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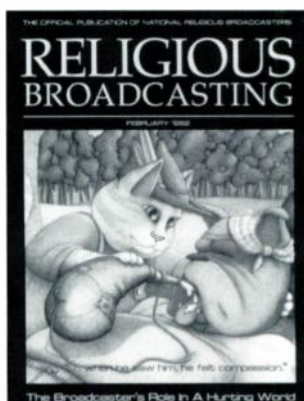
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ABOUT THE COVER



THE BROADCASTER'S ROLE IN A HURTING WORLD

Christian broadcasters are in a strategic position to affect change in a hurting world through social action. The cover art depicts a scene from *Nicholas and His Neighbors*, a children's story that relates the Parable of the Good Samaritan. Beginning on page 12, the social concerns discussed in this issue include pro-family values, the environment, homosexuality, and the tremendous needs of the American inner city and the world at-large.

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Illustrated by Sharon Dahl, Caldwell, N.J.

We may not realize it, but we are watching modern missions history being made in Eastern Europe. This was made clear to me while representing National Religious Broadcasters (NRB) at two significant meetings of broadcasters.

One was the conference of the Alpha Omega television producers' group in Bratislava, Czechoslovakia. Over 50 delegates were in attendance, with half coming from Eastern Europe. In spite of many difficulties in the past three years, eight members of this group had produced over 1500 hours of television programming and aired over 2000 hours on various stations and networks.

The second significant meeting was held in Austria and involved 50 broadcasters, scholars, and clergy addressing the future of Christian broadcasting in Britain. Several trends became clear to me from attending these meetings. First, in the vacuum of ideology and leadership, there is now more freedom to broadcast the Gospel to the former Soviet Union and parts of Eastern Europe than in Western Europe. This may be a temporary phenomenon since the public service model of broadcasting in Western Europe has over-controlled all religious

broadcasting and virtually eliminated evangelical broadcasting. If the Eastern countries adopt this model of program control, opportunities to proclaim the Gospel may be significantly limited in the future.

Second, while access to broadcasting is available in many countries, the cost in many cases is prohibitive. Governments are looking to the sale of air time as a source of hard currency. Most indigenous evangelicals lack the financial resources to buy time and produce programs. Third, even if broadcast time is available, in most countries production equipment is not. There is a great need for audio and video production centers where Christians can learn by experience. Ideally, groups of broadcasters

should build such production centers together to avoid costly duplication of facilities.

Fourth, there is an even greater need for hands-on training in all facets of production, as well as media management. Learning opportunities such as those available in American Christian undergraduate and graduate colleges are non-existent in Eastern Europe. There are not sufficient resources to organize such complex and costly programs, and it is not feasible to bring these leaders to America for several years of education. If this pressing need for professional training of Christian leaders in broadcasting is to be met, American Christian broadcasters must get involved. Our goal should be to provide hands-on, professional training for those committed and qualified to return and assume leadership in Christian broadcasting in Eastern Europe.

What if radio stations, television stations, and program producers brought young leaders to the United States for three-to-six months of intense, hands-on training? They could live with American families, attend our churches, and learn broadcasting from those who have both vision and experience. The cost could be borne by the station, agency, or ministry. Imagine what the impact for the Kingdom might be if we provide training for just ten or 20 young leaders. Isn't this the kind of service we Christian broadcasters should be performing? I challenge you to give serious thought and prayer to this great need. Let me know if you are willing to get involved.

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



Experience For Eastern European Broadcasters

by David Clark

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What are you next

With a changing world map, fragile economies, and the shallow philosophies of the day, there remains an unaccomplished mission for the Church – a Great Commission – and a special role to be played by Christian broadcasting.

Three leaders met recently to discuss the future of the Sixth Estate and how it should position itself for the new millennium.



David Clark, KMC Media

Tom McCabe

Jim Killion, Killion McCabe & Associates

Clark: Relationships are critical for the '90s and beyond – how Christian media ministries relate to their mission and their audience.

McCabe: That's true, because I think people today feel alienated from one another. They want relationships

but seem to have lost their relational skills. That's reflected in the type of programming they watch, and it's probably a big reason why there's Donahue, Oprah, and Sally Jesse

Raphael. **Clark:** That's a format media ministries need to take a closer look at – not the style, content, or sensationalism – but the relational elements. And I think another format in our future will be quasi-journalism – news and biblical interpretation.

Killion: Delivery systems are shaping the future of Christian broadcasting too. When we talk about the new millennium, direct broadcast satellite is there for sure. By the turn of the century, small dish antennas will probably be as common as VCRs.

Clark: Audiences of the future will

have more options than ever – cable, satellite, digital – and it's splintering the audience into a bunch of mini-markets. The audience share for the networks is already down to about 70% – and falling.

Killion: When you look at that remaining 30%, a 4% share for a

media ministry doesn't look quite so shabby. That means there should be a lot of new opportunities for small- to



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medium-sized ministries in the years to come. **Clark:** Right. The universe of Christian radio stations is also growing fast. Both AM and FM are cost-effective delivery channels for ministry. New Christian television stations are coming on the air daily as well.

McCabe: You know, one relationship we haven't touched on is the one between ministry and fundraising. That's one of the main reasons we put KMA and KMC together. **Killion:** Well, we know you can't put all your strategy and resources up front in the media end and expect the support to

take care of itself. That's how some media ministries end up "pitching for payroll." **Clark:** Confusing maintenance and mission is definitely something we do *not* want to take into the next century. Lots of donors have been asked to keep the organization going even if the mission isn't clear to them. **Killion:** Another aspect of the problem is trying to make a program do too much. It can lead to a conflict between reaching the lost *and* raising money. You can end up short of ministry *and* of money. **McCabe:** Don't you think broadcasters need to

develop a biblical fundraising philosophy? Many see fundraising as an appendage instead of an integral part of their ministry. **Clark:** I agree. We've all seen enough abuses. But the fact is, if a ministry is effectively communicating its mission, the support will be there. Not only that, but when you're ministering effectively day after day, you create a natural atmosphere of "value exchange." You give something of value every day. And it's perfectly natural and scripturally sound to say, "If we've helped you, if we've encouraged you . . . we need your help to continue." **Killion:** These are all critical issues for the next millennium. But there's one in particular that's sure to make or break a media ministry. **Clark:** If you mean the relationship with God, yes, that's the bottom line. We may not all be successful in everything we do. But He didn't call us to be successful, did He? He called us to be faithful.



KMC Media can help you to be faithful to God's plan for your unique ministry. Call David Clark at 1-800-825-MEDIA.



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That's Italian!

Dear Editor:

Big Italian tears swelled up in my heart and came running down my face when we returned to Rome, and I found *Religious Broadcasting* magazine (November 1991) awaiting me. To see the picture of the Coliseum and my next-door-neighbor Pope John Paul II on the front cover was more of a blessing than I could ever articulate in human words.

Our forever loving Lord is truly speaking to His church about His love for the people of Rome, at the Vatican, in Italy, Catholics worldwide, and those ensnared in the mafia. Please join us in praying that our brothers and sisters attending the NRB [convention] will hear God's loving heart for our nation and all the people He is calling on us to serve.

Martin Lombardo
Jesus Cares Ministries
Rome, Italy

Content Vs. Form

Dear Editor:

Judging from workshop subjects and recent actions by stations, there is a move to further shorten the length of half-hour and quarter-hour programs to 26 and 13 minutes in order to place news headlines, features, and other commercials between them. It is suggested that this would minimize tune-out, enhance the station sound, and afford time to promote programs.

If what amounts to a rate increase actually results in additional revenues for the stations [and is] passed on to program time purchasers who are already having a rough time generating adequate support, perhaps it will be worth it. However, it would be like looking for a needle in a haystack to find one station which has ever passed on such benefits to a program.

On the other hand, it leaves program producers with the added burden of producing multiple length programs for

various markets and satellite fed programs with serious problems — especially since many stations are not prepared to provide such "fill" features. Even on the [stations] which are [prepared], "fill" features are virtually non-existent on weekend programming. Further, with a one-hour show, it would amount to "filling" eight minutes of air time. [This] raises several questions:

- Can programmers really believe that this added time between programs will enhance or promote listenership, eliminate tune-out, and be used to promote their programs?
- Why is it that the formats of some of the most productive stations in terms of net income are what some of us call "dollar-a-holler, wall-to-wall" religious broadcasts from sign on to sign off with minimal emphasis on quality?
- With all the protestations regarding "excellence in production values," why is it that some of the most productive programs in terms of net income, length of turn-around time, and listener response are the least quality oriented productions?

No one likes good production more than I. As a former station owner and on-going program producer, I love a great sound with tight production, upbeat music and features, and dynamic station on-air image.

Having been involved in marketing programs on large networks of stations (as many as 800), and as one who respects quality, I've concluded that in practical, experiential terms, the application of equivalence with ministry and program support is not supportable. An old broadcast truism is still applicable — "content is more important than form."

Ed Steele
Orange, Calif.

Editor's note: For a further exploration into the subject of program length standards, see "Programming Issues," page 52.

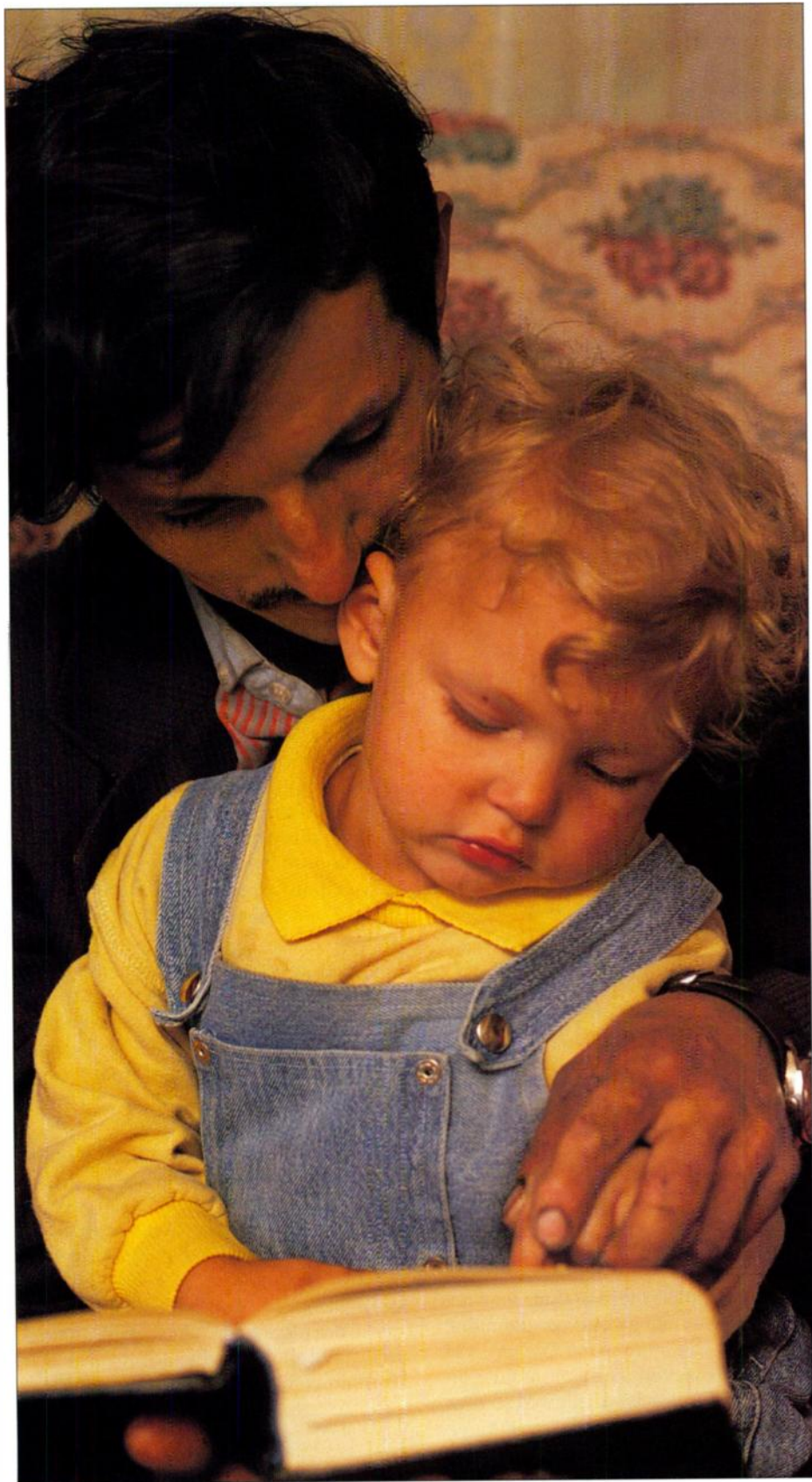
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The Federal Communications Commission (FCC) has launched a rulemaking into a new way of providing video services to American consumers which has the potential to alter television viewing options and create a strong competitor for cable systems.

The proposal, known as "video dialtone," would permit consumers to order a choice of information or entertainment programming for delivery over their telephone lines. Video dialtone may create an alternative means to reach viewers for TV programmers, such as religious broadcasters, who have had difficulty persuading cable systems to include their programs among channel offerings.

As the Commission initially proposes it, video dialtone would be a non-programming, common-carrier service provided by local exchange carriers (LECs), the companies which provide monopoly local

ministration, through the National Telecommunications and Information Administration at the Department of Commerce, also has endorsed removing the prohibition.

As part of its rulemaking, the Commission tentatively has decided that, unlike cable system operators, LECs would not be required to seek state or city franchise licenses before they could offer video dialtone. This distinction may be significant because it means LECs would pay none of the government franchise fees cable systems routinely pass along to consumers.

Fiber-Optic Delivery

Another major objective behind video dialtone is the promotion of rapid improvement in the nation's telecommunications infrastructure. Fiber-optic cable appears the most likely candidate for providing broadband capability necessary to deliver integrated voice, data, and video services to consumers.

However, replacing the copper telephone wire now in use will be time consuming and expensive. Estimates on the time required to establish a nationwide fiber-optic network range from ten to 15 years, with cost estimates from \$100 billion to \$150 billion. Video dialtone proponents hope that permitting LECs to compete for video customers will provide them incentives to quickly construct the underlying broadband infrastructure.

'Two-Level Gateway' Approach

The FCC's initial proposal calls for a "two-level gateway" approach. On the first level, LECs would be required to provide common carriage access to programmers on a non-discriminatory basis. On the second level, LECs would be permitted to compete with other providers in offering more advanced non-programming services.

Examples of such services include electronic navigational aids to help consumers review their video options, as well as supplying order processing, billing and collection services, and equipment installation for the entities providing the actual video content.

At this point, the proposal does not permit LECs to offer video programming themselves. But in a separate inquiry, the agency has asked for comments on whether LECs should be allowed to own the programs they would be transmitting.



Many questions about video dialtone remain to be answered, including the economic viability of the proposal. Among the concerns sure to be raised is the potential for LECs to improperly cross-subsidize the new service offering by raising rates charged to captive telephone customers in order to finance the new venture. The Commission's proposal envisions use of the same type of cross-subsidization safeguards established at the time of the AT&T divestiture, including cost accounting, reporting, and disclosure requirements.

Commissioners' Concerns

Four FCC commissioners outlined many of the anticipated concerns in individual written statements which were released with the rulemaking. The statements expressed different reservations and objections to the initial proposal although the commissioners unanimously agreed that the issues should be raised for discussion.

Commissioner James Quello stated that he had not concluded "there is any public benefit to be derived" from permitting local telephone companies to become involved in programming or from permitting joint ventures between telephone companies and cable systems.

Commissioner Sherrie Marshall, while supporting video dialtone as means of ensuring competition for cable systems, stated she did not endorse the proposal as a method of encouraging rapid deployment of fiber-optic cable because it suggested adoption of an "industrial policy."

Commissioner Andrew Barrett stated he favored allowing LECs to provide video distribution facilities to program suppliers

FCC Foresees The Future In 'Video Dialtone'

by Richard E. Wiley

telephone service. Using interconnected televisions and telephones, viewers could dial up and pay only for the video services they wanted, in a fashion similar to the "pay-per-view" offerings now available on many cable systems. In addition to traditional TV programming, video options could include videotext, videophone, and other advanced telecommunications services as they evolve.

Cable Competition

The FCC's video dialtone proposal is one of several developments in Washington directed toward establishing competition for cable systems. It is expected that competition would force cable operators to lower their rates and provide better service.

Current law prohibits LECs from offering television programming in areas where they provide local telephone service. Several bills now before Congress could lift that restriction. The Bush Ad-

CONTINUED ON PAGE 63

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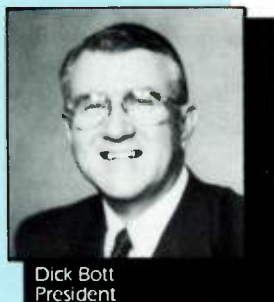
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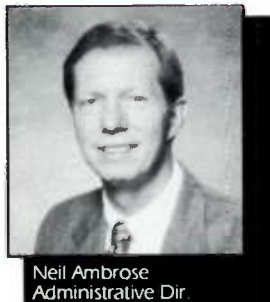
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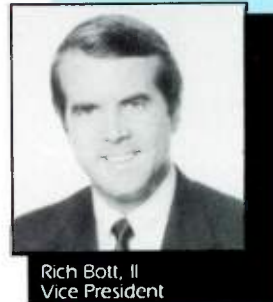
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The New Breed of Activists



Tony Campolo

by Tony Campolo

By the middle of the 1990s, American university students will again wake up. The apathy and self-centeredness that has characterized them over the last 15 years will be replaced by a new outburst of activism. Most futurists and sociologists feel it coming. And most welcome it with enthusiasm. But this new activism will be vastly different than what we witnessed during the sixties.

First of all, it will be focused on local projects rather than on grand schemes. While the radical youth of the sixties often sought the kinds of changes that

CONTINUED ON PAGE 14

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THE NEW BREED . . .

CONTINUED FROM PAGE 12

would rearrange the political and economic institutions of our society, these new activists will want to address situations in their own neighborhoods. For instance, they will more likely be working with local chapters of Habitat for Humanity fixing up broken-down houses for poor people they know, than to be staging marches on Washington demanding a new national housing policy.

They will also be more likely to organize people to pick up trash in a local park or to pressure the neighborhood McDonald's to stop using styrofoam cups than to lay out plans to establish a "green party" that will endeavor to make care of the environment a government priority. While they might think globally, they are likely to act only locally.

Activism for youth of the mid-90s is an inevitability because the self-indulgent yuppie lifestyle that they have tasted is just plain boring. They will want to do things for others because they will innately sense that doing things for poor and oppressed people whom they can get to know personally offers them emotional gratification that beats what comes from buying a BMW or vacationing at Club Med.

They will act locally because they will want to be directly involved and not have to trust the politicians who live in Never-Never-Land to solve social problems. They will no longer trust politicians to get things done. The Great Society programs will have shown them that the evils and needs that they see around them do not disappear simply because money is thrown at them.

And they will have found out the hard way, that attempts to solve problems through Congressional action only end up producing legislation that is too compromised to mean anything. They will want projects they can touch and feel and control. They will want programs that enable them to deliver help to people with whom they have established primary relationships.

The manifestation of the beginnings of this new activism can be seen in Philadelphia where several hundred college students come each year to work among children and teenagers who live in government housing projects in the slums. These students work with the Evangelical Association for the Promotion of Education (EAPE), an organization that

specializes in deploying young adults in missionary situations.

I am amazed as I watch them work from morning 'til night, running day camp programs, doing tutoring, sponsoring art and drama programs, doing one-on-one counseling, directing sports activities, and providing job training.

These young activists get no salaries. Only free room and board. But EAPE has no problem getting them to come and serve. These young people have a better pay-off in mind. They want something powerful to happen to them personally because of the direct interaction they have with those whom they serve. And it does!

"Religious broadcasters can help the new activism along by making announcements that tell young listeners about these kinds of opportunities for radical social action."

After just a few months, many of these collegians change their vocational plans and give up lives in the corporate world in order to experience the challenges, pain, and glory that go with radical commitment to the poor and the socially disadvantaged. But this isn't happening just in Philadelphia. With some help from World Vision, EAPE has set up an office that is making these new student activists available to other ministries across the country.

We all know that, during the next decade, Urban America will become a socio-economic wasteland unless something unusual happens. The private sector does not find it profitable to establish businesses in the run-down sections of Urban America and the government is too much in debt to address this task.

But the new young activists can provide hope. I find that hundreds of them are willing to become "Entrepreneurs for

Biblical Justice." They are willing to go into deteriorated urban areas and initiate small businesses and cottage industries that neighborhood people can own and run themselves. These special activists are not motivated by expectations of profits but by love for the poor.

They know that the best way to help the poor is not to give them handouts, but to create jobs for them. So they work with Sister Jean in Minneapolis helping teenage boys make and sell chocolate chip cookies. They work with a group of teenagers in Camden, N.J., and set up a greeting card business that prints and sells thousands of cards monthly. They work with John Perkins in Pasadena, Calif., creating job options for Mexican-American teenagers.

And these unique entrepreneurial activists are growing in number. At Eastern College there is a graduate program designed specifically to do this kind of urban job creation among the poor as a Christian missionary enterprise.

Religious broadcasters can help the new activism along by making announcements that tell young listeners about these kinds of opportunities for radical social action. Broadcasters should explain how to get in touch with groups like EAPE (Box 238, St. Davids, PA, 19087), Habitat for Humanity (Church St., Americus, GA, 31709), The Mennonite Central Committee (21 So. 21st St., Akron, PA, 19501), and Voice of Calvary (1581 Navarro Ave., Pasadena, CA 91103), so that young adults who feel challenged will know where to "plug in."

In the past, demagogues tried to change society from the top down. The old revolutionaries tried to storm the citadels of power and impose their versions of the Kingdom of God upon those too powerless to resist. But the new activists will sponsor *A Trickle Up Revolution*.

They will not use power, but will foster God's Kingdom via *A Mustard Seed Conspiracy*. Small groups of Christians working locally will make a difference in little ways, and it won't be long before they will be making changes in big ways. The Church *can* make it happen, and *will* make it happen.

Tony Campolo, a well-known author and speaker, is a professor of sociology at Eastern College and president of EAPE in St. Davids, Pa.

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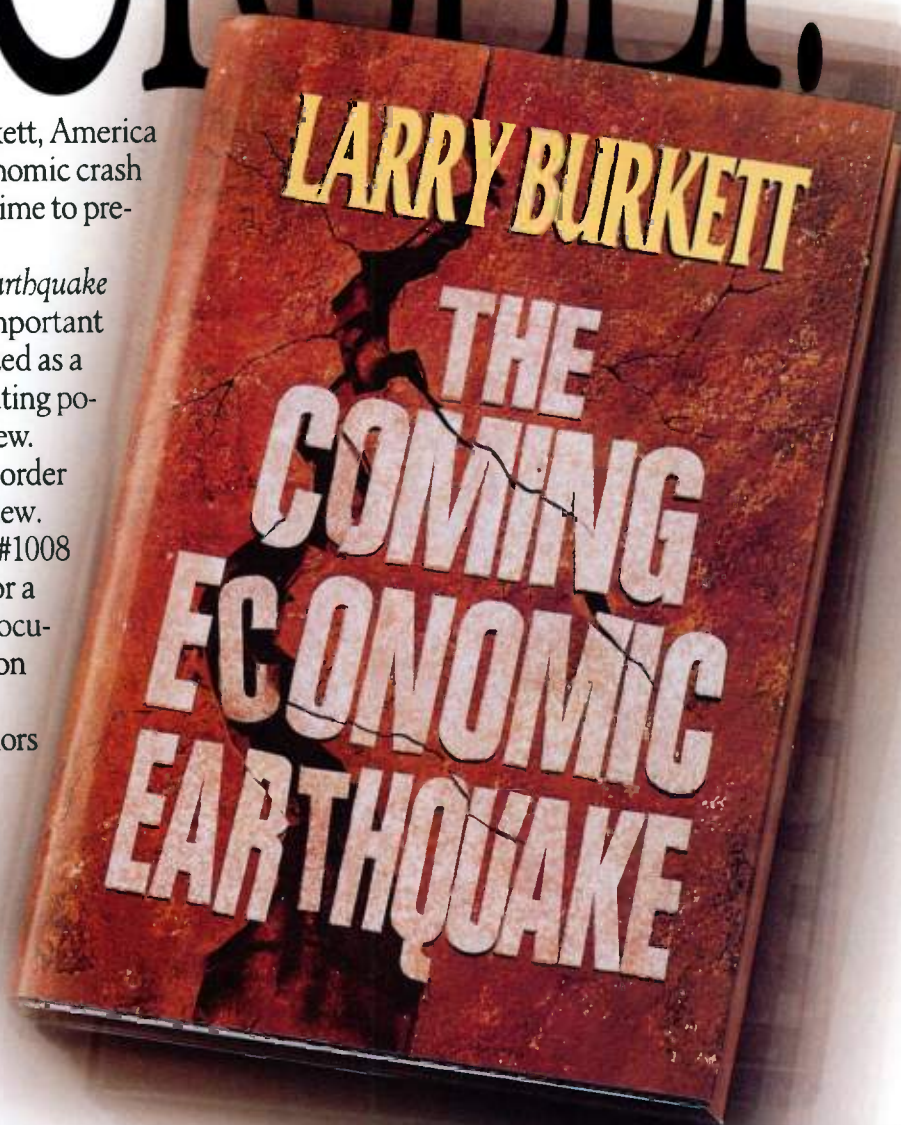
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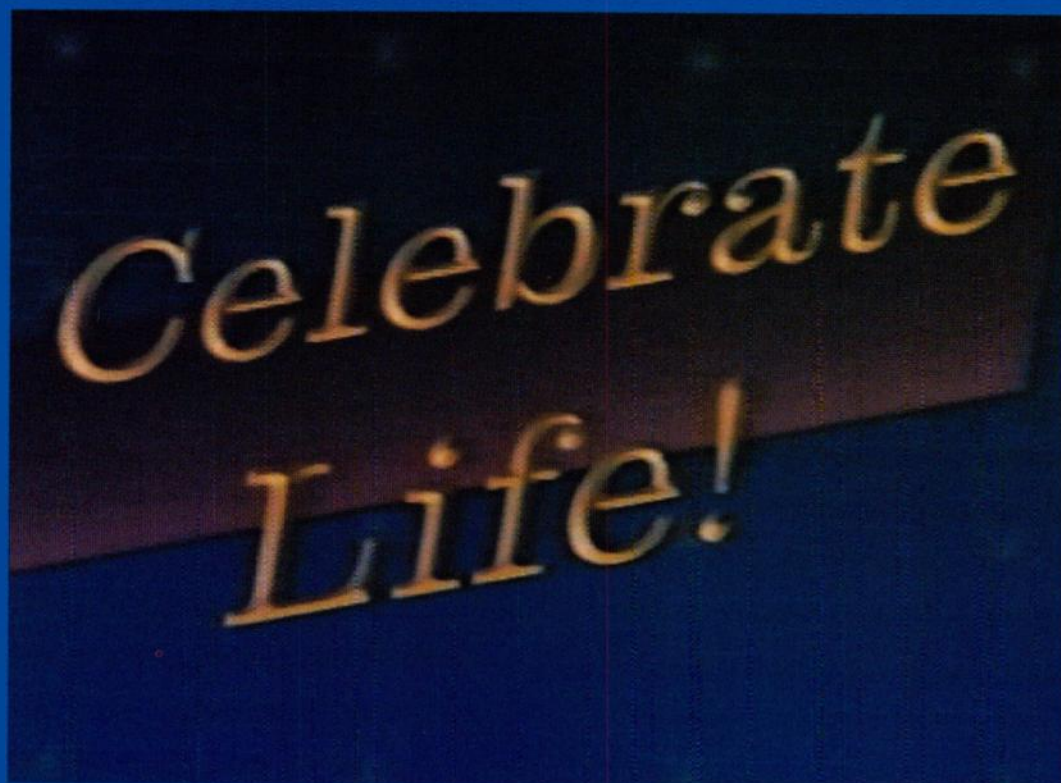
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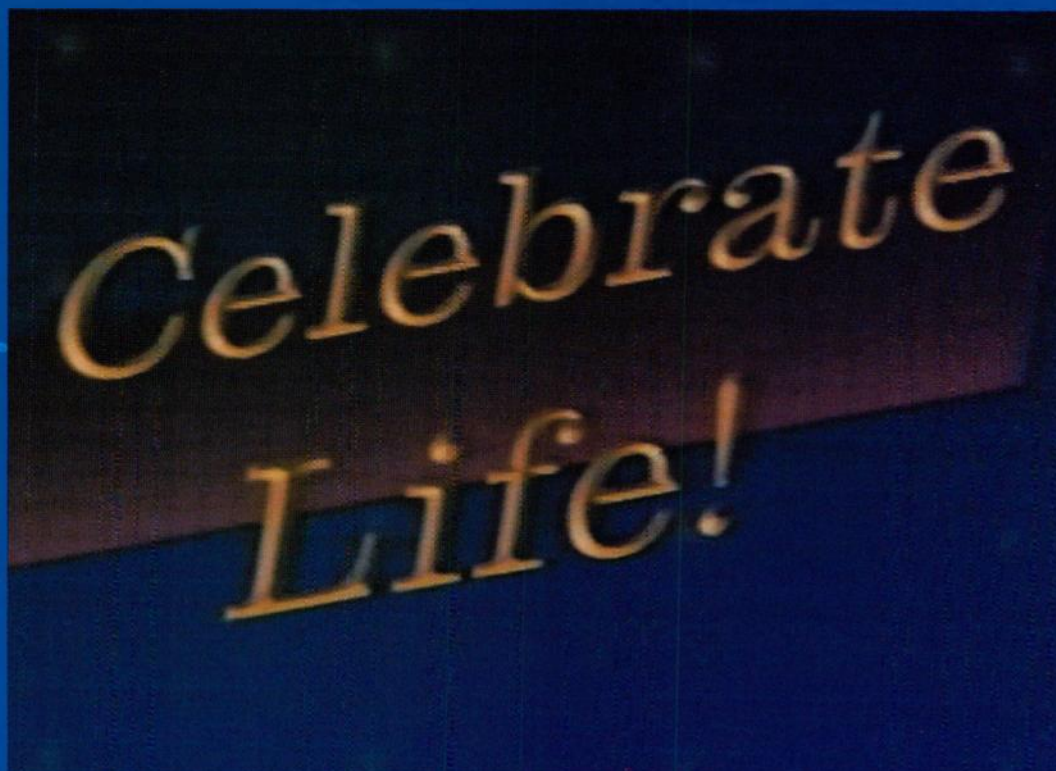
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CHRISTIAN MEDIA

Challenging The Darkness In The 1990s

by Ingrid J. Guzman

All over America, decency and traditional values are under attack.

