

# RELIGIOUS BROADCASTING

## Preparing Broadcasting's New Players

Who's Training Those Future Broadcasters?

Starting That Student-Run Radio Station

Today's Lesson: A Broadcaster's Biggest Blunders

RAG0008715 6601CNY  
 DIEGO DOMINGO  
 MASS MEDIA CONSULTANT  
 BOX 3930  
 HOLLYWOOD CA 90028



# MUSIC TELEVISION FOR THE REST OF US.



The void has been filled.

Now ZTV brings the long awaited music video alternative—with the inspiring and uplifting music from the top contemporary Christian artists and musicians that tens of millions of young Americans have been waiting for.

Music for the soul. Music from the heart. Music that makes you feel good to be alive.

ZTV. Contemporary Christian music programming 24 hours a day.

Advertiser supported. Coming soon to cable systems coast to coast. Call your cable operator today. Stay tuned...

ZTV Music Network, Inc. 53 McCullough Drive, Southgate Center, New Castle, Delaware 19720  
(Circle 107 on the Reader Service Card)





PAGE 8



PAGE 12



PAGE 24

**FEATURES**

**8 – Let’s Encourage And Welcome Young Broadcasters**

by E. Brandt Gustavson / Christian broadcasting needs the creativity and drive of those just entering the field.

**11 – IRB: A Benefit To Both Student & Professor**

by Tom Nash / Besides camaraderie, membership in Intercollegiate Religious Broadcasters (IRB) offers students and faculty members other solid benefits.

**12 – Christian Higher Education And The Future Of Religious Broadcasting**

by Quentin J. Schultze / Religious broadcasting needs the vision, creativity, and integrity that recent Christian college graduates can offer.

**14 – Starting That Student-Operated Radio Station**

by Linwood A. Hagin / Some practical tips on getting that student-operated radio station started and keeping it going.

**18 – Christian Colleges With Communications Curricula Cover The Country**

by Jim Loving / Students preparing to go into religious broadcasting have a wide choice of schools to choose from. Here’s a look at four of them.

**22 – Broadcasters’ Biggest Blunders: A Lesson For Young And Old**

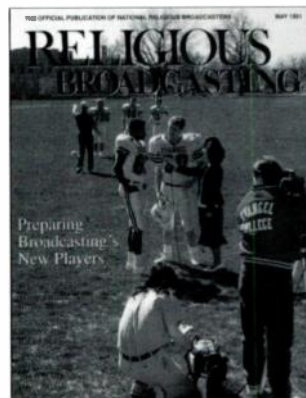
by Lowell Saunders / The three biggest broadcasting mistakes may be closer to home than you think. Test yourself and see!

**DEPARTMENTS**

SIGNING ON	3
READERS' FORUM	4
ADVERTISERS INDEX	4
WASHINGTON WATCH	6
INSIDE NRB	24
MEDIA FOCUS	26

THE BOOK SHELF	28
TRADE TALK	30
TECHNICALLY SPEAKING	32
CLASSIFIEDS	34
LOOKING AHEAD	35

**ABOUT  
THE  
COVER**



**PREPARING BROADCASTING'S  
NEW PLAYERS**

Students of the award-winning television production department of Evangel College in Springfield, Mo., interview members of the school's history-making football team. Shown are Nick Pino (camera), Scarlett Morris (grip), and Melanie Simpson (reporter). For the complete story, see page 27.



# CHRISTIAN TELEPHONE FUND RAISING Specialists



**iiic** INFOCISION  
MANAGEMENT

## Lapsed donors respond thru telemarketing program.

The professionalism of InfoCision's Christian communicators has been demonstrated again and again with the spiritual sensitivity that they have shown in their phone calls to our donors.

The lapsed reactivation program has been a major source of new donors for us and the current donor program is—well, what can I say...producing the kind of net income we previously had only hoped for.

There are so many items necessary to make up a successful telemarketing program. Thank you for your attention to detail and for a job well done.

World Opportunities International

Dr. Roy McKeown  
President



Three, 40 line outbound centers



Close supervision,  
and extensive monitoring



In-depth client training

## Christian Communicators Make the Difference

InfoCision communicators are fund raising experts. We only make outbound telephone calls, and specialize in serving religious non-profit organizations.

InfoCision utilizes Christian communicators who are spiritually sensitive to your donor's needs, yet generate the absolute maximum net income. Let us show you why we are the unquestioned leader in religious telemarketing.



For More Information Call:  
Tim Twardowski  
Executive Vice President-Marketing  
(216) 668-1400



# INFOCISION MANAGEMENT

INFORMATION/deCISION Management

325 Springside Drive • Akron, Ohio 44313 • (216) 668-1400

(Circle 110 on the Reader Service Card)

Recently I returned from my fourth visit to Israel. I was with a group of Christian broadcasters and we arrived four days after the Persian Gulf War ended. We were greeted by enthusiastic Israelis wherever we went. "Are you Americans?" we were continually asked. When we answered affirmatively they responded gratefully, "We love the USA."

We talked with school children, parents, businessmen, and government leaders. In turn we heard terrifying accounts of people sitting in the sealed rooms in their houses, listening for the sound of the SCUD missiles exploding, and wondering about the fatalities from explosions or poison gas.

Visiting Israel triggers a kaleidoscope of images in my mind. The amazing restoration of the people of the Diaspora, the unequalled historical mosaic and uniqueness of the old city of Jerusalem, the seemingly intractable conflict of Arab and Jew, the rapid changes which are wiping away some of the naïvete and optimism the Israelis had only a few years ago, and the awesome experience every serious believer should have of walking where our Savior walked are but a few.

But, besides these, three impressions stand out from this trip. First, it is clear that our evangelical roots run much deeper than just the Reformation or even the early church. They are firmly planted in the people who worship the God of Abraham, Isaac, and Jacob. Someone has said there are really four kinds of Judaism: or-

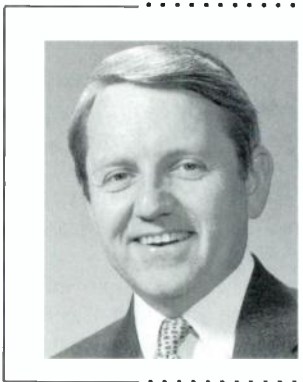
thodox, conservative, reform, and Christianity. I confronted again the fact that most of what I think about God came from the teachings of a Jewish rabbi called Jesus.

This so called "Judeo-Christian" amalgam of beliefs accounts for most of what is great in our Western culture in education, science, literature, law, ethics, and religion. It is false humility to pretend that other religious belief structures have yielded the same fruits as the Judeo-Christian world view. We must affirm what the Word of God makes clear: God's ultimate and unique revelation of himself in Christ came through Israel.

Second, Israel has been, is now, and will remain significant in a geopolitical sense in the Middle East and to the world. The eastern Mediterranean has been the crossroads of culture, trade, and military activity for centuries, and this will not change. God, in his sovereignty, planted the descendants of a faithful man called Abraham in this part of the world centuries ago. The Jews have never renounced this geography, though over the years a series of conquerors and oppressors have temporarily driven them out. The influx of one million Soviet Jews in the next few years is cause for rejoicing in Israel. Yet the country faces a great challenge in fulfilling her destiny as a nation while achieving internal and external peace.

Third, whatever our understanding of the specific biblical teachings on eschatology, it is clear that Israel will play a central role in God's plan for the conclusion of history. We Christians believe that God initiated mankind and will end the history of man in His way and on His terms. It is clear that Israel has a part to play in God's plan for the culmination of history. Technology has made it possible to broadcast live from almost anywhere in Israel. Consider sharing with your audience what God is doing in this part of the world today.

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



## Christianity's Roots Run Deep In Israel

by David Clark

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

**Executive Editor**  
E. Brandt Gustavson  
**Editor**  
Ron J. Kopczick  
**Associate Editor**  
Donald J. Peterson  
**Design Assistant**  
Susan Kubick  
**Editorial Assistants**  
Anne Dunlap  
Gayle Virkler  
**Circulation**  
Alex Knauss  
**Contributing Editors**  
Bob Augsburg  
Michael Glenn  
Darlene A. Peterson  
Richard E. Wiley  
**Advertising Manager**  
Dick Reynolds  
**Advertising Assistant**  
Edda Stefanic  
**Design**  
Bruce Bates Inc.

### 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, WWWG 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.  
Parsippany, NJ 07054  
201/428-5400 FAX: 201/428-1814

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

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

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

Affiliate

Member



National Association  
of Evangelicals

Evangelical Press  
Association



# People are listening...

"I love your radio broadcasts!"  
John Banner—Cottonwood, Arizona

"Thank you for your persistence and concern in the area of human life."  
LaVeta C. Byrne—Bucyrus, Ohio

"We are praying and believing God for victory over abortion and we urge you to keep this needed work up..."  
Daniel and Carol Sanchez—Oklahoma City, Oklahoma

# And they like what they're hearing.

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

"We believe in what you're doing! God bless you."

Dr. James C. Dobson—  
FOCUS ON THE FAMILY



John Willke, M.D.

## Pro-Life Perspective

For a free audition tape please contact Ambassador Advertising Agency  
515 East Commonwealth Ave. Fullerton, CA 92632 (714) 738-1501

(Circle 204 on the Reader Service Card)

## READERS' FORUM

### A Romanian Call

Dear Editor:

May God bless you and fill your life and ministry [with] His presence. I am a brother from Romania. I work as a producer in the Romanian National Television's religion department having many opportunities to broadcast Christian programs.

I [became] employed [last] August 15, after the Revolution. Since then I [have been] able to broadcast some programs without being censored, one of them an interview with Richard Wurmbbrand.

I was also given the responsibility of being chairman of the Radio-TV department in the Evangelical Alliance by its Congress. I am a member [of] the Baptist church in Bucharest where Brother Talos is pastor, the Trinity Church. I came to Bucharest from Iasi.

Our aim is to spread the Gospel with any means possible and we don't know how long we'll have this opportunity. That's why we ask for your help, [realizing] that it is not only my ministry but the ministry of the church of Christ.

First of all we need good Christian programs already produced that we may subtitle in Romanian to adapt them for Romanian Television in [either] PAL, B-SP, or UMATIC-high. Movies, cartoons, music, documentary programs with an apologetic approach or about the relevance of the Christ for the contemporary people, about science and Christianity . . . programs that will prepare the soil of the hearts of people for the Gospel and will increase the interest for the Bible.

We [have] thought about a system of follow-up that will begin with sending the scripts of programs to interested [viewers] who will write to a certain post office box. We will actually initiate some ministries and we'll work together with many other Christians for the Lord.

We also need some help with equipment to make our own programs, because we [are] limited by the lack of equipment in the religion department of Romanian Television. And, even more, because we aim to have our own ministry in this area in the future if God will help us.

We need your advice, too. But most of all we need you to pray together with us that His glory shall be manifested in this ministry. I [was just] in Vienna for a short training course in TV, held by Crossroads-

Canada, with 12 other students from Eastern Europe. I thank you in the name of the Lord and I beg you to help us, knowing that Satan is interested in television also and, even more, we don't know how long this opportunity will last.

**Cristi Tepes**  
**Romanian National Television**  
**Bucharest, Romania**

Editor's Note:

Readers desiring to provide assistance may write: *Cristi Tepes, Drumul Taberei 72, Bl. M35, Et. 10 Ap. 63, R-77423, Bucuresti 6 Romania. The telephone number is 40-0-779889, while faxes may be sent to 40-0-779824, attn: Tepes.*

### Have An Opinion?

Then write to:  
Readers' Forum  
Religious Broadcasting  
299 Webro Road  
Parsippany, NJ 07054

Anonymous or unsigned letters, however, will not appear in print.

### INDEX OF ADVERTISERS

Back To the Bible . . . . .	36
Baker Book House . . . . .	9
Baptist Christian University . . . . .	35
Bott Broadcasting Co. . . . .	7
Children's Sunshine Network . . . . .	23
InfoCision Management . . . . .	2
National Radio & TV Guide . . . . .	35
National Right To Life . . . . .	4
NRB Benefit Plan . . . . .	21
NRB Directory of Religious Broadcasting . . . . .	19
NRB Job Registry . . . . .	33
NRB Mailing Labels . . . . .	10
Doug Ross Communications . . . . .	bc
Rapha Hospital Treatment Centers . . . . .	29
The Salvation Army . . . . .	5
Signature Music Library . . . . .	31
SpaceCom Systems . . . . .	ibc
Wheaton College Grad. School . . . . .	17
WJYS Channel 62 . . . . .	23
WVNE . . . . .	25
ZTV, Inc. . . . .	ifc



# Who Goes There?

A life without Christ looks just like this street. But where there is air to breathe, your station is there. And where *you* are, *we* are. We're *Wonderful Words of Life*, the 15-minute weekly radio outreach ministry of The Salvation Army. Who goes there? You do. And whether you

realize it or not, your station is on this street every day of the year. If you take us with you, *we'll do what we do best*. Air *Wonderful Words of Life* every week. You'll like the *bright new sound* of our program. Call for our new audition kit at 404-728-1300.

You and The Salvation Army  
Partners in Ministry



(Circle 102 on the Reader Service Card)





With the Persian Gulf conflict successfully concluded, Congress has now begun to turn its attention to a long list of domestic issues, including a number of communications and broadcasting measures. The following is a short summary of recent events in Washington on Capitol Hill, at the Federal Communications Commission (FCC), and in the courts.

## User Fee Plan

As noted here last month, the Bush Administration is proposing up to \$71 million in user fees for broadcasters under the federal budget for fiscal 1992. Out of the \$71 million in new revenue, broadcast fees are expected to produce an estimated \$11.2 million. Another \$9.3 million is expected from cable.

In testimony before the House Appropriations Subcommittee, FCC chairman Alfred Sikes detailed a plan whereby

Noncommercial educational - \$100  
LPTV - \$100

**Cable:** Franchise - \$300  
CARS - \$150

Broadcast and cable interests have already launched significant opposition to this proposal. The National Cable Television Association equated the plan with the imposition of a federal cable franchise fee. The National Association of Broadcasters stated that radio and television stations currently spend considerable resources to serve the public interest and should not be forced to pay user fees on top of that investment.

The plan also has earned mixed reviews on Capitol Hill. Some lawmakers are concerned that even nominal user fees would have a heavy impact on small stations that already are struggling financially. Additionally, some members of Congress view the fees as a tax and have pledged to refer the proposal to the House Ways and Means Committee, which would likely slow consideration of the measure.

## Campaign Advertising Reform

Leaders of the Senate Commerce Committee have offered two new bills dealing with the "lowest unit rate" requirement and with negative political advertising. The first bill would require stations to offer the lowest unit charge to all candidates regardless of the class of advertisement or time of airing.

In addition, campaign "spots" could not be preempted once paid for unless the program in which they are to run is unavoidably preempted. Under the proposed legislation, broadcasters would be required to offer the lowest unit rate 30 days prior to primaries and 45 days before general elections, a decrease from the 45- and 60-day windows currently required.

