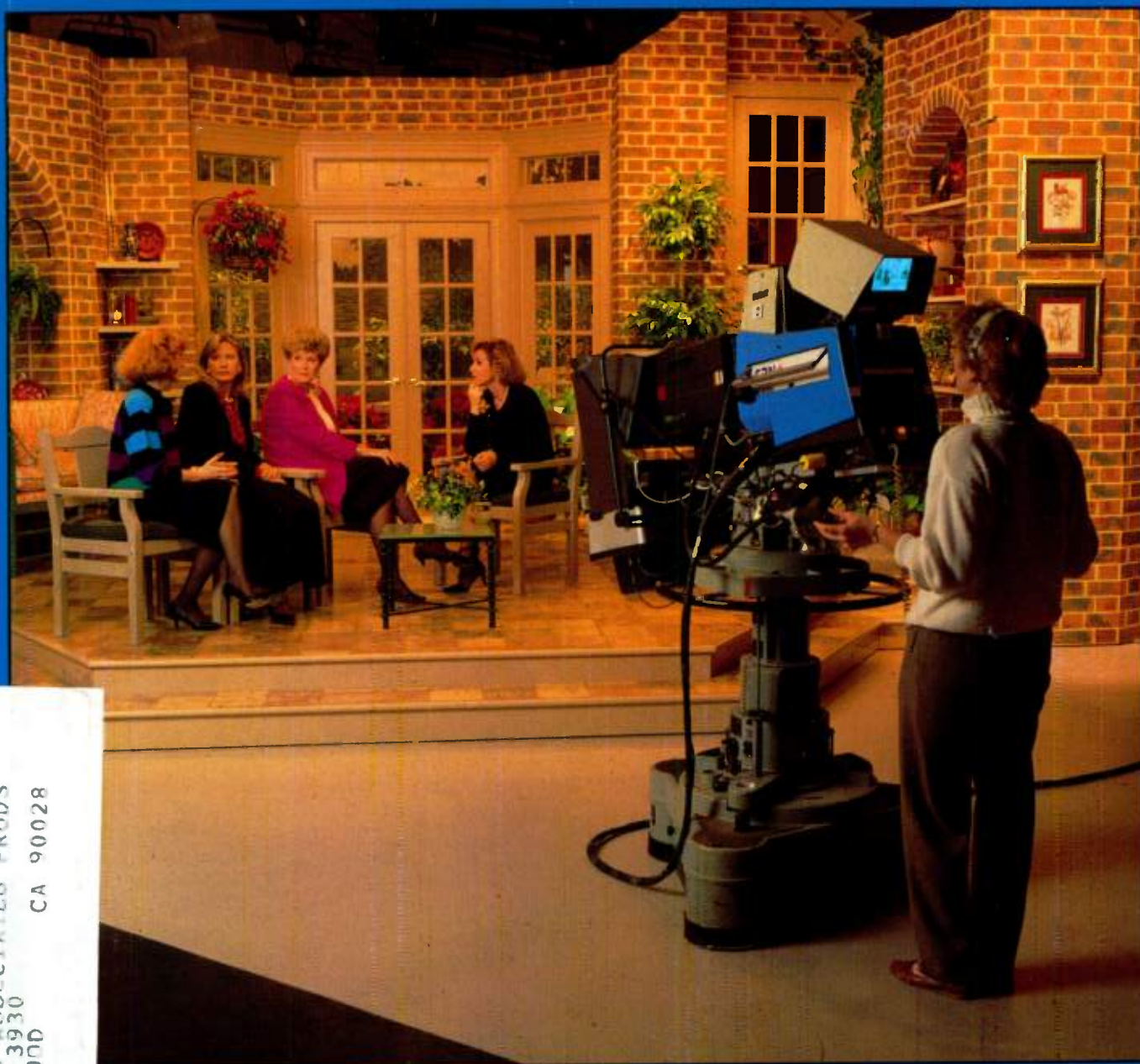


THE OFFICIAL PUBLICATION OF NATIONAL RELIGIOUS BROADCASTERS

RELIGIOUS BROADCASTING

JANUARY 1992



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WRB



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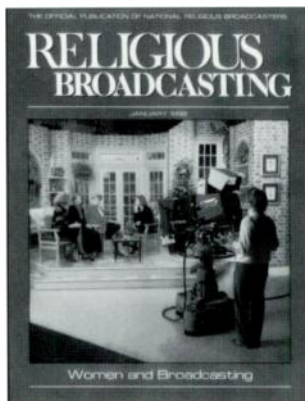
Besides a wide variety of interesting and informative exhibits, this year's media exposition will offer a few "extras."

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ABOUT THE COVER

Cover Photo: *Heart to Heart With Sheila Walsh*, CBN, Virginia Beach, Va.



WOMEN AND BROADCASTING
 Women not only comprise a major portion of religious broadcasting's audience, but their role of serving in the industry continues to grow. As daily viewers and listeners, women tune in with specific needs, interests, and expectations. As religious broadcasters, women are making special contributions while dealing with unique challenges. The discussion on Women And Broadcasting begins on page 10.

Women are playing increasingly significant roles in our society. Three out of every ten businesses are owned by women today, and women are emerging in important roles in Christian broadcasting as well. They have always been an important force behind the scenes. Those of us who heard *The Old Fashioned Revival Hour* with Charles E. Fuller could never forget Mrs. Fuller reading the letters from listeners whose lives were changed by the broadcast. Women are now distinguishing themselves as *leaders* in Christian broadcasting, and this is apparent in several areas.

Women are hosting and/or producing some of the most significant ministry programs currently on the air. Among the many are Kay Arthur of Precept Ministries with *How Can I Live?*; June Hunt of *Hope for the Heart*; Beverly LaHaye of Concerned Women for America with *Beverly LaHaye Live*; Joni Eareckson Tada of *Joni and Friends*; and Cynthia Swindoll, the executive vice president of *Insight for Living*. A special sensitivity to the spiritual needs of women and men alike have attracted large audiences to these very effective radio programs.

Women are also managing important stations and networks, such as Sue Bahner of WWG-AM/Rochester, N.Y.; Edna Edwards of WFGW-AM & WMIT-FM/Black Mountain, N.C.; Ruth Luttrell of WIVV-AM/Espananza/Vieques Island, Puerto Rico; and Shirley Thornton of CBN Radio in Virginia Beach, Va., among many others.

With persistence, these women have been able to assume the leadership role God has given them. It has not come easy. They often have had to demonstrate competence beyond that of their male peers. Many have been leaders in ministry while maintaining a household and caring for a husband and family. They live and work within

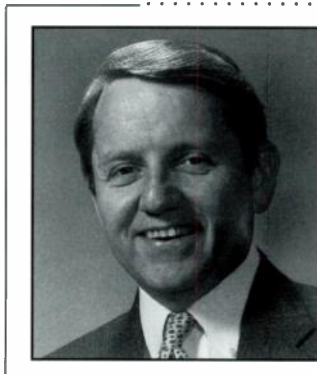
the Biblical model, respecting the unique role given to their male counterparts while utilizing their own talents in the leadership opportunities God has given them.

What a stark contrast between women who have found fulfillment in God-given leadership, their homes and families and the shrill, vociferous leaders of the National Organization for Women (NOW). The newly elected president of NOW recently admitted that while married for 25 years to her husband, she also has had a female lover for the past four years.

I thank the Lord for every one of the talented women God has called, equipped, and placed in leadership in Christian broadcasting. I believe the emphasis on family issues in many programs during the past decade is the result of their input. The emerging emphasis on the importance of men assuming the leadership role defined in the Bible has also been influenced by women. They do not want men in their lives to be dependent wimps. Women are a vital part of the enterprise God has raised up to do His work. Our hats off, ladies, to jobs well done.

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

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The Emerging Role Of Women In Christian Broadcasting

by David Clark

Volume 24, Number 1

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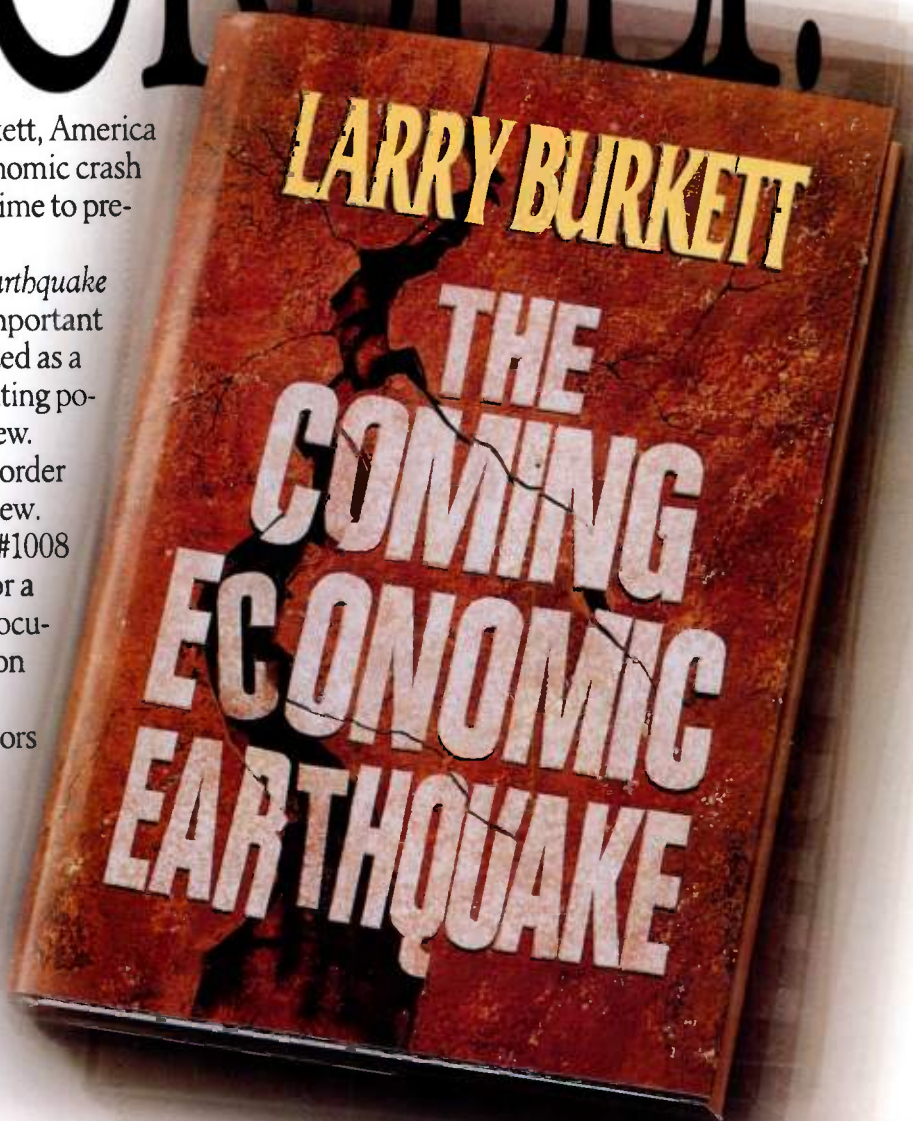
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READERS' FORUM

Equipment Needs In Nigeria

Dear Editor:

I [recently] received a memo from Bill Foute, SIM director in Nigeria. Bill wrote: "Brothers, we have a project (#96309) to find used radio and recording equipment for the new ELWA studio in Jos, [Nigeria]. I just talked to Sam Adetoyan (studio director), and he reminded me of the need for new equipment.

"I am sure that there are many stations and recording studios in the United States that have brand new equipment and don't know what to do with their old things. Can someone in ELWA or SIM help us by contacting friends in Christian radio and recording to make this need known?"

Since this is an official mission project, SIM can issue a "Gift In Kind" letter for tax purposes. Many thanks for your efforts on behalf of our brothers in Nigeria. [For further information call (704) 587-1517.]

Stan Bruning
SIM
Charlotte, N.C.

Radio & The Local Church

Dear Editor:

My present involvement in radio isn't total, and I am involved in many other things. I do a weekly moral commentary on news for KTIS and the Northwestern Network called *My Thought*. But I just don't seem to be able to stay away from broadcasting because it is so much a part of life and ministry.

I write to draw your attention to an area of concern that seems to be neglected now, i.e., local church utilization of radio. I encourage National Religious Broadcasters to do some research and then offer guidance and help.

Several local churches are producing some of the most effective broadcasts on the air, but they are not really local church programs. These churches are large and wealthy enough to have formed a national organization for national broadcasting. I don't suggest a return to the primitive thing of early Christian broadcasting (however much we owe to God's grace through it), and we must prevent that.

There are ways local churches can use both Christian and commercial stations to enhance their resident ministries and reach out with ministry into broadcast range.

Those ways, however, are necessarily and profitably different from those used in the past. Professional Christian broadcasters have become so preoccupied with the great things they are doing they seem to have forgotten about the more humble opportunities that still exist.

Wallace Alcorn
Austin, Minn.

Where Are The Catholics?

Dear Editor:

I am writing to comment on several items about your magazine.

(1) Music — Why "rock music?" It should never be used in a religious program! What's wrong with the great old, well-loved hymns of the church? Why cheapen our programming with music that does not free this "devilbound" world? I would never listen to such trash. I have been brought up in God's church, and nothing else will do.

(2) Your magazine lacks coverage of one of the largest groups — the Catholic Church. You are concentrating on advertising various Protestant programs and stations, but there are wonderful services such as the *TV Mass* created every Sunday morning. [There is] also the Eternal Word Television Network (EWTN) run by Mother Angelica from her studio in Birmingham, Ala., which is telecast on TV stations all over the USA and also carried on cable systems. Yet you make no mention of such programs or services.

I am a former broadcast satellite engineer from California, and some of my clients were "religious" stations, but their owners were not religiously minded — they were in the business to make money. Religious broadcasting is a money making business. An unknown minister can make records with music and sermons and line his pockets very nicely with contributions from listeners.

I could name some [broadcasters] currently on the air on Florida stations who are taking the money from gullible listeners and viewers and who are living "high on the hog," I am sorry to say. Yes, this is a "big money business," and the various Protestant ministers have made it so!

Back in the 60s there was a wonderful TV series by Bishop Fulton J. Sheen — why don't you advertise his VCR tapes of some of those programs? They are available for sale. I have some of them myself.

Otherwise, I find your magazine to be very interesting and full of news. Keep it up, but please don't exclude the Catholic Church.

Paul H. Lee
Rockledge, Fla.

Editor's note: As the official publication of National Religious Broadcasters, Religious Broadcasting serves the members of the evangelical broadcasting community. However, Religious Broadcasting considers news and feature items for print from the entire broadcasting industry.

Program Celebrates 60 Years

Dear Editor:

Across the years I have been enjoying *Religious Broadcasting* magazine and the work of the Lord carried on by the many who promote the Gospel by way of radio. I pray the Lord to bless and reward everyone for their faithfulness in the spread of the old time Gospel in this age of sin, crime, and corruption. Radio is a wonderful way to promote the much-needed message.

On October 1, 1991, our broadcast, [*The Pilgrim Hour*], celebrated its 60th anniversary. I think our [program] is among the oldest Gospel broadcasts, and through the Pan American Broadcasting facilities I now have an opportunity to go worldwide.

Donald R. Baughey
The Pilgrim Hour
Adrian, Mich.

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Recently, *Religious Broadcasting* explored the many issues surrounding the implementation of advanced television technologies (ATV), including the most advanced systems commonly known as high definition television (HDTV). As chairman of the Federal Communications Commission (FCC) Advisory Committee on Advanced Television Service, I am keenly aware that the advent of these advanced technologies is of growing concern to television broadcasters.

In particular, the television industry wants to know how ATV and HDTV will be implemented, how the costs will affect current licensees, and how quickly the FCC intends to move in making these exciting and challenging changes a permanent part of the broadcasting landscape.

The FCC has now launched the first proceeding designed to address those implementation questions and to pave the

- parties holding construction permits for new full-service stations
- applicants whose requests for new construction permits were pending as of November 8, 1991, and who ultimately are awarded full-service television licenses. (The United States has 1465 UHF and VHF broadcast television licensees who would be eligible for an ATV frequency.)

For a period of three years after the ATV rules are adopted, the three classes of eligible applicants will have the exclusive right to file for an additional six megahertz television channel for purposes of developing an ATV system.

After that time, incumbent broadcasters would forfeit their priority status, and ATV channels would be made available to any qualified applicant. Moreover, current licensees who obtain ATV authorizations would not be able to assign or transfer control of those authorizations independently of their standard broadcasting licenses.

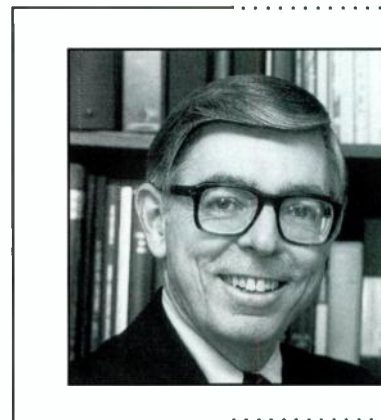
Parties receiving ATV authorizations would be required to build their facilities within two years from the date of the construction permit. As a general rule, anyone who failed to construct within the two-year period would forfeit the permit.

However, the Commission is exploring whether the two-year limitation is sufficient to permit stations a reasonable opportunity to complete their new ATV facilities. It also is seeking suggestions on whether exceptions to this "use it or lose it" approach should be adopted.

Spectrum Allotment

The FCC is proposing two options for assigning channels to existing broadcasters. The first is to pair every current television channel with an additional ATV channel. The ATV channels would be randomly matched to existing channels, thus precluding the need for individual stations to select and apply for an ATV frequency. This is a "one-step" approach to channel allotment and assignment.

Under the second approach, a "two-step" process, the Commission first would allot ATV channels to every community of license on a one-for-one basis with existing channels. Thereafter, eligible licensees would apply for ATV channels on a first-come, first-served basis during an initial filing "window." The object would be to permit immediate licensing of channels to



stations that are ready, willing, and able to construct ATV systems. It also would increase the chances that stations with a clear preference of ATV frequencies would receive a desired channel.

Additionally, the agency is proposing to allow individual licensees in the same market to negotiate privately for preferred ATV channels in the market. Any proceeds from negotiated settlements would have to be used for construction of the ATV facilities.

With respect to the award of an actual ATV license, the FCC is seeking comment on whether it should use financial qualifications, proposed service areas, and other comparative criteria to make assignments if insufficient spectrum is available for all existing broadcasters. As an alternative, lotteries also have been proposed.

It should be emphasized that these options are being discussed strictly as a precaution; the Commission fully expects that ample spectrum will be available to satisfy the needs of existing broadcasters, including preservation of the non-commercial educational reserve frequencies.

Conversion & Simulcasting

The broadcast industry has been exploring two types of ATV implementation. The first would be an immediate conversion to advanced television technology. The second would be an initial conversion to some type of intermediate enhanced video technology and a later transition to full-fledged high definition transmission. As indicated, the Commission is focusing on a requirement that broadcasters convert entirely to ATV at the outset under a simulcast approach.

Initially, TV stations would be permitted to simulcast their signals on exist-

FCC Takes First Step Toward ATV Implementation

by Richard E. Wiley

way for the introduction of advanced video technologies in this country on an expeditious basis.

