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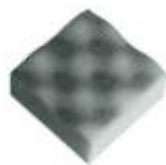
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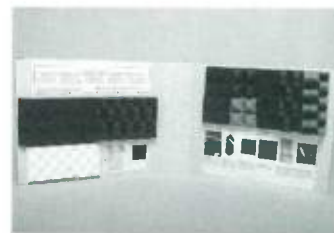
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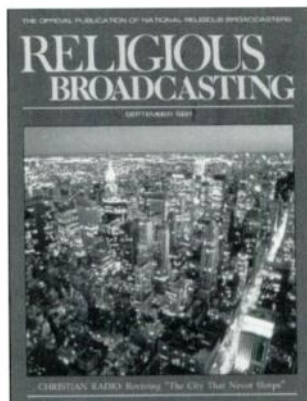
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Thanks to the faithful ministry of Christian radio stations in the New York metropolitan area, the Light of the Gospel now shines on the Big Apple as never before. The full story begins on page 10.

Cover Photo: Aerial view of New York City at night, courtesy of New York Convention & Visitors Bureau.

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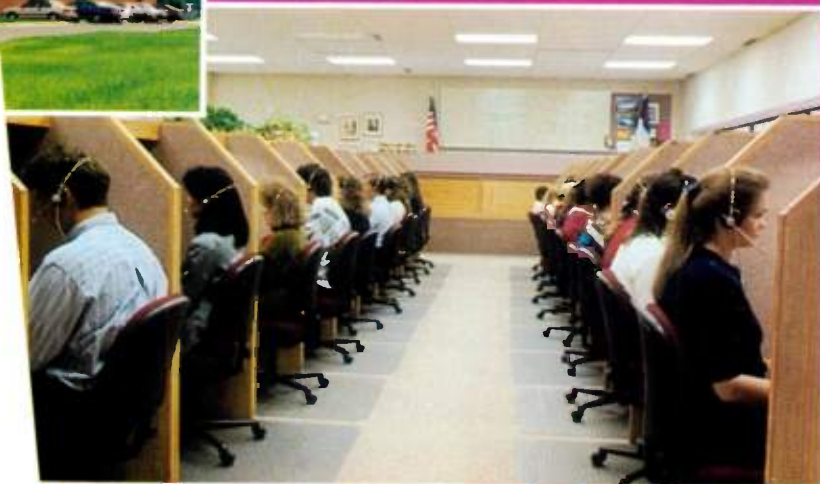


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SIGNING ON

I believe Christian radio is a special gift from God to the world. Who could have imagined that the first church service broadcast from an Episcopal church over KDKA in Pittsburgh, Pa., on January 2, 1921, would bring forth such fruit? Today there are more than 11,000 AM and FM stations in the United States. It is estimated that over 1400 stations carry a significant portion of programming which is Christian.

In addition to these stations, there are several hundred producers of Christian programming. They range from local programs to nationally syndicated ones like James Dobson's, which is carried by more than 1000 stations.



Ministry Via Radio Thrives Due To Many Key Reasons

by David Clark

During the 1950s, many predicted that radio would cease to exist. Television would sweep away a medium limited to the audio channel. With the advent of FM stereo, new predictions were made claiming AM radio would fade away. But AM has endured and may get a new lease on life with the development of digital radio. The survival of radio broadcasting is assured for several reasons.

First, radio is accessible because of the large number of stations. Some are commercial, others are non-profit. Some carry traditional music, others carry up-tempo Gospel. Some are all-talk, others are mostly preaching. But in this multiplicity of formats, signal coverage, and availability of both AM and FM, there is

ample opportunity for everyone to have access to Christian radio.

Second, radio is the portable medium. It can be received and heard everywhere inexpensively. Radio in the automobile changed the medium. I remember the first car with a radio my father purchased. It was a 1952 Chevrolet Bel Air. I can still see the glow of the dial and hear the low hum of the station. I can also recall many times since when Christian radio has reached out and touched me in my own car.

Third, radio engages the listener's imagination in a way television seldom does. Radio has been called the "theatre of the mind" because it builds a relationship which allows the listener to participate in a way TV cannot. Only radio does justice to music, especially Christian music. TV changes the nature of music. One's attention shifts to the performer and away from the lyrics, which in Gospel music seeks to focus the listener's attention on the Lord.

Fourth, radio is relatively simple and inexpensive to produce compared to TV. The amount of equipment and personnel needed for operation is significantly less. Broadcasts can also take place from remote locations which allows more flexibility and creativity for the producer and on-air personnel.

Finally, radio is able to convey the presence of the Lord to the listener. I am not talking about the quavering voices some may affect in an attempt to convince the audience of their sincerity. I think audiences are quick to identify such hypocrisy. But Spirit-anointed preaching, teaching, testimony, and music is identified by the listener as the work of God.

Television, video, and computers have made their marks, and no doubt other media will emerge in the future. Yet radio remains a great medium — perhaps the greatest of the mass media — for the purpose of evangelizing and discipling.

David W. Clark is president of National Religious Broadcasters and of KMC Media, Inc., a subsidiary of Killion McCabe & Associates in Dallas, Texas.

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

RELIGIOUS BROADCASTING

Volume 23, Number 8

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

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

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READERS' FORUM

Challenging 'Liberalism'

Dear Editor:

As an editor myself, I know how hard it can be to pick a headline. But the headline for the cover story of the July/August issue ["Are Christian Broadcasters Facing The Advancement of Liberalism?"] was not only confusing but raised an unnecessary specter.

The problem addressed by Rev. Donald Wildmon in his article, and I agree with a lot of what he said, is not really liberalism. It's facing up to the challenge of people and organizations which are advancing unbiblical programs. From our perspective, "liberal, left-wing groups" are involved in a lot of this disturbing activity. But many times it arises from admirable but misguided motives.

He's right. Christian radio stations should run issue-oriented programs and PSAs for groups that take a stand against immoral and unbiblical political and social agendas. However, some stations are concerned that there is too much name calling

in some of this material.

As we go beyond pointing out the conflicts with Biblical principles and doctrines, we risk being dismissed as just another right-wing hate group. We're also close to straying into a debate over whether Jesus was a liberal or a conservative. It seems to me He was at the same time both and neither. He radically transcended our political labels.

Jesus said the truth will make us free. Our motives should be truthful and loving, and we need to make sure our actions make that clear. I think we still have a way to go in developing radically good informational programming [for Christian radio]. We have to be prayerful every step of the way.

Gordon Govier
Scribe
Madison, Wisc.

Salting Our Communities

Dear Editor:

I am committing to prayer that [Good News Communications'] AM, FM, and

newspaper will be put out of business!

I pray that the dark world of broadcasting in Tucson would turn from spewing it's vile filth into the ears and eyes of our community and begin to present moral programming, that Christian bashing would stop and instead Christianity would be given a fair and equal hearing, that Christian music would become the mainstream, and that the light would be taken out of our lighthouse (Christian radio, TV, print) and spread into every corner of our community.

If we are the salt of the earth, then we should start doing some shaking! I encourage you to do the utmost in your communities to get the Gospel out. Don't be satisfied with the status quo. If you don't have a newspaper, start one. If your city lacks a Christian FM for young people, seek God. Raise the money and buy an existing FM or put one on the air.

If you look at most of our churches, our youth groups are woefully small compared to the number of adults with teens. Our kids are bombarded by peer pressure, MTV, sleazy movies, and solicitous sensual music. Let's strengthen them and reach out with the language they speak — music!

I encourage you to start a [local] Christian broadcasting association. I always thought Christians in secular broadcasting should get out, as I did, and get into Christian broadcasting. But God may want you to affect the godless station.

The top afternoon drive personality in Tucson (a Christian) regularly makes evangelical comments and expresses his faith between the top 40 (radio pomography) that he is forced to play. His audience, in one afternoon, is greater than what we reach in an entire month. Let's take the light out of the lighthouse!

Douglas E. Martin
Good News Communications
Tucson, Ariz.



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The Federal Communications Commission (FCC) has opened its long-awaited "attic-to-basement" review of the Commission's rules governing radio broadcasting.

Some of the agency's suggestions focus on additional deregulation of radio, including possible relaxation of the multiple ownership rules.

However, the FCC also appears to be keenly interested in examining—and possibly regulating—the recent practice of joint ventures, time brokerage, and program service agreements among licensees of separate stations in the same market.

Congress Questions Approval

Time brokerage and program service agreements received substantial discussion in the rulemaking notice. Congress has recently questioned the agency concerning its approval in the last year of a

FCC Begins In-Depth Review Of Regulations

by Richard E. Wiley

number of such arrangements between stations.

While the Commission has generally approved affiliation agreements that clearly vest ultimate control of each station in its respective licensee, the FCC poses specific questions concerning the mechanism the agency might use in evaluating joint operating agreements, time brokerage arrangements, and program service contracts in the future. Questions posed include:

- Whether the arrangements comply with antitrust laws;
- Whether the arrangements—including cooperative agreements governing advertising sales, news gathering, marketing, and promotion—involve a relatively limited number of stations in a large market so that competition among stations remains "robust;"

- Whether the individual stations retain the requisite control over station operations, particularly editorial control "sufficient to comply with all of our rules and public interest requirements;"
- Whether joint venture or program service agreements can be terminated in a manner that permits each licensee to exercise independent judgment about service to the public interest and licensee responsibilities;
- Whether to limit the number or nature of stations that can be involved in joint ventures or similar arrangements. Possible criteria for limiting station involvement include audience share and number of stations relative to the overall market;
- Whether time brokerage agreements in particular should be limited in the number of participating stations, amount of common programming sharing of advertising sales, and special treatment of purely simulcast arrangements. The Commission specifically asks whether 24-hour-a-day time brokerage agreements should be permitted and how stations engaged in such arrangements should be evaluated at license renewal time.

FCC Evaluates Ownership

The Commission is evaluating other aspects of its rules, including the following ownership policies:

Multiple Ownership: FCC rules currently limit licensees to ownership of no more than 12 AM and 12 FM stations (14/14 for minority owners). In recognition of the need to bolster AM broadcasting, the Commission proposes several alternatives for amending the rules to permit increased common ownership of AM stations.

This proceeding is one of the most important recent initiatives by the FCC with respect to the non-technical side of radio regulation.

One alternative would be to eliminate the AM cap altogether. Another would be to increase the cap while maintaining the



RICHARD WILEY

overall 12-station limit on FM ownership. A third would be to eliminate the AM cap but create an overall limitation on the ownership of AM and FM stations (e.g., a 30-station limit, of which no more than 12 stations could be FM).

Finally, the agency also suggested that ownership limits be framed in terms of the total national audience reached by all stations in a given broadcast group. A variation on this proposal would be to restrict common ownership of stations by calculating the local market shares reached by the stations in the aggregate.

Agency Proposes New Rules

Duopoly Rules: The Commission's local duopoly rule prohibits ownership of more than one AM or one FM in a single market. The FCC has recently relaxed the "one-to-a-market" rule governing radio and TV ownership in connection with its efforts to rescue large-market AM stations that may be on the verge of terminating operation.

Along those same lines, the agency is proposing to permit common ownership of two or more AM stations in the same market if the combined audience share of the co-owned stations is below a fixed percentage of the market's total audience (e.g., ten percent).

This proceeding is one of the most important recent initiatives by the FCC with respect to the non-technical side of radio regulation. The rulemaking is expected to be followed later this year by an inquiry into the agency's existing ownership restrictions for all broadcasters.

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

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NRB Begins Self-Examination As 50th Anniversary Nears



Annual Convention, Publications Rate High

Regarding the annual NRB Convention, 53 percent expressed that it was an "extremely important" avenue of obtaining fellowship with other Christian broadcasters. The remaining 47 percent of the respondents indicated it was "very important." The convention as a place for worship and spiritual renewal received a high rating with 41 percent stating it was "extremely important" and 55 percent indicating it was "very important."

In obtaining new programming ideas, 63 percent rated the convention as being an "extremely important" source. Sixty-one percent stated that the individual workshops were an "extremely important" component of the convention.

Among the suggestions made for improvements within the convention was a call for less of an emphasis on program and more emphases on issues and standards in an attempt to unify and align the different organizations. There was also a request for more small group prayer.

In the area of NRB services, 81 percent indicated that both *Religious Broadcasting* magazine and the annual *Directory of Religious Broadcasting* were either "extremely important" or "very important."

Directors suggested that some revisions be made to the NRB Health Plan to help eliminate some of the time involved in the claim process. Those involved in businesses of a smaller orientation were pleased with the reasonable rates they were able to receive through NRB.

As one can see, a great deal of information was derived from the survey. Yet, as we seek to update our constitution, we are reminded that more feedback is necessary. I would like to encourage all of our members to participate in this revision process.

Surveys such as the one the board members completed are available upon request. Please feel free to contact us at (201) 428-5400 for more information. We value your input into furthering mass media work for Christ domestically and in other countries of the world.

E. Brandt Gustavson is the executive director of National Religious Broadcasters and publisher of *Religious Broadcasting* magazine. He was assisted in the preparation of this article by *Religious Broadcasting* assistant editor Kristen Morris.

by E. Brandt Gustavson

Serving faithfully since 1944. There is much to be said for nearly 50 years of dedicated Christian service. With time comes success and failure, trial and error, education and experience but, most importantly, the improvement and refinement of an organization.

As members of the National Religious Broadcasters (NRB) Executive Committee and Board of Directors have begun the tedious process of revising the constitution and bylaws, the goal of effectively serving our members remains at the forefront of our minds. We want to be certain that in 1991 we are reading the objectives of our members correctly.

The opinion and feedback of each constituent is essential if we intend to continue making a statement within a progressive society. With this in mind, we presented a survey to our 90-member board at NRB 91. Forty-nine members responded to a series of statements regarding the NRB mission, the annual NRB Convention, and NRB services.

The results of this survey were both enlightening and challenging. Ninety percent of those who responded indicated that fostering ethical behavior among

Christian broadcasters was an "extremely important" aspect of the NRB mission. The remaining ten percent indicated that it was "very important."

Eighty-two percent expressed that maintaining freedom for Christian broadcasting was "extremely important," and 80 percent indicated that encouraging financial integrity among members was also "extremely important."

Board members were given the opportunity to comment on the mission of the organization. The suggestion was made for NRB to place more emphasis on a service orientation rather than a public orientation. There were also a number of comments pertaining to world evangelism and the importance of taking action rather than simply highlighting methodology.

