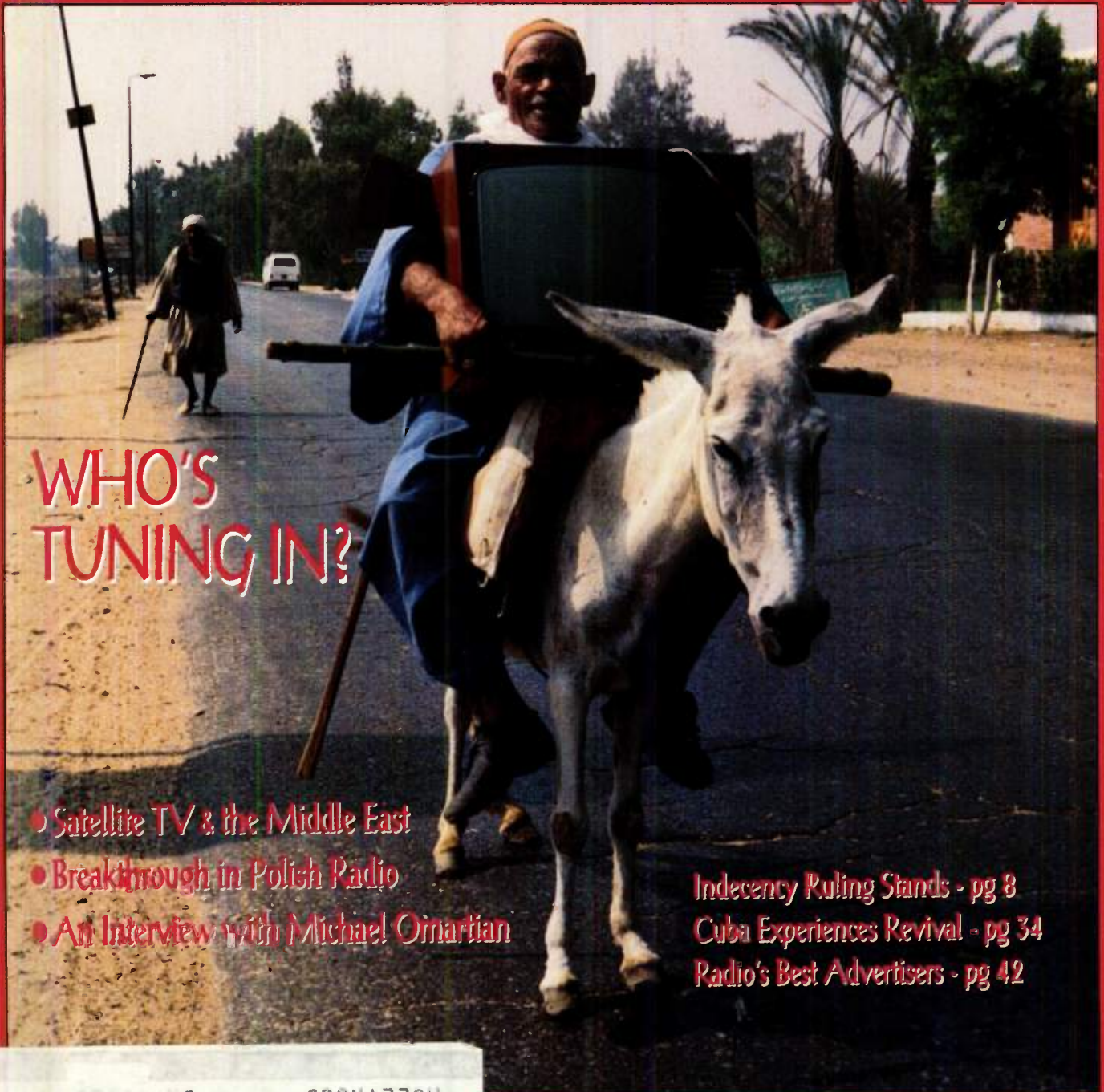


RELIGIOUS BROADCASTING

MAY 1992



**WHO'S
TUNING IN?**

- **Satellite TV & the Middle East**
- **Breakthrough in Polish Radio**
- **An Interview with Michael Omartian**

Indecency Ruling Stands - pg 8
Cuba Experiences Revival - pg 34
Radio's Best Advertisers - pg 42

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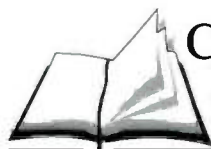
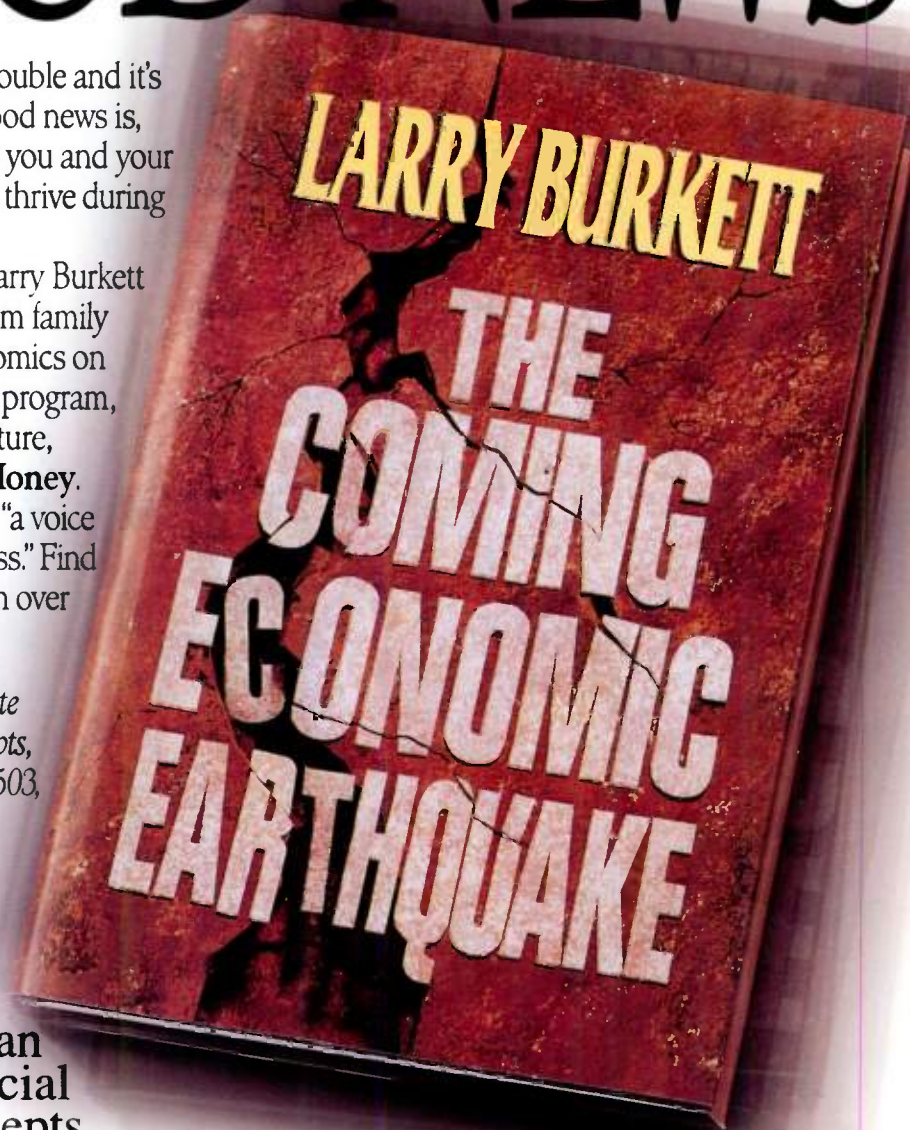
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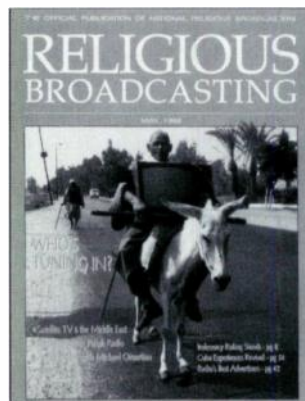
by Mark Elliott / Besides urgency, ministry groups working in Central and Eastern Europe need to exhibit cooperation and cultural sensitivity as well.

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ABOUT
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COVER



WHO'S TUNING IN?

Beginning on page 6, this month's issue focuses on the role of religious broadcasting in ministry and evangelism. It includes feature articles about ministry efforts in Central and Eastern Europe, Poland, and the Middle East. The cover photo, showing an Egyptian man carrying a television set while riding a donkey, serves as a reminder of the significance of the electronic media to the Arab world.

Cover Photo: Middle East Media (MEM)

SIGNING ON

The word *Gospel* in English has come to mean something very different to our world than it did in New Testament times. The denotative meaning is now linked exclusively with the message of the Christian faith. The connotative meaning suggests to many the negative image of some rather quaint subculture, out of touch with the events shaping our world. The word simply meant "good news" to the followers of Jesus. The evangelists who carried this Gospel were literally "good news carriers." The term *evangelist* has likewise taken on a somewhat different meaning today.

As Christian broadcasters, we are called to be evangelists or carriers of the Gospel. It is our great privilege to be involved in communicating the wonderful news that God has reconciled man to himself through Christ. The word used for the act of communication, *keruso*, is usually translated "preaching" — a word which suggests pulpits, organs, and choirs. The Greek word was a much more widely used word than preaching suggests to us today. It meant "to proclaim publicly, to herald, to advertise for sale." In short, it was the act of communicating to the people effectively, in ways which would reach them wherever they were. The communicator went to the people. He went to homes, marketplaces, workplaces — even to the highways at "drive time." He did not wait for them to come to listen to him once a week.

Broadcasters As Carriers Of Good News

by David Clark

The Apostle Paul was a gifted inter-cultural communicator. He sought to understand his audiences carefully and specifically prepared his messages for each audience. He describes this targeted communication thus: *Yes, whatever a person is like, I try to find common ground with him so that he will let me tell him about Christ and let Christ save him* (I Cor. 9:22b, Living Bible). The communicator went beyond the physical location of his audience. He identified other audience categories. He became like the Jews and like the Gentiles to reach each group. Paul also targeted categories such as the weak and those who felt powerless or marginalized.

The Apostle illustrated one of the most important principles of effective evangelism through the mass media: define and target the felt needs of an audience and give answers to those needs from God's Word. This takes careful observation and listening. I believe it is the main reason why the talk show format is effective. It forces us to listen carefully to the concerns of the audience.

It is easy to hit the bull's-eye if you can move the target after shooting the arrow. Many of our programs seem to be produced without any clear sense of audience-felt needs. In fact, often it seems as broadcasters we are more interested in meeting our own needs than those of the audience. Jesus brought the Good News to the sinful and the sick. He calls us to those with needs. *It is not the healthy who need a doctor but the sick* (Matthew 9:12).

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

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Publisher

E. Brandt Gustavson

Editorial Staff

Editor Ron J. Kopczick
Associate Editor Donald J. Peterson
Assistant Editor Kristen Morris
Production Assistant Susan Kubick
Editorial Assistant Anne Dunlap
Editorial Assistant Gayle Virkler

Departmental Contributors

Bob Augsburg • Char Binkley • Harry Conay
Gary Crossland • Paul Hollinger • Todd Isberner
Bob Lepine • Lauren Libby • Darlene Peterson
Rod Robison • Jim Sanders • Richard E. Wiley

Business Services

Advertising Manager Dick Reynolds
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Circulation Elaine Sutherland
Printer Greenfield Printing
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Design

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Editorial and Advertising Offices:
299 Webro Rd.
Parsippany, NJ 07054
(201) 428-5400 FAX: (201) 428-1814

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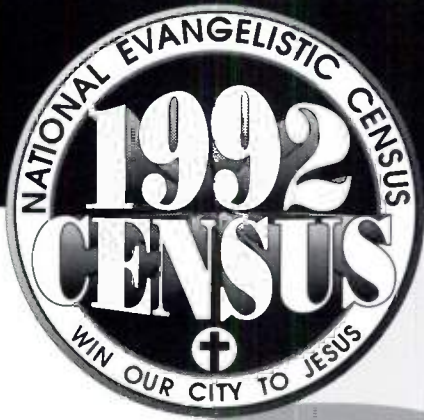
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TUNING IN

In the French West Indies, on the mountainous Caribbean island of Martinique, there lives a gentleman by the name of Jose Bastien. Not long ago, Bastien journeyed to the United States in search of equipment and programming for Radio Evangile Martinique, a radio station with a potential audience of approximately 650,000.

Bastien was in the United States seeking to purchase radio hardware, such as microphones and headsets. He was also seeking English-language programs which could be translated for his French-speaking radio audience. Why would one man travel hundreds, if not thousands, of miles in search of tools for his trade — a trade that involves sharing a divine message with a faceless audience of thousands?

Perhaps that is a question which could be asked of anyone involved in religious broadcasting. Talk to many religious broadcasters and you will probably hear a fairly standard response: "This is my calling," or "I am doing this work for the Lord." After all, it was Jesus Himself who told His followers in Mark 16:15 to "Go into all the world and preach the gospel. . . ."

But religious broadcasting involves more than reaching the lost with the saving message of Jesus Christ. It also serves as a tool for strengthening or ministering to the saints in the Church, following the admonition in Hebrews 3:13 to ". . . encourage one another day after day . . . lest any of you be hardened by the deceitfulness of sin."

This month, *Religious Broadcasting* takes a look at the role its namesake industry plays in fulfilling the work of ministry and evangelism. Without this type of role, religious broadcasting becomes nothing more than the noisy gong or banging cymbal the Apostle Paul describes in I Corinthians 13:1.

Considering The Question Of 'Who's Tuning In?'

.....
by Ron J. Kopczick

In this issue, succinctly entitled *Who's Tuning In?*, the reader will discover challenges and reports relating to religious broadcasting's role in both ministry and evangelism. Much of the material presented in this issue deals with the role of the religious broadcaster on a universal basis.

For example, the issue includes an article describing two American-trained nationals' start-up of the first evangelical radio station in Poland, while another article focuses on the use of satellite television to reach the Muslim-dominated Middle East with the Gospel. In addition, an interview with National Religious Broadcasters (NRB) past president Jerry Rose offers insight regarding NRB's new International Advisory Committee.

Challenges to the religious broadcaster and his work, meanwhile, are presented by NRB president David Clark via his *Signing On* editorial and by Mark Elliott in his article "Western Mission Perestroika in Central and Eastern Europe." As a bit of inspiration, this issue includes an in-depth interview with music producer Michael Omartian. Omartian's music has certainly made noteworthy contributions to the industry, and his Christian testimony has proven to be a shining witness in the world of secular music.

Who's tuning in? From a faceless world of billions, it could be anyone.

Ron J. Kopczick is the editor of *Religious Broadcasting* magazine.

CORRECTION NOTICE:

At the end of the article "The Gospel Music Video à la Carman & Yake" (Religious Broadcasting, April 1992), Steven Yake should have been quoted, "In production budgets, we don't really compete with the world, but we must try to compete with our young people's minds and what they expect to see." In the same issue, Ralph Emery should have been identified as the host of Nashville Now.

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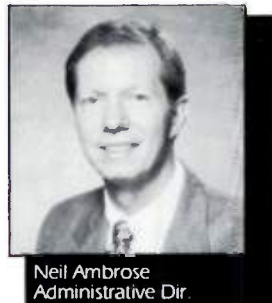
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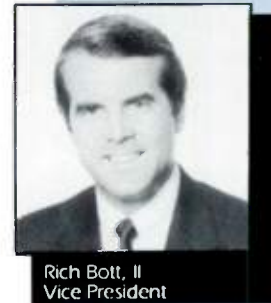
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While the Federal Communications Commission (FCC) decided recently to revise several rules affecting broadcasters, the Supreme Court, by refusing to take action, has ensured the return of a contentious issue to a future Commission agenda. By a 7-2 vote, the Justices declined to review a lower court decision striking down the 24-hour ban on broadcasts of indecent speech. The Court did not explain its refusal to hear the appeal.

Indecency Ruling To Stand

The effect of the Supreme Court's action is to make final the May 1991 decision by the U.S. Court of Appeals for the District of Columbia Circuit. In that opinion, the D.C. Circuit ruled that a blanket ban on the broadcast of indecent speech was unconstitutional.

The FCC initiated the 24-hour indecency ban in 1990, after Congress

The court decision has moved the debate back to the FCC. Although the 24-hour ban was struck down, the D.C. Circuit decision upheld the agency's definition of indecency as "language that describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

Thus, the Commission may — and is expected to — reopen proceedings on establishing that "reasonable period of time" (presumably limited to late evening and early morning hours) when indecent programming may be aired.

Future FCC proceedings on this so-called "safe harbor" period have the potential to be almost as controversial as was the 24-hour ban. Court rulings require that the agency be able to justify its choice of restricted hours as narrowly tailored to fit constitutionally permissible goals.

Proponents of unfettered speech probably will argue for an expansive period free of any restrictions. On the other hand, those who favor wider protection against broadcast indecency likely will focus attention on data showing the presence of children in late-night and early morning broadcast audiences.

FCC Clarifies Political Rules

In other action, the FCC revised its recently enacted rules regarding sponsorship identification requirements applicable to political advertisements on television. It dropped an earlier requirement that such commercials include both audio and video identification of the sponsor. Audio "I.D." is no longer mandated, but the agency now requires that video identification be composed of letters equal to or greater than four percent of the vertical picture height.

The FCC emphasized licensees may not refuse to air political announcements which lack the required identification. Although stations generally cannot censor a candidate's use of broadcast facilities, they are permitted to alter a political commercial in order to comply with the identification rules. Licensees may insert the necessary information into the existing commercial, even if it disrupts the advertising content.

In order to facilitate compliance, the agency also ruled that stations have the right to pre-screen the sponsor identification element of a political commercial to ensure it meets the standards. In the event



that time constraints prompt the station to forego such pre-screening, the licensee may air the advertisement once without risking a violation. After the commercial has aired for the first time, however, the station is responsible for ensuring that the identification element is in compliance during subsequent broadcasts.

In a separate action, the Commission's Political Programming Branch warned that because licensees are prohibited from impeding a candidate's "reasonable access" to broadcast facilities, licensees generally may not require candidates to submit payment for political commercials more than one week before the air date of the first scheduled advertisement.

In addition, because licensees may not treat candidates differently from commercial advertisers, stations must apply their sales practices uniformly. For example, if a station exempts commercial advertisers with established credit histories from making advance payments, the station may not require advance payments from candidates with established credit histories.