◆ An Assembly bill in the state of Washington proposes that any organization in the state that "discriminates" against anyone participating in a program (including churches) based on age, sex, sexual orientation, or prison record, would be in violation of state law and, if challenged, would face severe penalties. A Christian radio station is alerted by a legislative watch group and pre-empts programming to educate listeners to the bill and its far-reaching implications. Churches and religious non-profit organizations across the state contact their legislators to express their views and the bill dies.

◆ A bill that would impose drastic and extreme fines and imprisonment on pro-life protesters is quietly introduced in a state house. A TV talk show host is alerted by a right-to-life group and promotes a public hearing on the issue. Over 500 pro-life protesters turn out, overflowing a hearing room designed for 70. The crowd takes the committee by surprise, forcing legislators to sit for hours, listening to voters who are angry over the proposed bill. The bill is currently stalled in the committee.

◆ A notoriously anti-Christian alderman refuses to grant pro-lifers in a major city a parade permit for their annual march, telling pro-lifers to spend their time in more productive pursuits. A local Chris-

tian radio talk show host exposes the alderman's refusal, resulting in jammed phone lines at city hall, and causing even the American Civil Liberties Union (ACLU) to condemn the alderman's behavior. In 24 hours, the parade permit is granted without comment.

"As the civil war of values in our society heats up, pro-family voters are in desperate need of watchmen on the wall. Unfortunately, not every Christian media outlet is involved in informing the Christian public."

◆ A big city newspaper in the midwest fires a secretary for her off-hours pro-life picketing, claiming that her actions violate its objectivity policy. The newspaper, meanwhile, allows another employee to openly work for the campaign of a liberal politician. A Christian station tells the secretary's story on an issues program and prompts a march of 500 outraged citizens outside the newspaper headquarters. Because of the negative publicity and a loss of over 12,000 subscriptions, the newspaper contacts the secretary and settles out of court for lost pay and damages.

◆ A school board, under pressure from a radical homosexual rights group, attempts to implement a "gay studies" curriculum that promotes the homosexual lifestyle. A local Christian radio and TV station encourages taxpayers' input at a public hearing, and 1000 concerned parents jam the building where the hearing is held to protest the proposed curriculum. The school board rejects the gay curriculum with an eight to zero vote.

In every one of these cases, it was one Christian radio and television station in Milwaukee, Wisc. (WVCY-FM and Channel 30) that became the rallying point and an invaluable source of accurate information for those who wanted to get involved.

Frequently today, the battles over abortion, euthanasia, public school AIDS and sex education, and public standards of decency are being fought on a state or local level. For this reason, the local Christian radio and TV station is a powerful tool as Christians fight against anti-family forces.

As the civil war of values in our society heats up, pro-family voters are in desperate need of watchmen on the wall. Unfortunately, not every Christian media outlet is involved in informing the Christian public.

Few would argue with the fact that the United States is struggling for its very

CONTINUED ON PAGE 20

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CHRISTIAN MEDIA . . . CONTINUED FROM PAGE 18

survival, morally and spiritually. Even so, there still remains an unconscionable number of station managers who are more concerned with promoting Christian concert hotlines and putting out more back-slapping, joke-cracking, drive-time banter than they are about issues that threaten to destroy this country.

As countless stations think up new promotional gimmicks and worry about livening up their sports reports, the Enemy of our nation and the Enemy of our souls makes devastating headway in the battle for America's future.

There are several reasons that some radio stations shy away from controversial, issue-oriented programming. Some Christian stations avoid local issues programming because they don't want a "right-wing fundamentalist" reputation they feel wouldn't be compatible with their trendy, contemporary image. Other stations seek to steer clear of any civic matters and air only preaching programs.

There are other broadcasters that feel they don't have the time, staff, or financial resources to devote to an active, issues program, and they're intimidated by the work they believe it involves. Some stations feel that if they carry a national program, such as *Point of View* or *Beverly LaHaye Live*, there is no need to have a local program as well.

But clearly, there is no substitute for local programming of this nature. When a school board decides to implement New Age courses or raunchy sex education curricula, frequently the only forum for discussing this is the local Christian talk show.

When state legislators introduce bills that undermine the rights of Christian parents, restrict home schooling, or force the acceptance of homosexuality,

the only opportunity for Christian voters to hear this kind of news is most often local Christian radio and television programs.

Dick Bott, president of the Bott Broadcasting Network, feels that local issues programs are extremely important.

"If there were radio and TV stations across the country that would demonstrate a real commitment to informing the Christian public, even if it means pre-empting programming, this nation's public policy would be influenced in an unprecedented way."

saying, "Christian radio needs to get into the business of serving the needs of our community, and helping people know what's going on. People need to know that they can make a difference."

Vic Eliason of the VCY America Network agrees, "It is essential, in times like these, that Christian broadcasters commit themselves to providing information Christians need [in order] to act on the issues. If stations are in business merely to entertain the saints, the cause of righteousness suffers."

Setting Up A Local Issues Program

Developing a local issues talk show isn't really difficult. Every state in the union has active, pro-family organizations that serve as a continual source of information and material (please see accompanying table). A station can alert

these groups that they are beginning a local talk show highlighting matters of concern to the family.

Many organizations, such as the Rutherford Institute, the American Family Association, Concerned Women for America, Eagle Forum, and National Right-To-Life, have local chapters that stay abreast of state legislation and events that are important for listeners to be aware of. These groups send out mailings and press releases that are often programs in themselves.

Another source of continual information is listeners. Once it becomes known that your program is on the air, topics are often as close as the morning mail, as listeners send in ideas, news clippings, and information involving your community.

Whether a program is once a week or once a day, issue-based talk shows serve as a magnet for your radio or TV station. People who may not be fans of a particular music format or programming style will tune in to your station because they know that you have a regular program that they can count on to have accurate information about what's happening in your area. This kind of magnet program can draw greater numbers of listeners to your station.

The scheduling of guests and topics for this kind of program can be done by any staff member who reads the paper and has a general understanding of what's going on in society. By tapping into existing resources like the groups mentioned earlier, booking guests becomes a matter of a phone call or two. Pro-family organizations are willing and happy to assist Christian media in finding qualified guests on a variety of topics.

Legal Guidelines

Even the broadcasting of facts can result in a lawsuit if it is construed as

Taking Action

The following are organizations with state and local chapters that can serve as valuable resources for information in your area:

- | | | | |
|---|--|---|--|
| ◆ Eagle Forum
(202) 544-0353 | ◆ Rutherford Institute
(804) 978-3888 | ◆ American Family Association
(800) 326-4543 | ◆ Christian Legal Society
(703) 642-1070 |
| ◆ Concerned Women For America
(800) 458-8797 | ◆ National Right to Life
(202) 626-8800 | ◆ National Christian Action Council
(703) 237-2100 | ◆ Citizens for Excellence in Education
(714) 546-5931 |

being broadcast to intentionally harm someone. Therefore, terms like "it is alleged," or "in my opinion" are important in handling matters that involve someone's character or behavior. It is also important to understand when the Federal Communications Commission's (FCC) Personal Attack Rule applies, and what to do if a remark of this nature is made on your station.

There is still some confusion among broadcasters regarding equal time. With the demise of the Fairness Doctrine, it is only legally required to air both sides of an issue when the program involves political candidates. Any questions that arise should be raised with a broadcast attorney.

There is no question that this kind of active issues programming can make a difference in a community. If there were radio and TV stations across the country that would demonstrate a real commitment to informing the Christian public, even if it means pre-empting programming, this nation's public policy would be influenced in an unprecedented way.

But in order for that to happen, there must be an awakening in the hearts of religious broadcasters across America. There must be an acknowledgment that we are a nation at war. And it is a war that will affect the household of every Christian family across the country. There must be an understanding that Christian broadcasters have a God-given responsibility to sound the clarion call and alert the saints when danger is present.

For too long religious broadcasters have been playing, "Name That Christian Tune" and tickling the ears of a drowsy, contented Christian audience, while the war of values rages on the very doorsteps of our stations. If change is to take place, the slap-happy, entertainment mindset prevalent today must be replaced by a sense of deepest urgency, where the utmost priority becomes the preaching of the Gospel of Jesus Christ and standing for righteousness in the community, regardless of the cost.

"Therefore put on the full armor of God, so that when the day of evil comes, you may be able to stand your ground, and after you have done everything, to stand." Ephesians 6:13 (NIV).

Ingrid J. Guzman is a producer for WVCY-FM and WVCY-TV 30 in Milwaukee, Wisc.



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Meeting the Challenges of the **INNER CITY**



One of several Christian organizations ministering to the needy of America's largest city, New York City Relief provides food for 3000 homeless people each week, in addition to offering medical care and counseling for those who need it.

by Tony Evans

The most needy mission fields in the world are not located in Asia, Europe, Africa, or the Middle East. They are located in every large metropolitan area in America. These mission fields are our inner cities. It has become apparent that these neglected enclaves of

social and economic deterioration are reeling from the effects of sin and unrighteousness, coupled with the neglect of evangelical missions.

For some strange reason, evangelicals have found it much more acceptable to go across the sea rather than across the

street. This conspicuous absence has left in its wake broken lives, fatherless children, myriads of homeless, and a generation of young people who have no future.

It has become clear that none of the American social institutions have the answer to this crisis. The federal govern-

ment has spent over one trillion dollars since 1965 to reverse this downward spiral — but to no avail. The poor get poorer, more and more children die before they ever get a chance to live, and drugs are left behind as the only hope for survival. Beyond fancy “Just Say No” slogans, tragically little is being done on a national scale to reverse the trend.

It is therefore critical that the evangelical Church launches an assault on inner-city America designed to reverse this malaise. And now, Christian broadcasting is in a most unique, powerful position to mount this call to arms.

What then can Christian broadcasting do to help meet the crying needs of those urbanites who desperately need to hear a word from God? Since it seems the media is concerned with communicating information and disseminating ideas, and since much of the struggle and deterioration in urban America is related to people acting on the wrong set of ideas, the broadcast media are in a perfect position to take aggressive action.

First of all, Christian broadcasting must begin to target key segments of the urban community with programming which provides biblical answers to the listeners' problems. Some members of the broadcast community will immediately answer, “But those people don't listen to our programs.” However, we are all concerned with gaining and winning audiences, not just maintaining existing ones.

Strategic programming makes this even more vital — both to broadcasters and audiences. The programming of which I am speaking must go beyond surface issues to address the needs of the individual from the womb to the tomb.

As programming is considered, the issues will have to come under close scrutiny. We all concur that Christ is the answer, but we must make sure that we have properly understood what the questions are. In order to understand the questions, communication with those who are asking the questions becomes a central element in addressing the questions accurately. This will require meeting with pastors and Christian leaders living and working in the inner city to get their perspective of the causes and the cures of the urban dilemma.

Another way in which Christian broadcasting can help address the urban crisis is by providing exposure for minor-

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MEETING THE . . . CONTINUED FROM PAGE 23

ity programs which aim for technical excellence in the production of programs by spiritual, community-oriented leaders in the urban setting. Our children who want to learn the Word of God must be able to hear from their own Bible teachers, and must have the opportunity to be exposed to the cultural distinctions that are their own without compromising biblical truths.

The reality is that there are few minority broadcasters to be heard in Christian broadcasting. One reason certainly is that there are not a lot of minority pro-

"... I find it quite distressing that it is difficult to get evangelicals in general to address such issues as social justice, poverty, and racism — issues which are of equal importance and equally biblical."

grams available beyond the Sunday morning sermon. On the other hand, opportunities have not always been there because of the distinctions of style, delivery, and orientation.

In supporting minority Christian broadcasting, there is a risk factor, but it is no greater a risk than that run by any new program. And unless this risk is soon taken in the Black and Hispanic communities, the needs of a large segment of the population will not be addressed in a relevant fashion from existing leadership in its own community.

A third way Christian broadcasting can help respond to the urban crisis is by promoting church programs and para-church ministries that are addressing in practical terms the problems facing the inner city. Christian broadcasting provides a tremendous vehicle of exposure to those people who are doing a solid biblical job in the city.

There are many small, little-known ministries that do not have advertising budgets, but who are doing solid work for the kingdom in urban communities throughout the country. Whether it is a small ministry that distributes clothing and food at Christmas time, or a larger one with year-round social programs, big-brother programs, single-parent and drug-counseling programs — all these need to be exposed so that the community is aware of the divine options available to it.

Highlighting churches located in the inner city that are doing a solid job of preaching and applying the Word is also a service that can help expose these churches to the community.

Fourth, the Christian broadcasting medium can be a tremendous agent of reconciliation. It is evident that the interface is better between the Black and White church of the 1990s; however, culture still has a lot to say about the fellowship between evangelicals of different races. That just shouldn't be.

Christian media are in a vital position to promote reconciliation by bringing together people of like faith who are culturally different to promote the sharing and understanding of those differences. This can be done by having representatives of different groups together on talk shows, as well as perhaps hosting rallies and events that bring them together for common praise, sharing, and fellowship. This should lead to mutual cooperation for inner-city ministry outreaches.

Although a large part of the media's air time is filled with advertisements, there is still a way in which the Christian media can help address the urban crisis, and that is by directing its advertisements to the Black community. Often non-white Christians feel that many of the seminars, concerts, books, and cassette tapes advertised on radio are irrelevant to them. That attitude can be changed if the Black audience is exposed to the benefits of those Christian products and services through carefully targeted advertising.

Christian broadcasters need to be willing to promote not only those movements that fall within the traditionally accepted structure of issues relevant to the broader Christian community, but also those biblically sound issues that are of immense importance to minority communities. I find it very interesting that as my list of invitations to speak at various functions grows, I am invited to speak on

every issue imaginable and of great concern to the broader Christian community.

This is understandable since those of us who are black and biblical feel a kindred spirit with other evangelicals who want to resist the secularism of our age. On the other hand, however, I find it quite distressing that it is difficult to get evangelicals in general to address such issues as social justice, poverty, and racism — issues which are of equal importance and equally biblical.

Finally, in our role as broadcasters, we must develop strong relationships with key minority evangelical leaders in our inner cities. These human resources

“The Christian broadcasting medium could be a powerful tool in the hands of a mighty God to help stem the tides of urban deterioration.”

are available in every city throughout this country, and the number of black evangelicals committed to the faithful communication of God's Word grows daily.

These people are exposed to the needs, problems, hurts, and concerns of those around them. If asked, they can serve as advisors, enabling white broadcasters to recognize better the differences that exist between the Black and White cultures and how minority program needs can best be met.

The Christian broadcasting medium could be a powerful tool in the hands of a mighty God to help stem the tides of urban deterioration. This is not a challenge to which many will naturally gravitate. But if we do not take up the mantle, who will? We must do it before the forces of secularism have overpowered our ways of thinking and living, and the negative repercussions are felt by us all.

Tony Evans is senior pastor of the 3000-member Oak Cliff Bible Fellowship in Dallas, Texas. He is also founder and president of the Urban Alternative, a national organization designed to bring spiritual renewal to urban America.

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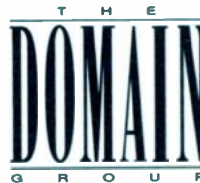
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"Love In Action"

Bears Fruit In The Big Apple

*He who is kind to the poor lends to the Lord,
and he will reward him for what he has
done." — Proverbs 19:17 (NIV)*

by Charles S. Rigby

Each day as millions of people move through the turnstiles of the New York City subway system, they are required to drop in a token as payment for using the system. Some, however, find ways to cheat the system. As a result, the city loses millions of dollars each year. The cheaters think they are riding for free. But they are not. Someone always pays. In life, there is no such thing as a free ride. The people who pay for service make it possible for all to benefit.

Some have said that there are givers and takers in the world. The givers always pay, and the takers spend their life finding a way around the system. Love in action is about meeting the needs of our society created by the give and take of human nature.

It is very much like the subway token system — a composite of individual expressions of love dropped into the

love through social action projects at each Billy Graham Crusade. An expression of love might be a can of food brought to the Crusade to supply a soup kitchen, a coat to keep a homeless person warm during the cold days of winter, or a dollar to be invested with others in bringing help to the hopeless.

Each becomes a love token dropped into the system to keep hope alive. And every act of love builds toward making Christ's provision for salvation a reality to all who receive.

In New York City, the Love In Action Committee opted to raise money for worthy organizations

working with the homeless and needy. I remember the day we decided. Laid out before us were over 60 worthy organizations seeking to meet the needs of others. Each organization had responded to the



Photos by Donald J. Peterson

Mother Clara Hale, the 86-year-old founder of The Hale House, a foster home in Harlem for babies born to drug- or alcohol-addicted mothers, or those infected with the AIDS virus, receives the first "Love In Action" gift.

system in order to sustain it. And the hope is that people will respond to the Gospel and receive new life in Jesus Christ.

"Love in Action" is the title given to programs connected with expressing

survey we sent out to hundreds of organizations.

We asked them what they would do if someone gave them a grant at various levels: \$500, \$1000, \$5000, \$10,000, and \$20,000. We wanted to identify needs at different levels so we could match donor awards to organizational planning. We wanted the money to be used in meeting the direct needs of people such as providing food and clothing for the hungry and homeless, or equipping a kitchen to do a better job of food service.

The executive committee decided to give ten grants of \$5000 each, totaling \$50,000, to organizations that had proven track records as ministries that meet both social and spiritual needs. To raise the money, we sold t-shirts at the Billy Graham Central Park Rally in September 1991 and committed part of the offering to the cause. First and foremost, however, was the overall commitment of the Graham organization to helping New York City's needy.

The Hale House, a foster home in Harlem for babies born to drug- or alcohol-addicted mothers, or those infected with the AIDS virus, received the first \$5000 gift. As Dr. Graham sat with Mother Clara Hale, the 86-year-old founder, some of the children born to mothers addicted to drugs gathered round showing excitement and appreciation for this act of love.

The second Love In Action gift was awarded to an organization called New York City Relief, under the direction of Richard Galloway. Each day this ministry has a bus and team on the street in a different part of the city. In addition to providing food for 3000 homeless people each week, New York City Relief also offers medical care and counseling for those who need it.

The third Love In Action gift was given to Bowery Mission Ministries, which is associated with *Christian Herald* magazine. The organization has been providing faithful service to the needy of New York City for over 100 years. More than 500 people a day are ministered to through its programs.

Under the able leadership of David Kucharsky and his team, the ministry is expanding into more extensive work with women and children. In fact, the Love In Action gift will be used toward a program designed to permanently end homelessness for those who graduate

CONTINUED ON PAGE 28



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LOVE IN ACTION . . .

CONTINUED FROM PAGE 27

from the program.

The fourth Love In Action gift was given to the Lamb's Center in the Times Square area. The Lamb's Center, under the leadership of the Rev. David Best, has a soup kitchen, medical treatment facility, and a counseling center for women who are involved in prostitution and drugs in the midtown area. The organization feeds, counsels, and shares the message of the Gospel with hundreds of people each week.

The fifth Love In Action gift was given to Anchor House in Brooklyn, a rehabilitation home for recovering drug addicts. This ministry focuses on rehabilitation, but also provides job counseling and housing for those in need. As such, Anchor House acts as an important stepping stone for former addicts to return to the mainstream of society.

The sixth gift was given to St. Paul's House, a ministry located on 51st Street in the Hell's Kitchen section of the city. St. Paul's House provides food and housing for the homeless. Under the direction of the Rev. Creighton Dunlap, the ministry has served for almost 50 years in the work of evangelism and meeting social needs.

The seventh gift was given to St. Sebastian's Boys and Girls Brigade. This is a program which works with children and young people. For nearly 50 years, St. Sebastian's has been providing services for the children of Queens. Under the direction of Edward J. Fowley, the program attempts to create a healthy social environment for latchkey children so they can grow to respect each other. This program offers tutoring services and other activities for the children.

The eighth gift was given to the Council of Churches of New York, under the direction of Bishop Norman Quick, to act as a referral agency to those who need assistance. Their grant will help to develop an urban resource service directory for churches and pastors in the New York City area.

The ninth gift was given to Soul Release Prison Ministries. Lead by the Rev. Willie Jarrell, this organization coordinates the welfare of prison inmates and ex-offenders and their families through spiritual, educational, cultural, and financial support.

The tenth Love In Action gift was given to The Soul Saving Station located



As Billy Graham meets with Mother Clara Hale, some of the children born to mothers addicted to drugs gather round showing excitement and appreciation for the Graham Association's act of love.

on 124th Street in Harlem. Under the direction of Bishop Alvin Tate, the program provides approximately 1000 meals each week to men, women, boys, and girls in the area. Besides offering food, the ministry challenges each person from the Word of God.

These are only tokens, tokens of love dropped into the system in an effort to stem the tide of an ever-increasing need among people in the cities. There are at least 60 more organizations ready to

serve, but in need of gifts of love which can be converted into love in action.

As director of the New York Bible Society, I worked with the Rev. George Perry who chaired the Love In Action committee and others to compile a list of the many agencies working throughout the city. Through the New York Christian Coalition, we plan to seek other ways to help others meet these needs.

The \$50,000 given at the Central Park Billy Graham Rally is just a begin-



The \$50,000 given at the Central Park Billy Graham Rally is just a beginning. The days ahead will be filled with mobilizing hundreds of churches, missions, agencies, and individuals to continue the task.

ning. The days ahead will be filled with mobilizing hundreds of churches, missions, agencies, and individuals to continue the task.

The Love In Action program must continue to build. Just one opportunity offers a beginning, but over and over again we must respond to the needs. We must keep hope alive until the infrastructure is built to resolve the pressures of hunger, poverty, and spiritual deprivation in our inner cities. "Surely the arm of the Lord is not too short to save, nor his ear too dull to hear." Isaiah 59:1 (NIV).

"'Even now,' declares the Lord, 'return to me with all your heart, with fasting and weeping and mourning.' Rend your heart and not your garments. Return to the Lord your God, for he is gracious and compassionate, slow to anger and abounding in love, and he relents from sending calamity. Who knows? He may turn and have pity and leave behind a blessing — grain offerings and drink offerings for the Lord your God. Blow the trumpet in Zion, . . ." Joel 2:12-15 (NIV).

Love in action becomes a trumpet in Zion. Our offerings, which express our love for others, should be given as unto the Lord. God is slow to anger and abounding in love. He does not desire that any should come to destitution where hope fades away.

The Afternoon in Central Park with Billy Graham was a wonderful success. The weather, the crowd of 250,000, the music, the testimonies, and the message by Dr. Graham were used by the Spirit of God to move many people to make commitments to Christ. As the final chorus of "Just As I Am" faded into the distant sky, and the crowds moved reverently to return to their local celebrations of faith, we were faced with the new challenge of keeping hope alive.

A Crusade is just a stop on the road and love in action needs the continuing commitment of us all. Let us continue to look beyond ourselves and address the needs of others as we work as ambassadors of Jesus Christ, seeking to bring salvation to those who are lost.

Charles S. Rigby is director of the New York Bible Society in New York City and served as vice chair of the General Working Committee for the Billy Graham Central Park Rally.

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EDITOR'S NOTE: For more information about urban projects in the New York City area, write to: Rev. Charles S. Rigby, New York Bible Society, 172 Lexington Ave., New York, NY 10016.



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New Program Allows Listeners To

"Come Walk The World"

by Dan Nicholas



Photo by Carol Berg

Martin Lonsdale, Bob Seiple, and Don Ranson (left to right) discuss World Vision's *Come Walk The World* program.

When veteran religious broadcaster Don Ranson recently called World Vision's office in the Philippines, he was surprised to have his long-distance call put on hold for more than five minutes. Ranson had called to record a brief telephone inter-

view about the effects of the Mount Pinatubo volcanic eruption for World Vision's new four-minute daily radio show *Come Walk The World*.

When the call was finally answered, he immediately learned the reason for the delay: a killer typhoon had just hit the

Philippines and World Vision was dispatching relief workers at that very moment. Ranson's routine phone interview suddenly changed to crisis coverage — while the story was happening.

His typhoon report, including actualities from World Vision relief workers, aired as one of the first World Vision daily programs on Bott Broadcasting Network and Salem Communications stations across the country. The paid program, produced by the Russ Reid Company, premiered on the air December 2.

Why did World Vision, the international relief and development ministry that works in 94 countries and is best known for its child-sponsorship television specials, return to daily radio? "With this unique program, World Vision will be able to bring to Christians in the United States a knowledge of what is going on in the world from a perspective they're not getting elsewhere," said Ranson, an independent producer, radio announcer, and one-time Baptist pastor.

"Christians in America really have no idea about all that World Vision is doing. World Vision is not just feeding starving children in Africa," Ranson said. The organization's ever-expanding relief and development efforts are having an impact on millions of lives for Jesus Christ, including needy children and families in the United States.

Radio was selected, says World Vision director of broadcasting Martin Lonsdale, because "it is the best way to target the evangelical audience with our

message. We want to express appreciation for our partners and give something back to them in the form of this daily radio program." The program will build awareness of the vast human need around the world and encourage listeners to become involved personally. Lonsdale acknowledged that the snappy, upbeat, four-minute format with a news and feature angle is what will appeal to Christian radio station programmers.

While there will be a fundraising component in a number of *Come Walk The World* broadcasts, the format seeks much more from the listener. Involvement is the key and listeners can gain a new perspective on the world, says Lonsdale. "We want to give insights on what God is doing in our rapidly changing world through World Vision and through other ministries. We also want to challenge listeners to keep in touch with this needy world," he says.

The human need today is immense. The Philippines typhoon story, for example, reported that the flood level in some villages rose as high as 18 feet, and some families had to hold their children above their heads while standing on their houses to save them from drowning. "They have nothing . . . there are no options for them . . . but we can do something to help," Lonsdale notes about the program.

In a segment on Vietnam, World Vision president Bob Seiple addressed the need for reconciliation there, urging listeners to "accept the fact that people who were once our enemies can now be our friends." Seiple also challenged listeners to consider, "What would Jesus do?"

Other programs focused on the children of Chernobyl, the once-abandoned Romanian orphans, families devastated after a Bangladesh flood, street children in Latin America, and spiritual and physical hunger in what was, until recently, the Soviet Union.

When a crisis occurs somewhere in the world, it will be possible for *Come Walk The World* to give a detailed report on it later in the same week. Lonsdale sees World Vision as "a channel for information on hurting people." He promises that the new daily program will be "both an up-close and personal expression of God's love in the world."

Dan Nicholas serves as World Vision's media relations administrator for National Projects in Monrovia, Calif.



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The Christian Broadcaster And THE ENVIRONMENT

by Calvin B. DeWitt

"The heavens declare the glory of God; the skies proclaim the work of his hands. Day after day they pour forth speech; night after night they display knowledge. There is no speech or language where their voice is not heard. Their voice goes out into all the earth, their words to the ends of the world." — Ps. 19:1-4 (NIV)

Worldwide evangelical broadcasting pre-dates Christian radio and television by centuries. It is such powerful broadcasting that not only has every person been reached, but everyone is without excuse about knowing of God's everlasting power and divinity. This earliest of broadcasters, of course, is the Creation itself: "For since the creation of the world God's invisible qualities — his eternal power and divine nature — have been clearly seen, being understood from what has been made, so that men are without excuse" Rom. 1:20 (NIV); cf. Acts 14:17.

While Creation's evangelical voice continues to be broadcast, it is increasingly diminished — its message distorted and blocked by Creation's degradation. People are becoming alienated from the Creator and Creation's testimony, confined within their own creations — the concrete and steel of buildings and freeways, studios and offices, apartments and corridors. And the Creation's witness is being impoverished by environmental degradation.

Consider the following examples: (1) alteration of the earth's energy exchange with the sun; (2) degradation of

land by erosion and desertification; (3) deforestation of primary forests; (4) extinction of over five species each day; (5) defilement of groundwater by households, storage tanks, and landfills; (6) toxification of global circulations of air and water; (7) decimation of long-standing, ecologically sensitive human societies.

Silencing Creation's Testimony

The silencing of Creation's witness to its Creator — impoverishment of Creation's ability to bring God praise — is cause for deep concern for Christians, and particularly for Christian broadcasters who work to bring the knowledge of God to the world. Creation — a partner in evangelical broadcasting — is being "put off the air."

During recent decades, impoverishment of Creation's testimony has been of little concern to people who proclaim God as Creator and Savior of the world. Instead, it has been primarily non-Christians who have been concerned about the environment. Some Christians argued that they did not want to look like pantheists or "New Agers." Still others argued,

"Since this world is going to be destroyed anyway, why take care of it?" And nearly everybody has resisted environmental concern because it calls for conversion to a new way of life.

Such arguments are brought up short by the Scriptures, including Revelation 11:18, "The time has come . . . for destroying those who destroy the earth" (NIV). Christians who have confronted this scriptural proclamation, made at the sounding of the judgment's last trumpet, may ask at this time of Creation's destruction, "What must a Christian do in times like these?"

