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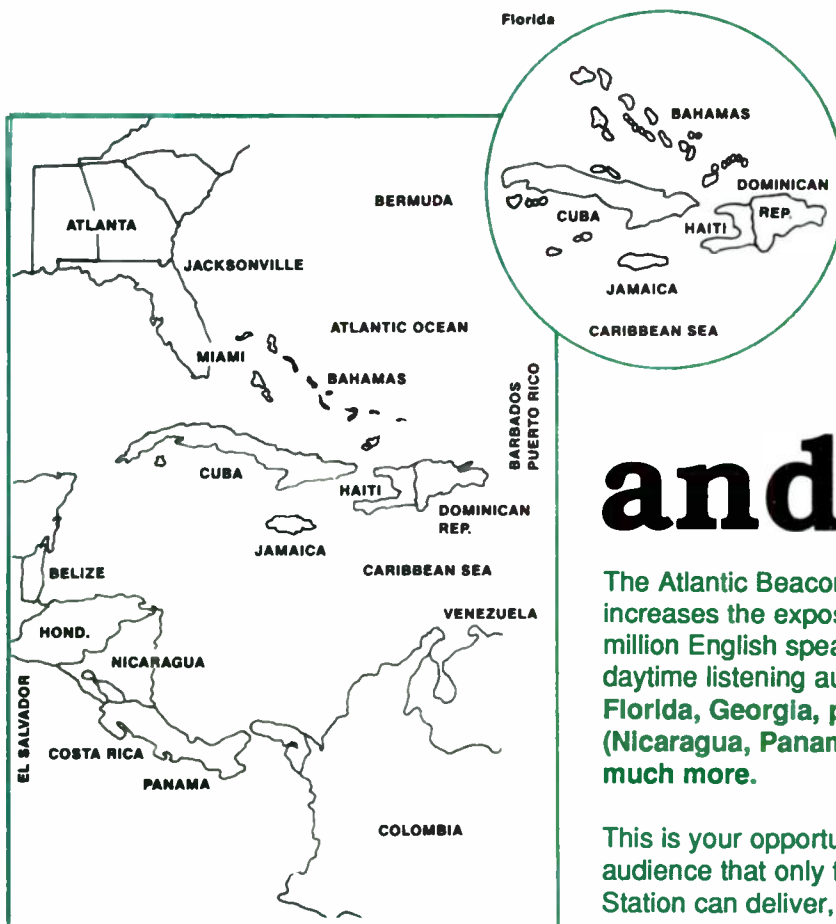
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PAGE 10



PAGE 14



PAGE 18

FEATURES

8 – Promoting Christian Broadcasting: One Week’s Effort

by E. Brandt Gustavson / NRB’s executive director chronicles a week of his activities on behalf of Christian broadcasters.

10 – The Gospel Around The World: An Interview With Luis Palau

In an exclusive interview, evangelist Luis Palau discusses his use of the media and campaign strategies for the rest of the 90s.

14 – Using Electronic Media To Evangelize The Middle East

by Michael D. Little / The Gulf War has created unprecedented opportunities for evangelism in the Arab world.

18 – The World By 2000 Project: Partnership And A Common Goal

Representatives of the four major Christian broadcasting groups involved in the *World by 2000* Project report on recent progress.

22 – Christian Radio Penetrates The Darkness In Asia

by Don Haggerty / Despite formidable ideological and political barriers, Asia’s millions continue to hear the Gospel by radio.

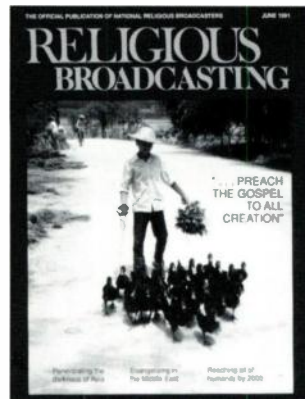
24 – A Media Response To A Tale Of Two Soviet “Peacemakers”

by Dan Wooding / Through the ASSIST project, U.S. Christians are becoming missionaries to the Soviet Union without leaving home.

DEPARTMENTS

SIGNING ON	3	TRADE TALK	30
READERS’ FORUM	4	MUSIC MATTERS	32
ADVERTISING INDEX	4	PROGRAMMING ISSUES	33
WASHINGTON WATCH	6	CLASSIFIEDS	35
MEDIA FOCUS	26	LOOKING AHEAD	36

**ABOUT
THE
COVER**



“... PREACH THE GOSPEL TO ALL CREATION”
The fulfillment of the Great Commission has become a goal of many religious broadcasters. Thanks to their efforts, this young boy herding ducks in China’s Guangdong Province can potentially hear the Gospel by radio. The full story begins on page 10.

Cover Photo: *Religious Broadcasting* associate editor Donald J. Peterson



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SIGNING ON

There has never been a more exciting time for international Christian broadcasting. European countries long closed to free expression via the media are suddenly opening to a wide variety of ideas, including the proclamation of the Gospel. Eastern European evangelical leader Peter Kuzmic has said that if he could produce the ministry programs, the formerly closed Yugoslavian radio and television networks would grant free air time.

Even Britain, until recently one of the most resistant countries to Christian programming, has a new broadcasting bill which will allow indigenous evangelical programs on radio and television. Evangelical leaders rallied believers in Britain and, together with some courageous legislators, were able to pressure Parliament to amend the initial bill which would have perpetuated the repression of the Gospel.

Concomitant with this sudden opening of formerly closed societies to Christian programs has come a dramatic leap in technology. At the recent National Association of Broadcasters convention, 50,000 delegates saw the latest developments in radio and television. Among the most significant are high definition television (HDTV) and digital radio that promises sound quality for both AM and FM equal to a CD.

What I found most interesting was the new low-cost video formats. Both SVHS and HI 8 produce amazingly good quality video which can be converted to

broadcast use. It is now possible to assemble a multi-camera field production unit with editing capability and a digital effects generator for under \$30,000. This means that good quality television programming can be produced for a fraction of the cost just a few years ago. The opening of previously closed societies combined with dramatic technological changes will make the 1990s the greatest decade for international Christian broadcasting since Marconi conceived of wireless communication.

Christian broadcasters must take an active role if these changes are to have an impact on the world with the good news of the Gospel. First, media leaders need to be trained quickly but competently to take advantage of the opportunities that exist in Eastern Europe. We need a movement among Christian broadcasters to quickly raise up a force of qualified and committed international broadcasters. If half of our Christian radio and TV stations would each train or sponsor the training of one person, a whole new force of Christian broadcasters could be prepared in the next few years.

Sponsoring one person to the upcoming International Christian Media Convention (ICMC) is a step in this direction. Up to 1000 emerging media leaders from Eastern Europe, Africa, and Asia have been nominated to attend, but many will not be able to go without scholarship support. (If you would like to sponsor someone, contact the NRB office.) Second, we need to encourage the development of new forms of programming which will meet the needs of every ethnic group.

Third, we must encourage these broadcasters to develop indigenous financial support bases for broadcasting in their countries. We cannot and should not finance broadcast outreach to the world from America. There are good models of in-country support for broadcasting which must be studied and taught to those who are called to the ministry of broadcasting.

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



Exciting Times For Ministering World-Wide

by David Clark

RELIGIOUS BROADCASTING

Volume 23, Number 6

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READERS' FORUM

Don't Forget About Amy

Dear Editor:

In response to Al Menconi's article on Contemporary Christian Music ["Is Con-

ADVERTISING INDEX

Atlantic Beacon	ifc
Bott Broadcasting Co.	7
Children's Sunshine Network	31
Feed The Children	bc
HCJB	17
ICMC/NRB	28
InfoCision Management	2
International Bible Society	5
Israel Broadcasting Service	31
National Radio & TV Guide	27
National Right To Life	23
NRB Benefit Plan	16
NRB Dir. of Religious Broadcasting	13
NRB Mailing Labels	34
Rapha Hospital Treatment Centers	9
Regent University	29
Religious Broadcasting Advertising	36
Signature Music Library	33
SIM International	25
SpaceCom Systems	ibc
WJYS Channel 62	27
WVNE	4

temporary Music A Solid Rock For Christians?"] in *Religious Broadcasting*, April 1991:

Leaving out any mention of Amy Grant is a major oversight. She is the most responded to contemporary Christian artist to the best of my knowledge. Therefore it is very important to express here that the music ministry of Amy Grant has edified me and others greatly.

Mark J. Cherside
MJC Promotions
New York, N.Y.

It's Music To The Ears

Dear Editor:

Praise the Lord! As a 20-year contemporary Christian music programmer, I commend your open views in E. Brandt Gustavson's April 1991 *Religious Broadcasting* article, "Music: A Universal Tool for Spreading The Gospel." His recent visit to the GMA [Gospel Music Association Convention] in Nashville fulfilled the article's goal "to tear down the barriers."

Both in conversation with Brandt and in his short speech to the NCRS [National Christian Radio Seminar]/GMA attendees, I saw an openness and oneness that needs to be with all Christian radio ministries worldwide.

I am very excited about the future of Christian media and the Holy Spirit working among us in our respective ministries due to the NRB [National Religious Broadcasters] representation at this year's GMA.

Dan Sheets
KCCS-AM
Salem, Ore.

Have An Opinion?

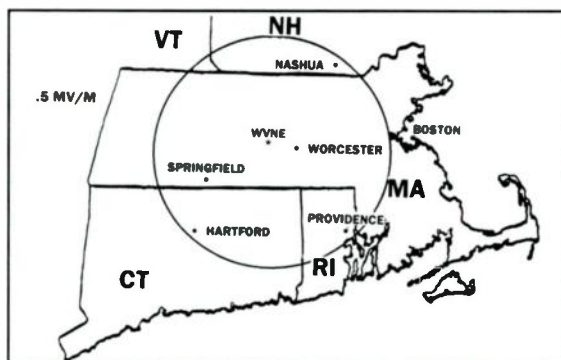
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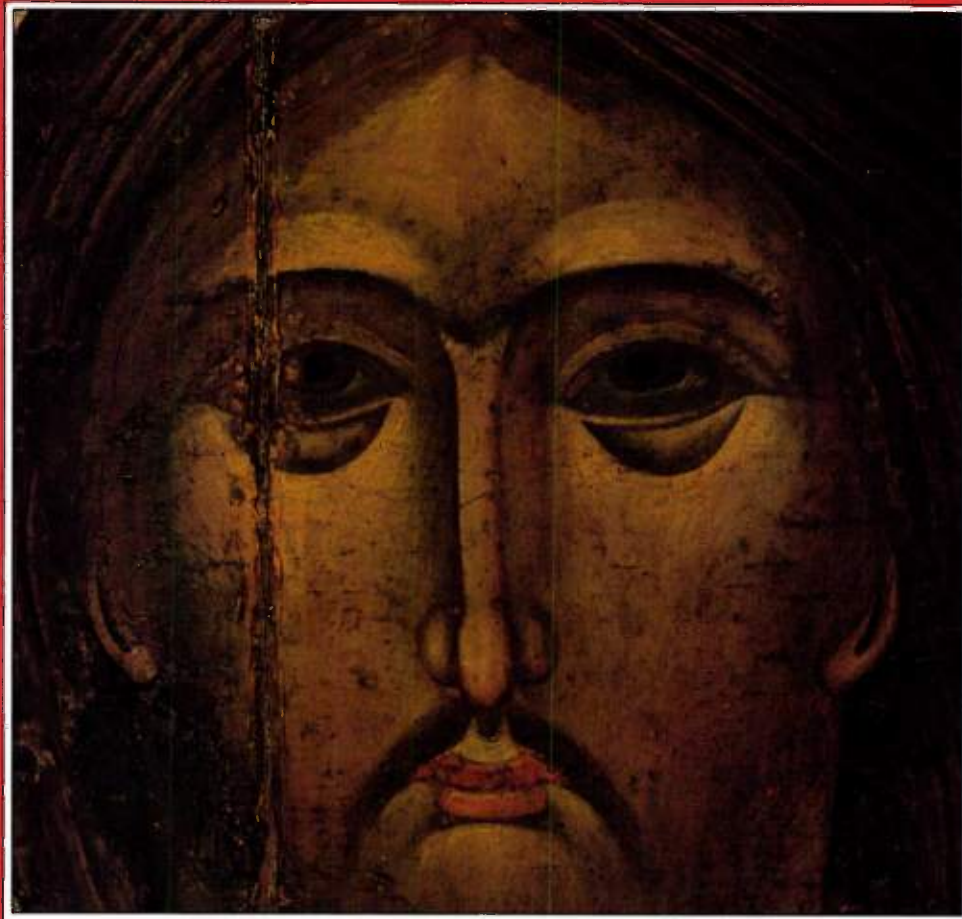
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For most of the last two decades, the regulatory agenda in Congress and at the Federal Communications Commission (FCC) has been largely dominated by telephone, mobile communications, and cable television issues.

Now, however, spectrum scarcity and possible new approaches to the allocation of this valuable resource are rapidly taking center stage. Indeed, spectrum allocation decisions and the creation of new telecommunications services will be major issues for much of the 1990s.

Current Reallocation Plans

Spectrum reallocation is high on Congress' list of communications priorities. Foremost among the initiatives now active on Capitol Hill is the Dingell Bill, named for its primary sponsor, Rep. John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee. The bill (H.R. 531) identifies 200 MHz of

be included in any competitive bidding.

FCC Chairman Alfred C. Sikes has strongly stated on several occasions that the agency must create spectrum for new communications technologies if the United States is to remain competitive with services now being developed in Europe and Japan. In light of the increasing demand for radio frequencies, Chairman Sikes has directed the FCC staff to formulate a plan for establishing a new spectrum reserve for these services.

The intention is to vacate, over an extended period, a large number of frequencies that could be drawn on to support new communications technologies. Sikes has acknowledged that such a policy will likely involve the reallocation of currently assigned spectrum. However, he has pledged that existing users will be given a significant amount of lead time to find new "homes" for their services.