The agency is exploring five major areas related to the rollout of ATV: eligibility for channels, spectrum allotment, the timing and nature of the conversion from standard broadcasting to ATV, simulcasting, and compatibility of ATV with other media. Of these issues, eligibility and spectrum allotment are among the most basic and the most sensitive.

Eligibility For Channels

Because the FCC favors the implementation of a simulcast system in which conventional (NTSC — National Television Systems Committee) programs would be aired on one channel and ATV offerings on a second channel, it has proposed initially to define the pool of eligible parties as:

- all existing full-service licensees

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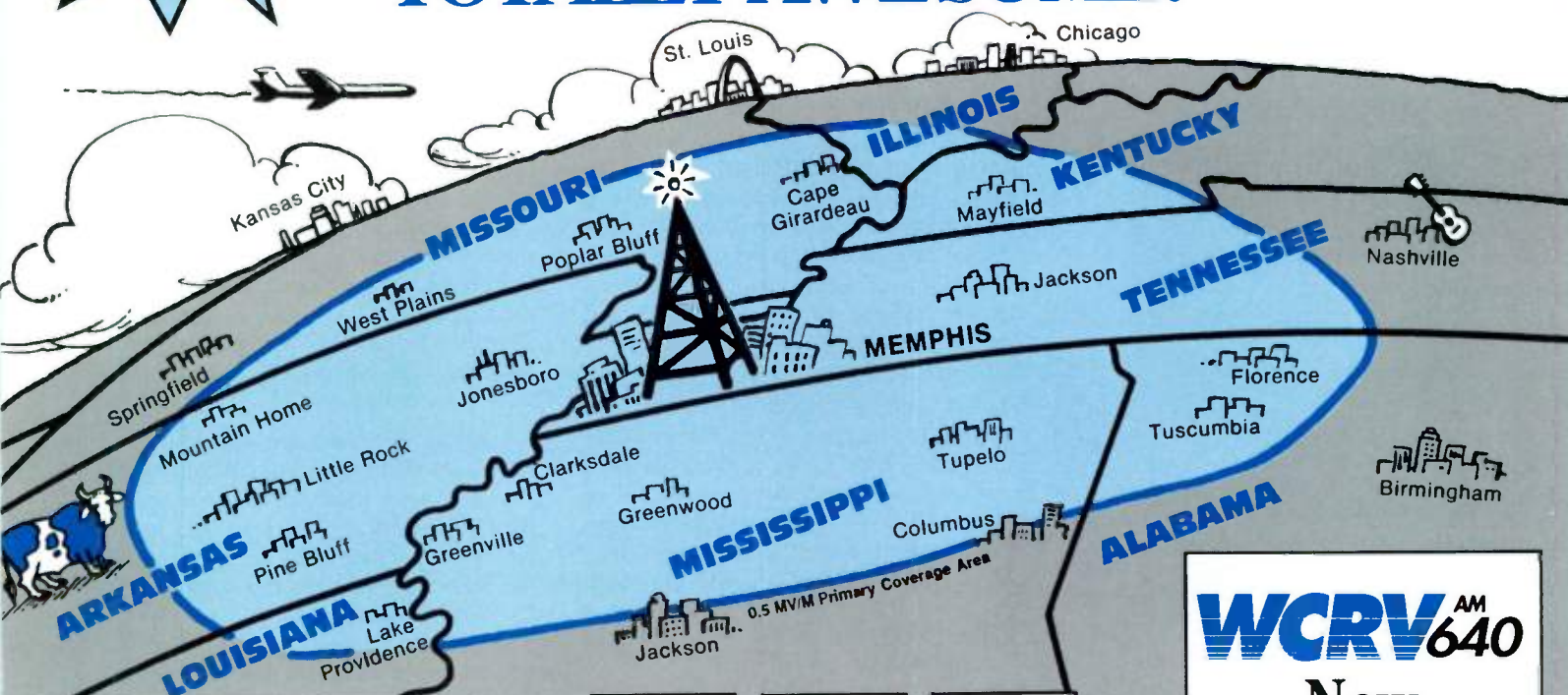
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Of Cabbages & Queens

by Dale Hanson Bourke



Dale Hanson Bourke

"When I grow up, I'm going to marry Julia," four-year-old Tyler informed me recently after returning from preschool. "She looks just like Cinderella." My eight-year-old son, on the other hand, doesn't think girls are of much interest. After all, they don't build Lego models very well and they aren't very helpful in backyard battles.

As a mother, I watch my sons with amusement. I know that all too soon the oldest will develop renewed interest in the opposite sex, and the youngest will be on to "boy stuff." And eventually I hope their view of women will end up somewhere between the romanticized idealist and the pragmatic realist.

When the subject of women in broadcasting is introduced in a Christian crowd, the responses are often as polarized as my sons' views of girls. "We need far more women in broadcasting," I've been told. "After all, most of the listeners are women." And I've also been given the equivalent of "who needs 'em" from men who think Christian broadcasting is doing just fine, thank you. So where's the middle ground in all of this?

My views have been formed more as a listener than as a broadcaster. With only occasional forays into broadcasting, I am hardly an expert in the field. But I have spent much of my career as a journalist, businesswoman, speaker, and writer listening to Christian women's needs and interests. And I have found that they are surprisingly consistent.

What Do Women Want?

"What do women really want?" has been asked by men from Henry Higgins to the Senators at the recent Supreme Court confirmation hearings. And in the wake of sexual harassment charges, discussions of how men and women are supposed to relate have reached an all-time high. Christian women who called

in to a recent *700 Club* panel discussing women's issues showed a great deal of interest in the role of women in the church and the world. And the ladies who attend the National Religious Broadcasters (NRB) convention women's meetings always have a lively discussion of where women "fit in."

How do these concerns affect Christian broadcasting? In some obvious and not-so-obvious ways. First, I don't think women are as inclined to listen to broadcasts of preachers who simply preach. In other words, just as the lecture method fell out of fashion during a time of turmoil in colleges, so I believe those who state their beliefs in a "take it or leave it" format are going to lose their position with women listeners.

That is not to say that women listeners question the authority of Scripture. But preachers must spend time doing their homework or they are going to be turned off by their audience. For example, David Hocking is a strong and popular preacher who uses a very straightforward method of communicating. But his references are complete, his documentation extensive, and he will often say that he is offering a personal opinion on an interpretation, but urges his audience to study the passage for themselves.

Second, women want to hear both sides of an issue. The debate format is new to Christendom in general, since until recently we all seemed to feel that it was not very spiritual to disagree. But now talk shows and call-ins are increasing in popularity. And when I am asked to be a guest on a radio show, I often find that another guest has been invited to represent an "opposing" side. A host recently confessed disappointment to me when it turned out that I had more in common with the other guest than he had thought. "Our audience likes controversy," he said.

Third, women like personal, anecdotal approaches on the radio, just as they prefer to learn from them in print media. One of the most effective shows I ever hosted was one in which Sandi Patti confessed that the holidays were so hectic that she feared she wasn't giving proper emphasis to Christ as she interacted with her children. I could almost imagine women in the audience sighing in relief as they thought, "If Sandi Patti struggles with this, then it's okay that I do, too."

That doesn't mean that men can't communicate just as well with this approach. There wasn't a dry eye in the studio when Chuck Swindoll confessed to his insensitivity at times and told, with voice cracking, the story of a man who had attended a conference despite the fact that he was seriously ill and could barely stay conscious through Chuck's talks.

Although the show aired more than a year ago, just recently a woman told me how moved she had been by the story and asked me if I thought it was silly that she had sobbed as she drove her car and listened. No, I didn't think it was silly. I thought it was a perfect example of radio being used to touch people's hearts in an often impersonal world.

Fourth, women want to listen to broadcasters who are honest about what they do and don't know. Sheila Walsh is such an effective interviewer not only because she asks good questions, but also because she conveys a desire to understand what her guests are saying. I think one of the reasons James Dobson has been so effective is that while he is the expert, conveying helpful parenting principles, he is also willing to act as the "learner," putting himself in the place of his audience as he interviews guests who are themselves experts in public policy or other areas.

Fifth, women want practical help. My 93-year-old grandmother has a pet peeve: Christians who are "so heavenly minded that they are no earthly good." We always laugh when grandma accuses someone of this, but most women today would agree that theory is fine, but we need to see the earthly application. How will the time we spend listening to the radio help us raise our children, relate to our husband, and stop worrying about the threat of financial ruin?

When we planned a *Words for Women* show, I always tried to list five things women would learn from the show

that could help them in their lives that very day. As editor of *Today's Christian Woman*, I challenged my staff to give the readers of the magazine at least one tangible, life-changing benefit on every editorial page of the magazine. If we could do that, we didn't have to worry about subscriptions. And if every broadcast caused listeners to jot down notes in order to implement the suggestions, the radio or television sets would stay tuned day after day.

How Should Men Respond?

Assuming, for the sake of argument, that men control most of Christian broadcasting, how should they respond? It seems somewhat obvious to me that the needs of the listeners need to be represented to station management. This can be done through advisory panels, boards, employees, or even ongoing surveys.

Whether there need to be more women on the air to represent listeners' interest is not clear to me. Kay Arthur and Chuck Swindoll both teach me new things about the Bible and challenge me to apply them. I suspect Kay knows what I need because she is a woman. But I know Chuck *listens* to women and, therefore, is able to meet my needs in a tangible way.

It's easier for station managers and owners to listen to women if they are involved in programming decisions each day. But if that's not possible, men will have to take the time to set up such structures as advisory panels in order to get the input they need to do their job well.

How should men in broadcast management view women? As an intelligent, powerful audience that deserves respect and understanding. How that is lived out practically may vary by region and circumstance. But, especially at this point in time, Christian broadcasters are at a pivotal juncture. They can either listen to what women want and meet their needs, or they can ignore their interests and find that women have found other ways to gain information and inspiration.

Dale Hanson Bourke is president of Publishing Directions, Inc. and publisher of *Today's Better Life* magazine. She has served as host of *Words for Women* radio, editor of *Today's Christian Woman* magazine, and has written several books, including *Sacred Surprises* (Word). She lives with her family near Washington, D.C.

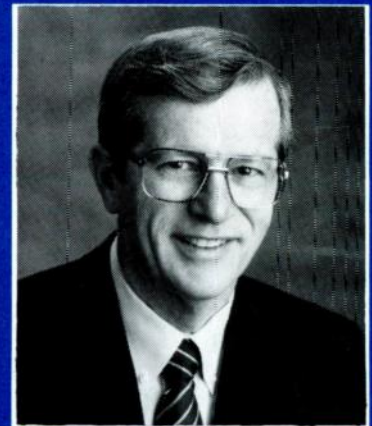
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The Woman and The Mission:

Ruth Luttrell & CEM

by Charlotte Beckett



Ruth Luttrell

If Ruth Luttrell spent any time looking out of her office window, she could muse on the graceful lines of the tan-and-blue tiled bell tower of the church next door. Ruth, however, doesn't spend a lot of time gazing. By the time she arrives at her desk each morning she is already at full throttle, churning up new ideas, polishing old ones, adapting, revising, discarding. All day and usually well into the night, she is meeting, writing, planning, talking, listening, and learning.

The high-energy pace, she will tell you, is the only way to cope with the demands of two radio stations, a Bible Correspondence School, and related ministries that she and her husband began 35 years ago. That's when the somnolent air of the Lesser Antilles islands awoke to the sound of the Gospel over station WIVV — West Indies Voice of Victory — of Vieques Island, Puerto Rico.

How do you start a missionary radio station? First you study electronics and communications, then you survey the market, find a large denomination to back you, . . . Right? Wrong. At least that's not the way Don and Ruth Luttrell went about beginning the radio work that later developed into Calvary Evangelistic Mission (CEM). Committed in 1952 to evangelizing the Caribbean, they were simply looking for a way to expand their effectiveness.

Birth of a Station

Traveling from house to house, village to village, island to island, chafing at the restrictions of time and place, and hearing battery-powered radios wherever they went, they prayed for a way to reach the Caribbean.

The light came on when Don, ministering at the bedside of a dying man, was asked to pause for a moment

during the radio weather forecast. This evidence of the power of radio, when Don reported it at a church on St. Martin, so galvanized the members that the entire congregation turned out at five o'clock the next morning to pray for guidance and provision for the new work.

That initial thrust of enthusiasm had to carry the Luttrells through some heavy times. Their vision found little acceptance and even less financial support, and that, among only a few denominations and other churches, either in the islands or on the mainland. The consensus, even among fellow missionaries, was that a radio station, as a high-risk venture, merited neither encouragement nor investment.

Again and again, people said, "You can't make it work." For a time, they even faced active opposition from some of the entrenched interests in the islands. They pressed on, in the same spirit that moved Martin Luther to write:

*Did we in our
own strength confide
Our striving would
be losing,
Were not the right Man
on our side,
The Man of God's
own choosing.*

In short, they didn't have to make it work.

At length, with money borrowed from their parents and other funds obtained by offering attractive rates for air time, the second stage of labor set in.

Unencumbered by a lack of familiarity with the technical, legal, or logistical aspects of radio, the Luttrells threw themselves into the project with naive vigor. It meant learning a new vocabulary and dealing with a new bureaucracy. Tower? Transmitter? Permits? FCC? Sometimes they felt that they were

indeed singing the Lord's song in a strange land.

Here Ruth's organizational genius came into full play. While Don continued to travel through the islands and back in the States, he encouraged Ruth to learn the administrative elements of site selection, equipment procurement, programming, and how to communicate with the Federal Communications Commission (FCC).

Without any secretarial interference, a telephone call to RCA miraculously found its way to David Samoff, who found the project appealing. He proved particularly generous, assembling an equipment package and helping to negotiate the purchase with no down payment, no interest, and the first payment to be made three months after going on the air.

As the support of a few reluctant donors continued to come in, further involvement began to follow. A site was selected and leased, a Puerto Rican company erected a tower, and missionary personnel arrived to install equipment.

Initially, broadcasters had to be enticed with air-time rates of \$2.50 per half hour or \$1.50 per 15 minutes. As Don traveled the States, combining sound doctrine with listener appeal, he gathered recommendations from radio stations and churches. These he turned over to Ruth who, in those pre-PC days, cranked out letter after letter to broadcasters on her manual typewriter, mustering a workable schedule of programs.

On December 8, 1956, WIVV-AM, 1370 KHz, went on the air with 1000 watts of power and 18 hours of daily programming in English and Spanish. The station, one of only three in its coverage area of eastern Puerto Rico, the Virgin Islands, and the Leeward Islands, increased power in 1970 to 5000 watts.



Ruth and Janet Luttrell on the "WMBJ News Update" daily program.

Not Eating the "Bread of Idleness"

The radio station was not Ruth's only occupation. In the 1952-54 period, she organized and taught Child Evangelism Fellowship classes to island teachers and edited Bible correspondence lessons to be distributed to islanders.

Concurrently with the radio work, she managed the Mission offices, served with Don in the civilian chaplaincy at Camp Garcia Marine Base, helped establish and serve in a servicemen's center, and taught several Mission elementary school grades simultaneously for a semester.

For a time, Ruth helped to manage the government out-patient clinic, where she could treat a boil or suture a wound with her customary brisk authority. In odd moments, she served as secretary-treasurer of the CEM Board of Directors.

At the same time she reared three children, the youngest born on Vieques (in

the City Hall, because the Vieques hospital was being renovated). The Vieques period took the family into some unusual living arrangements, among them occasional sojourns on an 83-foot Coast Guard cutter to transport evangelism teams and equipment among the islands.

When Ruth's talents were required, her young family went along. Daughter Janet's most vivid recollection of boat life is that there was no fresh water for washing, explaining, "For our morning shower we just went over the side." She notes, however, that there are worse places to begin the day than in the crystalline waters of the Caribbean.

In WIVV's early years, when Don and engineer Dave Crane did the popular three-hour *Don and Dave Show*, Mrs. Don and Mrs. Dave (Elaine Crane) filled in as needed for the anchormen. In order to grab listeners' attention, the early part of the

show included a montage of music, banter, and, as someone put it, "general horsing around." This was followed by listener letters, counsel, and a gospel message with an invitation to accept Christ.

Overall, the program built a solid sense of community between the station and its audience. Part of the concept survives today as *Mail-bag*, featuring song requests for special occasions, listener letters, spiritual counseling, and interviews.

Over the years, CEM has hosted events such as street meetings (accompanied by a battery-powered Hammond organ) and radio rallies held in public parks, ballparks, or in any space big enough for the team, the sound equipment, and the audience. Islanders who flocked to see old friends from the *Don and Dave Show* in person received Bible lessons and a gospel message along with the entertainment.

As audiences grew and the Luttrells were able to re-

CONTINUED ON PAGE 14



Original WIVV building on Vieques Island, Puerto Rico, broadcasting to eastern Puerto Rico and the Lesser Antilles.

THE WOMAN . . .

CONTINUED FROM PAGE 13

port significant responses to the Gospel, support began to flow both from mainland churches and, in limited amounts, from the islanders themselves.

Helping Christians Grow

Listener response, while gratifying, revealed the deep need throughout the islands for systematic Bible instruction. Excellent broadcasts by nationally known speakers were being aired, but follow-up was needed, something to engage the listeners on a personal level. This would entail give-and-take, questions and answers, a school, a Bible

school, and Bible Correspondence School (BCS).

The school existed in an embryonic stage via the lessons in English and Spanish already written as a complement to the door-to-door evangelism outreach. But, more had to be written, edited, and typed. Although the Mission staff was expanding, most of the editing and preparation of final copy fell on Ruth. Some of the original lessons are still in use, with Emmaus Bible College courses for advanced students. All are provided without charge to the students.

The BCS found immediate acceptance. "We were ex-

cited when enrollment reached 400," chairman Virgil Geren recalls. "Then it was 700 — and then it took off." Today the school numbers more than 43,000 active students (5000-plus during radio rallies). "As far as I know," says Geren, "the BCS is unique as a follow-up ministry to broadcasting."

Making The Big Move

Because of increasing frustrations with equipment maintenance and repair in the rustic milieu on Vieques, the Mission headquarters relocated in 1963 to San Juan. Here, in addition to her other duties, Ruth found herself in charge of supervising the upkeep of a 13-room mission house and a small office building on two acres of land.

Janet, now radio director for the Mission, observes, "The outstanding thing about her is the way she has always organized things throughout the years." Very much a hands-on manager, Ruth has been fully involved in every aspect of CEM's work from the beginning, so necessary in training nationals and volunteer workers, and filling interim vacant slots. Except for the most technical engineering, she can do every job in the Mission, from on-air appearances to data entry in the bookkeeping department.

By the time the Mission moved in 1981 to its present location, Ruth had assisted in public relations work for the 1967 Billy Graham San Juan Crusade and other events, worked with Don in developing methods, coordinated World Relief Commission efforts during the floods of 1970 and 1975, and participated in a ten-year foray into local cable television.

While assisting Don in providing sound systems for events such as the Billy Graham Crusade, the Luttrell's son David received an early training in sound systems

which led to his present occupation as a sound engineer.

The three-building office and housing complex now occupied by CEM was acquired as a tent-making project to finance the Mission's other efforts. It provided yet another stretch for Ruth's administrative gifts as she sat in negotiations of large-scale leases and contracts with leaders and prospective tenants.

Expecting the Unexpected

The 1981 move brought another answer to prayer. One of the tenants of the office building was rock station WXTO-AM at 1190 KHz, whose owner knew little about radio. During a meeting with the Luttrells, he remarked that the station was a burden to him. The chorused response was, "Sell it to us!"

