Henrich

Christian Foundation of Kenya (CFK), Nairobi, Kenya,

Lee Sonius, ELWA, Charlotte, NC

Asia

Thomas Paine Room

Moderator: Doris Brougham

Taipei, Taiwan

Participants: Edmund Spieker

Trans World Radio, Cary, NC

Low-Power TV--How to Do It

Marshall Room

Participants: E. Alex Blomerth, STC Broadcast Consultants,
Dallas, TX

Byron St. Clair, Television Technology Corp.

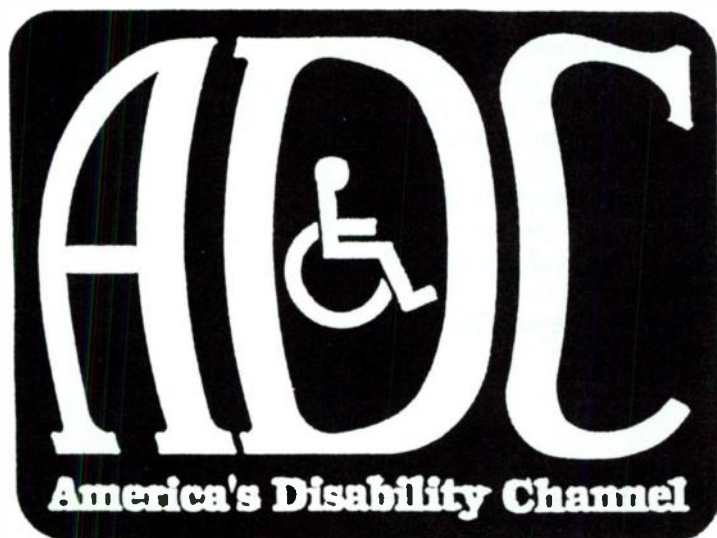
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Bill Oechsner, K63CD, Alamogordo, NM

Dick Tedeschi, K49, Richland, WA

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Creative TV Syndication in the 1990's

Warren Room

Participants: Jerry Vreeman
 "A Better Way," Free Man Productions, Inc., Lansing, IL
 Paul Lewis Cole
 PLC Media, Inc., Dallas, TX
 Sam Wagner
 Video Teleproductions, Washington, IL
 Buddy Merrick, CBN, Virginia Beach, VA

Success Without Compromise

Cotillion Ballroom, North

Participants: Ted Baehr
 Good News Communications, Atlanta, GA
 Gary Ferman, CBN News, Virginia Beach, VA
 Newt Gingrich
 House of Representatives, State of Georgia, Washington, DC
 John Whitehead
 The Rutherford Institute, Charlottesville, VA
 Beverly LaHaye
 Concerned Women for America, Washington, DC

Telethons in the 90's

Kansas Room

Moderator: Ronn Haus
 United Christian Broadcasting Network, Concord, CA
 Participants: Norm Mintle, 700 Club, Virginia Beach, VA
 Claud Bowers, TV 55, Orlando, FL

9:30 - 11:00 am

Holmes Room

***Introduciendo el Uso
 Del Satelite Para Net-
 working (Introducing
 Satellite Networking)
 (HNRB)***

Moderator: David Greco

WWRV-AM/Radio Vision Cristiana, Paterson, NJ

Speaker: Al Stem

Spacecom Systems, Tulsa, OK

9:30 am - 4:00 pm

Atrium

***Exhibitor
 Registration***

10:00 am - 4:00 pm

Exhibit Halls A, B, & C

***NRB Exposition Hall
 (badge required)***

11:15 - 12:15

Wisconsin Room

***Chapter Officers
 Meeting***

1:00 - 2:00 pm

Cotillion Ballroom North

NRB Business Meeting

2:30 - 4:00 pm

Cotillion Ballroom

TV General Session

Moderator: Ted Baehr

Good News Communications, Atlanta, GA

Speaker: John Ankerberg

The John Ankerberg Show, Chattanooga, TN

4:00 - 5:30 pm

Warren Room

***BNRB Business
 Meeting***

4:00 - 5:30 pm

Holmes Room

***Hispanic Business
 Meeting***

6:30 pm

**Sheraton Washington Ballroom
 (meal ticket required)**

Anniversary Banquet

Sponsor: The Bible League

Moderator: Jerry Rose

President, National Religious Broadcasters;
 President, WCFC-TV/Channel 38, Chicago, IL

Opening Prayer: Charles Stanley

First Baptist Church, Atlanta, GA

Comments: Willis Timmer

Executive Vice President, The Bible League,
 South Holland, IL

Music: GLAD

The Benson Co., Nashville, TN

Awards Presentation: Jerry Rose

President, National Religious Broadcasters;
 President, WCFC-TV/Channel 38, Chicago, IL

Music: Gerard Garno

Bread & Honey, Santa Paula, CA

Speaker: Rex Humbard & Family

Rex Humbard Ministry, Boca Raton, FL

Installation of Officers: Bill Bright

Campus Crusade for Christ, San Bernardino, CA

Closing Prayer: New NRB President

NATIONAL RELIGIOUS BROADCASTERS

COMPREHENSIVE BENEFIT PLAN

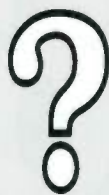


"The NRB Comprehensive Benefit Plan was established in 1985 by NRB as a benefit for its Members. By participating in this Plan, our Members can provide group life and health insurance benefits for their employees on a large plan, fully insured basis. Since most NRB Members have fewer than 50 employees, this arrangement has proven to be extremely beneficial to those Members.

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Dr. Jerry K. Rose

President, National Religious Broadcasters Association



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Warren Burger (ret.)

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BLESSINGS FOR OBEDIENCE 408

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CONTINUED ON PAGE 92

MEDIA EXPOSITION

CONTINUED FROM PAGE 91

BRADLEY BROADCAST SALES 1602

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CONTINUED ON PAGE 94

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MEDIA EXPOSITION

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FRANKLIN ELECTRONIC PUBLISHERS 1003

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CONTINUED ON PAGE 96

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MEDIA EXPOSITION

CONTINUED FROM PAGE 95

Publishers of electronic, hand-held books, Bibles, etc.

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GLORY TO GOD T-SHIRTS 511
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THE GREAT AMERICAN MARKET 2208
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INFOCISION MANAGEMENT CORP. 1700
325 Springside Dr., Akron, OH 44313
InfoCision is a marketing consulting firm specializing in outbound telephone fundraising and media time buying for non-profit organizations. InfoCision has over 135 clients which include some of the largest and most successful non-profits in the country. Four phone centers with a total of 160 lines can implement fundraising programs for the largest of organizations.

INOVONICS, INC. 1703
1305 Fair Ave., Santa Cruz, CA 95060
The broadcast line includes audio processors for AM, HF, FM, and TV plus the digitally-synthesized FM Stereo Generators. For teleproduction, there is the "TVU" On-Screen Audio Level Display. For studios, there is the Replacement Tape Recorder Electronics. Inovonics provides value without compromise offering affordable full documented top-quality equipment. Prices are determined by actual costs, not by "what the market will bear."

