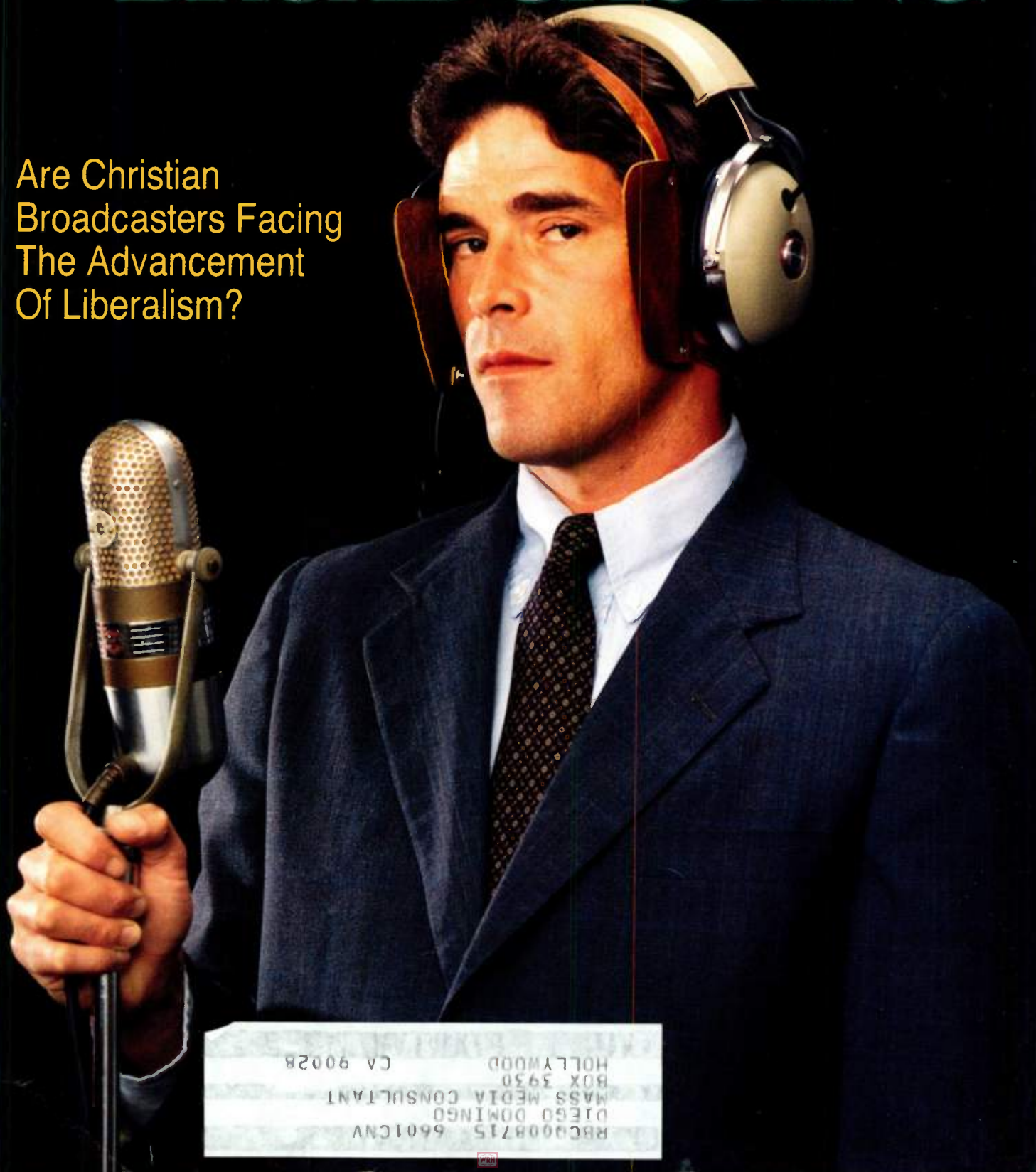


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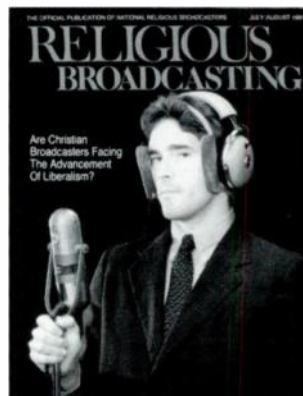
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**ABOUT  
THE  
COVER**



**ARE CHRISTIAN BROADCASTERS FACING THE ADVANCEMENT OF LIBERALISM?**  
*Some* Christian broadcasters are courageously taking their stand on the front lines, battling anti-Christian forces and teaching believers how to apply their faith to societal issues. *Many*, however, appear unwilling to face the issues around them, thus abdicating their responsibility to illuminate the darkness. Please see page 10.

Cover Photo: Darrell Ivy  
Art Direction: Brad Bullock, American Family Association (AFA)

# SIGNING ON

Christian broadcasting is generally described in terms of ministry. The mission is to reach the world with the good news of the Gospel in a culturally relevant manner through all available means of broadcasting.

Central to that mission is a clear understanding of and ability to proclaim God as revealed in the Word which is seen as the unique propositional revelation of His plan for mankind. National Religious Broadcasters (NRB) was founded by program producers and station owners who shared this ministry commitment to the electronic media.

Another way to view Christian broadcasting is as part of the enormous

American broadcasting industry. NRB has also come to represent this group of broadcasters. This perspective may not be as inspiring but it nevertheless deserves our attention.

Because the more than 1400 radio stations and 300 television stations that carry religious broadcasting can deliver a significant portion of the American media audience, they are valuable broadcasting properties. We must acknowledge this fact and be grateful to the Lord.

One of the many good things that come from this business aspect of religious broadcasting is more rigorous accounting and improved management practices. A danger is that ministry priorities may be

downgraded or eliminated by commercial pressures.

An important partner in both the ministry and commercial aspects of religious broadcasting has been the Christian publishing industry. Very early, religious programmers discovered that printed versions of their broadcast messages were in demand by their audiences. These printed materials provided a more permanent form of their program.

The printed word allowed the broadcaster to develop a fuller ministry relationship with the audience member. This relationship, among other things, helped generate financial support from the small portion of the audience needed to support a ministry.

Today, Christian publishing is a significant part of an enormous industry. But it is also a source of unparalleled ministry. From multiple versions of the Bible to Christian fiction, and from in-depth Bible teaching to trend-setting books on parenting, marriage, and codependence, Christian publishers are meeting spiritual needs within and without the religious community.

But it must be said that without Christian broadcasting, the sales of many of these books would be significantly less. With few exceptions, every best-selling book in the Christian marketplace has been connected to a broadcast ministry.

I know the power of broadcasting to sell books because a few years ago I was responsible for *The Book* project at the Christian Broadcasting Network (CBN). Broadcasting promotion resulted in over one million sales of this user-friendly Bible in just six months. Without the support of Christian broadcasting, this never would have happened.

Christian publishing and broadcasting are partners in the task of ministry. We are dependent on each other to accomplish the Great Commission.

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



## Publishing & Broadcasting: Partners In One Ministry

by David Clark

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# READERS' FORUM

## Where Are The Little Guys?

Dear Editor:

We appreciate information on Christian radio as presented by *Religious Broadcasting* magazine. I have before me the latest issue, May 1991, which is a typical example of the lack of news from outside the USA.

I can personally tell you about some significant missionary (and not related to the "biggies" such as TWR, HCJB, FEBC, ELWA) broadcast changes and developments which could be of interest to many of your readers.

I believe *Religious Broadcasting* magazine is in an excellent position to promote awareness of overseas Christian broadcasting in addition to the excellent work being done by the "biggies." Obviously, the prime thrust will be American Christian radio. However, valiant efforts made by dedicated Christian broadcasters in the many small corners of the world also deserve recognition.

A suggestion from someone outside the USA. I hope you find it helpful. We are in this together.

**Jack Hoepfner**  
Golden West Broadcasting Ltd.  
Altona, Manitoba

Editor's Note:

*Religious Broadcasting* magazine seeks to publish both national and international news items of interest to religious broadcasters regardless of the size of the organizations involved. Readers are invited to submit items by mail to: Editor, *Religious Broadcasting*, 299 Webro Road, Parsippany, NJ 07054.

## Restrained Vexation

Dear Editor:

I am making a sincere effort to restrain my vexation, and to be brief in my comments about [David Clark's] "Signing On" column in the May issue of *Religious Broadcasting*.

"Judeo-Christian," for example, is the mother of all oxymorons. Judaism is not the religion of Moses, but the outgrowth of the rebellion that led to the Babylonian captivity, and the embodiment of the Babylonian Talmud. Jesus said plainly that if the Jews of His day believed Moses they would believe Him. To say that Christianity is one of the four branches of

Judaism — while well-meaning and clever — is in reality heretical.

Dr. Clark's vision for NRB as a modern technological means to reach the Jews of the world with the Gospel is right on the mark, but he should not seek to strengthen that vision with unbiblical and unhistorical myths and clichés. (There are others, but I promised to be brief.)

Dr. Clark's thoughts and conclusions may be the direction most of our NRB family is headed in, but I hope it can be noted that his views in their entirety do not represent the knowledge and convictions of all NRB members on these subjects.

**Dale Crowley Jr.**  
Focus on Israel  
Washington, D.C.

Editor's Note:

*Prior to the appearance of Dale Crowley's letter, the editorial board of Religious Broadcasting offered NRB president David Clark an opportunity to respond. For the benefit of Mr. Crowley and the readers of Religious Broadcasting, here is*

Dr. Clark's response:

*"I read with interest Dale Crowley's response to the May 'Signing On' column and I appreciate his willingness to present a different perspective.*

*"One of the great insights of modern communication research is that meanings are in people, not just in words. That seems to be the case here. Because Dale Crowley is very involved with and no doubt well informed about Israel, he sees a different meaning in the term 'Judeo-Christian' than most evangelicals.*

*"In using 'Judeo-Christian,' I was referring to the progressive revelation God gave of himself through Abraham and his descendants which culminated in Christ. I believe that all we must know for personal and national salvation came exclusively through this line of revelation.*

*"In making this statement I was not endorsing all 'religious' aspects of Judaism, nor for that matter all the 'religious' aspects of Christianity. Both*

**CONTINUED ON PAGE 37**

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For the fourth time in 34 months, the Federal Communications Commission (FCC) faces another round of deliberations on the controversial subject of broadcast indecency. Having seen its latest policy struck down on First Amendment grounds by the U.S. Court of Appeals for the District of Columbia Circuit, the FCC is once again grappling with a regulatory scheme that will both safeguard the public interest and pass constitutional muster.

The outcome is almost certain to result in policies that return to the so-called "safe harbor" concept, in which a specific time of day is identified for the broadcast of material oriented toward an adult audience.

Understanding the recent D.C. Circuit decision overturning the Commission's 24-hour indecency ban requires a bit of background. For many years, indecent broadcast speech was regulated largely in terms of the "seven dirty words" identified

indicated in 1987 that its "current thinking" was to "channel" indecent broadcasts into the time period between midnight and 6 a.m., although such a "new safe harbor" was not specifically established.

The D.C. Circuit subsequently upheld the Commission's generic definition of indecency. However, it found that the agency's "safe harbor" was still not sufficiently specific to satisfy the First Amendment. It remanded the case to the FCC with instructions to define such a time period.

In 1989, Congress stepped into the breach by enacting a rider to an eleventh-hour appropriations bill requiring that the indecency policy be enforced on a 24-hour basis. The FCC, finding that Congress' language "affords us no discretion," adopted rules implementing the complete indecency ban. Enforcement of the rules was stayed pending appeal to the D.C. Circuit.

During the intervening period, the Commission conducted a comprehensive inquiry into indecency enforcement. It attempted to find support for a 24-hour ban within the Supreme Court's 1988 *Sable Communications* decision. *Sable* overturned an absolute prohibition on indecent commercial telephone message services.

However, the Court appeared to indicate that banning indecent speech might be constitutional if it proved to be the least restrictive means of advancing the government's "compelling interest" in precluding otherwise protected expression. The FCC concluded that, in the broadcasting context, a ban is the *only* effective means of safeguarding a compelling government interest: the protection of children 17 and under, who were found to listen to radio and watch television at all hours of the day.

It was this decision that set the stage for the latest D.C. Circuit ruling. In relatively short order, the court concluded that *Sable* afforded no constitutional support for a ban on indecent broadcasting. The court found that *Sable* "affirmed the protected status of indecent speech and reiterated the strict constitutional standard that government efforts to regulate the content of speech must satisfy." In the court's words, quoting from its earlier decision on indecency:

*Broadcast material that is indecent but not obscene is protected by the first amendment; the FCC may regulate such material only with due respect for the high value our Constitution places on freedom and choice in what the people say and hear.*

The court went on to say:

*We appreciate the Commission's constraints in responding to the [legislation]. It would be unseemly for a regulatory agency to throw down the gauntlet, even a gauntlet grounded on the Constitution, to Congress. But . . . We hold that Congress' action here cannot preclude the Commission from creating a safe harbor exception to its regulation of indecent broadcasts.*

Thus, two separate D.C. Circuit decisions, based in part on the pronouncement of the Supreme Court in a closely related case, appear to establish unequivocally that indecency on the airwaves can be regulated and "channeled" into late-night hours by the FCC, but it cannot be banned altogether, even by an Act of Congress.

Therefore, the Commission finds itself largely at square one of its indecency deliberations. The D.C. Circuit directed it to initiate a proceeding in response to its decision and to determine, after "a full and fair hearing," the times at which indecent material may be broadcast. In particular, the agency must take into account the appropriate definitions of the "children" to be protected and the "reasonable risk" posed to them by a channeling scheme.

Thus, it appears likely that a "safe harbor" for the broadcasting of material directed at mature audiences (perhaps, once again, midnight to 6 a.m.) is destined to become a permanent part of the industry's regulatory landscape.

The government's treatment of broadcast indecency engenders strong feelings on all sides of the issue. Many in the industry are dismayed that no legal basis apparently exists under the Constitution for prohibiting the dissemination of indecent, but not obscene, material on the frequencies licensed to broadcasters under a public interest standard.

On the other hand, proponents of unfettered speech believe that even the channeling concept treads unconstitutionally on their protected rights. This complex and emotional struggle among competing interests is likely to continue for the foreseeable future, both in the courts, in Congress, and at the FCC.

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

## Regulation of Indecency Enters A New Phase

by Richard E. Wiley

in the Supreme Court's *Pacifica* ruling in 1978. Between that time and 1987, no broadcasts were found to be actionable under the FCC's policies.

In 1987, however, the agency concluded that its enforcement scheme was unduly narrow. Accordingly, the Commission returned to a more generic definition of "indecency" prohibiting the use of "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." Three stations were subsequently cited for violations of this policy.

