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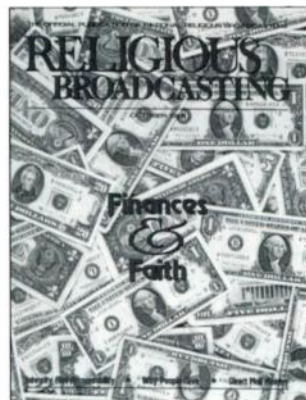
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FINANCES AND FAITH

It's a fact of life, but very few religious broadcasters would be able to remain on the air without the financial support of their audiences. Beginning on page 6, the financial side of religious broadcasting is examined.

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The past three years have been difficult for many broadcast ministries. Diminished giving has forced many to make difficult decisions concerning ministry priorities. Some are operating with significantly decreased resources. Viewers and listeners have demonstrated that they are very different media consumers than they were before the scandals broke.

Audiences are now requiring accountability for the money they have so generously given to ministries in the past. Financial information may not actually be requested, though it appears many donors are now doing so. They are watching and listening and making quiet judgments about the trustworthiness of a ministry to receive support.

Donors will not protest loudly if they perceive problems, however. They will just quietly fade away.

The "halo effect" that in the past created an uncritical attitude toward ministries seems to be a significantly smaller halo than before the scandals. Wherever financial, moral, or spiritual ambiguity remains, we will see a continuing decline in audience size and giving. One need not be a prophet to predict that ministries which fail to deal forcefully and quickly with such perceived ambiguities will continue to diminish.

Tragically, many ministries innocent of any wrongdoing have been experiencing tremendous financial pressure. They have been faithful to their calling of

presenting the Gospel and have been good stewards of the finances donors have entrusted to them. These too must deal directly with perceived ambiguities if they are to survive in this period of recovering donor confidence. It is important to remember that audiences base their responses largely on the *perceived* image of a ministry, not just its *actual* activities. The Apostle Paul's advice on handling donations has never been more appropriate — "*taking pains to do what is right, not only in the eyes of the Lord but also in the eyes of men*" (II Cor. 8:21).

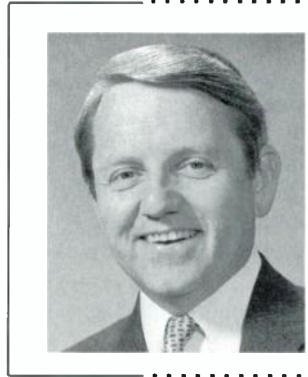
Several years ago, well before the scandals broke, key leaders of National Religious Broadcasters (NRB) met to launch a new accountability group for Christian broadcasters. Bob Cook, then president of NRB, came up with the name Ethics and Financial Integrity Commission (EFICOM). Leaders of NRB such as the late Thomas Zimmerman worked long and hard to write the bylaws for an organization which would allow broadcast ministries to be self-regulated in a manner which is rigorous but fair.

Currently 106 NRB members are fully certified with EFICOM. Another 91 ministries are considered to be in good standing and do not need to further qualify because of their limited income. In addition, 96 ministries are members of the Evangelical Council for Financial Accountability (ECFA), a sister accountability organization for ministries. In spite of many who predicted that EFICOM could not be implemented, it is working well today. A few ministries withdrew from NRB rather than join EFICOM. While we wish them well, we believe that they and their donors would be better off if they complied and became a part of this important self-regulation organization.

So the crisis has not been all bad. Both EFICOM and ECFA have been strengthened as a result. Another positive aspect of this lean period is that as resources once more become available, for they surely will, they can be devoted to ministry activities that match the renewed mission of the organization.

**David W. Clark is president of NRB and of KMC Media Inc. in Dallas, Texas.**

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## Recovering Confidence Hinges On Accountability

by David Clark



Adoption of a new schedule of monetary forfeitures for rules violations has topped the Federal Communications Commission (FCC) agenda in recent weeks. In addition, the agency has announced that it has been experimenting with a "mail-in" system for conducting station inspections. This column briefly examines each of these Commission initiatives.

In August, the FCC released a Policy Statement establishing specific monetary forfeitures for violations of the Communications Act. The policy is designed to ensure that similar violations are treated in a comparable manner and that licensees are aware of the amounts likely to be assessed for different infractions.

The new policy involves a two-step process. First, the agency has set base forfeitures for specific violations. The

amount include the following:

- Presence of "egregious," or flagrant, misconduct
- Ability to pay/relative disincentive caused by forfeiture
- Intentional nature of the violation
- Substantial harm caused by violation
- Prior violations of same or other requirements
- Substantial economic gain resulting from violation
- Repeated or continuous violations

### Possible Decreased Forfeiture

Factors that may decrease the forfeiture amount include the following:

- Minor violation ("minor" being defined as a low level of seriousness within the violation category; the opposite of "egregious misconduct.")
- Good faith or voluntary disclosure
- History of overall compliance
- Inability to pay

The maximum forfeiture that can be applied to broadcast-related violations under the Communications Act is \$25,000. By using a factor that increases a base forfeiture, the Commission could assess the maximum in certain cases.

For example, if a licensee were found to have violated the tower lighting requirements — a \$20,000 base forfeiture — and the FCC deemed the conduct to be egregious and continuing, the total forfeiture could be increased to the \$25,000 maximum.

Conversely, a forfeiture could be reduced by factors decreasing the assessment. For example, failing to take the required technical reading at the station is subject to a \$2500 levy.

However, if a licensee has a history of compliance and the violation is relatively minor, a smaller forfeiture could be imposed. A complete list of the violations subject to forfeiture and the base amount assigned to each is available from the Commission.

### Station Inspections Via Mail

Nine radio stations in California recently participated in an "inspection by mail" program designed by the FCC's Field Office Bureau (FOB) as a possible alternative to full, on-site station inspections.



RICHARD WILEY

Richard M. Smith, chief of the FOB, described the test as a success, although he emphasized that formal implementation of the program will not occur unless approved by the Office of Management and Budget (OMB). No timetable for OMB approval has been set.

During the experiment, the FOB distributed a 30-page questionnaire to the nine test stations and requested their voluntary responses. The questions addressed virtually every area that an FOB engineer would check during an on-site inspection.

In addition, stations were asked to produce documents to substantiate compliance with Equal Employment Opportunities policies, record-keeping associated with Emergency Broadcast System testing, public inspection file rules, frequency measurements, tower painting and lighting rules, and other Commission requirements.

Smith said the program focused on voluntary corrections of technical violations without the threat of penalties by the agency. If the program is adopted on a wider scale, licensees will continue to be expected to respond frankly to the questionnaire and to correct any discrepancies themselves.

Smith added that the FOB does not contemplate specific investigations of reported violations. Rather, the Commission will depend on voluntary compliance after the self audit. However, it may also send inspectors to stations selected at random in order to conduct on-site reviews.

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

## Forfeitures For Rules Violations Top FCC Agenda

by Richard E. Wiley

amounts range from \$20,000 for the most serious violations to \$2500 for less serious incidents.

The largest forfeitures apply to such violations as misrepresentation, failure to comply with tower lighting and marking regulations, operating without authorization, and unauthorized transfers of control. Smaller base forfeitures apply, for example, to unauthorized *pro forma* transfers of control, failure to make required technical measurements, or failure to provide proper station identification.

The second step in the process is an upward or downward adjustment of the base forfeiture according to the nature, circumstance, and extent of the violation. The FCC has established specific criteria for evaluating these adjustments, and more than one factor may apply.

### Possible Increased Forfeiture

Factors that may increase the forfei-

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# Everyone Needs To Be Accountable

by E. Brandt Gustavson

**T**here are some Christians and Christian leaders who question all the hullabaloo over financial accountability and fiscal integrity. Why should we be so concerned in the 1990s over the stability of our organizations both in leadership and financial matters?

What is integrity? The word comes from the Latin "integritas," which means to be whole or complete. Warren Wiersbe says: "Integrity is to personal or corporate character what health is to the body or 20/20 vision is to the eyes." Therefore, whole or complete people have nothing they are unwilling to reveal.

Jesus himself warned that the person without integrity actually thinks that the darkness is light! It is easy to delude ourselves and probably no easier than with the subject of financial accountability and fiscal integrity.

I'm not necessarily saying that former members of National Religious Broadcasters (NRB) who would not put themselves under the rules and regulations of the Ethics and Financial Integrity Commission (EFICOM) or the Evangelical Council for Financial Accountability (ECFA) are acting without integrity.

However, I do wonder why they will not reveal their finances or expand their board make-up and function in order to retain membership. This is beyond my comprehension.

What is clear in the Word is that all of us, both Christian leaders and followers alike, belong under authority. God has designed it that way to keep us "out of trouble."

We need to be responsible to a boss, a board, a constituency, an intimate friend who tells us the truth. We should be concerned with what others think about our actions. And those we make ourselves accountable to should have the authority to call us to account for our actions.

How the world loves Christian scandal, which is "vice enjoyed vicariously," according to Elbert Hubbard. We must not give reason for the world to glory in the vices of Christian workers. It is such a blight on the outreach of the Gospel.

In *Walden*, Henry David Thoreau wrote, "There is no odor so bad as that which rises from goodness tainted." When our motives are wrong, everything else about us is wrong, including our ministry. The consequences then are tragic for us, our organization and, most of all, for our potential audience. Instead, we must try to minister from pure motives as God enables.

Why should we be accountable? Why should there be integrity in our lives? Because our message and our Lord will be heard, loved, and followed. God provides adequately for His work, and it is not through our machinations and clever planning.

Sometimes we think His word will collapse without us and our astounding leadership. Nothing is more absurd. By exercising accountability we experience God's sufficiency for our life and ministry.

In his new book, *Our Sufficiency in Christ*, John MacArthur writes: "The story is told of Charles Haddon Spur-

geon, who was riding home one evening after a heavy day's work, feeling weary and depressed, when the verse came to mind, 'My grace is sufficient for you.'

"In his mind he immediately compared himself to a little fish in the Thames River, apprehensive lest drinking so many pints of water in the river each day he might drink the Thames dry. Then Father Thames says to him, 'Drink away, little fish. My stream is sufficient for you.'

"Next he thought of a little mouse in the granaries of Egypt, afraid lest its daily nibbles exhaust the supplies and cause it to starve to death. Then Joseph came along and says, 'Cheer up, little mouse. My granaries are sufficient for you.'

"Then he thought of a man climbing some high mountain to reach its lofty summit and dreading lest his breathing there might exhaust all the oxygen in the atmosphere. The Creator booms His voice out of heaven, saying, 'Breathe away, oh man, and fill your lungs. My atmosphere is sufficient for you!'

"Let us rest in the abundance of God's wonderful grace and the total sufficiency of all His spiritual resources. That's the all-sufficient Savior's legacy to His people."

May our Lord guide us into purity of life and ministry, causing many to come to faith in Him.

---

**E. Brandt Gustavson is the executive director of National Religious Broadcasters and publisher of *Religious Broadcasting* magazine.**





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# Why Some Give

by Stephen Winzenburg

*An honest ministry accepts financial accountability by listening to objective outsiders who keep the ministry in balance and out of debt. Such a ministry also offers detailed financial statements to audience members. Unfortunately, two-thirds of the 21 broadcast ministries I studied last year did not even meet the minimal criteria for accountability.*

**W**hen it comes to ministries depending on support from Christians, giving is not a given. The Bible commands it, ministries encourage it, and some preachers even try to force it. But there is never any guarantee that Christians will follow a predictable pattern of giving.

This independent, unreliable American attitude frustrates radio and television ministries that desperately depend on financial support. Religious broadcasters assume that listeners and viewers should provide money for the continued survival of these ministries. Yet, broadcasters often expect too much of their audiences and fail to comprehend the variety of reasons some people give and others don't.

There are many motives for giving: a spiritual response to God's leading; an emotional response to seeing someone in need; a logical response based on circumstances; or a self-serving response that desires something in return. All of these motives are present in the audience of the Christian broadcaster.

## Why People Give

There are often specific reasons that supporters give financial contributions:

*Their needs are met.* Christian broadcasters are providing inspiration that listeners and viewers have a difficult time finding elsewhere in the broadcast media. Audience members have spiritual and emotional needs met by the ministries and want to give in return.

While many broadcasters claim their purpose is to save souls or help missions, the bulk of any ministry's resources goes to attracting supporters and meeting their needs. A relationship develops between broadcasters and their audience that allows broadcasters to make their needs

known. However, ministries should emphasize meeting the needs of others first rather than expecting audience members to place broadcast ministry needs ahead of their own.

*They respond out of faith.* Many believers give simply because they feel God is calling them to give. They are often unconcerned with how the money is spent by the ministry.

Shortly after the televangelism scandals, a supporter of one televangelist called to tell me he had contributed "tens of thousands of dollars" to one questionable ministry and that he was not worried about how the money was being spent. He said the Holy Spirit called him to give and he obeyed. "Once it's out of my hands," the man told me, "I trust that God will take care of seeing that it's spent right. What that preacher does with it is God's business, not mine."

*They feel pressure to give.* Often viewers and listeners feel guilty after certain scriptures are emphasized repeatedly or certain standard phrases are used on the air or in mass mailings. They're told that without their financial help "this ministry could fold" or that "millions of souls will be lost."

Not all pressure or guilt is bad. There are valid reasons for requesting that those who reap from the broadcast should also sow financial seed. But not all pressure is good or even honest.

In my studies of television preachers, many threaten semi-annually that they will be forced to end their ministries if they don't receive a certain amount by a given deadline. All of these shows are still on the air. Supporters are justified in their skepticism of ministries that continually threaten to shut down.

*They give out of loyalty.* Long-time



# And Others Don't

followers of a religious broadcaster usually have one of two reactions to financial appeals: they either support the ministry at all costs, no matter what scandal hits, or they take for granted the fact that the ministry has been on the air for years and assume it will get along fine without their help. Loyalists can be a ministry's largest contributors and remain faithful due to the personality of the ministry leader or the denominational affiliation of the broadcaster.

*Supporters want to get something in return.* America is a consumer-oriented society in which citizens expect something of value for their dollar. Donations will be given by these people only if they see that the money they invest will bring reward.

Some give to get a tax deduction and broadcasters remind supporters, especially in December, that "All gifts are tax deductible." Others give because a book or tape is offered. And there are those who give to get rich quick, encouraged by some major ministries to look for material blessings.