Affirming Christ as Creator

Clearly, one must investigate the Scriptures. And with John 3:16, the Bible proclaims that God, who declared Creation good (Gen. 1), loves the world He has made. And God's love for the world is immense — so great that He gave His only Son to buy back the world from sin and degradation, even to the death of His Son upon a cross (Phil. 2:8).

Who is this Son? He is the Savior who saves his people from their sins (Matt. 1:21). He also is the One through whom the whole world was made (John

1:1-4) and is held together (Col. 1:16-17). And this makes all the difference, both in His saving power, and in the way Christians live in Creation. Not only are all things created and sustained by Him, but by Him all things are reconciled (Col. 1:20). Creation owes its origin and integrity to Jesus Christ. In Jesus Christ all things are also made right again.

Disciples of the Last Adam

The first 11 chapters of Genesis tell how people chose to be disciples of the first Adam, bringing arrogant abuse to Creation, and falling short of the glory of God (Rom. 3:23). While people will likely follow the first Adam — the way of death — the Scriptures urge people to become disciples of the last Adam — Jesus Christ (I Cor. 15:45). They point to the way of life (John 14:6). "For as in Adam all die, so in Christ all will be made alive" I Cor. 15:22 (NIV). By giving His Son, God retrieves the world He loves from degradation and death.

How do disciples of the last Adam behave on earth? They undo the work of the first Adam and do what the first Adam was supposed to have done. They keep the Creation (Gen. 2:15) as God keeps His people (Num. 6:24). Imaging God — exercising dominion in the manner of Christ (Phil. 2:5-8) — Christians join their Creator in caring for the land, continually keeping an eye on it (Deut. 11:11-12). As the fruit of God's work satisfies the earth (Ps. 104:13) — by God's provision of food, water, nesting sites, and habitat for the animals, (and His planting of the cedars of Lebanon) (Ps. 104) — so Christians satisfy Creation by the fruit of their work.

Preserving Creation's Fruitfulness

The Scriptures further teach that disciples of the last Adam are not to press Creation relentlessly, but provide for its sabbaths. As God requires sabbath rests for human beings and animals, so too for the land (Exod. 23:10-12). Otherwise, the land will be laid waste, only then to "have the rest it did not have during the sabbaths you lived in it" Lev. 26:34-35 (NIV).

Living creatures are blessed with fruitfulness: people, fish, and birds (Gen. 1:22,28). But human fruitfulness must not be at the expense of the rest. Instead, people must also respect God's blessing given to the other creatures, "Be fruitful and increase in number and fill the water



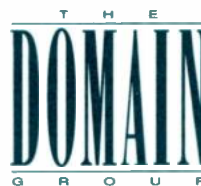
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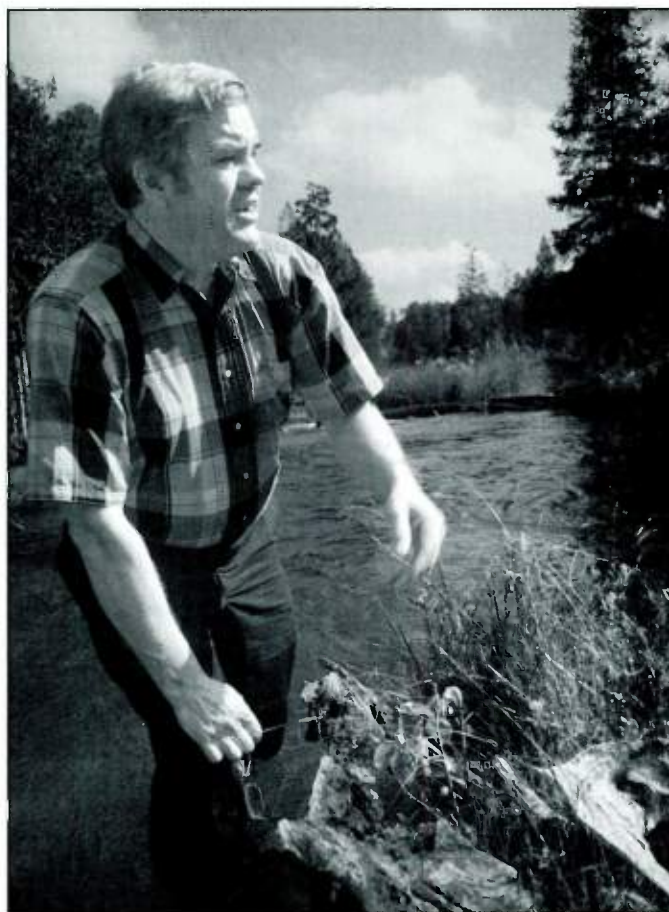
THE CHRISTIAN . . . CONTINUED FROM PAGE 33

in the seas, and let the birds increase on the earth" Gen. 1:22 (NIV). Moreover, while people may enjoy the fruits of Creation, they must not destroy Creation's fruitfulness.

"Is it not enough for you to feed on the good pasture?" asks the Sovereign Lord. "Must you also trample the rest of your pasture with your feet? Is it not enough for you to drink clear water? Must you also muddy the rest with your feet?" Ezek. 34:18 (NIV) cf. Deut. 20:19 and 22:6. An example is Noah, who obediently preserving Creation's fruitfulness, prevents extinction even of the uneconomic species, at tremendous cost of time, materials, and reputation (Gen. 6-9).

The Kingdom Of God

Much scriptural teaching is summed up in the kingdom of God. It is for this kingdom



Calvin DeWitt explores creation first hand in the rivers of Au Sable Institute of Environmental Studies in Mancelona, Mich.

Photo by Andrew Scheer, Moody Monthly

that Jesus teaches His followers to pray, "Our Father in heaven, hallowed be your name, your kingdom come, your will be done on earth as it is in heaven" Matt. 6:9-10 (NIV). Jesus advises, ". . . seek first his kingdom and his righteousness, and all these things will be given to you as well" Matt. 6:33 (NIV). The blessing given disciples of Jesus comes not from seeking "other things" (Hab. 2:9; Ps. 119:36; Luke 12:15), but from pursuing godliness with contentment (1 Tim. 6:6-21; cf. Heb. 13:5). Their blessing is a consequence of seeking first the kingdom of God.

The Scriptures open a window on the kingdom in God's resettlement of Israel: Israel will say to its former oppressor, "All the lands are at rest and at peace; they break into singing. Even the pine trees and the cedars of Lebanon exult over you and say, 'Now that you have been laid low, no woodsman comes to cut us down'" Isa.

Taking Action

The following is a select list of organizations and resources that provide accurate, up-to-date information on how to get involved with environmental issues:

Christian-based:

- ◆ Au Sable Institute Outreach Office
731 State St.
Madison, WI 53706
(608) 255-0950

Secular, daily:

- ◆ *The Christian Science Monitor*
1 Norway Street
Boston, MA 02115
(Note especially the "Habitat" section)

Secular, annually:

- ◆ Worldwatch Institute
1776 Massachusetts Avenue, N.W.
Washington, DC
20036-1904

Christian Environmental Action:

- ◆ Environmental Care for the World
812 South Ivy Street
Arlington, VA 22204
(703) 486-2870

College and University Courses on Caring for Creation:

- ◆ Au Sable Institute College Program Office
7526 Sunset Trail N.E.
Mancelona, MI 49659

Books and Resources: Biblical Study:

- ◆ *The Environment and the Christian*, Calvin B. DeWitt, ed., Grand Rapids, Mich.: Baker Book House, 1991.

Comprehensive Christian Environmental Perspective:

- ◆ *Earthkeeping in the Nineties*, Loren Wilkinson, ed., Grand Rapids, Mich.: Eerdmans.

Christian Environmental Response and Action:

- ◆ *Earthkeepers*, Art and Jocele Meyer, Scottdale, Pa.: Herald Press.

Theological Readings:

- ◆ *Tending the Garden: Essays on the Gospel and the Earth*, Wesley Granberg-Michaelson, ed. Grand Rapids, Mich.: Eerdmans.

Environmental Readings for Churches and Broadcasters:

- ◆ "Seven Degradations of Creation," Au Sable Institute.
- ◆ "Biblical Principles for Environmental Stewardship," Au Sable Institute.
- ◆ *Christian Broadcasters' Packet*, Au Sable Institute.

Assistance to Churches, Colleges, & Broadcasters:

- ◆ Au Sable Institute Outreach Office
731 State St.
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Putting Belief Into Practice

Finally, the Bible warns that God's requirements must be put into practice or they do absolutely no good. Hearing, discussing, singing, and contemplating God's message is not sufficient. The hard teaching is this: "My people come to you . . . to listen to your words, but they do not put them into practice. . . . Indeed, to them you are nothing more than one who sings love songs with a beautiful voice and plays an instrument well, for they hear your words but do not put them into practice" Ezek. 33:31-32 (NIV).

One who fails to put God's requirements into practice is like a house without a foundation that collapses and is swept away under pressure. However, the one who puts belief into practice weathers the storm (Luke 6:46-49).

As Christians find the evangelical voice of Creation diminishing, isn't it their task and privilege to restore and open up Creation's evangelical testimony and witness? Is it not to reduce and remove the alienation of people from God's works and their convicting message? Is it not to proclaim the kingdom of

God as a rich and full alternative to pantheism and the New Age? Is it not to give evangelical witness to a full-orbed Christian environmental stewardship?

Is it not to protect Creation where it still has God-intended integrity? Is it not to address each of Creation's degradations, working against these by reconciling all things? Is it not to see environmental concerns as vitally relevant to confessing Jesus Christ? Is it not to satisfy Creation's eager expectation of making Christians plainly visible — revealed as the children of God who profess in thought, word, and deed, Jesus Christ as the Creator, Sustainer, and Reconciler of all things (Rom. 8:19)?

The Role of Christian Broadcasters

As Christian broadcasters do their work, they join with another broadcaster of God's everlasting power and divinity — they join with Creation. In this time of Creation's degradation and impoverished ability to bring God praise, Christian broadcasters can respond by bringing to audiences a new awareness of Creation and Creation's testimony. They can encourage audiences to break down their

alienation from Creation, to counter its degradation, and to restore to fullness its testimony to the Creator.

By broadcasting psalms, hymns, and spiritual songs that make rich and full reference to the Creator and Creation, by encouraging churches to be Creation awareness centers, by introducing and explicating biblical teachings on Christian environmental stewardship, Christian broadcasters can join with all Creation in singing "Praise God from whom all blessings flow, Praise Him all creatures here below."

The time has come to reaffirm, in word and deed, belief in God as Creator, and in Jesus Christ — the last Adam — the One through whom all things were created, hold together, and are reconciled. To put such reaffirmed belief into practice means that Christians will so behave on earth that heaven will not be a shock to them!

Calvin B. DeWitt is director of Au Sable Institute of Environmental Studies in Mancelona, Mich., and professor of environmental studies at the University of Wisconsin-Madison.

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Homosexuality, Human Rights, and the Christian Broadcaster

A Canadian Perspective

by Alex M. Parachin

The complaint to the network read in part as follows: "On Monday morning, April 29, 1991, at 12:30 a.m. through to 12:45 a.m., I watched your channel in frustration and anger as *The 700 Club* of Pat Robertson presented a program supporting the traditional family by an all-out verbal and visual onslaught against minority members of our society who have been given by God the sexual orientation of homosexual, bisexual or transsexual. These minorities are not protected as are Jews, blacks, ethnic groups or aboriginal folk on your programming."

Responding to this objection from the gay community, the Canadian Radio-Television Telecommunications Commission (CRTC) obtained a copy of the allegedly offensive program and provided in part the following evaluation: "In his comments on *The 700 Club*, Pat Robertson essentially makes the case that homosexuality is morally wrong from a Christian standpoint because of what he interprets the Bible to have said about those who practice homosexuality. He states that '... homosexuality, is a depraved mind and a degrading passion ...' [The Commission] is concerned that comments such as these may offend the high standard requirement in the [Canadian Broadcasting] Act."

The correspondence was signed by the legal counsel for the CRTC and had been directed to the president & chief executive officer of the network which had aired the program in question. Given that the CRTC has been authorized by the government to regulate and supervise all aspects of the Canadian broadcasting system, including the issuing and renewal of broadcasting licenses, its stated opinions bring to bear a considerable degree of influence on what ultimately is or is not aired on Canada's air waves.

With regards to Christian programming dealing with the subject of homosexuality, that influence has become increasingly restrictive. In Canada today,

an unprecedented battle revolving around homosexuality, human rights, and the rights of the Christian broadcaster is raging — a conflict from which critical lessons may be gleaned by broadcasters everywhere.

The Gay Rights Momentum

Militant homosexual advocates have strategically positioned their cause in Canada as a human rights issue. Any and all opposition to the homosexual lifestyle is characterized by the gay community, and increasingly by the general secular media, as being either discriminatory or homophobic. This campaign has been so effective that significant gains have been made by the gay rights movement in Canada.

For example, a recent Ontario court has ruled that Canada's human rights law is unconstitutional for failing to protect gays and lesbians from discrimination. It was argued that not to specifically in-

"In addressing this issue, it is also critical that the Christian broadcaster always includes a message of hope for the homosexual. The central message of the Gospel is not judgment, but full deliverance and forgiveness in Christ."

clude sexual orientation among the prohibited grounds of discrimination in the Human Rights Act was a violation of the equality guarantees of the Charter of Rights and Freedoms.

This court ruling came in spite of the fact that the Canadian Charter of Rights and Freedoms itself does not include sexual orientation among the prohibited grounds of discrimination within its equality rights section. Short of an effec-

tive appeal of this ruling by the federal government, within a few months homosexuals in Canada will receive formal legal recognition as a minority group. In essence, Bill AB101, which was vetoed in the state of California, would apply to the nation of Canada as a whole.

Broadcasting Restrictions

This momentum favoring the gay rights movement has had a significant impact on the rights of the Christian broadcaster in Canada. On November 21, the CRTC issued a news release stating that it had amended its regulations to prohibit broadcast programming that is abusive on the basis of sexual orientation.

The reason given by the commission for this change was to reflect more closely recent judicial interpretations of the Canadian Charter of Rights and Freedoms. The commission noted that there is what it referred to as a "growing jurisprudence" that supports the proposition that discrimination on the basis of sexual orientation, although not specifically enumerated in the Charter, is prohibited by it.

In commenting on this decision, CRTC chairman Keith Spicer stated, "By including protection against abusive comment on the basis of sexual orientation the Commission intends to ensure that the broadcasting system accurately reflects Canadian society and its traditional values of tolerance and fair comment." He further stated that the CRTC would continue to implement its regulations with a strong bias in favor of freedom of expression of varying points of view on all issues, including religious belief.

Given its recent experience on this issue, *The 700 Club* in Canada contacted the director general of the CRTC Information Services for further clarification on this new prohibition. When specifically asked how the CRTC would view the comment that "according to the Scriptures, the practice of homosexuality

is sinful," he was unable to confirm or deny whether such a statement would be considered abusive under the new regulations.

Individuals found to be in violation of the new regulation can be fined up to \$20,000 for a first offense and \$500,000 for a second. According to the CRTC, fines would be levied only in the most extreme of violations, only as a last resort, and would apply to the station or network airing the offensive program and not the program producer.

Since the implementation of this new prohibition, *The 700 Club* has continued selectively airing programs in Canada that deal with homosexuality with relatively little difficulty to date. This has been largely possible because of VISION TV, Canada's only multi-faith television network. One of VISION TV's objectives and reasons for its license is to provide an opportunity for the free expression of points of view, and to advocate positions held by Canada's multi-faith communities (Christian and non-Christian).

Canada's other networks and independent stations, however, that have no such vested interest in the faith community are significantly less likely today to air Christian programming dealing with homosexuality than was the case prior to these new broadcast restrictions.

The Price for Silence

If there is a lesson for Christian broadcasters to learn from what is taking place in Canada today, it is simply this — there is a price to pay for silence! Generally speaking, Canadian broadcasting ministries have been much less outspoken in discussing the issue of homosexuality on the air waves than their counterparts in America.

VISION TV has indicated that in the past three years, to its recollection, very few, if any, Canadian ministries have dealt with this issue on its network. On the other hand, virtually every American-based ministry purchasing air time with VISION has dealt with the subject several times, with some ministries such as *The 700 Club* occasionally devoting an entire program to the issue.

This silence from Canadian broadcasters has in part been due to the historical tendency on the part of the CRTC to discourage strong advocacy points of view. It is, for example, the long-standing policy of the CRTC not to license any religious radio and television stations in Canada because of what it calls "the de-

gree of controversy frequently associated with religious practices and beliefs."

Today, there are no Christian television or radio stations in Canada. And with CRTC policies and regulations pressuring broadcasters not to wave red flags on the secular networks, the Christian voice on the issue of homosexuality has not been broadly sounded. Consequently, Canada has become very fertile ground for the homosexual agenda.

Taking A Stand

Christian broadcasters can and must work together in speaking forth for Christ on the issue of homosexuality today. This is not simply a Canadian problem, nor the particular battle of a few select ministries. The outcome of this issue is critical to the preservation of what remains of Judeo-Christian values in the West today. The message to militant gay activists who are advocating moral acceptance of the homosexual lifestyle must continue to be an unequivocal "no."

In addressing this issue, it is also critical that the Christian broadcaster always includes a message of hope for the homosexual. The central message of the Gospel is not judgment, but full deliver-

ance and forgiveness in Christ. This applies to all sinners, heterosexual or homosexual. And while it needs to be emphasized that the practice of homosexuality is sinful, by God's standards that sin is no worse than any other.

It is helpful to recognize that not all gays are militant in defense of their homosexuality. Many are consciously seeking healing for their lives. The Christian broadcaster who properly presents a balanced biblical perspective on this issue will not only be used as "salt of the earth," but will provide the only ray of hope available to the struggling homosexual.

Canada is living proof of the fact that a battle cry needs to be clearly and boldly sounded on this issue. Perhaps Christian broadcasters need to be reminded that to be faithful for Christ everywhere on the battlefield but where the battle is currently raging, is not to be faithful at all.

As executive vice president of The Christian Broadcasting Associates, Inc. (CBA) in Scarborough, Ontario, Alex M. Parachin oversees the ministries of *The 700 Club* in Canada.



Monumental Meetings In Moscow

An Interview With The NRB Executive Director

by Donald J. Peterson



NRB executive director E. Brandt Gustavson shakes hands with then-Soviet President Mikhail Gorbachev during last fall's trip to Moscow.

Dr. Gustavson, for the sake of our readers, tell us how this visit to the Soviet Union and the meeting with President Mikhail Gorbachev and other Soviet leaders came about.

The Supreme Soviet and representatives of President Gorbachev invited a delegation of religious leaders to the Soviet Union. It's my understanding that Mikhail Morgulis, an evangelist working with the Slavic Gospel Association, who is concerned about the Russian people and is himself a Russian emigree, contacted Joel Nederhood of *The Back To God Hour* and *Faith 20* programs. They began deciding on the types of people who should be a part of the delegation.

Our group of 19 consisted of a sub-

stantial cross-section of the various disciplines within the Christian community. There were representatives of Christian radio and television, publishing, education, ministry organizations, and the pastorate.

It's clear that when you go to the Soviet Union, you go on a kind of haphazard basis. And the higher up the people that you're going to meet with, the less sure you are that you're going to be able to have those appointments. And so we thought we would have meetings with at least the two groups I mentioned, as well as others, but we weren't sure.

While we were in the Soviet Union, we would meet every morning at 7 a.m. for prayer and a discussion of the day's activities. We were all of one accord in desiring to be a fair and open witness for Christ, and one of our plans was to have prayer in each of the meetings we at-

tended. During the days from our arrival on the 28th of October to our departure on the 5th of November, we had between 15 and 20 meetings with groups or individuals from various levels of Soviet society.

We asked one member of our group who spoke Russian fluently to lead in prayer at the end of each of our meetings. We did that with the Supreme Soviet, the KGB, and also with President Gorbachev. That's how we ended our meetings.

What were some of your impressions of the Soviet Union?

Everything was in a state of flux. For example, on one day when we arrived at the Kremlin, the USSR flag was flying atop the Parliament building, and on the next day it was the Russian flag — all in the course of 24 hours.

In this next year, there could be cataclysmic repercussions if business is not able to organize and operate well. You tend to have almost a hopeless feeling that it's moving from the Dark Ages to light, and that this is going to take years and years.

Essentially, the people have not had any incentive to work. And so people do not have an industrious spirit. They don't have the will or the work ethic to say, "I will do this, and I will accomplish this, and I will gain this," because there was nothing to gain. There were no incentives for good production — nothing like that. So now you pay the price for all of that.

A man who had spent four weeks in the Soviet Union in a hotel told me that while he was in this huge hotel half the things didn't work. He told me that he would ask people to help him and, in the four weeks that he stayed at that hotel, he

never found one helpful person.

Now that doesn't mean that the Soviet people are not kind and friendly, but I think that such a hopeless spirit has been instilled within them, that they've given up. You live so long trying, but never getting anywhere, so you say, "What's the use?" And then you look at the State and feel that the State is not operating the way it should.

But the independent spirit is very strong. It is a form of tribalism, so that the ethnic groups within the Soviet Union are extremely opinionated about their independent role as they feel it ought to be. We were at the Ukrainian Embassy when I spoke to a man who would be the equivalent of the ambassador.

I called him "Mr. Ambassador," and he corrected me. He said, "Not quite yet. Someday." There I made a speech encouraging the Ukraine to make way for religious broadcasting, the upbuilding of family, and the teaching of good moral things through the mass media. But the problems are enormous when it comes to these ethnic groups who all want their independent position.

In some ways capitalism is alive and well in certain segments of the society. Let me give you an illustration. Arbat Street in Moscow is like a large souvenir flea market. Young men bring their tables, and they have acquired hand-carved pieces, or enamelled boxes, or nesting dolls to sell. And they're very aggressive, but friendly in their selling practices.

They stand there all day in 20 to 25-degree winter weather and sell their products with a zest that you don't see in other people, because evidently they are selling these products as a private individual and are able to make a living by this means.

In communism, obviously, they have always said that all people are equal. But the fact of the matter is that some are more equal than others. We stayed, for example, in the Red October Hotel, which was *the* hotel for the elite of the communist party — huge iron fencing all around with gates that would let people in and that were controlled by a guard house. And everything inside worked.

I understand you had a meeting at the KGB headquarters?

Our meeting with the KGB was an extremely interesting one. It is widely reported and acknowledged by the KGB

themselves, at this point in time, that between 40 and 60 million Soviet citizens were killed by that agency. So even the mentioning of the KGB brings fear to the heart of the average Soviet citizen, and especially the Christians.

We met a man who came in from Moldavia who was a farmer and a Christian. He had been in the Gulag for ten years for his faith in Christ. He brought us fruit from his farm, riding the train 13 hours to come to Moscow, so that we would have grapes and apples. It was such a heart-touching event.

We had him speak to us about his love for Christ and about the Gulag treatment. It was too ugly to repeat what a person like that would go through. But he said to us with smiling face, "I was in the Gulag for a reason, and that was to minister to the people in prison." So he preached to them every night for two minutes. Somehow, he was allowed this opportunity.

By doing so, he developed a strong, booming voice. And that's the way he spoke to us in this hotel room. We thought the wall plaster was going to come down! He spoke warmly of his love for Christ. This gave us a little inkling of

the type of people who were confined in Siberian prisons and work camps simply for their faith.

At the KGB we met with General Nikolai Stolyarov, the Deputy Chairman, who is second in command. He is a young man, probably about 40 years old. He was a colonel a few months ago until he took his life in his hands when he brought the Gorbachevs back to Moscow from their confinement during the coup attempt. Following that, he was made a general, which is his present rank at the KGB.

The KGB, of course, was the security system, but used by the dictators through the years to keep control of the people. So that's why the Christians and political prisoners were confined or murdered. At one point during our meeting with him, the general made comments about a spirit of repentance.

Two members of our group, Peter Deyneka and Mikhail Morgulis, talked about not being able to come into their homeland for all these years because of the KGB and the restrictions, and that they were now happy that they were able

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MONUMENTAL MEETINGS . . .

CONTINUED FROM PAGE 39

to come. We had prayer with the general, and in prayer Mikhail also thanked the Lord that this man of courage made way for the President to come back into power. It was very moving to see the general wipe tears from his eyes at that point.

It's a new day even for the KGB. Even though openness is coming, there is a lot of military presence. For example, wherever you turn at the KGB, there is a soldier standing. When I was coming back on the plane from Moscow to Frankfurt, I was sitting next to a young Russian man, who actually was deaf.

We communicated by writing, and I told him in a note that we had visited the KGB and I showed him a picture. When I mentioned the KGB to him, he drew back as if repulsed by the thought. And even though he is 21 years old, I would say that he would never trust even a KGB that is transformed — it's so repulsive to him.

Did you also meet with Soviet business leaders?

We had the opportunity of meeting with a group of people who were talking about the transition in business in the Soviet Union. One of the major things that the nation faces is terrible, present-day economic calamity. Obviously, it is one of the reasons causing the turmoil and the change in government. The transition from a closed society to an open one is filled with pitfalls and detours. And it's not a straight line to a free enterprise system.

The ruble, in a way, is practically a worthless piece of exchange because it can't be used internationally at all. When we were there, the exchange was 34 rubles to a dollar. A pediatrician sitting next to me at one of the meetings said she made 260 rubles a month.

The economic situation and the living standards are governed by the fact that the distribution system has literally fallen apart in the Soviet Union. Some have said that there is adequate food produced in the Soviet Union, but the trains don't run, the trucks don't run, and there are no parts to fix these. It's just a general degradation.

So people in Moscow — a big city where all the food has to be brought in — will stand in line for hours. It is said that most housewives in Moscow spend most

of their day standing in line — for bread, for chicken, or for whatever they're trying to get to feed their family. We were there in cold weather, and people were standing in line for a block to get an ice cream cone because you just don't get ice cream cones in very many places.

They don't have many of the necessities of life. And the apartments and living conditions are very small. Very often six or eight members of an extended family will live in two rooms. Sometimes they share a kitchen with others. A young couple getting married often will not be able to get an apartment. So they live with their family, either her parents or his parents. They put their name in to try to get an apartment and, very often, it takes between three and five years to get one. If they have children, they can try to upgrade to a larger apartment. And it's all done on a kind of trading basis.

Are these apartments owned by the government?

They are, but after I returned to the U.S., I heard that the mayor of Moscow had indicated that all of the apartments would be up for sale at about 250 to 300 rubles, or about ten dollars. So it's in that transition of going from no ownership of property to some ownership.

I understand your group had an opportunity to meet with President Gorbachev. Maybe you can tell us a little about that?

We wondered whether we would actually be able to do that. We were put off once or twice. The President was obviously enormously busy trying to hold things together. At 11 a.m. on November 4, we were told that we were going to meet with him. We hurried over by bus and then entered the Kremlin. It was interesting to me that, as you get closer to the President's office there are fewer and fewer people until it's completely isolated by the time you come to the place where the President's building is.

All the buildings in the Kremlin are very clean and well maintained. I noticed that right across the street were two limousines and two police cars. I presume that those were the cars that would transport the President.

His meeting at noon, right after ours, was with representatives of the republics. It was a very important meeting. They were going to discuss three rather significant subjects. One was the currency and

the interchange of the currency between the republics. The second was the future of the atomic arsenal. And the third was how the army was to be controlled.

We arrived there at 11 a.m., and it was extremely interesting that as we wended our way through the halls with escort we were not searched and did not go through magnetometers. I think the reason we were trusted is that we were the personal guests of Konstantin Lubenchenko, Chairman of the Supreme Soviet, and Vladimir Zots, general aide to the President. Since we had the imprimatur of those people, we sailed right through.

We were ushered into a long room at the end of which President Gorbachev was standing alone. There was no one else in the room. When you see him on television he seems very somber. In our group he was very relaxed and very affable — far more than I expected. I did not think he would be as open as he was. He came immediately, shook hands with each of us, and said, "It's hard to tell the Russians from the Americans." He spoke of the nation and of our letter to him in which we said that "faith without works is dead."

He commented on this and had respect for it. He identified himself as an unbeliever, or a nonbeliever. But at that point Konstantin Lubenchenko put his hand on the President's arm and said, "May I disagree with the President?" And Gorbachev said, "You may disagree, but you may not criticize." At that the whole Russian group in the room broke into laughter, because it was clear that in former regimes if you disagreed with the President, your life was in danger.

Lubenchenko said, "The reason I disagree, President Gorbachev, is that you are very concerned about the welfare of your people, you are for freedom of religion, and some of these qualities are qualities that a believer would have." The President simply smiled and acknowledged the statement.

In the prayer we had with Gorbachev, Mikhail Morgulis prayed for him, but in a familiar, yet acceptable way. He referred to him as Mikhail Sergeyevich, which are his first two names. When you want to be more intimate with a person, that's the way you do it.

There was no opposition to this; there was only an acknowledgement by the President, especially when Morgulis prayed for Gorbachev's mother. He

prayed for her in the same way, by her first and middle names, which is her father's name. Gorbachev seemed to appreciate Morgulis praying for his mother and mentioning by name the town she lived in.

Prior to the important meetings he was to have in the next hour, Gorbachev spent nearly 45 minutes with us in relaxed conversation. And he had coffee and cookies for the group. It was just an excellent opportunity for us to express ourselves to him. In turn, he remarked that, "Changes in Russian history have usually been accompanied by bloodshed, but now we want to change through democratic means. If we succeed, it will be good for the entire country."

I understand you also had an opportunity to meet with members of the educational community?

You quickly learn that the privileged people in the Soviet Union were the members of the Communist Party. They built a gorgeous school, along with a high-rise dormitory. This is a very high-level training school only for the elite of the Communist Party. College, graduate, and post-graduate students would study there the essence of the communist philosophy. When you walk into this school, there is a huge, white marble statue of Lenin. Millions of rubles were probably spent on constructing this school.