Two of the offending broadcasts occurred after 10 p.m., a time period previously identified as a "safe harbor" during which the risk that children might be in the audience was thought to be minimal. Thus, to avoid constitutional attack on grounds that the indecency standard was too vague to be rationally enforced, the Commission

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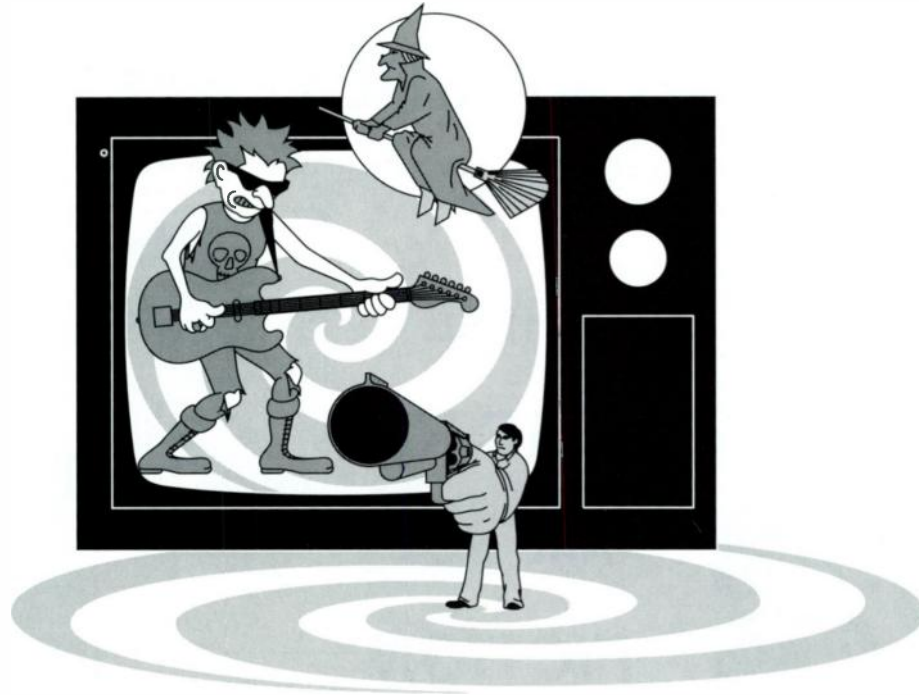


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# Are Christian Broadcasters Facing The Advancement Of Liberalism?

by Donald E. Wildmon

An article in the morning newspaper caught my eye. ABC-TV had just shown a primetime movie, *Separate But Equal*, about the battle to end segregation. During the program, ABC's Jackson, Miss., affiliate WAPT-TV had run a public service announcement asking for people to join the National Association for the Advancement of Colored People (NAACP).

Several times during the program the station ran a PSA crawl across the screen. Not only did the PSA ask for new members for the NAACP, but it listed the telephone number to call. Aaron Henry, president of the Mississippi NAACP, said that the PSA brought numerous calls from prospective members.

This is not an isolated case. Routinely, secular radio and television sta-

tions run PSAs for secular groups. Some years ago ABC even aired a two-hour Norman Lear special — and paid him a chunk of money to do so — attacking Christians who stand for traditional values.

Back in the early 1970s, Steve Allen's series of PSAs pushing humanism ran on secular radio stations across the country. Often secular radio and television stations run PSAs promoting Planned Parenthood's agenda and that of other liberal, left-wing groups. Not only do secular outlets promote liberal groups with PSAs, but they also push the liberal agenda in their programming.

Matt Groening, creator of *The Simpsons* television show, makes no bones about promoting causes on his program: "There is constant danger of meltdown

[at the Simpsons' power plant]. We flirt with disaster in every single show. . . . One of the things that makes me happiest is how unfair this is to the nuclear power industry."

Environmental Media Association, another Norman Lear group, says that what people see and hear in the media influences them. According to the group, "Films, television programs, and music have a unique ability to infuse the popular culture with a particular message."

Knowing this, Lear once hired Virginia Carter, described by *Esquire* magazine as "a fervent feminist and a passionate liberal," and gave her the task of working her favorite social issues into episodes of his programs.

ABC-TV's *thirtysomething* producer/director/head writer Richard

Kramer regularly used the program to promote homosexuality. In fact, prior to the recent ABC decision to cancel *thirtysomething*, Kramer had said that "in future shows ACT UP (AIDS Coalition to Unleash Power, an extremely radical homosexual organization which advocates violence) will be mentioned and endorsed."

This effort by the secular media isn't limited to broadcasting. This past April, *Seventeen* magazine had an article plugging Lear's liberal left-wing People for the American Way group as an anti-censorship organization and encouraging readers to join.

During the past 14 years I have come to deeply appreciate the contribution Christian broadcasting makes to our society. I shudder to think where our society would be morally if Christian radio did not exist. But it concerns me that seemingly only a relatively small number of Christian broadcasters ever consider the great contribution they could be making by following the lead of secular broadcasting.

Christian broadcasters tell me one reason why they don't carry advocacy ads or programs from conservative Christian groups is that they want to avoid controversy. I find that incredible. I know nothing more controversial than the Gospel of Christ. It is "to the Jews a stumbling block and the the Greeks foolishness . . ." Jesus was so controversial that He got Himself crucified! Paul's preaching ended in either a riot or a revival.

Another reason why some Christian broadcasters don't carry advocacy ads and programs is that they fear they will have to run PSAs for other groups. My friends, the Fairness Doctrine no longer exists. You are not required to give equal time to the liberal secular groups.

Do some Christian programs contain advocacy content like the secular programs? Sure they do. But there are two things you need to know: the Christian programs make no pretense that they aren't advocating, while the secular programs most often try to hide their advocacy. Of course there are some programs on Christian radio which are quite often advocacy programs. *Point of View* and *Focus on the Family* immediately come to mind, and there are others.

Let me say at this point that the first and foremost reason for the existence of Christian broadcasting is — or in my

opinion should be — bringing the listener into a saving knowledge of Jesus Christ. But let me hasten to say as quickly as I can that it doesn't stop there. Christian broadcasting should also nurture listeners. And Christian broadcasters should lead listeners into the application of the Gospel to the world where they live.

One of our supporters recently sent me a copy of a letter she received from a lady who owned four hotel gift shops. The supporter had written the owner asking that she not sell pornographic magazines in her gift shop. I was stunned by the defense the owner used in her response.

"When I went into the hotel gift shop business two years ago, I had to decide on how I would handle such things [as selling porn magazines] . . . I decided my business policy would have to be separate from my personal values as a born-again Christian." Unfortunately, that is too often the decision of many Christians — to separate their Christian faith from the problems they face in the world.

In some churches across the country, members rarely if ever are encouraged to apply their Christian faith to the societal issues. Christian broadcasters, I believe, have a responsibility to help fill that void.

Some Christian broadcasters such as Vic Eliason of WVCY-FM in Milwaukee, Wisc., are using their stations to call Christians in their communities to involvement. WVCY has sponsored rallies, bringing in national speakers and distributing material of many groups addressing various issues. The last rally WVCY sponsored had over 5000 people in attendance.

When a Milwaukee-area newspaper fired a staff person because of her pro-life activities while off the job, Eliason rallied the Christian community behind her and brought the issue to the attention of the public. The Rutherford Institute took up the woman's cause in court and eventually she was offered her job back and given lost wages.

And Dick Bott of Bott Broadcasting recently told me, following the election of a mayor that endorsed homosexual rights legislation in Kansas City, that his station was planning on a major rally addressing the issues. It has been said concerning secular broadcasters that they cannot tell us what to think, but they can sure tell us what to think about. The same is true for Christian broadcasters.

I am thoroughly convinced that we are in the midst of a spiritual war in our society. And I believe that Christian broadcasting has a role, an extremely important role, to play in that war. Not only is it the responsibility of Christian radio to convert and inspire and even entertain, but also to inform its listeners and call them to involvement. Those stations which fail to inform and call to involvement are, in my opinion, abdicating a very important responsibility.

Some months ago we made a decision to drop my daily 3 1/2-minute program and pursue a new route with Christian radio. It meant that we would give up approximately 200 stations and venture into an unknown area unsure of success.

But the new format offered an opportunity to address more issues more quickly than the taped 3 1/2-minute program which aired approximately six weeks after it was taped. There was simply no way, via the taped program, we could address with immediacy important issues.

We moved to satellite and began a 12-minute program called *Issues and Action*. It is fed five times a day over the VCY America satellite and currently runs on approximately 30-35 stations. On that program we discuss issues which we feel are unreported or under-reported. We also call people to action and inform them as to how to take the most effective action.

Another move we recently made was to begin the production and distribution of one-minute PSAs dealing with some of the major issues. We felt that many stations could and would use the one-minute PSA who could not find a time slot for a longer program.

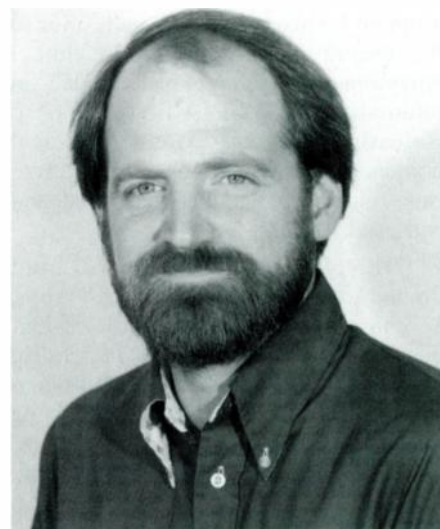
Very shortly WAFR, our new 50,000-watt FM station, will go on the air. Will it be used to do what I'm suggesting? You can be assured that it will. We will carry a host of programs which address the issues. I feel that the number of Christian stations addressing some of the major issues facing our society today is growing. As the poet said about Ben Adhem, "May his (their) tribe increase!"

---

**Donald E. Wildmon, a United Methodist minister, is president of American Family Association (AFA) headquartered in Tupelo, Miss. AFA's monthly magazine *AFA Journal*, has a circulation of approximately 425,000. A complimentary copy is sent to approximately 950 Christian stations.**

# Can Evangelical Media Be Evangelistic?

## *Communications Challenges For The 1990s*



John P. Ferré

---

by John P. Ferré

**T**hanks to marketing research, religious booksellers and broadcasters have a pretty good picture of their audience. The typical book buyer is a married evangelical woman, 25 to 49 years old, who lives in the Sun Belt. She earns a moderate income, is at least high school educated, and attends church regularly. She may tune in to religious television or radio for a few hours a week, longer if she hears music.

She uses evangelical media because they satisfy many of her needs. For entertainment, she may listen to Michael W. Smith. For drama, she may read *This Present Darkness*. For enlightenment, she may listen to James Dobson. For inspiration, she may read *Streams in the Desert*. Evangelical media serve a priestly role for her, supporting her Christian life with advice, admonishment, and ersatz comradeship.

But she is not the person whom evangelical media often purport to reach. She does not need to read the four spiritual laws or to call the number at the bottom of her screen to pray with a counselor for salvation.

Despite extravagant claims to the contrary, the person without Christian faith, the person who would profit most by hearing the message of salvation, is not in the audience. To the extent that

evangelical media reach the faithful instead of the mythical businessman in the hotel room, they fail to serve the evangelistic role they so often claim. Evangelical media serve as priests rather than prophets.

In this era of niche media, when producers target willing consumers, can evangelical media be evangelistic? Can they reach the wayward traveler? What prevents publishers from following *In His Steps* or broadcasters from reviving Charles E. Fuller's success?

### Three Impediments To Media Evangelism

*Stardom* is one central impediment to evangelism. There is great duplication in the Christian Booksellers Association's (CBA) list of best-selling books and the National Religious Broadcasters' (NRB) list of top daily religious radio programs (*Religious Broadcasting*, April 1988). Partly this duplication is the result of marketing, with authors and broadcasters becoming trustworthy brand names, but mostly this duplication occurs because evangelical readers and listeners recognize that these media personalities are very good, even intimidating.

Stardom in both print and broadcast

media actually works against evangelism. For if a media celebrity with a gift for explaining the Gospel has access to national and international communications, then the gospel is spreading quickly and effectively already. Or so it seems to the uninformed — or misinformed — reader or listener, who is not privy to the results of audience surveys.

The reader or listener does not understand that evangelical media hardly reach beyond the evangelical community. Believing that evangelical media reach the unregenerate, evangelicals support them in good faith and leave evangelism to those with the gift, the media access, and the claims of success. Stardom encourages passivity among the laity.

The problem of stardom is related to the value of *efficiency*. Of course, efficiency is not all bad. Had Gutenberg and others not valued efficiency, monks would still be copying the Bible by hand. There would have been no Protestant Reformation, or for that matter democracy. Information would be in the hands of a few, and autocratic forms of religion and politics would rule the world.

But efficiency has risen to the level of the sacred. Billy Sunday figured that his revivals saved souls at the rate of two dollars each. Similarly, broadcast evan-

gelists hope to reach the entire world by the year 2000 with the Gospel packaged for delivery to target audiences.

As long as laypersons believe that evangelism is going smoothly in the hands of stars using the latest technologies, they will feel little responsibility for spreading the Gospel themselves. They will leave evangelism to professionals who have powerful media at their disposal.

Even without media stars and the misuse of efficiency, the mass media would still be ineffective as evangelistic tools because of their very nature. Both print and electronic mass media are instruments of *monologue*: They speak at people and to people, never *with* people. Conversions rarely follow soliloquies, however; they require conversation, dialogue.

The one-way character of the media is not overcome even when editors print addresses that readers can write and broadcasters supply telephone numbers that viewers and listeners can call. The book or the broadcast is programmed and impersonal, unlike genuine conversation which can change moment by moment according to the occasion and the needs of both persons who actually get to know each other.

Even the call-in show is limited by the medium. The call-in show illustrates the desire for genuine exchange and it does break down some of radio's inflexibility, but conversations are controlled by a moderator who selects which calls to accept and how long the calls will last.

Furthermore, because the conversations occur in public, callers are more guarded or exhibitionistic, by no means candid in the same way that they would be in private. Few people will convert to the faith through even the most conversational mass media format.

## Effective Use Of Media

Although print and electronic media fail as primary means of evangelism, they serve as important means of preparation and support. Evangelical media can fulfill their potential by playing to these strengths, taking their priestly role seriously, and leaving the prophetic role where it belongs: with individuals.

Perhaps the most important — and thankless — role for evangelicals in the mass media is *preparation*, infusing today's social climate with Christian

values and behavior. The climate accustomed to Christian values and behavior is prepared for forthright evangelism by individuals when the opportunity arises. Such preparation recognizes that much of the split between sacred and secular is artificial.

For the mass media, preparation requires productions of the highest artistic and moral character. Harriet Beecher Stowe contributed to the abolition of slavery by writing *Uncle Tom's Cabin*, for which she claimed divine inspiration. The recent international production of *Les Miserables*, not usually thought of as an explicitly Christian play, gives such moving testimony to the power of love and forgiveness that tissues were sold during intermission.

Currently, Amy Grant sells millions of her "cross-over" albums, leavening the popular recording industry with upbeat, wholesome music. Because they are nearly invisible as religious acts, preparatory media productions will never win accolades for Christian evangelism, but they are essential to the enterprise all the same.

In addition to participating self-consciously in seemingly secular media, evangelicals should continue to produce Christian books and broadcasts to support the evangelical community. By discarding the pretense of evangelism — and being forthright about it — evangelical media can concentrate on their ministry to believers without the distraction of preparing messages for a non-existent audience.

The task of evangelical media is to support the church with instructional and inspirational material of the very highest quality. Preaching to the choir is a good thing as long as the sermon is appropriate.

Because they reach readers and listeners who are committed to Christian faith already, evangelical media are hardly evangelistic. If evangelicals inside and outside the media will acknowledge this feature, then the media can support and prepare the way for evangelism, and faithful individuals can accept their responsibility for evangelism in personal, face-to-face encounters.