The sale was consummated at a price that must have been negotiated in the power of God. In 1985 the station reverted to its original fortuitous call letters WBMJ, and in 1986 went to all-Christian programming. With 10,000 watts of power, it reaches the San Juan metroplex along with eastern and central Puerto Rico, a population area of more than two million people.

Since her husband's death in 1987 due to complications from diabetes, Ruth has guarded his vision. Under her direction, CEM has withstood all temptations to compromise its original purpose as stated in 2 Timothy 2:2: "And the things that thou has heard of me among many witnesses, the same commit thou to faithful men, who shall be able to teach others also" (KJV).

Ruth Luttrell repeatedly gives public thanks for the laborers God has provided over the years, and for faithful prayer partners and donors who support the Mission. She



Don and Ruth Luttrell during WIVV's signing on the air December 8, 1956, on Vieques Island, Puerto Rico.

is careful also to emphasize that the basic concepts of the Mission were Don's. "I was the helpmate," she says. "Without Don's strong leadership, none of it would have happened."

WIVV and WBMJ continue to carry on tape Don's *Doctrinal Survey*, a Bible-class format designed to demonstrate spiritual growth and evangelizing techniques. To a new staff member who remarked recently after hearing the program for the first time, "Your husband was a wonderful Bible teacher," Ruth responded, "He still is."

To her responsibilities as CEO of the Mission, more than a full-time job in itself, she adds those of membership on the National Religious Broadcasters (NRB) Board of Directors, area representative of Christian Women's Clubs, prayer coordinator for the Caribbean area, and English coordinator

of the NRB-Caribbean Chapter.

The Luttrells' daughter Nita, who wears two hats as comptroller and building administrator, describes her mother as faithful: "Whatever the problems, whatever the challenges, she may not always be right (who is?), but she is always faithful." CEM board member Zethea Armstrong from St. Thomas, Virgin Islands, calls her a woman of prayer: "She prays about every problem and every opportunity and then meets them head-on in the power of the Holy Spirit."

Ruth probably would not describe herself at all: she doesn't spend that much time thinking about herself. Like Paul, "reaching forth unto those things which are before," she presses on to the mark with the incredible energy that leaves people half her age panting in the dust behind her.



Ruth Luttrell, in her homemade office in 1957, prepares the programming for "Mailbag Time" on WIVV.


In reviewing a life poured out for God and looking toward the bright future she sees for the Mission, her only regret is that her years of service are limited. As she recently expressed to friends after her 65th birthday celebration, "I wish I had another life or more to invest." Nevertheless, "Thanks be to God,

who always leads us in triumphal procession in Christ and through us spreads everywhere the fragrance of the knowledge of Him." 2 Cor. 2:14 (NIV).

Charlotte Beckett is a writer who is serving with CEM in San Juan, Puerto Rico, for a year on a volunteer basis.

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Phyllis Schlafly

SOMETIMES A
WOMAN'S
PLACE IS

ON THE AIR

by France French and Jay K. Payleitner

If today's liberal feminists were looking for a woman to lead them into the 21st century, they might start by developing a list of personal achievements and character traits.

At the top of the list would be a woman who dares to take a strong stand on controversial issues. They would want a woman who is energetic, socially astute, and politically savvy. They would certainly consider a woman who had triumphed over adversity to attend an Ivy League school and become an influential constitutional lawyer.

A best-selling author, columnist, and broadcast personality would be pluses. Last on their list (but, hopefully, still important) would be "wife and mother." In short, they would want someone who stands as a shining example to other women.

There is someone who meets all these credentials. But, it's not very likely that she'll be considered for the role as "feminist leader."

Phyllis Schlafly, ironically, stands for just the opposite of every plank you'll find on the feminist platform. From the Equal Rights Amendment (ERA) to women in combat, to abortion and lesbian rights, Schlafly continues to oppose almost every feminist goal and feminist leader that comes along.

Twenty years ago her opponents included women's libbers Betty Friedan and Gloria Steinem. Today, Schlafly regularly faces off against feminist leaders such as Faye Wattleton of Planned Parenthood, Eleanor Smeal of NOW (National Organization for Women), and Sarah Weddington (the lawyer who won *Roe v. Wade*).

History books credit Phyllis Schlafly and her pro-family organization, Eagle Forum, with almost single-handedly defeating the ERA. She is certainly not a favorite of the feminist movement, even though, as stated above, she is an outstandingly successful woman of our times.

Schlafly grew up in poverty, put herself through college by working nights at a munitions factory, and went to Harvard on a scholarship. At age 51 — after ten years in high-profile broadcasting — she went to law school and became a member of the Bar. Now, as a constitutional lawyer and grandmother, one would think that women's rights activists would point to her as a role model for other women. Instead, they continue to attack her and even picket her speeches.

Using The Secular Media

The amusing side to the feminists' ire is that Schlafly brings much of the uproar on herself. She has become a master at using the media to her best advantage.

Speaking to large groups around the country, one of her favorite opening lines is designed just to rile any feminists within earshot. She'll say, "I'd like to thank my husband, Fred, for allowing me to come here today."

Her classic debating style has served her well on *The Phil Donahue Show*, *The MacNeill/Leherer Report*, and *Firing Line* with William Buckley. Her detractors cannot shatter her unflappable poise, flawless grammar, and "schoolmarm" posture.

Realizing the power of the broadcast media, Schlafly made sure that the key women who worked with her were well trained in the art of presentation and persuasion. She organized STOP ERA conferences during which she taught her "Eagles" how to best use television, mount an effective letter-writing campaign, testify at public hearings, and hold press conferences.

A video room played training tapes of Schlafly debating Barbara Walters, Birch Bayh, and Betty Friedan. She gave

lessons to her "troops" on dress and makeup for on-camera appearances, and videotaped and critiqued their STOP ERA presentations.

The secular media, with all its liberal bias, has always been instrumental in Schlafly's campaigns. They continue to come to her for two reasons. First, they know that her comments will always be strong, factual, brief, interesting, and to the point. Second, she makes herself available. Many ministry or political leaders create layers of bureaucratic phone lines between themselves and reporters. When you call Phyllis Schlafly's number, quite often she'll answer the phone herself.

At the height of ERA-fever, 36 women's magazines with a total circulation of over 60 million ran pro-ERA articles. But Helen Gurley Brown, editor of *Cosmopolitan*, admitted a kind of defeat saying, "All the women's magazines together may not be as effective as Phyllis Schlafly with her rabble-rousing TV appearances." The attention continues. Just this past October, Schlafly's name was snickered at in an episode of CBS' *Designing Women*.

Turning To Christian Radio

Phyllis Schlafly was a political and media success before she ventured into her daily radio broadcast, *The Phyllis Schlafly Report*. Dick Bott of Bott Broadcasting had been urged several times to read Schlafly's biography, *The Sweetheart of the Silent Majority* by Carol Felsenthal. Finally, he took time during a vacation and was greatly impressed with her courage and background.

"Phyllis Schlafly came to my attention during the tremendous press coverage of her leadership in opposition to ERA — all of which was extremely negative. However, I was fascinated with what I perceived could possibly be her motivation," says Bott.

He was impressed by her background as a self-made woman, noting, "It was exciting because I had assumed [her background to be] the opposite. The book pointed out her values, beliefs, and strong faith. I thought she ought to be telling her story in her own words and not have to depend on the filter of a hostile, secular media to communicate with the public.

"There is an unbelievable network of Christian stations. The public could hear for itself. I called Illinois information. Her number was listed just like an ordinary person. Her husband answered and told me she was out grocery shopping!"

She returned his call. Bott introduced himself and asked if she was aware of the tremendous potential for her to make an impact on Christian radio. He suggested a short daily news and information program and put Schlafly in touch with The Domain Group in Wheaton, Ill.

Today, eight years later, Schlafly's three-minute daily commentary is heard on 270 stations and has become a clear voice

in promoting traditional family values. A cross-section of recent topics includes support for tax reform for families, the U.S. Constitution, parents' rights in public schools, and a continued strong national defense including SDI.

Currently, Eagle Forum's key challenges are trying to defund the National Endowment for the Arts, battling gay rights, uncovering the dangerous agenda of the National Education Association, cleaning up cable television, and pointing out the absurdity of the "politically correct" movement.

A weekly live call-in show, *Radio Live with Phyllis Schlafly*, focuses on parents' rights in education and how parents can protect their children from offensive psychological and pseudo-religious curricula.

Challenges Continue For Eagle Forum

An important project for Schlafly is to chair the Republican National Coalition for Life, a new organization dedicated exclusively to keeping the pro-life plank in the GOP platform. Two powerful groups are threatening that principled party position.

One of Schlafly's favorite annual media events and gatherings is Eagle Forum's Full-time Homemaker Award, which is given to one national winner and to a homemaker in each of the 50 states, Canada, and Australia.

The award is given to women who have committed themselves to their families and the challenge of full-time homemaking, not to disparage women who have chosen other careers, but to raise public consciousness to demand fair treatment for this honorable role. The 1991 national winner was Sally Dunbar Atwater,

wife of the late Republican national chairman Lee Atwater.

There's plenty that needs to be done and Eagle Forum is leading the charge. It's interesting to note that a decade ago, *Ms.* magazine was predicting Phyllis Schlafly's downfall. In 1992, it's *Ms.* magazine that has left the scene.

Repeatedly over the years, Schlafly has been asked if her gender has been a detriment to her career. She is consistent in her reply. "If you're willing to work hard, there's no barrier you can't jump."

She does feel that being in politics is difficult for a woman. She notes, "There's the invasion of privacy, being 'on' all the time; [and] often the state capital is a long distance from home."

But to women considering a career in broadcasting, she says, "It's a great field. A wonderful field. I recommend it highly. It's very exciting. Make the medium work for you. Be straightforward. Present the facts. Gain credibility over the years. If a woman has a good voice and works hard, there's no reason she can't do well."

France French is an account coordinator with The Domain Group in Chicago, Ill., and Jay K. Payleitner is a free-lance writer and producer in St. Charles, Ill.



Phyllis Schlafly

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The Deal

Sheila Walsh

An Interview by Dale Hanson Bourke

Warm, lively, and often outspoken, Sheila Walsh represents women in Christian broadcasting with style and grace.

Sheila Walsh stands backstage, chatting with friends, patiently waiting as someone combs her hair, making faces as people she recognizes walk by. It's hard to believe she's just a few minutes from being on live television. And yet for those who know Sheila on and off the air, it's easy to understand her calm. Sheila is just being herself. And that person is no different on the set of *The 700 Club* from the woman who sits at lunch a few hours later and gladly interrupts her meal to greet the many people who pass by her table.

Sheila Walsh is the most visible female Christian broadcaster, yet there is no hint of the prima donna. "She's a doll," says one of the backstage people who work with her everyday. "I can go to her if I have a problem," says another person on the crew. And that same sense of rapport is felt by the many who watch her on *The 700 Club* or on *Heart to Heart*, her own interview show.

An entertainer by background, Sheila has recorded eight albums, been named International Artist of the Year by the Gospel Music Association, and won both Dove and Grammy awards. She continues to hold concerts on weekends while doing live television Monday through Friday.

If her energy seems limitless, it is even more amazing when you watch Sheila with the many people who inevitably ask for a moment of her time whenever she's in public. She always has time to pray with one more person, listen to one more need, offer one more hug. But instead of finding the contact with the public exhausting, she seems invigorated by it.

Seeing her work as a calling, Sheila Walsh ministers to men and women alike over the air. She talks about real issues in ways that anyone can understand. She struggles openly with dilemmas that all Christians face. "We must be real in Christian broadcasting," she says with conviction. And it is clear that Sheila not only says it, she also lives it.

CONTINUED ON PAGE 20



**THE REAL SHEILA WALSH:
CONTINUED FROM PAGE 19**

Do you see yourself as a journalist?

No, I don't at all, I'm certainly not the Connie Chung of Christian television. I have no skills as a journalist.

Then how are you able to do what you do so well?

I think I'm a good listener. When I interview people, one of the reasons people feel comfortable with me is that they know I am genuinely interested in knowing how they got where they are and how they felt about it. I see the facts about the person on a cold piece of paper, but I want to know what was going on inside of the person.

If you were to take the same person and have Pat [Robertson] and I both interview him, Pat would want to know the facts. And I'd want to know how the person felt. I think it's a great balance to have a man and woman together on a television show because different people in the audience want to know different things.

What have you learned during your three years on *The 700 Club* that has helped you become such a good listener?

Ironically, when I first came on the show I was so nervous about trying to be a good journalist that I never disagreed or asked questions because I didn't understand something. Pat is so knowledgeable and I felt afraid to show my ignorance at times.

Someone analyzed my work and said that I should loosen up and stop worrying about being what I thought a journalist was supposed to be. So I started to be myself and I discovered that there were other people watching the show who appreciated it when I stopped and asked a question because I didn't understand.

Do you think you get different kinds of criticism than a man does?

There are people who think my jewelry is too flashy or I wear too much make-up or they don't like my clothes. A

man wouldn't have to deal with that type of thing. And there are people who are upset if I disagree with Pat because they don't think a woman should contradict a man. What they don't know is that Pat encourages me to disagree or question him.

Has Christian broadcasting moved away from being personality-driven?

Yes. I think that the fall of Jim Bakker and Jimmy Swaggart has been the death knell of the personality types in the Christian media. And I'm very happy about that. It's not that I'm against role models. But I think role models are people who are part of your real life, not people you see on television. We should be models for our husbands, our children, our neighbors. But how can we be role models for people who see us on television and don't see all of our life?

Christian television should be a place where we seek truth together. We should be people who ask questions together. There shouldn't be anything we can't talk about on Christian television.

What is the hardest subject you've had to tackle on television? Sex?

No. I don't think it's hard to talk about sex because to me it's such a clear issue. What I find hard to talk about is people who are suffering. I get letters from people who say that it's God's will that everyone should be healed. But I don't believe that. I don't have a problem with the fact that sometimes people don't get better and they die. But what I do struggle with is that so many people suffer so much along the way.

We can't just talk about triumphant issues. We have to use Christian broadcasting as a place where we can struggle together over these kind of very, very tough issues.

Do you think women broadcasters are more comfortable talking about some of these subjects that aren't so clear cut?

Men have traditionally been looked on as those who could give answers. A woman is often looked on as a shoulder to cry on. I think there is room for both in Christian television. There has to be

room for strong biblical teaching, and guidelines, and plumb lines. And there has to be room to just embrace people and weep with them.

Are you ever criticized for simply weeping with people?

There are people who write and ask, "Why don't you just talk about healing because it would be so faith-building?" And my answer is, "When that's all I see, that's all I'll talk about." Until then I want to talk about what I see, and sometimes it's sexual and physical abuse, even in the Church. I see a lot of heartache and sufferings, and I think it is our responsibility to be a mirror of what is happening in society, and to stand with people and pray with them so they know they are not alone.

I believe that one of the tactics of the Enemy is to alienate people; to make them feel isolated and alone. And I believe that one of the ways we can appeal to a secular audience with Christian television is by being real, and vulnerable, and accessible.

Do you view Christian broadcasting as a profession or a calling?

For me it's a calling, just as my music is. I'm not a singer because I have a reasonably good voice. I'm there because God called me. And I'm not on Christian television because I ever wanted to be a journalist. But that's my story and it's not true for everyone. I think there are many people who have a dream and pursue it, and God opens doors for them and they are successful because they have natural talent and they work at it. But for me it has been a definite call.

I take great comfort in that fact because there are days when I wonder if I'm up to interviewing a particularly cerebral guest, or I'm tired and I don't know if I can do it and I rest in the fact that I'm where God wants me to be.

Would you encourage other women to get into Christian broadcasting?

I wouldn't discourage women. Some of the best producers we have are women. Our floor director is a woman and she is phenomenal. Some of the best people we have around CBN are women.

I know it has been tough for some of them to get their jobs. But now that they are in the position, it would be hard for anyone to keep up with them.

You continue to sing on weekends and record albums. Why have you kept up your performing career in addition to your broadcasting work?

One of the reasons is that it keeps me in touch with people. It's very easy to become isolated in broadcasting. But when you're out giving concerts and talking to people, you hear what's really going on in the world; you hear about people's problems and pain. And the people I talk to on weekends keep me honest. They tell me if I said something they didn't like or if we jumped over something that is a real problem.

The other side of it is that people come up to me and tell me that they've been praying for me. They encourage me. When people come up to Pat, they just want to meet him and shake his hand because he's such a godly man and there's phenomenal respect. But people come up to me when I'm bagging apples in the supermarket and they just throw their arms around me. I like that people feel that comfortable around me. I want them to be able to be honest with me.

What do you see as the future of Christian television?

I believe more in Christian television today than I did when I came to it three years ago. I think there will be more women in Christian broadcasting in the future. I think we will go through some tough financial times and may lose some of the stations we have now. And I believe that if we really meet needs, we'll be stronger in ten years than we are today. But we have to scratch where people itch or Christian broadcasting will be gone in ten years. And that's why we have to deal with real-life issues.

Dale Hanson Bourke is president of Publishing Directions, Inc., and publisher of *Today's Better Life* magazine in Washington, D.C.

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WOMEN in the 1990s

A Panel Discussion With Sheila Walsh

The hearings for Supreme Court candidate Clarence Thomas thrust the issue of sexual harassment into the forefront of American society. But that's just one of many critical issues challenging women in the 1990s. Recently, a panel of Christian professionals—who are also wives and mothers—gathered on the television program, Heart to Heart with Sheila Walsh.

*Sheila Walsh's guests that day were Dee Jepsen, who was a special assistant to former President Reagan for public liaison to women's groups, author of *What's Happening to My World*, and currently the national director for "Campaign Against Pornography"; Dale Hanson Bourke, senior editor of *Today's Christian Woman* and author of *Sacred Surprises*; and Linda Mintle, a licensed clinical social worker with 13 years' experience in private practice. Joining the panel via satellite from Washington, D.C., was Kay James, former assistant secretary of public affairs, U.S. Department of Health and Human Services. Currently, James is vice president of an organization called "One to One Partnership." The following are excerpts from the program.*



WALSH: Kay, let me begin by asking you about sexual harassment. You work in Washington. What do you think of the long-time repercussions for women, now that the dust is perhaps beginning to settle on the Clarence Thomas – Anita Hill affair?

JAMES: Well, first of all, I think that it will be good for women that the issue has been brought to the forefront. However, as a wife and mother, and one who's been in the workplace, I also know of the devastating consequences that can happen to men when unwarranted charges are



Live on the set of the television program, Heart to Heart with Sheila Walsh, (left to right) Linda Mintle, Dale Hanson Bourke, Dee Jepsen, and Sheila Walsh.

brought against them, and when you see that someone's career can be absolutely devastated on the basis of accusations of one person. So, I'm delighted that the issue is being discussed. I'm delighted that women have the opportunity to air some of their concerns about it. But, I am also concerned about the implications for the men in this country, as well.

WALSH: Let me ask you, Dale, about sexual harassment within the Church. We have talked about it within the world, but do you think that this is an issue that women are struggling with in the

Church?

BOURKE: You know, I think that's an interesting question. Because I think when we talk about sexual harassment, we're really talking about power to a great degree, just as we say that rape isn't really about sex — it's really about violence. I think sexual harassment is a lot about power. I think in the Church sometimes we think we really aren't into things like sexual harassment as we see in the workplace, or as we've heard about in the Thomas hearings.