## Why People Don't Give

All of the reasons why people give have some validity and all have some shortcomings. Yet often what ministries fail to see is that there are things that keep people from giving:

*They have too many obligations.* It could be the choice between paying the phone bill or giving to the ministry. Even in two-income families, the materialistic desires of Americans result in more debt and less money to give.

Some questionable ministries encourage supporters to send donations instead of paying bills; others encourage debt by allowing credit cards to be used. The solution is to help people get their priorities

straight and for ministries to set an example of not living above their means.

*People give to other causes.* The Christian audience is deluged with requests from other broadcast ministries, local churches, nonprofit groups, politicians, charities, and telethons. Broadcast ministries are forced to compete with a growing number of needy groups while the total amount being contributed by Americans remains about the same. That means that organizations get smaller pieces of the financial pie.

*They are unwilling to pay for a broadcast.* Other than annual fundraisers on public radio and television, broadcasters in America do not ask their audience for support. Religious broadcasters who use air time each week to ask for financial help are unlike anyone else on commercial radio and television. Many viewers and listeners expect to get religious programs for free, the same way they get commercial programs.

*The audience feels money is mis-spent.* Even people who otherwise like a broadcast ministry can't understand why money is spent on elaborate building projects, expensive mass mailings, the latest production equipment, or perks for the head of the ministry.

Limousines, million-dollar homes, and diamond watches may not be how most religious broadcasters live, but audience members notice even small inconsistencies in ministers who make few sacrifices while encouraging others to give sacrificially.

*People are not properly taught how to give.* A ministry cannot expect people to give when society encourages them to get the most out of life. People need to be taught charity from childhood, and then reminded of it throughout their lives. The

best way that broadcasters can teach their audience to give is to be an example of selflessness themselves.

## What Makes A Successful Ministry

Ministries that do well financially have, for better or worse, three common characteristics: First, there is a central charismatic personality. The more personality-oriented a ministry becomes, the more apt well-meaning Christians are to trust it.

Being attracted to a personality is not unusual. Americans are drawn to secular TV and radio shows that have identifiable stars. Paul Harvey, Johnny Carson, Ted Koppel, and Bill Cosby all host successful programs that would have much smaller audiences if hosted by less appealing stars.

Most successful religious broadcasts must be personality-driven as well. Robert Schuller, James Dobson, and others struggle with the same problems John the Baptist and the Apostle Paul did 2000 years ago: presenting the Gospel to followers who, at times, are more interested in the messenger than the message. Yet that should not stop a contemporary ministry from using an effective leader to get the message out.

Second, people are drawn to ministries that also entertain. Broadcasting is an entertainment industry and some broadcast ministries fail, in part, due to an unwillingness to entertain people. Dry, dull preachers may speak the truth but their delivery style may turn people off.

There must be a distinction between the method and the message. There can

**CONTINUED ON PAGE 10**

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## WHY SOME GIVE . . . CONTINUED FROM PAGE 9

be no compromising the message just to keep an audience amused. But various contemporary methods can be used to communicate that message effectively.

Successful broadcasters know how to balance entertainment and ministry. Billy Graham knows how to gain an audience by using popular singers and celebrities. He selects professional, entertaining performers who more effectively inspire audiences than well-meaning but less-polished unknown soloists.

Third, people give when the needs of the ministry are made known. This means broadcasters have to be willing to ask or they will not receive. One of America's most popular television preachers told supporters last summer that he had discovered what he called "the secret of fundraising: ask people for money!"

Too many smaller ministries, not wanting to look money-hungry, feel uneasy about asking. They are legitimately concerned with not manipulating the audience. Yet the reason the big names in religious broadcasting are able to raise funds is because they ask for it.

An honest request for needed funds provides listeners and viewers a chance to feel a part of a ministry that inspires them. An honest ministry accepts financial accountability by listening to objective outsiders who keep the ministry in balance and out of debt.

Such a ministry also offers detailed financial statements to audience members. Unfortunately, two-thirds of the 21 broadcast ministries I studied last year did not even meet the minimal criteria for accountability.

Religious broadcasters who are honest about their finances should look to themselves for the solution before begging for money. Ministries that resort to scare tactics to raise funds may have their priorities out of line or may no longer be meeting spiritual needs.

And before asking for financial support, there needs to be an examination of conscience to see if ministries are "asking with wrong motives" (James 4:3) or asking donors to have more faith than the ministries' leaders themselves.

---

**Stephen Winzenburg chairs the communication department at Grand View College in Des Moines, Iowa, and has academically analyzed the content of broadcast ministries for over ten years.**



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**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 Dohes; 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; AUDIENCE PROFILE: 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 Best; GEN MGR: Claude H Messinger; PROG DIR: Anne Bledsoe; CHIEF ENG: Grey Payton; PROD MGR: Randy Fleming; CLASS: 1,760, 000 kw; FORMAT: religious fulltime

**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, pres; Sanford Krueger, vp; Terry Frost, mnr; Oasis Int'l communications, rep; *Horizon Ministry*, 30 min weekly; Bible teaching, preaching, talk/inspiration; Audience: gen Christian, non Christian; paid time, 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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# How To Find Premiums That Work And Minister

---

*by Rod Robison*

**F**inding the right premiums at the right price for an on-air fundraising event can be a real challenge. But, because it is such a critical part of your overall strategy, it is well worth the taking of time and prayer to make the right choices. Some stations have been able to get by without using any type of premiums to encourage audience members to pledge. But they are few and far between.

My recommendation to those stations is this: If you are satisfied with the goals you are reaching without using premiums, don't change your strategy. Why spend the extra money?

However, the majority of stations are using premiums to one degree or another. Audiences are increasingly expecting a tangible "thank you" when they make a pledge.

Choosing the right premiums takes experience and creativity. Here are several strategies for using premiums in a more cost-effective way and to greater advantage for your station:

**1.** Several months in advance of your share-a-thon, contact a number of publishers and record companies letting them know you'll be purchasing premiums in volume. Explain to them:

- ◆ The nature of your audience
- ◆ What has worked for you in the past
- ◆ Your per-piece price range
- ◆ The dates you will be needing the items

Ask to begin receiving their catalog and samples.

**2.** Ask if the publisher has any stock reduction items available. From time to time publishing companies will reduce their stock by offering up to 80- and 90-percent discounts. This is a great opportunity to save a lot on your premium budget. I recently purchased several hundred copies of a very successful \$10 book for a dollar each simply because the publisher was changing the title and wanted to get rid of the old titles.

But a word of caution is in order here. Many times when a publisher wants to "unload" a book there's a reason; nobody else wants it either. Make sure you are convinced the book will make a good premium before you purchase in quantity.



**3.** Build a good relationship with a sales representative at each of the companies you want to do business with. He or she can be an invaluable resource when choosing the right premium for your audience.

**4.** Ask the publisher if they have a special markets or premium division. Usually, you'll get a better discount if the publisher knows you'll be using the item as a premium.

**5.** Consider the value of using well-known authors when offering books. If your audience is already familiar with the writer, you'll have a much easier time "selling" the merits of the book. There are, of course, many exceptions to this rule, so don't limit yourself to this point.

**6.** When considering a book, ask yourself how easily you can communicate its contents on the air. A visually oriented book with lots of full-color pictures may work very well on television, but not on radio.

**7.** Choose a book that lends itself to using short excerpts on the air. This allows you to get the audience personally involved with the premium. A good example of this type of book is Chuck Swindoll's *Quest for Character*. I've used this book successfully several times because it's so easy to pull out short pieces.

**8.** Don't make the mistake of "buying" the donor's gift. In other words, make certain the primary reason people give is because they believe in your ministry, not because of the premium. The premium can be an effective instrument to upgrade or can be used to convince them not to put off calling, but should not be the prime motivator.

When you give a \$10 retail value book for a \$15 gift, you're getting dangerously close to "buying" the gift. Remember that donors usually renew in the manner in which they are acquired. If a donor gives primarily to get a premium, his or her second gift will more than likely require a premium as well.

**9.** People give from the heart. With few exceptions, the best premium is the one that touches the donor emotionally. If, when presenting your premium on the air, you can move your audience to cry, laugh, or otherwise feel with you, without being manipulative, you've got a winner.

**10.** Make certain your premium is biblically solid. This is where using a reputable, doctrinally sound publisher can be very helpful.

**11.** Choose a premium you strongly believe in. It will make all the difference in the world when offering it to your audience.

**12.** Take time *before* your event to familiarize yourself and your staff with your premiums.

**13.** If you are using a tape or book, pre-produce excerpts you can drop in from time to time. A short (two to five minutes), well-produced book excerpt, can be a very effective tool when offering a premium.

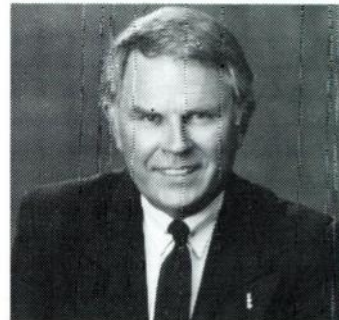
**14.** Consider producing your own premium. Custom-produced premiums can offer several attractive advantages:

- ◆ Reasonable production cost
- ◆ Exclusivity to your organization
- ◆ Customizing to your organization's needs
- ◆ Involvement of your organization's leaders through a taped message, music, a reading or seminar, a book, or a piece of artwork
- ◆ Unlimited creativity

Too often premiums take a back seat during on-air fundraisers. They are sometimes treated only as "just our way of saying thanks" when their proper use could make a sizable difference in the response you get. Carefully consider the above strategies by putting yourself in the place of your donor, and your gifts of thanks will become strategic tools to help your station accomplish its objectives.

**Rod Robison is director of development for Family Life Radio Network in Tucson, Ariz., and is a free-lance writer and author of *The Successful TV and Radio-thon Guidebook*.**

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---

*by James H. Kerby*

**W**hat is ministry?

Preaching the gospel — in person or on radio or television? Teaching? Counseling? Praying? Singing? Helping?

It's all these things . . . and more. The Apostle Paul wrote, "That I might by all means save some . . . this I do for the gospel's sake" (I Corinthians 9:22,23).

It seems to me that virtually all effective means of ministry involve communicating with people. A minister must be able to convey God-given ideas, concepts, and truths from his heart and mind to the hearts and minds of others. If he fails to communicate, in all likelihood, he fails to minister.

One of the most effective means of communication over the centuries has been by putting words on paper. Even after communicating orally and arriving at a clear understanding, men traditionally have found it helpful to "put it in writing." Not surprisingly, God himself arranged to have His Word recorded in written form.



As a Christian broadcaster, you probably already are well aware of the importance of the written word and its vital role in your ministry. You may have even published books, magazines, tracts, literature, etc., to complement your broadcast outreaches.

But have you considered Direct Mail as a vital arm of a ministry? You should! It is!

The idea that Direct Mail is "just a fundraising tool, a necessary evil" is both short-sighted and a costly mistake. To dismiss it as some kind of high-tech, high-pressure, negative, worldly method of fleecing people of their money is as wrong as categorizing all TV as a "vast wasteland" and Christian radio as "an unending parade of screaming preachers."

If you've ever written a love letter to a sweetheart or answered a note from your folks back home, you know how intimate, powerful, and important Direct Mail can be. It certainly is a simple, effective, personal, "direct" way to communicate ideas to others — to minister, if you will!

I've even recommended to pastors of larger churches that they should use Direct Mail to stay in touch with their congregations. It may well be the most personal way they can reach their members.

On Sunday morning in a large church, the pastor may appear to be a small figure way down front, surrounded by a mass of people. And even if he tried to stand at the door and greet people after the service, he could only reach a small number of people for a brief moment each.

A letter from the pastor on occasions when he has something really important to communicate would mean a great deal to a church member. For five minutes or so — however long it takes an individual to read that letter — he (or she) has the pastor all to himself. It may be the most personal contact he's had with the pastor in years.

Obviously, the same principle is true for broadcast ministries. It's easy to get caught up in the idea of reaching multiplied thousands (or even millions) via the airwaves and forget the importance of one-to-one contact.

## Direct Mail Can Build Relationships

Direct Mail, used properly, enables

you to build a more personal relationship with your constituents. When you write to them — minister. Be a blessing. Express your interest and concern for your friend. Share a good word from the Lord, give encouragement, appreciation, and hope. Say on paper what you would say in person if you could visit in the home of Mrs. Faithful Donor.

## Direct Mail Helps You Be Accountable

Another ministry opportunity Direct Mail affords you is to be accountable. In all likelihood, the people on your mailing list, at one time or another, have invested money in your ministry. They may have responded to an appeal for a particular project, or simply sent a support gift to help you keep carrying out the work God has called you to do.

Direct Mail is a great way to report to your donors what you have done and are doing with the funds they've sent in. In addition to receiving a routine tax deductible receipt, donors appreciate more detailed reports of what their offerings are helping to accomplish — whether in terms of brick-and-mortar projects completed or in flesh-and-blood, real people touched and helped.

## Direct Mail Helps Share Your Talent

As a Christian broadcaster, you obviously feel you have something to say and share that is unique and valuable. If you didn't you wouldn't be on the air. You probably have "packaged" your approach, your concept, your message, your uniqueness in some form — tape, video, or print — to offer in meetings and on the air.

There is no better way to present these materials than through the mail. You can describe the contents of your offer and its benefits graphically and perhaps in more detail in a letter than on the air. Plus, you can make it more convenient for an individual to respond by giving him a reply card and pre-addressed envelope.

Is this just commercialization, manipulation, hype, mass marketing? Only if you feel that what God has given you to say is worthless, and what you have to offer is not helpful or of value.

If you believe in what you are doing and what you are creating, present what you have to those who believe in you the most and make your best work available to

them. Direct Mail is a good way to do it.

## Direct Mail Shares Ministry Opportunities

Last, but certainly not least, Direct Mail enables your donors to reach out beyond their limited realm of influence and, by their financial support, be part of something bigger than themselves — something important and worthwhile.

People need to be needed. They need to feel that what they are doing with their lives counts for something and makes a difference. Through Direct Mail, you can make your donors aware of ministry opportunities they might never know about otherwise.

One of our evangelist clients received a \$10,000 check from a donor and telephoned to express his appreciation. "Your gift really means a lot," he told the man. "I just wanted to personally say thank you."

"It's nice of you to call," said the donor. "But I really ought to be the one saying thanks for letting me have a part in what you're doing. I really wouldn't have much of a ministry if it weren't for you."

