

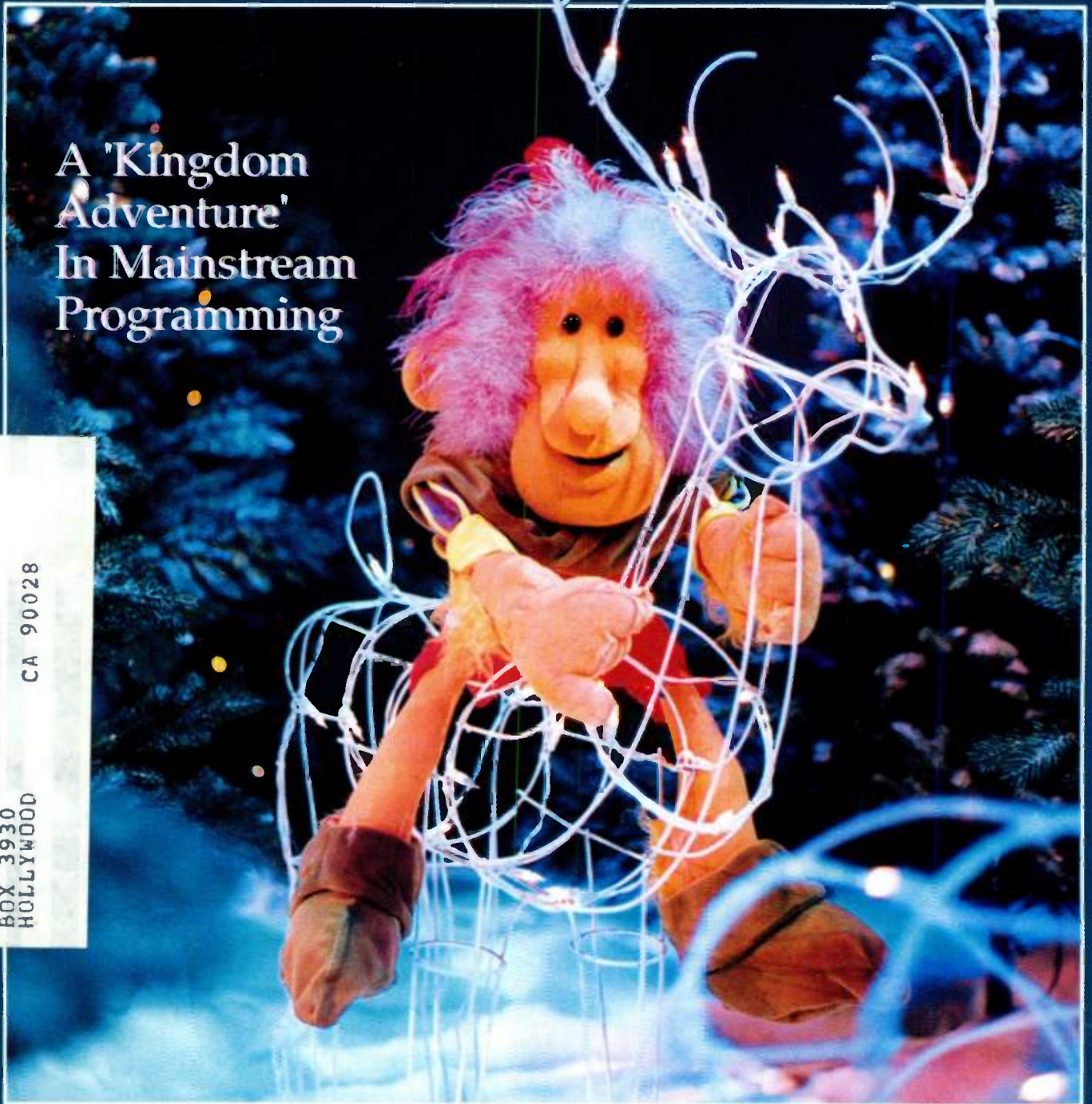
THE OFFICIAL PUBLICATION OF NATIONAL RELIGIOUS BROADCASTERS

RELIGIOUS BROADCASTING

DECEMBER 1991

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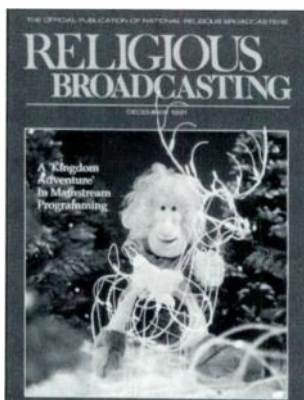
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ABOUT
THE
COVER



A ‘KINGDOM ADVENTURE’ IN MAINSTREAM PROGRAMMING
In a scene from *Kingdom Adventure*, Vibes-Minstrel rides through the Land of Lumia at Christmas. *Kingdom Adventure* is one example of how Christian broadcasters are expanding their outreach through programming which meets the needs of a changing society. The story begins on page 8.

Cover Photo: Crossroads Christian Communications

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MANAGEMENT

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Recently, I attended the International Christian Media Consortium (ICMC) in Sheffield, England. The world of media has changed dramatically since the first ICMC meeting in 1986. Then the issue was how Christian broadcasters could gain access to the media in Europe, Asia, Africa, and Latin America. Today the pressing issue is what types of programming should be produced now that access is becoming available.

There is a significant difference between *talking* about making programs and actually *making* them. Those who have invested time and effort into producing a program only to be frustrated by the final product know what I mean. We continue to strive, however, because that is what the Lord has called us to do.

The following are some criteria by which we can judge whether the programs we produce are worthwhile: Do the programs honor the Lord? Are they true to the Word? Do they meet audience-felt needs? Do the programs create a relationship with the audience that is one of accountability and transparency? Will they strengthen the local church? Can we finance the programs in ways that are consistent with the stewardship perspectives in the Word and in ways that are culturally appropriate?

The Apostle Paul speaks about message relevancy in I Corinthians 9:20-23. He mentions three distinct groups he targeted in his communication: the Jews, the gentiles, and the weak. Paul refused the temptation to be self-serving — to communicate what he wanted rather than what his audience needed. There is too much self-serving babble in Christian broadcasting today. Some of this programming may be doing the cause of Christ more harm than good. I have noticed four kinds of programming babble.

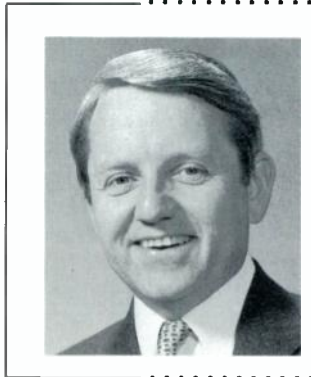
Psycho babble is an amalgam of Freud, pop psychology, and the opinions of the latest author in whatever is the newest mental health craze sweeping the popular press. It makes great claims for being anchored in the Word but more often seems to be anchored in the latest survey in *USA Today*. *Political babble* is the discussion of politics and is often partisan rather than from a Biblical perspective. Since audiences tend to be split about evenly between the two political parties, such partisan political discussions are likely to alienate about half the audience at any one time.

Money babble is the constant harangue for more money to be sent in by the audience. One or two Bible stories are interpreted incorrectly and repeated ad nauseam in an attempt to convince the audience that the way to instant success and blessing is to send a large gift or to charge it on a credit card. The result is that valid fundraising is put under this cloud of hucksterism. The artful but boring practice of self-promotion and aggrandizement is called *ego babble*. It is usually done in the name of being set aside or called by the Lord for a special ministry in broadcasting. To these unusual or self-anointed folks, the rules of the Word don't seem to apply as they do to the rest of us mere mortals.

How different from the Apostle Paul is such programming. He was seeking to move to common ground with every audience to whom he had been called so that "*by all means I might see some saved.*" As amazing as it may seem at times, we have been called as Christian broadcasters to play a part in God's eternal plan of salvation for our generation. Let's cut the babble and get on with the mission.

David W. Clark is president of National Religious Broadcasters and president of KMC Media Inc. in Dallas, Texas.

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



Getting On With The Mission Of Christ

by David Clark

Volume 23, Number 11

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Editorial and Advertising Offices:

299 Webro Rd.

Parsippany, NJ 07054

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

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

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READERS' FORUM

A Response To Goforth

Dear Editor:

I am writing in response to Stephen H. Goforth's letter (Readers' Forum, November 1991) critical of my positive review of *American Evangelicals and the Mass Media* (The Book Shelf, September 1991). The primary intent of the review was to provide readers of *Religious Broadcasting* with a general overview of the book's essential content and themes.

Aside from my laudatory introductory and concluding remarks, I feel this was done objectively throughout. As to the veracity of individual segments of the book, I will gladly defer criticism to anyone with Mr. Goforth's practical expertise in the area of religious broadcasting.

Within the last paragraph of the review, it should be noted, such disagreement was anticipated, and Mr. Goforth's points are certainly worthy of consideration (though I respectfully disagree with his low regard for the college professors contributing to this volume; nor do I find deliberate cynicism in their tone.)

I am not alone in my regard for this book. Reviewer Steve Rabey, for instance, (*Christianity Today*, October 7, 1991, p. 31) calls it "impressive in its breadth and insight." Thus in reply to Mr. Goforth's musings as to whether or not we read the same book, it would seem that Mr. Rabey and I read the same book, and (allowing for differences in our regional, academic, theological, and practical perspectives) I'm sure Mr. Goforth did too.

Harry Conay
West Orange, N.J.

Full Service Christian Radio

Dear Editor:

Ed Lubin's article in the September issue of *Religious Broadcasting* was excellent. His unique insights of how to successfully sell Christian radio to the secular advertisers are certainly tuned to the right frequency.

The future growth in Christian radio will not come from more teaching programs (as important as they are) but from the growth of Christian music formats and "full service" Christian radio. Why should our listeners have to tune to secular stations to get the latest in local and national/international news and the most accurate weather forecasts?

The needed revenue will then come from marketing our loyal, growing audience to the secular advertiser through, as Ed says, relationships and ideas/concepts. Believe me, it works!

David Eshleman
DME Associates Inc.
Harrisonburg, Va.

Israel's Obstacles To Peace

Dear Editor:

Rachael Arenfeld's book *Narco Terrorism* (Columbia University, published by Basic Books) documents the not too surprising fact that Hafez Al Assad, Syria's murderous dictator, master terrorist, and partner in the Baker/Bush scheme for the Middle East, is the world's leading international money launderer and drug dealer, exceeding even Colombia.

According to professor Arenfeld, much of the dope ends up on the streets in the United States. Much of it is grown in Lebanon's (Syria's 1990 acquisition) Bekaa Valley. Its distribution and marketing are very sophisticated according to Arenfeld, whose research is unchallenged.

Assad is also a purchaser of state-of-the-art Scud C Missiles from North Korea and China. He is building a manufacturing plant for scuds in Syria in cooperation with fellow terrorists, the Iranians. But apparently none of this presents an "obstacle to peace" to our president.

On the other hand, calling it an "obstacle to peace," President [Bush] and Secretary of State [Baker] chastise Israel for building communities on public land in repossessed Judea and Samaria — which under the still unabrogated League of Nations mandate to which we are signatories is legally part of the Jewish homeland on which Jews have lived for over 3500 years. How ludicrous.

Does our president want Judea and Samaria to be judenrein (no Jews allowed) like the Gulf States, including Saudi Arabia and Kuwait, for whom we spilled American blood, while Arabs live virtually wherever they want in Israel?

Is it appropriate for us to pressure Israel to "give up territory" from its miniscule 10,891 square miles for another hostile Arab state still sworn in writing to her [Israel's] destruction while their fellow Arabs sit on 485 times that much land? Even more ludicrous, these countries (Arab League States) possess 1.3 times

more land than the entire continent of Europe — 1.5 times more land than the United States — yet they want another piece of what Baker calls "Greater Israel!"

Furthermore, since 1919 Israel has given up or agreed to give up land for peace eight times. They've returned the Sinai three times. Israel has already returned 91 percent of the territory captured in defending herself in 1967.

Are Baker and Bush the only ones who don't know that "land for peace" is a failed policy; that in fact, Israel is the only nation to have fulfilled all eight tenets of U.N. Security Council Resolutions 242 and 338? Prejudicing Israel, our democratic, non-Moslem friend's negotiation stance at the "peace table" by forcing such prepositioning and linkage is unforgivable.

Ed Steele
Santa Ana, Calif.

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In a major technical policy initiative, the Federal Communications Commission (FCC) has adopted new rules designed to revitalize the AM broadcasting industry. The Commission's actions are being widely hailed as positive and necessary. The new policies will promote the continued viability of a broadcast service which has had a significant effect on American mass communications.

The new rules, adopted after more than three years of study, address three important areas:

- Establishment of new technical standards to reduce interference to AM primary service areas;
- Creation of an "expanded band" at 1605-1705 kHz for the relocation of stations that contribute to congestion and interference in the existing band; and
- Adoption of a series of new policies permitting stations to reduce interference by non-technical means.

The new technical standards are intended to reduce interference and to

frequencies.

The "migration" of licensees to the expanded band will be carefully supervised so that the interference problem plaguing the rest of the service will not be replicated in the new frequencies. Specifically, the Commission said it will adopt an allotment plan for the expanded band with wide station separations and low interference tolerance. Competing migration proposals will be weighed according to their degree of interference reduction.

Additionally, eligibility preferences will be awarded to stations offering AM stereo broadcasting. The FCC will allow dual ownership and operation of existing and expanded band stations for a transitional period of five years.

To provide stations with an incentive to reduce interference voluntarily, tax certificates will be available in connection with "negotiated dropouts." Certificates will be awarded to licensees of marginal stations that discontinue operation to reduce interference. In addition, the Commission will relax its multiple ownership rules for applicants proposing facility changes that would result in significant interference reduction.

One of the more controversial aspects of the agency's AM initiative was a proposal to ban the simulcasting of co-owned AM and FM stations. While the FCC stated that it might find such a rule to be appropriate in the future, it ultimately decided against such a ban. Because so many AM stations are suffering from financial problems, the agency concluded that prohibiting simulcasting would be premature and could, in fact, have a serious impact on the very stations that the other rule changes were designed to aid.

The Commission will revisit the issue in three years and, if the state of AM broadcasting has improved significantly, could choose to restrict or eliminate AM-FM program duplication. While these rule changes were being considered, the FCC had "frozen" virtually all AM applications. That freeze has now been lifted.

The new technical rule and the creation of the expanded band are major steps forward for AM broadcasting. These policies are by no means a magic tonic for the many technical and financial challenges facing the service. However, if licensees take advantage of the voluntary interference reduction incentives and migrate in an orderly fashion to the expanded band,



RICHARD WILEY

some of the most important difficulties facing the AM industry may be overcome.

The plan is not without its detractors, however. A number of AM broadcasters are questioning whether the Commission's reliance on voluntary, negotiated interference reduction can succeed. The new policies rely heavily on existing stations bargaining with the worst interference-causing licensees to "go dark." Some in the industry wonder whether anyone other than the largest, most well-financed AM broadcasters can afford enough buyouts to make any meaningful interference reduction possible.

Minority broadcasters have been particularly vocal in asking that at least part of the expanded band be set aside for new licensees controlled by women and minorities. The FCC considered reserving ten percent of the new frequencies for minority-owned stations but ultimately abandoned the plan. At least two industry groups representing minorities have vowed to seek reconsideration of the Commission's action.

