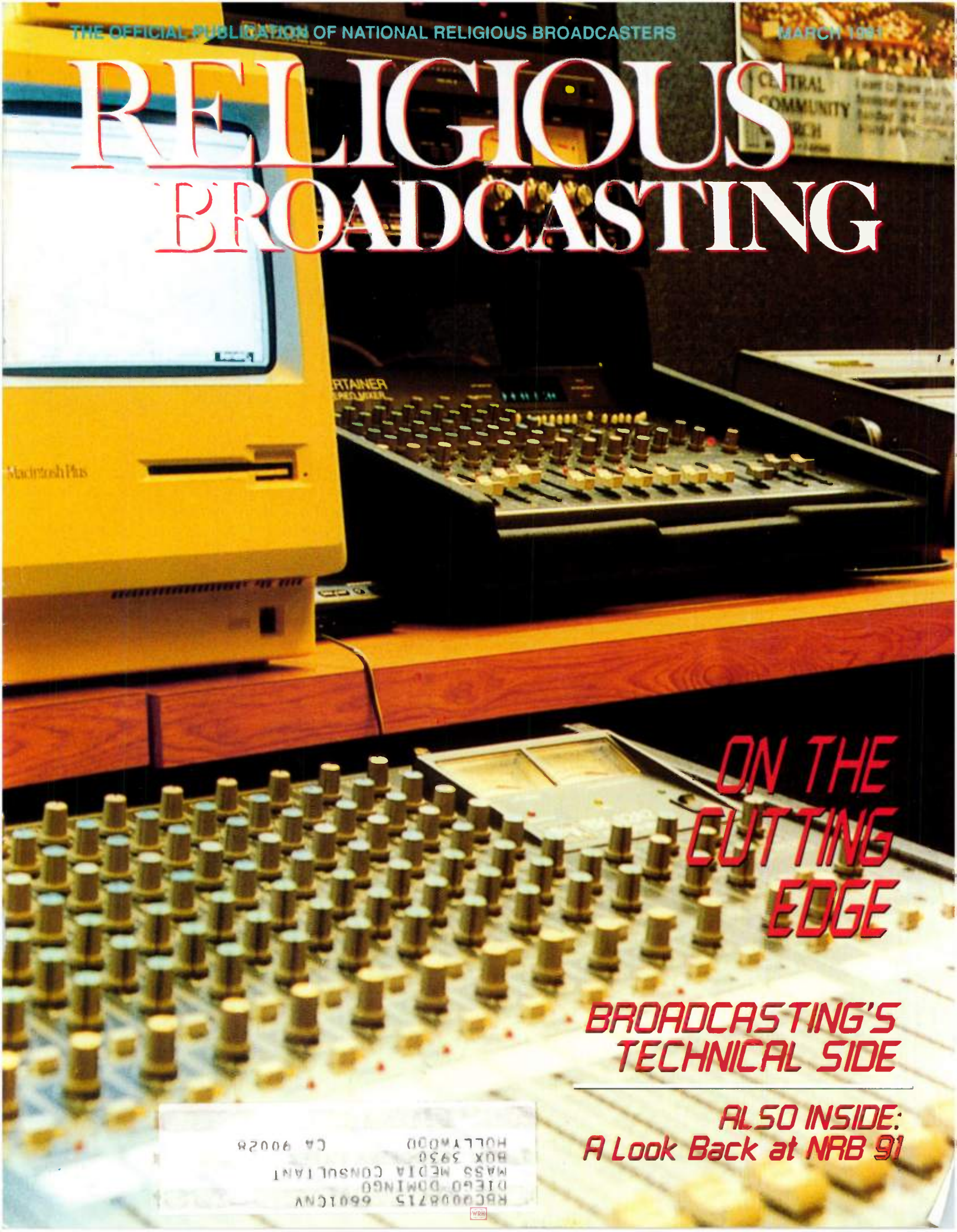


# RELIGIOUS BROADCASTING



*ON THE  
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EDGE*

*BROADCASTING'S  
TECHNICAL SIDE*

*ALSO INSIDE:  
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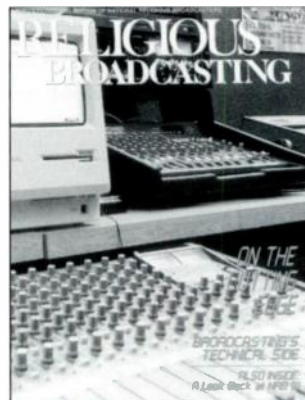
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**ABOUT  
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COVER**



**ON THE CUTTING EDGE**

In this issue, *Religious Broadcasting* takes a look at some of the latest developments in broadcast technology. The equipment illustrated on the cover was displayed during this year's 48th Annual National Religious Broadcasters Convention and Media Exposition. Photo by Mike Hendricks, NRB 91 photographer.



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This is my first opportunity to express appreciation for your vote of confidence in allowing me to serve you as president of National Religious Broadcasters (NRB). I remember well the first NRB convention I attended in 1978. The information shared and fellowship with other Christian broadcasters made a lasting impression on me.

I decided at that convention I wanted to get more involved in NRB. That led to many fulfilling opportunities to serve this association. It is a great privilege and honor to help provide leadership in the year ahead.



Brandt Gustavson, our executive director, and the staff of NRB are competent and committed.

Since my initial involvement, NRB has grown dramatically in size and influence. Today, the reasons for its founding remain significant. First, to join forces to maintain freedom for Christian broadcasting in America. Second, to encourage the production of quality Gospel programming. The assumption of the founders was that quality included ethical financial appeals and accounting of funds.

Our staff is analyzing the data from a survey of the Board of Directors which explores the mission of NRB in the light of recent growth and development. Today, other concerns may be salient to the mission of NRB.

## Ministry That Meets Spiritual Needs Shall Always Have An Audience

by David Clark

We will share that information as it is available.

One of my first memories as a small child is of sitting in front of the glowing orange dial of a Zenith radio listening to my father preach and the choir of the church he pastored sing. Of course I thought that there were actually little people in the radio and I tried to catch a glimpse of them.

My father had attended Moody Bible Institute and among many things learned the value of radio. During his entire ministry he used radio effectively in pastoral and missionary work. It was natural then for me to use first radio and then television in my first pastorate. I learned that the broadcast media can reach people the local church will never reach. I also was amazed at the way listeners would open up and share their spiritual needs through the mail and on the telephone.

It took about a year for me to realize that if I used the spiritual needs expressed in the radio audience rather than my own agenda to inform my preaching and teaching, the effectiveness seemed to increase dramatically. The church was soon filled and property was purchased for a new building which is filled today.

As a young pastor, I had discovered the enormous power of audience-centered communication. The principle still works today. People in our society have pressing spiritual needs. Ministry which takes these needs seriously and applies God's Word effectively in meeting them will always have an audience. New technology may lead to innovative ways to reach audiences, but our effectiveness as Christian broadcasters will always depend on our ability to identify and meet the spiritual felt needs of our audiences.

**David W. Clark is president of NRB and dean of Regent University's College of Communications and the Arts in Virginia Beach, Va.**

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### National Religious Broadcasters

Dr. David Clark, President, Regent University, Virginia Beach, VA 23463. Robert Straton, First Vice President, Walter Bennett Communications, 7111 Valley Green Road, Fort Washington, PA 19034. Dick Mason, Second Vice President, Radio Bible Class, P.O. Box 22, Grand Rapids, MI 49555. Sue Bahner, Secretary, WWG Radio, 1850 Winton Rd., Rochester, NY 14618. Brian Erickson, Treasurer, Back to the Bible, P.O. Box 82808, Lincoln, NE 68501.

Dr. E. Brandt Gustavson, Executive Director

Editorial and Advertising Offices:  
299 Webro Rd.  
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# READERS' FORUM

## Licensing Non-Broadcasters

### Dear Editor:

In view of the current controversy involving the licensing of businesses that play local radio station's music in their establishments, I thought it would help you to describe who is required to have a license and under what circumstances.

A recent article of mine ended with this thought: "Nearly all non-broadcast music performances are licensed in Europe. Yet the three licensing organizations in the United States probably have less than half the non-broadcast music users licensed!"

This presents the Performing Rights Organizations with a very tempting opportunity to increase revenues at a time when their broadcast income is flat. This prospect has prompted ASCAP and BMI to mount a strong effort to increase both licenses and revenues in the non-broadcast area.

As a result, there have been a growing number of protests by these music users made to local radio stations, newspapers, magazines, and broadcast conventions. (Recently their cause was championed by ABC Radio Network's Paul Harvey.)

Many of these businesses are playing their local radio station in their establishments. The owner may be an advertiser on the local station and feels he has a "right" to play the station's music in his store.

Part of the problem is to increase revenue. Consequently, field representatives are eager to produce as many licenses as possible. At times they haven't thoroughly investigated the premises they are trying to license.

The copyright law is clear on this point: if certain conditions exist, a license is required. The conditions include: the type of tuner used, the number of speakers, and the square footage of the establishment.

If the situation doesn't meet the minimum requirements, there is no need for a license. And here is where the problem occurs. The field representative may fail to confirm that these minimum conditions exist before he requests a license.

BMI attempts to confirm the use of music by an establishment — and that it meets the copyright requirements — before soliciting it through a direct mail campaign. ASCAP usually handles licens-

ing locally through its field staff. Its approach tends to be somewhat more aggressive, resulting in more complaints.

The copyright law is clear on the matter of public performance: when an establishment plays music of a local station for the benefit of its customers or to enhance its environment, it is considered a (second) public performance and is liable for a music license.

Music performed publicly by an establishment in any form (live or recorded) is liable for a music license. For example, "music-on-hold" via the telephone requires a license. Music used in public transportation: buses, planes, trains, ships — all require licenses. Music played in open public spaces in shopping malls, (as well as the individual stores), are licensable.

Doctors and dentists' offices, hospitals, supermarkets, department stores, showrooms, skating rinks, riding academies, amusement parks, concert halls, and movie theaters all require licenses. The Rose Bowl Parade and the Thanksgiving Day Parade require licenses. Conventions which use music need licenses. Some of the largest license fees are paid by hotels in Atlantic City and Las Vegas.

It is interesting to note that since the revision of the copyright law in 1976, it makes no difference whether the establishment (business) is non-profit, as that provision was eliminated from the act. It would be fair to state that the public performance of music is licensable with only a few exceptions.

One such exception is the performance of music in a house of worship in the course of a religious service. However, the use of music in a house of worship, other than a religious service, requires a license! Other exceptions are U.S. military bases, here and abroad, that have gratuitous licenses from the music licensing organizations.

**Robert W. Warner Jr.**  
Consulting/Music Licensing  
New City, N.Y.

## Stations Beware!

### Dear Editor:

I noted with interest Al Sanders' letter in [the December 1990] issue of *Religious Broadcasting*, in which he referred to the chance discovering of a station that had

slightly increased tape speed of one of his client's programs in order to have more time to run spots between programs.

This is not an isolated instance. In addition to this practice, we have programmer clients who have discovered that some stations have covered network spots with their own local spots, despite contractual obligations to run the network spots.

As a result, we now aircheck our clients' programs all over the country without the stations' knowledge so the programmer can be assured each station is living up to its obligations. We cover about 100 markets and include airchecks of the program, or spots, airchecks of the station before and after the program as well as a portion of the pre- and post-adjacent programs, and inform the programmer of anything else going on in the field that he should be aware of.

For example, we heard one station with a technical distortion that ran all day on almost every program. Another had switched its drive time programming to foreign language broadcasts. We hope our clients have been informed of these by the stations themselves, but in the chance they have not, we inform them so whatever resulting dialogue that needs to take place between the station and the programmer can take place.

**Tom Moller**  
Media Business Associates  
Englewood, Colo.

## Taste vs. Censorship

### Dear Editor:

I write in response to a quote that appeared in the *Cincinnati Enquirer*, attributed to E. Brandt Gustavson: "WTSJ's format is probably on the outside of what normally others (Christian stations) would do and I'd say that station is unique in a city the size of Cincinnati."

First off, thank you Brother Brandt for taking WTSJ out of the "normal" Christian station category! What with the economic decline of listenership, revenue, and programmers unable to cover their commitments, marching to the beat of a different drummer is not only timely, but imperative!

Guardian Communications, Inc. and the six stations we own and operate want to be trendsetters. We are keenly aware the future of Christian radio rests in the hands

CONTINUED ON PAGE 6

# A New Concept in Radio Ministry

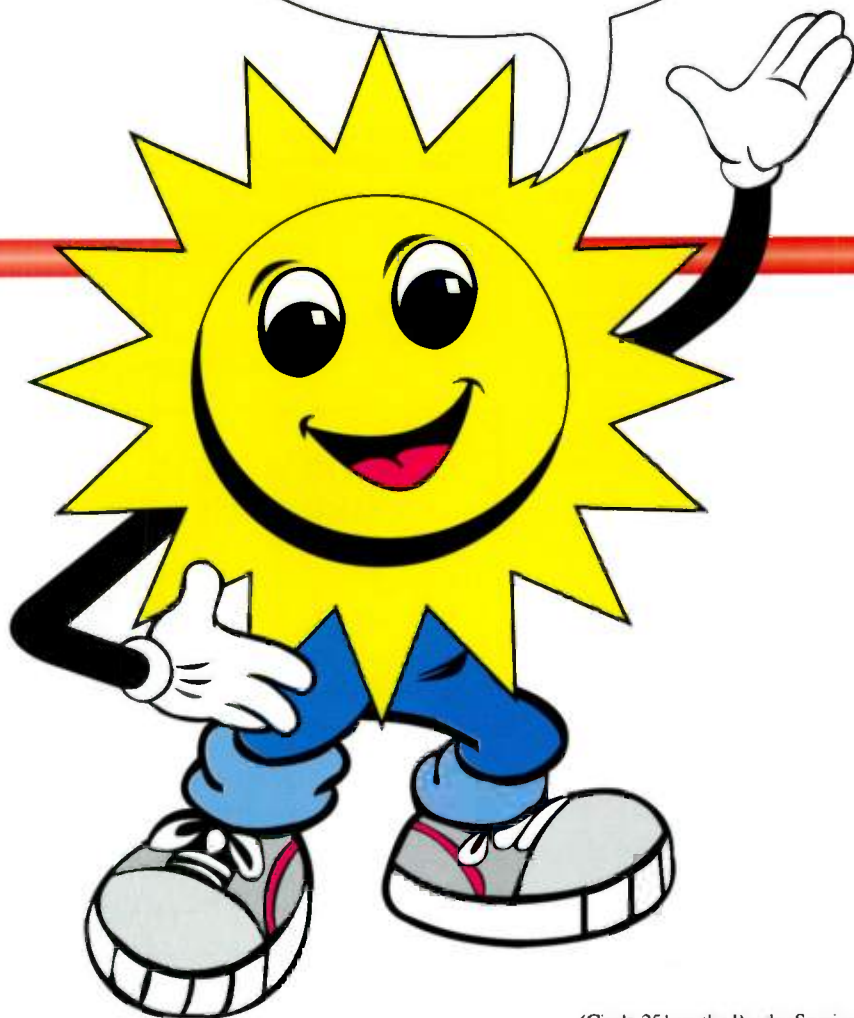
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Dr. Hugh Ross is Founder and President of REASONS TO BELIEVE, a non-profit, non-denominational, scientific and biblical research and educational organization which seeks to remove doubts about the scientific and historical reliability of the Bible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

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**READERS' FORUM**  
CONTINUED FROM PAGE 4

of those willing to "step out of the boat" and take the risks that can garner an audience share.

Even the most successful stations in the nation are censoring music in a manner that alienates the listener. The drumbeat/voodoo chant connection is hogwash. Or, we say hogwash to those preaching a drumbeat/voodoo chant connection!

The Lord is raising up a new wave of anointed psalmists to feed a hungry generation. Taste is personal, while lyrical content is the edifier! Sure, the progressive sounds of today's Christian music may not appeal to the Southern Gospel/Hymnal/Easy Listening aficionado, but it is finding buyers in the bookstores, and listeners do request it on our stations.

Guardian's "honest-to-God rock" may not be to everyone's liking, but a danceable beat, uplifting lyrics, and professional production are attractive to many, with more and more folks finding that the music edifies. Why is Christian music relegated just to Christian bookstores?

Let's face it, many Christians at one time drank large amounts of beer (or smoked dope) while they enjoyed a pizza! After they got saved, delivered, sanctified, and filled with the Word of God, they no longer drank beer (or smoked dope) but they still enjoy a "super deluxe with extra cheese!"

The music of an entire generation will not be removed from personal taste, simply because we found the Lord (and some MD doesn't like the beat)! "The Allies" have a remake of *Crying in the Chapel* that touches the heart of those that recall the original, with new lyrics that touch the hem of His garment, as they find a new generation that will enjoy the melody.

Let's not forget the great John Wesley who took the popular bar songs of his day and rewrote the lyrics, creating many hymns that are still sung today! I'm tired of music directors and services that feel they have the divine guidance to decide what music, artists, and tastes are "Christian" and "air worthy."

Do artists have to storm the gates of a radio station with huge sales before their music is acceptable for airplay? The younger generation (in Christian radio terms, those under 50) will continue to listen to secular radio until we deliver the

musical tastes they enjoy.

It's too bad we can't play the doxology on a loop tape and please the people, advertisers, and programmers. But today's audience wants toe-tapping, heart-touching, anointed musicians with good production filled with a sound that relates to today's technology and audio equipment.

We have the Nintendo generation soon coming and while we can try to force feed them "Hosanna/Integra," we'll have much more success filling them with Christian rock n' rap. The battle is in the minds of the people, if we don't get their attention, the Lord will not capture their soul!

Our stations may be outside "what normally others would do," so was the Lord, the Apostles, the great Saints, and evangelists, not to mention, spittle and mud as a cure for blindness.

**Richard David**  
Guardian Communications, Inc.  
Cincinnati, Ohio

**More Than Just Time?**

Dear Editor:

Regarding Jack Acuff's defense of "freebie" time in the January issue [of *Religious Broadcasting's* Readers' Forum]. If those who make those requests are so selfless and uninterested in monetary response or gain, how come they unflinchingly invite listeners to write to them? They couldn't possibly be building a mailing list of future contributors . . . could they? Nooo, of course not!