## Make Your Ministry Complete

Any organization which is not utilizing Direct Mail as an arm of ministry is incomplete. It is a way to recruit, cultivate, and care for God's workers in the harvest field for which you are responsible. So vital is Direct Mail that virtually no ministry can realize its full potential without using it.

How effective is your Direct Mail program? Do you regard it simply as an offering plate, or as a crucial, integral part of your entire ministry outreach? Do your constituents look forward to getting your letters, and feel a tingle of excitement and anticipation to see your name on an arriving envelope?

Spend some time answering these questions. Chances are you'll begin to see Direct Mail in a whole new light, and discover satisfying, productive new ways it can enhance your ministry's outreach.

---

James H. Kerby is creative director for B/M/C Advertising, Inc., in Tulsa, Okla.

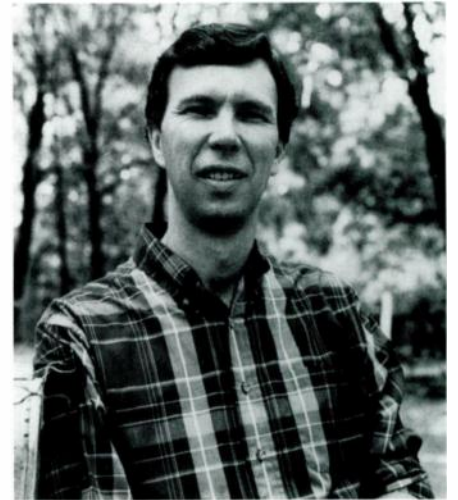
# We Kids:

## A Story Of Fun-Raising And God's Faithfulness

*A father and broadcaster looks back over the first five years of a radio ministry to children some said wouldn't work. From a minimal budget and an "under-the-bed" production facility in his home to a 100-station broadcast, his fundraising style aims at building listener trust.*

---

by Ken Boone



Sharathons were such a predictable part of my past work that we joked about them. "Another Beg-a-thon," a co-worker would sigh. "Time to shake the money tree again."

Network announcers weren't always that flippant; certainly never on the air. But it was hard to understand why fundraising occupied the time it did in our ministry. As carefully planned and well-executed as Sharathons were, frustration at times leaked between our lines of "Please send money."

My unsettled feelings motivated me to plan a syndicated radio ministry that would operate with a simple ministry-over-money priority system. There would be no financial emphasis to fuel the fire of money jokes, no coaxing, nagging, or manipulation of listeners. There couldn't be. My audience would be children.

An advertising agency executive diplomatically explained that it wouldn't

work: "Especially a radio ministry for kids. They have no financial resources."

Still, I knew God's faithfulness and what He says about trusting Him. And as Christ-centered radio programs for kids were rare, I knew there was a need. I further reasoned that common-sense financial principles like avoiding debt and not over-spending would work as well on a ministry level as they do on a personal one.

### Under-The-Bed Radio

*We Kids* began with a borrowed typewriter, some personal savings, and a love for children. Following the instructions from a book, my wife Julia and I started a nonprofit corporation. In six months it was recognized by the Internal Revenue Service as a tax-exempt, donor-supported organization. Friends and relatives were notified and began to send financial gifts.

About this time a local college deter-

mined it needed the space occupied by its little-used audio production room. When I offered to buy the equipment and move it out, the school agreed and our new broadcast ministry was suddenly equipped.

Despite the fact that our family lived in a two-bedroom condominium, Julia and I decided we would try to squeeze the audio production gear in with us. The final location, determined by eliminating one room at a time, was our bedroom. We hesitated, but opted to continue.

We chuckled when we discovered there was space for everything in our bedroom except our bed. Nevertheless, we brainstormed a plan to hinge a custom-made bed frame to the wall above the audio console, cabinets, and turntables. With four-by-four posts and lag bolts, the project worked. On program recording days, we lifted the bed. On other days, we left it level.

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CONTINUED ON PAGE 18



# NATIONAL RELIGIOUS BROADCASTERS

## COMPREHENSIVE BENEFIT PLAN

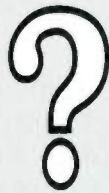


"The NRB Comprehensive Benefit Plan was established in 1985 by NRB as a benefit for its Members. By participating in this Plan, our Members can provide group life and health insurance benefits for their employees on a large plan, fully insured basis. Since most NRB Members have fewer than 50 employees,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

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

*Dr. Jerry K. Rose*

*Past President, National Religious Broadcasters Association*



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## WE KIDS . . .

CONTINUED FROM PAGE 16

We slept three feet from the ceiling during the first four years of *We Kids*. Visitors were surprised when they saw our multi-purpose bedroom. Kids said, "Wow. . . ." Adult responses ranged from a mumbled "You guys are nuts" to an exuberant "Praise God!"

Through all of this our mission was to teach children about God through a syndicated radio program. We simply used what He provided.

### The Launch

In October 1986 the first edition of *We Kids* was produced under our hinged bed. Copies of the tape were sent to a handful of stations selected from the National Religious Broadcasters' *Directory of Religious Broadcasting*. Follow-up phone calls revealed that most broadcasters weren't interested in an untested program for such a specialized target audience. Then Dick Palmquist of KDNO-FM in Delano, Calif., welcomed the program and *We Kids* was headed for its first broadcast.

That was an appropriate time to create an intensive fundraising campaign. The organization was in place, the studio assembled, the program in production. Yet, our Board of Directors decided to maintain a calm approach to financial appeals. This meant no four-color brochures, mass mailings, or telephone campaigns. We merely sent 75 letters to friends and family to tell them about how God was building the work.

Because I was experienced with children's program production, I already had an on-air strategy of grabbing the attention of youngsters with music, sound effects, and lots of fun on the air. Then I clearly explained the Gospel of Jesus Christ.

Few syndicated radio program producers direct their work specifically toward pre-school through grade-school-aged children. Thus, this demographic niche was an obvious audience for the *We Kids* program. By matching the pace of program events with the short attention span of children, *We Kids* not only captured their interest but became effective counter-programming ammunition

against Saturday-morning television.

*We Kids* talks with its listeners rather than at them. Designed to be loving and compassionate, the program invites interaction on the part of its listeners. Occasional pauses are built in for their response. This enables kids to complete each program with their own participation.

Zany comments give *We Kids* a twist. "It must've been hard for Jonah to swallow that big fish" (pause for response), "or was it the other way around?" To be sure, this approach is unconventional. But at least kids are listening while they're hearing. More importantly, they're thinking about the Bible.



Ken Boone wires the "We Kids" under-the-bed studio.

### Early Responses

KDNO's little listeners began to write when they heard the program. They sent drawings and penciled letters and asked for *We Kids* stickers. Parents sent encouraging words about our approach to teaching biblical basics and began to contribute financially.

Expressing personal gratitude became a ministry priority I wanted to carry into the future. I made sure donors received personal letters of thanks, explaining the purpose and direction of *We Kids*.

Now, as then, I still make time to pen notes of gratefulness on letters to donors. Children often receive individualized letters back from me. And sometimes on Saturday mornings I'll call five or ten United States listeners to say "thanks" or "happy birthday" or "keep shining!" A personal touch, I believe, best communicates my interest in them.

### Zero to 100 In Five Years

After five years, *We Kids* is heard on over 100 radio stations. Along with other international facilities, Trans World Radio carries the program in Swaziland and the Netherlands Antilles, in addition to HCJB in Ecuador. Domestic satellite feeds from KCBI-FM/Criswell Radio Network in Dallas, Texas, WRVL-FM/Liberty Broadcasting Network in Lynchburg, Va., and WCIE-FM in Lakeland, Fla., all carry *We Kids*. The balance of stations running the program are Christ-centered, music-filled local stations across America with commitments to family ministry.

A year ago Julia and I decided it was time to move the ministry and our family to a small, family friendly community. We traded the prestige, intensity, and under-the-bed studio of the city for a slower-paced town nestled among trees where we enjoy life more and raise our own kids peacefully.

Like many professionals today, I work at home. *We Kids* is recorded each week in our home-studio (no longer under the bed) where I communicate with listeners and stations via telephone, personal computer, and mail.

Money concerns, as they were five years ago, continue to be of lesser priority. Financial appeals on the air amount to "Parents, *We Kids* is a listener-supported ministry." Mailed appeals have a tone of "If you'd care to contribute . . ." and are sent quarterly.

Perhaps *We Kids* would have grown more quickly with one or more crisis fundraising programs. But then, too, there would be the money jokes. And somebody in the organization would ask, "Why not put the ministry first?"

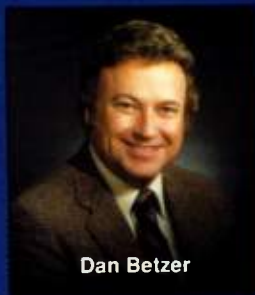
I still balk at "generating" increased donations while teaching others that God is faithful. It has taken time, but *We Kids* listeners trust us. To me, that means confidence before God, trust in His adequate provision, and hope for a long-term ministry. Too simple? Perhaps. But certainly possible — and very enjoyable.

**Kenneth Boone is host of the *We Kids* radio program and president of Family Programs, Inc., in Paradise, Calif.**





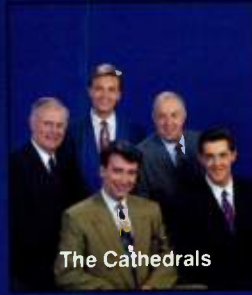
# *Communicating the Commission*



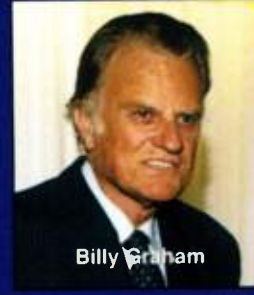
Dan Betzer



Glen Campbell



The Cathedrals



Billy Graham



Larnelle Harris



Dallas Holm



Richard Lee



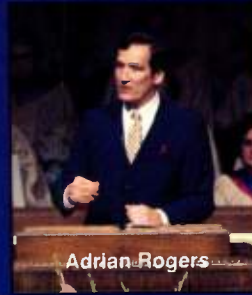
Florence Littauer



Horst Marguardt



Twila Paris



Adrian Rogers



Clinton Utterbach

National  
Religious Broadcasters

## 49th Annual CONVENTION & EXPOSITION

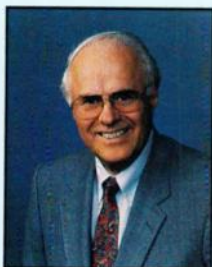
January 25-29, 1992  
Washington, D.C.



*E. Brandt Gustavson  
NRB Executive Director*



*David Clark  
NRB President*



*Paul Ramseyer  
NRB 92 Program  
Chairman*

## *You're Invited...*

I am sending this warm and heartfelt invitation to attend NRB 92. As you see from the layout of the program, we have consolidated the number of offerings, making it possible for you and your associates to *really* take in the program features.

Look over the Saturday Super Seminars. This line-up of subject matter and speakers should itself be worth the cost of coming.

One of the decisions we made for this year is not scheduling a formal Sunday evening session in order for you to have dinner with associates and friends. No doubt you will have a number of good opportunities for fellowship.

Now please, look over the workshop schedule and the line-up of speakers and musicians. I think God has blessed our planning and prayers by giving us His best for NRB 92.

Send your registration form today and bring someone from your ministry with you. It will be a wonderful investment for the future of your work!

Warmly in His name,

A handwritten signature in blue ink that reads "E. Brandt Gustavson".

E. Brandt Gustavson  
Executive Director



**NRB****92**National  
Religious Broadcasters**49th**  
Annual  
**CONVENTION & EXPOSITION**January 25-29, 1992  
Washington, D.C.**PROGRAM SCHEDULE****Saturday,  
January 25****8:00 - 8:00**  
Exhibitor Registration  
Atrium**8:30 - Noon**  
Board of Directors  
Meeting  
Cotillion Ballroom North**10:00 - 6:00**  
Convention  
Registration  
Atrium**10:00 - 6:00**  
Hispanic Registration  
Convention Lobby**Noon - 2:00**  
Board of  
Directors/Chapter  
Officers Luncheon  
Cotillion Ballroom South**2:30 - 5:00**  
Super Seminar  
Session**7:00 - 9:00**  
Opening Evening  
General Session**Speaker:**  
Rev. Clinton Utterbach,  
Redeeming Love Christian  
Center, Nanuet, NY**Music:**  
"The Young Messiah"  
featuring  
Larnelle Harris,  
Twila Paris,  
Sheila Walsh  
and Phil Driscoll**Sunday,  
January 26****8:30 - 11:00**  
Hispanic Worship  
Service**9:00 - 6:00**  
Convention  
Registration  
Atrium**10:00 - Noon**  
Morning Worship  
Service  
Sheraton Washington  
Ballroom**Music:**  
Twila Paris and Larnelle  
Harris**Speaker:**  
Dan Betzer, speaker for  
the Assemblies of God  
international radio  
program, "Revivaltime."**1:00 - 1:15**  
NRB 92 Media  
Exposition Grand  
Opening  
Atrium**1:00 - 6:00**  
NRB Media Exposition**2:00 - 5:00**  
Gospel Concert  
Sheraton Washington  
Ballroom**2:00 - 5:00**  
Hispanic Concert  
Cotillion BallroomSunday evening has been  
designated as an  
opportunity for private  
meetings, banquets and  
receptions.**Monday,  
January 27****10:00 - 5:00**  
Convention  
Registration  
Atrium**10:00 - 6:00**  
NRB Media Exposition  
**10:00 - 11:30**  
NRB Workshop  
Session  
**Noon - 2:00**  
International  
Luncheon  
Sheraton Washington  
Ballroom**Speaker:**  
Horst Marquardt, Executive  
Director of Evangeliums-  
Rundfunk, Chairman of the  
German branch of the  
Lausanne Committee for  
World Evangelization,  
Chairman of Trans World  
Radio, Europe**Music:**  
Korean Men's Choir  
**2:00 - 4:00**  
NRB Business Session  
Cotillion Ballroom North**7:00**  
Evening General  
Session  
Sheraton Washington  
Ballroom**Music:**  
Dallas Holm, Susan Ashton**Speaker:**  
Florence Littauer,  
Christian speaker, author  
and broadcaster, San  
Marcos, CA.**Speaker:**  
Richard Lee, There's Hope,  
Atlanta, GA**Tuesday,  
January 28****9:00 - 3:00**  
Convention  
Registration  
Atrium**7:30 - 10:00**  
Presidential Breakfast  
Sheraton Washington  
Ballroom**Sponsor:**  
SpaceCom Systems**Music:**  
Glen Campbell  
The Couriers**Speaker:**  
President George Bush  
(invited)  
Rev. Billy Graham  
(invited)**10:00 - 2:00**  
NRB Media Exposition**10:30 - Noon**  
TV General Session**2:30 - 4:00**  
NRB Workshop  
Session**4:00 - 5:30**  
BNRB & HNRB  
Business Meetings**6:30**  
Anniversary Banquet  
Sheraton Washington  
Ballroom**Sponsor:**  
The Bible League**Music:**  
"The Cathedrals"  
Greg Buchanan**Speaker:**  
Adrian Rogers,  
"Love Worth Finding"  
broadcast ministry**Wednesday,  
January 29**Washington, D.C.  
events:**9:00 - Noon**  
Christian Heritage  
Tour of the Capital  
White House Briefing  
FCC BriefingMeetings with  
Congressmen  
Vice Presidential  
Residence Reception  
Embassy Tours