INTEGRITY MUSIC, INC. 302
1000 Cody Rd., Mobile, AL 36609
Record company/music publisher of Christian recordings for adults and children. Lines include: Hosanna! Music, Integrity Music Just-For-Kids, Renewal Music, and Contemporary Praise and Worship. Products include: tapes, compact discs, songsheets, choral music, and special choral collections. Periodic product mailings of new CD releases to radio stations. Cassettes also available.

INTERCESSORS FOR AMERICA 2125
1860 Old Reston Ave., #201, Reston, VA 22090
A non-denominational Christian ministry encouraging effective prayer and fasting for America.

INTERNATIONAL BROADCASTING NETWORK 1800
PO Box 36096, Denver, CO 80236
A satellite radio network delivering quality religious programming providing media services to Christian radio stations.

CONTINUED ON PAGE 98

TODAY'S FAMILIES ARE BEING TORN APART — ARE WE HELPING?

**In today's world, divorce is as normal as marriage.
Violence against children is becoming alarmingly commonplace.**

Abortion for convenience is demanded as a right.

**Sexual deviations have become alternate lifestyles,
and drugs are a sub-culture.**

What is happening to our society?

**What is our responsibility
as broadcasters?**

**It's a fact, that people
who view violence and
sexually explicit material
begin to think there is
nothing wrong with it.**

**It's a dulling of our
sensibilities, a stripping
of our moral fiber. Without
these, we cannot be strong.**

Nor will our children go untouched by it.

**Television can help enforce positive,
uplifting values, or worse, it can ignore them.**

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We care about families and we show it.

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FamilyNet[™]

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MEDIA EXPOSITION

CONTINUED FROM PAGE 96

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Evangelistic outreach to police officers.

INTERVARSITY PRESS 1621
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Ken DeRuiter, Executive Director; Nancy Iglesias, Publicist/Premium Sales;
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KEYSTONE INSPIRATIONAL NETWORK 2211
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KINGDOM OF GOD MINISTRIES 1931
PO Box 88400, Indianapolis, IN 46208

KINGDOM TECHNOLOGY 2217
PO Box 1145, Fort Walton Beach, FL 32549
Manufacturers of the "Station Controller" automation system and "Digital Audio System" DAS, a random access digital recording and playback system. Digital Production Editor.

KWIKSCAN, INC. 1302
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LECTION/POLYGRAM RECORDS 2124
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L.I.F.E., INC. 509
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MESSENGER, DIV. OF RENAISSANCE 318 East 7th St., Auburn, IN 46706 Religious and inspirational calendars for advertising and fund raising. Special return envelope for donor's use. Distributor of personalized premiums.	1724
MIDDLE EAST GOSPEL OUTREACH PO Box 9562, Ontario, CA 91762	902
MISSION CITY TELEVISION, INC. PO Box 701028, San Antonio, TX 78270-1028 Television production company.	1608
MOODY BROADCASTING NETWORK 820 N. LaSalle Dr., Chicago, IL 60610	906
MOODY PRESS 820 N. LaSalle Dr., Chicago, IL 60610 Celebrating our 97th year, Moody Press publishes more than 700 books and Bibles, bestselling adult and children's titles; ministry discounts offered on	1008

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MULTI-MEDIA MINISTRIES INTERNATIONAL 18221 Torrence Ave., Lansing, IL 60438	1607
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MULTNOMAH PRESS 10209 SE Division St., Portland, OR 97266 Multnomah Press provides contemporary Christian literature for children and adults. Service includes premiums to special market sales, author interviews, publication reviews and more.	402
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NATIONAL CHRISTIAN CHOIR PO Box 4890, Rockville, MD 20850	1513
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NATIONAL CHURCH & CLERGY SERVICE PO Box 10179, Silver Spring, MD 20914	114
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MEDIA EXPOSITION

CONTINUED FROM PAGE 99

the National Right to Life Committee strives to protect all human life threatened by abortion, infanticide and euthanasia. "Pro-Life Perspective" is the daily, five-minute radio program featuring John Wilke, MD, president of NRLC. Since its first broadcast in January, 1985, "Pro-Life Perspective" has attracted hundreds of thousands of listeners, a responsive audience which continues to grow daily.

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NEW GENERATION ENTERTAINMENT 602
PO Box 750, Bass Lake, CA 93604

NORTHERN LIGHTS COMMUNICATIONS, INC. 1616
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Northern Lights Communications, Inc. is a company that forms partnerships with nonprofit/profit organizations to meet a variety of marketing opportunities using interactive voice technology.

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W221

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The Rutherford Institute is a non-profit, civil liberties organization dedicated to defending the constitutional rights of religious people. "Freedom Under Fire" is a distinctive radio program providing answers on how to defend God-given freedoms in your community. A brief, three-minute version of "Freedom Under Fire" is available each weekday without charge to radio stations requesting it. For more information, stop by booth #2111 or the "Freedom Under Fire" hospitality suite.

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TV 49/FAITH FOR LIVING MINISTRIES 112
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(1) provide viable income alternatives for individuals through the vehicle of network marketing (promoting entrepreneurial development while emphasizing preparation and stewardship of resources),

(2) foster creative methods of funding Christian ministry, and

(3) serve those committed to like vision and purpose with expertise, counsel and resources.

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Our fundamental focus is spiritual preparation. Then, stewardship of resources, and finally governmental restoration. To this end, FaithBuilders™ International Ministries was created.

The situation is clear.

*The walls are broken down
and the gates are burned
with fire. Nehemiah 1*

We are witnessing the rapid deterioration of the foundations of our nation. Today, we are reaping the first fruits of spiritual adultery, economic disobedience, and lawlessness.

*If the foundations be
destroyed, what can the
righteous do? Psalms 11:3*

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*Knowing the time, now it is high
time to awake, (for) the day is
at hand : Romans 13:11-12*

Our desire is to answer obediently, and faithfully serve the call of God, labouring as He has gifted and equipped us.

Working through, and cooperatively with the local church, FaithBuilders™ International Ministries provides printed and cassette resources, seminars, conferences and broadcast ministry. FaithBuilders™ produces a daily radio program called *DayFocus™* and weekly program called *DayJournal™* broadcast three days a week.

DayFocus™ motivates and inspires, encourages daily reading of the Word and emphasizes the practical application of Biblical truths in a unique five minute format.

DayJournal™ challenges and equips believers to be the "salt and light", communicating Biblical solutions to the problems of the day. This fifteen minute program features interviews with national Christian leaders, businesspeople, etc.

These programs are available as of February 1991. We invite you to visit us during the NRB Convention at booth 1302 and receive a *free* copy of each program for your review. Also see ...

