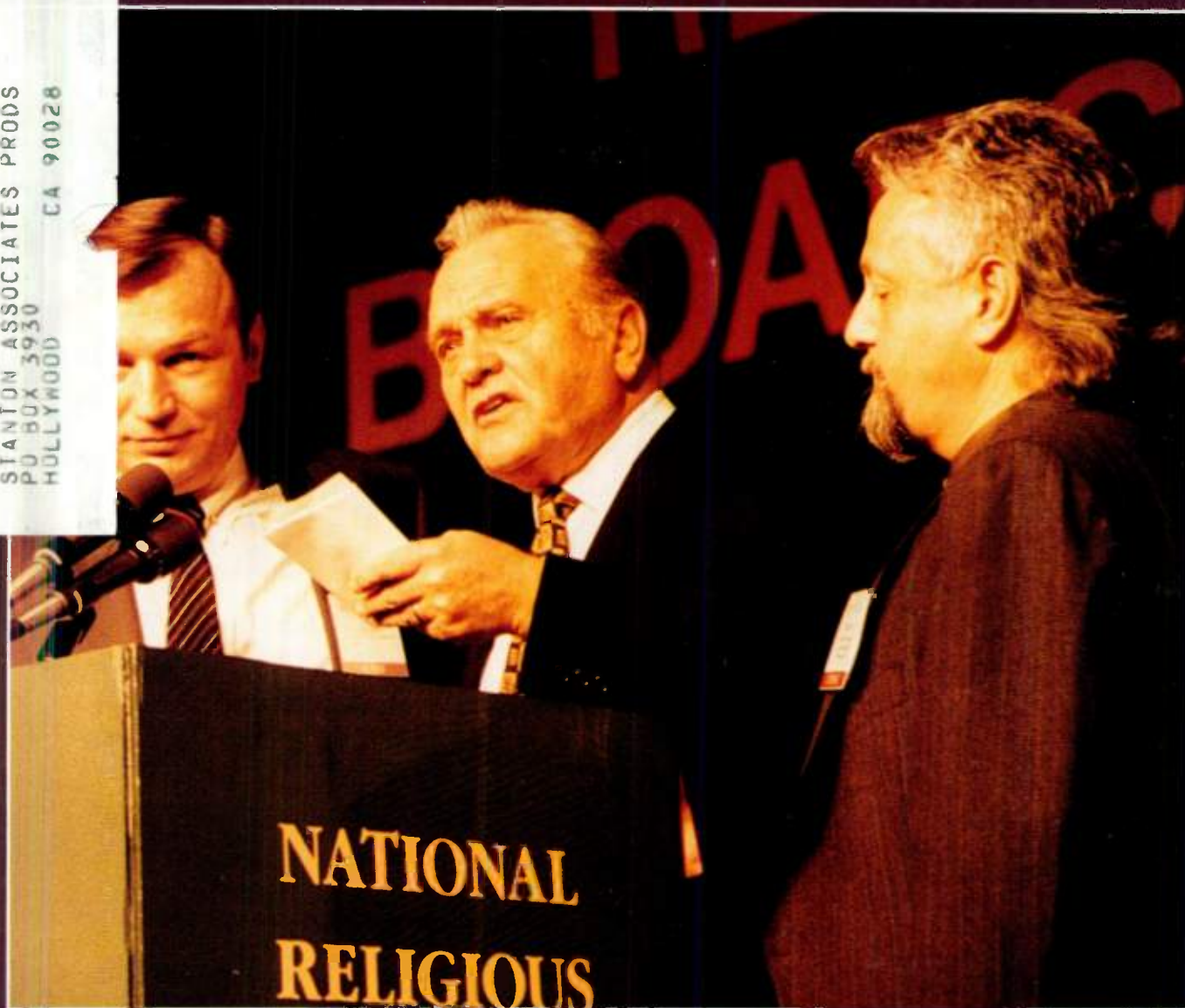


THE OFFICIAL PUBLICATION OF NATIONAL RELIGIOUS BROADCASTERS

RELIGIOUS BROADCASTING

MARCH 1992

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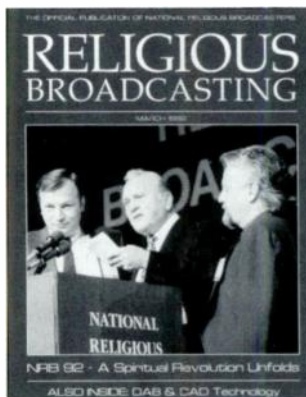
by Donald J. Peterson / The memories should easily live on for those, including a group of high-level government officials from the former Soviet Union, who participated in an unforgettable 49th annual National Religious Broadcasters Convention & Exposition.

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ABOUT
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**NRB 92 - A SPIRITUAL
REVOLUTION UNFOLDS**

Those who participated in NRB's 49th annual convention, including Alex Leonovich (center), were witnesses to a significant spiritual event. Leonovich unexpectedly received a citation from the Russian government honoring his 47 years of ministry to the Soviet people. Pictured with the NRB board member is Constantin Lubenchenko (left) and Mikhail Morgulis (right). The complete NRB 92 story begins on page 23.

Cover Photo: Donald J. Peterson

SIGNING ON

Nearly three decades ago, Marshall McLuhan published what he called a "probe" which focused world attention on the mass media. The probe included McLuhan's statement "the medium is the message." By this he suggested that media, by their very nature, shape the messages and the audiences' responses to the messages.

Radio, he claimed, was called a "hot" medium because it was explicit and required low listener participation. McLuhan classified television as a "cool" medium because it required high participation by the viewer. The rationale for these distinctions was never entirely clear nor logical because such thinking was the product of the linear print culture which he claimed was passing away. When he spoke at the National Religious Broadcasters (NRB) convention in the early 1970s, he saw in Christ the medium *and* the message.

Jacques Ellul, a French philosopher and sociologist and another seminal thinker of our day, has written extensively of the dominant role technology plays in our lives. Our world view is largely that of technological determinists who uncritically accept the idea that technology is inherently good. Christians also occasionally accept this perspective without realizing that as theists we must place God above technology.

Christian broadcasters have been early adopters of new broadcast technology. We have not had the resources to develop technology, but we have been quick to utilize it once available. An example is the Christian Broadcasting Network's (CBN) acquisition of a satellite transponder in 1977, before the present cable networks were envisioned. CBN, thus, was able to develop as part of the emerging cable industry. Today, The Family Channel serves over 54 million homes.

Christian broadcasters have been technological instrumentalists not determinists. We have seen broadcast innovations as instruments to make

proclamation of the Gospel more effective. At times we may have made claims which exceeded what the technology could accomplish: With a new transmitter, tower, antenna, studio, or camera, the world would be won to Christ. It isn't that simple.

All of us involved in Christian broadcasting have had to learn an important lesson. Technology does not automatically make us better communicators of the Gospel. This is because in communicating the Good News, the message — not the medium — is the message. Words matter. Theology matters. Content matters. The way we present ideas matters. Anyone who has regularly produced a radio or television program knows the tremendous amount of content needed. Most of the vociferous critics of Christian broadcasting have never carried this burden.

St. John reveals Christ as the Word, the ultimate message of God to mankind. The medium is Jesus, a man in all respects, yet God incarnate. It is the message Jesus volunteered to bring to us that matters. God is reconciling an alienated world to Himself. That message is still the heart of the Gospel. Jesus understood his role clearly. *He who has seen me has seen the Father also*, Jesus said. The priority of message over medium or messenger is crucial. Technology does not bring reconciliation to God. The message does. *Faith comes by hearing [and seeing], and hearing by the Word of God.*

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



Keeping The Message Above The Medium

by David Clark

Religious Broadcasting (ISSN 0034-4079) is published 11 times a year. To subscribe send \$24 for one year to National Religious Broadcasters, 299 Webro Road, Parsippany, NJ 07054. Airmail orders outside the United States must add \$36 annually. Second class permit at Parsippany, N.J., with additional postage paid and entry at Greenfield, Ohio. Printed in the U.S.A. Copyright 1992 by National Religious Broadcasters (NRB), all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to *Religious Broadcasting*, 299 Webro Road, Parsippany, NJ 07054. *Religious Broadcasting* assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising material.

RELIGIOUS BROADCASTING

Volume 24, Number 3

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Parsippany, NJ 07054
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Religious Broadcasting is indexed in the Christian Periodical Index and is available on 16mm and 35mm microfilm and 105mm microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

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

POSTMASTER: Please send change of address to *Religious Broadcasting*, 299 Webro Road, Parsippany, NJ 07054.



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Greg Lhamon
Station Manager

P.S. Next time you call Atlanta, tell Charles that we are looking for strong ministries to fill a couple of avails.

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A proposal to limit the scope of so-called "local marketing arrangements" (LMAs) has signaled Congressional concern over the recent popularity of time-bartering arrangements and the response of the Federal Communications Commission (FCC) to the trend.

The measure (H.R. 3715) would require the Commission to establish rules governing both existing and future LMAs, including a prohibition barring a radio or television station from brokering more than 25 percent of its total operating time. In separate action, the FCC already has begun to consider the LMA issue as part of its "attic to basement" review of radio ownership regulations.

The term *LMA* often is loosely used to refer to arrangements involving variations

authorized transfers of control, a general standard has emerged. The Commission primarily focuses on whether the LMA ensures that the licensee has ultimate direction over station finances, personnel matters, and programming.

The FCC also warns licensees that even if it approves a time brokerage agreement, the agreement still may violate antitrust laws, which fall outside of the agency's jurisdiction. Under federal antitrust law, LMAs are subject to complex, fact-specific scrutiny to determine if anti-competitive effects outweigh pro-competitive benefits.

Increasing Interest

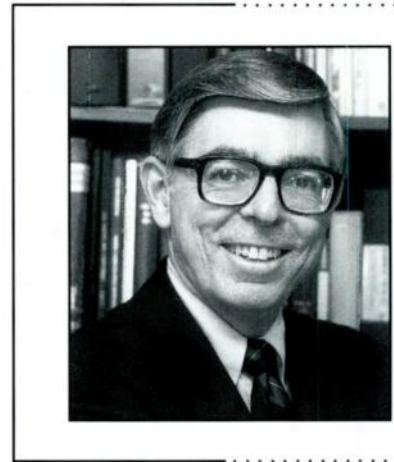
In recent years, as competition has grown and advertising revenues declined, owners of stations facing financial difficulty increasingly have turned to LMAs to bolster their income and reduce costs. Once limited to the radio industry, LMAs lately have been employed by television stations in a few markets.

Because there is no LMA reporting requirement, the Commission does not have exact figures on the number currently in effect. In a random telephone survey conducted in December, the FCC Field Operations Bureau found approximately eight to ten percent of radio and TV stations sampled were engaged in LMAs.

Supporters argue that time-brokerage agreements may be the only way to keep an economically beleaguered station operating. According to a recent agency estimate, more than 200 radio stations currently are dark, most of which are located in the AM band. But opponents of LMAs contend the agreements may lead to abdication of licensee control and violate Commission ownership restrictions.

Sponsors of H.R. 3715, who include both Republican and Democratic leaders of the House Energy and Commerce Committee and its Telecommunications and Finance Subcommittee, appear to share opponents' concerns.

While recognizing that past time-brokerage agreements have served the public interest by increasing diversity "through the sale of small blocks of time" to many different programmers, the measure criticizes the FCC for permitting the agreements without considering "the amount of time that may be brokered to any one programmer, or the broadcasting holdings, or the citizenship of the time



Commission Seeks To Limit Local Marketing Arrangements

by Richard E. Wiley

on the long recognized concept of time brokerage. In many LMAs, one station sells most or all of its programming to a second station, which then either simulcasts its existing programming or produces separate programming for the first station.

An LMA may involve joint advertising sales or arrangements in which one station acts as a sales agent for another. LMAs may be accompanied by various management or consulting agreements to assist in the implementation of the joint arrangement.

Establishing Standards

Since the 1989 modification of its cross-interest policy, the agency has held that time brokerage agreements are permissible so long as licensees maintain control over station operations and otherwise comply with Commission rules. The FCC does not routinely review individual LMAs, but as the agency dealt with complaints challenging certain LMAs as un-

programmer."

Such "unlimited bulk time sales," the bill asserts, constitute an excessive delegation of licensee responsibilities and may have the effect of subverting agency restrictions on multiple ownership and other ownership qualifications. In addition to restricting the total hours a station may broker, H.R. 3715 would limit the time transferred to any single programmer to ten percent of the station's operating time.

Under other provisions, licensees would be required to pre-empt bartered programming when, "in [their] sole discretion," they determine the public interest requires it; licensees could terminate a bulk time sale agreement whenever they conclude it is no longer consistent with their licensee responsibilities; and licensees could enter into such agreements only with a party which itself could qualify to hold that station's license. The bill also would require that bulk time sale agreements be filed with the Commission and be made available for public inspection.

Providing Exceptions

The measure provides an exception to the restrictions for stations in financial difficulty. However, to qualify, a licensee would be required to show it could not continue to broadcast without such an agreement. Once a licensee exercised the exception, the station would lose its renewal expectancy. The measure also directs the FCC to provide incentives to encourage such licensees to resume "full service" to their communities.

The agency has been aware of lawmakers' concerns about LMAs since April 1991, when House Commerce Com-

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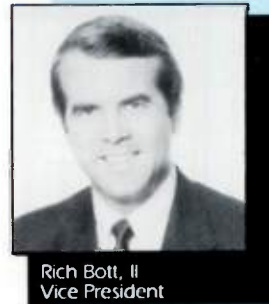
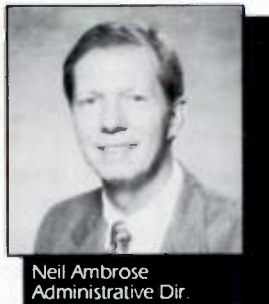
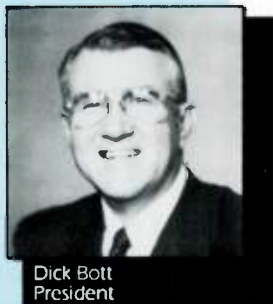
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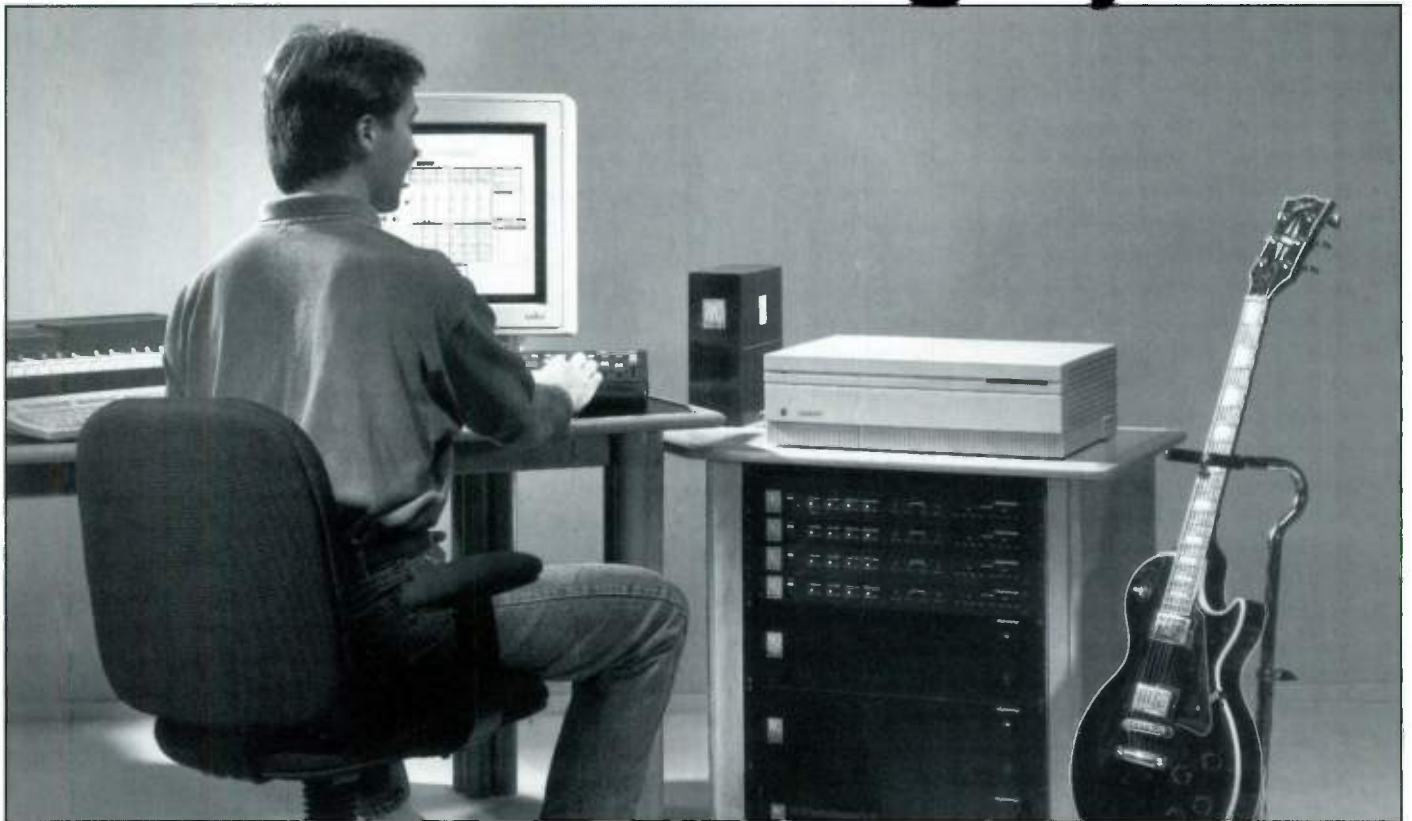
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by Ray Terrill

It has been over 15 years now since we were all treated to our first exposure to the concept of "digital" equipment in the broadcast studio. More often than not, it was really a piece of analog audio gear with some digital control (technically even a relay qualifies as digital, since it only has two states, on/off).

Nowadays, however, we expect that when the term digital is used, it indicates that the audio goes through a conversion

process and is represented by a data word recognizable within the framework of computer technology. Presently, we are seeing an explosion of digital products for the radio and television industries.

The incredible productivity savings, manufacturing cost savings, and all-around flexibility of digital equipment guarantees that nothing short of a wholesale revision of the laws of physics will

CONTINUED ON PAGE 10

Broadcast Standard Remote Control Stop, Start, Record, and Drawer Open controls are all brought out to standard pull-to-ground contacts. Lamp drivers are also provided for these and other functions.

Wired Remote Control All front panel functions are available on an optional hand-held remote controller with 15' of cable provided.

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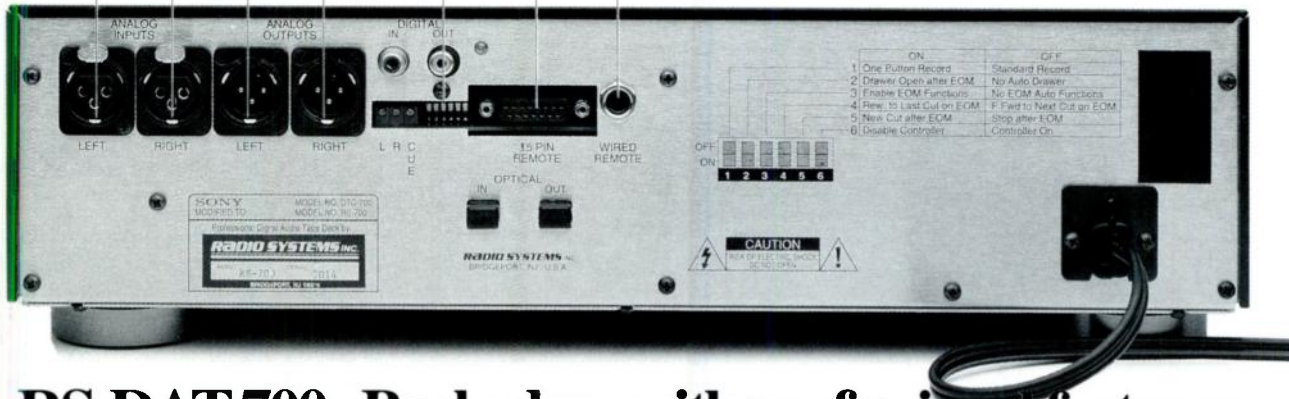
Tape Auto-Cue on Insertion Tapes cue up to the beginning of cut start-ins and park in pause-play automatically after insertion.