New Rules & The Anti-Drug Act

Broadcasters also should be aware of new agency rules implementing the Anti-Drug Abuse Act of 1988. The regulations now require that applicants for many FCC authorizations, including new licenses, renewals, construction permits, assignments, and transfers of control, certify that no party to the application has been stripped of the right to receive such licenses because of a criminal conviction for distributing or possessing illegal drugs.

Congress passed the law to provide

Supreme Court Refuses Appeal For Blanket Indecency Ban

by Richard E. Wiley

passed legislation requiring it to do so. When the blanket ban was challenged in court, the agency argued that a 24-hour broadcasting restriction was the only effective means of serving the government's compelling interest in protecting children (aged 17 and younger), who were among television and radio audiences at all times.

However, the D.C. Circuit ruled that because indecent speech — unlike obscenity — is entitled to some First Amendment protection, a total ban on indecent broadcasts was too sweeping of a restriction. Although the government may safeguard the physical and psychological well-being of children by restricting the hours when indecent material may be aired, the appellate court stated "the Commission must identify some reasonable period of time" during which the material may be broadcast to adults who choose to listen to it.

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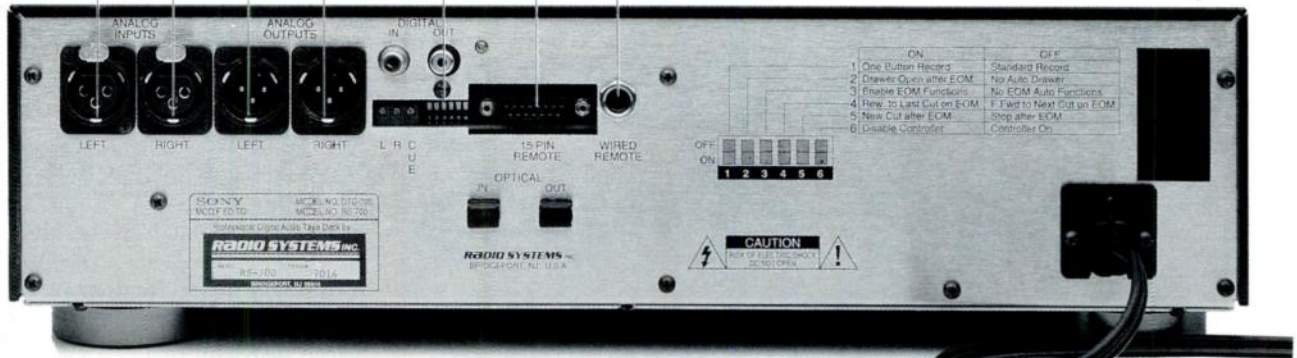
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Is Satellite TV a Key to Reaching the Arab World?

by Abu Wasim

With the overnight dissolution of Communism, Islam now appears on the world stage as the Church's greatest missionary challenge. Muslims today represent 18.5 percent of the world's population, and Islam is the second largest religion after Christianity. However, while the percentage of Christians in the world has changed very little during the 20th century, Islam will have increased its percentage of adherents by almost half!

At the heart of Islam are the Arab countries, with more than 200 million people spread over 21 countries. These people now represent the largest and most unreached ethnic block in the Muslim world.

While most of the Arab countries remain hostile to any form of Christian mission, other things in the Middle East are changing fast. Factors such as urbanization, growing fundamentalism, the migration of workers, and rising political and economic discontent are all important, but no more so than the growing impact of television in the Middle East.

To see the relative importance of television, we have to begin with the



Television aeriels over Arab East Jerusalem

Church's basic task in the region — to reach a population that has a growing number of illiterates and an increasing number of young people who have been exposed to negative propaganda about the Gospel, the Christian Church, and Christ Himself.

The Problem of Arab Illiteracy

In many countries, like Sudan, Lebanon, Iraq, and the occupied territories, the schooling systems have been severely disrupted by civil strife and war. More significantly, some of the major countries of the region, including Egypt and Sudan, have an annual population growth in excess of 2.7 percent. In these same countries the school systems are already severely overloaded and there is no way that governments can keep up with the current growth.

In Egypt, for example, where the population grows by more than one million each nine months, the government must build and staff a new classroom every 15 minutes of the night and day just to keep up with the population growth. The sad fact is that they are already hope-

lessly behind, with schools having to operate three shifts and crowd more than 60 children into classrooms designed for half that many.

The bottom line is that more and more people are leaving school with inadequate education, and are becoming more and more dependent on Islamic-controlled radio and television for their information and entertainment needs.

The Increasing Reach of TV

Egypt Television now has two national television networks and a growing number of local television channels, and it is estimated that 96 percent of the population have access to a television when they need it. Even the most poor, including those who live virtually on the street, seem to have at least a black and white television set. This is a priority purchase for any Egyptian family and comes before a refrigerator, fan, or even a bed!

Today, in the mountain villages of Yemen, where they have no piped water supply or electricity, there are television sets. These are not just any television sets; they are color sets, hooked to video cassette recorders. These are powered by a bank of

car batteries, which in turn are recharged by solar energy or diesel generators.

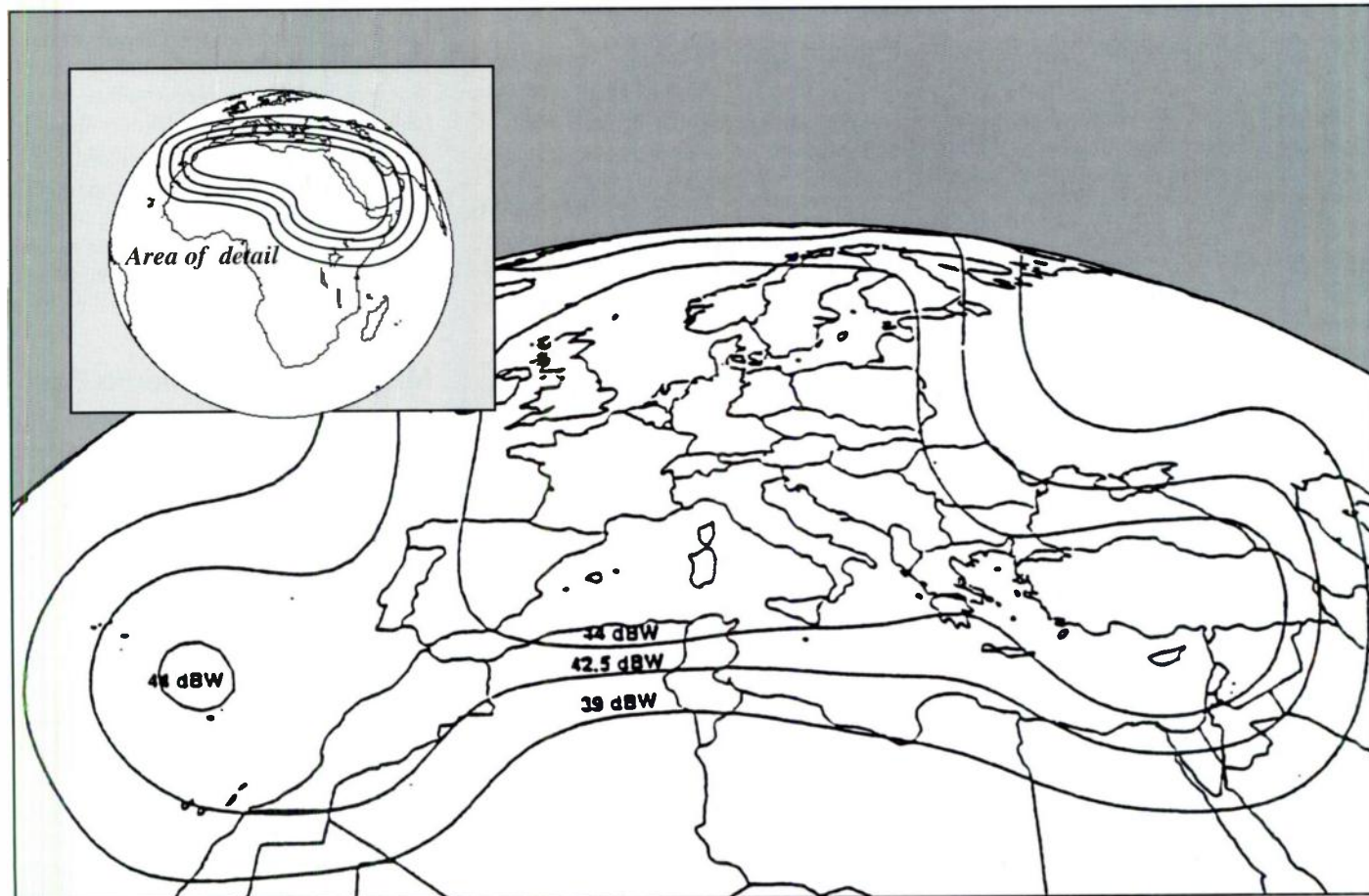
In Saudi Arabia, where less than five percent of the national adult female population is literate, there are thousands of women who have never even met a Christian in their life. These same women, with little freedom to move outside of their homes and with few domestic responsibilities, spend their mornings watching black-market video tapes, many of them not even subtitled for dubbing into Arabic.

Direct Broadcast Satellite

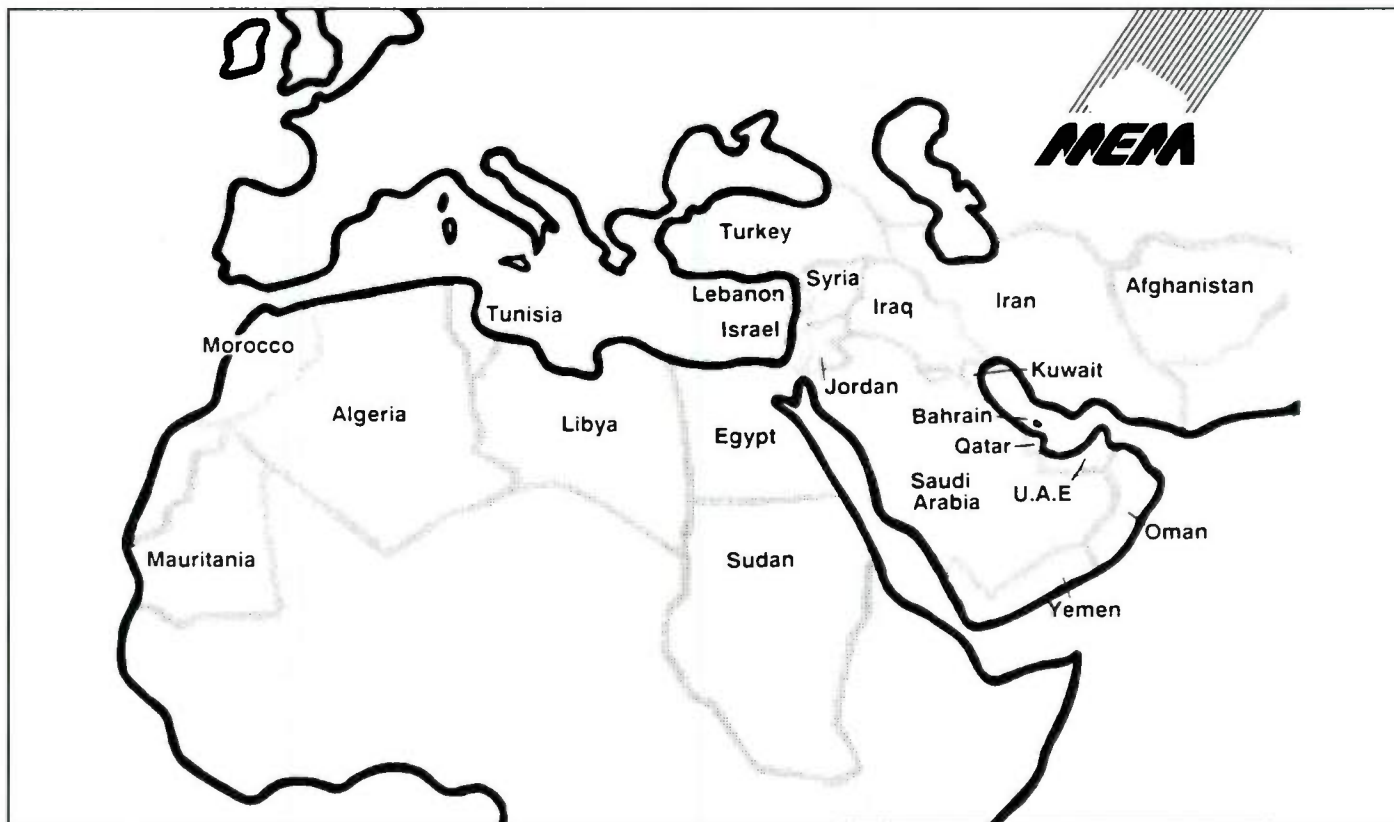
But apart from terrestrial television, there are an increasing number of satellite television broadcasts that are penetrating the Arab world. Although most of these are from Direct Broadcast Satellites (DBS) aimed at Europe, the broadcast "footprints" spill over into North Africa and much of the Middle East. Today, up to 40 million Arabs (and 55 million Turks) could tune into any of a dozen European channels, including CNN and Superchannel.

For the Far East, *MTV* and *BBC-TV*

CONTINUED ON PAGE 12



Eutelsat II-F1 Wide beam (West antenna) coverage (top left) and Arabsat I F1 Spot Beam at 19 degrees east longitude.



The world of Middle East Media (MEM) includes the Middle East and North Africa.

IS SATELLITE TV . . . CONTINUED FROM PAGE 11

broadcasts from Asiasat can be received. From the south, African television services are now beaming into the Middle East from the Russian Gorizont satellites.

But the Arabs are also developing their own Arabic satellite services. The new *International Egyptian Channel* (CEI or, as it is locally known, *The Space Channel*) is now being broadcast for 12 hours a day from the Arab League's own satellite, Arabsat. And from London, the Saudi-backed Middle East Broadcasting Center (MBC) is now broadcasting for nine hours a day from both the Eutelsat II F1 and Arabsat satellites.

The European Space Agency (ESA) estimates that there will be over 200 Direct Broadcast Satellites around the world in this decade. The price of receiving equipment is falling monthly and a basic reception unit will probably cost less than the equivalent of \$25!

There is no question whether or not Arabs will be able to tune into international television broadcasts, those not controlled by Arab or Islamic governments. This will happen! The only questions are: When will it happen, what will people watch on these channels, and what

impact will it have on them spiritually?

Middle East Media

In 1983, Middle East Media (MEM) co-sponsored a number of inter-mission consultations on television and initiated research into the status of existing television in the region. During 1985, MEM made a commitment to begin the production of programs suitable for delivery through existing, terrestrial broadcast television in the region.

Four years ago, several pilot programs were made. The last four pilots have been extensively tested in five different Arab countries, and revisions have been incorporated into ideas and scripts for an additional 26 programs in a projected series for Arab children.

MEM has also established a state-of-the-art studio for dubbing Arabic into culturally suitable Christian television products. One 22-part puppet program which uses allegory to communicate important Christian ideas is currently being broadcast in the Middle East.

MEM is trying to work within the existing limitations of censorship to share at least something of the gospel and to help remove some of the misconceptions that Arab children and their families have about Christianity. But its long-term

goals include the establishment of a creative production team that can produce religiously sensitive and strategic television products for future satellite broadcast opportunities in the Middle East.

One of the founding members of the Arabic Broadcasting Convention (ABC), MEM is committed to working together with other media ministries in the region. The goal is to get convention members to cooperate in the operation of a 24-hour Christian satellite TV service.

Mission To The Middle East

The history of missions in the Middle East has always been one of "too little, too late." Perceived by most as difficult or impossible, the region has never received adequate attention by the mission of the global Church. Work in the area has always been under-financed and often culturally insensitive.

There have often been failures and mistakes along the way. The important role of national believers and the ancient churches of the region have often been neglected or gone unappreciated.

If we are serious about reaching the Middle East, and if we really understand what is going on, both in terms of population and communication trends, we cannot neglect the importance of televi-

sion in the days to come.

As a medium for Christian witness, television has lost much credibility over the last few years, especially in North America. Like most resources, it can be used or misused. But television offers a useful and unique opportunity for reaching the Middle East over the next ten years.

In terms of prayer, human and material resources, and know-how, the task is far too big for any one group. Individual Christians, churches, missions, and media agencies around the globe need to cooperate in a joint strategy for the Middle East! And now is the time to begin!

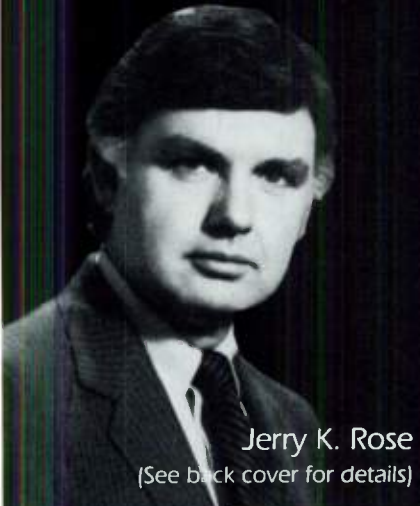
Editor's Note: For more information about how to be involved in this initiative, please contact: Abu Wasiim, Middle East Media, P.O. Box 359, Lynnwood, WA 98046, or call (206) 778-0752.

Abu Wasiim serves as the international director of Middle East Media (MEM), an international fellowship comprised mostly of Arab-Christians who are committed to speaking to Muslims within their own culture, using the latest technology and media available.



A Middle East Media satellite dish transmits programs throughout the Arab world.