**John P. Ferré, associate professor of communication at the University of Louisville (Ky.), is the author of *A Social Gospel for Millions: The Religious Bestsellers of Charles Sheldon, Charles Gordon, and Harold Bell Wright.***

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# Discerning the Dangers of the New Age

by Marjorie Lee Chandler

Nearly everyone has been touched by the elusive New Age movement — a movement that confuses many people because it sometimes advocates “sounds-like and looks-like” Christian virtues.

For example, New Agers share the Christian’s concern for ecology and world peace. Also, today’s psychics usually stress good self-image and positive mental attitudes. On the surface, these seem to be harmless — even helpful — practices. But there are some dangerous detours from Scripture lurking in this modern mysticism called the New Age.

## Definition

What are the premises of this “alternative religion?” The most dangerous aspect of New Age is its pantheistic notion that God is in everything and *is* everything. “All is one” is the motto; the New Age world view is based on the belief that all things in the cosmos are merged.

If all is God, then human beings are also part of that divine synthesis, according to New Age followers. This is the twisted logic behind actress Shirley MacLaine’s assertion, “I am God!” in the 1987 TV miniseries *Out On A Limb*.

Most New Agers look to the “higher consciousness” within themselves or to “ascended masters” above for direction in life. These revelations — via channeling (the process of receiving information from outside the physical realm via a medium) or automatic writing — are touted as divine direction.

Instead, these revelations may come from a person’s own subconscious, from evil entities, or from fake oracles. Life’s meaning is not embodied in an enlightened guru. Truth always points to Christ and is consistent with His life and the Gospels.

The New Age movement is blindly optimistic about life’s ills. It assumes that, through techniques of spiritual evolution, the human race is on the verge of a major breakthrough into a new era of peace and prosperity.

## History

This earthly paradise that New Agers dream of is as old as the Garden of Eden. There Adam and Eve were tempted by the serpent to be “like God” (Genesis 3:5). This age-old enticement is still the basis for today’s New Age deception.

The pantheistic roots of New Age thinking are tied to ancient spiritualities such as Buddhism, Hinduism, Taoism and Zen. All these religions deny a monotheistic belief in one God. In the United States, the beatniks of the 1950s were the forerunners of westernized Eastern spirituality.

Then the counterculture of the hippies in the 1960s introduced a hoped-for utopia via acid dreams, flower power, and astrological predictions. The therapies of the Human Potentials Movements of the 1970s shook loose traditional morality and led to widespread experimentation with mystical powers (*Eternity Magazine*, “The New Age Movement Is Nothing New” by Brooks Alexander, February 1988).

The “Harmonic Convergence” in August 1987 was one attempt to identify and unify these former and current brands of self-enlightenment philosophies under the umbrella of New Age.

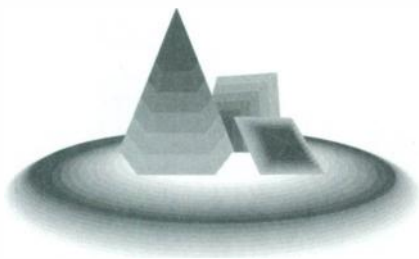
But the world’s problems — war, famine, pollution, and overpopulation — cannot be banished by harmonic thinking. New Agers may look at life through a rosy hue, but we as Christians can’t afford to. Besides, there are other inherent dangers in the New Age.

## Dangers

The New Age movement poses a threat to biblical truth because its tenets are increasingly accepted as mainstream beliefs. According to SRI International (formerly called Stanford Research Institute), an opinion research organization in Menlo Park, Calif., nearly half of American adults believe they have been in touch with the dead. (This survey was taken in 1986-87.)

A Gallup Poll taken in 1982 found that 23 percent of adults and 28 percent of teen-agers believe in reincarnation, a key tenet of the New Age. Another pollster, sociologist-priest Andrew Greeley, reported that a staggering two-thirds of American adults profess having had some psychic experiences such as extra sensory perception (*American Health*, January/February 1987).

Brooks Alexander of the Spiritual Counterfeits Project in Berkeley, Calif., maintains that the New Age has secured a strong foothold in our society because “it not only plays on our spiritual pride by telling us we are gods, but it also holds out ‘fast relief’ from the anxieties and upsets of life.”





Recounting his own path to faith, Alexander says, "I had exhausted my own resources looking for a 'way out' before God was able to find me."

Not only are the tenets of New Age philosophy becoming accepted as mainstream beliefs, but some common biblical terms are also being obscured. Proponents of the New Age teach that "the Fall" refers to man's forgetting that he is incarnate God. "Atonement," according to New Age thinking, means that we are already in union with God, who is equated with our "highest level of consciousness." And for the mystic, "spirituality" becomes a return to the "divine self" within.

For the Christian, these terms have quite different meanings: Christ's atonement on the cross of Calvary describes the reconciliation of sinful man to God, and spirituality means submitting to Christ, who was both human and divine. Russell Chandler, author of *Understanding the New Age* (Word, Inc.), explains that "the Christian world view is theism — that God is above the created world. The creature is not to be confused with the Creator God."

Because the New Age movement accepts neither the lordship of Christ nor the authority of Scripture, sin is easily eliminated. Instead, New Age proponents believe in cause and effect: deeds done in one lifetime accumulate "bad karma" or "good karma" to be reckoned within the person's next incarnation. New Agers claim that the Age of Aquarius — the astrological identity of the movement predicted to be full-blown by the year 2000 — will be an era of peace precisely because humanity will be free from guilt.

Monte and Marci Dauer of San Jose, Calif., say that this disbelief in sin left them "spiritually blind" for most of their lives. They believed that all religions were parallel ways to God. Both were convinced that they could visualize wishes into existence, evolve to a higher spiritual plane, and, finally, conquer death through reincarnation.

"We never believed in evil [although] we witnessed healings and miracles from Satan's powers," says Monte.

The Dauers began to gain spiritual insights without realizing that the origin of these insights was demonic. "Our house was filled with people we thought

## New Age Terms

To better understand the New Age Movement, it's important to know what some of the common terms mean. Following is a brief glossary of the more frequently heard words.

**Ascended Master:** A "highly evolved" individual no longer required to undergo lifetimes on a physical plane in order to achieve spiritual growth.

**Astral:** A non-physical level characterized primarily by emotion. It is described as the place where most humans go after they die and where they exist between earthly incarnations.

**Aura:** An apparent envelope, field, or colored radiation said to surround the human body and other animate objects. Its color or colors indicate different aspects of the person's physical, psychological, and spiritual conditions.

**Channeling:** The process of receiving information from some level of reality other than the ordinary physical one and from beyond the "self" as it is generally understood.

A "channeler" or a medium usually goes into a trance to establish contact with a spirit, ascended master, higher consciousness, or some other entity, then receives and repeats messages from "the other side" of the physical world.

**Chakras:** The seven energy points on the human body. The crown chakra is at the top of the head.

**Higher Self:** The most "spiritual" and "knowing" part of oneself, said to lie beyond the ego, the day-to-day personality, and the personal unconscious.

**Karma:** A Hindu term for the law of justice or cause and effect. It requires that the accumulated effect of one's actions in this life determine the type of existence the soul will have in the next life; you reap what you sow.

**Mantra:** A "holy" word, phrase, or verse in Hindu or Buddhist meditation techniques. The vibrations of the mantra are said to lead the meditator into union with the divine source within.

**Monism:** This literally means "one" in a spiritual framework. It refers to the classical occult philosophy that all is one; all reality may be reduced to a single, unifying principle partaking of the same essence and reality. Monism also relates to the belief in pantheism

that there is no ultimate distinction between the creator and the creation.

**Nirvana:** This is literally a "blowing out" or a "cooling" of the fires of existence. It is the main word used in Buddhism for final release from the cycle of birth and death into bliss.

**Pantheism:** The belief that everything that exists constitutes a unity, and this all-inclusive unity is divine. God is the forces and laws of the universe, but is not a Being with personality.

**Paranormal:** The faculties and phenomena in psychical research that are beyond the "normal" in terms of cause and effect as presently understood.

**Reincarnation:** The belief that the soul moves from one bodily existence to another until, usually following many particular experiences, it is released from historical existence and absorbed into the Absolute.

**Syncretism:** The fusion of different forms of belief or practice; the claim that all religions are one and share the same core teachings.

**Trance:** An altered state of consciousness, induced or spontaneous, that gives access to many ordinarily inhibited capacities of the mind-body system.

**World View:** The New Age world view is that humanity's link with ultimate reality is based on the oneness of all existence and its essential unity with the divine. The biblical world view is that humanity's connection with God is through communion in a personal relationship with Him.

**Yoga:** Literally "yoking" or "joining"; any system of spiritual discipline by which the practitioner or yogi seeks to merge the physical, psychical, and spiritual. The goal . . . is the loss of self-identity and absorption into union with the Absolute or Ultimate Being.

**Zodiac:** Imaginary belt in the heaven . . . divided into 12 constellations or signs . . . used for predictions in astrology.

Taken from *Understanding the New Age* by Russell Chandler, copyright © 1988, paperback edition, 1991. Used by permission of Word Inc., Irving, Texas 76039.

CONTINUED ON PAGE 16

# Eleven Ways to Reach Out to New Agers

How can you be prepared to reach out to someone who is in the New Age movement? Here are some good reminders and pointers:

1. Respect. We are all on a spiritual journey. Few persons want to be evil; more often people naïvely entertain deceptive thoughts and practices. (Titus 3:2)

2. Clarity. Help persons think deeply by sincerely asking, "What do you mean by that term?" In easy-to-understand language, define what you mean when using Christian terminology. Search for points of agreement. (Philippians 2:1,2)

3. Compassion. Listen non-defensively to a person's personal concerns. Reflect his or her perceived dilemma about faith. (Philippians 2:3,4)

4. Information. Be informed about

the basic tenets of the New Age movement. (Proverbs 18:15)

5. Scriptures. Study God's Word and know the historical apologetics for the Christian faith. Ask New Agers to honestly examine evidence for psychic powers, pro and con. (Christian heritage — Deuteronomy 7:9 and Romans 15:4; Testing — 1 John 4:1)

6. Uniqueness of Jesus. Point New Agers to Christ. He proved His divinity in the Resurrection, which is recorded history. (John 11:25)

7. Forgiveness. Spiritual seekers, including New Agers, usually have a longing to be accepted by others and to be free of guilt. Explain God's offer of forgiveness to all. (Colossians 2:13-15)

8. Power. Share concrete examples of the power of prayer, the daily guidance of the indwelling Holy Spirit, and

your assurance that God's power is sufficient to meet life's demands. (Holy Spirit — John 16:13; God's power — 2 Peter 1:3,4)

9. Hope. Tell about your own spiritual pilgrimage in coming to Christ. It will encourage them to seek for their own personal relationship with God. (Psalm 62:5,6 and Jeremiah 29:11)

10. Love. Love persons unconditionally and gently show them the way to unconditional divine love. (Mark 12:30, 31)

11. Prayer. Pray for those who do not know the Truth. Tell people you are praying for them. And pray always for the Holy Spirit to help you plant kernels of Truth. (Mark 11:24)

— Marjorie Lee Chandler

## DISCERNING THE . . . CONTINUED FROM PAGE 15

were good spiritual teachers . . . Some even carried Bibles," Marci recalls.

Then, about ten years ago while she was "talking" to God, Marci sensed the presence of the Lord. Silently, yet firmly and clearly, He impressed three messages on her heart: Jesus is the Son of God . . . the Bible is true . . . and she and Monte were involved in the demonic.

"Right then I let go of any interest in reincarnation, personal growth seminars, and UFOs. I knew that all my New Age thoughts, beliefs, opinions, philosophies, and interests had been transformed . . . I'd been deep into darkness, and within seconds, unpredictably I'd jumped the fence into the light," she recounts.

Monte saw the changes in Marci, yet thought the Bible was only a history book — or maybe a fairy tale. His life's guide was Dianetics, the applied philosophy of the Church of Scientology. But within a few weeks, Monte was converted through evangelist Josh McDowell's taped message "the Uniqueness of the Bible." Soon the Dauers, along with their children, were baptized. They now share their testimony through "GO" ministries and a booklet *Here's My Heart*.

It was the promise of power and knowledge that drew David and Juneau

Chagall into a whirlwind of New Age paranormal experiences in their book *The Sunshine Road* (Thomas Nelson Publishing, 1988). David, a writer, and Juneau, a photographer, annotate their round-the-world search for peace, happiness, and prosperity.

They write: "In every spiritual trip the process was identical. We'd start out full of high hopes and go downhill from there . . . We'd begin to notice the flaws, pierce through the phoniness, measure

*As with visualization, New Agers have distorted the meaning of certain traditional symbols, causing some Christians to be unduly alarmed.*

the unfulfilled promises, and feel the pain of a false faith. . . .

"It's been four years since we accepted Jesus as our Lord and Savior . . . [and now] exactly the reverse is true. Our testing of Scripture only proves all the more that it is God's revealed Truth."

### Discernment

When the Chagalls came to Christ, they retained an aspect of the New Age — creative visualization. They now, however, submit their mental images to God's will. David, who once wrote an

award-winning novel by "surrendering all conscious control to 'a spirit' leading my fingers across the typewriter keys," now prays for the power of the Holy Spirit to guide him when he turns on his word processor.

Juneau thinks visualization is justified when a person practices or rehearses mentally. "But it's important to realize you do not have the magic or self-power to create your own reality," she cautions.

New Age visualization sets aside the rational mind and seeks the void of universal oneness, while Christian prayer thoughtfully centers on the attributes of Christ. Theologian Morton Kelsey, in *The Other Side of Silence: A Guide to Christian Meditation* (Paulist Press, 1976), notes that the difference between Eastern disciplines and experiencing the "presence and love of God" is whether one sees ultimate reality "as a Lover [risen Christ] to whom one responds . . . or as a pool of cosmic consciousness in which to lose identity."

For a Christian, Kelsey says, "The important thing is to know . . . we are looking for the risen Christ plus a relationship with Him."

Evangelical author Richard Foster says that Christian meditation must be focused toward "repentance, turning to

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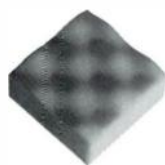
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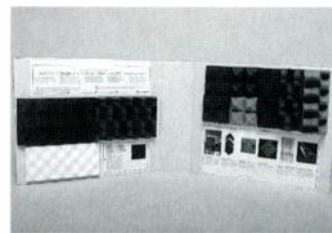
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## DISCERNING THE . . . CONTINUED FROM PAGE 16

God and changing our behavior in obedience" (*Christianity Today*, September 18, 1987).

Christians have biblical role models for a fruitful devotional life. The Old Testament prophets employed mental images to proclaim timeless warnings about God's justice. The word-pictures of the Psalms vividly portray life with or without God's grace.

The apostle Peter had a vision (Acts 10:9-16) which opened his ministry to the Gentiles; Saul saw a "light from heaven and heard a voice" (Acts 9:3-5). This experience heralded his conversion. The foretelling of the end-times (Revelation 1:1,2) came from John's inspired visions.

As with visualization, New Agers have distorted the meaning of certain traditional symbols, causing some Christians to be unduly alarmed. Isaiah puts apprehension into perspective: "Do not call conspiracy everything that these

people call conspiracy, do not fear what they fear . . . The Lord Almighty is the one . . . you are to fear" (Isaiah 8:12,13 NIV).