**Alan Bowles**  
KFSG-FM  
Los Angeles, CA

**INFORMATION  
CORRECTION**

The telephone and fax numbers appearing on The Three Arches Co. Ltd. advertisement in the February 1991 *Religious Broadcasting* (pg. 69) should have read: Phone 972-2-741261/2 or Telefax 972-2-741263. The Bethlehem, Israel-based firm specializes in Holy Land gifts.



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### Waterloo

**KNWS 102 FM** ★.4880 Texas St. Waterloo IA 50702. 319-296-1975; MARKET: Waterloo, Cedar Falls, Cedar Rapids; OWNER: Northwestern College; 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; NETWORK: USA; HRS of OPER: 18-35; FORMAT: religious; Audience: gen Christian, non Christian; public service

### Ashland

**WTSE-TV Channel 61** ★. PO Box 2 Ashland KY 41101. 606-329-2700; OWNER: Tri-State Family Bcstg; GEN MGR: Claude H Messinger; PROG DIR: Anne Bledsoe; CHIEF ENG: Grey Payton; PROD MGR: Randy Fleming; CLASS: 1.760, 000 kw; FORMAT: religious fulltime

**Control Technology Inc**, 2950 SW 2nd Ave, Ft Lauderdale, FL 33315. 305-761-1106, FAX 305-764-3298; James C Woodworth, pres; Carola U Woodworth, vp; Allen Range, sls mgr; Jackie Robson, sec; Full line broadcast distributor, specializing in MCI tape equipment & automation

**Sparrow Records**, 9255 Deering Ave. Chatsworth, CA 91311. 818-709-6900. FAX 818-341-5414; Billy Ray Hearn, pres; Bill Hearn, sr vp/mktg; Rick Home, sr vp/fin; Records, cassettes, videor for promotion, sale and rental; complete administration of BMI, ASCAP and SESAC catalogs

**Horizon Christian Fellowship** ★. PO Box 17380, San Diego, CA 92117. 619-277-4900; Mike Macdonald, HOST; Sanford Kenne, prod; Terry Frost, announcer; Oasis Int'l Communications, rep; *Horizon Christian Ministry*: 30 min weekly; Bible teaching, preaching, talk/program; Audience: gen Christian, non Christian; public service

**Evangelism Fellowship, Inc**. PO Box 348, Warrenton, MO 63383. 314-456-4321; Reese Kauffman, PRES; Steve Bates, vp/services; Dwight Racke, prod eng  
*Here's How*: 15 min weekly; teacher training; Audience: Christian, children's workers; paid time, public service



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The first quarter of 1991 has seen a flurry of activity in Washington affecting both commercial and noncommercial broadcast stations. In particular, as this column recently predicted, the Federal Communications Commission (FCC) has stepped up its station inspection process and has begun to levy fines for rules violations. The following is a roundup of agency, legislative, and court activity of special relevance to broadcasters.

## Stations Fined For Violations

Commission inspectors recently conducted a spot check of radio and television facilities around the country. The results showed that only 84 percent of the stations inspected were in compliance with federal

## Stations Fined For Violations; Noncom Criteria Retained by FCC

by Richard E. Wiley

tower painting and lighting regulations. As a result, fines of more than \$350,000 have been proposed against the offending stations.

In addition, the FCC will begin a campaign to inform broadcasters about its tower safety regulations. Further spot inspections of station facilities are also expected in the future.

In a related action, a \$10,000 forfeiture assessed against the licensee of KWMW-FM, Maljamar, N.M., has been upheld on review by the full Commission. KWMW was cited for failure to mount high-intensity strobe lighting on its broadcast tower.

In its decision, the agency found that the failure of the tower contractor to install the necessary lighting did not relieve the station of its obligation to comply with the FCC's rules. Furthermore, the Commission stated that, once a Notice of Liability is issued, a station will not ordinarily be en-

titled to rescission or reduction of the forfeiture even if the problem is later corrected.

## Noncommercial Criteria Retained

In response to a question certified to the full Commission by the Review Board, the FCC has declined to make a potentially significant change in the criteria for awarding noncommercial educational broadcast licenses in comparative hearings. Specifically, the agency will continue its policy of not considering the number of other "media voices" in which a noncommercial educational applicant may have an interest.

The agency took the action in response to a comparative hearing decision granting the application of Jimmy Swagart Ministries for a new FM station at Baton Rouge, La. The competing application of Real Life Educational Foundation of Baton Rouge, Inc., was denied, and Real Life subsequently appealed to the Review Board.

In its appeal, Real Life cited recent Commission decisions indicating that noncommercial educational stations are "media voices" and, therefore, should be counted in evaluating an applicant's diversity of ownership.

While ownership diversity has historically been a criterion used in comparative hearings for commercial stations, the FCC has never included it as a factor in selecting noncommercial educational licensees. Thus, the Review Board asked for clarification of the agency's present comparative licensing policies.

The Commission explicitly stated that its policy had not changed and that ownership diversity was not to be considered in the noncommercial educational context. It noted that such a change would likely require a format notice-and-comment proceeding.

Moreover, it found that no public interest reasons existed for modifying the criteria. In particular, the agency indicated that including ownership diversity might be inconsistent with the FCC's system of reserving specific frequencies for noncommercial educational use.

## TV Violence Bill Enacted

The television industry now has a

three-year exemption from antitrust law for the development of voluntary guidelines to decrease violence in TV programming. The exemption was contained in legislation passed by Congress in late 1990 and signed by President Bush in January.

The sponsors of the measure, Sen. Paul Simon (D-Ill.) and Rep. Dan Glickman (D-Kan.), both stated that the law presents an opportunity — but not an obligation — for networks, program producers, cable interests, and others to hold discussions for reducing television violence voluntarily. They predicted, however, that a grass-roots backlash would soon occur across the country if the industry failed to adopt limitations.

It is not yet clear whether the industry will pursue this opportunity. In part, some broadcasters have expressed concern that they could be targeted for antitrust lawsuits after the exemption expires.

## Indecency Arguments Held

Oral arguments were held at the end of January before the United States Court of Appeals for the District of Columbia Circuit on the constitutionality of the FCC's 24-hour ban on broadcast indecency. The parties to the suit, including a coalition of the three major TV networks and the American Civil Liberties Union, are now awaiting the court's decision.

The outcome of the case could have a broad impact on television and radio programming. Since adopting the indecency rule in 1989, the FCC has cited radio stations in New York, St. Louis, Houston, Cincinnati, and seven other cities for violations, and at least a dozen other cases are pending.

Stations can be fined up to \$25,000 for each violation and could eventually lose their licenses for repeated offenses. This column has covered the long-running debate over the agency's indecency rules in detail and will analyze the D.C. Circuit's decision once it is released.

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



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# Seventy Years With The Gospel Message

---

by *E. Brandt Gustavson*

**T**he mid-twenties (1924-26) were the years when KFSG/Los Angeles, KFUG/St. Louis, and WMBI/Chicago took to the air after U.S. Radio Commission approval. They joined sporadic individual religious programs on commercial stations in an attempt to use the air waves of America for proclaiming the saving Gospel of Jesus Christ.

What vast and effective ministry has taken place in the seven decades of using this medium! I can't even imagine the people called to salvation by the broadcasts. But, also think of the young people called to the work of God in pastoral,

overseas, and a host of other Christian ministry services. In my opinion, the harvest has been encouraging and worth the money invested.

We always stand at a crossroad because life is always changing. I recently commented that my dad, who died only eight years ago, would be stunned to see the enormous changes economically, politically, and technologically in our world. Who would believe it? Now, in Christian communications, we're at the intersection.

In some of our cities, the number of radio and television stations have grown far out of proportion (it would seem) to

the population and Christian financial strength of the market.

A secular newspaper reporter called the other day to ask me a question. In her market, she said, there are three Christian stations. Actually, I knew of more stations that could be heard in that market, but didn't bring up that additional facet.

In interviewing the three individual stations, she got a rather bleak picture from the managers on the potential for success of the stations. Even though each was segmenting and offering specialty programming to each segment, the managers didn't think the "church people" were strong or numerous enough to adequately support the three stations.

This dilemma is being faced in many markets, while smaller communities remain unserved by an adequate Christian testimony. Why should all the salt be spread in a few locations when the entire nation needs our uplifting message?

Another looming crossroad is changes in basic technology. We may not be seeing AM, FM, or television stations as we know them too far into the future. It seems that digital dissemination is a coming giant roaring to take over. Listen to experts and read everything you can so you can keep current on this threatening matter. Of course, we can and must find a way to have allocations given for our use.

I have been assured through NRB attorney Richard Wiley and Federal Communications Commission chairman Al Sikes that we'll certainly have opportunity in being able to use the new media. Let's not be lulled into lethargy by thinking that such upsetting events cannot or will not happen. Think of the recording industry — from 78s, to 45s, to 33 1/3s, to cassettes, CDs, and so on.

Times of significant change are always upsetting. Without doubt, there are forces in the country who would see this as a time to silence our voice. This must not happen. It says to me that our union in National Religious Broadcasters is as vital as during its founding in 1944. Yes, it's been 70 good years. May it be 70 more, or until our Lord returns.

---

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



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John Willke, M.D.

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# What A Bi-Directional Microwave Video Link Can Do

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by Aaron Davis

## Development History

The Bi-Directional Microwave Video Link started as a simple low cost system for portable operation. The first use was in satellite teleconferencing downlink service where building location or interference prevented locating the satellite receive antenna near the user.

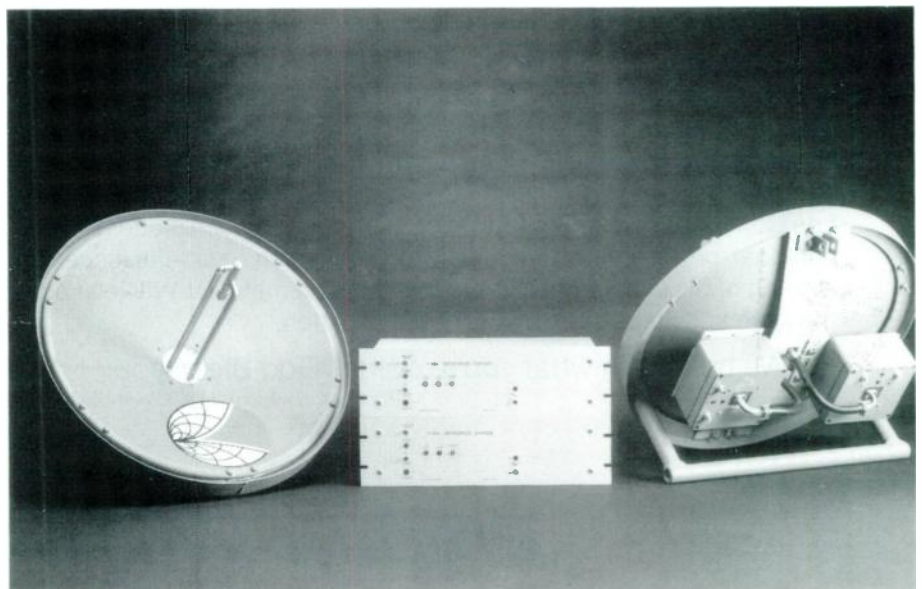
The Video Link would be used to make the hop from a parking lot or other open location to the customers' location. These events seldom lasted more than a few hours, therefore, speed of setup was essential.

The present system design resulted from the prevalence of lightning in the Florida swamps. NASA needed a custom wideband microwave video link. This link was used to collect lightning strike signals from multiple locations within the bird sanctuary surrounding the launch pads at the Kennedy Space Center.

This system may be used in the future to support launch commit decisions based on real lightning activity data. We



*Portable simplex video/audio electronic news-gathering system (ENG) with full duplex audio control channel.*



*Full duplex video/audio studio transmitter link (STL) backfeed system.*



modified our video link design to provide the bandwidth NASA required. The use of microwave links was dictated by the difficulty in construction of new cable right of ways within the bird sanctuary.

## Link Concept

The Microwave Video Link uses Frequency Modulated (FM) cavity oscillators, at both the transmit and receive ends, for Radio Frequency (RF) power output. The video signal is parallel with the forward audio carrier signals. The resulting composite signal is used to directly modulate the RF carrier at the transmitter. The audio carriers are themselves FM modulated by the audio inputs.

In addition to this forward path, the link also includes a reverse audio path provided by an audio carrier which modulates the receiver RF cavity. This design approach results in a system which is transmitting and receiving at each end of the link simultaneously. Reception of both the forward and reverse path is provided by a signal detector associated with each RF cavity assembly.

The reverse channel provides the capability to monitor signal strength at each end of the RF path. With this feature the system setup is greatly simplified. The signal strength can be monitored while pointing the antenna by several means. The phone system includes an alignment tone which indicates signal strength by pitch changes.

The signal level is provided as a voltage output. By monitoring these signals at both ends of the link RF path, the antenna pointing can be quickly optimized. This is most advantageous when setting up a portable or emergency back-up video link.

## Signaling Capability

Many unique capabilities are realized from the reverse audio channel. This audio path can be used for many forms of signaling. A full duplex phone capability is provided for system setup and operational communications. This is very useful for interphone communications between a director and remote camera operator.

The interphone circuit can also accommodate an inaudible tone for control of the remote camera's tally light. Security applications use the reverse channel to provide remote control signaling.

The signaling is used for camera control and remote switching. The switching functions include selection of locations for audio monitoring, lighting control, camera selection, and security door access control.

## RF Configuration


The RF Oscillator and Detector at each end of the link function as transceivers. They can simultaneously transmit and receive RF signals between

each other because they are offset in frequency. This offset produces an identical Intermediate Frequency (IF) at each detector.

The IF signal contains the FM Modulation components of all signals used to modulate the RF cavities at both ends of the link. A graphical representation of this Link Frequency Plan is shown in the following figure.

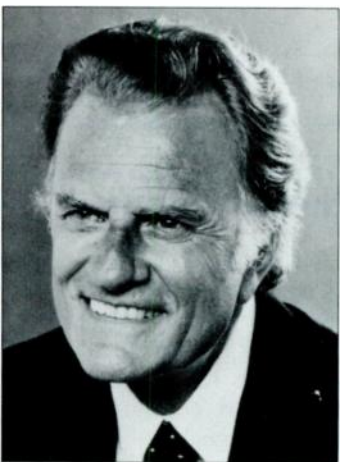
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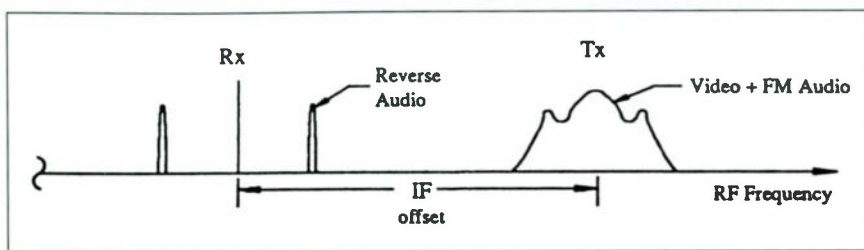
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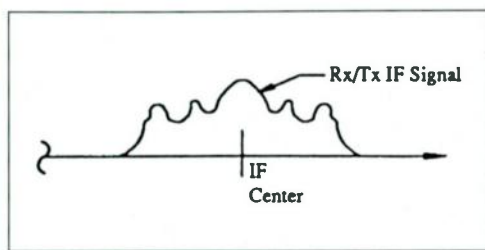
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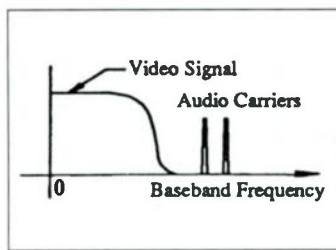
## LINK FREQUENCY PLAN



RF Spectrum



IF Spectrum



Demodulator Spectrum

components used in FM Radio receivers. The audio channel performance exceeds the broadcast requirements of EIA-250-B with a bandwidth from 10Hz to 20KHz.

One forward and one reverse audio channel are used by the phone system. Each carrier of this full duplex system is activated when its associated telephone is taken off its hook. The carrier is detected at the opposite end of the link where it can be used to activate an electronic bell. The carriers can be manually enabled to allow continuous operation in conjunction with interphone systems.

Additional audio carriers may be installed up to a maximum of four. These extra channels are used for additional program audio channels. A second forward program channel is often used for stereo transmission. The reverse program channel is used to provide signaling for camera control and/or remote switching.

### Packaging Options

The Microwave Video Link comes in two packaging configurations. The portable system packages the RF components in a hermetically sealed RF enclosure, while the system electronics are contained in a drip-proof box.

The rack-mounted version also uses a hermetically sealed separate RF enclosure for remote operation of the RF elements at the antenna. Two coaxial cables connect this RF enclosure with the rack-mounted and portable system electronics.

The electronics of both systems may be mounted up to 250 feet from the RF enclosure on the antenna tower. This distance may be extended if low-loss cable is used. The rack-mounted systems can include internal RF components to mate directly to existing waveguide connections between antenna tower and transmitter hut. Various size antennas from two to 12 foot can be mounted.

The bi-directional systems in their standard format offer broadcast quality simplex video and audio with a full duplex audio control channel. Another broadcast audio channel can be added from the transmitter to the receiver or back for stereo or increased control. These capabilities are standard with all bi-directional microwave systems.

**Aaron Davis is president of Diversified Marketing in Kennewick, Wash.**

### WHAT A BI-DIRECTIONAL . . . CONTINUED FROM PAGE 13

This example shows the Transmitter (Tx) modulated with a combination of video and one audio carrier, while the Receiver (Rx) is modulated with one audio carrier. The resulting IF Spectrum contains FM components from all modulation signals.

The IF signal is received at each end of the link and recovered by an FM Demodulator. The demodulator output contains the video signal and the two audio carriers. The audio is then recovered using separately tuned demodulators at the appropriate ends of the link. A Video Low Pass Filter at the output of the receive end of the link removes the audio carriers from the video output.