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ADVERTISING AGENCY/REPRESENTATIVE

Alexander Scourby Bible Recordings
The Domain Group
Doug Ross Communications
Northern Lights Communications, Inc.
Select Religious Broadcasting

AUDIO EQUIPMENT

ATI-Audio Technologies, Inc.
Bradley Broadcast Sales
Broadcast Electronics, Inc.
Christian Duplications International, Inc.
Comrex Corp.
Continental Electronics Corporation
Control Concepts Corporation
Fidelipac Corporation
Harris Corp., Broadcast Div.
High Praise Audio Consultants
Inovonics, Inc.
Kingdom Technology
LPB, Inc.
Phonic Ear
QEI Corporation
Radio Systems, Inc.
Television Technology Corporation
The Top In Sound
Wegener Communications, Inc.

AUDIO PRODUCTION

C & D International/Pocket-Pak Albums
Christian Duplications International, Inc.
High Praise Audio Consultants
Liberty Temple Full Gospel Church
Master Track Productions

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Christian Duplications International, Inc.
Computer Prompting Corporation
DeltaCom, Inc.
GE Projections Display Products
The Great American Market
Jampro Antennas, Inc.
Sharp Electronics/Ritz A/V Assoc.
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Sonocraft Corp.
Sony Corporation of America
Spirit Life Communications
STC Broadcast Consultants

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The Domain Group
GE Projection Display Products

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Computer Prompting Corporation
Franklin Electronic Publishers
GE Projection Display Products
Kingdom Technology
Kwikscan, Inc.
Master Software

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Computer Prompting Corporation
Custom Business Systems, Inc.
Hope for the Heart
Kingdom Technology
The Lockman Foundation
Master Software
Moody Press
Shelby Systems, Inc.

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Doug Ross Communications
InfoCision Management Corporation
Master Software
Multnomah Press
Northern Lights Communications, Inc.
Shelby Systems, Inc.

DUPLICATION SERVICES

Alexander Scourby Bible Recordings
Master Track Productions
Vaughn Duplication Services,
div. of Vaughn Communications

EDUCATION

Accuracy in Media, Inc.
Christ For The Nations

Christian Research Institute
 Christian Managment Association
 Church Growth Institute
 Concerned Women for America
 Fetal Teaching Systems, Inc.
 GE Projection Display Products
 Little Folk Visuals

INTERNATIONAL PROGRAM PRODUCER

Overseas Radio & Television, Inc.

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 The Bible League
 Blessings for Obedience
 Central Baptist Church
 Christ For The Nations
 Christian Aid Mission
 Christian Herald
 Church Growth Institute

Concerned Women for America
 Hope for the Heart
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 Liberty Temple Full Gospel Church
 L.I.F.E., Inc.
 Prison Fellowship Ministries
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 Spoken Word of God
 Walk Thru The Bible Ministries
 World Opportunities International
 Youth With A Mission

MISCELLANEOUS PRODUCTS & SERVICES

American Church Lists, Inc.
 American Life League
 Cablewave Systems, div. of Radio Frequency
 Systems, Inc.
 Cancer Treatment Centers of America

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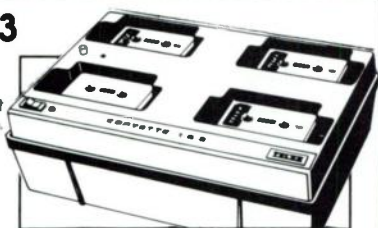
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Evangelical Council for Financial Accountability
Founders Inn
National Christian Choir
National Church & Clergy Service
Natural Alternatives International, Inc./IBN
Prayer Breakfast in Honor of Israel
Premier Digital Corp.
Programming Plus
Southern Gospel Music Guild
Voice Interactive Processing, Inc.

NEWS SERVICE

Associated Press Broadcast Services
Christian College Sports News
USA Radio Network

PREMIUMS

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Glory to God T-Shirts
Harvest House Publishers
InterVarsity Press
Little Folk Visuals
Messenger
Moody Press
Multnomah Press
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Nelson Ministry Services
Questar Publishers
RYW Custom Marketing
The Three Arches Co., Ltd.
Victor Books

PRINTING

C & D International/Pocket-Pak Albums
Nelson Ministry Services
RYW Custom Marketing

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American Bible Society
Baker Book House
Barbour & Co., Inc.
Bethany House Publishers

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Christ For The Nations
Christian Herald
Christian Images
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Church Growth Institute
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Fleming H. Revell Co.
Harper San Francisco
Harvest House Publishers
Hearthstone Publishing, Ltd.
Hendrickson Publishers
Here's Life Publishers
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InterVarsity Press
Mathis Publishers
Moody Press
Multnomah Press
NavPress
Nelson Ministry Services
Oxford University Press
Pacific Press Publishing, Inc.
Questar Publishers
Rainbow Study Bible, Ltd.
Regal Books
The Shepherd's Guide
Tyndale House Publishers
Victor Books
Vida/Life Publishers International
Walk Thru The Bible Ministries
Word, Inc.
World Bible Publishers
World Bible Translation Center
Youth With A Mission
Zondervan Corporation

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Christian Duplications International, Inc.
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Concerned Women for America
Family Life Seminars
Foundation For Faith In Search Of Understanding
Gillham Ministries
Hope for the Heart

Image Media/Spectrotape/Your Story Hour
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 The Salvation Army
 Showers of Blessing Ministry
 Spoken Word of God
 USA Radio Network
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 WITA/WWCR

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SATELLITE EQUIPMENT

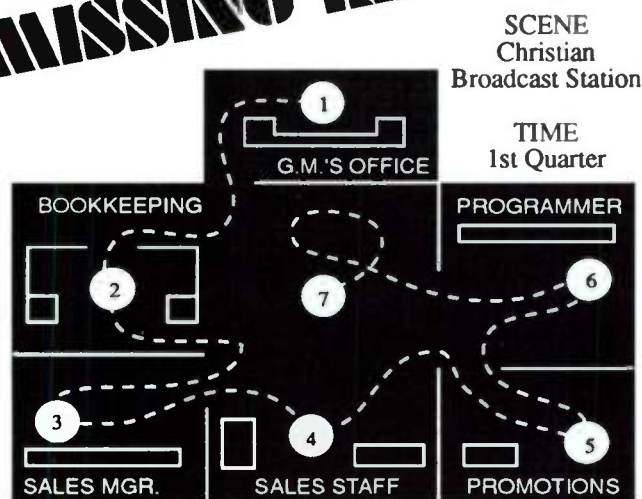
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 Wegener Communications

SATELLITE NETWORK

CBN Radio Network
 HomeNet
 International Broadcasting Network
 Keystone Inspirational Network
 Moody Broadcasting Network
 NPR Satellite Services
 SkyLight Satellite Network

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The case of the... MISSING REVENUE



1. Gen. Mgr. panics at missing revenue.
2. Gen. Mgr. begins search for answers in bookkeeping.
3. Gen. Mgr. asks Sales Manager where missing revenue is.
4. Gen. Mgr. confronts sales staff.
5. Gen. Mgr. wants to know if promotions can produce revenue.
6. Gen. Mgr. yells at the Programmer for something unrelated.
7. Gen. Mgr. panics - is perplexed.
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GE Projection Display Products
NPR Satellite Services
Pittsburgh International Teleport
VCY America Network

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Kingdom of God Ministries
Liberty Temple Full Gospel Church
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Northern Lights Communications, Inc.
Overseas Radio & Television, Inc.
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Spoken Word of God
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TV 49/Faith For Living Ministries
WACX TV - SuperChannel 55

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Continental Electronics Corporation
Television Technology Corporation

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Israel Government Tourist Office
South African Tourism Board

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Videolight Teleproductions, Inc.