Some Huge Spectrum Needs

Making spectrum allocation decisions has always been one of the Commission's most difficult policy jobs. It requires that the FCC judge the relative merits of new communications technologies which, for the most part, are only in their formative stages.

On one hand, the FCC must consider the need to stimulate new services and enhance U.S. competitiveness in telecommunications. On the other hand, the concerns of existing users — for whom moving to another frequency band or sharing existing bands with new users may be difficult (if not technically infeasible) — must be taken into account.

The situation is exacerbated by the development of several high-profile technologies that have strong policy support but also may require new spectrum. The most prominent example is high definition television (HDTV).

When the FCC establishes a new television transmission standard in perhaps 1993, it is expected to opt for a simulcast system which will involve the assignment of a new HDTV channel to all existing television broadcasters. With nearly 1750 HDTV channels required nationwide, few (if any) vacant television frequencies will be left for other communications applications.

New broadcast radio technologies are emerging as well. DAB proponents are urging the Commission to set aside frequen-

cies in either the 1500 MHz band (now used for aircraft telemetry) or the 2500 MHz band (currently assigned to multi-channel MDS) bands. Additionally, some DAB proponents, of course, want the service developed in-band, which has its own set of spectrum constraints.

On the mobile telecommunications front, as mentioned above, the FCC also is in search of spectrum to devote to PCS, a digital communications network that will allow users to communicate independently through pocket-sized telephone instruments and to interconnect with the public telephone network.

In Europe, PCS is a digital microcellular network technology that will operate between 1800 and 2000 MHz. Although PCS's future in this country is yet uncertain, the Commission undoubtedly will approve some new wireless communications technologies over the next few years.

Creating Spectrum "Reserve"

The Commission has concentrated its search for new spectrum on the frequencies between 1850 MHz and 2200 MHz. This band is now employed in a variety of point-to-point communications applications, most notably TV broadcast STLs.

The agency apparently believes that many of these fixed uses can be moved, over time, to higher microwave frequencies or to new media like fiber optic cable. Moreover, an expectation exists that the agency responsible for federal radio frequencies — the National Telecommunications and Information Administration (NTIA) — will make the governmental portion of 1850-2200 MHz available for private applications.

The Commission is expected to "clear" existing frequencies on a gradual basis. Broadcasters, therefore, should not have immediate concerns about potential loss of spectrum for auxiliary uses. Nevertheless, the agency's intent seems clear.

In the future, fixed communications increasingly will be encouraged to make greater use of non-spectrum media. Thus, broadcasters would be well advised to start incorporating this new reality into their facilities planning.

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

The Coming Battle For Spectrum

by Richard E. Wiley

spectrum now reserved for government use and proposes to transfer those frequencies to the private sector.

The common wisdom around Washington is that this spectrum would be embarked by the FCC for allocation to emerging technologies, perhaps including digital audio broadcasting (DAB) and new personal communications services (PCS). A companion measure (S.218) has been introduced in the Senate.

The Dingell Bill is not the exclusive spectrum reallocation plan circulating in Congress. As an alternative, the Bush Administration has proposed its own measure (H.R. 1407) to reallocate the same 200 MHz for private use.

However, the Administration's bill also contains a controversial provision authorizing the FCC to auction 30 MHz of that spectrum by fiscal years 1994-96. The spectrum would be auctioned only for non-mass media applications — broadcast services, at least for the time being, would not

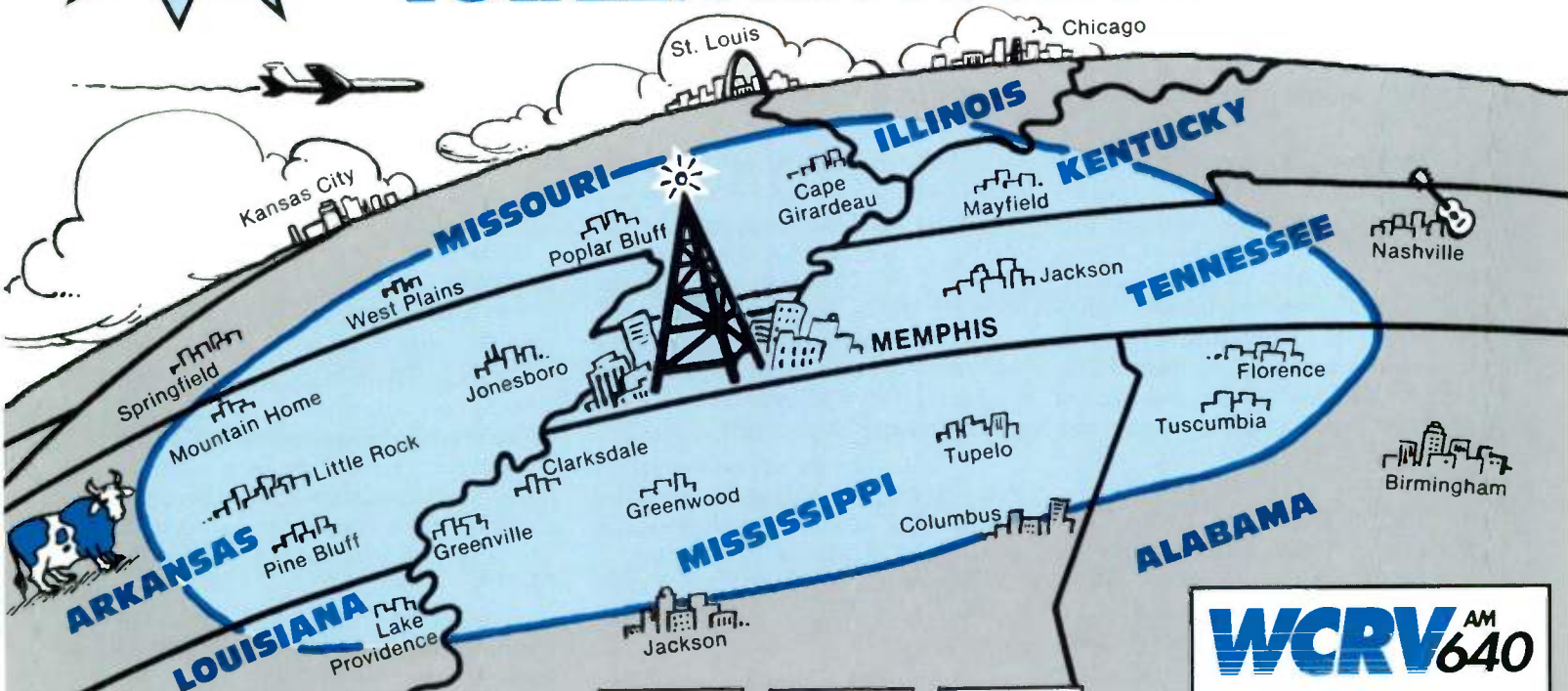
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Promoting Christian Broadcasting: One Week's Effort

by *E. Brandt Gustavson*

As I want you to know some of my activities in promoting Christian broadcasting, I decided to inform you of my April 8-12 week of activity.

Frequently, my travels take me to Washington, D.C. On Monday, April 8, I was invited to a special meeting with former Supreme Court Chief Justice Warren Burger. This was an opportunity for a few of us from the religious community to hear the Chief Justice speak of his appreciation for the involvement of the clergy and churches in the celebration of the Bicentennial of the Constitution and, in particular, this year's 200th anniversary celebration of the Bill of Rights.

The Chief reminded us that James Madison once said, "It is impossible for the man of pious reflection not to perceive in the [creation of the Constitution] a finger of that Almighty Hand which has been so frequently and singularly extended to our relief in the critical stages of the revolution."

Present with me in the Chief Justice's chambers in the Supreme Court Building were the Chief Chaplains of the Army, Navy, and Air Force, Senate Chaplain Halverson, House Chaplain Ford, Jewish leader Seymore Cohen, and Robert P. Dugan of the National Association of Evangelicals' (NAE) Washington Office. Max Andrews, who assists the Chief in this important work, was also present.

I will treasure the memory of this historic event. Mr. Burger signed a parchment copy of the Bill of Rights for each one of us. With a twinkle in his eye he wrote, "I concur, Warren E. Burger." A special Day of Thanksgiving for the Con-

stitution will be held in September. We'll inform you in the Christian broadcasting industry on how you can become involved.

I also met with attorney Larry Secret of Wiley, Rein and Fielding on NRB legal matters. I am also grateful for Dick Wiley's interest in National Religious Broadcasters (NRB) and religious broadcasting. He is always concerned with how the Christian community is doing in the work of broadcasting. I usually have some legal work going for you who make up the membership of NRB.

I had a time of fellowship and discussion with Bob Dugan and Rich Cizik of the NAE office in Washington. They have their finger on the heartbeat of Washington, and I'm grateful for our good relationship. We, of course, have common goals.

I also had a meeting with a new friend. He is Edwin Foulke, chairman of the Occupational Safety and Health Review Commission. Ed attended NRB 91 and we got briefly acquainted there. I met with him in his office at the Commission and discussed our work and his interest in religious broadcasting. Ed is a fine young public servant who was appointed by President Bush some 14 months ago.

On Tuesday, April 9, I was in Nashville, Tenn. Jim DeKornfeld, who was our main contact at the Sheraton Washington Hotel, is now working at the Opryland Hotel. What an impressive facility with some 1800 rooms, three large ballrooms, and 145,000 square feet of exhibit space, to mention only a few outstanding features. What do you think

of moving our Convention around a bit? Remember, the NRB Convention will be held in Washington, D.C., during 1992 and Los Angeles, Calif., in 1993.

On Tuesday evening I had a marvelous time with Wayne and Sue Buchanan. They own Dynamic Media in Nashville, which has done media work for many of our NRB members. They are true professionals in the way they assist ministries to tell their story to the public.

I began Wednesday, April 10, with a breakfast sponsored by Dawson McCallister during the Gospel Music Association (GMA) meeting in Nashville. During such events, I get the opportunity to speak with members and friends of NRB. We have many friends in the GMA.

Dawson has realized there is a limit to his energy and availability to speak in person to the youth of our nation. Their needs, however, remain alarmingly great and urgent. Thus, Dawson has begun a live call-in program on SkyLight Satellite Network each Sunday evening from 8 to 9 p.m. (EDT) only taking calls from people under 21. Thankfully, there are people like Dawson who have a heart for our kids.

I also had good, insightful talks with Jim Buick of Zondervan, Jim Channel of Christian Countdown America, Doug Hastings of Moody Broadcasting Network, Jon Hull of KLVR-FM in Santa Rosa, Calif., Dusty Rhodes of WPIT-AM/FM in Pittsburgh, Pa., and singer Ray Boltz. The Lord has blessed NRB with friends like these.

John Mueller and Joe Battaglia are the top officers of stations in New Jersey,

HOW DO YOU RECOVER FROM A DEVASTATING BLOW?

Pennsylvania, and Texas. I had a delightful time with them talking about how NRB, National Christian Radio Seminar (NCRS), and GMA can find ways of cooperating and supporting common interest projects.

I was invited to be the closing speaker for the NCRS. I spoke about how I envision a cooperative spirit coming between our associations and shared my column about Christian music from the April issue of *Religious Broadcasting*. I talked also about the need for faithfulness in the Lord's work and the attendant blessings and rewards which come from Him. I was grateful for the very warm reception I received during my talk. I was also grateful for the pledge of cooperation.

My final day in Nashville concluded with my attendance at the Dove Awards. Over and over again, the artists thanked the use of radio for the exposure of their music ministry to the public. Two of the top winners again were among NRB's favorites, Sandi Patti and Steven Curtis Chapman.

I was impressed by the spiritual tone and emphasis of the evening both by the artists and hosts. Isn't it wonderful to see the variety of spiritual gifts God has bestowed on his people? It makes up a beautiful montage.

Although tired, I left on Monday, April 15, for the National Association of Broadcasters (NAB) Convention in Las Vegas, Nev., where I anticipated seeing many of you in attendance.

E. Brandt Gustavson is the publisher of *Religious Broadcasting* magazine.

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

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The Gospel Around The World:

An Interview With Luis Palau

Evangelist Luis Palau of Portland, Ore., has preached in person to more than nine million people in nearly 60 nations, and to hundreds of millions in 84 countries via television and radio.

During a three-week campaign in Managua, Nicaragua, in 1975, the Luis Palau Evangelistic Association (LPEA) broke new ground with *Contiente '75*, a media blitz aimed at blanketing all of Latin America with the claims of Christ. *The Good News* was proclaimed on 58 radio stations and more than 100 televi-

sion stations in 23 countries.

Commonwealth '84 brought together the major missionary radio ministries to proclaim the Gospel around the world. Millions worldwide heard Palau during the final week of his 1984 Mission to London campaign. The meetings were aired via satellite in some 50 English-speaking countries.

Through a media strategy called *Asia '86*, five of Palau's gospel messages from Singapore were translated into eight Asian languages and broadcast throughout the continent.

Palau has two daily Spanish radio programs heard throughout Latin America, and in April his evangelistic association began testing a new 15-minute English radio program, *Heartbeat With Luis Palau*, in selected cities here in the United States.

LPEA plans to expand the outreach of this new program to many other cities across the country later this year. During a recent exclusive interview, *Religious Broadcasting* magazine asked Luis Palau to comment on a variety of topics relating to worldwide evangelism today.

- You have said recently that, as far as you could tell from church history, more people came to faith in Jesus Christ last year than any previous year. Where has the harvest increased dramatically?**

The surprise in 1990 was Eastern Europe: Romania and several of the Soviet Republics. The spiritual harvest in China, Africa, and Latin America remains consistently high. Evangelicals have heard the reports from China for several years — 28,000 converts a day, say some missions leaders. In Africa, about 20,000 a day. Africa is now 40 percent Christianized, although some are Christian in name only. Recent reports say that 3500 new churches are opening every week worldwide.