An unidentified video output is also provided. The unfiltered output is used to feed video to systems containing an internal Video Filter. Each filter will introduce a small amount of distortion. If these filters are cascaded, the excess filtering will result in unnecessary signal degradation.

The unfiltered output is also usable to allow full bandwidth transmission of video only. For this configuration the audio carriers would not be enabled. The system is capable of providing wideband

video transmission in excess of 10MHz in this configuration. This wideband mode was used by NASA for its lightning monitor system.

### Video System

The Video System uses a format equivalent to that used for satellite video downlinks. The FM modulation is wideband with pre-emphasis for improved signal to noise performance over AM or simple FM systems. The resulting occupied bandwidth is 25MHz with additional bandwidth used as more audio carriers are added.

The FM Demodulator uses a Phase Locked Loop system which has very good linearity. The video quality meets the broadcast requirements specified in EIA-250-B for long haul links.

### HDTV

The wideband video transmission capability of the system permits handling of HDTV in any of its current forms — super VHS, YC, or full-component video.

### Audio System

Separate FM-modulated carriers are used for each audio signal. The format is identical to standard FM radio broadcast stations. This format allows the audio system to take maximum advantage of



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*Dr. Jerry K. Rose  
Past President, National Religious Broadcasters Association*



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# The Future Impact of Digital Audio Broadcasting (DAB)



Ray Terrill

by Ray Terrill

**D**igital Audio Broadcasting (DAB) appears to be the hottest subject in the radio industry these days. Virtually every publication that speaks to broadcasters is covering the story. One commentator even characterizes it as an obsession. What is DAB? Why is it important to religious radio broadcasters? Will it really happen, and when? Is it something we should embrace or oppose? Hopefully, we can shed a little light on the subject.

By now most of you have one or more CD players or R-DAT machines in your studios for music playback. Suppose your off-air signal was as good as what you hear in your control room from these sources. Suppose your signal had no fadeouts, no multipath distortion, no holes in your coverage?

Suppose you had the same coverage pattern as the major market share stations you compete with? In fact, suppose you even shared a transmitter with them, including the cost, whether or not you had anything in common, or even oppose their philosophy? These are a few of the potential benefits and liabilities of DAB.

When I attended the Canadian demonstration of DAB in Vancouver last summer, I became an immediate convert to the technology. DAB does deliver on its promises. But, as with all major changes, there will be no winners and losers.

There are those who see the status quo as sacred territory to be defended against all intrusion. Others disdain the

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*The present consensus is that a hybrid system will probably emerge in the final scenario. Both satellite-based channels (which would be national and/or international) and terrestrial channels (local broadcasters) would be picked up by the same receiver.*

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status quo, and would rather see a vacuum than the present situation.

## A Hybrid System?

Perhaps there are grounds for a fair fight, but not all parties will come out winners

DAB was developed in Europe as a method for Direct Broadcast Satellite (DBS) radio. The Eureka-147 project was funded by a consortium of governments as a cooperative scientific project, to bring the European Economic Community (EEC) a common broadcasting system. Until earlier this year, industry groups here in America opposed such a system because of the danger it posed to the concept of local broadcasting.

When the Canadians successfully shifted the focus from satellite-only

delivery to terrestrial (ground-based) broadcasting, the National Association of Broadcasters (NAB), and other U.S. broadcasting organizations, joined those who were seriously interested in advancing a system which promised to revolutionize our industry.

The present consensus is that a hybrid system will probably emerge in the final scenario. Both satellite-based channels (which would be national and/or international) and terrestrial channels (local broadcasters) would be picked up by the same receiver. Although Eureka-147 appears to dominate the consideration at present, it is possible that competing proposals, none of which has yet been turned into operating hardware, could win out.

## A DAB Frequency Band

As presently proposed, a new band of frequencies would be located for DAB. Up to 16 stereo audio program channels would be carried on one transmitter operating at greatly reduced power, and a number (perhaps 12) of different transmitter frequency bands would be authorized to cover the U.S., with various numbers assigned to any given geographical area.

Existing AM and FM licensees would each receive an automatic allocation of one of these audio program channels based upon some assignment formula, and enter into an ownership consortium to build a site and operate their group transmitter.



Obviously, you would be expected to operate as part of your consortium and might even find yourself economically committed to an action which you yourself are unable or unwilling to support. In other words, everything about radio will change except the programming.

## Where Will We Stand?

At first, all broadcasters would simulcast their regular programming, but at a future date, the proposal foresees the retirement of the AM and FM bands, with all radio broadcasting to take place in the DAB band. This transition would probably be triggered by total marketplace penetration of DAB receivers reaching a pre-determined level, perhaps 75 or 80 percent of all receivers in use.

Public broadcasting interests are lobbying for 20 percent of the planned channels to be reserved for their use. They are not envisioning that the non-commercial/educational FM band be preserved. This, of course, is the home of most religious non-profit broadcasters.

There are reports of some hostility toward the religious broadcasters' use of this spectrum, and some opposition to the continuation of the current "category." How would we fare under an assignment plan which does not consider N-C/E stations as important?

## A Single U.S. Vote

If the above scenario sounds like a fantasy, consider the following. The band allocation for DAB is already on the agenda for the 1992 World Administrative Radio Conference (WARC).

The selection of a band of frequencies will directly determine whether the system will function most efficiently with satellite or terrestrial technology. No matter how the Federal Communications Commission (FCC) feels, the U.S. has only one vote to cast, and that belongs to the Commerce Department.

It is reported to view DAB favorably, with a strong bias toward the satellite users. Because of the large amount of bandwidth required to accommodate the DAB system, and its virtual immunity to errors and distortion, there is already a technical bias toward the higher frequency bands. This would satisfy the satellite distribution needs best.

## Third World Involvement

The low-power aspect of digital broadcasting appeals to third world

countries, even if they have no interest in digital quality. Their support is being courted by both Europeans and Canadians, and every one of these countries also has one vote each to cast.

The prospect of a chain of solar-powered transmitters, operating at 100 watts or so covering their countries, certainly has more appeal than a power-hungry medium or short-wave transmitter with its attendant very high operating cost.

Some believe it is likely that by 1995 DAB stations will be operating in Europe, and it could spread worldwide by the year 2000.

## Station Devaluation

Satellite CD radio and two other CD quality outlets, each with dozens of audio channels, are already beginning to be dis-

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*There are reports of some hostility toward the religious broadcasters' use of this spectrum, and some opposition to the continuation of the current "category." How would we fare under an assignment plan which does not consider N-C/E stations as important?*

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tributed by cable. Although not controlled by record companies, and in fact opposed to some degree by RIAA and others because of copyright issues, they represent the national music distribution interests, and have no stake in the preservation of local broadcasting.

They could force the issue by taking the DBS approach even if local broadcasters successfully stymie terrestrial DAB here in the U.S. If that were to happen, it is likely that the present AM radio difficulties would migrate to all conventional broadcasters, both AM and FM, and station values would plummet.

The NAB already has a working group putting together its position and, in fact, here in southern California and other major markets, local broadcast working groups have already begun to plan. By the time you read this, it is even possible that approval for on-air testing

might be granted by the FCC.

## The U.S. Left Behind

Receiver manufacturers say that cost-competitive receivers appear not to be a problem, as economies of scale and the ease of implementation of digital technology promise to deliver affordable radios.

Don't forget the importance of consumer choice in the decision. It took less than five years for the CD to make the vinyl record obsolete. If the rest of the world goes for DAB, the United States might find itself left behind in the technology competition.

Presently, the major markets, and hence, access to the bulk of the U.S. population, are controlled largely by the major station group owners and network operations. Here and there is a religious radio station with good dial position and coverage, but by and large this is not the case.

## Weighing the Risks

What is our stake in the status quo? This is a good time to assess our situation and consider the opportunities. There is an obvious risk in jumping on the bandwagon, only to find out that it is being driven by the secular record companies and other cultural entities who see blanket satellite coverage as their best bet.

There is an even greater risk, however, in standing by and letting the decision-making be done without our involvement. For now, we can be assured that the drive for improved audio quality will be accelerated as stations shift their investment focus from transmitter sites to studio facilities.

We can expect that competition will be based almost entirely on programming and sound quality in the not-too-distant future. That being so, we can begin now to prepare for DAB in practical ways as we evaluate how we stand on the issue itself.

So, where do we go from here? That is up to us, the involved members of National Religious Broadcasters (NRB). One thing is certain. History is never on the side of the status quo for long.

---

**Ray Terrill is manager of engineering for Focus on the Family in Pomona, Calif.**

# Who Needs An Operations Manual?



Lisa Lynn, announcer for KFEL-AM, Pueblo, Colo., examines station operations manual which gives step-by-step operating procedures.

by Mike Landry

## A Common Scenario

It's 10:30 p.m. The program director of a Christian radio station — let's call him Bob — has just turned off the local news on the tube and is about to go to bed. Earlier on this cold, snowy night, he had a minor crisis of sorts when the evening announcer called in sick. But he was able to round up Terri, a weekender, to cover the shift.

Bob is just pulling off his shoes when the phone rings. It's Terri. There's a critical satellite feed she needs to tape at 11 o'clock and the tape deck in the control room has quit. "I know you showed us how to patch it into the production room," she says, embarrassed. "But I don't remember all the steps."

Poor Terri. Worse, poor Bob. His options are either to attempt on the phone to talk her through a fairly complicated patching job, or to go out into the frigid night to try to make it to the station in time to take the feed himself.

He's wrestling with the problem of many Christian information stations:

*Let's face it. Information stations — secular or Christian — are difficult to operate. They're not like music-intensive outfits where things can be fairly repetitive hour after hour.*

complicated operations and part-time or volunteer staffs not always able to keep up with all of the complexities. Bob needs what we use at KFEL-AM in Pueblo, Colo., where I am operations manager: a comprehensive operations manual.

## Complicated Operations

Let's face it. Information stations — secular or Christian — are difficult to operate. They're not like music-intensive outfits where things can be fairly repetitive hour after hour. And it's not like it was a few years ago when one only had to take programs off reel-to-reel

machines, a land-line-linked network or two, or an occasional cassette, vinyl disc, Marti, phone patch, or live studio.

Now board operators also have to juggle a plethora of networks (with, perhaps, various satellites, transponders, frequencies), cassettes with differing cue formats (when will we as an industry develop a standard for this?), as well as the brave new world of CDs and DAT.

## An Example From KFEL

Want to see what I'm talking about? Come with me to the KFEL control room. For this morning's 8 o'clock break, I had to:

- Make sure a carted spot ran adjacent to the end of a taped program.
- Make sure a tuner was on and set to a local UHF-TV station to record the audio portion of a program we run later in the day.
- Record the TV audio on two cassette machines — one in the control room, one in the production room (this is a hefty account, so we protect ourselves from cassette failure).
- Run several spots.
- Make sure we're on the right satellite frequency for the next program, or have a cassette cued if I decide to use the producer's tape instead.
- Make sure I'm backtimed to hit the net if that's what I've chosen to run.

Even though it can get pretty hectic, a break like this can be handled without a mishap by an operator regularly assigned to the shift.

## Enter: Operations Manual

But what happens tomorrow if I'm sick and can only secure someone like "Terri" who may otherwise be proficient, but unfamiliar with what to do? She need only look in the operations manual.

In his *Life on the Mississippi*, Mark Twain wrote of master steamboat pilots as always knowing each part of the river. Pilots committed to memory every log, sandbar, sunken wreck, and other details of hundreds of miles of waterway to ensure smooth and safe operation of their river craft. And woe unto young apprentice pilot Samuel Clemens when he was



## Sample of Operations Manual

**6:13 a.m.**

*Art of Family Living*. Cassette. No cue marks. Read live intro and close.

**6:15 a.m.**

GO TO HIGH POWER IN MARCH AND AUGUST.

**6:30 a.m.**

*World Missionary Evangelism*. Cassette. Countdown to cue.

**6:45 a.m.**

GO TO HIGH POWER IN MARCH, SEPTEMBER, NOVEMBER.

*Voice of Prophecy*. Reel to Reel.

**7:00 a.m.**

GO TO HIGH POWER FIRST THREE WEEKS OF OCTOBER.

*Word in Focus*. Reel to Reel.

**7:15 a.m.**

GO TO HIGH POWER IN JANUARY, DECEMBER.

**7:30 a.m.**

*Word for Today*. Reel.

**8:00 a.m.**

Record *Ask Dr. Parrish* of Parrish Chiropractic live off KXRM-TV, Channel 21, for airing at 4 p.m. Make sure the Realistic TV-100 Stereo TV Receiver is tuned to Channel 3 and that the "low" VHF button is pushed in. And make sure the General Instruments cable box is tuned to Channel 21. Bring the program into the board on Pot 3, key position B (marked "Fair"). Put it on audition and set Pot 3 just above the 9 o'clock position. Put monitor on audition and use a C-120 tape in the Akai cassette recorder. Put a second C-120 tape in the cassette recorder in the production room. Set switch beneath production room desk on "phone" and bring *Parrish* into production room on TT2 pot and record on C-120 cassette. By using two machines you're providing a backup since C-120's have been known to fail and the Akai machine has been known to fail. Hopefully, the Akai and the production room C-120 will not both fail at the same time. Start tapes at 8:00.

**8:00 a.m.**

*Focus on the Family*

— Cassette is ready to go immediately at the end of three short beeps.

— Show has plenty of theme music at the end, although you should cut it at the natural pause.

— Following program, rewind tape for re-broadcast at noon.

— You have the option of taking the program directly from Ambassador Inspirational Radio. Put the Select-O-Matic on 4.47 *Focus on the Family*.

**8:30 a.m.**

*Cultivate*. Cassette. Watch quick ending.

**8:45 a.m.**

*International Prison Ministry* (Chaplain Ray). Cassette. Countdown.

**9:00 a.m.**

*Insight for Living*. Cassette. Program starts after reference tone and three beeps.

**9:30 a.m.**

*Through the Bible*. Cue after countdown.

**10:00 a.m.**

*Radio Bible Class*. Cassette has two programs on side 1, three on side 2. Each show begins with countdown. Beware of promo at head of tape on Mondays.

**10:15 a.m.**

*Cornerstone*: live or taped.

**10:29 a.m.**

Turn Select-O-Matic to 4.83 (Bob Larson) and record *World Economic Perspective* for broadcast at 5 p.m. Feed into the production room — put the network pot into audition and set the pot no higher than slightly above 9 o'clock. Go into the production room and set the switch under the desk on "phone." Now your feed from the control room can be brought in on the pot and key marked "TT2." Get a proper level in the production room and record the feed on the production room Technics.

**10:30 a.m.**

*Abundant Life*. Cassette. Cue after countdown.

**10:59:50**

Play *Minirth-Meier* opening cart.

**11:00 a.m.**

*Minirth-Meier Clinic*. Turn select-O-Matic to either Moody Network and take live feed. Schedule is as follows:

**11:06** - 1 minute break plus 2 seconds

**11:18-11:21** - Floating 1 minute break. In this break they run promo for next day's show. We need to record this promo on cassette.

**11:28-11:32** - Floating 2-minute break

**11:39-11:43** - Floating 1-minute break

**11:54:30** - Music/voice out. Play closing cart over music.

**11:55** - Music and/or spots.

**12:00 p.m.**

*Focus on the Family* with James Dobson

— Cassette is ready to go immediately at the end of three short beeps.

— Show has plenty of theme music at the end, although you should cut it at the natural pause.

— Following program rewind tape for re-broadcast at 5:15 p.m.

— You have the option of taking the program directly from Ambassador Inspirational Radio. Put the Select-O-Matic on 4.47 *Focus on the Family*.

**12:30 p.m.**

*Back to the Bible*

— Cassette is cued following countdown.

**1:00 p.m.**

*USA Network News*. Put Select-O-Matic on *USA*

unable to recite it all back after having it once described to him.

Although lives are not at stake as in steamboat piloting, smooth operations at KFEL are dependent upon each operator being able to know every possible hazard or glitch in the continual "river" of our broadcast day. That's why the heart of our operations manual is the hour-by-

hour "map" of station procedures.

The operations manual tells the exact source of each program, how to get that source on the air, plus any details the operator needs to know, such as closing cues or unusual quirks a program producer may have. Many stations list similar information on the program log, but an examination of an actual portion

of our operations manual (shown in the box) illustrates that the manual contains much more material than could be readily listed on the log.

Of course, we provide some instructions on the program log, including checklists to help in some complicated

CONTINUED ON PAGE 20

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## WHO NEEDS . . . CONTINUED FROM PAGE 19

procedures and to remind operators to take care of some routine tasks. The bulk of our material, however, is in the manual, making it a one-stop information center for most KFEL operations.

### A Personal Example

One example is signing on the station. I recall being hired years ago as an announcer for a midwestern station. After being given the customary run-down on how to operate the board, I showed up for my first shift, a 6 a.m. Saturday sign-on.

Since the station had already been on the air when I received my cursory training, no one had thought to show me how to turn on the power to the board. I looked everywhere that early morning for the power switch until I was finally forced to make one of those loathsome get-somebody-out-of-bed phone calls.

Our KFEL manual gives a detailed run-down on each step for sign-on. There are also special sections on sign-off, power changes, transmitter failure, and on changing from one studio to another.

### Remember the Popcorn

But the manual is more than a technical guide. It contains an outline of

specific station policies (how to handle production orders, for instance) and reference materials regarding school closings, control room courtesy upon leaving a shift, and some emergency procedures.

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*The manual is more than a technical guide. It contains an outline of specific station policies (how to handle production orders, for instance) and reference materials regarding school closings, control room courtesy upon leaving a shift, and some emergency procedures.*

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Included in the manual are the printed materials from our networks such as their schedules and procedures, plus phone numbers of our programmers. One of our nets — USA — regularly sends us a list of its advertisers' phone numbers and we include that in the manual to aid in listener inquiries.

Since the FCC has placed on the stations the burden of bringing operators up to the standards of the old third-class license, I've photocopied pertinent FCC regulations and placed them in the manual. To avoid any misunderstanding of the legalese in which the rules are written, I've added some explanatory notes.

Also, because we never seem to be able to remember, the manual lists the exact power and time settings for making popcorn in our office microwave oven!