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Liberty Temple Full Gospel Church
Mission City Television, Inc.
Multnomah Press
New Generation Entertainment
Overseas Radio & Television, Inc.
Reel to Real Ministries

MEDIA EXPOSITION

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"AIDS: THE UNNECESSARY EPIDEMIC" 214
618 Frederick St., Santa Cruz, CA 95062

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AUTOGRAPH BOOTHS

NRB 91

BOOTH "A"



Rich Buhler



Steve Arterburn



Charles Stanley



Phil Phillips

Sunday, January 27, 1991

- 1:30 p.m. **Robert Henfelt — Thos. Nelson Publishers**
"Kids Who Carry Our Pain"
- 3:00 p.m. **Frank Minirth & Paul Meier — Thos. Nelson Publishers**
"We Are Driven"
- 4:30 p.m. **David Bryant — Gospel Light/Regal Books**
"Concerts of Prayer"

Monday, January 28, 1991

- 10:30 a.m. **Rich Buhler — Thos. Nelson Publishers**
"Love, No Strings Attached"
- Noon **Dr. Kevin Leman — Delacorte Press**
"Were You Born for Each Other?"
- 1:30 p.m. **Charles Stanley — Thos. Nelson Publishers**
"Eternal Security"

- 3:00 p.m. **Richard Kiel — New Generation Entertainment**
"The Giant of Thunder Mountain"
- 4:30 p.m. **Joe Battaglia — Thos. Nelson Publishers**
"A New Suit for Lazarus"

Tuesday, January 29, 1991

- 10:30 a.m. **Richard Kiel — New Generation Entertainment**
"The Giant of Thunder Mountain"
- Noon **Steve Arterburn — Thos. Nelson Publishers**
"Toxic Faith"
- 1:30 p.m. **Phil Phillips — Thos. Nelson Publishers**
"Saturday Morning Mind Control"
- 3:00 p.m. **Dino — Thos. Nelson Publishers**
"Dino — Beyond the Glitz and Glamour"

BOOTH "B"

Sunday, January 27, 1991

- 1:30 p.m. **Robert Dugan — Multnomah Press**
"Winning the Civil War: Recapturing America's Values"
- 3:00 p.m. **John Cooper — Fleming Revell**
"The Black Mask: Satanism in America Today"
- 4:30 p.m. **Ben Carson — Zondervan**
"Gifted Hands"

Monday, January 28, 1991

- 10:30 a.m. **Thomas Ice — Harvest House Publishers**
"A Holy Rebellion"
- Noon **Dave Dravecky — Zondervan**
"Comeback"
- 1:30 p.m. **Bob George — Harvest House Publishers**
"Growing In Grace"

- 3:00 p.m. **Sally Conway — Zondervan**
"Menopause: Help And Hope For This Passage"
- 4:30 p.m. **John Walvoord — Zondervan**
"Armageddon, Oil and the Middle East Crisis"

Tuesday, January 29, 1991

- 10:30 a.m. **Jim Skillen — Zondervan**
"The Scattered Voice"
- Noon **Tim LaHaye — Zondervan**
"If Ministers Fail, Can They Be Restored?"
- 1:30 p.m. **Witness — Lektion/Polygram Records**
"We Can Make a Difference"
- 3:00 p.m. **Tim LaHaye — Harvest House Publishers**
"How to Study Bible Prophecy For Yourself"

BOOTH "C"

Sunday, January 27, 1991

3:00 p.m. Bill & Vonette Bright — Here's Life Publishers
"Managing Stress In Marriage"

4:30 p.m. Doug Murren — Gospel Light/Regal Books
"The Baby Boomerang"

Monday, January 28, 1991

10:30 a.m. Ken Abraham — Fleming Revell
"Unmasking the Myths of Marriage"

Noon Charles Dyer — Tyndale House Publishers
"The Rise of Babylon"

1:30 p.m. Shepherd & Anita Smith — Victor Books
"Christian in the Age of AIDS"

3:00 p.m. Boede Thoene — Bethany House Publishers
"Jerusalem Interlude"



Doug Murren



Steve & Anne Chapman

4:30 p.m. Vonette Bright — Here's Life Publishers
"The Greatest Lesson I've Ever Learned"

Tuesday, January 29, 1991

10:30 a.m. John Whitehead — Crossway Books
"The Rights of Religious Persons In Public Education"

Noon Dr. Erwin Lutzer — Here's Life Publishers
"Putting Your Past Behind You"

1:30 p.m. Keith Staten — Lection/Polygram Records
"From the Heart"

3:00 p.m. Steve & Annie Chapman — Bethany House Publishers
"Married Lovers, Married Friends"



Vonette Bright



Bodie Thoene

BOOTH "D"

Sunday, January 27, 1991

1:30 p.m. Doug Murren — Thos. Nelson Publishers
"Is it Real When It Doesn't Work?"

Monday, January 28, 1991

10:30 a.m. Verne Baker — Zondervan
"Love Broke Through"