Yet, we are sometimes talking about

power plays that put a woman into a situation where she's powerless to do what she thinks is right, or what she thinks is right before God, because a man has told her that he is taking the power in that situation. I think we have to be careful of that.

WALSH: Linda, what's your perspective? For 13 years you have sat and listened to many women share their hearts with you. When you listened to what was happening in Washington, how well did

CONTINUED ON PAGE 24

it reflect what was happening in the nation?

MINTLE: Well, I think one of the things that I started to think about — and we have lots of discussions with the colleagues — was when is it harassment? When is it inappropriate, unprofessional conduct? I've been called "honey," and I've had men come and put their arm around me and patronize me when I'm really trying to be serious and I'm really discussing a very serious issue with someone.

I remember one time I was in a meeting at a medical school, and the dean came over to me and I was really trying to help decide rights for women who were trying to get maternity benefits. The dean came over to me and patted me on the head and said, "Honey, if you want to have a baby, you just go right home and have one."

I was just floored at how he wasn't taking me serious[ly]. He wasn't listening to the concerns of the women in the medical school. And that, to me, is just unprofessional behavior. It's inappropriate. It's patronizing. It's not really sexual harassment. But that goes on, and that goes on in the Church, and that goes on in all kinds of settings in addition to sexual harassment.

WALSH: What's your perspective, Dee?

JEPSEN: Basically, we agree, and there's no excuse for anyone sexually harassing any woman. That's a given. But I do hear what Kay was saying earlier, too. It *can* be overblown and men can be put in a very uncomfortable, unjust position. My assistant was telling me about her elderly father telling her the other day that men are sexually harassed every time [they] walk into a place of business and there's a woman there whose blouse is down to here and whose skirt is up to here. "I don't want to see it," he said. "They're sexually harassing us in that way." There's something to be said about that, because we women are to be the guardians of modesty. I believe that's a biblical mandate that we have. So, it's two-sided.

WALSH: Now, let's talk about women in the workplace because you're all working mothers. How tough is that for you? And, do you deal with guilt?

JAMES: Every day. Maybe I should go home right now. I mean I deal with guilt. Every woman I know deals with guilt and



Dee Jepsen

I think it's the kind of thing where you're always making trade-offs. I mean, you put in a little extra as a professional and you take a little extra out of your family life. I think that's always a tug-of-war; it's always very difficult. I think every situation is so different. I'm just very fortunate in my situation, but that doesn't mean I think every woman should be doing the same thing I'm doing.

WALSH: Have we been sold a bill of goods, Dee? Because I/we were told, "Hey, you can have it all. You can just grab everything." Have we ended up with our hands full and our hearts empty? What do you think?

JEPSEN: Well, to a degree, I think we *have* been sold a bill of goods. Everyone is different. Some women can run a three-ring circus. And some women can handle [it]. There are many seasons in life and, for women, they are very distinct. Because we are the child-bearers of the world — the mothers. And I speak from a different generation than these two ladies [here]. I could probably be the mother of either one of them. I have six grown children and nine grandchildren.

I had the economic choice to be able to stay home when my children were young and I loved it. But I did many other things, too. But those years are gone so fast. So I think everyone has to make their individual decision with their husband before the Lord about what they

should do.

JAMES: You know, I have told women, particularly young women, that you can have it all, but you just can't have it all at the same time. And, on this issue of guilt, one of the issues that I have dealt with in my own life is to come to terms with the fact that if I am feeling guilt, then somehow I must be out of sync with where God would have me be right now. Now, with four kids and a job that requires a great deal of my time and energy, I can only do that because I recognize that I am within the will of God for my life.

Given that, I have the grace that needs to cover me. Guilt implies that somehow things are out of balance. I will not live with guilt. If I feel that emotion creeping in, then it's time for me to do a reality check and make sure that my priorities are as they should be. I also tell young women that we need to remember that we're juggling crystal balls and rubber balls, and we need to remember which are which. The crystal ball, when you drop it will break. A rubber ball will bounce. And the crystal balls of my life are my children, my husband, and my family.

MINTLE: I think though that one of the things that happens is that women do feel a lot of guilt. They're hearing such different messages, and one of the places they're hearing this is in the Church. I spoke to one group of mothers of preschoolers [who] were adamant that all women must stay at home with their children. I really felt guilty when I was in that group because I have a part-time job.

I went to another group, and they were talking about [how] we need to support working women, and [how] we need to help them. And there are so many single parents. Some women do need to work for economic reasons and other women want to work. So we get these mixed messages.

JEPSEN: That's true.

MINTLE: Women who are in the Church are really prone to hearing "you should do this, you shouldn't do this," and we really have a lot less tolerance for one another.

JEPSEN: And that lays guilt on people who maybe shouldn't feel guilty in their particular case.

BOURKE: Right.

WALSH: Often, it's the ones who shouldn't feel guilty who end up feeling the most guilty.

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WOMEN IN THE 1990s: . . .
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JEPSEN: Yeah.

WALSH: What about stress? One of the things that I've been thinking a lot about recently is just *stress*. How do you deal with it, Dale?

BOURKE: You know, I am not a stressed person. For some reason, I enjoy doing a lot of things. But I do notice, though, that when things get too tight, and I start to feel stressed, sometimes I take it out on my children. And that is the time when I say, wait a minute, something else has to go. And I think what Kay is saying is perfect, because every day I have to say before God — my children, my husband, my family are most important.

WALSH: Dee, how have you learned to draw barriers for yourself and your family? One of the hardest things I find is saying "no." I feel uncomfortable saying "no."

JEPSEN: I used to have a very hard time saying "no." I've finally come to the realization that every good cause is not my call. I've gotten peace with that and I can say "no" more easily. Because if the Enemy can't get you to do the full will of God, he'll take you beyond, and then you're spread so thin you're not effective. You're stressed out. But it's hard.

WALSH: We have a caller from Maryland. What's your question?

CALLER: I'd like to know if you have a part-time job, is it wise to just trust God to provide the rest if you have a greater financial need than what the job's salary is providing. Or should we just work full time?

WALSH: It's open to any of you.

MINTLE: This question gets asked of me a lot when I speak and is a really difficult issue to deal with. I'm not sure that we always need what we need. Do we need a second car? Do we need bigger and better things in our homes? Do our children all have to be wearing \$150 sneakers? I know there's a lot of pressure for these things, but one of the questions that I've really begun to ask myself is, "Do I really need all these things?"

Maybe I really need to reorganize my priorities and really cut down on some of the things that I "need" in my life. There are women who have to work for economic reasons because of being a single parent, or just not having the amount of money that they need to make ends meet. But a lot of women are work-



Dale Hanson Bourke

ing for the extras.

WALSH: Has your perspective changed since Matthew, your little boy, came along?

MINTLE: Yes. It really has. Because we've gone from being a two-income family, where my income was very significant in the family, to being very much decreased. And I was amazed at how much we could live on less money, just not doing as many things — not buying as many clothes, not going on as many trips, not having certain things in the house that we thought we had to have. It really has made it that I have to make him a priority, and make my time with him a priority.

JAMES: Sheila, many of the women that I've dealt with, who are right on the verges of poverty, and are working because they absolutely have to support their families — particularly Christian women, minority women — struggle with that issue. And the best encouragement that I can give them is that God understands their economic situation and, in those situations, He gives that family the grace that they need. And that drives us back every time to making sure that we are within the will of God for our lives.

Now, if God has you in the work force, wants you to be there for whatever reasons — economic or because He has you on the forefront of an issue — the

grace will be there to cover. We constantly pray for that in our family. And I also encourage women, when they're there and in the work force, to be constantly doing a reality check, because if that grace is ever lifted, it's time to leave.

JEPSEN: You know, this gets to something that I feel very strongly about. We tend, in our society, to be followers. And we, as Christian women, need to become the leaders of our nation, of our society. And that means, many times, doing something different. Dare to do something different and not be dictated to by the way society lives or thinks.

WALSH: I agree with that. What do you say to a woman whose husband is struggling with her position, her responsibility, and her respect within the community?

BOURKE: I still say that your marriage is more important than anything else you're doing. And when I see people struggling with that, I say, well, give it up. Why would you pursue your career, even if God has given you those gifts? Maybe He'll have a different time for you to use them, but your marriage is so important, you have to stay with that.

I think in terms of spiritual growth. I know that there's an internal spiritual growth and then there's sort of an external spiritual atmosphere that you sometimes try to create. And I think in that external spiritual atmosphere you're sort of preaching, where internally you're growing as a woman of God, and your husband can see that and that's not a threat to you. That's the kind of thing that every man wants to see in his wife.

JEPSEN: It's the exterior thing that can be a threat.

BOURKE: Right. When you're preaching at people and trying to set yourself up as a spiritual authority, as opposed to a humble servant of God who's growing.

WALSH: Kay, I wonder what your perspective is within the black community, too, because we hear a lot about the struggles of young black men. I wonder what your perspective is as to what's happening to the young black woman. So often we've seen the stereotype of a strong spiritual woman at home, and the man perhaps not so interested in the church anymore. What do you see happening?

JAMES: Well, you know, that has been historically true. You would go into a black church and you would see the pews filled with the women, and the men appeared to be absent. They may have been in some leadership positions but, other

than that, they were few. I am absolutely excited about what's going on in the black church today.

I think that there have been many initiatives to try to bring the men back into the church — programs to build up black men spiritually, to build them up and give them the skills and the tools. And I am really excited about the resurgence of black males in the churches and in the community today.

WALSH: That's encouraging. Let's go to our studio audience now and take a question.

AUDIENCE: As Christian women out in the business world [and] in places of leadership in the church, do you find it difficult to keep a quiet spirit so that Jesus shines forth through your lives and people are drawn to Jesus through you?

WALSH: That's a good question. Do you have to get tough to be a Christian within the marketplace?

JEPSEN: I don't think so. You can be strong and stand on the Rock and do it with a kind of gentle spirit. I really believe that. And I think if we don't, we discredit the Christ we profess to serve.

WALSH: What do you think, Dale?



Linda Mintle

BOURKE: I think it's a real temptation. I know I feel really pulled in two directions. I mean, there is this sense of

want[ing] to control things. I want to be good at being a professional. And then we talk about the whole attitude of trust. I know that God is trying to build trust in me and, by doing that, He's sometimes trying to pull things out from underneath me. So, every time I start to get things in control, and start getting tough and in charge of things, He usually comes around and derails me a bit. That's a spiritual lesson that I need to keep learning. But, in business, I don't like to learn those lessons.

WALSH: Kay, let me ask you. Is Christian feminism an oxymoron?

JAMES: I don't think so at all. As a matter of fact, I believe that Christian women ought to be leading the feminist movement because we understand what it truly means to be women.

JEPSEN: Yes. But there's a different definition that we have than those who are militant.

WALSH: How would you define feminism, Dee?

JEPSEN: Well, I choose not to define it. I guess. Because I can't win if I try to do that. But I think being a woman of God is

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Isaiah 52:7

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truly being feminine and, if you want to call it "feminist," fine. But be a woman of God before anything else. What difference does it make what you call it?

WALSH: What about our children that are coming up? There's such a disillusionment in the nation these days — a lot of lack of trust in leadership. People are talking a lot about what's going on in business and politics, so many scandals being exposed. What role can women play in restoring trust in children?

JEPSEN: A big role. And I'm very much involved. I think you mentioned earlier in putting together a campaign that will start next year like MADD (Mothers Against Drunk Driving) to activate the women of this country to say, "Enough is enough." We're no longer going to tolerate an \$8-10 billion pornographic industry that demeans and degrades women, victimizes children, and ruins men.

We know we're over half the nation. We voted in greater numbers in the last national election than did men. And, we transact the majority of the retail sales. We've got clout. And it's about time that we stood up and left an imprint for goodness for the next generation — for our children and grandchildren. You know, we only get one shot at this thing here. I think we're here to be leaders, not followers, especially Christian women.

WALSH: How about your "One to One" program, Kay? Because I know that you have a program where you team caring adults with kids. Tell us about that.

JAMES: In the Christian community, we call it "discipleship," and in the secular community, we may call it "mentoring." But the concept is the same. We can do a great deal for our youth at risk by pairing them with caring adults who will intervene in their lives. I would just add in terms of my own children, as I prepare them to face adulthood, that I am convinced — understanding our world, being involved in issues like pornography, the abortion battle, drugs and the whole plethora of issues that are out there — that we need to be raising what I call Old Testament kids.

We need to be raising Ruths and Davids, and Esthers and Daniels. Those are the kinds of kids that are going to be taking this battle on into the next 10, 20 years. And it requires that they be firmly grounded, that they understand who their Lord is. They need to understand what it



Kay James

means to have a Christian world view and how they incorporate that in their lives. That's the legacy that we can give to our kids. I think the world is so tough out there, [and] the issues are so dangerous that we're dealing with, that we've got to raise some very strong kids to take those issues on.

WALSH: Let's go to our audience now with a question.

AUDIENCE: There's a lot of welfare Christian mothers watching the show this morning that experience a tremendous amount of condemnation from society at large for this. Because they have chosen to stay home with their children due to lack of education [and] other factors. What is the panel's response to this?

BOURKE: Well, I think that as much as possible, as members of the Church, we have a responsibility to those women. If we can take women in with their children or do something to help them provide the support that they need, I think, more and more, we should be looking for situations where we can bring in families [and] extend our own family to include people who don't have the situations that we have.

JEPSEN: But for women who do not have someone doing that for them, I don't think we should lay guilt on them at all. Because, it should be considered a noble profession to be a mother and to mother. And we've forgotten that in

today's society. What's more important than people?

MINTLE: We have a lot of problems with absent mothers in terms of what it's doing to their children.

JEPSEN: Yes, right.

JAMES: Being the daughter of a welfare mother, I really appreciate some of the decisions that my mother made. I also know that she looked forward to the supports that would help lift her from that dependency on government to be an independent person. And I think that the Church has a tremendous responsibility, and the church community, to step in at that point. The government can be a safety net, but there are things that we — in the private sector and in the church community — ought to be doing to encourage and support [those women].

WALSH: Let's take a final call. Welcome, what's your question?

CALLER: Thanks, Sheila. I would like to direct my question to Kay in Washington. Far too often, Kay, I feel that the national networks only present the views of very liberal women's groups on television. I wanted to know if you had any ideas on what we could do — what steps we could take as Christian women in this country, to earn the respect of the national media, so that a Christian woman's perspective is presented on the major networks?

JAMES: That's something that I've dealt with for a very long time and I wish I had the answer. For years, I have tried to do that, to get another perspective out — a conservative perspective, a Christian perspective. I have found that, very often, the producers have written the shows and staged them before they ever invited their [guests].

And so, they automatically cast out those of us who would bring another perspective. I believe that to the degree that we get involved in issues — that we become articulate spokespeople [and] join organizations that are on the forefront — they will have less of an ability to ignore us, and less of an ability to cut us out of the programming as they are putting together shows that are related to issues.

WALSH: I would like to thank my guests. Let me thank my guest in Washington, Kay James, for being with us. Also, Linda Mintle, Dale Hanson Bourke, and Dee Jepsen. Thank you all for being with us. ■

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Calif., will provide information on what promises to be an exciting convention.

For the second year, prize drawings will be held in the exhibit hall. Full convention registrants will be eligible to win prizes such as a leather Special Edition Thompson Chain Reference Bible, an NAS Computer Bible, a contour and zip code boundary map, or three days in Bermuda. Drawings will be held Sunday and Monday at 5:30 p.m. in the exhibit hall.

The 1992 NRB Media Exposition will be open on Sunday, January 26, from 1 to 6 p.m.; on Monday, January 27, from 10 a.m. to 6 p.m.; and on Tuesday, January 28, from 10 a.m. to 2 p.m. The exhibits are open to the general public (\$10/1-day or \$25/3-days) as well as convention attendees.

The following is a list of exhibitors who will be participating at NRB 92 (as of November 20, 1991).

AGENCIES

- ◆ ADREP International, Inc.
- ◆ B.B.C. Marketing
- ◆ The Domain Group
- ◆ Select Religious Broadcasting

ASSOCIATIONS

- ◆ Christian Management Association
- ◆ ECFA

CONSULTANTS

- ◆ Chris Lytle & Associates
- ◆ Soma Communications, Inc.

COMPUTER HARDWARE/ SOFTWARE

- ◆ CBSI/Custom Business Systems, Inc.
- ◆ Dataworld
- ◆ Master Software Design, Inc.
- ◆ Music Scan
- ◆ Samuelson Computer Services, Inc.

EDUCATION

- ◆ Fetal Teaching Systems

EQUIPMENT

- ◆ ATI-Audio Technologies, Inc.
- ◆ Bradley Broadcast Sales
- ◆ Broadcast Electronics, Inc.
- ◆ Cablewave Systems
- ◆ Christian Duplications International, Inc.
- ◆ Chyron Corp.
- ◆ Circuit Research Labs
- ◆ Crouse-Kimzey Co.
- ◆ Fidelipac Corp.
- ◆ Harris Corp., Broadcast Div.
- ◆ Media Concepts, Inc.
- ◆ Radio Systems, Inc.
- ◆ Shively Labs
- ◆ Sony Corporation of America
- ◆ Systems With Reliability, Inc. (SWR)
- ◆ Television Technology Corporation
- ◆ Telex Communications

FUNDRAISING

- ◆ Alexander, O'Neill, Haas & Martin
- ◆ American Church Lists
- ◆ InfoCision Management Corp.

- ◆ Northern Lights Communications, Inc.
- ◆ Response Unlimited

MINISTRIES/ MISSION GROUPS

- ◆ Gospel for Asia
- ◆ Hunter Ministries
- ◆ International Bible Society
- ◆ International Cops for Christ
- ◆ International Russian Radio/TV
- ◆ Jesus Cares Ministries
- ◆ LIFE, Inc.
- ◆ Walk Thru The Bible Ministries
- ◆ World Opportunities International

MUSIC/ ENTERTAINMENT

- ◆ National Christian Choir

PREMIUMS

- ◆ B.A.C. & Associates
- ◆ Biblical Archives
- ◆ Glory to God Ministries
- ◆ Jonathan Byrd's Rare Books & Bibles
- ◆ The Marks Collection
- ◆ Messenger
- ◆ Multnomah Productions
- ◆ Project Outreach/Dayspring Greeting Cards
- ◆ Sanford Werfel - Artist

PRODUCTION SERVICES

- ◆ Capital Television Network
- ◆ CDR Communications, Inc.
- ◆ Master Track Productions
- ◆ Videolight

PROGRAM PRODUCERS-FILM/ RADIO/TV/VIDEO

- ◆ American Life League
- ◆ Berg Productions
- ◆ Concerned Women for America
- ◆ Cornerstone Digest
- ◆ The Central Message
- ◆ Christ For The Nations Institute
- ◆ Dayspring International
- ◆ Family Entertainment Network
- ◆ Family Life Ministries
- ◆ First American Monetary Consultants

- ◆ Global News Services
- ◆ Jeremiah Films
- ◆ John Hagee Ministries
- ◆ KFUE Radio
- ◆ LeSEA Broadcasting, Inc.
- ◆ Liberty Temple Full Gospel
- ◆ Life Issues Institute
- ◆ McAlvaney Intelligence Advisor
- ◆ Middle East Gospel Outreach
- ◆ Mission Network News
- ◆ National Right to Life
- ◆ REF
- ◆ Roger McDuff Evangelistic Assoc.
- ◆ The Rutherford Institute
- ◆ The Salvation Army
- ◆ Showers of Blessing Ministry
- ◆ Spectrotape/Your Story Hour/Image Media, Inc.
- ◆ Spoken Word of God
- ◆ Willie George Ministries
- ◆ World Vision

PUBLISHERS

- ◆ American Bible Society
- ◆ B.B. Kirkbride Bible Co., Inc.
- ◆ Baker Book House
- ◆ Barbour & Co., Inc.
- ◆ Bethany House Publishers
- ◆ The Bible League
- ◆ Brentwood Music
- ◆ C & D International/Pocket-Pal Albums
- ◆ Cambridge University Press
- ◆ Christian Herald
- ◆ Crossway Books
- ◆ Family of Faith Ministries/Christian Yellow Pages
- ◆ Fleming H. Revell
- ◆ Gospel Light/Regal Books
- ◆ Hartline Marketing
- ◆ Harvest House Publishers
- ◆ Hearthstone Publishers
- ◆ InterVarsity Press
- ◆ Ligonier Ministries
- ◆ The Lockman Foundation
- ◆ Moody Press
- ◆ Morning Gate Music
- ◆ Multnomah Press
- ◆ NavPress
- ◆ Nelson Ministry Services
- ◆ Pacific Press
- ◆ Questar Publications
- ◆ Rainbow Study Bible, Ltd.
- ◆ Review & Herald Publishing Assoc.
- ◆ Scripture Memory Fellowship Int'l
- ◆ Tyndale House Publishers
- ◆ Upward Way, Inc.