# WORKSHOP SCHEDULE

## Saturday, January 25

2:30 - 5:00

### Super Seminar Session

#### Super Seminar: "Digital Broadcasting and Production"

Baltimore/Annapolis Room  
Jim Sanders, Ambassador  
Advertising Agency

#### Super Seminar: "Discovering World-Class Leadership Within Your Own Organization"

Richmond/Arlington Room

#### Host:

R. Russell Bixler, Cornerstone  
TeleVision, Inc.

#### Moderator:

Bobb Biehl, Masterplanning Group  
International

#### Super Seminar: "The Challenge of Modern Culture to American Christians" — How Christian Media Can Equip to Deal With The Culture

Rockville Room

#### Moderator:

Paul Virts, Christian Broadcasting  
Network

#### Speakers:

Quentin Schultze, Calvin College  
Ken Myers, Villars Committee on  
Relief & Development

#### Super Seminar: "Reaching the Youth of Today"

Wilmington Room

#### Panel:

Jay Strack, Jay Strack Association  
Dann Spader, Son Life Ministries

#### Super Seminar: "Restoring Your Spiritual Resources" — How to Stay Fresh for God in This Work

Alexandria Room

Lloyd Ogilvie, Lloyd Ogilvie  
Ministries

## Monday, January 27

10:00 - 11:30

### Workshop Session

#### "Talk Radio, Hook-Ups and Hang-Ups"

Tom Moffitt Jr., WTLN  
Radio

#### "Fund Raising — Presentations, Perceptions, Persuasions"

Carl Singer, Criswell  
Radio Network

#### "Advertising Sales — How to Overcome the 5 Toughest Challenges of Selling Christian Radio"

#### Moderator:

Rich Bott, Bott  
Broadcasting Co.

#### Speaker:

Chris Lytle, Chris Lytle  
and Associates

#### "Reaching the Secular Media"

#### Panel:

Cal Thomas  
Pat Buchanan

#### "Capturing Your Audience — Excellence in Media"

#### Moderator:

Ted Baehr, Good News  
Communications

#### Guests:

Ruth Schofield, The  
Washington Report  
Graylian Young, S.E.  
Bureau Chief, CNN News  
Mary Conley, ABC-TV  
Frank Schroeder,  
Premier Pictures

#### "Advancements in Technology"

#### Moderator:

Alex Blomerth, STC  
Broadcast Consultants

#### "The Local Church's Use of Television"

#### Moderator:

Jim Moss, John Hagee  
Ministries

#### "Syndication - Packaging a Deal"

#### Moderator:

Dave Hummel, CBN

Panel: Sam Wagner,  
Russ Doughten

#### "Fiscal Responsibility"

#### Moderator:

Bob D'Andrea, Christian  
Television Network

#### "Media, the Church and Homelessness"

#### Moderator:

Irma Diaz Sandoval,  
World Vision

#### "Christianity in Crisis"

#### Moderator:

Hank Hanegraaff,  
Christian Research  
Institute International

#### "International Radio Programming Trends"

#### Moderator:

Ben Cummings - HCJB

#### "Television Opportunities in Africa and Asia"

David Lee, International  
Media Ministries

## Tuesday January 28

2:30 - 4:00

### Workshop Session

#### "Open Forum, Call It As You See It — An Exchange of Ideas, Issues and Concerns"

#### Moderator:

Jon Campbell,  
Ambassador Advertising  
Agency

#### "Audience Research — Who Are They? What Are Their Characteristics?"

#### Moderators:

Tom Schindler, Good Life  
Association  
Larry Deakins, Hope for  
the Heart

#### Participants:

Gary Crossland, Soma  
Communications  
Scott Chapin,  
Birch/Scarborough  
Research

#### "Audience Development, Keys to Increasing Your Listenership"

#### Moderators:

Patsy Perrault, The  
Perrault Co.  
Burt Perrault, KSBJ Radio

#### "Getting Construction Permits and Getting on the Air"

#### Moderator:

Sara Warren

#### Panel:

Pete Warren, Satellite  
Technology for Christ,  
David Tucker and Stuart  
Mitchell

#### "Legal Issues for Music"

#### Moderator:

Ron Haus

#### Panel:

Bob D'Andrea, Christian  
Television Network

#### "Film and Video Evangelism"

#### Moderator:

Russ Doughten,  
Heartland Productions

#### "How to Get on Cable"

#### Moderator:

Mike Wright

#### Panel:

Larry Secrest, Wiley,  
Rein & Fielding  
Joe Dunn

#### "Selling Without Numbers — Alternative Revenue Sources"

#### Moderator:

Blackie Gonzalez,  
KCHF-TV

#### Panel:

David Hummri

#### "The Current Fundraising Crisis — What Would George Mueller Do?"

#### Moderator:

Butch Maltby, Killion,  
McCabe & Associates

#### "Media, The Church and The Family"

#### Moderator:

Irma Diaz Sandoval,  
World Vision

#### "Looking Back From Eternity - A Whole New Perspective"

#### Moderator:

Hendrick Hanegraaff,  
Christian Research  
Institute

#### "Television in Eastern Europe"

#### Speakers:

Christi Tepes, Romania  
Hannu Haukka, Finland

#### "Radio in Eastern Europe"

Alex Leonovich, Slavic  
Missionary Service



NRB

92

# NRB 1992 MEDIA EXPOSITION

The 1992 Media Exposition will showcase more than 250 organizations from all over the world.

Visit the exposition and learn about the latest in services and supplies and how you can benefit. It's an exciting marketplace for one-stop shopping produced with you in mind.

Discover the innovative products designed to increase the efficiency of your program, expand your ministry outreach and help your organization achieve its goals in today's fast-changing world. Learn new techniques, be exposed to new ideas and gain important knowledge you can put to work right away.

The largest trade show in religious broadcasting will feature audio-visual equipment & services, consultants, premiums & promotions, computer hardware & software, gospel music, news services, printing & publishing, travel, education, direct mail services, radio & TV programs, satellite services, audio & video tape, legal services, film, broadcast automation, mission groups and much more.

Keep up with what's happening in modern day communications!

## MEDIA EXPOSITION HALL HOURS

**Sunday, January 26**  
1:00 pm-6:00 pm

**Monday, January 27**  
10:00 am-6:00 pm

**Tuesday, January 28**  
10:00 am-2:00 pm

Interested in exhibit space to highlight your organization?  
Contact Michael Glenn, Director of Sales, at 201-428-5400 or fax 201-428-1814

## Partial List of Exhibitors

- ◆ ACTS Television Network
- ◆ American Bible Society
- ◆ American Christian Tours (ACTS)
- ◆ American Church Lists
- ◆ Associated Press Broadcast Services
- ◆ B.A.C. & Associates
- ◆ Baker Book House
- ◆ Barbour & Co., Inc.
- ◆ Bethany House Publishers
- ◆ Bible League, The
- ◆ Broadcast Electronics, Inc.
- ◆ C & D Int'l/Pocket-Pal Albums
- ◆ Cablewave Systems
- ◆ Capital Television Network
- ◆ Carolina Christian Broadcasting
- ◆ CBN Radio Network
- ◆ CBSI/Custom Business Systems, Inc.
- ◆ Central Message, The
- ◆ Christ for the Nations Institute
- ◆ Christian Aid Mission
- ◆ Christian Duplications
- ◆ Christian Herald
- ◆ Christian Television Network
- ◆ Concerned Women For America
- ◆ Crossway Books
- ◆ Dataworld
- ◆ David C. Cook Publishing Co.
- ◆ Dayspring International
- ◆ Domain Group, The
- ◆ ECFA
- ◆ Family Entertainment Network
- ◆ Fetal Teaching Systems
- ◆ Gleneida Publishing Group
- ◆ HarperSanFrancisco
- ◆ Harvest House Publishers
- ◆ Hearthstone Pub/Southwest Radio Church
- ◆ Hendrickson Publishers
- ◆ InfoCision Management Corp.
- ◆ International Broadcasting Network
- ◆ InterVarsity Press
- ◆ Israel Government Tourist Office
- ◆ Jeremiah Films
- ◆ LeSEA Broadcasting, Inc.
- ◆ LIFE, Inc.
- ◆ Light Source, The
- ◆ Lockman Foundation, The
- ◆ Master Software Design, Inc.
- ◆ McAlvaney Intelligence Advisor
- ◆ Media Concepts, Inc.
- ◆ Messenger
- ◆ Moody Broadcasting Network
- ◆ Moody Press
- ◆ Multnomah Press
- ◆ Multnomah Productions
- ◆ National Christian Choir
- ◆ NavPress
- ◆ Nelson Ministry Services
- ◆ NPR Satellite Services
- ◆ Pacific Press
- ◆ Questar Publications
- ◆ Rainbow Study Bible, Ltd.
- ◆ REF
- ◆ Regent University
- ◆ Review & Herald Publishing Assoc.
- ◆ Rutherford Institute, The
- ◆ Salvation Army, The
- ◆ Select Religious Broadcasting
- ◆ Shelby Systems
- ◆ Showers of Blessing Ministry
- ◆ Sony Corporation of America
- ◆ Southern Gospel Music Guild
- ◆ Spectrotape/Yr Story Hr/Image Media
- ◆ Spoken Word of God
- ◆ Television Technology Corporation
- ◆ Telex Communications
- ◆ Three Angels Broadcasting Network
- ◆ Tyndale House Publishers
- ◆ USA Radio Network
- ◆ Victor Books, div. Scripture Press
- ◆ Videolight
- ◆ Willowbank Hotel
- ◆ WITA/WWCR
- ◆ Word, Inc.
- ◆ World Opportunities International
- ◆ WVCY
- ◆ Zondervan Corporation

NRB

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# HOTEL & TRAVEL

**Sheraton  
Washington Hotel**  
2660 Woodley Rd. at  
Connecticut Ave., NW  
Washington, D.C. 20008  
Room Rates: Single \$104  
Double \$124

**Omni  
Shoreham Hotel**  
2500 Calvert St., NW  
Washington, D.C. 20008  
Room Rates: Single \$100  
Double \$120

**Savoy  
Suites Hotel**  
2505 Wisconsin Ave., NW  
Washington, D.C. 20007  
Room Rates: Single \$69  
Double \$69

**Connecticut Avenue  
Days Inn**  
4400 Connecticut Ave., NW  
Washington, D.C. 20008  
Room Rates: Single, double,  
triple or quad \$63

## Information Needed to Make Reservations

1. Name of convention
2. 1st, 2nd, 3rd choice of hotel
3. Arrival/departure dates
4. Number of rooms required
5. Type of room (single, double, etc.)
6. Number of persons in party
7. Arrival time
8. Credit card name, number and expiration date\*
9. Names of all occupants of room
10. Address
11. Telephone number

\*If a credit card is not used, a deposit needs to be sent to the hotel within 15 days of receipt of confirmation.

## NRB 92 Housing Bureau

Phone: 1-202-842-2930  
1-800-535-3336  
(U.S. & Canada)

### Confirmation:

Regardless of how reservations are made, all hotel confirmations will be sent by mail. These confirmations are in addition to, and separate from, convention registration confirmations.

### Travel:

Media Travel U.S.A. is the official agency of the 1991-92 NRB Conventions. Specializing in the travel needs of broadcasters, Media Travel U.S.A. is teaming up with Northwest and American airlines to provide for the travel needs of

attendees and exhibitors to all NRB and other broadcast industry conventions.

Save 45% off of full coach fares on Northwest Airlines, 5% off of Northwest's lowest available excursion rate and 35% off of the coach fare from Canada.

Save 40% off of full coach fares on American Airlines, 5% off of American's lowest available excursion rate and 35% off of the coach fare from Canada.

**For complete information  
and to make reservations,  
Call 1-800-283-TRIP [8747]  
In Florida, (407) 575-7600.**

# NRB 1992 TOUR

## Send In Your Reservations Today!

(\$20.00 per person)

Name \_\_\_\_\_

Address \_\_\_\_\_

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

I enclose my check for \_\_\_\_ reservation(s).

Please make checks payable to:

**CHRISTIAN HERITAGE TOURS, INC.**  
c/o National Religious Broadcasters  
299 Webro Road, Parsippany, NJ 07054

Buses leave from  
Sheraton Washington Hotel.

**National Religious  
Broadcasters  
presents  
CHRISTIAN HERITAGE  
TOURS, INC.  
A Tour You'll Always  
Remember!**

**Wednesday, January 29**

**9 a.m. - Noon**

- ♦ Lincoln Memorial
- ♦ Arlington National Cemetery
- ♦ The White House
- ♦ National Archives
- ♦ Iwo Jima Memorial

Experience Washington, D.C. from a unique perspective! See how God has stamped His indelible mark on the landmarks, museums, monuments and memorials of our Nation's Capital. You will carry away an unforgettable appreciation of what God's men and women have achieved in laying the foundations for America.





**To Register By Mail:**  
 National Religious Broadcasters  
 299 Webro Road, Suite 250  
 Parsippany, NJ 07054

**To Register By FAX:**  
 Credit card registration ONLY  
 FAX # 201-428-1814  
*If faxing registrations,  
 please DO NOT resend through the mail.*

# REGISTRATION

**INSTRUCTIONS:**

1. Use separate registration form for each person other than spouse. You may photocopy this form.
2. Complete all portions of this form. All information is vital in expediting your registration.
3. \*To qualify for group rates all registrations must be received at the same time. Spouses DO NOT qualify for

group rate unless they are employed by the organization.