Whether stations will voluntarily migrate to the upper range of the AM band remains to be seen. Experienced AM broadcasters understand the considerable technical and marketing advantages of a relatively low dial position.

Some in the industry have suggested that the FCC's new policies provide insufficient incentive for well-positioned stations to relocate to 1605-1705 kHz, even if migration means enhanced coverage and decreased interference. All of these variables will play key roles in determining the ultimate success of this ambitious experiment to bolster the AM service.

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

FCC Sets Major AM Interference Reduction Policy

by **Richard E. Wiley**

provide stations with self-policing incentives. First, the FCC increased the technical protection afforded to adjacent channels to reduce interference and promote the development of higher-fidelity AM receivers.

Second, the agency refined the method of calculating nighttime coverage interference. Third, it established a policy of selectively requiring ten percent interference reduction when licensees voluntarily modify AM facilities, which will gradually reduce the overall presence of interference.

The next major feature of the FCC's action is the creation of an expanded AM band at 1605-1705 kHz. In establishing the band, the Commission expressed a strong commitment to the creation of a "model AM service" in the new spectrum. The principal objective of the new band is to provide a home for existing stations that create the most interference at their current

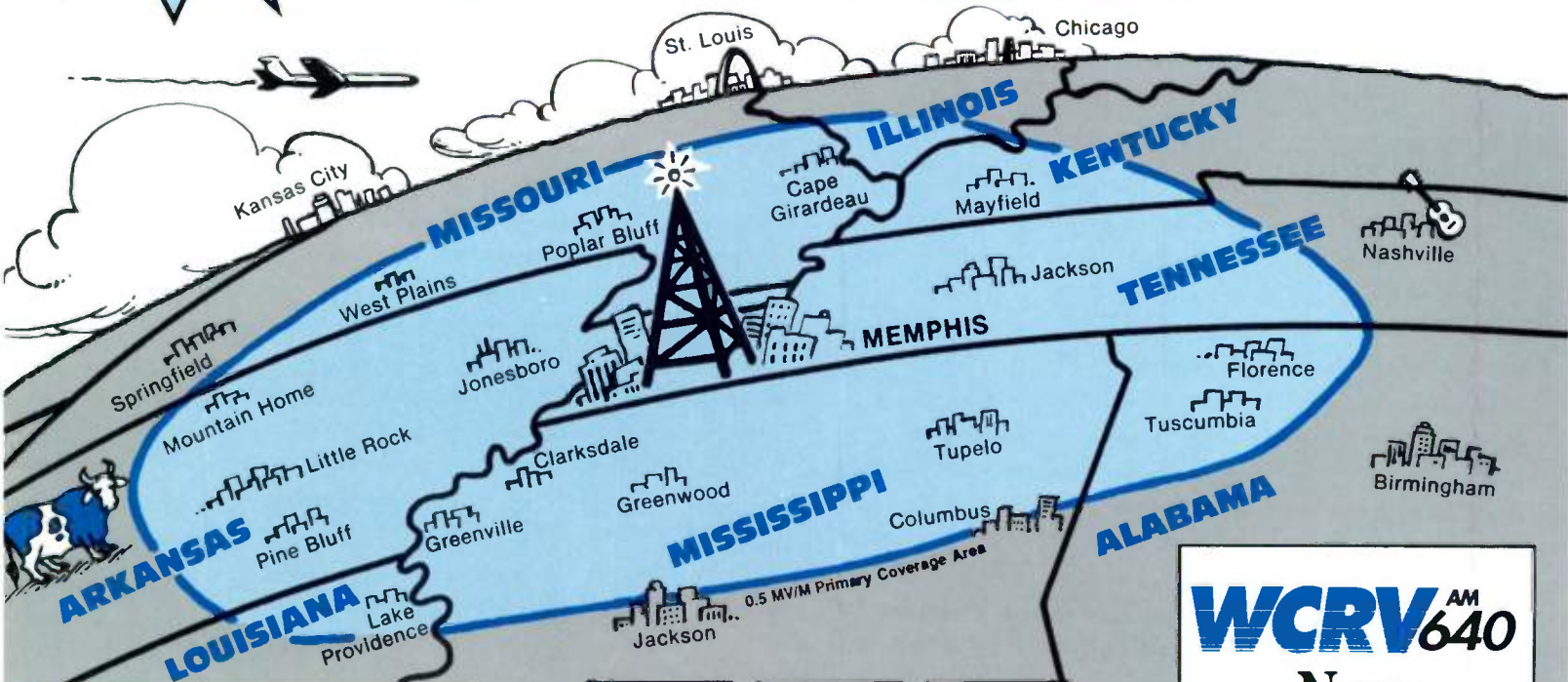
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An Adventure in Mainstream Children's Programming

Scenes from Kingdom Adventure: The set (background); Kingdom Adventure characters Napps, Pokum, Keena, and Pitts (upper right); Pops works in his Kingdom of Lumia garden (middle right); Kingdom Adventure creator and producer Bruce Stacey is surrounded by his characters (lower right).



by Daina Doucet

One of the most daunting challenges facing Christian broadcasters today is how to effectively influence the mainstream marketplace with the Gospel of Jesus Christ. Crossroads Christian Communications, based in Toronto, Ontario, recently has taken up the challenge by producing a highly acclaimed children's series, entitled *Kingdom Adventure*.

Mainstream Recognition

Released a year ago on Canada's national Family Channel, this biblical allegory has met with unprecedented success. Its debut prompted a flurry of exceptional reviews from the secular press.

"I'm embarrassed to admit that I get hooked on *Kingdom Adventure*," wrote one reviewer. "It's Canadian made using both puppets and animation, and the miniature sets are spectacularly executed." Another reviewer said, "The show's 22 episodes tell about the adventures of a group of beings who call themselves Lumans, and are protected from the evil Zordock by an unseen prince. The stories are reminiscent of J.R.R. Tolkien; the themes of tolerance, neighborly love, and mutual respect will find an audience with the tots."

From the beginning, *Kingdom Adventure* found itself competing in a league with *The Muppets*, *Fraggle Rock*, and *Smurfs* — and the reviewers liked what they saw.

Today, a year later, Family Channel in Canada has requested a second season of *Kingdom Adventure*. Independent stations across Canada will be carrying the program, and a contract has been negotiated with the Family Channel (formerly CBN) in the United States. *Kingdom Adventure* is also enjoying an international audience. Some of the countries airing *Kingdom Adventure* so far include South Africa, Israel, Singapore, Malaysia, Australia, Spain, and Saudi Arabia.

Tyndale House Publishers, located in Wheaton, Ill., has undertaken distribution of the series to both the Christian and general home video market. *Kingdom Adventure* was recently recognized with two awards, the 1991 *Ultimate Achievement Award* for excellence in ultimate composing from the National Association of Broadcasters and the *Award of Merit* from the Canadian Children's Broadcast Institute.

Creative Outreach

How did a biblically based children's program attain such a measure of recognition within the mainstream television market? "It was a challenge," says Bruce Stacey, creator and producer of the series. He believes its success stems from a combination of elements: Crossroad's philosophies on both evangelism and its method of approach to commercial broadcasters; the story's allegorical format, which provides a unique witness; and rigorous attention to detail and quality.

Under the leadership of David Mainse, Crossroads

CONTINUED ON PAGE 11



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AN ADVENTURE . . . CONTINUED FROM PAGE 9

Christian Communications, Inc., an international family of media ministries, has always sought to be a leader in innovative ways to communicate the Gospel. Stacey credits this visionary philosophy of evangelism as the catalyst that sparked the creation of *Kingdom Adventure*. Both he and Mainse believe part of *Kingdom Adventure's* appeal lies in its allegorical format which presents the Gospel in a parable.

"Jesus taught in parables," notes Mainse, "when He felt His audience was not quite ready for the direct message." Stacey agrees. "I think, in the same way, *Kingdom Adventure*, through the use of a parable, has allowed us to make powerful statements about biblical values without allowing the commercial arena to mark us as 'religious,' and therefore, not commercially acceptable."

Stacey believes that biblical truths and values are also demonstrated in part by the support of Tyndale House. Doug Knox, vice president and associate publisher at Tyndale, sees the series as having a wide appeal in terms of entertainment and, that because of the strong biblical allegory, children also can learn truths while viewing it.

The Costs of Quality

From a technical standpoint, *Kingdom Adventure* is competing with commercial network quality. This is an expensive task. Children have become accustomed to high-priced Hollywood productions. Most prime-time network programming for children ranges from \$250,000 to \$300,000 per episode. Stacey's challenge was to produce something that could compete in terms of style, appeal, and quality on a considerably reduced budget.

"It took faith on the part of Crossroads and real creativity to maintain a reasonable budget and still produce something that was exciting, fresh, and would have the sparkle to draw children," says Stacey. "We decided to go with specially designed, foam-carved puppets, elements of classical animation, music, strong stories, and a team of professionals to make it happen."

Prior to *Kingdom Adventure*, Stacey's own creative talents have already been recognized worldwide through such projects as *The Scroll*, a multi-media musical spectacular which was performed at Crossroads' Pavilion of

Promise at two World Expos. The United Nations commissioned Stacey to write the song "Peace on Earth" for the International Year of Peace in 1986. Stacey also wrote the national song for Singapore, entitled "Singapore You Are Home."

In order to meet the creative and financial challenge of producing *Kingdom Adventure* on a budget of \$105,000 per episode, Stacey became not only the producer, but also the director, writer, and composer for the series. Several top industry talents joined him in other areas of production. The work of animation director Mike Joens, has received attention on NBC, ABC, CBS, and the Disney Channel. His credits include *McGee & Me*, *My Little Pony - The Movie*, *Fraggle Rock*, and aspects of *The Bugs Bunny Special*, *Tom & Jerry*, and *Muppet Babies*.

Set design was supervised by Christopher Adeney, whose achievements include over 150 commercials with companies such as Pepsi Cola, Kraft, and IBM, and programs for CBS and Global TV. Emmy award winner John Botelho accepted the appointment as lighting director. Among his credits are *Barishnikov - Dance in America*, several of Jim Henson's television specials, and *The Littlest Hobo*.

The Rewards for Quality

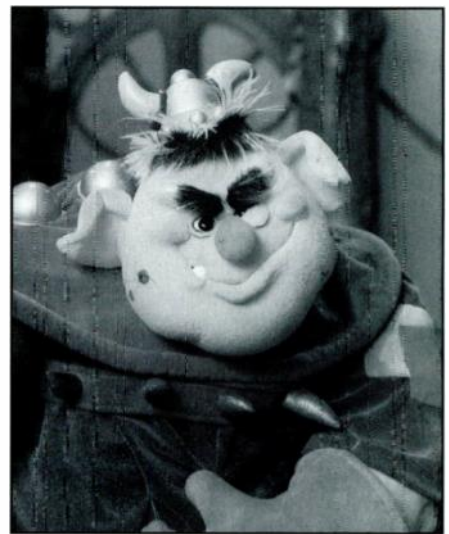
"Today's marketplace demands quality," says Knox of Tyndale House. "If it's not quality, they won't pay any attention to it. The thing Christian producers need to realize is that they need to invest in quality. It costs more to produce a show like *Kingdom Adventure* than just piecing something together. But quality will be rewarded."

Quality was rewarded, as Stacey had expected. He chuckles when recalling *Kingdom Adventure's* first appearance at Glen Warren Productions: "In the development days of *Kingdom Adventure*, we had initially contacted Glen Warren Productions to rent professional studio space to produce a demo, and we left a script with them. They called us back and said, 'This is a great idea for a kids' show. We'll put a crew at your disposal and give you whatever you need. Just let us take a first look at the demo because we think it will be marketable.'"

Glen Warren was fully aware of Crossroads' mandate as a Christian organization, yet it invited Stacey to use its



Livadyah



Gore



Pitts

CONTINUED ON PAGE 12

AN ADVENTURE . . . CONTINUED FROM PAGE 11

studio and produce the demo. Warren paid for the full Canadian rights to *Kingdom Adventure*, and is now the Canadian distributor.

As a result, Crossroads discovered an axiom. "One of the rules we've learned to play by in marketing commercial programs," says Stacey, "is ideally to have a commercial broadcast partner [along] side before entering into production. If they're not sold with the treatment and first draft of the script, then a production may not be worth pursuing."

Ingredients for Success

Stacey goes on to point out that there have been a number of unsuccessful Christian attempts at marketing. Producers have spent large sums of money on quality productions but, because of the nature of the content, have been unable to market them.

He reconfirms the use of allegory in reaching the mainstream marketplace: "The Christian allegory is demonstrated in the opening of every *Kingdom Adventure* episode, and the marketplace seems to be desensitized to this because so much commercial children's programming includes fantasy imagery which appears to be very similar. Christian producers can utilize this opportunity to present biblically based, biblically accurate stories."

Another consideration in the production of marketable Christian programming, notes Stacey, is the element of drama. "I think a great human interest story is a great story whether it's 'Christian' or not," he explains. "Take *Chariots of Fire*. If a story is a good one and deserves to be told, I think there'll be a market for it." He describes much of general children's programming as "snippets of bad guys versus good guys, shoot-em-up episodes with no dramatic substance."

Kingdom Adventure episodes, however, are 30-minute mini-dramas which Stacey compares to the Disney-type of classic story-telling. "We have tried to touch the hearts of children with the characters and messages in each story. We spent a lot of time on the scripts. They are really the key to the whole production. The characters were developed very carefully, and each episode contains a

dramatic element with a bit of a heart tug."

Apparently, the message comes through. A *Toronto Star* reporter wrote, "Watch *Kingdom Adventure*! . . . You too will get the sneaking suspicion the script-writers went by The Book — the one written by Matthew, Mark, Luke et al." He continued, ". . . [children] will think they're looking at a charming, complex fantasy story, nicely produced with sweet-faced, huggable puppets. They're not likely to even notice the layers of meaning behind every word and image. But, when they come to the dinner table singing 'The Prince is our guiding light' instead of the *DuckTales*' theme song, try not to fall off your chair."

A Teaching/Evangelism Tool

But children are responding. "Those who are ready for follow-up are asking questions," says Mainse. Follow-up questions are now coming from viewers, and the door is open for direct evangelism in the lives of those who might not otherwise have been receptive." To meet the incoming inquiries, Crossroads is organizing a *Kingdom Adventure* Fan Club. Inquiries are expected to increase as the series becomes available through the home video market.



(Left to Right) Lolly, Garbo, Keena, Pokum, and Pops.

Each video contains an insert, entitled "Tips for Parents" which offers them the opportunity to write to Crossroads for additional information. Tyndale's Doug Knox says, "What we are hoping is that when parents buy the video, they will read the insert. It's intended to give them very clear guidelines on how to use the *Kingdom Adventure* viewing as a springboard to a very good teaching experience. The Bible allegory is brought out very clearly in the printed material."

The volume of response to the video insert cannot be measured until the prod-

uct is on the market for several months. However, to date, the Family Channel reports that feedback has been positive. In addition, Stacey says that, by and large, Christians who have viewed the program "have been both proud and excited about it."

Future Opportunities

What might lie in the future? Based on fall ratings, a decision will be made before the new year on a second season. "My prediction? I'll be visiting the Kingdom of Lumia very early in 1992," hints Stacey. Next year will also see the Kingdom of Lumia expanding into new marketing territory. Toy companies are currently being licensed to issue plush Pokum and Keena dolls, game boards, and other *Kingdom Adventure* merchandise. Books and a music cassette, along with a music video, are also being discussed.