### Periodic Revisions

There is nothing fancy about the KFEL operations manual — it's just a three-ring loose-leaf binder into which I've placed original and photocopied material. Except for containing the critical sign-on, sign-off, and hour-by-hour procedures at its beginning, the manual is not organized in any particular order.

Each section is merely placed in the back of the book after the last added item and assigned the next — often handwritten — consecutive page number. Operators have quick access to the material through a table of contents on the front page and an alphabetical index at the back.

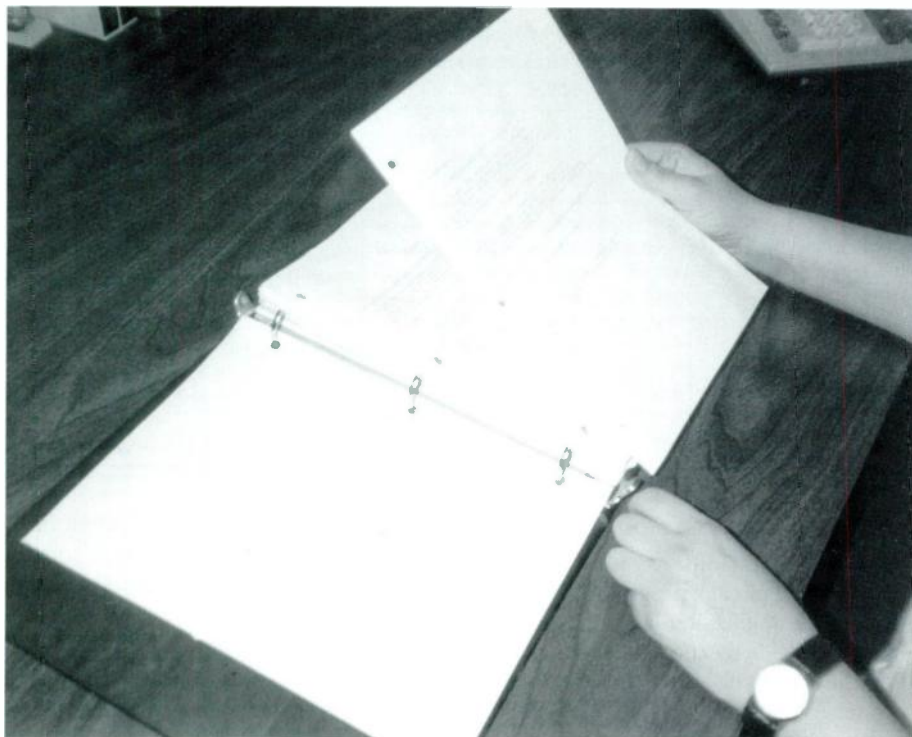
I initially wrote the manual by asking each operator to give me a detailed step-by-step run-down of his or her shift. I then rewrote those summaries on the station's word processor and printed the completed pages for inclusion in the three-ring binder. I ask operators to pencil in changes and I go back to the word processor from time to time to incorporate and print the revisions.

The KFEL operations manual is used by announcers in training as well as by veterans on an unfamiliar shift. It has helped the general manager when I've been away and I'll consult it myself for a refresher on a procedure I may not have done for awhile.

An operations manual is a great help, I believe, for the complicated work of talk-intensive formats. And it sure cuts down on those calls in the night.

---

**Mike Landry is operations manager of KFEL-AM in Pueblo, Colo.**



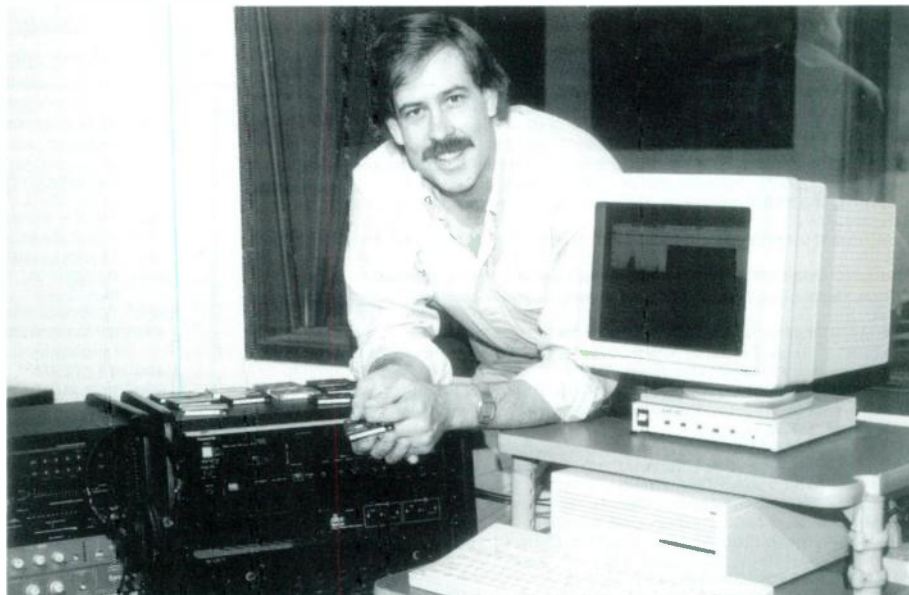
*KFEL's operations manual is a simple affair: as operating procedures change, pages are easily removed from three-ring binder and revised.*





# DAT — A Quantum Leap

by David Powers



Audio media director David Powers uses state-of-the-art DAT equipment to produce the Renewal program.

**B**ack in 1988, I was asked by Dr. Gene Getz to help him produce a new daily radio program called *Renewal*. After hearing all that was going to be packed into 15 minutes, I was challenged.

He projected a plan for a unique Bible-teaching format that would blend together short segments of various material. This program would have to undergo up to five separate recording sessions for each program and, once these pieces were edited, the music would be backtimed under and into the themes and voice-overs to carry through each program.

## An Overwhelming Task

Obviously, Gene did not want a Bible-teaching radio program in which the message was only edited to fit a segment of air time. This was to be a much larger editing feat.

On our *Renewal* program, we generally have short three- to four-minute expository messages involving drama, verse-by-verse teaching, topical approaches — and sometimes all of the above. Following these message segments are a variety of applicative responses including group or one-on-one discussions, telephone interviews, and then a closing thought.

I'm sure you can see that when I accepted this challenge I faced a production nightmare! Each *Renewal* program contains over ten unique sections that vary in length. All of these interrelated

sections have to flow together with a natural continuity and, of course, quality that today's sophisticated radio listener demands.

Strange as it may seem, it was fortunate that the studio in our church did not have enough equipment to even produce the pilots for these programs. We used a very up-to-date, but typical, radio production suite with carts and open reels.

But we were still forced to drop the quality four generations by the time it would link to satellite. Once the pilots were approved and an initial air date was set, it was my job to select and install the equipment in our studio to tackle such an overwhelming task.

## Digital Audio Editing

After perusing massive amounts of literature, I was convinced that digital audio technology (DAT) was the "only way to go" by using a Digidesign's Sound Tools™ digital audio editing system, a Macintosh™ IIci computer, an extremely large hard drive, and a Panasonic SV-3500 DAT machine. I had just stocked up on razor blades and they'll probably rust before I have a chance to use them all; I actually look forward to the day.

Using this new system, the *Renewal* program is brought down only one generation. The open reel masters we send to the Moody Broadcasting Network go directly to satellite. We also installed a 25 hz. filter so Moody wouldn't have to make a dub for their automation.

Did you know that when a 120-minute DAT cassette is compared with a 10.5-inch open reel tape moving at 715 ips, that DAT:

- Takes up 32 times less space per minute (64 at slow speed — 15k. bandwidth)?
- You can fit 16 DAT tapes with cases in the top of a 10.5 inch open reel box?
- Has a noise floor seven times better (over 20 db)?
- Can fastwind over six times faster?
- Is half the cost?



Audio editing: the old and the new.



Editing on the Sound Tool's system is totally different than dealing with open reel and carts. First, "you can actually see what you're hearing." Second, you're not actually cutting up the master. You simply tell the Mac what you want to keep.

It's affectionately called "non-destructive editing" and it is achieved through selecting a playlist of "regions" of all the material you want to use. And if the edits don't sound perfect, you can simply use various crossfades of any length to blend them together.

### Advantages of Digital Editing

Anyone who has done extremely tricky editing will appreciate the speed and ease of being able to undo or change an edit with just a few simple key strokes. Repeating a word or a musical section is a breeze. The computer can simply play the section again without having to re-record it and having to deal with the problems of possible frequency loss and level matching inherent in open reel equipment.

Once a file is completely edited, the Sound Tools system can make a high-

speed copy of the edit list in the digital domain. Accessing any part of audio on the sound file that is open is almost instantaneous — about as fast as CDs. Clean-up is easy and flatwinding becomes a thing of the past. I find that most of the time I now spend cleaning up is with coffee cups!

### The Digital Domain

Another advantage is using Digidesign's DAT I/O™ interface. This system allows transfer of the audio file and its accompanied playlist to DAT for later retrieval — all in the digital realm. This effectively turns the DAT deck into a tape back-up system storage with medium equivalent to about 1.2 Gigabytes.

### Impossible Edits

Another spoiler is being able to zoom into the wave form on the screen and redraw the wave form, remove mouth noise, or even "pops" from a vinyl transfer. By zooming into the actual wave form down to the actual sample, I found that it is even possible to perform edits on solo instruments such as oboes and

French horns without a pop. Try that with an open reel!

And speaking of trying edits, I found I will go after just about everything with this system. If someone coughs between sentences during a sermon, I can very easily insert room noise in its place.

### Rearranging Sections

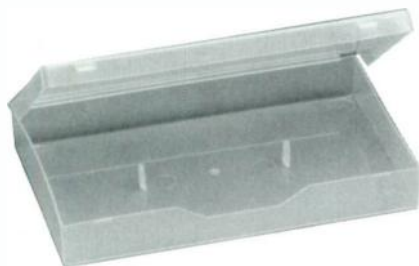
By simply dragging around names in a playlist, different arrangements can be tried in an instant. If you want to check to see if one person's comments sound better after another person's, it is a simple, instant maneuver.

In *Renewal*, we are always rearranging the discussion sections of our program. Assistant producer Iva Morelli takes notes on her computer as we record the discussion groups and telephone calls. She types the elapsed program time from the DAT machine each time a person speaks, along with their first sentence and the substance of their conversation.

Iva then provides me with a hard copy so that finding the edit point once I reload the file to hard drive is as simple

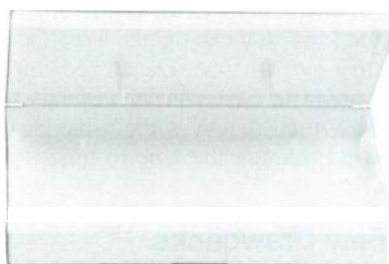
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# Lenco Audio Cassette Boxes



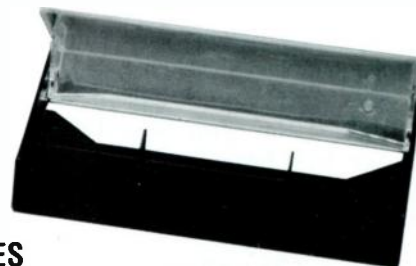
### SOFT POLY BOXES

- Double-latch closure
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- Hub locks for tape security



### AMPEX STYLE DISPLAY BOXES

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- Hub locks prevent tape unravel
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David Powers, audio media director, and Iva Morelli, assistant producer, during one of *Renewal's* recording sessions.

## DAT - A QUANTUM . . . CONTINUED FROM PAGE 23

and instant as pointing and clicking. The accuracy is amazing!

### Backtiming

Backtiming becomes a thing of the past for mixing music under at the end of the voice tracks. With *Renewal*, we may have up to four segments where music is backtimed under the end of the dialogue. This could become a real headache.

But with the digital editing system, you can break away the last part of the voice section, time it, bring in a theme, mix it under, and then put it back in sequence. This process can be quite painless. By the time you read this, Digidesign will have announced a professional four-track system that should make a lot of this easier still.

### Putting It All Together

Once all of the segments have been edited and mixed, I go into Digidesign's Master List™ program to compile the program. This is where the power of the system really shines. Any sound file, region, or playlist, even with varying sample rates, can be pulled into a master playlist.

At the start of the *Renewal* programs, we have the intro theme and then a pull-out from the program with a 20-second string of music that can vary in length depending upon the length of the pull-out.

After mixing the pull-out with the music, I simply delete any excessive string of music at the point where I want the next section to come in. This is the great part. The next section is the post pull-out theme in which I have already mixed the reverb trail from the pull-out string so that once it is all put together, it sounds like the music is almost played live.

Once all the pieces of the program are in place, Master List shows the exact length of the show to the millisecond. If it's too long, you can tighten a section or two to a specific time. Then, once you're back in Master List, you can instantly see the new total length without having to fastwind through the tape to time it all out.

### A Few Drawbacks

Unfortunately, there are a few drawbacks which I feel are only fair to mention. First, you need to load and unload the audio to and from the hard drive. It's not as simple to do a few easy edits as it is with open reel when the master is long. It would be a waste of time. However, any serious rearranging and precise edits make it worthwhile.

If you need to upload an hour or so of audio from DAT, it can be done during lunch or a meeting when you are not using the computer to edit. To date, there is no other way that I know of to effectively speed up the process of transferring audio to the hard drive than in real time.

## Cost Factors

Cost is an obvious hitch. The starter system for digital editing with a basic Macintosh II computer with 8MB of RAM, a hefty 600MB hard drive (it uses 10MB per stereo minute at 44.1 or 3.8 per mono minute at 32 k. sampling rate), and Digidesign's Audiomediam™ system which has uses -10RCA ins and outs plus an unbalanced mike input will cost under \$7000.

But the Audiomediam system is limited. It does not support DAT I/O, SMPTE, or Master List, but it does the same great job of editing.

The professional Sound Tools system with the Pro I/O™ (+4 ins and outs), the DAT I/O, a faster Mac that will draw the screen faster, and a couple of Gigabytes of hard drive space will get you quickly up to \$16,000 — not including a DAT machine. But when you think about your own production needs, it may be well worth it.

By now, I'm sure you're looking at your open reel machines with mixed emotions. Well, if you make the quantum leap into DAT editing (and over 3000 Digidesign systems are now in use), keep this in mind — "seeing what you're hearing" changes everything!

Well, now that our daily radio program is on the air, I can look back and see how dramatically audio production has changed over the last few years. It's fascinating to peer into the future and imagine what major changes may loom ahead.

When I majored in radio and television at Baylor University several years ago, I chose to research DAB when it was still in its infancy. Even my professor appeared to be intimidated by the high tech nature of these developments. In retrospect, I can see now how the Lord was preparing me for my new challenge here at the Center for Church Renewal and our joint ministry with the Moody Broadcasting Network.

*Macintosh is a trademark of Apple Computer, Inc. Panasonic SV-3500 is a product of Matsushita Electric Industrial Co., Ltd.*

*Sound Tools, Dat I/O, Master List, Audiomediam, and PRO I/O are trademarks of Digidesign, Inc.*

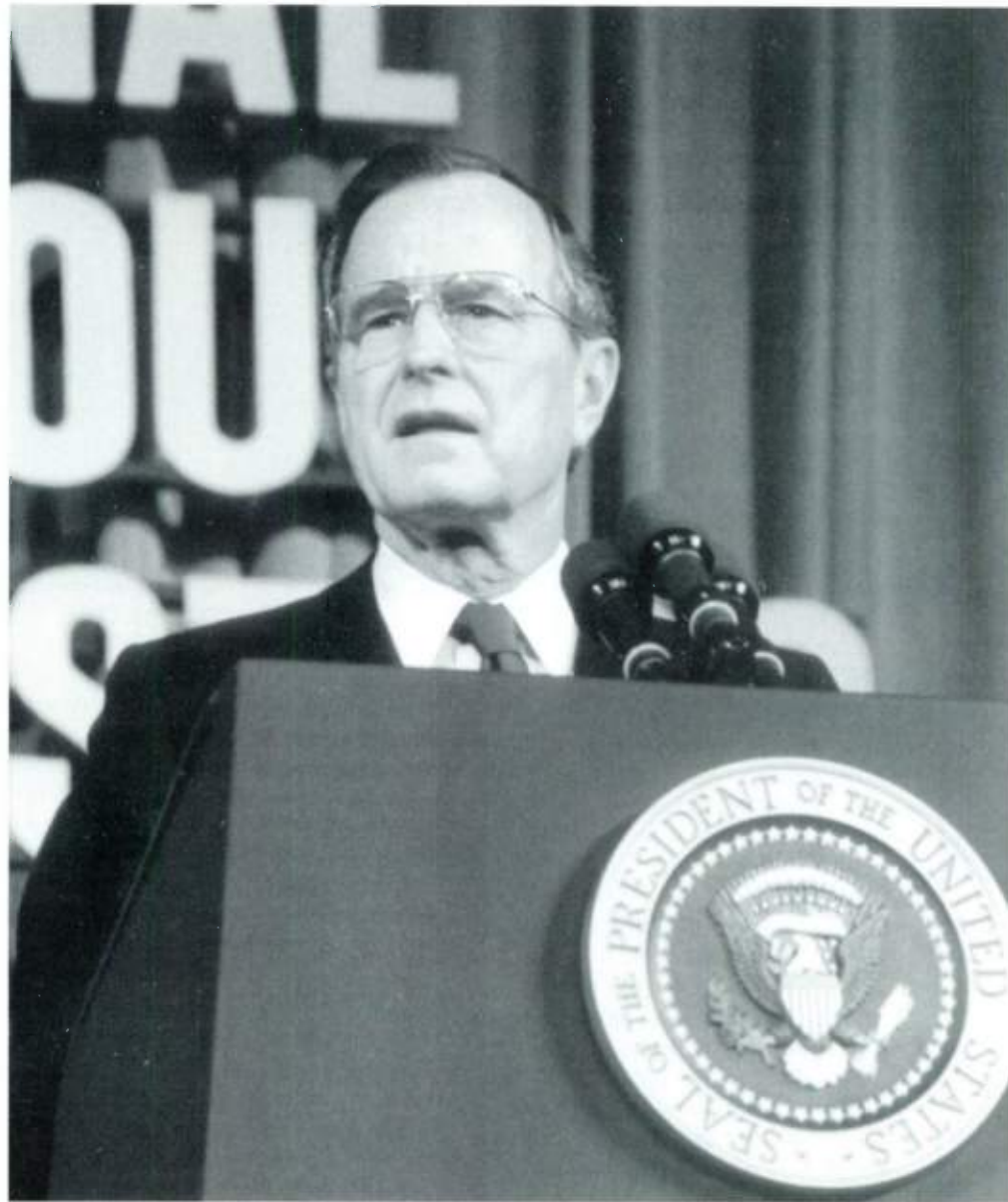
**David Powers is the audio media director for Fellowship Bible Church North and the Center for Church Renewal in Plano, Texas. His primary responsibility is involved in the production of the *Renewal* radio program.**



# NRB 91

## An Event To Remember

by Donald J. Peterson



*U.S. President George Bush addresses his fifth NRB convention (page 30).*

**R**eligious broadcasters from across the United States and around the world gathered in Washington, D.C., January 25-29, for the 48th Annual National Religious Broadcasters Convention and Exposition (NRB 91).