- Which medium is better suited for preaching the Gospel, radio or television?**

If I had to choose between one or the other, I would choose radio. Radio is more intimate, more personal. TV keeps people in a certain confusion: is this program reality or is this illusion? Truth is not as clear-cut and as penetrating.

Radio is more like personal evangelism, the speaker and the listener in a one-on-one dialogue. Whereas TV is one person talking to a crowd. If I could have only one ministry, I would choose radio, even over evangelistic campaigns, because you can teach and evangelize tens of millions of people.

- Besides preaching the Gospel, how should Christians be using radio and television?**

One of my dreams is to see Christian principles saturating secular radio and television programs — biblical principles of family living, personal living, handling money, facing crises, settling personal disputes.

Little House on the Prairie, though it's old-fashioned, introduced biblical principles to millions of Americans, and they enjoyed it. That's one way to use the medium for Christian purposes. Another is the way Paul Harvey does it, injecting biblical principles in the news.

- In your evangelistic campaigns throughout the world, you must inevitably encounter groups of people who are deprived of basic physical needs, such as adequate food, shelter, and**

clothing, especially in Third World countries. In light of James 1:14-17, and Christ's teaching in Matthew 25:31-46, as well as Christ's own example while on earth, should evangelism include more than just teaching and preaching? If so, in what practical ways should we as Christian broadcasters begin to obey these commands?

We do have a responsibility to meet human needs, so people see that the Gospel relates to all of life. But here is the danger: meeting human need is an overwhelming, never-ending task that tends to crowd out evangelism.

We must find a balance. Jesus clearly said that man shall not live by bread alone, but by every word that comes from the mouth of God. The two go hand in hand, but it is a constant temptation to allow the obvious, visible, physical need to take priority over the invisible, spiritual need, which is deeper and more important.

Cooperation is the key. As an evangelistic team, we've had a measure of success as we've worked with churches, missionaries, and relief organizations. We seek to open doors, to build bridges, to make connections with those Christian institutions that major in providing food, shelter, medicine, and education.

By cooperating, evangelists and social workers enhance one another's ministry. This glorifies God. Also, as Christian broadcasters, we can do a lot to motivate the church to keep on being active in meeting human need.

- The Persian Gulf War focused attention on the Muslim world. Do you think there will be any significant breakthroughs with the Gospel of Jesus Christ in the Muslim world by the end of the decade?**

Yes, I do. Jesus has commanded us to preach the Gospel to all peoples in every generation. To me that means if obstacles are in the way, the Lord will remove them so that His command can be achieved. With hundreds of millions who confess the religion of Islam, the Lord has to intervene supernaturally.

Radio is one of the means of reaching out to the Muslim world. Christian literature and Bibles are having a great impact as a result of doors opened by the

war. I believe the Lord is preparing the way for a great harvest.

- What about the possibility of evangelistic campaigns in these places?**

We were ready to go and have evangelistic campaigns in three countries in the region that were directly or indirectly involved in the Persian Gulf conflict. But the outbreak of hostilities postponed any such plans. We hope to pursue those invitations, as the Lord allows.

- How do you view the present state of Christianity in America?**

I'm not a cynic. I've always been very positive about Christianity in America, and over the past 20 years I've pointed to it as an example of generosity, family stability, biblical exposition, and devotion to worldwide missions.

But objective observation forces me to say that American Christianity is in decay. In its doctrine, there are the seeds of heresy. In morals, American Christians have become notorious. The perception around the world is that Americans are treating serious moral failures lightly.

When it comes to evangelism, I see many pockets of well-planned and thought-through outreach to the baby-boom generation. But many studies show that evangelical churches do not have a line in their budget for local evangelism.

Studies also show that even among evangelical Christians the Bible's authority is being questioned, its ethical requirements no longer accepted as final and absolute. And finally, evangelical Christianity has abandoned America's cities.

- What about other parts of the world?**

Western Europe is worse, but America is catching up fast. Western Europe totally disregards the authority of Scripture. Eastern Europe is filled with proper guilt and searching the Bible for answers and forgiveness. We must continue to bring in a harvest as quickly as possible. We should focus much of our resources there.

Africa needs Bible teachers to teach the basics to all the new converts there. Asia is seeing millions coming to Christ each year, and there is a seriousness

CONTINUED ON PAGE 12

THE GOSPEL AROUND . . .
CONTINUED FROM PAGE 11

about Bible study, especially among the Chinese.

In India, divisions and carnality mar some outstanding evangelism. There is a need for knowledge of the indwelling Christ, the holiness of God, and the power of the Holy Spirit to live a godly life.

Latin America is perhaps the most winsome part of the world right now. The Gospel continues to be preached, hundreds of thousands are being converted, churches are being planted, and good Bible teaching continues to go out. There are distortions coming in, imported from the United States, but I don't think it is destroying the church. It's like a persistent headache.

There is indifference in Australia. Materialism has taken over. The church in New Zealand has resisted the proclamation of the Gospel. Petty criticism and nagging about unimportant issues stops the younger generation from evangelizing New Zealand and Australia. It is going to take great courage to start a fresh movement.

The Palau Association has a new evangelism strategy for the 90s called "Say Yes! America." What do you hope to accomplish?

We want the body of Jesus Christ to work together to reach out to the cities of America, introducing thousands of people to Christ and demonstrating the love of Christ. Through united, citywide evangelistic campaigns, the cities' masses of people will see that Christ is alive, and that the church is a living organism, not a museum.

America needs to be re-evangelized. Evangelicals have taken for granted that America knows the Gospel. I don't believe that. I believe that America knows a distortion of the Gospel, not the pure Gospel.

We have to emphasize conversion, conversion, conversion. To Christ, to Christ, to Christ. Not from denomination to denomination, but from being a non-Christian to being a Christian — a true biblical Christian. This is what is changing the culture of Latin America and South Korea. It will change China and Romania.

We also want to emphasize the indwelling, resurrected Jesus Christ, the power of the Holy Spirit, and a total con-



Luis Palau

fidence in the Word of God.

You've also launched a new radio program, *Heartbeat with Luis Palau*, and written a new book.

Our objective for the radio program is to enhance the vision of American Christians to what God is doing in the world and across America. We also want to encourage Christians to witness for Christ openly and confidently. We feel it is our role and duty as an evangelistic team to train the Church to do the work of the ministry.

We want the Christians of America to understand that mass evangelism is a valid method that God has honored. It's a tremendous vehicle to proclaim the Gospel, especially in the big cities.

I wrote the book, called *Say Yes! How to Renew Your Spiritual Passion* [Multnomah Press], to help Christians walk in the power of the risen Christ who indwells them. I learned that when I was 25, and I wish I had learned it seven or eight years earlier.

Christians in America need to understand that the Christian life is not just a well-meant commitment to certain moral and ethical standards. We need supernatural power. And that can only be found in understanding that "Christ lives in me" (Galatians 2:20), and that "Christ [is] in you, the hope of glory" (Colossians 1:27).

So you see evangelism overflowing from renewal?

Absolutely. Without renewal, evangelism will be frustrating and fruitless.

I understand that your organization is planning a media-oriented strategy called "*Americas*

500." Will you tell us about this?

This is our third effort to saturate Latin America with the Gospel, this time in connection with Columbus' discovery of the Americas. As God provides the funds and in cooperation with CONELA (the Fellowship of Latin American Evangelicals), we're planning simultaneous crusades in every city of the Spanish-speaking world during October 1992.

Three television programs edited from videotapes of our Mexico City campaign in March 1992 will blanket the Continent. The strategy requires cooperation with thousands of churches and many missions organizations. Our dream is that the number of born-again believers in some countries will soon surpass the 50 percent mark.

One of my prayers is that, as a result of *Americas 500*, the fire of the Spirit will ignite in Spain that we could see Spain open up to the Gospel.

Is there anything else you would like to say to your fellow Christian broadcasters by way of instruction or encouragement?

The impact of Christian radio, in particular, and television, too, on the Christian population in America is far greater than it's been given credit for. What we choose to broadcast must be taken with the greatest seriousness and must not be seen as merely a business.

What is heard on the radio is talked about in the churches and repeated in sermons. We are ministering to a parish of enormous proportions. We are molding the thinking and spiritual life of millions of families. It's a thrilling ministry.

Using Electronic Media To Evangelize The Middle East



The manned security tower in the background is necessary for the safety of Middle East TV employees as they work to bring the Gospel of peace to the region.

by Michael D. Little

Years ago, someone penned these words: "More is wrought by prayer than this world dreams of." Profound truth in capsular form.

For generations, Christian churches have been encouraged to pray for missionaries and for the salvation of nations with cultures and religious beliefs much different from their own.

Over the years, many Christians have responded, praying faithfully for God to move, but understanding that the job was in His hands. Truly, Scripture promises that "The prayer of a righteous man is powerful and effective" (James 5:16). Thus, millions of prayers, for generations, have been offered to God for the distant lands of the globe.

In recent days, especially, lands that embrace the Islamic religion have caught world attention. These veiled, robed, and secretive inhabitants of the ancient Bible lands have unknowingly been targets of Christian prayer. Could it be that God is now answering and breaking down the

man-made barriers erected to separate and alienate?

A Positive Result of the Gulf War

The Persian Gulf War brought into focus the resistance and, in some cases, intolerance of Iraq and its neighboring lands to evangelical Christianity and traditional churches as they are allowed to operate in North America. Closed borders to missionaries brought closed minds to the Gospel and closed hearts to the peace that salvation through Jesus Christ brings.

Truly, these people are bound in a ritualized, counterfeit religion, a darkness penetrable only by the prayers of Christians who care. Prayer is the key that unlocks the fetters of Islamic darkness.

Did God allow war to come to these spiritually impenetrable places so that He could get His witnesses in? How many

Christian troops shared their faith, or gave away literature, or answered spiritual questions? How many troops from foreign cultures showed kindness, love, and tolerance to their enemies? How many showed tenderness for the deserters who surrendered to them?

A Jordanian Christian, returning from Baghdad right after the war, reported that war-weary non-Christians are coming to Christian churches asking questions! They are disillusioned with Islam and doors are opening all over the Middle East.

People have seen Muslims fight Muslims and then have to depend on Christian forces to defend the Holy places of Mecca and Median in Saudi Arabia. Surely, the Islamic masses are asking themselves, "Why did we need Christians to come and defend Saudi Arabia when it is the home of Islam? Where is the strength of Islam to protect Islam?"

Could it be that a situation that man intended for evil, God turned around for good? Yes! As a result of the Persian Gulf War and media bombardment about the countries in conflict, Christians have become aware of the tremendous spiritual hunger and spiritual needs. Thrilling evangelism opportunities now exist for those with prayerful hearts and willing spirits to reach out in non-traditional ways.

Using Radio

Since Middle Eastern countries continue to be closed to traditional missionary tactics, Christian broadcasters will continue to enjoy a growing influence. High-powered, short-wave, and AM-radio transmitters are used by several ministries to send Christian radio broadcasts in the Arabic language throughout the area.

Trans World Radio (TWR) uses transmitters in Monte Carlo and Cyprus to send over two hours daily of Arabic programs. Far East Broadcasting Associates (FEBA) transmits from the Seychelles about two-and-a-half hours a day. From Portugal, the Swedish group IBRA sends a daily half-hour program targeting the eastern Mediterranean.

High Adventure Ministries Voice of Hope stations present the largest volume of radio programming for the area with its medium-wave, short-wave, and FM transmitters operating from southern Lebanon.

The opportunity exists for National Religious Broadcasters (NRB) members and friends to participate in the above ministries in a variety of ways. While the airing of English language gospel preaching programs is usually not needed, program sponsors and prayer supporters are.

North American ministries have the opportunity to adopt a particular program, airtime, or targeted country and promote the outreach to their home constituency. The place to start is by contacting one of the above ministries.

Using Video Cassettes

The predominance of government-owned (and therefore non-competitively programmed) TV stations in every Middle East country has forced the phenomenal sales of video cassette recorders (VCR). With demand for videotapes exploding, video rental stores have opened in countless locations and the outlets for cassettes include restaurants, community halls, and churches.

There are reports that even remote villages without electricity have small video mini-theaters powered by generator or car battery. A basic VCR can be purchased in much of the Middle East for around \$400 or less. Many people are willing to make significant sacrifices to own such a distraction from the hard and uneventful lives they lead.

Concerned Christians in Cyprus are seizing the moment by means of a dynamic videotape ministry which provides Christian tapes and VCRs to 200 indigenous ministries in Egypt, Sudan, Greece, Cyprus, Israel, Turkey, Iran, Kuwait, and Iraq (both before and after the war).

A variety of video-taped programs are being used effectively for both evangelism and discipleship purposes with approximately 150,000 people a month viewing the tapes on a regular basis.

The Christian Broadcasting Network's (CBN) popular animated Bible story series, *Superbook* and *Flying House*, have many of their 104 episodes dubbed into spoken Arabic and are being shown to teach the Bible to youngsters and adults. These offer escapades of Bible heroes and the ageless words of wisdom from prophets and kings who walked the pages of Scripture.

Ray Carlson, of International Films, has reported on a project in which Pres-

byterian churches in the United States are adopting sister churches in Egypt for the purpose of providing each church with a VCR and a set of *Superbook* Bible stories in Arabic. The project also includes training for two people from each church in how to maximize the effectiveness of the presentations of *Superbook* programs in the church.

Other American churches could similarly be challenged to match up with existing churches, ministries, and missionaries in the Middle East to provide them with valuable video teaching tools. The dubbing of existing programs into spoken Arabic is a big need. There are many quality American-produced programs that could be strategically used if they were dubbed into Arabic and other languages of the region.

Program formats now being used on video cassette include testimonial stories of people from every walk of life who have accepted Christ, and include the Arabic version of *Don't Ask Me Ask God*, the unique TV special that creatively offers Bible answers to the questions of life that people most want answered.

Using Television

Officially, the governments of the Middle East countries prohibit any Christian ownership of broadcast facilities, but in the Israeli-controlled zone of southern Lebanon, Middle East Television (MET) has operated since 1982 at the request of the regional administration of Lebanon.