Kingdom Adventure has also opened doors in 1992 for Crossroads to cooperate in other new co-productions with both Christian and commercial broadcasters. Opportunities include: a commissioned Christmas special to be sold commercially; 26 ten-minute segments of a children's series, with a Christian emphasis, for the commercial market with Middle East Broadcasting; a release for the Christian home video market called *Kid's Talk*; and a drama in development, based on a best-selling series of books for young girls.

Stacey hopes that with Crossroads' move to new and expanded facilities in Burlington, Ontario, early in 1992, the Crossroads Special Projects Division will be in full-blown production on a number of these projects by next summer. He sums up his experience with *Kingdom Adventure* by saying that he believes it has achieved a major breakthrough in the mainstream market and a solid vote of confidence from commercial broadcasters: "*Kingdom Adventure* has proven to some broadcasters that a program can be successful in a different form [than] what they're accustomed to."

After all, *Kingdom Adventure* is being "salt" in the television broadcast world by the very fact that it's out there. Isn't that what it's really about?

Daina Doucet is the director of public relations for Crossroads Christian Communications, Inc., in Toronto, Ontario.

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—Jim Woodland, WOLC, Princess Anne, MD

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—Bryan Barnette, WCCV, Cartersville, GA

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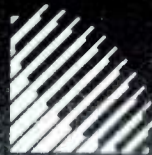
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Steve Solomon, host of *Praise in the Night*, was born and raised in a Jewish family. Licensed by the International Church of the Foursquare Gospel, Steve has over 16 years of ministerial experience as a pastor and an evangelist.



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and the Lord shall cause His glorious voice to be heard."*

—Isaiah 30:29a, 30a

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ACCESS:

FOR MANY, IT'S MORE THAN A MERE LUXURY!

by Kelsey Marshall and Jan Burmeister

The neighbors didn't need to see that there were college students waiting in their car for the traffic light to change. They could hear the beat of the students' music blaring from an impressive speaker system — even with the car windows rolled up. The light changed, and the car continued down the street, filling the way with the latest hits and intermittent commercials. One could almost feel the sounds.

In fact, that's the way the kids were "hearing" them. They were students from Gallaudet University in Washington, D.C., the only university of its kind in the world dedicated to the education of the deaf. The students were simply being kids, tuned in to the radio, keeping them

in touch with the world of music, and the world itself.

Providing Access For Millions

Access is a much sought-after ability. Some think of it in terms of power, influence, money, or information. In one way or another, we all seek elements of it. But for 43 million Americans, access is of paramount importance: it means everything to be part of the landscape of this land of opportunity. Forty-three million people is a significant segment of our country and certainly, an enormous audience worth reaching.

Over the past several years, there have been signs all around us that this population is becoming more and more

influential in the way we *all* approach life. All of a sudden, there were "curb cuts" at street corners, convenient no doubt, for women with baby carriages and for kids on skateboards. But for persons in wheelchairs, they provide vital access.

Then "handicapped" parking places appeared at shopping malls. And then an increasing number of [secular] television programs indicated on the screen and in *TV Guide* that they were "closed captioned for the hearing impaired." Television series featured actors with disabilities — television soap operas like *The Young and the Restless*, *21 Jump Street*, and *Beverly Hills 90210*.

CONTINUED ON PAGE 16

PROVIDING ACCESS: Products & Services

The following is a select list of companies providing products and services for communication access to people with disabilities:

AT&T

5 Wood Hollow Road
Parsippany, NJ 07054
(800) 233-1222
FAX (201) 428-8103
Assistive telecommunications products, including a variety of TDDs (telecommunications devices for the deaf), that provide alternative solutions to traditional means of communication.

CaptionAmerica

312 Boulevard of the Americas
Pittsburgh, PA 15222
(412) 261-1458 (voice and TDD)
Captioning of television programs, live and on video.

The Caption Center

125 Western Avenue
Boston, MA 02134
(617) 492-9225 (voice and TDD)
FAX (617) 562-0590

The first captioning organization;

captioning of programs.

Computer Prompting Corporation

3408 Wisconsin Avenue, NW
Washington, DC 20016
(202) 966-0980 (voice), (202) 966-0886 (TDD)
FAX (202) 966-0981
Closed captioning service and software.

National Captioning Institute, Inc.

5203 Leesburg Pike, 15th Floor
Falls Church, VA 22041
(703) 998-2400 (voice and TDD)
FAX (703) 998-2458
Closed captioning service.

National Catalog House of the Deaf

A Division of B.E. Atlas Company
4300 North Kilpatrick Avenue
Chicago, IL 60641

(312) 283-2907 (voice), (312) 736-6243 (TDD)

FAX (312) 286-7820

Wide variety of telecommunications devices, and other products, for deaf and hard-of-hearing people and their families.

Phonic Ear

3880 Cypress Drive
Petaluma, CA 94954-7600
(707) 769-1110
FAX (707) 769-9624

Manufacturer of a wireless FM sound system for hearing access in public facilities, e.g. theaters, churches, auditoriums.

Sound Associates

424 West 45th Street
New York, NY 10036
(212) 757-5679
FAX (212) 265-1250

Designers, engineers, and

distributors of a variety of wireless sound systems for all types of assembly areas.

Telecommunications for the Deaf, Inc.

8719 Colesville Road
Silver Spring, MD 20910-3919
(301) 589-3786 (voice), (301) 589-3006 (TDD)
FAX (301) 589-3797
Non-profit organization provides training, consultation, and directory to businesses to enable equal access for hearing- and speech-impaired people via telecommunications.

Ultratec, Inc.

450 Science Drive
Madison, WI 53711
(608) 238-5400
FAX (608) 238-3008
Exclusive manufacturer of TDDs.

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Smithfield, VA

(804) 357-9546

P.O. Box 339, Smithfield, VA 23430



1030 AM 50,000 WATTS

**SERVING RALEIGH-DURHAM
METRO AREA AND
EASTERN NORTH CAROLINA**

Raleigh

(919) 781-1030

Durham

(919) 528-2575

P.O. Box 1030, Creedmoor, NC 27522



1040 AM 10,000 WATTS

**SERVING THE
GREATER TRIAD AREA
WINSTON-SALEM
GREENSBORO
HIGHPOINT**

Winston-Salem

(919) 773-0869

P.O. Box 395C, East Bend, NC 27018



1030 AM 10,000 WATTS

**SERVING THE GREATER
CHARLOTTE AREA**

Charlotte

(704) 332-8764

P.O. Box 23509, Mint Hill Station
Charlotte, NC 28212



840 AM 10,000 WATTS

**SERVING CENTRAL VIRGINIA
CHARLOTTESVILLE AND
SHENANDOAH VALLEY AREAS**

Charlottesville

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AND NEWTON, NC**

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P.O. Box 909, Claremont, NC 28610



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(606) 928-3778

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BLUEFIELD-PRINCETON AREA**

(304) 327-9266

P.O. Box 6350, Bluefield, WV 24701



840 AM

**SERVING ANNAPOLIS, DOVER
SALISBURY, BALTIMORE, AND
CAPE MAY**

(301) 479-2288

P.O. Box 309, Denton, MD 21629

Positive Radio Group

Contact Larry Cobb, Vice President, P.O. Box 339, Smithfield, VA 23430

(804) 357-9546

(Circle 111 on the Reader Service Card)

ACCESS: . . .
CONTINUED FROM PAGE 14

Even television commercials have powerfully incorporated actors who are deaf or who are wheelchair users to market sponsors' services or products, including McDonald's, Levi's, and AT&T. And the list of "reaching out and touching someone" continues.

"Surtitles" are now being used in some major metropolitan theaters, a live, open-stage version of TV captioning. Surprisingly, this has drawn deaf and hard of hearing people into opera-loving audiences. Public phones now have amplified handsets, and even TDDs (Telecommunication Devices for the Deaf). The audience is there, and it is compelling the advertisers to reconsider the marketplace which, until recently, was largely untapped.

Communication with, and consideration for, persons with disabilities has come of age — technologically, socially, politically, and legislatively. In fact, one of the most sweeping pieces of legislation to ensure the civil rights of 43 million Americans (and affect the lives of their loved ones as well) is the Americans with Disabilities Act of 1990.

When President George Bush signed that bill into law, one thing that changed was television. Most new television sets built after July 1993 will be required to have "decoder" circuitry built in so that closed-captioned programs will be acces-

sible to most any viewer, not just deaf people who have the necessary equipment now.

**Providing Access:
How Can Christian
Broadcasters Help?**

One in every 15 persons has some

"Communication with, and consideration for, persons with disabilities has come of age — technologically, socially, politically, and legislatively. In fact, one of the most sweeping pieces of legislation to ensure the civil rights of 43 million Americans (and affect the lives of their loved ones as well) is the Americans with Disabilities Act of 1990."

form of hearing loss. In the United States, that adds up to over 20 million people.

Add to that children learning English, or having reading difficulties, along with adults struggling with illiteracy, or some three million immigrants trying to learn English as a second language. Millions of lives could be affected through television-program captioning alone.

Pioneers in captioning had a captive audience. When there were only 20 hours of captioned programs available each week, those were the 20 programs watched by millions of deaf and hard of hearing. Some got hooked on programs like *Dynasty* because that was all that was available for them to "read" on television.

And there were a limited number of videotapes to rent that were closed-captioned. Even now, of Sunday morning programming on television, only one religious program is closed-captioned.

Beyond market incentives or trying to keep pace with an inevitable and growing movement, should not the Church have another motivation for reaching out to people with any disability? Call it compassion; call it a deep desire to share the Gospel fully with all people. But the Church should be *leading* the way, not lagging behind.

Until now, the costs, lack of people, or means have made it more difficult for churches or small ministries to initiate and sustain programs to provide access for people with disabilities. But now, breakthroughs in technology and public awareness provide new ways and means

How One Ministry Is Providing Access To Millions

by Bob Bowen

Where should a ministry begin when it wants to reach out to persons with disabilities? Over the years, the Billy Graham Evangelistic Association (BGEA), for one, has sought to meet needs as they were identified. As a result, many opportunities are now available which confirm BGEA's desire to reach out to all people with the Gospel message.

When a Billy Graham Crusade is televised across the United States, the program includes closed-captioning (the

written text of what is being spoken). This post-production addition, completed by Ann Arbor, Mich.-based GJM Video, along with dubbing and distribution, instantly makes the program available to 24 million deaf or hearing-impaired people. In addition, 27 million functionally illiterate people can use closed-captioned programs to learn to read, while three million people can use it to learn English as a second language.

In cooperation with Christian Fellowship for the Blind

for us to put our compassionate imaginations to work.

Television captioning is here to stay, and television ministries need to get on board. But then, once their message gets out to the deaf, they need to be ready to "hear" from them by mail and by telephone. A nominal investment in a TDD will open a ministry's phone lines to them, and perhaps your heart. Organizations will want to print on their literature and stationery that their telephone is equipped with both "voice" and "TDD" capabilities.

To meet the needs of people with visual impairments, broadcast ministries should consider making their materials available in large print. *Guideposts* magazine, for example, has been doing this for years. And what about audio cassette books and teaching materials for the blind?

Several things can be done to encourage the local churches who make up a ministry's audience and who support its programs. These include featuring disability issues on talk shows, and providing guidance to local churches on how to begin their ministries to people with disabilities in the community, such as assisting people who may have physical, communication, or mental barriers, by providing counseling services for them.

The 1991 NRB (National Religious Broadcasters) Convention saw its first-ever inclusion of a workshop dealing specifically with ministry to people with dis-

abilities. The emcee was Joni Eareckson Tada, and it was entitled "Daring to Communicate: Providing Access for the Multitudes."

Here are some of the comments of those who attended:

- ◆ "NRB needs to address these issues and reach out to all people."
- ◆ "Powerful message! Should be repeated again. Please distribute this kind of information to all involved



ABC's World News Tonight with Peter Jennings has been captioned since October 11, 1982.

with religious broadcasting."

- ◆ "Should be done on a conference-wide level."

Broadcasters have been given the signs! They now need to become captioners of the Word, and not hearers only! They need to capture the vision to share the Gospel with blind people. Christian broadcasters and the Church at large need to set the pace in helping all to run the race, even in their wheelchairs. After all, Jesus was also concerned about people's souls when He spoke of the blind receiving their sight, the deaf hearing, and the lame walking.

Kelsey Marshall was one of the panelists at the NRB 91 workshop "Daring to Communicate" last January. Herself disabled, she served as Special Advisor for Disability Issues at the U.S. Department of Housing and Urban Development from 1981-89. Since then, she has been a consultant to a number of organizations, and was the Director of Accessibility for the Desert Storm Homecoming Foundation. She now serves as head of the new Office of Accessibility at the John F. Kennedy Center for the Performing Arts in Washington, D.C.

Jan Burmeister has been involved with National Religious Broadcasters for over 15 years and is deeply interested and concerned about people with disabilities. She has special affection for deaf and hard of hearing people and was also instrumental in creating the NRB 91 workshop "Daring to Communicate." Currently, she serves on the White House staff in Washington, D.C.

International, *Decision* magazine is sent to 1186 subscribers, in 65 countries, in a braille edition. The magazine is also distributed by audio cassette to another 880 subscribers.

Crusade offices usually have TDD (telecommunications devices for the deaf) capabilities which allow for typed communication via a regular telephone line. The equipment gives a signal, much like a fax machine, which notifies the operator to connect the phone receiver to a TDD machine to begin a telephone "conversation."

Equipment is also available at two of the national counseling centers, allowing viewers to respond to the invitation for salvation after viewing the broadcast.

During crusades, each aspect is reviewed to make sure no one is excluded. Along with finance, promotion, and prayer committees, ones for the deaf and hearing impaired and persons with disabilities are given equal status.

Transportation, seating, counseling materials, and program signing are all developed by the committees. Over the years, the programs have increased in size, sophistication, and capability. Persons with disabilities usually number be-

tween 100 and 600 people at a crusade meeting depending on the city and size of venue. In 1989, during the rally in Budapest, Hungary, the number soared to 3000 people.

A new innovation for serving the needs of the hearing impaired is the inductive loop system. A person with a hearing aid is seated in a section surrounded by a small wire, which, in a crusade setting, is temporarily taped to the floor.

By switching the hearing aid "T (telephone)-switch," the program is heard clearly via a signal sent through the wire. This system makes it unnecessary for a person to use any additional equipment or turn up their hearing aid which amplifies all surrounding noises as well as the speaker.

All of this has taken BGEA more than two decades to develop and refine. But such efforts remain an integral part of the ministry because of the undeniable needs of people with disabilities, and a clear desire to make the Gospel available to everyone.

Bob Bowen is director of membership services for National Religious Broadcasters in Parsippany, N.J.

The New Zorro' Makes His Mark On Education

by Kathleen Gordon

It all began in Covington, Ky. A group of elementary kids who were hard to reach, often unmotivated, and some even suicidal, began to respond at school. Skillfully crafted six-inch swords turned up everywhere. Then, here and there, black masks and capes appeared. The paraphernalia were the trademark of the kids' new-found friend, Zorro.

A Hero Emerges

Students who were otherwise disinterested in learning now had met a new role model, a hero who used his education and wasn't a wimp. They reacted with fresh enthusiasm. One student said what seemed to speak for all the kids: "Some people think that Zorro is weak, but he's not. He's really smart and he helps people, too. I've learned a lot from him. He's neat."