Christians use the rainbow motif to recall God's promise never again to destroy the world by flood (Genesis 9:14,15). And crystals or soaring sea gulls are simply part of God-given natural beauty (Genesis 1:20; 2:1), not objects of intrinsic power.

"We need to be extremely careful about labeling everyone 'New Age' just because a group's logo is a rainbow, they use words like 'world unity' or call their evangelism program 'New Age Dawning,'" says Russell Chandler. Instead, question whether a practice honors or discounts the Transcendent God, he suggests.

Indeed, careful scrutiny — rather than wholesome disparagement — is the better approach to New Age phenomena. Christians can discard the trendy aspects such as crystals and pyramid power; subliminal tapes that elevate self; mind-altering yoga and "circular-sounding" music designed to evoke altered consciousness.

These fads will likely soon fade. On the other hand, Christians can work with New Agers to protect the earth's resources, strive for a non-toxic environment, or promote global interdependence.

Christians need not fear divergent beliefs. Instead, followers of Christ are called to "always be prepared to give . . . the reason for the hope that you have" (1 Peter 3:15 NIV). With gentleness and respect, Christians can tell New Agers that Jesus is not an impersonal force or congealed energy, but a personal God.

Believers can explain that no one needs astral projections or mystic manipulations to find God. The One True God intervened in history. He came to man. Jesus' life and the Resurrection ushered in a "Never-Ending Age" for all who believe in Him.

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**Marjorie Lee Chandler is a free-lance writer living in Los Angeles, Calif. She assisted her husband Russell in the research for his book *Understanding the New Age* which is published in a 1991 paperback edition by Word, Inc.**

## Where To Find Help

### Organizations

Christian Research Institute  
P.O. Box 500  
San Juan, Capistrano, CA 92693  
(714) 855-9926

This institute publishes a triannual magazine called *Christian Research Journal*. It aims "to keep you informed on what's happening in today's religious movements." The journal also includes news items, features, book reviews, and witnessing tips.

Cult Awareness Network  
2421 W. Pratt Blvd., Suite 1173  
Chicago, IL 60645  
(312) 267-7777

This network keeps tabs on cult growth, locations, and activities. It provides information to assist families concerned about cults and educates the public about the harmful effects of mind control. Publishes *CAN News* monthly.

Rivendell  
P.O. Box 117  
Englewood, CO 80151  
(303) 869-9080  
Rivendell publishes and catalogs up-

to-date information about alternative religious groups. Their *Rivendell Times* critiques world views.

Spiritual Counterfeits Project  
P.O. Box 4308  
Berkeley, CA 94704  
(415) 540-0300

Through literature, video, telephone, and speaking ministries, Spiritual Counterfeits Project serves as a resource for biblical perspectives on new religious movements.

### Books

*Confronting the New Age* by Douglas R. Groothuis, InterVarsity Press, Downers Grove, Ill., 1988.

This book exposes and identifies numerous New Age influences. It provides practical advice and suggestions for witnessing to New Age adherents.

*Evangelizing the New Age* by Paul McGuire, Servant Publications, Ann Arbor, Mich., 1989.

The author exposes how millions are caught up in New Age philosophy and how Spirit-filled Christians can witness to New Agers about the liberating message of Jesus Christ.

*The New Age Rage* by Karen Hoyt, Fleming H. Revell Co., Old Tappan, N.J., 1987.

This book is a compilation of authorities on world views who help the reader understand the differences and dangers between New Age and biblical world views.

*Understanding Cults and New Religions* by Irving Hexham & Karla Poewe, Wm. B. Eerdmans Publishing Co., Grand Rapids, Mich., 1986.

The authors present a convincing account of the values in our society over the past few decades that have helped create alternative religious groups. The book also covers social and psychological aspects of cult membership.

*Understanding the New Age* by Russell Chandler, Word Publishing, Irving, Texas, 1988, paperback edition, 1991.

Russell Chandler, the religion writer for the *Los Angeles Times*, journalistically unravels the mystique of the New Age movement. Sections include: "Who and What Is New Age?" and "Discerning the New Age."

— Marjorie Lee Chandler

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### Gainesville

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

### Ashland

WTSF-TV Channel 61 ★, PO Box 2 Ashland KY 41101, 606-329-2700; OWNER: Tri-State Family Best; GEN MGR: Claude H Messinger; PROG DIR: Anne Bledsoe; CHIEF ENG: Grey Payton; PROD MGR: Randy Fleming; CLASS: 1,760, 000 kw; FORMAT: religious fulltime

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Horizon Christian Fellowship ★, PO Box 17380, San Diego, CA 92117, 619-277-4911; Mike Macdonald, HOST; Sanford Kravitz, prod; Terry Frost, annr; Oasis Int'l Communications, rep; *Horizon Ministry: 30 min weekly; Bible teaching, preaching, talk/intercom; Audience: gen Christian, non Christian; paid time, public service*

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# CBA International Convention Expected to Draw Record Number



*The 1989 Christian Booksellers Association (CBA) Convention in Atlanta, Ga.*

*by Robin Murray Krug*

**F**or months, the Christian retailing industry has been busily preparing for the 42nd Annual Christian Booksellers Association (CBA) International Convention to be held at the Orange County Convention/Civic Center in Orlando, Fla., from July 13-18. The largest annual gathering of Christian retailers and manufacturers held in the United States, the convention attracts more than 10,000 delegates each year.

In 42 years, the CBA has grown from a total attendance of 279 people in 1950 to 11,189 delegates at the 1990 CBA Convention in Denver, Colo. A record-breaking turnout of 11,500 attendees is expected this year in Orlando.

While at the convention, retailers will attend exhibits, workshops, concerts, general sessions, and exhibitor-sponsored events. More than 350 exhibitors will fill 300,000 square-feet of exhibit space at the Convention Center, and representatives of every branch of the media will be on hand to cover the convention and to interview the many celebrities it attracts.

The convention is a major annual media event for the Christian retailing industry. Many exhibiting companies choose this time to introduce new products, promote their authors and musicians, and meet with media representatives. CBA makes special efforts to welcome the media, both Christian and secular.

The CBA Press Room, located in the

Convention Center, will serve as headquarters for all media representatives. There, members of the press can schedule interview rooms and press conferences, pick up bios and general information on CBA and the convention, and find out the latest information on convention events.

The convention kicks off July 13 with the CBA Saturday Night Concert. A spectrum of musical styles will be showcased with performances from Take 6, Marilyn McCoo, Wayne Watson, Kim Boyce, and Mark Lowry. Tony Campolo will also be included on the program as a guest speaker.

Popular Sunday events will include the morning worship service and an evening "Pacesetter." R.C. Sproul, noted author and chairman of Ligonier Ministries, will deliver the message at the morning worship, while both Twila Paris and Lamelle Harris will sing. The Pacesetter, similar in tone to an evening worship service, will feature dynamic speaker and author Dr. Campolo, plus the musical talents of Helen Baylor and 4 Him.

The last event held Sunday evening will be something entirely new to the CBA Convention — The Rock, Rap, and Soul Reception. This event will focus on what's new and hot in Christian music, and will include performances by Margaret Becker, Tim Miner, E.T.W., Novella, and O'Landra Draper and Associates.

Monday is a big day for convention attendees, as it's the first day of exhibits. Many exhibitors offer "Monday only" specials, and the exhibit floor is non-stop activity all day long. After the exhibits close, Monday through Wednesday, retailers will flock to exhibitor-sponsored events — concerts, receptions, autograph parties, and more.

The Wednesday Industry Awards Luncheon is another highlight of convention week. The outstanding accomplishments of Christian retailers and manufacturers will be honored, and Larry Crabb, author and founder of the Institute of Biblical Counseling, will speak.

Festivities wind down with the Thursday evening banquet, which will feature Chuck Swindoll, Phil Driscoll, and Gold City. However, many convention attendees plan to stay on in Orlando for a few days to enjoy the city's many family-oriented attractions, such as Disney World, Sea World, and Universal Studios.

Although the CBA Convention is not open to the general public, members of the press are welcome to attend, and may register on site at the Orange County Convention/Civic Center during the convention.

**Robin Murray Krug is the communications project coordinator for Christian Booksellers Association in Colorado Springs, Colo.**

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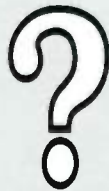


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# What Is That Beast Called The "House Organ"?

Harvesters Quartet	2
Advertising Department	3
Remembering Brother "Z"	3

# OnWord

## The Church Salutes a Great Leader

Harvesters and the Associates of God Fellowship paid tribute to a very special living saint on Tuesday, January 8, as they remembered and eulogized Thomas F. Zimmerman, former general superintendent of the church for 26 years. Brother Zimmerman, who was the Associate of God Fellowship...

**THE EMPLOYEE CONNECTION** May 13, 1991  
Grace and peace to you from God our Father and the Lord Jesus Christ, who gave himself for our sins to rescue us from the present evil age, according to the will of our God and Father, to whom be glory for ever and ever. Amen. Galatians 1:3-5 (NIV)

**CHAPEL FEEDBACK**  
The purpose of WVUS Chapel is to help keep the World Vision Community praying. We hope to do this by providing World Vision employees with an annual week to renew their...

**RIGHT STEP**  
REACHING FOR  
It is estimated that from the adults today grow where their emotional were out met. This is designed to give you a workable program to follow up recovery. Follow up be offered to all who seminar is reschedule three the information value to everyone.  
Taught by Ken Par  
Date: Saturday, 9:00 a.m.  
Time: FAITH CHURCH  
Where: 15005 E. Cimarron, (N18) 96  
CHILD CARE

**SPOTLIGHT**  
Brother, if any among you stray from the truth, and one turns him back, let him know that he who turns a sinner from the error of his ways will save his soul from death, and will cover a multitude of sins. James 5:19-20, NKJV  
Scripture Press  
Friday, March 15, 1991

**NEW POLICIES APPROVED**  
Several weeks ago Dr. Gil Bern announced the approval of a variable work schedule that had been in practice for several months on a trial basis. Details of...

**CHAPEL SCHEDULE**  
March 18-22  
MONDAY  
Devoational  
Rev. Jones  
Assistant to the President  
TUESDAY  
Dave Martin  
Minister of Music  
Faith Baptist Church  
Winfield  
WEDNESDAY  
Presaworks Update  
Presaworks Staff  
THURSDAY  
Malaysia, 30'  
Ray Bradshaw  
Finance Director  
FRIDAY  
Introducing  
Don Merkleman  
Streaming VB

**A & M NEWS**  
The Author and Media Relations Department has been notified that the Campus Life "Book of the Year" Award have been chosen as semi-finalists. These include... (Johnston). The Christian Student Conference (Augsburger) and... (Lindsay) round of judging includes... The vote by 20 readers, judges, and award recipients will be announced in July.

**PREMIERE SUNDAY**  
Christ Community Church, 55 Grand Opening Services at their new facilities on Randall and Belgium Roads. To welcome you at the March 17th, 9:00 & 11:00 AM. Fellowship one of the founding couples six years ago, and Judy Armon, now Pastoral Administrator. CCC. You'll find the invitation on the bulletin board.

**SALE**  
Special booklets only 50¢

**INSIDE**  
Food for the hungry

**Bright SIDE**  
Urgency of Prayer

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Task oriented...  
...for logical...  
...inches...



**W**hether an organization has several thousand employees scattered throughout various locations, or only a handful of workers in a single office, it must communicate its concerns, both internally and externally, on a regular basis.

*Internally* it needs to communicate with its staff about company policies and day-to-day operations. Often, especially with smaller organizations, this can be done easily enough through weekly staff meetings, bulletin boards, public address (PA) systems, and interoffice memorandums.

Larger organizations, however, especially those with multiple subsidiaries and several national or international offices, need a more reliable and efficient way to communicate with their employees. One means of doing this is through a company newsletter, that internal beast known as the "house organ."

But both small and large organizations alike also need to convey vital information *externally* to their wider constituency: their shareholders, customers, supporters, and prayer partners.

Here, too, a publication, produced in-house and mailed out regularly, may fill the need. It may take the form of a glossy, two- or four-color magazine, a black and white tabloid, or simply a neatly typed, photocopied newsletter.

And again, international broadcasting conglomerates, networks consisting of two or more television or radio stations, or small ministry groups can benefit from such a publication.

This month, *Religious Broadcasting* decided to focus on the former type of publication, the internal "house organ." With this in mind, executive director Gary Warner of the Evangelical Press Association (EPA) was asked for some of his thoughts on the subject.

*Gary, what purpose does a company newsletter or house organ serve?*

First, the purpose of the house organ has to be determined. As an *internal* piece, it should provide information, humor, inside "family" information that gives the other side of people not seen or known in day-to-day business, promotion that motivates, boosts morale, and puts the common worker's name in print.

It should keep employees in touch with what the organization is doing, thinking, and dreaming. It should serve

as a cheerleader, a propaganda piece in the best use of the term. Generally, it should inform, provide insight, motivate, encourage, and applaud.

*Which organizations would benefit from a house organ?*

The group has to be large enough to allow a house organ to provide information and insight that is not already common knowledge. So, larger groups. Also, groups where employees feel left out, where morale is bad, or where a spirit of camaraderie needs to be fostered.

*What format should it take?*

There is no set format. Generally, the newsletter approach is the most practical. Anything else is too expensive and not worth the payback of what the publication is to do. Anything less is too close to personal-letter or memo material.

*Who in the organization should be responsible for it?*

Someone upstairs will be responsible for content and the final check. But the publication or public relations staff should be responsible for all the writing and production. The creative staff should be responsible for producing a quality product.

The house organ needs to be as sharp and as carefully created as any other written products from the group. If not, it will not be highly regarded by the employees. Also, it will come across as tokenism and not something valued by management.

*How often should it be published?*

That depends on many factors. There is no "correct answer." Probably monthly or bimonthly is best. It's hard to sustain informative and interesting content with a more frequent publication. And employees will forget about it if it's produced any less frequently.

*Should employees submit articles?*

They should certainly be the subject of all sorts of articles. And, yes, it is good for morale and employee interest to have articles submitted. Content must be determined by the creative staff and management. And the articles should be rewritten and edited to assure quality. But anything done with a house organ to encourage employee interest and participation is good.

*What topics/information should it*

*cover?*

That depends on the size of the company, the purpose of the company, and the purpose of the house organ. Management determines this and the creative staff carries it out. And creative staff can and should recommend topics with the approval of management.

In light of Gary Warner's remarks, *Religious Broadcasting* magazine approached representatives from several Christian organizations to discuss their house organs. These include Campus Crusade for Christ International (CC), World Vision (WV), Food for the Hungry International (FH), Scripture Press (SP), and the Assemblies of God (AG). Their comments provide valuable insight into the nature of the house organ and offer a rare glimpse into the way these organizations communicate with their employees.

*Describe your house organ. How often is it published?*

CC: *Bright Side* is the monthly Campus Crusade for Christ newsletter to all full-time, associate, and alumni United States staff members ministering stateside and abroad. The eight-page, two-color publication has a circulation of 7500.

WV: Our house organ is called *Employee Connection* and is published through the Human Resources Division, more specifically, the Benefits and Compensation Department. The normal publication is weekly, with the exception of Thanksgiving and Christmas.

SP: The name of our house organ is *SPotlight* (the capital SP stands for Scripture Press). Published each Friday, *SPotlight* is a two-sided, single-page format.