- ◆ Victor Books, div. of Scripture Press
- ◆ Word, Inc.
- ◆ World Bible Publishers
- ◆ Zondervan Corporation

RADIO NETWORKS

- ◆ CBN Radio Network
- ◆ Moody Broadcasting Network
- ◆ USA Radio Network

RADIO STATIONS

- ◆ WITA/WWCR

RECORD COMPANIES

- ◆ Marantha! Music

SATELLITE NETWORKS

- ◆ International Broadcasting Network
- ◆ WVCY

SATELLITE SERVICES

- ◆ Associated Press Broadcast Services
- ◆ CSN Children's Sunshine Network
- ◆ NPR Satellite Services
- ◆ Satellite Management International

TV NETWORKS

- ◆ ACTS Television Network
- ◆ Christian Broadcasting Network
- ◆ Keystone Inspirational Network
- ◆ New Inspirational Network

TV STATIONS

- ◆ Carolina Christian Broadcasting
- ◆ Christian Television Network
- ◆ Three Angels Broadcasting Network
- ◆ WACX TV - SuperChannel 55

TRAVEL/TOURS

- ◆ Alaskan Adventures
- ◆ American Christian Tours (ACTS)
- ◆ Finn Air/Travel Mart
- ◆ Founders Inn & Conference Center
- ◆ Israel Government Tourist Office
- ◆ Willowbank Hotel, Bermuda

NRB Makes Final Preparations For Convention In Washington

PARSIPPANY, N.J. (NRB) — Final preparations are under way for the National Religious Broadcasters 49th annual Convention and Exposition (NRB 92) to take place January 25-29 in Washington, D.C.

In an effort to ease the effects of the recession, NRB is extending the special advance registration discount rate through the convention itself. Thus, those who have not yet registered will have the opportunity to save \$50 off the on-site registration fee and still enjoy the greatest convention program NRB has ever offered.

Among those who have recently accepted invitations to participate in the convention program are Elizabeth Dole and Oliver North. Dole will give her testimony at the International Luncheon on Monday, January 27, while North will share his testimony at the Anniversary Banquet on Tuesday, January 28.

In addition, convention attendees will be addressed by special guest A. Konstantin Lubenchenko, chairman of the Supreme Soviet, as well as Vladimir Zots, advisor to Soviet President Mikhail Gorbachev, and Anatoly Tupikin, general director of Soviet National Radio.

The Black National Religious Broadcasters will feature Louis Sullivan, U.S. Secretary of Health and Human Services, at its Sunday evening session. For further information regarding the convention program or registration, call (201) 428-5400.

1992-93 Directory Available For Purchase At Introductory Price

PARSIPPANY, N.J. (NRB) — Production of *The 1992-93 Directory of Religious Broadcasting* has reached completion and the annual reference publication is now available to the public.

In addition to the comprehensive listings of national and international radio and television stations, program producers, equipment suppliers, print and music publishers, advertising agencies, and other religious broadcasting-related services, this year's directory will include the following special features:

- A retrospect on the 70-year history of religious broadcasting;
- A 20-year statistical summary of the religious broadcasting industry;
- A pictorial presenting the 25 members

of the Religious Broadcasting Hall of Fame;

- And six tabulated dividers to provide easy access to the major sections of the directory.

This edition of the directory is the first two-year volume since *The 1982-83 Directory of Religious Broadcasting*. Next summer's relocation of National Religious Broadcasters' (NRB) headquarters to northern Virginia would have made production of a stand-alone 1993 directory virtually impossible. Thus, a two-year volume has been produced. The next one-year edition of the directory will be the 1994 volume, which will commemorate NRB's 50th anniversary.

Until January 31, the new directory will be available from NRB at the pre-publication price of \$29.95, which is a \$20 savings off the \$49.95 list price. For further information or to place a directory order, call (201) 428-5400.

NRB Members Meet Gorbachev During Recent Trip To Moscow

MOSCOW, Russia (NRB) — In an historic meeting at the Kremlin on November 4, Soviet President Mikhail Gorbachev discussed with a delegation of North American evangelicals the future of the Soviet Union and the role of religion and democracy in its development.

Designated as "Project Christian Bridge," the group of 19 Christian leaders involved in evangelistic and humanitarian ministries was invited to Moscow by the leadership of the Supreme Soviet and top advisors of Gorbachev for a seven-day sojourn.

Among the 19 delegates were NRB members Martin DeHaan of Radio Bible Class, Alex Leonovich of Slavic Missionary Service, Richard Mason of Radio Bible Class, Mikhail Morgulis of Slavic Gospel Association, Joel Nederhood of *The Back To God Hour*, and Ronald Nikkel of Prison Fellowship International, as well as NRB executive director E. Brandt Gustavson.

Gorbachev aide Valdimir Zots, who originated the visit of the Christian delegation, urged participants in meetings with Soviet officials to "give concrete answers about how the Soviet Union can be helped."

Project Christian Bridge participants return to their churches and organizations with numerous links with Soviet leaders to provide relief, literature, broadcasts, and

other assistance. Yuri Pishchik, director of Religious Studies Institute of the Academy of Social Sciences, proposed that several of the delegates help establish a Russian Center for Democracy and Religion at his post-graduate institution which until recently specialized in training top Communist Party leaders.

"We have touched the highest levels of this nation, in government, education, and the press, and we have found a humbled people, desperate for a moral foundation upon which to build a new, more humane, more spiritual, even more Christian society," stated Nederhood, coordinator of the evangelical delegation.

Dr. Gustavson commented on the contact with believers, saying, "The warmth and depth of the Christians' love for Christ is clearly evident. In spite of great material lack, their hope is clearly in our Lord. They are very open in expressing their faith."

The NRB executive director had the opportunity to urge the Supreme Soviet leadership to allow Christian programs to be aired on radio and television, as well as to allow Christians to own radio and television stations. "It's a day when these forthright suggestions can be made which is nothing short of miraculous," he said.

The February issue of Religious Broadcasting will feature an exclusive interview with NRB executive director E. Brandt Gustavson regarding specific events of the trip.

Western Chapter Awards Actor With Golden Eagle At Regional

LOS ANGELES, Calif. (NRB) — The Western Chapter of National Religious Broadcasters (NRB) recently held its annual conference at the Los Angeles Marriott Hotel. The three-day event featured a variety of workshops and seminars, including presentations by Jim Hebert and Jeff Trautman on audience research and quality staff maintenance, respectively.

The annual banquet provided an evening of fellowship among colleagues and recognition for the year's accomplishments. Chapter president Dick Marsh presented two awards for distinguished service during the banquet. Wilbur E. Nelson, founder of the *Morning Chapel Hour* radio broadcast, was honored with the Award of Merit. Actor Dean Jones received the Golden Eagle Award, given each year to the individual who best advan-



Photo courtesy of NRB Western Chapter

Western Chapter president Dick Marsh (right) presents actor Dean Jones (left) with the Golden Eagle Award at the chapter's conference in Los Angeles, Calif.

ces Judeo-Christian values through his or her influence in the secular marketplace.

Chapter business during the conference included the election of the following new officers: Jamie Clark of Olympic Broadcasters, chapter president; Mike Trout of Focus on the Family, vice president; Dennis Warden of KKLA-FM/Los Angeles, treasurer; and John Fugler of KLRD-FM/Yucaipa, Calif., secretary.

Election of new board members included Roger Kemp of Insight for Living, Jon Campbell of Ambassador Advertising, Gary Curtis of Living Way Ministries, Jennifer MacDonald of CRISTA Broadcasting, and Dick Marsh of Marsh Broadcasting.

Plans for the 1992 western regional are under way. The conference will take place September 14-16 at the Embassy Suites Hotel in La Brea, Calif.

Southwest Chapter Elects New Members-At-Large For Region

DALLAS, Texas (NRB) — The Southwest Chapter of National Religious Broadcasters elected the following members-at-large for the region during its annual convention:

Gene Bender, KIXL-AM/Austin, Texas; Pam Long, SpaceCom Systems Inc., Tulsa, Okla.; Burt Perrault, KSBJ-FM/Humble, Texas; Raye Nell Thomas, KVTT-FM/Dallas; and Barry Thompson, KAJN-FM/Crowley, La. The chapter's executive board is comprised of Joe Willis, Phil French, Bob Lepine, and Robin Jones.

Olford Addresses Attendees At Southcentral Convention

MEMPHIS, Tenn. (NRB) — Members of the Southcentral Chapter of National Religious Broadcasters recently held their annual convention at the Omni Memphis Hotel. A seminar entitled "Radio and Music Today" hosted by Dave Dees, manager of WNAZ-FM/Nashville, Tenn., kicked off the weekend of activities. Dees was joined by Fred Flynn, manager of WGSF-AM/Arlington, Tenn., and Todd Chatman and Grant Hubbard, representatives of Word Music in Nashville.

Friday afternoon also included a sales seminar entitled "Selling Your Station or Program in Today's Market." Panelists for this seminar were Harold Penn, manager of KSUD-AM/West Memphis, Ark.; Finley Brown, sales representative for KSUD; and Bill Freeman, promotional manager for Sonlight Recording Services.

The convention banquet featured the musical ministry of Amy Roth, contemporary Christian artist from Nashville, and a message by Stephen Olford, president of Encounter Ministries. Dr. Olford received a Chapter Honor Award for over 30 years of faithful presentation of Christ through the media. Also receiving honor recognition was WEZI-FM/Germantown, Tenn., for its weekly program *Sounds of Faith*. This is the first secular station to be selected by the chapter for such an honor.

Saturday's convention events began with a production seminar directed by Tom Mann, president of Sonlight Recording Services. The session highlighted the latest in equipment and technology to assist producers in state of the art programming.

"Honoring His Excellence Through Television" was the final Saturday seminar. It featured Fred Bennett of *A Drink From the Rock* telecast; Lou Harris, producer of the television program *What Is Your Faith?*; and Jim Barnwell, producer of Adrian Rogers' *Love Worth Finding* television program. The convention concluded with a luncheon featuring a message by Ken Story, senior minister of Germantown Baptist Church.



Photo courtesy of NRB Southcentral Chapter

Southcentral Chapter president Don Johnson (far left) presents Stephen Olford (center left) of Encounter Ministries with an honor award at the chapter's convention in Memphis. Also pictured are Heather Olford and Walter Jackson.

• NATIONAL •

World Vision Joins Hands With Government To Fight Poverty

MONROVIA, Calif. (NRB) — In an innovative partnership with the federal government, World Vision has begun recruiting hundreds of church volunteers from five midwestern states to work with poor children, mothers, and families through Head Start and WIC, the food program for women, infants, and children. The public/private partnership will link World Vision's vast local volunteer network, Love Inc., with those who need assistance in overcoming poverty.

"There are thousands of children in this country in danger of slipping between the cracks of education and social services," said World Vision president Bob Seiple. "And thousands of church volunteers want to help them but don't know how. We're working to bridge this gap by bringing volunteers together with children and their parents who need guidance and mentoring."

Volunteers from 26 communities in Michigan, Indiana, Illinois, Ohio, and Wisconsin will begin working in the spring. The project is funded by a \$1.3 million grant from the W.K. Kellogg Foundation of Battle Creek, Mich., and will serve as a model for a World Vision program to be instituted nationally.

Study Shows TV Viewers Value Accuracy In News

WASHINGTON, D.C. (NRB) — The nation's television viewers give top marks to local newscasts which use credible news talent and produce stories that "bring home" everyday issues to viewers. Also valued by TV viewers are newscasts which stress fairness and accuracy and present the news clearly and concisely.

These are among the key findings of a study produced by Tony Atwater of Michigan State University in which 350 TV viewers were asked to rate the most important parts of a local TV newscast. The study suggests that broadcasters can bolster their local newscasts by market re-

search that helps them become better acquainted with viewer tastes and unique needs. Understanding what makes TV watchers tune in can strengthen a newscast's editorial features, the study stated.

Atwater's research also lent insight into why people watch local news programs. Most viewers watched to become better informed or to learn how news events would affect their lives. Disputing some long-held industry notions, the study



Photo by Bill Bray, Christian Aid Mission

Hannu and Laura Haukka of IRR/TV rejoice at receiving a fax from Moscow officials granting them a license to build the Soviet Union's first Christian television /radio network.

revealed that most people *do not* watch local news for entertainment purposes or for personal companionship to avoid loneliness.

In a unique effort to compare the assessments of typical viewers with assessments made by journalists, the study found that typical viewers and journalists are more alike than different when determining what makes a quality newscast. However, the study did find that journalists have a higher appreciation for news talent, program format, and production values.

• INTERNATIONAL •

Haukka Receives License For First Soviet Christian Network

MOSCOW, Russia (NRB) — Soviet officials have granted Hannu Haukka of International Russian Radio and Television (IRR/TV) a license to start the first Christian broadcasting network in the Soviet Union. After Rossia TV and Gos-teleradio, IRR/TV is only the third organization permitted to legally operate a broadcasting network in the Soviet Union. It is the first religious organization with network status.

The new network, Christian Television Radio (CTVR), has already been given six acres of land fronting the beltway surrounding Moscow. Plans are to construct an IRR/TV studio on two acres of the land as soon as funds can be gathered.

Organizers estimate approximately \$2 million will be needed to complete the studio. In addition, about \$3000 per month is needed to support the 100 staff members operating the network which has begun providing one hour of programming each day.

"We really don't know yet how much it [the entire project] will cost," explained Haukka, "but whatever the cost, it is worth it to give the Gospel to these millions who have been denied the Bible and Christian truth for decades."

The network will make no fundraising appeals over the air, and will initially rely almost entirely upon western Christians to support its operations.

IRR/TV, started by Haukka and his wife in 1977, was the first indigenous Christian broadcasting ministry to begin operations in the Soviet Union. It already broadcasts a weekly radio program on 2500 stations and television programs on 13 regional super-stations, as well as nation-wide network television.

IRR/TV gained international attention by producing the Russian version of the CBN *Superbook* Bible cartoon series for national broadcast. The program has produced a flood of over 1 million letters that are being followed up by local churches.

ches in cooperation with five regional counseling centers operated by IRR/TV.

"The next 24 months will be crucial to reaching millions of Russians with the Gospel," Haukka said. "We do not know what the future holds for the Soviet people, and we must use this opportunity to reach them now while their hearts and minds are vulnerable to new ideas and spiritual concerns."

European Broadcasters Begin New Evangelical Organization

LONDON, England (NRB) — All Souls Church in London was recently the site of a meeting which launched the Fellowship of European Broadcasters (FEB), a new European evangelical broadcasting organization.

Thirty-one broadcasters representing evangelical media organizations from nine European nations met to form the group. According to FEB representatives, the new fellowship will provide a forum for the exchange of information, services, and ideas, as well as opportunities for joint ventures and training.

In addition, the fellowship will provide representation of the European Economic Community on matters related to religious broadcasting. Membership is limited to individual Christian broadcasters — including those working in secular media — living and working in Europe.

Harvey Thomas, former public relations consultant to Margaret Thatcher, was elected fellowship chairman. Elected to a working group which will draft a constitution were Dalibor Krupa of Czechoslovakia, David Olson of Belgium, Ger de Ridder of Holland, Roger Stanway of Britain, and Juergen Werth of Germany. Members present pledged over \$10,000 to launch the organization.

Buenos Aires Crusade Reaches Five Million People Via Satellite

BUENOS AIRES, Argentina (NRB) — Evangelist Billy Graham packed Argentina's largest stadium when he addressed enthusiastic crowds during his recent crusade in Buenos Aires. The River Plate Stadium, site of the 1978 World Cup Soccer finals, averaged crowds of 62,000 per night, with an overflow of the 76,700-seat stadium at the final two meetings.

Through Mission World Latin America, the crusade was extended by

satellite, television, and video across six time zones throughout 20 countries in South and Central America, as well as to Mexico and Spanish-speaking countries in the Caribbean. The five million individuals attending the satellite venues makes this the largest event Dr. Graham has ever held in his 50 years of preaching and the largest outreach in the history of the church in Latin America.

People flocked to each of four broadcasts at 850 satellite locations, most of which received overflow crowds beyond the expectations of local church leaders. Some meetings were moved from indoor auditoriums to outdoor parks so large screens could be set up to accommodate the crowds.

In Nicaragua and several other countries where heavy rain was reported, throngs of people still attended the meetings. Nicaraguan church leaders said 8000 people attended the satellite crusade in Esteli, with more than 500 individuals responding to the invitation to make a commitment to Jesus Christ. They added that the number of people in the stadium exceeded the total population of the village, as many people had traveled in from outlying areas.

In Guatemala, attendance at one of the meetings tripled after the first night, and there were not enough counselors or ushers to handle the crowds and the response to the invitation.

The programs were interpreted by Mission World into six languages, and 33 musical inserts were pre-produced involving upbeat gospel music from top Latin American Christian talent. Additionally, 15 testimonies from leading personalities and sports figures were inserted into the programs to further adapt this outreach to the specific cultures of each country.

According to Mission World director Bob Williams, this was especially important due to the demographics of the Latin American population, 50 percent of which is under 14 years of age.

"Effective evangelism isn't events, it's people reaching people; it's not arrangements and publicity, it's spiritual preparation long before anyone hears the message," Williams said. "More encouraging than the numbers and statistics is the emphasis on training which the pastors here have provided across Latin America — more than we have seen on any other continent."

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The Middle East: Israel & The Islamic Revival

by David Aikman

*The following is the second 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 recent presentation given by Time magazine senior correspondent David Aikman. In February, Aikman will discuss the future of Communism in China, trends in East Asian economics, and effective methods for relating the Gospel to Chinese society.*

Nearly one year ago, United States and allied forces scored a great military victory over a very dangerous, aggressive opponent in the form of Iraq, led by a cunning, skillful megalomaniac named Saddam Hussein. I do not for one moment want to detract from the magnitude of the success of the military operation, the bravery of the people involved, or the sense of God's protecting hand. But that event may not turn out to be the most important event of recent years in the Middle East.