To capture in words both the excitement and content of an event of such magnitude and diversity as NRB 91 is an impossible task. The attendance alone was 7255, of which 3755 were registrants and participants representing virtually every U.S. state and 16 foreign countries.

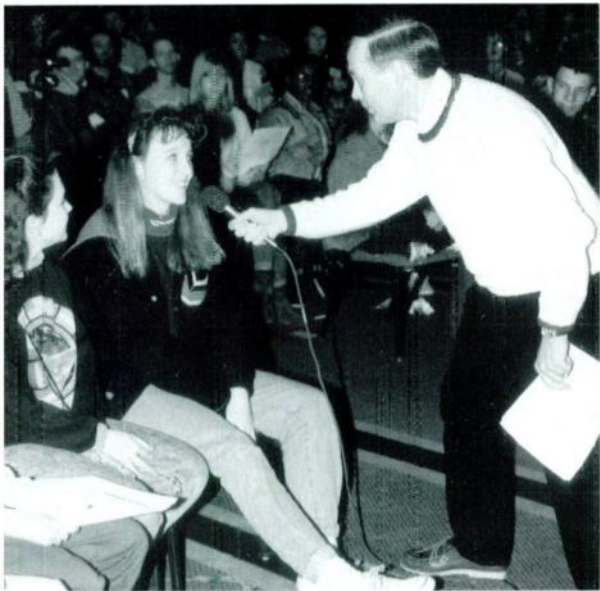
Attendance aside, how can anyone adequately convey, for example, the instruction gained from participating in the workshops and seminars, or the spiritual encouragement from listening to the speakers, or the inspiration from hearing

the singers and musicians?

You can order the tapes, and I'd encourage you to do so. But even that's not the same as being there. As it was, I had wished at times during the convention that I could somehow clone myself so that I could be everywhere at once. But, of course, that too was impossible. The best I can do here is attempt to summarize the entire convention. But, again, it's not the same as being there. So if you missed this year, I hope you'll join us next year in Washington, D.C., at NRB 92.

Although this year's theme was "Declaring His Glory To All Nations," there was also a strong emphasis at NRB 91 on prayer for the Gulf War and mini-

CONTINUED ON PAGE 26



(Left) Ron Hutchcraft and Saturday Night Alive. (Right) African Children's Choir.

## NRB 91 . . . CONTINUED FROM PAGE 25

stering to the desperate needs of our nation's youth. And while there were many highlights during this year's convention, the one that probably will be remembered most is U.S. President George Bush's moving, wartime address before a packed audience on Monday morning.

Appearing weary from the long ordeal in the Middle East and the strain of war, the President displayed great personal courage as he spoke of his confidence in the support of the American people who, he said, "are armed with a trust in God and in the principles that make men free."

### First Amendment Lessons

Warren E. Burger, former Chief Justice of the United States Supreme Court from 1969 to 1986 and currently chairman of the Commission on the Bicentennial of the United States Constitution, gave the opening address on Friday evening. Brandt Gustavson, executive director of NRB, served as moderator.

Beginning with a historical overview of the Constitution, Justice Burger cited specific cases involving the religion clauses of the first amendment that were decided upon during his tenure as Chief Justice. Although Justice Burger disagreed with those judges who believed at that time that certain cases violated the establishment of religion clause, he did not think that the judges who dissented in those cases "had any hostility toward

religion at all.

"But they wanted to be very sure," explained the former Chief Justice, "that we would never take even a small first step that might later be used as a platform for yet further steps that could lead to a state church."

Despite the fact that he said he had never put his own view on this subject in writing, he did not hesitate to conclude with it in his address. He stated that "there is about as much chance of this country ever moving into a state church, a government-controlled and sponsored church, as there is of a dictatorship" which he said he was sure we would never have.

### Music, Patriotism, and More

Besides exciting and informative speakers, this year's convention featured many well-known singers and musicians. Doug Oldham, with his familiar and much-loved voice, was the convention song leader. Accompanying Oldham during each general session were the talented Fred Davies at the piano and George Wesner at the organ. Both Davies and Wesner are with Sacred Stops and Strings in New Jersey and Radio City Music Hall in New York City.

Friday's opening session, which was co-sponsored by NRB and Northern Lights Communications, Inc. of Albuquerque, N.M., featured The Nelons who dedicated "God Bless The U.S.A." to all those in the armed forces. One by one, audience members stood to join the Nelons in the song in expression of sup-

port for the Gulf troops.

The audience was blessed again with the music of The African Children's Choir, a group of needy children from East Africa, ages five to 12, many of whom are orphans. This was the sixth group of such children to form the Choir since it began singing to churches in North America during 1984.

After The African Children's Choir sang, President Jerry Rose prayed that the words they sing "will sink so deeply in their hearts that they will continue with them all through their lives, and that each of them will become a beacon of light in Africa."

Following Justice Burger, Joseph M. Stowell III, the seventh president of Moody Bible Institute, addressed the opening session on Friday evening. Dr. Stowell shared with the audience how he grew up listening to Christian radio broadcasts, and he challenged today's Christian broadcasters to make the Spirit of Christ the starting point and to put substance before style.

### Seminars and Workshops

Over half of the pre-registered attendees were on-site by early Saturday, the first full day of NRB 91, to participate in many informational seminars and workshops. Professionals from around the country led all-day seminars on a variety of practical issues.

One seminar, entitled "Youth in America 1991," focused on child pornography, equal access laws, and resources for youth. Other seminars delved into issues of





(Left) NRB 91 Media Exposition opening. (Right) Saturday evening speaker Kay James.

fundraising, radio station fundamentals, public relations, and technology.

Besides the all-day Saturday seminars, this year's convention also offered a wide choice of 90-minute workshops on topics such as the broadcaster's spouse, getting started in international radio ministry, technological developments for Christian television, post-production techniques in television, local churches' use of television, and reaching beyond the Christian marketplace with television specials.

### Strong BNRB Participation

The Black National Religious Broadcasters (BNRB) had a strong turn-out this year and several awards were presented at Sunday afternoon's concert by BNRB chairman Bishop Samuel L. Green, Jr. of WJCB-TV and Faith for Living Television Ministries in Newport News, Va. Among the award recipients were Ernie Wilson of Ernie Wilson Ministries in Philadelphia, Pa., Dwight L. Green Sr. of Faith for Living Ministries in Newport News, Va., and Tee Garlington of Evangel Temple in Washington, D.C.

BNRB attendees also participated in workshops, seminars, general sessions, informal gatherings, and a Gospel concert on Sunday afternoon. BNRB workshops included African-American Christian mothers and fathers in broadcasting, African-American owners and operators in the 21st century, and saving the family.

### HNRB Attracts Attendees

This year, the Hispanic National

Religious Broadcasters (HNRB) was addressed by the Vice President of Peru who represented a new chapter of HNRB. HNRB meetings proved well attended thanks to a large Latin American delegation. Nicaragua, El Salvador, Ecuador, Peru, and Costa Rica were just some of the countries represented.

Attendees enjoyed workshops, seminars, general sessions, fellowship hours, and a Hispanic concert on Sunday afternoon. HNRB workshops covered topics such as fundraising in the Hispanic environment, the social function of the Christian broadcaster, and satellite networking.

### IRB And Other Groups Meet

The Intercollegiate Religious Broadcasters (IRB) met several times during NRB 91. Student events included a scholarship meeting, a workshop on how to get a job in communications, and an awards reception.

Faculty participated in a workshop on research and resources, a faculty dinner, and a roundtable discussion. Events were led by Linwood Hagin of Toccoa Falls College in Toccoa Falls, Ga., Jim Owens of Asbury College in Wilmore, Ky., and Harry Sova and Andrew Quicke, both of Regent University in Virginia Beach, Va.

As the annual NRB convention brings together in one place a wide variety of Christian ministries, it provides an ideal opportunity for organizations and other groups to meet. Many groups took advantage of this opportunity by holding luncheons, dinners, receptions, and informal gatherings on Saturday or at other

times during the convention.

### Reaching Our Youth

The Saturday evening general session, sponsored by SpaceCom Systems in Tulsa, Okla., featured evangelist and author Jerry Johnston of the Jerry Johnston Association in Overland Park, Kan. Johnston gave a stirring address on the particular problems facing today's youth, such as suicide, drug and alcohol abuse, and Satanism.

Johnston said that the only way to reach troubled young people is by identifying with them, loving them, modeling the message of Christ, and having self-control so that they see Christians as consistent in words, in actions, and in self-judgement. "We cannot preach the gospel more than the power we know in our lives," he concluded.

### A Pro-Life Testimony

Also during the Saturday evening session, Kay James, former Assistant Secretary of Health and Human Services, shared her testimony. She is also a former president of Black Americans for Life and in 1985, together with her husband Charles, founded the National Family Institute. She shared how God touched her in a special way while a junior in high school through a Billy Graham television broadcast. "It seemed that the Lord gave him the words that were especially designed for me," said James.

She related that her second great experience, which she called her "Esther

**CONTINUED ON PAGE 28**

**NRB 91 . . .**  
**CONTINUED FROM PAGE 27**

experience," came when she finally joined the pro-life movement with her whole heart. "I am convinced today," said James, "that it only takes three things to be successful in articulating a pro-life message: a knowledge that abortion is wrong, a heart for women, and a knowledge that God will provide the increase if you're willing to be obedient and go where He has sent you."

Recording artist Ray Boltz sang his well-known hit, "Thank You" and, as a result of Kay James's moving testimony, felt led to sing, "What Was I Supposed To Be?," a powerful song about the reflections of aborted babies in heaven. Clifton Davis, Christian singer and star of the NBC-TV's hit comedy series, "Amen," also sang on Saturday evening and shared some of the struggles and triumphs he faces while working in a secular society.

### **Saturday Night Alive**

Following the Saturday evening general session and rounding out a full day of events were a Hispanic Fellowship Hour and *Saturday Night Alive*. *Saturday Night Alive*, a radio program hosted by Ron Hutchcraft of Youth For Christ, was broadcast live from the convention to over 100 stations throughout the country on the Moody Broadcasting Network.

Hutchcraft interviewed the young audience and several teens performed skits and mini-dramas to convey biblical truths as they relate to the common problems of today's youth. Wes King, a new recording artist with Reunion Records, sang and played acoustic guitar that evening.



*Some interesting characters attended the NRB 91 Media Expo!*

### **A Full Day Of Activities**

Sunday's highlights included two morning worship services, the NRB media exposition grand opening, two concerts, and the Sunday evening general session. Guillermo Luna of Hispanic Campus Crusade for Christ was the moderator at this year's Hispanic (HNRB) worship service. Jose A. Reyes of La Voz de Salvacion in Cleveland, Tenn., gave the message, and a host of singers and musicians provided the music.

Ed Elliott of The Domain Group in Carol Stream, Ill., was the moderator at the second morning worship service. Martin DeHaan, well-known speaker of Radio Bible Class, preached and the Day of Discovery Singers ministered in music.

### **A Spectacular Media Expo**

NRB executive director E. Brandt Gustavson, president Jerry Rose, and director of sales Michael Glenn officially opened the Media Exposition with a ribbon-cutting ceremony on Sunday afternoon. The three-hall, 90,000-square-foot Exposition was open on Sunday, Monday, and Tuesday. This year, over 200 secular and religious communications organizations exhibited their products and services.

Glenn gave a preview tour to members of the press on Sunday morning and pointed out the unique differences of this year's Expo. "First of all, the purpose of the Media Expo is to provide the service to religious broadcasters of having a vast amount of information all in one place," he said. "This brings the services together for people to do business, saving people a lot of time and money.

"Secondly," noted Glenn, "our purpose is to bring some enjoyment to the Expo, such as a caricature booth, and four autograph booths for authors and famous personalities." Vonette Bright, chair of the Intercession Working Group of the Lausanne Committee for World Evangelism and co-founder of Campus Crusade for Christ along with her husband Bill, and John F. Walvoord, a recognized authority in biblical prophecy, were among several authors who were featured in the autograph booths.

### **Exhibitors Praise NRB 91**

There are many reasons for attending NRB's annual convention. Some attend for encouragement or inspiration. Some come to gain information or to make business contacts. Others attend for all of these reasons. But exhibitors,

whether large companies or small organizations, come to the convention primarily to attract new customers.

Their presence at the exposition demonstrates a considerable investment of time and money. Several exhibitors were asked why their companies chose to exhibit at NRB 91 and what they hoped to gain from the event.

Marlin Maddoux of the USA Radio Network commented that, among other things, the NRB convention is a place where people meet to exchange ideas. "When I come to this convention," said Maddoux, "my vision of what can be accomplished is broadened tremendously. Walking the aisles of the exhibit hall and seeing the technological developments inspire me to look for new ways to use our own network and our own technology.

"Talking to the other broadcasters, especially this year, has been one of the most encouraging experiences that I've had since coming to NRB meetings. There seems to be an upbeat desire to expand," added Maddoux. "There seems to be a very good professional grasp, not only on what's going on in the world, but also on our role in it and the possibilities that we have through the media of winning people to Christ and influencing public policy. It is a very uplifting and enlightening experience."

Paul McLane of Radio Systems Inc. in Bridgeport, N.J., a company which provides specialized equipment for radio station studios, said that the NRB convention "has been in the last three years one of our more successful conventions to attend, and we do attend a number of trade shows around the country and around the calendar — the National Association of Broadcasters, the Society of Broadcast Engineers — much more hardware-oriented shows."

McLane noted that although the company was initially concerned that there wouldn't be enough people who would be buying their product at the NRB convention, they discovered that this "has absolutely not been the case. In the last three years," said McLane, "we've done major business at this show" with several large religious broadcasters.

He also said that "floor traffic this year has been equally good," and concluded that, "It's absolutely been a good opportunity for us to meet a section of the industry that we might not otherwise get to meet."



Hank McGinnis of STC Consultants, a company which offers a complete range of services to broadcasters, considers the NRB convention so valuable that the company exhibits every year.

Judy Hannestad of Skylight Satellite Network in St. Paul, Minn., also remarked on the value of the NRB convention to the company she represents. "Not only is it an opportunity for our affiliates to come to our booths," she said, but "from a marketing standpoint, we're visiting with potential station affiliates.

"One other advantage that we've encountered being at this year's NRB is some of the international contacts we've made. As associate producer of a Sunday night show, we're looking for contacts so that in a couple of years hopefully we can take this show over there to do some live." The NRB convention "can do some ground work for us and has been a perfect format for us this year," she concluded.

A new addition to this year's Expo was a daily drawing for door prizes. Only fully registered attendees were allowed to register for the door prizes which were given away at 4 p.m. each day. The most valuable prize given away this year was a 1939 rare reprint of the first complete Bible ever printed.

Also featured in the Expo were live daily broadcasts by USA Radio Network and Moody Broadcasting. The two networks featured interviews with NRB participants during the convention.

## Publishers Are Numerous

Besides direct broadcast-related companies, NRB 91 had over 25 print publishers represented at the exposition. Jonathan Petersen, director of media relations at Zondervan Publishing in Grand Rapids, Mich., commented that, "The NRB convention has always been considered an important event for Zondervan because it's a time when everyone nationally and internationally gets together under one roof.

"There are a lot of contacts to be made, a lot of new relationships to build, and a lot of old ones to reinforce. And, as a publisher, we see an interaction between print and broadcast that we would like to strengthen." Petersen noted further that this year Zondervan had more representatives from the company than any other year.

Doug Ross, executive director of Evangelical Christian Publishers As-

sociation (ECPA), reported that the NRB convention is increasingly well attended by ECPA members. In fact, Ross recalled a comment he heard from someone who said that the NRB convention "was the place to be — stand in one place and the Christian world will walk by!"

## Two Concerts In One Day

On Sunday afternoon, several Christian artists were on hand to participate in two gospel concerts for convention attendees. Appearing at the concert sponsored by the Black National Religious Broadcasters (BNRB) in the Sheraton Washington Ballroom were: Larnelle Harris, Carman, Clifton Davis, Myma Summers and the Workshop Choir, Eli Wilson, Daryl Coley, the International Christian Center Choir, and Elder Carl Williams and the Institutional Radio Choir.

The HNRB concert took place in the Cotillion Ballroom and featured musical artists from Puerto Rico, such as Wilma Hernandez, Jerry Marzan, Frances Lee, and Deborah Velasquez. Also included in the program were Anibal Marroquin of Guatemala, Oscar Medina of California, Eric Perdomo of New York City, and the group "Heme Aqui" of Washington, D.C.

## New Testaments For Soviets

The Sunday evening general session, sponsored by International Bible Society and moderated by Ronn Haus of KFCB-TV in Concord, Calif., was a special time of music, testimony, and prayer. Steve Fry of Steve Fry Ministries in San Jose, Calif., and Babbie Mason of Word Records set the tone for the evening with their powerful songs.

Billy Melvin, executive director of National Association of Evangelicals (NAE), thanked the audience for its support of the CLEAR-TV boycott over the past year and gave an update on the National Coalition Against Pornography.