AG: Our company newsletter, *OnWord* is published monthly. It's designed in a 4-page, single color news/tabloid format. The content of each issue includes news stories, feature articles, editorials, news briefs, photos, and personnel items.

FH: *Inside FHI* is a low-budget, black-and-white publication.

*How does your organization benefit from it? What purpose does it serve?*

CC: *Bright Side's* purpose is to:

\*Reflect the dreams and goals of Bill Bright, the ministry's founder and president.

**CONTINUED ON PAGE 24**

## WHAT IS THAT BEAST . . . CONTINUED FROM PAGE 23

\*Inspire and motivate staff members, particularly to long-term service.

\*Provide recognition of staff members.

\*Create a sense of family.

\*Build camaraderie among staff members and a sense of history in the ministry.

\*Give more visibility to women leaders in the ministry.

\*Provide a forum for staff members from all areas of ministry to share their opinions, struggles, and victories.

\*Inform staff members of new policies and leadership changes.

\*Give staff members practical financial help for fundraising and future planning.

\*Rally staff members to pray for specific ministry needs.

\*Furnish exclusive information.

WV: *Employee Connection* is used to convey information to World Vision employees. It includes promotions for both on-campus and off-campus activities. Most information is not "business" related but more of an extracurricular nature.

SP: It's a great communication tool. It communicates to employees the activities of the company and its employees, both business and personal. It keeps employees aware of what's going on in the company and in people's lives, and helps create a "family" atmosphere.

AG: The purpose of *OnWord* is to provide a steady, accurate flow of communications to all employees of the Assemblies of God headquarters. Our goal is to develop a sense of community among our 1100-plus employees. As with most organizations our size or larger, there is a tendency to become very departmentalized.

As a result, the right hand seldom knows what the left is doing, or why. In fact, in some cases the right hand has never seen or heard of the left hand! Getting these hands together, or at least familiar with each other, is what *OnWord* is about.

FH: The purpose of *Inside FHI* is team-building, vision-setting, cheer-leading. It is the main internal organ of communication between 600 field and headquarters staff. It is a bulletin board, a

morale booster, and a means by which successes (or failures) in one field can be communicated to fields and replicated (or avoided). Because we have this means of sharing our burdens and our joys, we are best able to jointly shoulder them.

*What makes the particular format you use especially valuable for meeting your organization's communications needs?*

CC: The format provides an excellent balance of corporate ministry news, individual opinions and experiences, humor, encouragement, and motivation.

WV: Since we publish the *Connection* in house, we can structure it to meet any needs, including: advertisement for an on-campus fundraiser, information for employees of a change in benefits, announcing a lunchtime sharing by an overseas employee who is in town, fliers for a church-sponsored activity, and others.

SP: It's short and easy to read.

AG: Some of the major benefits our format affords us have to do with its size and the ability to print halftones. For us, the capability of publishing faces to go along with names is very important. We also feel the size of the publication is just about right for the amount of the staff, time, and information that we are currently able to commit to it.

FH: *Inside FHI* has specific columns that focus on aspects of our activity. This columnar format gives the staff a variety of lenses through which to view their work, distill lessons learned, and share results with other staff members worldwide. We try to remain sensitive to staff desires/interests and modify the publication accordingly.

For example, last month we introduced two new column features: "Symbiosis" which profiles an integrated spiritual ministry, and "IHC (International Hunger Corps) Journal" which draws on excerpts from international expatriate volunteer newsletters to their personal supporters.

*Which department in your organization is responsible for the house organ?*

CC: Our organization has a separate print media department, which is responsible for producing Campus Crusade's *Bright Side* newsletter and *Worldwide*

*Challenge* magazine.

SP: The Human Resources department of Scripture Press is responsible for *SPotlight*.

AG: Our public relations department, the Office of Information, is responsible for publishing *OnWord* as one of its many assignments.

FH: The International Coordination Center.

*Do your organization's employees submit articles? If so, on what topics?*

CC: Yes, Campus Crusade employees submit articles, photos, and cartoons. These articles include topics on family life, ministry issues, financial concerns, personal struggles, and biblical insights.

WV: Our rideshare coordinator submits a weekly notice about ridesharing in accordance with state law, and we include changes for our interdepartmental directory. In the past year, we have instituted a "Personals" page where we allow employees to place ads to buy, sell, or list needs. Our only condition is that advertisements are by employees only and cannot be for a personal business.

All articles submitted for inclusion in *Connection* must meet certain guidelines: they cannot be over one-half page in length, can be run for only two weeks, and must pertain to World Vision and/or its employees.

SP: Yes. Employees submit their prayer requests, vacation news, poems, engagement announcements, graduation announcements, news from their department, births, deaths — just about anything that affects their lives inside and outside the company.

AG: Our employees seldom submit articles on their own, even though we encourage their input. However, because of the nature of our organization and its strong publishing emphasis, we have numerous writers and editorial personnel whom we contact and rely on for a considerable portion of our copy.

FH: Yes, our employees submit articles on topics that relate to the [various] departments.

*What other types of information or specific columns are included in your house organ?*

CC: *Bright Side* includes a column entitled "Forum" which poses a question to individual staff members, a column

called "Spotlight" which highlights the ministry of a particular staff member worldwide, and another entitled "View Point" devoted to letters or views from staff members. *Bright Side* also includes short feature stories, a column on personal finances, and quotes from staff members in various ministries.

WV: *Employee Connection* includes a page of job listings within World Vision.

SP: *SPotlight* contains the chapel schedule. We meet for chapel each morning at 8 a.m. and it lets employees know what is happening and who is speaking each morning.

Each week, it contains a verse of Scripture and also contains employees' work anniversaries, employees' and retirees' birthdays, news from retirees (such as a change of address or special accomplishment), information about new employees or those who are leaving, promotions and transfers within the company, information about special events such as a company picnic, banquet, potluck, board meetings, alumni day, ping pong tournament, service awards, bookstore sales, free and discounted books available to employees, news from our credit union, and just about anything except political statements or ads for things people want to sell (we have a bulletin board for this).

AG: Our "Personnel News" section is submitted each month to the *OnWord* editor by our Personnel Department. This section consists of a monthly listing of basic employee information, such as marriages, births, deaths, new employees, transfers, promotions, employees terminating, and anniversaries. Although this section is merely a concise listing of employee information, it has become extremely popular with our employees.

FH: *Inside FHI* includes a column called "Innovations" which relays a technical approach which fields may replicate. The "FHI Profile" column highlights the special qualities of a remarkable staff member and allows us to better recognize and celebrate the gifts of our team members.

The "President's Corner" provides a forum for our president to encourage and gently nudge the team in new directions. It also has a special section entitled "Country Updates" which is dedicated to updating all staff on field operations. Another section, "Comings and Goings," shares personnel news.

*Is it printed in-house or by an outside vendor?*

CC: Although *Bright Side* is designed in-house, it is printed and collated by outside vendors.

WV: *Employee Connection* is printed in-house.

SP: *SPotlight* is printed in-house. The proofreading department does the proofreading then it goes to text editing to be typeset. Finally, the office services department photocopies and distributes it to employees.

AG: *OnWord* is published in-house by the Assemblies of God's printing arm, the Gospel Publishing House.

FH: *Inside FHI* is printed in-house.

*What suggestions can you make for organizations that are thinking about starting a house organ?*

CC: \*Initially conduct an employee-wide survey to assess the needs and interests of the organization's employees.

\*Determine the major purpose of the new publication, making sure it will not duplicate current organizational publications.

\*Include a balance of information from the organization's leadership and from the everyday employee.

\*Set up a realistic budget, and re-evaluate it at least annually.

\*Determine a standard column format to simplify production, yet allow for reasonable flexibility within the design structure. For example, include variation of color, point size, and photos.

\*Be adventurous and creative with copy and graphics. Don't just settle for the status quo.

\*Within the first year, evaluate the publication's effectiveness by inviting readers' comments and suggestions.

\*Feature several employees in each publication. (We use boldface type with all staff members' names and try to use their photos whenever possible.)

\*Don't be afraid to use humor or to make light of organizational stodginess when appropriate.

WV: The process for our newsletter has been a continuous one. Many changes have been instituted and change is still ongoing. We would recommend having a house organ. It is a convenient way to exchange information. The time commitment will be commensurate with the type and complexity of the newsletter,

but the effort is well worth the time.

AG: In reference to starting an employee publication, I would highly recommend establishing a statement of philosophy or purpose along with a complete set of guidelines before ever going to print. This gives the editor a concrete set of rules for accepting and rejecting inappropriate subject matter and submissions. Without some form of guidelines, precedent will soon create considerable havoc for any employee publication.

FH: Solicit, gather ingredients, combine, dress, and serve. It is not hard to create a house organ. The ingredients are right there in your files: trip reports, board reports, support letters from volunteers, and situation reports from the fields. You just have to pull them together, trim them, and place them in a format that is easily digestible.

Always remember who your audience is. Know the purpose of your newsletter, and make your newsletter serve that purpose and that audience. It is not hard to enlist contributors if they know you value their ideas. Finally, be sure to delegate. You will need one overall editor to guarantee style consistency, but many hands make light work.



Well, there you have it, a company newsletter or house organ which, in a simple and inexpensive format can serve a variety of purposes. Most importantly, however, it can help keep those *internal* communication lines open.

In a future issue, *Religious Broadcasting* will explore the role of the *external* publication, that magazine, tabloid, or newsletter which may be produced in-house, but is mailed out regularly to an organization's customers or supporters.

Although it may take a similar format, its function and content are decidedly different. Once again, we'll take a close look at what various organizations, especially small and medium-sized ones, are doing to communicate with their wider constituency.

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*Religious Broadcasting* would like to thank EPA executive director Gary Warner and the following representatives of the above organizations for sharing their views on house organs: *Bright Side* editor Beth J. Lueders (CC), *The Employee Connection* editor Jana Kaumeyer (WV), *SPotlight* editor Karla Watson (SP), *OnWord* editor Rick Griep (AG), and *Inside FHI* editor Katie Smith (FH).

# How To Choose A Children's Novel

by Elaine L. Schulte

Numerous guidelines have been written for choosing children's novels. Most emphasize the need for high standards of art and writing, as well as stories that are appropriate to children's ages and tastes. Few guidelines, however, consider the philosophies that authors promote, whether consciously or unconsciously.

The authors' underlying messages are especially important now since many of the newer secular novels deal with society's harsh realities. Unfortunately, they often give answers to such problems that are repugnant to most Christians.

While there are still many wonderful novels for children in public libraries, it is becoming increasingly important for parents and other concerned adults to know how to weed out juvenile novels that promote evil.

The guidelines below are for those who lack the time to pre-read or discuss the novels with children who receive them.

1. Buy most novels at Christian bookstores, book tables, or borrow at churches.
2. Refer to Christian readers' guides for children such as *How To Raise A Reader* (Cook) which is age-graded and recommends Christian as well as secular novels. Others that deal with reading include *Honey For A Child's Heart* (Zondervan) and *Books Children Love* (Crossway).

If you can't afford a readers' guide and your church library doesn't have one, borrow secular readers' guides at the public library and study them. If there's a chapter on "Problem Books," it's usually an excellent place to judge the mindset of the author of the guide.

3. If you buy at children's secular bookstores where they pre-read their books, try to find out something about the reviewer's philosophies. (A few of these stores also sell crystals and promote New Age books).

4. If you buy at secular bookstores, read the books' covers. Beware of key words like *sexuality*, *alternate lifestyles*, and *meditation*. Read the teaser page in front, then scan the story and read the last few paragraphs. Does the story end with hope or hopelessness? (Just because the back cover mentions God or faith, it doesn't necessarily mean Christianity.)

5. Read the small-print Library of Congress cataloging data on the copy-right page for clues about the books' content. (Example: *Here Comes Ginger!* "Summary: Ten-year-old Ginger reacts badly to her mother's plans to remarry, but after a great deal of anguish, God grants her peace and acceptance. (1) Remarriage — Fiction. (2) Christian life — Fiction")

6. Even in the public library, choose books as carefully as you would select a TV program. For pre-teen and teen novels in particular, ask the children's librarian if the book might somehow be offensive.

7. Become familiar with authors and the general tone of the books they write.

8. For current books, check newspaper reviews and their book supplements. Libraries also have information on new and forthcoming books, which is available upon request. Standard sources are *Publisher's Weekly*, *Virginia Kirkus Reviews*, *School Library Journal*, and *The Horn Book*. (Keep in mind when you read them that these are secular reviewers.)

9. Novels such as *Heidi*, *Little Women*, *Robinson Crusoe*, and the *Little House On The Prairie* series are considered classics. When in doubt, consider such books.

10. Be equally discerning about the books and magazines you have in

the house yourself. Children very often read them.

11. Find time to teach children about spiritual discernment.

## What You Can Do About Offensive Library Books

1. Have your points of objection clearly in mind, then speak to the librarian in a polite but firm voice. (It's usually wiser to keep the discussion on a secular level, stressing lack of literary value as well as the need for positive values in a society already full of depressed children.)

If the librarian objects on the grounds of censorship, politely reply that such action is not "censorship," which says, "I won't let you publish this." It is "censure," which speaks up after the fact to say, "That was an irresponsible thing to publish, and I don't believe it's responsible for a tax-supported institution to buy it for the children of our community."

2. If your objection is ineffective, write a letter of protest, stressing the offensiveness of the book in a reasonable rather than an angry tone.

3. Write a letter to the publisher. Remind them of their responsibility to parents and children.

4. Volunteer for the Children's Book Selection Committee at your local library.

Elaine Schulte is the author of *The Ginger Series* for girls, ages 8-12, and *The California Pioneer Series* for women and older teen girls (Cook Publishing). She lives in Rancho Santa Fe, Calif.

*Editor's Note: Radio and television stations are hereby granted permission by Religious Broadcasting magazine and the author to photocopy this article and make it available to their audiences as a community service.*

# COUNTDOWN 2000

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*Don League*

# Don League: *Helping Others See The Light*

*by Mel Johnson*

**A**sightless young man walked into the studio at WCIF-FM in Melbourne, Fla., and introduced himself by saying, "Mel, I'm your announcer/engineer for the next hour." It was during the station's annual Sharathon time.

Although Don League is blind and has been since birth, no one can accuse him of lacking vision. And every day, League talks to hundreds of people as the morning radio announcer at WCIF.

Having never had vision, League said he can only imagine what he's missed. "You don't miss what you never had," he said. But unless they know him personally, the people he reaches over the airwaves would never know that League has a handicap.

He was the first blind student at Baptist College in Charleston, S.C., and likewise at Bob Jones University in Greenville, S.C., where he spent four years and went on to earn a master's degree in theology. League started in communications, but was advised against continuing in that field of study. He did, however, take some broadcasting

electives hoping one day to prove every-one wrong.

It took about 15 months after college to find his first job. At one point, League became so discouraged in his job search that he seriously contemplated finding another career altogether. However, a rehab counselor would have none of it and encouraged him to keep on going on.

His first job was with a commercial Christian station in Reidsville, N.C. League then went to a Bible Broadcasting Network (BBN) station, WYFL-FM, in Henderson, N.C. Due to a communication mix-up before the interview, the manager did not know that League was blind.

After the interview, League told his wife Mary, who is sighted and whom he had married three months earlier, that he felt he didn't have a chance at the position. But the Lord had other plans. The next Saturday, Joni Eareckson Tada was being interviewed by James Dobson during a *Focus on the Family* broadcast.