The veil of in-

difference started to lift from First District School classrooms when teachers tested a program designed by their media center director Alma Burnette. For three years Burnette had searched for a motivational tool to forever unlock these kids from the unseen chains of apathy. She ventured to find a hero for the kids to identify with. Zorro was that person.

A Lesson From Childhood

Burnette grew up in a home not unlike many of the students she worked to help. As a young girl, she was a street-wise kid who experienced many of the same things these students had. As she puts it, she learned from television heroes "how good life can be, not how bad it can be. They gave me ideals to shoot for, not problems to wallow in, and they all used their education to succeed in life."

Since she personally identified with many of these youths' plights, she reasoned that a television hero might help them, too. The hero could inspire them to excel in school and prepare for an exciting future.

Enter: The Family Channel and Project 'Zorro'

When she first discovered The Family Channel's original



Second grade students participated in "Zorro" Day at First District School in Covington, Ky. The event was sponsored by Storer Cable and The Family Channel.

series, *The New Zorro*, she didn't realize right away that she had come across what she had been searching for. "After watching a few episodes, it dawned on me that this was what I had been hunting for," Burnette explains.

The series became the video portion of her breakthrough. The other portion was still to come. Burnette started writing teaching guides to be used in tandem with the show. After getting her supervisor's permission, she began a test program at her school. She equipped selected teachers at First District with the teaching guides designed to be used in conjunction with the entertaining series.

"First District provides regular classroom programs as well as some special classes for children with disabilities," explains Allen Bernard, director of special education for the school. Burnette picked educators who taught regular classroom programs as well as those designed for special needs. Project "Zorro" commenced.

Students Become Motivated

"I expected that we'd have to work with the project for at least a year in order to start seeing results," says Burnette. "But to everyone's surprise, in a month things began to happen. We had one boy who attended a class designed for emotionally disturbed students. He had a history of truancy. He started to attend school more regularly after participating in his class' Zorro activities. His enthusiasm for Zorro then began to open up interest in academic study."

Another boy in the same class had attempted suicide more than once and he would not respond at all to efforts at reaching him. Then his class was introduced to Zorro.

"We all thought he was focusing on Zorro, but he was watching the mean alcalde (the mayor of the Spanish community). He realized how important it was not to be like the alcalde," Burnette continues. "The first sign of change surfaced when he adopted a crippled boy who attends First District and started helping him — just like Zorro would have done."

"Before this boy met Zorro he exhibited low self-esteem," notes his teacher, Doug Fruchtenicht. "He didn't seem to believe what he had to offer was worth anything. Afterward, he began to come

up with ideas for Zorro projects and implemented them himself." The boy progressed so well that he was taken out of the program and is now attending regular classes.

In addition to the excitement surrounding the "Zorro" activities at First District, many students have begun to personally understand the value of having a good education. Students initiated having a "Zorro" day at First District. They planned the date, made decorations, and even planned the luncheon menu for the day.

Some have inquired about a "Zorro" program for summer school, and some have been asking for literature on the caped crusader at local libraries. Their hero has touched their lives. They realize that to think before acting requires education. For them, education has become a new way to grow strong.

"Zorro" To Go National

The Family Channel (FAM) is making plans to launch a national "Zorro" In The Classroom project next month, making the new original show and teaching guides available to schools throughout the United States. FAM is a founding member of the cable industry's Cable In The Classroom organization which was formed to deliver the wealth of educational programming on cable into classrooms throughout the nation.

The exciting thing about *The New Zorro* series, which is an original production of The Family Channel, is that it was not written to educate. That's why students do not feel like they are being taught while watching it. Instead they want to be taught after watching it.

Let it be emphasized, however, that The Family Channel is first and foremost a family entertainment network. As a representative of the Family Channel explains, "The fact that we are working to develop some educational projects is a natural thing for us to do since kids are very important in families. But we will continue to be a family oriented network, and not an educational one."

A former teacher, Kathleen Gordon now serves as Cable in the Classroom coordinator for The Family Channel in Virginia Beach, Va.

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"Terminator 2: Judgment Day"

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"Hudson Hawk"



©1987 Orion Pictures Corporation

"Throw Momma From The Train"

The Christian Film



Television Commission

Why, What, & How

Carolto Pictures, Inc.



©1987 Columbia Pictures Industries, Inc.



"Return To The Blue Lagoon" (above),
"Career Opportunities" (right)

©1990 Universal City Studios, Inc.





"Terminator 2: Judgment Day"

by Ted Baehr

Recently, a loving father told me that his 14-year-old daughter, at the top of her class in school, saw the movie *Pretty Woman* (about a prostitute who finds the wealthy man of her dreams), was emotionally aroused, got drunk with a friend, and prostituted herself with two men at the same time.

Her parents did not find out until five weeks later, after she had sneaked out of the house every night to prostitute herself with four or five men. The movie which se-

abortions (an increase of about 1100 percent since 1966)

- ◆ 4219 teenagers contract a sexually transmitted disease (an increase of about 335 percent since 1966)
- ◆ 135,000 children bring a gun to school
- ◆ Ten children are killed by guns
- ◆ Six teenagers commit suicide (an increase of about 300 percent since 1966)
- ◆ 211 children are convicted for drug abuse

While there are several factors that play a role in the



"Rambling Rose"



"Terminator 2: Judgment Day."



"Throw Momma From The Train" (above), "Hudson Hawk" (right)



duced her into this lifestyle did not prepare her for the psychological and physical diseases which followed from her attempt to fulfill a motion-picture-fantasy life.

We are suffering a breakdown of morality in our society, especially among our youth. According to the Children's Defense Fund, the following happens every day in the United States:

- ◆ 2795 teenage girls get pregnant (an increase of about 500 percent since 1966)
- ◆ 1106 teenage girls have

moral breakdown of our society, the major factor, by far, is the mass media and the values that it teaches our young people. Many parents don't understand how susceptible children are to the messages in movies because they have forgotten that children do not have the cognitive ability to differentiate between fact and fantasy.

Also, many forget that the lust of the eyes and the lust of the flesh intensify during teenage years because of

CONTINUED ON PAGE 22

THE CHRISTIAN FILM . . .

CONTINUED FROM PAGE 21

raging adolescent hormones. Many contemporary films aggravate the teenage susceptibility to sexual arousal by portraying nudity, fornication, and an acceptance of premarital sex and promiscuous sex as perfectly natural.

Furthermore, many films feature a preponderance of violence. In the popular film *Die Hard II*, there are 264 fatalities, as compared to the 89 fatalities in the 1968 *Wild Bunch*. Often, what compounds the horror of this excess of violence is the grotesque gags that go hand in hand with bloody gore. This blend of humor and violence is lethal in undermining the moral restraints that inhibit a susceptible individual from getting his way through violence.

As Dr. Aletha Huston, professor at the University of Kansas, points out, "Virtually all independent scholars agree. We keep pumping children with the messages that violence is the way to solve their problems — and some of it takes hold." A United States Senate subcommittee found that there is a direct correlation between violence on television and in movies, and violent crime.

University of Washington psychiatrist Brandon Centerwall maintains that TV is a major factor in 10,000 homicides annually and probably 50 percent of the rapes, assaults, and other violent crimes taking place in this country. Unfortunately, the situation is getting worse.

How Did We Get Here?

We, as Christians, are partly to blame for this situation. From 1933 to 1966, the Church exerted a powerful influence in Hollywood through the Protestant Film Office and the Roman Catholic Legion of Decency by developing and enforcing the Motion Picture Code. The Church offices insured that movies were wholesome and uplifting, that they did not denigrate the law or religion, and that they did not lower the moral standards of the audience.

In 1966, the Church closed down those offices and abdicated its responsibility to be salt and light to the world, leaving a vacuum soon filled by the Gay & Lesbian Alliance Against Defamation, the Church of Satan, and other special interest groups who

presently influence Hollywood. Since that time, there has been a dramatic moral decline in the content of movies.

What Can Be Done?

The Christian Film and Television Commission (CFTVC) is employing a two-pronged approach to redeem the values of the entertainment industry. This approach was originally developed by the Christian leaders who wrote and monitored the Motion Picture Code. It is now used by many groups to lobby Hollywood.

One prong involves educating moral Americans through *MovieGuide* so that they can make discerning choices at the box office and thereby influence the entertainment industry, financially and through their correspondence. *MovieGuide* airs on 1200 radio stations, 800 television stations and cable systems, is reprinted in several publications, and is published as a biweekly newsletter for subscribers.

The other prong involves helping the media leaders understand the concerns of moral Americans. Like the church offices which inspired the Golden Age of Hollywood, CFTVC reviews scripts and helps those in the media to work out creative solutions to moral questions so as to improve the dramatic and the moral quality of the movies and programs they produce. The CFTVC also helps them to portray religious people in a realistic and wholesome light.

Why Will The CFTVC Work?

Financially, the movie companies have never been more vulnerable and concerned about their future as noted in *The New York Times* business section on April 14, 1991. During the Golden Age of movies, 90 percent of the people from all over the world went to Hollywood



"Hudson Hawk"

movies because they could take their families without being embarrassed.

Today, the Hollywood share of the worldwide box office has decreased to less than 48 percent because many Hollywood movies no longer reflect the values held by the vast majority of people. Many countries ban Hollywood movies; many others require that they be severely edited.

In 1989 and 1990, this decrease in audience share caused a 40 percent drop in the net worth of movie companies, forced General Cinema to lay off one-third of its employees, induced United Artists Theaters to sell 1200 of its theaters, and resulted in over 50 percent of the major entertainment companies being purchased by foreign conglomerates.

As the April issue of the *Hollywood Reporter* pointed out, the major movie studios are trying to produce more and more family films. However, Bruce Berman, president of Warner Brothers, notes that, "Hollywood filmmakers may not understand Middle America. They're not very well equipped to deal in that context." Thus, by helping the media elite understand the

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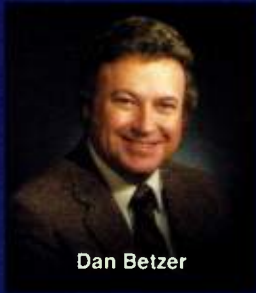
©1991 Tri-Star Pictures, Inc.



"Terminator 2: Judgment Day"



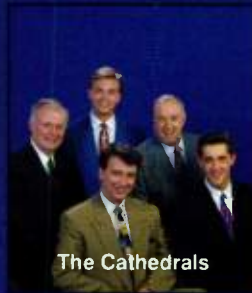
Communicating the Commission



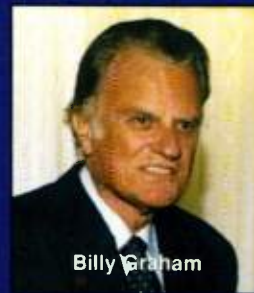
Dan Betzer



Glen Campbell



The Cathedrals



Billy Graham



Larnelle Harris



Dallas Holm



Richard Lee



Florence Littauer



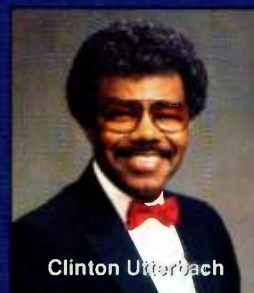
Horst Marquardt



Twila Paris



Adrian Rogers



Clinton Ufferbach

National
Religious Broadcasters

49th
Annual
CONVENTION & EXPOSITION

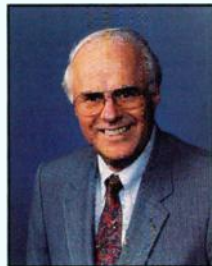
January 25-29, 1992
Washington, D.C.



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



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 Ballroom

Sunday 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 Briefing

Meetings 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

The logo for NRB 92 features the letters "NRB" in a white, bold, sans-serif font at the top. Below it, the number "92" is written in a large, stylized, green font with a white outline. The entire logo is set against a dark blue background that is part of a horizontal bar.

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



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 for on-site registration fee	Early Bird (postmarked by Sept. 1)	Advance (postmarked by Dec. 31)	Amount
MEMBERS			
<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	_____
NON-MEMBERS			
<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	_____
STUDENTS			
<input type="checkbox"/> Full Registration	\$150	\$150	_____
<input type="checkbox"/> Limited (no meals)	\$80	\$80	_____
<input type="checkbox"/> DAILY RATE (no meals)	\$125	\$125	_____
*Does not include spouse (see instructions)			

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: _____

NRB

92

MUSIC! ♦ MUSIC! ♦ MUSIC!

In 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...



THE CHRISTIAN FILM . . .
CONTINUED FROM PAGE 22

moral sensitivities of people around the world, the CFTVC will help Hollywood reclaim a larger share of the international box office.

Are There Any Signs Of Success?

Under the auspices of the Christian Film & Television Commission, we have made major inroads into the Hollywood community and have helped to clean up movies and television programs. In fact, we have established relationships with Walt Disney Company, Warner Brothers, United Artists, MGM, Paramount Pictures, 20th Century Fox, Columbia Pictures, ABC, TBS, CNN, and many other movie and television companies.

Some of these companies have moved toward producing more and more wholesome movies and television programs and away from excessive sex and violence.

In fact, last year's presentation on ritual child abuse to the children's programming department of a major network resulted in a change of writers and program formats. Last winter's presentation on abortion to another network re-

sulted in the cancellation of a pro-abortion program and the preparation of a pro-life program.

What Could Happen?

The CFTVC will make an impact on the motion picture industry and encourage production of positive, morally uplifting films. Our goal is to re-establish the Motion Picture Code and its cousin, the National Association of Broadcasters Code, which governed the television industry.

This past summer, we met with the heads of the movie studios to help them understand the issues involved. At the same time, we are trying to reach more and more Christians to help them develop discernment. Through this proven strategy, the United States of America may truly become a kinder, gentler nation.

Who Is Involved?

Some of the distinguished Christian leaders joining us on our Board of Reference are: John Ankerberg; Ronald Blue; Bill Bright; Larry Burkett; David Clark, president of National Religious Broadcasters; George Grant; Hank Hanegraaff,

president of the Christian Research Institute; D. James Kennedy; Tim LaHaye; Beverly LaHaye; and Richard Land, director of the Christian Life Commission for the Southern Baptist Convention.

Also, Len & Sandy LeSourd; Joseph J. Reilly Jr., president of Morality In Media, Inc.; Jerry Rose, president of WCFC-TV 38; Michale Scanlan, president of the Franciscan University of Steubenville; and Donald Wildmon, president of the American Family Association. We praise God for their help and encouragement.

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Ted Baehr is the chief executive officer of the Christian Film and Television Commission and host/producer of *MovieGuide: A Biblical Guide to Movies and Entertainment* in Atlanta, Ga. *MovieGuide* is syndicated daily through the USA Radio Network and weekly on *Family News In Focus*.

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KPAZ-TV Channel 21, 3551 E McDowell, Phoenix, AZ 85008, 602-273-1477; OWNER: Trinity Bcstg Network; PRES: Paul F Crouch; STA MGR: S E Comstock; CHIEF ENG: Gary Nichols; CLASS: Non-commercial 646 kw; NETWORK: TBN; FORMAT: religious

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RBC Sports a New Program



by Tom Felten

Athletics Over The Airwaves

You may have heard it said that the world speaks two universal languages — music and sports. RBC (Radio Bible Class) has singled out one half of this doubleheader and the results have been, well, a “hit.”

Sports Spectrum Radio is the name. Presenting the Gospel through sports is the game. “Now wait a minute. Did you say RBC, the *Our Daily Bread* and *RBC Daily* people? That conservative ministry has a sports radio program?” That’s right!