This proposal suggested that we place greater emphasis upon encouraging and mobilizing U.S. believers, and reaching the "unreached" through broadcasting. Another comment was made suggesting that NRB provide biblical statements to social issues such as the breakdown of the family unit, the use and abuse of drugs, and other areas of increasing concern.

Let the Music Speak.

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Music is more than filler between talk segments. But don't just take our word for it... let the music speak.

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— Psalm 92:1

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FROM ROCK 'N' ROLL to THE ROCK OF AGES: The WMCA Story

by Joe D. Davis

Like it or not, the roots of early radio are firmly planted on the stages of Broadway and vaudeville. It's not surprising then that some of the great radio stations in this country were almost as concerned about show business as they were with the business of broadcasting.

One of the first radio stations on the air in New York City was WMCA. The call letters referred to the venerable old McAlpin Hotel on Sixth Avenue, where the station originated 12 hours a day of live programming — both from a cramped penthouse studio and from the Grand Ballroom of the hotel.

A Station of Firsts

The year was 1925. Prohibition was the law and Calvin Coolidge was president. The elite of the City gathered nightly to hear a suave young performer whose name was becoming a household word because of the awesome power of this new medium of radio. His name was Rudy Vallee, and he and his Connecticut Yankees were heard exclusively on WMCA.

Also appearing live on WMCA in those early days were singers and actors with names like Al Jolson, Eddie Cantor, Helen Hayes, Fred Astaire, and Maurice Chevalier. Years later another live performance would take place under the auspices of WMCA.

The station teamed up with Pan American Airlines and other sponsors for a Shea Stadium concert by a little-known singing group from England. The members of the group called themselves the Beatles.

Firsts were not unusual for WMCA. It was: on the scene when Lindbergh returned to New York following his solo transatlantic flight to Paris; the first station to broadcast live sporting events from Madison Square Garden; the first with "roving reporters;" and the first to introduce 24-hour-a-day talk radio.

Home of the "Good Guys" in the 1950s and 60s, WMCA pioneered the top 40s, personality-oriented format that was copied by radio stations all over the



New York governor Mario Cuomo (right) and former New York City mayor Ed Koch (left) often chose WMCA when it became necessary to take their points of view to their constituencies.

country. By the mid-1960s, this new format had changed the face of broadcasting. Rock 'n' roll was born, and WMCA had assisted in the birth.

From the beginning days, WMCA was a pioneer, even in the area of religious programming. *Religion on the Line* featured a Catholic priest, a Protestant clergyman, and a Jewish rabbi discussing their perspectives on the issues and answering questions from listeners.

But WMCA could by no means be called friendly to Christian values. It was the first station to advertise condoms, and its talk-show guests included child pornographers and pederasts. As talk radio proliferated, WMCA was discovering a new niche in "shock talk."

A Question Of Access

Meanwhile, some Christian broadcasters were becoming increasingly concerned with what they called "lack of access" to the great cities like New York. How could they get choice availabilities on powerful stations in order to share the good news of the Gospel?

Opportunities to buy major broadcast properties in the nation's largest market do not come along every day, especially to religious broadcasters. But Salem Communications was committed to its mission of acquiring and operating prime properties in major markets.

For eight years, Salem owned and operated WNYM on Staten Island. WNYM was a New York station, but it didn't fully cover this market of nearly 20 million people. To make an impact, it would take something far more powerful.

Salem owners Stuart Epperson and Edward Atsinger III waited and kept their eyes open. They talked with the people at NBC; they considered WOR. Then, in 1989, Salem sold WNYM to RadioVision Christiana, a group of pastors with Spanish-language broadcasts.

Meanwhile, the owners of WMCA, Federal Broadcasting of Detroit, were ready to talk. WMCA became Salem's voice in New York, and Christian broadcasters who had long sought better access to the Big Apple now had a new resource.

A New Day For New York

The "new" WMCA went on the air September 15, 1989, with a solid lineup of teaching programs, praise and worship music, and discussion of the issues that affect Christians. New Yorkers were surprised, but they listened. A new day had



WMCA travel editor Dena Kaye (shown here with her father Danny Kaye) hosts a live broadcast from Elaine's restaurant in midtown Manhattan.

dawned at WMCA and a new day had dawned in New York.

A grateful listener in Jamaica, Queens, wrote, "I can't tell you how thankful I am that Cousin Brucie's old station is now born again. You just took back what the devil used to own. That's worth far more than whatever you had to pay for it."

There was not a dry eye in the house the night veteran talk show host Barry

Farber said his last farewell into the WMCA microphones and turned the station over to Salem Communications, the new owners.

Farber, a conservative Jew, spoke to the station's large Jewish constituency when he said, "I like to say wherever Christians are present and I would like to say to you, if it were not for the American

CONTINUED ON PAGE 12



Barry Gray (right) conducts one of his popular celebrity interviews from a posh Manhattan eatery. He is seen here with the late Lucille Ball.

With a population of nearly eight million people, New York City ranks as the number-one media market in the nation. Add to this the surrounding areas of Long Island, southern New York state, southern Connecticut, northern and central New Jersey, and eastern Pennsylvania, and the potential audience easily surpasses 19 million people.

Just two years ago this month, after a long, illustrious and, at times, dubious history as one of New York City's most popular stations, WMCA-AM "converted" to join the ranks of Christian radio stations ministering in the influential metropolitan New York area. Along with WMCA-AM, *Religious Broadcasting* is pleased to highlight several of these stations. They include WAWZ-FM in Zarephath, N.J.; WWDJ-AM in Hackensack, N.J.; WLIX-AM in Bay Shore, N.Y.; and WFME-FM in West Orange, N.J.

WAWZ-FM Zarephath, N.J.

WAWZ-FM has a rich history and tradition in religious broadcasting as a member-station of the first religious broadcasting network. The first station of the network was KPOF/Denver, Colo., in 1928, followed by WAWZ/Zarephath, N.J., in 1931, and WAKW/Cincinnati, Ohio, in 1961. All three stations are Moody affiliates with membership in National Religious Broadcasters (NRB) and EFICOM.

Although WAWZ-AM started out as only a six hour per day share-time station, it is now the flagship station of the Pillar of Fire Network with a service area of 20 million people. Station management had the vision in 1954 to acquire an FM channel at the very period when FM stations were being scuttled like AMers are now.

A mere \$2000 got the channel, a nice RCA transmitter, and related hardware that put WAWZ into FM. Several years later, an improved tower site (from 300 to 800-foot HAAT), along with a power increase to 37,000 watts, provided a service area that includes central and northern New Jersey, New York City with part of Long Island, eastern Pennsylvania, and lower Connecticut.

The WAWZ audience of metro New Jersey/New York is at the crossroads of the world with its leadership in commerce, entertainment, seaport, and the United Nations. Ten percent of the people in the United States can be seen from atop the Empire State Building, with one county having a greater population density than Hong Kong.

This area has millions of Hispanics, Jews, and Asians, and tens of thousands from nearly every other ethnic group, but is the least evangelized area of the United States. It is a vast missionary field, with every single soul a potential gift for Christ.

"Faith cometh by hearing. . . ." WAWZ's format has always been a teaching ministry in response to that passage of Scripture. On March 9, 1991, Ron Hutchcraft was the guest speaker at the WAWZ 60th Anniversary Celebration, and gave strong testimony to confirm the life-changing impact of WAWZ in metro New Jersey/New York.

In these times of shifting standards and changing values, the challenge and responsibility of a Christian radio station is awesome. "We've come this far by faith" and with God's help,

pledge to be "steadfast, immovable, always abounding in the work of the Lord."

WWDJ-AM Hackensack, N.J.

Since switching from one of New York's top rock 'n' roll stations in April 1974, WWDJ-AM has progressively revamped its daily fare in favor of a contemporary format which combines music and talk programming relevant to the New York metropolitan area, complete with ABC Network news, UPI metro news, Shadow Traffic, on-air promotions, and audience involvement.

The station's evolution from a program station to a combination of music and programs was a result of an intensive year-long research project to determine listeners' format preference. By a two-to-one margin, the audience voted for morning and afternoon drive shows with music, news, information, traffic reports, and weather.

Key to that restructuring was the development of both morning and afternoon drive shows with personnel who are no strangers to New York radio. Eight-year WNBC veteran Frank Reed serves as program director and anchors the morning drive show from 6 to 9 o'clock with co-host Sharon Davis, who also handles local news and public affairs. Keith Stevens was brought in two years ago to handle the afternoons from 3 to 7 o'clock after having been part of the Z-100 Morning Zoo team.

Along with music and news, WWDJ is committed to teaching and information/talk programs that can communicate to listeners in a large metropolitan area. In particular, *Focus on the Family* with James Dobson, *The Minirth-Meier Clinic*, *The Urban Alternative* with Tony Evans, *How Can I Live?* with Kay Arthur, and *Horizon Radio Ministry* with Mike McIntosh fit well within WWDJ's format definition of offering a fundamental, yet contemporary biblical perspective woven throughout the fabric of its programming, whether talk, teaching, or music.

Indeed, audience demographics bear out that WWDJ has attracted a growing and intensely loyal listener base with this format. The average listener is a 35 year-old female. Sixty-one percent of WWDJ's audience is between the ages of 25-54.

FROM ROCK . . . CONTINUED FROM PAGE 11

Christian, there would be no state of Israel, and there would be no Jew alive

anywhere in the world."

As silence fell on the large studio audience of WMCA old-timers, Farber continued speaking directly to Salem chairman Stuart Epperson, and to me as

the station's new general manager.

"It is a pleasure to turn my post over to you. I wish you well. You represent a great force for good, and believe me, you are in a town that needs it," he said.

with females comprising 65 percent of the total audience. Eleven and one-half percent of the Christian radio audience has a yearly household income of \$60,000 or more; 17 percent earn \$50,000 or more per year; and almost 30 percent earn \$40,000 or more per year.

A prime example of the size of the WWDJ audience is apparent during the major station promotional event each summer in Ocean Grove at the New Jersey shore. Over 10,000 people attend Big Splash, the day-long beach festival that culminates in a sold-out evening concert of 7000 in the Great Auditorium.

The format also features a number of locally produced, live talk shows which are uniquely New York. *Athletes in Action*, hosted by New York Giants chaplain Dave Bratton, spotlights professional athletes talking about their faith in God; *Two Nice Jewish Boys*, with Gary Selman and Jonathan Cahn, deals with Jesus as Messiah; *Cithope* with Paul and Sharon Moore, connects the needs of inner city ministries with those able to help meet those needs; *Let's Talk About Jesus* with Wayne Monbleau, is a call-in counseling program; *Let It Grow* with Charlie Rizzo, is a biblical question-and-answer program; and *Hard Questions* which features evangelist, author, and speaker Tom Skinner.

WWDJ has chosen to go outside the traditional means of formatting a Christian radio station to be culturally relevant to New York. The format underscores the belief that one doesn't have to commit intellectual or cultural suicide to believe in God. Also, by ministering to the spiritual aspect of people, we

WLIX-AM Bay Shore, N.Y.

WLIX-AM, first on the dial at 540, became Long Island's Christian station in 1979. Owned by Living Communications, Inc., which also operates WLIX-AM/Hartford, Conn., "Christian 54" is in the desirable position of not only serving New York, the nation's number one market, but also Long Island, the 13th market. With a population of over 2.4 million, the Long Island market is larger than Nashville, Tenn., San Antonio, Texas, and Rockford, Ill., combined!

In an attempt to reach the 25-44 demo in affluent Nassau and Suffolk counties, WLIX blends a mix of adult contemporary Christian music during extended drive times with national and local teaching programs during middays and evenings. Since 1980, WLIX has consulted with Brad Burkhart Christian Media, which aids the station in its programming.

WLIX programs the most adult contemporary Christian music in the metro area, with ten hours daily. Since 1984, the station has presented the "Family Concert Series." Featuring the nation's leading artists, the concerts are held five times annually at the 2000-seat Smithtown Gospel Tabernacle. Fall 1986 marked the debut of the *WLIX-TRA*, the station's quarterly newspaper. Highlighting Christian 54's activities, music,

programming, and staff, the paper has a circulation of 10,000.

WLIX has an unusual signal pattern that allows it to reach southern Connecticut, parts of Queens and Brooklyn, and the New Jersey shore, in addition to Long Island. "Christian 54" has always worked well with other stations covering New York. WWDJ-AM/Hackensack, N.J., in particular, has frequently been a partner with WLIX in the promotion of special concerts and events.

With the station from the beginning, vice president and general manager Lloyd Parker says, "It's exciting to be one of the Christian-formatted signals reaching the New York Metro area. Although, for the most part, we are all targeting different demos. Together we can make a significant impact for Christ in one of the most troubled and needy markets in the country."

WFME-FM West Orange, N.J.

In 1963, Family Radio purchased a Class B FM station licensed to Newark, N.J. While the idea of Christian broadcasting was not new, a full-service Christian radio station in the New York market was unique.

From the very start, it was determined that WFME-FM/Family Radio would operate as a not-for-profit, listener-supported station. (At a later date, the facility was re-licensed as an Educational FM station, even though it operates on a commercial channel.)

As the first East Coast station in the Family Radio network, it was necessary to provide the daily supply of pre-recorded programs on three-hour, 15-inch reels of audio tape. WFME has come a long way since those days. Currently, two full, 24-hour satellite program services are available to WFME as well as each of the 34 other Family Radio affiliates across the country.

The WFME Family Radio purpose is clearly stated: to present the Person and work of Jesus Christ. It accomplishes its purpose through four areas of ministry: evangelism, edification, challenge, and comfort.

While other stations measured themselves in terms of the potential population coverage, the effective radiated power, and even the cash flow generated, WFME from the start wanted to be measured on its adherence to a biblical standard.

For that reason, it quickly became apparent to the listeners that Family Radio was not just another religious radio station. Family Radio listeners in the New York area found that the biblical consistency of programming was to be the new measure of a Christian radio station.

Even today, Family Radio has an unusual degree of consistency in its programming from hour to hour and day to day. There is not only a biblical consistency in the teaching, but lyrical and metrical consistency in the music. This consistency appeals to both younger and older adults.

Farber then turned to his silver-haired colleague Barry Gray, whose mellow voice had been heard on WMCA for more than 38 years. He invited Gray to give the "benediction." Gray leaned

into the microphone and intoned, "This is WMCA, New York."

The transmitter was dark for just six hours as the crossover took place and the new owners shook hands with New

York's broadcasting establishment. Tomorrow would be a new day. For WMCA, it was only the beginning.