Keith Staten



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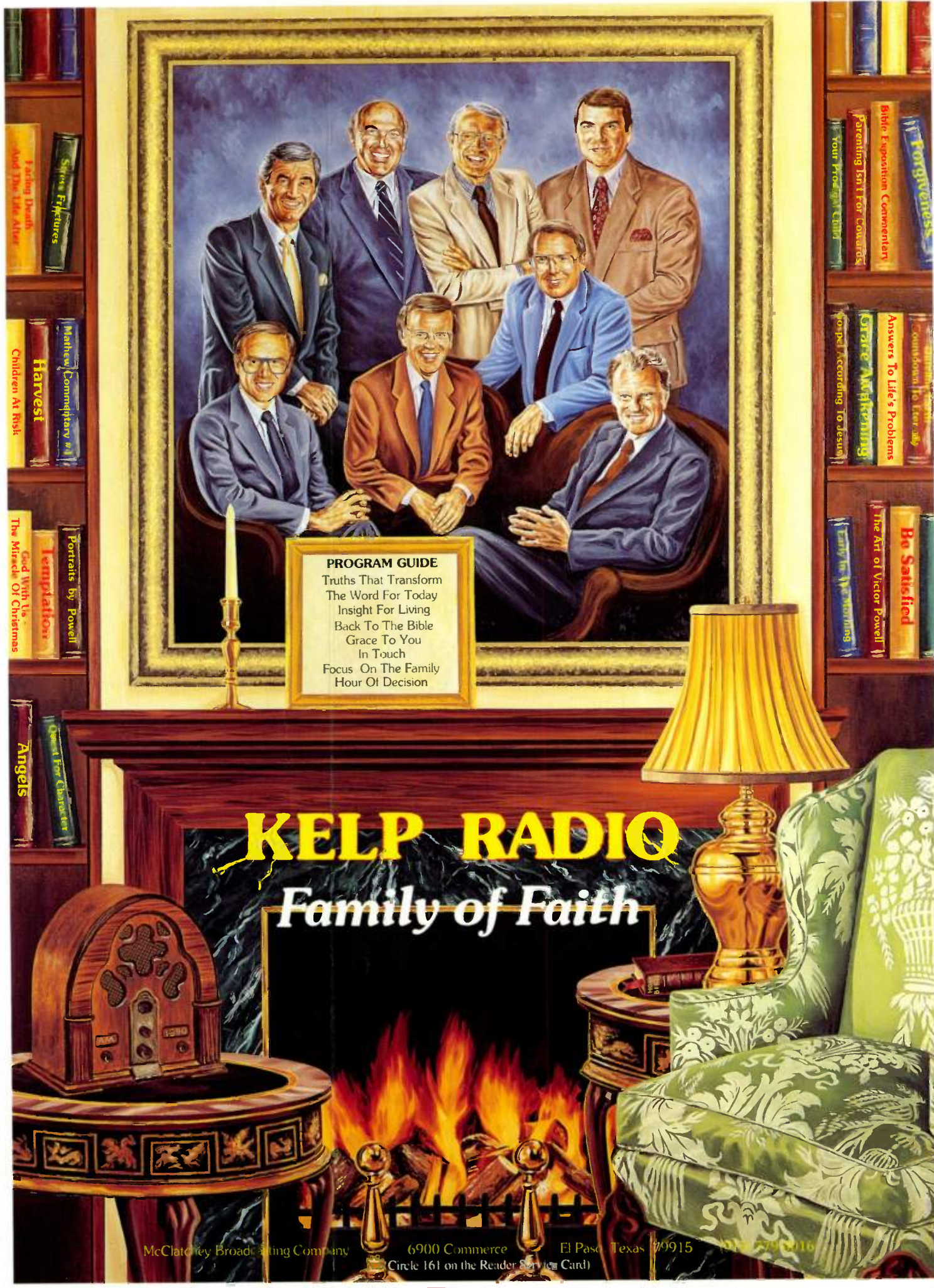
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African Children's Choir	<i>Christian Artists, Thousand Oaks, CA</i>	Burnley, Jan Nady	<i>U.S. Department of Justice, Washington, DC</i>
Agosto, Nilka	<i>Variedades Cristianas, PR</i>	Burkhart, Brad	<i>Burkhart Associates, Atlanta, GA</i>
Alexander, Cheryl	<i>ABC Ch. 14</i>	Bush, George	<i>President of the United States, Washington, DC</i>
Allen, Linda	<i>News Media Co-Registrar, Virginia Beach, VA</i>	Campolo, Tony	<i>Word, Inc., Irving, TX</i>
Ammons, William	<i>Circuit Research Labs, Tempe, AZ</i>	Carman	<i>The Benson Co., Nashville, TN</i>
Anderson, Milton	<i>International Media Ministries, Brussels, Belgium</i>	Carson, Ben	<i>Director of Pediatric Neurosurgery, Johns Hopkins Hospital, Baltimore, MD</i>
Angelotti, Bob	<i>The Brokaw Company, Los Angeles, CA</i>	Cathy, Astrid	<i>Convention Registration, Silver Spring, MD</i>
Ankerberg, Darlene	<i>Chattanooga, TN</i>	Chapman, Steven Curtis	<i>Sparrow Records, Chatsworth, CA</i>
Ankerberg, John	<i>The Ankerberg Show, Chattanooga, TN</i>	Champion, Norma	<i>IRB Secretary, Evangel College, MO</i>
Arana, John	<i>Hombria Al Maximo</i>	Citrano, Catherine	<i>Information, Verona, NJ</i>
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Ball, Robert	<i>Salem Communications, Camarillo, CA</i>	Cupp, Jill	<i>News Media/Public Relations Assistant, Herndon, VA</i>
Barnard, Seth	<i>Features International, Chesapeake, VA</i>	Dash, Arline	<i>Assistant Program Producer, NRB, Parsippany, NJ</i>
Barnes, Lou Ray	<i>Inspiration of the Good Shepherd, Brentwood, NY</i>	Davies, Fred	<i>Pianist, Sacred Stops and Strings, Stanhope, NJ</i>
Beavers, Janet	<i>News Media Co-Registrar, NRB, Parsippany, NJ</i>	Davis, Clifton	<i>The Benson Co., Nashville, TN</i>
Beckman, Marvin E.	<i>Moody Bible Institute, Chicago, IL</i>	Davis, Ray	<i>ADREP Incorporated, Jacksonville, FL</i>
Beehler, Don	<i>Campus Crusade for Christ, Claremont, CA</i>	Day of Discovery Singers	<i>Radio Bible Class, Grand Rapids, MI</i>
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Binkley, Char	<i>WBCL-FM, Fort Wayne, IN</i>	DeHaan, Martin	<i>Radio Bible Class, Grand Rapids, MI</i>
Binkley, Steve	<i>Markle Medical Clinic, Fort Wayne, IN</i>	DeLeon, Danny	<i>Templo Calvario, Santa Ana, CA</i>
Bird, Alice	<i>Convention Registration</i>	DeMoss, Mark	<i>Jerry Falwell Ministries, Lynchburg, VA</i>
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Blanken, Sarah	<i>National Coalition Against Pornography, Fairfax, VA</i>	DiGiovanni, Joe	<i>Convention Finance, Hopatcong, NJ</i>
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Bollen, Tony	<i>KCIS-AM/KCMS-FM, Seattle, WA</i>	Donaldson, Jean	<i>Christian Children's Assoc., Toms River, NJ</i>
Boltz, Ray	<i>Ray Boltz Ministries, Muncie, IN</i>	Donaldson, Sam	<i>ABC-TV, New York, NY</i>
Bott, Jr., Richard	<i>Bott Broadcasting Co., Kansas City, MO</i>	Dorrer, Katherine	<i>IRB Registration, Arlington, VA</i>
Bourke, Dale Hanson	<i>Publishing Directions, Inc., Washington, DC</i>	Dorrer, Evelyn	<i>Information, Arlington, VA</i>
Bowen, Robert	<i>Workshop Coordinator/Voting Credentials, NRB, Parsippany, NJ</i>	Dorrer, Walter	<i>IRB Registrar, Arlington, VA</i>
Bowers, Claud	<i>WACX Super Channel 55, Orlando, FL</i>	Doughten, Russ	<i>Mark IV Pictures, Inc., Des Moines, IA</i>
Bradberry, Bob	<i>Jesus Film Project; Campus Crusade for Christ, Laguna Niguel, CA</i>	Dowden, Blair	<i>Houghton College, Houghton, NY</i>
Brederson, Steve	<i>Consultant</i>	Dravecky, Dave	<i>San Francisco Giants, San Francisco, CA</i>
Bright, Bill	<i>Campus Crusade for Christ, San Bernardino, CA</i>	Dunlap, Anne	<i>Administrative Assistant, NRB, Parsippany, NJ</i>
Brougham, Doris	<i>Taipei, Taiwan</i>	Dunleavy, Jean	<i>Convention Registration</i>
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Buchanan, Pat	<i>Syndicated Columnist, Washington, DC</i>	Edwards, Calvin	<i>Walk Thru the Bible, Pasadena, CA</i>
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		Elliott, Ed	<i>The Domain Group, Carol Stream, IL</i>
		Ellis, Bill	<i>Platform Host, Scott Depot, WV</i>