James R. Powell, president of International Bible Society, showed a video about "The Moscow Project," the Society's distribution of four million New Testaments throughout Eastern Europe and the Soviet Union. The film showed Soviet people hungry for the Word of God.

## A Doctor's Testimony

Ben Carson, director of pediatric neurosurgery at Johns Hopkins University Hospital in Baltimore, shared his tes-



The NRB 91 Media Expo included "live" broadcasts from the convention site.

timony. He told of his experiences growing up in a broken home in Detroit and being at the bottom of his class in the fifth grade. But he credits his mother who "had a lot of wisdom and a lot of faith in God" with his eventual success.

Because of her encouragement, he went from last to first place in his class and eventually on to Yale University and his position at Johns Hopkins. Dr. Carson remarked that the turning point in his career was when he realized that the Lord was in charge of the operations he performed.

## Prayer And The Persian Gulf

David Bryant, the speaker for Sunday evening, led the broadcasters in a 30-minute "Concert of Prayer" using the seven-step progression he has developed along with a variety of techniques, such as small groups, partners, and collective prayer.

The broadcasters rejoiced about positive aspects they saw in the church today and prayed about negative aspects, including the need for revival. They also prayed for the President and the Persian Gulf situation. Bryant made this session an exciting time and one that will be remembered for a long time by those who attended.

In a prelude to U.S. President George Bush's address Monday morning to delegates attending NRB 91, NRB president Jerry Rose read a resolution passed by the organization's board of directors on the Gulf War to "wholeheartedly stand in prayer and in support" of the President and the U.S. government in their efforts to bring about peace in the Middle East.

CONTINUED ON PAGE 30

## President Bush's Address

Joined by more than 2000 NRB 91 participants, Rose then welcomed the President and Mrs. Bush onto the platform where the President commended NRB on its theme "Declaring His Glory to All Nations" which, he said, eclipsed denominations and reflected teachings in the Bible which uphold moral values. "This reminds us that God can live without man, but man cannot live without God," said President Bush. The event marked his fifth appearance at an NRB Convention.

"His love and His justice inspire in us a yearning for faith and a compassion for the weak and oppressed, as well as the courage and conviction to oppose tyranny and injustice," he added. President Bush reaffirmed his commitments to adoption, not abortion; freedom in religious-based child care; Americans with disabilities; and voluntary prayer in public schools.

## The Case For A 'Just War'

Stating that the war in the Persian Gulf is a "just war," the President said that every war is fought for a reason, but that a just war is fought for the right reasons — for moral, not selfish reasons. He said that a just war must also be declared by legitimate authority, and this one had the unprecedented support of the United Nations. President Bush reiterated that this war was a last resort, as any just war should be. He quoted the verse in Ecclesiastes that says, "a time for

peace, a time for war."

The President said he believed the U.S. will prevail in Operation Desert Storm because of the support of the American people who are armed with a trust in God and in the principles that make men free. He commended several national religious broadcasters for their work in bringing inspiration to the troops in Saudi Arabia, such as Voice of Hope, Operation Desert Prayer, and evangelist Billy Graham.

## A Clear Statement of Faith

"I believe more than ever that one cannot be America's President without trust in God," he stated. "I cannot imagine a world, a life, without the presence of the One through whom all things are possible." The President related a story about a man who, during the darkest days of the Civil War, asked President Lincoln if he thought the Lord was on his side. Lincoln replied, "My concern is not whether God is on our side, but whether we are on God's side."

Tony Melendez of Sparrow Records sang and played the guitar during the Presidential session. Born without arms, Melendez has triumphed over his handicap by learning to play the guitar with his feet. The United States Marine Band also serenaded those at the Presidential session by playing several rousing marches.

## More Workshops!

NRB 91 offered a second series of workshops following the Presidential session on Monday morning. These workshops included: FCC/Legal Update, Partnerships for Urban Outreach, Turn-

ing Sales People into a Sales Force, Brainstorming with Women in Broadcasting, Capturing Your Audience, The Middle East, Emerging Broadcast Opportunities in Europe, Film and Video Evangelism, How to Get a Low- and Full-Power TV License, Daring to Communicate: Providing Access for Multitudes, Children's TV Programming, Partnerships for Urban Outreach, and Reaching Your TV Audience in 30 Seconds.

## International Luncheon

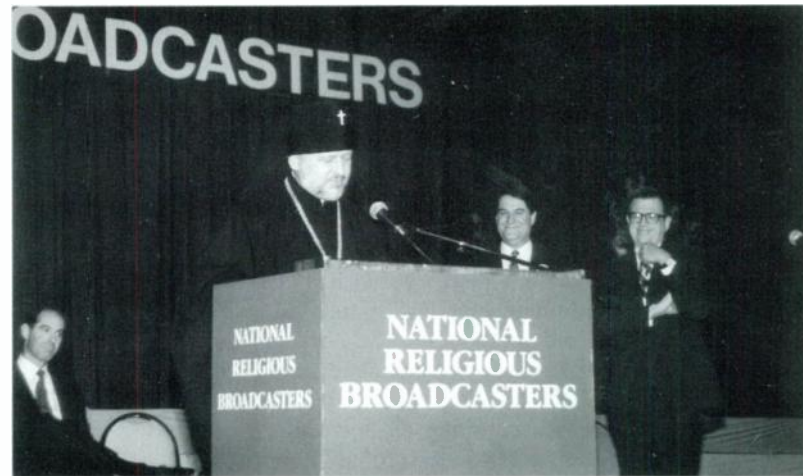
Peter Kuzmic, principal of the Evangelical Theological Seminary in Osijek, Yugoslavia, was the speaker at this year's International Luncheon. Dr. Kuzmic urged the church of America and those in attendance to continue to pray for Eastern Europe.

He said this is "an unprecedented era" for evangelism in Eastern Europe, reminding them that the region is not one mission field, but many. "The Holy Spirit," he added, "does not need an open door, a visa, or permission to move; He moves where He will."

The luncheon, sponsored by Christian Broadcasting Network (CBN) of Virginia Beach, Va., also featured the music of the African Children's Choir and singer Ken Medema, as well as a video presentation on Central America.

## EFICOM Update

The Ethics and Financial Integrity Commission (EFICOM) was born out of a concern for more stringent accountability in NRB media ministries. Representatives of NRB media ministries



(Left) Monday night speaker Charles Colson. (Right) Archbishop Makary of New York City receives the one millionth Soviet New Testament as part of the "Moscow Project." Also pictured are (seated) Robert C. Neff, vice president of broadcasting at Moody Bible Institute; (second from far right) James Powell, president of International Bible Society; and Charles Colson, founder of Prison Fellowship Ministries.



began meeting in 1986 and the EFICOM document was approved at the 1989 NRB Convention.

At the 1990 NRB convention, the membership called for an EFICOM Study Committee. The purpose of the committee was to study membership concerns of EFICOM and provide recommendations to the membership.

The committee was also instructed to conduct a study of the NRB Ethics Committee and to provide recommendations for improvement. Several recommendations were made and a full report of the EFICOM Study Committee was presented to the voting membership at NRB 91.

One of the unanimous concerns expressed was that NRB was begun as a fellowship of Christian broadcasters working together to accomplish a common goal — to promote excellence in Christian broadcasting and to protect the rights of religious broadcasters to the airways.

Among several recommendations, the committee unanimously advised that EFICOM should continue to exist in the future as a legitimate means of maintaining ethical and financial accountability for NRB members.

At one of the NRB 91 business meetings, chairman Jerry Rose recommended that members select two non-NRB appointees to EFICOM. Dr. Rose explained that this would help dispel thoughts that EFICOM was being ruled only by NRB members. He said this will add to the financial accountability and integrity already in the commission.

## Holiness vs. Entertainment

During the Monday evening general session of NRB 91, which was sponsored by SpaceCom Systems in Tulsa, Okla., former presidential aide and Watergate figure Charles Colson asked broadcasters, "Are we helping Christians redeem the time, or are we helping them amuse themselves to death?"

Colson's message centered around the fact that Americans — including Christians — are often more interested in being entertained than in being holy. He encouraged broadcasters to communicate truth to Christians, preach the truth to unbelievers, use broadcasting to equip the saints, and help Christians have biblically informed minds.

As founder and chairman of Prison Fellowship, Colson told of a death row Christian inmate in a Mississippi prison who was confined to his cell 23 hours a day. Colson noticed that many of the prisoners had television sets and, feeling sorry for the inmate, asked if he would like a television if he could get one to him.

The prisoner replied, "No, thanks. You can waste a lot of time with those things." "That man," said Colson, "is redeeming the time on death row." Music at Monday evening's session was provided by Tony Melendez and by the well-known pianist Dino Kartsonakis.

## A Historic Ceremony

In a historic ceremony following Colson's address, International Bible Society president Jim Powell passed a Soviet New Testament to NRB executive director Brandt Gustavson. The Bible

was the one millionth of four million copies designated for the Soviet Union under a Bible distribution plan called "The Moscow Project."

Dr. Gustavson noted that for years, the only way the Word of God reached the Soviet people was through ministries such as HCJB in Quito, Ecuador, through the Russian broadcast of Trans World Radio in Monte Carlo, and through the ministry of Far East Broadcasting Company.

After paying tribute to the broadcasters, Gustavson then presented the New Testament to Chuck Colson, who noted that he had recently visited five Soviet prisons, four of which had never been visited by anyone from the West before. Having distributed New Testaments there, he remarked, "I never thought I would live to see an event like this."

On behalf of publishers, broadcasters, and the Christians of America, Colson then presented the New Testament to Alexander Potemkin, the Soviet Cultural Attaché at the USSR Embassy in Washington, D.C. Acknowledging the gift, Potemkin said the Scriptures represent "a message from the hearts of the American people to the hearts of believers in the Soviet Union."

Potemkin called the gift of Bibles "a spiritual bridge which," he said, "will make a big miracle! This will lead to better understanding, trust, and a long-lasting, harmonious relationship between our nations."

Representing the Moscow Patriarch and the Patriarch of the Russian Or-

**CONTINUED ON PAGE 32**



*(Left) Long-time NRB board member Robert Ball is honored for his service to religious broadcasting. (Right) NRB executive director Brandt Gustavson (left) and Samuel L. Green, Jr. (right) present an award to Tee Garlington of Evangel Temple in Washington, D.C. Lisa Kemp was present to receive the award on behalf of Garlington.*

# INSIDE NRB

## Board Of Directors' 1994 Class Elected At NRB 91

WASHINGTON, D.C. (NRB) — Twenty-five incumbents were elected to National Religious Broadcasters (NRB) Board of Directors 1994 Class during the 48th annual NRB Convention & Exposition in late January. Five newcomers were selected to fill-out the 30-member class which will serve for three years.

Among those retained to the NRB Board of Directors are: Char Binkley (WBCL-FM/Fort Wayne, Ind.), Richard Bott Sr. (Bott Broadcasting), Ron Cline (HCJB World Radio Missionary Fellowship), Richard Dean (WFMZ-FM-TV/Allentown, Pa.), James Dobson (Focus on the Family), Jean Donaldson (Christian Children's Association), Vic Eliason (KVCY-FM/Milwaukee, Wis.), and Paul Freed (Trans World Radio).

Others re-elected to the board include: James A. Gwinn (CRISTA Ministries), Jack W. Hayford (Living Way Ministries), Donna Hofer (KRDU-AM/Dinuba, Calif.), June Hunt (Hope for the Heart), Mel Johnson (Northwestern College), Howard O. Jones (Hour of Freedom), Alex Leonovich (Slavic Missionary Service), Ron Mighell (WTLW-TV/Lima, Ohio), Norman Olsen (WEZE-AM/North Quincy, Mass.), and Ray Ortlund (Haven of Rest Ministries).

Rounding out the retained board members are: Tom Schindler (Back to the Bible Broadcast), Lee Shultz (Assemblies of God), Charles Stanley (First Baptist Church of Atlanta, Ga.), Robert Straton (Walter Bennett Communications), George Sweeting (Moody Bible Institute), Clinton Utterbach (Redeeming Love Christian Center of Nanuet, N.Y.), and Ray Wilson (Wilson Advertising Associates).

The five new additions to the NRB Board of Directors include: Dan Betzer (Revivaltime Media Ministries), D. James Kennedy (Coral Ridge Presbyterian Church of Fort Lauderdale, Fla.), Wayne Pederson (KTIS-AM-FM/Minneapolis, Minn.), M.G. "Pat" Robertson (Christian Broadcasting Network), and Mike Trout (Focus on the Family).

## Sixteen Gold Mike Awards Presented During NRB 91

WASHINGTON, D.C. (NRB) — A total of 16 Golden Mike Awards were presented during the 48th annual National

Religious Broadcasters Convention & Exposition (NRB 91) in late January. Among the recipients were syndicated broadcaster Paul Harvey and musical composer/arranger Ralph Carmichael, while James Dobson and Rex Humbard were named to the Religious Broadcasting Hall of Fame.

There were five recipients of the NRB Milestone Award, which is presented to an individual or organization for 50 years of continuous service in religious broadcasting. Those honored were: *The Baptist Hour*, Constantine & Elizabeth Lewshenia, Neil C. Macauley, J. Vernon McGee, and the Slavic Gospel Association.

Harvey, meanwhile, was accorded the NRB Board of Directors' Award for being a distinguished member of American society while an avowed Christian. The William Ward Ayer Distinguished Service Award was presented to Carmichael for his outstanding contributions to the field of broadcasting.

The Radio Station of the Year Award went to WFGW-AM/WMIT-FM/Black Mountain, N.C., while WCLF-TV/Clearwater, Fla., received the Television Station of the Year Award. *Family News In Focus* was honored as the Radio Program Producer of the Year and CBN - The Family Channel was acknowledged as the Television Program Producer of the Year.

Receiving the Technical Achievement in Broadcasting Award was the Skylight Satellite Network. The International Award was presented posthumously to Robert Carlton Savage of HCJB. Maranatha Music! was given the President's Award, honoring the organization's contributions to the religious broadcasting industry.

Dr. Dobson, who has developed *Focus on the Family* into one of the most widely aired radio programs in the world, and Humbard, who at the age of 13 in 1932 began singing on the radio about the saving message of Jesus Christ, were the 23rd and 24th inductees, respectively, into the Religious Broadcasting Hall of Fame.

## NRB Sponsors Workshops, Luncheon During 49th NAE

PARSIPPANY, N.J. (NRB) — National Religious Broadcasters (NRB) will sponsor a pair of workshops and a luncheon during the 49th annual National Association of Evangelicals (NAE) Convention in St. Louis, Mo., March 5-7. The



JAMES DOBSON



REX HUMBARD



RALPH CARMICHAEL



DAN BETZER

theme of the convention, which is being held at the Clarion Hotel, is "Proclaiming



Jesus Christ . . . Together!"

Speaking at the first NRB-sponsored workshop is Woodrow Kroll, general director and Bible teacher of *Back to the Bible* in Lincoln, Neb. Dr. Kroll's workshop is entitled "Recapturing America Through Radio (A Strategy for a More Meaningful Medium)" and will be held from 3 until 4:30 p.m. on Tuesday, March 5.

The second NRB workshop will feature Frank Minirth and Paul Meier of the Minirth-Meier Clinic in Richardson, Texas. Drs. Minirth and Meier will speak on "Showing the Compassion of Jesus Christ Through Christian Counseling." That workshop is scheduled from 3 until 4:30 p.m. on Wednesday, March 6.

Dan Betzer, the speaker on of the Assemblies of God radio program *Revival-time*, will give the main address during the NRB Luncheon on Thursday, March 7. Presiding at the NRB-sponsored events will be the organization's executive director Brandt Gustavson.

Besides offering workshops, meal functions, and 100-plus exhibit Resource Center, the 1991 NAE Convention will provide "an opportunity for clergy and lay persons from a wide variety of evangelical denominations, organizations, and schools to experience the unity within a conservative, biblical theology and a common evangelistic purpose."

Founded in 1943, the NAE is a voluntary association of evangelical denominations, churches, schools, organizations, and individuals. More than 50,000 churches from 77 Protestant denominations are represented by the NAE. NRB was founded in 1944 as the broadcasting arm of the NAE.

### **BNRB To Hold Its Spring Meeting In Newport News**

NEWPORT NEWS, Va. (NRB) — Members of the Black National Religious Broadcasters (BNRB) will hold their 1991 Spring Meeting on April 5 and 6 at WJCB-TV in Newport News. The station is located at 2700 Washington Avenue. Further information concerning the meeting is available from Malverna Streater at (804) 244-4836.

Serving as chairman of the BNRB is Samuel L. Green Jr., while Glenn R. Plummer is the vice chairman. Other officers include second vice chairman William H. Thompson, Treasurer Lou Ray Barnes,

and administrative assistant Phyllis Joubert.

### **Caribbean Chapter Selects its Slate Of 1991 Officers**

SAN JUAN, P.R. (NRB) — Nineteen different Caribbean Islands, plus the South American nations of Colombia and Venezuela, were represented during last November's fourth annual convention of the Caribbean Chapter of National Religious Broadcasters (NRB). The representation was the largest ever for any of the chapter's conventions, according to Ruth Luttrell of WIVV-AM and WBMJ-AM in Puerto Rico.

During the convention, the 1991 Caribbean Chapter officers were elected. Named as president was Cecilia L. Frank of San Juan; selected as vice president was Bob Rodriguez of Carolina, P.R.; E. Cila Marrero of Santurce, P.R., became chapter secretary; and Evaristo Salgado of Rio Piedras, P.R., was elected treasurer.

Named as members at large to the Caribbean board were Ramon Soto Padin of Rio Piedras, P.R., Juan José Morales of San Juan, and Jorge Valentin of Rio Piedras, P.R. Among the speakers at the convention were former NRB president Jerry Rose, NRB executive director Brandt Gustavson, Rex Major of the Bahama-based Christian Communications, and John Rullan, director of the Governor's Task Force on AIDS in Puerto Rico.