Joe D. Davis is general manager for WMCA-AM in Rutherford, N.J.

KTLF-FM:

HOW A VISION BECAME REALITY



by Lauren Libby

How in the world is a new radio ministry launched in the midst of turbulent, uncertain market conditions? In a capital-intensive environment with few, if any, new channel allocations available, is a startup feasible?

In late 1985 and early 1986, several individuals in the Colorado Springs, Colo., area banded together to begin the search for a frequency for a new concept in Christian radio in their market. That concept was to create an "audience-sensitive/mission-centered" ministry that would appeal to a broad segment of the Colorado Springs potential audience, while exerting a positive spiritual influence.

Historically in Christian radio ministry, the approach has been "message-driven," assuming that an audience would simply accept or reject the message. From a communications standpoint, however, it seemed we needed to fit a listener's "grid" of acceptance.

The challenge in Colorado Springs was to create a programming approach that would be palatable to a fast-paced audience that spends an average of 15 minutes per day consuming programming. The mission began in earnest in mid-1987 with the formation of a board of directors and an aggressive frequency search for available educational channels.

Dermatologist Ron Johnson, real estate management professional Greg Nyquist, and I, vice president of Development and Communications for The Navigators, began to aggressively recruit

help in the engineering aspects of searching for a frequency.

A consulting engineer was retained to help us put the original application together for KTLF-FM. Since we wanted to make sure that a frequency would be available for the station, initially an ap-

Since the very earliest days of the ministry of KTLF-FM, the station has never borrowed money or incurred debt. A "pay-as-you-go" posture has always been maintained.

plication was made on two educational channels in the Colorado Springs market.

By early 1988, we had made application on both channels and had settled down to see what would happen. What proceeded in the next several months was far beyond what we ever expected the Lord to do.

A commercial FM station, desiring to enlarge its market by moving from Pueblo to the Cheyenne Mountain transmitter location near Colorado Springs, was faced with an engineering problem of moving a noncommercial station at 88.1 MHz. In resulting negotiations, the commercial FM station agreed to provide the initial operating capital we needed to purchase equipment. In return, we va-

cated one of the two noncommercial frequencies we had applied for.

Thus, our frequency was secured, the existing noncommercial station was able to move on the dial, and the commercial station was able to locate in the Colorado Springs market. Because of these three considerations, the Federal Communications Commission (FCC) moved quickly in granting our construction permit in November 1988. According to engineering experts, it was something of a miracle to get a construction permit in a little over a year.

The year 1989 dawned with many challenges facing us: securing a studio site, the initial construction of a station, and hiring a new manager for the new inspirational ministry. Our goal was to be on the air by the end of February 1989. Less than six months after we had received our construction permit, we were taking an aggressive posture!

A studio location was secured in a medical arts building which agreed to give us three months of initial rent, six months at one-half rent, and a six-year contract at a reduced price due to the depressed commercial real estate market in Colorado Springs.

At the same time, Dale Davis from KNWS-AM-FM in Waterloo, Iowa, was selected to become general manager and began the process of moving his family to Colorado Springs.

Putting KTLF On The Air

During the month of January, initial construction of the station was started with our contract engineer Dan Remy, Dr. Johnson the dermatologist, and me. We procured the equipment, wired the studios, hung antennas on Cheyenne Mountain and, under Remy's best tutorage, proceeded to put the station in a position for a sign-on.

KTLF-FM signed on the air just past 11 p.m. on February 27, 1989. This was just over three years from the time that the initial vision was formed.

Our first challenge was the initial operational funding for the station with a first-year operating budget of \$125,000. This included salaries for a manager/air personality, a full-time announcer, a part-time engineer, and a part-time receptionist.

Part of the programming plan included utilizing a satellite programming service to hold costs to a bare minimum. Because of the SkyLight Satellite Net-



Taking the KTLF transmitter up Cheyenne mountain are engineer Dan Remy and announcer Larry Walters.

work music format and programming insertions with the Skycue System, we were able to keep our operating costs low.

Further, because of the automatic monitoring services provided by the SkyLight Network, the station was able to function 24 hours a day from the very first sign-on and literally was a "walk-away" situation over the weekends.

Thus, with a skeleton crew and volunteer announcers for Saturday morning, Saturday afternoon, and Sunday morning, a professional, quality, marketable, inspirational sound has been a hallmark of KTLF from the very beginning.

The initial funding to get us past our first sharathon, which was held 2 1/2 months after sign-on, consisted of holding soup suppers in the home of a board member. We challenged large donors with the opportunity to help fulfill this vision. We received one \$5000 gift, one \$5000 matching grant, one \$2500 gift, a \$2000 gift, and numerous \$1000 pledges. These generous donors enabled us to stay on the air in the initial days of operation.

In addition, we were able to amass a mailing list of over 700 people in the first two months of operation by offering a free program guide to those who would phone or write the station. A direct-mail appeal garnered \$11,000 as a pre-pledge for our first sharathon.

The first sharathon secured \$112,000 from over 700 people who responded to the three-day event. Share Media of Minneapolis, Minn., helped us stage our first Sharathon. After our first year of operation, the actual amount

given was \$135,000.

After three months on the air, KTLF was ranked 12th in the Birch radio ratings out of 22 stations in the Colorado Springs market. We attribute this to the acceptance of the SkyLight format and to board policy that programming be kept light Christian middle-of-the-road and at least 85 percent music.

The temptation to run a number of one-half hour programs to garner cost-of-service income was not and is not a part of our strategy. We are committed to providing a quality sound in the Colorado Springs market that believers and non-believers alike will respond to. Only three one-half hour programs air: *Insight for Living*, *Focus on the Family*, and *Nightsounds*, all broadcast after 9 p.m.

Since our initial start, KTLF-FM has moved to a ranking of 9th in the Birch ratings in the Colorado Springs market. In addition, we finished our third sharathon last February with pledges that surpassed \$241,000 from some 1588 people.

KTLF In Its Third Year

This year, we received permission from the FCC to upgrade our power level from 380 watts of power located on Cheyenne Mountain to 1750 watts of power and to move our frequency from 89.7 to 90.5. This was accomplished by a frequency swap with a local college station at our initiative.

Thus, our listening audience was increased from a potential of 380,000 to

CONTINUED ON PAGE 16

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**KTLF-FM . . .
CONTINUED FROM PAGE 15**

almost 1 million as we added the communities of Pueblo, south Denver, and large parts of east central and southeastern Colorado. Obviously, having our transmitter at 1975 feet above average terrain certainly is an advantage.

Our financing structure for the station is fivefold:

1 Large-donor solicitation. A large donor base of some 20 individuals was cultivated, recruited to the vision of KTLF, and solicited.

2 An effective direct mail program. Throughout the first year of operation, we conducted four direct mail updates/solicitations for the station. Over \$40,000 has been raised during the past year from a basic mailing list of only 2100 names.

In addition, a 1991 pre-sharathon mailing targeted toward those who would pledge \$15 per month, brought in a pre-pledge total of \$29,000 going into our third sharathon. In return for a pledge of \$15 per month, we offered a premium. Since the final tally of sharathon, the pre-pledge mailing has garnered an additional \$5000, totaling \$34,000 in response to the mailing.

The temptation to run a number of one-half hour programs to garner cost-of-service income was not and is not a part of our strategy. We are committed to providing a quality sound in the Colorado Springs market that believers and non-believers alike will respond to.

3 On-the-air fundraising. Obviously, the three-day sharathon, consisting of 65 hours of on-the-air fundraising, has met with considerable success. We have found that as the Lord motivates people to be involved, they get excited about having a part in a dynamic ministry that is reaching a significant portion of the population of east central and southeastern Colorado.

Throughout the year, we ran low-sell stewardship spots on a selective basis. At the end of the year, we quietly suggested on-the-air, end-of-the-year gifts which resulted in some significant donor contributions to the station in early January.

4 Telephone solicitation of those donors who did not renew during the 1991 sharathon. We have experienced a 75 percent renewal rate from those who did not call to renew during the sharathon. Twenty completed calls per evening between 6:30 and 8:45 have yielded an average gift of \$50 per donor.

5 To take on no debt. Since the very earliest days of the ministry of KTLF-FM, the station has never borrowed money or incurred debt. A "pay-as-you-go" posture has always been maintained. Because of our bias toward raising the money first, financial pressures have been present but not life-threatening to the ministry.

Embarking on this financial strategy has taken a lot of time and effort on the part of the board of directors, general manager Davis, and our broad-based donor constituency. We on the board have joked that we have devoted enough hours to the station in the past year to have qualified for full-time employment.

We feel that two ingredients have enabled KTLF to minister to such a large group of people in such a short amount of time: (1) *a commitment* on the part of the founders, station personnel, and listeners to a quality inspirational sound, and (2) *the use of satellite programming*, namely the SkyLight format, which allows extreme flexibility in programming.

As more operating funds have become available, we have added live local morning drive-times, afternoon drive-times, plus state news and weather provided by the Associated Press. Thus, with a current staff of three full-time individuals and two part-timers, we have been able to see the fulfillment of the vision of offering quality programming to our audience.

Paul Ramseyer, vice president of broadcasting for Northwestern College, deserves a special thanks for his valuable assistance in starting KTLF. He also serves on our board.

KTLF is a true-life example of Psalms 127:1: "Unless the Lord builds the house, those who build it labor in vain." We realize that without the Lord's direct involvement, our station would not be in existence.

Lauren Libby serves as co-chairman of Educational Communications of Colorado Springs (ECCS), the owner of KTLF-FM. He also serves as vice president of Development and Communications for The Navigators in Colorado Springs, Colo.



Inviting listeners to be a part of the KTLF-FM ministry is general manager Dale Davis and Todd Isberner of Share Media.

NATIONAL RELIGIOUS BROADCASTERS

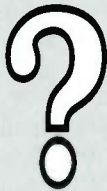
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*Dr. Jerry K. Rose
Past President, National Religious Broadcasters Association*



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Where Is Digital Audio Broadcasting Headed?

by Robert A. Mazer

By the end of this decade, radio broadcasting will undergo a business and technical revolution more dramatic than that caused by the introduction of FM stereo. A revolution will occur because of new technology that allows radio broadcasts to be transmitted and received in a digital format.

This technology will provide both FM and AM broadcasters with exciting new opportunities, and listeners with a sound as crisp and clear as their newest compact disk without the static and noise distortions of today's FM and AM transmissions.

Radio broadcasting has not experienced many changes since those heady days in the early 1920s when the first crystal receivers were sold. And virtually nothing has happened since the introduction of FM stereo in the early 1960s. Radio is now a seemingly mature and stable technology and business.

Decreased Sound Quality

The industry, however, faces a strong undercurrent of problems related to sound quality. In particular, the last ten years have witnessed a steady decline in the technical quality of FM radio broadcasts. The band has become overcrowded, radio receivers have become less precise and, as a result, listeners are hearing increased interference.

All this translates into decreasing sound quality. To make matters worse, the age-old quality problems experienced in the AM band have yet to be corrected. Today, for the first time in history, the sound quality of pre-recorded music is far superior to broadcast radio. Compact

disks are today's standard for sound quality.

Radio broadcasting used to provide the best quality sound available anywhere. It certainly did not take a back seat to pre-recorded music. Wax cylinders were matched by crystal radio receivers. Seventy-eight rpm records were matched by high-fidelity radio. And LPs that played on hi-fi stereos were matched by FM stereo.

Increased Competition

Pre-recorded music has taken another giant technical leap forward with the introduction of digital recordings. But unlike the broadcasters of previous eras, today's station owners have not taken a leap of their own.

Others are rushing to fill this void. Radio broadcasters soon will face competition from digital music services provided through cable television systems. Three different companies, International Cablecast Technologies, Digital Radio Labs, and General Instrument's "Digital Cable Radio," will provide cable customers with numerous channels of CD-quality, commercial-free music that will be sent directly to home stereo systems via coaxial cable.

With these developments, it is clear that radio broadcasters in the United States must find a means to improve sound quality. If they don't, their revenues and number of listeners could level off or decline.

European DAB System

Europeans were the first to address the radio sound quality problem. Development of Digital Audio Broadcasting (DAB) has been underway in Europe for five years. DAB has been developed by

companies and research centers in France, Germany, Holland, and the United Kingdom, supported by the governments of these countries.

The project is managed under EUREKA contract number 147 and jointly studied with the European Broadcasting Union. (The EUREKA project was created by a number of European countries to fund various research and development projects including DAB.)

Private European companies involved include AEG Olympia AG, British Broadcasting Corporation, Bosh-Blaupunkt, Deutsche Thomson Brandt, Fraunhofer Gesellschaft, Grundig AG, and Philips. Currently there is an experimental DAB system operating in Rennes, France.

The European DAB system enables radio signals to be transmitted and received with digital sound quality. It does this by simultaneously broadcasting a number of different radio programs (up to 16) over 4 MHz of frequency. The system utilizes one antenna and transmitter and can serve numerous stations in a single metropolitan area, unlike the existing radio signal distribution system that requires a separate transmitter for each station in a market.

Consequently, all radio stations in a single market are likely to have virtually identical signal strengths and coverages. It is presently envisioned in Europe and Canada that DAB will be a replacement for conventional AM and FM stations in metropolitan areas and be augmented by a direct satellite-to-radio receiver transmission in remote areas.

U.S. Development of DAB

A group of U.S. radio broadcasters led by Gannett Radio has begun to develop a DAB system for the United States. Through USA Digital Radio, the group has begun to develop the ACORN DAB system. This system is being designed to reuse existing AM and FM frequency so that an analog and digital signal could be broadcast simultaneously over a broadcast station's existing assigned frequency.

It does this by using proprietary technology developed for the military that enables the extraction of a weaker signal (digital) in the midst of a stronger signal (analog). The system will reduce the effects of multipath interference through the use of multiple carriers.

If implemented, ACORN DAB

would allow each existing broadcaster to transmit an analog signal and a digital signal over its currently assigned frequency. So what are the critical issues that need to be addressed before DAB can be implemented in the United States?

System Architecture

The first and most important question that needs to be addressed is what system architecture should be used for DAB? Different architectures have different implications for broadcasters. The introduction of a new single antenna broadcast system such as the one proposed in Europe will upset the status quo.

If all AM and FM radio stations are put on a level playing field through the merger of these bands into a new DAB band (as envisioned in Europe and Canada), the value of existing radio stations could be significantly affected; the value of AM stations would rise and the value of FM stations would fall. Certainly different system architectures will have different implications for the radio broadcaster.