Senator John Danforth (R-Mo.), the ranking Republican on the Committee, introduced a provision that would require candidates to appear personally in advertisements and to present a disclosure tagline (e.g., "Paid For by the Danforth Re-Election Committee, John Doe, Chairman"). Danforth said the requirement is designed "to keep candidates from hiding behind an innocuous sounding committee with an innocuous name."

The second bill, which broadcasters generally oppose, would require stations to offer free response time to candidates who

wish to rebut negative advertising attacks. Committee chairman Sen. Ernest Hollings (D-S.C.) said that he expected the measure to discourage "mud slinging" by holding candidates more accountable for their negative campaign statements. Both bills are expected to face an uphill battle in this session.

## New FM Transmitter Rules

In late 1990, the FCC adopted new rules governing the ownership and operation of FM translator stations. Those rules became effective on March 1. The Commission, however, has imposed a freeze on the acceptance of applications for new FM translator stations or permits for the commercial FM broadcast band (channels 221-300) until May 1.

Applications that were deferred, pending the outcome of the proceeding adopting the rules, must be amended to conform to the new requirements within 60 days after the freeze is lifted, or by July 1.

## OT For Newsroom Staffers

The U.S. Court of Appeals for the Fifth Circuit has ruled that several broad categories of news and programming employees are entitled to overtime pay for work in excess of 40 hours per week under federal labor law.

In a case involving a Dallas television station, the court ruled that producers, directors, assignment editors, and general assignment reporters do not occupy "bona fide executive, administrative, or professional" positions under the Fair Labor Standards Act. Accordingly, employees in those positions are entitled to receive overtime pay if they work more than 40 hours per week.

The court held that general assignment reporters merely cover and shoot stories as assigned and were not subject to exceptions for employees engaged in "creative" activities. It also found that, under federal regulations, producers were not exempt from overtime pay even though they could be classified as exempt administrative employees.

**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. Holter, an associate in the firm.**

## Congress Turns Its Attention Closer To Home

by Richard E. Wiley

TV and radio stations would each pay up to \$3000 annually and cable operators would be accountable for \$300 per franchise. Sikes stated that the fees would help cover costs of FCC policy-making, enforcement, public service, and international functions, and would supplement the approximately \$40 million that the Commission currently collects each year through the processing of applications. The proposed fees are:

**AM:** Class I - \$500  
Class II - \$300  
Class III - \$200  
Class IV - \$100  
(different fees apply to AM daytimer and clear channel stations)

**FM:** Class B or C - \$500  
Class A, B1, C3, and D - \$300  
Noncommercial - \$100

**TV:** VHF - \$3000  
UHF - \$1000



Ministry • Accountability • Service!

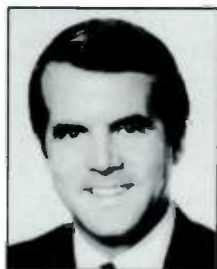
# BOTT BROADCASTING

*Provides Leadership...with Christian Concern*

- The best quality and most trustworthy Bible teaching programs available
- A commitment to Christian family values that extends into active community involvement
- Sensitivity to the changing needs and concerns of our audience
- A Biblical perspective on the issues that affect the daily lives of our listeners



David Bott



Rich Bott



Dick Bott

## Bott Radio Network

carefully chooses the Bible teaching programs we broadcast. That's how we truly serve the needs of our audience. If your program is on a **Bott** station, you are always assured that your program is associated with other programs that also regard ministry, quality, integrity and Biblical accountability as high priorities.

## Our Company is known... by the Company we keep!

■ BACK TO THE BIBLE	Woodrow Kroll
■ BIBLE STUDY HOUR	James M. Boice
■ BIOLA HOUR	David Hocking
■ CHANGED LIVES	Ben Haden
■ FOCUS ON THE FAMILY	James Dobson
■ GATEWAY TO JOY	Elisabeth Elliot
■ GRACE TO YOU	John MacArthur
■ GRACE WORSHIP HOUR	Bruce Dunn
■ HOUR OF DECISION	Billy Graham
■ HOW CAN I LIVE	Kay Arthur
■ IN TOUCH	Charles Stanley
■ INSIGHT FOR LIVING	Chuck Swindoll
■ KEY LIFE	Steve Brown
■ MORNING CHAPEL HOUR	Wilbur Nelson
■ NEW LIFE FOR YOU	Jimmy Morgan
■ RADIO BIBLE CLASS	Richard DeHaan
■ REVIVALTIME	Dan Betzer
■ THRU THE BIBLE	J. Vernon McGee
■ TRUTHS THAT TRANSFORM	D. James Kennedy
■ TURNING POINT	David Jeremiah
■ WORD FOR TODAY	Chuck Smith
■ ...AND MORE!	



A SERVICE OF

## BOTT RADIO NETWORK

KCCV  
Kansas City

KSIV  
St. Louis

WCRV  
Memphis

KQCV  
Oklahoma City

WFCV  
Ft. Wayne

KCIV  
Modesto / Fresno

EXECUTIVE OFFICES: 8801 East 63rd • Kansas City, MO 64133 • Phone: 816/353-7844 • FAX: 816/353-8228

(Circle 123 on the Reader Service Card)





Todd Wold, a communications major at North Central Bible College, completes an airshift at student radio station KCTF.

# Let's Encourage And Welcome Young Broadcasters

by E. Brandt Gustavson

**D**uring my years of work at Moody Bible Institute (MBI), I came to love the students of the school. Yes, even during the tumultuous 60s and 70s, I saw in them an undefined quality of commitment to Christ that was vibrant and alive.

My wife Mary and I were the floor parents for 27 young men on one of the Culbertson Hall residence floors. Through that wonderful experience we grew to know and love many of these fine young men. We felt it was much more enriching to us than anything we were able to contribute to their lives.

I remember incidents when these young men visited with us in our home. Our impressionable kids, Tim and Ruth, literally grew to worship these students whom they came to know. Such contact was a great influence on their young lives. I'm grateful to God for the good example those students were able to show to our son and daughter.

My work at MBI was not in education; I had no preparation for that. My work was first in broadcasting from

1960-65, and then again from 1968-74. From 1974-86 I served as vice president and administrator of development. *That* job at the Institute was different than most college development positions.

I held responsibility for all the outreach ministries, including broadcasting, Moody Press, *Moody Monthly* magazine, stewardship, and public ministry, including extension, public relations, and the Son Life youth ministry. So you see, I could and probably would have been advised against much student contact. It was true that my hands were full.

Indeed, mine was a conscious and developed interest to stay close to the students. Occasionally an older alumnus would say in criticism, "I remember the high level of commitment we had to Christ when we were here as students."

The implication was that the same level of commitment didn't exist in the students of these later years. I totally *reject* that insinuation. Instead, I saw a strong commitment to service, as great as ever, in the students' lives who touched mine.

Now some of the leaders of the past, both men and women, who helped carry the mass media for Christ, have left this life for direct service to our Lord. Those such as Cook, Zimmerman, Maier, Musto, Luttrell, Loveless, and Bertermann are no longer in our midst leading us.

We desperately need the young men and women studying today in our Christian and secular colleges. With so many from our past who have gone on to their heavenly reward, these young people *must* join our ranks. Let's welcome them as they bring fresh ideas and drive to our work.

I have confidence that God will continue to provide leaders and workers for Christian radio and television. Let's encourage these young men and women to study, prepare, and join our ranks. Our young people don't need more criticism. They need better examples.

---

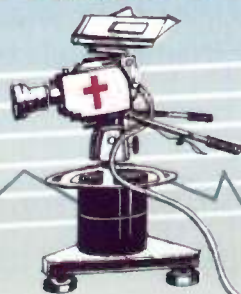
E. Brandt Gustavson is the executive editor of *Religious Broadcasting*.



# Does the Church Belong on Television?

*The Business of Popular Religion*

## Televangelism — AND — American Culture



Quentin J. Schultze

---

Can historic faith avoid being molded into a sellable pop culture package?

---

“If hucksterism were the only problem with televangelism, simple legislation or even public outrage might take care of the situation. The problems are inherent in the system of commercial television. The message of Christ is easily lost in the barrage of images and words designed to attract viewers and cultivate regular contributors. It is difficult to communicate authentic religious faith through a medium dominated by relatively trivial drama and silly commercials.”

**Televangelism  
and American Culture**  
*The Business of Popular Religion*

Quentin Schultze

Cloth 228 pages \$16.95  
0-8010-8319-2

Sample booklet available



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

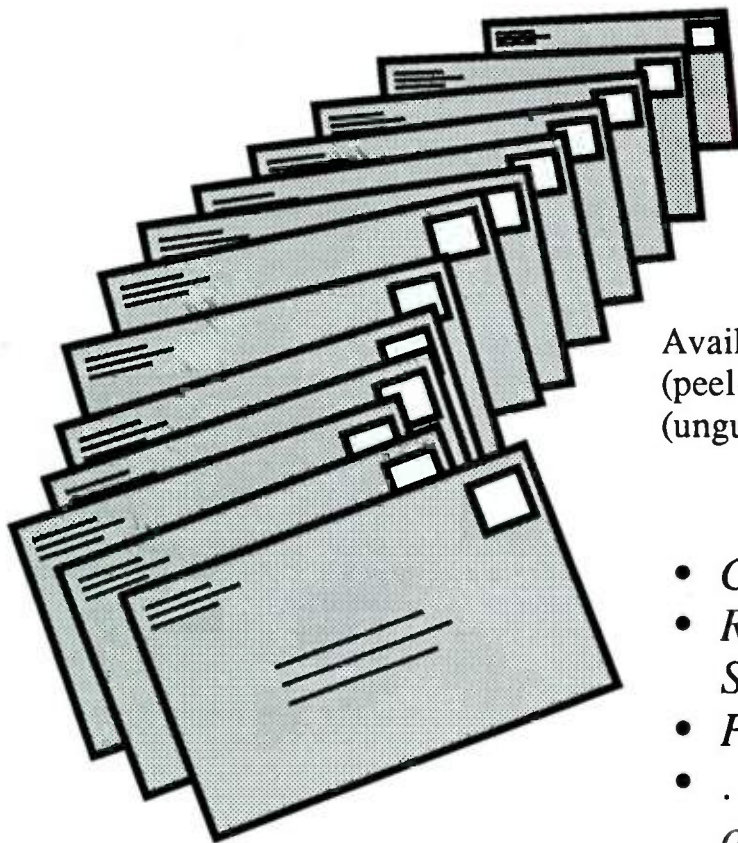
**BAKER  
BOOK HOUSE**

Box 6287, Grand Rapids, Michigan 49516-6287

Baker Book House has the books for radio and TV give-away. Check this growing source of premium give-away books — many to choose from, with prices to fit your need.

(Circle 106 on the Reader Service Card)

# Computerized Mailing Lists



Available on pressure-sensitive (peel-off) labels or Cheshire (ungummed for mailing house use)

- *Convention Attendees*
- *Religious Radio and TV Stations*
- *Program Producers*
- *. . . or any other section of the Directory of Religious Broadcasting*

Printed four-up in zip code order to facilitate bulk mailings or in alpha order  
\$10.00 per 100 names (one-time rental use)

Call NRB at 201-428-5400 or FAX 201-428-1814 for details today!



# IRB:

## *A Benefit To Both Student & Professor*

by Tom Nash

**I**ntercollegiate Religious Broadcasters (IRB) is, of course, the college branch of National Religious Broadcasters (NRB). Students and faculty are encouraged to join the national organization. In addition, several Christian colleges have local campus chapters of IRB.

Membership benefits include a subscription to *Religious Broadcasting* magazine, discounted fees at national and regional NRB conventions, and eligibility for the NRB student production awards and the Summer Institute of Media Studies.

At the national NRB convention there are special sessions for both IRB students and faculty. Students receive instruction on topics such as getting a job in religious broadcasting. Faculty members have sessions in which they discuss problems common to their various schools and ways of solving them.

One helpful practice is the exchange of course outlines. I have gotten many useful ideas by seeing how my colleagues teach classes. Since most of us teach in small departments within small colleges, it's encouraging to spend time with others who are wrestling with many of the same problems we are.

Perhaps the greatest benefit to both students and faculty is the opportunity to make informal contact with professionals in religious broadcasting. Students often find job leads, while I and other faculty are booking guest speakers for classes and making notes to use in our own lectures.



Tom Nash demonstrates film cutting technique to Biola student Rhondi Ralpael. Located just 20 miles from Hollywood, Calif., Biola is often able to involve professionals from the television and film industry in film and video projects.

The IRB Summer Institute of Media Studies, held the last two occasions at Biola University in southern California, has given students from Christian colleges in different parts of the country a chance to get acquainted with the Hollywood broadcasting and film industries.

In an active one-week seminar students hear from professionals in various aspects of the industry (both Christian and secular) and visit many production sites. The summer institute has been held on an alternate-year basis.

National Religious Broadcasters sponsors an annual Student Achievement Awards Competition for IRB members. Tapes (audio or video) or scripts for this year's competition must be submitted by September 1. Judging will be done by a panel of media professionals, and awards will be presented at the 49th Annual NRB Convention in Washington, D.C., January 25-29, 1992.

For further information concerning the Student Achievement Awards Competition, including contest rules and an official entry blank, contact: Dr. Tom Nash, Biola University, 13800 La Mirada Ave., La Mirada, CA 90639.

**Tom Nash is on the faculty of Biola University in La Mirada, Calif., and serves as the vice president of IRB.**



Dr. Tom Nash

# Christian Higher Education and the Future of Religious Broadcasting

by *Quentin J. Schultze*

Recently one of my best students, a strongly committed Christian with a sterling academic record, asked me a question I have heard many times: "Why do I need a Christian college education to go into religious broadcasting?" On the surface it was a simple question that required a simple answer: "So you can do your job effectively."

Below the surface, however, was a host of issues that I wanted to address. The fact is that religious broadcasting needs Christian colleges and universities. More than that, religious broadcasting would benefit considerably by hiring outstanding graduates of the best Christian schools in the land. But these students are not particularly interested in such a vocation. Their lack of interest is understandable.

Over the years religious broadcasting has been filled with individuals who are in the field because of religious passion and personal faith. No doubt that this has helped the field grow rather rapidly in North America and increasingly the world.

At the same time, however, religious broadcasting has missed many opportunities because enthusiasm ran ahead of knowledge and education. To its credit, religious broadcasting has made it

---

*Religious broadcasting needs Christian college graduates with vision, creativity, and integrity. Without such workers for the Kingdom, religious radio and television will be little more than business as usual.*

---

through some hard times. But to its detriment, the field does not always hire the most promising people who could contribute the most in the long run.

The old pattern of enthusiasm over education dominates religious radio and

television. Christian college graduates sense this fact and usually steer their careers in other directions.

Religious broadcasting needs Christian college graduates with vision, creativity, and integrity. Without such workers for the Kingdom, religious radio and television will be little more than business as usual.

## Vision

Post-scandal religious broadcasting is best characterized by a lack of vision. There is plenty of evangelistic fervor and technological heat, but little real vision for where the field *should* be headed.

If Christian colleges do their job well, religious broadcasters can look forward to visionary workers for the Kingdom, not just zealous missionaries or Bible-toting technicians. Especially in the current situation, when so many broadcast ministries are trimming budgets and returning repeatedly to the same contributors, religious broadcasters need a fresh vision.