A little out of the traditional programming mold for RBC? Yes. A little out of character? No. The same guiding principle of “leading people of all nations to faith and maturity in Christ” permeates the program.

The program doesn’t reach the same audience as *RBC Daily* or *Weekly*, or *Our Daily Bread*, or even *Sounds of the Times*. No, it’s more like *Campus Journal Radio*, an upbeat audio devotional for young people that’s a recent addition to the RBC radio roster. Both programs reach a broad, new audience with the Gospel.

Sports Spectrum Radio — a live, call-in show — has two purposes:

- ◆ To lead people to faith in Christ
- ◆ To aid Christians in their spiritual growth

This is accomplished by revealing how Christian athletes, and other people from the wide spectrum of athletics, including coaches and doctors, use their faith to address important issues in sports and life.

And who’s in the driver’s seat of this free-wheeling show that cruises over the airwaves from noon to 1 p.m. (EST) every Saturday? He’s a driven Christian who knows sports in the fast lane — Chuck Swirsky.

“The Swirsk”

Swirsky is a long-time professional in the field of sports broadcasting. His first gig, when he was five years old, was calling an imaginary game with baseball cards serving as real-life players. From there he did high school play-by-play and later earned a degree in communications from Ohio University.

After a few founda-

tion-laying jobs, he landed the position of sports director for WGN-AM in Chicago, Ill. At this mammoth station — broadcast home of the *Cubs* and *Bears* — he anchors, reports, writes, produces, and oversees the sports department. Great stuff, huh? A dream job for any sports-minded journalist.

But what gets Swirsky really excited is his relationship with Christ. He was led to the Savior by Jim Molinari, who at the time was assistant basketball coach at Chicago’s DePaul University. He is now the head coach at Bradley University in Peoria, Ill.

At the time of his conversion, Swirsky had been anchoring a sports call-in show for a struggling station in Chicago. His first program consisted of having no calls for *two-and-a-half hours*. Finally, the first phone call! It was a wrong number, but he kept the woman on the phone for 20 minutes anyway. Swirsky was depressed. His career had seemingly ended.

Through this adverse situation and the encouragement of Molinari,

**CONTINUED
ON PAGE 34**

“It’s really their show [athletes, sports people]. I’m just a person who happens to be there asking questions.”

— Chuck Swirsky

RBC SPORTS . . . CONTINUED FROM PAGE 33

Swirsky finally turned his life over to Christ in 1981. It was a decision that changed his life. And since that time "the Swirsk" has grown and continues to mature in his relationship with God.

And speaking of growth, over the past year Swirsky and the *Sports Spectrum* team — including producer Ken Van Prooyen who spearheaded the program — have seen the show grow from a handful of stations in September 1990, to a current level of more than 120.

What does "moonlighting" on *Sports Spectrum* mean to Swirsky? "It's an instrument that God has given me to combine my two loves, my faith and sports," he explains. "The show is a vehicle to reach out and delve into issues that I can't do on secular radio and to talk to athletes about things other than 'Boy, isn't it great that you hit a home run in the eighth inning to win a ball game?'"

And, by the way, Swirsky has a couple of other true loves, too. His wife Judy, whom he wed in July 1990, recently gave birth to a bouncing baby "Swirsk" named Timothy Charles. T.C. for short. And, yes, it's been reported that this little guy shares his daddy's gift for gab, (although at this stage it's more a gift for goo-goo and ga-ga).

Issues and Answers

Swirsky *does* spend a lot of time talking on the show. But this serves only to bring the deeper and more important issues to light — God's light. There are up-to-the-minute scores. But there's also the inside look. Here are some of the things that he has discussed on the program in the past year:

- ◆ **Winning:** How can you maintain your convictions and values while pursuing the winning edge?
- ◆ **The proper conduct** of a Christian athlete on the field of competition.
- ◆ **Fame:** The fact that it — and all of life — is fleeting.

The topics tend to revolve around sports. But follow the bouncing conversa-

the many guests that have appeared on the show during the last 12 months (See how many familiar names you can spot, sports fans): Gary Carter, Paul Molitor, Ernie Harwell, Tim Burke, Brian Harper, Eric Green, Dr. Bobby Brown, Archie Griffin, Bill McCartney, Bill Curry, Deron Cherry, Sam Rutigliano, Tom Landry, Doug Drabek, Evander Holyfield, Lawrence Daw-



Photo by Steven M. Heim

Chuck Swirsky

tion and you'll hear topics that affect everyone, even the non-sports fan. For instance:

- ◆ Former pro baseball player **Chris Bando** talking about the importance of ministering to one's own family.
- ◆ NFL star **Reggie White** on the need for true lifestyle evangelism.
- ◆ Television sports commentator **Gary Bender** explaining how he handles criticism.
- ◆ NBA star **Kevin Johnson** on being different in a compromising world.

Here are a few more of

sey, Wayman Tisdale, and Brent Jones.

Plus, Christian Okoye, L.C. Greenwood, Stan Smith, Dan Reeves, Norm Evans, Cazzie Russell, George Foreman, Glenn Davis, Tommy Herr, Clark Kellogg, Vince Tobin, Mike Singletary, Andy Van Slyke, Dave Dravecky, Dr. Rich Domingas, Keith Erickson, Larry Mize, Scott Bradley, Harold Reynolds, Greg Gagne, Horace Grant, Sid Bream, Doug Jones, Scott & Kathleen Sanderson, Bobby Bowden, Raymond Berry, Howard Johnson, and Storm Davis.

They are interesting people sharing thoughts on inter-

esting topics that have an impact on the family of God.

Teaming Up

Two organizational families that have linked together to make *Sports Spectrum Radio* a reality are Radio Bible Class and the Moody Broadcasting Network (MBN). It's a unique combination.

RBC produces the program. It boosts the guests, sets up the remotes (Swirsky enjoys doing the show at various sports events), and fills out the staff. Moody then airs the program over its network and provides the facilities for doing the show.

The response from station managers has been overwhelming. Many people are pleased that MBN has taken a bold programming step by introducing *Sports Spectrum* to its audience. And new stations are being added.

A Perfect Combination

Another interesting part of *Sports Spectrum Radio* is its sister ministry, *Sports Spectrum* magazine. The periodical is the older of the siblings, and it features similar issues and athletes in its colorful magazine contents. There's everything from trivia, to personality articles, to biblical perspective articles packed into each issue. The magazine is produced by Discovery House Publishers, a publishing arm of RBC.

The synergy created by these two ministry tools is perfect for major sports event evangelism and other efforts. The opportunities for ministry seem endless. But, when you're reaching people for Christ through the wide world of sports, that's what the game is all about.

Tom Felten is the production manager of *Sports Spectrum* magazine in Grand Rapids, Mich.

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Dr. Jerry K. Rose

Past President, National Religious Broadcasters Association



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Driscoll, Harris, Walsh Among Guests To Minister At NRB 92

PARSIPPANY, N.J. (NRB) — Pre-registration is drawing to a close for the 49th annual National Religious Broadcasters Convention and Exposition (NRB 92) set for Washington, D.C., January 25-29. To take advantage of the \$50 pre-registration savings, those interested in attending the convention should have their registration materials postmarked on or before December 31.

NRB 92 attendees will experience the artistry of a number of well-known musicians. The following are among the musical guests ministering during the convention:

- **Susan Ashton:** Taking Christian folk/pop music by storm with her debut album *Wakened by the Wind*, Ashton's creative singing and songwriting abilities have gained her both personal and critical acclaim. "Down On My Knees," the first single from the album, went to number one on both Adult Contemporary and Contemporary Hit Radio charts simultaneously. In addition to her own musical projects, Ashton has collaborated with Wayne Watson and Dallas Holm.
- **Greg Buchanan:** A world class harpist, Buchanan is one of today's most sought-after Christian performers. His superb musicianship, his enthusiastic attitude toward the Christian life, and the infectious spirit of his personal testimony have greatly influenced his popularity. Buchanan has had the privilege of performing at the Denver (Colo.) Billy Graham Crusade and the Gospel Music Association's Dove Awards Ceremony, in addition to countless churches and Christian events across the nation.
- **The Couriers:** Comprised of Duane Nicholson, Neil Enloe, and Phil Enloe, this trio has been ministering for over 30 years and has recorded 60 albums. Each member of the group has also made significant independent musical accomplishments. Nicholson has recorded two solo albums. Phil Enloe has recorded ten solo albums and written 30 songs. And Neil Enloe has recorded four solo albums, written over 80 gospel songs, and has won two Dove Awards.
- **Phil Driscoll:** Driscoll is known as a virtuoso trumpet player, a dynamic singer, a prolific composer/producer and a true minister of the Gospel. His improvisational abilities and technical innovations add to his unique style which has been recognized by four Gospel Music Association Dove Awards and one Grammy. *Warriors*, his most recent album, received a 1991 Grammy nomination for Best Gospel Pop Album of the Year.
- **Larnelle Harris:** Acclaimed as "one of the

most exciting voices in gospel music," Harris has recorded countless hits that have spent weeks at the top of the charts. He has garnered a host of industry awards, including five Grammy Awards, eight Gospel Music Association Dove Awards, and a Steller Award for excellence in the black gospel field. Harris' song "Mighty Spirit" is featured on the nationwide television campaign for the Points of Light Foundation.

- **Dallas Holm:** With 26 albums to his credit and the 27th, *Chain of Grace*, to be released in 1992, Holm's music has been embraced by both young and old audiences alike. His dynamic style ranges from heartfelt ballads to upbeat contemporary songs, all of which convey messages of compassion and commitment. Holm has received numerous honors for his musical accomplishments, including seven Gospel Music Association Dove Awards and one Grammy nomination.
- **Sheila Walsh:** As the Gospel Music Association's International Artist of the Year in both 1983 and 1985, as well as the recipient of two Grammy Award nominations and two Dove Award nominations, Walsh has made an undeniable impact on the world of Christian music. She released her ninth album, *For a Time Like This*, in September. Her talents are not limited solely to music, however. She is also the co-hostess of the Christian Broadcasting Network's (CBN) *700 Club*.

Glen Campbell, The Cathedrals, The Korean Men's Choir, The Maranatha Singers, the Newport News Adult and Children's Choirs, Twila Paris, and Latin American band XXXIII D.C. will also be featured musical guests at the convention. For further information concerning NRB 92, contact convention registrar Faye Woodward at (201) 428-5400.

NRBMLC Convinces Court To Alter Proposed ASCAP Order

CAMARILLO, Calif., (NRB) — The American Society of Composers, Authors and Publishers (ASCAP) and the Radio Music License Committee (RMLC) recently reached an agreement on both blanket and per program licenses after 16 months of negotiations.

On September 30, National Religious Broadcasters Music License Committee (NRBMLC) filed an opposition brief with Judge William Conner in the ASCAP Rate Court. On October 8, Committee counsel Bruce Joseph presented oral arguments before the judge.

ASCAP had sought Judge Conner's approval prior to offering the license agreements to the radio industry. However, NRBMLC successfully convinced Judge

Conner to alter the order proposed by ASCAP for approval of the ASCAP/RMLC license agreements. NRBMLC opposed entry of the proposed license on the grounds that it was discriminatory, was not "reasonable," and failed to comply with the Amended Final Judgment.

NRBMLC informed the Court that it had been excluded from the ASCAP/RMLC negotiations and that the stations it represented would be prejudiced by the entry of the proposed order. The court agreed it would be "grossly unfair" for the entry of the order to adversely affect NRBMLC stations after they had been excluded from the negotiations.

The court agreed a change to the proposed order was appropriate to make clear that there should be no prejudice. The

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court, therefore, expressly limited the applicability of its order to "the applicants" in the RMLC proceeding. The court did not include other language requested by the Committee based on its stated belief that no other language was needed to prevent prejudice.

The RMLC made clear it was not its intent to adversely affect any other station group, and it recognized the right of other groups to negotiate independently with ASCAP. The RMLC further stated the proposed order had been a condition insisted upon by ASCAP, and that it had no objection to either the order proposed by ASCAP or the alternative proposed by the Committee.

NRBMLC did not ask the court to reject the licenses negotiated by the RMLC. After much discussion among Committee negotiators, it was decided such a request would be counterproductive and was not necessary, providing that the order approving the licenses did not prejudice NRBMLC stations.

NRBMLC is continuing in its efforts to obtain a reasonable, nondiscriminatory per program license which truly conforms to the requirements of the ASCAP Consent Decree.

For further information regarding NRBMLC, contact Russ Hauth, National Religious Broadcasters Music License Committee, 2310 Ponderosa Drive, Suite 29, Camarillo, CA 93010. The telephone number is (805) 987-0400.

HNRB To Celebrate Tenth Year At Convention In Washington

CLEVELAND, Tenn., (NRB) — Hispanic National Religious Broadcasters (HNRB) will be celebrating its tenth anniversary in January at the National Religious Broadcasters Convention and Exposition in Washington, D.C. In honor of the event, a special HNRB anniversary banquet has been scheduled at which well-known Spanish communicator Juan Gili will speak.

In addition to the banquet, worship services and fellowship hours, as well as a series of workshops have been scheduled which will minister specifically to the Hispanic Christian broadcasting community. The following are among some of the workshops which have been planned:

- *How to Produce Television Programs:* Stanley Jeter, Features International

- *Producing Christian Television for Children:* Belkys Morillo, independent writer
- *The Bible and Government in Light of the 500th Anniversary of the Discovery of America:* Jose Gonzalez, CBN; Juan Gili, MECOVAN
- *Producing for Radio Via Satellite:* Jaime Munger, Trans World Radio; Edib Eden, Radio Familiar; Andres Panasoziuk, WMBI-AM/Chicago, Ill.;

For further information concerning HNRB activities at NRB 92, contact Jose Reyes at (615) 479-8511.

IRB Chapter Holds Fundraisers To Send Delegates To NRB 92

TOCCOA FALLS, Ga., (NRB) — Members of Intercollegiate Religious Broadcasters (IRB) at Toccoa Falls College are busily raising funds to attend the National Religious Broadcasters (NRB) Convention and Exposition next month in Washington, D.C.

IRB is the educational arm of NRB and is made up of Christian television and radio broadcasting professors and students. The Toccoa Falls College chapter was established to give interested students the opportunity to attend NRB conventions where they can be exposed to the latest technology and innovative approaches to Christian broadcasting. The convention also allows for personal contacts with radio staff and personalities who can give students professional insight into launching their careers.

During the academic year, the Toccoa Falls' chapter sponsors a "Pro-of-the-Month" speaker who visits the campus, speaks in communication classes, and is available for counsel regarding the field of broadcasting. As part of their IRB activities, students take broadcasting-related trips, such as tours of the Cable News Network's (CNN) headquarters in Atlanta.

The broadcasting students are responsible for the expenses involved in taking such trips and attending the NRB Convention. Students at Toccoa Falls hold several fundraisers each year, including car washes and family movie nights, to help defray the cost of the educational experiences.

For further information concerning IRB chapter membership or for convention-related information, call (201) 428-5400.