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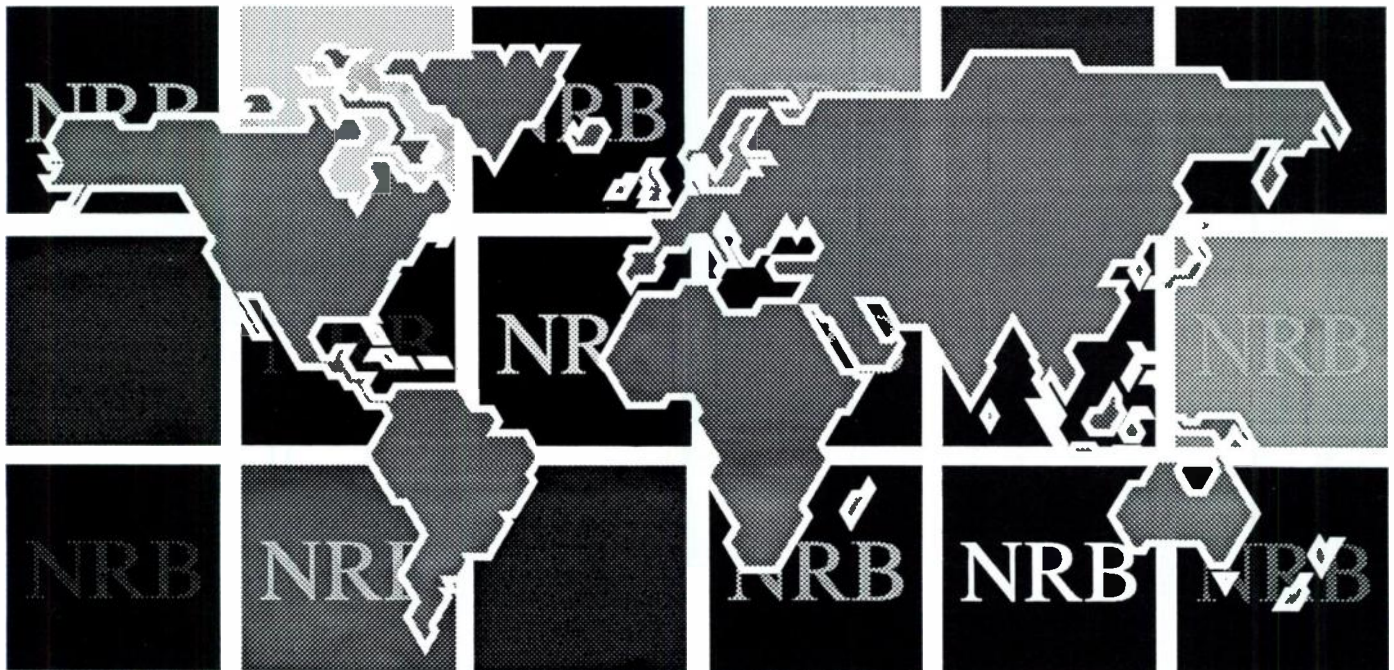
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NRB's New Committee Assists Overseas Ministries



In an effort to bring the readers of Religious Broadcasting (RB) up-to-date on the National Religious Broadcasters' (NRB) new International Committee, the magazine's editors (RB) recently interviewed Jerry Rose, former NRB president and the chairman of the new committee. The following are his responses to RB's questions.

RB: What is the official name of the new NRB International Committee?

ROSE: The National Religious Broadcasters International Advisory Committee.

RB: How and when was the Committee formed? What is its purpose? How is the Committee structured?

ROSE: We have been discussing the formation of such a committee for a few years. I was asked to organize it and serve as its chairman just after the 1990 NRB Convention. We held our first meeting at the 1991 Convention and we recently

conducted a second meeting in Hanau, Germany.

To be brief, the purpose of the committee is to encourage international communications ministry among our membership, to assist in developing cooperation between ministries worldwide, to encourage the development of training programs for nationals, and to foster a concern for cultural sensitivity in the countries in which we choose to minister. If we can accomplish those objectives, we will have accomplished a lot.

We are still in the process of organizing the committee. But when it's complete, it will have the same structure as

the other NRB committees, such as the radio committee, TV committee, Hispanic National Religious Broadcasters (HNRB), and Black National Religious Broadcasters (BNRB). It is solely a function of NRB and will have elected officers. The committee will be comprised of no more than 25 members. The members will be representative of the international scope of NRB. While every country and every ministry cannot be represented, we will have representatives from the various regions of the world.

RB: What are the short-term and long-term goals of the Committee?

ROSE: Our short-term goal is to focus on the urgent need in Eastern Europe. There is unprecedented opportunity, but the doors of opportunity could close in the short term.

The long-term goals are what I described earlier: both internally and externally produced programming, training, networking, and cultural sensitivity.

RB: Why wasn't the Committee formed sooner?

ROSE: That's a good question. Quite frankly, it should have been. But the past three years at NRB have not been easy ones.

We have been managing the crisis created by the media scandals, going through a leadership transition, stabilizing the association financially, and developing EFICOM. That's about all we could reasonably handle. The fact that we are now forming the committee says something about the disposition of the other problems.

RB: How has the Committee been received by evangelical broadcasters and leaders outside the United States?

ROSE: With more enthusiasm than I expected. The international leaders have seen the need for this committee for a long time and some, such as Horst Marquardt of Evangeliums Rundfunk in

Germany, have been asking for the international needs to be more specifically addressed.

RB: Do you see the Committee as the basis for a future international religious broadcasters association, or simply as a temporary means of assisting Christian broadcasters outside the United States?

ROSE: I do not see the committee as a temporary one. We cannot afford not to start thinking internationally. That does not mean we become the International Religious Broadcasters, but it does mean we lift our sights to addressing the international scope of much of our membership.

While it is premature to think of an organization composed of international associations, similar to NRB, there will come a time when such an organization should be considered. When that time comes, NRB should be prepared to participate as a member association.

RB: In what ways can NRB members become involved?

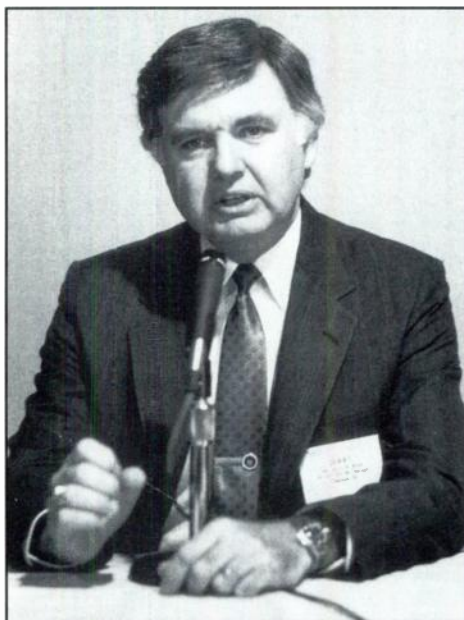
ROSE: We have a questionnaire that we are asking NRB members to complete if they are engaged in an international ministry.

Any organization who has not completed it should do so as soon as possible.

Also, we would appreciate hearing from members regarding this new committee. We have only begun and we are very aware that we have a long way to go. We are also aware that we face significant challenges, but the objective is worth it.

Editor's Note: Any correspondence should be sent to Jerry Rose, NRB International Advisory Committee, TV 38, 38 S. Peoria, Chicago, IL 60607, FAX (312) 433-3840.

Jerry Rose is the president of WCFC-TV 38 in Chicago, Ill.



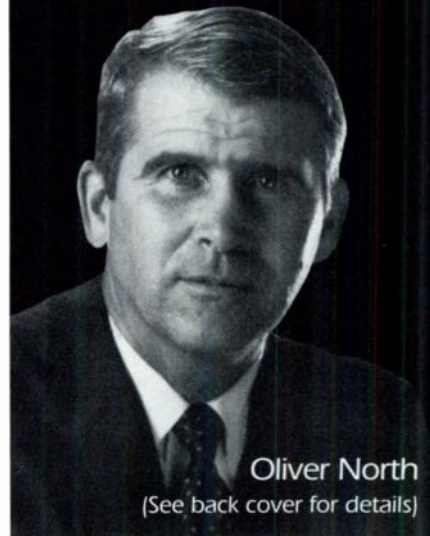
Jerry Rose

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Good Morning, Polish Christians!

by Debra
Ann Weyman



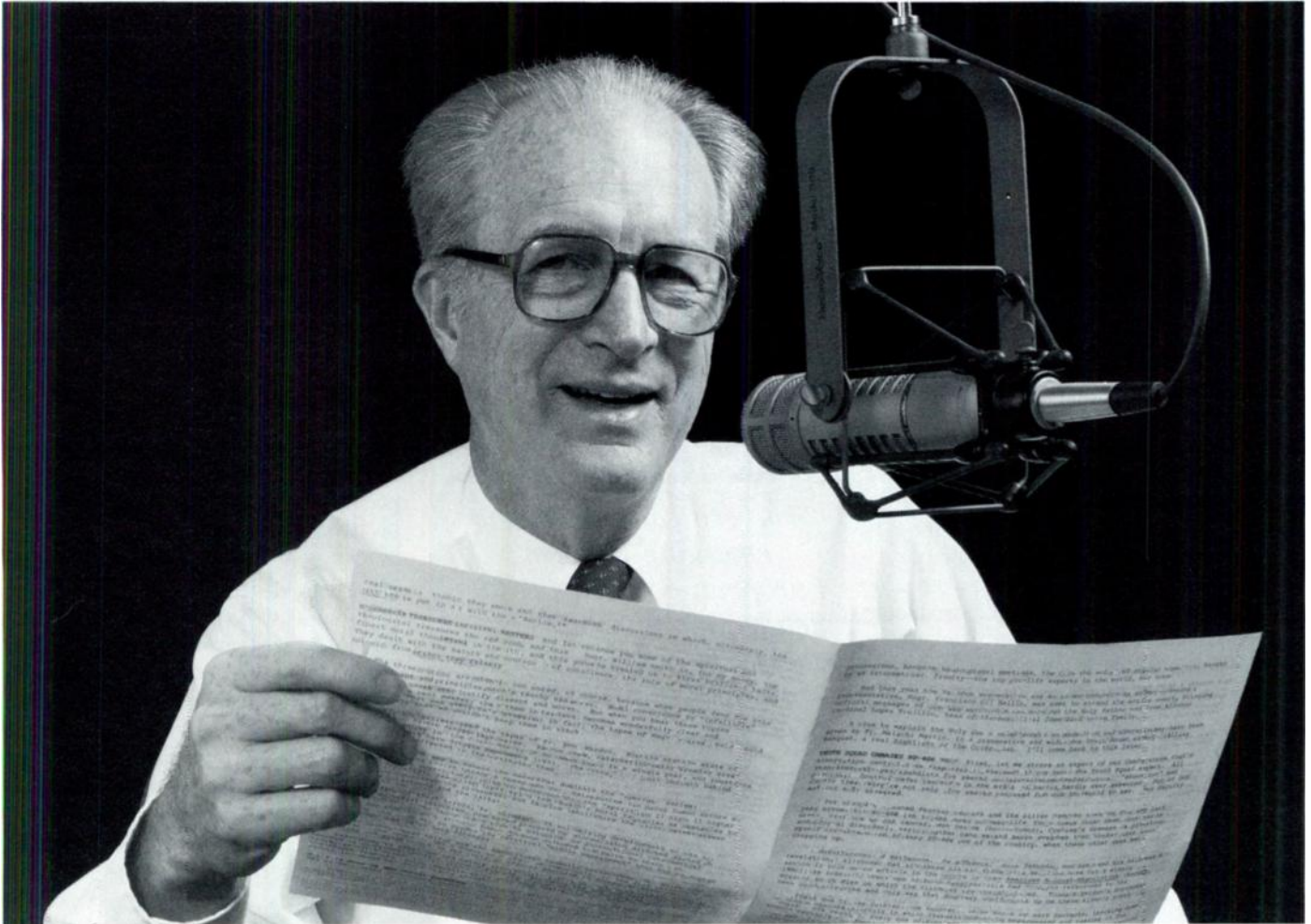
Professor Chuck Pollak in radio lab with Jacek Slaby and Jerzy Hinc, graduating students who will manage Poland's first evangelical radio station.

Dzien Dobry Tu Radio Mazury! Up to 1.1 million Eastern Europeans daily will wake up to this greeting and start their days listening to contemporary Christian music and biblical teaching. The greeting is "Good Morning, this is Radio Mazury!" and the station, located 120 miles north of Warsaw, represents a major breakthrough for evangelical Christian broadcasting. It is Poland's first evangelical radio station.

This spring, evangelical broadcasting was made possible through the deregulation of Poland's broadcasting system. The country hosts 11 state and commercial secular stations and ten licensed Catholic radio stations, but until recent political changes, the Poles had no one to share with them over the airwaves the redemption of Jesus Christ.

Having graduated from Regent University's College of Communication and the Arts in February, Polish students Jacek Slaby and Jerzy Hinc were immediately

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GOOD MORNING, POLISH . . .
CONTINUED FROM PAGE 16

recruited by the new radio station for their expertise in the field of radio and for their intense desire for their homeland to hear the gospel.

"First of all I would like to present Christianity from a different point of view through the station," said station manager Jacek Slaby. "Ordinarily, people in Poland don't know what it is to have a relationship with Christ. I want to show them that this is a real way of life, a dynamic way of life, and radio is definitely an effective tool to do this with."

Regent, a graduate university located in Virginia Beach, Va., completed an unprecedented initiative this winter when it graduated 25 Eastern Europeans like Slaby and Hinc who came with a desire to be trained for leadership from a biblical world view. Graduate students from Poland, Bulgaria, Romania, Hungary, and Czechoslovakia became the largest group of Eastern Europeans ever to receive their masters degree from a Christian university.

"The critical need of the emerging Eastern European countries is for leadership that has both the skills to change their nations and the values to sustain that change," said university president David Gyertson, "and that is the mission of Regent University."

Chosen for their excellent leadership potential, all of Regent's Eastern European students were fully subsidized by Regent, having been selected as Chancellor Leadership scholars. This scholarship provided for tuition and family living expenses, and was established in accordance with the university's vision and mission to equip professionals around the world with Christian leadership skills that affect change.

Regent's commitment to educate 36 students from six Eastern European countries in the fall of 1990 came as a timely response to changing world events.

The political change that opened up the airwaves for Christian programming occurred after the students began to study at Regent. "I used to think that in a Catholic country there was no way an evangelical radio station would ever exist," said producer Jerzy Hinc. "God has worked it out so quickly. In our country this is a revolution."

According to Slaby, after the Polish

government was made aware of the moral content in the station's general curriculum, officials welcomed the station and its participation on the air waves. "They have not only given them this 1000-watt station," states Chuck Pollak, professor of Radio Management and Production at Regent University, "but the government has said they have opportunity for many more."

Pollak, the international student advisor for the university's College of Communication and the Arts, worked with the two students extensively in their year and a half of study at Regent. "I always told them not to be surprised if

"The critical need of the emerging Eastern European countries is for leadership that has both the skills to change their nations and the values to sustain that change, . . ."

God decided to vector their going back with a freeing of broadcasting in their country," he said. "I'll never forget the day when we realized that very thing had happened."

Eventually the station will support itself commercially, but until then it is financially supported by the Evangelical Alliance of Sweden, as well as by Christian groups located in the United States and Canada.

The AM station will cover a radius of 50-55 miles in the town of Ostroda, located in Mazury, a region known for its tourist attractions. The station also has the capabilities of reaching parts of Russia and Sweden during the night.

Although 95 percent of its music is American, Slaby implements Polish Bible teaching and issues-oriented programming that brings the gospel to the forefront. "This radio program is not only an evangelical tool, but is also a teaching and instructional tool," he states. "It will take a lot of time with the Poles, and we will move from one basic biblical principle to the next. Slowly but surely their hearts will yearn to know Jesus."

Slaby also plans to implement a "call-in" talk show that focuses in on the moral and ethical problems within the community. Tying in some of the same concerns that are present within the Cath-

olic Church, such as abortion and ethical principles, Radio Mazury will present the issues to the Poles for the first time from an evangelical Christian perspective.

And Jerzy Hinc is taking his vision for Christian radio in Poland one step further into the realm of syndication and production. As other stations open up in Poland or as Christian broadcasters choose to buy time on secular stations, Hinc desires to make available prerecorded programming.

He also plans to introduce Polish Christian music to his nation. "Now all we have is American music," Hinc explains. "It is good music, but it is American. In order to have influence in terms of personal beliefs, you have to be communicative in a language they understand."

Hinc plans to give Polish groups a chance to develop their skills and the opportunity to be recorded. Currently, he is recording his own worship tape with an American-based recording studio. Hinc will also serve as a news stringer for the Virginia Beach-based Christian Broadcasting Network.

Living in Warsaw, the center of Poland's political life, Hinc will gather, write, and produce news spots from his home. His recordings will be aired three to four times a week, giving Americans insight on events and issues in Poland.

Slaby and Hinc were not always skilled in the art of radio production and management. And they didn't always understand the tie between ministry and the workplace.

"Regent University not only gave me the opportunity to be trained professionally, but also an understanding of how to put this training together with my Christian values. It was the first time I saw that it was possible to be a professional and a Christian at the same time," said Hinc. "Now I understand that they do not have to be in competition with one another."

Equipping men and women across the nation and around the world to implement biblical principles in their work place is what Regent University is all about. "From my experience, Regent University is the place where you are able to add to your vision the practical knowledge to make it real," states Slaby. "It is like 'adding legs to your table.'"

Debra Ann Weyman is the media coordinator in the Department of University Relations at Regent University in Virginia Beach, Va.

Michael Omartian

Running The Race



Michael Omartian

by Darlene A. Peterson

Most well-known, popular Christian musicians have a very obvious evangelistic ministry. They record albums and go on tour giving concerts at churches, schools, and auditoriums all over the country in an attempt to reach the lost. Unlike these artists, Michael Omartian has quietly but firmly stood as a beacon of light among a special group of people — those in the mainstream music industry.

Omartian has had a distinguished career as the producer of records by artists such as Christopher Cross, Peter Cetera, Jermaine Jackson, Donna Summer, Rod Stewart, Amy Grant, Whitney Houston, Steven Bishop, Cher, Roberta Flack, and Michael Bolton. He has also worked as writer, arranger, and/or musician on recordings by Steely Dan, Boz Scaggs, Billy Joel, Barbara Streisand, Rikki Lee Jones, Al Jarreau, Eric Clapton, and many others. He has won several Grammy awards and was the first producer in recording history to have number-one hits in three separate decades — the 70s, 80s, and 90s.

Coupled with his talent and craftsmanship as a musician, writer, producer, and arranger, Omartian's integrity as a Christian has surely won respect for Christianity among those with whom he works. In that regard, he is like any of us who do our jobs well in the "secular world" while trying to reflect Christ.

However, Omartian has recently returned to the attention of Contemporary Christian Music (CCM) fans with the re-release of his early Christian classics *White Horse* and *Adam Again* (a two-album CD on the Myrrh label) and the release of his newest recording *The Race* (also from Myrrh).

Curious about how his early life influenced the development of his career, as well as his unique perspective as a Christian artist in the mainstream music industry, I recently interviewed Omartian.

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MICHAEL OMARTIAN . . .
CONTINUED FROM PAGE 19

DAP: You started playing piano and percussion at a young age. Who or what inspired you to start doing that?