If vision does not come from a new generation, the old generation will find that its programming is increasingly out of tune with audiences. In some ministries this is already the case.

There are many Christian college graduates with such vision. Will religious broadcasters have the courage to hire the best of the lot?

Of course there are visionary people without college degrees. But a high-quality college experience is not easily duplicated in the professional world. The best Christian colleges are in the business of educating future leaders, not just teaching courses and issuing degrees.





## Creativity

Christian colleges can produce creative graduates who are not mired in the past. Instead, their sense of history, along with their critical-thinking skills, makes them valuable innovators for the future. In short, their vision is expressed in the form of creative tension between how things are now and what they might be like some day.

Once again, the need for these graduates should be obvious to the religious broadcasting community. Without such critical creativity religious radio and television organizations will languish in their own self-imposed traditionalism or, worse yet, launch willy nilly into regrettable enterprises.

Like the large secular networks, religious broadcasters are burdened by the tyranny of the urgent. Creativity is threatening because the bills have to be paid and there is not enough time to come up with alternatives.

So where will the creative ideas come from? As management studies show, the best organizations cultivate ideas from *all* people, including the lowest in prestige and status. Ironically, this is exactly the opposite of how most religious broadcasting organizations operate. They prefer to set organizational goals and develop strategies from on high by listening only to the voice of management, especially the personalities known to supporters.

The fact is that religious broadcasting needs a continued infusion of new creative juices from well-educated people who do not take the organizational rhetoric for granted. If nothing else, the need for this is evident in the graying of religious audiences.

In order to attract younger viewers and listeners, religious broadcasters should listen to the concerns, hopes, and anxieties of the brightest Christian college graduates. Such creative voices are frustrated with the religious broadcasting scene. Don't take my word for it — listen to *them*.

Religious radio and television ministries too often look for employees who will mouth the official rhetoric instead of truly contributing to the creative work of the organization.

## Integrity

Finally, religious broadcasters can be well served by hiring Christian college graduates who are committed to personal



and organizational integrity. It is lamentable that I should even have to bring this up, but it is too late to pretend that the emperor is wearing all of his clothes.

---

*In order to attract younger viewers and listeners, religious broadcasters should listen to the concerns, hopes, and anxieties of the brightest Christian college students. Such creative voices are frustrated with the religious broadcasting scene. Don't take my word for it — listen to them.*

---

Integrity should be a hallmark of every Christian organization, from the local church to the largest denominations and parachurch ministries. In recent years, however, it has become increasingly clear to the public that religious broadcasters, to name just one type of organization, are not always so authentic, truthful, and Christ-centered.

I am amazed at the high degree of integrity among Christian college graduates. Considering the world in which they have been raised, these young people are not nearly as disingenuous and self-seeking as their secular college counterparts. They are not perfect people by any means, but many of them seek to serve the Lord humbly in the face of society's careerism, hedonism, and corrupted professionalism.

Organizational integrity requires employees with personal integrity. If religious broadcasting truly values integrity, it will seek out and hire Christian college graduates who put integrity ahead of personal glory and organizational growth.

## Conclusion

As a Christian college professor, I am frequently disillusioned by the current state of affairs: too many religious broadcasters seek to hire the kinds of people who will be, in Flannery O'Connor's words, "good country people" — people who naively do what they *think* is right while the walls crumble around them.

Religious radio and television do not need more financial experts, fundraising wizards, or videophiles. They need well-educated Kingdom workers with vision, creativity, and especially integrity.

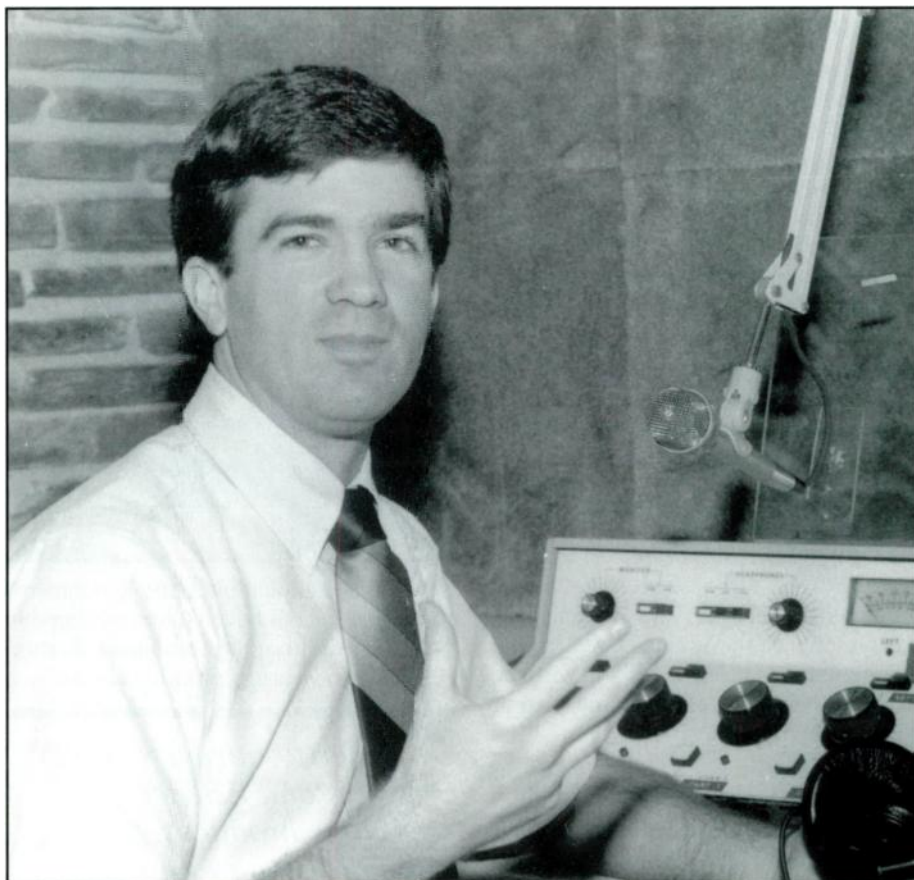
Most of my best students would not work in religious broadcasting — not because they are against it, but because they believe that the field is usually more interested in using them rather than in finding a place for their talents. I believe that it is time for religious broadcasters to take some risks by hiring energetic college graduates and giving them a real voice in their organizations. The future of religious broadcasting might depend on it.

---

Quentin J. Schultze is professor of communication arts and sciences at Calvin College in Grand Rapids, Mich. His recent books include *Televangelism and American Culture: The Business of Popular Religion* (Baker Books, June 1991), *American Evangelicals and the Mass Media* (Zondervan, 1990), and *Dancing in the Dark: Youth, Popular Culture and the Electronic Media* (Eerdmans, 1991).

# Starting That Student-Operated Radio Station

by Linwood A. Hagin



Linwood Hagin in a studio at Toccoa Falls College's School of Communication.

“Becky” is a typical second-semester college freshman. She is typical because she is not yet sure what major to choose. Yet, unlike others in her peer group, Becky has decided that one of her choices will be radio broadcasting, a rewarding career, but one not designed for everyone.

Since Becky wants to make a correct decision, she talks to the radio broadcasting professor and wonders how she can learn something about radio without committing to the radio broadcasting major. If Becky was at another college, she might “wander” into the student-operated campus radio station and ask for some work to help her make her decision and gain experience.

At Becky’s college, however, the campus radio station is operated not by students, but by professionals who require student positions to be filled by those with experience or those who have taken the basic radio operations course.

So, how will Becky gather the information she needs to make a wise choice of major? If this scenario has faced you as a faculty member or student, then you may want to consider starting a student-

operated radio station at your campus.

In beginning such a venture, you should know some of the reasons why a station for students is necessary. First, students want and need to gain experience in the actual operation of a station. Radio broadcasting majors must have more than announcing skills by the time they receive their diploma. A student-operated station allows them to become involved in *every* aspect of radio—from writing and production to sales and management.

Second, a student-operated station allows students to make mistakes, to learn from them, and to repeat the process (hopefully not making the same mistake twice) until they gain the experiences they need.

Third, a student-operated station enables Christian students to become decision makers who can contribute to the radio broadcasting profession and have an impact on the world with the Gospel through broadcasting. There are many other reasons for beginning a student-operated radio station, some of which I’ve included in this discussion on how to start one.





*Freeman Chakara, a broadcasting major at Toccoa Falls College, gains valuable experience in a lab studio at the college.*

## Who Controls The Station?

Whether an educational institution is controlled by the government or a private organization, ultimately someone above the student level is going to have to assume responsibility for what is broadcast over a student-operated radio station. This is one reason, incidentally, why some administrations refuse to allow one on campus.

But, given the fact that students can be taught to behave properly and make responsible decisions, the first level of control in any student-operated station should be the faculty member most closely aligned with radio broadcasting.

This faculty member should act as an adviser/consultant who can approve students for management positions, help teach students the proper operation of the station through regular broadcasting curriculum or through a practicum course compatible with the station, and be called on, when necessary, to settle disputes among station management.

The faculty adviser should also take a direct interest in the radio station without getting involved in the actual

day-to-day operations. Having a faculty adviser involved in the start-up operation of a station gives the venture the long-term concern and supervision necessary for continued success. As an adviser, the faculty member acts as a liaison between the students and the administration — the next level of control.

## Where Do The Funds Come From?

The administration level brings into the picture the aspect of funding a student-operated radio station. Sources of funding are as varied as the many student organizations on campus. Ideas can range from traditional fundraisers, such as car washes and bake sales, to the standard way of paying for radio — selling air time. The type of station will determine if the latter is possible.

When funding comes from the administration, either by direct budget contributions or from an increased student activity fee (make sure the students are in favor of the station), then some of the control may be transferred from the student level to the administration level.

Keep in mind that the college may have a policy against supporting certain religious groups and may not want to have their programs on a student station. Or the administration may require that a portion of the air time be devoted to educational purposes, such as classroom lectures or chapel services. For some stations, this may be an excellent way to expand programming services.

The administration may also want to have a direct hand in choosing who manages or operates the station. Whether this type of control would be beneficial or detrimental would have to be individually analyzed.

Whatever type of funding is available, the station must be managed as if operating an actual broadcasting facility. This is necessary so that when students become professionals they will know what it takes to raise listener support, sell commercial time, or write grant announcements.

There are many other areas this article could cover, such as actual studio set-up, equipment choices, professional

**CONTINUED ON PAGE 17**

# What Type Of Station Should I Start?

The process of bringing a station from idea to reality is a long one. It usually averages between one and two years, or even longer if a Federal Communications Commission (FCC) license is required. Technically speaking, college radio stations come in one of three types: broadcast, carrier current, or cable FM.

Because the signal goes out over the air, broadcast is best for reaching a large audience, especially if you're at a commuter school where students live off campus and drive to campus. However, it is more expensive than the other two types.

Carrier current radio uses special low-power transmitter/coupler units which are usually installed in the basements of the dormitories or other buildings you wish to cover. The station frequency is usually placed at the low end of the AM band.

As the signal is in mono, rather than stereo, certain elements of building architecture (e.g., elevators, air conditioning units) can affect the quality of signal reception. Many problems can be avoided by hiring a company to do an engineering site survey.

If your school buildings are or will be wired for cable TV, then cable radio can be offered as well. A splitter, which costs about a dollar, attached to the cable input allows one lead to go to the TV and the other to the home stereo receiver. Depending on what the cable operator offers, cable subscribers can now get a whole new set of radio stations besides what's available over the air — including your station.

Cable radio can offer a new subscriber revenue stream for cable operators. If your cable system doesn't offer cable radio, you should try to convince it to. In any case, your station could serve as background

audio to one of their TV message channels.

All that's required is a telco equalized program line for mono (two lines for stereo) to bring the signal from your studio to the cable operator's head end, plus an FM modulator to convert the signal into a usable form. This could run about \$1000, but you can often get the cable system to pay for all of that in return for providing your station's programming free of charge to the system.

Cable FM can be offered in combination with either carrier current or broadcast stations. If your campus lacks cable feeds, you can use carrier current to reach the dorm rooms, and then get the station feed to the cable operator. You can't get car radio listenership, but at least the off-campus home cable subscribers can receive your signal. Though it isn't as important for a broadcast station, providing a feed to the cable operator could give extra exposure to the station as a background to a TV channel.

Over-the-air college stations typically reside on the FM band between 88.1 and 91.9. This portion of the radio spectrum is reserved for non-commercial, educational stations, of which student-operated radio is one type. Though the chances of a college getting a station [positioned from 88.1 to 91.9] have increased, in many markets this part of the band is just as crowded as the commercial band.

Since a commercial license allows you to do advertising, the station could pay for itself. So you might want to try for that. Time can also be sold on a carrier current station which doesn't require a FCC license to operate.

The broadcast license to operate a station on a given frequency comes from the FCC after approval of your application. You will probably want to

apply as a Class A station (the lowest category), which requires a minimum 100 watts of station output. The required forms are available by calling the FCC at (202) 632- FORM.

Significant fees are involved, both to the FCC for processing and to the consulting engineer you hire to: (1) do the required frequency search (to determine if an open frequency exists in your market where a new station could go without causing interference to other existing stations) and (2) conduct the transmitter/tower site survey and other requirements to complete the technical portions of the FCC application.

If there are no problems, the application approval process takes six to 12 months on average. Add station construction time and it could be two or more years by the time you're on the air.

Two companies that can assist with starting a carrier current station are: LPB, Inc., 28 Bacton Hill Road, Frazer, PA 19355, (215) 644-1123, (ask for John Tiedeck) or Radio Systems Inc., 110 High Hill Road, Bridgeport, NJ 08014, (609) 467-8000, (ask for Paul McLane). LPB publishes a free, handy pamphlet on carrier current for potential customers. Ask for it. Both are regular exhibitors at the annual NRB Media Exposition.

One of the country's top experts on cable FM is Ludwell Sibley. He would be happy to respond to any correspondence about cable FM start-ups and operations. His address is 44 E. Main St., Flemington, NJ 08822.

---

Material for this section was culled from the "Starting a Station" section of the *NACB Station Handbook*, published by the National Association of College Broadcasters, 1990, and used with permission from the publisher.



## STARTING THAT . . . CONTINUED FROM PAGE 15

organizations to join, and trade publications to read. The last area I would like to discuss, however, is what kinds of students should become involved in a student-operated radio station.

### What Students Should Be Involved?

A student-operated radio station needs to have students involved. But, what kinds of students? I believe the station should make itself available for any student, regardless of major, to become involved in the station. I would reserve the management positions, however, for those desiring to go into the broadcasting profession.

A college classmate of mine who was an education major was hired by the college student station to help with the sports broadcasts. He eventually became sports director at a Nebraska radio station. I also know of a former student-engineer who went on to get a Ph.D. in chemistry and is now involved in research. And, of course, there are those classmates, like myself, who were broadcasting students and went on to become station managers, owners, and college professors of broadcasting.

Students should be involved in the day-to-day operations of a campus radio station, providing input on programming, format style, the development of policies governing shift scheduling and time-off during school breaks, and other regular radio station chores, such as bookkeeping, trafficking, continuity, production, engineering, and on-air work.