The station manager, who was working the shift which carried that particular program, said later that one of the things Tada emphasized was the reason why more handicapped people didn't work: because no one will give them a chance. The Lord sent that message at just the right time and a few days later the manager called and offered the job to League.

But how does League do it? In his own words he says, "There are many challenges and one of the biggest hurdles is the braille-ing." Records, cassettes, CDs, carts and music reels must be specially labeled so he can find them. Music lists and other necessities must be copied into braille. Braille weather and most other on-air copy has to be updated periodically.

The only special equipment League uses on the air is his braille digital clock, which enables him to time right to the second and to back-time into the news. He also uses a talking clock which is especially useful for its "stop-watch" feature.

League has completed five years now at the Melbourne station and I have had the joy of working with him each year during WCIF's annual Sharathon. What a pleasure to observe, not only his cooperation and his burden, but also to witness his accuracy. I'll call for a music number or spot announcement and he'll have it ready as soon as anyone else on the staff.

When I want him to play a musical number and to tie it in closely to what I am saying, we just have a simple in-

*Having never had vision, League said he can only imagine what he's missed. "You don't miss what you never had," he said. But unless they know him personally, the people he reaches over the airwaves would never know that League has a handicap.*

house communication where a button is pushed and League knows the signal. (By the way, that keeps both of us alert.) I found myself a few times giving him a hand signal motioning him to start the music, then I realized he couldn't see me.

League is an avid radio listener, even when he's not at work. He first was interested in radio at age eight when he got his first AM transistor for Christmas. Two years later he became a Christian through his father's influence. When he was 20, between his sophomore and junior years at college, he began to sense his calling.

"I knew deep down inside, through a number of experiences that summer, this was the direction that the Lord had for my life," says League. In his spare time, League likes to correspond with the dozens of pen pals he has met through the mail. He and long distance friends from all parts of the globe communicate with each other through cassette tapes.

For other handicapped individuals who have been turned down at job opportunities because of their disability, League offers this advice, "If you know in your heart you can do it, then stick with it! I think that my being able to prove that I can do what I do provides a good role model to both blind people and the sighted as well."

The next time I meet Don League he will say with enthusiasm, "Mel, I'm glad to SEE you!" He is a bright LIGHT in any station's schedule!

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



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## Registration Begins For NRB's 49th Convention

PARSIPPANY, N.J. — Preparations are in full swing for the 49th annual National Religious Broadcasters (NRB) Convention & Exposition in Washington, D.C., next January 25-29, according to NRB executive director E. Brandt Gustavson. The registration process began last month with a special mailing to NRB members and recent convention attendees.

Delegates registered for NRB 92 prior to September 1 are able to take advantage of special "Early Bird" rates. In addition, the convention's first 400 registrants will enjoy preferred seating at the three meal functions, which include the International Luncheon on Monday, January 27, and the Presidential Breakfast and Anniversary Banquet on Tuesday, January 28.

Speakers for several of the convention's main sessions have been confirmed. Among the scheduled speakers are Clinton Utterbach (Saturday evening general session), Dan Betzer (Sunday morning worship service), Horst Mar-

quardt (Monday's International Luncheon), Richard Lee (Monday evening general session), and Adrian Rogers (Tuesday's Anniversary Banquet).

NRB 92 will officially begin with the opening of registration at 10 a.m. on Saturday, January 25. The convention's first scheduled event will be the Super Seminars, which start at 2:30 on Saturday afternoon. A wide range of workshops, concerts, meetings, and opportunities for fellowship will lead up to the 49th Anniversary Banquet on Tuesday evening.

Not to be overlooked, of course, is the annual Media Exposition and Wednesday's schedule of special events. For those NRB 92 delegates remaining at the convention site through Wednesday, there are a series of tours and official meetings scheduled.

NRB 92 delegates registering by the September 1 "Early Bird" deadline will save \$50 as compared to the advance registration charge and \$100 off the on-site registration fee. Full registration gives the NRB 92 delegate access to all convention events and, of course, includes tickets to

the three forementioned meal functions.

Readers of *Religious Broadcasting* who have not received the NRB 92 "Early Bird" registration materials may obtain them by calling (201) 428-5400. NRB 92 will end a string of 25 consecutive annual conventions held in Washington, as NRB 93 is scheduled for Los Angeles, Calif. The upcoming convention will be hosted at the Sheraton Washington for the 12th year.

## Nomination Process Begins For Golden Mike Awards

PARSIPPANY, N.J. — Nominations for the 1992 Golden Mike Awards, sponsored by National Religious Broadcasters (NRB), are being accepted until August 15. The process is open to all readers of *Religious Broadcasting*, as the official nomination information appears on pages 31-33 in this issue of the magazine.

The 1992 Golden Mike Awards will be presented during the 49th annual NRB Convention & Exposition from January 25-29 in Washington, D.C. Nominations, which are being accepted in 12 different award categories, will be screened by the NRB Awards Committee. The committee will then choose three finalists for each category.

Official Golden Mike Awards ballots, listing the finalists in each category, will appear in the November edition of *Religious Broadcasting* magazine. The voting process will end December 15, with the Golden Mike Award winners being notified prior to NRB 92.

## Four Organizations Join The Membership Roll Of NRB

PARSIPPANY, N.J. — Four applicants were granted membership in National Religious Broadcasters (NRB) by the organization's executive committee during its spring meeting in Chattanooga, Tenn. There are approximately 805 member organizations in NRB, representing more than 1000 radio and television stations, program producers, and affiliated agencies.

Accepted for membership in NRB were: Sam DiAmore, Gloucester County Community Church, Pitman, N.J.; Alwyn Zoutendyk, Power for Living, Rancho Santa Fe, Calif.; Franklin Graham, Samaritan's Purse, Boone, N.C.; and Floyd and Nancy Dykeman, WJIV-FM, Cherry Valley, N.Y.

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T H E  
**1992**  
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**MIKE**  
 A W A R D S

*To be presented  
 at the 49th Annual  
 National Religious Broadcasters (NRB)  
 Convention & Exposition  
 in Washington, D.C.,  
 January 25-29, 1992.*

The purpose of the National Religious Broadcasters (NRB) "Golden Mike" Awards is to recognize outstanding service and merit in religious broadcasting. Via the Golden Mike Awards, it is the desire of NRB to provide a standard of excellence for the industry.

Through the years, it has been traditional for religious broadcasters to nominate their colleagues who have advanced the quality of programs and stations, utilizing new developments in technology to communicate the gospel.

As they did for the 1991 award process, *Religious Broadcasting* readers will offer nominations for each award winner and will also vote on who should receive a Golden Mike. Given below is the procedure for the nomination and voting processes:

1. A nomination form for the NRB Golden Mike Awards will appear in the July/August edition of *Religious Broadcasting* magazine. Any *Religious Broadcasting* reader is eligible to submit nominations. The nominator, however, must give his name, organization (if applicable), address, and telephone number.

2. Nominations will be submitted to the NRB Awards Committee on August 16. The committee will screen the nominations and select three finalists for each category by September 6.

3. The official NRB Golden Mike Award voting ballot will appear in the November edition of *Religious Broadcasting* magazine. The finalists for each category will be listed on the ballot.

4. Voting will end December 15. Votes will only be tabulated from the actual ballot contained in the November edition of *Religious Broadcasting* magazine. Any reader of *Religious Broadcasting* will be eligible to vote.

The criteria for nominations are listed in each category. Please read through the application on the next page, decide whom to nominate, and submit that page only by August 15 to:

Golden Mike Award Nominations  
 c/o National Religious Broadcasters  
 299 Webro Road  
 Parsippany, NJ 07054

Nomination forms may also be faxed to: (201) 428-1814

NRB and its Awards Committee thanks, in advance, everyone who will take the energy and time to be a part of the Golden Mike Awards nominations and voting process. Remember, NRB uses the annual Golden Mike Awards to encourage its members, to recognize their desire for excellence in serving the Lord, and to provoke good works without sacrificing integrity.



N O M I N A T I O N F O R M

### Religious Broadcasting Hall of Fame

(Presented to a Christian broadcaster who has achieved wide recognition in the field of religious electronic media with the highest standards)

#### NRB Milestone Award

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

#### William Ward Ayer Distinguished Service Award

(Presented to an individual or organization for outstanding contributions to the field of broadcasting)\*

#### Radio Station of the Year

(Presented to the most deserving religious radio station in the U.S.)

#### Television Station of the Year

(Presented to the most deserving religious TV station in the U.S.)

#### Radio Program Producer of the Year

(Presented to the most deserving U.S. religious radio program producer)

#### Television Program Producer of the Year

(Presented to the most deserving U.S. religious TV program producer)

### Technical Achievement in Broadcasting

(Presented to the organization which has developed and marketed the most significant technical advancement helping to facilitate religious broadcasting)\*

#### Board of Directors' Award

(Presented to a distinguished individual who, while an avowed Christian, may not necessarily be in the field of electronic communications)\*

#### President's Award

(Presented to an individual, organization, agency, music or publishing company, etc., that has made a deserving contribution to religious broadcasting)\*

#### International Award

(Presented to the most deserving religious broadcaster [individual, station, program producer, etc.] from outside the U.S.)

#### Youth Achievement Award

(Presented to an individual under the age of 25 who has made the greatest contribution to religious broadcasting during the past year)

\*Award may be presented to a non-broadcaster

#### PLEASE NOTE:

*Nominees do not have to be confined to one award category.*

Name of Nominator \_\_\_\_\_  
Organization (if applicable) \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Telephone (     ) \_\_\_\_\_

Please submit nominations by August 15 to:  
Golden Mike Award Nominations  
c/o National Religious Broadcasters  
299 Webro Road  
Parsippany, NJ 07054  
or fax: (201) 428-1814



# NRB Past Award Recipients

*(Since 1985)*

## Distinguished Service Award

- 1985 Mark Fowler  
Neal Doty & Sherman  
Williams  
Clay Evans  
Orva Koenigsburg
- 1986 Patrick Buchanan  
Paul Bearfield  
Bishop Samuel L. Green Jr.
- 1987 Steve Allen  
Joseph Barbera  
Ted Engstrom  
Paul Freed  
John D. Jess  
Ralph Montanus Sr.  
Stephen Olford  
Luis Palau
- 1989 Oswald C.J. Hoffmann
- 1990 Thomas Zimmerman  
Robert A. Cook  
E. Brandt Gustavson
- 1991 Ralph Carmichael

## Religious Broadcasting Hall of Fame

- 1985 Jerry Falwell, The Old Time  
Gospel Hour
- 1986 Theodore H. Epp, Back to  
the Bible  
M.G. (Pat) Robertson, CBN
- 1987 Thos. F. Zimmerman,  
NRB Co-Founder
- 1988 Charles Stanley,  
In Touch Ministries
- 1989 J. Vernon McGee,  
Thru the Bible
- 1991 James Dobson,  
Focus on the Family  
Rex Humbard, Humbard  
Evangelistic Assoc.

## Milestone Award

- 1985 Nation's Family Prayer Period
- 1986 William and Annie Schafer  
Celia Webb  
Norman Vincent Peale
- 1987 The Biola Hour  
The Calvary Hour  
Samuel Kelsey  
Ernest C. Manning  
Noah Edward McCoy  
Sunday School of the Air  
Wealthy Street Baptist Church
- 1988 Park Street Church
- 1989 Back to the Bible Broadcast  
Chapel of the Air  
Haven of Rest  
Radio Bible Class  
KDRY-AM/San Antonio,  
Texas  
Berean Bible Society
- 1990 Jack Wyrzten  
Chaplain Ray Hoekstra  
Voice of Calvary  
The Fraser Gospel Hour  
John D. Jess  
Mel Johnson
- 1991 The Baptist Hour  
Constantine & Elizabeth  
Lewshenia  
Neil C. Macauley  
J. Vernon McGee  
Slavic Gospel Association

## Radio Station of the Year

- 1988 KJNP-FM, KFIA-AM
- 1989 KKLA-FM, KURL-AM
- 1990 WIHS-FM
- 1991 WMIT-FM/WFGW-AM

## Television Station of the Year

- 1988 WCFC-TV
- 1989 WPCB-TV
- 1990 WACX-TV
- 1991 WCLF-TV

## Radio Program Producer

- 1988 Focus on the Family  
International Media Services
- 1989 Hope for the Heart
- 1990 Money Matters
- 1991 Family News In Focus

## Television Program Producer

- 1988 There's Hope
- 1989 Love Worth Finding
- 1990 Billy Graham Evangelistic  
Association
- 1991 CBN-The Family Channel

## Board of Directors Award

- 1988 Richard E. Wiley
- 1989 Sen. Bill Armstrong
- 1991 Paul Harvey

## Technical Achievement

- 1988 United Video
- 1989 Joseph Flaherty (CBS)
- 1990 Adventures in Odyssey
- 1991 SkyLight Satellite Network

## President's Award

- 1988 Charles Colson
- 1989 Billy Graham
- 1991 Maranatha! Music

## International Award

- 1991 Robert Carlton Savage

## Youth Achievement Award

- 1988 Heidi Russell
- 1989 Mathew Mighell

## • NATIONAL •

### American Bible Society Marks 175 Years Of Worldwide Work

NEW YORK, N.Y. (NRB) — The American Bible Society (ABS) recently celebrated its 175th year of worldwide Bible work with a special dinner at the St. Louis (Mo.) Sheraton. ABS president and chief executive officer Bryant M. Kirkland affirmed that the organization is keeping pace with the age of technology and a changing society as it develops new and challenging mediums for Bible translation and distribution.

"The opportunity . . . is yours," Dr. Kirkland told the interdenominational gathering. "We are celebrating our new and continuing faith in the Bible as the living word of God which is able to change people's lives."

ABS recently published its new Contemporary English Version (CEV) translation of the New Testament. Early in the translation process it was discovered that this new work, originally developed for young people, would fast become a favorite of adults.

ABS has also developed a series of Bible aids for persons with special needs, such as the blind and hearing impaired. They include a new American Sign Language video on "The Life of Christ," a dynamic new Scripture study software program, and a forthcoming Scripture booklet for the caretakers of Alzheimer sufferers.

### Supreme Court Grants More Time For Liberty U. Appeal

CHARLOTTESVILLE, Va. (NRB) — U.S. Supreme Court Chief Justice William Rehnquist has granted more time to Rutherford Institute attorneys to file an appeal to the court on behalf of Liberty University in Lynchburg, Va.

The school has appealed a recent state Supreme Court ruling that prohibited the use of tax-exempt financing as an unconstitutional support of religion. The U.S. Supreme Court will announce later this fall whether it will hear the case in the next session.

Rutherford Institute attorneys argue that the local industrial bonds do not provide direct state financial aid to educational institutions. Instead, they provide certain tax breaks to investors, similar to tax deductions and exemptions provided

for gifts to churches and other religious institutions, which have long been upheld as valid under the Constitution.

"It would be a grave mistake for courts to encourage state officials to start sorting through the religious nature of select universities with discrimination in mind," said John W. Whitehead, president of The Rutherford Institute. "The Constitution is not violated by allowing equal access to tax-exempt financing for all universities."

Rutherford Institute attorneys stepped in to represent Liberty University without charge following the Virginia court decision. The Rutherford Institute, based in Charlottesville, is a legal defense organization specializing in religious freedom cases.