MO: Well, based on what my parents and relatives have told me, when I was very young I would hear a song and would memorize it immediately or I would be able to go to a piano and pick out the melody. I also used to take a couple of sticks and start banging on things. It used to drive my mother crazy. Eventually someone — either my mother or someone else — suggested that I should get started on music because they saw something going on with me. So I think that it was not so much of my awareness of what I could do as opposed to what others saw in me, and I think that is what got me going.

DAP: A few years later you started studying composition and theory. Was that from your own interest or did your parents prompt you?

MO: No, that was from my own interest. When I started high school, composition and theory classes were available. I was fortunate that I went to a rather large high school with a very complete arts and music program, so there was a lot to choose from and we were encouraged to get involved.

My teachers recognized that I was able to write and do things so they had me very active in writing for the orchestra and bands and the various ensembles that we had. When I think about what's going on today in public education and how little there is as far as that outlet for young people, it's really sad. I was very fortunate to have such a complete array of everything from jazz to classical there. And very well stocked with great professors and teachers.

DAP: So you were exposed to a really broad variety of music. How has your taste changed from your childhood to now?

MO: I think that it's the same for any kid who begins lessons at a young age — it's

like as a baby when your mom puts the strained carrots into your mouth and you say, "This is awful." But later on you love carrots. It's the same thing with me. I hated classical music as a kid because that's how I had to learn all the disciplines. I had a hard time practicing and I really didn't enjoy it, but my tastes changed and as I grew up I really started enjoying classical composers and music.

I grew up during the 50s and I loathed 50s pop music. I really had no patience for Danny and the Juniors and Elvis Presley. I couldn't stand Elvis. I thought the guy was bankrupt. I mean, I appreciate him now, but back then I was kind of an elitist snob. I only liked jazz and real sophisticated stuff, and real urban and underground stuff that nobody knew about. I made myself get involved



Michael with Sandi Patti and Amy Grant during the Our Christmas project.

in everything that had to do with jazz back then and stayed away from pop music altogether. Those were my tastes early on and through high school.

When I got out of high school and the Beatles and the English invasion came around, it was the first time I really started to take notice of the pop idiom and popular music. The fashions suddenly changed to the long hair and everything, and I was kind of swept up into that along with my peers. I got very influenced by those bands and from that point on it has just progressed into a wider variety of likes for me. I like a lot of things now, even some rap music. It's just part of trying to recognize the best of something.

As far as I'm concerned, today probably more than at any other time, there's a lot of phony music out there, and there

are only a few people who are really proficient. And there are a lot of copycats. But that's my opinion.

DAP: To take a spiritual turn, where did your spiritual life mesh into the rest of your life?

MO: Well, I came to the Lord in 1965. I was raised in a quasi-religious environment. I know that my mother was a Christian; my father wasn't but he is now. I am an Armenian and was raised in an Armenian church where they spoke the language. It was like a Roman Catholic church, except that there wasn't as much emphasis on the Virgin Mary. But everything else was there, including the robed priests and the candles and all the trappings of reading out of the book. But it really was not a meaningful experience to me. In fact, it was something that I felt like I wanted to avoid because I had to sit in that church and listen to another language for hours.

In 1965 I had an encounter with the Lord on Christmas Day and I have to say that that was a really profound conversion because people ask me, "How in the world could you not fall on your face spiritually while pursuing a music career in California?" But I never really did. That's not to say that I didn't fail. We all fail at times. I was young in the Lord, and I came out here and became a part of the Campus Crusade for Christ staff back in '68 and '69. And I traveled all over the United States in some of their music things. And after that, it was time for me to move on.

I felt very strongly that I was supposed to go to Los Angeles and just see what would happen. I wanted to write songs and be an artist and all that kind of stuff. But as far as the spiritual part of it, my umbilical cord was to the Lord, and I knew that. So it didn't matter where I went or traveled, I always had an acute sense and awareness of the Lord. My dependence on Him was strong because I was forced to be very dependent on Him. Coming out to Los Angeles on a lark with absolutely no predetermined anything or any contacts, I had to have some solid thing going.

I prayed a lot and spent a lot of time in the Word. All the drugs and everything were never attractive to me. That lifestyle

never meant anything to me; it was kind of a scary deal and it wasn't even worth pursuing. A lot of my friends and acquaintances were just getting burnt out on it and it was a sad thing to watch. I just figured that if that's where we'll all end up, then it's not worth it.

I got involved very quickly with a church when I came here. I am still at the same church 20 years later and I'm an elder in it. My wife and I are very active in our church and very active in what it does in this town as far as missions and the homeless and all that goes on around here. We are as active as we possibly can be with all the things that we believe relate to the basic principles of Christianity.

DAP: From what I have read, it seems like songwriting is what really drew you to Los Angeles. What sorts of themes and subjects did you enjoy writing about?

MO: I felt when I came here that I definitely didn't want to be just another pop



Michael with Quincy Jones and Tevin Campbell.

artist — I wanted to have something to say. Themes had to be positive; they had to lead to some hope or truth. I really had a sense that God had gifted me with something. It wasn't a matter of being egotistical about it. I just knew that I was not here [in Los Angeles] just to be let down. I knew that something was going on. So I felt that, as a result, I really needed to be saying something. And so my early material formed around positive themes and the Lord.

So I started writing some songs, and people were listening to them and liking

them. But all of a sudden, I was asked to play on a session for some friends, and it turned out that on the session were some of the key studio musicians in this town. At that point in my life, most of the records I really loved were self-contained bands, so the concept of studio musicians or musicians who would travel around in a pack doing this person's record or that person's record wasn't something I was that familiar with. It was really kind of a new experience.

Well, at the end of that first session, the drummer and the bass player asked me for my phone number. That night I got home to find that I had already received some calls, recommendations from these people. And the very next week I was in seven recording sessions, and suddenly I was the keyboard player to call in L.A. because of these people. So the whole songwriting thing kind of took a back seat because suddenly I was thrown into session playing. At the time, I enjoyed it because it was a real window

CONTINUED ON PAGE 22

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MICHAEL OMARTIAN . . .
CONTINUED FROM PAGE 21

into all that was going on. I was able to become somewhat proficient in a lot of styles, so it was very good training for me. You had to get proficient really fast.

I enjoyed the challenge and I felt that after a couple of years I had really done well and knew I could continue doing it. But then I said, "No, this is not where I want to end up. It's too confining just to be working for other people and just playing piano or keyboards for them." I started out as a songwriter and ended up getting involved as a session pianist or keyboard player, then arranging for people, then going into production, and then coming all the way, full circle, to songwriting and production again. So that's kind of how it went.

DAP: It sounds like that was the best thing that could have happened.

MO: It was really a good experience because it was good training ground for me to understand so many facets of the business. When I think about it, I spent a lot of time in the recording booth watching what the engineers were doing and getting a sense of how they would equalize different instruments and an understanding of synthesizers and how to operate them. So it was a good, fundamental training ground.

DAP: How did you get the opportunity to do *White Horse* and *Adam Again*? At what point did that opportunity come along?

MO: That was very early on. That came out of coming to town as a songwriter and meeting a gentleman by the name of Steve Barri, who was the most prolific producer in the 60s and early 70s. He was with ABC/Dunhill, and he was involved with groups like Three Dog Night, The Mamas and The Papas, and so many others. I met him early on through a session that he called, and we got to be good friends and he said, "By the way, I understand you write songs." So I played some of the stuff and he really liked it and told me I should make an album.

So, *White Horse* and *Adam Again* were actually records that were cut for ABC/Dunhill, a secular label, and later were bought out by Word because Word was distributed by ABC/Dunhill. So there was a connection there. But it was basically through Steve's support that I

did it.

From what I've heard and from what I've understood, back in those days, which would be the mid-70s, *White Horse* and *Adam Again* were pretty much progressive records for Christians. They were kind of cool to some and others couldn't even deal with them so they didn't sell very well because they didn't sound like what people were used to hearing. Unfortunately, Christians can be very narrow-minded in their likes and dislikes in the arts. It was very hard to please everybody. But I was very proud of those records. As a matter of fact, back then, some of the members of the group Toto, who were studio musicians at the time, said that they loved the records I did



Stormie and Michael Omartian

and that they studied them all the time to figure out how I did things. It was an interesting project. It broke through some ground. So that's basically how those two things came about.

DAP: What prompted you to do *The Race*?

MO: *The Race* really came about as a result of, quite frankly, someone asking me, "Are you ever going to do another record?" I said, "Well, I have thought about it," and they said, "Why don't you do it for us?" So I went ahead and did it. I worked on it at the same time I was working on some other things, which is something that has never happened before. Normally, when I work on a record, I spend 100 percent of my time on that

record.

In this case, I worked on it in and around other projects so it was a little more difficult from the standpoint of concentration. I had to change hats too many times, but I can tell you that I feel this way about everything I do. But I am pleased with the overall result and I am pleased with the reaction I am getting.

DAP: Are there going to be any videos done for *The Race*?

MO: I have talked about this with some of the people at Word and they said that the reaction that I'm getting to this record would constitute a video of some sort. We haven't gotten to that point yet, but if that happens it would be good. I know that the opening song on the record is getting tremendous airplay on secular stations, which is interesting. But I don't know yet what is going to happen with videos.

DAP: Aside from the records you made on your own or with your wife Stormie, you have spent the majority of your career as a "behind-the-scenes" person (producer, arranger, musician) in the mainstream music industry. In this way you differ from most of the Christian musicians I review. What has it been like working as a Christian in the mainstream music industry? Do you ever get a chance to share your convictions with anyone?

MO: Absolutely. The bottom line is after a while either you've got the plague to someone or they call you because they want your abilities. But they already know where you're coming from spiritually. So, consequently, I've ended up getting into discussions with almost every artist I have ever worked with. With me, they know what they're getting because I've been around for a long time. So I do have a reputation of being a Christian and people take it from there.

I realize that I must be sensitive because everything is so hype and marketing oriented in the music industry. You've got to let people see that you're not a phony or a goof, and you mean what you say and that you are consistent. But the first day I meet someone whose record I'm going to produce, I don't start immediately telling them about the four spiritual laws. People need time to understand where I'm coming from, and usually they are the ones who open up the discussion.



Michael with Bonnie Keen, Marabeth Jordan of First Call, Russ Taff, and engineer Terry Christian

I find that if you really tend to reflect Jesus, it really clears up some serious misconceptions these people have about Christianity. If you think about it, Christianity doesn't have much support from the media — that's for sure. It is usually looked upon as somewhat of a joke in the way that it is reflected in movies and television, and so these misconceptions go around as fact to these people. And then, when they rub shoulders with you, they say, "Gee, you're not anything like I expected." In a way, it's like we're running around being P.R. agents for Jesus, correcting all the misconceptions that are out there.

DAP: What are your thoughts concerning Christians in the arts?

MO: I think that we are charged in the Bible to go with boldness, and I think that boldness means that we are confident in our Christianity and our walk with the Lord. Instead of looking at the world as a big old threat, you have to look at non-believers and think, "This poor person really doesn't understand." And we must really understand that certain things are going to happen that aren't fair. But that does not mean that we should clam up and walk away and say, "I'm not going to have anything to do with this." I think that the saddest scenario is to shy away in absolute fear or be afraid to speak up.

It's amazing to see how many people really want to hear what we have to say. It's like the old group mentality. People will act differently in a group than they do one-on-one. I find that when you get one-on-one with a person and they start getting real with you, you can start talk-

ing about some real issues and they are not feeling threatened because someone is listening to what they are saying and they can be honest with you. So I think that we are all being very influenced by a definite media slant against Christianity. But at the same time, it does not negate the truth behind it. And we need to remember that when all is said and done, we do have the answer and we know that it isn't going to be easy, but by the same token we can walk in boldness.

So to answer your question, yes, I believe that Christians need to get right in the middle of the entire mess. They really do. But that means to get in the mess without compromising to be there. Unfortunately, one thing I am finding more and more is people in the music business who are really not involved in churches have a very loose attitude toward sexual things, but they say they love the Lord. But it's kind of like, "I'll take what I want to take and I'll reject what I want to reject, and not pay any attention to this, but I still love Jesus."

I think to myself, we are called out of that whole situation, we are asked to be different and we need to follow God on His premises. We are not perfect and we all fail, but I think that identifying with the art community goes to a certain point and then you have to say I cannot identify 100 percent here because there are some problems here. But that doesn't make us any less strong in what we believe, or less strong in our impact.

Darlene A. Peterson is the music reviewer for Religious Broadcasting magazine.

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Western Mission Perestroika in Central and Eastern Europe

by Mark Elliott

The rapid demise of Marxist regimes in Eastern Europe in 1989 and the equally sudden dismantling of the Soviet Communist Party in the wake of the abortive Moscow coup in August 1991 are having an ever-increasing impact on the world of East European ministry, some of it encouraging, some not so.

Keston College, for two decades the premier Western center for the study of the Church under Marxist regimes, has suffered radical retrenchment in the past two years. Plummeting contributions, apparently due to the mistaken notion that

all is now well in the East, have cost Keston its newly expanded research center near London, half its budget, and nearly two-thirds of its research specialists.

The last issue of *Keston News Service* appeared in July 1991, an irreplaceable loss to students of the church in the former Soviet Union and Eastern Europe. With a new name, Keston Research, and a new location, Oxford, General Director Michael Bourdeaux's vision may yet survive. But at present, his center appears as a struggling remnant of its former self, and Eastern European ministry is the

poorer as a consequence.

Vienna-based Biblical Education by Extension (BEE), known as Eastern European Seminary in the United States, also is facing the possibility of significant revamping. Founded in 1979 as a cooperative effort of 12 Eastern European ministries, its purpose has been to provide theological texts and training in Eastern Europe where normal residential seminary education was non-existent or severely limited. Now that traditional theological education is possible, BEE is having to rethink its reason for being.

Growth as well as retrenchment can be unsettling if the present status of Wheaton, Ill.-based Slavic Gospel Association (SGA) is any indication. Perhaps the largest evangelical Eastern European mission as of 1991, its board recently finished the search for a new chief executive officer. Last September, SGA's long-time president Peter Deyneka Jr. and his wife Anita established a new ministry called Peter Deyneka USSR Ministries.

Also in transition is the Romanian Missionary Society. President Joseph Tson's move back to his homeland in 1990 has left his stateside organization struggling to make the necessary administrative and fundraising adjustments. Likewise, British-based Radstock Ministries, formerly *Friedensstimme* (UK), substantially broadened its focus in 1990 from the USSR's unregistered Baptists to a wider spectrum of Evangelical Christians in the Soviet Union.

Western mission *perestroika* also is having its impact on large organizations with worldwide mandates. For example, the American Bible Society, Campus Crusade for Christ, InterVarsity Christian Fellowship, The Navigators, World Vi-



Photo courtesy of Slavic Gospel Association

New believers are baptized during an outdoor service in Rouno, Russia.

sion, and Youth With a Mission recently have seen Soviet and Eastern European projects command increasing portions of their budget and staff time. In addition, certain evangelical foundations, including DeMoss and Maclellan have made major financial commitments in recent years to Soviet and Eastern European initiatives.

For some years now Open Doors with Brother Andrew has been shifting from a focus on Marxist lands to a greater concentration on Islam. This shift can also be seen in research and human rights groups, such as Seattle-based Issachar, the Illinois-based Society of St. Stephen, and the Washington, D.C.-based organizations Christian Solidarity International and the Institute on Religion and Democracy.

Name changes are also in order. The Norwegian Misjon bak Jernteppet (Mission Behind the Iron Curtain) is now Norsk Misjon i Ost (Norwegian Mission in the East). As another example, the Institute for the Study of Christianity and Marxism at Wheaton College changed its name in May 1991 to the Institute for East-West Christian Studies. For at least a year prior to that its director shared with audiences that the program might best be described as the Institute for the Study of Christianity and What's Left of Marxism.

In addition to the above, two substantive changes in Western mission procedure and method stem from *glasnost* and *perestroika*. The legitimate need in the past for confidentiality in Eastern European ministry is rapidly disappearing. Donors should now expect more openness.

This in turn should help answer any remaining questions concerning financial integrity, at least for the large number of missions with membership in the following accountability-conscious agencies: the Interdenominational Foreign Mission Association, the Evangelical Foreign Missions Association, and the Evangelical Council for Financial Accountability.

The dramatic decline in Eastern European state interference in church life allows for a parallel increase in Christian outreach. What is to be done? This question served as the title for Lenin's 1902 call-to-arms blueprinting a successful Marxist revolution. Today, Western Christians can ask the same question as they seek to assist the cause of Christ in the East.

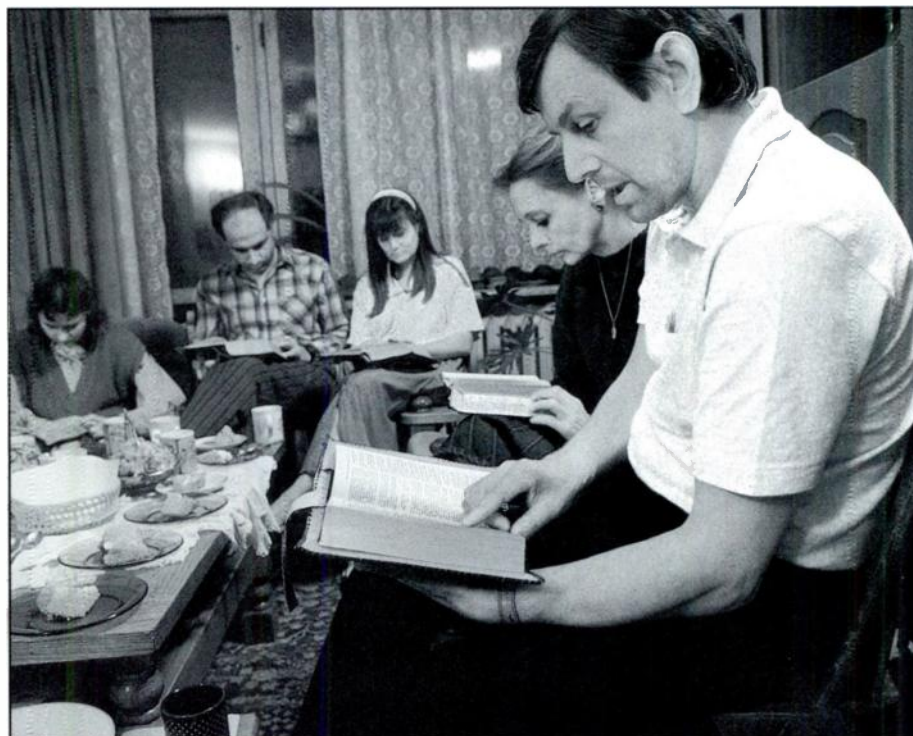


Photo by Greg Schneider/Worldwide Challenge

Christians studying the Bible together in Poland.