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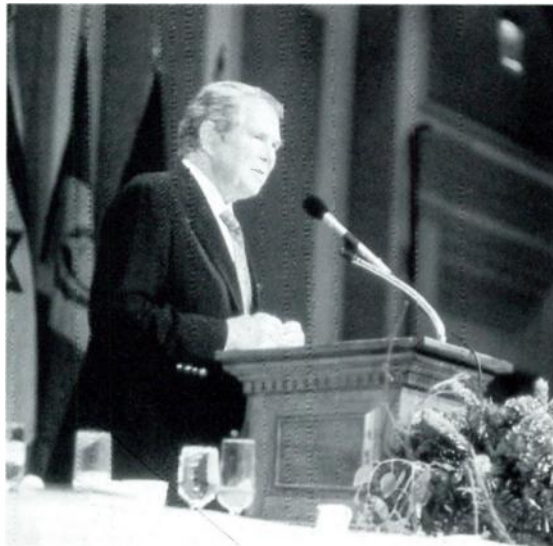
CBN Celebrates 30th Anniversary

VIRGINIA BEACH, Va., (NRB) — In honor of the 30th anniversary of the Christian Broadcasting Network (CBN) on October 1, founder Pat Robertson hosted a three-day gala celebration featuring the dedication of the new Founders Inn and Conference Center and an international Christian leadership conference.

Among the hundreds on hand to take part in the conference and festivities were special guests Reinhard Bonnke, evangelist to Africa; Laszlo Tokes, Bishop of Oradea, Romania; Sandor Nemeth, pastor of Faith Church in Budapest, Hungary; Yossi Olmert, director of the Israeli Government Press Office; David Aikman, *Time* magazine senior correspondent; and Jorge A. Serrano, president of the Republic of Guatemala.

Musical guests included Phil Driscoll, Larnelle Harris, Sheila Walsh, Terry Meeuwesen, and the CBN International Children's Choir under the direction of Dwight T. Whitworth.

The leadership conference, entitled "Ten Minus One and Counting: An Evangelical Perspective on the New Mil-



Photos by Keith Lanpher

Pat Robertson welcomes his guests to CBN's anniversary celebration at the Founders Inn.

lenium," included a series of workshops at which notable ministry representatives reported on recent developments in world evangelism and international relief efforts.

Among those making workshop presentations was Campus Crusade for Christ founder and president Bill Bright.

Dr. Bright discussed evangelistic progress being made in the Soviet Union. He reported that the *Jesus* film is currently being shown in over 1000 Soviet theaters and that 1200 teachers have been trained to carry out a pilot program which will incorporate the film into the curriculum of Russian secondary schools.

A question and answer session followed Dr. Bright's presentation during which he was asked if the spread of the Gospel was uncontested in the Soviet Union. He quickly responded, "They don't have the ACLU there," but went on to say that armies of Mormons and Jehovah's Witnesses have moved into the nation, responding to its struggle to acquire a moral basis and the people's eagerness to exercise their new religious freedom.

Another workshop featured a humanitarian relief panel comprised of Jim Franks Jr. of Concern International, Richard Carr of Support Services International, and Robert H. Warren of Operation Blessing. The panel discussed the urgency of meeting the physical and spiritual needs of people in poverty-stricken nations.

Carr challenged those in attendance stating, "We need to think in terms of getting our priorities readjusted. It's time we took the high ground and say that it is the business of the Church to meet the needs of the people. . . ."

The recurrent theme of networking among ministries was evident throughout the conference. Various speakers stressed the importance of eliminating the geographic and financial overlap by pooling their resources, disregarding denominational differences, and banding together for the propagation of the Gospel.

"We've got to lock arms and move forward in a bold way to win the world for Jesus Christ," stated Robert Horan of the International Bible Society. This "interlocking of arms" as Horan called it was most strongly stressed in the areas of social issues.

During a workshop entitled "Renewing America's Resolve to Fulfill the Great Commission," Horan, *Changed Lives* host



Regent University president David Gyertson (left) is joined by Pat Robertson (right) in presenting President Jorge Serrano of Guatemala (middle) with an honorary doctorate of humane letters.

With Dedication Of Founders Inn

Ben Haden, and Ben Kinchlow, president of WTGL-TV/Orlando, Fla., discussed the recommissioning of God's army and the

Founders Inn audience. "We don't want to rattle the gates of Hell, we want to unhinge them in the name of Jesus!"

"Peacefield," Thomas Jefferson's "Monticello," and James Madison's "Montpelier" were planted on the grounds of the Inn.

The anniversary celebration climaxed with the Anniversary Banquet which was held on the evening of October 1. Olmert of the Israeli Government Press Office was the evening's guest of honor.

Olmert conveyed a message of goodwill from Israel and discussed some of the exceptional events which affected his country in 1991. He spoke of the Persian Gulf Crisis, the assimilation of Ethiopian Jews into the Israeli community, and briefly touched upon American/Israeli relations in light of the United States' stance regarding Middle East peace talks.

Following Olmert's address, the audience enjoyed a musical presentation by the Virginia Symphony, Harris, Walsh, and the CBN International Children's Choir. The evening ended with a Zambelli Internationale fireworks display over the lake which brought the anniversary celebration to a close.

— Kristen Morris



Guests gather in the lakeside garden outside of the Founders Inn for a time of fellowship prior to the Anniversary Banquet in the Virginia Ballroom.

"practical side of God." Emphasis was placed on the use of simplistic methods to meet the needs of hurting people.

In addition to the daily conference workshops, a number of events were scheduled to provide an opportunity for fellowship among those in attendance. Each evening a reception was held in the garden overlooking the lake at the Inn prior to formal dining in the Virginia Ballroom.

A special guest provided a message at dinner each evening. The German-born Bonnke was the first to address the attendees, relaying experiences from his recent crusade in Nigeria where he preached on a polo field to a primarily Moslem crowd of 500,000.

Bonnke stated that his vision is to see Africa evangelized, and his immediate goal is to hold a crusade assembling one million people. His confidence that this will take place is such that he has already acquired a sound system suitable to accommodate a crowd of 1.2 million. In reference to his goals, Bonnke told the

At dinner on September 30, President Serrano of Guatemala took center stage. As the first evangelical elected head of state in Latin America, President Serrano told of the difficult tasks he has faced and will continue to face in bringing peace to his war-torn country. He discussed the rebuilding which has taken place within the nation since emerging from decades of military dictatorship five years ago.

In addition, that evening Pat Robertson and Regent University president David Gyertson conferred upon President Serrano and Laszlo Tokes of Romania honorary doctorate of humane letters degrees from Regent.

Early on the morning of October 1, guests assembled lakeside to witness the dedication ceremony of the Founders Inn. Rather than a traditional ribbon cutting, the dedication was highlighted by a symbolic tree planting ceremony.

In honor of the nation's first four presidents, trees from George Washington's "Mount Vernon," John Adams'



CBN board member and former Regent University president Bob Slosser participates in the symbolic tree planting ceremony dedicating the Inn.

• NATIONAL •

Gallup Survey Reveals Viewers Find TV Increasingly Offensive

VIRGINIA BEACH, Va., (NRB) — More than half of the American public is offended either frequently or occasionally by what it sees on television. When these viewers see something that offends them, 74 percent either turn off the set or switch to a different channel.

These findings from a Gallup Poll commissioned by The Family Channel indicate that "violence, sex, and foul language apparently are increasingly a 'turn off' rather than a 'turn on,'" according to George Gallup Jr., president of The Gallup Organization Inc.

The survey revealed that 41 percent of the American public is offended by something on television more often this year than in 1990. The chief offensive culprits are excessive violence, foul language and swearing, vulgarity, and excessive emphasis on sex.

"Those who are involved with television programming — the networks, advertisers, and producers — clearly need to pay more attention to the new Gallup findings that show a number of Americans . . . are switching channels or turning off sets," Gallup warned.

The survey also revealed that most Americans do not think television accurately represents their value systems. Only three percent indicated that television portrays positive values or that it reflects their personal values "very well." Sixty-two percent responded it reflects values "not too well" or "not at all."

Those most likely to say television does not represent their personal values were upscale parents, i.e., college graduates with annual incomes above \$30,000. Fifty-two percent of those surveyed reported they believe television programs portray negative values, and 60 percent admitted to frequently or occasionally restricting their children's viewing due to program content.

According to the survey, the dissatisfaction with television programming is quite evenly dispersed throughout the nation. Viewers in the East were most tolerant, although 47 percent of those still registered disapproval of shows in general.

The Midwest and the South were almost even, with 63 and 62 percent respectively against programming. The far West,

often regarded as the most "trendy" or least resistant to new ideas, was still offended by 59 percent of what is offered on television.

The nationwide poll was conducted among a random sample of 1012 adults, including both cable and network viewers. The margin of error is three percentage points.

Memphis Super Station Boosts Wattage Covering Eight States

MEMPHIS, Tenn., (NRB) — WCRV-AM/Memphis has increased its transmitting power from 10,000 watts to the Federal Communication Commission (FCC) maximum of 50,000 watts non-directional. Because AM signals travel farther on low frequencies and 640 is the lowest frequency upon which the FCC will allow 50,000-watt operation. WCRV now reaches the largest primary daytime coverage area of any Christian radio station in the nation.

The station will continue to broadcast at 500 watts at night, but according to station owner Dick Bott, WCRV's daytime signal can now be clearly heard in eight states and more than 250 miles from Memphis. In reference to the power boost, Bott explained that the mission of the station will remain unchanged. "This tremendous power increase will allow WCRV to reach more people, more effectively with the same purpose — to the glory of God," he stated.

American Households Receive Kmart Boycott Packets In Mail

TUPELO, Miss., (NRB) — The American Family Association (AFA) has mailed "Boycott Packets" to one million households urging consumers to discontinue shopping at Kmart retail discount stores. According to AFA, Kmart is one of the leading retailers of pornography in the United States, distributing the materials through its Waldenbooks subsidiary.

The mailing has been timed to coincide with the Christmas season, traditionally the period generating the largest amount of revenue for Kmart. "When doing their Christmas shopping, consumers need to remember that Kmart has arrogantly refused to get out of the pornography business," said AFA president Donald E. Wildmon.

He continued by saying recent events show pornographic material is having a devastating effect on society. "There is no

doubt that pornography plays a major role in sexual harassment and sex crimes," he stated.

• INTERNATIONAL •

Ministries In Haiti Feel Heat As Military Junta Applies Pressure

PORT-AU-PRINCE, Haiti (NRB) — The recent coup which ousted Haitian President Jean-Bertrand Aristide into Venezuelan exile has resulted in economic sanctions against the island nation, political unrest, and violence between those who staged the coup and those who oppose the military imposition of the new government under Joseph Nerett.

American missionaries and ministry representatives are among those who have been encouraged by the U.S. State Department to leave Haiti. According to the *Baptist Press*, many Southern Baptist workers have chosen to return to the United States, but others are remaining on the island to weather the political storm.

Among those who have left are 26 workers who were based in the Cap-Haitien area. The *Baptist Press* reported that violence erupted over a dispute concerning the control of a local Baptist secondary school. The dispute resulted in the burning of the headquarters of the Baptist Convention of Haiti in Cap-Haitien.

World Evangelical Fellowship reported similar instability in the capital city of Port-au-Prince. Radio Lumiere, a major evangelical broadcasting system in Haiti, was forced off the air October 4 after its AM studio came under military fire. In response, the FM/stereo studio located in the northern section of the city voluntarily shut down to lessen the likelihood of damage occurring to that facility as well.

The *Evangelical Press News Service* reported no radio personnel, either national or missionary, were harmed in the attack. However, the AM station was ransacked and broadcasting equipment was damaged.

Correction:

The October 1991 issue of *Religious Broadcasting* included a Media Focus item entitled "NAB Proposes New Licensees Get 'Entrepreneur's Preference.'" NAB filed comments in support of the petition which was proposed by Contemporary Communications of Fayetteville, Ga.

The New Revolution: Russia's Spiritual Awakening

by David Aikman

The following is the first in a five-part series entitled Global Challenges for the 90s. This series is designed to examine important global developments and their relationships to opportunities for evangelical ministry. The series is comprised of excerpts from a presentation given by Time magazine senior correspondent David Aikman at the 30th anniversary celebration of the Christian Broadcasting Network in Virginia Beach, Va.

Perhaps one of the great vindicating moments in the 20th century occurred in 1989. It was the collapse of communism in Eastern Europe. That was the first stage of the decline of the Soviet Union as one of the last great 19th century-style European empires and the beginning of the end of communism as the great global political illusion. The unsuccessful coup in the Soviet Union last August led to the acceleration of the end of the Cold War era as we have known it since 1946.

Demise Of Bi-Polar Tension

The Cold War, the bi-polar tension between the Soviet Union and the United States, provided for a world of great tension but also of great stability. Those two things are not contradictory. War between Washington and Moscow was really unthinkable as long as it was bound to lead to a gigantic global nuclear conflagration, so the deterrent worked; it kept the peace in a global sense.

Today the tension has gone out of American-Soviet relations, and so has the stability that prevailed underneath that bi-polar tension throughout the world. There has been a re-eruption of nationalist hatreds throughout Eastern Europe. Open civil war rages in the Balkans, specifically in Yugoslavia. And the Balkans traditionally have been the tinderbox of European war for nearly 200

years. That is an example of how the end of one era, the Cold War, has led to new and perhaps dangerous uncertainties for the future.

Russian Nationalism

Of all things that supposedly well-versed analysts and government officials least expected with the collapse of Soviet power was the reemergence of Russian nationalism — Russian national identity.

We have tended to fear Russian nationalism for too long. Therefore, as the Soviet Union went through perestroika and glasnost and Mikhail Gorbachev seemed to be losing his grip, as he indeed did, we were not prepared for the phenomenon of someone like Boris Yeltsin.

We were caught almost completely off balance by the coup d'etat when Gorbachev was briefly and unceremoniously swept out of power. We were caught off balance when he was rescued by a man who according to White House leaks to journalists was little more than a buffoon and not to be considered in the great power equation of east and west.

In 1989, Gorbachev and Yeltsin were both asked at different times what they thought about communism. Yeltsin said, "Communism is a fine ideal, but please don't try to implement it anywhere on earth."

Gorbachev responded by saying, "I am a convinced Communist. For some this may be a fantasy, but for me it is my main

goal, which is still a long way off." This comment was made after every Communist regime had collapsed in Eastern Europe.

We were dazzled by Gorbachev, and we failed to realize that he meant what he said. Therefore, he was the least qualified person to bring Russia — nationally proud, non-Communist Russia — out of the mess



of the Soviet Union and into the role that it could potentially fulfill in the last decade of the 20th Century.

So what is the status of the Soviet Union? Most of the 15 republics have declared some form of independence, but with a number of them that is not going to be viable. Ultimately we may see three Baltic republics, possibly an independent Ukraine and Byelorussia, an indeterminate gaggle of central Asian republics, such as Tadjikistan and Uzbekistan, but dominating the whole picture will be a nationalist resurgent Russia.

Evangelistically Speaking

With evangelization in mind, the vital question that we must ask ourselves is "What kind of Russia will it become?" The instability of the Eurasian continent, the vast land mass between Moscow and the Great Wall of China, is greater today than at any period since 1917. Therefore, what our chief concern should be is that out of Russia, probably the Russia of Boris Yeltsin, there will emerge democratic institutions, a stable economic recovery, and a gradual integration of Russia as a new state into the community of world states.

If this happens, the opportunities for the Gospel in Russia and in the former Soviet Republics will be enormous. The potentiality of a revived Russian spirituality lending something to us, of a rediscovery of the centrality of the Gospel that we've lost, is extraordinary. Democratic conditions could provide unprecedented freedom for evangelism, Christian education, and many other benefits of free Christian activity.