Frequency

Another critical issue is what frequency band can be used for DAB? In Europe, Eureka 147 DAB is likely going to be located in two different places. Germany plans to put DAB in the VHF television channel 12 (223-230 MHz). Other countries plan to use the 104 to 112 MHz band. These VHF frequencies have been chosen because of their favorable propagative characteristics.

An analysis of potential frequency bands conducted by the European Broadcast Union concluded that for "unimpaired reception in a vehicle traveling up to 150 km/h the upper limit of the possible frequency band for DAB is approximately 250 MHz and the lower limit is approximately 60 MHz." It further concluded that allocation of frequencies in the range between 250 and 500 MHz would result in a more complex and expensive network structure.

Finally, it concluded that use of UHF frequencies (790-806 MHz band) would result in an extremely complicated and expensive system similar to one being established in Germany for cellular radio. There has been no testing of any terrestrial DAB system above the UHF band.

In the U.S., the discussion on frequency allocation for DAB has initially focused on the L-band (1500 MHz). This

is because there is no readily identifiable frequency band under 1 GHz. Although no testing or analysis is available on the viability of L-band for DAB, some contend that L-band is less than optimal.

Issues that need to be examined include building and home penetration, signal strength to replicate existing coverages, and cost of an L-band DAB system. Without this information, no one can properly determine whether L-band can be used for DAB. The National Association of Broadcasters (NAB) has aggressively pursued this frequency for DAB in order to preserve future options for broadcasters.

If USA Digital can demonstrate the viability of in-band DAB, the frequency issue likely will disappear. Viability means that the broadcaster has the capability to simultaneously transmit an analog and digital signal in either the FM or AM band without any significant compromise in signal coverage. It also means the ability to transmit a digital signal with CD-quality sound and minimal multipath interference.

The particular frequency chosen for DAB will also have significant implications for broadcasters. Certain frequencies may result in a more costly DAB system and less favorable propagative characteristics. Tradeoffs between these variables must be examined before any DAB system is agreed upon.

License Agreement

The final critical issue to be considered by broadcasters is whether or not AM and FM broadcasters will be able to receive licenses to broadcast a DAB signal. The resolution of this issue depends on several important factors. Will enough frequency be allocated to accommodate all existing broadcasters? Will the Federal Communications Commission (FCC) provide existing broadcasters preferential treatment when issuing DAB licenses?

One danger for broadcasters is that if an inadequate amount of frequency is made available to meet the needs of all broadcasters, a third competitive digital service could be created. Even more frightening to some broadcasters would be the allocation of just enough frequency at L-band to create a competitive satellite DAB system, but not enough to accommodate all terrestrial broadcasters.

Even worse is if existing broadcasters get no preferential rights to obtain DAB licenses. These are all very com-

plex and difficult issues that require clear thinking and analysis.

Where Now?

United States broadcasters now must seize the initiative so that they can continue to provide the best radio program service in the world. A framework must be established that allows for the preservation of the financial integrity of the industry and, at the same time, allows for the introduction of a new higher quality radio broadcast system.

There are several things that can be done in this regard. First, U.S. broadcasters and electronic manufacturers must make the commitment to develop and implement the next generation radio distribution system. A DAB system cannot be implemented unless DAB radios are produced by the electronic manufacturers and broadcasters implement DAB transmitters.

Second, a regulatory regime must be developed to allow for the implementation of DAB. This includes the identification of frequencies and equipment standards and the creation of procedures at the FCC to award DAB licenses. This regime must also protect the financial structure of the existing radio broadcast industry.

In order to do this, initial DAB licenses should be awarded only to existing radio broadcasters. After a transition period (e.g., seven years) other entities should become eligible to apply for remaining DAB licenses.

Finally, radio broadcasters must begin to clearly evaluate their future. This requires a recognition of the role of local radio and the impact and opportunities presented by emerging technologies such as DAB. Now is not the time to jump to conclusions on which DAB system should be implemented.

The radio broadcasting industry needs to listen and learn so that an informed judgment can be made as to which DAB system will best meet the needs of broadcasters and the public.

Everyone involved in radio, including religious broadcasters, needs to understand DAB technology, its opportunities and limitations, as well as its implications, to determine how they can best serve their listeners in the future.

Robert A. Mazer is an attorney-at-law with Nixon, Hargrave, Devans & Doyle in Washington, D.C.

Can Christian *Programs* Attract Secular Advertising?

by Ed Lubin

Someone recently asked me the question, "How can Christian programs attract secular advertisers?" For ten years, *The Pat Boone Show* has successfully sold radio time to many different secular advertisers. Bayer Aspirin, the Enesco Corporation of Chicago, TWA, and the Government of Israel Tourism Department are just a few.

I have sold broadcast time for over 25 years and, as all salespeople know, we sell ourselves first, then our station or program and, if we have to, demographics and numbers. I also managed many different radio stations, with all kinds of formats. Some had ratings, but most didn't. Nevertheless, I sold a lot of time.

When I was in the mainstream of broadcast media — on the streets of New York, Chicago, or Los Angeles — one of the first tools of success for me was to make as many sales calls as possible. You don't sell time in the office at your desk. To increase your rate of closure, personal calls are necessary.

I quickly found out that advertisers

don't call up to buy time. There are the exceptions, of course but, as a rule, sales came from my own efforts and initiative. The more personal calls I made, the more sales I made. That's the real numbers game.

must be sold.

Those of us in Christian radio know full well that to sell 60s and 30s we have to go out and generate new business. Selling to Christian bookstores and concerts is one thing, but if we want to attract secular advertisers, we must sell them on our product, the sound of our station, our target audience, and our position in the market. They're not going to call us up for avails.

Today's broadcast salesperson must also be a marketing manager. We all must be prepared for the incredible changes that are taking place in radio and television today and in the 1990s. It's not enough just to sell 60s and 30s. The smart manager must sell concepts and ideas to retailers and to the major secular advertisers.

Norm Epstein, the general manager of country-western station KLAC-AM in Los Angeles, has always been a working manager and innovative in new sales techniques. Recently, he found a unique way of increasing sales revenues for his



Entertainer and broadcaster Pat Boone joins producer Ed Lubin and his wife Jean for a photo opportunity.

Selling is selling and the key to success is to find a need for the advertiser. There are over 80 radio stations in Los Angeles, Calif., for example, and every one of them has sales departments on the street competing for ad dollars. Even when we have top ratings, our product

CONTINUED ON PAGE 23

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

Waterloo

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

Gainesville

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

Ashland

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

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

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

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

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



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SPEAKERS

- **Clinton Utterbach**, Pastor, Redeeming Love Christian Center, Nanuet, NY
- **Larry Burkett**, Author, Host of *Money Matters*
- **Jim Cymbala**, Pastor, The Brooklyn Tabernacle, Brooklyn, NY

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station.

Epstein found a need in the travel industry and applied it to his station. It brought in about a million dollars a year in new business. It's fantastic, but he made it happen. He could have done it with any format around; his station just happened to be country-western.

We do that all the time on *The Pat Boone Show*. We have to offer the secular advertiser more than just a 60 or a 30 on our program. Often we are called upon to merchandise and package our buys in order to get a sale. Christian broadcasters must be prepared to go the extra mile to get the secular advertiser to spend his dollar. It's called creativity. It's called selling.

People Versus Programs

Let me answer the opening question first and give my explanation. The answer is "they can't." That's right, "they can't." Christian programs cannot attract secular advertisers, but Christian salespeople can. In general, we must go directly to the clients. Media buyers look at numbers and they can usually get all the numbers they want from the secular stations. And they usually don't like to take chances or make changes.

So our first call is to the president of a company. We call for an appointment, and then the real sales effort begins. My premise is that Christian salespeople attract secular advertisers, not Christian programs. Now, what is a Christian salesperson?

A Christian salesperson is the best, most knowledgeable, professional, articulate, prepared, honest, and loving salesperson the public has ever seen. Don't laugh. That's who we are. That's who we are supposed to be. That is what the advertiser is looking for. That is what the world is looking for, someone different, someone hopeful, someone with something to say and something of value to sell.

Since my life-changing experience with God, I have carried the above belief with me to every sales meeting. We have a responsibility to the men and women we call on. A sales call is an opportunity to meet interesting and exciting people, an opportunity to sit in front of a buyer, a president, or a manager of a company and be available to them.

It is an opportunity to learn, an opportunity to be prepared and, most importantly, an opportunity to be a servant.

In the Scriptures, it says "my servant Israel," not "my top dog Israel." It's time for us as salespeople to learn what it means to be a servant.

Selling has given me the most wonderful opportunity to meet men and women all over the world. They are presidents and CEOs of major businesses, people who are just doing interesting things with their lives. I've learned so much just from listening to them.

Presently, one of our national sponsors on *The Pat Boone Show* is the Enesco Corporation of Elk Grove Village, Ill. Without a doubt, it is one of the most dynamic companies in the country. The CEO, Gene Freedman, travels the world monthly. Freedman is one of those hands-on CEOs whose managers are the most well-trained, energetic, and enthusiastic group I have ever seen. It's a pleasure to work with them and that's what we do, we work with them.

Enesco is now in its second year of sponsoring our show. We have tried to bring its products to our audience with a well-planned media and marketing agenda. If we had tried to sell Enesco a few spots, I doubt it would have ever had the opportunity to learn about our market.

Love Makes The Way

We broadcasters are selling a product, and that product is "the way." And it should be a different way than that of the world. I sold millions of dollars of time when I was with the American Broadcasting Company, most of which I would be embarrassed to recall. I cannot even remember most of the people today.

However, in the past ten years we have also sold millions of dollars of broadcast time on *The Pat Boone Show*, and all of the clients have remained close friends and companions to this day. The difference is the love. The difference is "the way." People are attracted to the love. Those in business are attracted to salespeople who are professional, knowledgeable and, especially, loving. The principles found in I Corinthians 13 apply on every sales call.

Pat and I run our business accordingly. Our bills are paid immediately, phone calls are returned promptly, and my secretary treats everyone courteously. Our show is produced professionally. There are no short cuts. People we come in contact with, especially the men and women in the secular arena, watch every move we make.

We walk on egg shells every day. And all of our contacts are made with one thought in mind — God is to be glorified always. It's an opportunity to show people who we are on their home court, in their arena, in their ballpark. I'm so very grateful for that opportunity.

So let me sum it all up. Christian programs won't attract secular advertisers. But the Christian approach to selling will. It's a combination of the obvious: know your business, know your product, know your advertiser's goals, know his business, be professional, be knowledgeable, be creative, be honest, do your homework.

Most of all, be a Christian and be a servant. Walk in "the way." That's how I have been able to attract the secular advertiser to this Christian program, *The Pat Boone Show*. We're approaching our tenth year on the air, our tenth year of serving both secular and Christian advertisers. Amen!

Ed Lubin is the executive producer of *The Pat Boone Show*, which received a 1986 Award of Merit from National Religious Broadcasters. Lubin, who lives in Woodland Hills, Calif., has also syndicated radio programs for Sandi Patti and Amy Grant.

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Staying On The Air: Lessons

In

ADAPTABILITY

 *Religious Broadcasting* recently sought insight from three well-known radio ministries that have been on the air for many years. In fact, the three ministries combined have tallied more than 162 years of gospel programming. Representatives of these ministries were asked to share how their programs began and the ways they have sought to remain contemporary over the years without altering the programs' original purposes and goals.

The three programs are *Back To The Bible* (BB), produced by The Good News Broadcasting Association, Inc. of Lincoln, Nebr.; *Haven of Rest* (HR), produced by The Haven of Rest Ministries of Hollywood, Calif.; and *Radio Bible Class* (RBC) of Grand Rapids, Mich. Incidentally, the three radio programs are very close in age. *Haven Of Rest* is 57 years old, *Radio Bible Class* is 53, and *Back To The Bible* is 52.



Briefly share with our readers how your radio program began. What were its original purpose and goals — to evangelize, to instruct, to encourage, to entertain, or a combination of these?

BB: In 1939, Theodore Epp saw the need for a daily radio broadcast that would turn people back to the Bible and evangelize unbelievers. So he approached a Lincoln, Nebr., radio station saying, "I have noticed that you have everything on your radio station people could want except something for the heart. I have that and would like the opportunity of presenting it."

When they asked him who would pay the bills, he promptly replied that his partner would. When they asked him who that partner was, he replied, "God is my partner." Impressed by his faith, they gave him a slot on their station, and *Back to the Bible* began.

HR: In 1934, Paul Myers was a professional musician and true front-runner in the radio industry on the West Coast. But he was also an alcoholic. One night in February of that year Paul hit bottom and found himself sleeping off a drinking binge in a cheap hotel near the wharf in San Diego.

He woke up to the sound of the "eight bells" of a ship's whistle nearby and realized it was Sunday morning. He stumbled into a church service and then went back to the hotel. There in his room he opened a Gideon Bible, got down on his knees in front of it, and asked God to save him.

Within 30 days Paul had put together his *Haven of Rest* broadcast, where for the next 37 years, millions knew him as "First Mate Bob." The original intent of *Haven of Rest* was perhaps ahead of its time: to function as a radio antidote for stress. Throughout the years the original purpose has never changed.

RBC: The *Radio Bible Class Weekend* program began in 1938 by M.R. DeHaan and was aired once a week. It originally grew out of a Bible class taught by Dr. DeHaan in Detroit, Mich. The purpose was to instruct and evangelize. There was also a strong emphasis on prophecy. A daily version (Monday thru Friday) of *Radio Bible Class* began approximately ten years ago.



The late Paul Myers, known to his radio listeners for many years as "First Mate Bob," was the founder and original speaker on the *Haven of Rest* program.



If your founder tuned in to the program today, what changes would he notice?

RBC: In addition to the *Weekend* program being aired once a week for 30 minutes, we have added the *Daily* program being aired five days a week for 15 minutes a day. When the program began, a significant emphasis was placed on prophecy. Today, the *Weekend* program shows how the Bible speaks to crucial issues to enable believers to live for Christ. The *Daily* program takes a verse-by-verse discussion of the Scripture, and applies it to our daily life.

Some other changes are: the move to

multiple teachers (which provides the strengths of several Bible teachers), more diverse music styles while maintaining lyrics based upon the Scripture, more variety in the program's content, and more of a discussional rather than a lecture-type presentation.

The reason for this focus of our teaching is that we now live in a more "instant satisfaction" society than years ago, and we have a public that is easily distracted by many ideas. This means we need to provide more help to the listener in applying the truths of God's Word.