Drawer Open on Cut End Dip switch settings allow the drawer to open automatically on cut completion, signaling the operator to change tapes.

Cue to Next Cut on Cut End The RS-700 can be programmed for multiple end-of-cut functions. The next cut option automatically fast forwards the tape to the next cut and parks in pause play, and awaits the next start command.

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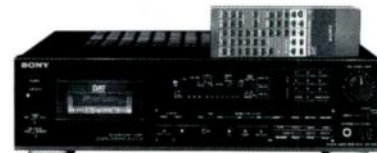
One Button Network Record The RS-700 is perfect for auto-record functions because it easily interfaces with network formats. One closure to the remote connectors puts the RS-700 into record/play.



RS-DAT 700...Backed up with professional features.

All DAT machines look about the same viewed from the front panel. But the business end of the RS-700 is around back. That's where it has been extensively factory modified to connect and perform like a professional studio machine. Built around the superb sounding SONY DTC-700, the

RS DAT-700 includes a large circuit board housed just under the lid, with connectors and controls accessible on the rear panel. Extensively inter-wired to the DAT machine's logic and audio sections, this special RS-700 circuitry delivers true professional performance.



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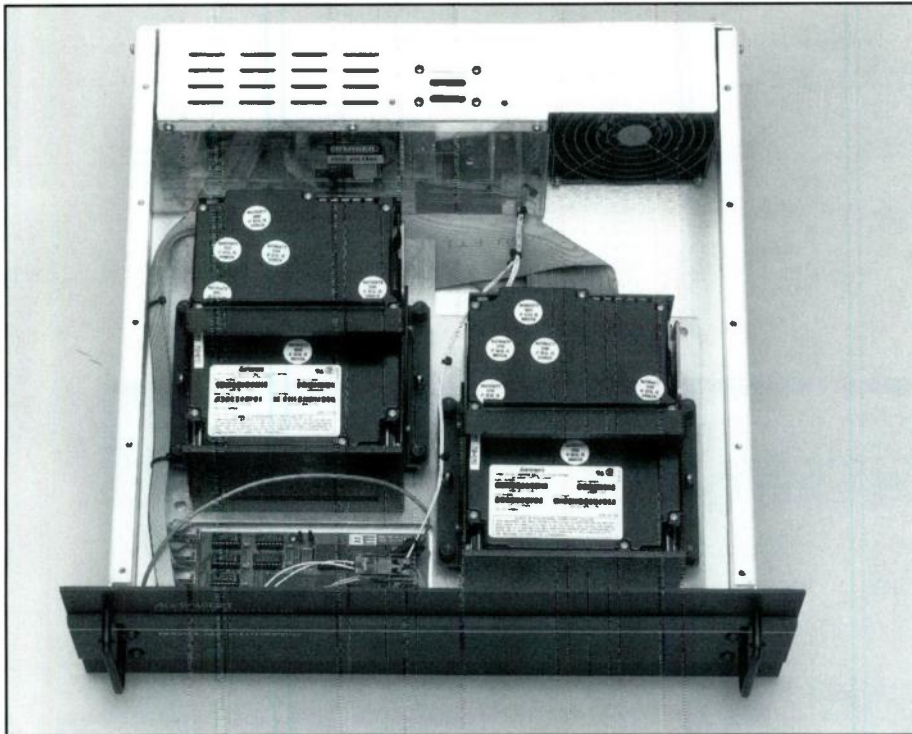
RS-DAT is ideal for high quality, low cost walk-away operation.

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Broadcast Electronics AudioVAULT Digital Audio Storage and Retrieval System provides centralized storage of locally produced audio accessible by multiple users. It is shown with the disk drive housing open.

**TOWARDS A FULLY . . .
CONTINUED FROM PAGE 8**

restore analog to the place it once held. That being said, we come to our thesis: A fully integrated 100 percent digital radio production/broadcast system, from the microphone output in the studio to the speaker in the receiver, is in your future.

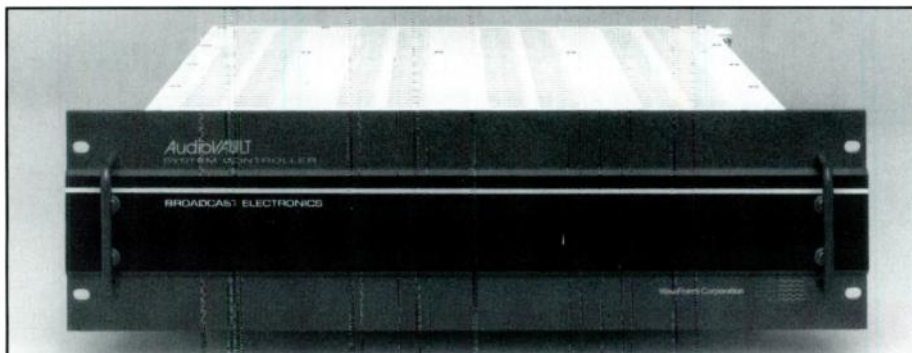
It is now possible to get to that point on a demonstration basis. Over three years ago, while on a trip to the British Broadcasting Corporation's (BBC) Broadcasting House in London, I spent an afternoon with its senior system design specialist looking at the Fully Digital OB (outside broadcast, or remote) vans.

The microphones were still conventional analog ones, with connectors

which plugged into the interface panel. At that point, however, they were converted to digital by a host of A/D (Analog to Digital) converters. From there they went through a digital console, with digital equalization and level/pan controls, and out to digital recorders.

For monitoring purposes, a D/A (Digital to Analog) converter fed the monitor amplifiers. For live broadcasts, a digital microwave system (STL) carried the program back to the studios, or a digital satellite uplink distributed it to affiliated stations. Now, with the advent of DAB (Digital Audio Broadcasting), which will be upon us by 1995 or so, the links are completed.

Lest I appear overly enthusiastic, I believe the conversion is a potential mine field, and a great amount of money will



A frontal view of Broadcast Electronics AudioVAULT Digital Audio Storage and Retrieval System.

be wasted by those who fail to ask the right questions. Nothing is sadder than seeing \$500,000 worth of broadcasting equipment providing \$100,000 worth of technical quality. The key, as it will always be, is to select all the links of the chain to be the same strength, and to buy only the chain you need.

A Digital Primer

To begin with, today's FM quality material encompasses a frequency response of 50Hz-15kHz, with a dynamic range of 70dB, occasionally up to 75dB in the best of modern facilities. A typical Compact Disc (CD) operates at 44.1kHz sample rate, 16-bit word. This translates into 1Hz-24kHz audio, with a 94dB dynamic range.

Without getting any more technical than this, it is apparent that the quality difference we hear can indeed be measured, and is significant. Most of the presently proposed DAB systems will produce CD or near CD quality over the air, so to be consistent with this quality it helps to start thinking in these newer terms.

The above very high quality signals have a major drawback for practical use in broadcasting. A 16-bit word at 44.1kHz represents a great deal of data. In terms of "spectrum," it would never fit into a conventional FM channel. The solution is to employ a data compression trick based on Psychoacoustics, or the study of how we perceive sound.

To grossly oversimplify an example, hearing the "middle C" played very loudly on the piano would mask a "middle D" (next note up the scale) played very softly at the same time. You would be unable to perceive the middle D, so it could be eliminated without affecting your sense of musicality. By using a very sophisticated computer program, the digitized audio is analyzed, and any unnecessary bits of information are deleted.

Presently, there are about a dozen competing systems which accomplish up to 6:1 compression without being audible. Suddenly, all that data, once compressed, becomes manageable. If you doubt the ability for data compression to work, listen carefully to *Family News in Focus*. We transmit that program over a VSAT satellite link, using APT-X 4:1 data compression. Unfortunately, by the time it gets through the analog system, the quality isn't nearly as impressive.

CONTINUED ON PAGE 12



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TOWARDS A FULLY . . . CONTINUED FROM PAGE 10

Apart from the movement of digital sound through a system, the storage of this data is equally important. With analog audio, both tape and the now disappearing vinyl record were the major storage methods. Once converted to digital, signals can be stored in any medium a computer uses. This means floppy disks, hard disk drives, optical CDs, and a host of newer high-volume storage devices such as Winchester drives, Bernoulli drives, and Magneto-Optical drives.

Currently, many of these storage devices have limited capacity, but the use of data compression is allowing longer and longer playing times on the same size storage medium. The CD-quality signal takes about 5mByte of storage capacity for one minute of audio, or three high-density floppy disks. At 6:1 data compression, one disk will do it.

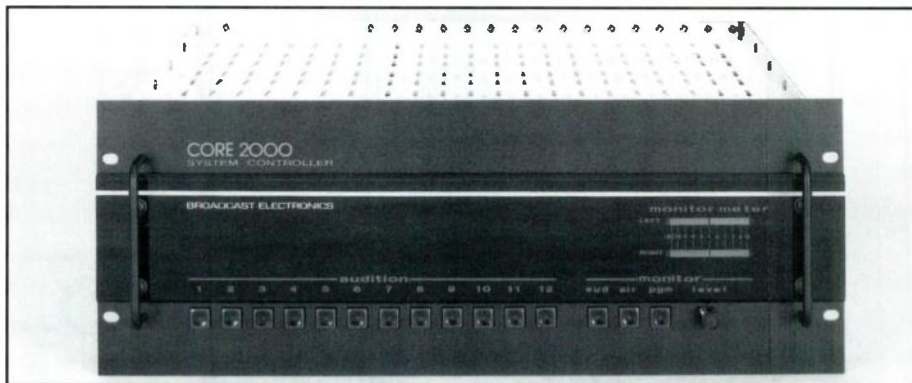
The Fully Digital System

All of the above tutorial doesn't leave a lot of space for a detailed analysis of the digital system, but it certainly gives us a platform of knowledge from which to begin assessing the situation. To begin with, you probably have already installed CD players, and perhaps even a R-DAT machine or two. In some cases, stations have decided that rather than buying a new cart recorder, they would purchase a digital equivalent to the cart machine.

You may also have some form of digital signal processor before your transmitter. So far, however, you are most likely going from the analog audio inputs/outputs between the various pieces. At each codec point (that is, code/decode or conversion between analog and digital) there is a small loss of signal quality.

In the future, if some of these pieces are using data compression, the question of incompatibility comes into play. If the signal goes through, let's say, Apt-X 4:1 compression, and then Musicam 6:1 compression, will the result be strange sounds when certain combinations of notes are reproduced? The easy answer you may get on this subject is that there is no problem. In fact, however, no one has enough experience yet to be that comfortable.

Digital audio work stations (DAWS), or digital editing stations, are one of the areas where the greatest excitement lies. Through these systems,



Broadcast Electronics CORE 2000 Digital Program Controller provides automatic PC based control of multiple program audio sources.

you can get major multi-track performance, with great flexibility, built into one device. Presently, most lower-cost units have limited track-time capability, and are perfect for spot production and other short-form audio projects. A few are now set up for longer program-length editing.

Here in Focus on the Family's facility in Colorado Springs, Colo., we have five control rooms, a dozen editing stations, a master dubbing facility, satellite uplinks and distribution systems, and cassette mastering systems. With this many activities utilizing product, we are looking into a system of networking all of our workstations into one master local area network (LAN) for broadcast production and transmission. The system could work as follows:

James Dobson and Mike Trout interview guests in Studio A. In addition to recording a master copy on R-DAT for our library, the console output feeds a digital station which encodes the audio and sends it via the LAN to a central memory where it is stored as a file.

An editor logs on to his DAWS and asks for the file for that interview, rough edits the interview to get rid of pauses and pickups, and then replaces the original interview file with the new, rough-edit file, saving space in memory. Another editor then calls up this interview, edits it down to roughly 22.5 minutes for a daily program, and opens a new file to save it.

A writer listens to this file at his workstation and writes the program opening and closing scripts, which are recorded by Dr. Dobson and Trout directly to the LAN as a new file. The editor then assembles this file with the daily length interview file into a completed program.

At the same time all this is going on,

other editors and production personnel are using the same interview file to create cassette masters, weekend programs, and the many custom versions we do for the Armed Forces and others. Another production person accesses the file to create promos and JDFC or other short products from the interview.

We would then have a whole group of products simultaneously created from one interview file. When it is time to air the program on satellite, the LAN feeds the program to the VSAT uplink where it goes out to distribution. A duplicating master is recorded directly from the CDM file to 1/2-inch tape to be used in the loop bin for cassette duplicating. For other tape-released products, the LAN feeds 1/4-inch tape recorders for preparation of distribution tapes.

When you get to a network this large, the big question is will everyone be able to do his work without these vast quantities of data slowing the others down? Soon we will need to look at another audio console. Will an all-digital console make sense? When do microphones with digital outputs become readily available (they do exist now). In other words, how far down the road will we go, and how fast.

I hope that this quick review of some of the possibilities for the all-digital broadcast system will give you a better perspective on the future. Whether you are buying your first CD player, or considering a system even larger than the one I've just outlined, knowing what questions to consider will be the only way to get *all* of your money's worth. It won't happen overnight, but the conversion of our industry to all-digital systems is underway right now.

Ray Terrill is chief engineer for Focus on the Family in Colorado Springs, Colo.

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Former AC/DC Roadie Hosts Historic Christian Television Show In Moscow

Show attracts 40,000 letters in two days

by Dan Wooding

"The USSR doesn't need 'western-culture,'" he went on. "It needs the Gospel of Jesus Christ. Many people we talked with in Moscow weren't overly impressed with the influx of televangelists into the country. They felt used and said that, in their opinion, many of the TV preachers were simply there because it was personally useful to them in the advance of their ministries back in the U.S."

A Christian television show co-hosted by British-born Barry Taylor, a former "roadie" with AC/DC, the Australian heavy metal band, aired twice recently across what was then the Soviet Union, and brought an incredible 40,000 letters to a Moscow contact address within two days of its first airing.

"I am overwhelmed and amazed," said Taylor, who speaks fluent Russian and is now the senior pastor of Lake Arrowhead Christian Fellowship in the San Bernardino Mountains of California.

The two-hour program, aired on Soviet State Television last year on December 3 and 5, and on Moscow's Channel 4 on December 5, was called *What Are You Living For?* It was produced by Stuart Bennett of the Christian Broadcasting Network (CBN) in Virginia Beach, Va., as a co-production with Soviet State Television.

"The aim of the program was to challenge a generation of Soviet young people with the truth of Christianity," explained Taylor, a founding board member of ASSIST (Aid to Special Saints in Strategic Times).

Taylor and the CBN crew arrived in Moscow just two days after the failed coup attempt. "Our hotel," he explained, "was located on Smoknsky Boulevard which is where the main stand-off with

the military took place. The bulk of the barricades were still in place and I watched as hundreds of Soviet citizens made pilgrimages there to lay flowers along the side of the street.

"I also read long, hand-written prayers of thanksgiving to God for granting freedom and saw candles being placed on the three sites where young men had died during the coup [attempt]."

The British bilingual evangelist said there was an "incredible sense of excitement" in the air. "People were lighting bonfires in the street and recounting their own experiences," he told me. "There was much talk about the rebirth of their nation and an anticipation of the future. Ideas were sprouting everywhere."

Taylor recalled that some people were dressed in pre-revolutionary czarist uniforms and carried the old Russian flag, which has since been re-adopted as the national flag.

"They weren't calling for a return to czarist rule as much as celebrating the end of an ideology that, in their view, had killed their nation," he said. "It was a time of change and at what speed it came! While I was there, the flag, the Communist Party, the KGB, and the Union were all disbanded, absorbed, or changed.

"In many ways it was hard for most Soviets to believe what was taking place. Seventy years of socialism had bred an

incredible cynicism as they struggled to accept the changes as real and lasting. The youth are the ones who have the vision and the desire to see it through. They can accept with much more ease the concept of paying with hardship for the future democratic society. The older people, with valid reason, don't really want to have to go through any more hardship."

Taylor, who became a Christian some ten years ago while touring in the United States with AC/DC, and has written a book about his experiences called *Singing In The Dark*, said the challenge of the program *What Are You Living For?* could not have been posed at a more opportune moment. The bulk of the show, he states, was shot on the streets of Moscow, with Taylor interviewing many people about their views on life. (His co-host was a Russian woman newscaster.)

"Many expressed the Marxist/evolutionary line; that man is but an animal who, when he dies, becomes nothing. Others, however, expressed both a hunger for and a need for something outside of themselves which I interpreted to be God!" Taylor said.

The last day of shooting was "Moscow Day," which is the annual celebration of the creation of the city. "This year was different, however," he explained.

The following are excerpts from letters received in response to the CBN program *What Are You Living For?*, which aired recently in the former Soviet Union:

Hello. Recently I've seen your program a second time. I want to receive the book and to know more about people who believe in God. Maybe when I read that book I will believe also. I'm only 15 years old and I see difficulties in our daily life. To live is so difficult for me. And maybe that I'm completely disappointed in this life and will leave it.
Good-bye, *Lydmila*

.....
Hello. I've seen your program "What Are You Living For?" I'm a sinner

and I did contrary what I've been told to do. I [stole], but I believe in God. Would you help me? I can't live like that any more. What am I living for? I don't want to go to prison again! I'm 15 years old. Would you help me?
Help! *Nikolai*

.....
Hello. When I saw your program on TV and address I decided to write and ask about the brochure. Maybe you can help me. I'm 22 years old, but I have a very serious disease - leukemia. Doctors can't help me! I

need hard currency for an operation in a foreign country. But I don't have it. The only way is to ask God for His mercy. But maybe you can cooperate with a church in the West and ask them to help. Because I have a little son and I have to raise him. Would you send me the booklet "What Are You Living For?" Would you answer my request, please.
Good-bye, *Lubov*

.....
Hello, I decided to write you because I asked myself, "Why do I live?" I don't see life's meaning.

It's mean! It's not worth it for me to live anymore. Before your program, I knew quite a bit about God and I wanted to become a Christian. After your program, I understand I was wrong in my relationship to God. Tonight I changed my understanding and feel like another person. Before this I continually wanted to die and all the time thought about death, but now I'm happy and want to live. It's a miracle! My name is Ira, I'm 14. I need answers to many questions.
Thank you again, *Ira*

"They had a rock concert on the steps of the White House (the Russian parliament building), and all over the city, in the many parks and squares, they held a variety of concerts and celebrations. It was not uncommon to listen to a Soviet rap group followed by a local ladies balaika ensemble!

"Many musicians told me that it was the first time in decades that the Soviet people had taken to the streets for entertainment, rather than revolution. The joy was contagious and everywhere people were overcome with emotion."

Taylor confirmed: "The former Soviet Union has long been a country devoid of joys, and it

was extremely moving to be amongst a people unaccustomed to smiling in public and to see them greet each other with handshakes and hugs and to simply 'be human.' Old ladies were even dancing in

the street and throwing flowers at police and militiamen. It was as though a bottle of champagne had been uncorked and the

They concluded at Pushkin Square, opposite McDonald's, listening to more young Soviet rap musicians.



Barry Taylor and Dinara Kafiskina, co-hosts of the CBN television special What Are You Living For?, on location in front of the Russian White House in Moscow.

sense of freedom had been sprayed everywhere."