MET (a part of The CBN family) broadcasts on Channel 3 in the Beirut area and Channel 12 towards Israel where it is a "must carry" on the Israel TV cable systems. The broadcast signals reach a broad area, which includes Lebanon, Syria, Jordan, Israel, north to Turkey, and south to Egypt.

The station's ten hours of daily programs feature American-style "action" entertainment shows, the area's only independent news programs, and Christian programs in Arabic and English. The programming philosophy is to attract audiences with competitive, high-quality programs that build an audience for the roughly one-quarter of the programs which are Christian.

Christian programs include *Superbook*, *Flying House*, The Good News-Arabic teaching program, *Another Life* (Christian soap opera), the *International*

CONTINUED ON PAGE 17

NATIONAL RELIGIOUS BROADCASTERS

COMPREHENSIVE BENEFIT PLAN

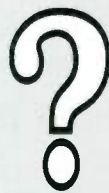


"The NRB Comprehensive Benefit Plan was established in 1985 by NRB as a benefit for its Members. By participating in this Plan, our Members can provide group life and health insurance benefits for their employees on a large plan, fully insured basis. Since most NRB Members have fewer than 50 employees,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

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Dr. Jerry K. Rose

Past President, National Religious Broadcasters Association



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The Middle East Video Explosion

A Cyprus-based strategist for Islamic ministry (who for security reasons remains unidentified) summed up the video potential in the Middle East in this way: "For the last seven years, especially, the focus of media outreach has shifted from radio to VCRs. Now, the average Arab's status symbol is to have his own VCR. Seven years ago, there was a kind of stereo unit you had for your audio cassettes and your radio. That was the status symbol. Today it is the VCR.

"When Egyptians, Jordanians, and Lebanese go to work in the Gulf, one of the most important things for them to buy is a VCR to bring back to their homes. That's why the video and TV realm is now coming into its own as a major tool of evangelism in the Muslim world. Everybody wants access to videos!

"From our perspective, we have found that video/TV has been effective beyond anybody's wildest dreams because with video you have the visual use, usually shared among a group. Arabs, being very sociable people, do not usually watch a video by themselves. They do not do things individually as Westerners do. They do things collectively. If you give them a video, the whole family will watch the video and bring in their extended family. Then the neighbors will see the video.

"The multiplication factor is much, much higher than it is in the West. In the Western world culture, you give a person a video and you assume it's put on the shelf and may or may not be seen by one or two people per household. In this part of the world, one video cassette would probably be seen by 15-20 people in one showing, and then in other showings, you just multiply it out, because it's looked upon as a very exciting media."

USING ELECTRONIC MEDIA ... CONTINUED FROM PAGE 15

700 Club, Heart to Heart with Sheila Walsh, and selected other Arabic language programs. Opportunities exist for more high-quality Arabic-language ministry programs.

Pastors and Christian workers who have labored for years in the MET viewing area report that the television presentations of the Gospel heavily validate what they have been doing in their churches. Some have added that it is mind-boggling that through television, in one day, more people can be reached with the Gospel than in the last 2000 years in the Arab world.

Ministries working among the Arab people explain that Arabs are very media-oriented and are attracted to television and video. This provides a unique and fabulous opportunity.


In conclusion, North American Christians have historic and unprecedented opportunities to evangelize in the

Middle East. Ongoing problems in the Middle East such as war, changes of governments, anarchy, famine, and poverty disorient people and shake up their pre-conceptions, especially about who God is and whether they know Him personally as they should.

This is certainly a time of opportunity for mass media ministry in the Middle East. So many of its people are asking the key questions of life. There is more openness to new ideas and possibilities being expressed, especially in Saudi Arabia, Kuwait, and Iraq. People are more into thinking for themselves.

For radio, television, and video distribution, it's definitely "the time" to move. The prayers of Christians through the decades for the salvation of people in the Middle East are beginning to be answered. Surely, the prayers of the righteous are "powerful and effective."

Michael D. Little is group vice president of The Christian Broadcasting Network Inc. (CBN) in Virginia Beach, Va.



PIERCING THE DARKNESS WITH THE GOSPEL

Born of vision in 1931, HCJB World Radio continues to broadcast the gospel of Jesus Christ around the clock, around the world. After 60 years, the heart of mission remains the same:


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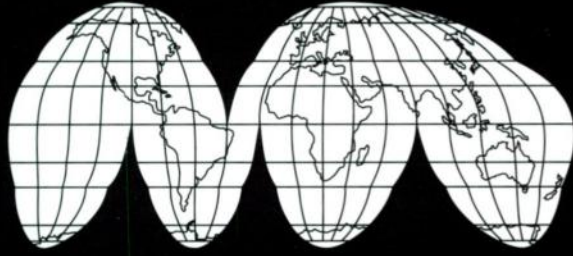
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The World By 2000 Project: Partnership And A Common Goal



Although Christian organizations share the common goal of evangelizing the world with the Gospel of Jesus Christ, many of them seem to operate as self-contained units apart from the Body of Christ at-large. However, at least one major project is bringing together a host of ministries, churches, and individuals.

In 1985, the world's four major international Christian broadcasting companies coordinated their efforts and resources to provide gospel programming to every man, woman, and child in the world by the year 2000. The four organizations are Far East Broadcasting Company (FEBC), SIM International, Trans World Radio (TWR), and World Radio Missionary Fellowship, Inc. (HCJB World Radio).

Together they have the transmitting ability to broadcast the Gospel anywhere in the world. Even with this ability, however, millions of people are unable to hear the Gospel because programs have not yet been developed in a language they can understand.

According to research, approximately 160 major languages (languages with one million or more speakers) do not have Christian programming. In order to develop programming, the four broadcast groups have divided these 160 languages according to the regions to which they transmit programs. Each year, new language programs are developed and more people hear the Gospel. It is to this end that the World by 2000 coalition has focused its efforts.

We recently asked the four organizations to bring our readers up to date on the World by 2000 project. The following are their reports. We hope that after reading this update you and your organization will be inspired to pray for the project and, where needed, lend your support.

FEBC: Overcoming the Obstacles By God's Help

by Jim Bowman

When the presidents of FEBC, TWR, HCJB and later, SIM International (ELWA), committed their respective organizations to *World by 2000*, there were many who wondered how such an auspicious goal could be achieved. The first two years given to preliminary research identified 160 languages, each spoken by one-million or more people, that did not have gospel programs of any kind.

Languages like Aceh, Minang, Bugis, and Uighur were not commonly known. Most of these people, represented by the Hindu, Muslim, and Buddhist religions lack significant numbers of Christians (in some cases there are none at all). Finding programmers who were first-language speakers would prove to be next to impossible.

A Formidable Task

The task is formidable, with many inherent obstacles. For instance, when one of the few Christians among the Aceh of Indonesia secretly agreed to prepare broadcasts, Islamic authorities discovered his activities and ordered him killed. Today this man continues to prepare broadcasts safely hidden from those who would harm him.

Consider this situation as well. Not long ago, a Minang Muslim from Indonesia watched as the life of his sick daughter slowly slipped away. Since his prayers to Allah had seemed to be of no avail, he turned in desperation to his Christian neighbor to see if his God could help.

The neighbor handed the Muslim a copy of an Indonesian New Testament and showed him the story of Jairus and his sick daughter. The man made a pact with God: "Heal my daughter, and I'll renounce Islam and follow you." In hours his daughter was healed. The man kept his promise, and today is FEBC's principal broadcaster in Minang, one of the

first *World by 2000* languages to go on the air.

Since the start of the *World by 2000* project, FEBC/FEBA has started 12 new language programs: Zhuang, Minang, Bhoipuri, Panjabi (Eastern), Nepali, Chatisgarhi, Varhadi-Nagpuri, Mongolian (Chinese), Konkani, Bugis, Waray-Waray, and Uighur. Together these languages represent 132 million people.

Programs scheduled to air soon on FEBC/FEBA include: Mundari, Aceh, Mongolian (Halh), Makasar, Yao, and Maguindaon, representing another ten million people. Prior to this project,

Christian broadcasts were not available to these people.

God's Timetable

Many of the people groups represented by *World by 2000* languages are among the most hostile in the world to the Gospel. This is truly Satan's kingdom, and he is steadfastly resisting evangelism. Although we take our goal seriously, we recognize that we cannot go forward without God's help.

Although we are equally serious about accomplishing this goal by the year 2000, we must still be obedient to God's

timetable. (Perhaps it is not His will or timing to broadcast to some of the people on our list.)

Experience has shown us that God will often direct us to people groups and languages *not* on our list. Throughout its history, FEBC has overcome many obstacles to place programming for the 122 languages currently on the air. We are confident that God is at work, and we need only be His willing servants, sensitive to His leading and His timing.

Jim Bowman is director of operations for Far East Broadcasting Company in La Mirada, Calif.



Burned-out cases are all that remain of the five ELWA transmitters which carried broadcasts in over 40 languages to west, central, and north Africa.

SIM International: Radio ELWA Out Of The Ashes

by Ron Frazee

After 36 years of uninterrupted broadcasting, ELWA, SIM's pioneer missionary radio station in Liberia, West Africa, has been reduced to burned-out transmitter cases rusting in the tropical sun. The studio complex, transmitter house, and generating plant were all totally destroyed by the warring parties in the civil war that has just about completely destroyed the West African nation of Liberia over the past 18 months.

A significant part of the loss at ELWA was the extensive library of program material in about 40 African languages. The five transmitters were taken off the air in early July of last year when the war

reached the environs around ELWA.

For the next three weeks, the remaining SIM missionaries and the ELWA Liberian staff were kept busy doing what they could to care for the needs of 22,000 refugees who flooded onto the property to escape the looting and killing in the suburban areas that surround the station.

On July 25, after two days of local shelling and threats of worse to come, word spread through the camp that ELWA was no longer a safe place. Within minutes, a great exodus occurred. Can you picture 22,000 people heading down the road with nowhere to go, carrying or pushing whatever few belongings they still possessed?

The situation forced the remaining missionaries to do the same thing. Closing their doors for the last time, and loading the dozen or so patients still at the ELWA hospital, they headed overland behind the battle lines to safety in neigh-

boring Cote d'Ivoire. Behind them they left their hearts, their possessions, and a facility valued at more than \$10 million.

For the next six months, the war raged on. Thousands of civilians died. More than half the population fled beyond its national borders to escape the savagery and starvation at home. There were conflicting reports from various sources about conditions at the ELWA campus which continued to give some hope that at least part of the broadcast facilities had been spared.

Beginning Over Again

In January, the first pictures taken since the series of battles began at the ELWA campus were received in the States. They confirmed the worst fears. Radio ELWA was ashes, nothing more. The mighty voice would speak no more, or so it seemed.

CONTINUED ON PAGE 20

THE WORLD BY 2000 . . . CONTINUED FROM PAGE 19

As fighting subsided, a few SIM staff members ventured back to survey the situation. The Liberian people were in desperate need. There was very little food, water, power, or sanitation in the city of Monrovia. During his three-week visit, SIM's Frank Young was the only surgeon known to be in the country, and the little he could do to help had to be accomplished in a makeshift clinic.

It became obvious to Mission planners that some SIMers had to return to reopen the medical ministry and bring God's message of hope back to these people as quickly as possible. SIM missionaries are now deployed in refugee camps in the surrounding countries of Sierra Leone, Guinea, and Cote d'Ivoire.

A doctor and technical team entered Liberia in March to restore enough power and water at the ELWA campus to permit cleanup of the clinic and hospital. These buildings, while damaged, are still standing. They will need to be completely re-equipped since all the equip-

ment was looted or destroyed.

A low-power FM transmitter has been prepared with the cooperation of HCJB. Plans call for this station to be on the air this summer in order to restore a gospel radio ministry to the half-million people living in the greater Monrovia area. As conditions permit, regional shortwave stations will be added to restore programming in several major languages to the rest of Liberia and the surrounding countries.

The interruption of ELWA broadcasts last summer brought great cries of distress from many thousands of people who had come to rely on their radio to bring them not only news of their world, but teaching from the Word of God, which they could not receive from any other source.

A Continued Commitment

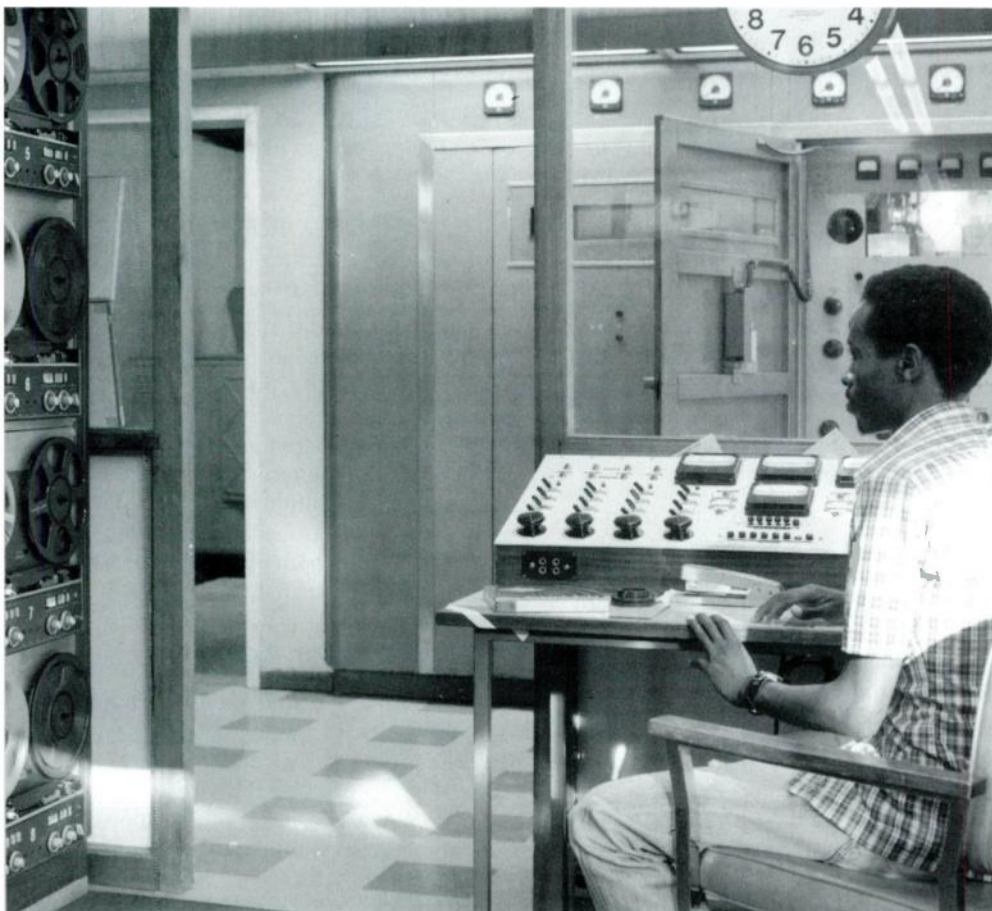
SIM remains firmly committed, by God's enabling, to fulfill its part of the *World By 2000* project. It appears unlikely that Liberia will stabilize enough to make rebuilding of an international broadcast facility there feasible.