But if the democratic evolution fails in Russia, if another coup d'etat takes place and succeeds, we could have in conditions of economic chaos and famine a civil war even more brutal than the one that the Russian people experienced after their revolution of 1917. And that could potentially drag in much of the world.

In the wake of a civil war, or even before it, there could be a fascist, ultranationalist, brutally anti-semitic

CONTINUED ON PAGE 46

TRADE TALK

The National Association of Broadcasters (NAB) presented **KAAY-AM/Little Rock, Ark.**, the award for Religious/Gospel Station of the Year at the Marconi Radio Awards ceremony in San Francisco, Calif. The awards were presented at the closing of NAB's Radio 1991 convention.

John MacArthur Jr., speaker for the *Grace To You* radio broadcast, recently ministered to over 1000 pastors in meetings in Bucharest, Romania. Sponsored by the Union of Baptist Pastors in Romania, organizers originally expected 200 pastors to participate, but five times the estimated attendance gathered to hear MacArthur speak on expository preaching and church leadership.

WXAN-FM/Ava, Ill., has been voted the number one southern gospel station in the nation. The top ranking followed the second annual Southern Gospel Radio Station of the Year Contest which was conducted by the Southern Gospel Music Guild. WXAN celebrated its tenth anniversary in October.

According to the *Los Angeles Times*, the Federal Communications Commission has begun an inquiry into **Trinity Broadcasting Network (TBN)** to determine if National TV Minority Inc., a subsidiary of TBN, is a legitimate minority organization or one controlled by Paul F. Couch, Trinity's founder and president.

Zondervan Publishing House in association with its parent company HarperCollins Publishers has co-published the autobiography of Oliver L. North. The book, entitled *Under Fire: An American Story*, was released October 24. An audio version read by North is also available.

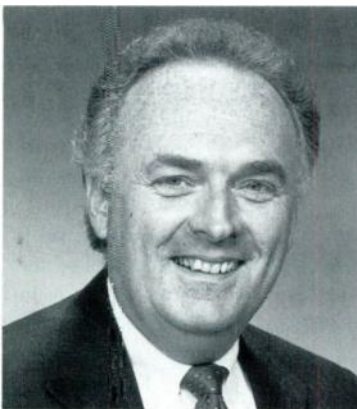
International shortwave radio station **HCJB-FM/Quito, Ecuador**, began a regular call-in program last month. Hosted by Ken MacHarg, *Open Line* offers listeners an opportunity to express their opinions on theological, social, and current event topics. *Open Line* is broadcast Monday evenings at 8:30 p.m. EST.

Tony Bollen has been appointed vice president of broadcasting at CRISTA

Ministries in Washington state. Bollen has served as general and sales manager for the past year. He succeeds **Richard Florence** who is now with **WKES-FM/St. Petersburg, Fla.**



Robert Luka



Joe Fee



Brian Journagan

This Present Darkness (Crossway Books) by Frank E. Peretti has recently returned to press for its 29th printing, increasing the number of paperbacks in

print to approximately 1.6 million. Combined sales of paperback and hardcover editions are now nearing the 1.6 million mark. *This Present Darkness* has held the number one position for three consecutive years on *Bookstore Journal's* list of "Top Ten Best-Selling (paperback) Books."

Cablewave Systems, a division of Frequency Systems Inc., has announced the appointment of **Robert Luka** to broadcast sales manager. Luka may be contacted at: 40 South Thomas Ave., Kingston, PA 18704. The telephone number is (717) 287-5053, while the FAX is (717) 287-5063.

Louie Weaver of Petra recently addressed over 5000 students at Nazarene Youth Congress 91 (NYC 91), an international conference for discipleship training which was held in Orlando, Fla. Petra's *Beyond Belief*, the title cut from the group's latest DaySpring recording, was included on *The Time of Your Life*, a cassette containing popular songs by featured artists at NYC 91.

Spectra Distribution has announced two new additions to the organization. **Joe Fee** has been appointed general manager and executive vice president. Fee will oversee all areas of management and finance for Spectra. In addition, **Brian Journagan** has been appointed as mid-west regional sales representative. Journagan will be based in Olathe, Okla.

The Institute for Creation Research in San Diego, Calif., is releasing four 30-minute radio specials entitled *Back to Genesis*. Designed as an introduction for the new daily 60-second *Back to Genesis* broadcast feature, the program will be available in early 1992.

Peter Deyneka Jr. and wife Anita have launched a new Christian mission to the Soviet Union called **Peter Deyneka USSR MINISTRIES**. The ministry has been formed to assist other Western Christian organizations working in the USSR and to help develop new ministries for mass evangelization. The Deyneka ministry's new address is Three Danada Square East, Suite 236, Wheaton, IL 60187. The telephone number is (708) 462-1739.

Lillenas Publishing Company has announced that the **Master Chorus Book** has reached the one-half million mark in sales. This collection of contemporary, traditional, and new choruses compiled by Ken Bible has become Lillenas' first publication, other than hymnals, to reach 500,000 in sales.

Gary Musick Productions recently completed production on a video bio for Warner Alliance recording artist Marilyn McCoo. Eric Wyse, senior producer for Gary Musick, interviewed McCoo at Warner Bros. Records. The video introduces the industry to the music and message of McCoo's first solo album. Copies of the video are being distributed to retailers, radio, and the press.

NRB board member **Ron Mighell**, founder and chief executive officer of WTLW-TV 44, is leaving the Lima, Ohio, station to bring Christian television to Toledo via TV 40. Mighell recently announced his decision on a special edition of *Turning Point*, a program produced by WTLW.

Brock & Associates, a Brentwood, Tenn.-based professional management company, has announced the addition of award-winning producer **Ron W. Griffin** to its roster, as well as the appointment of management associate Dan Pitts.



Recording artist Marilyn McCoo and (left to right) Fernando Bandera of Serling Winters Management, Barry Landis of Warner Alliance, and Eric Wyse of Gary Musick Productions prepare for the videotaping of an interview to be used in McCoo's video bio.

NRB member **David Virkler** recently celebrated the 30th anniversary of his Dedication Evangelism ministry by hosting a fall fellowship banquet. The evening featured musical guest Erick Weber, Jimmy Deyoung of the *Jerusalem Report*, and a special message by Virkler. Dedication Evangelism produces the daily radio program *NEWSpoint*, as well as the weekly radio program *The Word and the World*.

Telex Communications Inc. has announced several organizational changes in the company's professional audio department. Effective immediately are the appointments of **Jeffrey Peters** to national sales manager, **Mike Rangitsch** to eastern regional sales manager, **Gary Bosiacki** to western regional sales manager, and **Frank Olson** to sales specialist.

KQCV-AM/Oklahoma City, Okla., recently sponsored one of the performances of Walt Disney's World On Ice, a highlight event of the 17-day Oklahoma State Fair. Walt Disney's World On Ice provided KQCV with a visit to the studio by Mickey and Minnie where they were special guests at a Mickey Mouse party for winners of a daily drawing.

The Young Messiah concert performances are well under way. The featured artists will be finishing the 12-city tour in Oklahoma City on December 15. *The Young Messiah*, a modern version of Handel's *Messiah*, has received both popular and critical acclaim, playing to sell-out audiences in major arenas around the country. Excerpts from *The Young Messiah* will also be performed at the National Religious Broadcasters Convention and Exposition in Washington, D.C., January 25-29.



The Young Messiah Tour 91 features (left to right, back row) Mark Lowry, Jim Murray, Michael English, Bill Gaither, Wayne Watson, Dick & Melodie Tunney, Carman, (front row) Gloria Gaither, Steven Curtis Chapman, Sandi Patti, Larnelle Harris, Sheila Walsh, and Ralph Carmichael.

End Times, The Middle East, and The New World Order

by Ed Hindson
Victor, 1991

Reviewed by Harry Conay

In *End Times, The Middle East, and The New World Order*, Ed Hindson discusses recent events, such as the Persian Gulf crisis, the dismantling of the Berlin Wall, the reunification of Germany, the collapse of Communism in Russia, and the budding unification of the European economic community in light of biblical teachings and prophecies pertaining to end times.

"The purpose of this book," as Hindson explains, "is to examine the legitimacy of Bible prophecy while critiquing the excessive speculation of well-meaning, but nonbiblical, attempts to predict the future."

Hindson (who is vice president and professor of religion and psychology at Missouri Baptist College in St. Louis) readily admits that this is no simple task. "One of the unique and complex features of biblical prophecy is that it may be interpreted by different hermeneutical models." But his cautionary attitude is both necessary and refreshing in light of

several highly sensational tomes published of late in which end time speculation is offered as if it were solid, scriptural fact.

Hindson repeatedly demonstrates that, as Christians, we should carefully determine: (a) Which of our cherished prophetic beliefs are solidly based on scriptural *fact*; (b) Which are reasonable *assumptions* which can be derived from these facts; and (c) Which are sheer *speculation* without an adequate scriptural basis. Many examples of each are identified throughout the book.

The author is critical of those who claim to believe the Bible, but who, in misguided zeal, concentrate more on speculation than on fact. He is, on the other hand, extremely charitable toward those who maintain a scripturally defensible viewpoint other than his own premillennial one.

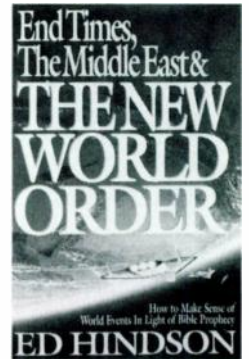
He points out that, "We all would like to think that our view is the correct view of prophecy but we must remember that genuine believers differ on matters of eschatology." This is important to note, because one believer's *fact* is frequently another believer's *assumption*.

For example, as something "certain because the *facts* of prophecy say so," Hindson cites a literal millennial reign of

1000 years (Revelation 20:1-6). Although Hindson (as a premillennialist) considers this to be a factual certainty, it would not be championed as such by an amillennialist or postmillennialist (whose views, by the way, Hindson fairly incorporates into the discussion).

Overall, this is a well-crafted paperback book whose layout and typography are particularly pleasing to the eye; the maps and charts stand out clean and crisp against the pure white background of the heavy paper stock. In approximately 200 pages of large print, the author sticks to his task in a brisk, business-like fashion, all the while managing to maintain a pleasant, kind-spirited tone.

Admittedly, it is not the most profound analysis of either eschatology or prophecy (and those who are not premillennialists will probably disagree with the author's choice of "facts"), but most readers, regardless of their eschatological views, should reap at least



Interview Insights

by Jonathan Petersen

This issue of *Religious Broadcasting* is dedicated to programming. Incorporating interviews and book reviews into your format places new ideas and broader vistas in front of your listeners and viewers. It tells them you are committed to informing them of the current issues and concepts being discussed today. It also communicates your fresh approach to the Christian walk.

Christmas is an ideal time to weave interviews and reviews into your daily programming. Develop a promotion campaign to get your audience excited about reading. Create a theme and expand on it, such as *Give The Gift Of Literacy; Read to Grow;* or *Feast Your Life On Books.*

Air PSAs; give tips on how people can make time to read and how to speed

read; interview city and church librarians on how to best use their services; include reading tips, book reviews, and book excerpts in the promotional items you write, such as a station newspaper or your programming schedule; interview local pastors on how to select quality biblical reference material; interview local newspaper book review editors; join forces with your local community newspaper to encourage reading (with each of you mentioning the other for cross promotion of your station and the paper), etc.

Since September, this column has presented suggestions on why you should begin interviewing authors and reviewing books, and how to lay the groundwork to do that. For the next few columns, we will concentrate on review-

ing books only; in future issues we will detail interviewing techniques.

Reviewing books can take several forms. Here are a few:

- Get permission from *Bookstore Journal* (P.O. Box 200, Colorado Springs, CO 80901) and/or *Christian Retailing* (600 Rinehart Rd., Lake Mary, FL 32746) to read on the air their brief book reviews printed in each issue (radio programmers need only read it; television programmers should shoot the book's cover as they read the review).
- Simply read over the air the news releases on new books which are sent to you from individual publishers, identifying them on the air as material from the publisher. Or read the copy on the books' back covers.

some modicum of benefit from Ed Hindson's cautionary words against unscriptural speculation and his parting comments on Christian life-style.

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

**And the Angels Sing –
A Song Book of Classic
Christmas Carols**

Edited by the Boston Museum of Fine Arts

Baker, 1991

Reviewed by Donald J. Peterson

The Christmas season should always remind us of the original events that surrounded the birth of Christ. It is also a time to gather with friends and family to celebrate Christ's birth through music. *And the Angels Sing* can help us do both by combining some of the world's greatest works of art depicting those events with the music of our favorite Christmas carols.

This beautifully illustrated, cloth-bound work brings together exquisite, four-color reproductions of Medieval and Renaissance masters with the music of classic Christmas hymns that we all cherish. Together, they take us back to

the Christmas story — from the Annunciation, and the journey to Bethlehem to the adoration of the shepherds, and the gifts of the Magi.

The arrangements were specially created by Andrew Davis for this edition. They are elegant yet simple to play, and retain the beauty and familiarity of the original versions. Davis arranged the music for piano with accompaniments for any C instrument, such as recorder, flute, or violin.

The arrangements also include chords suitable for instruments such as guitar, auto harp, or mandolin. Best of all, this book sells at a price that won't bust your Christmas budget.

**Life Application Bible –
New International Version**

Tyndale House Publishers, Inc.
& Zondervan Publishing House, 1991

Reviewed by Donald J. Peterson

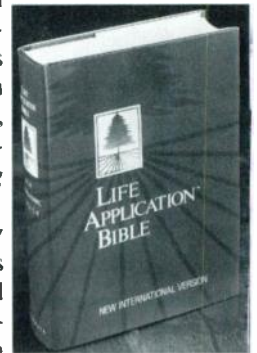
The bestselling *Life Application Bible* is now available in the popular New International Version (NIV) as a result of a joint publishing venture between Tyndale House Publishers and Zondervan Publishing House. Tyndale is the *Life Application Bible* publisher, while Zondervan holds rights to the NIV.

Since its introduction in 1987, the *Life Application Bible* has been published in *The Living Bible*, *New Revised Standard*, and *King James* versions.

This is a study Bible that combines both intellect and faith — sound biblical scholarship with fervent evangelical application — in a unique way. Here is just one of the 10,000 examples of the way the *Life Application Bible* seeks to apply portions of Scripture:

Numbers 27:15-21 — "Moses did not want to leave his work without making sure a new leader was ready to replace him. First he asked God to help him find a replacement. Then, when Joshua was selected, Moses gave him a variety of tasks to ease the transition into

CONTINUED ON PAGE 46



- Actually take the time to read each book that you select to review and write a review script yourself to read on the air.
- Assign volunteers from your station and community to review the books you choose. Have them write review scripts for you to read on the air (or interview them on their feelings toward the books). Their payment for their time could be the book they are reviewing.
- Read on the air portions of books, commenting on what you read along the way.
- Along with reviewing a book, include a listing of other new titles that are available, perhaps on the same subject. Just mention the title, author, publishing house, and a short description.

The reviewing format can be as simple or complete as you want it to be or have time for. Reviews can vary from 60-second spots to five-minute programs. Have fun with them and spark the fire of literacy for your audience!

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 49606.

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



**We put the AUTHOR in
AUTHORitative interviews!**

Perfect for the Christmas season, interview Betty Hager.

Her new book, **THE GIFT OF THE DOVE**, is the tender story of Tor-yonah, a dove who, on the very first Christmas, be-friends the baby Jesus and vows to become his lifelong protector and friend.