Taylor and the CBN crew moved through the packed streets, witnessing and offering comments "to camera."

"At that point, I looked at the camera and did a gospel presentation followed by an invitation to receive Jesus Christ as Savior and Lord," he recounted. "As I closed and asked the viewers to write in for further information, the skies above us exploded with a huge fireworks display. It was a fitting close to the proclamation of the Gospel in a land held for so long in the clutches of darkness."

Taylor believes that while there is great cause for rejoicing at the recent cataclysmic events in the former Soviet Union,

the road that lies ahead is a rocky one. "To change a monolithic, centrally planned socialist-minded state into a

CONTINUED ON PAGE 16

Praying Is Deadly In Rome

Have things really changed in Rome? Christians aren't being martyred in the Coliseum, but they are still being persecuted for praying to Jesus Christ.

As Cathy Lombardo whispers a prayer of faith over her husband Marty, she places him in the hands of the Lord. Seven days a week, she never knows if Marty will come home dead, alive or brutalized by the Rome police for praying.



Photo-Times Newspaper, Rome

**Rome police brutalize missionary
Martin Lombardo for praying.**

God has led Martin Lombardo to pray for all the government officials outside their offices, where on a weekly basis, he's tormented and his life threatened.

As he kneels outside the buildings in prayer, civil and military police race towards him in their cars, coming to a violent stop inches from killing him. Other times they park their cars right next to him with the exhaust pipe at his face to asphyxiate him.

The most serious of these attacks took place on Monday, January 6, 1992, The National Catholic Holiday (Epiphany), as he was praying outside the National Parliament Building. On this national holiday, he was arrested and brutalized by civil and military police, assisted by traffic police and in the end, they called an ambulance and medics to drug him. Once again, God delivered His servant from the hand of the enemy.

The Lombardos need the Body of Christ to stand with them, Jesus Cares Ministries, and Italy in Prayer. Cathy says, "Without God's help and the Body of Christ, we can not survive on this violent Mission field. We need all believers to pray, care and help financially. It is truly a matter of life and death."

The Lombardos can be reached in Rome by calling 011-396-638-5283.

(Circle 150 on the Reader Service Card)



Photos by Mike Eisner

From left, Russian translator Helen Kornysheva, Barry Taylor, members of the Soviet film crew, and CBN producer Stuart Bennett (far right) rehearse script along the Moscow River.

FORMER AC/DC ROADIE . . . CONTINUED FROM PAGE 15

free-market economy will not happen overnight," he said. "We must see it as basically a third world nation. For instance, the average monthly income for a Russian worker is only \$30."

He said although there is now a great opportunity for evangelism there, cults like the Jehovah's Witnesses and the Mormons are also flooding into the new commonwealth in great numbers.

"The challenge for the Western Church is to understand the times and then act," he said. "Who would have thought that in our lifetime we would be privileged to see so much change in our world? But with that privilege comes responsibility to act on behalf of Jesus and see the opportunity to harvest souls for His Kingdom.

"The USSR doesn't need 'western-culture,'" he went on. "It needs the Gospel of Jesus Christ. Many people we talked with in Moscow weren't overly impressed with the influx of televangelists into the country. They felt used and said that, in their opinion, many of the TV preachers were simply there because it was personally useful to them in the advance of their ministries back in the U.S.

"If we are to have an impact on the nation, we must allow them to hear the Gospel in ways that are culturally relevant. There is a vast harvest but they are not numbers, they are people. People

who are used to being treated as objects, as numbers. We cannot, in our zeal, forget that and simply offer them a trite, packaged, and formulated Gospel, because I believe Jesus wants them to come to know and embrace a Father's love."

Taylor also believes that the Soviet believers have much to teach Christians in the West. "While there is much that we in the West can offer the Soviet church, we must also remember the wealth of spiritual giants who have triumphed there in the midst of godlessness," he said. "They have endured and, more than that, been victorious in the proclamation of the gospel. Yes, we in the West have many lessons that we can learn from them. But we must first listen to what they have to say!"

Dan Wooding is an award-winning British journalist now living in Garden Grove, Calif. He is the founder and international director of ASSIST and a commentator on the UPI Radio Network, as well as the author of some 24 books

EDITOR'S NOTE: At the time of publication, over 300,000 letters were received in response to *What Are You Living For?*, the program targeted to Soviet youth. The total mail-in response to the three CBN programs that aired recently in the former Soviet Union is 2.4 million. In addition to re-broadcasts of the programs, an English-language version of *What Are You Living for?* with Barry Taylor is currently in production. The program will air in various countries in Africa, South America, and Eastern and Western Europe.

TV 38'S NEW TECHNICAL FACILITY BRINGS BIG SAVINGS

by Dave Scott



Phil Mowbray, TV 38's director of operations. His use of a computer-aided design (CAD) program saved time and money for the technical systems and audio configurations.

After operating out of five locations since it first signed on the air in May 1976, Christian Communications of Chicagoland, TV 38, finally found a home last May when the station moved into its new facility at 38 South Peoria in downtown Chicago. In this article, Religious Broadcasting takes an inside look at TV 38's technical environment and the savings in time and cost that were gained through a computer-aided design (CAD) program. Dave Scott, vice president for development at Christian Communications of Chicagoland, interviewed TV 38's director of operations Phil Mowbray and chief engineer Norman Block.

Phil, in the development of this new facility, how did you, the engineering staff, and the leadership of the station set the goals and perimeters for the technical side of the new Communications Center?

MOWBRAY: Five years ago, I visited a number of stations to see how they were doing things and got layouts which became a part of our design basis. The larger issues involved looking at our history and our future goals, mixing them all together, and designing a facility and an engineering group that would fulfill our needs. We moved into the new facilities with a mix of our existing equipment and

a substantial amount of new equipment. We put in a new master control switcher and a new production control switcher, all of which comprise the heart of the system. We bought Utah Scientific almost exclusively for our routing and distribution.

Norman, would you rate TV 38, technically, as "state of the art?"

BLOCK: We're "state of the art" in routing an analog signal — routing and distribution. We want to make a signal source available in a number of different destinations — in other words, routing it to a particular machine, a particular mon-

CONTINUED ON PAGE 18



TV 38's Studio A was designed with bleacher-style retractable seating. TV 38 president Jerry Rose (left) introduces popular recording artist Carman to a capacity audience.

TV 38'S NEW TECHNICAL . . . CONTINUED FROM PAGE 17

itor, a room, or another recorder.

MOWBRAY: We currently use 3/4- and 1/2-inch equipment and will con-

tinue to do so because our entire tape library is 3/4- and 1/2-inch.

Norman, how does TV 38 compare with other major stations?



Patience pays off. Computer editing was an affordable reality for TV 38, thanks to innovations in PC software that cost a fraction of what traditional hardware and software once cost.

BLOCK: We compare favorably, and better than some. An example might be in our editing capabilities. At a network station, the outlay of money for editing capability far surpasses what we have spent. We have high-tech editing capabilities and have not spent an enormous amount of money to achieve that. One of the goals that we set was to make editing possible in several different suites at the same time and not have any of the systems conflict.

We have an editing suite to which we can assign certain machines, and another editing suite that's a mirror image of that — where we can assign machines to use in that editing suite. We support a third "cuts-only" editing suite that gives us an offline look at projects we want to do in the future. To summarize, we wanted to be able to do four things at once with no interference between them, and we're able to do that.

What is it about the TV 38 facility that you're most pleased with as it relates to technical capability?

MOWBRAY: We have designed the studio area for easy access to the carpenter shop, the set storage area, and the loading dock. It is very convenient and efficient. The studios are cabled around the perimeter with the cabling returning to the control room, [and] into the routing system. No matter what we want to do in any studio, we can simply go to a box on the wall, plug in, and we're there. It's going to be more efficient as time goes along.

Another thing we do that's unique is to share equipment. This can be good and bad. It's good because it's usually efficient. It's bad because it sometimes can be frustrating to the operator. But we'll have one piece of equipment that can be used as a production piece, an editing piece, or to play back programming for air. And that enables us to cover equipment breakdowns. Our efficiency is greatly increased since we have three discreet editor controllers and they share much of the same equipment.

TV 38 has three studios. Can you describe them for us?

MOWBRAY: Studio A is 50 [feet] by 70, Studio B is 40 by 60, and Studio C is 30 by 40. Studio A is our largest general purpose and public access studio. It is equipped with expandable and retractable seating, such as you'd find in a theater. We use it for special programs with studio audiences. Studio B is a dedicated

studio for our daily flagship program, *Among Friends*.

You used a computer-aided design (CAD) system for a lot of the design. Was that a good decision?

MOWBRAY: We used the Video Design Pro System. It allowed us to place and cable our equipment. We were thereby able to determine the amount of cable and connectors we would need, and thus eliminate a lot of the process of trial and error. In 60 days, we installed just about the entire facility — at least the basics. Without the computer, the process would have been much less efficient. CAD allows us to keep updated drawings which [means] as we make new installations, such as what we're doing now with the 1/2-inch, all we have to do is go back to the CAD system and put it in.

Let's talk about human resources as they relate to the technical operation. What kind of staff do you have, Norm?

BLOCK: We have chief engineers, a transmitter engineer, two maintenance engineers, two production engineers, an audio director, an assistant audio director, and four technicians who are master control operators/air directors. We need one more maintenance engineer to support the two existing maintenance engineers. We also need more support in our mini-cam operation.

You have three studios, three editing suites, a mini-cam team, and a mobile unit. So, that really gives you eight areas with production capability.

BLOCK: Two of those editing suites, Dave, are capable of looking at two cameras out of the studio. And they're designed to deal with intercom systems back to it, via the camera. They also use a simple microphone out of the studio to isolate a camera or two as required, and to come back into that editing suite, should they need a shot out of the studio.

The edit controller is capable of controlling up to seven machines at once on each one of the editing suites. The option of putting machines in a central location gives us tremendous opportunities for flexibility for different formats — to sources or to recorders on demand. With this capability, you could almost look at each computer edit suite as another small studio.

Phil, how does a station like TV 38 make sure that it keeps in touch with what's going on in the industry?

MOWBRAY: We encourage our engineers to be active in the Society of Motion Picture and Television Engineers, and the Society of Broadcast Engineers. I get a continuous flow of information from the National Association of Broadcasters (NAB), and from legal papers that we receive. We attend the NAB convention every year, just for the purpose of keeping abreast of what is happening in the industry.

What do you think is the greatest threat to Christian broadcasting, from the technical side?

BLOCK: We can't afford to be in a position of not providing a competitive signal with any other programming that's transmitted. We've discussed at length what method we want to use to keep us competitive technically and the level of sophistication of the signal. That's a test that we have to look at on a daily basis.

MOWBRAY: That assumes that the content is taken care of, because obviously the content has to be there. Our quality control, specifically for in-house production, is audio and video. When you talk of audio, you have the audio director, the production engineer, and the air director. Each of them listen to it and

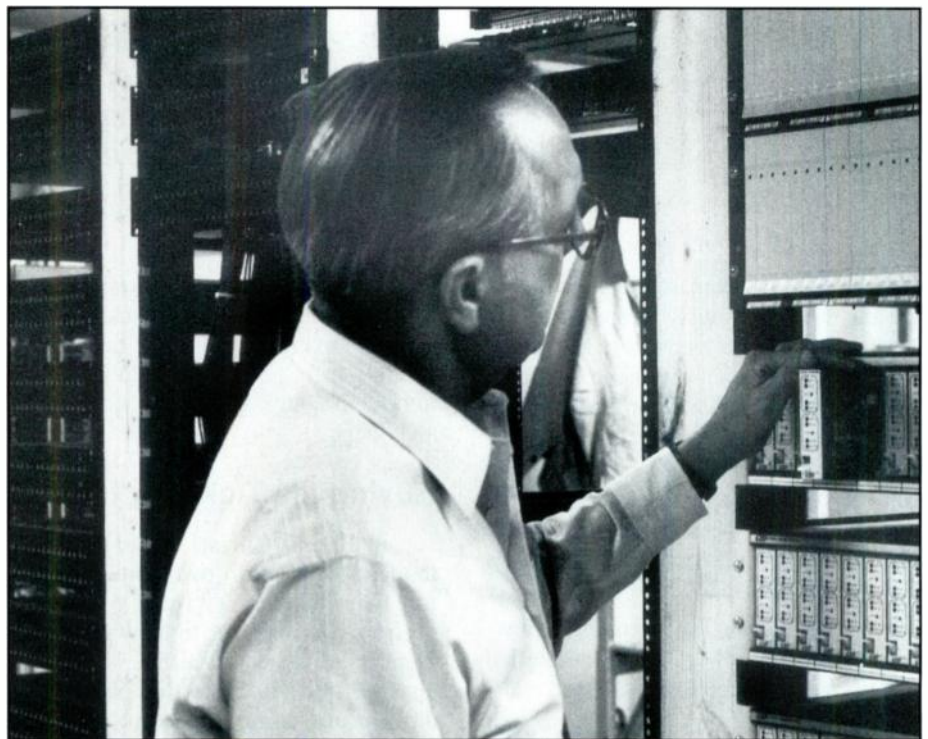
can make judgments. On the video side, we have the producer and director, the production engineer, and the air director. At any point in time, each of them can raise a flag and say "something's wrong here, we need to fix this."

Is there anything else that either of you can think of that might be helpful to consider?

BLOCK: You know, one thing that we didn't mention is lighting. Our lighting director is right beside our production engineer, sharing the same monitor and the same scope. They can control lights in any of the three studios from a common point in the production and engineering area.

MOWBRAY: My final word is, don't get tied up in the latest gimmick or the latest little contraption that comes along. Keep your mind on producing good programming and let other people, who can afford it, play around with and troubleshoot the new equipment. And when it gets a few years older, and the technology develops, it will still be there. I don't think that we always need to be real concerned about having the very latest, newest, biggest, fanciest stuff. We need to buy good quality equipment and use it efficiently.

Dave Scott serves as vice president for development at Christian Communications of Chicagoland in Chicago, Ill.



Norman Block, TV 38's chief engineer, installs part of the state-of-the-art routing systems that allow less equipment to do the work of more complex editing and production systems.

CHURCH ADVERTISING

Competing With The Big Boys

by M. Anthony Carr

As ABC news anchor Peter Jennings looks into the camera, he says, "More news in a moment." Then the obligatory commercial flashes onto the television screen an instant later and viewers notice it is starkly different than most product commercials.

Instead of fast cars, scantily clad models, and lusciously prepared foods filling the tube, viewers in Memphis, Tenn., see a man claiming to be a preacher but he's in a fishing boat with a pole in his hand, talking about forgiveness for telling lies — like fish tales. He finishes by saying, "At Broadmoor Baptist Church, you can learn about forgiveness — whether it's for telling fish stories or lying on your taxes."

Fading back to Peter Jennings, viewers might not be aware of it, but they've just been introduced to the Gospel.

When most clergy think television ministry, they think "lights, camera, action!," soon followed by the subsequent thought, "Expensive!"

The traditional options for television and the local church are quickly changing, however, as churches nationwide launch into prime-time evangelization/advertising, just like McDonald's and Sears.

Buying the Ticket

It seems Christians in the past thought they had to own something before they could use it. "But if you want to go from Los Angeles to New York, you don't have to buy an airline or even an airplane to do it," says Rod Vandebos, director and chief producer of Premiere Productions. "All you need to purchase is a ticket."

And it's that philosophy he has used

to get churches into America's living room through church commercials. Ministries don't need to own a TV station, channel, or even buy a large time slot; they can effectively communicate as America's largest corporations do, in spot advertising.

Vandebos' Danville, Calif.-based company has been helping church's bypass the expensive and arduous process of 30- and 60-minute pulpit programs, by introducing them to evening prime-time television advertising with 30- and 60-second spots.

"McDonald's doesn't produce its own show to get their message across," Vandebos says. "They just put together an effective commercial package."

Sharing Modern Parables

For half a decade, Vandenbos has been producing custom-made spots for local churches, taking the minister out of the pulpit and into the streets or, for that matter, a golf course or shopping mall. The half-minute spots take an everyday problem in an everyday situation and share with viewers God's personal plan for their lives.

"In the Gospels we see where Jesus would go to different towns and he'd make his way to the marketplace where he would speak to people on their terms — using parables," Vandenbos says. Realizing the power of pictures, he's helping churches use modern-day parables with a modern-day medium — television.

This is a great way of using parables, or word pictures, to reach an audience that doesn't have much of a church background. The churches which have used his commercials (with the senior pastor as the talent), have experienced significant increases in visitors, membership, and community awareness.

That's the reason the Assemblies of God (A/G), with national headquarters in Springfield, Mo., established its multimedia program in 1978. A/G secretary of information Juleen Turnage explains that the denomination has three packages available to its members: "Hurting? God Cares," "No One Understands Like Jesus," and "Isn't it Time for Jesus?"

"Each package has four 30-second spots produced by the headquarters and then sold to local assemblies who buy television time," she says. The local churches have also been able to obtain time on television in the form of public service announcements.

Modern Church, Modern Media

Turnage points out that, for years, Christian churches have overlooked paid advertising as a valid media for evangelization. "Generally, churches look at paid advertising on the religious pages of newspapers," she says. "But while most cannot afford large television shows, they can afford to put together a package of spots."

She notes that many Assemblies of God have reported growth and a broader awareness of their churches in the local areas through using the advertisements. "Something we didn't consider when putting these together was the sense of

accomplishment congregations have in sponsoring these spots in their community. It's unified the congregations around a program of which they are a part," Turnage says.

Vandenbos echoes that sentiment. Since the only way the spots he produces are completed is through special offerings and budgets from the individual churches, it is vital that the congregations approve the spots.

Not only have the spots given churches as an entity more awareness in the communities, but church members find themselves approached by friends and co-workers saying they saw their "church on television and what's that all about?"

Marketing = Success

Apparently spots such as these have been very successful. Premiere Productions has produced hundreds of spots nationwide, as well as negotiated contracts for each local church with television stations, cable systems, and radio stations. The A/G encourages its members to obtain assistance from advertising affiliates, as well as local spots on several cable networks: ESPN, CNN, Nashville Network, TNT, and Lifetime.

In Memphis, Pastor Sisk says he's using the spots to raise the city's awareness of his church very quickly. For Sisk, the 30-second spots are the desired compromise between a low-end, voice-over commercial and buying time for a full-fledged — and expensive — television broadcast.

When a Washington Redskins football game aired in Memphis — a game in which a local native was playing — Sisk secured airtime for a spot. This particular spot opened with the pastor in a sand trap on a local golf course, stating that he really loves golf, but wishes that he could have a second shot at some of his strokes. The spot leads him to a closing line about God's willingness to give us a second chance in life.

Rod Vandenbos concludes, "These commercials actually enlarge the size of each congregation to include literally everyone who owns a television set. I cannot tell you how rewarding it has been to utilize the technology of television and the public airwaves to see so many lives changed — eternally."

M. Anthony Carr is a free-lance writer in the Washington, D.C.-area.

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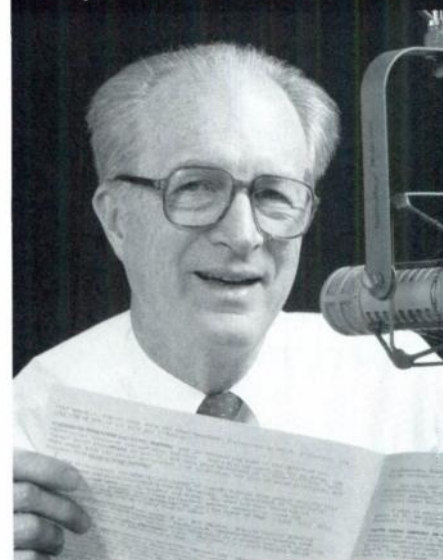
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Russia's Spiritual Revolution Unfolds at NRB 92

by Donald J. Peterson



Alex Leonovich receives citation from Constantin Lubenchenko and Mikhail Morgulis, as Dick Mason of Radio Bible Class looks on.