### **Top NRB Officials To Take Part In The ERB Convention**

PARSIPPANY, N.J. (NRB) — National Religious Broadcasters (NRB) president David Clark and executive director Brandt Gustavson will play active roles in the sixth annual European Religious Broadcasters Convention on April 29 and 30 in Altensteig Black Forest, Germany. The theme for the conference is "Battle For Europe: The Lord's Ways For The Media."

The conventions main topics will include: Prayer and Christians in society, Education and training, Global radio and television, Young people in Europe, and Prophecy and the future. Officers of the ERB Board of Directors are: President Bert Dorenbos of Holland, Vice President Herman Riefle of Germany, Secretary Roger Stanway of the United Kingdom, and Treasurer Adrian Hawkes of the United Kingdom.

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## • NATIONAL •

### RTVC Acquires Network & Inaugurates New President

FORT WORTH, Texas (BP) — Trustees of the Southern Baptist Radio and Television Commission (RTVC) at a recent meeting in Fort Worth voted to acquire a second television network and installed the commission's fourth president.

Under terms of a contract approved at the meeting, the RTVC would acquire FamilyNet, a television network owned by The Old Time Gospel Hour, Inc., and Liberty Broadcasting Network, Inc., both of Lynchburg, Va. Terms of the purchase were not disclosed pending completion of audits, but RTVC officials said it would involve cash and program time on ACTS and FamilyNet. The cash would be from current operating funds, according to RTVC president Jack Johnson.

Acquisition of FamilyNet will greatly enhance the RTVC's outreach by adding a new dimension to its ministry, Johnson said. The ACTS television network, launched by the RTVC in 1984, is primarily a cable network, reaching about three-fourths of its ten million households through local cable channels. FamilyNet is primarily carried by television stations.

About 740,000 cable households will be added through the acquisition and 13.2 million households will be able to receive the television stations which carry FamilyNet. Cable systems serving 2.8 million homes also transmit the programming of some of the television stations.

"We believe that this combination of ACTS and FamilyNet will make it possible for almost one-fourth of the television households in America to receive the gospel messages carried by the two networks," Johnson said.

A service of installation for Jack Johnson as the fourth president of the RTVC was conducted in Fort Worth's Travis Avenue Baptist Church. Johnson, former executive director-treasurer for the Arizona Southern Baptist Convention, took office last July. Two former presidents, Paul M. Stevens and Jimmy R. Allen, participated in the installation.

### Gospel Films & Open Doors Announce New Film Release

MUSKEGON, Mich. (NRB) — Billy Zeoli, president of Gospel Films, Inc. in Muskegon, and Johan Companjen, execu-

tive vice president of Open Door's International in Santa Ana, Calif., recently launched the new dramatic film *Bamboo in Winter*. "The dramatic story that comes alive on the screen features a faithful retelling of the power of the Word of God among new believers in China today," stated Companjen.

The film's dramatic theme focuses on a key quote from a conversation between the itinerant preacher and the main character, a young university student, waiting her career placement from the government; "We Christians are like the bamboo. When you cut us down, we grow back taller and stronger than ever."

The 58-minute film, shot entirely on location in Hong Kong, was produced by Heinz Fussle Productions of Winona Lake, Ind., and was written and directed by Bill Myers of southern California. The film features top acting talent from theatrical film productions in Asia and a representative story based on actual incidents that were experienced by the suffering house church in China both before and after the Tiananmen Square freedom revolt.

This unique new dramatic film also features a major new original musical score by Tom Howard, winner of several Dove Awards and a current recording artist on the Myrrh recording label. "The film will be available on 16mm film and in public performance video rental versions through the worldwide network of Gospel Films libraries and film outlets," announced Zeoli.

According to the producers, during pre-release preview screenings "the film has moved Christians to experience a new sense of the power of God's Word and has already caused seekers to take a hard look at their own spiritual condition."

### Zondervan Corporation Hits 60th Anniversary Plateau

GRAND RAPIDS, Mich. (NRB) — Zondervan, the global publisher and retailer based in Grand Rapids, recently began a year-long celebration of its 60th anniversary. Along with commemoration activities, Zondervan will move into its new world headquarters being constructed in the Grand Rapids metropolitan area.

"This is an exciting time for Zondervan," said the corporation's president and CEO James G. Buick. "The last several years have been a time of regrouping and

strengthening for us, and we are a better company for it. We are clear in our mission of seeking to glorify God and serve Jesus Christ through excellence and stewardship in all we do."

This year's celebration coincides with the Library of Congress' designation as Year of the Lifetime Reader. "For 60 years we have fought the scourge of illiteracy," stated Buick. "Not only do we want to help those who cannot read, but also to encourage those who can to read more than they do."

"Zondervan Publishing House stands for quality and stability in the world of Christian publishing," said Doug Ross, executive director of the Evangelical Christian Publishers Association. "Zondervan's leadership is deeply appreciated and its corporate attitude of servanthood to the individual Christian, the church at large, and our industry in general is widely felt."

Founded during 1931 in a Michigan farmhouse by brothers P.J. (Pat) and Bernie Zondervan, the corporation that bears their name is now the leading international evangelical Christian communications company, employing 1200 people across the U.S. It was chosen the 1990 Christian Booksellers Association (CBA) Supplier of the Year, the most significant award in the Christian retailing industry.

Besides producing books and other inspirational and instructional aid products, Zondervan is also the leading Bible producer, holding the exclusive rights to the New International Version of the Bible (NIV), the most popular modern-English translation in America today. More than 62 million copies of the NIV have been distributed since it was first published in 1972.

Purchased in 1988 by Harper and Row Publishers, Inc., Zondervan is now a division of HarperCollins. It maintains its editorial independence and evangelical integrity while having an avenue into the general marketplace.

Through the years, Zondervan has been recognized for excellence. Its awards include 21 Gold Medallions for books and Bibles (the highest number earned by any publisher), 14 Platinum and Gold Certified Records and Videos, more than 70 Dove Awards, and 11 Grammy Awards.

Other awards include Christianity Today Critics' and Readers' Choice Book Awards, Campus Life Book Awards, Angel Awards, Preaching Magazine Book



Awards, and International Bulletin of Missionary Research Outstanding Books for Mission Studies.

## INTERNATIONAL

### HCJB Sends Message Of Hope During Gulf Conflict

OPA LOCKA, Fla. (NRB) — As war rages in the Persian Gulf region, shortwave listeners worldwide are tuning in to Quito, Ecuador-based radio station HCJB for up-to-date reports and spiritual encouragement.

"We have a responsibility to keep the world apprised, especially in areas where local news broadcasts are not available," said HCJB president Ron Cline. Personnel in most of HCJB's language services are constantly monitoring cable TV stations, major news services, and shortwave radio stations in an effort to provide accurate, timely reports.

"I think we can also be a friendly voice of encouragement, and our encouragement has to be spiritual," Cline said. Broadcasters have been working feverishly to transmit news about the war ever since hostilities broke out January 16. HCJB's many target areas include the Persian Gulf as English and Arabic programs have been directed to this area since mid-September.

More than 20 radio stations across Ecuador are now carrying HCJB's updates on the conflict. "We've also received calls from radio stations in Panama, Colombia,

and Bolivia saying that they are carrying our line," said Spanish radio programmer Carmen Reinoso. "And we're getting lots of calls from people in Quito asking what is happening."

English Language Service director John Adams noted HCJB's English staff aired several hour-long special reports on the war, which preempted regular programming during the first few days of the conflict. "We've been looking at the war from a biblical perspective," Adams said. "We want to show that people can have peace in the midst of adversity."

Ray Hinchman, senior pastor of English Fellowship Church and an HCJB radio programmer, agreed: "Besides presenting the facts, we want to challenge listeners with the claims of Christ."

German radio programmer Marvin Dürksen said that German-speaking listeners are asking for a Bible-based interpretation of the hostilities — not a political or military analysis. "People are open and listening," he said. "They want us to sort out the good from the evil in this conflict and show them if it relates to prophecies in the Bible."

Japanese Language Service director Kazuo Ozaki said his coverage highlights local reaction to the war by Japanese-speaking people. "They are in favor of the military intervention, but they're hoping peace will come soon. They want to help on a human level in any way they can."

English radio programmer Ken Mac-

Harg added that HCJB's spiritual emphasis sets the station apart from most other news sources reporting on the conflict. "What we're offering is top-notch news coverage, but we're also sending out a word of hope. Our analysis of the events is a Christian analysis," MacHarg explained.

### Moscow Citizens Indicate Interest In Gospel Tracts

OAKLAND, Calif. (NRB) — Family Radio Network (FRN) of Oakland recently sponsored a 65-member tour group to the Soviet Union. The group's two-week mission was to pass out over one million gospel tracts to Moscow, a city of more than nine million people.

The tract, entitled "Does God Love You?", was printed in Russian. It contains many scripture verses that declare the gospel message, plus times and frequencies of Family Radio's Russian, German, and English programming transmitted via shortwave to Moscow. Also, an invitation was extended to the reader to write to Family Radio in the U.S. for a free Russian Bible.

A slight delay in getting a portion of the tracts through customs did not seriously hinder the operation. Within several days, all of the tracts — five tons of printed material — were cleared by the customs inspectors.

Moscow has one of the finest underground railway systems in the world, and it is used by most of the Soviets. The trains proved to be very convenient places in which to distribute the tracts.

The FRN tour group included young and old, men and women. Tour group members traveled throughout Moscow in pairs on the "metro" or subway, and offered the tracts with the greeting phonetically represented by "Pozhalusta," which means, "If you please," to indicate that the tracts were free.

The majority of the people accepted a tract, sat down on the train, and immediately began to read it, according to members of the tour group. The Soviets appeared to be hungry for the gospel, and expressed thanks in broken English or with a smile, and some were so moved they reached out and hugged the Americans.

According to network officials, the early mail at Family Radio from the Soviet people is indicating a tremendous response for the free Bible offer and reception of the



Edwin Chamorro of HCJB's Spanish news department checks out wire copy as it comes off the printer with latest developments on the Persian Gulf War. Photo by Bruce Reigner

# Christian Best Sellers!

CLOTHBOUND

- (1) 1. **"Good Morning, Holy Spirit, Bennie Hinn,** Thomas Nelson Publishers
- (2) 2. **The New Millennium, Pat Robertson,** Word Publishing
- (3) 3. **The Grace Awakening, Charles Swindoll,** Word Publishing
- (5) 4. **My Utmost for His Highest, Oswald Chambers,** Barbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
- (7) 5. **Tom Landry: An Autobiography, Tom Landry with Gregg Lewis,** Zondervan Publishing House, HarperCollins Publishers
- (11) 6. **The Applause of Heaven, Maz Lucado,** Word Publishing
- (8) 7. **The Two Sides of Love, Gary Smalley and John Trent,** Focus on the Family Publishing (Word)
- (4) 8. **Children at Risk, James Dobson and Gary Bauer,** Word Publishing
- (13) 9. **Comeback, Dave Drapevsky with Tim Stafford,** Zondervan Publishing House, Harper San Francisco
- (6) 10. **Eternal Security, Charles Stanley,** Thomas Nelson Publishers
- (10) 11. **Love Is a Choice, Robert Hemfelt, Frank Minirth, and Paul Meier,** Thomas Nelson Publishers
- (9) 12. **The Shepherd, Joseph Girzone,** Macmillan Publishing Co.
- (12) 13. **Love for a Lifetime, James Dobson,** Multnomah Press
- 14. **Holding Onto Heaven With Hell on Your Back, Sheila Walsh,** Thomas Nelson Publishers
- 15. **Molder of Dreams, Guy Rice Doud,** Focus on the Family Publishing (Word)
- (15) 16. **The Focus on the Family Guide to Growing a Healthy Home, edited by Mike Yorkey,** Wolgemuth & Hyatt, Publishers
- 17. **Immanuel, Michael Card,** Thomas Nelson Publishers
- (16) 18. **Honest to God?, Bill Hybels,** Zondervan Publishing House
- (17) 19. **The Kingdom of God Is a Party, Tony Campolo,** Word Publishing
- (19) 20. **From Ashes to Glory, Bill McCartney with Dave Diles,** Thomas Nelson Publishers

## PAPERBACK

- (\*) 2) 1. **This Present Darkness, Frank Peretti,** Crossway Books
- (3) 2. **Piercing the Darkness, Frank Peretti,** Crossway Books
- (1) 3. **Julia's Last Hope, Janette Oke,** Bethany House Publishers
- (5) 4. **Joshua, Joseph Girzone,** Macmillan Publishing Co.
- (7) 5. **The Calling of Emily Evans, Janette Oke,** Bethany House Publishers
- (4) 6. **Jerusalem Interlude, Bodie Thoene,** Bethany House Publishers
- (6) 7. **Stick a Geranium in Your Hat and Be Happy!, Barbara Johnson,** Word Publishing
- (9) 8. **My Utmost for His Highest, Oswald Chambers,** Barbour & Co., Fleming H. Revell Co.
- (12) 9. **Growing Strong in the Seasons of Life, Charles Swindoll,** Multnomah Press
- (8) 10. **The Blessing, Gary Smalley and John Trent,** Pocket Books
- 11. **God Came Near, Maz Lucado,** Multnomah Press
- 11 12. **God Calling, A.J. Russell,** Fleming H. Revell Co., Barbour & Co.
- 13. **Mere Christianity, C.S. Lewis,** Macmillan Publishing Co., Walker & Co.
- (13) 14. **The God of Stones and Spiders, Charles Colson,** Crossway Books
- 15. **Vienna Prelude, Bodie Thoene,** Bethany House Publishers
- 16. **Global Peace and the Rise of Antichrist, Dave Hunt,** Harvest House Publishers
- 17. **Stress Fractures, Charles Swindoll,** Multnomah Press
- (14) 18. **The Strong Willed Child, James Dobson,** Tyndale House Publishers
- 19. **Hinds' Feet on High Places, Hannah Hurnard,** Tyndale House Publishers
- 20. **No Wonder They Call Him the Savior, Maz Lucado,** Multnomah Press

\*Last month's position

This list is based on actual sales in Christian bookstores in the United States and Canada during December. All rights reserved. Copyright 1991 CBA Service Corporation and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association.

## TRADE TALK

**Radio 102-FM/Adelaide,** South Australia, has cut its Sunday night religious programming and replaced it with 60-second "God spots" in line with many other music-format stations. The decision by station management ends 20 years of airing the program and may end a 45-year association with Lutheran programming. According to Ken Anderson and Mark Jeffery, who are both affiliated with the station, there is little opportunity for alternatives at this point.

**Harry George Saulnier,** who built Pacific Garden Mission into a model outreach in downtown Chicago to homeless drifters and other needy people during his 46-year tenure as superintendent, died last December 22 at the age of 88 following a lengthy illness. In 1950 the Pacific Garden Mission went on radio with its popular *Unshackled!* program, which dramatizes stories of people whose lives have been uplifted to a new level through an encounter with Christ. The program is currently broadcast on nearly 900 stations worldwide.

**Vincent Crunk** has begun his duties as the first general manager of the Michael Cardone Media Center of the Assemblies of God in Springfield, Mo. Crunk, who served with the Christian Broadcasting Network for 12 years, will oversee audio-video productions for the denomination. The media center, dedicated in 1989, was a gift from Mr. and Mrs. Michael Cardone Sr. of Philadelphia, Pa.

Religious broadcasters **Robert Cook, Ross Rhoads, Charles Swindoll, James Dobson, Billy Graham, and Robert Schuller** received 1990 Platinum Book Awards from the Evangelical Christian Publishers Association. The award commemorates at least one million copies sold of a particular title. Christian Heritage Publishing, Moody Press, Multnomah Press, Regal Books/Gospel Light Publications, and Word Publishing published the various works of the award winners. For more information, call (602) 966-3998.

*For Jenny with Love,* a drama produced for The Family Channel, was awarded Best Religious Production during the Sixth Annual Television Movie Awards by the International

Television Movie Festival. In addition, The Family Channel comedy *Maniac Mansion* was named one of the best television shows, specials, or series of 1990 by Time magazine. The program also received praise from Knight-Ridder columnist Mike Duffy. For more information, call (804) 523-7300.

**Jay Albright** is heading up a new consulting division for Seattle, Wash.-based Broadcast Programming, the country's leading radio format syndicator. In addition, Mike Bettelli is now the digital systems manager for Broadcast Programming and its sister company, Sentry Systems.

**Joe Bagby** of KHVN-AM/Irving, Texas, celebrated 30 years of service with the station last December 4. The anniversary date culminated a year-long celebration in honor of Bagby by KHVN. A letter of congratulations was received by Bagby from President George Bush.

Group Publishing of Loveland, Colo., has added **Bob Boyne** as its new product advertising manager, **R.C. Lloyd** as circulation manager, and **Debbie Williams** as its newest customer service representative for bookstores.

**Parnick and Margaret Jennings** became the owners of WROM-AM/Rome, Ga., last July. The Jennings' company, Inspiration Communications, Inc., purchased the 1000-watt, clear channel station from Briar Creek Broadcasting for \$200,000.

More than 2000 people braved cold weather and floor warnings on New Year's Eve to attend the second annual "Prayers Over Pittsburgh." The 90-minute prayer meeting was sponsored and carried live by **WPIT-FM/Pittsburgh, Pa.** The service was led by church and parachurch leaders from the area.

According to **Djordje Gvozdic** of Gospel Media in Ljubljana, Yugoslavia, religious broadcasting in his country is becoming a reality. In the province of Croatia, a third television channel is now operating on which airtime can be purchased. On a weekly basis in Slovenia, meanwhile, 20 minutes of televised air-



time is set aside for Christian programming. The cost of the Slovenian airtime is underwritten by the government. Gospel Media and other church organizations are working to produce suitable programming.

Two NRB-member radio stations, **WCDR-FM/Cedarville, Ohio**, and **KQCV-AM/Oklahoma City, Okla.**, were sponsors of Prison Fellowship Ministries' Project Angel Tree for their respective areas. WCDR's efforts resulted in Christmas presents for more than 400 children of Ohio prison inmates, while KQCV helped make the holiday brighter for 250 central Oklahoma youngsters who have an incarcerated parent.

Evangelist **Billy Graham** is the recipient of only the third **Youth For Christ Diamond Award** ever presented. The announcement was made late last year at a Youth For Christ banquet in Denver, Colo. The other two recipients of the award are Living Bible creator Kenneth Taylor and entertainer Johnny Cash. For more information, call (303) 843-9000.