Stan Bruning, SIM's Radio coordinator, and Lee Sonius, Radio ELWA broadcasting director, are searching for the best location for the higher power transmitters and antennas which will provide gospel radio to the major language groups of west, north, and central Africa.

Much planning and hard work lie ahead. The provision of financing, equipment, and materials for such a project are beyond SIM's ability, but certainly not beyond the Lord's. "We believe the rebuilding of SIM's broadcast facilities to be God's direction," said Ed Klotz, acting director for the West Africa Field Area.

"The return of SIM's broadcast ministries will bring the message of forgiveness and hope back to a people who have been left hopeless by the war," continued Klotz. "We have seen the Lord use radio to open doors for church planting among unreached people, and we believe the Lord has even greater opportunities for future radio ministry in west Africa."

Ron Frazee is the media director for SIM USA in Charlotte, N.C.



TWR-Swaziland — Inside the transmitter building.

TWR: Sharing Resources To Reach The Goal

by Elizabeth Boocks

In a recent article in *SEND!* magazine, David Barrett pointed out that if Christian organizations were to pool their resources, they could "broadcast the Good News about Jesus Christ to virtually the entire world." It would be difficult to organize and unite all of the world's Christian organizations, but the concept of sharing resources is the key to the *World By 2000* project.

By using the resources of its *World By 2000* partners, Trans World Radio (TWR) has been able to establish broadcasts to people groups that otherwise would have been unreachable. Since the onset of the *World By 2000* initiative in 1985, TWR has developed broadcasts in 16 targeted mega-languages which are spoken by a total of 115 million people.

The Indian sub-continent receives the majority of TWR's *World By 2000*

airings, as TRW has added broadcasts in eight *World By 2000* languages spoken by approximately 61 million people in India, Nepal, and Tibet.

This brings the total number of TWR's Indian languages to 23, spoken by more than 681 million people. TWR's remaining *World By 2000* broadcasts target listeners in China, Mozambique, the Uzbekistan Soviet Socialist Republic, the Indonesian island of Madura, and members of the Berber tribes in Algeria and Morocco.

Although it often takes years to see the effects of Christian radio, Andrew MacDonald, director of programs at TWR-Swaziland, recently sent encouraging news about a program that has been aired for less than a year. The airing is an adaptation of the *Words of Hope* program and targets the one million Lomwe-speaking people in northern Mozambique.

In a conversation with MacDonald, Avelion Mutilama, the speaker for the program, told of 35 new churches which have been established in the northern provinces of Zambezia and Nampula. The churches, said Mutilama, have

grown as a "direct result" of the daily radio broadcasts. Mutilama also reported that an additional 100 members have been "baptized into the church" — 30 baptized by Mutilama himself and 70 more by another pastor in the area.

Partners In The Project

The development of programs in languages such as Lomwe is the heart of the *World By 2000* project. But the founders of the project also hoped to raise funds to meet the ongoing need for quality equipment to produce and air these programs.

Because of its desire to help TWR effectively reach the Indian people, the Heralds of Hope have provided funding for the construction of a recording studio in New Delhi. The studio will be used to produce a number of airings in the Indian *World By 2000* languages.

It's exciting to see that in addition to direct involvement in programming, broadcasters like Heralds of Hope are willing to help improve TWR's production capabilities. However, TRW is finding that it's not just broadcasters who are catching the *World By 2000* vision.

Several local churches have become significantly involved by supporting one or more language broadcast. Even individuals can make a difference in adding new languages. A woman who had received money from the sale of a house felt led by the Lord to reach the unreached through radio.

She approached TWR with her burden and it was prayerfully decided to use the funds to begin broadcasts to the Madurese-speaking people in Indonesia. The number of ministries, churches, and individuals who have become partners in the *World By 2000* project continue to grow, and TRW hopes to continue adding new languages.

TWR's plans for the future are based on the hope that friends and supporters "will strengthen our hands as we seek to consolidate new languages already on the air, and pioneer into languages yet untouched" explained Edmund Spieker, assistant vice president of International Ministries.

Elizabeth Books is the coordinator of Broadcaster Resources for Trans World Radio in Cary, N.C.

and SIM International.

Reaching Unreached Peoples

Since the *World By 2000* commitment was made, programs in 25 target languages have been added to the schedules of the various broadcasters. Each of these languages represents a group of more than one million people who had never before heard gospel radio in a language they could understand.

And with the openness in the East, research is progressing faster than before. Major steps are being taken to begin broadcasting to other unreached or underreached peoples in the Soviet Union, Asia, Africa, and even the Middle East.

Radio is a powerful evangelistic tool that knows no political or religious barriers. Missionary broadcast signals already cover the entire globe. The key is cooperation, joining hands to proclaim Christ's Good News to the areas of the world that have never heard.

Rich Cline is publications director for HCJB World Radio and editor of *Around The World* magazine based in Opa Locka, Fla.

HCJB World Radio: Cooperation Is The Key

by Rich Cline

It's not an easy thing to isolate HCJB World Radio's part in the *World By 2000* project. The key to the whole endeavor is cooperation, and every forward step has involved the effort of a number of people and organizations working together with this singular goal: to provide the Gospel by radio to all peoples.

Significant progress has been made since the *World By 2000* commitment was signed in September 1985, mostly in the area of research — identifying unreached people groups, searching for Christians who can produce radio programs in these languages, and finding the best way to broadcast the programs and help listeners become actively involved in local churches.

Working Together As One

In cooperation with TWR, HCJB

began airing Uzbek programs in March 1990 for the 16 million residents of the Soviet republic of Uzbekistan. With Far East Broadcasting-U.K., HCJB launched programming for the 50 million people of four unreached language groups in India during May 1990.

And it took a whole army of people to begin broadcasting this past February to the four million people in the Soviet republic of Georgia. The Evangelical Free Church of Fresno, Calif., funded research and development and has built a sister-church relationship with Georgian evangelicals.

Words of Hope provided scripts based on the gospel of Mark that were translated by a young Georgian professor. The Liberty University student body raised funds for a portable recording studio, assembled by HCJB's technical staff in Elkhart, Ind., and hand-carried to Tbilisi, Georgia, in October.

Georgian church leaders are recording radio programs in their own language, and the HCJB broadcasting center in Quito, Ecuador, is beaming the programs back into the Soviet Union each morning. This kind of cooperation is spreading to all areas of ministry. Over the past few years, HCJB's worldwide staff has welcomed missionaries on loan from TWR, FEBC,

Christian Radio Penetrates The Darkness In Asia

by Don Haggerty

My arrivals at the Taipei International Airport often occur in the wee hours of the morning. And during the drive into town, my dulled senses are invariably struck by a faint red glow that bathes the frosted glass windows of apartments lining the freeway.

Through an occasional open window I'm able to glimpse the source of this peculiar light. It emanates from a pair of red lamps, each shaped like a lotus bud and situated so as to provide perpetual light to the family altar of each residence — an altar erected both to revere ancestors and to venerate an incredibly diverse pantheon of deities. The red glow pierces the night as an age-old symbol of hope clung to by so many Chinese people.

Spanning The Gulf

The span that separates Christians from their audience may be a mere 50 feet from freeway to apartment, or a

Bamboo curtain, perpetually rewoven, that stretches thousands of miles with its tangle of ideological and political barriers. Regardless of the distance, the obstacles standing between the Chinese people and the Gospel continue to be formidable.

Throughout the years of missionary enterprise among the Chinese, however, one vehicle has proven repeatedly capable of spanning the gulf that has frustrated those working to penetrate the darkness of Asia with a message of *real* hope. That vehicle has been radio.

Measuring Growth

Speaking during a panel session at the 1991 National Religious Broadcasters (NRB) Convention, Rev. Bill Ury of Trans World Radio reported that there are some 1.2 billion people in China, and that of that number China's official Three-Self Church estimates there to be five

million Christians. Other sources place the number of Christians between 20 and 80 million.

Ury continued by noting that in 1948, when the communist regime came to power in China after one hundred years of missionary effort in that land, there were only some 900,000 believers.

By the conservative estimate of the Three-Self Church, the number of Christians in China has since increased by over 500 percent. By measure of other estimates, however, the growth may be in the thousands of percent!

Reaching Out By Radio

"Christian radio," said Ury, "has been at the heart of much of the growth in the last 15 years." This reminder was reiterated last summer at a leadership conference in Asia when James Taylor noted to those in attendance that 50 percent of all converts in China were first touched in some way by Christian radio.

And Ury confirmed this, "I could tell you stories of people we have met inside China who can say 'I happened upon a Christian radio program and that's where I first heard about Jesus Christ.'"

Recalling her early days of pioneer radio work in Taiwan, Doris Brougham, International Director of Overseas Radio & Television, Inc. (ORTV), recently recounted her experience of walking up and down the streets and looking into the houses and seeing the family idol shelves.

"It was exciting to know," she said, "that idol worshippers could hear about Jesus in their homes. And it's still that way today — whether it's over in China, or in Taiwan, or throughout Southeast Asia."



Radio announcers at work in ORTV's recording studio in Taipei, Taiwan (left and center). Lillian Wang composes music for ORTV's programming (right).

"Sometimes," continued Dr. Brougham, "the priests from the temple will see us on the streets and talk to us, and they say they heard about Jesus on the radio broadcasts." Then she added with emphasis, "To get into homes — to get into areas where you can't go personally — radio is the way to get the message out."

Opening Doors

On one occasion in Taiwan, a special offer of a New Testament was made to students of ORTV's *Studio Classroom* English-teaching radio broadcasts. In the first week, four thousand requests were processed. One student wrote in his meager English, "Help, help. I need to know God!"

English teaching has for the past two decades served as a door opener of amazing proportions for gospel ministry in Asia. ORTV's *Studio Classroom* radio program, for instance, enjoys a daily listening audience in Taiwan estimated at four million.

And two monthly lesson magazines *Studio Classroom* and *Let's Talk In English*, both produced by ORTV to accompany the radio broadcasts, continue to hold the number-one and number-three circulation positions of all magazines in Taiwan. Radio has indeed reduced the gap separating Christians from their audience in Asia.

Using Every Possible Means

Asian Christians are committed to using every possible means of sharing the Gospel with the teeming populations in that area of the world. ORTV's current catalog of gospel productions in Mandarin Chinese reflects that commitment. It includes over 67 video titles.



Large quantities of mail are processed through ORTV's shipping department (left), while ORTV's music concerts and youth rallies reach many young people with the Gospel (right).

These range from a series of 30-minute testimonies of well-known Chinese who tell of their conversion to Christianity to two full-length dramatic movies containing strong evangelistic messages. There is even a 13-part series of children's cartoons based on the truths of the Bible.

Original Chinese gospel music has also come into its own through a combination of gifted Christian musicians and investments in recording technology by Christian organizations. This has resulted in an entire generation of Chinese young people growing up to the songs of these Chinese gospel artists.

Working Together

Though much is yet to be done to coordinate outreach efforts in Asia, there certainly have been significant moves beyond the hard-to-shake spirit of independence. "We're not trying to outdo one another," said Ury, "but just to do the work that Christ has called us to do.

"I see that there's a desire to work together and to complement each other and to encourage one another that we might get this job of reaching the world done," he continued, adding, "With so much to be done by [the year] 2000, it's going to take *all* of our money and resources to get the job done."

The red glow continues to emanate from apartment windows lining Taipei's freeways. But the barrier to the homes and hearts of Asia's millions is today being bridged. Carrying on its air waves a message of *real* Light and Hope, Christian radio is penetrating the darkness.

Don Haggerty is the North America administrative director for Overseas Radio & Television, Inc. based in Seattle, Wash.



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A Media Response to a Tale of Two Soviet "Peacemakers"

by Dan Wooding

*British journalist Dan Wooding shares the stories of two Soviet "peacemakers" — Mikhail Gorbachev and Mikhail Saltykov — and reveals a new plan that could bring spiritual peace to the Soviet Union. The plan is called **The Russian Connection** and he explains the vital role Christian broadcasters have played in launching it.*

Wooding also explains how Christian broadcasters can play a vital role in linking the Body of Christ around the world, something he's not sure they are doing as effectively as they could be.

Mikhail Gorbachev's doomed plan to settle the Gulf War was trumpeted around the world through satellite television, as he vainly tried to mediate the Middle East conflict.

Mikhail Saltykov's less dramatic plan came in the form of a letter that arrived at the ASSIST (Aid To Special Saints In Strategic Times) office from the 15-year-old's home in Yalta. It bluntly requested Bibles telling the story of the Prince of Peace.

"We live in the town of Yalta of the Crimea region," Saltykov wrote. "Yalta is one of the most beautiful places in the Soviet Union. But life is not easy for those who are Christian. We need any Bibles or Christian literature."