As a group of Christians, we had the opportunity to go in and speak to the faculty and administration of that school. We must not think that all of the philosophy of Lenin is extinguished. It isn't. One man, a distinguished faculty member who may have been the equivalent of a chairman of a university department stood up to say that the philosophy of Lenin and Marx was right. It was simply that it fell into the hands of the wrong people, and that it would have worked had these dictators not used the doctrines for their own purposes. And I have a feeling that that is a very prevalent attitude of a lot of people in the Soviet Union.

What was the meeting like with the Supreme Soviet?

We met with the Chairman of the Supreme Soviet. It was an evening appointment and we were again escorted into the huge colonnaded buildings of the Kremlin. And in there we met with about 25 people in leadership in the Supreme

Soviet. The chairman was our host, and he was there.

It was at this meeting that I commented on the fact that about 70 years ago religious broadcasting began in the United States. I said that it has continued ever since and has been a blessing to our nation. I also encouraged them to consider opening the doors of radio and television for the free expression of Christian principles, Bible teaching, and family values.

After I spoke, a young woman who had been elected from her district and who had responsibility in these matters, was very open to my comments. In essence, she said, "This is what we would like to do in the Soviet Union in opening up mass media for things like religion."

I was impressed that a lot of the people in the room, who were elected officials, were young. I think there is a general mistrust that the older people will keep to the ways of the past and that the young people, both men and women, will be able to look forward to establishing new concepts for the future. That seemed to be clear in that meeting. And a lot of these people seemed to be in their thirties. Very few were 50 and older.

What are some positive outcomes of the trip?

I was able to invite a number of Soviet officials we met to the National Religious Broadcasters (NRB) Convention this year, and several of the officials, including the head of Soviet radio and television, have assured me that they are coming.

You go through a very monumental meeting like this in a far-off location, and you have to pinch yourself and wonder if it ever happened. It was a spiritual opportunity of a life-changing nature. I don't think I'll ever be the same. I came back thinking, "If I ever complain about anything, it will be a sin. For here are people who have so little and have endured so much, and live a non-complaining life."

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

EDITOR'S NOTE: Since this interview, sweeping changes have taken place in Soviet society, including the demise of the Soviet Union, the resignation of President Gorbachev, and the establishment of the new Commonwealth of Independent States.



Distinguished Broadcasters Receive NRB Annual Awards

PARSIPPANY, N.J. (NRB) — The voting is complete and the results have been tabulated for the 1992 National Religious Broadcasters (NRB) Annual Awards. Individuals and organizations from ten distinct areas of religious broadcasting received special recognition for their accomplishments at the 49th Annual NRB Convention and Exposition in Washington, D.C., from January 25-29.

The recipient of NRB's most prestigious honor, induction into the Religious Broadcasting Hall of Fame, is Bill Pearce of *Nightsounds* radio program, broadcast daily from Rockford, Ill. Since 1975, only 25 of the most deserving religious broadcasters have been inducted into the Hall of Fame.

Winner of NRB's longest standing honor, the William Ward Ayer Distinguished Service Award, is John Olson of Trans World Missions in Los Angeles, Calif. The Distinguished Service Award has been presented on a regular basis since 1972 and is given to an individual or or-

ganization for outstanding contributions to broadcasting.

The Radio Station of the Year is KTIS-AM-FM/St. Paul, Minn., while the Television Station of the Year is KYFC-TV/Kansas City, Mo. These awards are presented to stations making outstanding contributions to broadcast programming and/or community outreach.

Northwestern Productions of St. Paul Minn., is the Radio Program Producer of the Year, while the *John Ankerberg Show* of Chattanooga, Tenn., is the Television Program Producer of the Year.

Winner of the award for Technical Achievement in Broadcasting for 1992 is SpaceCom Systems of Tulsa, Okla. The recipient of the Board of Directors' Award, presented annually to a distinguished individual who is an avowed Christian, is former major league pitcher Dave Dravecky of Broadman, Ohio.

Recipient of the President's Award, honoring an individual, organization, agency, or company that has made a deserving contribution to religious broadcasting, is Gary Bauer of the Family

Research Council in Washington, D.C. Receiving the 1992 NRB Milestone Award for 50 years of continual service in religious broadcasting is *Morning Cheer Broadcast* of North East, Md.

Finalists for the various awards categories were gathered by the NRB Awards Committee from nominations submitted to the organization last summer by readers of *Religious Broadcasting* magazine. The magazine's readers also participated in the voting process, as the official awards ballot was only available through the November issue of *Religious Broadcasting*.

NAE Moves 'Forward In Faith' Celebrating 50th Anniversary


CAROL STREAM, Ill. (NRB) — Evangelical leaders from across the United States will gather at Chicago's Hyatt Regency O'Hare from March 3-5 for the 50th annual convention of the National Association of Evangelicals (NAE).

"Forward in Faith — 50 Years of Evangelical Cooperation" has been chosen as the convention theme, reflecting both the leadership and historic evangelical harmony of NAE.

The convention will feature plenary speakers David Bryant, founder and president of Concerts of Prayer International; Joel Gregory, pastor of First Baptist Church in Dallas, Texas; Bill Hybels, pastor of Willow Creek Community Church in South Barrington, Ill.; Jay Kesler, president of Taylor University in Upland, Ind.; Dennis Kinlaw, chancellor of Asbury College in Wilmore, Ky.; and Peter Kuzmic, chairman of the World Evangelical Fellowship Theology Commission.

Some 30 workshops and a dozen luncheons have been scheduled during the three-day convention. The array of luncheon speakers will include Benjamin Alicea, Stuart and Jill Briscoe, James Burtchaell, National Religious Broadcasters president David Clark, Leighton Ford, George Grant, Gordon MacDonald, David Mains, J. David Schmidt Jr., Jun Vencer, and Ted Ward.


The Resource Center, one of the convention's major attractions, will feature evangelical publications, teaching aids, equipment, supplies, and related items shown by 100 exhibitors. For further information regarding the convention program or for registration assistance, call (708) 665-0500.



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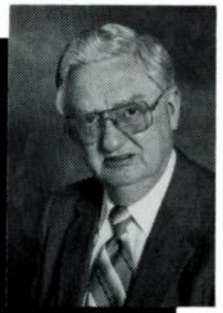
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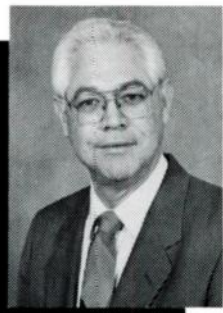
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•NATIONAL•

New Donor Research Program Identifies Major-Gift Prospects

ATLANTA, Ga. (NRB) — A new technique has been devised to assist non-profit organizations in identifying top major-gift prospects from mass constituency files. Alexander O'Neill Haas & Martin (AOH&M), an Atlanta-based fundraising consulting firm, has developed a research program which enables broadcast ministries to identify the untapped sources of donor income "hidden" within their current mailing lists.

The program, ProspectPower, is a computerized service which matches an organization's constituency file against AOH&M's database of nearly 1.4 million certifiable multi-millionaires, millionaires, and potential millionaires.

According to Elizabeth Humbard-Darling, AOH&M consultant for major-gift programs, the program produces a concise list of individual names for personal solicitation, and customized enhance-

ments can provide additional information, such as the individuals' integrated corporate and foundation board memberships, stockholdings, and philanthropic involvements. A separate service called PowerUpdate revises the list twice annually.

"This is a major-gift tool that's especially valuable in these recessionary times," stated Humbard-Darling. "It's affordable for budgets of modest-sized ministries... yet this research will also provide the detailed, accurate information that is a necessity for the development staff that's entering a multi-million dollar campaign. This service was developed to help our clients immediately identify and expand their prospects for major gifts," she said.

Among those organizations which have become involved with fundraising through the ProspectPower program are Coral Ridge Ministries, Crystal Cathedral Ministries, Habitat for Humanity International, the Catholic Foundation, International Lutheran Laymen's League, the World Jewish Congress, and the Anti-Defamation League, as well as Ohio State and Johns Hopkins universities.

Chicago's Channel 38 Arrives 'Home At Last' After 15 Years

CHICAGO, Ill. (NRB) — WCFC-TV/Chicago is celebrating a new milestone in its history — the completion and occupancy of its new communications center. After moving from one rented location to another for 15 years, TV 38 president Jerry Rose has announced the station is "home at last."

The 42,000 square-foot facility is located at 38 South Peoria Street and stands in the shadow of the landmark Sears' Tower. Ironically, the location is directly across the street from where the station first signed on the air in 1976. Much has changed since then, as is evidenced by the capabilities housed within the new communications center which includes three television studios, plus computer editing and mobile production equipment.

"This ministry has always been built on a commitment to reach Chicago, the nation, and the world," Rose stated. "Through our partnership with other broadcast ministries, and the tools God has given us, we're now better equipped than ever, and our commitment to minister is even stronger."

Christian Radio Stations Join Promotion Of Pen Pal Project

LOS ANGELES, Calif. (NRB) — American Christian radio stations are being encouraged to turn their listeners into missionaries to Russia without leaving their homes. A unique pen pal project has linked approximately 950 American Christians with 950 Soviet citizens through "The Russian Connection."

Christian stations across the United States, such as WCDR-FM/Cedarville, Ohio; WLAB-FM/Fort Wayne, Ind.; and WCVC-AM/Tallahassee, Fla., have become intensively involved in promoting the program and have provided hundreds of pen pals from their listening audiences. Excited by the opportunity, a number of listeners have taken on several pen pals. Sharyn Sowell of Bellflower, Calif., is once such individual, faithfully corresponding with 12 pen pals of her own.

Mission Network News of Bainbridge Island, Wash., recently ran a story about the project to which 150 people eagerly responded. However, 4000 more letters have been received by ASSIST (Aid To Special Saints in Strategic Times), the Los

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Angeles-based, non-profit organization which launched The Russian Connection one year ago. More pen pals are needed to keep up with the flood of incoming letters from people in what was formerly the USSR.

"We see this as an extraordinary opportunity to foster peace between our two peoples," stated Dan Wooding, founder of ASSIST. "[It is] also a wonderful way for American Christians to share their faith with those who have no faith. . . ."

Until recently, the Russian Connection was linking American Christians with Soviet believers, but the 4000 letters given to ASSIST by Hopkins, Minn.-based Friends in America were almost completely from non-believers and arrived as a result of an ad placed in a major Soviet newspaper.

"The fall of communism has left a huge vacuum in the lives of the people, and they are searching for spiritual answers. I believe American Christian pen pals can help supply some of those answers," Wooding said.

Americans who enroll in The Russian Connection receive a first letter from their pen pal, with a translation if necessary. They receive a selection of Russian literature to send as a "gift," and may also send a Russian Bible or New Testament, a music tape, or a T-shirt that says "To Russia With Love," quoting John 3:16 in Russian.

"We'd like to encourage stations nationwide to become involved in running PSAs for The Russian Connection, as well as encourage more stations to make it an official missions project for their listeners," stated Wooding. For further information, call (310) 804-0671 or write: ASSIST, P.O. Box 2126, Garden Grove, CA 92642-2126.

•INTERNATIONAL•

New Translation Brings Gospel To French-Speaking Countries

COLORADO SPRINGS, Colo. (NRB) — A three-year program to distribute a new contemporary French translation of the Bible, *La Bible du Semeur*, to the French-speaking nations of the world has been announced by Rob Horan, president of International Bible Society Foundation.

Calling the French-speaking world one of the most neglected areas of global ministry, Horan said "Operation Francais"

will be a multi-faceted networking project to distribute the new French translation to the 46 French-speaking nations of the world in three years, beginning this year and concluding in 1994.

Almost identical to the strategic Moscow Project plan used by International Bible Society (IBS) to distribute four million New Testaments to the Soviet Union in 1991, Operation Francais will bring together key Christian denominations, indigenous national Christian agencies, and Western missionary groups in each country for the project.

"I grew up in the French-speaking world, and I know firsthand that there has been a tremendous void in evangelizing the French-speaking world," stated Operation Francais project coordinator Paul Chandler. "This is one of the greatest language groups we can reach in terms of spiritual effectiveness. . . . I am certain this outreach will far surpass our greatest expectations," he continued.

According to Chandler, this year's phase of the project will center on north and west Africa and the Middle East — Lebanon, Syria, and Egypt. In 1993, IBS will concentrate distribution efforts on Europe, Central Africa, and French-speaking countries near the Indian Ocean. The final year of the project will target Europe and the French-speaking nations of the Pacific Basin, Southeast Asia, Latin America, the Caribbean, and North America.

Enthusiasm is running high in the countries already contacted, Chandler stated. He recently returned from Cyprus in the Middle East and indicated an invitation has been extended to the project by the various Christian groups in Lebanon.

"Many of these nations are, of course, Moslem. Many are Marxist nations struggling with a transition in their history because their mother country has fallen. Many are among the poorest nations of the world. But all of them need the Word of God in today's language, and those are the Scriptures we will be distributing to them," Chandler said.

The new French version of the Bible is the culmination of the combined efforts of translator Alfred Kuen, who has been working on the project for approximately 30 years, French Christian publishing house, and IBS. The project is expected to cost \$3 million before it reaches completion.

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The Future Of China: Communism Or Christianity?

by David Aikman

The following is the third in a five-part series entitled Global Challenges for the 90s. This series is designed to examine important global developments and their relationships to opportunities for evangelical ministry. The series is comprised of excerpts from a presentation given by Time magazine senior correspondent David Aikman. In March, Aikman will analyze Japan's political and economic direction and the influence Christianity could have on the nation's future.

As I was fortunate to have been an eyewitness to the so-called "velvet revolution" in Prague which brought democracy to Czechoslovakia in 1989, so I was privileged and saddened to be an eyewitness to the massacre in Tienanmen Square on June 4 of the same year.

I would like to say one thing about communism in China: the Communist regime is doomed to collapse. The current reactionary authorities who run China will sooner or later be swept aside. It is not a question of *whether*, it is a question of *when*.

The Fall Of Communism

The first obvious reason why the regime will inevitably fall is that communism as an economic system has been a disaster in China as it has been everywhere else. But there is a more important reason right now — nobody in China (I am exaggerating by four or five perhaps) believes communism is reality. They do not believe the doctrine corresponds to what they see around them.

How do I know? I lived in China for two years in the early 1980s, before Tienanmen. I looked for Chinese communists, and I could not find any. I found people who were members of the Communist Party. Did they believe in communism? Not a word of it. Why were they Party members? Personal advantage, personal advancement, and privilege, that is all.

The situation in China consists of authorities propagating a particularly reactionary and unrealistic view of the world, and the vast majority of the population which does not believe a word of it. Sooner or later something has to give. And it will.

The Transition Of A Nation

What kind of China will be ready to emerge from this regime after communism falls? This is one of the fundamental questions we have to face as evangelicals. If China could survive the transition, within perhaps a decade, from its present Communist regime to a post-Communist regime without falling apart, without civil war, and without economic chaos, China would be the lynch pin of stability in East Asia.

By the year 2000, regardless of what happens to communism in China, East Asia will be an even greater economic center of world events than it is today. I am obviously talking about Japan, as well as the dynamic economies of Korea, Taiwan,

"Hope can change a nation because people will act on something they do not have out of a belief in the Sovereign who makes possible that which is not. . . ."

Hong Kong, and Singapore.

More business will be conducted in East Asia than in any other part of the world. When this happens, it will be incredibly important for world stability, the Kingdom of God, and the propagation of the Gospel, that China be ready to meet the kinds of challenges it will be forced to face.

I spoke to a group of Chinese students a few months ago at the Virginia Technical Institute in Blacksburg, Va. About half of them were from the mainland, but only a small fraction of those were Christians. Some of them had never really heard the Christian message. My address to them was the first encounter they had ever had with a non-Chinese trying to explain the



Gospel. I found them extraordinarily receptive to what the Gospel has to say to societies.

The question they earnestly asked was, "How do we save China?" What they meant was, how do we get rid of the reactionary communists, build up the economy, have a just and democratic society like the United States, without all the problems of the United States?

One fellow said, "The only thing you really have to do is to get everybody to become a Christian." I responded, "It's the most important thing, but it's not the only thing." Immediately thereafter, the non-Christian Chinese in the group perked up.

I continued by explaining, "One of the greatest messages of the Gospel to China is the message of hope. Hope can change a nation because people will act on something they do not have out of a belief in the Sovereign who makes possible that which is not. . . ."

With this I had the attention of everyone in the room. Many of them were take-it-or-leave-it regarding what we call theology. But as soon as the Gospel was related to what it can do to society in their country, they were wide open.

A Receptive Population

Since the massacre in Tienanmen, there has been a greater receptivity to the Gospel amongst Chinese intellectuals. I am in contact with a number of ministry groups in China, and all of them say students and teachers are coming into house church meetings and Bible studies in greater numbers than ever before.

There is such an openness that I think it is entirely possible for China to become a Christianized country within a century. Perhaps a century is longer than most care to think about, but in God's timetable, if Jesus tarries, it is not very long. Think of the impact upon East Asia — think of the impact upon the world — if it were so.

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

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TRADE TALK

According to the *NonProfit Times*, a recent survey of American households revealed the weakened condition of the national economy is taking its toll on church giving and donations to non-profit organizations. Data compiled by the Barna Research Group Ltd. stated that 28 percent of all households with annual incomes of \$60,000 or less plan to reduce the amount of donations given to non-profits in the coming months.

In his first major interview since recovering from a near fatal accident last fall in Amsterdam, Holland, **Robert Schuller**, speaker for the *Hour of Power* weekly television program and pastor of the Crystal Cathedral in Garden Grove, Calif., appeared as a guest on CNN's *Larry King Live*. On the December 18 program, Schuller announced his election to chairman of the new ecumenical institution called Churches Uniting for Global Mission.

The Salvation Army is the nation's favorite charity, according to the *National & International Religion Report* and data released by the *Chronicle of Philanthropy*. In 1990, the Salvation Army received gifts totaling \$1.2 billion.

James R. Powell has resigned as president of International Bible Society (IBS) at the request of the ministry's 20-member board of directors due to "management issues." Under Powell's leadership, the ministry's budget grew from \$5 million to \$18 million, and annual Bible distribution grew from under 3 million to nearly 30 million. Board chairman John H. Pinkham, a retired New Jersey businessman and 20-year IBS board member, is serving as acting president until a new president is appointed.

Prior to the holidays, **International Russian Radio and Television (IRR-TV)** received a request to produce Christmas programs for Soviet National Television. IRR-TV produced eight

programs which aired from December 25 through January 7, Russian Orthodox Christmas. Additionally, IRR-TV began programming for both children and adults on Ukrainian Television last month. Every week, a potential viewing audience of 40 million now receives the animated children's Bible program *Superbook* for 30 minutes, as well as a half-hour of witness, music, and ministry programming for adults.

Willard Scott of NBC's *Today* show has begun hosting *The New Original Amateur Hour*, a weekly variety show exclusive to the Family Channel. Ten amateur performers compete on each program for a grand prize cruise. Audience members choose the winner by casting votes electronically. The program made its debut January 26.

The Oregon Association of Broadcasters recently presented the 1991 award for the state's best radio commercial to Albany's **KWIL-AM** and **KHPE-FM**. Dave Winchester, the stations' general manager, underscored the capability of Christian stations being commercially viable by stating that 75 percent of KWIL and KHPE's revenue is produced through commercial sales.

Gold City, the seven-man band that is taking Christian music by storm, has signed a long-term contract with RiverSong. The group held two singles in the top 25 on the January *Singing News* chart, those being "One Scarred Hand" and "I Want to Walk."

Dan Hubbard, executive vice president of Paragon Advertising, was recently appointed president of

Media Communications Group (MCG), a national television religious rep firm.

The Cincinnati, Ohio-based MCG is owned by the stockholders of Paragon Advertising. Other organizational changes within Paragon include the appointments of **Joanne Page** to vice president of client sales, **Amy Bosley** to executive assistant to the president, and **Bill Baldwin** to vice president of

new account development.

Last month, Illinois Bible Institute Radio Ministries/New Life Radio began producing for syndication a new half-hour weekly broadcast entitled *The Classic Connection*. Hosted by Paul Anthony, the program is a retrospect of contemporary Christian music, featuring interviews, commentaries, and the early music of contemporary Christian artists.

KATB-FM/Anchorage, Alaska, held a special sharathon to benefit the local crisis pregnancy centers of Anchorage and Eagle River. The two-day event called *Living Options 92 — The Kindergarten Class of 1997* raised a total of \$57,000 in pledges for client referral services, abstinence education in local high school assemblies, along with eight other programs the two crisis pregnancy centers provide.

Spin 180, a Christian rock music program aimed at non-church-going youth and young adults, has been picked up by the U.S. Armed Forces Radio Network. The program now has a potential audience of 1.9 million service personnel, as well as millions of listeners in



Joanne Page



Amy Bosley



Dan Hubbard

foreign countries who regularly tune in to the English-language network. *Spin 180* is produced by the Manitoba Mennonite Brethren Church-owned MB Communications.

Author and film maker John Gilman of Dayspring International has written a book entitled *They're Killing An Innocent Man* (Creation House). The book reveals the significance of removing cultural barriers when presenting the Gospel in foreign countries. *They're Killing An Innocent Man* details the events which took place in India when the story of Christ was presented as a major motion picture with an all-Indian cast — including the actor portraying Jesus. Dayspring International is currently developing major film projects for Africa and China, both of which will also present the story of Christ using entirely indigenous casts.

Joseph C. Hartman has been named station manager of WBYN-FM/Boyerstown, Pa. Hartman was formerly an account executive for WDAC-FM/Lancaster, Pa.

Benson Music Group recently announced the signing of **Jerry Williams** and **Harvest** to a three-record, multi-year contract. After selling over one million albums during its tenure at Benson, the new contract will "enable Harvest to continue the trend-setting status it has enjoyed for the past 14 years," according to Benson representatives. Harvest's 12th release on the Benson label, *Let's Fight . . . For A Generation*, marks a milestone in the ministry of the group as it is the first release incorporating a new "rock" sound.

Student LINC, a teleservice ministry which trains college students, pastors, and lay people in the how-to's of developing Campus Crusade for Christ collegiate ministries, is now operating on more than 125 campuses throughout the United States. Student LINC (Leaders In New Campus Ministry) identifies individuals who want to begin a ministry at a college or university where Campus Crusade does not have a full-time staff. Student LINC then provides guidance, resources, and materials free of charge. LINC students can network with the

CONTINUED ON PAGE 50

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TRADE TALK CONTINUED FROM PAGE 49

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Inspirational Audio Music (IAM/ Music) of Springfield, Mo., recently celebrated its sixth year on the air offering a Christian office music service. According to founder and president Roy Swafford, IAM/Music is an alternative to Muzak and 3-M business music services. Inspirational Audio Music is now expanding nationwide via satellite uplink in Fort Worth, Texas.

In anticipation of acquiring three new owned and operated stations within the next six months, K-LOVE Radio Network has made the following organizational changes: **Jon Hull** has been appointed director of network operations, and **David Pierce** has been appointed director of network programming. In addition, K-LOVE has announced it is moving forward with plans to provide a nationwide 24-hour adult contemporary music satellite service. The target date for the service is next December.

DaySpring/Epic recording artists **Rachel Rachel** recently appeared on the Lou Rawls Parade of Stars, a telethon benefitting the United Negro College Fund. The all-female Christian rock band was among a number of celebrities appearing on the telethon, including Bob Hope, Bill Cosby, Jessie Jackson, Ed McMahon, and the Christian group Mighty Clouds of Joy. In addition, it has been announced that Rachel Rachel will be heard on Sony's Trans Communication inflight music program for airlines, featuring music and interviews with top recording artists.

Vaughn Duplication Services is continuing its geographic expansion with the establishment of a video tape duplication facility and sales office in Atlanta, Ga.

Christian recording artist **Steve Amer-son** will be featured on a Billy Graham telecast next month. Amer-son will sing two selections, including one from the Northern New Jersey Billy Graham Crusade. In addition, he will be the guest soloist for Insight For Living's annual

family conference and Caribbean cruise conference. Amer-son's latest recording, *He Is My Strength*, is now available to radio stations.

Wes Willmer, vice president for advancement at Biola University in La Mirada, Calif., has announced the appointment of **Gary Mullin** as director of *The Biola Hour* daily radio program.

Life Issues Institute Inc., an educational endeavor founded by John Wilke, president of the International Right to Life Federation, has begun producing a daily radio feature entitled *Life Issues*. The broadcast is aired on over 100 stations across the United States with the intent of educating Americans about the fetal development of unborn children and the reality of abortion.

Keith Whipple, president of Master Communications, has announced a name change for the advertising and marketing company specializing in Christian media. The newly named **Vista Media Services** will remain located in the Dallas/Fort Worth area. No staff changes are anticipated.

Timothy W. Sharp has been named vice president of print music by the board of directors of Spectra Inc. Joe Fee, the distribution company's executive vice president, announced that Sharp will bring the two print divisions of Spectra, Alexandria House and Antara Music Group, under one roof.

Gospel Light Publications of Ventura, Calif., has announced the following organizational changes: **Dennis Somers** has been appointed corporate sales manager, **James Cannon** has been appointed midwest sales representative, and **Michael "Kapp" Brown** has been appointed northeast sales representative.

SoundStation, the digital audio production system for Digital Audio Research of Chessington, England, has been confirmed as the market leader in Japan. According to a recent survey of the country's post production facilities, taken by a major Japanese trade publication, SoundStations accounted for 71 percent of the high-end digital workstations purchased in the market during 1991.

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Since 1934, when Paul Myers first went on the air with *Haven of Rest*, the religious broadcasting community has seen periods of tremendous change.

In those days, religious broadcasters had penetrated secular radio facilities and their networks with the Gospel, largely because there *were* no religious stations. At a critical moment, Christian broadcasters were forced to develop their own outlets when networks and their affiliates pushed preachers off the air. Imagine the upheaval!

Today, religious radio is once again in a state of dramatic reorganization. Perhaps a better word is "turmoil." At the eye of the storm is program length reduction. The issue has been brought to the forefront primarily by a small number of commercial facility operators. Station owners are

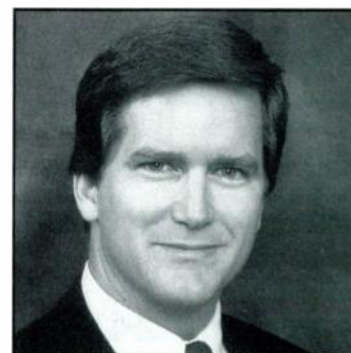
reduced to 26 minutes, and 13 minutes should become the standard for quarter-hour broadcasts.

You do not need to be a rocket scientist to calculate: if the spot rate is \$50 per minute and program length 30-minute broadcasts sell for \$250, an additional five minutes each hour is a potential source of revenue of \$250 — a 50 percent increase in income. What commercial station operator would not enjoy the benefits of such a change?

Excessive Length Penalty

In addition to accepting shorter broadcast lengths, program producers face a surcharge penalty for exceeding a new program length standard. Even though a few broadcasters already produce an abbreviated edition, program producers have responded in the following ways:

- What do we have to gain from giving up such a volume of time?
- Less program time means less opportunity to develop a relationship with our audience. We already battle the clock for enough time.
- Such a "penalty" will force us to convert our entire network to a shorter length or absorb the costly overhead of another version of our broadcast. In a sense, we feel as though we have a "gun to our head" to make this change. We cannot afford the 15 to 20 percent penalties for remaining at our current length.
- In these difficult days, ministries can afford neither another version of our broadcast nor the penalty being assessed by commercial stations. Income and response has been flat for more than a year. There are no new listeners or substantial gifts to justify any increase.
- Shorter program length benefits only those very few commercial radio stations in large markets whose spot inventory is sold out. Less than two percent of all broadcast facilities indicated they are leaning toward implementation of program length reductions unilaterally.
- A one-year rate freeze being offered by stations is, in itself, a rate increase. The broadcast time cost-per-minute goes up. For instance, 28 minutes at \$100 is \$3.51 per minute. At 26 minutes, the per-minute cost increases to \$3.85 — a 9.7 percent rise. Such gain is far beyond



what would be expected in today's weak economy. Holding rates static for one year is little in exchange for losing nearly nine percent of broadcast time.

This opposition to shortened program length has also been shared by many non-commercial station operators. While times are lean for them as well, they do not face the pressing need for an additional five minutes per hour to generate extra spot revenue income.

If advertisements cannot air adjacent to shortened programs as they would on commercial outlets, consider the programming challenge of what is to be done with this additional two-and-one-half-minute gap every 30 minutes.

Granted, news, traffic, weather, etc., are just as important to a non-commercial audience. There also is the potential of new program features during that time. But by and large, non-commercial stations are happy with the current state of affairs.

Logically, the thought of program length reduction is wonderful to short feature producers and network news operators. The ultimate decision of what will air in these abbreviated blocks will be determined by the financial priority and programming creativity of each broadcast entity.

Questions At Hand

So, where do we go from here? The broadcast view on this issue is one which accepts a program length in the best interest of the industry as a whole. This standard should be in a respectful "win-win" environment for everyone. Unfortunately, like every other broad-brush decision in life, someone will lose, or perceive they lose, regardless of the outcome.