Israel's Influx Of Soviet Jews

I consider the most important event to have been, and to continue to be, the massive influx of Soviet Jews into Israel. In the last 18 months alone, the figure of that influx has approached 300,000. In the course of another two years the total migration since the flood gates opened in 1988 and 1989 could approach one million. You do not have to be a geographer to see how that influx will dramatically change the whole demographic equation in Israel's relationship with the Palestinians living in the occupied areas.

First, the demographic change has provided a sense of optimism and security about Israel's future in terms of population that the nation has not experienced since the 1950s. Second, it has created immense economic needs and has fortified a certain increase in Israeli nationalism that has put Israel and the United States in an extremely delicate diplomatic situation — a situation which if handled badly by either side, could lead to a disastrous diplomatic clash.

United States-Israeli Relations

How the United States-Israeli relationship is handled is important not just for the Middle East and for Israel but for the United States as well, because of the importance a strong and stable United States has for the rest of the world as a whole.

If, for example, there was a full-scale clash between the lobby groups that support Israel's policy (using the term "lobby groups" in a neutral sense) and an administration determined to win "a battle against these lobby groups," there could be dangerous, anti-semitic backlash in this country which would have profound and very disturbing consequences for our society.

Therefore, it is vital that the United States and Israel find the best possible conditions to resolve arguments over such issues as the United States' funding of the \$10-million loan guarantee which is necessary to help settle the influx of Soviet Jews.

That is one part of the Middle East equation. The other part is the Islamic revival, sometimes misleadingly called "fundamentalism."

Islamic Quest For Change

We in the West, asleep as usual as the rest of the world went on its very complicated and confusing way, totally ignored the build-up of Islamic sentiment in Iran until just before the Shah was forced out in 1978, prior to the Ayatollah Khomeini's move to power.

I have done a lot of reporting in the Middle East amongst Islamic "fundamentalists." I have met people like the most prominent of the Algerian Islamic leaders, Abassi Al-Madani, who is now in jail, an unwitting guest of the Algerian military. I have talked to these people at the highest and the lowest level, and this is not a religious revival in the sense that large numbers of people are looking for God and truth.

They may be looking for meaning in life, but what they are really looking for is economic and social change in the most



dramatic way possible. They seek change because they see their societies locked into poverty and backwardness, falling further and further behind the successful, wealthy countries of the West, and of course, Japan.

Rise Of Anti-Western Sentiment

The Islamic revival is a political revolution against the West that happens to wear the garments of Islam, because Islam has great mobilizing potential as a unifying cultural and social system. This Islamic revival is not stopping just because we are not paying attention to it and no country has fallen recently. It is turning out to be one of the most potent elements in the whole equation of Israel versus the Arab and Islamic world.

To give but one example, isn't it extraordinary that a man like Saddam Hussein — a very poor Moslem by Moslem standards, a man who drinks alcohol, whose personal life is deplorable, who punished, tortured, killed Islamic notables by the hundreds — could successfully pose as a champion of Islam against the West during his brief war in the Gulf? Extraordinary, yes, except when you grasp the level of anti-Western feeling that is propelling events in the Middle East at an inexorable pace.

Relating The Gospel To Islam

How do we relate the Gospel to Islamic revivalism? In a direct sense we don't. However, there are many ways in which we can circumvent the direct attack upon the West of the Islamic hatred of what it considers to be Western oppression, Western monopoly of power, and Western pornography and crime. We can circumvent that direct challenge by showing the connection between political freedom and belief in the inherent value of the individual, which is a Christian concept.

Once Arabs and Moslems who yearn for democracy and political change begin to understand that democracy is related to ethical principles rooted in a Christian idea of the unique sacredness of human life and

CONTINUED ON PAGE 50

NATIONAL RELIGIOUS BROADCASTERS

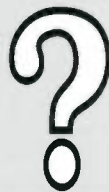
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*Dr. David W. Clark
President, National Religious Broadcasters*



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TRADE TALK

Search for Spirituality, a National Council of Churches production documenting the emerging trend of America's return to church and religion, will air January 19 on ABC-TV. *Search for Spirituality* is the fourth and final program in the 1991-92 Vision and Values series which began last September.

Also scheduled to appear this month on ABC-TV is the network debut of the award-winning video series *McGee & Me!* Saturday, January 25 has been selected for the first airing which will feature Episode One.

Representatives of **Feed the Children**, an international hunger relief organization, recently returned from Russia where over 110,000 pounds of food and medicine was distributed to hospitals and orphanages in Moscow and Minsk. In addition, **Global Advance**, a Christian organization which trains international church leaders, is responding to the food crises in the republics of Russia and Byelorussia by providing grain purchased in Hungary.

Christian broadcasters have a new resource for locating talented personalities for talk shows and interviews. *Interviews & Reviews Magazine* (I&R) presents information from a Christian perspective about authors, seminar speakers, and other related professionals in a format similar to that of the *Radio-TV Interview Report*. The publication is owned by Media Advocates, a Mesquite, Texas-based organization which, according to company representative **Sandra Kreeger**, seeks to enhance the Christian broadcasting industry through training programs and publishing. For further information, call (214) 613-4033.

John MacArthur's **Grace Community Church** in Sun Valley, Calif., recently celebrated its 35th anniversary with a special Sunday morning service featur-

ing a multimedia presentation; an afternoon Vesper Communion Service followed. In addition, the production of the eight-millionth tape of *Grace To You* has also been announced.

The Federal Communications Commission recently granted **WTLR-FM/State College, Pa.**, permission to upgrade from 10,000 to 25,000 watts. WTLR is a non-commercial, educational station which currently serves a six-county area in central Pennsylvania.

The total attendance for the November **Metro Manila Say Yes! to Christ** crusade featuring evangelist Luis Palau exceeded 235,000. Nearly 7000 Filipinos made first-time commitments to Jesus Christ. An estimated 10,000 more came forward as rededications. The Far East Broadcasting Company and three other radio stations broadcast the evening rallies throughout the nation.

The Radio Revival Hour, founded by speaker N.K. Powell, celebrated 50 years of continuous broadcasting on December 29, making it one of the oldest religious radio ministries in the world.

Focus on the Family has converted its monthly promos and *James Dobson Family Commentary* to

digital compact disc. The first CDs were made available last month to radio stations in the United States and Canada through a special promotional package.

World Vision was recently recognized by the Association of Volunteer Administration (AVA) with a service award for excellence in recruiting and organizing volunteers. In 1990, World Vision's

national volunteer arm, Love Inc., linked more than 100,000 volunteers and thousands of dollars in services to more than 82,000 needy people.

Gateway To Joy, the women's daily radio program featuring author and speaker Elisabeth Elliot, has selected a new hostess, **Lisa Barry** of Maple Grove, Minn. Although *Gateway To Joy* is produced in Lincoln, Neb., Barry will remain in Minnesota, recording her portions of the program in the studios of KTIS-AM-FM/Minneapolis.



Lisa Barry

SpaceCom Systems

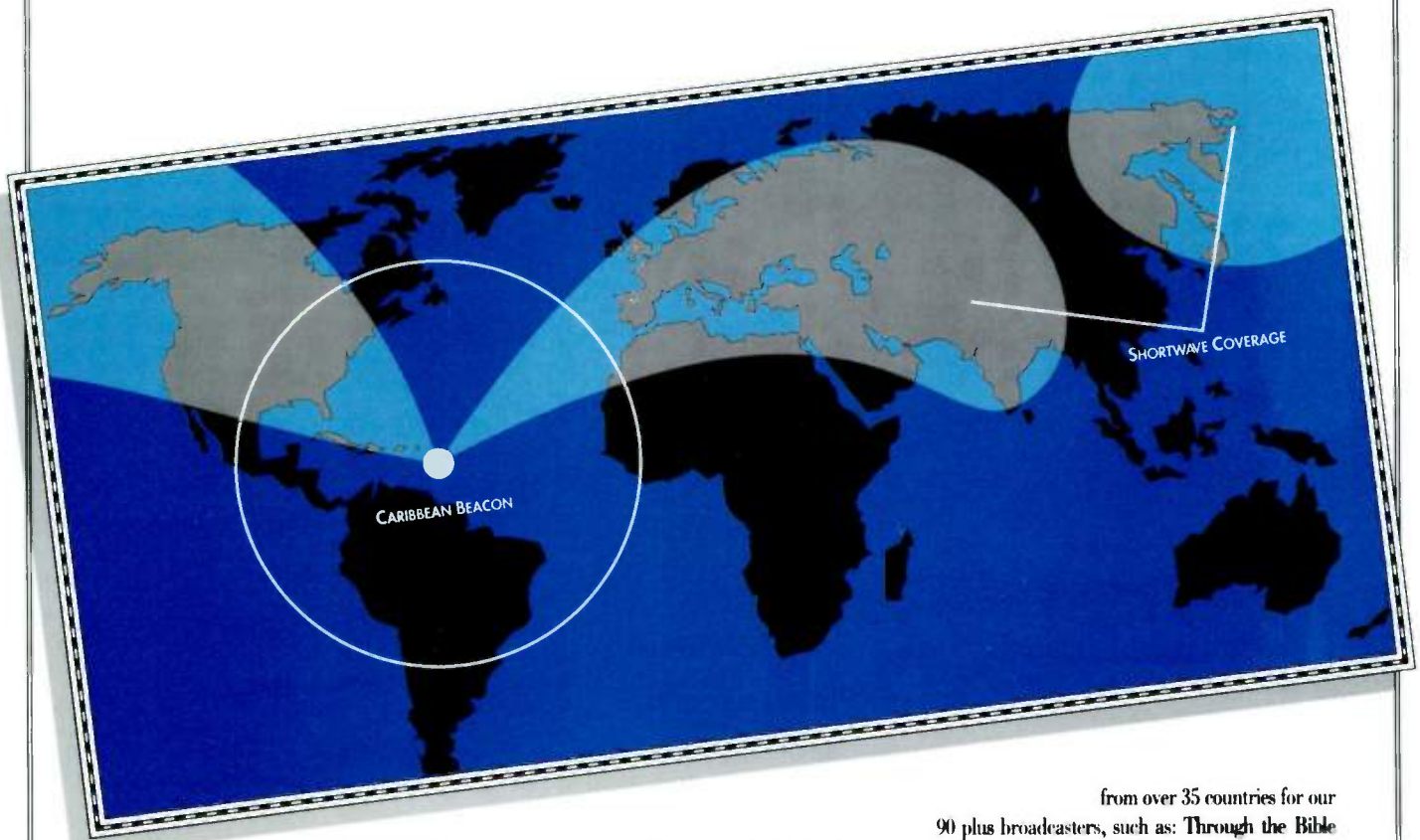
Inc. has finalized an agreement for a second transponder on the Hughes Communications satellite SBS-6. SpaceCom will use the new transponder to serve its FM squared transmission customers beginning this month. According to SpaceCom representatives, the new transponder will provide customers' signals with an average of 25 percent more power.

Benson recording group **Glad** recently made a special appearance at "Follow That Star," a charity event for the Tear Fund, Compassion International's sister organization in England. The event took place at the famous Theatre Royal, Drury Lane, on December 22, to raise money for 2000 needy children. The evening was highlighted by the London Symphony Orchestra with which Glad performed selections from *The Symphony Project* and its current release, *An Acapella Christmas*.

The National Christian Radio Seminar (NCRS) recently launched the "Sales Boot Camp." The Boot Camp was held in Nashville, Tenn., in an effort to strengthen the sales training offerings for the gathering of Christian radio personnel at the Gospel Music Association Convention in April. Under the direction of NCRS board members Paul Martin of

CONTINUED ON PAGE 40

THE CARIBBEAN BEACON IS COMING ON STRONGER AND STRONGER



The Caribbean Beacon is one of the most powerful missionary voices in the world.

Located in the heart of the Caribbean on the island of Anguilla, the Beacon is broadcasting 24 hours a day on Clear (Channel 1610 kHz with 50,000 watts of transmitter power (with additional power increase planned in the near future) and on 690 kHz (with another 50,000 watt transmitter).

But it doesn't stop there!

In the next few months, a high-powered shortwave will be operational with one antenna providing cov-

erage of the United States, Canada, Alaska, Japan and Far Eastern Russia. A second antenna will deliver an audience from the Mediterranean Countries to Scandinavia, extending across Europe through Western and Central Russia, blanketing the Middle East and curving down across India.

And that's just the beginning!!

There will be more to come, including a Spanish schedule by which your program could be instrumental in tearing down the walls in Cuba, the world's last communist stronghold. The Caribbean Beacon stations are producing amazing responses

from over 35 countries for our 90 plus broadcasters, such as: **Through the Bible Radio; Dr. David Regan; Clinton and Sarah Utterbach; Words of Hope; Rev. R.W. Schambach; and Dr. Gene Scott.** Prime broadcasting times are still available and right now is the time for you to expand your radio ministry to reach the world by becoming one of the outstanding broadcasters on these powerful stations. For information on current availabilities and rates for these mighty voices to the world, please contact:

Caribbean Beacon / Stateside Office
Program Director
730 E. Broadway
Glendale, CA 91205
(818) 243-1220

GIVE THE WINDS A MIGHTY VOICE!

(Circle 190 on the Reader Service Card)

TRADE TALK . . . CONTINUED FROM PAGE 38

Salem Radio Representatives and Bob Lepine of KSLR-FM/San Antonio, Texas, the Sales Management Track Committee has announced the second Boot Camp will take place Saturday, April 4. For further information, call (615) 242-0303.

Bruce W. Dunn of Grace Presbyterian Church in Peoria, Ill., has retired after 40 years as senior pastor. Dr. Dunn was honored in November by his congregation at a special service which featured such notables as Joseph Stowell of Moody Bible Institute and Al Sanders of Ambassador Advertising Agency. Dr. Dunn has been named pastor emeritus of the Grace congregation and will continue to be featured on the *Grace Worship Hour* radio program.

KQCV-AM/Oklahoma City, Okla., recently co-sponsored a sold-out Prison Fellowship banquet with Chuck Colson as the featured speaker. KQCV supports Prison Fellowship through sponsorship of Project Angel Tree. Station general manager Robin Jones interviews prison inmates by phone concerning their involvements with Christian ministry, while KQCV staff member Paul Sublett conducts a weekly Prison Fellowship Bible study at Oklahoma's federal prison in El Reno.

Author/broadcaster Vern McLellan has released *Hornets' Hoop Lines*, (Associates Press) a compilation of quips and quotes from past and present basketball greats. Proceeds from the sale of the book are contributing to the Uptown Shelter, a facility which provides assistance for the homeless in Charlotte, N.C. To receive a copy of *Hornets' Hoop Lines*, send a tax deductible donation of \$6 or more to the Uptown Shelter, P.O. Box 31603, Charlotte, NC 28231.

The Archives of the Billy Graham Center at Wheaton College is this year's recipient of the Society of American

Archivists' highest prize for institutions, the Distinguished Service Award. This year's award is significant in that it is the first time a religious archives has received such recognition.

WAYJ-FM/Fort Myers, Fla., recently conducted its fourth Birthday Celebration/Fall Shar-a-thon. Total monthly pledges amounted to \$25,500.

On his recent trip to Russia, Revival Fires Ministries director **Cecil Todd** met with Minister of Education Gennady Yagodin. Yagodin gave his enthusiastic



Photo courtesy of KQCV-AM
Under the direction of station general manager Robin Jones (right), KQCV-AM/Oklahoma City, Okla., recently co-sponsored a Prison Fellowship banquet featuring Chuck Colson (left).

approval for the distribution of New Testament Bibles by the ministry to the students in Soviet public schools. The two men also discussed strategies for the distribution process.

The Federal Communications Commission has granted approval of the transfer of ownership of WYCL-FM/Reading-Boyetown, Pa., to the WDAC Radio Company in Lancaster. After two changes of call letters, location, ownership, and format in as many years, **WBYN-FM** (originally **WBYO-FM**) returned to the air December 1. The station now features a southern and country gospel format, in addition to national evangelical Bible teaching and issue programming. WBYN has returned to its former Boyertown address and will continue to operate as a 24-hour commercial station.

WROM-AM/Rome, Ga., has moved to a new 1600-square-foot facility located at 1105 Calhoun Avenue, Rome, GA 30162. Veteran broadcaster **Jim McRee** has been named station manager.

Jack Hayford, speaker for the *Living Way* radio and television ministry, is the general editor of the new *Spirit Filled Life Bible* recently released by Thomas Nelson Inc. According to Thomas Nelson representatives, the *Spirit Filled Life Bible* is the first study Bible ever to address the "entire Body of Christ from the perspective of the broader Pentecostal/Charismatic community."

Bob White, general manager of WFEL-AM/Baltimore, Md., has left the station to pursue other career interests. He is currently a media consultant and is serving in the capacity of part-time account executive for Traffic Team, a Baltimore-based traffic reporting service. White's telephone number is (410) 931-1176.

Frank E. Stranges, Christian broadcaster and International Theological Seminary president, has been appointed chief chaplain of the Veterans' Forum. Dr. Stranges has also been nominated for national

chaplain of the Association of Chiefs of Police.

KLRD-FM/Yucaipa, Calif., recently participated in a drive to collect canned foods and toys for needy families at Christmas. The drive was promoted through a series of remote broadcasts called *The Traveling KLORD Christmas Party*.

HCJB World Radio has announced plans to move its international headquarters from Miami, Fla., to Colorado Springs, Colo. HCJB president Ron Cline stated the move would provide a "more desirable quality of living, as well as a reasonable cost of living for [the] staff." In addition, shortwave radio **HCJB/Quito, Ecuador**, recently announced it has begun broadcasting

Christian Best Sellers!