BB: The music is now orchestrated rather than simply accompanied by piano and organ, and there is less of it. Also, the length of the program is shorter, the theme song sounds different, ministry materials are now offered for sale, or given away, and the program is distributed primarily by cassettes and through various satellite networks. Although the speaker has changed, the message has not.

In short, Theodore Epp, our founder, would appreciate both the continued faithfulness in teaching God's Word and also the high quality of Dolby reproduction of the broadcast. In both

cases, the quality of the message and the medium, *Back to the Bible* continues to be faithful.

HR: Yes, but in the opposite way from how you meet an old friend many years later. There the face is similar but older. With *Haven of Rest*, the face is similar but younger.

The theme song is the same, but with a more vigorous arrangement. The format is the same — a 30-minute flow of music and words — but with more energy in the tempo. The music for these 57 years has always been a male quartet, but now with multiple tracks and synthesizers. It is interesting to note that Paul

CONTINUED ON PAGE 26

STAYING ON . . . CONTINUED FROM PAGE 25

Myers' daughter recently reflected that if her father could hear the program today, he'd be thrilled.



In what ways has your program tried to stay contemporary over the years?

BB: Some of the ways include: adding more recent music compositions and contemporary treatments to the music accompaniment; incorporating many technical advancements in the recording, mastering, and duplicating of the program; and presenting the biblical perspective on many of the issues of the day.

As the Bible teacher on *Back to the Bible*, it is Woodrow Kroll's goal to bring the Bible to bear on issues that face people today. He is frequently quoted as saying, "We do not study the Bible to become Bible students; Bible study must always translate into service." While his subject matter is always the Bible, his application is always to real-life concerns of the 20th century, not the first century. His ultimate goal is to generate and motivate the mature Christian who is active for the Lord.



The late M.R. DeHaan (seated), founder and original speaker on the *Radio Bible Class* program, is shown during a recording session with his musical staff in the early 1960s. Dr. DeHaan was the grandfather of Martin DeHaan, the current president and speaker on the program.

HR: Four years ago, through a poll taken by mail, *Haven of Rest* discovered that 65 percent of its listeners were age 65 or older. As the new president and main speaker, Ray Ortlund realized that this spelled an ominous future, and he began to insist on stepping up the broadcast's energy and its relevance to today. On the studio blackboard he wrote the word "conviction!"

The new goal for musicians and engineers was to perform with greater musical intensity without detracting from the program's inherent personality and heritage. Dr. Ortlund's personal goal was that the broadcast would be seen as no longer appropriate for the late, sleepy hours but as a true "haven" during the day's busy rush.

Last spring we took another mail survey in the Los Angeles area. Within two weeks we got a ten percent response, and here's what we discovered: Out of seven daily airings in the area, 70 percent listen at 8 a.m. or noon; 67 percent listen daily or almost daily; 48 percent have listened less than five years (23 percent less than a year); and 55 percent are professionals, business people, and students, while another 24 percent are housewives.

And, to our delight, the aging pattern has been reversed. Sixty-three percent are now between age 18 and 60, while 37 percent are age 60 or above.



Generally speaking, what trends have you noticed among radio listeners over the years and how has your program responded to these? Do these trends tend to run in cycles?

RBC: We now have many programs for many different people. Some people would call these segmented audiences. We present the same gospel message in a variety of forms to meet the diversity of needs and listening habits of our audience. We now have six radio programs: *Radio Bible Class Weekend* and *Radio Bible Class Daily*, that focus on doctrinal teaching; *Sounds of the Times*, that discusses apologetics; *Our Daily Bread* and *Campus Journal*, that emphasize Scripture and the devotional aspects of the faith; and *Sports Spectrum*, that primarily has an evangelistic purpose.

We wouldn't say these trends run in cycles. They represent more of a change in culture and diversity of life that people

are experiencing today. We believe our goal is to continue to present the same gospel message while modifying its presentation to reach the largest number of people. Our line-up and format will likely be different five years from now, but we will continue to present to our public the same Lord and Savior, Jesus Christ.

BB: Listeners write less now and prefer to use the phone more. They also have many more opportunities to learn about the Bible than when we began. Churches have become stronger in teaching and presenting truth in many areas, and music has become more market-oriented, specialized, and sophisticated than when we began. Previously, people primarily listened to radio to satisfy their need for music. That has changed to cassettes and CDs.

Since television has captured the "prime time" audience, we do not often buy these evening hours. In addition, radio has moved from a general medium to a narrowly targeted medium. Programs have had to specialize and there is no longer a broadcast for the entire family. Each member of the family has one or more programs for his or her own interests.

We have responded to these trends by adding WATS telephone numbers and a telemarketing department to more conveniently relate to our constituents and their needs. The way we present music, both "on-air" and for the home consumer, has moved with the technology to CDs and tapes rather than LPs. We have added other broadcasts to focus on particular segments of listenership, such as *Gateway to Joy* for women and *TQ Radio* for young teenagers.

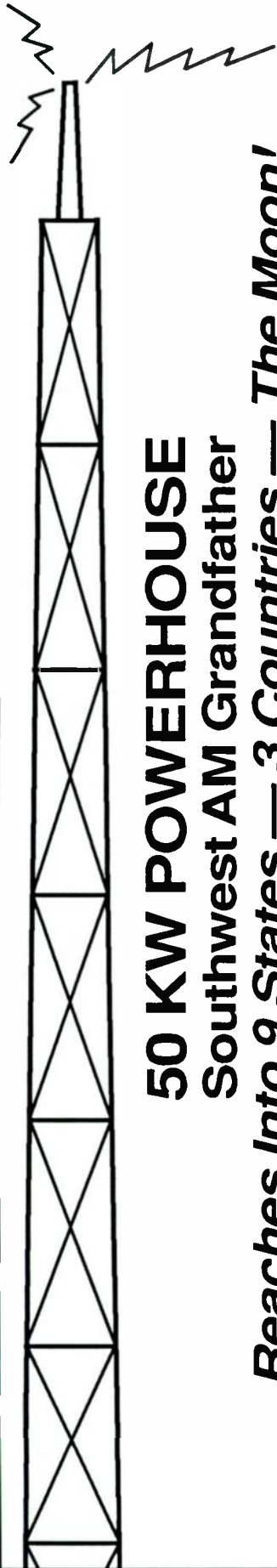


How do you know you are reaching the audience you want to reach?

RBC: We receive letters and phone calls, conduct surveys, use focus groups, and have a demand for our material from our listeners.

BB: The communication process is never complete until it is circular. After we air a program, the listeners respond by sending us mail. Letters from those who become believers by listening to *Back to the Bible*, together with letters and calls from frazzled homemakers or searching college students, indicate that meeting

CONTINUED ON PAGE 28



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STAYING ON . . . CONTINUED FROM PAGE 26

people's basic needs still requires the faithful exposition of God's Word.

We know our audience, then, by researching the demographic characteristics, reading the mail, and carefully gathering pertinent data on each listener. In some ways, control of this rests with each individual radio station and the way they format their station and target listeners. The audience they attract becomes the audience we have an opportunity to reach. Since radio audiences have become more fragmented, reaching them has become even more challenging and difficult.



Besides your program, what other means do you use to maintain your relationship with your listeners and supporters?

HR: We have a mailing list of about 65,000 which we use to mail a monthly letter, a daily devotional also sent

monthly, and *The Log*, a newsletter update sent occasionally. Of course we send thank-you letters with our receipts and sometimes either add a personal note or give the donor a phone call.

We hold concerts and radio rallies across North America. In addition, Dr. Ortlund and his wife Anne travel almost half of each month to speak at conferences. This gives great visibility for *Haven of Rest*. We also have two men who work in deferred-giving visitation, and they each do a fine job. *Haven of Rest* also offers its radio family opportunities to join in our missions outreach.

BB: *Back to the Bible* has implemented an aggressive program of radio rallies in select cities, and banquets for friends and supporters of the ministry. Dr. Kroll, who is deeply concerned about being accessible to our listeners, speaks at these events. He also continues a heavy schedule of preaching at Bible conferences both in and outside of the USA.

Besides Dr. Kroll's contact with our listeners, our staff uses the mail, the telephone, and some personal visitation by appointment. Publications, cassettes, video material, and some advertising are

other ways we stay in contact with our listeners and supporters.

RBC: We offer our listeners an opportunity to be members on an ongoing basis. We provide study material, devotionals (*Our Daily Bread* and *Campus Journal*), music cassettes from our programs, and information about our organization in our *Times of Discovery* newsletter and our pastor's newsletter entitled *Discoveries*. We also have a Biblical Correspondence Department which offers counsel to those who request it.



How do you maintain your relationships with your carrier stations?

RBC: Our in-house agency has progressed with the religious broadcasting community through the years and maintained close personal contact with our many broadcasting friends. We hope that every effort is made to make each of our stations, who are our partners in this ministry, know that they are special to our ministry.

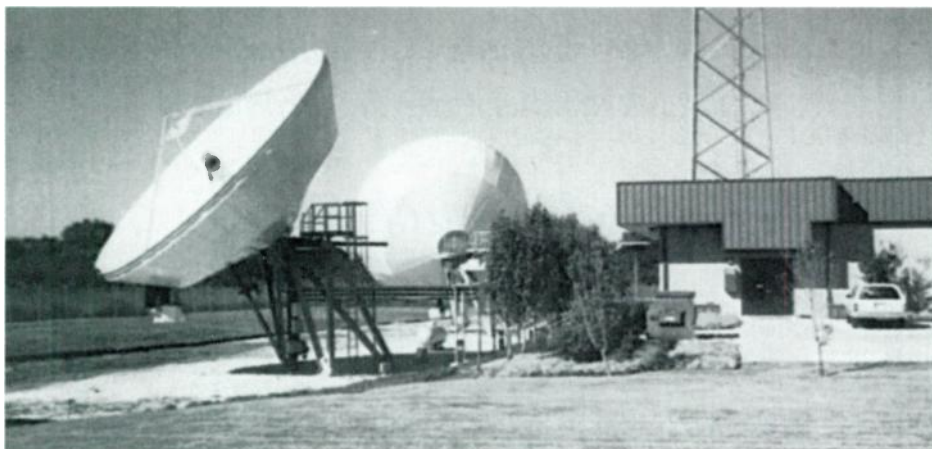
We try to develop ministry tools that meet broadcasters' needs. For example, each quarter we send to every station airing one of our programs a CD of our music for their broadcast use. We also have developed releases of programs of various length (two, five, and ten minutes of *Our Daily Bread*).

Most importantly, we have invited station management to come and openly critique our programs so that we might adapt to their insights if at all possible. In fact, that has had a major influence upon the program offerings and formats we have today.

HR: We maintain our relationships with our stations around the world in a number of ways, most of all through Ambassador Advertising. Dr. Ortlund regularly writes to stations and drops in when he can during his travels. We also keep the stations supplied with our new musical recordings. Periodically, as a gift, we send them Dr. Ortlund's 30-second devotional shorts to insert in their programming.

BB: We maintain our relationships with our carrier stations by telephone, FAX machine, newsletters, direct mail, convention attendance, and personal visitation.

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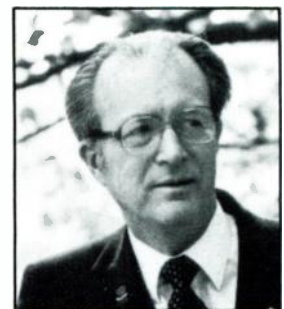
Daniel and Carol Sanchez—Oklahoma City, Oklahoma

And they like what they're hearing.

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

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The late Theodore H. Epp, founder and original speaker on the *Back To The Bible* broadcast, is shown here recording a radio message from his desk during the 1950s.



What challenges do you expect to face in the coming years?

BB: With the division between rich and poor widening in the world, and with secularism increasingly taking root in Christians' lives, a more difficult challenge in the decade ahead will not be convincing people that the Bible has the answer, but rather that they have a need. Those who traditionally have been considered middle class in North America are slipping into lower middle class or pulling themselves to upper middle class.

As a result, the heartland Gospel, which has brought Christian radio to where it is today, will need to be presented in more meaningful ways to what is becoming two extremes in western society. This will increase the need for program and audience segmentation. Broadcasters and program producers must adapt to these changes, and we all must become more benevolent toward those who choose to adapt differently.

RBC: Some challenges include effectively presenting content to an ever-changing and tumultuous society; continually improving operations to undergird our Bible teachers; keeping in touch with and gaining accurate feedback from our public; adjusting the length and distribution of our programs (compact discs, sat-

ellite, live programming); and taking advantage of international opportunities to broadcast our programs. Primarily, however, our goal is to stay the course and to continually present Christ and His teaching.

HR: For a long time, there should continue to be a need for our kind of specific radio antidote for stress, a program with a "kinder, gentler" blend of music and words that upbuild, comfort, and renew, and always from the basis of the Word of God. That's been *Haven of Rest's* "purpose statement" — and the reason for its success — from its beginning 57 years ago.

Integrity would say, hold fast to the original dream, but always keep the dream clothed in the idiom that the current generation understands. The future inhabitants of this planet, Christians included, will probably be as pushed and pressured as they are today and, God willing, we'll be excited to be there for them.

Special thanks are due those at *Back To The Bible*, including executive director Brian Erickson, general director/speaker Woodrow M. Kroll, and radio director Thomas C. Schindler; at *Haven Of Rest*, president and main speaker Ray Ortland, international program director Carl Lawrence, and director of finance Hanns ManSHIP; and at *Radio Bible Class*, executive vice president Dick Mason and executive assistant Janine Nelson.

Broadcast Industry License Status Unsettled

by Russ Hauth

Throughout the broadcast industry — radio, television, cable — the litigation and unrest in music licensing, which have been nonstop for over a decade, continue. This seemingly interminable lack of settlement could be very discouraging were it not for the fact that there has been some progress.

The wheels of justice may move ever so slowly, but this fact has not weakened the resolve of the broadcasters as it may have once done. Broadcasters appear resigned to the fact that bringing sanity to music licensing is not going to happen over night, or even next year. The potential long-term benefits make it well worth the wait, time, and money.

TV Case Looks Hopeful

Culminating more than a decade of litigation, the recently completed Local Television Stations/ASCAP rate court trial is moving ponderously towards its conclusion. Now that post-trial briefs have been filed, it is expected that Magistrate Dolinger will render his decision during the next several months.