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Addressing The Controversy Of Radio Program Length Standards

by Jim Sanders

requesting shorter broadcasts for the following reasons:

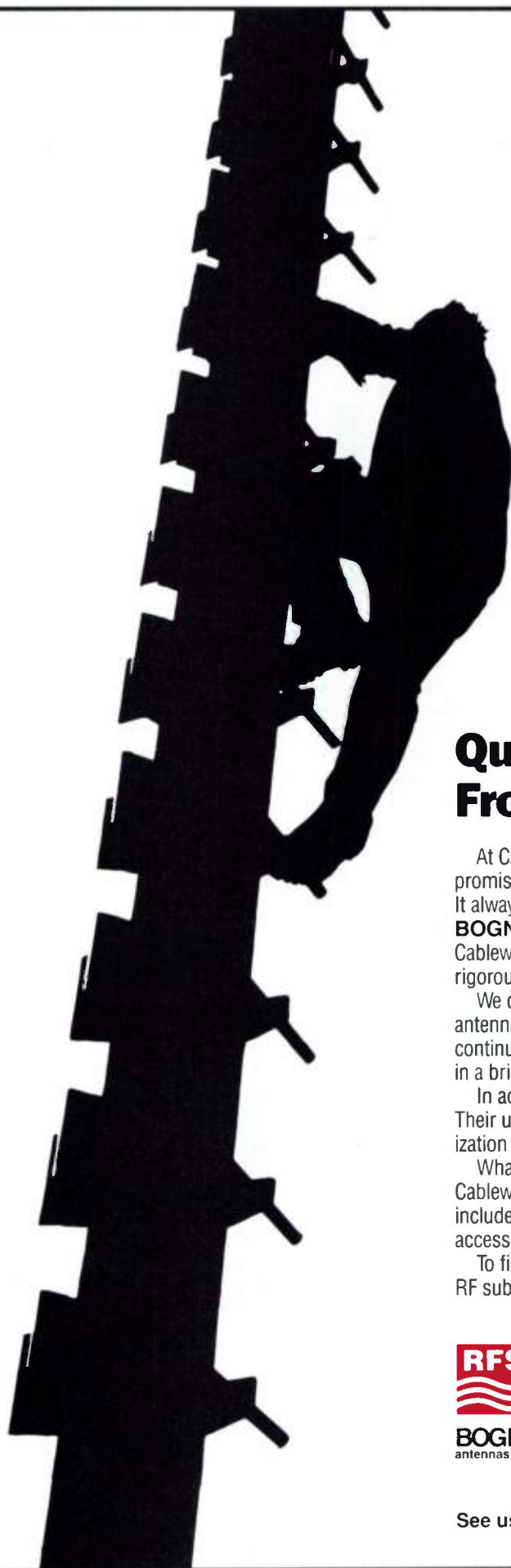
(1) These are tough times financially. The National Association of Broadcasters reports that in 1990 more than half of all radio stations lost money.

(2) Frequently, the greatest competition facing a Christian radio station is from news or talk stations which program hourly news updates, weather, traffic, and other "vital" information listeners want to hear.

(3) Wall-to-wall 30-minute broadcasts make it impossible to include the above-mentioned audience building features.

(4) In order to survive financially, either program rates must rise or new spot inventory must be created.

It is this "new inventory" that is at issue. New spot time must be taken from some current entity, either programs or music. Consequently, some station owners say a 28:30-minute program should be



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Religious Broadcasting is pleased to introduce "Sales Spot," a new monthly column by Gary Crossland of Soma Communications. The purpose of this column is first to provide statistical information for Christian broadcast salespeople to more effectively sell the qualitative aspects of their audiences.

The second purpose is to provide useful information for Christian advertisers and programmers who are seeking to target their message to these same Christian audiences. From month to month, Crossland will shed new light on Christian advertising and sales strategies, as well as demographics, lifestyles, media habits, and spending patterns of Christian audiences.

Please note: In the following statistical analysis, all information relating to the Christian populus of the United States is based on Soma Communications' Tri-S Christian Media Report,* while all information relating to the general populus is based on statistics compiled by Simmons Market Research Bureau (1990).†

Figures recently published reveal that both Christian radio and Christian

and TV are reaching more prime demo buyers per capita than most advertising mediums.

- Of all Christian media users, 20.7 percent own a business. That is one out of five. Virtually half of these work out of their homes. The other half work from outside offices.

- Of all Christian media users, 13.8 percent are unemployed. The percentage of American adults who do not earn a periodic paycheck is 33.7 percent. This includes full-time housewives and retired individuals, as well as the viable un-

preachers? Tri-S results show that radio evangelists are ahead by a narrow margin. (See Chart B.)

- Of all Christian adults (age 18+), 13 percent watch at least two hours of Chris-

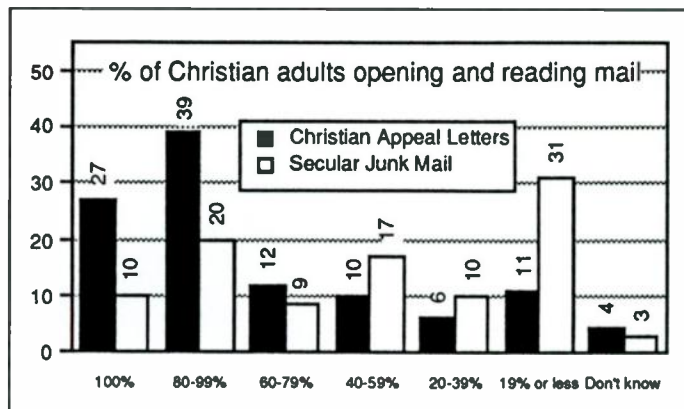


Chart A

tian TV programming every day. However, 43.6 percent watch at least two hours of secular TV programming.

- For years, Christian radio station sales reps have maintained that their audiences are more loyal than secular station listeners. That is, the audience tends to support its advertisers. This has now been proven. Of all Christian radio listeners, 57.6 percent admit that advertisers on radio stations with Christian programming have more credibility, in their opinions, than advertisers on stations without Christian programming. Furthermore, 63.9 percent of them say they are more apt to shop at advertisers' businesses who advertise on

Targeting Your Audience: A Statistical Profile

by Gary Crossland

television continue to rank qualitatively high for reaching audiences that most advertisers desire. Today, in broadcast media buying there is a lot more to take into consideration than just age and gender. Qualitative data is the key to producing sales whenever quantitative studies such as those by Arbitron, Nielsen, and Birch are not available, not favorable, or not enough.

In addition to producing sales data for broadcasters, there is a wealth of new information regarding the media and purchasing habits of Christians nationwide. Anyone who buys or sells a Christian medium can benefit. The following is a sample of what has been discovered over the past year:

- Of all Christian "media users" (age 18+ who are consumers of any Christian medium), 68.2 percent are between the ages of 25 and 54. However, only 57.9 percent of all Americans fall into this age bracket. It is obvious that Christian radio

- Of all Christian media users, 60.2 percent own a domestic car. Only 40 percent of all Americans can say the same. What's more, 25.4 percent of all Christian media users own a foreign car. The same is true of only 11.6 percent of all American adults. This attests to the growing upscale status of the average Christian media user.

- Which gets read more in Christian households — Christian appeal letters or secular "junk mail" (unsolicited secular correspondence)? The answer is Christian appeal letters by far. (See Chart A.)

- On the average, 69.7 percent of all Christian media users are members of a local church. Another 13.5 percent regularly attend a church but are not members. Of all Christian media users, 66.4 percent give at least ten percent of their income to a local church.

- Of all Christian TV viewers (age 18+), 31.8 percent made a contribution to a broadcast ministry within the last three months. Of all Christian radio listeners, 29.4 percent did the same.

- Who has a better reputation among Christians — radio preachers or TV

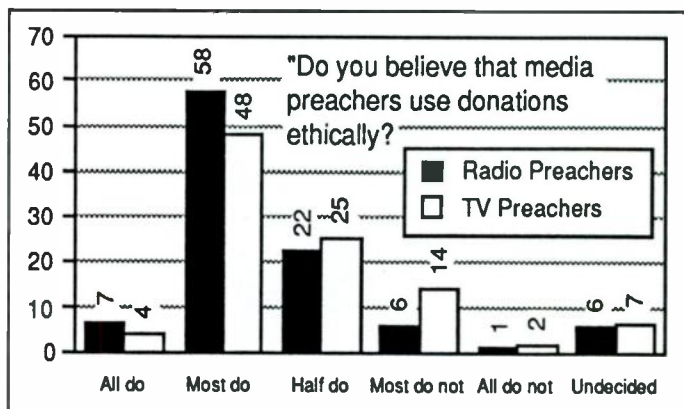


Chart B

stations with Christian programming than they are with those who advertise on stations without Christian programming.

- Here is another related fact: 78.3 percent of those adults who responded to the Tri-S Report admitted they prefer to shop

at Christian-owned businesses. Only 18.6 percent said they neither favor Christian or non-Christian-owned businesses.

- Of all Christian media users, 35 percent bought a popular Christian book at a Christian bookstore within the past three months. In addition, 18.9 percent bought a Bible study or theology book, 12.1 percent bought a compact disc, 25.1 percent bought a pre-recorded cassette, and 16 percent bought a Bible. Of all Christian media users, 88.9 percent claim to have shopped at a Christian bookstore within the past 12 months. This figure is much higher than most people had speculated no less than five years ago.

- Christian media users generally rank slightly higher than most Americans for personal income. According to Simmons, 18 percent of all American adults earn over \$30,000 per year. However, 23.3 percent of all Christian TV viewers, and 22.4 percent of all Christian radio listeners have individual incomes at least this high.

- Christians also seem to be more lured by the credit craze than most Americans. According to Simmons, 22.6 percent of all Americans own a Mastercard, and 30.9 percent own a Visa card. However, among Christian media users, 36.4 percent carry a Mastercard, and 46.4 percent carry a Visa card. Upscale once again.

- When comparing Christian media audiences with the U.S. Bureau of Census, we find that Christian families still tend to be larger than the norm. And while there has been a decline in the growth of America's procreative trend, the same is not true in Christian media-using circles. In fact, it is just the opposite. Christian media-using households are now 16 percent more likely than average American households to have children under the age of 18. Today 40.3 percent of all American households have children. The same is true of 46.8 percent of all Christian media-using households.

Attendees of the 1992 National Religious Broadcasters Convention will be interested in the following facts:

- According to Simmons, 39.6 percent of all Americans voted in the last federal, state, or local election. However, Christian radio and TV audiences were almost twice as likely as all Americans to vote (77.7 percent).

- Not only were they twice as likely to turn out at the polls, but they were over five

times more likely to work on political campaigns. Of all Americans, 1.9 percent worked on a political campaign in the last election; 9.7 percent of Christians did the same. And 68.2 percent of them expect to vote in the next election.

- Of Christian audiences, 70 percent are more likely to vote Republican than Democratic. According to statistics, 29.1

percent of Christian broadcast audiences tend to vote all or nearly all Republican; 32.6 percent usually vote mostly Republican. What's more, 51.2 percent of these persons credit Christian radio with helping them to decide how to vote.

We can conclude that, as a whole, the Christian audience is not only upscale but

CONTINUED ON PAGE 63

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Using Specialized Funding Tools To Increase Support

by Lauren Libby

(2) Foundation Gifts

Broadcasters tend to shy away from foundations. Many foundations underwrite specific projects, such as programming or capital needs, on a one-time basis. An essential part of obtaining gifts is being

acquainted with someone on the foundation board. Foundation proposals take the form of a letter which states what you need, why you need it, and the impact of a potential gift.

(3) Personal Staff Support

Encourage staff members to raise personal financial support, just as missionaries do, in order to focus the staff on the ministry of the station or organization rather than simply viewing their work as a job. Staff support builds a mutual commitment between staff members and donors. Churches like to give to specific people in a ministry. How would the ministry be affected if staff members recruited 20 \$10-per-month donors toward your ministry?

(4) Gifts of Property

Many donors like to give computers, cars, and other pieces of property in return for tax advantages. An important point to remember is that the donor, rather than the ministry being supported, assigns the cash value of the gift for IRS purposes.

(5) Planned Giving

Have you built an endowment for your ministry? A "deferred" stream of income in future years is possible when collaborating with a reputable, qualified attorney who is experienced in charitable trusts and estate planning instruments. Potential donors often will give assets in return for



income during their lifetime. At their death, remaining funds from trusts or charitable planning instruments go directly to the station or organization.

I have attempted to briefly give tangible ideas for increasing potential income through creative means of stimulating donors. We as nonprofit ministries have vehicles which are legitimate under IRS rules to help donors maximize their stewardship. As good stewards ourselves, though, it is our duty to inform donors regarding potential avenues of investment.

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.

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Foundation Gifts	Private foundations with Christian values	50:1 or more	-Do not give for operational needs -Specific cash projects or programs	One-time special gifts
Personal Staff Support	Friends of staff/ Churches of staff	100:1 or more	Promotes ministry rather than job	Monthly gifts
Gifts of Property	Current donors	Cost of property	Not always clear: for the donor with the IRS	Ask for needed items
Planned Giving Gifts	Older donors with appreciated assets	10:1 or more	Requires specialized expertise & high donor trust in your ministry	Charitable trust & estate planning instruments

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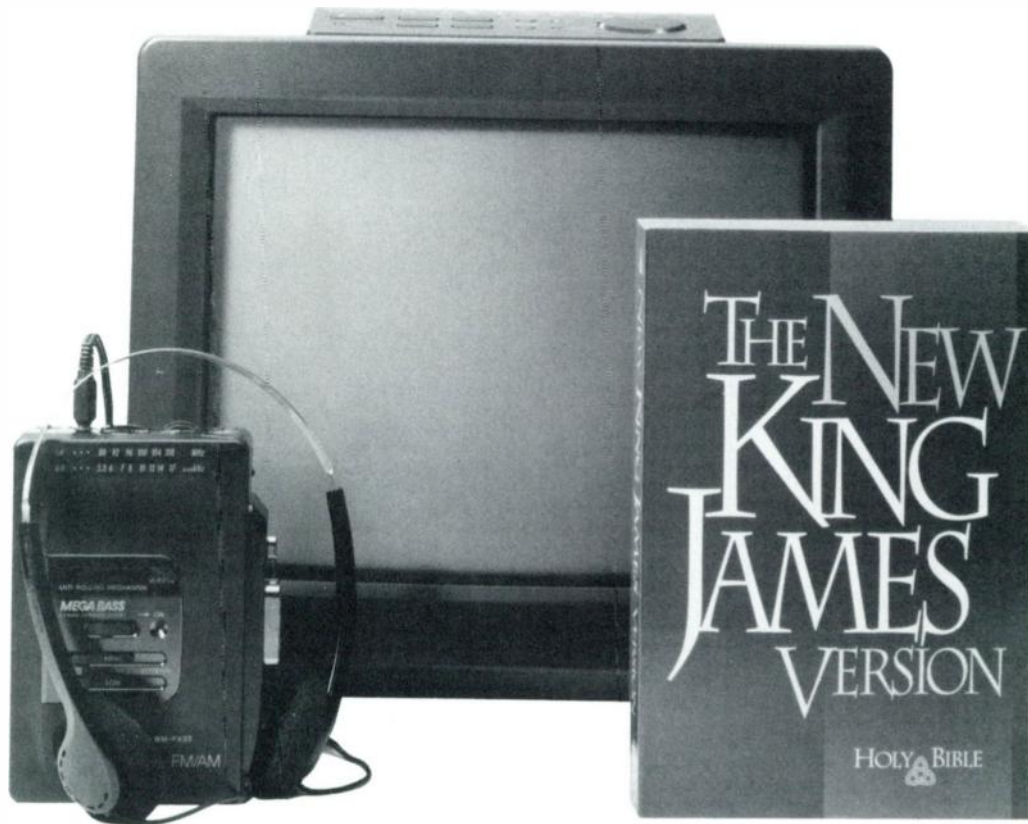
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(available in May)

The New World Order

by Pat Robertson

Word Publishing, 1991

Reviewed by Harry Conay

The New World Order by Pat Robertson is a very unsettling book. If you believe it, you will be shocked. But if you don't believe it, you will end up questioning how such a noted television personality as Pat Robertson — founder and chairman of CBN, host of *The 700 Club*, and author — could possibly believe all that he has written. Either thought is disturbing.

The purpose of *The New World Order* (a continuation of Robertson's earlier book, *The New Millennium*) is to explain "what the new world order is all about, how it came to be, who its advocates are, and most important of all, what the meaning of the new world order will be to you and your family." In addition, he explains "how the new world order, if allowed to proceed as planned, will radically alter the life you lead and the freedoms you now enjoy."

As Dr. Robertson portrays recent history, we see that "a single thread runs from the White House to the State Department to the Council on Foreign Relations to the Trilateral Commission to

secret societies to extreme New Ager. There must be a new world order. It must eliminate national sovereignty. There must be world government, a world police force, world courts, world banking and currency, and a world elite in charge of it all." In short, world unity will be at America's expense.

As Dr. Robertson develops this theme, he roams far and wide in search of evidence of conspiracy, providing fascinating and sometimes alarming details on a variety of political and economic subjects, past and present.

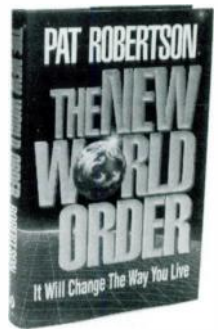
Some of his claims are hard to believe, such as conspirators, back in 1917, having the presence to support the Bolsheviks, and later the Communists, to deliberately wreak economic havoc on the Soviet economy in the 90s. Or that the recent Russian coup attempt really was an elaborate hoax, staged to enhance the Russian democratic image. Or that the Gulf War was really a set-up to further a one world agenda.

Who are these one world conspirators? According to Dr. Robertson, some are innocent, well-intentioned dupes (like Woodrow Wilson, Jimmy Carter, and President George Bush) who are "unknowingly and unwittingly carrying out the mission and mouthing the

phrases of a tightly knit cabal whose goal is nothing less than a new order for the human race under the domination of Lucifer and his followers."

These followers of Satan are people who possess views toward world government which "are frankly so impractical and bizarre as to earn them a place of shame. Instead, they run huge banks, multinational corporations, the nation's financial system, the State Department, the Treasury Department, and the better part of the entire world" (including a Dewey-ized education system from which God and Christian values have been removed).

Given the credentials of the author and because the book is deftly written by a master of the craft of verbal manipulation, one may easily succumb to its conspiratorial premise. But (without for one minute underestimating Satan's wiles), I still must question the degree of direct Satanic intervention in the matters cited by Dr. Robertson, and the degree of deliberateness behind those espousing a



Interview Insights

by Jonathan Petersen

You've heard it before: to be a good interviewer, you must be well informed. One of the best ways I know of gaining diverse knowledge is to read widely. Read general, as well as Christian, books; news, as well as popular, magazines. To afford that benefit of being widely read to your audience, today's column will continue its look at how some stations are reviewing books on the air.

Tom Vander Molen is host and producer of *Cover to Cover*, a five-minute weekly book review program aired on WCSG-FM/Grand Rapids, Mich. This is a new program to the station, and as of this writing, was set to air Saturdays at 5:55 p.m. and repeated Mondays at 9:30 p.m.

Vander Molen says he's designing the program "to provide an outlet for all the good material coming our way from publishers." He considers himself a gatekeeper, to pass along good literature to his listeners. "We are not an interview station," he says. "That's not our niche. But along with our music, we want our audience to know about the books that will help them in their Christian discipleship."

Cover to Cover reviews two to four books within its five-minute format. Vander Molen calls it "not so much in-depth reviewing, but more cataloging." Along with his comments, whenever possible he uses 30-second sound bites of the authors telling their motivation in writing the books. "I call it a newscast of

books," he says. He selects books to review based on his audience profile, noting, "It doesn't have to necessarily be a Christian book. Our listeners include hunters, so we will review books of interest to them."

Gregg Cantelmo, a pastor, produces *A Look At Books* on KCIS-AM/KCMS-FM/Seattle, Wash. This is a three-to-five minute show aired twice a week during morning drive-time. His goal is to protect his audience from wasting their time and money on bad books; to provide helpful information for their growth and personal Bible study. He selects the books by keeping his listeners in mind and looking at what is occurring in society. "We had a referendum on euthanasia recently, so I wanted books

one world order.

I also question whether global cooperation (out of necessity given our ever-shrinking, overcrowded planet) is the same as single-mindedly advocating one-worldness to satisfy a particular political agenda. Does such cooperation mean that one is either an anti-American conspirator or a dupe? Is there no other option?

Those who see conspirators behind every bush are often accused of paranoia. While no one accuses Dr. Robertson of that, the present volume is representative of that type of provocative, sensational literature one tends to associate with extreme, politically conservative views.

Although the first two sections of the book (essentially dealing with the international scene) are the hardest to swallow, the third and last section (entitled "A Glimpse of the Coming World"), is more plausible. Depicting the impact of liberal new world values on our daily lives — now and in the future — this cautionary section restores a degree of credibility to the work as a whole. For these last chapters alone the book is worth reading.

Deliberate conspiracy or no, within the context of biblical end times (and

overlooking instances of overstatement and dubious speculation), *The New World Order* will make us consider the political, financial, social, and educational machinations of the world around us in a new and disturbing light.

The Coming Economic Earthquake

by Larry Burkett
Moody Press, 1991

Reviewed by Harry Conay

This book is dynamite! Unable to put it down, I read *The Coming Economic Earthquake* by Larry Burkett through from cover to cover in one sitting. Buy, beg, or borrow a copy. You must read it.

Having made my position clear at the onset, I must admit to having no expertise in the area of economics to enable me to validate all the fascinating details or statistics which Burkett provides in *The Coming Economic Earthquake*. Nor can I even claim, prior to reading this book, to have had much

CONTINUED ON PAGE 62

that related to that subject," he says.

He reviews a wide variety of books: children's, family, reference, how-to, and Bible study. Programs occasionally have a theme; he'll review all fun titles, all family titles, all books on divorce, etc. "I won't review a book I haven't read," he says. "Most of the time I only give good reviews, although I don't hesitate to give a mixed review if I feel the book doesn't measure up."

Cantelmo judges a book by the quality of its message as well as its writing style. "Good writing is evidenced by clarity, characterization, and thematic wholeness," he says.

Listeners are able to respond to the program, asking for follow-up information and general reading recommendations. Cantelmo has written a brochure

recommending Bible commentaries and offering ten tips on how listeners can build their personal libraries ("Don't buy more than you need," "Know the contents of the books you are using," "Use those books which are at your level and meet your need," "All books should be evaluated in light of the Scriptures").

Write to me with 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, Grand Rapids, Mich. He is the former religion news editor of UPI Radio Network.

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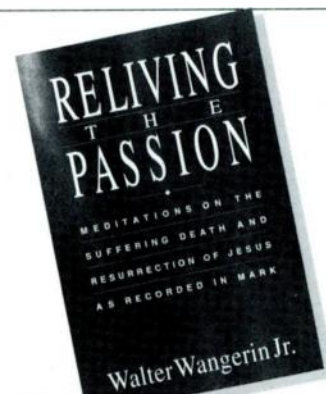
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THE BOOK SHELF CONTINUED FROM PAGE 61

of an interest in the subject.

I began reading out of duty, but I was soon captivated by the enormity of America's present financial problems, by its potentially grim economic future, and by the author's ability to convey all this to me in easy-to-understand language.

In addition to being a radio broadcaster and the author of many best-selling books, Larry Burkett is founder and director of Christian Financial Concepts, a ministry dedicated to teaching God's principles for financial management. In the present volume he reveals what he believes is going to happen to the American economy between now and the turn of the century, a bleak scenario which he compares to the violence and destruction of "an economic earthquake disaster of unparalleled magnitude, and it is difficult to see anything that can be done to avert it at this time."

Surveying America's past economic difficulties, Burkett includes the trials and tribulations of the Great Depression when most Americans were forced to make drastic changes in their lifestyles. By the Depression's "official" demise, "the function of the federal government as a provider was established permanently," an attitude that has contributed to today's snowballing problems pertaining to rising taxes, deficit spending, inflation, stagflation, recession — ad infinitum.

At present, bank collapses, savings and loan takeovers, unemployment, and mortgage foreclosures are things most of us only view on the television news or read about in newspapers. But some of our neighbors already have had their life styles adversely affected by them.

According to Burkett, this number will increase significantly unless drastic measures are taken. This end result is depicted quite vividly in Chapter 14 which, somewhat reminiscent of Ann Rand's epic novel *Atlas Shrugged*, presents a chilling and (fortunately) fictitious account of what economic col-

lapse might be like.

Burkett candidly admits he could be wrong, though, in that instance, readers who follow his advice will still be better off financially. But if he is correct, "they will be among the few to prosper in what may well be the greatest economic calamity of this millennium."

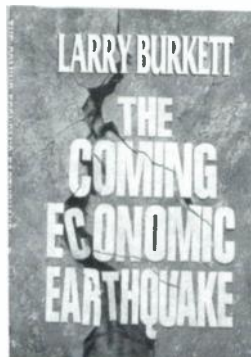
This might seem hyperbolic, but in reality, considering the depth of the problem, Burkett's tone is more restrained than one might otherwise expect in a book with a catastrophic theme. This does not mean he is subtle, however, and the book's candor is as refreshing as its content is alarming.

The author is to be commended for not attempting to assume the biblical posture of a prophet or for incorporating his views into a particular eschatology. Rather, Burkett's deliberately restrained use of scripture is both appropriate and effective, especially when he explains how the negative state of our economy reflects a violation of basic biblical principles.

The last (and, in many ways, best) chapter, entitled, "What Can You Do?" brings the book to a logical and satisfying conclusion by offering what to me seems to be sound, conservative, common-sense, financial advice within the context of man's relationship to sovereign God. It is not to be expected that every economist (or reader, for that matter) will agree with Burkett's economic prognostications, but every Christian should agree that, "the one certainty is that God is still in control no matter what happens."

However, because we still have the responsibility "to prepare ourselves for some difficult times," Burkett asks the logical question, "Will Christians be a part of the solution . . . or a part of the problem?" In my ignorance, before reading this book, I was part of the problem. Now I urge you to read this revealing book so that together with God's help (and Larry Burkett's expert advice), we can become part of the solution.

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



WASHINGTON WATCH CONTINUED FROM PAGE 10

on "a non-discriminatory, common-carrier basis" but only after necessary safeguards are in place to prevent LECs from discriminating among program providers.

Commissioner Ervin Duggan, calling himself a "friendly skeptic" about consumer desire for video dialtone offerings, emphasized the importance of "maximizing the diversity of voices" available through the new service.

Commissioners Marshall, Barrett, and Duggan all noted their hesitation about establishing a regulatory framework favoring one technological scheme before either the technology or market demand have

been more fully developed.

The cable industry is expected to oppose many provisions of the overall proposal. State and municipal authorities probably will join cable representatives in criticizing the franchise-free exception, and a variety of interests, including broadcasters and the print media, can be expected to argue against permitting LECs to provide actual programming.

Richard E. Wiley, a partner of 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 Rosemary C. Harold, an associate in the firm.

PROGRAMMING ISSUES CONTINUED FROM PAGE 52

Therefore, here are a few questions to address corporately as you enter the fracas:

(1) Is program length reduction really necessary?

(2) Will it ultimately provide more listeners to the station? Will these new listeners be active donors?

(3) Can the industry justify continued rate increases without substantive growth in audience? Are there any other alternatives to help an ailing trade?

(4) Will there be another program length reduction down the road?

(5) Does this change create an environment which will perpetuate the survival of Christian radio?

(6) Will everyone eventually benefit? Will program producers receive more donated income, radio stations increased revenue, and listeners better programming?

(7) Is such a plan fair? What is a reasonable rate concession for a shortened program? Is it a nine percent rate discount

for returning nine percent less time? Should a freeze be one, two, or even more years?

(8) Who sets this standard and what is a reasonable length for all forms of programs? (quarter-hour, half-hour, one hour, etc.)

Open dialogue from program producers and non-commercial and commercial station operators will help ferret out a decision. Understanding the pressures our partners in broadcasting face is a tremendous asset in resolving the issue.

These are days, once again, filled with dramatic change for Christian radio. But, as has been its character through the years, the industry will respond and adjust to the new challenges. Program length reduction will affect all of Christian radio and its viability for years to come. May God give us wisdom, understanding, and broad-mindedness as we influence the future of religious broadcasting.

Jim Sanders is senior producer and director of satellite services for Ambassador Advertising Agency in Fullerton, Calif.

SALES SPOT CONTINUED FROM PAGE 55

conservative, politically involved, loyal, spiritual, and prone to embrace family values. And with a firm footprint in America's favorite buying demo (females, 25-54), it is obvious the average Christian media user is in the "bullseye" for at least 80 percent of all advertisers.

*The Tri-S Christian Media Report is compiled annually by Soma Communications via 113 field representatives who administer a writ-

ten survey to approximately 2500 people nationwide (105 markets). The margin of error for the survey is four percent.

† Information for the Simmons Market Research Bureau is compiled via field representatives who administer both an interview and a written survey to approximately 20,000 people nationwide. The margin of error for the survey is approximately four percent.

Gary Crossland is president of Soma Communications Inc. of Dallas, Texas, publishers of Tri-S sales and research tools.

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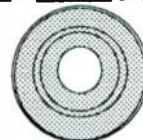
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AMERICAN WOMEN IN RADIO & TELEVISION 41st CONVENTION

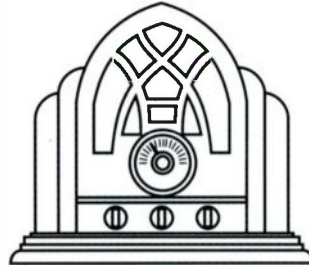
May 27-30, Phoenix, Arizona
(202) 429-5102

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:

Looking Ahead
Religious Broadcasting
299 Webro Road, Suite 250
Parsippany, NJ 07054

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].