The teenager's plea may not have been as earth shattering to the world's media, but its impact could be even more profound in its result to his own country. For Saltykov is just one of thousands of Soviet Christians who have appealed to North American believers to stand with them in this troubled time in their history.

The ASSIST ministry was launched in September 1988, with an appearance on *The 700 Club*, which has been very supportive of what we have been doing since. We began linking churches in what we call a "Sister Church" program after I went to Cuba and shared the concept with Cuban pastors.

Again, *The 700 Club* ran a 4 1/2-minute clip from the video I shot there on the needs of the Cuban believers. We are

now linking Western churches with those in Burma, Cuba, China, Nicaragua, the Philippines, Romania, Saudi Arabia, and Thailand.

I was forcefully awakened to the continuing needs of the Soviet believers during this era of *glasnost* (openness) and *perestroika* (restructuring) when thousands of letters began arriving at our ASSIST offices in the United States, Canada, and Great Britain. They had heard of the ministry of ASSIST after a Welsh Christian had circulated a letter to Soviet believers.

All asking for Bibles and other Christian literature, the letters came from throughout the Soviet Union, even from Siberia. So we launched a pen pal project for North American Christians to have an "ink link" with their counterparts living behind what was once called the Iron Curtain.

What could I do when I read young Saltykov's letter? I was in Minneapolis during December of last year. I knew that we, in ASSIST, wanted to make the Body of Christ function as a Body, not as many nationalistic parts. The nerve system of an international body life has to be Christian media, so we launched what we called *The Russian Connection* on KTIS-AM/FM with Don Rupp.

That was followed up with stories and interviews on *Prime Time America*, the Moody Radio Network, the UPI Radio Network, the USA Radio Network, James Dobson's *Family News in*

Focus, KBRT-AM in southern California, and then on the Trinity Broadcasting Network.

The response was extraordinary. Hundreds of letters poured in from all over the United States asking for a Soviet pen pal. It seemed that listeners and viewers were beginning to vote with their letters. I believe they were saying that all they get on Christian media is evangelism for the mainly Christian listener and requests for money.

But those people longed to become activists for the Kingdom. They wanted to have a hands-on involvement with others. But usually we don't make that option available to them because most of our programs are self-serving.

On the positive side, because the U.S. Christian media gave me access to their audiences, a large number of American and Soviet believers are receiving prayer support from each other. And Soviet believers are receiving Bibles, worship tapes, and even witness T-shirts as a result.

As part of this project, we are getting the initial letters from the Soviet Union, translated by recent immigrants from the Soviet Union, all members of the Slavic Christian Center in Montebello, Calif. The members of this Assemblies of God Church, under the leadership of Pastor Walter Daciuk, have also formed the Soviet Freedom Choir, which is working with ASSIST to present the needs of the Soviet Church to American congregations.

After translation, the letters go to Connie Butcher, a receptionist at KBRT-AM, in Costa Mesa, Calif., who painstakingly pairs the Soviet believer with an American. For Connie, that means pen pals sending as much literature as they can afford, as soon as possible.

"Here we can worship freely," she says. "Everyone has at least one, maybe two Bibles at home. They sit around maybe collecting dust, but [in the Soviet Union] they go crazy for Bibles."

The whole project is like becoming a missionary to Russia without leaving home. A single phrase from Ezra's prayer of thanksgiving to God for His mercies in bringing the first group of Jews out of captivity and back to Jerusalem has stuck with me. "Now, for a brief moment. . . ."

We've all rejoiced as our Soviet brothers and sisters have been given more liberty to worship and evangelize freely. Their freedom has been so refresh-

ing — but how long will it last? Could it be just "for a brief moment?"

I can't help but believe that God has thrust into our hands a method more effective, than we have ever had before, for helping our embattled brothers and sisters in Christ during this "strategic time."

In the face of policy reverses coming out of the Kremlin, we have to recognize God's hand in creating this unique communications link for this "brief moment." It is the sort of connection that will be the hardest for Soviet officials to shut off.

Whatever happens, believers will continue to be in touch; there will be thousands of small holes punched through any new walls that might be built. I have always been an activist and I believe we, in Christian media, once we see a need, should become an answer to other people's prayers by filling that need.

Take Nicaragua for instance. It was an eerie feeling on the day after the Gulf war broke out, to be gathered with a group of pastors and other Nicaraguan believers at the Assemblies of God Bible Institute in Managua to go over the fundamentals of writing.

I was paired with Dale Kietzman, the chairman of ASSIST. Much of the hands-on lessons revolved around the war in the Gulf and I asked the class to write a commentary called, "The Gulf War — is this the beginning of the end?" Most of them thought it was!

I had gone back to Nicaragua after being invited last March to speak at the CNPEN (National Council of Evangelical Pastors of Nicaragua) Conference in Managua. The group is an organization of some 850 ministers representing 65 denominations. I had noted that their bookstall contained no books by Nicaraguan writers. "Does this mean that you have nothing to say?" I asked them. "We do, but we don't know how to say it! Please come and show us," I was told.

The group, pens poised, showed surprising talent for a society that has had to be careful in what it has said and written for many years. So when Dr. Kietzman suggested the believers themselves should write the history of the past 20 years that had seen the fall of the 40-year Somoza dynasty and the rise and fall of the Sandinistas, they were most excited. What was the result of the trip?

- They have founded the Association of Nicaraguan Evangelical Writers.
- Christian writers are now at work on a book to be called *The War Within*, covering the last 20 years in the country — from Somoza to the Sandinistas to liberty.

The stunning election defeat in February 1990 of the Marxist government of Nicaraguan President Daniel Ortega by Violeta Chamorro has given Nicaraguan evangelicals great freedom to win many others and "disciple their nation for Christ." But we need to play our role in standing with them in prayer and support.

This story began with the tale of two Mikhaels. I have a hunch that the second Mikhail's peace plan, the one in which we can play a vital role, will have a more lasting impact on the world. But we have to play our part in it!

Dan Wooding is the founder and international director of ASSIST based in Garden Grove, Calif. He is also the author of 23 books, a syndicated newspaper columnist, a commentator for the UPI Radio Network in Washington, D.C., and is a vice president of Promise Publishing in Orange, Calif.

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OUT OF THE ASHES tells the story of that never-to-be-forgotten month, and of the destruction that followed when the campus at last had to be abandoned. It also underlines the determination of *SIM*ers to return to that shattered country to minister to its needy people physically and spiritually.

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• NATIONAL •

Nationwide Survey Reflects A Disapproval Of Most Abortions

WASHINGTON, D.C. (NRB) — A nationwide Abortion and Moral Beliefs Survey released recently shows that most Americans do not know the extent to which abortion is legal under Supreme Court rulings, and that even a majority of those who describe themselves as "pro-choice" disapprove of abortion in most circumstances.

The survey was commissioned by Americans United for Life (AUL), a pro-life legal and educational organization with offices in Chicago, Ill., and Washington, D.C. Conducted by the Gallup Organization, the survey is believed to be the most comprehensive study ever undertaken on public attitudes toward abortion and related issues.

The survey shows that nine out of ten Americans could not accurately describe the circumstances under which abortions are permitted under *Roe v. Wade*, the 1973 Supreme Court decision which legalized abortion for any reason during pregnancy. When the various conditions surrounding a pregnancy were given as possible reasons for terminating a pregnancy, the survey revealed that most Americans, under most circumstances, oppose abortion.

Laurie Anne Ramsey, AUL vice president for public affairs, said the survey findings would be used to map the pro-life movement's educational, legal, and political strategies in the years ahead. AUL vice chairman Victor G. Rosenblum said he was "surprised by the depth of the public's ignorance" about *Roe v. Wade* and the legal status of abortion "after 18 years of spirited public debate."

Rosenblum is the Nathaniel L. Nathanson Professor of Law at Northwestern University and Director of Northwestern's graduate studies program in law. He is also a former chairman of the American Judicature Society and past president of the Association of American Law Schools.

"An overwhelming majority of Americans simply do not understand what is allowed under current law. In many cases, it appears that people who consider themselves 'pro-choice' simply don't know what they're supporting," Rosenblum said.

As an example, he noted that 42 percent of the people surveyed by Gallup thought the *Roe* decision made abortions legal only during the first three months of pregnancy. Of this group, 38 percent (16 percent of the total) thought *Roe* made abortion legal during the first three months of pregnancy "only when the mother's life or health" is threatened.

In fact, he said, the *Roe* decision bars states from prohibiting abortion for any reason prior to the point at which the unborn child is considered "viable," meaning he or she could survive outside of the womb. Abortions after the viability of the unborn child also are permitted if the mother's health or life are thought to be at risk.

However, *Roe's* companion decision, *Doe v. Bolton*, Rosenblum noted, defines health as "all factors relevant to the well-being of the patient." Thus, under *Roe*, abortion is available for any reason relevant to a woman's "well-being." The decision made abortion available on demand for any reason whatsoever. "Most Americans are completely unaware of this," he said.

Although a majority of respondents indicated they would permit abortions during the first three months of pregnancy in cases of rape and incest, "if there is a strong chance of serious deformity in the baby," and if the mother's health would suffer from the pregnancy, there was solid opposition to abortion in most other circumstances, and under virtually all circumstances after the first three months of pregnancy.

Rosenblum said that ten percent of all abortions — more than 150,000 annually — are performed after the first three months of pregnancy. Even during the first trimester, large majorities indicated disapproval of abortion for reasons other than rape, incest, health of the mother, and birth defects.

The survey also indicated strong support for laws requiring parental involvement before abortions are performed on minors. Eighty-three percent of the respondents said the "parents of a pregnant girl who is under 18 years of age" should be involved in any decision to end a pregnancy.

Another significant finding was that 75 percent of the respondents said they consider abortion to be the taking of human life. This view was shared by 96 percent of Americans who consistently disapprove of

abortion, 82 percent of those who often disapprove of abortion (disapprove of abortion under most of the circumstances it is currently conducted), and even 47 percent of those who seldom disapprove of abortion.

The survey, conducted in May 1990 by the Gallup Organization, was based on in-person interviews with 2174 voting-age adults. The survey has a margin of error of plus or minus three percent.

First U.S. CCM Video Network Expected On Air By Year's End

NEW CASTLE, Del. (NRB) — ZTV, America's first 24-hour contemporary Christian music video cable television network, is expected to be launched during the final months of this year. Plans call for ZTV to be a fully advertiser-supported network, with launch funding being arranged through Price Waterhouse Investment Division. The network's facilities are located in New Castle.

"The explosive growth of the contemporary Christian music industry, and the proliferation of quality videos now available by many leading artists have paved the way for this network. The timing is right," said ZTV president David McQuade. "Contemporary Christian music has captured the attention of the general entertainment community with Warner, Capital, and other major labels signing on Christian artists, and the demand for a full-time network is strong.

"With recent polling data from the Gallup organization and Bama Research indicating that over 60 million Americans consider themselves to be born-again Christians, and with the Christian book-sellers and music producers generating over \$3 billion in annual sales, we are more than confident that there is an enormous audience in our nation for ZTV."

ZTV has received many letters of support from government, religious, and corporate leaders who believe that the time for quality programming, such as ZTV will provide, is now. Calling itself "The Last Word in Music Television," ZTV's programming will consist primarily of music videos with occasional comedy and interview segments.

McQuade reports he has assembled a team of professionals who have been successful in other cable and broadcast launchings, including Communications Equity Associates, the nation's largest

cable communications investment banking and consulting firm.

"While there does exist an abundance of programming options for cable carriers, we firmly believe that this type of positive programming is a must — and initial indications from cable companies are very encouraging," concluded McQuade.

700 Club Reports Jump In Ratings And Viewer Support

ROANOKE, Va. (NIRR) — According to a source quoted by the *National & International Religion Report* (NIRR), uncertainty produced by the Persian Gulf War may have helped boost the Christian Broadcasting Network (CBN) after three years of sagging audience support.

Susan Norman, a CBN spokesperson, said TV ratings "are sky-high right now." The number of stations carrying the ministry's 700 Club program has jumped to 220 from a low of about 100 two years ago, she reported. Norman said the increase probably came because people tend to look for spiritual help during periods of world crisis.

Viewers also may tend to be more philanthropic: a CBN telethon conducted for two weeks in January produced \$33.7 million in pledges, up from \$23.5 million last year. In 1988 and 1989, pledges were \$18.1 million and \$21.9 million, respectively, sharp declines from 1987's \$34.9 million.

Observers said the drop occurred in late 1987 after CBN founder Pat Robertson began his presidential campaign. Jeffrey Hadden, a University of Virginia expert on television evangelism, said he thinks Dr. Robertson "has succeeded in reclaiming the confidence that people once had in him."

Church Leaders Call For An End To Anti-Christian Bias

ROANOKE, Va. (NIRR) — Accusing TV and film executives of anti-Christian bigotry, Donald Wildmon of the American Family Association (AFA) and 800 church leaders recently exhorted the entertainment industry to begin showing Christianity's positive contributions to society and halt negative portrayals of clergy and biblical faith, according to the *National & International Religion Report* (NIRR).

Wildmon sent a letter to the heads of

ten television networks and movie studios, which included a list of examples of objectionable material seen in the films *Nuns on the Run*, *Ghost*, and *The Handmaid's Tale*, and in television programs like *The Simpsons* and *L.A. Law*.

Only ABC and Columbia Entertainment have responded so far. "A lady from Columbia called and told us she was throwing the letter in the trash can," Wildmon said. Michael Hudson of People for the American Way branded the letter a "thinly veiled threat" and vowed to fight any boycott attempt by AFA.

"The studios and networks have no economic reason to cave in. . . . We will show that Wildmon does not represent any more than a small fringe of the American public," Hudson declared. Among those who signed the statement were the heads of 50 denominations, representing approximately 25 million constituents.