Interview questions: Why use a parable to convey the real meaning of Christmas? How is Christmas seen through the eyes of a child?

AUTHOR AVAILABILITY: Calabasas, Calif., and by telephone.

CONTACT: Media Relations, 800-727-8004.

Zondervan Publishing House
A Division of HarperCollins Publishers

(Circle 224 on the Reader Service Card)

Christian Best Sellers!

CLOTHBOUND

1. **The New World Order**, *Fut Robertson*, Word Publishing
- *(1) 2. **In the Eye of the Storm**, *Max Lucado*, Word Publishing
3. **The Coming Economic Earthquake**, *Larry Burkett*, Moody Press
- (5) 4. **My Utmost for His Highest**, *Onwald Chambers*, Barbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
- (19) 5. **Hope for the Troubled Heart**, *Billy Graham*, Word Publishing
- (2) 6. **"Good Morning, Holy Spirit"**, *Benny Hinn*, Thomas Nelson Publishers
7. **Fit to Be Tied**, *Bill and Lynne Hybels*, Zondervan Publishing House
8. **Prodigals and Those Who Love Them**, *Ruth Bell Graham*, Focus on the Family Publishing (Word)
- (3) 9. **The Grace Awakening**, *Charles Swindoll*, Word Publishing
- (4) 10. **Straight Talk**, *James Dobson*, Word Publishing
- (6) 11. **Love for a Lifetime**, *James Dobson*, Multnomah Press
- (20) 12. **How to Be Pentecostal Without Speaking in Tongues**, *Tony Campolo*, Word Publishing
- (7) 13. **Hiding From Love**, *John Townsend*, NavPress
- (13) 14. **A Touch of His Freedom**, *Charles Stanley*, Zondervan Publishing House
- (9) 15. **Men & Women: Enjoying the Difference**, *Larry Crabb*, Zondervan Publishing House
- (11) 16. **Quiet Times for Couples**, *H. Norman Wright*, Harvest House Publishers
- (8) 17. **The Applause of Heaven**, *Max Lucado*, Word Publishing
- (10) 18. **Little House in the Ozarks**, *Laura Ingalls Wilder and Stephen W. Hines, Editor*, Thomas Nelson Publishers
- (16) 19. **Love Hunger**, *Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed*, Thomas Nelson Publishers
20. **Life's Not Fair, but God Is Good**, *Robert H. Schuller*, Thomas Nelson Publishers

PAPERBACK

- *(1) 1. **A Woman Named Damaris**, *Janette Oke*, Bethany House Publishers
- (2) 2. **Good Morning, Holy Spirit**, *Benny Hinn*, Thomas Nelson Publishers, Walker & Co.
- (5) 3. **This Present Darkness**, *Frank Peretti*, Crossway Books
4. **A Place in the Sun**, *Michael Phillips and Judith Pella*, Bethany House Publishers
- (4) 5. **Stick a Geranium in Your Hat and Be Happy!**, *Barbara Johnson*, Word Publishing
- (3) 6. **Roses for Mama**, *Janette Oke*, Bethany House Publishers
- (6) 7. **Dead Air**, *Bob Larson*, Thomas Nelson Publishers
- (8) 8. **Piercing the Darkness**, *Frank Peretti*, Crossway Books
- (7) 9. **Becoming a Woman of Excellence**, *Cynthia Heald*, NavPress
10. **The Crown and the Crucible**, *Michael Phillips and Judith Pella*, Bethany House Publishers
- (14) 11. **Love Is a Choice**, *Robert Hemfelt, Frank Minirth, and Paul Meier*, Thomas Nelson Publishers
- (9) 12. **The Wounded Yankee**, *Gilbert Morris*, Bethany House Publishers
13. **Warsaw Requiem**, *Bodie Thoene*, Bethany House Publishers
14. **Schemes of Satan**, *Mike Warnke*, Victory House
- (10) 15. **The Blessing**, *Gary Smalley and John Trent*, Pocket Books
- (12) 16. **The Love Hunger Weight-Loss Workbook**, *Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed*, Thomas Nelson Publishers
- (20) 17. **Mere Christianity**, *C.S. Lewis*, Macmillan Publishing Co., Walker & Co.
- (13) 18. **Joshua**, *Joseph Girzone*, Macmillan Publishing Co.
- (15) 19. **Sequoia Scout**, *Brock and Bodie Thoene*, Bethany House Publishers
- (18) 20. **Julia's Last Hope**, *Janette Oke*, Bethany House Publishers

*Last month's position

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

THE BOOK SHELF CONTINUED FROM PAGE 45

his new position. Moses also clearly told the people that Joshua had the authority and the ability to lead the nation.

His display of confidence in Joshua was good for both Joshua and the people. To minimize leadership gaps, anyone in a leadership position should train others to carry on the duties should he or she suddenly or eventually have to leave. While you have the opportunity, follow Moses' pattern: pray, select, develop, and commission." Excellent advice for all who are in leadership positions!

Besides the application notes which illuminate the text on almost every page with detailed, scholarly information and challenging thoughts on applying scriptural principles to life, the *Life Application Bible* offers many other exciting

features to help bring out the beauty and truth of Scripture in a practical, life-changing way.

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The *Life Application Bible* (NIV) is the work of nearly 100 contributors and several renowned scholars from various denominations. As a result, the study notes reflect the theological diversity that exists on passages that can have more than one interpretation. This is one study Bible you'll want for yourself and for those on your Christmas gift list.

Donald J. Peterson is the associate editor of *Religious Broadcasting* magazine.

GLOBAL CHALLENGES: . . . CONTINUED FROM PAGE 41

regime that would view two particular countries in the world as its sworn enemies. One would be Israel, the other the United States.

Revival Of Spiritual Interest

As many are aware, there is currently an incredible revival of interest in Christianity in Russia. In talking to officials of the newly emerged Russian government of Yeltsin, they will say quite openly, "I've been baptized, my wife's been baptized, my children have been baptized, here is the Bible I read."

There is a phenomenal responsiveness to the power of the Gospel to vitalize personal life and to renew the spiritual and cultural life of the Russian nation. Yeltsin, whom I have interviewed and come to know rather well over the past two years, has said in public several times the most important thing for Russia is spiritual renewal — and he is not talking about New Age spirituality.

Yeltsin describes himself as a regular church attender. He took his children out of the Young Pioneers where they have to tie red scarves around their necks, had them baptized, and now they wear crosses around their necks.

Yeltsin told me in an interview that

he was thinking of ways to get priests into the Russian school system to speak on ethics and morality, which prompted me to observe that it took the United States 200 years of religious freedom to drive Christianity out of the schools and the Soviet Union 70 years of atheism to bring it back.

Combating Anti-Semitism

If the Good News was presented to Russia in the proper way, one of the things it would do would be to combat a tendency towards anti-semitism amongst some elements of the Russian Orthodox Church. It would, for example, focus on the Christian debt to the Jewish people, on the fact that we as Christians are grafted into the olive tree that is originally Jewish. That we have a debt to them, that we have an obligation to them, and that in the last days we will stand together with them against the forces of the antichrist.

That kind of evangelism could protect Russian society from ultranationalist, anti-semitic sentiments that might otherwise take over in times of great stress and chaos.

David Aikman is senior correspondent for *Time* magazine. © David Aikman. Printed with permission.

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There is a vastly underestimated potential income source that most stations or ministries overlook either because of feelings of inadequacy, a lack of training, or a downright fear of asking.

This potential income is large-donor solicitation — trusting the Lord for a small group of individuals who would willingly give \$5000, \$10,000, \$20,000, \$50,000, or even \$100,000 toward capital projects, matched grants during Sharathons, or special projects such as programming.

In the initial days after the signing on of KTLF-FM/Colorado Springs, Colo., in February 1989, we were faced with the challenge of raising enough operating money to survive until our first Sharathon, which was slated three months after sign-on. Since KTLF operates under a "no debt" principle, we had enough capital to get on

Our first soup supper was two weeks before we signed on. We planned the evening utilizing the strengths and abilities of each board member. Greg Nyquist told how the station evolved from its early concept, Ron Johnson discussed the engineering and operational aspects of signing on, and I shared the vision of providing quality Christian media in the midst of a secular audience.

As the evening progressed, after fellowship and dinner, we proceeded to present the vision and needs of KTLF. We then personally invited the couple to participate in supporting our station. The evening ended with the couple pledging a \$5000 cash gift and a \$5000 matching grant to be used during our Sharathon.

Two weeks later we held a second soup supper, this time hosting two couples. One couple pledged \$2000. From there, we shared the vision and mission with two other interested couples at breakfasts, and they responded with two \$2500 gifts. Thus, our goal of \$17,000 was raised by four couples from the original list of ten.

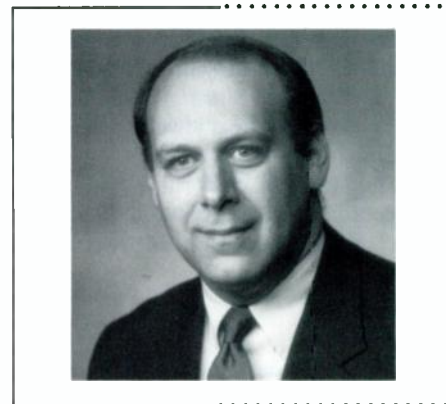
From this experience we learned that recruiting a group of large donors required at least two key ingredients:

- A small-group event with an atmosphere that was conducive to presenting, as a board of directors, the vision, movement, strategy, and mission of the station.
- A personal, one-on-one invitation to become a part of the vision financially. We gave each couple a minimum of one week to pray about their commitment and then phoned them for a decision.

Using this approach, KTLF now raises between \$10,000 and \$25,000 annually from a committed core of people who believe in providing quality Christian radio. Currently a group of 110 donors supply 40 percent of KTLF's operating income.

In the past year, KTLF has undergone a major expansion project involving a frequency switch and power upgrade. In order to accomplish this project, \$30,000 was needed to cover transmitter and technical upgrades, legal expenses, and the cost of purchasing an antenna for the station with which we were swapping frequencies.

Without large donor participation, this expansion would have never taken place. One donor agreed to give a \$12,000 matched grant toward the upgrade process. Another gave a \$2500 cash gift. Two



\$1000 cash gifts were secured. The match grant was used in conjunction with a direct mail solicitation of our listening audience which yielded the \$12,000 to meet the match.

The entire \$30,000 was raised within a three-month time period — again accentuating the value of recruiting a committed group of individuals to be substantially involved in the station's ministry.

Those of us in inspirational Christian broadcasting often have mutual obstacles in personally talking to people about investing substantial sums of money in our ministries. I believe there are at least three reasons for this:

1. Fear of rejection: We feel that because a person says no, they are rejecting us personally. This is far from the truth. The reasons for saying no may be a temporary lack of resources, priorities lying elsewhere, or inadequate information.

2. We have never asked for large gifts: It is natural to be uncomfortable doing something in which we have no experience. As a result of someone taking me with him on a call years ago, I now take people with me when making presentations so others can learn this art.

3. A lack of faith: Hebrews 11:1 says, "Now faith is the assurance of things hoped for, the conviction of things not seen." We need faith not only to ask people to invest in our ministry, but also faith to see what God wants to do through our ministry and then share that clearly with others. Faith is contagious, particularly when it is articulated by a person upon whose heart God has laid a vision.

Lauren Libby is vice president of development and communications for The Navigators. He also serves as co-chairman of Educational Communications of Colorado Springs, Colo., the owner of KTLF-FM.

Large-Donor Solicitations Can Increase Annual Station Income

by Lauren Libby

the air but not enough money to pay operational salaries and programming. We needed \$17,000 to cover expenses for those three months.

We first considered a direct mail letter, but we did not have a mailing list. We thought about having a concert, but we had no established audience for the fledgling station. As we prayed, we wondered if we could recruit a small group of people to the vision of quality Christian radio and approach them with our need. However, two questions remained: Who and how?

Since the KTLF board of directors was ultimately responsible for the station's funding, we decided finding a solution to the problem was *our* responsibility rather than the station manager's or a fundraising consultant's. One evening a few months before signing on, KTLF's board members made a list of ten potential donors who could give from \$2000 to \$10,000. From that list, we invited our "most prospective" couple to a soup supper in the home of one of the board members.

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Letting the Sunshine In.

Once upon a time, children could actually watch television and their parents didn't worry too much about what they'd see. Parents could even let them listen to the radio without too many anxious moments. But that was a very long time ago.

Today, the world is a dark place indeed when it comes to giving children wholesome entertainment options. Christian adults can turn to any number of programs specifically geared to them, but what about the children?

Into this darkness has come a shining ray of hope: the Children's Sunshine Network (CSN), a full-time children's radio network that provides programs and music 24 hours a day, seven days a week.

CSN is marketed as a cooperative ministry to Christian radio stations through FM sub-channels (FMSCA). By means of a special "fixed-tuned" receiver, subscriber families can turn to a wonderful world of Christian programming designed to appeal to the minds and imaginations of children everywhere.

CSN serves as a distributor for such quality programs as *Adventures In Odyssey*, *Children's Bible Hour*, *We Kids*, *A Visit With Mrs. G*, *Sugar Creek Gang*, and many others. Their format is an almost fifty-fifty split between these types of programs and children's Christian music and music specials.

"We really have a two-fold ministry," explained Lee Geysbeek, General Manager of CSN and its flagship WCSG. "The first one, of course, is to reach children for Jesus Christ and offer a wholesome, Christian entertainment alternative. The second goal is to support the local Christian radio station that

broadcasts our programming by reaching kids on the station's sub-channel while targeting the adults on their main channel."

Although CSN has been broadcasting about two years, the CSN dream really began about eight years ago at the Grand Rapids Baptist College and Seminary in Grand Rapids, Michigan.

"I was getting a repeated number of calls at the college-owned radio station, WCSG, from parents asking us to broadcast more children's programs," Geysbeek said. "We were in a bit of a dilemma in that if we put more children's programs on air, we'd be losing part of our

adult audience. So we asked ourselves, 'How can we minister to this whole segment of our population without losing the adults?'"

It was about this same time that Geysbeek learned of a reading service for the blind that was broadcast on an FM

sub-channel. Then, when the FCC began deregulating the use of sub-channels, "We began putting two and two together, and decided to create a full-time radio station just for kids." In 1989, CSN was finally made available to families in the Grand Rapids area through WCSG's sub-channel.

Because CSN is broadcast on sub-channels, requiring special receivers, CSN affiliate stations market it as a subscription service. And CSN makes it as simple as possible.

"Most stations aren't looking for more things to do," Geysbeek laughed, "so we really try to be as turnkey as possible—from



LEE GEYSBEEK,
General Manager
*The Children's
Sunshine Network*

supplying the receivers to supplying the promotional materials—whatever they need to help sell CSN."

And so far, so good. In two short years, CSN has gone from local broadcaster to national presence.

Last June they started broadcasting nationally via satellite using SpaceCom Systems' FM Squared™ technology.

"Coming into this thing, we knew zero about satellite technology. And the people at SpaceCom have been great about walking us through it slowly, being very patient with us," Geysbeek said. "The thing that really impressed me is that they've been willing to do almost anything for us. I am in love with SpaceCom!"

As for CSN's future, Geysbeek said plans include creating short feature programs and a call-in talk show for kids to complement the programming they already have in place. Other ideas include a CSN newsletter, a character named "Sunny"...the possibilities are endless. Because, as Geysbeek explains...

"Here at CSN, we are free to dream dreams and create."

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