The case has been heavily concerned with the historical absence of the "per program" form of license within the television industry. Moreover, it has required ASCAP to defend its per program licensing policies. An interim decision reached earlier in the case has given local television broadcasters access to an interim per program license and has shown that such a license is viable in TV.

This, in turn, has raised expectations for the long-range possibility of stations paying in proportion to music usage, in

contrast to the historical "blanket" scheme in television music licensing, which set fees as a flat percentage of revenue and did not take into consideration the extent music is used at a station.

That is why the outcome of this trial could set positive legal precedents for other broadcast petitioners such as specialty radio stations (i.e., religious, talk, concert, etc.) who use little copyrighted music in their formats.

Cable Industry Sues BMI

Alleging antitrust violations stemming from BMI's recent posture in cable music licensing, the NCTA and two cable programming services brought suit against BMI in a Washington, D.C., federal court. At issue is BMI's refusal to grant through-to-the-viewer music licenses, as had previously been a part of the cable industry's music licensing agreements. Another factor said to be critical in this suit is BMI's proposed fee rate schedule, which is said to be three times as high as ASCAP's.

License Negotiations Continue

Two separate music license committees continue to negotiate on behalf of radio for the next multi-year industry licenses with ASCAP and BMI. The National Religious Broadcasters Music Licensing Committee (NRBMLC), representing religious and other specialty formatted stations, and the Radio Music License Committee (RMLC), representing general audience stations, have been working for a year to reach ASCAP li-

cence agreements.

This summer, talks began with BMI, whose licenses with the radio industry will expire December 31. Although at this writing it was understood that a preliminary agreement had been reached in the year-long talks between RMLC and ASCAP negotiations, no final agreement has yet occurred. Further, NRBMLC talks with ASCAP have been placed on hold until the RMLC/ASCAP accord is reached.

Significantly, both ASCAP and the RMLC have agreed to grant the NRBMLC access to the terms of this agreement prior to its submittal to the court for final approval, and that is what the NRBMLC expects to be the next step toward finalization of the radio's ASCAP license. One major issue in the RMLC negotiations is ASCAP's demand that broadcasters pay additional fees on unlicensed network revenue, sometimes referred to as "phantom" revenue by the broadcasters.

Meeting ASCAP's need to tap this revenue stream and to evaluate its impact on the overall fee rate has been a major preoccupation of the talks. Another key issue in these negotiations concerns the per program license terms and conditions, but observers say substantive per program license revisions are not anticipated. It is expected that meaningful changes in the radio industry's per program license will be left largely to the NRBMLC/ASCAP negotiations.

Authorization Still Accepted

If you are a commercial radio station which has not yet authorized a Committee to represent you, you should consider doing so in anticipation of the expiration of your BMI license on December 31. Even if your music usage is such that an ASCAP per program license is not attractive, your situation could be entirely different with regard to BMI music play.

If you already authorized the RMLC to represent you for the purpose of ASCAP negotiations, but would like NRBMLC representation for BMI negotiations, please contact the NRBMLC office for assistance by calling (805) 987-0400, or Fax (805) 482-8570.

Russell R. Hauth, the executive director of the NRBMLC, serves with Salem Communications Corp. in Camarillo, Calif.

Preparations In Full Swing For 49th Annual NRB Convention

PARSIPPANY, N.J. (NRB) — With the 49th annual National Religious Broadcasters Convention & Exposition (NRB 92) a mere four months away, preliminary preparations for the event at the Sheraton Washington from January 25-29 are nearing a conclusion.

Speakers for a number of the general sessions have been confirmed, including Dan Betzer, Richard Lee, Florence Littauer, Horst Marquardt, Adrian Rogers, and Clinton Utterbach. Billy Graham and Josh McDowell, meanwhile, have also been invited to speak.

The musical line-up for the convention is also being finalized. Those scheduled to minister during various general sessions and meal functions include Susan Ashton, Greg Buchanan, Glen Campbell, The Cathedrals, The Couriers, Phil Driscoll, Twila Paris, Lamelle Harris, Dallas Holm, Sheila Walsh, and Young Messiah.

Through mid-July, the NRB 92 pre-registration process was an overwhelming success, according to convention registrar Faye Woodward, as registration numbers are well above those of the same time last year.

Full registration gives delegates access to all convention events, including NRB 92's three meal functions: the Presidential Breakfast, the International Luncheon, and the Anniversary Banquet. The first 400 delegates to register for NRB 92 will enjoy the convenience of reserved seating at the three meal functions.

The Presidential Breakfast will be the only closed session during the convention. Attendance to the breakfast will be limited to those who have a meal ticket plus an attendee's badge, exhibitor's badge, or a full registration day pass. Expo day passes will not be honored. For further information about convention registration, please call (201) 428-5400.

French West Indies Seminar Nurtures New Radio Stations

GADELOUPE, French West Indies (NRB) — Christian radio is blossoming in the French Caribbean. As a result, a spring radio seminar organized by "Radio Souffle De Vie" (RSV) was held at the hotel Novotel de Gosier in Guadeloupe. The seminar was arranged in association with WIVV-AM/Esperanza-Vieques Island,



Jose Bastien (left) and two colleagues teach newscasting and interviewing techniques during a workshop at the Guadeloupe Radio Seminar.

P.R.; WBMJ-AM/San Juan, P.R.; and National Religious Broadcasters Caribbean Chapter (NRB-CC).

Seventy people attended the event which featured sessions designed to assist new stations in their further development. Workshops included sessions on programming, audience research, marketing, newscast and interview techniques, and some technical aspects of broadcasting.

Instructors included NRB board member Ruth Luttrell, WIVV & WBMJ general manager Janet Luttrell, University of Puerto Rico communications professor Jorge Valentin, Francois Aguila of RSV, and Jose Bastien of Radio Evangile Martinique. Bastien also served as moderator for a panel of local pastors which discussed "How Christian Radio Can Best Serve the Local Churches."

Arrangements are currently being made for the NRB-CC's fifth annual convention. "Proclaiming the Good News With Integrity" will be the theme for the October 11 and 12 event scheduled for San Juan's Hotel Carib Inn.

NRB's South Central Chapter Holds Luncheon In Nashville

NASHVILLE, Tenn. (NRB) — Sam Moore, the president of Thomas Nelson Publishing, was the featured speaker at the spring luncheon hosted by the South Central Chapter of National Religious Broadcasters (NRB). The event, held at the

Music City Sheraton in Nashville, drew a total of 32 participants.

Those in attendance represented radio and television stations in the south central region, in addition to several Nashville-based gospel music publishers. The ministry of recording artist Marvin Matthews was also featured during the luncheon.

According to acting chapter president Don Johnson, the South Central Regional Convention will be held October 4 and 5 at the Omni Hotel in Memphis, Tenn. Long-time religious broadcaster Stephen Olford will be the convention's keynote speaker.

NRB Publications Department Adds Assistant Editor To Staff

PARSIPPANY, N.J. (NRB) — Kristen Morris, a graduate of John Brown University in Siloam Springs, Ark., has joined the publications department of National Religious Broadcasters (NRB) as an assistant editor. In May, Morris received a bachelor of science degree in Journalism from the university.

A 1987 graduate of Wheaton (Ill.) Christian High School, Morris is serving as an assistant editor for both *Religious Broadcasting* magazine and *The 1992-93 Directory of Religious Broadcasting*. She is responsible for preparing the magazine's monthly departments for publication, while contributing greatly to the production of the upcoming directory.

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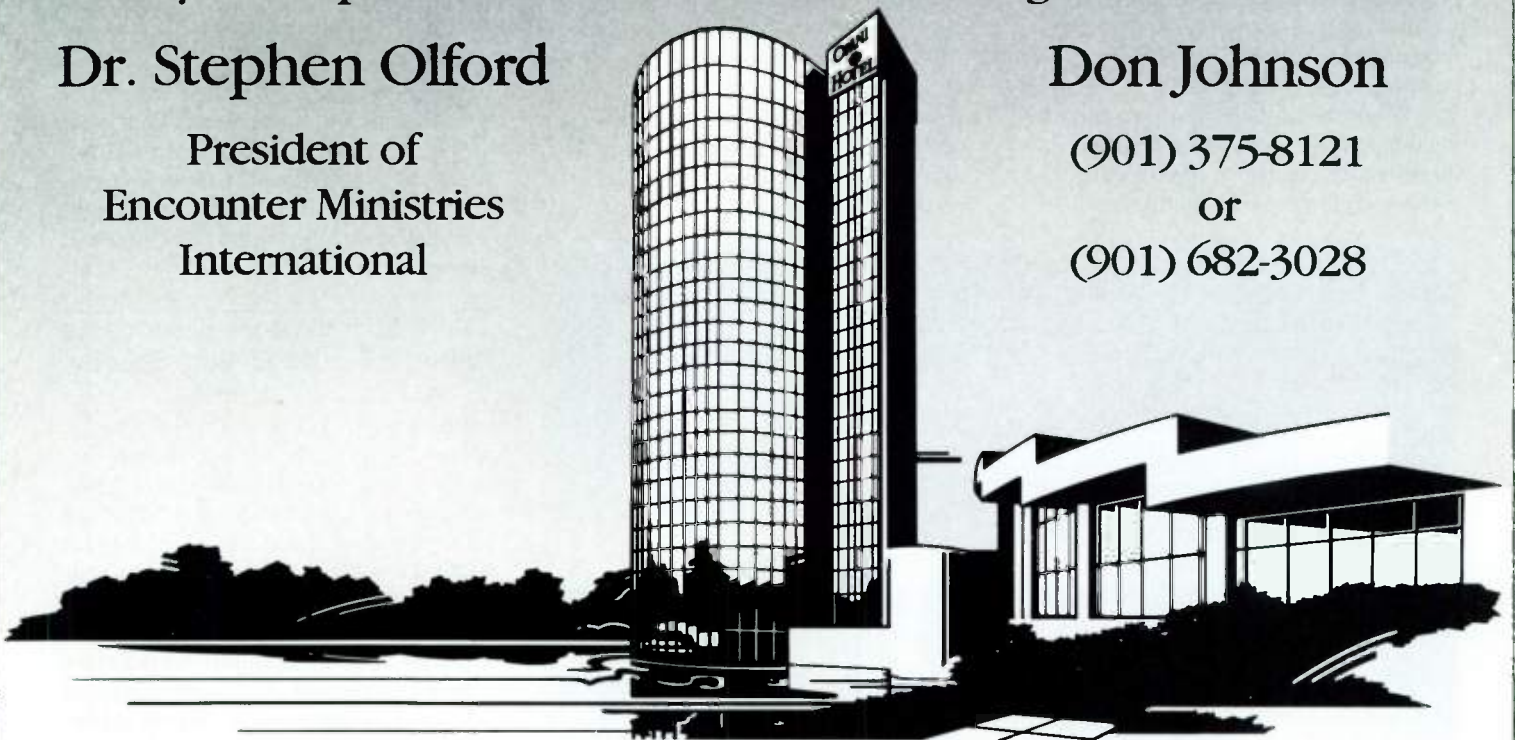
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• NATIONAL •

Television Blackout Day Gains Endorsement Of Major Groups

NEW YORK, N.Y. (NRB) — Influential national organizations such as Morality in Media (MIM) and the American Family Association have announced their endorsement of "Turn Off TV Day." The television blackout day will occur October 29, in association with national Pornography Awareness Week.

"We sincerely hope that this national effort will send a message loud and clear to television networks and advertisers that Americans are fed up with the bombardment of gratuitous sex, violence, and blatant mockery of Judeo-Christian values," said MIM president Joseph J. Reilly Jr.

The National Coalition on Television Violence, Americans for Responsible Television, and the National Christian Association are also supporting the blackout.

According to MIM, letters have been sent to all network heads and the top 500 television advertisers. It is hoped that advertisers will also respond to the national outpouring of protests by refusing to sponsor programs on October 29.

Members of the American public, including Nielsen and Arbitron participants in particular, are being urged to show their support by turning off their television sets.

Feed The Children Sponsors Food Drive For Harlem Needy

NEW YORK, N.Y. (NRB) — In an effort to provide food for needy New Yorkers, five semi-tractor trailers recently delivered more than 200,000 pounds of non-perishable food items to the Salvation and Deliverance Church in Harlem.

The project was sponsored by National Religious Broadcasters member Feed The Children and the *Dick Davis Digest*, a south Florida-based financial newsletter, at the request of Rep. Charles B. Rangel (D-N.Y.). More than 60 area churches assisted in distributing the food to hundreds of needy families in the community.

"More and more, big cities are facing hungry people crying out for emergency food. The sad fact is that some of them never get enough. I want to thank Larry Jones [president and founder] and Feed The Children for helping us fill lots of hungry stomachs," Rangel said.

In addition to the Harlem relief effort, the digest was awarded special recognition for its \$50,000 donation to Feed The Children's "Operation Oasis," a campaign which provides assistance to families of U.S. military personnel who served in the Persian Gulf.

"It's an honor to be able to extend a hand of support wherever the need exists," said Steve Halpern, editor and publisher of the *Dick Davis Digest*.

ABC-TV To Present Series On Spiritual Dimension Of Society

NEW YORK, N.Y. (NRB) — This month ABC-TV will begin broadcasting "Vision and Values," a series emphasizing the renewed significance of spirituality as a driving force in the lives of people and nations. Presented by the Interfaith Broadcasting Commission, the series will air on four Sundays from September through January 1992.

The series begins September 22 with "The Streets," produced by the Southern Baptist Radio & Television Commission. The program reveals the struggle of religious groups to rescue inner-city life from poverty and despair.

On October 20, the series continues with "... A Time to Build." Taped on location in Poland, Czechoslovakia, and Hungary, the documentary probes the place of religion in emerging democracies. The program is produced by the United States Catholic Conference.