President Bush addresses his fifth NRB convention.

Every convention has at least two major ingredients that make it a success: interesting people and exciting events. The 1992 National Religious Broadcasters Convention and Exposition (NRB 92) certainly had both in abundance. Convening at the Sheraton Washington Hotel in Washington, D.C., from January 25-29, religious broadcasters from across the United States and around the world participated in the five days of meetings, concerts, award ceremonies, workshops, and seminars.

This year's convention brought to-

gether a diverse array of dynamic speakers and musicians. In a Monday noon address, his fifth appearance at NRB's annual convention, U.S. President George Bush encouraged religious broadcasters in their efforts to re-establish morals and Judeo-Christian values in America.

"What our troops did in war, let us now do in peace," said the President. "Just as our forces fought to defend all of what is best about America, we need you to help instill the traditional values that make life and liberty worth defending."

Besides President Bush, other top government leaders to address the broadcasters included Federal Communications Commission Chairman Alfred Sikes and U.S. Health and Human Services Secretary Louis Sullivan. Evangelical leaders such as Charles Stanley, Adrian Rogers, Elizabeth Dole, Florence Littauer, Richard Lee, Shirley Dobson, Dan Betzer, and Horst Marquardt spoke during the various sessions.

Former San Francisco Giants pitcher

CONTINUED ON PAGE 24

RUSSIA'S SPIRITUAL . . .
CONTINUED FROM PAGE 23

Dave Dravecky and former Iran-Contra figure Oliver North shared their Christian testimonies. Each speaker testified to God's grace in their lives and brought encouragement to the hundreds of broadcasters who were assembled.

A Spiritual Revolution

But the most memorable event of the entire Convention — the event that those present will carry with them in their memories and talk about for a long time to come — took place at the Saturday evening general session. Alex Leonovich, a member of NRB's board of directors and the executive director of Slavic Missionary Service, introduced members of a special Russian delegation.

The group of high-level officials consisted of Anatoly Tupikin, chairman of Russian National Radio and Television; Vladimir Zots, special assistant and advisor to former Soviet President Mikhail Gorbachev; and Constantin Lubenchenko, former chairman of the Supreme Soviet and now president of the Parliament Center and counselor to the Constitutional Court of Russia.

"In our country today we are experiencing a spiritual revolution," said Dr. Zots. "I am thoroughly convinced that there are no changes that are going to be meaningful in our society unless there will be spiritual changes."

A few minutes later Anatoly Tupikin took the platform. "I believe with all my heart that without this book, the Bible, man cannot live in this current society," he said. "My friend, Professor Zots, spoke of the spiritual revolution in our country. And our work, the National Radio and Television, is taking an active part in this revolution."

Tupikin spoke of several Christian radio programs that are being produced in the Russian language to be broadcast nationally throughout the new Commonwealth of Independent States. These include the *Back To God Hour*, *Radio Bible Class*, and a program called *New Life*, produced jointly by Project Christian Bridge and Slavic Missionary Service Inc.

Tupikin told the audience that the programs have a potential listening audience of over 300 million Soviet people. He also said that his organization "is thinking very seriously about opening a

Christian channel. We are willing to work with you concretely in these areas," Tupikin told the religious broadcasters who were present. Quoting the Gospel of John, he said "Let's not love just with tongue, but with deeds."

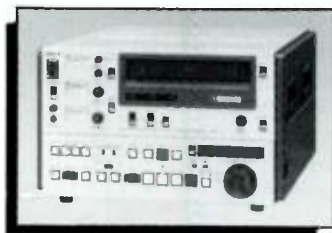
Constantin Lubenchenko was then introduced and began speaking. "Last year I experienced a turnover in my heart," he said, referring to the October 1991 visit in Moscow with Christian leaders who participated in a group called Project Christian Bridge. He then related how he was able to arrange the meeting at that time with Gorbachev — who was then President of the former Soviet Union — in spite of the leader's initial unwillingness.

Lubenchenko said that he reminded Gorbachev that there were two very difficult experiences in his life. "And these people prayed for you," he told the Soviet leader. "And you were able to overcome those difficulties. And you now have to find time to meet them." Lubenchenko said that after some discussion, President Gorbachev agreed to meet with the group of Christian leaders from the United States.

"Today in our country we have diffi-

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Photo by Donald J. Peterson

Twila Paris and Dave Dravecky share a happy moment.

cult moments," continued Lubenchenko, addressing the NRB delegates. "With sincerity, with jealousy, we were turning in the direction of freedom and democracy. It seemed that the power was in our hands. But we fell into very difficult circumstances."

He spoke of the lack of food even for the children, but said that the empty soul was even a greater tragedy. He also thanked those present for the Bibles, Christian literature, and the gospel radio broadcasts that are ministering to the spiritual needs of the Russian people, and asked for their prayers.

From Russia With Love

Continuing in the Russian language, Lubenchenko turned to Alex Leonovich, who had been translating for each of the Russian officials, and said, "I wish now to bring a special letter from our government." When Leonovich realized that he was being awarded an honor citation for his 47 years of dedicated service to the people of Russia, he became so overcome with emotion that he was unable to continue translating for the next several minutes.

At that point, Mikhail Morgulis, executive director of Project Christian Bridge and Leonovich's dear friend whom he had introduced to the Gospel some 12 years ago, spoke in English with a voice swelling with emotion: "You have dedicated your life to Christianity and Russia. We Russians greatly need your support in these difficult days. You see your work as a Christian duty, for which we say to you, 'May God grant you health and strength in your service to broadcasters and to God.'

"I have my father who gave me life in this life," continued Morgulis, "but I

have my spiritual father who gave me new life in Jesus Christ. This is Alex Leonovich. And I would right now tell him 'Thank you so much for everything.'"

Morgulis and the Russian speakers then embraced Leonovich and presented him with a citation from the Supreme Soviet of the Russian Federation which was signed by its Chairman, R.E. Khasbulatov. Along with the citation, Morgulis presented Leonovich with a gold watch, at which point the crowd of religious broadcasters responded with a standing ovation.

"I was totally dumbfounded," said Leonovich later. "I had not an inkling of an idea that anything like this was going to happen." The next day he received, by courier from the Russian Embassy, a personal letter from former Soviet President Gorbachev congratulating Leonovich on his 70th birthday and reflecting on the meeting in October:

Remembering our meeting in the Kremlin, I am convinced anew that tyranny and violence in regard to the individual are powerless in the face of a spiritual force. As long as our country is capable of giving birth to children and future adults such as you — such a nation is immortal. I wish you good health and long life. — Mikhail Gorbachev.

"When the letter came, I was literally in tears," said Leonovich. "To me it became the fulfillment of all these 47 years of dedicated ministry which God has given to us, to the peoples of the country of my birth. And it was as if the Lord in life gave me the opportunity to be able to see that our efforts have not been in vain.

CONTINUED ON PAGE 28

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An Open Letter to Evangelical Christian Leaders...

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Since 1967 when Israel ended 19 years of illegal occupation by the Jordanians Christians and Jews have been encouraged to visit their holy sites in Jerusalem the eternal Capital of Israel without fear of interference.

WE MUST NOT TURN A DEAF EAR to the wrenching need which the State of Israel has in providing for her persecuted returning exiles from Russia, Eastern Europe, and Ethiopia as well as approximately 100,000 Arab Palestinians driven out of Kuwait following the Gulf War whom she has absorbed. Our friend, Israel, desperately needs the ten billion dollar loan guarantee which would enable her to borrow at favorable rates from private banking institutions over a five year period. The proposed guarantees are under final consideration by Congress and the President.

We must let our voice be heard in the White House, the Senate, and the House of Representatives. We must let our voice be heard among Evangelical Christians across our land.

Friends of Jerusalem, Stand By Israel - Campaign '92
Ed Mc Ateer, Jack Friedler and Rev. Lou Sheldon, Chairmen
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WORLD STAND BY ISRAEL, ITS FRIEND LOAN GUARANTEES IMMEDIATELY

2 U.S. DOMESTIC PROGRAMS WILL NOT BE AFFECTED. By law, funds earmarked 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, Ehrenfeld, 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.

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Researched and written by Ed Steele for the Friends of Jerusalem.

(Circle 215 on the Reader Service Card)



Photo by Donald J. Peterson

Phil Driscoll performs in *The Young Messiah*.

RUSSIA'S SPIRITUAL . . . CONTINUED FROM PAGE 25

"For years," continued Leonovich, "I was considered an enemy of the State. And now, suddenly, with glasnost and perestroika, there was a total change of attitude, and they realized that what we were trying to do was not to create a political change, but a change from within, when the hearts of people would be changed so that they might have a renewing of their mind as well."

NRB 92's Exceptional Music

NRB 92 also featured outstanding musical performances, including stunning segments from *The Young Messiah* production, complete with full choir and orchestra. Well-known Christian artists who performed at this year's convention included Larnelle Harris, Sheila Walsh, Dallas Holm, Susan Ashton, Twila Paris, Deniece Williams, Phil Driscoll, Don Wyrzten, and harpist Greg Buchanan. Also performing were The Maranatha Singers, The Cathedrals, The Couriers, and The Korean Men's Choir.

Interesting people and exciting

events are what make a convention memorable. In addition to the formal meetings, workshops, and seminars, the NRB Media Exposition gave broadcasters many informal opportunities to share ideas and brush up on the latest techniques and equipment for communicating the Gospel via the electronic media.

Of course, people experience a colossal event like NRB 92 in different ways. This year, responses were overwhelmingly positive. Some even said it was the best NRB convention ever.

Successful Super Seminars

The Saturday Super Seminars were once again an integral part of the Convention. This year, there were seminars on digital broadcasting, leadership, media and modern culture, youth, and spiritual resources. Evelyn Gibson of Ambassador Advertising in Fullerton, Calif., remarked that the seminar, "Restoring Your Spiritual Resources: How to Stay Fresh for God in This Work," "was so filled that there were a lot of people that had to be turned away.

"Jack Hayford and Lloyd Ogilvie," said Gibson, "did a tremendous job not only telling us how to be more involved in worship and in praise, but they showed us how. And, as we prayed together, it was a tremendously uplifting time and a great way to start the Convention."

Hayford, senior pastor of the Church On the Way in Van Nuys, Calif., said that the most gratifying thing about the Super Seminar he led along with Ogilvie was "the ready responsiveness of the sizeable group of broadcast leaders to a session that was very interactive. We focused on a call to nurturing the intimacy of our life in Christ in order to insure the genuineness of our public ministry. There was

just an overwhelming, positive response. And some people came up afterwards to say that they were not only heart-warmed, but asked that we do this every time we come together."

According to Ogilvie of Lloyd Ogilvie Ministries in Hollywood, Calif., the seminar was a "wonderful experience." It was "an opportunity to care for each other and communicate God's vision and hope for each of our lives. It was a deep and profound experience of mutual caring that prepared the participants of the seminar for the conference as a whole, and for new power in their lives for their ministries."

In the Super Seminar entitled, "Reaching the Youth of Today," Bob DeMoss of Focus On The Family in Colorado Springs, Colo., showed attendees clips of violent films that are now seen on network television. He noted that 63 percent of high school students surveyed by the National Coalition Against Television Violence could identify Freddy Kreuger, as compared with only 36 percent who knew that Abraham Lincoln was a president of the United States.

Ron Hutchcraft of Ron Hutchcraft Ministries Inc. in Wayne, N.J., also participated in the youth seminar. "I believe right now that there is a battle raging for a generation of young people. I'm convinced that the devil's objective is to spiritually neutralize one generation of American young people. If he can get one generation, he has all the others that follow.

"One of his goals," continued Hutchcraft, "is to produce a generation of non-Christian kids who know almost nothing about Jesus. That's happened. The other part of the devil's goals is to try to create a generation of Christian kids who don't live for Christ. And he's doing fairly well in that objective as well.

"According to Teenage Research Unlimited, 97 percent of American teenagers listen to FM radio every week. There is no other medium that has 97 percent of them," said Hutchcraft. "Looking at George Barna's research of listening habits, we can conclude that 75 percent of American *Christian* young people have not listened to Christian radio in the last year. The third number that makes the battle cry come home is that 85 percent of the people who ever accept Christ do it by the age of 18."

Based on these statistics, Hutchcraft encouraged those present in the seminar who are involved in radio to take up the



Photo by Donald J. Peterson

Lloyd Ogilvie and Jack Hayford lead one of the Saturday Super Seminars.

challenge. "It is not a budget issue," he said. "Because kids won't pay for your station." Instead, he said that it is a missionary call that may need to be explained to some of their supporters.

"The alternative," Hutchcraft said, "is to forfeit a generation to the darkness." However, Hutchcraft reminded his listeners that if they want to reach young people, they must understand their culture and package the Gospel in ways they can relate to it. "It will take some courage and unselfish missionary heart" and it must include *both* "style and substance," he concluded.

An Exciting Exposition

The annual NRB Media Exposition attracts a wide variety of radio and television stations, satellite services, program producers, print and video publishers, and various broadcast-related ministries that come to make contacts, display their wares, and share ideas. The event generated a lot of excitement as both convention attendees and visitors packed the 90,000 square-foot exhibition hall where nearly 200 organizations set up their exhibits.

"This is our first time exhibiting at the conference," said Kathy Samuelson, general manager of Samuelson Computer Services of Carol Stream, Ill. "We are delighted so far with what we see at NRB. This has been an opportunity for us to visit with some of our clients, and a chance for them to stop and say 'hello.' I think based on just one hour so far of exhibit time, we certainly look forward to next year in Los Angeles."

Since last spring, International Russian Radio/Television (IRR/TV) in Finland has received over one million letters from children across the former Soviet Union in response to a Bible quiz the IRR/TV gave in conjunction with its broadcasts on Soviet television of *Superbook*, a series of animated Bible stories. Hannu Haukka, who heads up the organization, noted that it was the largest response to any program ever aired on Soviet television.

IRR/TV recently began two other projects for children. One of these is an animated children's series called *Kingdom Adventure*, which will be aired shortly across the Commonwealth. Another is an animated New Testament produced by Family Entertainment. IRR/TV continues to receive hundreds of thousands of letters and biblically related drawings in response to its programs. Some of the letters and drawings that the

organization received from ten- to 14-year olds in response to a program last spring were on display at the IRR/TV booth.

Activists and Publishers

Also exhibiting at this year's exposition was The Rutherford Institute, a legal organization founded ten years ago by attorney John Whitehead in an effort to protect religious liberty and the sanctity of human life. Based in Charlottesville, Va., The Rutherford Institute mobilizes a network of Christian lawyers in some 40



Photo by Mike Hendricks

Deniece Williams

CONTINUED ON PAGE 30

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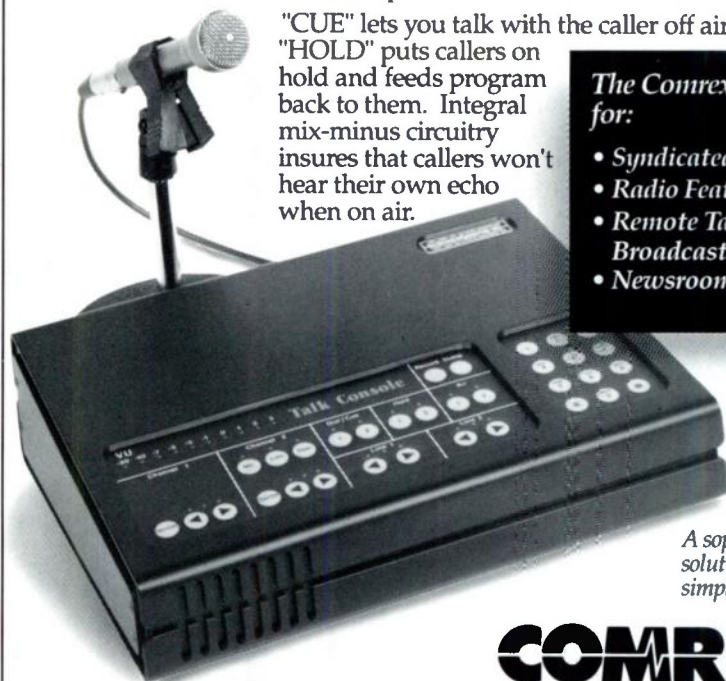
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Photo by Donald J. Peterson

One of several live broadcasts at the NRB Exposition featuring Beverly LaHaye and Josh McDowell.

RUSSIA'S SPIRITUAL . . . CONTINUED FROM PAGE 29

states and 20 foreign countries who provide free legal help for cases that may significantly influence legislation on religious, family, or pro-life matters. The organization also produces a radio program called *Freedom Under Fire*.

Having attended for several years, Whitehead considers the annual NRB Convention a great place to network and share information to further the cause of Christ. "Judeo-Christian values are under massive attack," said Whitehead, "so Christians have to work together to fight these things. If we don't, then our children are not going to have a very decent place to grow up in.

"You don't have to agree with everybody theologically to fight the key issues, such as the right of religious freedom, and the right and sanctity of human life," said Whitehead, echoing an axiom of Francis Schaeffer with whom Whitehead at one time worked. "Everybody should be for religious freedom and the sanctity of human life.

Whitehead suggested that Christian stations can promote grass-roots action by getting the information on the air with a mechanism to get people involved, either by encouraging them to call an outside organization such as The Rutherford Institute, or getting them to contact the station itself.

"What we're finding," he said, "is that people don't want to be left in the lurch. In other words, sometimes broad-

casters will get on the air and say, 'Fight these things,' but not tell people how to do it." Whitehead believes that when Christian radio stations address these issues on a day-to-day basis, they are doing America a service.

A number of publishers also exhibited at the NRB Media Exposition. According to Susan Linklater who represented Wolgemuth & Hyatt Publishers, the company exhibits at the NRB Convention primarily for exposure and contacts. As a first-time attendee at NRB, Linklater said, "It's the part of the industry that I really need to talk to. It's nice to meet those people that I talk to on the phone all the time and to be able to put a face with the name."

Mavis Sanders, manager of author and media relations at Victor Books in Wheaton, Ill., said she has attended NRB conventions for at least ten years. "I sense a real air of expectancy among people, and a real desire to get God's Word out," said Sanders.

NavPress of Colorado Springs, Colo., has been exhibiting at the NRB Convention for the past three years. "We've had a lot of good booth traffic," said Erik Thrasher, direct marketing and advertising manager. "NRB is one of our top shows for working with ministry accounts. So we generally have pretty good traffic. We have a lot of people who come every year to see what's new from NavPress and to renew their acquaintance. It's a good conference for us."

Programmers and Suppliers

CDR Communications, Inc. of Burke, Va., a television and radio production company involved in producing and broadcasting videos, was a first-time exhibitor at NRB. The company produces both radio and television programs, including *Home School Heartbeat*, *The American Taxpayer*, *Freedom Under Fire*, *Celebrate Life*, *Capitol Report*, and a program for the Department of Energy called *Consumer News Update*.

"The people here," said company representative Tom Sullivan, "tend to be very interested in getting good, quality programs. My sense is that the days of paid-for, talking-head preacher programs are numbered, and that television and radio networks are waking up to the fact that we have to produce products that consumers like, not just programs that generate revenue."

One of several equipment manufacturers exhibiting at this year's convention was QEI Corporation in Williamstown, N.J. QEI primarily produces FM radio station equipment, including transmitters, specialized test equipment, a modulation monitor, and various products for the radio frequency end of FM radio.

According to company representative Bill Hoelzel, the traffic in the exhibit hall seemed to have been greater than last year with more people interested in the technical products the company produces. "That makes us very happy," said Hoelzel. "The opening day was one of the best opening days I've seen at this particular show."

Bill Ammons of the television products marketing department of Circuit Research Labs in Tempe, Ariz., also thought that this year's Exposition attracted a lot of people. "The booth traffic was excellent. We've had a lot of our customers that have been repeat purchasers.