**Charles Meyer** has been named director of engineering for NVision, a Nevada City, Calif., company that specializes in the development of High Definition Television and Audio products.

Of the 30 available nomination slots in the various Gospel categories of the 32nd annual Grammy Awards, 12 positions belonged to artists from Word, Inc. recording labels. The various category winners were honored February 20 by the National Academy of Recording Arts and Sciences. Among the Word nominees were **Petra**, **Phil Keaggy**, **Sandi Patti**, **First Call**, **Phil Driscoll**, **Bruce Carroll**, **The Happy Goodman Family**, and **The Nelons**.

**KLTY-FM/Fort Worth, Texas**, finished tenth among all Dallas-Fort Worth radio stations during the Fall 1990 survey done by The Arbitron Company. The station had a quarter-hour share of 3.4 among persons 12 and over from 6 a.m. until midnight.

# HOW DO YOU RECOVER FROM A DEVASTATING BLOW?

Someone you know and love is down for the count. Life has dealt a devastating blow, a thundering jolt that has jarred loose all sense of meaning and security. Dazed thoughts lead to depressed feelings. You try to help, but the person doesn't seem to hear, or to care. Who can get through? Who can help your loved one recover? Rapha can.

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ples, Rapha is changing lives. We're leading the way to genuine

healing.

The average person in desperate straits because of depression or chemical dependency has only one chance for clinical help. That's the cruel fact of insurance coverage. One chance per lifetime.

Don't leave your friend or relative sprawled out on life's canvas. Reach out to Rapha today. Call **1-800-762-HOPE**.

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(Circle 254 on the Reader Service Card)

Christian radio stations are giving much more thought these days to music flow, D.J. professionalism, and other formats like news, spot cluster scheduling, and informational features. All are important to the advancement of our industry and ministry.

We are finally learning that Christian music radio can sound every bit as good as the secular counterparts, whether A/C, CHR, or MOR in format style.

heard our children sing a McDonald's jingle that they have heard repeatedly on television. Radio I.D.'s, if done well, can have the same effect on our listeners causing them to remember call letters, image slogans, and station frequencies.

There are several sources for obtaining quality jingles for your station. Companies that I would recommend are ones that write and produce I.D. packages for secular stations. However, keep in mind the most important element in a good I.D. package is the quality of the voices and the music tracks.

Jam Productions in Dallas, Texas, is one of the most popular used by most of the secular CHR stations in the country. I have used them for contemporary Christian stations changing lyrics to include the station's image. This is commonly done, however, when rewriting jingle lyrics.

The meter must match closely with the original package used on the demo. TM Productions, also in Dallas, does a good job too, although I would recommend them more for inspirational stations because of a wider variety in adult-oriented packages.

## Well-Produced Jingles Can Provide Sparkle To A Station's Identification

by Bob Augsburg

Announcer presentation is at the top of my list when reviewing air checks from Christian stations. The music can be properly put together but an unprofessional, immature sounding jock does considerable harm to the overall sound and image of your station.

Sometimes though, a Christian station can possess most of the right elements like well-formatted music structure and skilled air people but still lack that extra sizzle to their air sound. This is where jingles (I.D. packages) come in.

It often amazes me how station owners can think nothing of investing over \$20,000 in a new transmitter or other equipment purchases, but never would consider spending a couple thousand on an I.D. package for their station.

### Planting An Image

Jingles can be a most effective element in the enhancement of your station's air sound and in needed call letter frequency recognition. If you doubt the power of a polished 10- to 15-second jingle, tonight count how many television commercials use jingles to sell their products and plant images in our minds.

All of us at one time or another have



BOB AUGSBURG

contains over 60 tracks and mixdowns featuring even seasonal jingles. The "We're Together" package is more than the traditional I.D. package with quick five- to 10-second cuts.

This series is built around several thematic image tracks that are over 60 seconds in length. The package is best suited for traditional easy listening formats and would even work well on talk-oriented Christian stations.

### Shop For Quality

The minimum investment for a jingle package will usually be around \$1500. For this you would get five to six jingles with 10 to 12 additional mix downs, including the acapella mixes. Jingles should be scheduled on your format clock as D.J.'s may have a tendency to play them too often or too infrequently.

Four to six jingles per hour is recommended for CHR stations, two to four hourly on A/C. We recommend coming out of spot sets with a jingle going clean into music but with no announcer intro. Jingles should be matched in tempo and style with the upcoming selection to be played.

If you are looking for that special sparkle to your air sound, a jingle I.D. package could be the answer. Be sure you "shop around" and get all the demos you can and don't sacrifice quality to save a few hundred dollars.

A well-produced package will stay fresh for several years, while a package of a lesser quality can burn out in six months. Jingles can be like "icing on the cake," which in many cases, is just what Christian radio stations need.

**Bob Augsburg is president of Programming Plus, a company that programs music for Christian radio stations. He is based in Ft. Myers, Fla.**

**It often amazes me  
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I.D. package for  
their station.**

Arranger Don Marsh recently developed an I.D. package built around the theme "We're Together." The package



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## COMREX ANNOUNCES RUGGED NEW PORTABLE AUDIO MIXER

COMREX Corporation announces the availability of an economical Portable Audio Mixer from Opus Audio in Sweden. The FPM312 Professional Audio Mixer combines a compact, lightweight design (1.9 pounds) with extraordinarily rugged mechanical construction for easy transport and maximum durability in ENG/EPF field applications.

The battery-operated FPM312 incorporates sophisticated audio circuitry with high overload margin to deliver the

for off-air conversations.

TeleSwitch users can take telephone calls, place calls on hold, direct conference calls, and record callers with the push of a button. A single TeleSwitch unit offers connections for up to five telephone lines. Multiple units may be linked together to interface more telephone lines. The unit is equipped with standard telephone modular jacks.

TeleSwitch is designed to work with most business phone systems, including PBX and EKSU systems, and may be used as a final termination for single-line exten-

## THREE DIMENSIONAL OFFERS NEW EARTH STATION AWARD™

Chicago-based Three Dimensional Artworks, Inc. (TDA), designers and manufacturers of custom models and awards for the communications industry, announces its new 24-karat gold-plated Earth Station Award.™

Handcrafted from solid brass, gold-plated, and displayed on a black marble pedestal base, the model weighs nearly 3.75 pounds and is 7.25 inches high.

Custom designs, including logos and other personalizations, are available. For more information, contact: Three Dimensional Artworks, Inc., 1808 West Greenleaf Avenue, Chicago, IL 60626, or call (312) 973-5555.

## ILLBRUCK HAS ACOUSTICAL BARRIERS AND COMPOSITES

Illbruck, Inc., the Minneapolis, Minn.-based manufacturer of SONEX acoustical products, has introduced a line of barrier and composite materials. These materials, which will be marketed under the ProSPEC name, are designed for applications where transmission loss and noise reduction are required.

The ProSPEC line includes three basic materials plus an endless array of custom composites. The three basic products are ProSPEC Barrier, ProSPEC Acoustical Foam, and ProSPEC Composite.

ProSPEC Barrier is a loaded, one pound-per-square-foot vinyl sheeting, engineered to be an "ideal mass" to stop noise transmission. The barrier will not resonate and has a polyester webbing core so the material can be grommeted, stapled, nailed, or screwed.

ProSPEC Acoustical Foam is a one-inch polyether foam with a polyurethane film facing and a pressure-sensitive-adhesive backing. ProSPEC Acoustical Foam comes in 24 x 48-inch sheets.

ProSPEC Composite delivers both transmission loss and absorption properties. The composite consists of vinyl barrier sandwiched between one-inch of polyether acoustical foam with a polyurethane film facings and a quarter-inch foam decoupler with pressure-sensitive adhesive backing.

For more information, contact Illbruck, Inc., Sonex Acoustical Division, 5155 East River Road N.E., Suite 413, Minneapolis, MN, or call (612) 659-6535.

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For more information, contact: COMREX Corporation, 65 Nonset Path, Acton, MA 01720, or call (800) 237-1776. In Massachusetts, call (508) 263-1800. The FAX number is (508) 635-0401.

## GENTNER CORP INTRODUCES TELEPHONE CALL DIRECTOR

Gentner Electronics Corporation has announced the release of TeleSwitch, its new five-line telephone call director. The TeleSwitch call director provides broadcasters with a simple but versatile way to direct telephone calls to a telephone hybrid for on-air use, or to a telephone set

sions. The unit interfaces with most telephone hybrids.

TeleSwitch monitors the telephone lines and displays their status on the front panel line buttons. For more information, contact: Gentner Electronics Corporation, 1825 Research Way, Salt Lake City, UT 84119, or call (801) 975-7200.

## BROADCAST'S FX50 TYPE HAS BEEN ACCEPTED BY THE FCC

Broadcast Electronics, Inc. has received official notification that its FX50 FM Exciter has been Type Accepted under Part 74 of the Federal Communications Commission's (FCC) Rules and Regulations. With this acceptance, the 50-watt FX50 Exciter may now be legally used in a booster configuration for coverage fill-in applications.

The FX50, introduced by Broadcast Electronics in 1989, features THD and IMD of 0.003 percent with a signal-to-noise ratio of 93dB.

For more information, contact: Broadcast Electronics, Inc., 4100 N. 24th Street, P.O. Box 3606, Quincy, IL 62305, or call (217) 224-9600.



# CLASSIFIEDS

## HELP WANTED

USE YOUR RADIO SKILLS to serve God in Alaska, the Last Frontier. Announcers and engineers needed to work with mission-owned broadcast network. Short-term or career opportunities available. Support-raising required; may be supplemented with local employment or sales commissions. For more information contact Jack Sailor, SEND International of Alaska, P.O. Box 369, Glennallen, AK 99588.

POSITIONS OPEN FOR TWO ES-TATE PLANNING COUNSELORS for Michigan and possible Arizona territory. Send resumes to Development Department, Family Life Broadcasting, P.O. Box 35300, Tucson, AZ 85740.

THE PUBLICATIONS DEPARTMENT of National Religious Broadcasters (NRB) is seeking a talented and detailed-oriented journalist to serve on the editorial staff of both *Religious Broadcasting* magazine and the annual *Directory of Religious Broadcasting*. The selected candidate would work as the magazine's departmental or news editor, while also filling the role of the "Directory's" assistant editor. Bachelor's degree in journalism or related field required. In addition, an appreciation for the work of the evangelical broadcaster is a must. Must be willing to relocate to Parsippany, N.J., by May 1. Please send resume, references, and samples of work to: Elaine Sutherland, National Religious Broadcasters, 299 Webro Road, Parsippany, NJ 07054. Additional information may be obtained by calling (201) 428-5400.

### How to Place A Classified Ad

1. Type all copy.
2. Indicate category: Help Wanted, For Sale, Services, Situation Wanted
3. Employment-related ads are \$40 per column inch.
4. All other ads are \$60 per column inch.
5. 20% frequency discount on six ads or more when all ads are prepaid. 35% discount on 11 insertions.
6. Write or call NRB, 299 Webro Road, Parsippany, NJ 07054, (201) 428-5400. An NRB box number is available for an additional \$25.
7. All classifieds must be prepaid.

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CHRISTIAN SPORTS ANNOUNCER — play-by-play of many different sports. Background in all phases of radio. Looking for a position in a Christian station or Christian-owned station. Currently running an educational access cable channel, highlighting local high school sports. Dave Schmidt, P.O. Box 426, Celina, OH 45822 or (419) 586-4913.

SEEKING GENERAL MANAGER, operations manager, controller, or similar position. Unique background includes three years of Big Six accounting experience, master's degree in professional accounting; six years of Christian radio experience including four as program director in Tulsa and Austin; bachelor's degree in Radio/TV. Willing to relocate. Contact Tim McDermott at (817) 354-6282.

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# Christian Best Sellers!

## CLOTHBOUND

- (1) 1. "Good Morning, Holy Spirit," *Bennie Hinn*, Thomas Nelson Publishers
- (2) 2. *The New Millennium*, *Pat Robertson*, Word Publishing
- (3) 3. *The Grace Awakening*, *Charles Swindoll*, Word Publishing
- (4) 4. *My Utmost for His Highest*, *Oswald Chambers*, *Barbour & Co.*, Discovery House Publishers, G.R. Welch Co. Ltd.
- (6) 5. *The Applause of Heaven*, *Max Lucado*, Word Publishing
- (8) 6. *Children at Risk*, *James Dobson and Gary Bauer*, Word Publishing
- (7) 7. *The Two Sides of Love*, *Gary Smalley and John Trent*, Focus on the Family Publishing (Word)
- (11) 8. *Love Is a Choice*, *Robert Hemfelt, Frank Minirth, and Paul Meier*, Thomas Nelson Publishers
- (10) 9. *Eternal Security*, *Charles Stanley*, Thomas Nelson Publishers
- 10. *Love Hunger*, *Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed*, Thomas Nelson Publishers
- (15) 11. *Molder of Dreams*, *Guy Rice Doud*, Focus on the Family Publishing (Word)
- (5) 12. *Tom Landry: An Autobiography*, *Tom Landry with Gregg Lewis*, Zondervan Publishing House, HarperCollins Publishers
- (13) 13. *Love for a Lifetime*, *James Dobson*, Multnomah Press
- (12) 14. *The Shepherd*, *Joseph Girzone*, Macmillan Publishing Co.
- 15. *The Man in the Mirror*, *Patrick Morley*, Wolgemuth & Hyatt, Publishers
- (18) 16. *Honest to God?*, *Bill Hybels*, Zondervan Publishing House
- 17. *Streams in the Desert*, *Mrs. Charles Cowman*, Zondervan Publishing House
- (9) 18. *Comeback*, *Dave Drapecky with Tim Stafford*, Zondervan Publishing House, Harper San Francisco
- (14) 19. *Holding Onto Heaven With Hell on Your Back*, *Sheila Walsh*, Thomas Nelson Publishers
- 20. *A Shepherd Looks at Psalm 23*, *W. Phillip Keller*, Zondervan Publishing House

## PAPERBACK

- 1. *Armageddon, Oil and the Middle East Crisis*, *John Walvoord*, Zondervan Publishing House
- \*(1) 2. *This Present Darkness*, *Frank Peretti*, Crossway Books
- (2) 3. *Piercing the Darkness*, *Frank Peretti*, Crossway Books
- (3) 4. *Julia's Last Hope*, *Janette Oke*, Bethany House Publishers
- 5. *The Rise of Babylon*, *Charles Dyer*, Tyndale House Publishers
- 6. *Armageddon: Appointment With Destiny*, *Grant Jeffrey*, Bantam Books
- (4) 7. *Joshua*, *Joseph Girzone*, Macmillan Publishing Co.
- (7) 8. *Stick a Geranium in Your Hat and Be Happy!*, *Barbara Johnson*, Word Publishing
- (16) 9. *Global Peace and the Rise of Antichrist*, *Dave Hunt*, Harvest House Publishers
- (6) 10. *Jerusalem Interlude*, *Bodie Thoene*, Bethany House Publishers
- (10) 11. *The Blessing*, *Gary Smalley and John Trent*, Pocket Books
- 12. *Becoming a Woman of Excellence*, *Cynthia Heald*, NavPress
- 13. *The Late Great Planet Earth*, *Hal Lindsey with C.C. Carlson*, Zondervan Publishing House
- (5) 14. *The Calling of Emily Evans*, *Janette Oke*, Bethany House Publishers
- 15. *Millennium*, *Teze Marrs*, Living Truth Publishers
- 16. *Good Grief*, *Granger Westberg*, Fortress Press (Augsburg Fortress, Publishers)
- (13) 17. *Mere Christianity*, *C.S. Lewis*, Macmillan Publishing Co., Walker & Co.
- 18. *Prayers That Avail Much*, *Word Ministries*, Harrison House
- (9) 19. *Growing Strong in the Seasons of Life*, *Charles Swindoll*, Multnomah Press
- (12) 20. *God Calling*, *A.J. Russell*, Fleming H. Revell Co., Barbour & Co.

\*Last month's position

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# LOOKING AHEAD

## NATIONAL ASSOCIATION OF EVANGELICALS 49TH CONVENTION

March 5-7, St. Louis, Missouri

## GOSPEL MUSIC ASSOCIATION CONVENTION

April 7-11, Nashville, Tennessee

## NATIONAL ASSOCIATION OF BROADCASTERS 69TH CONVENTION

April 15-18, Las Vegas, Nevada

## EUROPEAN RELIGIOUS BROADCASTERS CONVENTION

April 29-30, Altensteig, Germany

## EVANGELICAL PRESS ASSOCIATION CONVENTION

May 6-8, St. Charles, Illinois

## NRB SOUTHWEST REGIONAL CONVENTION

July 31-August 2, Dallas, Texas

## NRB WESTERN REGIONAL CONVENTION

September 22-24, Los Angeles, California

## INTERNATIONAL CHRISTIAN MEDIA COMMISSION CONFERENCE

September 22-27, Sheffield, England

## NRB MIDWEST REGIONAL CONVENTION

October 3-6, Arlington Heights, Illinois

## NRB EASTERN REGIONAL CONVENTION

October 17-19, North East, Maryland

## NRB SOUTHEASTERN REGIONAL CONVENTION

October 17-19, Chattanooga, Tennessee

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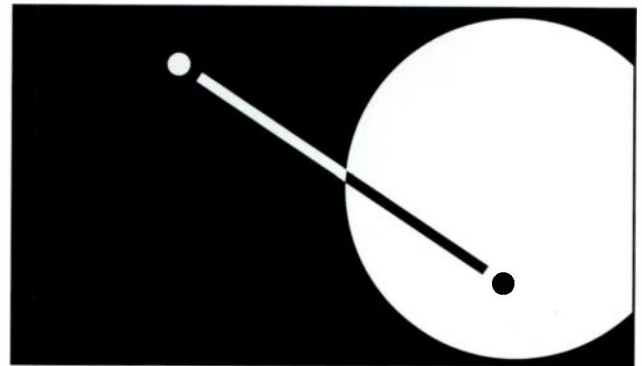
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