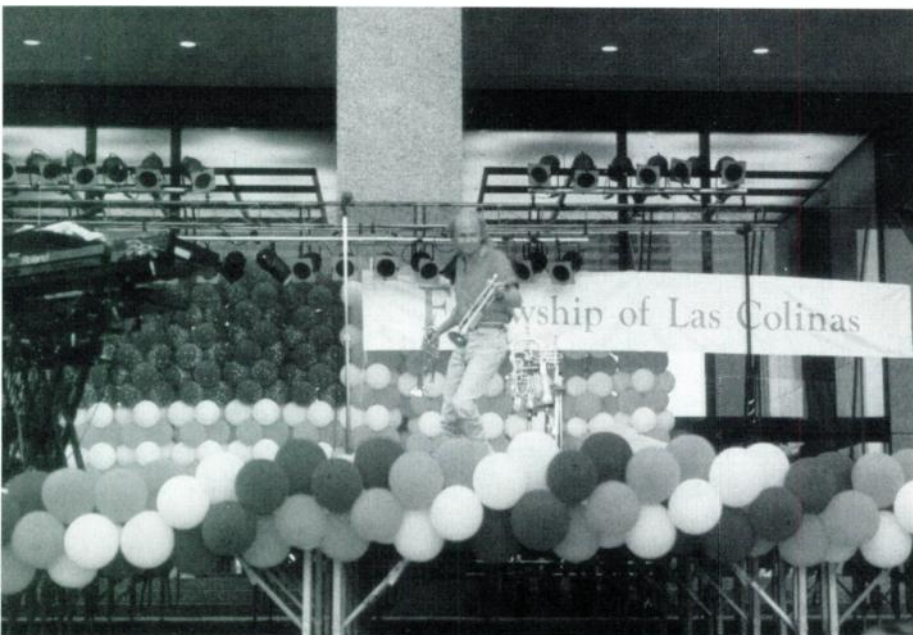
Scheduled to air December 8, "The Sabbath" explores the spiritual and emotional meanings behind this day set aside in Jewish tradition. The program is produced by the Jewish Theological Seminary of America.

The series concludes January 19, 1992, with "Search for Spirituality," produced by the National Council of Churches. The focus of this program is on the contemporary phenomenon of spiritual renewal in the United States.

USA Radio Network Broadcasts Patriotic Fourth Of July Special

DALLAS, Texas (NRB) — "Celebrate Freedom USA," a two-hour music special, was aired by the USA Radio Network on July 4. The concert, sponsored by the International Bible Society (IBS) and KLTU-FM/Dallas, served as a reminder to Americans of their religious liberty and as a challenge to share their spiritual freedom with people of the Soviet Union.

The special featured world-class trumpet player and vocalist Phil Driscoll and was recorded live at a concert in Dallas June 30. Through the "Moscow Project," IBS is sending four million Russian New Testaments to the Soviet Union. The Driscoll special provided American believers with the opportunity to participate in this outreach by pledging prayers and gifts.



Recording artist Phil Driscoll prepares to minister to the crowd at "Celebrate Freedom USA," which was broadcast by the USA Radio Network on July 4.

Denver Radio Stations Help Kidney Transplant Recipient

DENVER, Colo. (NRB)—Two Denver Christian radio stations, KPOF-AM and KLTT-AM, were recently involved in an emergency effort to save the life of a kidney transplant patient. Suffering from an infection, 44-year-old William Pelton was in need of eight pints of type O- Negative blood.

The stations aired a series of announcements urging listeners with the rare bloodtype to make donations to St. Luke's Hospital in Denver. Listeners began responding immediately, and within hours the hospital received 27 pints of blood, three times the amount needed by Pelton.

"We were gratified by the response from our family of Christian listeners. It is a remarkable testimony of the kind of listenership we have," said KPOF vice president and general manager Robert Dallenbach.

Pelton has since been released from the hospital and is now recovering at his home in the Denver area.

INTERNATIONAL

Changes In Soviet Union Bring Opportunities For Evangelism

MOSCOW, U.S.S.R. (NRB) — Evangelist Billy Graham greeted more than 4000 pastors and lay leaders from across the Soviet Union, challenging them to take advantage of the new openness in the nation by proclaiming the Gospel to non-believers.

Dr. Graham's remarks came at the opening session of a five-day School of Evangelism, the first such training conference in Soviet history. He and a team of 20 international lecturers conducted the conference as a service to the churches of the Soviet Union which are facing new ministry opportunities after decades of suppression.

The specially invited church workers, who packed the Central Sports Complex in Moscow to capacity, represented virtually all of the country's denominations, including many formerly outlawed independent groups.

During the conference, Dr. Graham met with Soviet President Mikhail Gorbachev and Boris Yeltsin, newly inaugurated president of the Russian Republic. Of his 40-minute conversation



With the assistance of an interpreter, Billy Graham speaks to Soviet pastors, teachers, and lay workers at the Moscow School of Evangelism.

with President Gorbachev, Dr. Graham said various issues were discussed, "including moral and spiritual concerns."

"This has been one of the greatest weeks of my life," Dr. Graham said at the final conference meeting. "I leave with a new vision and burden for the people of the Soviet Union. With all my heart, I love you in Christ."

Zondervan Radio Network Aims International News & Features

GRAND RAPIDS, Mich. (NRB) — Zondervan, the leading international Christian communications company, has become the producer of a new radio service. The Zondervan Radio Network (ZRN) is an international public affairs audio service of news, features, interviews, and commentaries that stations can air within local newscasts or between programming or music segments.

"ZRN provides information that is easily adaptable to any station's format," said ZRN director Jonathan W. Petersen. "It is designed to complement a station's news and public affairs department with legitimate stories of worth and interest."

"ZRN is shaped along the lines of network radio news feeds, where stations decide which spots to air and when to air them," Petersen said of the service that is offered bi-weekly on cassette to stations free of charge.

"It gives stations ultimate versatility and allows them to provide their listeners

with the voices and sounds of today's news and issues, grabbing their attention and sharpening their public awareness."

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- (6) 3. *Love for a Lifetime*, *James Dobson*, Multnomah Press
- (4) 4. *The Grace Awakening*, *Charles Swindoll*, Word Publishing
5. *A Touch of His Freedom*, *Charles Stanley*, Zondervan Publishing House
- (9) 6. *Men & Women: Enjoying the Difference*, *Larry Crabb*, Zondervan Publishing House
- (3) 7. *Our Sufficiency in Christ*, *John MacArthur, Jr.*, Word Publishing
- (5) 8. *Chalkdust*, *Elsbeth Campbell Murphy*, Baker Book House
- (7) 9. *The Applause of Heaven*, *Max Lucado*, Word Publishing
- (8) 10. *Love Must Be Tough*, *James Dobson*, Word Publishing
- (13) 11. *The Man in the Mirror*, *Patrick Morley*, Wolgemuth & Hyatt, Publishers
12. *How to Be a Hero to Your Kids*, *Josh McDowell and Dick Day*, Word Publishing
- (16) 13. *Quiet Times for Couples*, *H. Norman Wright*, Harvest House Publishers
- (10) 14. *Love Hunger*, *Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed*, Thomas Nelson Publishers
- (11) 15. *Halley's Bible Handbook*, *H.H. Halley*, Zondervan Publishing House
- (17) 16. *Molder of Dreams*, *Guy Rice Doud*, Focus on the Family Publishing (Word)
17. *Comeback*, *Dave Drapecky with Tim Stafford*, Zondervan Publishing House, Harper San Francisco
- (18) 18. *Imperative People*, *Les Carter*, Thomas Nelson Publishers
- (12) 19. *Children at Risk*, *James Dobson and Gary Bauer*, Word Publishing
- (15) 20. *Gifted Hands*, *Ben Carson with Cecil Murphey*, Zondervan Publishing House

PAPERBACK

- (*) 1. *Roses for Mama*, *Janette Oke*, Bethany House Publishers
2. *Danzig Passage*, *Bodie Thoene*, Bethany House Publishers
- (2) 3. *This Present Darkness*, *Frank Peretti*, Crossway Books
- (4) 4. *Piercing the Darkness*, *Frank Peretti*, Crossway Books
- (9) 5. *My Utmost for His Highest*, *Oswald Chambers*, Barbour & Co., Fleming H. Revell Co.
- (3) 6. *Stick a Geranium in Your Hat and Be Happy!*, *Barbara Johnson*, Word Publishing
- (5) 7. *The Blessing*, *Gary Smalley and John Trent*, Pocket Books
- (6) 8. *Joshua*, *Joseph Girzone*, Macmillan Publishing Co.
- (8) 9. *On the Trail of the Truth*, *Michael Phillips and Judith Pella*, Bethany House Publishers
- (18) 10. *The Love Hunger Weight-Loss Workbook*, *Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed*, Thomas Nelson Publishers
- (7) 11. *Julia's Last Hope*, *Janette Oke*, Bethany House Publishers
- (17) 12. *Becoming a Woman of Excellence*, *Cynthia Hauld*, NavPress
- (12) 13. *Love Is a Choice*, *Robert Hemfelt, Frank Minirth, and Paul Meier*, Thomas Nelson Publishers
14. *Good Grief*, *Granger Westberg*, Fortress Press (Augsburg Fortress, Publishers)
- (15) 15. *Mere Christianity*, *C.S. Lewis*, Macmillan Publishing Co., Walker & Co.
- (13) 16. *Escape the Coming Night*, *David Jeremiah with C.C. Carlson*, Word Publishing
- (14) 17. *The Calling of Emily Evans*, *Janette Oke*, Bethany House Publishers
18. *The Language of Love*, *Gary Smalley and John Trent*, Focus on the Family Publishing (Word)
- (10) 19. *Armageddon, Oil and the Middle East Crisis*, *John Walvoord*, Zondervan Publishing House
20. *The Bondage Breaker*, *Neil Anderson*, Harvest House Publishers

*Last month's position

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

TRADE TALK

Culminating 15 years of translation work, a modern language Russian Living New Testament has been completed by **Living Bibles International** and is now being distributed throughout the Soviet Union. The new text was developed in response to requests from Soviet Christians for an easy-to-understand version of Scripture and reflects language shifts that have taken place in the Soviet Union during the past decade.

One hundred fifteen nominees have been selected as finalists for the National Association of Broadcasters' (NAB) Marconi Radio Awards. Nominees for the "Religious/Gospel" category include: **KAAY-AM/Little Rock, Ark.; KNOM-AM/Nome, Alaska; WEDE-AM/Eden, N.C.; WGUN-AM, Atlanta, Ga.; and WMBI-AM-FM/Chicago, Ill.** Winners will be announced this month during the NAB Radio 91 Convention in San Francisco, Calif.

WCHR-FM/Trenton, N.J., recently completed a \$2,000,000 expansion/upgrade project begun in December 1989. With its transmitting equipment now located on the outskirts of Philadelphia, WCHR reaches a potential listening audience of over six million people. The station is in its 27th year of broadcasting.

Sandra Bernard has been named director of affiliate relations for The New Inspirational Network. Earlier this year Bernard left her position as director of sales and marketing with the J.C. Penney Shopping Network. Also joining The New Inspirational Network is account executive **Tammie Ashe**, who was formerly the senior assistant of affiliate relations at The Family Channel's southeastern regional office.

Over 300 youth leaders recently met Christian recording artist **Steven Curtis Chapman**. A series of brunches held in Washington, D.C.; Seattle, Wash.; Orlando, Fla.; and Chicago, Ill., provided an opportunity for representatives from over 20 denominations and parachurch groups to interact with Chapman, hear his testimony, and receive complementary music resources.

KGTS-FM/College Place, Wash., an

inspirational Christian music station serving eastern Washington, recently appeared in the number one position for the Walla Walla Valley market with an average quarter-hour share of 12.8 percent, according to the Seattle-based Willhight Research report. This figure was from the largest broadcast category of Monday-Sunday, from 6 a.m.-midnight for adults 12+. In addition, KGTS had the most listeners in a quarter-hour share for the age categories of adults 18+ and 25-54.

Toccoa Falls (Ga.) College has dedicated a new ham radio station providing a communication outlet for missionaries. Eight months of planning resulted in the realization of the station with the entire funding done on a voluntary basis and an anonymous gift.

Children's Bible Hour (CBH) has announced the appointment of **Mark Mohr** as the new director of ministry operations. Mohr will oversee the various aspects of the foreign and domestic broadcast ministry, the print ministry, and audio-visual productions by CBH. **Charlie Vander Meer** will continue in the capacity of general director and host of the English broadcasts.

WHVN-AM/Charlotte, N.C., was recently saluted during a Sheila Walsh/Glad concert at Charlotte's Calvary Church. Before a crowd of approximately 3000, the WHVN staff received a plaque, marking 20 years of full-time Christian broadcasting in the Charlotte/Metrolina area.

An independent Christian readership magazine has been launched in Kenya by pastor and businessman Leonard Wanyoike. *The Vanguard* is a magazine for mature Christian readers, addressing topics of world concern from a scriptural perspective. *The Vanguard* is not sponsored by a major Christian organization but appeals to believers from various denominations.

The Minneapolis, Minn.-based **Vaughn Duplication Services** has opened a new sales office in Los Angeles, Calif. The office is located at 1201 North Larrabee, Suite 103, Los Angeles, CA 90069. **Brendon Cahill** has been hired as the



Academy Award-winner Jessica Tandy presented Lisa Swain and Jim Lincoln of Regent University with silver medal awards for their dramatic film, "Turtle Races." The students were honored during the Academy of Motion Picture Arts and Sciences' 18th annual awards ceremony in Beverly Hills, Calif.

Los Angeles sales representative.

Compassion International has introduced **Doug Smith** as its new advertising manager. Smith, who was formerly the program director for WQFL-FM/Rockford, Ill., will help in the planning and placement of Compassion's advertising.

Chuck Swindoll, Bible teacher on the *Insight For Living* radio program, was honored recently by the First Evangelical Free Church in Fullerton, Calif., for his 20 years of service as senior pastor. An author, as well as a pastor, Swindoll has written a new book titled *Simple Faith*, which will be released this month by WORD, Inc.

Todd Gathany has been appointed production supervisor at WCDR-FM/Cedarville, Ohio. He will be responsible for implementing the music programming at the station, in addition to on-the-air duties. Gathany received his bachelor's degree in broadcast production from Cedarville College in June.

ACTS of Bossier City, La., received the "Affiliate of the Year" award during the 1991 annual American Christian

Television Systems (ACTS) Award ceremony held at the Travis Avenue Baptist Church in Fort Worth, Texas. The award was based on outstanding performance in involving community organizations and other denominations in programming. Other major awards went to **First Baptist Church of Springdale, Ark.**, for producing the "Spot of the Year," and to **Little Rock (Ark.) ACTS** for producing the "Program of the Year."

Al Denson and the Benson Music Group picked three radio station winners in their "Be The One To Win Al For A Day" contest: **WXIR-FM/Indianapolis, Ind.**; **KCCS-AM/Salem, Ore.**; and **WJQK-FM/Grand Rapids, Mich.** The winners were drawn from over 100 participating stations. Denson's single, "Be The One," is the national theme song for the Youth For Christ-sponsored DC 91.