Specialization is becoming the watchword as Eastern European churches seek assistance with print, film, and video evangelism; Sunday school to seminary level training; marriage, family, youth, prison, alcohol, and drug counseling; and outreach through sports, camping, and drama, to name a sampling of the burgeoning ministry kaleidoscope.

With hundreds of millions of people disillusioned with Marxism, with the historically unprecedented collapse of Eastern European political barriers, and with hundreds of Eastern European missions being joined by legions of additional ministries new to the region, the simplest of conclusions should be that cooperative efforts are now in order.

That granted, a first step is to take account of past and present collaborative efforts. To start with, it should be noted that at least 16 Eastern European ministry meetings were held in the U.S. and Europe in 1990-91 to facilitate networking, information sharing, and cooperation.

At one meeting, a sense of urgency and the need to cooperate figured prominently. The three themes of the Evangelization of Russia Conference were:

1. The "greatness of the present opportunity in Russia, with its doors open."

2. "The necessity of taking up the work at once, or the danger of delay."

3. The need for "conducting the work in Russia upon such a broad evangelical basis as not unduly to exhibit to the new Russia the denominational differences which have existed in our evangelical work in America."

These words, spoken at Chicago's Moody Tabernacle by Dr. Jesse W. Brooks, superintendent of the Chicago Tract Society and chairman of the meeting, are not from 1992 or 1988, but from 1918. That year was, as this year is, a time of sweeping change for Russia. Urgency and cooperation still should take precedence because it is an open question whether or not the present opportunities will last much longer than the short-lived openings of 1917-18.

The 1918 Chicago conference also makes clear that concern for cooperation in Slavic ministry is not new. Other collaborative efforts followed. A 1941 partnership between Slavic Gospel Association and HCJB radio had Peter Deyneka Sr. delivering the first-ever broadcast to the Soviet Union, as it turned out, on the very day of the Nazi invasion. Other quiet combinations of Western ministries working together, especially in Bible production and distribution, could be noted.

The number of *glasnost*-era partnerships arranged to expedite Bible de-

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liveries is especially noteworthy. Various cooperative agreements to this end, from 1987 to 1989 alone, included at least 28 separate denominations, missions, and Bible societies. In the past year and a half, Slavic Gospel Association may have set a record for Eastern European collaborative efforts by assisting over 50 church and parachurch ministries responding to *glasnost's* open doors.

As another example, Wheaton's Institute for East-West Christian studies includes a mandate to facilitate Eastern European ministry. In the past six years this has involved consulting and collaborative work with over 80 church and parachurch bodies.

Three recent instances of commendable church and parachurch cooperation deserve mention. In the first case, 1990 saw the Norwegian Bible Society join hands with Pentecostal churches, three Norwegian parachurch ministries, and Sweden's Institute for Bible Translation to underwrite a gift of 520,000 children's Bibles in 11 Soviet languages at a cost of \$18.7 million.

Similarly, a number of organizations helped make a success of John Guest's Kiev '91 Crusade in May-June 1991. SGA provided the evangelist with valuable advice and contacts; Bible Literature International funded nearly two million tracts and Gospel booklets distributed during the meetings; The Bible League added 300,000 New Testaments and Bible study booklets, while Eastern European Seminary is assisting in follow-up, discipleship, and church planting. Finally, the summer of 1991 saw 24 Western and USSR Christian groups combine in the "Moscow Project" to distribute almost four million Scriptures.

A striking number of larger-scale cooperative efforts in Eastern European ministry emerged in the 1970s and 1980s. These include:

- ◆ 1975 Literature Information Service
- ◆ 1977 Christian Broadcasters to the Soviet Union (CBSU)
- ◆ 1979 Biblical Education by Extension/Eastern European Seminary
- ◆ 1985 Mission Forum (formerly East European Missions Research)
- ◆ 1986 Eastern European Advisory Group (Project Jericho-Lausanne Committee on World Evangelization)



Photo by Greg Schneider/Worldwide Challenge

Christian literature being distributed at a newstand in Romania.



Photo by Guy Gerrard/Worldwide Challenge

The New Life Choir handing out gospel tracts in Russia.

- ◆ 1987 Evangelical Christian Publishers Association
- ◆ 1988 Scandinavian missions and Bible societies (working relationships formalized in 1990 under the logo, "New Start in the East")
- ◆ 1988 Coalition for Solidarity with Christians in the Soviet Union
- ◆ 1990 East European Task Force. Interdenominational Foreign Mission Association (IFMA)
- ◆ 1990 Project C.A.R.E. (Coordination of All Resources for Evangelism)
- ◆ 1990 International Literature Association
- ◆ 1990 Theological Commission Task Force on Eastern Europe, World Evangelical Fellowship
- ◆ 1991 AD 2000 Movement
- ◆ 1991 Churches East-West European Relations Network (CEWERN)
- ◆ 1991 USSR Christian Resource Center

These umbrella organizations, in the main, stress coordination among Western groups reaching out to the East. In addition, cooperation needs to be encouraged between Western and Eastern churches and missions. In 1804 the British and Foreign Bible Society helped establish its first sister society, the Russian Bible Society. And out of that partnership came the first-ever Russian vernacular New Testament published in 1821.

Likewise, today, Western organizations can have a role in the development of indigenous USSR and Eastern European missions. To date, in the wake of *glasnost*, up to 220 such ministries have emerged in the Soviet Union, pretty much spontaneously. A golden opportunity now exists to assist these organizations, hopefully taking into account lessons learned in the laboratory of the modern missions movement. As Luis Bush cautioned in a May 1991 Consultation on Partnership for World Evangelization, "As we celebrate our oneness in Christ . . . we struggle to keep out the anti-kingdom traits of power, parochialism, prestige, and possessions."

East European ministries often speak the obvious truth that new entrants should seek counsel from missions with experience in the region. According to Phill Butler of Seattle-based Interdev, such sharing, whether formalized in partnerships or not, allows missions to "build on existing strengths," permits the most efficient utilization of human and mate-

rial resources, minimizes duplication, and reduces risk.

But as papers delivered at the May 1991 Working Consultation of Partnership in World Evangelization make clear, the reverse is also true. As numerous ministries just now are in the process of placing their first, traditional, resident missionaries in the Soviet Union and east-central Europe, experienced, long-standing missions to developing countries have much hard-earned advice to give.

They will counsel, for example, against establishing churches overly dependent on the West. They will recommend that Christians in the East should be encouraged to move beyond the translating of Western Christian classics to the writing of their own Sunday school curricula and theological texts.

They also will caution that missionaries should not intertwine the preaching of Christ crucified with advocacy for Western culture. In addition, they will counsel against the funding of solo efforts of energetic individual East Europeans whose close accountability to a na-

tional church or parachurch body is unclear. Likewise, they will underscore the growing significance of indigenous, non-North American missions in the scheme of world evangelization, a phenomenon in the former Soviet Union of truly remarkable dimensions already.

And finally, experienced missionaries from Africa, Asia, and Latin America will note the many perils of crosscultural miscommunication. These include the fact that the Western concept of time is not sacred, and that the penchant of brusque Americans for hard facts, unvarnished, up front, is unthinkable in many non-Western settings.

That some Western comments should best be left unsaid was never more painfully obvious than in the case of an American preacher speaking to a Soviet audience of over a thousand in the summer of 1991. One thing he was sure the USSR needed, he told his hearers, was deodorant. And he promised to bring his friends cases of it on his next visit.

Surely, for the sake of heaven, emis-

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saries of Christ have better things to do than to rail against the evils of body odor. Indeed, it should be argued that the gross cultural insensitivity, here exposed, reeks more than any conceivable perspiration.

To be winsome witnesses, cultural sensitivity is critical. And cultural sensitivity is a product of believers willing to "study to show thyself approved unto God." Of course, a tension exists today between urgency, on the one hand, stemming from fear that the Eastern window of opportunity will close and, on the other hand, a call for painstaking, disciplined study of languages, history, and culture necessary for long-term effective ministry. In fact, selective, sensitive immediate responses and a commitment to careful academic preparation can go hand in hand. It is not a case of either/or, but both.

Missionaries who are earnest students of Central and Eastern European culture will be humbled by the complexity of the region, and will be better witnesses for their humility. Well-read Christian servants heading for Central and Eastern Europe, for example, will recognize that believers emerging from the long, dark night of Marxist repression have a lot to teach the West, as well as receive from the West.

Manfred Kern of the East German Evangelical Alliance advises would-be Western witnesses to ask questions before offering solutions. If the reverse is the order, he believes, those who come with "ready-made concepts and ready-made programs . . . will not have a good ministry . . . because they do not understand our context."

The following blanket condemnation does not fit, but there is a point to be gleaned from William Yoder's warning, "We can't just burst upon the local scene with the latest magical potions from Wheaton or Arrowhead Springs." Today, the quote might be updated to include Colorado Springs.

Christian servants today need to set their sights on Central and Eastern Europe with help in one hand, and with the other hand open to receive testimonies of faithfulness in the face of repressive Marxist regimes. At the 1918 Chicago conference on the Evangelization of Russia, Wheaton College's second president, Charles Blanchard, spoke for the present day as well as his own: "Most of us have

never suffered for our faith very much.

"Here we are . . . with one of the most fruitful lands in the world under our feet, and one of the most genial skies in the world over our heads, with absolute religious liberty . . . What do we owe to two hundred million people who have been under the wheel, in terror of their lives . . . What does a nation like ours, in circumstances such as ours, owe to a nation like Russia, a nation where the Gospel has never been free?"

To the land that has produced the rich spiritual legacy of the Jesus Prayer, "Lord Jesus Christ, Son of God, have mercy upon me, a sinner"; to the land that has blessed all peoples with the profound spiritual insights of Dostoevsky and Solzhenitsyn; and to the land of countless

Christian martyrs of the twentieth century, we owe much.

Editor's Note: *The above article was previously published in the January 1992 issue of Evangelical Missions Quarterly and is reprinted here with permission. ©1992 Evangelical Missions Quarterly, Wheaton, Ill.*

Mark Elliott is professor of history and director of the Institute for East-West Christian Studies at the Billy Graham Center at Wheaton (Ill.) College. He has made six trips to the former Soviet Union and Eastern Europe since 1989 to negotiate and lead a student exchange program with Moscow State University, to help launch a program of international adoption of hard-to-place Soviet orphans, to negotiate a high school student exchange, and to host a Moscow conference on business ethics.

Cooperative Efforts in USSR and East Central European Ministry

1975

◆ **Literature Information Service**

Wayne Platt,
Coordinator
Postfach 18
A-2502 Baden, Austria

1977

◆ **Christian Broadcasters to the Soviet Union (CBSU)**

Nick Leonovich,
Chairman of the Steering Committee
c/o Slavic Gospel Association
P.O. Box 1122
Wheaton, IL 60189
Phone: (708) 690-8901, ext. 533
(The 1988 meeting adopted the present name and a formal organization.)

1979

◆ **Biblical Education by Extension/ Eastern European Seminary**

Jody Dillow, Director
Postfach 37
A-1184 Vienna, Austria
Phone: 43-1-442071;
43-1-2243-81920
Fax: 43-1-442078
John Maisel, President
6730 L.B.J. Freeway
Suite 2188
Dallas, TX 75240
Phone: (214) 404-8077

1985

◆ **Mission Forum (formerly East European Missions Research)**

Warren Carter, Director
Postfach 161
A23 40 Modling, NO
Osterreich, Austria
Phone: 43-2236-53750
Fax: 43-2236-52390

1986

◆ **Eastern European Advisory Group (Project Jericho), Lausanne Committee for World Evangelization**

Tom Houston
P.O. Box 300
Oxford OX2 9XB
England
U.S.A. Address:
5970 Fairview Rd.,
Suite 514
Charlotte, NC
28210-3196
Phone: (704) 554-6803
Fax: (704) 553-2701

1987

◆ **Evangelical Christian Publishers Association**

Doug Ross, Executive Director
950 W. Southern Ave.,
Suite 102
Tempe, AZ 85282
Phone: (602) 966-3998
Fax: (602) 966-1944

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1988

- ◆ **Scandinavian missions and Bible societies** (working relationships formalized in 1990 under the logo, "New Start in the East")

- ◆ **Coalition for Solidarity with Christians in the Soviet Union**
Kent Hill
c/o Institute on Religion and Democracy
1331 H St. N.W. #900
Washington, D.C.
20005-4706
Phone: (202) 393-3200
Fax: (202) 638-4948

1990

- ◆ **East European Task Force, Interdenominational Foreign Mission Association (IFMA)**
John H. Orme,
Executive Director
P.O. Box 398
Wheaton, IL 60189-0398
Phone: (708) 682-9270
Fax: (708) 682-9278
(IFMA had a European Committee from 1978 to 1990)

- ◆ **Project C.A.R.E. (Coordination of All Resources for Evangelism)**
C.F. (Chuck) Schukar,
Director
Postfach 37, A1184
Vienna, Austria
Phone: 43-1-442701;
43-1-2243-81920
Fax: 43-1-442078

- ◆ **International Literature Associates**
Art Moore
Kerngasse 4
A-2353 Guntramsdorf,
Austria
Phone: 43-2236-53750
Fax: 43-2236-52390

- ◆ **Theological Commission Task Force on Eastern Europe,**
World Evangelical Fellowship
Peter Kuzmic
c/o Evangeoski Teoloski Fakultet
D. Tucovica 32, p.p. 370
54103 Osijec,
Yugoslavia
Phone/Fax: 38-54-56466

1991

- ◆ **AD 2000 Movement**
Pavle Cekov
Bratislava,
Czechoslovakia
- ◆ **Churches East-West European Relations Network (CEWERN)**
Philip Walters, Secretary
28 Henry Street
Bromley, Kent BR1 3JB
England
- ◆ **USSR Christian Resource Center Kent Hill, Director**
c/o Institute on Religion and Democracy
1331 H St., N.W. #900
Washington, DC
20005-4706
Phone: (202) 393-3200
Fax: (202) 638-4948

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INSIDE NRB

EFICOM Committee Reviews Larry Lea Ministries' Records

DALLAS, Texas (NRB) — A select committee representing the Ethics and Financial Integrity Commission (EFICOM) of National Religious Broadcasters (NRB) has completed its field review of Larry Lea Ministries. Last fall, allegations of misappropriated funds were made against the NRB member organization by Diane Sawyer on ABC-TV's *Prime Time Live*. The purpose of the recent review was to examine the ministry's compliance with EFICOM requirements.

The EFICOM select committee found the corporate by-laws and minutes of the ministry to be in order, according to NRB president and select committee member David Clark. During the 1990 financial audit, a management letter from the ministry's accounting firm suggested several important changes in operating procedures. Dr. Clark reported the committee found the ministry had completed many of these and agreed to implement several others as a prerequisite to compliance.

In reviewing the issues raised on the ABC program, the committee examined many of the ministry-produced programs relating to Larry Lea's house fire in Tulsa, Okla., and the construction of a church in Poland. Mailings relating to these events were also carefully examined. According to the select committee, no video or written appeals were found requesting money to be sent to Lea because of losses suffered by the fire.

An audit of all of the funds received by the ministry during 1991 for the church in Poland and all spending related to the Polish ministry was made available to the committee along with documentation from ministers in Poland, reported Dr. Clark. The committee found the balance of all of the funds given to the Polish ministry had been placed in a separate non-operating account to be used for future ministry in Poland. This disposition of restricted funds met EFICOM standards.

According to Dr. Clark, the review committee found the ministry to be open and cooperative in presenting information and in implementing any changes required. All information requested prior to the meeting was supplied along with a great deal of additional information at the time of the review, he stated.

As a result of this review, Larry Lea Ministries has been found by EFICOM to

be in compliance with its standards. The ministry will be reviewed for compliance again, along with all EFICOM members, after May 31.

NAE Moves 'Forward In Faith' At 50th Convention In Chicago

CHICAGO, Ill. (NRB) — The National Association of Evangelicals (NAE), the founding organization of National Religious Broadcasters (NRB), recently celebrated its 50th anniversary in Chicago at its annual convention. Proclaiming the theme "Forward in Faith — 50 Years of Evangelical Cooperation," the three-day celebration began with an address by President George Bush.

A standing-room-only crowd of some 1200 people greeted President Bush on Tuesday, March 3. The President addressed such issues as family values, religious freedom, voluntary prayer in public schools, and the sanctity of life.

He was warmly received by the convention delegates and was interrupted frequently by applause. Perhaps the strongest audience approval was for the President's assertion, "Faith, family — these are the values that sustain the greatest nation on earth. And to these values we must add the infinitely precious value of life itself. Let me be clear: I support the right to life."

Tuesday evening, plenary speaker Jay Kesler, president of Taylor University, emphasized his commitment to the evangelical church, noting its future is assured because as an institution, it deals with the ultimate issues: giving dignity to man, providing a moral and ethical compass, providing a place to find healing and love, and providing motivation for the most lasting selfless efforts of mankind.

In addition, Tuesday evening featured the official kickoff of the Christian Citizenship Campaign, a nationwide effort to register one million new voters and to recruit evangelicals to pray specifically for their evangelical leaders.

On Wednesday evening, plenary speaker Joel Gregory, pastor of First Baptist Church in Dallas, Texas, picked up on NAE's anniversary theme with his address "Faith in the Concrete." Gregory challenged NAE delegates to live lives of concrete faith, trusting God for the where, when, and how.

The concluding banquet on Thursday evening featured international evangelist Peter Kuzmic, who related stories of new

freedom in Eastern Europe and the horror of civil war in his native Yugoslavia. Special guest Billy Graham topped off the evening by noting the significant growth of evangelicals in the past 50 years.

In addition to the evening plenary sessions, the convention schedule included two prayer sessions led by David Bryant of

CONTINUED ON PAGE 50

National Religious Broadcasters New Members

Elwood McQuaid (Program Producer)
Friends of Israel
P.O. Box 908
Bellmawr, NJ 08099
EFICOM: Member ECFA

Jim Killion (Associate)
Killion McCabe & Associates
12001 N. Central Expressway, #900
Dallas, TX 75243
EFICOM: For Profit

Thomas E. McCabe (Associate)
Killion McCabe & Associates
12001 N. Central Expressway, #900
Dallas, TX 75243
EFICOM: For Profit

Gary Forsythe (Owner/Operator)
KMOC-FM
P.O. Box 41
Wichita Falls, TX 76307
EFICOM: Member ECFA

Warren M. Marcus (Program Producer)
New Day Pictures International
3232 Azalea Place
Lynchburg, VA 24503
EFICOM: Registered

J. Kerby Anderson (Program Producer)
Probe Ministries International
1900 Firman Drive
Richardson, TX 75081
EFICOM: Member ECFA

Linda Garrison (Associate)
Satellite Management International
5520 LBJ Freeway, Suite 250
Dallas, TX 75240
EFICOM: For Profit

Robin B. White (Program Producer)
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• NATIONAL •

Two Bible Distributors Merge To Create New Global Ministry

COLORADO SPRINGS, Colo. (NRB) — International Bible Society and Living Bibles International, two established names in worldwide Scripture evangelism, recently merged to form a single organization.