INTERNATIONAL

Western Broadcasters Offer Help To Eastern Bloc Media

TORONTO, Ontario (NRB) — According to Crossroads Christian Communications Inc. (CCCI), a group of 22 television executives from five Eastern

CONTINUED ON PAGE 29

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MEDIA FOCUS

CONTINUED FROM PAGE 27

European countries recently met with North American Christian television broadcasters in Budapest, Hungary. Discussions centered on the needs, goals, and ethics of religious broadcasting as it applies to the formerly officially atheistic countries.

Helping the executives deal with these important issues were three North American ministry representatives: David Mainse, president of CCCI, the parent organization for the Canadian-based *100 Huntley Street* telecast; Jerry Rose, president of WCFC-TV in Chicago and past president of National Religious Broadcasters; and Jack Kincaid, president of WLYJ-TV in Clarksburg, W.Va.

Len Johansson, director of Christian Missions Productions with CCCI, reported that the conference was the first one where Christian organizations have invited secular media executives for an exchange of ideas on religious programming.

Johansson felt that one of the most significant achievements was the request from delegates for a clearing house at the new Vienna Christian Broadcasting Academy (VCBA) in Austria, to screen religious programs filtering in from the West.

"They said that wealthy organizations representing various cults, occult groups, and New Age thought systems from the West attempt to sell them what they call 'religious programming,'" Johansson explained. "They feel they need an ethical and reliable advisory council that can help screen these programs for them. They recognized that the spiritual vacuum in their countries could not be filled by political or economic means. Their opinion was that only Christianity held answers for their people."

The event also achieved an unusual level of rapport between the Christian ministries and East Bloc media. Said Johansson, "The biggest thing we accomplished was the building of bridges. Everybody walked out of there with a feel-

ing of friendship."

The sessions began with reports from each of the delegates. "What it really came down to was a cry for help. They need materials, experience, and programs immediately," noted Johansson.

Subsequent discussions explored the Christian concept of religious programming and program content, and included talk of co-production with Christian TV broadcasters. Johansson noted that VCBA just graduated 13 students who are now trained in all aspects of TV production and who will be linked with state television producers.

The conference sponsors are immediately beginning work on the infrastructure of a clearing house through the Alpha Omega Association, a network of Eastern and Western European Christian television ministries. "We have to do it," said Johansson. "It's an obligation now. It's a wide open door that we have to walk through. We have to concentrate our efforts on bringing to Eastern Europe the kind of programming they need."

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Experts such as Dr. David Clark, NRB President and Regent University's Dean of Communication and the Arts; Dick Hammer, Vice President of Sales for The Family Channel; and David Hummel, Executive Director of the Home Entertainment Network, will share the strategies used by top professionals.

The Seminar will be held July 12-13, 1991, at The Founders Inn and Conference Center in Virginia Beach, Virginia. To make reservations, just call 1-800-667-0700. You'll discover it's time very well spent.



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Christian Best Sellers!

CLOTHBOUND

- (*) 1. "Good Morning, Holy Spirit," *Bennie Hinn*, Thomas Nelson Publishers
- (4) 2. *The Grace Awakening*, *Charles Swindoll*, Word Publishing
- (9) 3. *My Utmost for His Highest*, *Oswald Chambers*, *Barbour & Co.*, Discovery House Publishers, G.R. Welch Co. Ltd.
- (2) 4. *Love Must Be Tough*, *James Dobson*, Word Publishing
- (3) 5. *Love Hunger*, *Frank Minirth*, *Paul Meier*, *Robert Hemfelt*, and *Sharon Sneed*, Thomas Nelson Publishers
- (5) 6. *The Applause of Heaven*, *Mar Lucado*, Word Publishing
- (11) 7. *Love for a Lifetime*, *James Dobson*, Multnomah Press
- 8. *Our Sufficiency in Christ*, *John MacArthur, Jr.*, Word Publishing
- (8) 9. *Gifted Hands*, *Ben Carson with Cecil Murphey*, Zondervan Publishing House
- (14) 10. *Quiet Times for Couples*, *H. Norman Wright*, Harvest House Publishers
- (6) 11. *Love Is a Choice*, *Robert Hemfelt*, *Frank Minirth*, and *Paul Meier*, Thomas Nelson Publishers
- 12. *The Man in the Mirror*, *Patrick Morley*, Wolgemuth & Hyatt, Publishers
- (7) 13. *Children at Risk*, *James Dobson and Gary Bauer*, Word Publishing
- 14. *Imperative People*, *Les Carter*, Thomas Nelson Publishers
- (12) 15. *Eternal Security*, *Charles Stanley*, Thomas Nelson Publishers
- (19) 16. *I Surrender*, *Patrick Morley*, Wolgemuth & Hyatt, Publishers
- (15) 17. *Halley's Bible Handbook*, *H.H. Halley*, Zondervan Publishing House
- (13) 18. *The New Millennium*, *Pat Robertson*, Word Publishing
- (20) 19. *Molder of Dreams*, *Guy Rice Doud*, Focus on the Family Publishing (Word)
- 20. *His Needs, Her Needs*, *Willard Harley*, Fleming H. Revell Co.

PAPERBACK

- * 1. *Roses for Mama*, *Janette Oke*, Bethany House Publishers
- (3) 2. *This Present Darkness*, *Frank Peretti*, Crossway Books
- (1) 3. *The Rise of Babylon*, *Charles Dyer with Angela Elwell Hunt*, Tyndale House Publishers
- (2) 4. *Armageddon, Oil and the Middle East Crisis*, *John Walvoord*, Zondervan Publishing House
- (4) 5. *Piercing the Darkness*, *Frank Peretti*, Crossway Books
- (14) 6. *The Love Hunger Weight-Loss Workbook*, *Frank Minirth*, *Paul Meier*, *Robert Hemfelt*, and *Sharon Sneed*, Thomas Nelson Publishers
- (7) 7. *Joshua*, *Joseph Girzone*, Macmillan Publishing Co.
- (6) 8. *Stick a Geranium in Your Hat and Be Happy!*, *Barbara Johnson*, Word Publishing
- (5) 9. *The Blessing*, *Gary Smalley and John Trent*, Pocket Books
- (13) 10. *Becoming a Woman of Excellence*, *Cynthia Heald*, NavPress
- (8) 11. *Julia's Last Hope*, *Janette Oke*, Bethany House Publishers
- (11) 12. *The Dixie Widow*, *Gilbert Morris*, Bethany House Publishers
- (12) 13. *Love Is a Choice*, *Robert Hemfelt*, *Frank Minirth*, and *Paul Meier*, Thomas Nelson Publishers
- (10) 14. *Escape the Coming Night*, *David Jeremiah with C.C. Carlson*, Word Publishing
- (17) 15. *Good Grief*, *Granger Westberg*, Fortress Press (Augsburg Fortress, Publishers)
- 16. *Mere Christianity*, *C.S. Lewis*, Macmillan Publishing Co., Walker & Co.
- (9) 17. *Global Peace and the Rise of Antichrist*, *Dave Hunt*, Harvest House Publishers
- (19) 18. *No Wonder They Call Him the Savior*, *Mar Lucado*, Multnomah Press
- (15) 19. *Fallen Angel*, *Roger Elwood*, Word Publishing
- 20. *Preparing for Adolescence*, *James Dobson*, Regal Books (Gospel Light Publications), Bantam Books

*Last month's position

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

TRADE TALK

Broadcast Electronics, Inc. (B.E.), of Quincy, Ill., recently announced the appointment of **John J. Nevin** to the position of president. Nevin succeeds **Lawrence J. Cervon**, who officially retired from the company in February. Nevin was named Chief Executive Officer last November and will continue that responsibility in addition to his new role. An active, respected and internationally recognized member of the broadcast community for more than 40 years, Cervon became president of Broadcast Electronics in 1976. Cervon will remain involved with Broadcast Electronics in various advisory and consultative capacities. He was recently honored as the keynote speaker at the NAB 91 Engineering Conference in Las Vegas, Nev.



JOHN NEVIN



L. J. CERVON

Wolgemuth & Hyatt, Publishers, Inc., of Brentwood, Tenn., recently announced that it has entered into an exclusive distribution/sales representation relationship with Word, Inc. of Dallas, Texas. Under the agreement, which became effective April 16, Word Publishing's sales representatives now sell Wolgemuth & Hyatt's titles to all markets. Word will also execute the fulfillment functions of warehousing, invoicing, and collecting. Wolgemuth & Hyatt was founded in 1987 by Robert Wolgemuth and Mike Hyatt. Its book list contains over 130 titles in print, including present and past bestselling titles such as: *The Man in the Mirror*, *I Surrender*, *Growing a Healthy Home*, and Orel Hershiser's *Out of the Blue*. Upcoming books include works by

Ann Kiemel Anderson, Reggie White, Joni Eareckson Tada, and James Dobson.

Trustees of the **Southern Baptist Radio and Television Commission (RTVC)**, of Fort Worth, Texas, recently elected James M. (Mickey) Castleberry at their quarterly meeting to serve as chairman during 1991-92. Castleberry is pastor of Ridgecrest Baptist Church in Montgomery, Ala. He will take office at the close of the Southern Baptist Convention this month, as will other officers elected at the meeting — LeRoy

22nd Annual Dove Awards

(partial list of winners)

More than 30 Dove Awards were presented April 11 during the Gospel Music Association Convention in Nashville, Tenn. Among the winners were:

Song of the Year - "Another Time, Another Place," Gary Driskell, writer; Word Music (ASCAP)

Songwriter of the Year - Steven Curtis Chapman

Male Vocalist of the Year - Steven Curtis Chapman

Female Vocalist of the Year - Sandi Patti

Group of the Year - *Petra*

Artist of the Year - Steven Curtis Chapman

New Artist of the Year - *4 Him*

Stevens, Phoenix, Ariz., first vice chairman; Steve Huffman, Papillion, Neb., second vice chairman; and Charles McKeever, Roanoke, Va., secretary.

Los Angeles, Calif.-based **Myrrh Records**, a division of Word, Inc., in conjunction with **Cornerstone Festival**, recently announced the six winning bands that will be showcased in performances at the 1991 Cornerstone Festival Alternative Band Stage. This marks the second year that Myrrh and Cornerstone have teamed up to bring new alternative music to the Festival. The Festival will be held from July 4-7 in Bushnell, Ill. The winning bands are: *Absence of Ceramics*, *Black Carnation*, *Donderfliegen*, *John Austin and the Embarrassing Young*, *Over The Rhine*, and *Vague*.

Fred Dienert, chairman of the board of Walter Bennett Communications (WBC), recently announced three new appointments in the company's Philadelphia office. **Robert H. Straton**, who has been with WBC, for 22 years, the last ten of them serving as vice president, has been named senior vice president/marketing director. **Louise A. Tabasso**, who has served as Dienert's personal assistant for 16 years, will now have the added responsibilities of assistant account executive. **JoAnise Keener** has been promoted from administrative assistant to special projects administrator.

The explosive interest in creationism around the United States and overseas is now reflected in the number of radio stations broadcasting *Science, Scripture & Salvation*, a program produced by the Institute for Creation Research in Santee, Calif. As it begins its 20th year of production, *Science, Scripture & Salvation* is now heard on 182 stations and broadcast to almost 440 different areas via translators. Each week, *Science, Scripture & Salvation* proclaims the scientific reliability of the Bible, especially the book of Genesis.

STARS Production Services, a division of STARS (Satellite Transmission and Reception Specialists), headquartered in Houston, Texas, has appointed **Donald E. Palmer** as director of Television Ministries/Syndication Sales. Palmer's background includes working with ministries

such as Robert Schuller, Larry Jones, Frederick K. C. Price, Marilyn Hickey, Father Manning, James Robison, Lloyd Ogilvie, Dwight Thompson, and Billy Graham. In addition to working with religious programmers in his new position at STARS, he will also be working with entertainment and corporate syndicators. Palmer brings over 30 years of experience in marketing, advertising, publishing, media, and motivational training to the STARS organization.

According to the *National & International Religion Report* (NIRR), Campus Crusade for Christ, of San Bernardino, Calif., recently reported that the film *Jesus* was viewed by 14,000 people in a "strongly Muslim and pro-Iraqi country," and that some 500 Muslims professed Christ as a result. Crusade director Bill Bright told supporters that his organization's radio ministry in the Middle East has been receiving "more letters than ever before from Muslims" interested in learning about Christianity.

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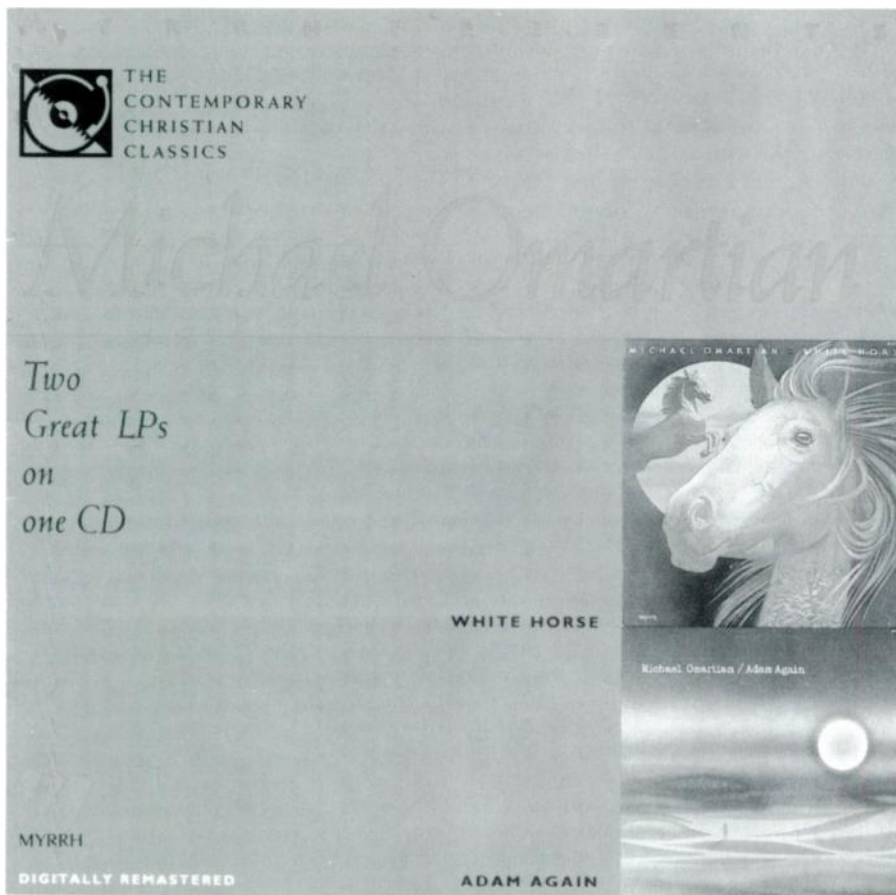


THE CHILDREN'S
SONSHINE NETWORK

(Circle 112 on the Reader Service Card)

Two Omartian Classics Enjoy A Second Spin

by Darlene A. Peterson



White Horse and Adam Again BY MICHAEL OMARTIAN

produced and arranged
by Michael Omartian
Myrrh

Myrrh presents Michael Omartian's two timeless treasures as part of its Contemporary Christian Classics series.