"Basically, we had a nice chance to talk with people and find out what their plans are and help them interface with our equipment in a lot more relaxed atmosphere than the NAB show provides. In terms of quality or value, what we receive from the show has been excellent. I've talked to a number of equipment manufacturers here who also said the same thing."

"The interesting thing about religious broadcasters," continued Ammons, "is that it seems that a lot of them are a lot smarter planners. In other words, they're not driven

CONTINUED ON PAGE 33

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Photo by Donald J. Peterson

Regent University students Jerzy (right) and Ewa Hinc of Poland.

RUSSIA'S SPIRITUAL . . . CONTINUED FROM PAGE 30

by this corporate 'Oh, we've got to have profits this quarter, so we won't spend.' They seem to have some long-term vision of what they want to accomplish, and how they're getting there."

Optimism and Opportunities

"From what I've seen," said Marlin Maddoux, president of USA Radio Network in Dallas, Texas., "this convention has probably been the most advanced in its thinking than any of the conventions I've gone to — with the development of the new technology, and with the things that are happening in the Commonwealth, Eastern Europe, and so on. There is an optimism about spreading the Gospel that is very contagious."

A young couple from Poland, Jerzy Hinc and his wife Ewa, were among those attending the convention. Upon completing their studies at Regent University in Virginia Beach, Va., the couple plans to return to Poland to work at an evangelical radio station there. For Hinc, the NRB Convention is a unique opportunity to meet people involved in Christian broadcasting from around the world.

With Christian broadcasting still in its infancy in Poland, Hinc was encouraged to see so many Christian broadcasters gathered together in one place. "America is a country of great opportunities," he said, "and we Europeans, especially religious broadcasters, have to look at Americans as a pattern of how it should be."

According to Hinc, although Poland now has an evangelical radio station, leg-

islation in that country severely restricts the average Polish citizen from getting a license to own one. "There is a law that allows it," he noted, "but it is not an easy thing to get, especially evangelicals. The Catholic Church has the right to operate its radio stations in each city, but we don't. So we have to be very wise and try to avoid all the problems in order to get something."

David Virkler, treasurer of NRB's Eastern Chapter and director of Dedication Evangelism Inc. of Towaco, N.J., is a veteran of over 25 NRB conventions. "This one matches up to any I've attended in all these years," said Virkler. "On Saturday evening we had the tremendous opportunity of seeing what God is doing around the world, particularly through one NRB member, Alex Leonovich. And to see those Soviet leaders here at our convention saying that 'we must work together with you Christians to bring about a moral and economic revolution in our country,' was awesome.

"And then, too," continued Virkler, "in the Sunday worship service to have that kind of impact with Dave Dravecky and others as well was amazing. I think that what a convention does is to bring together all the various elements in broadcasting in a concentrated period of time, and to give you a sense of what is going on very quickly. So aside from the spiritual inspiration, that, to me, is what I look for as a broadcaster. It gives me an opportunity to really get the pulse of Christian media in the finest sense of the word."

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

Isaiah 52:7

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• NATIONAL •

Major Networks Tend To Ignore Spirituality In TV Programming

TUPELO, Miss. (NRB) — The religious side of people's lives is rarely included in the fictional world of television, according to a recent study commissioned by the American Family Association.

Three researchers — David Larson, M.D., Duke University Medical Center; John Lyons, Ph.D., Northwestern University; and Thomas Skill, Ph.D., University of Dayton — analyzed 100 episodes of primetime network programming appearing on ABC, CBS, NBC, and Fox. They conducted a content analysis which examined the religious and spiritual behaviors of characters, as well as the appearance of all religious images, artifacts, and rituals.

Of the 1462 characters in the study, only 80 had an identifiable religious affiliation. There were 51 Catholics, 21 Protestants, five cult members, and three New Agers. According to the study, approximately 94 percent of all characters on television have no discernible religious affiliation.

A 12-category index of religious and spiritual behaviors assisted researchers in concluding that nearly 68 hours of programming produced only 115 clearly religious or spiritual behaviors by 91 characters. These behaviors, in most cases, were very brief statements or actions, such as someone saying, "Thank God!" after a close call. This suggests approximately one character per episode is likely to do or say something religious.

In slightly more than 50 percent of the occurrences, religious behaviors were presented as clearly negative. ABC had the greatest proportion of positive portrayals at 82 percent. Fox had the fewest behaviors of the four networks — 17 total, 41 percent of which were clearly negative.

In terms of the "environment" of television, there were a total of 215 occurrences of religious images, artifacts, and rituals in the sample of 100 episodes. The

image of a cross or crucifix was the most common "background" occurrence with a total of 44. In many of these cases, characters were wearing crosses.

"The results of this study suggest that religion is a rather invisible institution on fictional network television. The religious side of people's lives is infrequently presented. Few characters have an identifiable religious affiliation and even fewer engage in prayer or devotional services," stated Dr. Skill.

"When considered in light of the portrayals of other social institutions on television, such as education, justice, family, and healthcare, the limited exploration of spirituality and religion might symbolically suggest this dimension of people's lives is unimportant," he continued.

If spirituality has any visibility on

central to the findings of this investigation is this: Television's treatment of religion tends to be best characterized as abuse through neglect," stated Dr. Skill. "Overall, the message being presented about religion by network television is that it is not very important because it is rarely a factor in the lives of the characters presented on TV or in the societies in which they are portrayed.

• INTERNATIONAL •

'Jesus Film' Project Reaches Buddhists In Nation Of Burma

LAGUNA NIGUEL, Calif. (NRB) — Burma has been one of the most challenging nations to Christian missionaries in recent years. Immediately adjacent to India, China, Laos, and Thailand, the nation

has been in turmoil for years as various political factions have fought with the government for control.

A cease-fire was declared in 1990 between the government and the Communist Party. Missionaries associated with *The Jesus Film* project were allowed to show the film in border areas held by the communists in the largely Buddhist nation.

"[The people] knew about Christ, but an erroneous fable had been spread that Jesus came to Tibet at age 12 and studied Buddhism there for 18 years," said Hugh Robertson, regional staff member with *The Jesus Film* project in Indo-China.

According to Robertson, the first showing of the film in Burma drew the attention of a group of Buddhist monks. "Their eyes were opened. They began to see Jesus as a unique God who had nothing to do with Buddhism, and 37 monks accepted Christ as their personal Savior," he said.

Last April, the team was invited to show the film in northeast Shan. During the initial presentations, all 49 villages in the region turned to Christ, and a church was planted in the area.

According to Paul Eshleman, director of *The Jesus Film* project, there are currently 17 team members in Burma show-



photo courtesy of The Jesus Film project
A showing of *The Jesus Film* in a Bengalee village draws hundreds of viewers. Now translated into 215 languages, this is often the only film seen in the villagers' native tongue.

primetime television, it will most likely be seen in the form of personal prayer, according to the study. A total occurrence of 45 personal prayer behaviors amounted to approximately one behavior for every 90 minutes of primetime programming.

The researchers noted, although television may ignore the religious aspect of human experience in programming, it does not overtly attack or disparage religion or spirituality. In the few cases where religion was emphasized, it was treated for the most part with reverence.

"In the final analysis, the issue most

ing the film several times each week. The film has been seen by more than 108,600 people, and more than 1260 of them have indicated decisions for Christ. Six new churches have been planted in Burma as a result, one in the place of a former Buddhist temple.

Moscow Project Provides Four Million Scriptures For Russia

MOSCOW, Russia (NRB) — In January 1991, International Bible Society announced that the first million New Testaments in the ministry's "Moscow Project" had been delivered to the then-Soviet Union.

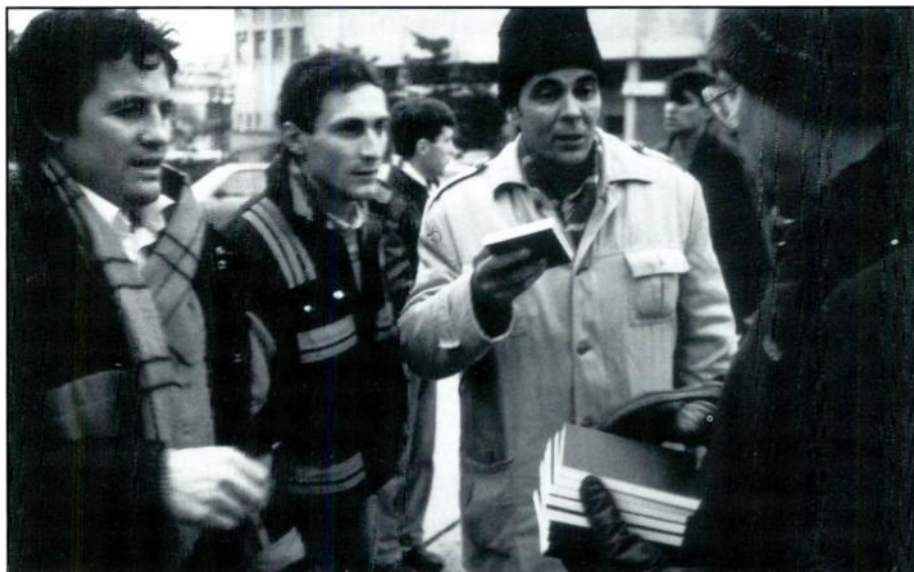
The project survived the August coup attempt, the demise of communism, and uprisings in the various republics to reach its completion exactly one year later. All of the four million Scriptures have found their way into the hands of the people in the new Commonwealth of Independent States, and nearly all of the New Testaments were distributed to non-believers.

"The greatest accomplishment of the Moscow Project has been the unity created within the Christian community inside the [former] Soviet Union," said Paul Chandler, director of the Moscow Project. Chandler supervised the distribution of the Scriptures through 16 Soviet denominations and mission agencies and eight Western agencies.

"Many of these groups had never spoken to one another, let alone worked together," Chandler explained. "This project was a catalyst to bring about a new cooperation. The networking that has occurred has been absolutely tremendous, and I believe this spirit of cooperation will continue far into the future," he said.

According to Robert Horan, president of International Bible Society Foundation, there were several milestones which marked the progress of the project and enabled it to reach completion.

Horan stated the last milestone was International Bible Society's involvement with the Young Messiah concert tour which featured Lamelle Harris and Sandi Patti. A portion of every concert ticket sold during this year's tour contributed to the Moscow Project.



photos courtesy of International Bible Society

Three Russian citizens eagerly accept New Testaments from a volunteer distributing Scriptures on a street corner in Moscow.

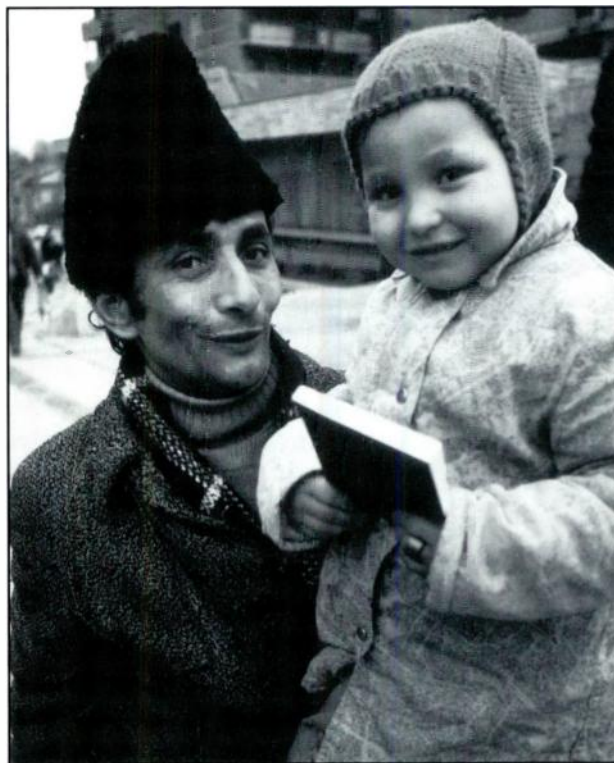
"Without the support of dozens of ministries and thousands of individuals, this massive project would never have been completed. All of us at International Bible Society thank God today for the opportunity of serving in this historic project," Horan stated.

New African Television Network Begins Religious Programming

ANTANANARIVO, Madagascar (NRB) — The new African Television Network (ATN) began broadcasting the Gospel over more than one-third of the globe on January 1. The network's bilingual programming is transmitted daily from Antananarivo, making use of the Russian Gorizont satellite over the Atlantic Ocean.

Thus far, Congo, Zambia, Zimbabwe, Gabon, Namibia, South Africa, Zaire, Lesotho, Swaziland, and Reunion have been incorporated into the developmental phase of the network. It is estimated that approximately 4.6 million households receive ATN's news, cultural documentaries, sports, and religious and educational programs broadcast in both English and French.

ATN is a commercial network, generating funds from advertisements and sponsorships. However, the network's religious programs operate independently. A significant portion of income for the religious programming is generated through a project entitled ATN Club 2000. The goal of this project, and the network in general, is to provide each person in Africa with access to the Bible and the message of salvation by the year 2000.



A young Russian child proudly holds a New Testament which she and her father received through International Bible Society's Moscow Project.



Japan's Power Play: Evangelizing An Economic Titan

by David Aikman

The following is the fourth 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. Next month, Aikman will complete the series with a look at the deteriorating social fabric of the United States and the steps which must be taken to revive the nation.

The greatest conundrum in the world today is Japan. It is astounding how ordinary Americans intuitively grasped that once the former Soviet Union ceased to be a threat to the security of the United States, the next country most likely to pose a threat was Japan — even though in military terms Japan will not conceivably be a threat to America for years to come.

Why? Because in the backs of their minds, ordinary Americans have noticed something going on that polite diplomats, politicians, and even journalists have been embarrassed to say in public: the Japanese process of economic growth was based on assumptions concerning what is legitimate in international business and what is not — assumptions that were not shared by most other countries in the world trading community. And America is partly to blame for this.

Birth Of An Empire

For years after the occupation, the United States did everything possible to protect Japanese industry and business in order to help the country rebuild after World War II and enable it to become a source of economic and political stability. But once stability was reached, a process of economic expansion began which seemed far more systematic than that which takes place in ordinary trading countries.

Am I "Japan bashing?" No, I am simply analyzing a situation in which a country is growing economically stronger and stronger in every part of the world and is almost in the position, if it so chooses, to

pull the plug on the economy of the United States.

Rise Of Nationalism

What I would like to suggest is that Japan, even now, can go in two directions — one which would be disastrous for the rest of the world and one which would be beneficial. The disastrous direction would be if Japan's economic nationalism gradually became a virulent political nationalism. There are currently some signs of this beginning to happen. Here is one illustration.

The Japanese are avid readers of comics. Now, a Japanese comic is not something you throw away after reading the Sunday papers. A Japanese comic can be two inches thick. They are so widely read there is a municipal service which arrives

"Christianity can have an enormous impact for good when applied to societies in a way they can best absorb it."

at the front door, takes away the comics the family read that week, and very thoughtfully replaces it with toilet paper.

My point is this. In the comics is the substance and the content of what the Japanese believe about themselves, about human values, and particularly about foreign countries. One of the most widely read Japanese comics involves the exploits of a Japanese submarine crew that repeatedly defeats an American submarine crew through the use of superior tactics by the commander and superior Japanese military technology.

Imagine what is happening to a generation of young people in Japan who are being brought up on this view of the

relationship of their country to the United States. There is a danger that Japan could move disastrously in the nationalist direction. There is a possibility that this trend could be stopped, and that possibility could come to pass with the process of evangelism.

Spread Of The Good News

What is evangelism? It is a number of different things. The simplest answer is: telling people the Good News of Jesus Christ and of the Kingdom of God in a way that makes them want to apply it not just to their own lives but to the societies in which they exist.

The rulers of Japan and China in the 16th and 17th centuries rejected the Christian message, despising it as being the "philosophy of the weak." This "philosophy of the weak" was what transformed European society and then the United States into dynamic modern cultures where invention, freedom of exploration, and an open market for goods transformed the modern world as we know it.

Effects Of The Gospel

Christianity can have an enormous impact for good when applied to societies in a way they can best absorb it. The Gospel, of course, is the Good News of eternal life for the individual. But it is also news that can change the way countries think about themselves, the way they behave inwardly, and therefore, the way they relate to other countries.

Here is how Christianity effects societies. You have a country at a certain stage of economic or social development. It could go fascist or ultra-nationalist. It could develop democratic institutions. Whether it chooses one or the other might very well depend upon whether the Gospel begins to influence the life and vitality of this country and its society.

General MacArthur called for hundreds of American missionaries to go to Japan following World War II to help rebuild the country in a moral and ethical

CONTINUED ON PAGE 50

People Like What They're Hearing...

"I love your show! *Pro-Life Perspective* always keeps me up-to-date on the latest trends and information in the pro-life movement."

Angela Hicks; Edmond, OK

"...I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*."

David Ingram; Ft. Smith, AR

First broadcast in January 1985, "Pro-Life Perspective" is the official radio broadcast of the National Right to Life Committee (NRLC), the nation's largest pro-life group. Pro-Life Perspective is hosted by NRLC president Wanda Franz, Ph.D. and features occasional guest hosts prominent in the Pro-Life movement.

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Wanda Franz Ph.D.

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419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004, (202) 626-8817.

TRADE TALK

The 17-month **National Clergy Leadership Project to Prepare for an Aging Society** is now under way. The project, designed to educate clergy and other religious leaders on the potential significance of aging congregations to their ministries, is being conducted by the National Council on the Aging's National Interfaith Coalition on Aging.

After undergoing outpatient surgery on his foot in January at the Mayo Clinic in Rochester, Minn., doctors informed evangelist **Billy Graham** that his 1991 schedule — one of his busiest in recent years — was too heavy. In re-evaluating his 1992 itinerary, Dr. Graham said he plans to cut back and devote more time to his family and memoirs. Dr. Graham remains committed to conducting a number of crusades this year, including Philadelphia, Pa.; Portland, Ore.; and the former Soviet Union.

Federal Communications Commission (FCC) chairman **Alfred C. Sikes** has been confirmed as the keynote speaker at the Broadcasters' Law & Regulation Conference luncheon, April 14, in Las Vegas, Nev. In his address, Chairman Sikes is expected to outline recent FCC actions affecting radio and television broadcasters and also discuss other reform measures currently under FCC consideration.

Singer, songwriter, and recording artist **Wayne Watson** earned top honors on the 1991 year-end music charts. "Home Free," the title cut from Watson's latest recording, was named number one inspirational song and number two adult contemporary song on *CCM Update's* year-end charts, as well as number one on *Christian Research Report's* adult contemporary and inspirational charts. Watson also was recognized by *American Songwriter* magazine as the top gospel artist and songwriter of the year.



Judy McMurtry

Radio Mazury, a new Christian radio station in Poland, has selected both *Joyful Sounds* and *Country Line* to be broadcast weekly from studios in Warsaw. *Joyful Sounds* is an award-winning program featuring adult contemporary music, and *Country Line* is its Christian country-formatted sister program. Both shows are currently carried by secular and Christian stations across North America.

Fixit Records, a contemporary Christian R&B label, has announced the signing of a mainstream distribution deal with Intersound International, an Atlanta, Ga.-based jazz and classical record company. Over recent months, Intersound has been venturing into new territory, first into country and now into gospel. The addition of general manager Keith Kirkwood, formerly national sales manager for Sparrow, indicates the corporate interest of Intersound, according to company representatives.

Judy McMurtry has been appointed to the position of afternoon announcer at KCSP-FM/Casper, Wyo. In addition, she has assumed airtime responsibilities at KNIS-FM/Reno, Nev. McMurtry joined the stations after completing two-and-a-half years of missionary service in Alaska at Arctic Broadcasting's KCFA-AM/Anchorage and KYKD-FM/Bethel.