Retaining the name International Bible Society, the merger of the two ministries has created an enhanced vision for global evangelism, a new emphasis on discipleship — beyond Bible distribution — and increased financial efficiency, stated representatives of the new organization.

"I would like to see what we have done and are doing through this merger become a model for many other Christian organizations with similar visions and mission statements," said Lars Dunberg, newly appointed international president and CEO of International Bible Society. "In God's economy, we need to think of God's kingdom rather than [of] building our own empires. We need to say that together we can do more for God than we can do separately."

With its headquarters remaining in Colorado Springs, the ministry will have an annual income of \$25.4 million, making it the fifth largest of the 33 evangelical organizations based in the city. The merger will realize a savings of over \$1 million per year in operating costs, according to ministry officials.

International Bible Society will assume Living Bible International's copyrights to 57 completed New Testaments, 15 completed Bibles, and 65 translations currently in progress — a package estimated at \$20 million. *The Living Bible* will not be included in the merger package, as the copyright is owned by Tyndale House Publishers.

The merger will also involve the acquisition of Living Bible International's worldwide network of 37 field offices, complete with 200 full-time employees. International Bible Society will use network relationships with governments, national churches, and other mission groups to identify and meet criti-

cal global needs in the areas of Scripture translation and distribution, ministry officials stated.

"The merger of International Bible Society and Living Bibles International is a perfect marriage, as the strengths of each organization complement the other," stated John Pinkham, chairman of the board. "International Bible Society now has a solid platform for expanding ministry initiatives around the world."

• INTERNATIONAL •

Graham Becomes First Western Evangelist To Visit North Korea

PYONGYANG, North Korea (NRB) — Evangelist Billy Graham recently completed a visit to North Korea (the Democratic People's Republic of Korea) where he preached at two churches in the capital city of Pyongyang and delivered a lecture

North Korea included a number of historic firsts. It marked the first time an evangelist from any country had been invited to preach anywhere in North Korea. He was also the first American evangelist invited to speak to students at a North Korean university. In addition, his contacts with a broad range of prominent North Koreans were unique for a foreign religious leader.

Upon receiving the invitation for the visit from the Korean Christians Federation and the Korean Catholics Association, Dr. Graham said he had wanted to visit North Korea for many years. His wife, born in China of American missionary parents, spent several years there in the 1930s at the Pyongyang Foreign School, a high school run by Presbyterian missionaries.

Long isolated from the West, North Korea is considered to be one of the few remaining communist-oriented countries in the world. However, North Korean officials contend their nation is not guided by communism but by a blend of Marxist and Korean ideology known as *Juche* ("self-reliant") philosophy, developed by President Kim. President Kim has led the nation since its beginning following the conclusion of World War II and has vowed North Korea will not be affected by the ideological changes which have swept Eastern Europe and the former Soviet Union.

At one time North Korea had a large Christian population and was one of the largest mission fields in the world. Pyongyang itself had so many thriving churches — both Protestant and Catholic — that it was often called the "Jerusalem of the East." During the Korean War, however, large numbers of believers were killed, and hundreds of thousands fled. North Korea later proclaimed itself the world's first atheistic state, and all churches were closed.

The present North Korean constitution reaffirms the right to religious belief, and in the last few years, two church buildings (one Protestant, one Catholic) have been constructed in Pyongyang with government assistance. A third church is currently under construction.

Leaders acknowledge that religious belief is still not encouraged, and the per-



photo by Russ Busby

Billy Graham (left) presents a copy of his book *Peace With God* to President Kim Il Sung of North Korea (right) during a recent visit to east Asia.

to students at Kim Il Sung University. Dr. Graham also met privately with a broad cross section of political, cultural, and educational leaders, including North Korean President Kim Il Sung and minister of foreign affairs Kim Yong Nam.

Dr. Graham's unprecedented visit to

centage of religious believers (both Christian and non-Christian) among the population remains very low. Some observers contend that statistically North Korea is the most non-religious country in the world.

Dr. Graham concluded his five-day visit with a press conference in Hong Kong, where he explained, "My main purpose in going to North Korea was to preach the Gospel of Jesus Christ -- just as I have done in over 80 other countries around the world. I come away from North Korea with a new commitment to pray for my fellow Christians there and for reconciliation on the Korean peninsula."

Christian Broadcasters Meet In Canada To Launch Association

WINNIPEG, Manitoba (NRB) — Twenty-two Christian radio and television broadcasters from across Canada recently met in Winnipeg to officially launch the National Christian Broadcast Association (NCB). As the regulatory climate of Canadian telecommunications experiences changes, Christian broadcasters are hopeful Canadian airwaves will open to new levels of access for religious broadcasting.

Recent Canadian Radio & Television Commission (CRTC) hearings focused on unlicensed television broadcast transmitters operating Christian stations in western Canada. As a result of those hearings, CRTC chairman Keith Spicer reported his intention to consider holding public consultations to discuss existing CRTC religious broadcast policies.

According to newly elected NCB regulatory affairs chairperson Gloria Kieler, the association will approach the CRTC in the near future with a "unified request for the long-awaited liberation of Canada's airwaves."

Newly elected NCB interim chairman Williard Theissen and NCB executive officers Dick DeWert and Allen Hunsperger followed an ambitious agenda at the inaugural assembly, urging all Canadian Christian broadcasters to join the NCB and to become involved in developing strategies to rid the broadcast system of restrictions on freedom of religious expression. Members of the new association plan to reconvene at an early date to further develop an agenda and to vote upon a constitution and a code of ethics and accountability.



photo by John O'Leary

An estimated half million evangelicals rally at Luis Palau's Festival de la Familia crusade in Mexico City, Mexico, supporting President Carlos Salinas de Gortari's proposed religious freedoms for all churches

Mexican Evangelicals Test New Religious Freedoms At Festival

MEXICO CITY, Mexico (NRB) — Mexico's new religious freedoms, the result of President Carlos Salinas de Gortari's proposed changes to his nation's constitution, gave evangelist Luis Palau historic opportunities to preach the Gospel during a spring Festival de la Familia crusade in the massive capital city.

At the request of government officials, however, evangelicals altered plans to march to the Zócalo, the downtown city center square outside of the government palace, on the closing day of the crusade.

Crusade organizers had received authorization in February for Palau to deliver a 15-minute address in the Zócalo on March 21, the birthday of Mexican liberator Benito Juárez. But opposition from some mid-level government officials and rumors of threatened violence led to cancellation.

Instead, in a show of patriotism, Mexican evangelicals marched to the Juárez monument and back to the revolution monument, where Palau gave a five-minute greeting. Government officials estimated the crowd at a half million, while crusade organizers reported 425,000 to 450,000 participants.

"The thrill of victory was in the air, and rightly so for a people who have felt

oppressed for decades. Mexico's sunshine — free of smog that one day — seemed to shout the liberation of the soul of the nation's evangelicals," said Palau. "Cheers went up every time President Salinas was mentioned, and they doubled in volume at the name of Jesus Christ. Thousands of banners and placards splashed with Mexican color were everywhere."

Protestants have endured hundreds of years of persecution in Mexico. In the mid-19th century, then-President Juárez passed reforms restricting the power of the Roman Catholic Church. The nation's current constitution, passed in 1917, keeps the government in control of the church. But evangelicals continued to be targets of violence and relegated to second-class citizenship.

President Salinas' proposed changes, though not yet ratified, would sweep away 75 years of such government control of religious activity in the country. The changes would give legal status and property rights to churches and the right to vote to clergy members.

"The changes in the constitution are for the good of all," said Victoriano Báez-Camargo, director of Bible Societies of Mexico. "For evangelicals in Mexico, the changes represent an opportunity. We are not ignoring the laws of the country. The separation of church and state will continue, but with an open recognition of all churches."

GLOBAL CHALLENGES



Positive response to the five-part series "Global Challenges for the 90s," by Time magazine senior correspondent David Aikman,

has prompted Religious Broadcasting to continue the column as a standard department. Each month, UPI Radio Network commentator and author Dan Wooding will examine important global developments and their relationships to opportunities for evangelical ministry.

Tens of thousands of Cubans flocked to the country's evangelical churches when there was a miraculous move of God's Holy Spirit some three or four years ago. However, few remained church members. Now the country's dire economic situation is bringing thousands more to church in what is seen as a spiritual revival taking place behind Fidel Castro's "Sugar Cane Curtain," according to former U.S. director of Wycliffe Bible Translators Dale

Revival Behind Castro's Sugar Cane Curtain

by Dan Wooding

Kietzman, who recently returned from a visit to the island nation.

"Since I had heard reports of the large crowds gathering in the churches because of reported healings, I specifically asked about this," said Dr. Kietzman. "The wave of miraculous healings had occurred; thousands had flocked to certain churches, generally Pentecostal, [on] various parts of the island, either hoping for a healing or just out of curiosity."

However, relatively few of the large numbers reported actually continued in the faith, and little church growth resulted, reported Dr. Kietzman. "Since the dismantling of Communism in Europe began, and Cubans [became] aware of it, primarily because of the economic consequences for Cuba, the churches have begun to fill up again," he stated.

Churches are reporting full services at all of the permitted meetings throughout the week, and there has been a marked increase in young people's activities, Dr. Kietzman said. He stated that during his

visit, one Baptist pastor was planning to baptize 40 converts and that permits are now being awarded to churches for repair to or enlargement of their facilities.

Growing By Leaps & Bounds

Dr. Kietzman said figures given to him by a government official revealed the church in Cuba is made up of approximately 1.5 percent of the population, or slightly less than 200,000 people. According to Dr. Kietzman, the Cuban official stated this number does not include the evangelical "community," only church members. The official referred to many who are believers in Christ but who have not yet made a connection with the church.

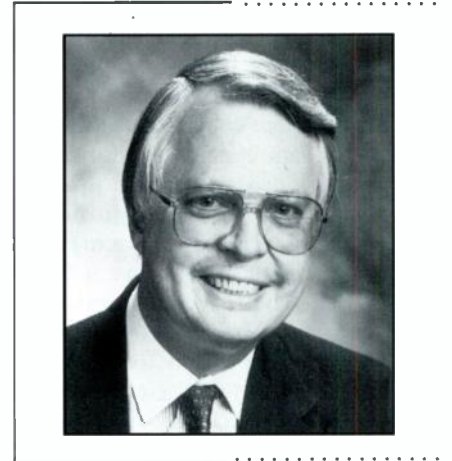
"Both pastors and government officials implied the strength of the evangelical segment of the population [is] growing at such a rate that it [has] to be taken into consideration as a potential 'power block' politically in planning for the future," Dr. Kietzman stated.

'Big Brother' On Furlough

Having previously been in Cuba during July 1979, Dr. Kietzman reported there was less of a feeling of military presence in Havana during his recent visit. "I had no feeling of being followed or of people [being] concerned about why I was there [this time]. When visiting in homes, no one from the block committee [the Committee for the Defense of the Revolution] appeared to listen in on the conversation. At the same time, pastors told me that government informers [are] usually still present at their services," he said.

He said churches continue to have their activities restricted to their own premises, although retreats and conferences in other locations are permitted with prior government approval. Dr. Kietzman also reported Bibles are more readily available and that the United Bible Society is now the recognized channel for the importation of religious literature.

During his visit, the missionary statesman discovered the government is officially allowing "believers" to be members of the Communist Party, qualifying a "believer" as anyone who has some belief in the supernatural. According to Dr. Kietzman, "believers" make up 75 percent of the population. He also stated the number of Communist Party members is between 500,000 and 600,000, with similar numbers in the Young Communists movement. Therefore, the number of committed



Communists in Cuba is approximately ten percent of the population of 11 million.

Cuba is actively considering constitutional changes, said Dr. Kietzman, including a change to the article which promoted atheism as the official belief. The new wording of the article will grant "freedom of belief." In addition, direct elections of all legislative levels, including the National Assembly, have been agreed to.

"They are discussing yet whether to have a direct election of the president [Fidel Castro]," he said. One party member stated, however, "If they do [hold a direct presidential election], there is no question that Fidel [will] win hands down. After all, he is a god to us!"

Training Cuban Missionaries?

Despite the widespread economic distress, Dr. Kietzman is encouraged about the future of the nation. "There is a stirring within the church in all denominations. They are training lay people for evangelism. They ask for more evangelistic literature so that they can do house-by-house evangelism, which they say they can do without too much interference from the government. They are even pressing the government to allow them to use the radio for Gospel broadcasts," he said.

One young Cuban discussed with Dr. Kietzman the possibility of training missionaries for service. Although at this time missionaries cannot legally be sent or supported by the church in Cuba, the islander felt the church would be able to do so within two years.

Dan Wooding is an award-winning British journalist who lives in Garden Grove, Calif. He is the founder and director of ASSIST (Aid to Special Saints in Strategic Times), as well as a commentator for the UPI Radio Network and a syndicated newspaper columnist.

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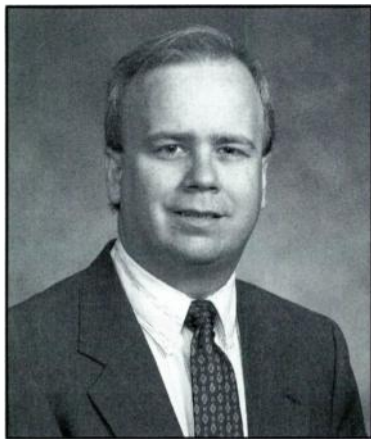
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TRADE TALK

The **Bush Administration** has dropped its support of a proposal requiring churches to file reports with the Internal Revenue Service on contributors who give more than \$500 annually, according to the *EP News Service*. The reporting requirement would have forced churches and religious organizations to give the name, address, taxpayer identification number, amount given, and circumstances under which donations were made for each person giving more than \$500 per year. Vice President Dan Quayle reportedly called the proposal a "non-sense regulation," insisting neither he nor President Bush had been aware it was in the budget.

The Gospel Music Association's 23rd annual **Dove Awards** ceremony was held April 9 at the Grand Old Opry House in Nashville, Tenn. The ceremony featured performances by some of the top names in Christian music, including Steven Curtis Chapman, Twila Paris, Petra, Michael W. Smith and BeBe & CeCe Winans. The evening's festivities were hosted by Glen Campbell and Marilyn McCoo



Tim McDermott

and were telecast live via The Nashville Network (TNN) to a potential viewing audience of 53 million cable television households.

The **International Lutheran Layman's League's** television drama *Waiting for the Wind* and the **Southern Baptist Radio and Television Commission's** television documentary *Set Free* recently received Excellence In Media's gold and silver Angel Awards, respectively. The Angel Awards honor media-related organizations and individuals who produce outstanding works of high moral, spiritual, or social influence.

The **Sparrow Corporation** and **BMG Music Publishing** have entered a long-term worldwide music publishing

partnership. The agreement includes BMG's acquisition of a 50 percent ownership of Sparrow's music publishing catalogues – Birdwing Music, Sparrow Song, and His Eye – as well as all new works produced and published by Sparrow during the term of the agreement.

The number of languages in which at least one book of the Bible has been translated rose to nearly 2000 in 1991, according to the latest *Scripture Language Report* issued by United Bible Societies (UBS) in Reading, England. The report also revealed that 32 languages received at least one book of the Bible in 1991 for the first time – the largest increase since 1987.

Tim McDermott has been selected by the KSBJ Educational Foundation to replace **Burt Perrault** as general manager of KSBJ-FM/Houston, Texas. McDermott has been KSBJ's business manager since last May. Perrault left KSBJ to form the new Morningstar Christian music satellite network.

Charitable giving dropped 19 percent between 1990 and 1992, according to *The Non-Profit Times* which conducted a 1000+-person survey in conjunction with Barna Research Group Ltd. In January 1990, 59 percent of those surveyed reported they gave to a charitable organization in the previous month. In January 1992, that figure had dropped to 40 percent.

The Christian rap group **DC Talk** recently made a guest appearance on

the late night *Arsenio Hall Show*. The trio performed several of their *Rap, Rock, and Soul* tunes during the show which aired April 20 on the Fox Network.



Errol Williams

WWRL-AM/New York, N.Y., has announced the promotion of **Errol Williams** to director of religious sales and marketing for the station. Prior to joining WWRL in 1990, Williams was involved in religious sales and

marketing for a Trenton, N.J.-area station.

After more than 40 years in one location, **Zondervan** has moved to a new \$13 million facility on the outskirts of Grand Rapids, Mich. The international Christian communications company's new address is 5300 Patterson Ave. SE, Grand Rapids, MI 49530.

More than 50 Christian media professionals from the Middle East met for three days recently for the second **Arabic Broadcasting Convention**. The convention featured such plenary sessions as perspectives on the media in the Middle East following the Persian Gulf War, reaching illiterates and non-readers in the Middle East and North Africa, and investigating the needs and interests of women in today's Arab world.



Greg Cynaumon

Author, speaker, and therapist **Greg Cynaumon** is the newest addition to the talk show host line-up on KBRT-AM/Costa Mesa, Calif. Cynaumon, a former SWAT Team hostage negotiator, is the author of *Single Parents . . . Troubled Kids*, as well as the director of clinic relations for Minirth-Meier

Clinic West, a Newport Beach, Calif.-based Christian mental health care clinic.

The contemporary Christian recording group **Harvest** has accepted an invitation to perform in Barcelona, Spain, during the 1992 Summer Olympics as part of an extensive European tour. The sole American Christian group scheduled to perform at the summer games, Harvest will make appearances July 27-31 before nightly crowds of over 5000 people.

Joni & Friends, KQCV-AM/Oklahoma City, Okla., Goodwill Industries, and local churches recently hosted Oklahoma's Conference on the Church and Disability. Joni Eareckson Tada and Ken Medema kicked off the conference with a concert, followed by two days of workshops for the community on serving people with disabilities. The conference concluded with a luncheon address by Eareckson at the Oklahoma University Health Science Center.



Joni Eareckson Tada (center left) and the staff of KQCV-AM/Oklahoma City, Okla., join forces to educate the community about disabilities.