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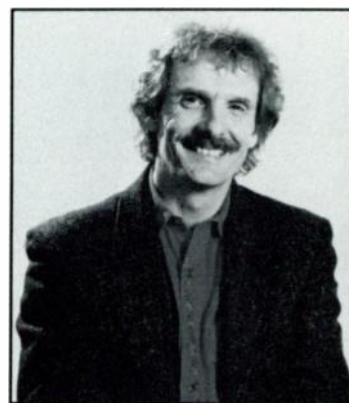
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Convention Summary

SATURDAY, JANUARY 25, 1992

- 8:00 a.m. - 8:30 p.m. **Exhibitor Registration**
8:30 a.m. - Noon **Board of Directors Meeting**
10:00 a.m. - 6:00 p.m. **Convention Registration**
Noon - 2:00 p.m. **Board of Directors/Chapter Officers Luncheon**
2:30 - 5:00 p.m. **Super Seminar Session**
7:00 - 9:00 p.m. **Evening General Session (open to public)**

SUNDAY, JANUARY 26, 1992

- 8:30 a.m. - Noon **Hispanic Worship Service**
9:00 a.m. - 6:00 p.m. **Convention Registration**
10:00 a.m. - Noon **Morning Worship Service (open to public)**
1:00 - 1:15 p.m. **NRB 92 Media Exposition Grand Opening**
1:00 - 6:00 p.m. **Media Exposition**
2:00 - 5:00 p.m. **Gospel Concert (open to public)**
2:00 - 5:00 p.m. **Hispanic Concert (open to public)**

MONDAY, JANUARY 27, 1992

- 9:00 a.m. - 5:00 p.m. **Convention Registration**
10:00 a.m. - 6:00 p.m. **NRB Media Exposition**
10:00 - 11:30 a.m. **NRB Workshop Session**
Noon - 2:00 p.m. **International Luncheon (meal ticket required)**
2:30 - 5:00 p.m. **NRB Business Meeting**
7:00 - 9:00 p.m. **Evening General Session (open to public)**

TUESDAY, JANUARY 28, 1992

- 6:30 - 7:00 a.m. **Convention Registration**
7:30 - 10:00 a.m. **Presidential Breakfast (meal ticket required)**
10:00 a.m. - 3:00 p.m. **Convention Registration**
10:00 a.m. - 2:00 p.m. **NRB Media Exposition**
10:00 a.m. - Noon **TV General Session**
2:30 - 4:00 p.m. **NRB Workshop Session**
4:00 - 5:30 p.m. **BNRB Business Meeting**
4:00 - 5:30 p.m. **HNRB Business Meeting**
6:30 p.m. **Anniversary Banquet (meal ticket required)**

WEDNESDAY, JANUARY 29, 1992

- 9:00 a.m. - Noon **Christian Heritage Capital Tour (ticket required)**

NATIONAL RELIGIOUS BROADCASTERS

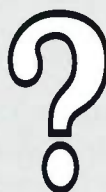
COMPREHENSIVE BENEFIT PLAN



"One significant way NRB can benefit its members is by providing a quality group health and life insurance plan at a reasonable cost. The NRB Comprehensive Benefit Plan was established solely for the benefit of members. NRB seeks no financial return, therefore every dollar paid in is available as benefits to those who are members of the plan.

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



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The risk is spread over a large group of employees, and premiums are "pooled." Therefore, a small employer's unfavorable claim experience will not result in a large premium increase or the cancellation of that employer's insurance, as other plans sometimes do. The escalating cost of health service necessitates rate increases, but the pooling effect gives stability to the premium structure.

If you would like to find out more about the Plan, please contact:

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PHONE:

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(800) 432-8910



General Information

Registration

If you have pre-registered and have received your confirmation in the mail, you may pick up badge-holder materials at the registration desk.

If you have changes to make in your registration, or would like to purchase additional function tickets, you may do so at the registration desk in the Atrium.

Convention Registration Hours

Saturday — 10:00 a.m. - 6:00 p.m.

Sunday — 9:00 a.m. - 6:00 p.m.

Monday — 9:00 a.m. - 5:00 p.m.

Tuesday — 6:30 - 7:00 a.m.

10:00 a.m. - 3:00 p.m.

Exhibit Registration Hours

Exhibitors Only

Friday — Noon - 5:00 p.m.

Saturday — 8:00 a.m. - 8:00 p.m.

Daily Registration Hours

Sunday — Noon - 6:00 p.m.

Monday — 9:30 a.m. - 6:00 p.m.

Tuesday — 9:30 a.m. - 2:00 p.m.

Exhibit badges and Expo Hall passes can be obtained at the Expo registration desk.

Expo Hall Hours:

Sunday — 1:00 p.m. - 6:00 p.m.

Monday — 10:00 a.m. - 6:00 p.m.

Tuesday — 10:00 a.m. - 2:00 p.m.

Audiocassettes

Most convention sessions are recorded on cassettes and are available for purchase at the NRB/Chesapeake booth in the convention lobby.

News Media Center

Complete newsroom facilities are available to NRB 92 accredited press personnel in the Calvert and Woodley Suites located on the mezzanine level.

NRB Membership Resource Center

For information about joining NRB or to learn more about NRB's services and benefits, insurance programs, EFICOM, NRBMLC, regional chapters, etc., visit the NRB Membership Resource Center in the convention lobby.

Baggage Check

For your convenience, baggage check services are available at the Sheraton Washington Hotel. Check with the concierge desk in the main lobby of the hotel.

Message Service

You may pick up and leave messages on the message bulletin board in the convention lobby.

NRB Convention Offices

Expo Hall:

Atrium

• • • • •

Program & Workshop Coordination:

Offices A & B behind information counter

• • • • •

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Calvert & Woodley Suites

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Facilities:

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Information counter in convention lobby

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Policy & Ethics

Code of Ethics: Program Production

Purpose

Recognizing the vital and increasingly important role played by radio and television broadcasting as an agency of mass communication — vastly extending the potential audience of the church and the classroom — National Religious Broadcasters (NRB) believes that the propagation of the Gospel by radio and television is essential to the religious inspiration, guidance, and education of the public, to the enrichment of national life, and to the full use of this blessing of modern civilization in the public interest. In furtherance of this belief and of its purpose to foster and encourage the broadcasting of religious programs, and "to establish and maintain high standards with respect to content, method of presentation, speakers' qualifications, and ethical practices to the end that such programs may be constantly developed and improved and that their public interest and usefulness may be enhanced," the Association has adopted, and each of the members has subscribed to, the following Code of Ethics:

Sponsorship

Sponsorship of all programs broadcast by or in the name of the Association or any of its members shall be solely by a non-profit organization whose aim and purpose is the propagation of the Gospel.

NRB Policy on Convention Film, Videotape, and Audiotape

All film, videotape, and audiotape coverage must be done under the supervision of National Religious Broadcasters. Videotaping and filming may be done only with prior approval of National Religious Broadcasters. All camera and audio crews must have NRB 92 press identification badges issued by the News Media Center (Calvert Room, Mezzanine level).

If films or videotapes are to be used for any purpose other than news coverage, prior approval must be obtained from the News

Media Center and cleared by the Executive Committee.

Filming, videotaping, or audiotaping for private use must be under the auspices of a radio or television station or program production organization. Those doing the filming, videotaping, or interviewing must inform their subjects that the tapes or films are being made for private program use. All NRB convention sessions are recorded. Delegates may purchase audio and video cassettes in the registration area.

Character

The message disseminated in such programs shall be positive, concise, and constructive.

Production

The content, production, and presentation of such programs, including both music and continuity, shall be consistent with the program standards of the station or network over which they are broadcast and with the requirements of the Federal and State laws and of all regulations of the Federal Communications Commission.

Cooperation

Persons engaging in the broadcasting of such programs shall, by prompt appearance, scrupulous conformity with the limitations imposed by the physical, technical, and economic characteristics of radio, Christian courtesy, and otherwise, cooperate with the station or network management.

Financial Accountability

Appeals shall be of a bona fide character for legitimate religious purposes and shall be presented in a dignified Christian manner. All donors shall be promptly furnished with receipts and an accounting thereof shall be furnished to the Board of Directors on request of the Board.

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AMG International (38,081)	\$60/M*	Glory Ministries (16,222)	\$80/M*
American Church Bond Investors (47,354)	\$95/M*	Great Christian Books Actives (66,636)	\$75/M*
Back to God Activists (14,783)	\$70/M	Great Christian Books Prospects (70,881)	\$50/M*
Best Political Conservative PAC Donors (234,717)	\$100/M	Greenhomes America (4,276)	\$80/M*
Bible Pathway (22,000)	\$90/M	High Profile Christian Business Men (82,870)	\$60/M*
Bible Prophecy Bookbuyers & Donors (9,688)	\$100/M	Home & Family Causes Donors (491,342)	\$65/M
Biblical Perspectives Active Buyers (11,090)	\$85/M*	Home School Oriented Christian Families (90,179)	\$60/M*
Biblical Scoreboard Magazine (51,063)	\$65/M*	Ichthys Books (5,462)	\$75/M*
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Buyers of Christian Bestsellers (4,000)	\$80/M*	Inspirational Network Buyers (10,819)	\$85/M*
California Evangelical Political Givers (26,776)	\$100/M*	Keep America Christian Donors (18,463)	\$100/M*
Canadian Christian Heritage (49,734)	\$60/M	Kingdom Kids (2,846)	\$75/M*
Check Writing Evangelical Activists (51,717)	\$80/M	Liberation (32,000)	\$90/M*
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Christian Computer Software Buyers (3,465)	\$80/M*	Living Truth Ministries (13,440)	\$80/M
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Christian Lifestyle Select (113,757)	\$60/M*	Attendees (1,714)	\$125/M*
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Christian Publishing Company Buyers (155,983)	\$75/M*	News From Israel (8,000)	\$80/M*
Christian Recreation Investors and Donors (45,100)	\$80/M	North American Renewal Service Committee (35,590)	\$80/M*
Christians Seeking Extra Income (9,309)	\$65/M*	Prime Donors to a Christian Prophetic Ministry (20,113)	\$80/M*
Christians With a Heart for Israel (33,091)	\$55/M*	Prime Evangelical Donors (106,269)	\$70/M*
Church Audio-Video Equipment Buyers (24,735)	\$75/M	Prime Evangelical Political Donors (19,916)	\$90/M*
Church Music Report (19,299)	\$70/M*	Prime Music Buyers (57,329)	\$65/M*
Church Video and Film Buyers (55,680)	\$50/M	Prophecy Bookbuyers (66,343)	\$60/M*
Cream of the Crop Christian Activists (51,765)	\$85/M	The Prophecy Newsletter (8,425)	\$95/M*
Cream of the Crop PTL Donors (66,318)	\$75/M	Protestant Pastors & Churches by	
Cream Republican Donors (54,014)	\$95/M	Denomination (117,000)	\$45/M
Crusade Donors (253,892)	\$75/M	Pulpit Helps (143,495)	\$45/M*
Cult Awareness Buyers and Donors (15,266)	\$70/M*	Reap Mission (16,000)	\$55/M*
Destiny Image Publishers (21,723)	\$80/M*	Religious Libraries (11,043)	\$60/M*
Destiny Image Publishers' Bookstore Customers (4,129)	\$65/M*	Religious Market Suppliers (5,000)	\$125/M*
Direct Mail Responsive Pastors and Churches (109,100)	\$75/M	Responsive Fundamentalist Donors (85,310)	\$70/M
Donors to a Christian Legal Defense Ministry (4,372)	\$80/M*	Revival Donors (17,048)	\$65/M
Donors Who Oppose Religious Persecution (6,352)	\$125/M*	The Rutherford Institute (16,943)	\$90/M*
Eagle Systems' Children's Video & Book Buyers (27,000)	\$60/M*	7th-Day Adventist Pastors, Leaders & Decision	
Evangelical Outreach Activists (25,461)	\$80/M	Makers (63,949)	\$65/M*
Evangelical Political Activists (120,592)	\$60/M*	7th Day Adventists Churches (3,913)	\$45/M*
Evangelical Pro-Life Donor Masterfile (212,786)	\$95/M*	Single Adult Ministry Leaders (4,800)	\$425/F*
Evangelical Pro-Life Donors (4,778)	\$65/M*	Sound Givers (143,671)	\$70/M
Evangelize the World Donors (38,048)	\$70/M	Texas Christian Activists (40,308)	\$65/M*
Family Concern (66,133)	\$60/M*	Video Bible Story Buyers (119,973)	\$65/M*
Family Donors (120,496)	\$65/M	Voice of Americanism (39,000)	\$60/M*
Family Entertainment Network (340,959)	\$75/M*		
Family Trust (64,582)	\$100/M		

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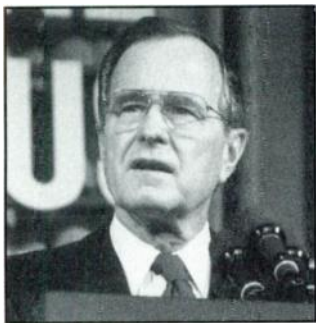
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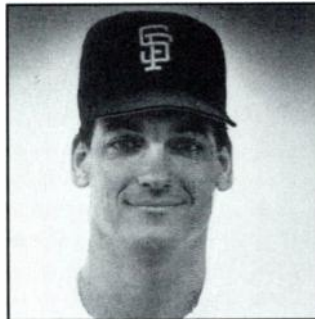
Dan Betzer



David Clark



Elizabeth Dole



Dave Dravecky



Brandt Gustavson



Richard Lee



Florence Littauer



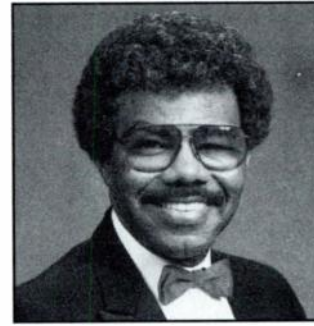
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Convention Speakers



Convention Musicians



Korean Men's Choir



The Cathedrals



The Couriers



33 D.C.



Larnelle Harris



Twila Paris



Sheila Walsh



Greg Buchanan



Dallas Holm



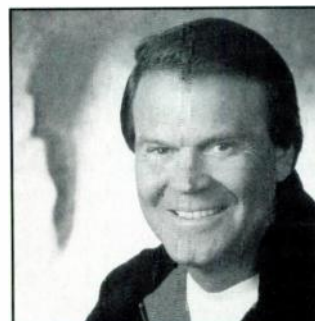
Deniece Williams



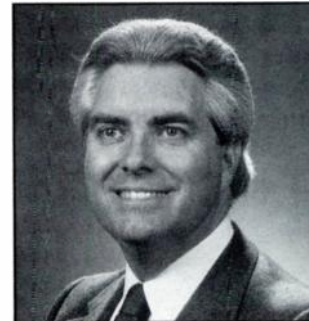
Susan Ashton



Phil Driscoll



Glen Campbell



Don Wytzen

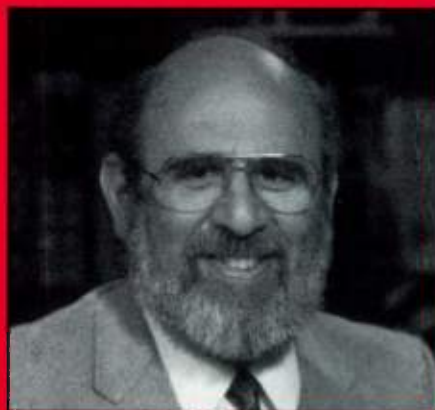
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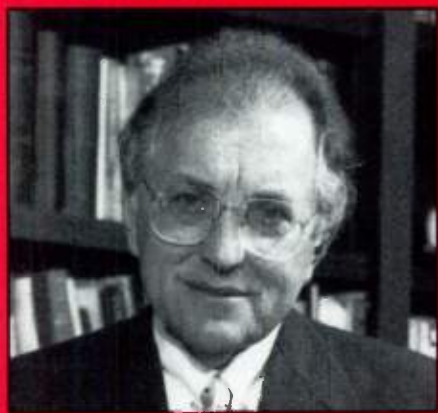
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Autograph Booths

Marita Littauer



**SUNDAY,
JANUARY 26**

Jeanette Vought

**"Post Abortion
Trauma"**

Zondervan
1:30 PM - 2:30 PM
Autograph Booth "B"

Marita Littauer

**"Homemade
Memories"**

Harvest House Publishers
3:00 PM - 4:00 PM
Autograph Booth "C"

Lana Bateman

**"Bible Promises for
the Healing
Journey"**

**"God's Crippled
Children"**

Barbour & Company
4:30 PM - 5:30 PM
Autograph Booth "B"

**MONDAY,
JANUARY 27**

Vern McLellan

"Read My Quips"

Harvest House Publishers
10:30 AM - 11:30 AM
Autograph Booth "A"

David Mains

**"Healing the
Dysfunctional
Church Family"**

Victor Books
10:30 AM - 11:30 AM
Autograph Booth "B"

John Ankerberg

**"Facts on Holistic
Health & The New
Medicine"**

**"Facts on Rock
Music"**

Harvest House Publishers
10:30 AM - 11:30 AM
Autograph Booth "C"

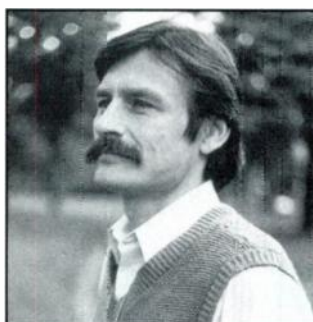
Vern McLellan



John Ankerberg



Walter Wangerin



Caryl Matrisciana



Steve Diggs

"Free To Succeed"

Fleming H. Revell
Noon - 1:00 PM
Autograph Booth "A"

Bill Sanders

"School Daze"

Fleming H. Revell
Noon - 1:00 PM
Autograph Booth "B"

Walter Wangerin

"Reliving The Passion"

Zondervan
Noon - 1:00 PM
Autograph Booth "C"

Tom Frydenger

"Resolving Conflict in the Blended Family"

Fleming H. Revell
1:30 PM - 2:30 PM
Autograph Booth "A"

Caryl Matrisciana

"The Evolution Conspiracy"

Harvest House Publishers
1:30 PM - 2:30 PM
Autograph Booth "B"

Dr. Tim LaHaye

"I Love You, But Why Are We So Different?"

Harvest House Publishers
1:30 PM - 2:30 PM
Autograph Booth "C"

Bob George

"Growing in Grace"

Harvest House Publishers
3:00 PM - 4:00 PM
Autograph Booth "A"

Dr. Charles Stanley

"A Touch Of His Freedom"

Zondervan
3:00 PM - 4:00 PM
Autograph Booth "B"

Richard Dortch

"Integrity"

New Leaf Press
3:00 PM - 4:00 PM
Autograph Booth "C"

Ken Abraham

"This Isn't The Trip I Signed Up For"

Fleming H. Revell
4:30 PM - 5:30 PM
Autograph Booth "A"

Mark Littleton

"Battle Ready"

Victor Books
4:30 PM - 5:30 PM
Autograph Booth "B"

**TUESDAY,
JANUARY 28**

Ed Hindson

"End Times, The Middle East & The New World Order"

Victor Books
10:30 AM - 11:30 AM
Autograph Booth "A"

Patricia Sprinkle

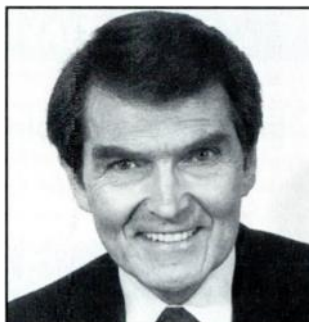
"Women Who Do Too Much"

Zondervan
10:30 AM - 11:30 AM
Autograph Booth "B"

Oliver North

"Under Fire"

Zondervan
Noon - 1:00 PM
Autograph Booth "C"



Dr. Tim LaHaye



Bob George



Dr. Charles Stanley



Richard Dortch



Oliver North



Auxiliary Events

SATURDAY - TUESDAY, JANUARY 25 - 29, 1992

7:00 a.m. - 7:00 p.m.
**International Bible Reading Association / NRB 92 Bible Reading
Marathon / Prayer Vigil**
Taft Room

SUNDAY, JANUARY 26, 1992

Noon - 2:00 p.m.
Hope for the Heart Luncheon
Richmond/Arlington Room
.....
5:00 - 6:00 p.m.
HomeNet Affiliates Meeting
Wisconsin Room
.....
5:30 - 7:30 p.m.
CIPAC U.S. - Israel Solidarity Reception
Delaware Suite
.....
6:30 - 9:00 p.m.
Radio Bible Class Dinner Meeting
Holmes Room
.....
7:00 - 9:30 p.m.
Skylght Affiliate Reception
Richmond Room

MONDAY, JANUARY 27, 1992

7:00 - 9:45 a.m.
Gammon & Grange Breakfast
Marshall Room
.....
7:30 - 9:00 a.m.
The TALK-BACK Station Affiliate Breakfast
Kansas Room
.....
5:00 - 7:00 p.m.
Josh McDowell Ministry Dinner
Baltimore/Annapolis Room
.....
5:00 - 6:00 p.m.
USA Radio 3rd Annual Affiliate Meeting
Richmond Room
.....
9:00 p.m.
**"Unto the Least of These" Premier Video Showing presented by
the Compassion Connection and TALK-BACK**
North Cotillion Ballroom

WEDNESDAY, JANUARY 29, 1992

9:00 a.m. - 1:00 p.m.
Christian Television Station Presidents' Meeting
Wisconsin Room

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49th ANNUAL CONVENTION OF NATIONAL RELIGIOUS BROADCASTERS

(NRB 92)

Sheraton Washington Hotel,
Washington, D.C.

January 25-29, 1992

PROGRAM SCHEDULE

SATURDAY, JANUARY 25, 1991

8:00 a.m. - 8:00 p.m.

Exhibitor Registration

Atrium

8:30 a.m. - Noon

Board of Directors Meeting

Cotillion Ballroom North

Opening Prayer: Stuart Epperson, Executive Committee,
National Religious Broadcasters; Salem Communications,
Winston-Salem, NC

Meeting Chairman: David Clark, President, National Religious
Broadcasters; KMC Media, Dallas, TX

Devotional Message: Edna Edwards WFGW/WMIT, Black
Mountain, NC (invited)

Closing Prayer: John Ankerberg, The John Ankerberg Show,
Chattanooga, TN

10:00 - 11:00 a.m.

Required IRB Student Scholarship Meeting

Wisconsin Room

10:00 a.m. - 6:00 p.m.

Convention Registration

Atrium

10:00 a.m. - 6:00 p.m.

Hispanic Registration

Convention Registration "C"

Noon - 2:00 p.m.

**Board of Directors/
Chapter Officers Luncheon**

Cotillion Ballroom South

Sponsor: New Inspirational Network, Fort Mill, SC

Moderator: Al Sanders, Ambassador Advertising Agency,
Fullerton, CA

Opening Prayer: David Eshelman, WBTX/WTLK Radio,
Broadway, VA

Sponsor comments: David Cerullo, President, New
Inspirational Network, Fort Mill, SC

Chapter Presidents' Reports

Closing Prayer: Mike Heuberger, KTIG, Pequot Lakes, MN

2:30 - 5:00 p.m.

Super Seminar Sessions

"Digital Broadcasting and Production"

Baltimore/Annapolis Room

Moderator: Jim Sanders, Ambassador Advertising Agency,
Fullerton, CA

Panel: Anthony Masiello, CBS Radio and U.S.A. Digital, New
York, NY

Kenneth Springer, National Association of Broadcasters,
Washington, DC

Dick Becvar, Skylight Corp., Minneapolis, MN

Ray Terrill, Focus on the Family, Colorado Springs, CO

CONTINUED ON PAGE 90



SATURDAY PROGRAM SCHEDULE

CONTINUED FROM PAGE 89

Tim Bealor, Broadcast Electronics, Quincy, IL
Susan Stewart, SpaceCom Systems, Tulsa, OK

"Discovering World-Class Leadership Within Your Own Organization"

Richmond/Arlington Room

Moderator: R. Russell Bixler, Cornerstone TeleVision, Inc.,
Pittsburgh, PA

Speaker: Bobb Biehl, Founder and President of
Masterplanning Group International, Laguna Niguel, CA

"The Challenge of Modern Culture to American Christians: How Christian Media Can Equip Believers to Deal With The Culture"

Rockville Room

Moderator: Paul Virts, Director of Development, The King's
College, Briarcliff Manor, NY

Speakers: Quentin Schultze, Calvin College, Grand Rapids, MI
Ken Myers, Executive Director, Villars Committee on Relief
and Development, Powhatan, VA
David Roozen, Hartford Seminary, Hartford, CT

"Reaching the Youth of Today"

Wilmington Room

Moderator: David Breese, Christian Destiny, Hillsboro, KS

Panel: Jay Strack, Jay Strack Association, Dallas, TX
Dann Spader, Son Life Ministries, Wheaton, IL
Ron Hutchcraft, Ron Hutchcraft Ministries Inc., Wayne, NJ
Bob DeMoss, Focus on the Family, Colorado Springs, CO

"Restoring Your Spiritual Resources: How to Stay Fresh for God in This Work"

Alexandria Room

Panel: Lloyd J. Ogilvie, Lloyd Ogilvie Ministries, Hollywood, CA
Jack W. Hayford, Living Way Ministries, Van Nuys, CA

5:15 - 5:45 p.m.

Official Press Conference

Mezzanine

7:00 - 9:00 p.m.

Evening General Session (open to public)

Sheraton Washington Ballroom

Sponsor: International Bible Society, Colorado Springs, CO

Moderator: E. Brandt Gustavson, Executive Director, National
Religious Broadcasters, Parsippany, NJ

Opening Prayer: Sue Bahner, Secretary, National Religious
Broadcasters; WWWG, Rochester, NY

Sponsor Comments: Rob Horan, President, International
Bible Society Foundation, Colorado Springs, CO

Music: Excerpts from "The Young Messiah," featuring -
Larnelle Harris, Splendor Productions, Longwood, FL
Twila Paris, Starsong Communications, Nashville, TN
Sheila Walsh, Christian Broadcasting Network, Virginia Beach,
VA

Phil Driscoll, Mighty Horn Ministries, Cleveland, TN

Announcement: Randall Balmer, Barnard College, New York,
NY

Greetings: David Clark, President, National Religious
Broadcasters; KMC Media, Dallas, TX

Greetings: Dr. Vladimir Zots, Adviser to former Soviet
President Gorbachev

Greetings: Dr. Anatoly Tupkin, former General Director of
Soviet National Radio

Address: A. Konstantin Lubenchenko, former Chairman of the
Supreme Soviet

Award Presentations

Convention Song Leaders: The Maranatha! Singers,
Maranatha! Music, Laguna Hills, CA

Greetings: Dr. Billy Melvin, National Association of
Evangelicals, Wheaton, IL

Speaker: Clinton Utterbach, Redeeming Love Christian
Center, Nanuet, NY

Closing Prayer: Richard Mason, Second Vice President,
National Religious Broadcasters; Radio Bible Class, Grand
Rapids, MI

9:30 - 11:00 p.m.

Hispanic Fellowship Hour (HNRB)

Holmes Room

9:30 p.m.

Board of Directors' Reception

Perle Mesta Suite, Wardman Tower, Room 7340

Sponsor: KMC Media, Dallas, TX

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For more information please contact National Right to Life,
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SUNDAY, JANUARY 26, 1992

8:30 a.m. - Noon

Hispanic Worship Service (HNRB)

Maryland Suite

Master of Ceremonies: Guillermo Luna, Campus Crusade for Christ, San Antonio, TX

Music: Maggie Knight, Bay Ridge Christian Center, Brooklyn, NY

Speaker: Jesse Miranda, Superintendent of Pacific Latin District of the Assemblies of God, LaPuente, CA

9:00 a.m. - 6:00 p.m.

Convention Registration

Atrium

9:00 a.m. - 6:00 p.m.

Hispanic Registration

Convention Lobby

9:00 a.m. - 6:00 p.m.

Exhibit Hall Registration

Atrium

10:00 a.m. - Noon

Morning Worship Service

Sheraton Washington Ballroom

Moderator: Paul Ramseyer, Executive Committee, National Religious Broadcasters; Northwestern College Radio Network, Roseville, MN

Opening Prayer: Marlin Maddoux, USA Radio Network, Dallas, TX

Music: Twila Paris, Starsong Communications, Nashville, TN

Award Presentations

Testimony: Dave Dravecky, Zondervan Publishing, Grand Rapids, MI

Music: Larnelle Harris, Splendor Productions, Longwood, FL

Speaker: Dan Betzer, Revivaltime Media Ministries, Springfield, MO

Closing Prayer: Ben Armstrong, Former Executive Director of National Religious Broadcasters, Madison, NJ

1:00 - 1:15 p.m.

NRB 92 Media Exposition Grand Opening

Atrium

Ribbon Cutting Ceremony Hosts:

David Clark, President, National Religious Broadcasters; KMC Media, Dallas, TX

E. Brandt Gustavson, Executive Director, National Religious Broadcasters, Parsippany, NJ

Michael Glenn, Director of Sales & Exhibits, National Religious Broadcasters, Parsippany, NJ

NRB 92 Media Exposition Hours

Exhibit Halls A,B & C, lower level

Sunday: 1:00 - 6:00 p.m.

Monday: 10:00 a.m. - 6:00 p.m.

Tuesday: 10:00 a.m. - 2:00 p.m.

2:00 - 5:00 p.m.

Gospel Concert (BNRB) (open to public)

Sheraton Washington Ballroom

Opening Prayer: Bishop Samuel Green Jr., BNRB Chairman; WJCB-TV, Faith For Living Television Ministries, Newport News, VA

Greetings: Brandt Gustavson, Executive Director, National Religious Broadcasters, Parsippany, NJ

Hostess: Deniece Williams, Word Inc., Irving, TX

Music: Michell White and the Westchester Mass Choir, Savoy Records, Mount Vernon, NY

Helen Baylor, Word Inc., Irving, TX

Institutional Choir, Institutional Church of God in Christ, Brooklyn, NY

Witness, The Benson Co., Nashville, TN

Delores Fuller, Intro Records, Brooklyn, NY

Mike English, Warner/Alliance, Nashville, TN

Howard University Choir, Howard University, Washington, DC

Richard Smallwood, Sparrow Records, Nashville, TN

Deniece Williams, Word Inc., Irving, TX

Faith for Living Television Choir, Newport News, VA

St. John's Church of God in Christ Children's Choir, Newport News, VA

Closing Remarks: Glen Plummer, 1st Vice Chairman, BNRB; Christian Television Network, Detroit, MI

Closing Prayer: William Thompson, 2nd Vice Chairman, BNRB; "What a Fellowship Hour," Chicago, IL

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SUNDAY PROGRAM SCHEDULE

CONTINUED FROM PAGE 92

2:00 - 5:00 p.m.