Joe Battaglia, vice president of national sales and promotions for Communicom Corp. of America, recently received Mercy Corps International's Humanitarian of

the Year Award. Mercy Corps' founder Dan O'Neil and president Ellsworth Cul-



Tim Calcara

ver recognized Battaglia for "successfully integrating business, ministry, and media in such a way as to communicate Christian values through a broad network of organizations and individuals."

Jim Young, president and board chairman of Young Broadcasting Company has announced

the promotion of **Tim Calcara** to general manager of KTOF-FM/Cedar Rapids, Iowa.

At a sold-out concert in Akron, Ohio, **Petra** dedicated "Ready, Willing, and Able," a hard-driving rock tune from its recently released DaySpring recording *Unseen Power*, to former San Francisco Giants pitcher **Dave Dravecky**. Petra commemorated the occasion by presenting Dravecky with a plaque and the first manufactured copy of *Unseen Power*. Dravecky and Petra are pursuing plans for future joint ventures. Projects may include a tour patterned after the Petra/Josh McDowell tour, youth rallies, conferences, and other youth-targeted programs.

Lee Miller has been appointed station manager for International Broadcasting



Lee Miller

Network's (IBN) low-power stations K05HX-TV and K11SI-TV/Lufkin, Texas. Miller joins IBN after serving as director of promotions and public service at KTRE-TV in Lufkin.

According to the *Pulse of Radio*, veteran broadcaster **Paul Harvey** recently renewed his contract for another

er ten years on ABC Radio Networks. Harvey will be 83 years of age when his contract is next up for renewal.

Ron Blue is leaving his post as chairman of the Department of World Missions at Dallas Theological Seminary to become president of CAM International, a Texas-based mission working in Central America, Spain, and Mexico, as well as among Hispanics in the United States. Current CAM International president **Al Platt** will continue to represent the mission in conference ministry as president emeritus. Dr. Blue will be installed as president in September.

Bott Broadcasting Company's first annual "Broadcaster of the Year Award" was recently presented to **David Hocking**, speaker for *Solid Rock Radio* and senior pastor of Calvary Church in Santa Ana, Calif. The award was presented in recognition and appreciation of Dr. Hocking's leadership in advancing the cause of Christ through Christian broadcasting.



Neil Ambrose (right) of Bott Broadcasting presents David Hocking (left) with Bott's first annual "Broadcaster of the Year Award."

The Voice of Young Albanians In Exile, a program targeted to listeners in Albania and broadcast in their native language, is now being transmitted by WWCR World Wide Christian Short-wave Radio out of Nashville, Tenn. WWCR also broadcasts *Radio Khalistan* in the Punjabi language of India.

InfoCision Management Corporation has announced the opening of a national sales office. The new office is located at 23 Hampton Road, North Massapequa, N.Y., and will be headed by newly appointed national account manager **Eric M. Sherman**.

Integrity Music has released *Glory*, a new instrumental recording from the Interludes series. Each recording in the series is an hour of instrumental music

with a distinct theme, tempo, and style. Scripture references and devotional notes are included. Additionally, *Good Shepherd*, a new Just For Kids release uses praise choruses, Sunday school songs, and original music to help children learn about the love of Jesus.

Family Life Radio (FLR) has purchased the building in Tucson, Ariz., which houses its national headquarters and KFLT-AM, its 50,000-watt Christian radio station. FLR had been leasing the office space in the building since 1985. The decision to purchase the 26,000-foot complex was made last fall by the organization's board of directors. The total purchase price for the facility was \$750,000. Approximately \$200,000 has been raised; FLR plans to complete payment on the complex by 1995.

The 1992 National Audio-Visual Buying Guide, featuring nearly 5000 Audio-Visual/Video products and supplies at up to 50 percent off retail prices, is now

available. To receive a free copy of the buying guide, write: National Audio-Visual Supply, 1 Madison St., East Rutherford, NJ 07073, or call (800) 222-0109.

The new three-man gospel group **Greater Vision** has signed a long-term contract with RiverSong. *On a Journey*, the group's debut album, is the only "record" to receive a five-star rating from *The Singing News*. According to group member Gerald Wolfe, the second single "New Wine" promises to continue the trio's momentum.

Mike Beeson, former news and public affairs director for KCBS-AM/San Francisco, Calif., has joined the staff of the K-LOVE Radio Network. Beeson is serving as network news director and editor of the news publication *Viewpoint*.

Praise in the Night™

Overnight, Everynight.

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Praise in the Night — the solution to your overnight programming through satellite programming . . . with the capability of monitoring your transmitter (EBS Monitoring included), allowing you to broadcast effective ministry all night long without having to pay for the man-hours.

You can hear a live broadcast — FREE! Just tune in to the International Broadcasting Network between 10:00 pm and 6:00 am (Central Time) any night to hear *Praise in the Night*.



Steve Solomon, host of *Praise in the Night*, was born and raised in a Jewish family. Licensed by the International

Church of the Foursquare Gospel, Steve has over 16 years of ministerial experience as a pastor and an evangelist.

CALL NOW for more information — 1-800-727-7486.

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Circle 203 on the Reader Service Card

During the 30 years I have served as general manager of evangelical Christian stations in Baltimore, Buffalo, Detroit, Hammond, Lancaster, and now Boyertown, Pa., I have enjoyed studying the program logs of other Christian stations.

What programs do they air that I do not? Why did they place J. Vernon McGee next to Jimmy Swaggart when those two seldom agree? Why don't they have any news? Why do they have so many preachers back to back? Who could possibly listen to that many teaching programs in a row without becoming a "spiritual glutton?"

Suppose for a moment that in a 30-minute time period you consumed an entire turkey dinner and then topped it off with an ice cream sundae. That would taste

How To Protect Your Listeners From Becoming 'Spiritual Gluttons'

by Paul Hollinger

great, and you would be nourished. Could you do that every half hour, four or five times without a break? Probably not. The meat and milk of the Word are important for our spiritual nourishment, but in order to put that nourishment to use we need time to digest, process, and assimilate the information.

Asking Questions

Sometimes at National Religious Broadcasters (NRB) conventions I ask station owners and general managers, "Have you, your wife, or your kids ever listened to your station *all day* without physically turning it off or mentally tuning it out?" The typical answer: "We are not in Lancaster; we cannot afford fewer paid programs."

A decade ago, my own family became "gluttonous" due to overfeedings from WDAC. And I had to answer some hard questions. With 43 full-time Christian stations located in my coverage area alone,

could I afford to keep 65 percent of my program time in paid preaching (all solidly fundamental), when my listeners had so many alternatives? Was there any need for so many stations to duplicate programming? What if I could find a way to ask every mom, dad, child, and single adult in my audience *when* and *why* they tune out?

Finding Answers

In an effort to answer these and other questions, WDAC began conducting a listeners' survey. The station has conducted such a survey every three years for the past 32 years. From the more recent surveys, we discovered the cure for our listeners' "spiritual gluttony" was to reduce teaching programs from 65 percent of our program time to **only** 28 percent. We also varied our listeners' diets from all protein (the meat of the Word) to some fiber (music, devotionals, information, and news), as well as some exercise programs (issues).

Many of you know there is a price to pay in getting rid of unwanted fat. Paid programs are easy profit, the path of least resistance. You do not need salesmen, copy writers, producers, DJs, newsmen, or public affairs directors. You also do not keep your listeners very long.

In small and mid-sized markets such as Lancaster, we do not want the national average market share of less than two percent. A large market station has a large audience of tune-ins and tune-outs, but we need a five-to-ten percent market share to remain viable.

Developing A Philosophy

One of my most cherished associates and mentors in Christian radio throughout these 30 years has been Bob Ball. Years ago, when he was general manager of KPDQ-AM-FM/Portland, Ore., we frequently shared our management ideas. Bob produced an extensive employees' manual — the best I have ever seen — which included a page on "Our Company Philosophy."

Here is my philosophy, as presented to each new employee of WDAC and WBYN. I have tried to set the philosophical groundwork for the questions raised at the beginning of this article.

WDAC and WBYN are dedicated to providing their listeners with the finest Christian music and the most effective



evangelical Bible teachers available through a professionally competent staff which strives for excellence in ministry.

The first priority of the stations is to meet the spiritual needs and programming interests of our listeners. The second priority is to meet the business needs of our program and commercial clients, but only to the extent that they meet the needs of our listeners. For example, alcohol and tobacco products sold by clients will not be advertised to the detriment of our listeners.

The third priority is to meet the needs and interests of our staff, which works together as a team to achieve the first and second priorities. When these three priorities have been met in the above order, all of the needs of ownership will also have been satisfied.

Our stations accept only evangelical, nationally produced Christian programs which have already gained a reputation for excellence in ministry. We survey our listeners periodically to determine which programs have an ongoing ministry. We then remove those programs which no longer meet the needs of our listeners, in order to make time available for new ministries which are effectively reaching our listeners.

Local evangelical churches and parachurch organizations are encouraged to make full use of our stations' facilities to expand the outreach of their ministries throughout communities within our broadcast area. We accommodate their needs with warmth and creativity because they depend on us to produce a quality outreach.

Paul Hollinger is general manager of WDAC-FM/Lancaster, Pa., and WBYN-FM/Boyer-town, Pa. He is also a 30-year member of the NRB board of directors.

NATIONAL RELIGIOUS BROADCASTERS

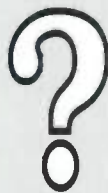
COMPREHENSIVE BENEFIT PLAN



"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.

Many ministries and for-profit organizations have found that this plan offers the most benefit for dollar invested. I strongly recommend that you make a comparison of your present health insurance and what it can offer compared to the NRB Comprehensive Benefit Plan."

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



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Are You At Risk If Your Plan Has Financial Problems?

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THE NRB PLAN OFFERS REAL VALUES

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The Plan is fully insured by a major insurer that is rated A+ Superior by AM Best Rating Service. Once premiums are paid the employer assumes no further risk.

PREMIUM STABILITY

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.

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Please note: In the following statistical analysis, all information relating to the Christian populus of the United States is based on Soma Communications Inc.'s Tri-S Christian Media Report, while all information relating to the general populus is based on statistics compiled by Simmons Market Research Bureau (1990, 1991).†*

In the February issue, Sales Spot skipped across a pool of data pertaining to the average Christian media consumer. While not penetrating the depths of any one subject, we were able to observe from a superficial glance that the average Christian audience is conservative, media-loyal, and slightly more upscale than middle America. This month, we will complete this analysis by briefly covering the media habits, buying styles, and upscale qualities of the Christian media consumer.

Understanding The Average Christian Media Consumer

by Gary Crossland

Socio-Economic Status

- Are Christians more economically and socially upscale than most Americans? According to Simmons Market Research Bureau (1991), the answer is yes, but only slightly. For instance, Christian baby-boomers (age 35-54) are three percent more likely than the average baby-boomer to have attended or graduated from college. Furthermore, they are four percent more likely to be job-classified as professionals or managers. Today, 77.9 percent of all Americans are employed. The same is true of 81.9 percent of all Christian adults.

- And what about income? Middle-aged Christians (35-54) are six percent more likely than their average American counterparts to earn \$40,000 per year in household income. Male Christian consumers are especially prone to earn higher than normal incomes. For example, Chris-

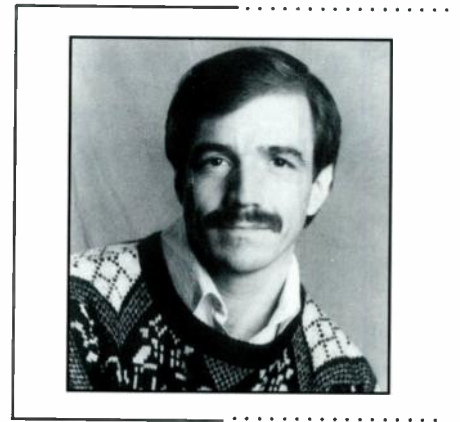
tian men between the ages of 35-54 are 27 percent more likely than the average American male in the same demographic to reside in households earning over \$40,000. As far as personal income is concerned, 31.5 percent of all men in America have personal incomes over \$30,000. However, 32.6 percent of all Christian men can say the same. Only 18.6 percent of all American men have personal incomes exceeding \$40,000. However, 21.9 percent of Christian men fall into this particular income bracket.

- A good indicator of personal financial attainments is home ownership. According to Simmons, 77.5 percent of all American adults are owners of single-family homes. The same research reveals that Christian consumers rank five percent higher, with 82.5 percent being homeowners.

Media Habits

- *Media attention* is a term used to refer to the notations a person gives to a particular medium in a certain period of time. If a person watched television or read a magazine in the past week, we say he or she *attended* to that medium. Thus he or she is part of that medium's *media group*. The chart below provides a week's sampling of Christians' media attention.

- We have discovered over the last year that Christians are now receiving many of the same features through their local Christian stations which they traditionally appreciated about other radio stations in their local markets. Those features being news, talk, and weather. This has



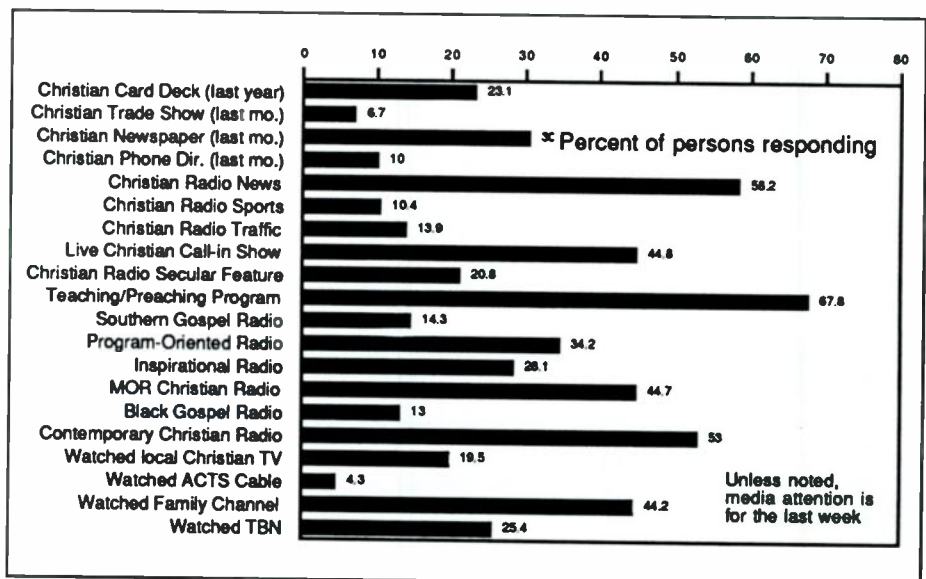
polarized the local radio community, making the Christian consumer much harder to reach except through a Christian station.

- At the time Soma Communications last sampled Christians regarding their broadcast ministry giving (first quarter, 1991), a whopping 89.3 percent of all persons surveyed claimed to give some percentage of their income to a television or radio ministry.

- Christians tend to be more frequent readers than most Americans. Overall, 53.5 percent of all Christian media-users read as a hobby, whereas, according to Simmons (1990), only 38.7 percent of all Americans do the same.

Buying Style

- One of the greatest benefits of targeting Christian radio listeners is that so many of them are the principle shoppers in their households. Of all Americans, 57.9 percent are principle shoppers. The same is true of



61.8 percent of Christian radio listeners. This would seem to suggest that ads placed on Christian radio are slightly more efficient than general market advertising mediums because of the percentage of people listening who actually control the purse strings of the household.

- Christian media users consider themselves to be more influenced by advertising than most Americans. Of all Americans, 21.2 percent consider themselves to be ad believers. However, 25.5 percent of all Christian media-using adults feel the same (20 percent above the national average). This would seem to indicate that a well-placed ad on a Christian medium would go 20 percent further toward influencing the attending consumer to buy than the same ad placed on a secular medium.

- Of all Christian consumers, 65 percent admit they tend to shop around first before buying a product. And for good reason, because 68 percent of them are also self-confessed price shoppers. However, another way of looking at this information is to assume the remaining 35 percent of all Christian shoppers tend to buy from the first store they visit. After all, 20.1 percent consider themselves to be impulsive buyers.

- What are the most important characteristics about a store as far as Christians are concerned? Surprisingly enough, price is not the number one consideration of Christian shoppers. Quality merchandise is foremost in their minds. Price is second, and selection is third. A money-back guarantee and knowledgeable customer assistance are a close fourth and fifth, respectively.

- Regarding buying style, 19.9 percent of all Christian consumers consider themselves to be brand loyal (ten percent above the national average), 36.6 percent are economically minded (six percent above the norm), 26.3 percent are experimenters (two percent above the norm), 39.9 percent are planners (eight percent above the norm), and 20.2 percent of all Christian consumers are style conscious (16 percent above all Americans).

In the April issue of *Religious Broadcasting*, Sales Spot will focus on specific buying habits, exposing in greater detail the specific qualities of Christian consumers which make them an ideal target market for many different types of local advertisers, including restaurants,

jewelers, department stores, and computer retailers.

* The Tri-S Christian Media Report is compiled annually by Soma Communications Inc. via 113 field representatives who administer a written 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 surveys is approximately four percent.

Gary Crossland is president of Soma Communications Inc., publishers of Tri-S sales and research tools for Christian salespeople.

Why do so many Christian broadcasters subscribe to Tri-S?

1. No risk.

All of Soma's Tri-S sales tools are guaranteed to make money for you or they are *free*. For any month that you take the service, you are under no obligation to pay. And there are no long-term contracts.

2. Proven.

It's a fact. The average Tri-S client makes a 2600% return on their investment with us every month.

3. Sales intensive.

For broadcasters our research is designed to do only one thing-- provide useful data that sells spots. Both commercial and non-commercial stations make money every month using Tri-S materials.

4. Advocate.

Tri-S is Christian media's professional friend and advocate, serving and supporting thousands of salespeople.

5. Unparalleled.

Over the past six years, Tri-S has been Christian broadcasting's only sales bureau; the only source for market research for both Christian advertisers and sales departments.

6. Complete.

Every month we publish *Christian Media*, *The Tri-S Christian Media Report*, the *Tri-S Tape of the Month*, the *Tri-S One-Sheets*, and we provide the Tri-S Help Hotline. It's simple, safe, and it works.

For a sample kit, call 1-800-282-5337



SOMA
Christian Market Research

(Circle 234 on the Reader Service Card)

For noncommercial Christian stations, the annual sharathon remains the major fundraising event of the year. But direct mail can help jump-start your sharathon, remind forgetful donors, and serve as a new donor acquisition tool.

Jump-Starting Your Sharathon

Thanks to pre-sharathon direct mail campaigns, KTLF-FM/Colorado Springs, Colo., has entered its last three sharathons with at least 15 percent of its final goal already in the door. If you have your calendar nearby, find the date of your next sharathon and back up at least 60 days. That is when you will need to begin planning your pre-sharathon mailing.

All you will need is a letter and reply device, plus an outside and return envel-

but simply forgot a month here or there. This is why you need to plan a pledge reminder.

I would encourage you not to paint yourself into a corner during a sharathon by promising, "Your pledge is between you and the Lord; you will never get a reminder from us." True, giving is between the giver and the Lord, but notice how you have implied that pledge reminders are not of God. You would be surprised how much the Bible has to say about reminding others of financial commitments.

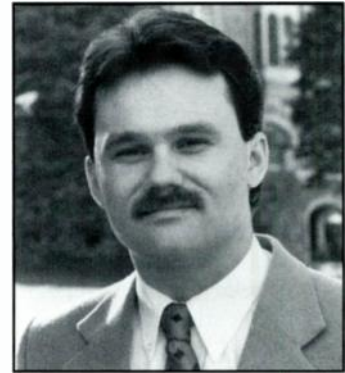
Turn to II Corinthians 8 and read the Apostle Paul's pledge reminder to the believers in Corinth. As you recall, the Corinthians had promised a gift for the Christians in Jerusalem but had yet to fulfill. Notice not only *what* Paul says but *how* he says it.