4. Mail form together with check, money order or authorized credit card number (U.S. dollars) to: National Religious Broadcasters, 299 Webro Road, Suite 250, Parsippany, NJ 07054. Telephone 201-428-5400. **REGISTRATION WILL NOT BE PROCESSED WITHOUT PAYMENT.**

**CANCELLATION POLICY:**

75% refund prior to Tuesday, December 31. **NO REFUNDS OF REGISTRATION FEES AFTER THAT DATE.** Beyond this date, we will credit monies to your membership or next year's convention. **ALL CANCELLATIONS MUST BE IN WRITING. NO EXCEPTIONS!**

**PLEASE CHECK THE APPROPRIATE BOX**

- Non-Member  Member  
 Member Applicant

Name of member organization if different from organization on right side of form (please print): \_\_\_\_\_

**PRIMARY MEDIUM In which you are Involved**

- Radio  TV/Cable  
 Film  Records/Music  
 Video  Print  
 Cassette  
 Other (please specify): \_\_\_\_\_

**FUNCTION**

- Owner/Officer/Partner  
 Financial/Accounting  
 Operations  
 Public Relations  
 Human Resources/Personnel  
 Manager/Administrator  
 Programming  
 Marketing/Sales  
 Engineering/Technical  
 Other (please specify) \_\_\_\_\_

**PAYMENT METHOD**

- Check Enclosed  MasterCard  
 Visa  Amex

**Make checks payable to:**  
**National Religious Broadcasters**

Card# \_\_\_\_\_

Name as it appears on card (please print) \_\_\_\_\_

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

Signature \_\_\_\_\_

- Please send Media Expo 92 exhibitor information  
 Please send info on advertising opportunities  
 Please send info on available sponsorships

**EXHIBITORS: DO NOT USE THIS FORM**  
**PRESS: DO NOT USE THIS FORM. CALL OR WRITE TO NRB'S PUBLIC RELATIONS DEPARTMENT FOR PRESS CREDENTIALS.**

**FULL REGISTRATION (includes 3 meal functions)**

| After December 31, 1991 add \$50<br>for on-site registration fee  | Early Bird<br>(postmarked<br>by Sept. 1) | Advance<br>(postmarked<br>by Dec. 31) | Amount |
|---|--|---------------------------------------|--------|
| <b>MEMBERS</b>  |  |                                       |        |
| <input type="checkbox"/> 1-3 persons (same organization)  | \$210                                    | \$260                                 | _____  |
| <input type="checkbox"/> 4+ persons* (same organization)  | \$195                                    | \$245                                 | _____  |
| <input type="checkbox"/> Spouse   | \$150                                    | \$150                                 | _____  |
| <b>NON-MEMBERS</b>  |  |                                       |        |
| <input type="checkbox"/> 1-3 persons (same organization)  | \$350                                    | \$400                                 | _____  |
| <input type="checkbox"/> 4+ persons (same organization)   | \$340                                    | \$390                                 | _____  |
| <input type="checkbox"/> Spouse   | \$250                                    | \$250                                 | _____  |
| <b>STUDENTS</b>   |  |                                       |        |
| <input type="checkbox"/> Full Registration  | \$150                                    | \$150                                 | _____  |
| <input type="checkbox"/> Limited (no meals)   | \$80                                     | \$80                                  | _____  |
| <input type="checkbox"/> <b>DAILY RATE</b> (no meals)<br>*Does not include spouse<br>(see instructions) | \$125                                    | \$125                                 | _____  |

**TOTAL PAYMENT** \_\_\_\_\_

NAME \_\_\_\_\_

NICKNAME (for badge) \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION (for badge) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX# \_\_\_\_\_

SPOUSE'S NAME (for badge) \_\_\_\_\_

SCHOOL (for student badge) \_\_\_\_\_

**FOR OFFICE USE ONLY**

Check # \_\_\_\_\_ Date Received \_\_\_\_\_ No. Registrations covered \_\_\_\_\_  
 Amount \_\_\_\_\_ Received by \_\_\_\_\_ by payment: \_\_\_\_\_



**MUSIC! ♦ MUSIC! ♦ MUSIC!**

**I**n the United States, nearly every citizen has the opportunity to turn on his radio or television at any time of the day or night and hear a rich variety of music being sung and played to glorify God. From southern gospel to string quartets, from black gospel to praise choruses, from folk to classical, from contemporary Christian rock to traditional hymn singing, it can all be heard on the airwaves of America. Certainly there is a style of sacred music to inspire every heart.

National Religious Broadcasters has always sought to present a full cross section of musical styles at its annual convention. And this year is no exception, as NRB is very proud to present the following artists:

**The Korean Men's Choir**

**Larnelle Harris**

**Twila Paris**

**Sheila Walsh**

**Phil Driscoll**

**The Newport News Adult Choir**

**The Newport News Children's Choir**

**Dallas Holm**

**Susan Ashton**

**Glen Campbell**

**The Couriers**

**The Cathedrals**

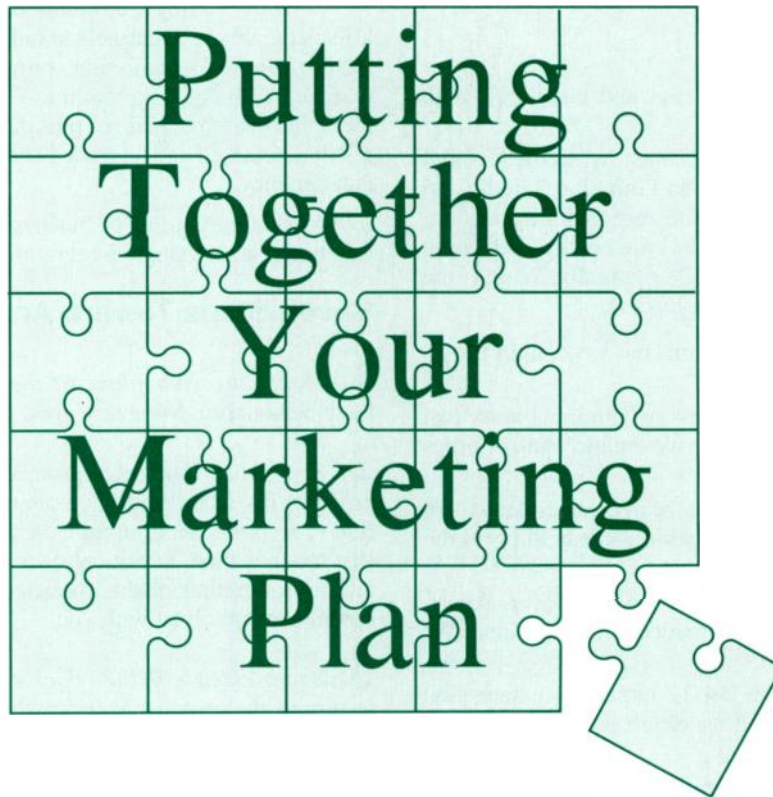
**Greg Buchanan**

**The Maranatha Singers**

*And more...*







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by Richard Perry

*No matter what the trend, it is still true that every organization is made up of integrated parts that are interdependent, interconnected, and horizontal. These parts must be carefully organized and orchestrated to deliver the organization's product (tangible or intangible) to its market.*

**W**e could not believe the results! In one donor acquisition campaign 47,000 new names, many of them donors, were acquired. We had never seen numbers like these! The message we had put out in the marketplace had really struck a cord. People were responding!

The ministry quickly labeled the entire program a success. And managers throughout the ministry began to relax and take comfort that their goals had been achieved. Little did they know that lurking behind the front-end success was a disaster in the making.

*They did not have an integrated marketing and organizational plan.* So their back-end fell apart. They did not deliver on the expectations they created. They lost the momentum they had started.

### **Recruits By The Thousands**

Another ministry needed to get thousands of recruits every year. Their front-end recruitment

program had a proven track record of bringing in people, consistently replacing those who had not renewed their involvement. The cost per inquiry, the conversion rates, and cost per recruit acquired were better than industry standards and well within the ministry's operating standards and expectations.

But the ministry was in a financial crisis. In fact, if steps were not taken soon the ministry would face the prospect of totally collapsing and shutting down. *It did not have an integrated marketing and organizational plan.*

Many of today's managers and consultants have adopted the science of target marketing: delivering specially tailored messages to targeted groups of people that have common characteristics, needs, and consumption patterns.

Although this movement toward target marketing has many benefits, it has resulted in vertical thinking as managers and marketers have be-

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**CONTINUED ON PAGE 28**

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## PUTTING TOGETHER . . .

### CONTINUED FROM PAGE 27

come specialists in one form of media and enamored with serving one market.

The problem that has emerged is this: With such a high emphasis on vertical market analysis and thinking, middle and upper managers who are assigned line responsibility are not thinking as critically as they should. They are not thinking about the big picture. They are not thinking horizontally. What is the result? Here are some comments from leaders:

- “The radio broadcast was successful, but we couldn’t keep the organization going financially.”
- “The response to the mailing was overwhelming, but we lost a lot of donors/customers because we couldn’t fulfill properly.”
- “Our sales effort was excellent. But for every account we got we lost one. I just don’t know why we can’t hold on to the business.”
- “The ad pulled more response than we have ever experienced, but our phone system was inadequate to handle it. We lost money.”
- “Sales almost doubled in the last 12 months, but sales and promotion expense tripled and we didn’t have the back-end support we needed.”
- “The conference registrations grew by 120 percent, but after it was over we realized we hadn’t charged enough. It was a financial failure.”
- “We were really pleased with the PR campaign. It drew an incredible amount of attention to our cause. Now we regret we weren’t prepared to turn the inquiries into customers.”
- “The magazine won awards, but fell apart financially.”
- “We suddenly realized we really didn’t have the talent to support the growth we had generated.”
- “I didn’t bring the accounting people along the way I should have. Now they fight me at every turn. I don’t know how I can make this organization grow.”
- “We didn’t realize the legal ramifications of our promotion. I wish someone had given us a clue. Now it’s a nightmare.”
- “I always thought acquiring new customers could be a profitable thing in the short term so I placed unrealistic demands on my people. Now I’ve lost them and I understand how wrong I was.”

No matter what the trend, it is still true that every organization is made up of integrated parts that are interdependent, interconnected, and horizontal. These parts must be carefully organized and orchestrated to deliver the organization’s product (tangible or intangible) to its market.

The day of the marketing, management, or business generalist seems to have faded to be replaced by the specialist in management who brings to the organization a specialist view — a vertical view — when a horizontal one is required.

What is needed are vertical professionals with a horizontal understanding. Such people help the organizations they serve by creating marketing, product, sales, and organizational plans that take into account the vertical strategies and media needed, but always within the context of the entire effort. In other words, they have an *integrated plan*!

A tactic, strategy, or solution that will work vertically but affects the whole negatively should not be implanted. Attention to the front-end (marketing, promotion, and sales) should be matched with equal attention to the back-end (excellent fulfillment and customer service plus data management). This should result in retained and upgraded listeners, customers, donors, and constituency.

In summary, a lot of business is lost because of a lack of functional and strategic integration.

## Seven Steps Toward An Integrated Plan:

1. *Make sure your plans fit the organization.* Organizations have personality. Not every good program or idea will fit. .
2. *Remember that relationships are horizontal.* Your effort only begins when you have acquired a listener, customer, or donor. Keeping them requires a cost-effective, integrated plan that touches them at critical decision points in the relationship and uses different media, messages, and strategies as they become more involved with you.
3. *Be obsessed with the “back-end.”* Make sure you’re ready to service the response you get when you place your offer in the marketplace. A relationship starts at the moment you deliver the expectations you created in your offer.
4. *Use your return on investment (ROI) to evaluate everything.* Use it even in areas that you normally would not. Know what every result cost you in time, money, and materials. Know your ROI.
5. *Understand how and why you got results.* Analysis is a critical need for every organization.
6. *Integrity and honesty must be your operating standards.* Skepticism and cynicism are growing in our society. Combat them by operating with integrity and telling the truth in every relationship.
7. *Quality and service honor God and your constituency.* We are here to serve others through the gifts and assets God has entrusted to us. These resources must be delivered with the highest standard of quality and service.

People today, as never before, want to be treated as people. They desire relationships. They want organizations they deal with to remember the last transaction that occurred between them. People want to be treated horizontally, in an integrated way that recognizes a starting point in the relationship and acknowledges that the relationship is a process with increasing touch points and further involvement.

Without an integrated plan, your organization will treat people in vertical time and space. The direct result will be that they will go somewhere else for a satisfying relationship where they are treated in a worthy manner. And they will take their money with them.

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Richard Perry is vice president and partner of The Domain Group, a communications, marketing, and organization development agency specializing in Christian broadcasting, with offices in Wheaton, Ill., and Seattle, Wash.



# 4 crucial questions about planned gifts to *your* organization:

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## **1. What is "planned giving"?**

Gifts which are arranged the donor now, but which are not completed until some future time, usually after the death of the donor. They are generally made by wills, trusts, life income agreements and life insurance.

## **2. How can you encourage donors to make these gifts?**

- a. By promoting them with ads, literature, seminars, etc.
- b. By offering competent personal counsel and assistance to potential donors.
- c. By offering plans such as gift annuities, charitable remainder trusts and other gift-income arrangements.

## **3. What results can you expect?**

- a. Usually the largest single gift a donor can make is one which comes from his or her estate. Many of your friends want to give more and really appreciate your encouragement and technical assistance in making deferred gifts. A deferred gifts program should return ten to twenty times its cost.
- b. The increased personal attention given to your friends will probably result in a significant increase in current gifts.
- c. Many of your friends may never make a will without your encouragement. Your help could have an important and far-reaching impact in the lives of all those affected by their actions.

## **4. How can you initiate a deferred gifts program?**

Call Lee Bernard & Company. We specialize in deferred giving services and literature for Christian organizations. Call or write for free samples of brochures and/or a free initial 30-minute consultation.

858 No. Palm Canyon Drive • Palm Springs, CA 92262  
1 (800) 344-0839 or (619) 323-9458 ask for Richard Johnson or David Olson



**Lee Bernard Co.**

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## NRB 92 To Promote Fellowship Among Convention Delegates

PARSIPPANY, N.J. (NRB) — "Communicating the Commission" has been chosen as the theme for the 49th annual National Religious Broadcasters (NRB) Convention and Exposition in Washington D.C., from January 25-29.