Hispanic Concert (HNRB) (open to public)

Cotillion Ballroom

Greetings: Brandt Gustavson, Executive Director, National Religious Broadcasters, Parsippany, NJ

Dedication Prayer: Guillermo Luna, HNRB Chairman; Campus Crusade for Christ, San Antonio, TX

Director: Nilka Agosto, Variedades Cristianas, New York & Puerto Rico

Master of Ceremonies: Lemuel Rivera, Radio Redentor, Rio Piedras, PR

3:00 - 5:00 p.m.

EFICOM Commissioners Meeting

Thomas Paine Room

3:15 - 5:00 p.m.

IRB Student Awards Reception

Marshall Room

3:30 - 4:30 p.m.

Eastern Chapter Officers Meeting

Colorado Room

4:30 - 5:30 p.m.

Chapter Representatives Meeting

Colorado Room

5:00 - 6:00 p.m.

TV Committee Business Meeting

Idaho Room

5:00 - 6:00 p.m.

Official Press Conference

Mezzanine

5:15 - 6:30 p.m.

IRB Campus Chapter Organizational Meeting

Holmes Room

6:30 - 9:00 p.m.

Hispanic National Religious Broadcasters (HNRB) Banquet

Sheraton Ballroom North

Speaker: Juan Gili, Evangelist, Madrid, Spain

Master of Ceremonies: William Lebron, Radio WIDA, Carolina, PR

Coordinator: Miguel Dabul, Radio Producer, Virginia Beach, VA

Music: Wilma Hernandez, San Juan, PR

6:30 - 9:00 p.m.

Black National Religious Broadcasters (BNRB) Banquet

Maryland Suite

Co-hosts: Dwight Green, Faith for Living Television Ministries, Newport News, VA
Glen Plummer, Christian Television Network, Detroit, MI

Speaker: Dr. Louis Sullivan, United States Secretary of Health and Human Services, Washington, DC

Music: Nicholas, Command Records, California

Honoree: Bishop Samuel Green Jr., BNRB Chairman; WJCB-TV, Faith For Living Television Ministries, Newport News, VA



Dr. Louis Sullivan

6:30 - 9:00 p.m.

Annual IRB Faculty Banquet

(outside of hotel)

9:30 - 11:00 p.m.

NRB TV Reception

Delaware Suite

9:30 - 11:00 p.m.

Hispanic Fellowship Hour

Holmes Room

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MONDAY - JANUARY 27, 1992

8:00 - 9:00 a.m.

Eastern Chapter Meeting

Ethan Allen Room

8:00 - 9:00 a.m.

Southeastern Chapter Meeting

Wisconsin Room

8:00 - 9:00 a.m.

Western Chapter Meeting

Nathan Hale Room

8:00 - 9:00 a.m.

Midwestern Chapter Meeting

Truman Room

8:00 - 9:30 a.m.

HNRB Workshop "Produciendo Television Cristiana Para Ninos" (Producing Christian TV for Children)

Holmes Room

Moderator: Marilus Dones, San Juan, PR

Speaker: Belkys Morillo, CBN, Virginia Beach, VA

8:30 - 9:45 a.m.

Music License Committee Business Meeting

Warren Room

9:00 a.m. - 5:00 p.m.

Convention Registration

Atrium

9:30 - 10:00 a.m.

Hostess Meeting

Roosevelt Room

10:00 a.m. - 5:00 p.m.

Hispanic Registration

Convention Lobby

10:00 a.m. - 6:00 p.m.

Exhibit Hall Registration

Atrium

10:00 a.m. - 6:00 p.m.

NRB Media Exposition - badges required

Exhibit Halls A, B & C

10:00 - 11:30 a.m.

NRB Workshop Session

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

Idaho Room

Moderator: Tom Moffitt Jr., WTLN Radio, Orlando, FL

Participants: Bob George, "People to People," Discipleship Counseling Services Inc, Dallas, TX

Beverly LaHaye, "Beverly LaHaye Live," Washington, DC

Chuck Swirsky, "Sports Spectrum," WGN Radio, Chicago, IL

"Fundraising - Presentations, Perceptions, Persuasions"

Wisconsin Room

Moderator: Carl Singer, Criswell Radio Network, Arlington, TX

Participants: Del Rogers, The Rogers Co., Dallas, TX

William Jester, Resource Development Inc., Springfield, MO

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

Colorado Room

Moderator: Rich Bott, Bott Broadcasting Co., Kansas City, MO

Speaker: Chris Lytle, Chris Lytle and Associates, Madison, WI

"Capturing Your Audience - Excellence in Media"

Dover Room

Moderator: Ted Baehr, Chairman, Good News Communications, Atlanta, GA

Moderator: Ruth Schofield, Capitol Hill News, Inc., Washington, DC

Graylian Young, S.E. Bureau Chief, CNN News, Atlanta, GA

Frank Schroeder, Premier Pictures, Producer of "The Pistol," Baton Rouge, LA

Anita Pallatti, CBS News, New York, NY



"Advancements in Technology"

Truman Room

Moderator: Alex Blomerth, STC Broadcast Consultants, El Paso, TX

Panel: Dirk Freeman, Television Technology Corp., Lewisville, CO

Mike Kirk, English Electric Valve Corp., New York, NY

"The Local Church's Use of Television"

Alexandria Room

Moderator: Jim Moss, John Hagee Ministries, Global Evangelism Television, San Antonio, TX

Panel: Dan and Sheila Withum, "Breakthrough," Columbus, OH

"Syndication - Packaging a Deal"

Warren Room

Moderator: Dave Hummel, CBN, Virginia Beach, VA

Panel: Sam Wagner, Video Teleproductions, Washington, DC

Russ Doughten, Mark IV Pictures Inc., Des Moines, IA

"Fiscal Responsibility: Specific Problems Related to Non-Profit Organizations"

Rockville Room

Moderator: Bob D'Andrea, Christian Television Network, Clearwater, FL

Panel: Marcus S. Owens, Department of the Treasury, Exempt Organizations Technical Division, Washington, DC
Chip Grange, Gammon and Grange, Washington, DC

"Media, the Church and Homelessness"

Richmond Room

Speaker: Irma Diaz Sandoval, National Program Developer, U.S. Ministries, World Vision, Monrovia, CA

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MONDAY PROGRAM SCHEDULE

CONTINUED FROM PAGE 97

"Holding Your Family Together While The World Is Falling Apart"

Annapolis Room

Speakers: Randy Carlson and Dr. Kevin Leman, Parent Talk Radio, Family Life Broadcasting System, Tucson, AZ

"Freedom of Religion"

Baltimore Room

Moderator: Larry Secrest, Wilery, Rein and Fielding, Washington, DC

Speakers: John W. Whitehead, The Rutherford Institute, Charlottesville, VA
Charles J. Cooper, "Shaw, Pittman, Potts and Trowbridge," Washington, DC

Ashton R. Hardy, "Walker, Dordelon, Hamlin, Theriot and Hardy," New Orleans, LA

"Christianity in Crisis"

Arlington Room

Speaker: Hendrik H. Hanegraaff, Christian Research Institute International, San Juan Capistrano, CA

"Save the Family: Broadcasting Satan's Motives and Methods"

Nathan Hale Room

Co-Moderators: Rev. William Thompson, "What a Fellowship Hour," Chicago, IL

Bishop Samuel Green, Faith for Living Ministry, Newport News, VA

Panel: Debra Fraser Howze, Black Leadership Commission on AIDS, New York, NY

"African-American Women in Broadcasting"

Kansas Room

Co-Moderators: Tee Garlington, Evangel Temple, Washington, DC

Dr. Lou Ray Barnes, Inspiration of the Good Shepherd, Brentwood, NY

Panel: Karin Plummer, Christian Television Network, Detroit, MI

"Como Producir Programas Para Television"

(How to Produce Television Programs)

Holmes Room

Moderator: Hector Tamez, Open Doors, Santa Ana, CA

Speaker: Stanley Jeter, Features International, Virginia Beach, VA

"Western Europe: New Opportunities for Christian Broadcasting"

Thomas Paine Room

Moderator: Ben Cummings, HCJB World Radio, Opa Locka, FL

Panel: Harvey Thomas, International Public Relations Consultant, Hertfordshire, England

J. Mark Abson, Mullin, Rhyne, Emmons and Topel, Washington, DC

"Television Opportunities in Africa and Asia"

Ethan Allen Room

Speaker: David Lee, President, International Media Ministries, Brussels, Belgium

Noon - 2:00 p.m.

International Luncheon (meal ticket required)

Sheraton Washington Ballroom

Sponsor: Moody Bible Institute

Moderator: Jerry Rose, Executive Committee, National Religious Broadcasters; WCFC-TV Channel 38, Chicago, IL

Speaker: U.S. President George Bush

Opening Prayer: Jose Reyes, Executive Committee, National Religious Broadcasters; La Voz de Salvacion, Cleveland, TN

Sponsors Comments: Dr. Joseph M. Stowell III, Moody Bible Institute, Chicago, IL

Greetings: Juan Gili, Evangelist, Madrid, Spain

Testimony: Mrs. Elizabeth Dole, President, The American Red Cross, Washington, DC

Music: "33 D.C.," Spanish House Inc., Miami, FL

Speaker: Horst Marquardt, Executive Director of Evangeliums-Rundfunk, Chairman of the German branch of the Lausanne Committee for World Evangelization, Chairman of Trans World Radio, Europe

Music: Korean Men's Choir, Inchon, Korea

Closing Prayer: Paul Freed, Trans World Radio, Cary, NC

2:00 - 3:15 p.m.

IRB Faculty Workshop

Marshall Room

2:30 - 5:00 p.m.

NRB Business Meeting

North Cotillion



4:00 - 5:30 p.m.

**IRB Business Meeting
Election of Officers for 1992**

Marshall Room

4:30 - 5:00 p.m.

Official Press Conference

Mezzanine

5:00 - 6:00 p.m.

Radio Meeting

Warren Room

5:00 - 6:00 p.m.

Television Committee Meeting

Wisconsin Room

7:00 p.m.

Evening General Session (open to public)

Sheraton Washington Ballroom

Moderator: Brian Erickson, Back to the Bible, Lincoln, NE

Opening Prayer: KayArthur, Executive Committee, National Religious Broadcasters; Precept Ministries, Chattanooga, TN

Greetings: Doug Ross, Executive Director, Evangelical Christian Publishers Association, Tempe, AZ

Award Presentations

Greetings: Rabbi Yechiel Eckstein, International Fellowship of Christians and Jews, Chicago, IL

Music: Susan Ashton, Sparrow Records, Nashville, TN

Speaker: Florence Littauer, Christian speaker, author, and broadcaster, San Marcos, CA

Music: Dallas Holm, The Benson Co., Nashville, TN

Speaker: Richard Lee, There's Hope, Atlanta, GA

Closing Prayer: Paul Kurtz, Billy Graham Evangelistic Association, Minneapolis, MN

9:30 - 11:00 p.m.

Hispanic Fellowship Hour (HNRB)

Holmes Room

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TUESDAY, JANUARY 28, 1992

6:30 - 7:00 a.m.

Convention Registration

Atrium

7:30 - 10:00 a.m.

Presidential Breakfast (meal ticket required)

Sheraton Washington Ballroom

Sponsor: SpaceCom Systems, Tulsa, OK

Moderator: David Clark, President, National Religious Broadcasters; KMC Media, Dallas, TX

Opening Prayer: Lloyd Ogilvie, Lloyd Ogilvie Ministries, Hollywood, CA

Sponsor's Comments: Al Stem, General Manager, SpaceCom Systems

Introduction of Head Table: Brandt Gustavson, Executive Director, National Religious Broadcasters, Parsippany, NJ

Music: Glen Campbell, New Haven Records, Nashville, TN
The Couriers, Mechanicsburg, PA

Devotional Message: Charles Stanley, In Touch Ministries, Atlanta, GA

10:00 a.m. - 3:00 p.m.

Convention Registration

Atrium

10:00 a.m. - Noon

**Broadcast General Session,
Hosted by the Television Committee**

Cotillion Ballroom

Hosts: William Hull, Hope Communications, Caldwell, ID
Ted Baehr, Good News Communications, Atlanta, GA

Panel Discussion with FCC Officials:

Moderator: Richard Wiley, Wiley, Rein and Fielding, Washington, DC

Participants: Roy J. Stewart, Chief, Mass Media Bureau, FCC, Washington, DC

Larry D. Eads, Chief, Audio Services Division, FCC, Washington, DC

Barbara A. Kreisman, Chief, Video Services Division, FCC, Washington, DC

Charles W. Kelly, Chief, Enforcement Division, FCC, Washington, DC

Music: Jackie Beavers, Jabee Music, Cartersville, GA

Remarks: Graylian Young, S.E. Bureau Chief, CNN News, Atlanta, GA

Speaker: Cal Thomas, Syndicated Columnist, Washington, DC

10:00 a.m.- Noon

**HNRB Workshop - "La Biblia Y El Gobierno
A La Luz Del Quincentenario Del
Descubrimiento De America"
(The Bible and Government at the
Quincentennial of the Discovery of America)**

Holmes Room

Moderator: Juan Gili, Evangelist, Madrid, Spain

Speakers: Jose Gonzalez, CBN and SEMILLA, Virginia Beach, VA

Guillermo A. Serrano, La Voz de la Reforma, Palos Heights, IL

10:00 - 11:00 a.m.

Official Press Conference

Mezzanine

10:00 a.m. - 2:00 p.m.

NRB Media Exposition (Badge Required)

Exhibit Halls A, B & C

2:30 - 4:00 p.m.

NRB Workshop Session

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

Colorado Room

Moderator: Jon Campbell, Ambassador Advertising Agency, Fullerton, CA



"Research - Who Are They? What Are Their Characteristics?"

Idaho Room

Moderator: Tom Schindler, Good Life Associates, Lincoln, NE

Moderator: Larry Deakins, Hope for the Heart, Dallas, TX

Participants: Gary Crossland, Soma Communications, Carrollton, TX

Scott Chapin, Birch/Scarborough Research

"Audience Development, Keys To Increasing Your Listenership"

Wisconsin Room

Moderator: Patsy Perrault, The Perrault Co., Houston, TX

Moderator: Burt Perrault, KSBJ Radio, Humble, TX

"Getting Construction Permits and Getting on the Air"

Marshall Room

Moderator: Sara Diaz Warren, KJLS-TV, El Paso, TX

Panel: Pete Warren, Warren Electronic Systems, El Paso, TX

David Tucker, Channel 66, Lewiston, ID

Stewart Mitchell, Boyer and Associates, Washington, DC

Jim Gammon, Gammon and Grange, Washington, DC

John Warren, KJLS-TV, El Paso, TX

Byron St. Clair, TTC Corp., Denver, CO

"Legal Issues for Music"

Dover Room

Moderator: Ronn Haus, KFCB-TV, Concord, CA

Speaker: Bob D'Andrea, Christian Television Network, Largo, FL

"Film and Video Evangelism"

Roosevelt Room

Moderator: Russ Doughten, Mark IV Pictures Inc., Des Moines, IA

Panel: Paul Kurtz, Billy Graham Association, Minneapolis, MN

Maria Umidi, Day Spring International, Virginia Beach, VA

Steve Freed, Campus Crusade for Christ, San Bernardino, CA

"Negotiating A Cable Channel"

Baltimore Room

Moderator: Mike Wright, American Christian Television Inc., Fort Worth, TX

Panel: Larry Secrest, Wiley, Rein and Fielding, Washington, DC

Joe Dunne, May and Dunne Chartered, Washington, DC

"Selling Without Numbers - Alternative Revenue Sources"

Kansas Room

Moderator: Blackie Gonzalez, KCHF-TV, Albuquerque, NM

Panel: David Hummel, Homenet, CBN, Virginia Beach, VA

Van Mylar, CBN, Virginia Beach, VA

Gary Lispi, Goldberg, Marchesan and Kilman Inc., Washington, DC

"The Current Fundraising Crisis - What Would George Mueller Do?"

Annapolis Room

Speaker: Butch Maltby, Killion, McCabe & Associates, Dallas, TX

Speaker: Richard Perry, The Domain Group, Wheaton, IL

"Media, The Church and The Family"

Alexandria Room

Speaker: Irma Diaz Sandoval, National Program Developer, U.S. Ministries, World Vision, Monrovia, CA

"Holding The Family Together While The World is Falling Apart"

Richmond Room

Speakers: Randy Carlson and Dr. Kevin Leman, Parent Talk Radio, Family Life Broadcasting System, Tucson, AZ

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TUESDAY PROGRAM SCHEDULE

CONTINUED FROM PAGE 101

"Looking Back From Eternity - A Whole New Perspective"

Rockville Room

Speaker: Hendrick Hanegraaff, Christian Research Institute International, San Juan Capistrano, CA

"Partnership To Reach Urban America"

Warren Room

Moderator: Glen Plummer, Christian Television Network, Detroit, MI

"African-Americans Organizing and Negotiating for Media Ownership"

Arlington Room

Moderator: Dwight Green Sr., WJCB-TV, Newport News, VA

Panel: Bishop Harold Benjamin, Cathedral of Faith, Philadelphia, PA

"Produciendo Para La Radio Via Satelite" (Producing for Radio Via Satellite)

Holmes Room

Moderator: Jose Reyes, La Voz de Salvacion, Cleveland, TN

Speakers: Andres Panasoiuk, WMBI, Chicago, IL

Jaime Munger, Trans World Radio, Miami, FL

Adib Eden Jr., Radio Familiar, Miami, FL

"Television in Eastern Europe"

Truman Room

Moderator: Michael Little, Christian Broadcasting Network, Virginia Beach, VA

Speaker: Hannu Haukka, International Russian Broadcasting, Finland

"Radio in Eastern Europe"

Ethan Allen Room

Moderator: Alex Leonovich, Slavic Missionary Service, South River, NJ

4:00 - 5:30 p.m.

BNRB Business Meeting

Warren Room

4:00 - 5:30 p.m.

Hispanic Business Meeting

Holmes Room

6:30 p.m.

Anniversary Banquet (meal ticket required)

Sheraton Washington Ballroom

Sponsor: The Bible League, Grand Rapids, MI

Moderator: Robert Straton, First Vice President, National Religious Broadcasters; Walter Bennett Communications, Fort Washington, PA

Opening Prayer: James Kennedy, Coral Ridge Presbyterian Church, Fort Lauderdale, FL

Sponsor's Comments: Willis Timmer, The Bible League, Grand Rapids, MI

Music: Greg Buchanan, Adoration Inc., Overland Park, KS

Testimony: Lieutenant Colonel Oliver North, U.S.M.C., retired, Harper Collins Publishers/Zondervan, Grand Rapids, MI

Music: "The Cathedrals," Homeland Records, Nashville, TN

Installation of Officers: George Sweeting, Board of Directors, National Religious Broadcasters; Moody Bible Institute, Chicago, IL

Award Presentation

Speaker: Dr. Adrian Rogers, Love Worth Finding Ministries; Pastor, Bellevue Baptist Church, Memphis, TN

Closing Prayer: George Sweeting, Board of Directors, National Religious Broadcasters; Moody Bible Institute, Chicago, IL



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WEDNESDAY, JANUARY 29, 1992

9:00 - 9:30 a.m.

Official "Wrap Up" Press Conference

Mezannine

9:00 a.m. - Noon

**Christian Heritage Tour of the Capital
(open to all- ticket required)**

9:00 - 10:00 a.m.

Television Committee Business Meeting

Idaho Room

9:00 - 10:00 a.m.

Radio Committee Meeting

Colorado Room

State Department Briefing - by invitation

FCC Briefing - by invitation

**Vice Presidential
Residence Reception - by invitation**

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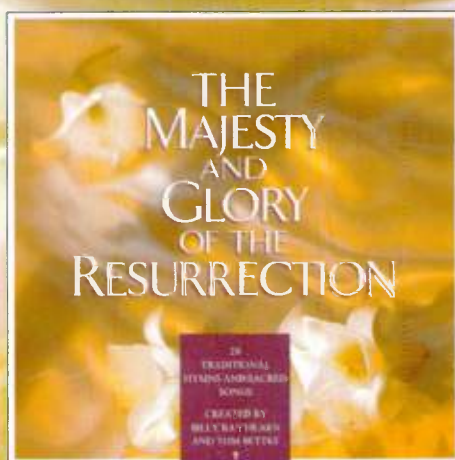
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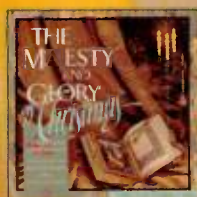


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CONTINUED ON PAGE 108

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209-348-9081

B.B.C. Marketing 1926

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B.B. Kirkbride Bible Co., Inc. 2208

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317-633-1900

Baker Book House 1720

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Barbour & Co., Inc. 1619

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317-642-5944

Berg Productions 1607

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409

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Christian Advocates Serving Evangelism (CASE) is dedicated to the ideal that religious freedom and freedom of speech are inalienable, God-given rights. The purpose of CASE is to educate, promulgate, conciliate, and where necessary, litigate to the end that Christian's rights are protected under the law.

Christian Coalition

1914

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HR 2651

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Representative while you're in Washington DC.**

SHARE THIS IMPORTANT INFORMATION WITH THEM TODAY

1 ISRAEL IS FULLY ABLE TO REPAY LOANS GUARANTEED BY THE U.S.

Israel's Gross Domestic Product is expected to grow at 7% - 9% through 1996. Even in the troubled year of 1990 it grew by 5.2% exceeding that of the U.S. and many other countries. Her GDP, at 50 billion dollars in 1990 is expected to exceed 79 billion dollars by 1996, and her current S & P rating is much improved over figures quoted by the Administration in September. Its GDP ratio to foreign debt (significantly reduced since the mid eighties) is considered a better "risk" than Denmark, New Zealand, and Belgium. From 1988 to 1990 its ratio of foreign debt to exports stood between 18-22% and even with the loan guarantees and borrowing should not exceed 22%. Its export trade at \$19 billion in 1990 a healthy 35% of GDP exceeds that of many European nations and is also increasing annually. At the same time political reform, privatization, deregulation, are taking place and many subsidies are being eliminated. Israel is on course with a long term economic policy.

LD STAND BY ISRAEL, ITS FRIEND GUARANTEES IMMEDIATELY

2 U.S. DOMESTIC PROGRAMS WILL NOT BE AFFECTED. By law, funds ear-marked for domestic programs cannot be transferred into an International funding account. Furthermore the Loan guarantees are not part of the U.S. foreign aid funds. In fact **THE LOAN GUARANTEES WILL FAVORABLY IMPACT THE U.S. ECONOMY.**

3 Israel's RECORD OF REPAYING LOANS in a timely manner is impeccable and unique among nations who have received such guarantees from us. Israel has never defaulted on a payment, or been late. In truth, **THIS IS A BUSINESS DEAL WITH ONE OF OUR BEST TRADING PARTNERS, NOT FOREIGN AID.**

4 Israel's ABILITY TO REPAY THESE LOANS is enhanced by the fact that much of the money will go into self-amortizing ventures (apartments, homes, development) in Israel's private sector into which repayment is factored.

5 Much of the money will be spent to PURCHASE PRODUCTS IN THE U.S.. Interest will be paid to American lending institutions which will also benefit the U.S. economy.

6 As U.S. Senator Robert W. Kasten, Jr. indicated on September 10, the loan guarantees will **COST AMERICAN TAXPAYERS NOTHING.** Even the substantial "origination fee" will be pre-paid by Israel.

7 Furthermore the estimated \$1.6 billion dollar deposit which the U.S. may be required to put in trust as a guarantee will be the **SOURCE OF CONSIDERABLE EARNINGS** for our economy in the form of interest.

8 Not only will these funds be used to meet enormous humanitarian needs, they will **CONTRIBUTE IMMENSELY TO ISRAEL'S ECONOMY AND INCREASE HER ALREADY SIGNIFICANT ROLE AS A U.S. CLIENT.** Israel spent over \$3.5 billion dollars in the U.S. in 1991 alone.

9 For those concerned about using funds to build "settlements" in Judea and Samaria it should be noted that no Russian immigrants are being "settled" in West Bank or Gaza communities. The 19 absorption centers are within Israel's so-called pre-1967 cease fire line. Less than one percent of the already settled exiles from the USSR have chosen to move to Judea and Samaria. Further, most of the settlement communities in Judea and Samaria which are biblically, historically, legally, and morally part of Israel are peopled primarily by Americans as well as others who came to Israel to reclaim the land of their fathers out of religious motivation. For the U.S. to link a freeze on the building of these communities with the proposed loan guarantees would be to favor the institution of a judenrein - no Jews allowed - policy of Hitler's Germany and

would be immoral and unconscionable. It should be further noted that a 1978 freeze brought deafening silence from Israel's enemies. On the other hand peace for peace as proposed by Egypt resulted in the Camp David Accords.

10 Serious concerns must be raised about the **MORAL GROUND** on which the needs of refugees whose flight from persecution we have encouraged are held hostage to preserving some "delicate balance" with Islamic/Arab Countries in whose streets we hear the cry "DEATH TO AMERICANS, DEATH TO ISRAEL". On the other hand **SYRIA**, the world's biggest drug dealer and money launderer, sells drugs on our streets (Narco Terrorism, Ehrenfield, Basic Books), receives accolades and uses its "bonus" for showing up for rearguard duty in the Gulf War to purchase Scud C Missiles and other sophisticated weaponry with which to attack Israel. **EGYPT**, for a minor role in the Persian Gulf War received a cash debt forgiveness (**PAID BY AMERICAN TAXPAYER DOLLARS**) of \$7.5 BILLION! In addition the U.S. persuaded the European Community to provide Egypt an additional \$12.5 BILLION in cash debt forgiveness and refinance other debt over thirty years valued at \$5 BILLION - A TOTAL OF OVER \$25 BILLION.

But our democratic friend, Israel who paid the price of 39 Scud hits at our request was asked to wait six months before even applying - not for a loan - but a loan guarantee which costs us nothing! In September, six months later when they did apply, they were told to wait an additional four months **WHILE THE NEED MOUNTS AND THE HURTING CONTINUES.** Is this any way to treat a friend?

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**For further information contact Ed Steele or Lou Sheldon at the
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Friends of Jerusalem: Jack Friedler, Founder, Chairman, 1211 Avenue of the Americas, New York, NY 10036 (212) 308-4276

Researched and written by Ed Steele for the Friends of Jerusalem.



MEDIA EXPOSITION . . .

CONTINUED FROM PAGE 114

It's Publications Department offers author interviews, publication reviews, book excerpts, and other media services for both printed and audio formats.

Programs for donor development are available through our Special Markets Department as well as product customization services for the purpose of organizational premiums.

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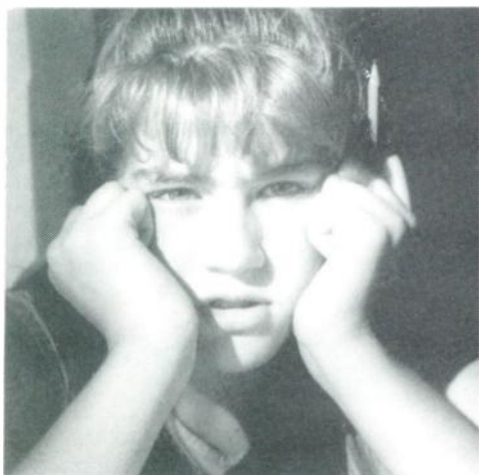
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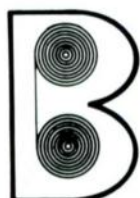
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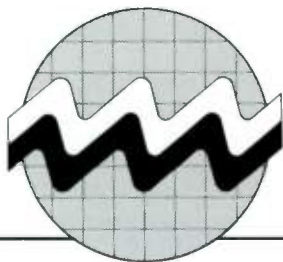
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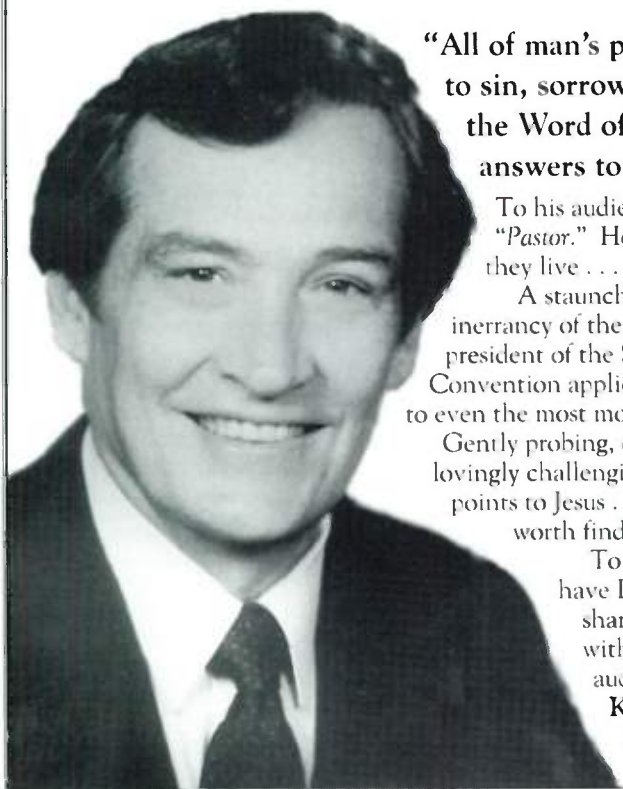
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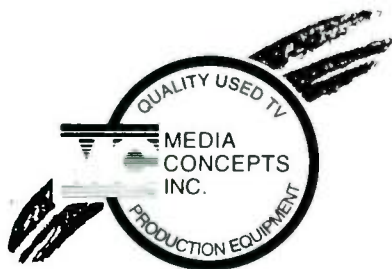
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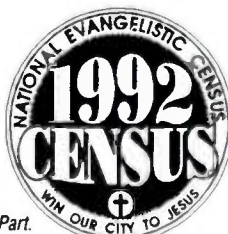
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Three Angels Broadcasting Network
Walk Thru The Bible Ministries
World Opportunities International
World Vision

NEWS SERVICE

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Capital Television Network
Christian Coalition
Global News
International Christian Embassy Jerusalem - USA
Mission Network News

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Messenger
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Multnomah Press
Multnomah Productions
Project Outreach/Dayspring Greeting Cards
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Sanford Werfel - Artist
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Upward Way, Inc.
Victor Books

PRINTING

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Christ For The Nations
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Circuit Research Labs
The Domain Group
Master Track Productions
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Schafer World Communications Corp.
Sony Educational Systems
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VIDEOLIGHT

PUBLISHER

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AMI - Religions Communications For Worship
Baker Book House
Barbour & Company
B.B. Kirkbride Bible Co., Inc.
C & D International/Pocket-Pak Albums
Cambridge University Press
Christ For The Nations
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Fleming H. Revell Co.
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Hendrickson Publishers
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WHERE ARE YOUR LISTENERS?