Solid Rock Radio, with Bible teacher **David Hocking**, began daily broadcasts July 1 on stations across the United States and Canada. After nine years as speaker for the daily *Biola Hour* radio program, Hocking decided not to renew his agreement with Biola University in order to establish the new radio ministry.

Art Black, formerly the director of the *Biola Hour*, has been named executive vice president and director of operations for the new southern California-based radio ministry. Clyde Cook, president of Biola University, has announced the appointment of **G. Michael Cocoris** as the new speaker for the 55-year-old *Biola Hour*.

The Gospel Music Association (GMA) board of directors announced **Bruce Koblisch** as their new executive director. Koblisch succeeds Donald W. Butler Sr., who served as the GMA executive director for more than 15 years. Butler will continue to serve as vice president of special projects for the GMA.

David Pierce, host of the syndicated program *The Music To Live By Magazine*, has taken over morning drive duties on the K-LOVE Radio Network based in Santa Rosa, Calif. Pierce has also been appointed to the position of network production director.

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THE BOOK SHELF

AMERICAN EVANGELICALS AND THE MASS MEDIA

Edited by Quentin J. Schultze
Zondervan

It was Sir Francis Bacon who once said, "Some books are to be tasted, others to be swallowed, and some few to be chewed and digested." This is especially true with regard to books of essays, only parts of which are usually worth snacking on. Fortunately, *American Evangelicals and the Mass Media* is the happy exception, and a feast awaits those interested in the subject who choose to partake of it.

Called by Quentin J. Schultze, its editor, "the first book to address seriously the relationship between American evangelicals and the mass media," *American Evangelicals and the Mass Media* is divided into six parts, each consisting of two, three, or four original essays written especially for this volume.

Part One takes a historical look at early evangelical efforts, first via a

general overview, and then more specifically through newspapers and broadcasting. Part Two examines contemporary evangelical books, magazines, music, and radio. Televangelism (scandals and all) is the sole topic of Part Three.

Part Four describes the relationship between evangelicals and secular news reporting. Part Five examines outreach beyond our own country, and Part Six provides both an assessment and a bibliographic overview.

Intertwined within the wealth of information this book imparts on each of the above topics is a much-needed examination of motivation, methods, and results. Mark Fackler asks, "Why did they do it, these evangelicals? What heavenly visions prompted their embrace of all the modern megaphones we call media?"

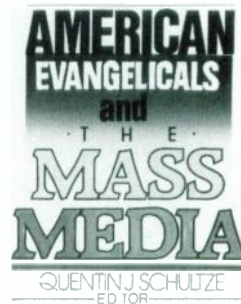
This prompts other questions, either raised or implied: Are evangelicals using the media for God's honor and glory, or for political mobilization? Are they sharing God's Word with an unsaved world in fulfillment of the "Great Commission" — or are they merely entertaining fellow

evangelicals? Who is their audience, and is anyone ever really saved by their efforts?

The worldly influence is a disturbing and recurring theme. Schultze calls it "popularization," adding that success is defined "by the extent of distribution, not by the authenticity or fidelity of the message."

Typifying this view, the manager of singer Amy Grant (who seems to have shed her evangelical image to devote herself full time to secular musical endeavors) is quoted by William D. Romanowski as claiming that the goal of ministry and the music business is "exactly the same — market share."

Clifford G. Christians (in the most esoteric of the essays) says, "Hoping to convert others, they [evangelicals] are reshaped themselves by the marketing ethos and stimulus-response mentality of



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Interview Insights

by Jonathan Petersen

Nineteen-ninety-one has been designated as the Year of the Lifetime Reader. The purpose of the designation is to raise the awareness of Americans to the tragedy of illiteracy and encourage personal development through reading. By interviewing authors and reviewing books, broadcasters can have a significant role in encouraging the members of their audience to become better readers.

While some Christian stations regularly review books and conduct author interviews, many do not take advantage of these opportunities to broaden the scope of their programming as a benefit to their audience. With this in mind, it is a pleasure to introduce in this issue of Religious Broadcasting a new column called "Interview Insights." Each month "Interview Insights" will contain practical tips on how to review books and conduct author interviews in a way that brings maximum benefits both to the stations and their audiences.

—The Editors

September is a great month for reading. Publishers traditionally tend to release their popular titles at the start of the fall and spring seasons. Now is the right time, especially if you have not done it before, to begin regularly reviewing books on the air and interviewing authors for the benefit of your audience.

In the months ahead, this column intends to provide hints to help you produce book reviews and author interviews, and be a forum of ideas from stations which are already helping their audiences expand their horizons through the world of books.

Do you truly believe in the importance of reading? As Christians, we are people of The Book; ours is a literary faith. We need to read the Word if we are to understand God's will for us. By reading the Bible we develop our faith; by reading biblically based books we share insight on our faith with other Christians; and by reading general works of literature we shape ourselves as thinking people.

What are you doing to encourage

the commercial broadcasting industry." This reshaping by worldly influences is not a new problem for the Church, but what does one do about it with regard to mass media?

In his summary essay, Christians concludes that "evangelicals should do more than issue tedious reports and siren warnings about the mass media's part in our modern malaise. They should let their world view, with all of its moral and spiritual depth, shape their media products and establish a healthy but critical moral climate."

Although some of the essays are more detailed than others (and in the process of providing relatively succinct coverage, factual data is occasionally sacrificed to generalizations with which the reader might not always agree), the quality of collective endeavor which this book represents and the clarity of writing throughout make for a uniformly informative volume worthy to be tasted, swallowed, chewed, and digested.

—Harry Conay

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

the above behavior in your listeners and viewers? You can help your audience establish healthy reading habits by regularly devoting air time to reviewing books and interviewing authors who are experts in their fields and able to bring to light subjects your audience needs to know about to become better-informed believers.

Through producing localized interviews, both in-studio and by telephone, you can play an integral part in the development of your listeners and viewers. Interviews will draw people to your station. Next month, watch for the practical ways of beginning the review/interview process.

I encourage you to write to me on how your station produces reviews and interviews. My address is Zondervan Publishing House, 1415 Lake Drive SE, Grand Rapids, MI 49506.

Jonathan Petersen is director of media relations for Zondervan Publishing House in Grand Rapids, Mich. He was formerly the religion news editor for UPI Radio Network.

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In the last few years I have found myself crisscrossing the country more than ever. The variety of landscape from state to state is fascinating; however, in my travels I have become more aware of the need for variety and diversification among Christian radio stations sharing similar or identical coverage areas.

What is even more troublesome is the number of station owners and/or managers who are unaware of their marketplace as it relates to what services other Christian stations are performing.

Upon arriving in a new area, one of the first things I do is hit the scan button on the car radio. Even though I am often told

A Necessary Call To Format Diversification

by Bob Augsburg

in advance by station managers, "We are the only inspirational format in the area" or "No other Christian station does what we do," I have to check it out for myself.

Often within moments of scanning the dial, I discover there is some obvious format duplication in the market. It is probably more common in Christian radio than in secular radio due to the strong personal convictions in music among Christian owners/operators.

In secular radio, decisions regarding the choice of a format are made by determining which music mix is likely to garner the largest audience. Unfortunately in Christian radio, too often a given music mix is played to appease a few big donors in the church or on the church board, and little regard is given for the needs of the general populous or the present market climate.

Is it wise to spend thousands of dollars each month in an attempt to reach the same audience that several other area stations are already effectively reaching? In these circumstances the tough question is, "Who should be the first to change the format focus?" Generally, I believe the station to first adopt a given format should not be the one expected to make the move.

Rather, the station that has come on

the scene later should explore diversification. Ideally, Christian owners and operators of the various outlets should assemble regularly for dialogue and fellowship. I am not aware of many situations in which that kind of cooperation and fellowship occurs.

There are no easy answers to this dilemma of format duplication in Christian radio. Most of us are quite emotional about the format issue. We like what we play, and because of the inflated egos in broadcasting, (yes, even Christian broadcasting) we like to believe our station does it better than anyone else.

As an industry and a ministry we need to ask ourselves some hard questions. We need to come to grips with reality. The Christian format requires somewhat of a lifestyle commitment on the part of the listener, so there is already a limitation on how many potential listeners we can have.

Since our audience potential is smaller than a mass appeal mainstream format like Country, Oldies, or Adult Contemporary, it makes no sense for several Christian stations in the same market to vie for the same demographic or psychographic cell group.

Generally, in most markets between 100,000-300,000, there is room for two Christian stations to thrive reasonably well. In markets between 300,000-600,000, three outlets can succeed, and in a market of 600,000 to 3 million, as many as four or five can operate suitably. This is providing there is a unique niche being filled by each station.

What are some of the format choices available? Let's briefly explore the five primary ones:

Inspirational

Typical Artists: Steve Green, Sandi Patti, Larnelle Harris. **Typical Audience:** 30-35-year-olds; This appeals to the mature adult Christian who is active in church.

Adult Contemporary

Typical Artists: Steven Curtis Chapman, First Call, Kim Hill. **Typical Audience:** 25-44-year olds; This appeals to the mature Christian, but it is also more attractive to the less committed church attendee.

Contemporary Hits

Typical Artists: Mylon LeFevre, Petra, DC Talk. **Typical Audience:** 15-35-

year olds; This is an alternative for organizations with a desire to reach youth and young adults. It has a large appeal to the unsaved. It is not a viable alternative for AM facilities.

Programs/Talk/Information

Typical Audience: 30-65-year-olds; If properly implemented this is a strong option for AM stations in markets in which music is covered on FM stations. Live talk shows via satellite enable this format to be a low cost option.

Southern Gospel

Typical Audience: Again, this is a good alternative for AM stations, particularly in the Southeast, Midwest, and Southwest. If enough material becomes available in the Christian realm, a young Country format could have real potential with a style leaning toward a Garth Brooks/Randy Travis sound.

In order to survive the complex competitive broadcasting era facing us, Christian radio will be forced into meeting unmet needs via its position in the media marketplace. Variety and diversification in station format should be an answer to this dilemma.

Bob Augsburg is president of Programming Plus in Fort Meyers, Fla. Programming Plus provides various production services for radio stations.

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TELEX INTRODUCES THIRD NEW SYSTEM TO WIRELESS MIC LINE

Telex Communications Inc. has introduced the third diversity wireless microphone system to join its line this year. The FMR-70 receiver, which features patented Pos-i-Phase™ true diversity circuitry, was specifically designed to complement the new Telex WT-55 belt pack transmitter, or any HT-100 series hand-held microphone transmitter.

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The NV4448 comes in a compact, one-rack unit (1RU) frame with front panel indication of operational status. For more information, contact NVISION Inc.,

the contour of the right hand. The servo has been beveled so the operator can focus with unrestricted finger movement, and a new streamline design was created to reduce the weight to 2.8 pounds.

The A14X8.5ERM accommodates 2/3-inch cameras, has a maximum aperture of f1.7 from 8.5 to 103 mm and f2.0 to 119 mm, and focuses down to 2.6 feet. Standard features include macro capability, a built-in 2X extender, weatherized construction, and servo zoom.

All optics in the A14X8.5ERM utilize Fujinon's Electron Beam Coating (EBC). For more information, write Fujinon Inc., 10 High Point Drive, Wayne, NJ 07470, or call (201) 633-5600. The FAX number is (201) 633-5216.

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LOOKING AHEAD

NATIONAL ASSOCIATION OF BROADCASTERS RADIO 91 CONVENTION

September 11-14, San Francisco, California

NRB WESTERN REGIONAL CONVENTION

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September 22-27, Sheffield, England

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October 3-6, Arlington Heights, Illinois

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October 11-12, San Juan, Puerto Rico

NRB EASTERN REGIONAL CONVENTION

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NRB SOUTHEASTERN REGIONAL CONVENTION

October 17-19, Chattanooga, Tennessee

NATIONAL RELIGIOUS BROADCASTERS 49th CONVENTION

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

CHRISTIAN MANAGEMENT ASSOCIATION 15th CHRISTIAN MANAGEMENT INSTITUTE

February 17-20, 1992, Anaheim, California

NATIONAL ASSOCIATION OF EVANGELICALS 50th CONVENTION

March 3-5, 1992, Chicago, Illinois

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April 13-16, 1992, Las Vegas, Nevada

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One of those lives touched was a young boy growing up in Winona Lake, Indiana. Hour after hour, Bob Neff would listen fascinated to WMBI. The things he heard touched his heart...so much so that as a teenager Bob attended the Moody Bible Institute.

Following the direction of the Lord, Bob went on to study voice and radio/television at Indiana University and upon graduation, came back to the place where he knew God wanted him to be—WMBI. Starting in 1965 as a tape editor, Bob worked his way through the ranks until 1974 when he assumed his current position—overseeing Moody's broadcasting ministries.

"I felt very definitely that this is where the Lord wanted me. There was no question about it," Bob

said. "When I was at IU and friends would ask me what I was going to do when I graduated, I would say 'Well, I'm going to work for WMBI,' which, when I look at it from my perspective now, was a little presumptuous on my part," he laughed.

What is it about Moody Broadcasting that evokes such loyalty? Consistently conservative and decidedly dedicated to the Lord's work, Moody gives its listeners programming that is interesting, enthusiastic and faithful to the Word.

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BOB NEFF

satellite and SpaceCom Systems' FM Squared™ technology.

"We have seen the Lord work in many wonderful ways as He has taken us through challenging opportunities as Moody Broadcasting became one of the first Christian radio ministries to utilize satellite delivery. It has been a joy to work with our good friends at SpaceCom Systems. Their innovative efforts have been most beneficial to us as we have tried to respond to ministry



BOB NEFF
Vice President
of Broadcasting
Moody Broadcasting

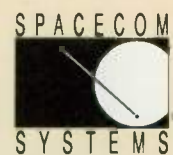
opportunities all across the country," Bob said.

As for the future, Moody Broadcasting is committed to getting the message out to the hearts of people everywhere who need to hear. Through its "satellators", or

low-power translators fed by the satellite signal, Moody Broadcasting plans to reach out to smaller communities across the nation which would not otherwise be able to receive Christian programming.

"It is not economically feasible for us to put in full-power stations into these areas. But when you look at attaching an FM translator to satellite receive equipment, then it does become realistic for a small community to have high-quality Christian broadcasting there for them," Bob explained.

We at SpaceCom Systems are very proud to play a small part in the Moody Broadcasting radio ministry. As the first to utilize our FM Squared satellite technology, Moody holds a special place in our hearts. We look forward to helping them reach the hearts of people everywhere for many, many years to come.



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