Students who desire a position at a student-operated station should realize that their first position may not be on the air. There are many other duties that are necessary before an on-air staff can be assembled. And, after that staff is assembled, those on-air personalities should make themselves available for management positions should they desire to become broadcast professionals.

As a professor who turned from broadcasting to education in order to help students become broadcasters, I would offer students two pieces of advice:

1. Get involved! Make yourself available and then do everything you can to get a student-operated station started and operating. Apply for every manage-

ment position and serve each of them well.

2. Learn as much as you can from faculty members and advanced students. Then, as you progress with the station, develop a teaching heart so that newcomers to the station will learn from you and the cycle of training students to become professionals in broadcasting will continue.

When you enter the professional world of broadcasting, take these two attitudes with you and you will be able to go much farther along the path God has designed for you as a Christian broadcaster.

### A True-to-Life Experience

"He" was a typical second-semester college freshman who wanted to major in journalism but wasn't sure whether to go into print or broadcast. So he "wandered" into the college's student-operated radio station and asked for work. He was immediately given some weather to read off the wire copy and was on his way to a career in broadcasting.

Seventeen years ago, that was my real-life scenario. Are there other college students, like "Becky" or myself, who

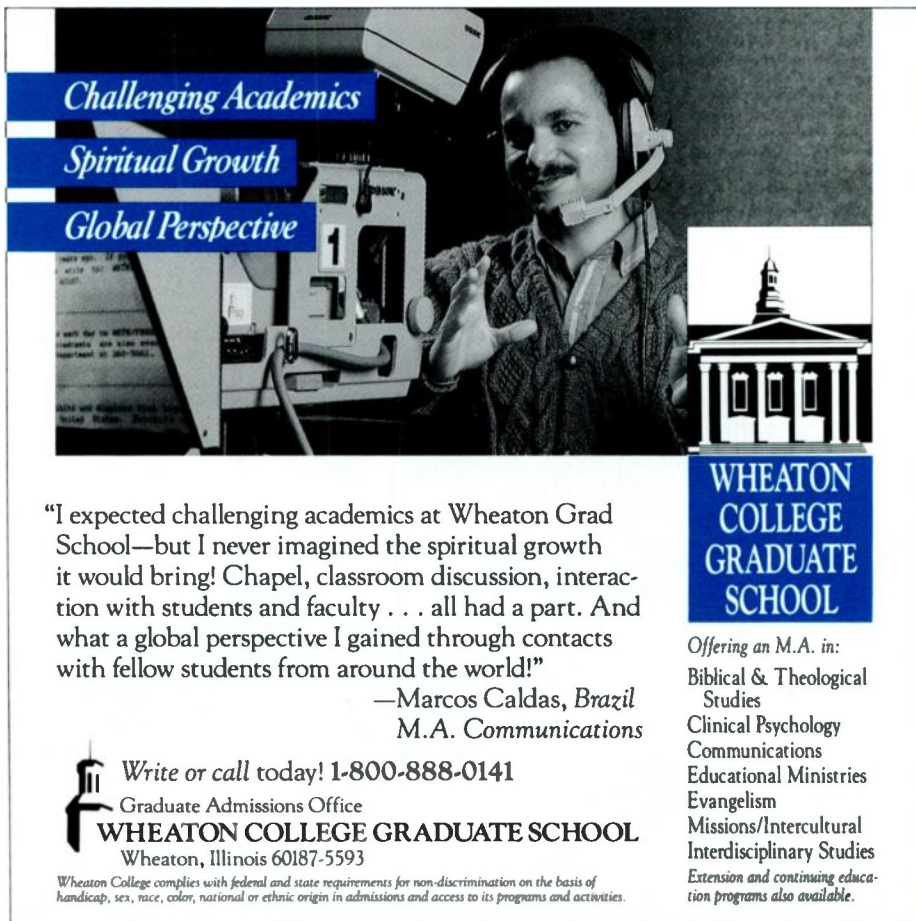
want a chance to gain experience at a student-operated radio station? I'm sure there are.

Billy Brant, in his 1981 book *The College Radio Handbook*, noted: "There seems to be a 'silent majority' when it comes to commenting upon the good aspects of college radio broadcasting."

Ten years later, I hope that "silent majority" has increased so that we see more colleges offering their broadcasting students the opportunity to get involved in a station where students can gain the necessary experience to become knowledgeable and accomplished professional broadcasters.

These are two qualities the Christian broadcasting community will be increasingly seeking as Christian broadcasting continues to become a larger part of the whole broadcasting picture.

Linwood A. Hagin gained his initial college radio experience at 1000-watt WSSU-FM, on the campus of the University of Wisconsin-Superior, and at WMMR, a carrier current station at the University of Minnesota. Both stations were student-operated. He is currently assistant professor of radio broadcasting at Toccoa Falls College in Toccoa Falls, Ga.



**Challenging Academics**  
**Spiritual Growth**  
**Global Perspective**

"I expected challenging academics at Wheaton Grad School—but I never imagined the spiritual growth it would bring! Chapel, classroom discussion, interaction with students and faculty . . . all had a part. And what a global perspective I gained through contacts with fellow students from around the world!"  
—Marcos Caldas, *Brazil*  
M.A. Communications

Write or call today! 1-800-888-0141  
Graduate Admissions Office  
**WHEATON COLLEGE GRADUATE SCHOOL**  
Wheaton, Illinois 60187-5593

Offering an M.A. in:  
Biblical & Theological Studies  
Clinical Psychology  
Communications  
Educational Ministries  
Evangelism  
Missions/Intercultural  
Interdisciplinary Studies  
Extension and continuing education programs also available.

Wheaton College complies with federal and state requirements for non-discrimination on the basis of handicap, sex, race, color, national or ethnic origin in admissions and access to its programs and activities.

(Circle 109 on the Reader Service Card)

# Christian Colleges With Communications Curricula Cover The Country

by Jim Loving

An individual who seeks a degree in communications, and one taught from a Christian perspective, may not need to look beyond the borders of his own state.

From L.I.F.E. Bible College in California to Olivet Nazarene University in Illinois, and from Spring Arbor College in Michigan to Liberty University in Virginia, prospective students will find institutions with rich heritages in communications, outstanding facilities, and committed, competent instructors.

To review the programs of every college and university would be impractical, but here is an overview of the offerings at four accredited institutions.

## North Central Bible College

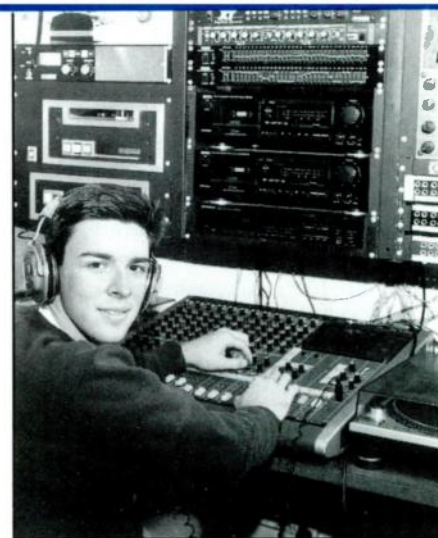
When the *Minneapolis Star-Tribune*

said that North Central Bible College is "one of the best kept secrets in downtown Minneapolis," it was referring to the progressive nature of the 60-year-old institution.

Part of that innovative spirit is embodied in North Central's department of communications where students major in television/radio, journalism, or drama. Approximately 70 of North Central's 1200 students are either majoring or minoring in communications.

Located in a new communications center are a three-camera television studio, KCTF (a student-operated radio station), two S-VHS edit bays, audio production facilities, newsrooms for campus publications, and faculty offices for three full-time faculty members.

North Central's radio station down-



Kevin Luke at audio mixer board in Biola's 8-track audio studio. Like many Christian colleges Biola also has a campus limited low-power radio station.

links CBN for news every hour and for contemporary Christian music after midnight.

Television students create graphic effects with the help of an Amiga computer and Video Toaster software. Students not only complete remote shoots and record news programs, they videotape children's programming and dramatic productions like the department's recent production of *Fiddler on the Roof*.

North Central's students use desktop publishing technology to produce the student newspaper, the yearbook, and a literary magazine.

All North Central students complete at least 30 semester hours in Bible-related courses. "We're committed to spiritual and academic excellence," said a spokesman in North Central's communications department.

Communications majors at North Central also complete at least one internship. Many students intern at one of the Twin Cities' network affiliates, but internships are available at newspapers, radio stations, and television stations throughout the country.

## John Brown University

On any day at John Brown University in Siloam Springs, Ark., a communications student might participate in a live television newscast, be involved in the operation of one of three radio stations, or cover a city commission meeting.

The student involvement is part of



Student Sue Dudley tries out Biola's new A-B roll video editing system. Biola masters on either S-VHS or 3/4 inch U-Matic.

**CONTINUED ON PAGE 20**



Take advantage of a "Spring Savings" opportunity to purchase the 1991 Directory at

# THE NRB MEMBER

## Price Of

# \$29.95

cost to non-NRB members  
is \$34.95

Equipment/Suppliers  
Radio stations  
Advertising agencies

Print publishers  
International Radio  
Program producers  
TV stations

# The DIRECTORY of RELIGIOUS BROADCASTING

Nineteen Ninety-one

TV stations  
Music publishers  
Satellite program services

This new edition  
of the Directory is an  
information resource you  
can't afford to be without!

The 1991 Directory is the **WHO'S WHO** of Religious Broadcasting  
that tells you **WHERE** they are and **HOW** to contact them.

### 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 Hadsock; GEN MGR: A L Lastiner; OFFICE MGR: Sue Mackey; CHIEF ENG: Teorge Perdue; CLASS: Educational; NETWORK: USA; HRS of OPER: 18-35; HRS of OPER: 24; FORMAT: religious 24 hrs. contemp Christian radio, adult contemp

### Ashland

WTSF-TV Channel 61 ★, PO Box 200 Ashland KY 41101, 606-329-2700; OWNER: Tri-State Family Bestg; 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, 619-277-4991; Mike Macintosh, HOST; Sanford Kravtze, prod; Terry Frost, anncr; Oasis Int'l Communications, rep; Horizon Ministry; 30 min; Bible teaching, preaching, talk; 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



Please send me \_\_\_\_\_ copies of the 1991 Directory of Religious Broadcasting at \$29.95 each (\$34.95 each if not an NRB member). Clip this coupon and mail with your check or credit card authorization to NRB, 299 Webro Rd., Parsippany, NJ 07054, Tel. (201) 428-5400, FAX (201) 428-1814. For first class mail add \$4.00. Foreign mail add \$15.00.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Visa  MasterCard

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Enclosed is my check in the amount of \$ \_\_\_\_\_

*Handwritten notes:*  
to bind our directory  
to date our directory

## CHRISTIAN COLLEGES . . . CONTINUED FROM PAGE 18

the commitment of John Brown University to educating Christians for service in communications. That commitment dates to 1935 when the university purchased KUOA, now a 5000-watt AM station and an important part of Siloam Springs and the surrounding area.

In 1936, John Brown began the academic program in broadcasting. Today 125 of the institution's 850 students work on degrees in either broadcasting, journalism, or public relations. Broadcasting students work with three full-time instructors in a three-camera television studio with 3/4-inch and S-VHS formats.

Students produce approximately six hours of cable programming each day, including a 30-minute newscast. Some sports events are covered, according to Mike Flynn, instructor of communications. Students develop radio skills, meanwhile, via the campus carrier current station or the Class A station. The commercial station is staffed by professionals.

Student publications are completed using desktop publishing programs, and journalism majors work with one full-time and one half-time instructor. Internships are not required, according to Flynn, but they are recommended, he said. However, all students are required to take 12 credit hours of Bible-related

### Biola University

Hollywood is only 20 miles away from Biola University in La Mirada, Calif., so it was natural for officials in the school's department of communications to develop a program for training young Christians for service in film-making.

Biola was founded 80 years ago by Limon Stuart who also founded Union Oil of California. Approximately 2600 students attend the university, and 180 of them are majoring in either radio/television/film, interpersonal communications, drama, communications disorders, public relations, or journalism.

Biola students operate an eight-track campus radio station, work in a two-camera studio, produce the student newspaper using desktop publishing techniques, and prepare 16-millimeter motion pictures for churches every other year.

The university employs six full-time professors in communications, and some

of those instructors assist students in preparing a weekly cable television program, *Biola Currents*.

Biola is committed to in-depth Bible training and requires all students to take 30 semester hours in Bible credits, according to Tom Nash, professor of radio/television/film. Communications students are also required to complete an internship. All of this is part of Biola's insistence that students develop spiritually and mentally, Dr. Nash said.

### Baylor University

Approximately 350 of Baylor University's 11,000 students are major-

is used as a classroom, but it is also available to communications students who simply want to complete homework.

Many Baylor students complete internships even though an internship is not an academic requirement. Several telecommunications majors were awarded internships for work at the National Association of Broadcasters (NAB) convention in Las Vegas last month.

Baylor also offers a M.A. in communications studies, a general communications degree, Dr. Schlueter said. Baylor students are also required to enroll in six credit hours of religion.



Jeff Litfin, left, and Wayne Hanson operate a switcher and the Amiga computer in North Central's television studio control room.

ing in communications, according to Dave Schlueter, assistant professor of speech communications. The university, which is located in Waco, Texas, offers degrees in telecommunications (including film), speech communications, and communications specialties.

To earn a degree as a communications specialist, a person takes coursework in both telecommunications and speech communications, Dr. Schlueter said. Communications specialists routinely work in corporate settings, he added. Eighteen full-time faculty teach in the communications department, and 12 have doctorates.

Students operate KWBU-FM, the campus radio station, and they sharpen video skills in the university's television studio. The department has many edit bays, according to Dr. Schlueter, and a new computer laboratory which features 20 Macintosh computers. The laboratory

### Plenty Of Schools Indeed

The 1990 *Directory of Religious Broadcasting*, published by National Religious Broadcasters (NRB), listed over 400 secular and Christian colleges offering broadcasting courses. Prospective students may choose to travel across the country to obtain a Christian education in communications, or they may choose a quality institution closer to home.

Students should talk to their pastors and other Christian leaders for recommendations, and then visit several institutions. Most offer college visitation days in the spring and fall. A quality education in communications — taught from a Christian perspective — is a valuable tool for reaching the world with the Gospel of Christ.

Jim Loving is chairman of the communications department of North Central Bible College in Minneapolis, Minn.



# NATIONAL RELIGIOUS BROADCASTERS

## COMPREHENSIVE BENEFIT PLAN

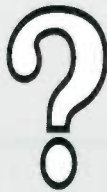


"The NRB Comprehensive Benefit Plan was established in 1985 by NRB as a benefit for its Members. By participating in this Plan, our Members can provide group life and health insurance benefits for their employees on a large plan, fully insured basis. Since most NRB Members have fewer than 50 employees,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

If you are a Member of NRB and you are concerned about the cost and/or stability of your current group life and health insurance arrangements, then I suggest that you look into this program."