Great strides have been taken to insure that NRB 92 will be a unique experience for its participants. Special touches have been made to this year's program to provide an environment that will promote spiritual growth.

"A survey we did last year at the convention indicates the main reasons for attendance are fellowship and spiritual renewal. This year we will build a convention which will allow time for fellowship, as well as sessions for spiritual refreshing," NRB president David Clark explained.

For the convenience of the delegates, all convention and exhibitor registration will take place in the atrium again this year. Meal tickets and *The 1992-93 Directory of Religious Broadcasting* will also be available there. Other on site services for delegates will include Washington, D.C. tours and a dining reservation service.

According to Michael Glenn, NRB director of sales, over 65 percent of the Exposition Hall has been sold to exhibitors. Among those exhibitors are the USA Radio Network, the Christian Broadcasting Network, Zondervan Publishers, Word Inc., and Radio Systems Inc.

The Expo will offer a number of new attractions this year, as well. More live television and radio broadcasts will take place than in previous years. Autograph booths have been increased to three locations featuring noted personalities. And an informational display for the 1993 convention in Los Angeles will be highlighted in a special lounge area.

In order to provide membership information for both current and potential NRB members, a special station will be located outside of the Grand Ballroom. Representatives from NRB membership, the Federal Communications Commission (FCC), the Ethics and Financial Integrity Commission (EFICOM), and the NRB Insurance Plan will be available to answer questions throughout the week of the convention.

According to NRB membership director Bob Bowen, a book catalogue will debut at the convention and be made

available to NRB members. The catalogue will include books on broadcasting, management, non-profit organizations, personnel, and a variety of related topics.

Convention registrar Faye Woodward has confirmed that registration figures are well above those of last year at this time. Special convention rates have been arranged with four local hotels. Registrants interested in reserving hotel accommodations may do so by contacting the D.C. Housing Bureau at (800) 535-3336 in the United States and Canada. Those in Washington should call (202) 842-2930.

television stations in developing programs and placing these programs in the United States and internationally."

Dr. Clark's new address is: KMC Media Inc., 12001 North Central Expressway, Suite 700, Dallas, TX 75243. The phone number is (800) 825-MEDIA.

## Southwest Convention Draws Over 135 Delegates To Dallas

DALLAS, Texas (NRB) — Over 135 delegates gathered for the National Religious Broadcasters (NRB) Southwest Regional Convention which took place



Joe Willis (right), president of the NRB Southwest Chapter, accompanies Bill Simmons, general manager of KSKY-AM/Dallas, at a cake-cutting ceremony celebrating the station's 50th year of religious broadcasting.

## Clark Joins Killion McCabe As New President Of KMC Media

DALLAS, Texas (NRB) — National Religious Broadcasters president David W. Clark has announced his resignation as dean of Regent University's College of Communication and the Arts in Virginia Beach, Va., to serve as the president of KMC Media Inc. in Dallas. KMC Media is a new subsidiary of Killion McCabe & Associates.

Following his resignation from Regent, Dr. Clark commented, "For several years I have heard excellent reports on the work done by Killion McCabe & Associates for a number of ministries. I am eagerly looking forward to working with ministries and Christian radio and

July 31-August 2 in Dallas.

The two-and-one-half day event was held at the Harvey Hotel. "Countdown 2000/Broadcasting Solutions" was the theme for the convention which attracted people from as far away as Washington state, California, Florida, and Virginia.

Speakers included David Clark, Kay Arthur, John C. Hagee, Jack Johnson, and Don George, along with musical guests from Tennessee, Louisiana, and Texas. The attendance for the workshops reached an all-time high for the chapter. Featured were such panelists as Ed Mahoney, Patsy Perreault, and Ashton Hardy.

The "Barnabas Award" was presented to Anne Dunlap, administrative assistant to NRB executive director E. Brandt Gustav-



son, in recognition of her dedication and commitment to service. The "Pioneer Award" was given to Eldred Thomas for his work in Christian television. In addition, KSKY-AM/Dallas was recognized for 50 years of gospel broadcasting.

### Caribbean Chapter Wraps Up Plans For Annual Convention

SAN JUAN, P.R. (NRB) — Christian broadcasters and related professionals from the Caribbean and the United States will be participating in the fifth annual National Religious Broadcasters (NRB) Caribbean Regional Convention on October 11-12.

The theme for the convention, which will be held at San Juan's Hotel Carib Inn is "Proclaiming the Good News With Integrity." Workshops will include sessions on developing quality in television programming and remote broadcasts and maintaining integrity in broadcasting.

In addition, two panels will feature discussions entitled "Effective Techniques in Broadcasting the Good News" and



John C. Hagee speaks to convention delegates during the Southwest Regional Convention Awards Banquet at the Harvey Hotel in Dallas.

"Proclaiming the Good News to Children, the Elderly, and the Handicapped."

Delegates will be celebrating the fifth anniversary of the chapter by attending an

anniversary banquet on the evening of October 11, at which time a special presentation will be made honoring the founders of the chapter.

*Isaiah 52:7*

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## • NATIONAL •

### Youth Demonstrate Solidarity At Summer Harvest Crusade

ORANGE COUNTY, Calif. (NRB) — Anaheim Stadium was packed with over 51,000 cheering teens and baby-boomers during a one-night, mass rally which concluded the California portion of Summer Harvest '91. According to stadium officials, this event exceeded the attendance of any religious function at this location since the final rally of the 1985 Billy Graham Crusade.

Summer Harvest '91 involved a six-city tour which combined drew an attendance of 200,000 people in 14 nights. Over 10,000 responded to invitations to receive Christ. The crusade featured the dynamic messages of pastor/evangelist Greg Laurie, along with the contemporary Christian music of artists such as Lenny LeBlanc, Benny Hester, Terry Clark, Crystal Lewis, and the Maranatha Praise Band.

Laurie believes the American society has lost its moral compass. He directs his messages toward the nation's youth — those who are experiencing full-force the consequences of moral decline.

"We're confronting devastating issues such as suicide, drugs, sexual promiscuity, guilt, addictions, anxieties about the future, and hopelessness — heart-wrenching

problems experienced by today's youth," Laurie said. "There are no values, no absolutes, no signposts to guide their lives."

The crusade provided an opportunity for young people and others to experience spiritual renewal and demonstrate their commitment to lawfulness, morality, kindness, love, and traditional heterosexual monogamous family values.

The crusade was supported by more than 160 churches in the southern California area and was financially sponsored by Calvary Chapel. The 269-affiliate Trinity Broadcasting Network, which has a potential audience of 100 million, videotaped the crusade for later release on the network and will broadcast the event on its international shortwave radio station.

As for the future of Summer Harvest Crusades, crusade organizer and Calvary Chapel pastor Chuck Smith said, "So many people say, 'California . . . anything can happen there, but the East Coast is different.' Next year we'll be going east."

### Federal Regulators Target 1993 For HDTV Broadcast Standard

ALEXANDRIA, Va. (NRB) — Testing of advanced television transmission systems vying to become the new "high definition" (HDTV) television broadcast standard is officially under way. The goal of the planned year-long testing effort at the Advanced Television Test Center

(ATTC) is to help the Federal Communications Commission (FCC) set the new standard by June 1993.

The \$15 million Test Center laboratory was developed specifically to help evaluate for broadcast use the different proposals for advanced television (ATV). In a special arrangement between ATTC and Cable Television Laboratories, the cable industry will at the same time be testing these ATV systems for cable use, using additional purpose-built equipment.

There are six ATV systems scheduled, proposed by several different organizations, that the FCC Advisory Committee has certified as warranting testing. The first system (ACTV) is an "enhanced definition" television (EDTV) which proposes to build on today's (NTSC) television system.

Five systems are "simulcast HDTV" systems which propose to operate independent of today's service and will air on now-vacant TV channels. Of these five systems, all use digital signal processing; but one would transmit TV signals in analog form (Narrow-MUSE) and four would do so in digital form.

The proponent of each ATV system must deliver and maintain a full TV transmission system — both video and audio — operating in real time, with no simulations. This "prototype" hardware represents all the elements it takes to encode and modulate a TV signal for transmission by a television station, plus the actual hardware representing the TV set that would be made to demodulate and decode the signal.

After the laboratory tests are complete, the FCC Advisory Committee plans field testing of the one or more systems deemed to warrant it based on laboratory performance. These tests will be conducted in "real world" conditions, both broadcast over the air and transmitted through cable.

With the results of these tests and other pertinent information on regulatory, legal, economic, and public policy matters now under evaluation, the FCC Advisory Committee will make the recommendation to the FCC on the system and standard.

### ABC-TV Airs Baptist-Produced Documentary About Street Life

FORT WORTH, Texas (NRB) — *The Streets*, a Southern Baptist-produced television documentary about Christians' efforts to help meet people's needs in inner



Photo by Bob Gillespie, Photomedia

Thousands pour onto the field at Anaheim Stadium in response to the message delivered at Summer Harvest '91.



cities, aired nationally over ABC-TV Sunday, September 22. Actor Paul Winfield, who won an Oscar nomination for his role in the film *Sounder*, hosted the hour-long program.

"The documentary is not designed to show an overview of inner-city problems in the United States, but rather to focus on a few efforts involving Christians," said documentary co-producer Bob Thornton. "We are simply looking at some of the needs, and individuals, and groups trying to make a difference. Our emphasis is on people more than programs. We hope the viewer will be drawn into the picture and see life from the perspective of the people on the streets," he explained.

Stories included Christian work with gangs and victims of gang violence in the Los Angeles area. Viewers also saw the work of a Christian physician who, with the help of medical students, cares for the homeless living under bridges and overpasses in Miami, Fla.

Scenes videotaped in Chicago depicted the Uptown Baptist Church's work with the homeless, mentally disabled, and people affected by alcohol and drugs. In New York City, the documentary presented a story about the Graffiti Center, a ministry located on the Lower East Side that helps people with a variety of problems.

*The Streets* was one in a four-part series of religious documentaries made for ABC-TV to be presented by the Interfaith Broadcasting Company. Although the national kickoff for *The Streets* was September 22, some ABC affiliates will air the documentary at later dates.

### **NAB Proposes New Licensees Get 'Entrepreneur's Preference'**

WASHINGTON, D.C. (NRB) — The National Association of Broadcasters (NAB) has proposed that federal regulators grant existing radio broadcasters and others an "entrepreneur's preference" when they identify vacant broadcast frequencies that could be used to provide new radio service to U.S. communities.

In comments to the Federal Communications Commission (FCC), NAB representatives said the entrepreneur's preference would be especially valuable for AM station owners who are trying to establish new FM stations in their radio markets.

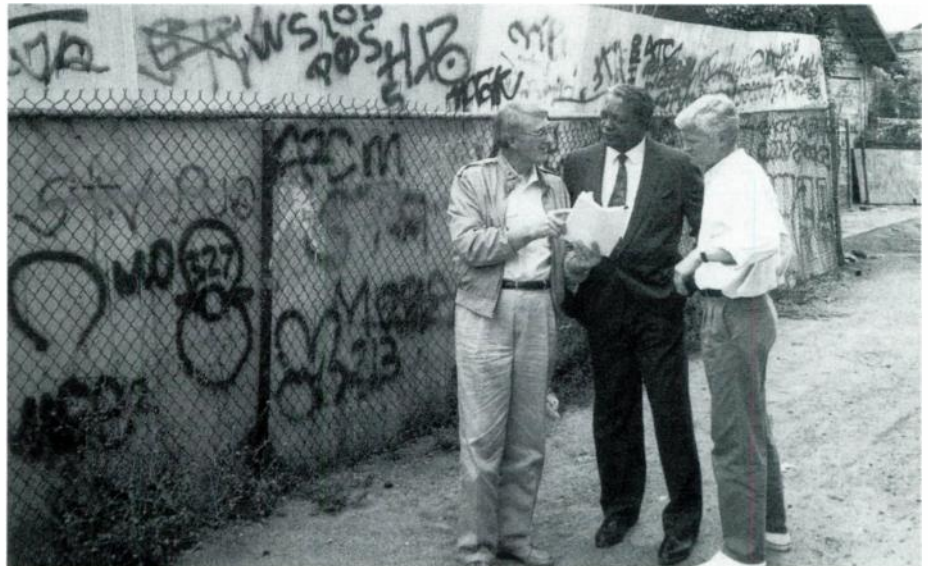
NAB told the FCC that the preference is needed to reward the time and monetary investment, including legal and engineering fees, that a party expends in persuading the FCC to add an FM channel to the Commission's FM table of allotments.

According to NAB, current FCC regulations handicap existing AM broadcasters who are looking to obtain new FM licenses. The handicap can result from existing "comparative hearing" preferences which NAB representatives said work against the local broadcaster and accord

tempt in the Soviet Union and political change is being sought amidst disorder and ethnic upheaval, questions arise as to how the religious climate of the USSR will be affected by potentially new opportunities for evangelism.

There are few definitive answers, but reports such as those by Jon Todd of Lakeview, Mo.-based Revival Fires Ministries reveal a nation fighting to attain religious freedom and a basis for societal values.

Prior to the coup attempt there was a



**Conferring about videotaping of *The Streets* are (from left) documentary co-producer Bob Thornton, program host Paul Winfield, and producer-director Bernie Hargis.**

advantages to competing applicants who have structured themselves to take advantage of certain preferences.

NAB claimed these comparative hearing policies work to dissuade existing broadcasters from adding new services to their local communities. NAB also argued that an entrepreneur's preference would aid "only those applicants who were truly interested in operating the facility."

The association asserted that this genuine interest contrasts to other preference holders who might enter the game late, win the new license, and then immediately sell the license, defeating the purpose of the preference.

• INTERNATIONAL •

### **Attempted Soviet Coup Ignites Opportunities For Revival Fires**

MOSCOW, USSR (NRB) — As the dust settles from the August 18 coup at-

strong enough desire for Christian influence among the people to prompt Russian minister of education Nikolayevich Gennadij to request 500,000 New Testaments to be used as reading textbooks by Moscow public school children. The Soviet-approved distribution of these Bibles by Revival Fires Ministries will serve as a pilot program. If successful, arrangements will be made to provide Bibles for all 65,000 Soviet public schools and their 62 million students.