### The Southern Baptist RTVC Begins FamilyNet Operation

FORT WORTH, Texas (NRB) — The Radio and Television Commission (RTVC) of the Southern Baptist Convention has begun operation of FamilyNet, a faith and family television network previously owned by the *Old Time Gospel Hour* and Liberty Broadcast Network of Lynchburg, Va. The network's purchase had been authorized by RTVC trustees in January.

According to RTVC president Jack Johnson, the purchase will multiply the outreach of commission programming: "FamilyNet is accessible to some 10 to 12 million homes not now being reached by the RTVC's ACTS network. That means we can more than double the potential for preaching the Gospel to the people of America."

A number of RTVC programs began airing on FamilyNet April 1 with others to be added later. Johnson said that the \$200,000 cash paid for FamilyNet came from funds reallocated by trustees in January from the 1990-91 fixed asset budget of the Commission. No other cash payments are to be made and no borrowed funds were required to complete the purchase, Johnson added.

As a part of the purchase, RTVC officials said the *Old Time Gospel Hour* will be carried daily on both FamilyNet and ACTS. The air time used on the two networks will be charged against a \$3 million program time credit which will be amortized at the regular rates charged other programmers on FamilyNet and ACTS.

At present rates, RTVC officials said,

the credit would be used completely in less than three years and, if rates are increased in the future, the adjustments would be passed along to the *Old Time Gospel Hour*.

Johnson also said that both ACTS and FamilyNet will carry a wide range of programs produced by many different church and denominational programmers. "The Radio and Television Commission is committed to the Great Commission," Johnson explained. "Our assignment is to proclaim the Gospel, and we take that mission very seriously."

### NAB Challenges The FAA On Broadcast Interference

WASHINGTON, D.C. (NRB) — The National Association of Broadcasters (NAB) has urged the Office of Management and Budget (OMB) to restrain the Federal Aviation Administration (FAA) from adopting a new and costly set of broadcast regulations.

The FAA has claimed that FM stations and other radio spectrum users are at the root of alleged interference problems near some of the nation's airports. Broadcasters, however, have challenged this assertion.

In a letter to Janet Hale, the OMB's associate director of economics and government, the NAB accused the aviation agency of overstepping its regulatory bounds with proposals that would impose excessive industry and government costs. The FAA proposals, NAB said, would block or unreasonably delay broadcasters' efforts to renew their licenses or upgrade their transmitter power requirements.

In filings to the FAA and the Federal Communications Commission (FCC), the NAB has said that FM interference has never been documented at airports to the extent claimed by the aviation agency. Poor aeronautical receivers, developed without federal standards, are the real problem the NAB told the OMB.

NAB urged the White House budget office to move quickly and reject the FAA proposals. The OMB should also direct the FAA to reassess its current regulatory methods, in large part, to "impose lesser costs and yield more justifiable results" on broadcasters and other spectrum users.

## • INTERNATIONAL •

### ICMC England Conference Set For Sheffield University

SHEFFIELD, England (NRB) — The

media, the methods, and the message outline the issues to be addressed under the general theme of "The Word in the World: Communicating Christ Together," at the International Christian Media Commission (ICMC) Conference to be held in Sheffield from September 22-27.

The conference is expected to attract more than 800 media professionals from 125 countries and is a follow-up of the ICMC conference held in Flevohof, the Netherlands, during 1986. The 1986 conference attracted some 550 participants and was praised for practicing what it preached, according to ICMC executive director Bill Thatcher.

Connections established during the 1986 conference have led to partnering projects between Western and non-Western organizations, and the organizing of regional conferences. The purpose of this year's conference is to gather Christians engaged in every type of media — print, radio, video, film, television, and the traditional art forms — plus leadership from the churches, to exchange experiences, discuss communication issues, and learn new skills.

"What's most exciting is to see a wide cross-section of Christians working together in the media," noted Thatcher. "This is a working conference, not just an event to attend. ICMC is for the practitioners."

With 14 hours of workshops and seminars, Thatcher's description of the ICMC conference would seem to be accurate. Workshop options will include such topics as feature writing, desk-top publishing, video production, radio programming, strategic planning, and top-level management issues. Affinity groups will meet to discuss specific topics within media specialities and regions.

Evening plenary sessions will be less didactic and more focused on a "story-telling" style. The stories, offering the experiences of others to the group, will explore how obstacles were overcome, solutions found, and challenges grappled with. Regional video reports giving insight into opportunities for Christians in the media will also be presented.

Rounding out the conference will be opportunities for inspiration and worship, a media exhibition, and a "Prom Praise" concert, performed by the internationally acclaimed orchestra of All Souls' Langham Place in London. The convocation is



**Former KGB prisoner Slava Rodionov now serves as director of Radio Radonez, the first Christian radio station in the Soviet Union. He is pictured here lighting a candle for freedom during a recent demonstration in front of the main headquarters of the KGB in Moscow.**

scheduled to take place on the campus of Sheffield University.

### **First Christian Radio Station In Soviet Union Is On The Air**

ARLINGTON HEIGHTS, Ill. (NRB) — Christian Liberty Broadcasting Network (CLBN) reports that the first Christian radio station in the history of the USSR, Radio Radonez as it is known in the Soviet Union, began broadcasting on April 7 from Moscow. Approval and licensing was granted on May 30 for a second station to be located in Siberia.

The new 50,000-watt station established by CLBN, covers the entire city of Moscow as well as all of central Russia with a potential audience of 30 million. In addition to church music and comments, the first broadcast featured a recorded message of congratulations from U.S. Vice President Dan Quayle, various members of the U.S. Congress, and U.S. religious personalities.

When in operation, the Siberian station will be able to reach nearly all of the remaining Soviet Union, including its Islamic population. It will broadcast the Gospel in both the Russian and Arabic languages.

Four radio stations in Arizona donated over \$100,000 in equipment to the Radio Radonez project. The 50,000-watt trans-

mitter was donated by the Guyann Corporation, owner of one of America's largest country-western music stations.

CLBN, which is a branch of the Christian Liberty Academy Satellite Schools of Arlington Heights, is working with several Russian organizations in the new radio project. According to CLBN president Paul D. Lindstrom, well-known Soviet dissidents and former prisoners Slava Rodionov and Mikhail Makarenko are working together with the Arlington Heights staff in the planning of broadcasting operations.

Rodionov has returned to the USSR and is now overseeing the new radio station and CLBN's five schools in Moscow. In addition, Rodionov cares for homeless children and orphans. Makarenko is now based in Washington, D.C., and serves as the liaison between Moscow and Arlington Heights.

George Oganov, a spokesman for the Soviet Embassy in Washington, noted that the new station is the first "purely religious broadcasting station" in the Soviet Union. "We welcome the station," he said. In a statement released by the embassy, the Soviet government stated: "We believe that anything which could be mutually advantageous to bring people of these countries together to enrich their lives is a positive thing."

# Christian Best Sellers!

## CLOTHBOUND

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

## PAPERBACK

- \* (1) 1. *Roses for Mama*, *Janette Oke*, Bethany House Publishers
- (2) 2. *This Present Darkness*, *Frank Peretti*, Crossway Books
- (8) 3. *Stick a Geranium in Your Hat and Be Happy!*, *Barbara Johnson*, Word Publishing
- (5) 4. *Piercing the Darkness*, *Frank Peretti*, Crossway Books
- (9) 5. *The Blessing*, *Gary Smalley and John Trent*, Pocket Books
- (7) 6. *Joshua*, *Joseph Girzone*, Macmillan Publishing Co.
- (11) 7. *Julia's Last Hope*, *Janette Oke*, Bethany House Publishers
- 8. *On the Trail of the Truth*, *Michael Phillips and Judith Pella*, Bethany House Publishers
- 9. *My Utmost for His Highest*, *Oswald Chambers*, Barbour & Co., Fleming H. Revell Co.
- (4) 10. *Armageddon, Oil and the Middle East Crisis*, *John Walwood*, Zondervan Publishing House
- 11. *The Fingerprint of God*, *Hugh Ross*, Promise Publishing Co.
- (13) 12. *Love Is a Choice*, *Robert Hemfelt, Frank Minirth, and Paul Meier*, Thomas Nelson Publishers
- (14) 13. *Escape the Coming Night*, *David Jeremiah with C.C. Carlson*, Word Publishing
- 14. *The Calling of Emily Evans*, *Janette Oke*, Bethany House Publishers
- (16) 15. *Mere Christianity*, *C.S. Lewis*, Macmillan Publishing Co., Walker & Co.
- (12) 16. *The Dixie Widow*, *Gilbert Morris*, Bethany House Publishers
- (10) 17. *Becoming a Woman of Excellence*, *Cynthia Heald*, NavPress
- (6) 18. *The Love Hunger Weight-Loss Workbook*, *Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed*, Thomas Nelson Publishers
- (19) 19. *Fallen Angel*, *Roger Elwood*, Word Publishing
- (18) 20. *No Wonder They Call Him the Savior*, *Max Lucado*, Multnomah Press

\*Last month's position

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

# TRADE TALK

Nine books and two Bibles released by **Zondervan Publishing House** of Grand Rapids, Mich., during 1990 are in the running for Gold Medallion Awards. The 11 nominations for the highest award in Evangelical publishing is the most by any single publisher. The awards, which will be presented during the Christian Booksellers Association convention on July 13 in Orlando, Fla., are sponsored by the Evangelical Christian Publishers Association. Finalists in 20 award categories represent 32 publishers.

According to the Saltmine Entertainment Group of Lubbock, Texas, its nationally syndicated Christian music video program *Night Vision* is now being carried Saturday mornings by Mission Cable Service. Mission services rural communities in west Texas. For more information, call (806) 796-0172.

**Donald W. Butler Sr.** is now serving as the vice president of Special Projects for the Gospel Music Association (GMA). A 35-year veteran of the music business, Butler had been GMA's executive director for the past 15 years. The vice president of Special Projects position was recently created by GMA in order to generate additional funding for the 26-year-old non-profit organization.

Ambassador Advertising Agency of Fullerton, Calif., has a new director of Production Services in **Dave Spiker**, who joined the agency three years ago as a senior producer. From 1982-88, Spiker was director of Recording Services with Focus on the Family. Spiker replaces **Roger Kemp** who has become vice president of Broadcasting and International Ministries with Insight For Living in Anaheim, Calif.

The **Lausanne Committee for World Evangelization** has announced that it will hold a Budapest Regional Summit in Hungary from September 1-7. The summit will allow church representatives from Eastern Europe and the Soviet Union to meet with the full Lausanne Committee at its biannual meeting. For more information, call (704) 554-6803.

Officials and on-air personalities from the **Bible Broadcasting Network (BBN)** in Chesapeake, Va., have been

named judges for the religious category of the 1991 awards competition sponsored by the International Radio Festival of New York. The awards competition, known as radio's "most prestigious," has drawn entries from Australia, Canada, New Zealand, Great Britain, and the U.S. BBN is carried by approximately 50 radio stations in the U.S. and Bermuda.

Christian Financial Concepts founder and president **Larry Burkett** was the featured speaker at Listener Appreciation Banquet of WRAF-FM/Toccoa Falls, Ga., on April 18. The banquet served as the kickoff for WRAF's annual sharathon. Station officials were hoping to raise \$250,025 in financial commitments for the next 12 months from WRAF's listeners.

Former *Christianity Today (CT)* managing editor **Lyn Cryderman** is now the senior acquisitions editor for Trade Books at Zondervan Publishing House. Cryderman served in various editorial capacities with *CT* during the past five years. Prior to 1986 he served as managing editor of *Light and Life* magazine, the official publication of the Free Methodist Church of North America.

Sanders & Son, a consulting firm intended to offer assistance to small-market radio stations, has been formed by **Bob and Clarke Sanders** of Williams Bay, Wisc. The elder Sanders has worked with radio stations in New York, Chicago, St. Louis, and Milwaukee. Together, the pair has more than 50 years of experience in radio.

The *Focus-on-Faith/Spirit-of-America* television series is now being carried nationally on FamilyNet. The program, which took approximately four years to bring into fruition, is produced by Focus on Faith Productions in Valley Cottage, N.Y. FamilyNet was purchased earlier this year by the Southern Baptist Radio and Television Commission. For more information, call (914) 268-3000.

**KDBX-FM/Portland, Ore.**, the newest affiliate of the K-LOVE Radio Network, signed-on for the first time at 6 a.m. PDT on May 1. The station is currently operating at 4100 watts, but is expected

to increase power to nearly 20,000 watts this summer. KDBX is the fourth K-LOVE affiliate, the first outside of California. The network recently completed its most successful spring sharathon, as more than \$90,000 in monthly pledges was raised from listeners to cover operating expenses for nearly the remainder of 1991.

As of late April, more than 165 stations had agreed to carry the radio program version of Frank Peretti's best-selling novel *This Present Darkness*. The program features Peretti as the master storyteller, who uses multiple voices to bring the characters of *This Present Darkness* to life. Produced by Ambassador Advertising in association with the novel's publisher Crossway Books, the program is presented as eight serialized half-hour weekly segments and five-minute daily features. For more information, call (708) 682-4300.

Former 700 Club co-host and Christian Broadcasting Network (CBN) executive vice president **Ben Kinchlow** was named president of WTGL-TV/Orlando, Fla., in April. Kinchlow, who served with CBN from 1974-88, is expected to host the station's flagship program when it begins airing. Currently, WTGL's programming is being revamped with local church and parachurch involvement emphasized.

**John MacArthur Jr.** has established the Kiev Baptist Seminary in the Soviet Union in conjunction with The Master's College and Seminary in Newhall, Calif. The Kiev seminary was begun with 60 Russian students. Dr. MacArthur is the 22-year pastor of Grace Community Church in Sun Valley, Calif., and speaker on the daily *Grace To You* radio program.

Featured as the keynote speaker at the 18th annual Mayor's Prayer Breakfast in Los Angeles, Calif., was **Jack Hayford**, pastor of The Church on the Way in Van Nuys, Calif., and host of the *Living Way* radio and television programs. The May 18 event was expected to draw more than 1500 attendees. Among those also scheduled to participate in the breakfast were Los Angeles mayor **Tom Bradley**, entertainer **Pat Boone**, Philadelphia Eagle **Reggie White**, and recording art-

ist **Donna Summer**.

**WACX-TV/Orlando, Fla.**, has recently been added to the Western Division systems of CableVision of Central Florida in Lakeland and Winter Haven. The move allows WACX to be seen potentially by 55,000 households in the two central Florida communities. CableVision of Central Florida is the largest cable operator in the Sunshine State.

Only the third full-time religious radio station in the state of Wyoming, **KCSP-FM/Casper** finished its first six months on the air April 15. The station was expected to conclude its spring share-a-thon on May 4 by reaching a goal of \$30,000 in pledged listener support.

A 17-hour radiothon sponsored by **WPIT-FM/Pittsburgh, Pa.**, during May raised more than \$24,000 for the Teen Challenge Center of Wheeling, W.Va. The Christian drug and alcohol rehabilitation center serves a three-state area.

*Joni and Friends*, the daily radio program hosted by **Joni Eareckson Tada**, celebrated nine years on the air May 3. Heard on more than 600 outlets world-wide, the five-minute program brings encouragement and challenge to those suffering with emotional, physical, or spiritual handicaps.

Guidelines International Ministries of Laguna Hills, Calif., has begun publishing a monthly magazine *Guidelines For Living* to complement the organization's daily radio program *Guidelines: A Five-Minute Commentary On Living*. The magazine carries the texts of every *Guidelines* broadcast for a given month, allowing listeners to see in print any program they might have missed. In addition, the publication is a convenient resource or reference tool.