CLOTHBOUND

- *(1) 1. *The New World Order*, Pat Robertson, Word Publishing
- (3) 2. *The Coming Economic Earthquake*, Larry Burkett, Moody Press
- 3. *Under Fire*, Oliver North with William Novak, HarperCollins Publishers and Zondervan Publishing House
- (2) 4. *In the Eye of the Storm*, Max Lucado, Word Publishing
- 5. *Simple Faith*, Charles Swindoll, Word Publishing
- (20) 6. *Life's Not Fair, but God Is Good*, Robert H. Schuller, Thomas Nelson Publishers
- (4) 7. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
- (8) 8. *Prodigals and Those Who Love Them*, Ruth Bell Graham, Focus on the Family Publishing (Word)
- (5) 9. *Hope for the Troubled Heart*, Billy Graham, Word Publishing
- (16) 10. *Quiet Times for Couples*, H. Norman Wright, Harvest House Publishers
- (18) 11. *Little House in the Ozarks*, Laura Ingalls Wilder and Stephen W. Hines, Editor, Thomas Nelson Publishers
- 12. *Passages of Marriage*, Frank and Mary Alice Minirth, Brian and Deborah Neuman, and Robert and Susan Hemfelt, Thomas Nelson Publishers
- 13. *Why America Doesn't Work*, Chuck Colson and Jack Eckerd, Word Publishing
- (9) 14. *The Grace Awakening*, Charles Swindoll, Word Publishing
- (7) 15. *Fit to Be Tied*, Bill and Lynne Hybels, Zondervan Publishing House
- (11) 16. *Love for a Lifetime*, James Dobson, Multnomah Press
- (17) 17. *The Applause of Heaven*, Max Lucado, Word Publishing
- (10) 18. *Straight Talk*, James Dobson, Word Publishing
- (12) 19. *How to Be Pentecostal Without Speaking in Tongues*, Tony Campolo, Word Publishing
- (14) 20. *A Touch of His Freedom*, Charles Stanley, Zondervan Publishing House

PAPERBACK

- *(13) 1. *Warsaw Requiem*, Bodie Thorne, Bethany House Publishers
- (1) 2. *A Woman Named Damaris*, Janette Oke, Bethany House Publishers
- (2) 3. *Good Morning, Holy Spirit*, Benny Hinn, Thomas Nelson Publishers, Walker & Co.
- (3) 4. *This Present Darkness*, Frank Peretti, Crossway Books
- (5) 5. *Stick a Geranium in Your Hat and Be Happy!*, Barbara Johnson, Word Publishing
- (6) 6. *Roses for Mama*, Janette Oke, Bethany House Publishers
- (8) 7. *Piercing the Darkness*, Frank Peretti, Crossway Books
- 8. *God Uses Cracked Pots*, Patsy Clairmont, Focus on the Family Publishing (Word)
- (7) 9. *Dead Air*, Bob Larson, Thomas Nelson Publishers
- (15) 10. *The Blessing*, Gary Smalley and John Trent, Pocket Books
- 11. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co. Fleming H. Revell Co.
- 12. *A Woman's Guide to Spiritual Warfare*, Quinn Sherrer and Ruthanne Garlock, Vine Books (Servant Publications)
- (11) 13. *Love Is a Choice*, Robert Hemfelt, Frank Minirth, and Paul Meier, Thomas Nelson Publishers
- (4) 14. *A Place in the Sun*, Michael Phillips and Judith Pella, Bethany House Publishers
- (10) 15. *The Crown and the Crucible*, Michael Phillips and Judith Pella, Bethany House Publishers
- (18) 16. *Joshua*, Joseph Girzone, Macmillan Publishing Co.
- (17) 17. *Mere Christianity*, C.S. Lewis, Macmillan Publishing Co., Walker & Co.
- (9) 18. *Becoming a Woman of Excellence*, Cynthia Heald, NavPress
- (16) 19. *The Love Hunger Weight-Loss Workbook*, Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed, Thomas Nelson Publishers
- 20. *Danzig Passage*, Bodie Thorne, Bethany House Publishers

*Last month's position

This list is based on actual sales in Christian bookstores in the United States and Canada during November. All rights reserved. Copyright 1992 CBA Service Corporation and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association.

programs in the Kikongo language to the western African nations of Angola, Congo, and Zaire.

Star Song Communications and radio personality Rick Tarrant (*20 the Countdown Magazine*) of Communion Communications are sending their new series, *Words of Encouragement*, to ministers, speakers, and key industry leaders from the Christian community. The three-tape series, *Words of Joy*, *Words of Peace*, and *Words of Love*, is a production of the spoken Word of God over a reflective bed of music. For more information, call (615) 269-0196.

Major Jorge M. Booth has been appointed as the new producer for the Salvation Army's *Wonderful Words of Life* radio program. Booth recently transferred to the USA Southern Territory from international headquarters in London, England.

Christian Video Enterprises Inc. has announced the release of the *Bernie-Venture Video Sampler*. This narrated sampler shows exciting scenes from all 12 episodes of *The Gospel According to Saint Bernard* video series. For further information call (305) 321-0106.

The K-LOVE Radio Network has just completed its most successful Shareathon to date. Monthly pledges totalling more than \$106,000 were made, and more than \$43,000 in one-time gifts were donated.

David Hocking's Calvary Church of Santa Ana, Calif., recently celebrated its 60th anniversary with the dedication of a new 3200-seat worship center. The new facility features an orchestra lift, theater-style seats on a multi-sloped floor, a custom designed digital audio sound system, and a four-camera complete television control room.

Sandi Patti and Hallmark are collaborating on a special Christmas release which will appear in Hallmark stores in time for the 1992 Christmas season. The project, entitled "Celebrate Christmas," features Patti and the London Symphony Orchestra. The cassettes and CDs will be distributed only through Hallmark stores and will be available in November.

The animals of *Critter County* and their creator Christine Wyrzten recently ventured to the wilds of the Cincinnati (Ohio) Zoo for activities which took place during the second annual Zoo Fellowship Week. The special celebration featured programs and events specifically designed for church youth groups.



Christine Wyrzten

WWDJ-AM/Hackensack, N.J., has announced the appointments of Wendy Bucceri to the position of promotion director and Keith Stevens to the position of program director and morning drive personality.



Wendy Bucceri

Gil Few, long-time Christian music sales executive, has resigned his position as vice president of sales at Spectra Distribution Inc. to devote his energies to Gil Few & Associates, his new Christian music product development, marketing, and sales consulting service. The new firm is located at 468 McNally Drive, Nashville, TN 37211. The telephone number is (615) 831-0180.

Religious Broadcasting is pleased to debut *Programming Issues* in its redeveloped format. Throughout the year, distinguished members of the religious broadcasting community will address the most current issues and trends in programming and its related fields.

Future issues will include articles by Bob Augsburg of *Programming Plus*; Char Binkley of *WBCL-FM Fort Wayne, Ind.*; Paul Hollinger of *WDAC-FM Lancaster, Pa.*; Todd Isberner of *Skylight Satellite Network*; Bob Lepine of *KSLR-AM San Antonio, Texas*; Rod Robison of *Family Life Broadcasting*; and Jim Sanders of *Ambassador Advertising*. In February, Sanders will delve into the controversial subject of program length standards.

"So, are you it?"

The question was inevitable. I had been hearing it for years. My male interrogator meant no insult but was frustrated by his lack of options.

Perfect Timing: Women In Christian Media Management

by Char Binkley

"Aren't there any more women in management we can nominate for the committee? I don't suppose you. . ."

Why aren't there more women in Christian media management? In pondering this question I considered the obvious. Even in secular organizations there have not been many women in management. Only in recent years has there been an acceptance of women in Christian leadership.

Let's look forward, however, to a time when women not only aspire to management but have greater opportunity to experience it. Hoping the female reader may have that aspiration, here is a "Preparation Checklist for Future Female Managers."

(1) Recognize media management as a viable ministry career goal. The journey to management may seem long from where you are now, but it is worth the effort if you have good people management skills.

There are a few safe places left in this

world. As a manager you have the opportunity to create a safe place for your staff members — a place where they can grow and flourish to be their best in ministry for the spiritual benefit of an audience of thousands daily.

You have the opportunity to develop quality ministry standards so your audience can experience Christian broadcasting at its best. Imagine taking all that you believe a ministry should be and molding your station to that excellence.

(2) Experience as much as possible on your way to management. Before I became a manager, it would irritate me that I was always asked to take the minutes at a meeting simply because I was the only woman present. Now, however, I find the skills developed in that role enable me as the committee chairperson to summarize a decision or procedure so the intended action is clear.

Never underestimate the value of what you learn in a servant role. Remember: ministry management at its best is servant leadership. Also, you never know what skills you will need. Using a toilet plunger or a broom are not beyond the call of management duty.

(3) Practice being a team player. She who is a good team player will be a good team manager. Sharon's greatest goal was to be a manager, but being a lone star was her daily mode of operation. On group assignments she sorted out the segment of the job she wanted and produced it without a flaw. She made certain her portion of the assignment was better than anyone else's. When it came time for credit she did not want her name linked to the completed project, only her perfect segment.

Should Sharon become a manager, she and her employees will experience major frustrations:

- None of her employees will be able to perform to her satisfaction.
- Sharon will be unable to nurture others for fear their talents will outshine hers.
- Since Sharon will desire the limelight, she will find great difficulty in the team receiving the credit for the success of the ministry.

(4) Share your management goals with your supervisor. Barbara expressed to me the frustration she felt at being continually overlooked by her manager when promotions were given. Knowing that she was a gifted and competent worker, I asked



if she thought her manager knew of her aspiration to one day be a manager. Chuckling, she said, "No, I thought he would have guessed it."

Often managers assume that competent employees are doing exactly what they will want to do forever, while the employee is working hard "hoping to be noticed" and promoted. Discuss your goals with your manager. Are promotional opportunities possible within your organization? Are you being groomed for an advanced position? Should you not be promoted to a position for which you felt you were qualified, ask why. Ask in order to learn of the areas in which you need to improve.

(5) Do not reinforce stereotypical myths about women. The humorous greeting card reads, "Women proclaim how independent and capable they are and then go to the ladies' room in groups!" By our own words and behaviors we have the ability to sabotage progress by reinforcing the myths regarding women in leadership.

While statements such as, "Must be PMS" or "Just like a woman, I've changed my mind again" may be offered as humor, they serve to reinforce the myth that women cannot be trusted to be good managers due to hormones. It is interesting to note that the woman who makes such statements would be highly offended should a male peer or supervisor make them.

(6) Do not concentrate on invading the male fraternity. The best professional advice that can be given to a woman was given to me by my husband when I entered Christian media management. He said, "Char, don't spend your energy being frustrated over exclusion from the male

CONTINUED ON PAGE 50

Woodrow Kroll brings the Bible to life for you!

Trying to comprehend God's Word can seem overwhelming at times. But if you don't know what the Bible says, you can't live as you should.

Now Woodrow Kroll, Back to the Bible's General Director and Bible Teacher, brings you practical, encouraging teaching that will help you discover how God's Word relates to *every* area of your life. And he'll make the Bible come alive for you in a fresh, exciting way.

Tune in today to Back to the Bible for biblical messages that will change your life!

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(Circle 117 on the Reader Service Card)

Televangelism and American Culture: The Business of Popular Religion

by Quentin J. Schultze
Baker, 1991

Reviewed by Harry Conay

In a lengthy introduction to *Televangelism and American Culture: The Business of Popular Religion*, author Quentin J. Schultze (who edited the well-received *American Evangelicals and the Mass Media*), quickly reveals the book's premise and the content of each chapter, thereby tempting the busy reader to skim or skip the rest. Resist the temptation, for that which is only briefly mentioned therein is subsequently examined in rich detail.

The stated purpose of this well-organized book (written in a no-nonsense manner reminiscent of a graduate level thesis), is to examine "how and why televangelists are helping to transform American Christianity from a church into a business. . . . An examination of these trends indicates that marketing and ministry are now close partners. Each influences the other, and not usually for the good."

Later, Schultze adds that television ministries "are increasingly dependent upon the strategies of modern advertis-

ing, sales promotion, marketing, and management." He details their use of modern technology; their questionable fundraising techniques; the emotional manipulation of viewers; negative influences on local church values, beliefs, and practices; notable television personalities; recent health and wealth heresies; the superficial glitter and glitz of entertainment; and the original scandals involving Jim Bakker and Jimmy Swaggart.

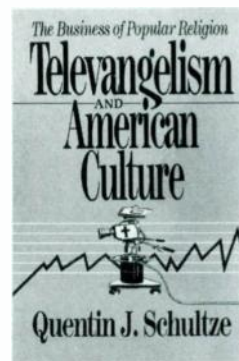
As here depicted by Schultze, televangelism has become quite worldly and he is critical of shortcomings, its negative influences, and especially its lack of positive evangelistic results. Since he feels they are essentially preaching to the already converted, Schultze characterizes contemporary televangelism as "largely an evangelistic flop," more interested in soliciting funds to sustain programming than in evangelizing — despite all their highly charged rhetoric to the contrary.

In the final chapter, entitled "Redeeming the Electronic Church," Schultze "offers some suggestions for bringing televangelism under the critical purview of the church." These are certainly worth considering (if one can manage to envision "the church" imposing a standard of unity and discipline

upon such a free-wheeling medium as television when it cannot speak in a united voice on behalf of the myriad denominations and independent congregations which comprise it).

The reader is urged to note that, because Schultze bases his discussion primarily on a small number of major, highly visible, nationally received television ministries, the book cannot claim to be speaking about *all* American televangelists. This is probably just as well because smaller, local broadcasters would most likely object to being lumped in the same category as Bakker, Swaggart, Oral Roberts, Pat Robertson, Jerry Falwell, Robert Schuller, Bishop Fulton J. Sheen, and Rex Humbard, to cite names which, invariably appear throughout the pages of this book (and almost always in a critical context).

As a result of their waning status and influence, much of what this book has to say about celebrity televangelists has become social history and, as a historical overview depicting the zenith



Interview Insights

by Jonathan Petersen

A new year! Time to assess your programming and determine what new and fresh approach you can offer your audience. One new element could be the inclusion of a book review feature on your station. In previous columns, we have discussed what is necessary to develop a comprehensive department at your station for reviewing books and interviewing authors. How that is practiced by some is the subject of this month's column.

Phyllis Straughan is a religious radio book reviewer in Orange City, Fla. Once a month she produces enough 60-second review spots to air Monday through Friday all month. She says she selects books to review "that help inspire the or-

dinary lay person; books for the general public." She watches for well-known authors, such as Charles Swindoll, Bill Hybels, and Philip Yancey, and makes sure to review their latest work.

In writing her 140-word daily review, Straughan builds it around a quotation from the book, taken either from the introduction, or the topic sentence in a chapter. "Generally the authors are clear in stating why they wrote the book," she says. "I look for that and determine whether they have met their goal."

She considers herself a reviewer, not a critic; she only reviews books that she feels comfortable recommending. "If I don't like a particular book, I won't

review it on the air," Straughan says. Along with adult books, she includes books for children at least once a week.

Michael Dalton produces and hosts *The Christian Bookbeat* on 100,000-watt WHCF-FM in Bangor, Maine. It is a five-minute Monday through Saturday feature aired at 12:55 p.m. It follows *In Touch* with Charles Stanley. Dalton divides books for review into two categories and reviews in both: popular topics, hot issues, and well-known authors; and cutting-edge topics, general life issues, and unknown authors. "I try to read other book reviews to stay current with what's being published and what I should include in my program," says Dalton. "I also will talk with Chris-

(some might claim, "nadir") of televangelism, the book is quite excellent. But since most of these broadcast giants are no longer on the cutting edge of the religious scene, their present influence (pro or con) is certainly open to question. That is why I cannot agree with such claims as "Televangelism may even be the flagship of American religion, setting the style and tone of local and denominational church life," or "as goes televangelism so goes American Christendom."

Nor do I believe that their methods have shaped "the church's concepts of worship and liturgy." (Whereas Schultz does not give them positive credit for success in evangelizing, I am equally reluctant to place *too much* blame on them for adversely affecting church worship in any substantive way.)

Lastly, one wonders if the author intends to imply that local broadcasters are guilty of the same flaws as the more nationally known ones. What is the impact of local broadcast ministries? In what respects do they mimic the practices criticized here? Are their evangelistic efforts more successful? Are their motives more pure? Perhaps the answers to these questions could serve as the inspiration for yet another well-researched book on American televangelism by Quentin J.

tian bookstore managers."

Dalton started reviewing books as a weekend feature, but because of popular demand it became a daily. He reviews adult and children's books as well as videos. In determining a book's value, he looks for endorsements from respected leaders and makes note of who writes the foreword to the book. He scans chapter titles and judges how each chapter accomplishes its stated purpose.

Dalton also considers himself more a recommending service. "I won't review a bad book on the air, I'll just ignore it," he says. Books he considers off limits are those that "are blatantly anti-Christian, strongly opposite to the station's philosophy and mission, or when the author's lifestyle doesn't seem to match

Schultze.

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

Seeking God: My Journey of Prayer and Praise

by **Joni Eareckson Tada**
Wolgemuth & Hyatt, 1991

Reviewed by *Donald J. Peterson*

The subtitle of this book, *My Journey Through Prayer and Praise*, can be misleading. It suggests that the book is *solely* a spiritual autobiography of author Joni Eareckson Tada, known to millions as "Joni." Although Tada does share events from her life and Christian "journey" throughout the book, her chief aim is to lead her readers, by example, to a more rewarding life of prayer and praise.

Tada accomplishes this very effectively by focusing on biblical principles of prayer and praise in light of her own encounters with a God who loves to interact with His people. And some of Tada's answers to prayer are truly remarkable — like the time on a camping trip when she asked God to bring nature close to her. The lesson here is that God sometimes takes us literally!

We soon discover in reading *Seeking God* that familiar and sometimes dry

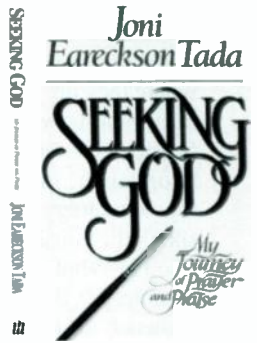
the book's message." Dalton will invite listeners to write scripts and mail them in. One unique angle is asking teenagers at the local Christian school to write reviews of youth books.

Write to me about how your station produces book reviews and author interviews. My address is Media Relations, Zondervan Publishing House, 5300 Patterson Avenue SE, Grand Rapids, MI 49530.

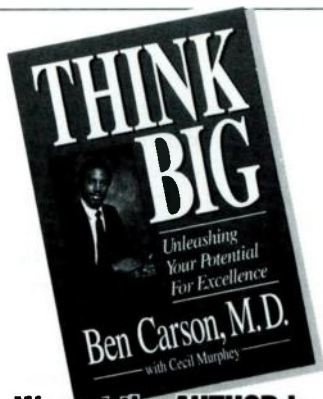
Jonathan Petersen is director of media relations for Zondervan Publishing House and executive producer of the Zondervan Radio Network in Grand Rapids, Mich. He was formerly the religion news editor of UPI Radio Network.

passages of Scripture can take on fresh meaning when tested in life's crucible. And anyone familiar with Tada's life story — including a diving accident as a teenager that left her paralyzed from the neck down — will appreciate the insights into prayer that she has gained during her 25 years without the use of her hands and legs.

Seeking God then, is more than an account of Tada's own "journey" with God, as fascinating as that is. It is also a primer on prayer for the rest of us. Questions at the end of each chapter are specifically designed for personal meditation or group discussion. And with Tada as our mentor, we have one who has not merely studied prayer as an academic exercise, but who has spent



CONTINUED ON PAGE 50



We put the AUTHOR in
AUTHORitative interviews!

Perfect for the start of the year, interview Dr. Ben Carson.

His new book, **THINK BIG**, is his philosophy that pulled him out of the ghetto of Detroit into the operating room of Johns Hopkins University Hospital in Baltimore.

Interview questions: What do you mean by the need to recognize your talent? How should someone "actively read books"? Why do you say, "Never get too big for God"?

AUTHOR AVAILABILITY: Baltimore, Md., and by telephone.

CONTACT: Media Relations, 800-727-8004.

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Several years ago, I devised a strategic approach to remind myself of what the best opportunities for fundraising are and where they lie. The strategy enabled me to determine how to invest scarce time and financial resources to produce the highest return on the investment. When determining a strategy, the following questions should be considered:

(1) What events will return the most income per dollar investment? (2) What audience do they best address? (3) What types of gifts should be solicited at each event? (4) How can I gauge results?

Below are four options to consider as fundraising methods to involve the broad-based audience in the work of your station.

direct mail piece that includes solicitations for match grants to be used in the sharathon itself.

Another component of a successful sharathon is asking local business people to underwrite specific portions of the sharathon budget, such as publicity, gift premiums, or other packageable costs of the sharathon.