Todd was in Moscow attending to matters concerning the distribution campaign when he found himself trapped in the middle of the attempted coup. He reported the city of Moscow was barricaded, a state of emergency was called, martial law was enacted, and public assembly of any kind, including assembly for religious purposes, was strictly prohibited. Despite KGB or-

**CONTINUED ON PAGE 34**

## MEDIA FOCUS CONTINUED FROM PAGE 33

ders restricting the movement of international travelers from their Moscow hotels, Todd and his interpreter evaded officials and ventured into the city.

"We went to the embankment of the Moscow River where people were assembling in support of Boris Yeltsin. I watched many of them kneeling on the steps of the Russian Federation Building praying in the pouring rain. It was said that those inside the building were praying as well," Todd recalled.

Although there had been a pervasive feeling of change among the people in months leading up to the coup attempt, Todd stated that the citizens of Moscow met the early reports of the attempted hardline takeover with disbelief.

"The people were in utter shock. There was a real sense of dumbfounded fear. Initially no one was fully comprehending the events that were taking place. It was only after the initial shock wore off that the people began to demonstrate their defiance toward the hardliners' attempts," Todd said.

After returning home to the United States following the failed coup, he went back to Moscow early last month to continue pursuing ministry opportunities. Todd assessed the reactions of the Soviet



Photo by Jon Todd

**Within walking distance of the U.S. Embassy, tanks line the streets as the citizens of Moscow make their way to work on the morning of August 19. Hours later, chaos ensued as demonstrators clashed with Soviet soldiers.**

people to the influx of Western evangelistic crusades.

He said that most Soviets have grown accustomed to Western evangelists traveling to the USSR. However, "There is currently some opposition within Moscow to Americans coming in because there's always been some opposition, not to Americans but to the ways of the West," Todd explained.

His observation was made evident during a recent discussion he had with a Russian pastor. The pastor emphatically stated, "Our churches are not going to become the prostitutes of the West." Todd clarified the statement by saying that the newly born Russian churches are not willing to "pander" Western churches in order to receive a stipend from missionary funds.

While explaining the parallels between Christianity and religion in Russia Todd stated, "The study of religion has never been at a loss here in the Soviet Union because there are so many Russian Orthodox churches. But it has been void of Christianity itself, the trusting of Jesus Christ as Lord and baptism by water."

He said the recent increase in evangelism has caused the novelty of Christianity to wear off, but that there is still a spiritual void to be filled. He said the void has placed "a sense of urgency in the air."

According to Todd, many citizens of Moscow spend time in parks gathering where statues of former communist leaders once stood. Because of this new freedom the people are experiencing, he believes street evangelism and one-on-one contact are the most effective methods of ministry.

"There are things that are not possible in the United States that are possible here at this time," Todd stated "The people are very interested in the subject of Jesus and the reading of the Bible because the KGB had stifled it for so long. The intrigue has produced the fruit of hunger." ■



Photo by Jon Todd

**Soviet soldiers await further instruction as they stand beside a tank positioned at the mouth of a bridge on Moscow's Kalinin Avenue.**



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- **Larry Burkett**, Author, Host of *Money Matters*
- **Jim Cymbala**, Pastor, The Brooklyn Tabernacle, Brooklyn, NY

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# TRADE TALK

**Douglas "Doug" Dillard** has been appointed vice president for external relations of the Southern Baptist Radio and Television Commission (RTVC). In the newly created RTVC position, Dillard will be responsible for development, public relations, and counseling.

According to figures tabulated from a recent sweep conducted by **The Arbitron Company**, videocassette recorders (VCRs) are now in 77.4 percent of U.S. television households. This figure represents a nearly nine percent increase from the May 1990 sweep, when VCR penetration was estimated to be 72.1 percent. Flagstaff, Ariz., has the highest penetration of any market, with 99 percent of the TV households owning VCRs. Ottumwa-Kirkville, Iowa, has the lowest penetration figure, with 62 percent.

**Shirley Thornton** has been named general manager of CBN Radio Network. Thornton was promoted to the position after becoming the top advertising salesperson for the radio network.

**Word Record and Music Group** has moved its office to a new location. The new address is 3319 West End Avenue, Suite 200, Nashville, TN 37203. The telephone number is (615) 385-WORD.

**Cecil Todd**, founder and president of Revival Fires Ministries in Lakeview, Mo., has recently returned from a journey to Ireland, Sri Lanka, India, Pakistan, and the Soviet Union. The trip was highlighted by the taping of two television specials in Moscow's historic Red Square and the laying of the cornerstone for a three-story hospital to be built in Kerala State, India.

A campaign to fund new facilities for **WUFN-FM/Albion, Mich.**, has been completed one year ahead of schedule. The station, one of seven in the Family Life Radio Network, has been housed in a mobile home for the past 20 years. Over \$280,000 was pledged or given during the campaign, which was not expected to reach completion until the spring of 1992. The new building, which should be ready for occupancy later this year, will triple the size of the station's current facility and provide state-of-the-art equipment.

**Elisa Morgan**, host of the daily five-minute radio feature *Considerations*, is the author of a new book entitled *Chronicles of Childhood*. Released by NavPress in Colorado Springs, Colo., the book is designed as a journal to record a child's first spiritual steps, from early glimpses of God to personal salvation.



**DOUG DILLARD**



**SHIRLEY THORNTON**



**ELISA MORGAN**



Marketing and promotions director **Mark Kordick** (left) and general manager **Paul Gathany** of WCDR-FM/Cedarville, Ohio, display one of the **Russian Bibles** which are being sent to Christians in the Soviet Union through the "Russian Connection" project.

**WCDR-FM/Cedarville, Ohio**, has launched a pen pal project in an effort to provide encouragement and Christian literature to Soviet believers. Several months ago a Soviet boy in Yalta sent a letter to California-based Assist Ministries requesting a pen pal. In order to provide correspondents for more than 500 Soviet families whose names are currently on a waiting list, CDR Radio has begun the "Russian Connection." For further information on this pen pal project, call (800) 333-0601.

**Edward Atsinger III**, president of Salem Communications Corporation in Camarillo, Calif., has announced the formation of **Salem Radio Representatives Inc.**, an affiliate company. **Paul Martin**, former sales manager for CBN Radio, has been named manager of the Dallas, Texas-based organization.



# Christian Best Sellers!

## CLOTHBOUND

- (11) 1. In the Eye of the Storm, *Max Lucado*, Word Publishing
- (1) 2. "Good Morning, Holy Spirit," *Bennie Hinn*, Thomas Nelson Publishers
- (2) 3. The Grace Awakening, *Charles Swindoll*, Word Publishing
- (10) 4. Love for a Lifetime, *James Dobson*, Multnomah Press
- (4) 5. My Utmost for His Highest, *Oswald Chambers*, *Barbour & Co.*, Discovery House Publishers, G.R. Welch Co. Ltd.
- 6. How to Be Pentecostal Without Speaking in Tongues, *Tommy Campolo*, Word Publishing
- (5) 7. Men & Women: Enjoying the Difference, *Larry Crabh*, Zondervan Publishing House
- (8) 8. The Applause of Heaven, *Max Lucado*, Word Publishing
- (9) 9. A Touch of His Freedom, *Charles Stanley*, Zondervan Publishing House
- (6) 10. Love Must Be Tough, *James Dobson*, Word Publishing
- (20) 11. His Needs, Her Needs, *Willard Harley*, Fleming H. Revell Co.
- (3) 12. Hiding From Love, *John Townsend*, NavPress
- (12) 13. Love Hunger, *Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed*, Thomas Nelson Publishers
- (7) 14. Our Sufficiency in Christ, *John MacArthur, Jr.*, Word Publishing
- (17) 15. Gifted Hands, *Ben Carson with Cecil Murphey*, Zondervan Publishing House
- (14) 16. Quiet Times for Couples, *H. Norman Wright*, Harvest House Publishers
- 17. Straight Talk, *James Dobson*, Word Publishing
- 18. A Shepherd Looks at Psalm 23, *W. Phillip Keller*, Zondervan Publishing House
- 19. Transforming Grace, *Jerry Bridges*, NavPress
- 20. Chalkdust, *Elspeth Campbell Murphy*, Baker Book House

## PAPERBACK

- (2) 1. Roses for Mama, *Janette Oke*, Bethany House Publishers
- (3) 2. This Present Darkness, *Frank Peretti*, Crossway Books
- (4) 3. Dead Air, *Bob Larson*, Thomas Nelson Publishers
- 4. A Woman Named Damaris, *Janette Oke*, Bethany House Publishers
- (6) 5. Stick a Geranium in Your Hat and Be Happy!, *Barbara Johnson*, Word Publishing
- (1) 6. Danzig Passage, *Bodie Thoene*, Bethany House Publishers
- (5) 7. Piercing the Darkness, *Frank Peretti*, Crossway Books
- (8) 8. The Blessing, *Gary Smalley and John Trent*, Pocket Books
- (10) 9. The Love Hunger Weight-Loss Workbook, *Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed*, Thomas Nelson Publishers
- (15) 10. Love Is a Choice, *Robert Hemfelt, Frank Minirth, and Paul Meier*, Thomas Nelson Publishers
- (7) 11. My Utmost for His Highest, *Oswald Chambers*, *Barbour & Co.*, Fleming H. Revell Co.
- (9) 12. Joshua, *Joseph Girzone*, Macmillan Publishing Co.
- (11) 13. Becoming a Woman of Excellence, *Cynthia Hould*, NavPress
- (13) 14. Julia's Last Hope, *Janette Oke*, Bethany House Publishers
- 15. No Wonder They Call Him the Savior, *Max Lucado*, Multnomah Press
- (16) 16. Mere Christianity, *C.S. Lewis*, Macmillan Publishing Co., Walker & Co.
- 17. Schemes of Satan, *Mike Warnke*, Victory House
- 18. The Strong-Willed Child, *James Dobson*, Tyndale House Publishers
- 19. Messiah: War in the Middle East and the Road to Armageddon, *Grant Jeffrey*, Frontier Research Publications
- (12) 20. On the Trail of the Truth, *Michael Phillips and Judith Pella*, Bethany House Publishers

\*Last month's position

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

**Rich Fout** has been named general manager of two Ohio radio stations, WCVO-FM/Gahanna and WCVZ-FM/Zanesville. Fout is the long-time host of *Final Flight* and the stations' director of youth programming. In addition, **Nancy Mumford** has been appointed program director at WCVO, while **Don McCann** has been named operations manager at WCVZ.

**Pat Boone** and **Ed Lubin**, producer of *The Pat Boone Show*, have returned from a visit to Israel as guests of the Israeli Government Tourists Department. In an effort to increase tourism to Israel after the Gulf War, the Israeli Ministry has made Boone the Israeli Ambassador to the Christian community.

**Mark DeMoss** has resigned his position as administrative assistant and director of media relations for Jerry Falwell Ministries to start a public relations consulting business. He will continue to work closely with Dr. Falwell, retaining most of his current responsibilities with the exception of daily office management.

The Christian and Missionary Alliance



**Pat Boone** and producer **Ed Lubin** during their recent visit to Israel.

has appointed **Peter N. Nanfelt** as vice president of overseas ministries. For the past 12 years, Nanfelt has been regional director for East Asia and the Pacific Islands. He succeeds **David H. Moore** who has returned to the faculty of Alliance Theological Seminary in Nyack, N.Y.

Several other staff changes within The Christian and Missionary Alliance became effective September 1. **David L. Kennedy**, formerly regional director for Africa, became assistant vice president. **Robert L. Fetherlin** has returned from Mali to replace Kennedy as regional director of Africa. **Carl S. McGarvey** has returned from the Philippines to become director for missionary candidates. And **Michael A. Sohm**, formerly field director in Thailand, succeeds Nanfelt as regional director for the Far East and Pacific Islands.

**Gary Musick Productions** captured both Gold and Bronze awards at the 24th Annual Houston International Film and Video Festival. The Grand Awards Jury presented a Gold Award for *Smokey Mountain Hymns, Volume 2* in the Instrumental Music Video category and a Bronze Award for *Amy Grant's "Heart In Motion" Album Bio* in the Film/Video Production — Religion & Ethics category.

**Joseph W. Kilpatrick**, executive vice president of Life Publishers International, has been appointed national director of the Division of Publication for the Assemblies of God. In his new position, he will oversee the Gospel Publishing House and the marketing and distributing areas of the denomination.

Following emergency surgery on September 1 to remove a blood clot from his brain, **Robert Schuller** underwent a one-hour operation on the tenth to remove a second clot. Dr. Schuller, speaker on the *Hour of Power* television program and pastor of the Crystal Cathedral in Garden Grove, Calif., was reported in good spirits and given a positive medical prognosis after the two procedures. He was expected to return home by late September following his dismissal from the Free University Hospital in Amsterdam, Holland.

## MADE IN AMERICA: THE SHAPING OF MODERN AMERICAN EVANGELICALISM

by Michael Scott Horton  
Baker Book House

*Made in America: The Shaping of Modern American Evangelicalism* is the logical outgrowth of author Michael Scott Horton's previous two books. His first, *Mission Accomplished*, demonstrated the scriptural basis of traditional Reformed theology and, in particular, that which is popularly called Calvinism.

The second, *The Agony of Deceit* (which he edited), documented the doctrinal errors (i.e., "heresy") of many television evangelists. *Made in America* fills the gap by explaining how and why contemporary Evangelicalism has deviated from Reformed orthodoxy.

As president of a parachurch group called CURE (Christians United for Reformation), Horton — quoting heavily from other contemporary writers — provides a historical overview ranging "from the Puritan belief in human lostness and confidence in the sovereignty of an infinite and yet personal God who

was profoundly interested and involved in his creation; to the Arminian weakening of the Protestant view of sin, grace, and divine sovereignty in the interest of human freedom and independence." Noting deviations from the Calvinist norm, he progresses to "the further weakening of the biblical faith to the level of mere sentiment."

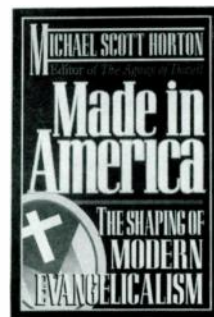
Horton says, "it would be painting with a broom to suggest Arminianism is the source of hedonism in American life, or that it is the source of all our woes" (though, in essence, he suggests just that). However, Horton is indeed guilty of "painting with a broom" especially in his historical survey of American theological development (from Puritanism, to Arminianism, to deism, to Unitarianism, to Romanticism, to Transcendentalism, to existentialism, to New Ageism, and to several other "-isms") as he explains how God-centered religion has been replaced by man-centered religion.