In verse seven Paul reminds them "just as you excel in everything — in faith, in speech, in knowledge, in complete earnestness, and in your love for us — see that you also excel in this *grace of giving*." Both the ability and desire to give is itself a gift from God!

In verse 11 Paul exhorts the Corinthians to "finish the work, so that your eager willingness to do it may be matched by your completion of it, according to your means." Sound familiar? You had a lot of eager and willing givers during your last sharathon. Some will need a nudge to complete their commitment. If Paul was a station manager he would probably say it this way: "Remember the eagerness to give you showed at sharathon? As God enables you, please send your pledge gift today."

Send your reminder to any monthly donor who is 30 days lapsed. Why wait 30 days? You will give the donors a chance to catch up on their own. If a donor pledged a single gift at sharathon but has yet to give, do not wait; send his or her reminder today.

Last summer I helped a station gently nudge forgetful donors. They responded by sending over \$14,000, and no one complained! Some even jotted notes like, "Thanks for the reminder," and "Oops! I forgot!" on their response forms. But remember, you are not a bill collector. Follow the lead of Paul, and your donor family will thank you for the friendly reminder. Plus, they will appreciate that you not only keep a close eye on how ministry gifts are spent, you also watch how they come in. Both perspectives are equally important to the ongoing health of your station.



Acquiring New Donors

What happens to new names added to your mailing list between sharathons? Chances are they sit idle until you dust them off in time for the next go-around. If so, you are past due for a non-donor cash project.

Look around your station. Consult your staff. Do you need a new production board or tape deck? How about your transmitter — is it on its last leg? Choose your most pressing need and write a cash project letter targeted to your new listeners. Include other non-donors on your list. Plus, add donors who give small, sporadic gifts.

In a sense, your letter will create what I call an "absentee sharathon." Some people on your list were out of town during sharathon; some forgot to call; or in the case of new listeners, they did not know you existed. Now is the chance to show their support. You might even find a donor who can provide a matching grant — he or she will match gifts by other donors, dollar-for-dollar, up to a set amount.

Two years ago, with the help of a matching grant, one station raised \$24,000 in the middle of the summer for a much-needed transmitter. Best of all, it added a bundle of new donors who were ripe to give again at sharathon seven months later.

Direct mail can be an effective sidekick to your annual sharathon. Remember to target carefully, ask without apology, and show genuine gratitude. You will be amazed how your listening friends respond generously all year long.

Dave Kassing, a director of development for The Navigators, is responsible for the strategy, creative work, and production of the ministry's direct mail program. He also assists with the direct mail program at KTLF-FM/Colorado Springs, Colo.

Direct Mail: Three Ways To Make It Work For Your Station

by Dave Kassing

lope. You may be tempted to add your new brochure or program schedule. **Don't.** You risk distracting your reader from your purpose in writing — to ask for a pre-sharathon pledge.

Be straightforward with your appeal. In your first two paragraphs, tell your reader why you are writing — to ask for his or her early gift to help build momentum for the upcoming sharathon. Build your case from there. One station offers a choice of new music cassettes to anyone pledging at least \$18 per month. Then as it officially kicks off sharathon, it mentions pre-pledgers and thanks them for setting the pace.

Reminding Forgetful Donors

No doubt about it, your sharathon will garner a lot of pledges, but it is easy for people to forget commitments once the excitement ends. Look through last year's sharathon data. Notice the listeners who pledged 12 monthly gifts but gave only seven or eight. They meant to be 12-for-12



Win Over 10% of Your City To Jesus On One Day!

Local Church Outreach, National In Scope

A rare opportunity exists for Christian Broadcasters, media ministries, and Para-church ministries to encourage your listeners and supporters to get involved in their *own local church*, to support their *local pastor*, to participate in their city's evangelistic census. The National Evangelistic Census (NEC) outreach is happening in every community across the nation. As broadcasters you can participate in the census by airing announcements, news reports, interviews and teachings that encourage the believers in their ADI/market to participate with their *local church*. *Local pastors are enthusiastically receiving this encouragement.*

NEC is an open door for broadcasters, media ministries, and Para-church ministries to spearhead participation in a six-month media and prayer build-up to equip the saints for an international *local church* evangelistic outreach on September 20, 1992.

Ministries from every part of the *Body*

of Christ, conservative Evangelicals, Pentecostals, Charismatics, and evangelical born-again believers from mainline denominations are uniting around the Great Commission of Jesus to win the lost in their city, state, nation, and outermost parts of the world. Today is a new day, a historic year of great harvest.

The National Evangelistic Census Committee have produced materials to facilitate broadcasters to participate in your market's Evangelistic Census. Music and animation has been produced for TV and radio broadcasters and programmers for production of local programs and segments to contribute to a co-op of stations nationally. These will be available beginning in April, *via satellite*. Local and national reports, testimonies, endorsements, teachings will cross-pollinate the entire *Body of Christ*.

NEC is *not* building a "super" network, but rather a co-op of stations and media ministries who *want* to reach their coverage areas

with the gospel of Jesus Christ - to fulfill their calling to equip the *Body of Christ* for the work of the ministry, to "*Win Our City To Jesus!*"

NO Fee to Participate

NEC only asks for your support and endorsement within your community. You can participate at any level. Pray about how your ministry can get the word out in your market to support this work to *win the lost to Jesus*. Print, audio, and video materials are available for *only* the cost of dubbing and shipping. The production costs have been covered by the NEC and contributing ministries. You can contribute to the success of this international *local church* outreach by simply participating in your coverage area.

Win Our City & Nation to Jesus, Sept. 20, 1992.

Join-in with These Leaders to Encourage Your Supporters to Participate in The National Evangelistic Census.

COL. JIM AMMERMAN
Dep. Dir. Military Chaplains

J. ROBERT ASHCROFT
Pres. Emeritus, Berean College of the Assemblies of God

MIKE BARBER
Mike Barber Prison Ministries

GARY BERGEL
Pres., Intercessors for America

RUSS BIXLER
TV-40, Pittsburgh, PA.

CLAUD BOWERS
Channel 55, Orlando, FL

HAROLD BREDESEN
Prince of Peace Foundation

BILL BRIGHT
Campus Crusade For Christ

JAMIE BUCKINGHAM
Ministries Magazine

HAPPY CALDWELL
President, ICFM

DAVID CERULLO
The NEW Inspiration Network

MORRIS CERULLO
Morris Cerullo World Evangelism

BILLY JOE DAUGHERTY
Victory Christian Center

TINA DI ASIO
Women Are Wonderful

DICK EASTMAN
Every Home for Christ

FRANCIS FRANGIPANE
Advancing Church Ministries

DR. PHILLIP G. GOUDEAUX
Caivary Christian Center

DR. D. "BUD" GARDNER
Faith Outreach Center

REV. JOHN C. HAGEE
Cornerstone Church

ROY HARTHERN
Roy Harthern Ministries

JACK HAYFORD
Sr. Pastor, Church on the Way

MARILYN HICKEY
Marilyn Hickey Ministries

CHARLES & FRANCES HUNTER
Hunter Ministries

R. W. JACKSON
Zoe Intl. Christian Fellowship

ALAN JANDL
Living Stones Church

BEN KINCHLOW
National TV Host

DR. T. L. LOWERY
National Church of God

FR. BILL MCCARTNEY
Catholic Priest, Connecticut

RAY MOSSHOLDER
Marriage Plus

BOB MUMFORD
Lifechanger Ministries

DEBRA PAGET
Film Star, Ten Commandments, etc.

TED PANTALEO
Executive Dir., International Christian Embassy, Jerusalem, USA

NICK PAPPIS
International Evangelist

BISHOP EARL P. PAULK
Chapel Hill Harvester Church

BISHOP JAMES PEEBLES, SR.
PASTOR BETTY P. PEEBLES
Jericho Baptist Church

MIKE & MARILYN PHILLIPPS
Nova Shalom Marriage Ministries, International

CHAPLAIN RAY
International Prison Ministry

LEONARD RIEBOLD
International Dir. FGBMFI

ORAL ROBERTS
Oral Roberts Evangelistic Assc.

RICHARD ROBERTS
Oral Roberts Ministries

MALCOLM SMITH
Malcolm Smith Ministries

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Certified Financial Planner

JOHN STALLS
WICH-TV-19, Madisonville, KY

STEVEN STRANG
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KARL STRADER
Carpenters Home Church

HILTON SUTTON
President, Mission to America

VINSON SYMAN
N. American Renewal Services

BETTY TAPSCOTT
Author/Evangelist

DR. BUD WALTERS
Chmn., Nahum Jonah Ministries

RICH WEAVER
Pres., Spiritual Revolution Thru Christ

GARY V. WHETSTONE
Victory Christian Fellowship

ROBERT T. WEINER
Bob Weiner International Ministries

RALPH WILKERSON
Melodyland Christian Center

DR. B. J. WILLHITE
National Prayer Embassy

PETER YOUNGREN
Peter Youngren Ministries

And Many More...

Write Us, Call Us: 1-800-683-3024, or FAX Us: 1-713-358-4130

I Am Joining God's Air Force Today!

- We Will Participate in the NEC Co-Op of Christian Radio & TV Stations/Networks.
 - Air &/or Produce Endorsement/Testimonial :30 & :60 PSA Spots.
 - Air &/or Contribute Programming for Daily 2 min. NEC Updates & Wkly. 1/2 hr. Shows.
 - Air &/or Contribute Programming To The NEC Census Day Coverage on Sept. 20, 1992.
- We Would Like To Be The NEC Media Coordinator For Our ADI/Market.

AM FM TV Other _____

Signature _____ Printed Name _____ Date _____

Contact Name _____ Mailing Name/Call Letters _____

Phone # (_____) _____ FAX # (_____) _____

Address, City/State _____ ZIP _____

National Evangelistic Census Hdqtrs. 201 McClellan Rd. Kingwood TX. 77339



September 20, 1992

Christian Best Sellers!

CLOTHBOUND

- *(2) 1. **The Coming Economic Earthquake**, *Larry Burkett*, Moody Press
- (1) 2. **The New World Order**, *Pat Robertson*, Word Publishing
3. **Under Fire**, *Oliver North with William Novak*, HarperCollins Publishers and Zondervan Publishing House
- (5) 4. **Simple Faith**, *Charles Swindoll*, Word Publishing
- (4) 5. **In the Eye of the Storm**, *Max Lucado*, Word Publishing
- (6) 6. **Life's Not Fair, but God Is Good**, *Robert H. Schuller*, Thomas Nelson Publishers
- (7) 7. **My Utmost for His Highest**, *Oswald Chambers*, Harbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
- (9) 8. **Hope for the Troubled Heart**, *Billy Graham*, Word Publishing
- (13) 9. **Why America Doesn't Work**, *Chuck Colson and Jack Eckerd*, Word Publishing
- (10) 10. **Quiet Times for Couples**, *H. Norman Wright*, Harvest House Publishers
- (11) 11. **Little House in the Ozarks**, *Laura Ingalls Wilder and Stephen W. Hines, Editor*, Thomas Nelson Publishers
- (14) 12. **The Grace Awakening**, *Charles Swindoll*, Word Publishing
- (8) 13. **Prodigals and Those Who Love Them**, *Ruth Bell Graham*, Focus on the Family Publishing (Word)
- (20) 14. **A Touch of His Freedom**, *Charles Stanley*, Zondervan Publishing House
- (15) 15. **Fit to Be Tied**, *Bill and Lynne Hybels*, Zondervan Publishing House
- (12) 16. **Passages of Marriage**, *Frank and Mary Alice Mirirth, Brian and Deborah Newman, and Robert and Susan Hemfelt*, Thomas Nelson Publishers
17. **What My Parents Did Right**, edited by *Gloria Gaiher*, Star Song Communications
- (18) 18. **Straight Talk**, *James Dobson*, Word Publishing
- (17) 19. **The Applause of Heaven**, *Max Lucado*, Word Publishing
20. **Forgiving Our Parents, Forgiving Ourselves**, *David Sloop and James Masteller*, Vine Books (Servant Publications)

PAPERBACK

- *(2) 1. **A Woman Named Damaris**, *Janette Oke*, Bethany House Publishers
- (4) 2. **This Present Darkness**, *Frank Peretti*, Crossway Books
- (3) 3. **Good Morning, Holy Spirit**, *Benny Hinn*, Thomas Nelson Publishers, Walker & Co.
- (1) 4. **Warsaw Requiem**, *Bodie Thoene*, Bethany House Publishers
- (7) 5. **Piercing the Darkness**, *Frank Peretti*, Crossway Books
- (6) 6. **Roses for Mama**, *Janette Oke*, Bethany House Publishers
- (5) 7. **Stick a Geranium in Your Hat and Be Happy!**, *Barbara Johnson*, Word Publishing
- (8) 8. **God Uses Cracked Pots**, *Patsy Clairmont*, Focus on the Family Publishing (Word)
- (16) 9. **Joshua**, *Joseph Girzone*, Macmillan Publishing Co.
10. **God Came Near**, *Max Lucado*, Multnomah Press
- (17) 11. **Mere Christianity**, *C.S. Lewis*, Macmillan Publishing Co., Walker & Co.
- (9) 12. **Dead Air**, *Bob Larson*, Thomas Nelson Publishers
- (15) 13. **The Crown and the Crucible**, *Michael Phillips and Judith Pella*, Bethany House Publishers
14. **More Than a Carpenter**, *Josh McDowell*, Tyndale House Publishers
- (10) 15. **The Blessing**, *Gary Smalley and John Trent*, Pocket Books
16. **Comeback**, *Dave Dravecky with Tim Stafford*, HarperPaperbacks
17. **No Wonder They Call Him the Savior**, *Max Lucado*, Multnomah Press
18. **Vienna Prelude**, *Bodie Thoene*, Bethany House Publishers
19. **Julia's Last Hope**, *Janette Oke*, Bethany House Publishers
- (20) 20. **Danzig Passage**, *Bodie Thoene*, Bethany House Publishers

*Last month's position

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

THE BOOK SHELF

The New American Commentary: Philippians, Colossians, Philemon

by **Richard R. Melick Jr.**
Broadman Press, 1991

Reviewed by *Harry Conay*

Although we should never use commentaries in lieu of scripture, I regard them as useful tools to assist us in better understanding God's Word. This new volume in the *New American Commentary* series (covering Philippians, Colossians, and Philemon), is especially effective at doing so.

Author Richard R. Melick Jr. is a professor of New Testament and Greek at Mid-America Baptist Seminary in Memphis, Tenn. Adhering to the perspective of the North American Commentary (NAC) which is "unapologetically confessional and rooted in the evangelical tradition," Melick delivers a no-nonsense volume that reflects sound, conservative, evangelical theology.

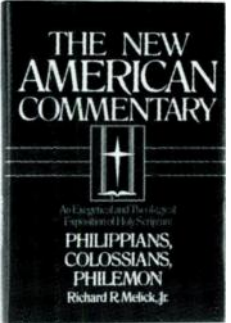
Based on the New International Version (NIV), the "target audience" for this book is rightfully indicated as "the pastor and student, not the technical scholar." In fact, in preparation for teaching a 13-week adult Sunday Bible study of Philippians (prior to reviewing this volume), I consulted the usual variety of

reference books, including commentaries, both "classic" and modern, in a multi- and single-volume format.

I am happy to report that insofar as Philippians is concerned, I could confidently use this one volume, in lieu of many others, to prepare an interesting and illuminating lesson without fear of having sacrificed the essentials.

A sound piece of research, this is a jargon-free, user-friendly volume. The NIV text is conveniently reproduced, and outlines precede the introductory material and each portion of Scripture being discussed. The uncluttered layout is especially pleasing to the eye, and footnotes provide technical data without intruding upon the flow of the text. It is current, thoroughly documented, practical, avoids "preachiness," and is reasonably priced.

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



Interview Insights

by **Jonathan Petersen**

Conducting interviews at your station is a vital way to demonstrate to your audience your commitment to full information service. Radio stations need only use the telephone for this, producing a live interview or a taped, edited one. But if you are a television producer, you need a travel budget to bring the author to the studio, negotiate travel costs with publishers, concentrate on local authors, depend on publishing houses to alert you when an author is in your area, or tape remote interviews at conferences or in your regular travels.

Of course, television programmers should not shy away from using the telephone. A two-minute interview could consist of the camera focusing on the host talking with the author, a dissolve

onto a picture of the author (received from the publishing house or author), another dissolve onto a display of the book with several copies fanned out on a table and one copy standing, and a dissolve back to the host. Or you can show B-roll video footage on the subject you are discussing while your phone interview is the voice-over.

Be creative in scheduling interviews; tie them in with news headlines, special dates, events occurring in your market, trends in society, important issues that need to be discussed, or church-related matters. The list goes on.

Formats can vary. KFLR-FM/Phoenix, Ariz., and WBCL-FM/Fort Wayne, Ind., run hour-long shows talking with authors and inviting listener call-in par-

Personal Tax Edge

Computer Software for planning and preparation of 1991 Federal Income Tax Returns

by **Parsons Technology**,
Hiawatha, Iowa

Reviewed by *David H. Peterson*

The folks at Parsons Technology have done it again. In *Personal Tax Edge*, they have given us tax preparation software which is inexpensive, relatively simple to use, yet comprehensive enough to cover most any situation the average taxpayer will encounter.

In the past I have used another tax program, but his one is far superior. Consider its features: an "on-line" interview mode for the tax novice, a "what-if" function allowing one to determine tax liability with given information, and an auditing feature indicating points of discrepancy which may flag your return for possible IRS audit. Along with these, there is a "context-sensitive" on-line help system featuring an extensive glossary of tax-related terms, and a final checklist window much like that found on the back of your return envelope.

Using the "interview method," all you have to do is answer the questions asked by the computer and the ap-

propriate forms are automatically prepared. Data can also be imported directly from several commercial money management programs, including Parsons' own *Money Counts*.

Bookkeeping notes can be attached to individual items, three different types of calculators are available, and on-line help is available at the touch of a button. (Utilizing a mouse makes these features even more accessible). Upon completion, your return can be printed in an IRS-approved manner using just about any graphics printer.

Be aware that although the program requires nearly three megabytes of hard disk space, five megabytes are required during its installation process. For those with a floppy disk-based system, a scaled down version is available at no additional charge.

Regardless of your particular hardware configuration, preparing your taxes by computer sure beats the old paper, pencil, and calculator method, making your tax preparation less taxing, and maybe even *fun!* *Personal Tax Edge* is a great program at a reasonable cost. I recommend it without hesitation.

David H. Peterson is pastor of Warwick Assembly of God in Warwick, N.Y., and a computer enthusiast.

ticipation. KBRT-AM/Los Angeles, Calif., has more than one interview program in its daily schedule. KFLQ-FM/Albuquerque, N.M., runs two four-minute live interview spots Monday through Friday, one in each of the morning and afternoon drive times. Some stations and networks, such as Mission News Network, record interviews and edit them into several brief programs which are aired as a series throughout a week.

No matter how you want to shape the interview, all it takes is a little planning, scheduling, and record keeping. Begin by calling the media departments at publishing companies. They will assist you in arranging the time and date of the interview with the author you want. The ease of it will surprise you.

After booking the interview through the publisher, it's a good idea to send a confirmation of it to the author. This can be a postcard with the day, date, and time the interview is to take place. And, if it is taped instead of live, include the air date of the production.

Publishing houses need to be kept informed. When you review a book, send a copy of the script to the publisher (this is a fair exchange for the free copy of the book you received). If you only list the book as being available, or if you give it away on the air and mention the title, author, and publishing house, notify the publisher.

When you schedule an interview with the author, be sure to let the public-

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AUTHOR AVAILABILITY: Los Angeles, Calif., and by telephone.