Televangel, a new 20-minute Christian television program broadcast in Greece, is receiving encouraging response from viewers. Produced by Assemblies of God missionary **Jim Zachariou**, with the assistance of The Assemblies of God International Media Ministries in Brussels, Belgium, the program airs four days a week on Hellas 62. Although most of the station's programming is in English with Greek subtitles or audio dubbing, more than 30 segments of *Televangel* have been prepared specifically for the Greek audience.

The Grammy Award-winning Christian recording group **Petra** recently joined Tracy Chapman, Color Me Badd, The Kentucky Headhunters, John Mellencamp, Willie Nelson, Joe Walsh, and approximately 75 other musical guests when it performed at Farm Aid V in Dallas, Texas. The first Christian group ever to appear at Farm Aid, Petra performed the songs "Destiny," "Creed," and "Who's On The Lord's Side." Funds generated from the event were donated to farm organizations and service agencies in 41 states.

Following three years of consultations among evangelical leaders in Scotland, the decision has been made to launch a

Scottish Evangelical Alliance. The alliance will provide a framework for Scottish evangelicals to unite in prayer, mission, and active concern for the country. A 40-member interdenominational council is being formed in preparation for the official kickoff this summer. A general secretary to staff the new alliance will be named in mid-1993.

A prayer project entitled "Meet At City Hall" has been organized by Christian leaders across the United States in coordination with the National Day of Prayer on May 7. Project leaders are urging all concerned Christians to meet at their local city halls to spend 20 minutes (12:20 p.m. - 12:40 p.m.) praying for a moral rebirth in America. Among the honorary co-chairmen of "Meet at City Hall" is National Religious Broadcasters executive director E. Brandt Gustavson.

CONTINUED ON PAGE 38

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 speakers prominent in the Pro-Life movement.

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Wanda Franz Ph.D.

Pro-Life Perspective

For more information please contact National Right to Life, 419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004 (202) 626-8817.

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TRADE TALK
CONTINUED FROM PAGE 37

Christian recording artists Amy Grant and Julie Miller have teamed up to battle child abuse with the release of a special CD promoting Childhelp USA's National Child Abuse Hotline, a service dedicated to preventing and treating abuse and neglect. The two-song CD features "Ask Me," Grant's fourth release from her multiplatinum album *Heart In Motion*, and Miller's single "Broken Things," from her album *He Walks Through Walls*.

The National Association of Evangelicals (NAE) has announced the publication of a new book entitled *Standing Up, Standing Together: The Emergence of the National Association of Evangelicals*. The book is written by Arthur M. Matthews, editor of *World* magazine, and contains a foreword by Billy Graham. In addition, NAE is releasing a new 13-minute video, *Glory From Chaos*, the story of the people who have influenced the association over the past half-century.

Michael O'Brien, assistant professor of television broadcasting for the School of Broadcasting at Toccoa Falls (Ga.) College, has been elected vice president of the Intercollegiate Religious Broadcasters (IRB). The IRB is the educational arm of National Religious Broadcasters. In other news, IRB member John Brown University (JBU) in Siloam Springs, Ark., has entered a formal affiliation agreement with Crichton College in Memphis, Tenn. JBU will provide administrative, faculty, staff, and student exchanges with the Memphis campus. Larry Brooks, vice president of marketing for JBU, has been appointed president of Crichton.

The Gospel Music Association's
23rd Annual Dove Award Winners

Division One

Song of the Year: "Place In This World;" Michael W. Smith, Wayne Kirkpatrick, Amy Grant; Age To Age Music, O'Ryan Music, Emily Boothe Inc.; ASCAP/BMI
Songwriter of the Year: Steven Curtis Chapman
Male Vocalist of the Year: Michael English
Female Vocalist of the Year: Sandi Patti
Group of the Year: BeBe & CeCe Winans
Artist of the Year: Amy Grant
New Artist of the Year: Michael English

Division Two: Recorded Song of the Year

Rap: "I Luv Rap Music;" DC Talk; Toby McKeehan, Jackie Gore; YO! ForeFront
Metal: "Everybody Knows My Name;" Bride; Dale Thompson, Troy Thompson; Pure Metal
Rock: "Simple House;" Margret Becker; Margret Becker, Charlie Peacock; Sparrow
Contemporary: "Home Free;" Wayne Watson; Wayne Watson; DaySpring
Inspirational: "For All The World;" Sandi Patti; Greg Nelson, Bob Farrell; Word
Southern Gospel: "Where Shadows Never Fall;" Glenn Campbell; Carl Jackson, Jim Weatherly; New Haven
Country: "Sometimes Miracles Hide;" Bruce Carroll; Bruce Carroll, C. Aaron Wilburn; Word
Contemporary Black Gospel: "Addictive Love;" BeBe & CeCe Winans; Keith Thomas, Benjamin Winans, CeCe Winans; Sparrow
Traditional Black Gospel: "Through The Storm;" Yolanda Adams; V.M. McKay; Tribute

Division Three: Album of the Year

Rap: *Mike-E & The G-Rap Crew*; Mike-E; Mike-E, Jet Penix, Cedric Caldwell, producers; Reunion
Metal: *In The Kingdom*; Whitecross; Simon Hanhart, producer; Star Song
Rock: *Simple House*; Margret Becker; Charlie Peacock, producer; Sparrow
Contemporary: *For The Sake Of The Call*; Steven Curtis Chapman; Phil Naish, producer; Sparrow
Inspirational: *Larnelle Live . . . Psalms, Hymns, & Spiritual Songs*; Larnelle Harris; Lari Goss, producer; Benson
Southern Gospel: *Homecoming*; The Gaither Vocal Band; Ken Mansfield, Gaither Vocal Band, producers; Star Song
Country: *Sometimes Miracles Hide*; Bruce Carroll; Brown Bannister, Tom Hemby, producers; Word
Contemporary Black Gospel: *He Is Christmas*; Take 6; Take 6, producer; Warner Alliance
Traditional Black Gospel: *For The Rest Of My Life*; Mom & Pop Winans; Patrick Henderson, producer; Sparrow

Division Four

Instrumental Album of the Year: *Beyond Nature*; Phil Keaggy, producer; Myrrh
Praise & Worship Album of the Year: *Sanctuary*; Twila Paris; Richard Souther, producer; Star Song
Musical Album of the Year: *The Big Picture*; Michael W. Smith, Andy Stanley, Robert Sterling, creators; Word
Choral Collection: *The Michael W. Smith Collection*; Robert Sterling, Dennis Worley, creators; Word
Children's Music: *Open For Business*; Sandi Patti & The Friendship Company; Ron Krueger, Greg Nelson, creators; Everland
Recorded Music Packaging of the Year: *Brave Heart*; Kim Hill; Reunion Records; Mark Tucker; Buddy Jackson, Beth Middleworth/Buddy Jackson design
Short Form Music Video of the Year: *Another Time, Another Place*; Sandi Patti, Wayne Watson; Stephen Yake; Stephen Yake Productions
Long Form Music Video of the Year: *Rap, Rock, & Soul*; DC Talk; Robert Deaton/George Flanigen; Deaton/Flanigen Productions

Christian music artists **BeBe & CeCe Winans** have completed work on a McDonald's advertising campaign which will soon be introduced to television, radio, and print. In addition, the duo's recording "I'm Goin' Up" can be heard on the EMI soundtrack of the movie *White Men Can't Jump*, starring Woody Harrelson and Spike Lee.

The K-LOVE Radio Network has announced the addition of its newest fulltime affiliate station, KRVC-AM/Medford, Ore. In addition, **Jonathan Courtney**, evening announcer for KLTY-FM/Dallas, Texas, has joined the network staff as director of network production and mid-day announcer.

Benson recording group **Glad** recently traveled to Ecuador to visit Compassion International projects and children in the cities of Qualquil, Otavalo, and Quito. While in Quito, Glad recorded "A Simple Song of Praise" with the Ecuadorian Children's Choir for the group's latest release *Generation 2 Generation*.

WPIT-AM-FM/Pittsburgh, Pa., has appointed **Tom McGough** as its new account executive. McGough, a former pitcher for the Cleveland Indians, was previously district sales manager for Time Distribution Services.

Brentwood Music has added closed captions to its first two major video releases of 1992, *Kid's Sing Praise Vol. 3* and *Beside Still Waters*. Company officials say Brentwood plans to continue using closed captions as an outreach to the 20 million Americans who are hearing impaired.

John E. White has been named sales manager of WDAC-FM/Lancaster, Pa. White will work with existing sales staff to serve the advertising needs of present and future clients of WDAC and WDYN-FM/Boyertown, Pa.

Guidelines Inc., producer of the daily radio programs *Guidelines for Family Living* and *Guidelines Commentary*, is breaking ground in the development of *Guidelines - A Five-Minute Commentary* for television. **Harold J. Sala**, a pioneer of five-minute radio features, is producing the new program.

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PROGRAMMING ISSUES

Try an experiment for me. The next time you attend a station-sponsored event or visit with a group of listeners, ask a few of them to share their testimonies with you. Ask the group, "How many of you came to know Christ as a direct result of listening to Christian radio or watching Christian television?"

Choose any sample group of Christians you want. Listeners or non-listeners. Young or old. My guess is you will find very few people who were won to Christ through Christian programming.

Now ask the group, "How many of you have been edified, encouraged, and strengthened in your faith as a result of Christian broadcasting?" Watch the hands go up. I believe the most committed, active members of local churches are people who listen to or watch Christian programming regularly.

Christian Radio: Saving The Lost vs. Feeding The Flock

by Bob Lepine

For most Christian stations, evangelism may be a stated goal. In truth, evangelism is a by-product of what we are really doing — equipping the saints through edification, exhortation, encouragement, and (whether we want to admit it or not) entertainment.

In his book *Televangelism and American Culture*, Quentin Schultze examines the evangelistic impact of Christian television. He concludes, "Television has never proven itself to be an effective evangelistic medium . . . because of the inherent limits of the medium and the fundraising strategies of televangelists."

According to Schultze, mass media (including both radio and television) has been shown to have a confirmatory influence on people. They work to reinforce core values and life decisions, but rarely do the media lead people from one set of presuppositions to another.

The Bottom Line

I believe there are two primary reasons why evangelism is not a legitimate goal for Christian broadcasters. First, very few of us are doing anything to attract non-Christians to our stations. Second, most non-Christians are not *at all* interested in the type of programming most Christian stations broadcast.

What is your station doing to attract unbelievers? Do you have a budget set aside for marketing your station to the unchurched? If you do, you are the exception. Most stations are not spending much money to market themselves to *Christians*. Therefore, the idea of committing a few thousand dollars in an attempt to persuade *non-Christians* to sample a station is considered poor stewardship.

Most of us have a hard enough time getting Christians to tune to our stations. If we cannot convince Christians to listen, how will we attract non-Christians? And even if we can find a way to get non-Christians to sample our stations, what makes us think they will listen for any extended period of time?

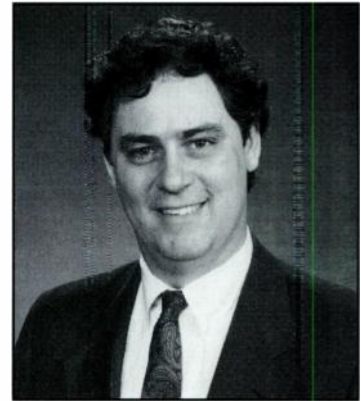
Some stations argue they include non-religious programming (sports or gardening shows) as bait to lure the non-Christian to the station. Realistically speaking, when the game is over or the gardening expert gives way to J. Vernon McGee, the non-Christian listener will usually tune out.

Evangelism As A By-Product

As indicated earlier, although I believe evangelism is not a legitimate goal for Christian broadcasters, I believe it is a by-product of what God has called us to do. Simply by doing what we already do, our stations can and will be used by God to lead people to faith in Christ.

It is important for us to understand salvation is a sovereign act of God which begins when the Holy Spirit stirs a desire in a person's life. My pastor uses fruit picking as a metaphor for evangelism. God plants the seed and causes it to blossom. We are given the privilege of sharing in what God is doing by being permitted to pick the fruit when it is ripe.

Consequently, to be effective in evangelism, we need only to be faithful in continuing to proclaim God's truth. Michael Scott Horton explains in his book *Made In America* that the first Great Awakening occurred when men such as Jonathan Edwards and George Whitfield preached the



truth of God's Word. They were not "evangelists," but God used what they did to draw people to Himself.

Walking Through Open Doors

More than a year ago, during an open line segment on KSLR-AM's local talk show, we took a call from a man named Jerry. His son was about to turn two years old, and he and his wife were beginning to think about church. Jerry had grown up in the Methodist Church and his wife had been raised a Catholic. He had some questions about where they ought to attend church.

By the way he asked the question, it was obvious Jerry's issue was deeper than simply which church his family should attend. I asked him if he had ever made a conscious decision to trust Christ. During the last ten minutes of the show (and 15 minutes thereafter) I talked to Jerry about knowing Christ. I suggested he and his wife sit down that evening and read through the first part of the Gospel of John. I told him how the two of them could pray together and ask God to forgive their sins and to come into their lives.

Jerry called me the next day to say he and his wife had surrendered their lives to Christ. Today, they are active members of a local church, growing in their relationship with the Lord. This took place not because we made evangelism a goal for our station, but because we represented Christ accurately, and God chose to honor that representation.

Bob Lepine is general manager of KSLR-AM/San Antonio, Texas, and treasurer of National Religious Broadcasters Southwest Chapter.



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T-120	10/100	2.90	2.80	2.65	2.45

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*10% more for stereo

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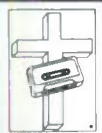


SHARPVISION XG-1100 Video Projector

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SALES SPOT

There are a number of businesses which do quite well when promoted by Christian radio stations. According to Soma Communications' *Tri-S Christian Media Report 1991** and Simmons Market Research Bureau,† many of these advertisers have, qualitatively speaking, found Christian radio listeners to be a very responsive market. The following are some of Christian radio's best advertisers, based on Soma and Simmons statistics.

Fast Food

Christian radio listeners eat out more than audiences of any other radio format, Simmons 1986-1991 research reveals. When it comes to reaching potential restaurant patrons, the difference between the Christian radio audience and any other radio format is like the difference between a Big Mac and a Burger Buddy.

The Christian Radio Market's Best Advertisers — Part One

by Gary Crossland

Over the past 30 days, almost six out of ten Christian radio listeners have eaten at a hamburger restaurant. Fifty-three percent have eaten at a pizza/Italian restaurant. Chart A specifies the types of restaurants Christians patronize regularly.

To determine the number of potential customers a station has among its listenership, multiply the average number of people listening to the station by the percentage of Christian radio listeners who have eaten at a specific type of restaurant in the last month. This will give an indication of how many prospective patrons each restaurant-type has within the listening audience. Chart B shows how Christian radio listeners have compared to all Americans in patronizing certain fast food restaurants over the last 12 months.

One of the reasons Christian radio listeners patronize restaurants regularly is because the average Christian radio listening family is seven percent larger than the

norm. Therefore, a restaurant's advertising dollar will go much farther when the unique qualitative advantages of Christian radio are discovered.

Department Stores

From the most recently published data, we learn Christian radio listeners are generally twice as likely to visit department stores as average American adults. According to both the *Tri-S Report* and Simmons (1990), the Christian audience is 115 percent more likely than the average American listening audience to have visited Sears in the last 90 days. In the same time period, they were twice as likely to visit J.C. Penney, 146 percent more likely to visit Montgomery Ward, 42 percent more likely to shop at K mart, and 125 percent more likely to go to Wal-Mart.

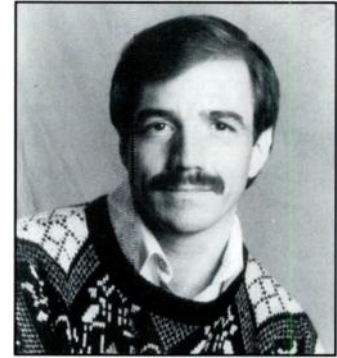
But it doesn't stop there. Other department stores have benefitted as well. For example, Christian radio listeners are almost twice as likely as listeners of secular radio to shop at Woolworth's and nearly three times as likely to shop at Best, Target, and Service Merchandise. Plus, four out of ten Christian radio listeners spent more than \$100 in department stores within the last three months.

The message to advertisers couldn't be more clear: department store radio advertising campaigns should include serious exposure to audiences of local Christian radio stations.

Sporting Goods

The type of listeners who tune to Christian radio is much more likely to purchase sporting goods than most Americans, according to the *Tri-S Report (1991)*. In comparing Soma's data with Simmons, adult Christian radio listeners (18 years +) are 161 percent more likely to own bicycles, 85 percent more likely to golf, 70 percent more likely to play tennis, and 75 percent more likely to downhill ski. What's more, they are 76 percent more likely to go fresh water fishing, 57 percent more likely to hunt, and 164 percent more likely to participate in aerobics.

Of these listeners, 23.2 percent played basketball last year, ten percent played football, 21.1 percent played softball or baseball, and 27 percent played volleyball. Chris-



tian listeners are more than twice as likely as average Americans to jog, and they are twice as likely to go on overnight camping trips. Seven percent own a powered boat, 9.1 percent go horseback riding, and last year they went swimming twice as many times as average American adults. Today, the profit opportunities for sporting good retailers couldn't be more promising than with the strength of Christian radio.

Type Of Restaurant Patronized	% Of Listeners Patronizing In The Last Month
Hamburger	57%
Steakhouse	30%
Barbeque	07%
Oriental	24%
Mexican	32%
Seafood	19%
Pizza/Italian	53%
Pastry/Doughnut	12%
Delicatessen	08%
Sub/Pocket/Sandwich	19%
Coffee Shop/Family	25%
Breakfast/Lunch	12%
Ice Cream/Yogurt	23%
Pancake/Waffle	09%
Fine Dining	21%

Chart A

Restaurant	Christian Radio Soma, 1991	Natl. Ave. Simmons, 1990
Burger King	46.8%	44.2%
Dairy Queen	26.6%	20.3%
Domino's Pizza	25.2%	16.2%
Hardee's	26.3%	20.1%
Long John Silver	14.4%	12.8%
McDonald's	65.8%	56.5%
Pizza Hut	39.9%	32.3%
Red Lobster	18.6%	17.5%
Shoney's	12.8%	08.0%
Taco Bell	34.4%	24.3%
Wendy's	35.3%	28.9%

Chart B

Computers

According to Simmons (1990), individuals who generally tune to Christian radio are among the most enthusiastic computer buyers anywhere. Adult Christian radio listeners are 21 percent more likely than the average American to own personal computers. They also rank 50 percent higher than the national average for purchasing personal computers within the last 12 months.