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NRB 91 PARTICIPANTS

CONTINUED FROM PAGE 117

Ellis, Kitty	Platform Hostess, Scott Depot, WV	Howard, Exie	Inspiration of the Good Shepherd, Brentwood, NY
Elofson, Sune	IBRA Radio, Stockholm, Sweden	Hulme, Mark	KLTY-FM, Chicago, IL
Erickson, Brian	Back to the Bible Broadcast, Lincoln, NE	Humbard, Rex	Rex Humbard Ministry, Boca Raton, FL
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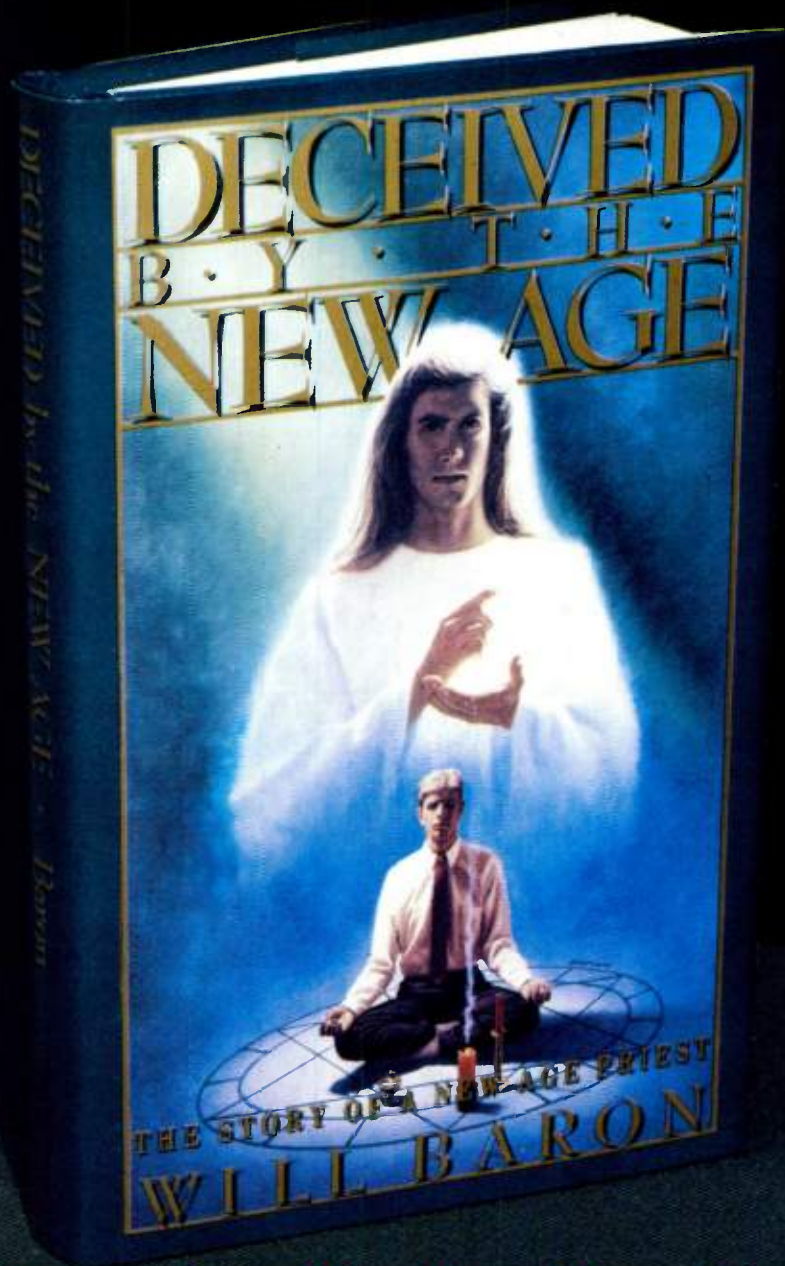
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Virkler, Stephen	<i>Exposition Staff, Towaco, NJ</i>	Zook, Ray	<i>Facilities Assistant</i>

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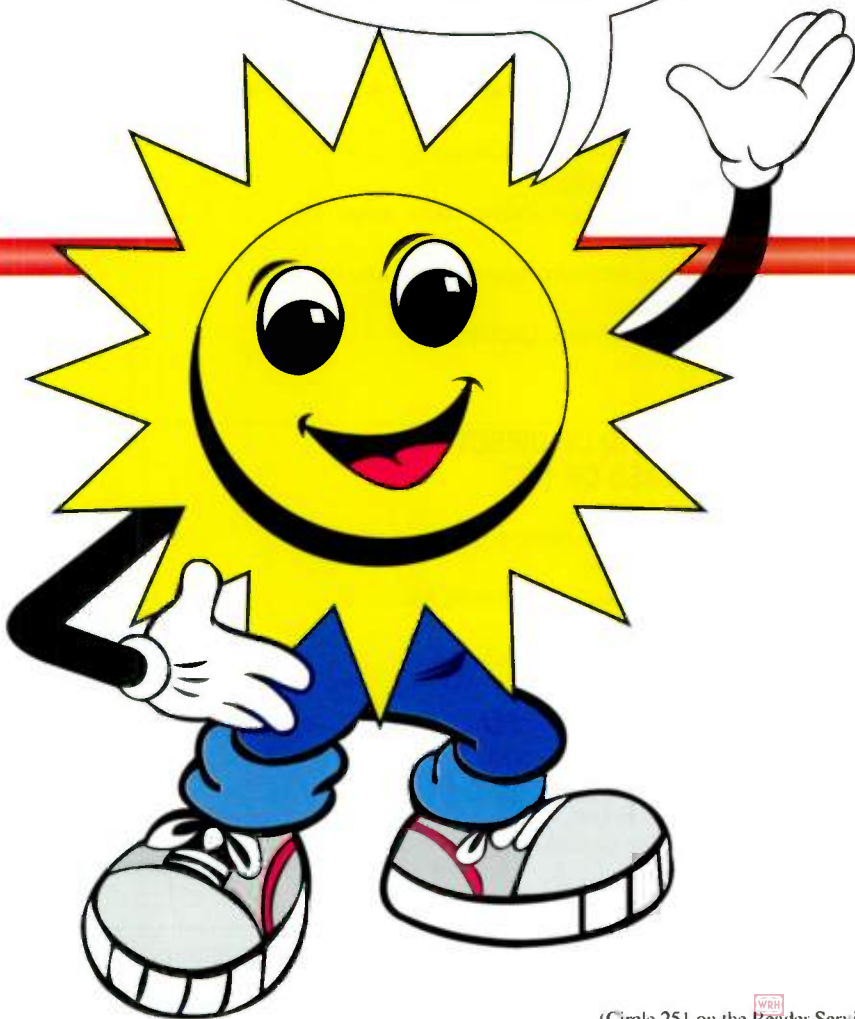
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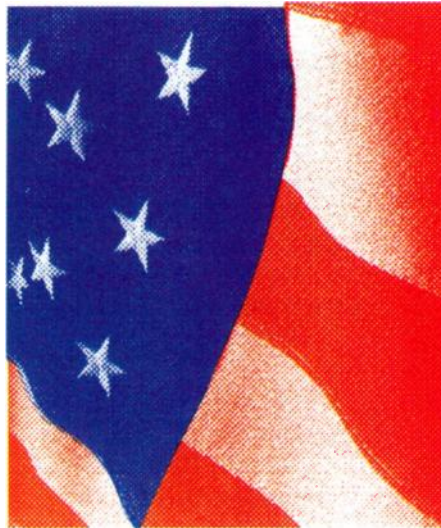
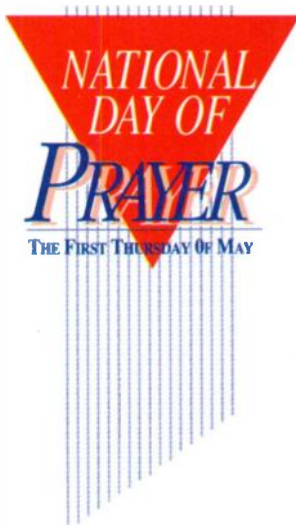
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Tom Moffit, Jr.