While we may disagree with or, at least, question the generalizations inherent in these sweeping overviews, we

must concede his succinctness. A lot of controversial territory is expediently covered in fewer than 200 pages of large print!

Horton is critical of the message and techniques of famous "old-time" evangelists, such as D.L. Moody and Charles Finney, as well as the present-day mass media claiming that "mass marketing almost always reduces the quality of the product." He describes television as "particularly vulnerable to abuse in evangelism" and (naming many prominent televangelists, including Robert Schuller and Pat Robertson) faults it for doctrinal distortion and gimmickry.

The electronic church is blamed for "trivializing Christianity," for turning its "great mysteries" into "cheap slogans," its "majestic hymns" into "shallow jingles," and "parishioners" into "audiences" who "have come to expect dazzling



## Interview Insights

by Jonathan Petersen

Since October 2 is National Religious Reference Books Day, this is an appropriate time to start regularly interviewing authors and reviewing books on your station, if you are not already doing so. The decision to produce localized interviews with nationally recognized experts begins with a long-term commitment.

Realize that by expending a little time and money your audience will gain a heightened awareness of important topics and the perception that your station is fresh and up-to-date. This will offer an exciting opportunity of growth, both professionally, in your interviewing skills, and personally, in a wider awareness of the world.

For radio stations, start by establishing a budget to accommodate minimal expenses, such as telephone charges and postage. Call your long-distance telephone service to determine its rate structure and extrapolate the cost according to the amount of interviewing time

you anticipate airing.

Be creative and minimize the cost. For example, arrange a trade-out with the phone company, agreeing to mention its service as a sponsor or underwriter of the interview program in exchange for a negotiated rate.

Generally, stations are expected to pay for the phone call when interviewing a guest. By inviting these people onto your station, you become the host; they provide, at no cost, their considerable expertise and time for the benefit of your audience.

For television stations, your budget should accommodate travel and hotel costs. Discuss this with publishers to determine exactly what you will need. But don't be limited to in-studio interviews. You, too, can use the telephone. While interviewing guests by phone, flash their photo on the screen, dissolve to their book, and come back to the host.

Some stations refuse to use the telephone for interviews, claiming it

lacks sound quality. But with the telephone hybrid equipment available today, that argument is invalid. Your listeners and viewers are quite comfortable listening to telephone reports every day, whether on NPR, CNN, CBN Radio, SkyLight, or MBN. And the phone always lends a sense of immediacy to the discussion, perking up your audience's ears to the conversation and to your station.

Next month, watch for suggested resources to help you in the review/interview process. Write to me about how your station produces book reviews and author 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 and executive producer of the Zondervan Radio Network in Grand Rapids, Mich. He was formerly the religion news editor of UPI Radio Network.**



testimonies, happy anecdotes, and fail-proof schemes for successful living that will satiate spiritual consumption." While "it produces spectacular crusades, rallies, television shows, international ministries, and entertaining superchurches," it fails to provide the requisite sense of Christian community. (Readers of *Religious Broadcasting* may be surprised to read that the author also claims he has "yet to find one person who accepted the Gospel through the electronic church.")

Although one may not agree with all this book says, by clearly identifying his standard of doctrinal purity at the outset, Horton allows the discerning reader to compare the validity of his observations, criticisms, and assessments to the stated criteria for subsequent acceptance, rejection, or debate.

Furthermore, unlike other books critical of the secular influence upon the Church, which tend to blame the world and attempt a remedy by urging legalistic prohibitions upon believers, Horton

rightly places the blame on ourselves. We are to blame, not so much because we allow *ourselves* to be influenced by worldly standards, but because we have allowed our *doctrine* to be.

"While much fuel has been spent on trying to get people to act like Christians, the Bible insists that we must first think like Christians." Since beliefs have consequences, our main concern should be to recognize, study, and promote sound Reformed doctrine.

Martin Luther (as cited in this book) said, "If I do not know whether God does everything in the matter of salvation, I shall ultimately not know how to pray, to worship, to work, or to do anything. For I shall never know how much to attribute to God and to myself." John Calvin knew, the Puritans knew, and Michael Horton, in *Made in America*, wants us to know, too.

— Harry Conay

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



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## Two Debuts Bring Refreshing New Sounds

by Darlene A. Peterson

### *Entertaining Angels* by JIMMY A

Produced by Jimmy Abegg  
and Craig Hansen  
executive producer Charlie Peacock  
*Sparrow*

*The rhythm of Your Spirit is beating in  
my heart*

*You're whispering Your secret, the hymn  
within my art*

*A vision of your glory, You've given me a  
part*

*The passion of creation is in You*

*Create in me a work of art*

*Create in me a pure heart*

— from "The Passion of Creation"

The first thing one notices about Jimmy A's artistry occurs before hearing a single note of his music from *Entertaining Angels*. As one rips off the cellophane and examines the recording's cover, Jimmy is seen standing in a neo-1990s room holding a painted guitar, wearing a painted suit, in front of abstracted paintings of angels.

In addition to being an excellent guitarist and composer, Jimmy A is a visual artist. Even if I hadn't liked his music, I would have found that exciting.

It seems that whereas music has been accepted as an art form consistently for centuries within Christianity, the visual arts became suspect and shunned. Consequently, although most of the great visual art of western civilization used to have Christian themes, Christian influence in the visual arts and new electronic media is now quite small.

That's why I get excited about any Christian I hear about who is involved in the visual arts or media, and that's why I got excited about the above-quoted song, "The Passion of Creation" — it's one of the few Christian songs I've seen that directly addresses the relationship between God, creativity, artists, and their God-given

creativity. After all, we *were* made in His image, weren't we? I certainly find *that* exciting!

No stranger to contemporary Christian music, Jimmy was an original member of Vector, along with Charlie Peacock and Steve Griffith, and recorded with Exit Records in Sacramento, Calif. He also played guitar on Charlie Peacock's *West Coast Diaries* and most recently worked on *The Secret of Time*, opening for Margaret Becker.

With *Entertaining Angels*, Jimmy makes his solo debut. As we might expect, inventive, richly textured guitar work makes the recording come alive, as do the insightful lyrics. Says Jimmy, "My ideas have to do with the vulnerability of humanity and how we fail, and how sometimes we are required to ask hard questions and do the very difficult."

Jimmy's soulful, slightly husky voice communicates well the often introspective and yearning content of the lyrics, which he co-wrote with others such as Steve Griffith, Matthew Brown, Mike Radovsky, Phil Madeira, Vince Ebo, and Charlie Peacock. Ebo and Peacock also contribute lead vocals on a song or two. On his teamwork, Jimmy comments, "By the very nature of who I am, the songs gain insight through collaboration."

I agree. Many of the songs speak very thoughtfully about our relationship with God and other people. However, one song about the emptiness in the lives of partying single people really showed me that Jimmy is in touch with this hurting segment of society. "Contemplate the Emptiness" says it all succinctly with "snapshots" of several scenes. Here is one of them:

*What do you do when the last drink is  
gone*

*And the smoke burns in your eyes*

*And the thrill has worn off and your*

*friends have gone home*

*And you're coming down*

*And all that is left is to pick up the  
glasses*

*And empty the ashes*

*Contemplate the emptiness, my friend*

*Contemplate the emptiness, my friend . . .*

Blending jazz and rhythm and blues in a pop/rock framework with excellent guitar work and meaty lyrics, Jimmy A exhibits true creativity and artistry in his first solo recording.



JIMMY A



THE DENTÉS

### *Out Of The Grey* by SCOTT & CHRISTINE DENTÉ

Produced by Charlie Peacock  
executive producer Peter York  
*Sparrow*

*Out of the Grey* of all the sound-alike groups comes another outstanding Sparrow recording to which Charlie Peacock has given wings — the debut of artists Scott and Christine Denté. Peacock produced, played keyboard, and co-wrote lyrics to a few of the songs, but clearly his efforts were to help the unique talents and insights of this professionally trained pair of fine musicians shine.

The Dentés met in 1985 at Berklee College of Music, where Christine studied voice, Scott studied guitar, and they both studied music composition. Scott admits that when they first met, "I was on a spiritual vacation . . . playing guitar and perfecting my television watching were my only serious pursuits, and Star Trek was about as deep as I wanted to get."

It was Christine who introduced Christ into their relationship and helped nudge Scott along from apathy to faith. About a year and a half after he placed his faith in Christ, Scott and Christine got married. Both the faith and the musical train-



ing of this couple are evident as they address themes of love, relationships, faith, and forgiveness in their songs.

Christine is one of the best new singers I've heard in quite a long time. Her versatility and range of expression communicate the lyrics so well. She can easily shift her voice from child-like innocence to world-weary to ethereal, packing a lot of creativity and feeling into each word.

Scott is equally imaginative, versatile, and expressive on both acoustic and electric guitar. Their music has been described as "artful pop," mixing modern acoustic and electric guitar phrases while drawing from jazz to shape the melodies and arrangements. In addition to their fine musicianship, the Dentés also possess the ability to write thoughtful, intelligent lyrics.

One that stands out is "Wishes," which is also the album's first single. Explains Christine, "It's about wanting more from a relationship with someone you love; but not knowing how they feel, and not being able to express how you feel. But the bottom line is that I'd let all these wishes go if I could know for sure I'd see you in heaven."

This song expresses better than any I've heard the longings so many of us have for salvation for and a deeper relationship with a family member or friend. The Dentés wrote this with Christine's brother in mind. Imagine their joy when, before they finished recording the song, their "Wishes" came true and her brother accepted the Lord!

*But I would let these wishes go  
Push them all aside  
If there was one thing  
I could know for sure  
Tell me that when this life is over  
I will see you there  
On the other side of heaven's door*  
— from "Wishes"

Another song I love, perhaps because I'm a writer by trade, is the song "Write My Life." This song uses the metaphor of writing to express how we so often try to take control of our lives without trusting the Lord or accepting His guidance.

*I try to write a rhyme  
To reveal my feelings inside  
I search with every word  
To find the perfect line*

*But just like a little child  
I hide behind a clever line  
You take the pencil  
I've been holding much too tight*

*And I'm watching  
You write my life, Lord  
I'm seeing Your hand in all I am  
I'm watching you write my life  
And learning how to trust*

The songs on *Out of the Grey* range from introspective and wistful, to bold and driving, to playfully serious ("The Dance," an account of the Dentés' courtship, is a good example of the latter.) With their debut, this talented couple have brought us a refreshing, stimulating, and thoroughly enjoyable set of musical reflections on life and faith, and I look forward to any future projects.

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

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Their torment has become ours; their pain, our pain. And when we grieve, it is usually all alone. We feel you've just judged them without really knowing them and walked on the other side of the road, passing quickly so as not to become involved. When you say, "Why isn't Jesus enough?" it sounds to them (and to us) as if you're saying "you are not worth my time or effort to get to know you or to help you." If they go for help, we keep it secret. We are afraid you will think even less of them and that would hurt us even more.

Please understand them and respect the battles they are fighting. Cheer their victories, and weep at their defeats. We need to see Jesus' compassion through you. We long for those we love to be welcomed into our church.

From The Families  
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# VCY/AMERICA answers the Lord's call.

“I

just don't understand why it is that all you Christians hate homosexuals,” said the man on the other end of the phone line.

Sensing the pain underlying the man's antagonistic statement, Rev. Vic Eliason, founder of WVCY, Milwaukee, and host of the daily call-in radio program *Crosstalk*, gently explained, “Sir, we don't hate homosexuals, and God doesn't hate homosexuals. He hates the sin, but He loves the sinner.” When the man insisted that the Bible didn't forbid homosexuality, Vic asked him point-blank if he was a homosexual.

“Yes,” came the reply.

Taking a deep breath, Vic told him to go get his Bible and bring it back. The audience waited while the man followed Vic's request. Vic then directed him to Romans, Chapter 1, asking him to read aloud Verses 18 through 32.

The man began to read. As he came to the end of the passage, the man began crying uncontrollably. “I feel so guilty, so unclean,” the man sobbed over and over.

Forgetting the listening audience, forgetting the time, forgetting everything but this man in pain and God's power to heal, Vic Eliason shared God's love, forgiveness and salvation. The man prayed, asking the Lord to come into his heart. Another victory won.

In the 15 years *Crosstalk* has been on the air, Vic has covered just about every topic you'd care to talk about. Candid and often termed controversial, the purpose of *Crosstalk* is first and

foremost to inform Christians about issues affecting their lives. Vic and his staff have taken on everything from gay-lesbian rights to sex education in the classroom.

“The secular media doesn't often report the Christian perspective, so without influential talk shows like *Crosstalk* that provide *both* sides of the issue, people are not likely to be able to make informed decisions,” Vic explained.

Although it is the most vocal of VCY's ministries, *Crosstalk* is only a small portion of the whole—a whole which includes

four radio stations, two television stations, and over 130 affiliate stations that use VCY for satellite distribution. And to have come so far from very humble beginnings is a true testament to the power of God.

Vic Eliason began his ministry in 1959 as Club Director of Youth For Christ, a Milwaukee Christian youth organization.

The radio side of the ministry began as a vision of YFC teenagers who wanted to reach more people for Christ. So beginning in May of 1961 with a half hour per week of free air time on a local radio station, the VCY radio ministry was born. Their half hour per week soon grew to a half hour per day. Then to 19 hours per day. Then they bought the station where they began. Then in 1973, they



REV. VIC ELIASON  
Vice President/Executive  
Director VCY Ministries

changed the name “Youth For Christ” to “Voice of Christian Youth”, hence the call letters WVCY. Today, VCY headquarters in a 47,000-square-foot, three-story bank building in Milwaukee.

As you can imagine, the operating costs of running four separate radio stations are phenomenal. To decrease costs by linking them together, VCY ministries began using satellite technology about five years ago. Recently, WVCY decided to begin broadcasting to other stations and act as a distribution point for independent broadcasters who want to reach a broader base. They turned to SpaceCom Systems for satellite technology, and acquired two additional FM Squared™ channels from SpaceCom early in 1991.

“SpaceCom has been a joy to work with,” Vic said. “They have been sensitive to our needs from starting up to making sure things flow smoothly on a day-to-day basis.”

Coming from someone who can lead a desperate man to Christ, and then turn around and lead a thriving radio ministry into the future, we take that as high praise indeed. Thanks Vic.

*“If people think that a talk show on a Christian radio station is just a bland type of format, there's a whole perspective they're missing.”*

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