**WIBI-FM/Carlinville, Ill.**, recently completed its second year of co-sponsoring monthly "WIBI/Campus Life Christian Skatenights" in Springfield and Jacksonville, Ill. Working with WIBI has been the Springfield Youth For Christ/Campus Life ministries. The skatenights are held during the school year and have been drawing an average

of 400 young people per month. Through the outreach, more than 300 individuals have made a commitment to Christ. For more information, call (217) 854-3261.

The second annual **Revivaltime Winter Bible Conference** has been scheduled for March 15-18, 1992, at First Assembly of God in Fort Meyers, Fla. Speaking during the conference will be Tennessee Assemblies of God District superintendent Gene Jackson, Every Home for Christ president Dick Eastman, and *Revivaltime* host Dan Betzer. Music is to be provided by The Couriers.

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## READERS' FORUM

CONTINUED FROM PAGE 7

*have picked up unbiblical legalistic and often humanistic elements along the way. Yet it is in these 'earthen vessels' that God in His sovereignty has chosen to reveal Himself to us. No wonder Paul describes this revelation as a 'mystery' (Rom. 16:25-26).*

*"I believe most evangelicals accept the term as I have used it, but I certainly agree that any NRB member or friend has a perfect right to hold and express a different viewpoint on my use of this term or anything else I may write in 'Signing On' in the future. My hope is that more readers will care enough to take the time to write and articulate their views as well and succinctly."*

— David W. Clark

---

## Reaching Out With Spots

Dear Editor:

We are interested in utilizing 60-second radio announcements on secular stations in an effort to reach more non-Christians for Jesus. In this effort, we are interested in contacting any other ministries who are using this approach so we might network our ideas, perhaps avoiding pitfalls, and strengthening our ministry.

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## THE BOOK SHELF

### OUR SUFFICIENCY IN CHRIST

by John MacArthur

Word, Inc.

In John MacArthur's latest book, *Our Sufficiency in Christ*, the outspoken author again demonstrates he is not afraid to boldly proclaim scriptural truth as he sees it.

Having provoked a spate of angry responses to his earlier work, *The Gospel According to Jesus*, Dr. MacArthur has momentarily set aside the issue of "lordship salvation" to provide a spiritual pep-talk on the topic of Christ's all-sufficient grace in the lives of believers. His twin premise is that, "our Savior's divine power has granted us *everything* pertaining to life and godliness" and that "human wisdom offers nothing to augment that."

Blaming bad doctrine and weak Bible exegesis for an "erosion of confidence in the perfect sufficiency of our spiritual resources in Christ," he finds the emphasis in many churches has shifted from God-centered worship to man-centered worship. Instead of glorifying God and relying on His grace to work out His purpose in their lives, many Christians, according to Dr. MacArthur, have launched an "unprecedented quest for hidden knowledge" to resolve their personal problems.

Consisting of anecdotes, well-reasoned arguments, and spiritual insights, the bulk of this book is an examination of what Dr. MacArthur sees as the three main roots of today's "neognosticism": psychology, pragmatism, and mysticism. Chapter 9 concerns sanctification and may remind the reader of Dr. MacArthur's previous book. Another chapter is devoted to spiritual warfare. The book's concluding chapter is all about grace (the final portion of which is devoted to suffering).

While most Christians will subscribe to the basic concept of sufficiency in Christ, they may disagree on how to apply this doctrine to every phase of their daily lives, and with the particulars of Dr. MacArthur's thesis.

For instance, some Christian psychologists and counselors may object to his claim that psychology is "pseudoscience" and that "there may be no more serious threat to the life of the church today than the stampede to embrace the

doctrines of secular psychology."

Others, already upset with Dr. MacArthur's doctrinal orientation, may object to his relating Arminianism to pragmatism (about which he is so critical) or his comment about the prevalence of mysticism in the charismatic movement.

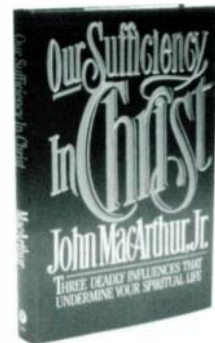
The mass media, though not prominent throughout, are not totally ignored and Dr. MacArthur finds recent trends disturbing. He says that Christian radio, which was "once a bastion of Bible teaching and Christian music is [now] overrun with talk shows, pop psychology, and phone-in psychology."

Television, described earlier in the book as a place where "extreme varieties of mysticism have flourished in recent decades," is later faulted for its worldliness as well. "Turn on most Christian television stations, and you'll see a parade of talk shows, music videos, carnival acts, comedy routines, musical variety shows, and other performances virtually identical to the programming on secular stations except that the Christian stations use the name of Jesus. It is nothing but hedonism under the guise of religion."

In short, Dr. MacArthur is not against the use of mass media to spread the Gospel, but sees no need to "market the gospel, disguise it, tone it down, or otherwise try to make it acceptable to unbelievers."

As evident above, there is something to intrigue or infuriate almost everyone, and readers of John MacArthur's *Our Sufficiency in Christ* will certainly get more than sufficient value for their money. There is much to read, to underline, to ponder, to take to heart, to discuss, and — it may be hoped — to challenge one "to know Him better, to serve Him more fervently, and to be more conformed to His image."

— Harry Conay



Harry Conay, an education media specialist, lives in West Orange, N.J.



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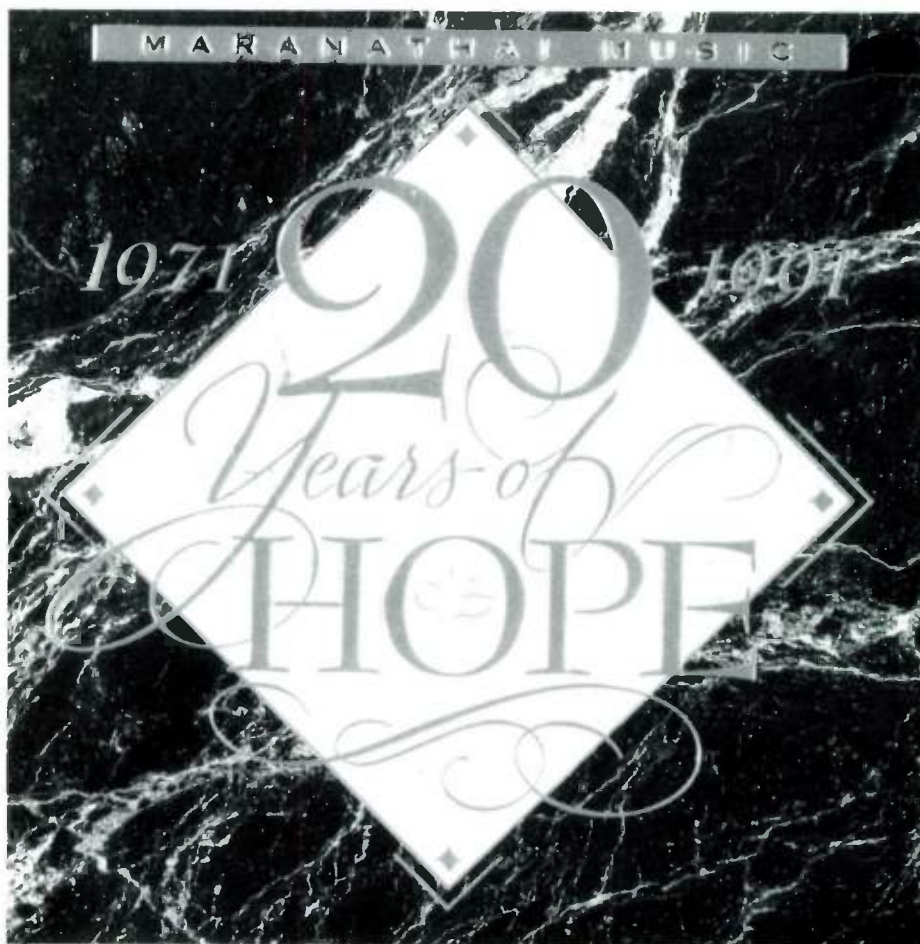
Maranatha! Music was born during the "Jesus Movement" of the early 1970s as a voice of hope to a generation in turbulence. That era conjures up images of protest, riots, and estranged young people running down the wrong path in search of meaning.

However, millions of people *did* find the Truth and were born into God's kingdom during that time in a worldwide spiritual explosion. And people responded to God with new music out of a heart of worship — this music was simply called "Jesus Music," after the movement from which it came.

Maranatha! Music began to make this music available in 1971 with its release called "The Everlastin' Living Jesus Music Concert." Since then, it has produced more than 300 recordings, a portion of which are designed for children and teens.

*20 Years of Hope* collects the best-loved classic praise songs produced during Maranatha! Music's history and puts them all in one package. Most, if not all of the 19 songs on this rich, beautiful recording should be familiar to anyone who has ever sung "worship choruses" in church.

"Father I Adore You," "Jesus, Name Above All Names," "I Love You Lord," and "He Is Our Peace" have become part of the worship vocabulary for so many. There is something about the combined



simplicity and depth of praise in songs like these that helps bring out our deepest sense of worship and communion with the Lord. They really help us to meditate on His attributes and focus on Him.

Just this year, Maranatha! Music was recognized for the excellence and quality of its ministry. At the 1991 National Religious Broadcasters convention, it received the President's Award for "exceptional leadership and integrity in ministry." This prestigious award has only been given twice before in 48 years — to Charles Colson and Billy Graham.

If you have been worshipping the Lord for years with this type of music, you'll enjoy the way *20 Years of Hope* puts all your favorites in one beautiful sequence. If you're not very familiar with "worship chorus" music, this collection is a great introduction to this lyrical, joyful, and deeply expressive style of worship music.

### *The Brooklyn Tabernacle Choir: Live With Friends* by THE BROOKLYN TABERNACLE CHOIR

Produced by Lari Goss  
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From a church growing and touching the heart of New York City, we have the 200-voice Brooklyn Tabernacle Choir (BTC) raising grand and glorious praise to the Lord. From a church that specializes in broken lives — whether they be those of drug users, AIDS carriers, or Wall Street workers searching for meaning — comes moving, heartfelt praise.

Comprised of a diverse cross-section of races, cultures, and socio-economic backgrounds all touched by the same Lord, this special group represents to me a glimpse of the beautiful diversity we'll see in Heaven, and the

beautiful praise we'll hear in Heaven.

In *The Brooklyn Tabernacle Choir: Live With Friends*, the dynamic range, control, and expression of the BTC is truly outstanding. Directed by Carol Cymbala, the group alternately captures the nuances and explodes in joyful crescendos. "We Will Praise the Name of the Lord," "I Can Be Glad," "Almighty," "What a Friend We Have in Jesus," "Peace in the Midst of the Storm," and "Midnight Cry" are some of the powerful songs on this recording.

As if the BTC itself isn't enough of a treat, the "With Friends" join in to add some exciting solos. The talents of Wayne Watson, Lamelle Harris, The Talleys, Babbie Mason, Michael English, and Morris Chapman add to the beauty and diversity of this recording.

---

### *No Longer the Wayward Son* by BRIAN BECKER

---

Produced by Jamie Page  
The Benson Company

---

Dressed in a stylish, textured contemporary sound comes a set of insightful songs on the Christian journey. We can always use more songs that focus on the not necessarily "dramatic" process of living each moment of our lives.

Yet each moment is dramatic in its own way because we are continually choosing either to follow Christ or give into temptation. In *No Longer The Wayward Son*, Brian Becker shares with us a lot of good insight set to a lot of well-produced, expressive music.

A mature understanding of God's grace provides the underlying theme to several of the songs on this recording. "The Wayward Son" uses the prodigal theme to show the journey so many of us have made through a basically atheistic educational system before finally arriving at the real truth:

*Disciplined by philosophy  
A dead end street with no way  
through  
Trusting education as the key to his  
soul  
But the room that it opened held no  
clue  
To who he was*

"Back to the Innocence" brings to the victims of child abuse — or any other such damaging experience — reassurance that they "can go back to the innocence, when your heart was younger and able to trust." Becker has even included a hotline number that victims can call for help (1-800-HIT-HOME). Recognizing that pain can be difficult to release, he observes (in "Children of the Image"):

*We go to church  
Holding on to the hurt  
Won't let go of the pain  
We know that what we're  
searching for  
Is well within our reach.*

Becker explores another kind of knowledge in the playful, energetic, and very serious "A Little Knowledge Is A Dangerous Thing." This song warns that once a person hears about the Savior . . .

*It brings a need for a reckoning  
The day will come when the Holy  
One  
Will ask you "Just what have you  
done with my Son?"*

All the songs on this recording have a lot of meat to them, and Becker provides Scripture references with each song to really give listeners something to ponder. But for sheer emotional power, the "Greatest Gift of Love" stands out, beautifully depicting a believer's desire to share in the sufferings of Christ:

*"I'd like to be the one  
To take the crown of thorns from  
You  
And wipe the blood-stained tears  
from your face"*

Of this song, Becker writes, "I felt completely inadequate singing this song. I was struggling to sing each phrase, even to the point of tears. But maybe that's the way this song should be sung." I agree.

With *No Longer the Wayward Son*, Becker helps us explore our faith, our life, and our goals as the redeemed children of God.

---

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

---

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# LOOKING AHEAD

## CHRISTIAN BOOKSELLERS ASSOCIATION INTERNATIONAL CONVENTION

July 13-18, Orlando, Florida

## NRB SOUTHWEST REGIONAL CONVENTION

July 31-August 2, Dallas, Texas

## NATIONAL ASSOCIATION OF BROADCASTERS RADIO 91 CONVENTION

September 11-14, San Francisco, California

## 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 SOUTHCENTRAL REGIONAL CONVENTION

October 4-5, Memphis, Tennessee

## NRB CARIBBEAN REGIONAL CONVENTION

October 11-12, San Juan, Puerto Rico

## 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, Illinois

## NATIONAL ASSOCIATION OF BROADCASTERS 70th CONVENTION

April 13-16, 1992, Las Vegas, Nevada

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

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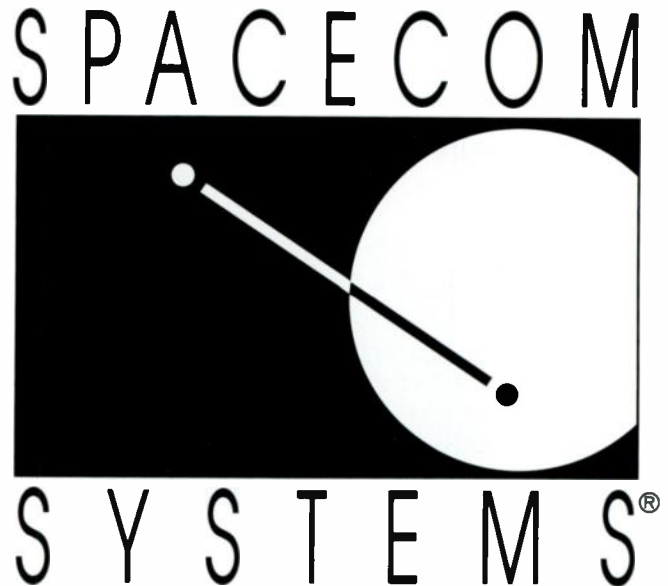
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