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Details Zip Codes Within Coverage Contours

RECEIVED SIGNAL LEVEL MAPS

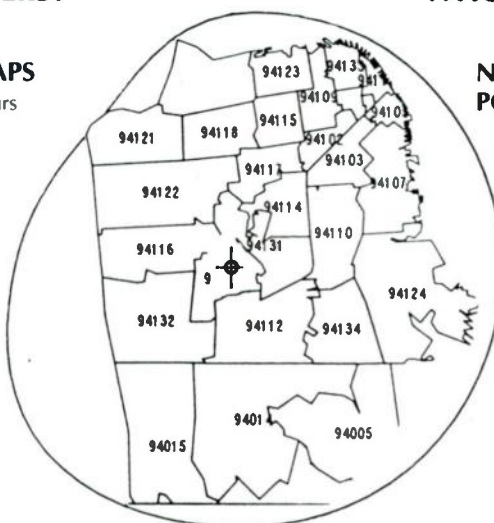
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Questar Publishers, Inc.
Rainbow Study Bible, Ltd.
Review & Herald Pub. Assoc.
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National Right to Life Committee
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The Salvation Army
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The Spoken Word of God
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Multnomah Productions

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CBN Radio Network
CSN-Children's Sonshine Network
Home Entertainment Network (HomeNet)
International Broadcasting Network
Keystone Inspirational Network
KFUO Radio
Moody Broadcasting Network
NPR Satellite Services
USA Radio Network
Three Angels Broadcasting Network
VCY/America Network

SATELLITE SERVICES/TELECONFERENCING

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VIDEO EQUIPMENT

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VIDEO PROGRAM PRODUCER

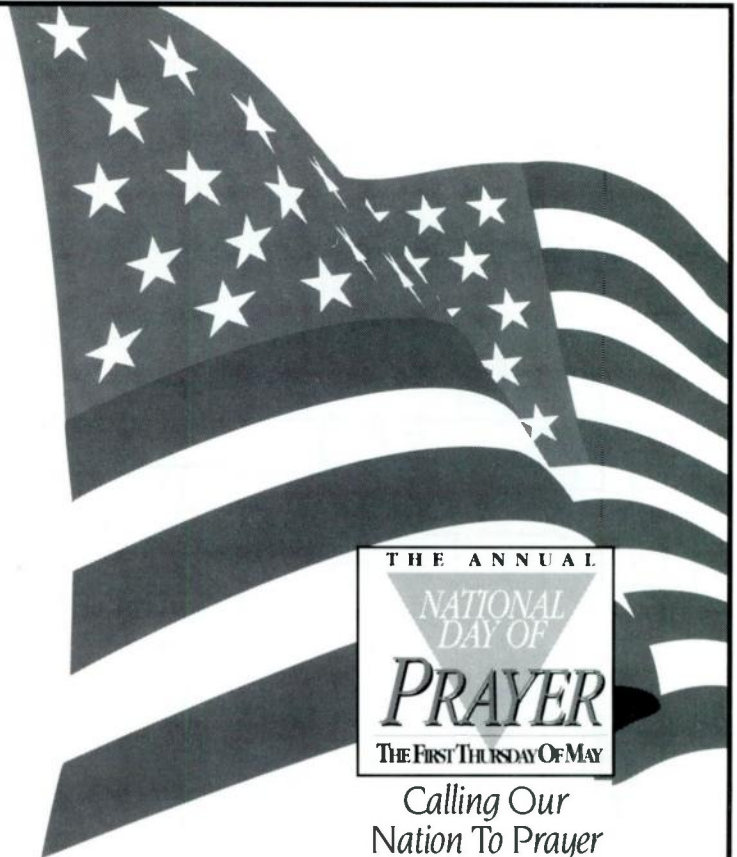
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 Jeremiah Films
 Reel to Real/American Portrait Films
 The Salvation Army

On May 7, The Best Way To Serve Your Country Is On Your Knees.

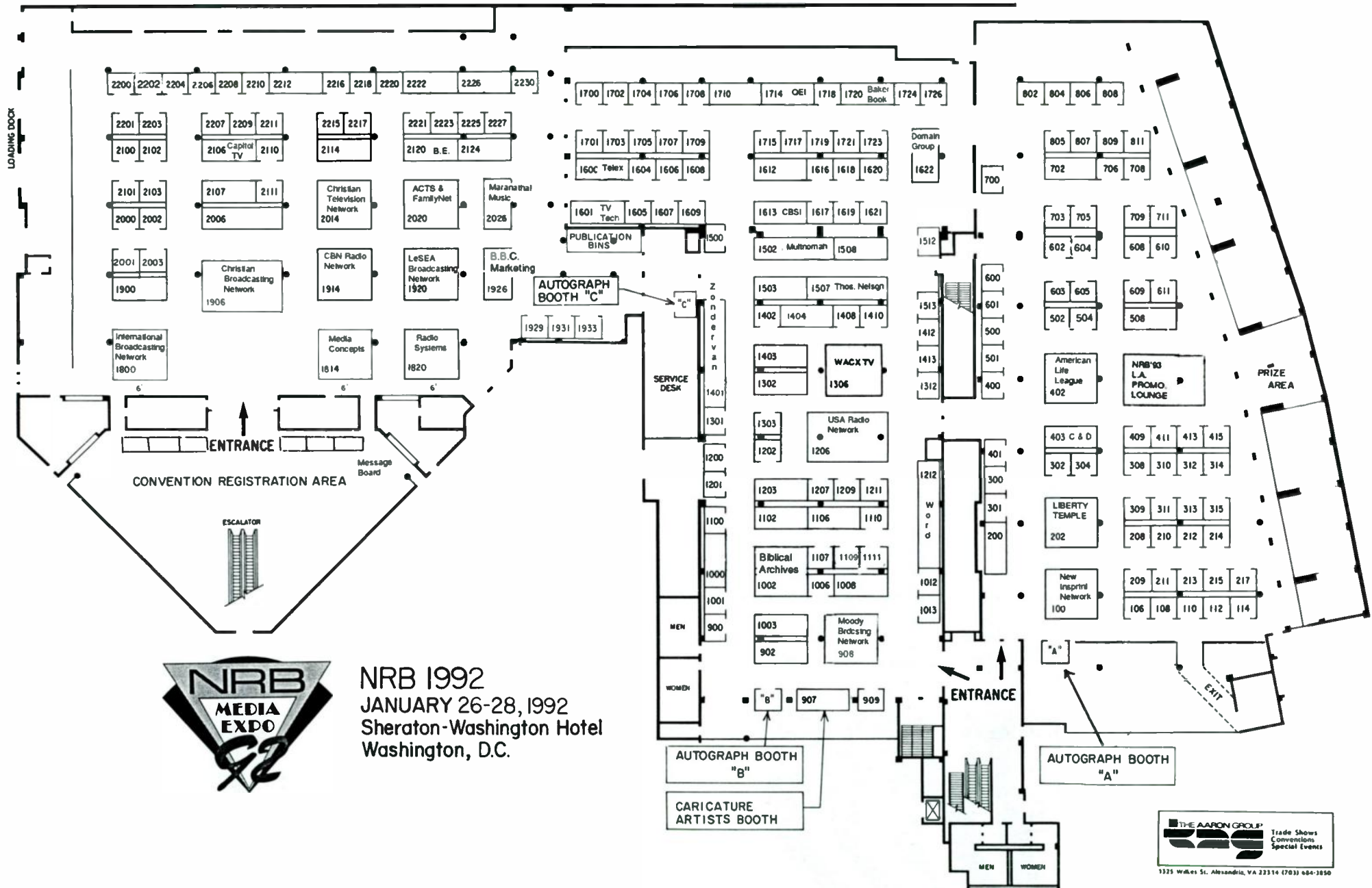
America needs prayer. On Thursday, May 7, people of all faiths from sea to shining sea will unite, lifting up our land and its leaders before God. The annual National Day of Prayer reminds us of the need to intercede on our country's behalf — *our future depends on it.*

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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



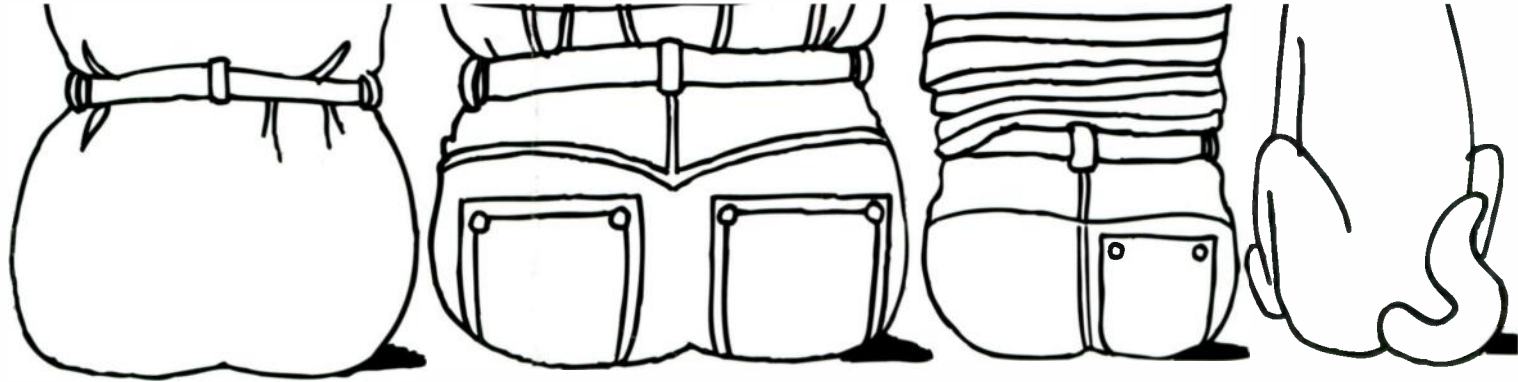
Rapha Hospital Treatment Centers would like to provide a complimentary booklet on how you can initiate a Project Compassion program in your church. This program will truly help in your efforts to minister to those who are dealing with critical situations in their lives and families. For your free booklet,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

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- ◆ **Armstrong, Ben**, Former Executive Director, National Religious Broadcasters, Madison, NJ
- ◆ **Arthur, Kay**, Precept Ministries, Chattanooga, TN
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- ◆ **Clark, David**, KMC Media, Dallas, TX
- ◆ **Crossland, Gary**, Soma Communications, Carrollton, TX
- ◆ **Cummings, Ben**, HCJB World Radio, Opa Locka, FL
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- ◆ **Dunne, Joe**, May and Dunne Chartered, Washington, DC
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- ◆ **Eshleman, David**, WBTX/WTLK Radio, Broadway, VA
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- ◆ **Freeman, Dick**, Television Technology Corp., Lewisville, CO
- ◆ **Fuller, Delores**, Intro Records, Brooklyn, NY
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- ◆ **Garlington, Tee**, Evangel Temple, Washington, DC

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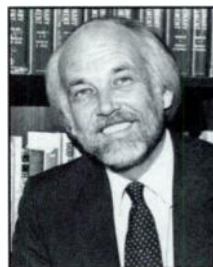
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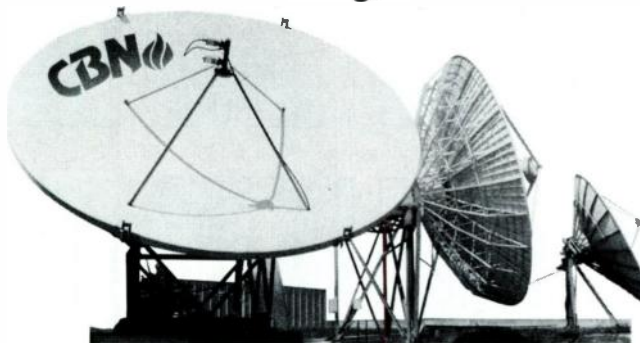
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- ◆ **George, Bob**, "People to People," Discipleship Counseling Services Inc., Dallas, TX
- ◆ **Gilli, Juan**, Evangelist, Madrid, Spain
- ◆ **Gonzalez, Blackie**, KCHF-TV, Albuquerque, NM
- ◆ **Gonzalez, Jose**, CBN and SEMILLA, Virginia Beach, VA
- ◆ **Grange, Chip**, Gammon and Grange, Washington, DC
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- ◆ **Green Jr., Bishop Samuel**, WJCB-TV Faith For Living Television Ministries, Newport News, VA
- ◆ **Gustavson, E. Brandt**, Executive Director, National Religious Broadcasters, Parsippany, NJ
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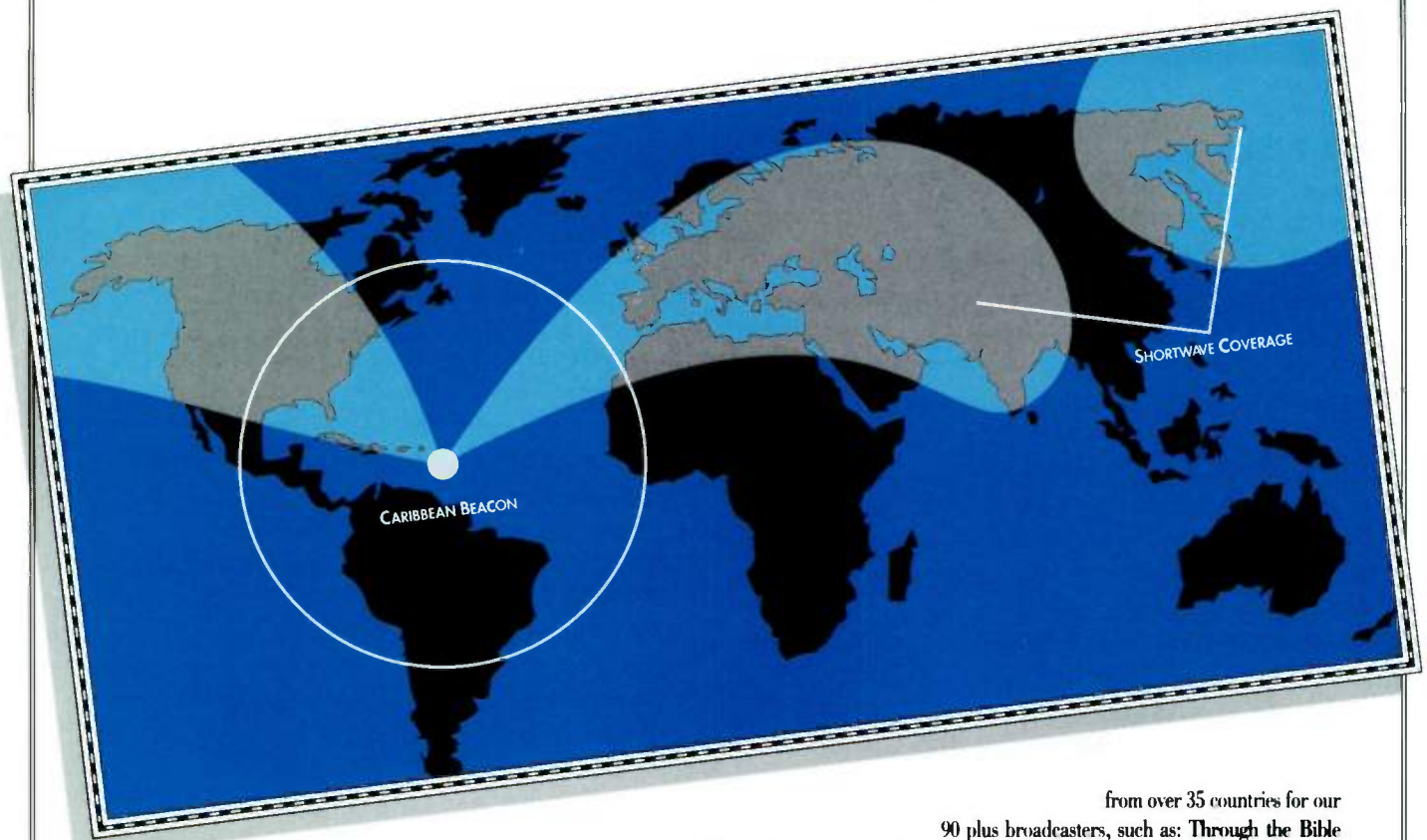
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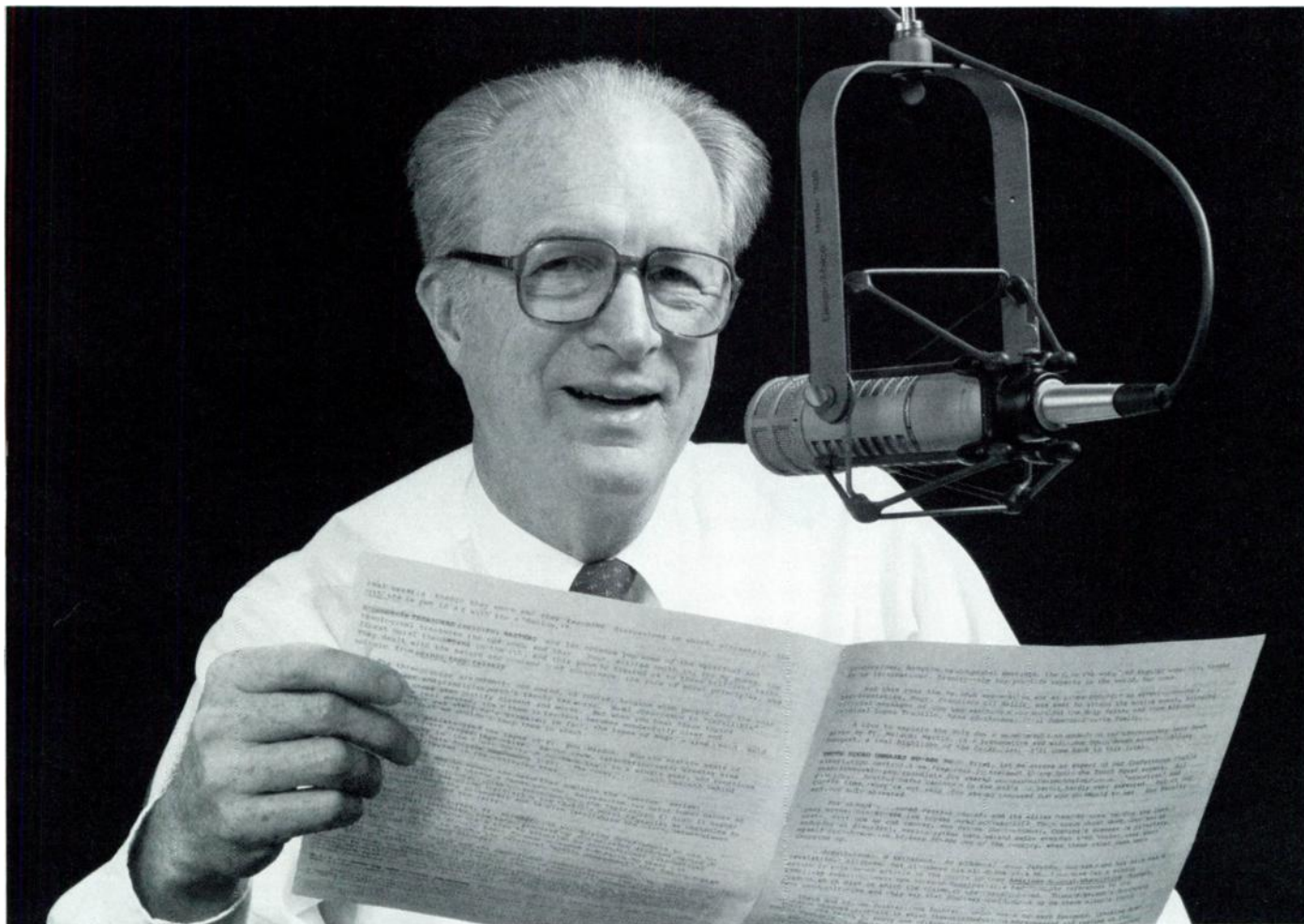
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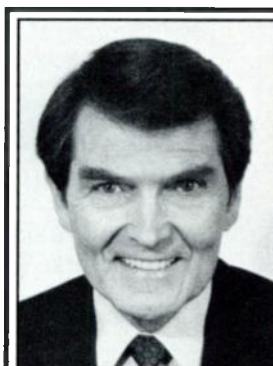
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Dr. Tim LaHaye is the founder of Family Life Ministries, and publisher of *Capital Report*.

viewers and listeners to hear. He is eminently qualified to do so since he has served very successfully as a pastor for thirty-four years.

He has authored twenty-eight books, several of which are best sellers, with over eight million copies in print. He is one of the best known authors in the country. Currently he conducts forty Family Life Seminars annually and speaks at Christian school conventions and banquets throughout the nation.

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For information on receiving the *Capital Report* on your station, contact:



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 Washington, D.C. 20024
 1-202-488-0700



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CONTINUED FROM PAGE 147

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SkyLight. Where imagination takes flight.

"G

inger Slaughter was a 40-year-old unnatural blonde with scruples as low as her neckline. Having her in your church was like having a shark in the baptismal pool."

Elsie Bjornstead pauses in her soliloquy, waiting for the audience to stop laughing. "They say she was a competent hair stylist...although they used to say the same thing about Delilah."

And so begins another exciting episode of Elsie Bjornstead, "Church Secretary," one of the comedic skits featured on *Sunday Nite*, a live variety program of the old-time radio genre, produced and distributed by SkyLight Satellite Network. The audience, of course, loves Elsie...she has a certain reverent irreverence. A unique ability to zing you when you least expect it. And this type of high-quality, cutting-edge production is exactly what SkyLight tries to achieve with all its

programming, said Paul Ramseyer, Vice President of Northwestern College Radio/SkyLight Satellite Radio Network.

"We're trying to break new ground in Christian radio with programs like *Sunday Nite* — to do the unpredictable, to take the risk of using humor to appeal to Christians who think they've heard it all on Christian radio," said Ramseyer. *Sunday Nite* is one of many quality programs SkyLight produces and distributes to 153 affiliated radio stations across the country to complement its hosted Christian music foundation. SkyLight intersperses its music format with programs like *Sunday Nite* and *Dawson McAllister Live* (nation-wide student call-in program produced in cooperation with Shepherd Productions) to offer a flexible, highly entertaining 24-hour format.

Ramseyer believes that in today's world, people expect a certain level of professionalism and quality. And SkyLight programming provides it.

"Christian radio has expanded beyond anything we 'old-timers' could

have imagined back in the early 1950s," he said. "There will always be the faithful few who will listen to a Christian station no matter how bad it is. But, potential listeners in the coveted 25-54 age group tend to be more discriminating."

"We at SkyLight believe that a generous amount of carefully orchestrated music mixed with only the very best available teaching and talk features can provide a radio station as much as a 5% audience share even in some larger markets," Ramseyer explained.

SkyLight Satellite Network formed in 1985 as an extension of the ministry of Northwestern College Radio in St.

Paul, Minnesota. At that time, Northwestern College Radio owned and operated six radio stations in the Upper Midwest, and wanted to link them together to streamline operating costs.

"We wanted to provide programming to all our stations from one location. This was

especially true with our all-night programming. Instead of having an all-night announcer at each of our stations, we wanted to have one announcer at network headquarters."

Satellite, of course, was their only logical choice.

"Then we began thinking that since we were providing programming to our own network by satellite, why not make it available to other stations across the country that were in need of well-produced, low-cost programming."

To give their services added value, SkyLight pioneered a technology called Extended Remote Control (ERC). This technology interfaces with a remote control unit at each station which, in turn, receives pulses over the satellite, thus triggering spot announcements,



PAUL RAMSEYER,
Vice President
Northwestern College
Radio/SkyLight
Satellite Network

station IDs, weather forecasts, news, etc. Stations find ERC especially valuable when combined with SkyLight's all-night programming block.

"Essentially, this allows station personnel to leave in the evening, and not return until the next morning. With SkyLight, their station can play hosted music and programs all night while ERC triggers all


the necessary information until they return in the morning," Ramseyer explained.

SkyLight's goal is to enhance the overall sound of Christian radio across the country when it comes to music and program execution. And they're in a very good position to do it.

When SkyLight joined the SpaceCom Systems® family in 1990, they immediately had access to thousands of radio stations from coast to coast.

"By the time our previous satellite contract came up for renewal, SpaceCom's FM Squared™ technology had already become the technology of choice for Christian programming. If we'd stayed over on the other one, we would have been pretty lonesome," Ramseyer laughed. "SpaceCom has made it possible for stations to get almost all the major programming from one satellite. What they've accomplished is really quite commendable."

We'd say what you've accomplished through your innovative programming and services is pretty commendable, too. We count ourselves in good company.

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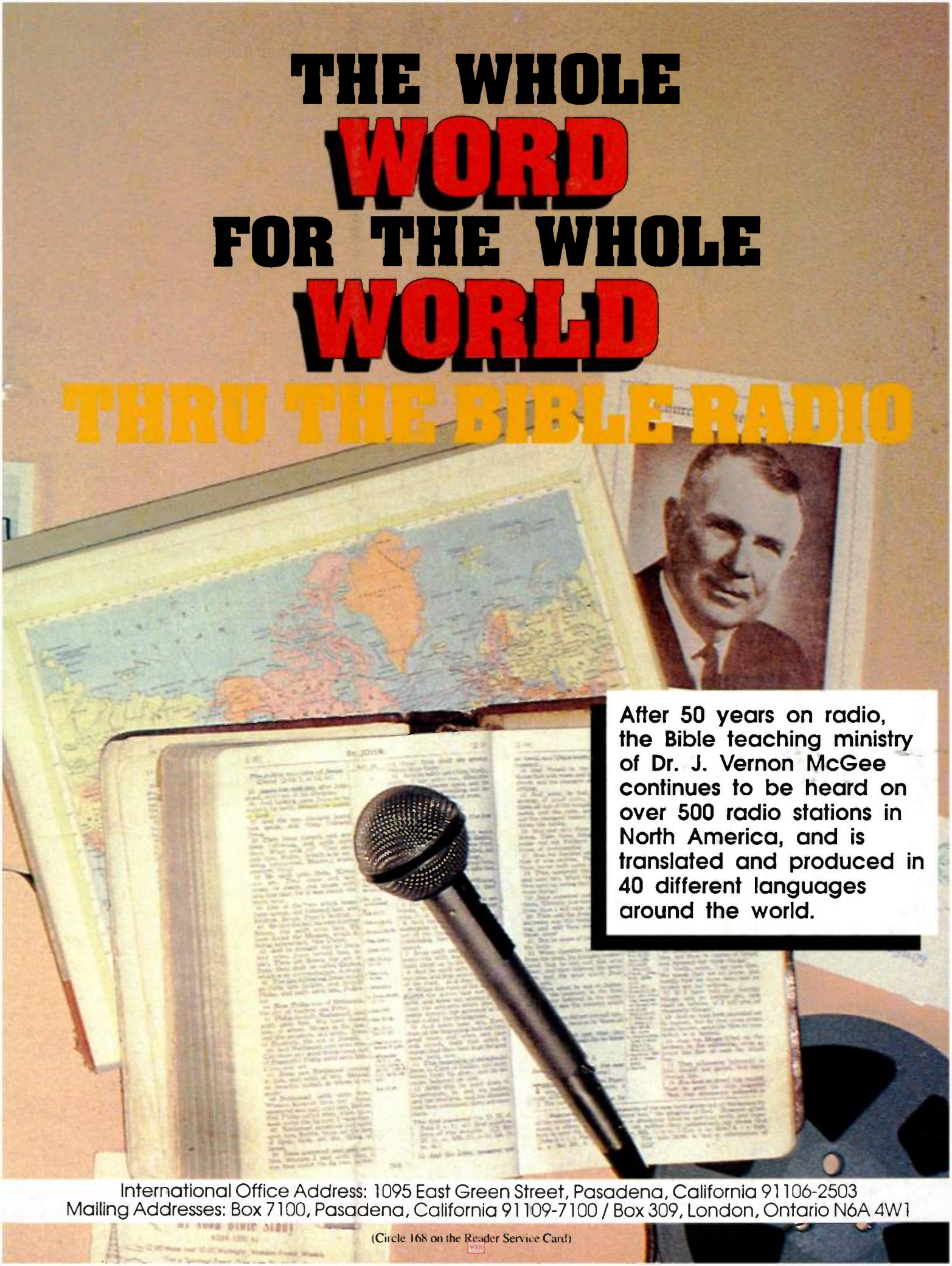
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"The mission of SkyLight is to provide a format of inspirational listening enjoyment and information for growing Christians in a changing world."

Paul Ramseyer

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