*Dr. Jerry K. Rose*

*Past President, National Religious Broadcasters Association*



**Are Your Group Health Insurance Costs Getting Out Of Control?**

**Are You At Risk If Your Plan Has Financial Problems?**

**Under The NRB Plan, The Answer To These Questions Is "NO!"**

#### **THE NRB PLAN OFFERS REAL VALUES**

When you select the NRB Health Plan you will receive outstanding medical coverage and service at a reasonable and stable cost. Benefits include life, medical, dental and vision care insurance.

#### **FINANCIAL STABILITY**

The Plan is fully insured by a major insurer that is rated A+ Superior by AM Best Rating Service. Once premiums are paid the employer assumes no further risk.

#### **PREMIUM STABILITY**

The risk is spread over a large group of employees, and premiums are "pooled." Therefore, a small employer's unfavorable claim experience will not result in a large premium increase or the cancellation of that employer's insurance, as other plans sometimes do. The escalating cost of health service necessitates rate increases, but the pooling effect gives stability to the premium structure.

*If you would like to find out more about the Plan, please contact:*

**AEGIS BENEFIT ADMINISTRATORS**

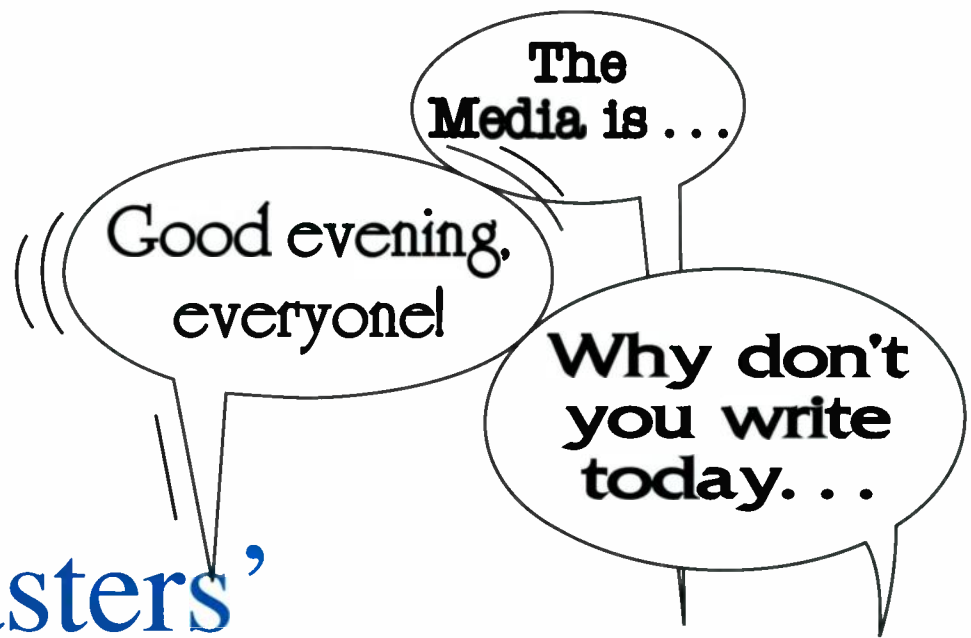
**PHONE:**

**George R. Martin CLU ChFC**

**(501) 227-8181**

**P.O. Box 25504 • Little Rock, AR 72221**

**(800) 432-8910**



# Broadcasters' Biggest Blunders:

## *A Lesson For Young And Old*

by Lowell Saunders

**B**lunders! The word itself sounds harsh. We all make blunders — usually quite unexpectedly. They shock us. But sometimes we don't recognize our blunders and we repeat them again and again. As you sit behind a microphone, check to see if you may unintentionally be committing what might be termed "Broadcasters' Biggest Blunders."

Case in point. How often do you say something like this:

"Good evening, everyone!"

"All you out there who. . ."

"Those of you listening today. . ."

"You all are important."

So what's wrong, you ask, with those sentences? Well, look — and listen — carefully. The above examples of direct address constitute a serious blunder routinely voiced by novices and veterans, both on secular and religious programs.

Consider who is listening to your broadcast. An individual driving down the highway. A housewife preparing dinner. Someone confined to a hospital bed.

A mailman making his daily deliveries. An elderly person sitting alone in a nursing home.

They share one thing in common: each listens as an individual, not as a conscious member of some vast, nameless multitude tuned in to your call letters.

Could it be that broadcasters blunder badly when they refer to each listener in the plural "you" form. You need not check long to hear this done on the networks and small independents.

To avoid this error, try practicing the following rule #1:

*Always use the noun "you" in its singular meaning.* When you go on the air, instead of thinking of yourself speaking to tens of thousands, talk intimately to a single individual. Cultivate a warm personal relationship. You'll boost yourself in that one's estimation.

While that may be the biggest blunder of broadcasters, a second rivals it closely. You can probably hear yourself saying something like this: "

"Why don't you write today for. . .?"

"Don't wait to call!"

"Now don't forget!"

"Don't delay another day."

You are simply following the accepted practice of most professional broadcasters. But might you be blundering?

Suppose that individual listener could respond to your fervent requests that — look at it carefully — that he *shouldn't* do something? He might reply something like this:

"Why don't I 'write today'? Let me count the ways! I have no envelope. I'm out of stamps. The dog chewed up my ball-point pen. The mailman has already stopped by for pickups. I have no desire to drive to the post office. And besides, to be perfectly honest with you, I have little interest in your product anyway. Those make up a few reasons as to why I don't write. Thanks very much for planting in my mind the issue of doing nothing!"

"AAUGH!" as Snoopy might exclaim. We've blundered badly by asking in a negative way for a listener to act. Maybe we should practice rule #2:



*Always state requests in a positive way.* Examples? "Write today!" "Call now." "Remember to. . . ." It's really quite easy to avoid the practice of making negative commands. Now you've got that — haven't you?

A third broadcaster blunder shows up in print as frequently as it does on the air. You'll see it in many publications. You'll hear it from seasoned professionals with decades behind the microphones. It marks the speech and writing of Ph.D.'s as well as grade school dropouts.

Test yourself to see if you, too, must plead guilty. Try your editorial pencil on this typical statement: "The media is presenting material antithetical to our Christian values."

A true statement? Yes, but incorrectly expressed. Maybe you've leaned into a mike and said something like this: "The secular media constitutes one big mess!"

True again. So what's wrong with those typical sentences? A serious point of grammar every educated person should know: the word media is a plural noun and must always be used with a plural verb. Check these correct expressions:

- "The media are everywhere."
- "Media do things to us."
- "The media provide us with. . . ."
- "Media offend us when. . . ."

Granted, that may sound a bit strange, but the usage is correct as any grammarian would be quick to point out. Fortunately, most readers and listeners don't themselves know the correct form. But that's no excuse for you.

So follow rule #3:

*Use the word media as a plural noun with a plural verb.*

There you have them — the biggest blunders of broadcasters. Other mistakes, of course, need to be corrected. But if you at least become acquainted with these Big Three Blunders and determine to avoid them, you'll be well on your way to becoming a more accurate, a more precise, and a more effective broadcaster.

Lowell Saunders chairs the department of communications at The Master's College in Newhall, Calif. He began his career as a writer for what is now the Moody Radio Network and for Northwestern College Radio.

# CHICAGO

## One Half Hour Time Periods For Sale

- ★ 5,000,000 Watts covering all of Chicago and Northern Indiana
- ★ Reaching over 7.5 Million Viewers
- ★ Affiliated with Home Shopping Network

Agency Representatives Welcome

**CALL (708)633-0001**

**62 WJYS**  
TELEVISION

(Circle 111 on the Reader Service Card)



## WHAT ARE YOU WAITING FOR?

Join the hundreds who have received information about  
**The Children's Sunshine Network!**

- A full-time ministry to children of your adult listeners.
- An opportunity to expand your outreach to children while protecting your ministry to adults.
- A virtually hands-free radio ministry that will enhance your image and community impact.
- Additional income for your ministry through this subscriber service.

**YOUR SUBCARRIER WILL NEVER BE THE SAME!**

For free information and video, call—  
**1-800-530-9779**



THE CHILDREN'S  
SONSHINE NETWORK

(Circle 112 on the Reader Service Card)

## Robert A. Cook, Former NRB Leader, Passes Away At 78

PARSIPPANY, N.J. (NRB) — Former National Religious Broadcasters (NRB) president and interim executive director Robert A. Cook passed away on Monday, March 11, in New York City following a lengthy battle with leukemia. He was 78 years old.

At the time of his death, Dr. Cook was chancellor of The King's College in Briarcliff Manor, N.Y., and was the featured speaker on *The King's Hour* radio program.

Dr. Cook, who served as NRB President from 1985-88, was the organization's interim executive director from September 1, 1989 through January 31, 1990. He successfully guided the organization through a transitional period following the departure of Ben Armstrong, who worked as NRB's executive director for 23 years.

On February 1 of last year, Dr. Cook turned the NRB reins over to current executive director E. Brandt Gustavson. "Dr. Cook represented in NRB all that was right in Christian media work," said Dr. Gustavson. "He gave himself unstintingly to the work of NRB and was always concerned about the people."

During the 1990 NRB Convention, Dr. Cook was elected to both the organization's board of directors and executive committee. He remained extremely active in his duties with NRB until he was diagnosed and hospitalized late last year. Dr. Cook's illness prevented him from participating in the 1991 NRB Convention, his first absence from the event in over 30 years.

Dr. Cook was president of The King's College for 23 years, serving from 1962 until his retirement in 1985. Under his leadership, The King's College received its Middle States accreditation in 1968. For the past 29 years, he was the speaker on *The King's Hour* radio program aired daily over 60 stations.

A gifted writer, Dr. Cook most recently authored *Now That I Believe*, which has sold over a million copies and is listed among the top ten in volume sales for Moody Press paperbacks. Last November he received an award from Moody Press in Chicago, celebrating the sale of the millionth copy of his book which has been translated into more than 27 languages.

A graduate of Moody Bible Institute, Wheaton College, and Eastern Baptist

Seminary (Pa.), Dr. Cook pastored churches in Philadelphia, LaSalle, Ill., and Chicago before becoming director of Chicagoland Youth For Christ. He served as president of Youth For Christ International for ten years, prior to becoming vice president of Scripture Press.

In addition to his wife, Coreen, Dr. Cook is survived by three daughters, Carolyn Borink, Marilyn Parry, Lois Gillern, and five grandchildren. Following interment in Wheaton, memorial services for Dr. Cook were held in New York City and Briarcliff Manor.

## Intercollegiate Religious Broadcasters Elects Officers

PARSIPPANY, N.J. (NRB) — The Intercollegiate Religious Broadcasters (IRB), the campus branch of National Religious Broadcasters (NRB), elected a new slate of officers at the 48th annual NRB Convention in late January.

Andrew Quicke of Regent University in Virginia Beach, Va., continues in the second year of his two-year term as president. He is responsible for the general planning and oversight of the IRB program.

Tom Nash of Biola University in La Mirada, Calif., was elected vice president. His primary responsibility is conducting the annual NRB Student Achievement Awards Competition. Jim Owens of Asbury College in Wilmore, Ky., meanwhile, brings several years of experience in various IRB offices to his new position as advisor.

## NRB Welcomes Eight New Members During Convention

PARSIPPANY, N.J. (NRB) — Eight applicants were officially accorded membership into National Religious Broadcasters (NRB) during this year's NRB Convention in Washington, D.C. NRB has more than 800 member organizations in the United States and from several foreign countries.

Those added to NRB include: James L. Custer, Right Start Ministries, Worthington, Ohio; Calvin W. Edwards, Walk Thru the Bible Ministries, Atlanta, Ga.; Scott B. Korb, WBCR-AM/WSCR-AM, Moscow, Pa.; and Alberto Espada-Matta, Asociacion Evangelistica Y Misionera, Edison, N.J.

Also joining NRB were: Valerie Norman, Saving Grace Ministries, Chicago,



ROBERT COOK

Ill.; Virginia Sattler, WJRX-FM, Chattanooga, Tenn.; William T. Sammons Jr., WXPZ-FM, Milford, Del.; and Chester Smith, KCSO-TV, Modesto, Calif.

## NRB Publications Director Meets With President Bush

WASHINGTON, D.C. (NRB) — National Religious Broadcasters (NRB) publications director Ron J. Kopczick, along with 15 other religious media representatives, met with U.S. President George Bush in the Roosevelt Room at The White House on March 28. Kopczick also serves as editor of *Religious Broadcasting* magazine.

During the 46-minute meeting, the President gave a screening of several public service announcements (PSAs) promoting The Points of Light Foundation program. The PSAs, which advance the cause of community service, were to begin airing on national television in mid-April. Production of the announcements were done pro bono by the Saatchi & Saatchi advertising firm of New York City.

Following the presentation of the PSAs, the President fielded questions from the group during a "round-table" interview session. Questions ranged from President Bush's viewpoint on world matters to church-state relations within the United States. It was a very open and honest session, according to NRB's Kopczick.

"The President answered each question quite candidly and offered a great deal of insight," said Kopczick. "I certainly appreciated the emphasis he gave to his own religious convictions in his role as President and his call for the strengthening of the family in today's society.

"I was also highly pleased to hear President Bush condemn the actions of



ACT-UP (AIDS Coalition to Unleash Power), especially the offensive acts it has committed against religious bodies like the Catholic Church. This was encouraging, especially after the gay community had been invited to attend two bill-signings at the White House last year."

With the recently completed Persian Gulf War still fresh in many minds, several of the questions asked during the interview session dealt with the United States' role in both the conflict and the current peace process in the Middle East. When asked to define his understanding of a "new world order," the President explained.

"A new world order is one in which big countries won't bully their neighbors. One in which the territorial integrity of countries will be respected. One in which the new-found credibility of the United States will be helpful in protecting the territorial integrity," he said.

President Bush went on to cite three goals he'd like to see accomplished in the Middle East: security and stability in the Persian Gulf, the restoration of Lebanon to its pre-civil war condition, and a settling of



U.S. President George Bush met with 16 religious media representatives at The White House on March 28. NRB publications director Ron Kopczick is at the far left. (White House photo by Carol T. Powers)

the Palestinian issue.

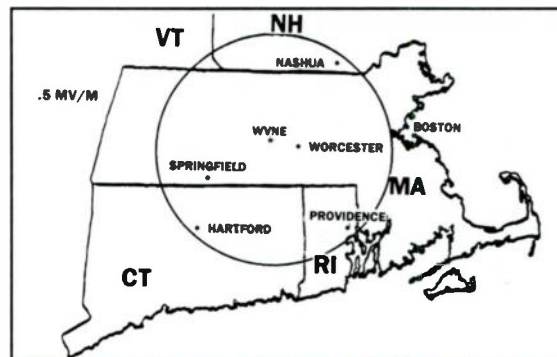
Media officials attending the interview session represented Catholic, main-line Protestant, and Mormon publications. Invited Evangelical periodicals included

*Christian Herald, Christianity Today, National & International Religion Report, Pentecostal Evangel, and Religious Broadcasting.*

## INTRODUCING the New Voice of New England!

# WVNE-760 AM

(WORCESTER-SPRINGFIELD)



**10,000 Watts (ERP)**  
non-directional

### BLOUNT COMMUNICATIONS GROUP

19 LUTHER AVE., WARWICK, RI 02886 • (401) 737-0700

WARV-1590AM  
PROVIDENCE/NEW BEDFORD  
Warwick, RI

WVNE-760AM  
WORCESTER/SPRINGFIELD  
Leicester, MA  
(Circle 113 on the Reader Service Card)

WFIF-1500AM  
BRIDGEPORT/NEW HAVEN  
Milford, CT

## • NATIONAL •

### State Of Maryland Accused Of Covering Up Abortion Deaths

GAITHERSBURG, Md. (NRB) — Paul Marx, president of Human Life International, an anti-abortion group headquartered in Gaithersburg, recently charged the state of Maryland's Department of Health and Mental Hygiene (DHMH) with the "deliberate cover-up of two abortion deaths which occurred in Prince George's County abortion clinics in the year 1989."