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CONTINUED ON PAGE 128



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WMBW, Chattanooga, TN

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The Salvation Army, Atlanta, GA

Jan Silvious

Jan's Journal, Chattanooga, TN

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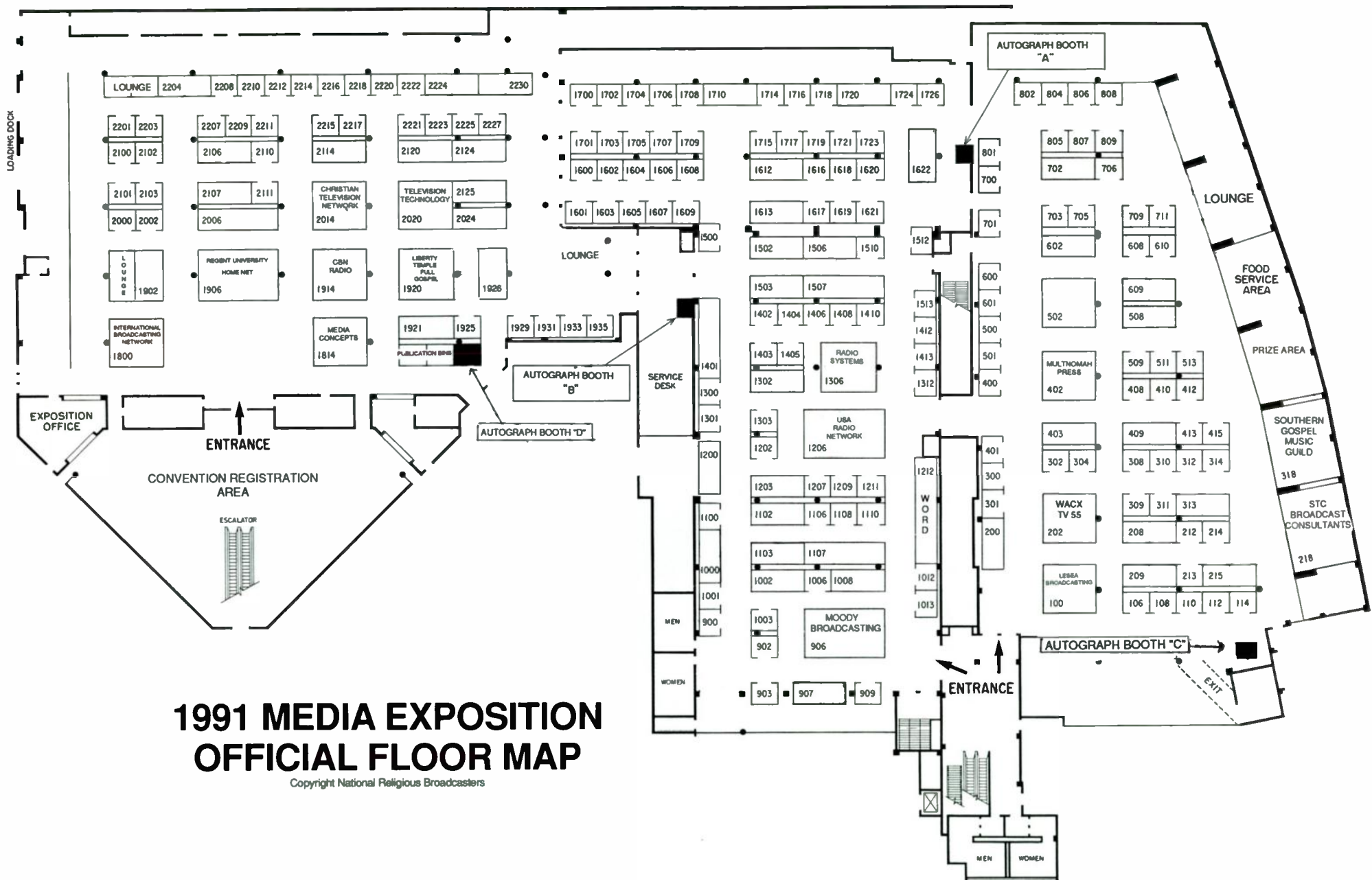
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WPH



Ever feel like quitting church?

If you've ever felt lonely and unimportant in church, there's a good reason: You are alone and unimportant.

By James Rutz

From 11 to 12 Sunday, you're just one more person in a grid of passive faces.

Though surrounded by others, you're cut off. A web of human customs seals you in your own space capsule and silences your voice — except for song or speech in unison.

The service would be exactly the same without you. You know that. Your impact on it is like an extra gallon of water going over Niagara Falls.

What's wrong here?

No matter what you have on your heart — the greatest joy or deepest sorrow — you are not allowed to share it during the service. Ever.

Fellowship is confined to the foyer afterward, please. (Unless you've figured a way to fellowship with the back of someone else's head.) Try to talk, and the ushers will usher you out. Post hastily.

This, my friend, is *not* Biblical. In fact, the early church almost *demand*ed you share something every week. They even expected you to *sing* for them. Even *solos*!