CONTACT: Media Relations, 800-727-8004.

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CONTINUED ON PAGE 50

SHURE PRODUCES PORTABLE AUTOMATIC MIC MIXER UNITS

Shure Brothers Incorporated, manufacturer of microphones and related audio electronic components, has announced the availability of its new Model FP410 — the world's first portable automatic microphone mixer. The FP410 finds primary applications in the corporate television, broadcast, and field production environments, where multi-microphone use is frequent.

Shure IntelliMix, the operational concept behind the FP410, is manifested in three key features of the automatic mixer circuitry:

(1) *The Noise Adaptive Threshold* activates microphones for speech but not for constant room noise, such as air conditioning;

(2) *Max Bus Circuitry* limits the number of activated microphones to one per talker; and

(3) *Last Microphone Lock-On* keeps the most recently activated microphone open until a newly activated microphone takes its place.

The FP410 has four transformer-balanced inputs that accommodate a variety of microphone types. For further information regarding the FP410, contact Shure Consumer Relations, 222 Hartrey Avenue, Evanston, IL 60202-3696, or call Shure Customer Service at (800) 25-SHURE.

JVC ENHANCES VIDEO CAMERA TO MINIMIZE VERTICAL SMEAR

JVC Professional Products Company has enhanced its KY-17U Professional Video Camera with three Frame Interline Transfer (FIT) CCDs for increased resolution and minimum vertical smear. The use of a proprietary prism configuration and color matrix circuit eliminates smear and enhances color reproduction for the KY-17FITU.

In addition, JVC has reduced CCD sampling noise with a Correlated Double Sampling Circuit. The result is horizontal resolution of 700 lines and a signal-to-noise ratio of 60 dB.

The KY-17FITU docks with JVC's BR-S411U and BR-S420CU S-VHS port-

able recorders and has composite, separate Y and C outputs, and a connector that is switchable between Y/C-358, component, and RGB.

For further information regarding the KY-17FITU, contact JVC Professional Products Company, 41 Slater Drive, Elmwood Park, NJ 07407, or call (201) 794-3900.

TELEX INTRODUCES ELECTRET CONDENSER GOOSENECK MIC

Telex Communications Inc. has announced a new electret condenser gooseneck microphone series. The EGM Series includes permanent and quick mount unidirectional goosenecks, available in a 12- or 19-inch style.



JVC KY-17FITU COLOR CAMERA

recording, and public address applications. For further information regarding the EGM Series, contact Telex Communications Inc., 9600 Aldrich Avenue South, Minneapolis, MN 55420, or call (612) 884-4051.

COMREX DEVELOPS CONSOLE FOR REMOTE TALK PROGRAMS

A compact, economical, and easy-to-use Talk Console, developed by Comrex, combines all of the elements needed for a talk show into a single package. Designed for use by a wide range of air talents and related professionals, the portable Talk Console can be used wherever there is access to phone lines. Ideal applications for the console include:



COMREX TALK CONSOLE

Perma-mount electret goosenecks (Models EGM-40P/EGM-41P) feature a standard 5/8-inch-27 threaded flange for mounting on a mic stand, a 5/8-inch-27 threaded adapter for mounting to a podium or other surface, and an XLR-3M mic connector. Phantom power (5-52 Vdc) is required.

The EGM-40Q/EGM-41Q quick mounts have an XLR-3M connector, which allows easy removal for storage. These units plug directly into any standard 3-pin panel jack or microphone cable which provides 5-52 Vdc phantom power. An optional shock mount (Model SH40) dampens surface-transmitted mechanical noise.

Steel reinforcements have been used to increase the microphones' durability. A silent on/off switch is a standard feature, and a windscreen is included with all models. This new line has been designed for high-quality sound reinforcement,

- Syndicated Talk Programs
- Radio Features Production
- Remote Talk Show Broadcasts
- Newsroom Interviews

The Talk Console conferences two incoming phone lines with two microphone channels for a host and guest. Included in the compact talk show package are a dial pad with two telephone line inputs for both a single telephone line connection and an in-house multiline system.

Two microphone inputs are provided on the rear panel with the second channel also available for line level sources such as CD players and tape decks. There are two adjustable headphone outputs, as well as remote contact closures to permit starting tape recorder and delay system.

For further information regarding the Talk Console, contact Comrex Corporation, 65 Nonset Path, Acton, MA 01720, or call (800) 237-1776. In Massachusetts call (508) 263-1800.

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WASHINGTON WATCH CONTINUED FROM PAGE 6

mittee chairman John Dingell (D-Mich.) sent a letter to Commission chairman Alfred Sikes outlining his thoughts on time brokerage and other communications issues. Last May, when the FCC began an extensive rulemaking proceeding to review radio ownership restrictions, time-brokerage policies were among the specific issues addressed.

The agency sought comments on several specific questions, including whether the Commission should limit the

number of radio stations in the same market a single program supplier may serve; whether simulcasts should be treated differently from other programming agreements; and whether LMAs involving 24-hour programming should be permitted. The rulemaking remained under FCC consideration at press time.

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

GLOBAL CHALLENGES CONTINUED FROM PAGE 36

sense after the humiliation of its defeat and the degradation of the crimes in which Japanese militarists were involved in Asia and much of the world.

Some responded. But for the most part, evangelicals left Japan to go its own way. Prayer went up year after year for Israel and China with the results which we have seen. But Japan was always left off the list, and now we face the most dynamic economic titan of modern times.

If it is not sidetracked, at its present rate of growth, Japan will overtake the economy of the United States in a few short years, with only half of one percent of its population in any sense churchgoing Christians. Now there may be two or three

percent who basically agree with Christian doctrine, but that is nothing.

Think of what could happen to Japan's relationship with the world in a beneficial sense if just a small minority of Japanese said, "The uniqueness of Japanese culture is not enough. There has to be more to society than merely our wonderful sense of consenses, for which we are so famous."

For this to take place it will require courage, it will require persistence, it will require people who are prepared to labor with no apparent reward for long years. But it has to be done. If we do not accept the challenge of Japan, our whole world will be a sornier place.

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

INTERVIEW INSIGHTS CONTINUED FROM PAGE 47

ity department know. In other words, maintain a good working relationship with the publishing house. To save yourself time, develop a form letter you can easily fill in and send to the publisher.

Send scripted reviews to the publisher after you run them on the air. Whether or not the reviews are favorable, the publisher will keep them on file. If you interview authors, make tapes of the interviews available to the publisher.

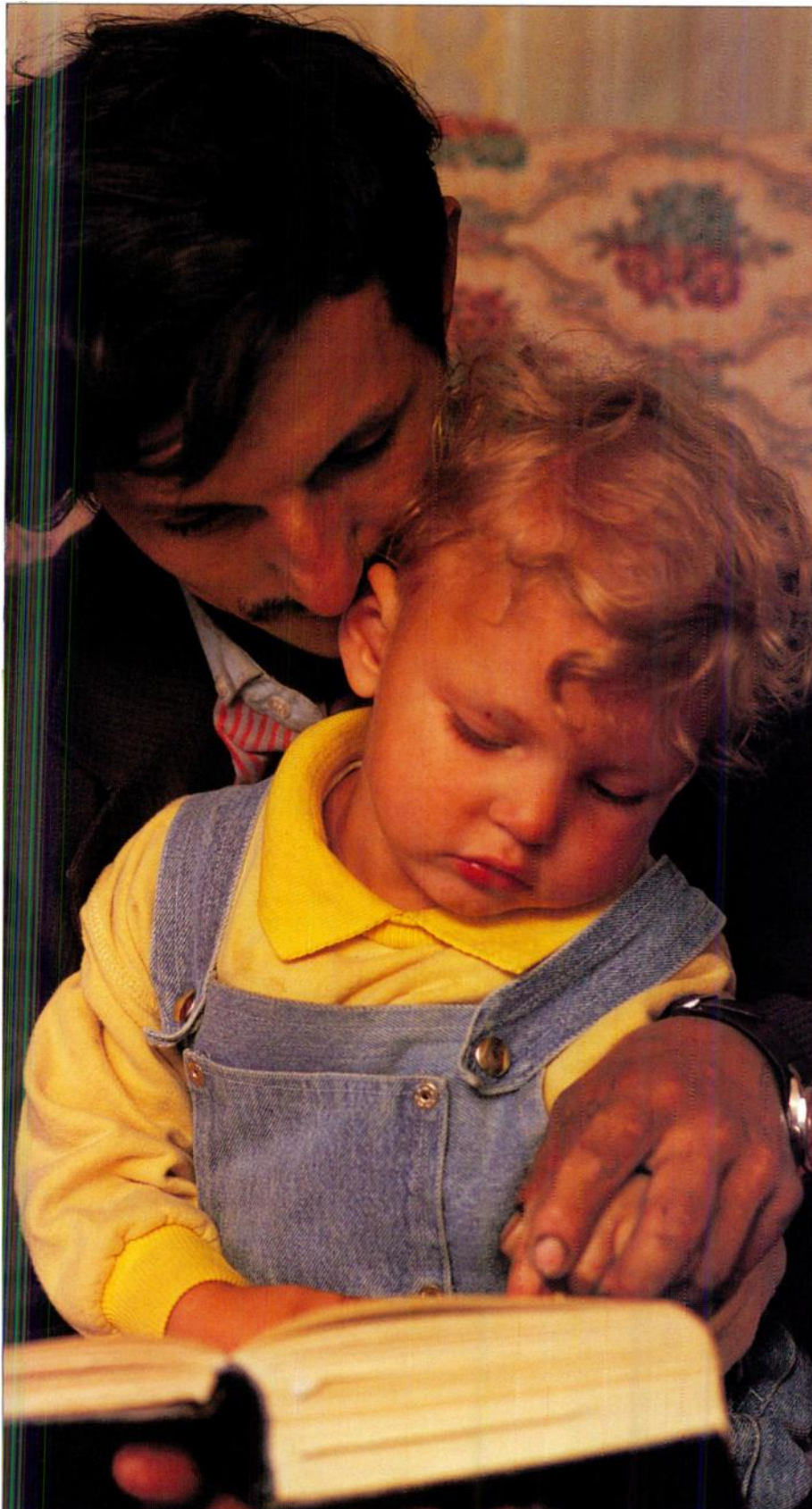
Work with local Christian bookstores. Sell a five-minute daily spot for the production of a book feature. Interview store managers. Develop a system of

notifying stores ahead of time of the book reviews and author interviews you will be conducting on the air, so they can prepare for your listeners/viewers requesting those books.

Next month we'll discuss specific techniques to sharpen your interviewing skills. 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 was formerly the religion news editor of UPI Radio Network.

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Thank you for helping The Bible League send more than eight million Scriptures to the Soviet Union and Eastern Europe in the past two years. The Scriptures you helped provide will reach at least 80 million people there. Our radio and television campaigns in 1991 — including the “Seven Days of Hope” campaign in June — have raised funds for the most extensive program ever to bring God’s Word to these formerly closed countries.

Your viewers and listeners are deeply involved in helping to change our world. We appreciate you very much.

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National Disaster In Italy

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- ...There are more than 57 million people;
- ...Less than one-half of 1% of the population is born again;
- ...Less than 10% EVER attend church;
- ...The second largest religion in the nation is Jehovah's Witness;
- ...Italians are more and more requesting a "magic god that answers their requests immediately and does not allow one to get sick and doesn't demand to refrain from anything;
- ...There are more sorcerers and witches in Italy than there are Catholic priests;
- ...The magic "forces" in Italy are represented by more than 100,000 agents working full-time or part-time, compare to 38,000 Catholic priests;
- ...There are more than 260 occult organizations in Italy.
- ...There is only one Christian missionary to every 200,000 people;
- ...Italians have spent 1.5 billion dollars in the "shops of the mysterious". They have contributed less than half this amount to the Catholic Church;
- ...Catalogues sold by the occult organizations offer lustral water for exorcisms, "oil of grace" against curses and the "bad eye," oil of miracle for therapeutic usage and "blood of Judas" wine for rites of love;
- ...agents for the occult practice black magic, which involves death, hate and violence;
- ...The worldwide operations for the Mafia are based in Italy.

Body of Christ! Italy and Jesus Cares Ministries in Rome, Italy needs your love, caring, sharing, prayers and financial support to help turn this national disaster around. Alone we can not do it. We need you. In the U.S. write or call: Mary Latin, 12 Carmanthan Court, Dallas TX 75225. Telephone 214-696-2506. In Rome, Martin and Catherine Lombardo, Via D. Barone, 31; Rome, Italy 00165. Telephone 011 396-638-5283.

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LOOKING AHEAD

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NATIONAL RELIGIOUS BROADCASTERS TELEVISION PRESIDENTS' MEETING

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

Looking Ahead
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Media Travel U.S.A. is the official agency of the 1992 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].

With a servant's heart.

How many successful companies do you know that don't solicit new business and live only to serve others? Better yet, how many do you know that really aren't concerned about the width of their profit margin? How many of you actually believe that such a company exists?

Ah, but it's true. Meet Jon Campbell, president of Ambassador Advertising Agency, Fullerton, California. "Ambassador has one purpose and one purpose only: To help radio ministries communicate the gospel."

Sounds simple enough. But to accomplish this broad mission, Ambassador has created five separate divisions:

Production/Creative Services (for editing, scripting, program production and assembly, promotional resources, etc.), Marketing (program placement, analysis, newsletters, etc.), Syndication (materials reproduction and distribution), Satellite (offered as a pass-through service to clients), and Fund Raising/Listener Support (coordinating direct mail efforts, materials critique, etc.).

Whatever type of help a radio ministry needs, Ambassador can pretty much take care of it. Whether it's showing Dr. James Dobson how to maximize his time-buying dollars, or helping Chuck Swindoll develop and distribute *Insight for Living*.

Perhaps an excerpt from their brochure says it best: **"We believe our role is that of servants. The nature of our company is that of a service organization...but we believe, greater than that fact, is that we are called in Christ to work**

with a servant's heart."

Jon Campbell concurs. "The bottom line is that we are a *ministry*. We simply use our spiritual gifts and abilities to complement others," he emphasized. "We have never solicited business. What business we have, God has brought us."

And God has certainly blessed their faithfulness. Ambassador's history has been one continuous success story from the very start when religious broadcasting pioneer Al Sanders founded it in

March of 1959 as a service to the *Biola Hour* radio ministry. At that time, radio broadcast ministries were handled by secular agencies and it was strictly a time-buying proposition. No promotional support, no production support, no nothing...for a 15 percent commission,

of course. Al Sanders, already well-known in both the secular and religious broadcasting communities, was working for Biola when he realized that there had to be a better way.

To make a long story short, after much soul searching Al decided to create Ambassador Advertising Agency. He created it first and foremost to serve Biola at a reduced commission. Over the years, Ambassador has grown in number of clients (through reputation, not active solicitation) including many of the world's most celebrated radio ministries. But the philosophy still remains true:

"God says be faithful and do



JON CAMPBELL,
President
Ambassador
Advertising Agency

your job well and He'll take care of the rest. We honestly believe that," Jon stated emphatically. "It's how we run our business."

Ambassador freely admits that they're very selective about the kinds of clients they serve.

"They have to fit, spiritually and philosophically, or we can't work with them."

That also goes for the vendors they use. And, by the way, they use SpaceCom Systems' FM SquaredSM technology for their satellite requirements.

"SpaceCom is great to work with—very trustworthy, very efficient," Jon said. "They have a heart for what they do, and they genuinely care about the ministries of Ambassador. We're kindred spirits."

As for the future, Jon said, "We don't worry about the future. If we did, it would limit our effectiveness because we'd become more concerned with self-perpetuation than for the ministry. But we do have specific goals, like remaining efficient, cost-effective, and on the cutting edge of technology."

Well, we at SpaceCom are very proud to be associated with a company like Ambassador Advertising. Their attitude about service gives us all something to strive for.



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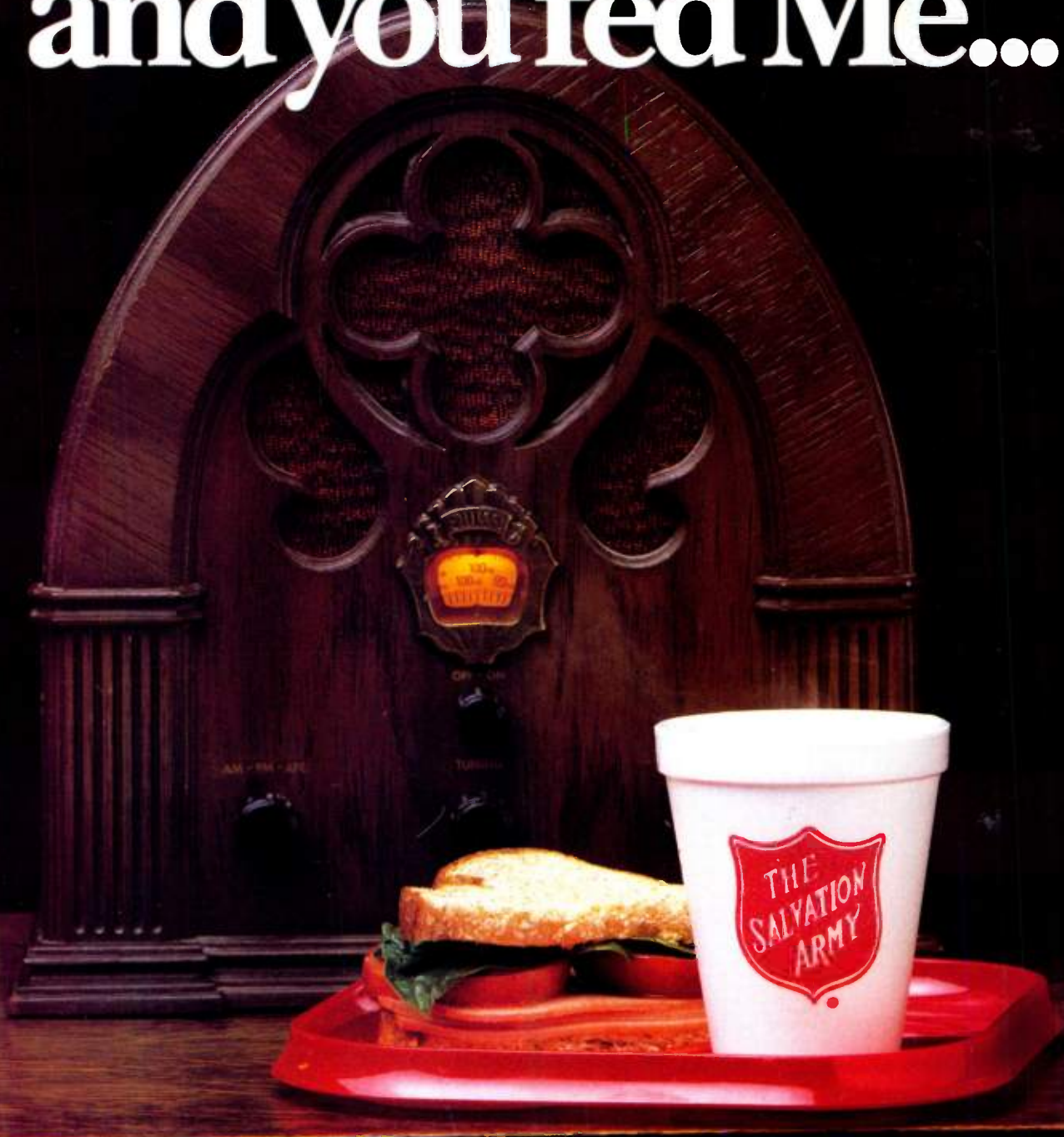
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*"Now then, we are
ambassadors for Christ,
as though God did
beseech you by us:
we pray you in Christ's
stead, be ye
reconciled to God."*

II CORINTHIANS 5:20

For I was hungry and you fed Me...



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