The two 1989 Maryland abortion victims were 16-year-old Erica Richardson and Debra Gray, both of whom died soon after undergoing legal abortions. Miss Richardson died on March 2, just hours after a suction abortion. Ms. Gray died July 15 following abandonment of life-support procedures necessitated by complications arising during an abortion performed three days earlier at a different Maryland clinic than the one Miss Richardson checked into.

Although both deaths were autopsied by the Office of the Chief Medical Examiner for the State of Maryland, a division of the DHMH, neither case showed up as an abortion death in the official DHMH records for 1989, which have recently become available. In fact, "the official Maryland records falsely report *no* abortion deaths in 1989," said Dr. Marx.

Dr. Marx laid the blame for the abortion deaths omission on the Maryland State Legislature, which has repeatedly refused to mandate the reporting of all abortions and abortion complications. "The legislature has stuck the people of Maryland with a ridiculous, purely voluntary system of reporting, whereby an abortion butcher can decide for himself whether or not to report his malpractices," he said.

The euphemisms employed by the State Medical Examiner's office in investigating abortion malpractices came in for scathing denunciation by Dr. Marx, who noted, "Take 16-year old Erica Richardson's death from severe hemorrhage and an air embolism, a result of the abortionist perforating her uterus — it was sanitized as a 'therapeutic misadventure' by the Medical Examiner, who listed the 'manner of death' as an 'accident' on the autopsy report."

Dr. Marx called upon the Maryland General Assembly to immediately imple-

ment a three-point program: (1) "Investigate why abortion deaths, which are common knowledge in various newspapers published in the State, nevertheless fail to appear in the State's official abortion records," (2) "Enact *mandatory* requirements for abortion reporting," and (3) "Enact parental notification/consent laws so that there will never again be any more Erica Richardson cases."

### NYC Organization Announces College Student Video Contest

NEW YORK, N.Y. (NRB) — The Christophers, a non-profit organization based in New York City, recently announced its fourth annual 1991 Video Contest for College Students. Entrants must be currently enrolled college students in good standing and produce a five-minute or less video (3/4-inch or VHS cassette only), using any style or format, that captures this year's contest theme: "One Person Can Make A Difference." The deadline for entries is June 14.

Entries will be judged on 1) Content — ability to capture the theme; 2) Artistic and technical proficiency; and 3) Adherence to all contest rules. The first-place winner will receive \$3000, the second-place winner \$2000, and the third-place winner \$1000. In addition, five Honorable Mention Prizes will be awarded in the amount of \$500 each.

All winners must agree to the use of their work in any Christopher production: broadcast, non-broadcast, and/or promotional activities related to this contest. For more information and an official entry form, contact: The Christophers, 12 East 48th Street, New York, NY 10017, or call (212) 759-4050.

### Tom Landry Hosts New Prison Documentary By So. Baptists

FORT WORTH, Texas (NRB) — The Radio and Television Commission (RTVC) of the Southern Baptist Convention (SBC) announced that former Dallas Cowboys head football coach Tom Landry is the host of a new SBC-produced documentary *Set Free*. The program is about prison inmates whose lives have been changed and are now living for Christ as a result of prison ministries.

The hour-long documentary, which premiered over the NBC Television Network on April 7, will be aired on a number

of NBC affiliate stations across the nation during the summer. Interested viewers are being encouraged to check TV listings for dates and times it will be shown in their areas.

*Set Free* focuses on four inmates who tell their stories and includes comments by wardens and chaplains as well as scenes showing prison ministry work by churches, individuals, and two para-church organizations — The Bill Glass Evangelistic Assn., headquartered in Dallas, Texas, and Prison Fellowship Ministries in Washington, D.C., founded by Chuck Colson.

Landry has been involved with the Bill Glass Association as a volunteer who has gone into prisons as a guest to share the Gospel of Christ with inmates.

### Family Life Broadcasting Marks 25 Years On The Air

TUCSON, Ariz. (NRB) — Family Life Broadcasting, the national inspirational radio network based in Tucson, recently celebrated 25 years of programming. Warren and Char Bolthouse founded the seven-station Family Life Broadcasting System in the basement of their Jackson, Mich., home in 1966.

To commemorate the quarter-century mark, the network aired birthday greetings from national leaders, archive tapes of its founders, and interviews with former staff members. U.S. President George Bush, in a letter to the Bolthouses, wrote, "I commend you for your valuable community involvement over the years, which has helped people draw closer to our Creator and to one another."

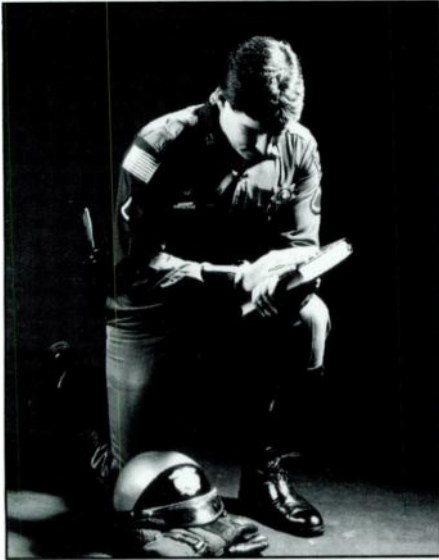
The network, begun when Rev. Bolthouse started a 30-minute program on a local Michigan station, now includes four stations in Michigan, two in Arizona, and one in New Mexico. The Family Life signal reaches such cities as Lansing and Detroit, Mich.; Tucson and Phoenix, Ariz.; and Albuquerque, N.M.

Family Life's ministry recently expanded to offer counseling and produce nationally syndicated programs such as *Parent Talk* with best-selling authors Randy Carlson and Kevin Leman.

### Cops For Christ Plans A July Prayer Rally In Nation's Capital

FARMINGDALE, N.Y. (NRB) — International Cops For Christ, a Christian





**Police officers from across the nation will unite for a prayer rally in Washington, D.C., on July 6.**

fellowship organization of police officers with chapters in 50 U.S. cities and two foreign countries, is sponsoring a united prayer rally in Washington, D.C., on July 6. Rally participants will gather the morning of the sixth near The White House before marching to the steps of the Capitol for a prayer session.

The rally will continue at the Washington Monument grounds and the Sylvan Theater with an additional prayer service featuring musical guests and various Christian and political leaders. In addition to uniformed representatives from police departments across the nation, the group is inviting other citizens to join them for the event, called the "One Nation Under God" prayer rally.

#### INTERNATIONAL

### Evangel College Students Are Tops In TV & First In Football

SPRINGFIELD, Mo. (NRB) — Students in the award-winning television production department of Evangel College in Springfield recently interviewed members of the school's history-making football team, which is preparing for an unprecedented trip to mainland China on May 26. (Please see front cover of this edition of *Religious Broadcasting*.)

Two weekly programs, *Newscast* and *SportsUpdate*, are produced by the television students in Evangel's communications department. Both programs air on the local Springfield Telecable sys-

tem. Last year, *Newscast* was named the number-one student produced television news program in the nation by the Society of Collegiate Journalists. *SportsUpdate* was ranked number two in the nation.

Evangel's gridiron Crusaders, meanwhile, hold the distinction of being the first team ever chosen to play American football in mainland China. The Crusaders, who will play three exhibition games against Pacific Lutheran University of Tacoma, Wash., were approved for the venture last summer by the Chinese government, Athletic Tours, Inc., and the National Association of Intercollegiate Athletics (NAIA).

Pacific Lutheran, which committed to the trip last fall, and Evangel will play the first exhibition game in Beijing's Peoples Workers' Stadium on June 1. The game will be televised on Chinese National Television, with a potential audience of 200 million. Additional broadcasting plans are currently being organized for the United States.

Following the initial contest in the 100,000-seat Beijing stadium, a second game is scheduled for Guanzhou's 80,000-capacity Tian He Stadium on June 7. The series will end June 12 with the Evangel and Pacific Lutheran teams meeting at Shanghai's Hong Kou Stadium.

### Massive Project Provides Bibles For Brazil And Peru

WHEATON, Ill. (NRB) — A five-year cooperative Scripture-placement project between The Bible League and Living Bibles International has resulted in 16 million New Testaments being distributed in Brazil. The project, called "Brazil/New Life for the 90's," seeks to place 25 million New Testaments throughout the world's sixth most populous nation.

Living Bibles International, which provided the Portuguese New Testaments, has returned more than \$750,000 in royalties to the project since it began in 1985 and has pledged about \$200,000 for the next two years. In addition to being an effective evangelism program, the project has helped to unify evangelical Christians.

Chester Schemper, coordinator of Latin America for The Bible League, said that during a recent visit he was told by Brazilian Christians that, "Whereas in the past we each went our separate ways and

were hostile to one another, today we are working as brothers to evangelize Brazil."

Churches report that 60 percent of their new converts are brought into the church directly or indirectly as a result of the Scripture-placement project. A number of prominent Brazilian leaders have also endorsed the project.

A second joint venture between Living Bibles International and The Bible League has resulted in 600,000 Spanish New Testaments being placed primarily in schools throughout Peru. The Bible League plans to distribute one million New Testaments in Peru.

### Argentines Respond To Gospel Telecasts From CBN

ROANOKE, Va. (NIRR) — About three million Argentines reportedly prayed to receive Christ after they viewed prime-time television specials sponsored by the Christian Broadcasting Network (CBN) last fall, according to the National & International Religion Report (NIRR).

Three shows were aired last October on 23 stations and a cable network that reaches 600 communities in Buenos Aires, Rosario, Mendoza, Cordoba, and other cities, CBN spokesperson Susan Norman reported.

Two polls conducted during the campaign indicated that 49 percent of those surveyed watched at least one of the programs, and 40 percent of those viewers repeated a prayer for salvation. Basing projections on the number of people in the coverage area with access to television, Norman said eight million people saw the programs and three million of them responded.

The figures were confirmed recently by door-to-door surveys conducted by local churches, she said. Volunteers surveyed 606,000 people from a cross section of cities where the programs were aired. Of those polled, 53 percent said they saw at least one of the shows. About 39 percent of viewers repeated the sinner's prayer.

Argentine churches have swelled as a result of the blitz, Norman told NIRR. In Santiago del Estero, a pastor reported 1000 new converts within one month of the broadcasts. A church leader in Mendoza said his church grew by 50 percent and his branch churches by 100 percent. Others said they scheduled extra services to accommodate the membership surge.

# THE BOOK SHELF

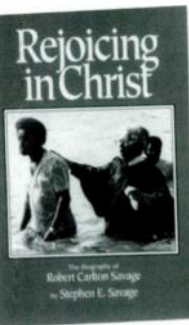
## REJOICING IN CHRIST

The Biography of Robert C. Savage

by Stephen E. Savage

Shadow Rock Press

National Religious Broadcasters (NRB) recently awarded a *Golden Mike Award* posthumously to Robert Carlton Savage in recognition of the work he performed internationally as a religious broadcaster. Now, his son Stephen tells the story of his father — preacher, musician, songwriter, and radio personality. Bob Savage's unique character, with his wit, zeal, belly laughter, and passion for the Gospel, is vividly portrayed in a tender, gripping, and honest account.



He transformed evangelical hymn singing in Latin America by his discovery and publication of hundreds of indigenous gospel songs. He also popularized these songs on his daily program, *Hymns of the Christian Life*, on missionary radio station HCJB, heard all over the Western Hemisphere. These hymns and choruses form the core of current Latin America hymnology.

*Rejoicing in Christ* is also the chronicle of a fascinating and exciting era of missionary work in Latin America. It describes in detail the transformation in the Roman Catholic Church, the rise of nationalism, and the way all this affected Bob Savage's life in particular and missionary strategy in general.

## The ADVENTURE BIBLE, KJV

Zondervan Bible Publishers

*The Adventure Bible, NIV*, the first study Bible written especially for children, is now available in the King James Version. This Gold Medallion Award nominee has topped Bible Best-seller lists. Like its predecessor, *The Adventure Bible, KJV* features age-



appropriate activities to help today's children apply biblical principles to their everyday lives.

The NIV edition, currently in its fourth printing with over 320,000 copies in print, debuted in the fall of 1989. The book was designed in response to a survey conducted by Zondervan Publishers of Grand Rapids, Mich., asking teachers and parents what the ideal Bible for children aged seven to 12 would be like. It familiarizes children with the Bible by interspersing attractive easy-to-use features throughout the text.

Popular features include "Did You Know?" notes which appeal to kids' love of fascinating facts; "Life in Bible Times" which helps clarify ancient eras; "Let's Live It!" which provides applications to work and play; Book Introductions which give basic facts and favorite Bible stories in each book; and "Words to Remember" which highlight verses to memorize. Fifteen color charts and eight full-color maps also offer helpful and interesting information.

## MARRIED TO TELEVISION?

Restructuring Your Prime Time

by Dale and Karen Mason

Accent Books

The title of this book employs a rather startling metaphor. The matrimonial bond between a man and a woman constitutes a devotion, an intimacy if you will, which at first glance might seem incongruous when applied to one's television viewing habits. The use of that term, however, demonstrates the nature and degree of the problem which the authors wish to address.

After describing his personal confrontation with television, Dale Mason shares his research. But given previously published books on the subject (*Morality and the Mass Media* by Kyle Haselden back in 1968 being just one that comes to mind), one might regard him as a Johnny-Come-Lately.

The authors are to be commended that, while recognizing the faults of television, they do not necessarily advocate its complete elimination from within the household. They recognize that, especially with the proliferation of cable services, many new educational opportunities emerge. Rather than throw the

baby out with the bath water, they encourage responsible viewing.

This book provides forms to assist the reader/viewer to calculate how much television is viewed and to evaluate its content in light of Christian values.

Footnotes at the end of each chapter give some indication of the extent of the authors' research and an indication of available literature, but sadly, there is no bibliography.

The authors encourage a return to less-passive activities designed to foster family participation. In this, too, they are to be commended for offering alternatives to television viewing (hence, the subtitle: "Restructuring Your Prime Time").

While the suggestions they make are blandly wholesome, it seems a bit ludicrous to attempt to compile a list of the things that one might do when not watching television. In short, one's entire life is to be lived — go live it. But, alas, if you need a hundred or so suggestions, here they are.

The most up-to-date aspect of this book is its mention of videocassettes. Toward this end, in the final third of their book, the authors provide annotations for Christian videocassettes they have personally viewed and evaluated. The value of such a list is questionable. For a parent with absolutely no knowledge of what's available, these titles are certainly an improvement over most secular fare.