So how did we ever get into such a fix? Well, around A.D. 300, the church made the worst blunder in her history. We *voluntarily* decided to give up **the three key freedoms that made the early church a success.**

A thousand years later, Luther, Calvin & Co. regained much of what we had trashed, but the three key freedoms remain lost. (The reformers couldn't do everything!) As a result, your Sunday service, if it's typical, has a few shortcomings . . .

Is your church like this?

1. No Worship.

Your church is not a family or an army. It's an audience.

Think about it. You file in, sit in a row, and file out. Even if you're bursting with gratitude and awe, you'll never be allowed to stand up and exclaim your praises to God, not even something so simple as, "I love you, Lord. You mean everything to me."

In the Bible, God is the audience and worshippers are the performers. Today, the pastor is the performer, and we're

the audience.

An "attitude of worship" is allowed. Acts of worship aren't.

2. No Lay Preaching.

Most Christians are growing at glacial speed. The Sunday format locks us into permanent spiritual adolescence.

For instance, your church probably doesn't allow laymen just to *mature* into ministers. Jesus and Paul believed in on-the-job training; we put our faith in colleges and seminaries.

But even in college, if you sit still for seven years, they'll give you a Ph.D. and let you stand up and talk. In church, you can sit for seventy years and never get to say a peep. (Worse, you're conditioned to be *afraid* to peep.) The system is *designed* to be static.

3. No Sharing.

In spectator Christianity, loneliness doesn't end at church. It starts there.

Usually that means laymen, as I said above. But sometimes the loneliest one of all, the #1 victim of the system, is the guy who's trying the hardest to make it all work: your long-suffering pastor.

Don't blame him! He beats his brains out in the pulpit week after week to make a difference in people's lives, and his main complaint is that they just don't *respond*.

Small wonder! Response is forbidden till the service is over.

Now, many other headaches are caused by the deadly trio of *liturgical heresies* that took away the three key freedoms. I'll just mention six more headaches:

4. Eighty per cent of your people don't tithe.

5. Many of them need industrial strength counseling and inner healing.

6. Your teenagers drop out like flies.

7. Your church has more women than men, and too many of the men are spiritual eunuchs (read: wimps).

8. Your church calendar is stuck on spin cycle, leaving your best members little time to befriend non-Christians.

9. And 20 years from now, it's going to be pretty much the same, isn't it?

Good News for You

But now there's a way to solve all these problems — more or less simultaneously. A practical, Biblical way.

It's all laid out in a ground-breaking booklet that will, by God's grace, mark the end of 1700 years of unwitting repression of Joe and Jane Christian. And it will leave you asking, "Why didn't anyone come out and say this before?"

You'll find that **the root problem, in a nutshell, is that the "priesthood of the believer," the central goal of the Reformation, still exists only on paper. In a very important sense, our churches remain closed to laymen.** You'll also discover:

- The untold story of that A.D. 300 megablunder
- What those three key missing freedoms are
- How to turn your pew potatoes into men and women of God
- How to make your 18-year-olds your best members!
- How to make your church grow twice as fast
- How to make your services so exciting no one wants to leave
- How to make your church finances a problem of the past
- And best of all: how to make these things start to happen in about three months!

The secret is hidden in plain sight — in well-known Scripture and solid experience. No weird doctrines here.

And yet so few churches have pinpointed the three simple moves they must make to transform themselves into a Biblical body of believers, happy and powerful. Yours can be one of the few.

Get This Powerful Key

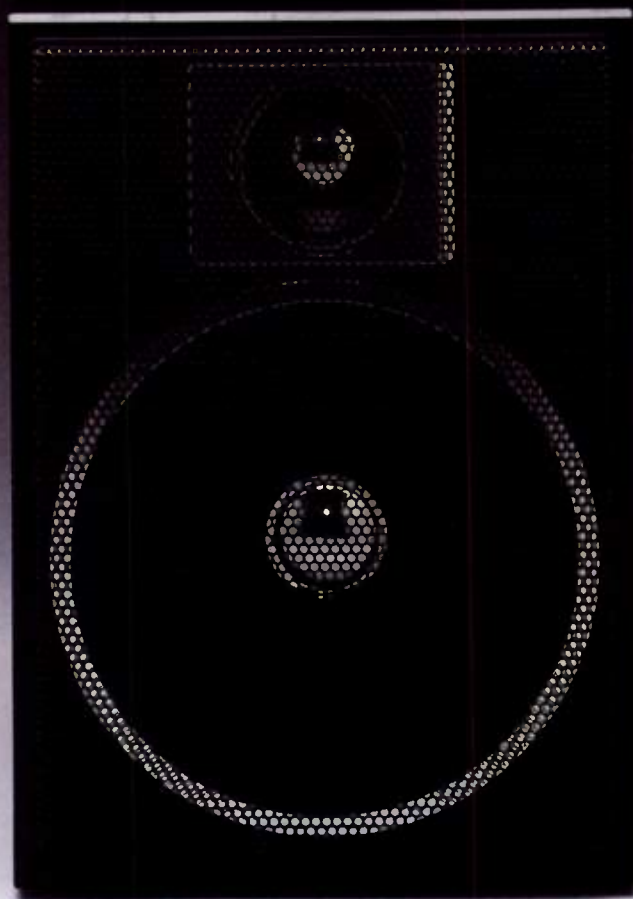
You are about to find a master key to unlocking the heart of your church . . . or your money back.

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This pioneering primer shows you workable steps you can take to free yourself from deadening, unscriptural church customs and make the Lord Jesus Christ the heart of your church — not just its titular head!

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RADIO STATION MANAGERS:

You are invited to meet Woodrow Kroll,
our new General Director,
at a special Public Reception to be held
Saturday, January 26, 1991, 9:30 pm
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Shearson Washington Hotel,
Washington, DC.

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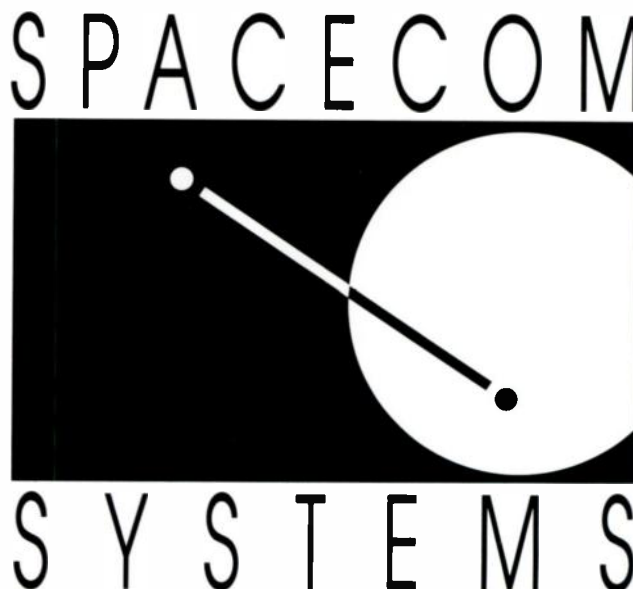
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