Direct Mail

Direct mail, when done well, can be the leveling agent for low donor income months, such as the summer slump in July and August. And a good year-end mailing can boost giving because of tax considerations.

KTLF-FM/Colorado Springs, Colo., prepares an annual pre-sharathon mailing plus three other direct mail pieces. Because of listener commitment in the Christian community, we have found direct mail to perform better in inspirational broadcasting than in other areas of ministry due to constant personal contact with the donor via daily programing.

Telephone Solicitations

Recently, telephone solicitations have come under criticism because of the abuse of this medium by automated computer "talking voices" or by nonprofits exerting undue pressure on potential donors. Additionally, the telephone is used heavily by for-profit companies, so the consumer often feels bombarded in his or her own home.

However, over the last two years we have used "tele-ministers" to call previous

donors who did not recommit annual pledges during the sharathon. The following are reasons one might suspect previous donors did not recommit:

- They were displeased with programing.
- They did not have the funds to repledge.
- They decided to give elsewhere.

When asked why they did not call during sharathon, donors who did not repledge gave the following answers:

- They were out of town during sharathon.
- They were not aware of the sharathon.
- They could not get through because of a busy telephone line.
- They had moved from the listening area.

More than 70 percent of the non-repledging donors recommitted their pledge when approached in a low-pressure manner on the telephone. Many even expressed thanks for the telephone reminder.

The rate of return on telephone solicitation has been as high as \$20 per dollar invested. Additionally, the station made a positive public relations impact because the telephone caller asked the donor for a current prayer request for which the staff, in turn, prayed.

Broad-based fundraising — reaching large numbers of people efficiently to share the vision of the ministry — can be a great help to a station's funding strategy if the appropriate method is applied to the specific need and situation.

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.

Fundraising: Matching Need With Method

by Lauren Libby

Concerts

When money needs to be raised for a special project, one of the first suggestions is a concert. Concerts are excellent vehicles to recruit a large number of names and one-time small cash gifts. But for the potential dollars raised versus the time and resources involved, the return on investment is relatively low.

Therefore, from a pure funding standpoint, concerts are not a good investment of scarce staff time and a limited budget. However, if your goal is to build a mailing list for direct mail, to secure one-time gifts, or to build community recognition, a concert can be an excellent method.

Sharathons

The sharathon is a funding tool somewhat unique to inspirational broadcasting. The rate of return on time and funding invested is phenomenally high. However, the sharathon is not a "fix all" for the annual budget — it should be viewed as a platform for further fundraising activities throughout the rest of the year.

The return on investment can go as high as \$400 returned for every one dollar invested, provided the event is preceded by a quality, eye-catching, pre-sharathon

ELEMENTS OF SUCCESSFUL BROAD-BASED STRATEGIES

Activity	Best Audience Environment for Success	Typical Return on Investment	Comments	Type of Gift to Solicit
Concerts	Broad listening audience	1:1—2:1	Good for donor/ name acquisition	One-time cash offering
Sharathons	Broad listening audience	350:1—450:1	Solicits listener commitment	Monthly/cash/ day sponsorships/ match grants
Direct Mailings	Segments based on gift size and known donor interest	5:1—12:1	Specific projects/ programs	Cash gifts/ 3-month pledges/ day sponsorships
Telephone Recommitment Solicitation	Acquiring sharathon "recommitment" and new donor acquisition	10:1—20:1	General operating income	Monthly gifts/ one-time cash gifts

An Open Letter To The Church From The Families of Hurting People...

Dear Church:

We are the families of those who struggle with great emotional pain. Some of those we love have been abused. Some use alcohol or drugs to deaden their pain. Some get depressed, and then withdraw to avoid life itself, often searching for a reason to live.

Who are these hurting people? We feel that you view them as weirdos and crazies, as weak, inferior, defective humans; perhaps even as people who are getting just what they deserve. When you do this, it not only adds to their pain, but ours as well.

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

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

From The Families
of Hurting People



Rapha Hospital Treatment Centers would like to provide a complimentary booklet on how you can initiate a Project Compassion program in your church. This program will truly help in your efforts to minister to those who are dealing with critical situations in their lives and families. For your free booklet, please write to: Rapha Resources; 8876 Gulf Freeway; Suite 340; Houston, TX 77017.

Rapha Hospital Treatment Center, the nation's largest provider of in-patient treatment programs for psychiatric and substance abuse problems from a Christian perspective, has treated more than 10,000 patients. If you would like more information regarding the treatment programs provided by Rapha, please call 1-800-383-HOPE.

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Twila Paris



Helen Baylor



Rachel Rachel

Women Bring Diversity To Christian Music

by Darlene A. Peterson

Sanctuary by TWILA PARIS

Produced and arranged
by Richard Souther
executive producer Darrell A. Harris
Star Song

In Old Testament times, those worshipping God brought offerings of the very best of their flock or harvest. The three wisemen brought their precious gifts of gold, frankincense, and myrrh to the Christ child. When we offer praise and worship to the Christ child, we too are to bring our very best.

Twila Paris clearly brings her best to *Sanctuary*. Finely crafted, beautifully arranged, lush musical settings complement the clarity and simplicity of Paris' voice and lyrics. Somehow, in the depth and sincerity of her lyrics, coupled with the expressive way she sings them, Paris manages to say more in a few lines than some artists manage to say on an entire album.

Sanctuary invites us to assume a prayerful, peaceful, worshipful attitude and just reflect on the Lord and our relationship with Him. Fresh instrumental versions of some of Paris' previously released songs are inserted among new songs. But the lyrics are included for the instrumental versions so that the listener can reflect on their meaning.

Producer Richard Souther used his expertise with synthesizers and samplers to weave in some ear-catching layers of sound. He also brought in the work of some talented musicians. Fiddler Alasdair Fraser provides some Irish and Gaelic flavorings, Abraham Laboriel and Phil Keaggy provide some beautiful guitar work, and Justo Almario contributes the expressive sax solo in "We Bow Down," as well as some flute playing.

This latest Twila Paris release truly provides a musical *Sanctuary* in which we can focus on the Lord.

Look a Little Closer by HELEN BAYLOR

Produced by John Bokowski Jr. for
King's Court Productions, Inc. and
Helen Baylor for One A'Chord Productions
executive producer Bubba Smith
Word

Having started her professional singing career at age 12, worked her way up the secular R&B ladder, recording and touring with artists such as Aretha Franklin, Stevie Wonder, B.B. King, and Chaka Khan, and

having toured with the counter-culture rock musical *Hair*, Helen Baylor certainly experienced success in the music industry. But she also experienced the drug abuse and burn-out that so often accompany such a career.

At the peak of her drug abuse, God reached out and touched her through a Christian television broadcast. She gave her heart to the Lord and was completely delivered from drugs. After withdrawing from the music business for a time, she eventually was given the opportunity to pursue what became a growing desire in her heart — to sing again for the glory of her Lord. In 1989, Word released her recording *Highly Recommended*, which was well received.

Look a Little Closer is another fine release that showcases her husky and passionate, yet skillfully controlled voice. Her years of professional singing experience shine out in this collection of both joyous, upbeat tunes and expressive ballads. Baylor blends R&B, soul, and pop elements for an exciting, energetic sound.

But sound isn't where it ends. The lyrics on this recording give Baylor something to sink her voice into. She wrote the lyrics to six of the songs and chose the others well. Many focus on the transforming power that Jesus brings to our lives. The title track makes the most personal statement of that theme — yet can be universally applied to all believers.

*Look a little closer
Can't you see that I have changed
I'm not the girl I used to be
My life is rearranged*

*Look a little closer
I'm not the one I used to be
I gave my heart to Jesus
And He gave a brand new life to me.*

Way to My Heart
by RACHEL RACHEL

Produced by Billy Smiley
executive producer Lynn Keesecker
Dayspring

It would be easy to review this group for the sake of pure novelty — just because it happens to be the first all-female group to emerge in the Christian music industry. But beyond that superficial distinction, they happen to be a talented group.

Having individually played throughout the California club circuit, these women are skilled, mature musicians. Coming from diverse backgrounds, they share the common mission of playing in a band, whose heart's desire is to reflect the light of the Gospel they experience in their own lives to a hurting world.

The five-member band consists of Cheryl Jewel, lead vocals; Heli Sterner, lead and rhythm guitars; Brynn Beltran, keyboards; Jennifer York, bass; and Jennifer Sparks, drums. Says Beltran, "The one thing we've seen from our experiences in the clubs is the quantity of hurting people out there. Pain is real in this world and people use music, drugs, and alcohol to ease the pain. We want our music to be a bridge to a place where we can offer them an alternative, an ultimate solution." Adds Sparks, "I think there is a message for almost everyone on our album and that message is faith."

Skillfully mixing rock, pop, and R&B, the group's debut recording covers themes such as relationships, broken promises, life's joys, and struggles with love, drugs, and alcohol. A rousing rendition of Kerry Livgren's "Carry On My Wayward Son" is a special treat. With *Way to My Heart*, the women of Rachel Rachel prove themselves to be far more than a novelty.

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

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WASHINGTON WATCH CONTINUED FROM PAGE 8

ing channels, using conventional technology, and on its ATV channels, using advanced systems. Once ATV becomes the dominant transmission medium, broadcasters would be required to surrender one of the two channels.

The Commission is seeking comment on how it should establish a date for ATV conversion and the surrendering of channels — for example, by measuring nationwide penetration, or selection of a "date certain" for conversion.

Specifically, the agency is exploring the interoperability of ATV with satellite delivery, broadband fiber optic systems, computers, VCRs, and other media. As

GLOBAL CHALLENGES CONTINUED FROM PAGE 36

freedom, they will be more receptive to the other things we have to say about our faith. It is a long shot. Those who labor in the Islamic vineyard labor in very stony soil. However, it is a shot we can't afford not to take.

Meanwhile, Christians have to be particularly sensitive when they are talking about evangelism in relation to Jewish people. It is a very sensitive subject. We

PROGRAMMING ISSUES CONTINUED FROM PAGE 42

fraternity." Had he not forewarned me, I would have been caught off guard many times. I would have taken personally that which appeared to be intentional exclusion but which I now know is merely a lack of awareness.

By understanding that the exclusion has nothing to do with you as a person, you will save yourself energy better used elsewhere. It is not a statement about you but a statement about the short distance we

THE BOOK SHELF CONTINUED FROM PAGE 45

much time conversing with God and watching Him interact in her own life and in the lives of others. In fact, Tada is quick to point out that prayer is something we *do*.

"Prayer is not something we can learn through reading a book. It is a discipline. It is an art, and it is hard work." Likewise, praising God is "not something that comes

audio, video, voice, and data transmission technologies continue to converge, compatibility of these systems will be of increasing importance in the future.

The Commission's ATV rulemaking proceeding is a significant first step in the implementation of advanced video technologies. The issues discussed above raise key threshold questions, and their ultimate resolution will have a profound impact on the U.S. television industry.

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

need to tread carefully. There is, however, one aspect of the Good News of the Gospel that we can share openly with Jews, whether they believe in God or not or whether they believe in Jesus as the Messiah. We have a common message of ultimate redemption. That is a message in which the Jews intuitively believe, and that is a message central to the Christian.

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

have come in relationships between the sexes in Christian ministry.

However, if your experience is like mine, God will bring into your life men who see women as valuable co-laborers in ministry. If you have been considering making a move toward Christian media management, go for it! There is plenty of room for you, and the time has never been better.

Char Binkley is general manager of WBCL-FM, a 50,000-watt inspirational Christian station in Fort Wayne, Ind.

naturally to any of us," says Tada. Rather, it "runs an aggravating interference pattern against our nature."

In *Seeking God*, Tada encourages each of us to begin our own journey of prayer and praise. "And as you step out into it," she says, "you'll discover the journey is wonderful. As you seek *and* find God."

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

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If your organization is planning a major meeting, convention, or conference that would be of interest to Christian broadcasters or media-related professionals, *Religious Broadcasting* would like to include it in Looking Ahead. Please send the information at least three months prior to the event c/o:

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Media Travel U.S.A. is the official agency of the 1991-92 National Religious Broadcasters 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. For further travel information and to make airline reservations, call (800) 283-TRIP [in Florida (407) 575-7600].

USA Radio Network. Telling it the way it is.

Today, more than ever, the media is under fire. The news reporters, it seems, are now newsmakers themselves. The public is concerned. And no one more so than Marlin Maddoux.

Founder and president of the Dallas-based USA Radio Network, Maddoux originally established the 24-hour news and information service to counter what he saw as a prevalent news media trend toward radicalism and advocacy journalism.

"The news has always been slanted toward the liberal side," Maddoux stated. "But I think we first started seeing radicalism start developing in the late 60s. The heroes of journalism became those who were anti-American, anti-establishment. The radicals became the new Great Americans."

"A lot of people now go into journalism to 'change things.' In fact, that now seems to be the purpose of the news business. They've crossed the line of what should be a simple reporting of the news and are attempting to bring social change through their slanted opinions."

Maddoux created USA Radio Network to fill the void of this "news media gone out of control."

"USA Radio Network was to be a vehicle by which to give a fair and balanced reporting of the facts, the issues and ideas in a highly professional and timely manner. Our purpose was to give people good information so they could make intelligent decisions."

People often assume that because Maddoux established USA Radio Network to counter leftist leaning, it must therefore lean to the right. Maddoux said this is definitely not the case.

"What we've done is to take the bias, left and right, out of it. We try to give both sides of the story."

And America, it seems, is hungry for the truth. Since its inception in 1985, the USA Radio Network has grown to include 800 affiliated radio stations across the country and averages 15-20 new affiliates each month. Christian radio stations account for about 80 percent of the affiliates, secular stations the other 20 percent.

USA affiliates not only have access to the five-minute top-of-the-hour and one-minute bottom-of-the-hour newscasts, but also sports,

business reports and special programming. USA also has an impressive presence in the nation's capitol, with a "traveling" microphone that follows the president wherever he goes, a microphone at the State Department, and a

White House office. USA also has stringers (freelance reporters) in 52 countries, as well as a contract with a London news service.

"Our affiliates dearly love what carrying a live news broadcast or presidential speech does for the image of their local radio station," Maddoux explained. "It adds a dimension of credibility they didn't have before."

The network soon plans to add several new programs to its line-up, including "Daybreak USA," a two-hour morning news magazine; and "Christian Music America," a Top 40 interview/personality program hosted by Tom Dooley.

This is a long way from the 15-



MARLIN MADDOUX
President
USA Radio Network

minutes of Dallas air time Maddoux started with nearly 20 years ago as the host of *Point-of-View*, an issue-oriented, conservative talk show. *Point-of-View* and Maddoux continue to serve as a strong voice for Christian conviction.

"Satellite technology has opened up a whole new world for us...far beyond anything we could have dreamed," Maddoux said. "But when we first took *Point-of-View* nationwide in 1982, the costs were astronomical. And the first couple of years I switched from one satellite system to the other, trying to find quality *and* cost efficiency. Then I heard about a company developing a special kind of satellite technology."

In true journalistic fashion, Maddoux tracked down the rumors and discovered SpaceCom Systems' FM SquaredSM technology. Maddoux said he was impressed.

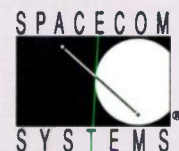
"I think we signed up even before the thing was fully developed," Maddoux laughed. (He did. And we've been together ever since.)

"The difference was so dramatic, it almost made up for the bad I'd had to deal with in the past. With SpaceCom Systems, there's no network out there that sounds any better than ours."

Well, Marlin, you always come in loud and clear with us. We're glad to be of help.

"I've always believed that intelligent people can make intelligent decisions if they have the proper information."

Marlin Maddoux



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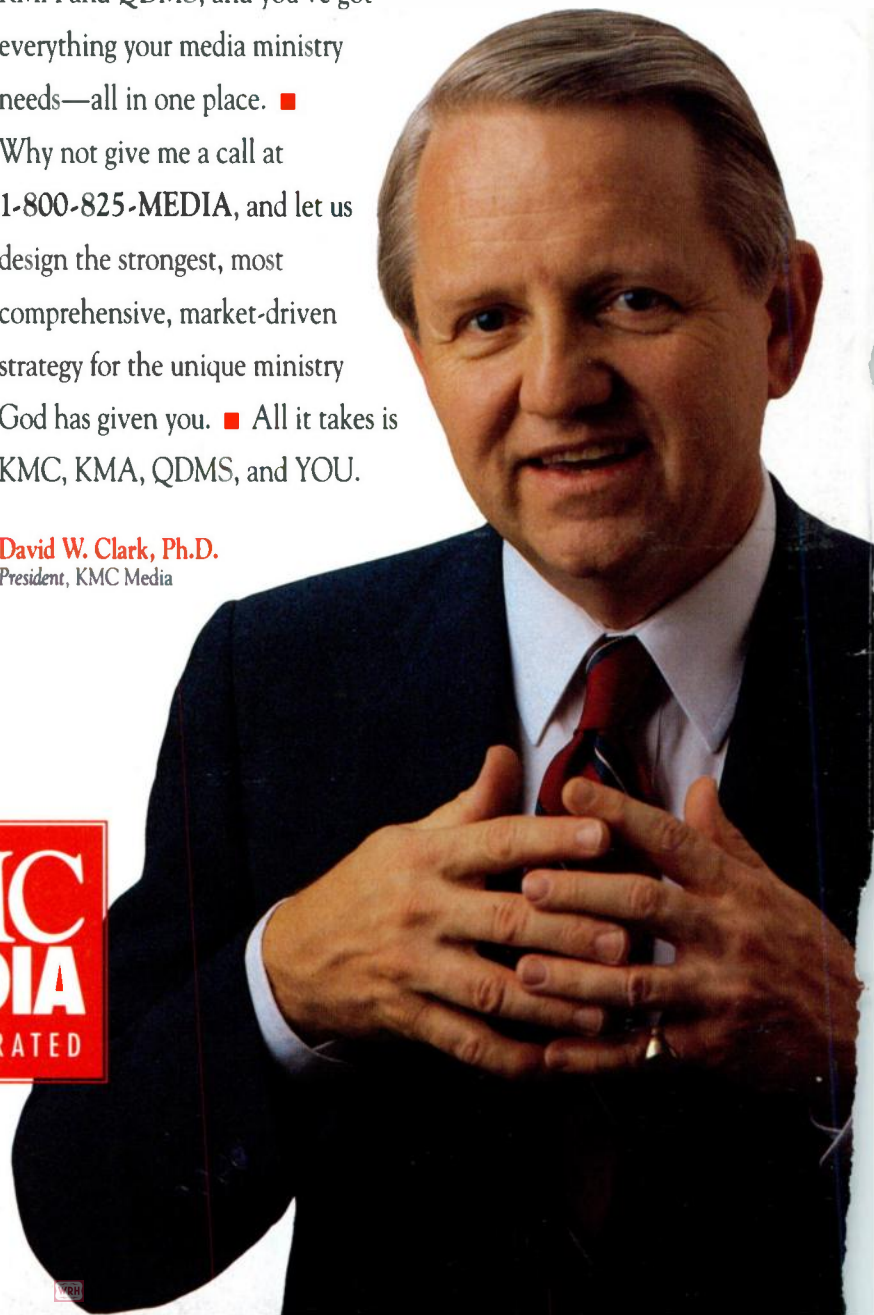
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