But those with strong doctrinal stances, or those responsible for developing a church library (as suggested in the book), will still need to re-evaluate each title (the authors' assurances notwithstanding). And it would be a small library that limited itself to these titles.

Furthermore, such lists are outdated almost as soon as they are published. New video titles appear daily. Therefore, rather than using this list merely as a selection tool, the reader might use these annotations (in conjunction with the television evaluation form provided earlier in the book) to develop one's own





guidelines for video selection.

In conclusion, for those who have previously encountered this subject in the literature, much of this sprightly written, well-intentioned book will seem essentially a rehash.

But for new Christians or for those who have not seriously considered the negative impact of television on their lives, this book provides an excellent introduction, one that goes beyond the theoretical to provide practical, if not exhaustive, hints to avoid being married to television.

*Reviewed by Harry Conay, Education Media Specialist, West Orange, N.J.*

### CHRISTIAN RADIO STATION LOCATOR GUIDE

Travelers Companion Ltd. Inc.

This 80-page locator guide contains maps of each of the 50 states arranged in alphabetical order showing most major cities, key state highways, all interstate and U.S. highways, and the location of over 2100 AM and FM stations, and FM translators (low-power FM stations). An appendix lists the call letters and city location of each station.

The locator guide is small enough to fit into a glove compartment or brief case and provides an excellent resource for locating Christian radio stations while traveling. The *Christian Radio Station Locator Guide* is produced and distributed by Travelers Companion Ltd. Inc., a non-profit ministry located in Clinton, Md. and dedicated to meeting the spiritual needs of those who travel our nation's highways.

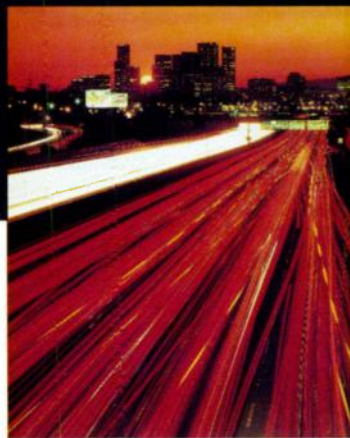
### HANDBOOK OF RADIO PUBLICITY AND PROMOTION

3rd Edition

by Jack MacDonald and Curtis R. Holsopple  
TAB Books

For over 20 years, radio broadcasters have been turning to the *Handbook of Radio Publicity and Promotion* to help them attract and keep larger, more enthusiastic listening audiences. Now, this popular guide is back — completely updated to reflect the many changes in culture, demographics, technology, and the radio industry itself. Readers will find here many valuable ideas and advice.

# HOW DO YOU SLOW DOWN WITHOUT BEING RUN OVER?



Like vehicles caught in the frenetic pace of traffic -- rushing ahead at dangerous speed, unable to change lanes or slow down -- so are the lives of countless individuals. They need to find an exit...before something dreadful happens. Who can guide them through the traffic of life's problems to a place of reflection and recovery? Rapha can.

Rapha treatment centers are strategically located in over 20 hospitals across the United States. As the nation's leading provider

of inpatient medical care based on Christian principles, 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 let your friend or loved one rush full speed into a disaster. Reach out to Rapha today.

Call **1-800-383-HOPE**.

## Rapha

HOSPITAL TREATMENT CENTERS

*Clinically Professional. Distinctively Christian.*

(Circle 108 on the Reader Service Card)

# Christian Best Sellers!

## CLOTHBOUND

- \* (1) 1. "Good Morning, Holy Spirit," *Bennie Hinn*, Thomas Nelson Publishers
2. *Love Must Be Tough*, James Dobson, Word Publishing
- (5) 3. *Love Hunger*, Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed, Thomas Nelson Publishers
- (2) 4. *The Grace Awakening*, Charles Swindoll, Word Publishing
- (8) 5. *The Applause of Heaven*, Max Lucado, Word Publishing
- (6) 6. *Love Is a Choice*, Robert Hemfelt, Frank Minirth, and Paul Meier, Thomas Nelson Publishers
- (7) 7. *Children at Risk*, James Dobson and Gary Bauer, Word Publishing
- (4) 8. *Gifted Hands*, Ben Carson with Cecil Murphey, Zondervan Publishing House
- (9) 9. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
10. *We Are Driven*, Robert Hemfelt, Frank Minirth, and Paul Meier, Thomas Nelson Publishers
- (13) 11. *Love for a Lifetime*, James Dobson, Multnomah Press
- (12) 12. *Eternal Security*, Charles Stanley, Thomas Nelson Publishers
- (3) 13. *The New Millennium*, Pat Robertson, Word Publishing
- (14) 14. *Quiet Times for Couples*, H. Norman Wright, Harvest House Publishers
- (15) 15. *Halley's Bible Handbook*, H.H. Halley, Zondervan Publishing House
16. *Six Hours One Friday*, Max Lucado, Multnomah Press
- (10) 17. *The Two Sides of Love*, Gary Smalley and John Trent, Focus on the Family Publishing (Word)
- (11) 18. *Courtship After Marriage*, Zig Ziglar, Oliver Nelson Books (Thomas Nelson Publishers)
19. *I Surrender*, Patrick Morley, Wolgemuth & Hyatt, Publishers
20. *Molder of Dreams*, Guy Rice Doud, Focus on the Family Publishing (Word)

## PAPERBACK

- \* (2) 1. *The Rise of Babylon*, Charles Dyer with Angela Elwell Hunt, Tyndale House Publishers
- (1) 2. *Armageddon, Oil and the Middle East Crisis*, John Walwood, Zondervan Publishing House
- (3) 3. *This Present Darkness*, Frank Peretti, Crossway Books
- (4) 4. *Piercing the Darkness*, Frank Peretti, Crossway Books
- (14) 5. *The Blessing*, Gary Smalley and John Trent, Pocket Books
- (7) 6. *Stick a Geranium in Your Hat and Be Happy!*, Barbara Johnson, Word Publishing
- (9) 7. *Joshua*, Joseph Girzone, Macmillan Publishing Co.
- (6) 8. *Julia's Last Hope*, Janette Oke, Bethany House Publishers
- (8) 9. *Global Peace and the Rise of Antichrist*, Dave Hunt, Harvest House Publishers
- (11) 10. *Escape the Coming Night*, David Jeremiah with C.C. Carlson, Word Publishing
11. *The Dixie Widow*, Gilbert Morris, Bethany House Publishers
12. *Love Is a Choice*, Robert Hemfelt, Frank Minirth, and Paul Meier, Thomas Nelson Publishers
- (10) 13. *Becoming a Woman of Excellence*, Cynthia Heald, NavPress
14. *The Love Hunger Weight-Loss Workbook*, Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed, Thomas Nelson Publishers
15. *Fallen Angel*, Roger Elwood, Word Publishing
- (5) 16. *Armageddon: Appointment With Destiny*, Grant Jeffrey, Bantam Books
17. *Good Grief*, Granger Westberg, Fortress Press (Augsburg Fortress, Publishers)
18. *Gold Rush Prodigal*, Bruce and Bodie Thoene, Bethany House Publishers
19. *No Wonder They Call Him the Savior*, Max Lucado, Multnomah Press
- (18) 20. *God Calling*, A.J. Russell, Fleming H. Revell Co., Barbour & Co.

\*Last month's position

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

# TRADE TALK

Last month, the Luis Palau Evangelistic Association launched a new 15-minute radio program **Heartbeat with Luis Palau** in four U.S. cities. The program can now be heard in Dr. Palau's headquarters city of Portland, Ore., in addition to San Antonio, Texas; Phoenix, Ariz.; and Chicago, Ill. For more information, call (503) 643-0777.

**Hope For The Heart** radio program, featuring Bible teacher June Hunt, celebrated five years on the air March 3. The Dallas, Texas-based program, which can now be heard daily on 200 stations across the U.S., was the 1989 winner of NRB's "Radio Broadcast Ministry of the Year" Award. The 15-minute program began its current format of dealing with a specific counseling topic each week in April 1990.

**Bread'N Honey Records** of Ventura, Calif., has been purchased by Legacy Home Video for an undisclosed sum. The 15-year-old inspirational music company will add several new musical categories under its new ownership, according to Legacy chairman Declan M. Kavanagh. In a related matter, Bread'N Honey has released a new album by Roy Rogers entitled *Many Happy Trails*. The work is a 50-year musical retrospective of Rogers' career as America's "King of the Cowboys." Featured on the album with Rogers are his wife Dale Evans and their son Roy Jr. For more information, call (805) 988-4492.

**Calvin W. Edwards** has been appointed executive vice president of Walk Thru the Bible Ministries (WTB). The announcement was made in March by WTB founder and president Bruce H. Wilkinson. Edwards has been with WTB for approximately six years and most recently served as the organization's senior vice president for publishing.

Among the guest speakers at last month's 1991 Mastering Ministry/Pastor's Enrichment Congress in Portland, Ore., was **Jack Hayford**, pastor of Church on the Way in Van Nuys, Calif., and speaker on the daily *Living Way* radio program. The congress, co-sponsored by Multnomah School of the Bible and Christianity Today, Inc., also featured speakers like Howard and Jean Hendricks, Bill Hybels, and Haddon

Robinson. Dr. Hayford's radio program is heard on 177 stations nationwide, while an edited version of his church's Sunday morning service is carried by Trinity Broadcasting Network and the Vision Interfaith Satellite Network (VISN).

To celebrate its 60th anniversary as a Bible and Christian book publisher, **Zondervan** conducted a special drawing during January's Media Exposition at the 48th annual National Religious Broadcasters Convention (NRB 91) in Washington, D.C. From more than 300 entries, three winners were chosen during the drawing which was held at Zondervan's exhibit. The winners, who will each receive 60 of Zondervan's best-selling Bibles and books, were Lori Schippert of WBMJ-AM/WIVV-AM in Santurce, P.R., Frank Salisbury of UCB International in Christchurch, New Zealand, and Marilyn Turney Melburg of Christian Duplications International in Orlando, Fla.

Expected to begin airing soon is a daily five-minute radio program entitled **Breakpoint With Charles Colson**. The program will feature commentary and a unique analysis on contemporary cultural issues in a "post-Christian era" by Prison Fellowship founder and chairman Chuck Colson. For more information, call (714) 738-1501.

**John D. Erickson** is scheduled to begin serving May 1 as the new general secretary of the United Bible Societies (UBS), a world fellowship of 111 Bible societies. A 25-year veteran with the American Bible Society (ABS), Dr. Erickson will serve the UBS at its international offices in Reading, England. As a vice president with ABS, Dr. Erickson directed the U.S. society's international relations and promotion divisions.

**KWBI-FM** of Morrison, Colo., marked 20 years of broadcasting during a celebration at the Denver First Church of the Nazarene on March 16. The surprise guests during the celebration were John Nieder and Larnelle Harris. Completely listener-supported, KWBI-FM serves listening audiences in both Colorado and Wyoming.

The International Lutheran



Laymen's League (ILLL) has severed its relationship with Henry Go H.J. Wu of its China Lutheran Hour office in Taiwan. The action followed Go's refusal to allow the ILLL to conduct an audit of the Chinese outreach. Although it was forced to close its Taiwan office, ILLL plans to continue its outreach in the Far East through such projects as its China cassette ministry.

KYFC-TV 50 of Kansas City, Mo., is the recipient of two 1990 Silver Angel Awards. The station received a silver angel in the category of "Local Television" for its documentary *Kingdom of Darkness*. Another silver angel was presented to KYFC-TV in the "International Television" category for its production of the *Josh McDowell Show*. Nineteen-ninety marked the first year that KYFC-TV had entered the Religion In Media-sponsored competition.

In March, evangelist Billy Graham met personally with surviving family members of the military personnel stationed in Greensburg, Pa., who were killed February 25 by a Scud missile during Operation Desert Storm. The Greensburg-based 14th Quartermaster Detachment suffered 13 deaths and 37 injuries when a Scud hit its barracks in Dhahran, Saudi Arabia. Dr. Graham also spoke and offered prayer during an Ecumenical Fellowship Tribute Service held in the Pennsylvania community. The private service, to which President George Bush sent a letter, was attended by more than 1700 people.

A two-million piece shipment, including equipment, Bibles, and literature, was delivered to the Soviet Union in mid-February by **The Spoken Word of God and Christian Duplications International** in conjunction with several other groups. Included in the shipment, according to Christian Duplications chairman R.B. "Jack" Turney, was the first duplicator to produce the Russian Cassette Bible. Turney planned to leave for the Soviet Union last month to establish a tape duplication center near Odesa. For more information, call (407) 299-7363.

**Don L. Collins** has been elected chairman of the board for the non-profit



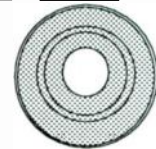
Enjoying SpaceCom's dessert-tasting reception during NRB 91 were Wayne Shepherd of the Moody Broadcasting Network, SpaceCom's Susan Stewart, Jim Sanders of Ambassador Advertising, and SpaceCom's Al Stem.

corporation of WTGL-TV 52 in Orlando, Fla. Collins, who will chair Goodlife Broadcasting, Inc, is the founder and CEO of Collins Industries, the nation's leading "specialty vehicle" manufacturer. Christian Television Network founder and president **Bob D'Andrea**, meanwhile, was elected vice chairman of TV 52 and Goodlife Broadcasting. WTGL-TV recently celebrated the grand opening of its production studios and offices in downtown Orlando.

**SpaceCom Systems, Inc.**, of Tulsa, Okla., announced in March that its recently acquired transponder on the Hughes SBS-6 satellite will be used to launch a new point to multipoint data and audio broadcast service that it's calling *fm3* (pronounced fm cubed). During NRB 91, SpaceCom sponsored a dessert tasting entitled "Applying High Touch to High Tech." The affair, which drew nearly 175 convention delegates, was designed to emphasize the need to have "hands-on knowledge of our customers' satellite broadcast requirements," said SpaceCom vice president and general manager Al Stem. Among the desserts served were Viennese tortes such as Black Forest, Sacher, Hazelnut, Fruit, Mocha, and cheesecake, plus Bananas Foster and fruit with chocolate fondue and toasted coconut.

**A new collection of production music, especially for the religious producer.**

**Inspirations™**



*by Signature Music Library*

- Effective Themes
- Fully Orchestrated
- Digitally Recorded
- Buy-Out License

**Call for a sample  
800-888-7151**

(Circle 117 on the Reader Service Card)

## ES-246 AUDIO DISTRIBUTION AMPLIFIER OFFERED BY ESE

ESE of El Segundo, Calif., has added the ES-246 Quad 1x6 audio distribution amplifier to its line of audio and video distribution amplifiers. The ES-246 comes standard with balanced inputs and outputs via terminal block connectors, or the optional XLR connector rear panel can be specified.

This transformerless design takes a single input and provides six balanced outputs. If unbalanced outputs are desired, up to 12 separate and isolated feeds can be

mitter.

The receiver's linear phase design utilizes computer-matched ceramic filters, which increase selectivity and minimize distortion due to group delay. A GaAsFET transistor increases usable range without overload, while a new Pos-i-Squelch II™ feature uses a noiseless relay to eliminate pops and static.