Even within the music industry, few people were aware that this Grammy-winning producer (Christopher Cross, Peter Cetera, Amy Grant, Michael Bolton, Rod Stewart, Donna Summer), arranger, and session keyboard player (Steely Dan, Rickie Lee Jones, the 2nd Chapter of Acts) had recorded a string of his own albums in the 1970s and early 1980s.

White Horse and *Adam Again*, which were the first two of these albums, didn't find a wide audience when first released, but over the years they

manages to outshine quite a few of the current releases. This isn't to say there isn't a lot of fine work going on, but a classic is a classic.

Of course, Omartian's keyboard work is superb. Everything from harpsichord-like sounds to honkey-tonk piano can be found, the sound perfectly matched to the mood of the song. In addition to great guitar work, touches of flute, trumpet, sax, and strings add to the interest.

The varied percussion Omartian layers into the music is one of the many touches that elevate it out of the ordinary. And his vocal style is quite distinctive, sometimes plaintive, sometimes playful, always interesting.

Stormie Omartian's lyrics bless me as much as the quality of the music. There is depth here, as well as diversity and a poet's ear for language. Here are a few examples:

*Jeremiah, how your people cry
"What's the answer? Don't let it
change the way we live or die."*
— from "Jeremiah"

*'Round and 'round in that cistern
altar
Time goes down in the flowing
water
The past is washed away like weep-
ing ashes
So lift your hands up as it passes*
— from "Take Me Down"

*Red moon shines on a burning tree
Someone is taking my life from me
The White Horse rides across the
sky
Those who don't know Him will
hope to die*
— from "White Horse"

*It's full of old memories I bought
for a price
At a time when nothing came free*
— from "See This House"

For rich sound, diversity, and expression, this rerelease is a rare treat.

Darlene A. Peterson, a contributing editor to *Religious Broadcasting* magazine, resides in Caldwell, N.J.

gathered a large enough following that *White Horse* usually gets included on lists of the best contemporary Christian albums of all time.

Considering the strength of the lyrics, musicianship, and production, this rating doesn't surprise me. Created with top-notch studio musicians, Omartian's blend of pop, R&B, fusion, and progressive rock still stands out as a gem. In fact, this digitally remastered rerelease

It is unusual, even in today's more sophisticated media world, to find a Christian radio station with a promotional budget that allows it to market itself effectively. A successful marketing strategy for most secular stations, even in small markets, includes consistent billboard campaigns as well as periodic television buys during important rating sweeps.

As managers and programmers, we in Christian radio should do all we can to educate ownership of the need to use these forms of promotional advertising. I realize it is often quite frustrating for those of us in Christian radio dealing with the realities of low-budget limitations, especially when

Promoting Your Radio Station In Local Churches

by Bob Augsburg

it comes to promotional ideas.

There is, however, an advantage we possess over every other radio format on the dial. The majority of our potential audience can assemble together in one common place and thereby be reached with our message effectively, inexpensively, and with little creativity. Yes, the local church still remains one of the best avenues for promoting the format and image of each of our stations.

The key is having an employee on staff who possesses the skills to develop positive relationships with the pastors in your community. Ideally, this person should have the time to devote 20 hours per week or more to this all-important task. Once the station establishes some degree of credibility in the eyes of the pastor, there will be many open doors for promoting Christian radio on a regular basis.

Let's explore just a few simple ideas already being used by Christian stations to

promote themselves in the local church.

The Church of the Week

Select a different church each week to be "The Church of the Week." Congratulate the church using a promotional insert that will appear in all the church bulletins that week. Be sure that your call letters and frequency are dominant. Have the church's pastor on the air for 15 minutes or so one day during your morning or afternoon show to chat briefly about the work he is doing.

In addition, if the station features a contemporary weekend or evening show, have the youth pastor and a few of the kids from the youth group on the show that week. Larger operations can even bring various staff members out to the Sunday evening service to share their testimony or to present a slide or video presentation.

Church Function Reports

When the local church has a major function, offer to come out and do live reports of the event. Nothing looks better than a station van in the middle of the church picnic or outdoor activity.

Poster Distribution

Church bulletin boards and Sunday School rooms are wonderful places to display radio station posters. You can either display a generic undated poster or display special-event posters promoting concerts and other major station events.

A Bumper Sticker Blitz

Conduct a month-long bumper sticker drive at a dozen or so churches. Design a contest whereby the church that displays the largest percentage of bumper stickers in the parking lot on a given Sunday wins a valuable prize (perhaps a significant promotional spot package or a free weekly program for a year).

Audience Research

Churches also afford a tremendous opportunity for research. Most Sunday

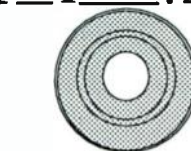
School classes are already divided into age cells perfect for testing music or distributing surveys to a select potential audience. Again, the key is developing solid relationships with the pastors in your market. Devoting adequate time to this task is usually going to mean designating an individual who is not already overworked at the station.

Knowing how Christian radio stations are staffed, I realize that means the likelihood of adding a part-time or full-time position, such as a public relations or promotions director. The investment will be wisely spent and in time will result in increased exposure leading to larger market shares and revenue gain.

Bob Augsburg is president of Programming Plus, a company that programs music for Christian radio stations. He is also general manager of WAYJ-FM in Fort Myers, Fla.

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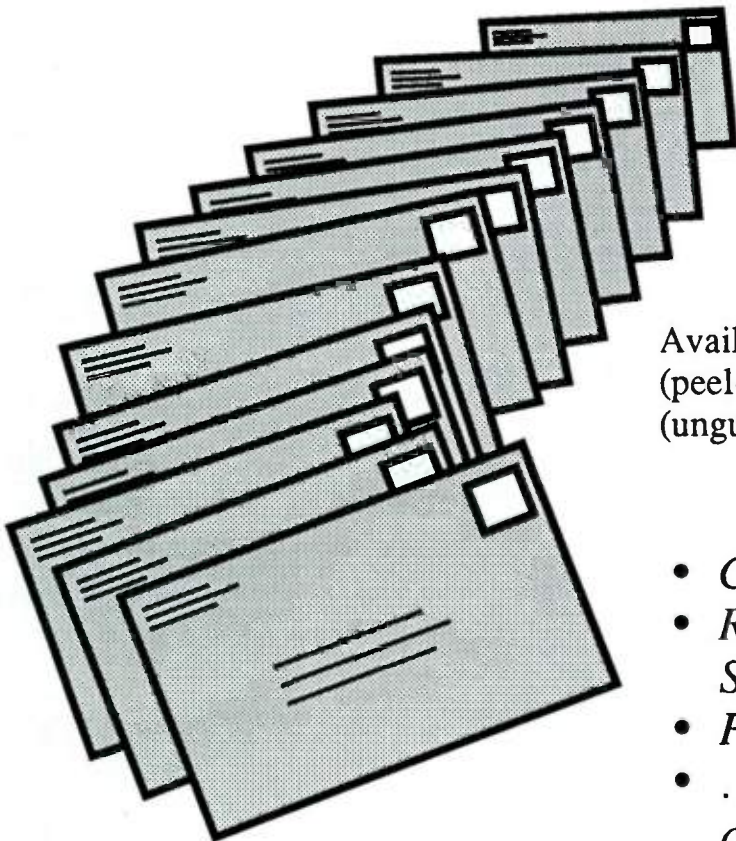
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Once the station establishes some degree of credibility in the eyes of the pastor, there will be many open doors for promoting Christian radio on a regular basis.

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CONTEMPORARY CHRISTIAN RADIO MINISTRY seeks tapes and resumes for future openings at stations in Nevada and Wyoming. Include salary history and specialty. Send to: Bill Feltner, Western Inspirational Broadcasters, Inc., 6363 Highway 50 East, Carson City, NV 89701.

ANNOUNCER/PROMOTION COORDINATOR — KTIS AM/FM is seeking experienced announcer familiar with all phases of on-the-air broadcast operations for daily airshift. This person would also coordinate station's advertising and promotion, including writing and producing promos, desktop publishing, and public events. Send tape, resume, and letter of application to: Wayne Pederson, KTIS, 3003 North Snelling Ave., St. Paul, MN 55113. EOE.

IMMEDIATE OPENING FOR AFTERNOON ANNOUNCER with production, programming, and public relations skills in St. Joseph, Mo. Ministry-oriented, medium-market station with major market benefits. Send tapes and resumes to Good News Ministries, P.O. Box 334, Station P, St. Joseph, MO 64506. EOE.

BUSINESS MANAGER needed at religious-format power AM. Also underwriter, PR person, and fundraiser wanted for inspirational FMs. Resume to Positive Radio Group, Box 889, Blacksburg, VA 24063.

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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.

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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.

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NATIONAL ASSOCIATION OF BROADCASTERS RADIO 91 CONVENTION

September 11-14, San Francisco, Calif.

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.

NATIONAL ASSOCIATION OF BROADCASTERS 70TH CONVENTION

April 13-16, 1992, Las Vegas, Nev.

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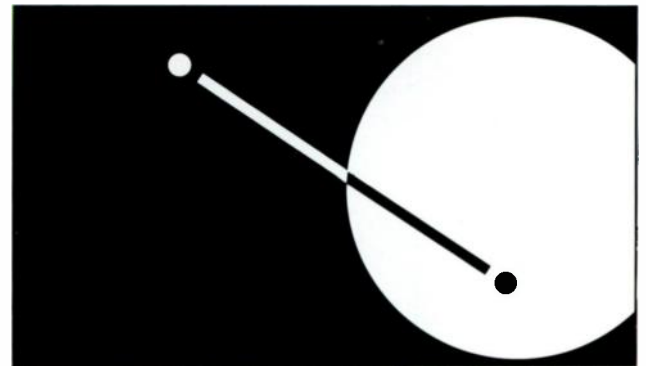
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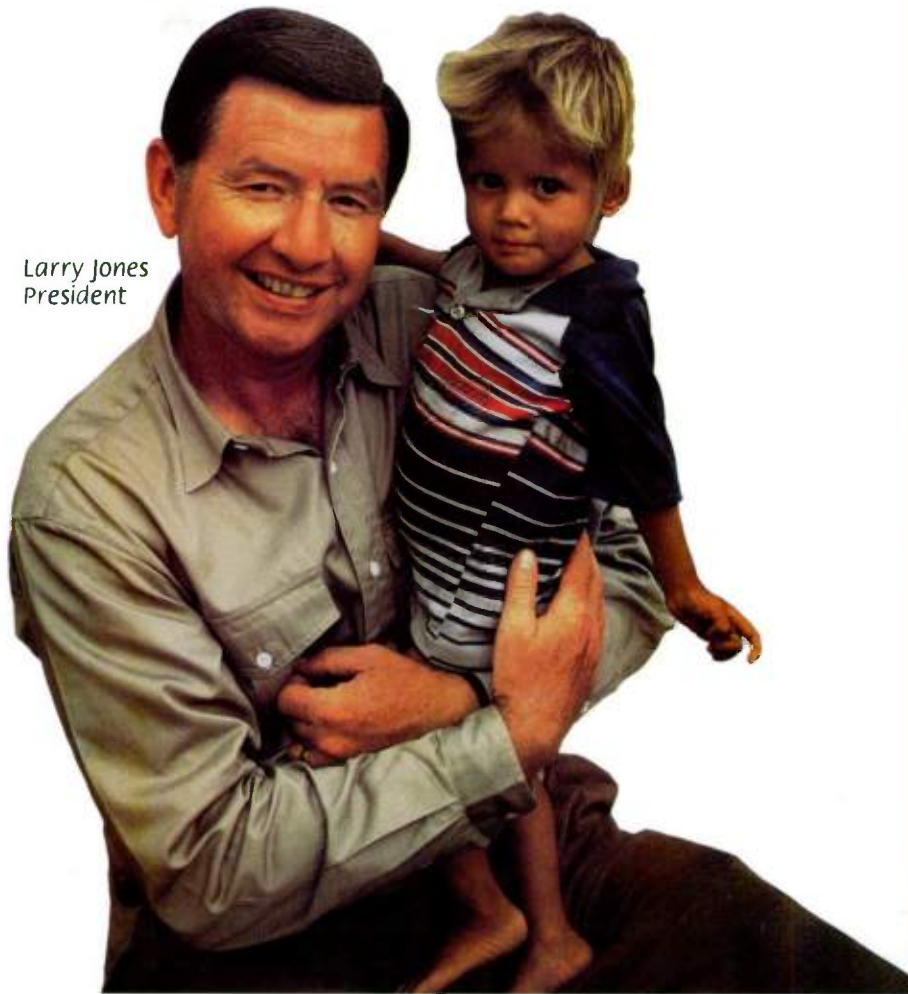
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Dr. E.V. Hill
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