Other advancements include a redesigned compander system and lower noise amplifier in the audio circuits. More than 12 systems can be operated in a single location simultaneously. Features include

unique 'button' which when activated provides easy insertion onto tape by spreading the probes slightly.

The Dial Torque Gauge is designed to replace the dummy reel and spring scale method of diagnosing torques of Betacam recorders. Features of the TQ-300M include: a battery rechargeable, motorized torque driver which simulates the tape-pulling speed for more accurate torque readings; calibration in gm-cm and use of a high-resolution scale with 10 gm-cm increments; and an integral adapter which fits all Betacam spindles.

For more information on either the T2-H5-SLCB Tentelometer Tape Tension Gauge or the TQ-300M Motorized Dial Torque Gauge, write Tentel Corporation, 4475 Golden Foothill Parkway, El Dorado Hills, CA 95630, or call (800) 538-6894 or (916) 939-4005 in California.

showcase



TELEX FMR-100



APHEX MODEL 320

## APHEX SYSTEMS PRESENTS MODEL 320 COMPELLOR®

Aphex Systems of Sun Valley, Calif., has a new version of its Compellor, compressor/leveler/limiter. The new Model 320 features a dual monaural circuitry which can be linked two ways for stereo operation. Stereo linking can be accomplished with a Leveling link or a Compression and Leveling link.

A single button selects metering for input, output, or gain reduction. Other new features of the Model 320 include reference level switching (-10, +4, +8), Leveling Speed (Fast/Slow), Peak Limiter defeatable from the front panel, bypass relays with remote controllability, and improved I/O circuit.

The Compellor's control circuits are actually analog computers that constantly monitor and adapt to the input. They control a single Aphex VCA 1001 per channel for minimal signal path. To set it up, the user only needs to set the input level to control the amount of processing, adjust output level, and set the balance between compression and leveling.

The Compellor will then provide complete dynamics control... smooth, inaudible gain riding for consistent increased loudness... all automatically. The suggested price of the Model 320 Compellor is \$1350. For more information, write Aphex Systems, 11068 Randall Street, Sun Valley, CA 91352, or call (818) 767-2929.

made for each input. The output levels for each of the four inputs are set via the four pots on the front panel.

Input on the ES-246, which has a maximum gain of +20 db, can be either balanced or unbalanced with 600 or 100k ohms and a maximum dbm level of +21. The ES-246's output is 600 Ohms balanced or unbalanced with a maximum dbm level of +23. Response is 20-20,000 Hz, +/- 0.25 db.

The suggested list price of the ES-246 is \$395, with the XLR option an additional \$200. For more information, write ESE, 142 Sierra St., El Segundo, CA 90245, or call (213) 322-2136.

## NEW WIRELESS MICROPHONE SYSTEM PRODUCED BY TELEX

Telex Communications of Minneapolis, Minn., has introduced a new wireless microphone system with patented Pos-i-Phase™ true diversity circuitry. The FMR-100 receiver operates in the VHF band between 150-216 MHz, and is specifically designed to complement the new Telex WT-60 belt pack transmitter or any HT-100 series handheld trans-

mic mute and power switches, high-impact ABS construction, and a level adjust screwdriver at the end of the antenna cord.

The FMR-100/WT-60 system offers a dynamic range (signal-to-noise) of more than 104 dB. An upgrade option to the Telex WT-80 belt pack transmitter is also available. The FMR-100/WT-60 system has a suggested retail price of \$900. For more information, write Telex, 9600 Aldrich Ave. S., Minneapolis, MN 55420, or call (612) 884-4051.

## TENTEL CORPORATION HAS NEW PRODUCTS AVAILABLE

Two new products, the T2-H5-SLCB Tentelometer® Tape Tension Gauge and the TQ-300M Motorized Dial Torque Gauge, have been introduced by the Tentel Corporation of El Dorado Hills, Calif. Both products were demonstrated at last month's National Association of Broadcasters Convention in Las Vegas, Nev.

Designed especially for use on MII tape transports, the Tape Tension Gauge features include a special high-resolution scale with single gram increments (7-40 grams), longer 'SCL' style probes, and a



# **NRB JOB REGISTRY**

**If you are looking for a career position in the  
religious broadcasting field . . .**

## **ENROLL TODAY!**

### **ONLY \$40**

#### **YOUR NRB JOB REGISTRY INCLUDES:**

- *Two consecutive classified ads in Religious Broadcasting magazine*
- *One year subscription to Religious Broadcasting magazine*
- *Your resume kept on file for one year and mailed out by NRB to prospective employers*

**For Complete Information  
Call  
THE NRB JOB REGISTRY  
(201) 428-5400**

# CLASSIFIEDS

## HELP WANTED

**SALES: ARE YOU A HIGHLY** motivated individual with a proven successful track record of radio sales and management experience? The Mid-America Gospel Radio Group is seeking dedicated broadcast professionals interested in station management opportunities. If your background is Christian broadcasting and you have a proven successful track record in sales, promotions, administration, and general station activities then we want to hear from you. Excellent salary and benefits. All responses treated confidentially. Resumes are now being accepted. Write to: George Spicer, Mid-America Gospel Radio, P.O. Box 8085, Mitchell, IL 62040.

## SITUATION WANTED

**THE ADVERTISING & MARKETING EXPERTISE YOU NEED** — Versatile, experienced advertising professional with research, media planning, copywriting, public relations, and account servicing skills seeks full-time service with a religious organization. Strong background working with radio and television stations. Familiar with national broadcast and print media. Call Ron Murray at (804) 748-6890, or contact NRB for resume.

**OHIO SCHOOL OF BROADCAST** technique graduate seeks full-time entry-level air talent position with Christian radio station; prefer contemporary Christian format, but open to all. Willing to relocate stateside/overseas. Good production skills, reliable. Tape and resume upon request. Bob (216) 777-2970.

"**IGNORANCE IS BLISS**" is Satan's lie! (Hosea 4:6) — Experienced Christian radio talkshow producer/host seeks new station & audience hungry for public affairs programming packed with practical information and provocative guests. Eighteen years broadcast experience, six and one-half years as producer/host of daily "live" call-in program in major market, and via satellite. Call (813) 644-3633.

**A 28-YEAR-OLD VETERAN** seeking any position in broadcasting or public relations/advertising. Will graduate with BA in communication in May. Less than one year experience in radio as announcer with duties in production, copy writing, and some public relations. Have training in video production and six-plus years experience in computers. Contact Box 5M, NRB, 299 Webro Road, Parsippany, NJ 07054.

**A MOODY BIBLE INSTITUTE** graduate with seven years experience in the radio broadcasting industry is seeking a full-time position with a Christian radio station or a Christian media production company. For further information please contact: Dave Lawson, 201-61 Highland Crescent, Kitchener, ON N2M 5M7, Canada, or call (519) 570-3391.

**CHALLENGING, REWARDING, PROFESSIONAL BROADCASTER** seeks challenging, rewarding position in Christian radio or TV. I have 16 years experience and a college degree in communications. Ken Case, 1901 S. Sunset #513, Roswell, NM 88201.

**GENERAL MANAGER OR PROGRAM DIRECTOR** position. I'm seeking ownership that has a strong commitment to quality programs and a sharp on-air sound. I'm a "hands on" GM experienced in every aspect from production to sales, in commercial Christian program format in a Top 15 market. Call Jack (813) 343-4153.

**VIDEO PRODUCTION SPECIALIST** — producer/director/shooter/editor in search of opportunity in a Christian ministry. Ten years of experience, state of the art equipment. High standards. Available immediately. Videotape demo available. Karl Stoll, Route 3 Box 48, Newport, NC 28570, (919) 223-3867.

## FOR SALE

**FULL CLASS C CP**, Hobbs, N.M., ideal for Christian programming. Investor/Manager considered. Contact: Bob Flotte, KPSA-AM/FM, Box 720, Alamogordo, NM 88310, or call (505) 437-1505.

**IGM EC AUTOMATION SYSTEM** — Complete and ready to use in rack. Instacart/Mono 48. Uninterruptible power supply, Islatron, Cables, Manuals — includes computer! Just \$7000. Call Dave Klahr (609) 692-8888.

**RADIO/TV PSA's** available, 60, 30, 15 sec., high-quality, no direct appeal. Please see ad in NRB Directory for **CHRISTIAN BLIND MISSION INTERNATIONAL**, or phone Lor Cunningham at 1-800-YES-CBMI. CBMI is the largest private organization world-wide providing medical care and education for disabled and poor in Third World since 1908, working through national churches and mission agencies such as MAP, SIM, AIM, HCJB, and the WHO (World Health Organization). Member of ECFA, NRB Patron Member. (TV PSAs with Joni Eareckson Tada and other national figures.)

## UNUSED CALL LETTERS MAILING LABELS

AM • FM • TV  
**dataworld**

301-652-8822 800-368-5754

## BROADCAST DATABASE dataworld

MAPS

Coverage/Terrain Shadowing  
Allocation Studies • Directories  
P.O. Box 30730 301-652-8822  
Bethesda, MD 20814 800-368-5754

## CALL US For New and Rebuilt Radio Broadcast Equipment

**HE HALL**  
**Electronics**  
(804) 974-6466

1305-F Seminole Trail • Charlottesville, Va. 22901

## THE ATLANTIC BEACON

### 50,000-watt Missionary Radio

Reaching . . . 50 million in Spanish, 10 million in English, 5 million in Creole. Covering the entire Caribbean, plus . . . Belize, parts of Mexico & South America, Florida, Georgia, eastern North & South Carolina, and much, much more.

The Atlantic Beacon  
P.O. Box 1777  
Wendell, NC 27591

Phone (919) 365-5336 / FAX (919) 365-3609

## 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.



# LOOKING AHEAD

---

## EVANGELICAL PRESS ASSOCIATION CONVENTION

May 6-8, St. Charles, Illinois

---

## CHRISTIAN BOOKSELLERS ASSOCIATION INTERNATIONAL CONVENTION

July 13-18, Orlando, Fla.

---

## 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

---

## NATIONAL RELIGIOUS BROADCASTERS 49TH CONVENTION

January 25-29, 1992, Washington, D.C.

---

## NATIONAL ASSOCIATION OF EVANGELICALS 50th CONVENTION

March 3-5, 1992, Chicago, Ill.

Media Travel U.S.A. is the official agency of National Religious Broadcasters. Specializing in the travel needs of broadcasters, Media Travel U.S.A. is teaming up with Delta and American airlines to provide for the travel needs of attendees and exhibitors to all NRB and other broadcast industry conventions. For further information and to make reservations, call (800) 283-TRIP [in Florida (407) 575-7600].

Attention:

### PERFORMING ARTISTS BROADCASTERS/ COMMUNICATION SPECIALISTS

Complete your degree (BA, MA, Ph D) through our Directed Individual Study program, in the comfort of your home, your office or as you travel.

#### FULL CREDIT FOR:

- work or life experience
- prior academic study
- workshops and seminars

#### EXTERNAL DEGREES OFFERED

Broadcasting/Communications  
Marketing/Advertising  
Business Administrations  
Theology/Counseling  
Education

Contact:

DR NEAL WEAVER  
Baptist Christian University  
3031 Hollywood Ave  
Shreveport, LA 71108  
318-631-5074

"For three decades offering quality education,  
both on campus and externally."  
FULLY ACCREDITED

(Circle 114 on the Reader Service Card)

**COMING JULY 1ST!**

## THE NATIONAL CHRISTIAN TV & RADIO GUIDE™

*A monthly publication  
featuring the latest in  
Christian programming*

INCLUDING:

- TV and Radio listings
- Seminars and Crusades
- Books and Tapes

For more information on  
editorial and advertising  
PLEASE CALL

**303-651-6866**  
NUNN COMMUNICATIONS

(Circle 116 on the Reader Service Card)



**Remember  
when we sang  
*God Bless America*  
and expected it?**

**TURN *BACK TO THE BIBLE***

The problems we face as a nation go much deeper than economics or politics—they involve moral and spiritual issues.

***BACK TO THE BIBLE...***  
*committed to turning America  
back to God through His Word.*

**BACK TO THE BIBLE RADIO:**

- Back to the Bible – *Woodrow Kroll*
- Gateway to Joy – *Elisabeth Elliot*
- TQ Radio – *Steve Sheppard*

**GOOD LIFE**  
*associates*

Creative ♦ Ambitious ♦ Honest

Martin Jones, Manager  
P.O. Box 81303, Lincoln, NE 68501 ♦ (402) 474-6440



# **APPLYING HIGH TOUCH TO HIGH TECH**

---

Christian Radio Network Operators have made **SpaceCom Systems** the largest satellite carrier of Christian Radio Broadcasters ... because of our dedication to serving our customers and fully understanding their broadcast network needs.

From 1985 through 1989, an average of two new Christian Radio Broadcasters per year have selected **SpaceCom's** satellite services beginning with **Moody Broadcasting** in 1985 followed by **U.S.A. Radio**, **IBN (International Broadcasting Network)**, **Ambassador's A.I.R.**, **Minirth Meier Clinic**, **Faith Broadcasting**, and **Tidewater Radio**.

In 1990, four additional Christian Networks selected **SpaceCom ... CBN**, **VCY America**, **In Touch** and **Skylight**.

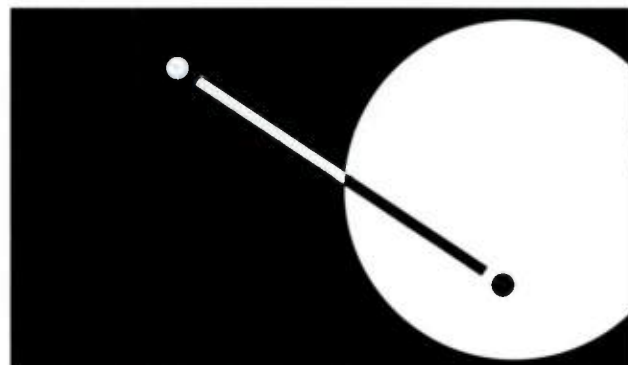
And, already in 1991, we've added **WCSG (Grand Rapids Baptist College Seminary)**.

**High Tech Needs High Touch...**the latest in satellite technology and service, plus a hands-on knowledge of your satellite broadcast requirements.

**SpaceCom** is YOUR **High Tech** source for reliable, crystal clear satellite audio signals, low-cost downlinks, **FM Squared<sup>SM</sup>** (formerly **SCS**) technology and **High Touch** support from an experienced staff.

Call **SpaceCom Systems** toll-free at **1-800-950-6690...it's the clear choice!**

# SPACECOM



# SYSTEMS

*"Down-to-earth satellite solutions"™*

SpaceCom Systems, Inc. - A United Video Affiliated Company

(Circle 125 on the Reader Service Card)



# ingenuity

circa 1979



**doug ross communications inc.**

950 W. Southern Ave. • Suite 106 • Tempe, Arizona 85282

**FUNDRAISING • DIRECT MARKETING • CONSULTING • MEDIA SERVICES**

**602-966-1744**

(Circle 104 on the Reader Service Card)