What about peripherals? Christian radio listeners are 25 percent more likely to own dot matrix printers, 16 percent more likely to own external floppy drives, and 20 percent more likely to own external hard drives.

When it comes to software, Christians are hard-core buyers. They are 19 percent more likely than the average American to have purchased four or more software programs over the last year. Plus, they rank higher than the national norm for every category of software purchases, including business software (19 percent above average), educational (21 percent), graphics (30 percent), data management (21 percent), and word processing (13 percent).

Jewelry

According to Simmons (1990), individuals who listen to Christian radio are much more likely to purchase jewelry. For example, they are seven percent more likely than the average American to buy gold jewelry. Plus, they are nine percent more likely to buy women's diamond rings. In addition, they are 16 percent more likely to have spent more than \$200 for such a ring. And 40 percent of those who *did* buy a diamond ring did so in the last 12 months.

These same listeners are 13 percent more likely to have purchased a men's dial-faced watch in the last 12 months and 36 percent more likely to have purchased a women's watch in the same period. Overall, they are nine percent more likely to spend more than \$500 on fine jewelry, gems, and gold in the last year. In jewelry advertising, finding the target is everything. But to find the bullseye is to discover the serious profit potential offered by Christian radio.

Next month — The Christian Radio Market's Best Advertisers, Part Two.

*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. Simmons is the qualitative bible for many agencies who

either buy or sell secular media, including both print and broadcast. Their published numbers relating to Christian radio constitute only approximately .001 of their work.

Gary Crossland is president of Soma Communications, the publisher of Tri-S Christian sales tools and research.



Christian Radio Speaks Out!

"Tri-S is a big money maker for us. If you don't have it you can't be completely successful." *Rick Killingsworth, WDYL, Richmond VA*

"Our agency awareness is up 200%. Everyone should be a member of Tri-S." *Gary Arnold, WXIR/WBRI, Indianapolis*

"We've had significant success, especially with agencies, using Tri-S research. Because of Tri-S, one of our major advertisers increased their billing by 210% over the last year!" *Dave Burnett, WWRL, New York*

"The one-sheets have been responsible for many sales to first-time clients." *Dave Reeder, WDCT, Washington DC*

"Tri-S has been the best thing that has happened to our sales department!" *Gary Vaile, KITA, Little Rock*

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



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Christian Sales and Research

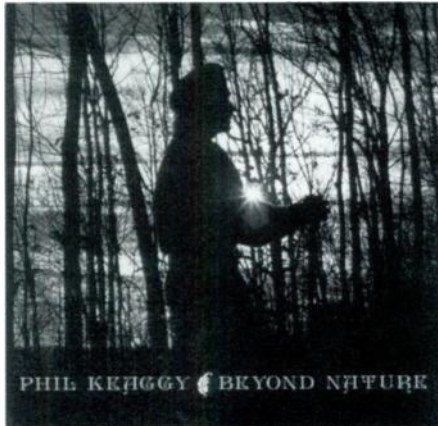
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MUSIC MATTERS

Still Going Strong

by Darlene A. Peterson

Contemporary Christian music has come a long way since its infancy in the 1970s. This month's column features four artists who have contributed much to the growing genre: master musicians Phil Keaggy and Phil Driscoll and vocalists Annie Herring and Matthew Ward.



Beyond Nature by PHIL KEAGGY

Produced and arranged by Phil Keaggy
co-produced by JB
Myrrh

Bouncing around on stage and grinning like a child at play, Phil Keaggy makes the most intricate improvisations look like child's play. It was a joy to see him in concert recently not only for his amazing guitar playing but also for his sheer love of performing. His guitar seemed so much a part of him that I could easily picture him playing while riding the subway or shopping for groceries.

Keaggy's latest recording, *Beyond Nature*, sweeps us along a rich and varied instrumental journey, exploring a range of textures and moods. Supporting Keaggy's guitar work is a variety of wind and string instruments, including the French horn, trumpet, trombone, tuba, fiddle, violin, cello, viola, and various woodwinds. Not all are used in every song — they add flavor to the guitar in smaller and larger combinations.

Keaggy wrote most of the songs, but the collection includes a variation on "Allegretto Grazioso" from *Four Symphonic*

Dances, Op. 64 by Edvard Grieg and an arrangement of a traditional folk melody called "I Feel the Winds of God Today."

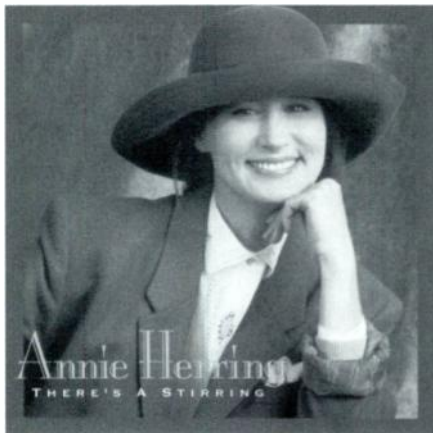
Classic Hymns, Volumes 1 and 2 by PHIL DRISCOLL

Produced by Phil Driscoll and Lari Goss
Word/Mighty Horn

God must love the trumpet because He gave it so many special roles in the Bible, including that most important one of announcing the return of Christ. So what better solo instrument is there to convey the glory and majesty of the great hymns of the faith?

London's National Philharmonic Orchestra provides a lush backdrop for these two volumes of classic hymns. Bright and polished, powerful yet controlled, Driscoll's playing brings each melody to vibrant life. The idea of presenting classic hymns was apparently born of a very personal motivation, as stated on the packaging which comes with each recording:

"I dedicate this album to my father, who even now is watching from the grandstands of heaven; and to my mom, who never stopped praying for me, the prodigal. . . ."



There's A Stirring by ANNIE HERRING

Produced by Buck Herring
Sparrow

To be able to write and sing simple songs in such a way that they speak volumes is truly a gift, and one that Annie Herring has been given. I use "simple" in

only the most positive sense of the word — to mean that Herring's songs are free of the extraneous details that would bog them down and make them less universal.

Of her writing, Herring explains, "I never know what experience or part of my heart the Holy Spirit is going to play upon to release a song that is ready to be born. Songs are just a natural outflow of His life in me. It's not me I am trying to express, but it is my life He expresses Himself through."

There's A Stirring is a beautiful collection of inspirational, comforting, and worshipful songs. Herring's expressive voice, supported by harmonies sung by siblings Matthew Ward and Nelly Griesen, nephew Andrew Griesen, Rita Baloché, Perry Coleman, Jamie Owens Collins, Ladonna Johnson, and Eric Tagg, bring each song powerfully and tenderly to life.

For me, these harmonies said as much as the words, making the message of the song come through so clearly. Only a heart of stone would not be moved by *There's A Stirring*.

The Matthew Ward Collection by MATTHEW WARD

Benson

Vocal, musical, and songwriting talent clearly ran in the family of Annie, Nelly, and Matthew. This fine collection includes some of Matthew Ward's best work. Ward's distinctive, emotive voice communicates great lyrics with power and passion. Many of the songs are from his own pen; some are written by other great songwriters, including Keith and Melody Green, Annie and Buck Herring, Phil Keaggy, Michael Omartian, Eric Tagg, Jim Tenneboe, and Andrew Schreiner.

The songs are taken from Ward's albums *Armed and Dangerous*, *Fade to White*, *Toward Eternity*, and *Fortress*, and include one new song called "My Little Ones," which was one of my favorites for the mood set by the music, as well as the lyrics. Variety, a great assemblage of songwriting talent, and Ward's expressive voice make this collection a joy and an inspiration.

Darlene A. Peterson is the music reviewer for *Religious Broadcasting* magazine.

Reaching Out To Help The Children ...with loving arms!

EACH DAY, hurting and hungry children and families are touched by our daily distributions...

- 100,000 pounds of food...33,000 meals.
- \$20,000 worth of Christian literature.
- \$65,000 worth of medicines, medical equipment, clothing, and other nutritional and hygiene supplies.

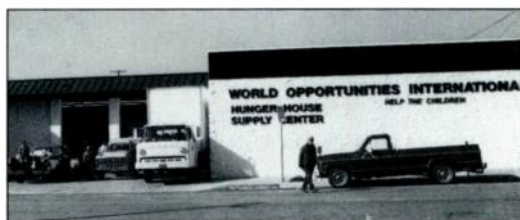


Dr. Roy McKeown, President; actress Rhonda Fleming, WOI Board Chairperson, and Janet.

INTERNATIONAL OUTREACH AND DISTRIBUTION

- **Child Care Centers**
- **Church Growth**
- **National Leadership Development**
- **Schools and Vocational Centers**
- **Russia** – \$200,000 (28 tons) worth of mixed vegetable seeds just airlifted in for individuals, small farmers, and relocated military personnel. 1991 involvement...over \$8,000,000 worth of supplies.
- **Mother Teresa Projects** – 1 million dollars worth of supplies during 1992.
- **The Philippines** – regularly scheduled 40-ft. sea containers (completed over 100 shipped containers).
- Airlifts and sea containers to **Central America** and **Africa** and shipments to more than 51 countries each year.

International Headquarters Complex Hollywood, California



World Opportunities International Help The Children

World Opportunities International is a hands-on Christian relief organization helping the needy for 31 years.

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Please find enclosed my one time contribution of \$_____.
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World Opportunities Child of the Month Sponsorship
1415 Cahuenga Blvd., Hollywood, CA 90028

Name _____

Address _____

City/State/Zip _____

Phone _____



CLOTHBOUND

- (1) 1. *The Coming Economic Earthquake*, Larry Burkett, Moody Press
- (8) 2. *Fit to Be Tied*, Bill and Lynne Hybels, Zondervan Publishing House
- (9) 3. *Under Fire*, Oliver North with William Novak, HarperCollins Publishers and Zondervan Publishing House
- (2) 4. *The New World Order*, Pat Robertson, Word Publishing
5. *Think Big*, Ben Carson with Cecil Murphey, Zondervan Publishing
- (5) 6. *Why America Doesn't Work*, Chuck Colson and Jack Eckerd, Word Publishing
- (4) 7. *In the Eye of the Storm*, Max Lucado, Word Publishing
- (3) 8. *Simple Faith*, Charles Swindoll, Word Publishing
- (12) 9. *Quiet Times for Couples*, H. Norman Wright, Harvest House Publishers
- (7) 10. *Life's Not Fair, but God Is Good*, Robert H. Schuller, Thomas Nelson Publishers
- (6) 11. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
- (16) 12. *Love for a Lifetime*, James Dobson, Multnomah Press
13. *The Anointing*, Benny Hinn, Thomas Nelson Publishers
- (11) 14. *The Grace Awakening*, Charles Swindoll, Word Publishing
- (14) 15. *Passages of Marriage*, Frank and Mary Alice Minirth, Brian and Deborah Newman, and Robert and Susan Hemfelt, Thomas Nelson Publishers
- (15) 16. *Debt-Free Living*, Larry Burkett, Moody Press
- (10) 17. *Hope for the Troubled Heart*, Billy Graham, Word Publishing
18. *Investing for the Future*, Larry Burkett, Victor Books
- (17) 19. *The Applause of Heaven*, Max Lucado, Word Publishing
20. *A Step in the Right Direction*, Stormie Omartian, Thomas Nelson Publishers

PAPERBACK

- (*) 1. *Good Morning, Holy Spirit*, Benny Hinn, Thomas Nelson Publishers, Walker & Co.
2. *The Illuminati*, Larry Burkett, Thomas Nelson Publishers
- (4) 3. *Stick a Geranium in Your Hat and Be Happy*, Barbara Johnson, Word Publishing
- (3) 4. *This Present Darkness*, Frank Peretti, Crossway Books
- (2) 5. *A Woman Named Damaris*, Janette Oke, Bethany House Publishers
- (9) 6. *Becoming a Woman of Excellence*, Cynthia Heald, NavPress
- (5) 7. *Piercing the Darkness*, Frank Peretti, Crossway Books
- (10) 8. *God Uses Cracked Pots*, Patsy Clairmont, Focus on the Family Publishing (Word)
- (8) 9. *The Blessing*, Gary Smalley and John Trent, Pocket Books
- (6) 10. *Roses for Mama*, Janette Oke, Bethany House Publishers
- (11) 11. *Love is a Choice*, Robert Hemfelt, Frank Minirth, and Paul Meier, Thomas Nelson Publishers
- (13) 12. *The Love Hunger Weight-Loss Workbook*, Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed, Thomas Nelson Publishers
- (7) 13. *Warsaw Requiem*, Bodie Thoene, Bethany House Publishers
14. *Lessons on Assurance*, *The Navigators*, NavPress
- (17) 15. *Good Grief*, Granger Westberg, Fortress Press (Augsburg Fortress, Publishers)
- (12) 16. *Joshua*, Joseph Girzone, Macmillan Publishing Co.
- (19) 17. *Mere Christianity*, C.S. Lewis, Macmillan Publishing Co., Walker & Co.
18. *Prayers That Avail Much*, Word Ministries, Harrison House
19. *The Strong-Willed Child*, James Dobson, Tyndale House Publishers
20. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co., Fleming H. Revell Co.

*Last month's position

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

THE BOOK SHELF

Investing for the Future

by Larry Burkett
Victor Books, 1992

Reviewed by Harry Conay

Investing for the Future is the most recent work by Larry Burkett, founder and president of Christian Financial Concepts. His previous book, *The Coming Economic Earthquake* (reviewed in *Religious Broadcasting*, February 1992), provided fascinating insight into our country's financial crisis and offered some basic principles for economic survival.

Investing for the Future goes into practical detail for those who wish to learn successful methods of investing during economically confusing times. "As a teacher and counselor, I have seen most of the mistakes that can be made with money — including investing," Burkett says. "As a result, I believe I can help you to avoid some bad decisions and make some good ones."

Reading this book should prove beneficial to everyone. The information it provides and the total integration of scriptural documentation render it theologically sound and therefore, I must assume, economically sound as well. Those interested in learning about investment strategies will find this book most interesting.

The first section offers a brief overview describing the state of the economy and how it affects investment strategies. The second, and in many ways most satisfying, section of the book is "a basic overview of what God's Word has to say about investing" and the biblical principles behind it.

In the final three sections, Burkett explains (1) classic investment errors, (2) investments to make during different stages of one's life, and (3) "the various investment groups (secure, long-term income, growth, speculation, and high risk)," which he again relates to particular stages of life. Burkett also talks about brokerage firm accounts, credit unions, insurance companies, tax certificates, church bonds, junk bonds, utility bonds, mutual funds, real estate, estate planning, and a host of other subjects.

As we are meant to be good stewards with what God has given us, reading and applying Burkett's practical, conservative advice is probably one of the best ways to start going about it.

Revivaltime Radio Sermons 1991

by Dan Betzer

Revivaltime Media Ministries, 1992

Reviewed by Harry Conay

A sermon, by definition, is meant to be spoken aloud and owes much of its effectiveness to the style and manner with which it is delivered. Because good sermons infrequently lend themselves to adequate reconstitution on paper, many compilations of sermon-texts are dull and lifeless. Happily, *Revivaltime Radio Sermons 1991* is among those rare exceptions, and I heartily recommend it.

This volume contains the texts of 52 sermons originally delivered by Dan

Betzer on the 30-minute weekly radio program *Revivaltime*. Each sermon-text, assigned a snappy, inviting title, is relatively upbeat, direct, and to-the-point, with just enough anecdotal material to make it appealing rather than padded, inspirational rather than preachy, and pithy rather than protracted.

The only flaw is that the fullest possible access to the magnificent content of this volume is hindered by the lack of subject and scripture indices. Although the two-part table of contents arranges the sermon titles both in *chronological* order (by date of broadcast), and in *alphabetical* order (with scriptural texts identified alongside), the reader must peruse the entire list to identify all texts pertaining to a particular book, chapter, or verse of the Bible.

Likewise, many of the sermon titles (such as "Risk," "King Gizmo," and "Here's Mud in your Eye") — catchy as they may be — do not clearly indicate their subject. Overall, however, this wonderful second volume in Revivaltime Media Ministries' *Decade of Harvest* series is both a joy and a blessing to read.

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



Interview Insights

by Jonathan Petersen

Radio and television interviews are so popular because people enjoy hearing other people share their opinions and perspectives. Christian broadcasters should take advantage of this interest as a means of sparking audience participation in their areas.

Dianna Keller is the former supervising producer of programming for *Focus on the Family*, the radio program second in syndication size only to *Paul Harvey News*. She is currently a freelance writer and an interview skills consultant based in Los Angeles, Calif.

Keller believes people "want to listen to another human voice talking about real life." She says our culture is becoming increasingly global, yet people long for the old-fashioned, over-the-fence, backyard conversations their parents and grandparents had. Broadcast interviews are a way to fill this need. She also contends that interviews "contribute to a person's personal development; the listener reflects on his life as he compares it to what he hears from others."

Keller says she would like to see more interview programs produced on the local level. "When a station has a strong local identity, [it] can add to that strength by emulating *Focus on the Family's* format." Only a small amount of the excellent material that is available makes it onto a *Focus* broadcast, she says, "so stations should take advantage of the good material that's out there — all the fabulous stories of God's transforming power in people's lives. Many of these stories are by people who are authors."

Keller suggests some tips to help in the pursuit of the perfect interview:

- Keep your audience in mind as you select the topic of your interview. Discover the need among your listeners and viewers and fill it. Don't try to be all things to all people.
- Be committed to your homework — know the interviewee's background, read his or her book, skim chapter titles, look for the stories filled with

humor, pathos, meaning.

- Choose the best of what comes across your desk; don't settle for fluff.
- Go after depth, not sensationalism. Be committed to helping your audience.
- Use planned spontaneity. Know the subject well. Write down your questions and thoughts ahead of time, but be flexible — go with the flow of the conversation.
- Apprise your interview guests of who your audience is so they will communicate correctly.
- Get the interview off to a clean start. Write down your opening and closing remarks and use them. Have a definite beginning and ending; let the middle be controlled by God and serendipity.
- Draw your guest out with your natural curiosity and love for people. The spark and life of the interview is your sincere energy and enthusiasm.
- Assume a natural tone and pace while retaining your enthusiasm.
- Get to the heart of the topic; don't get caught up in peripheral subjects.
- Develop a rapport with your guest. Talk together before going on the air to get to know each other and to put the guest at ease.
- Empathize with your guest. As James Dobson says, "Match emotion with emotion."
- For panel discussions or group interviews, get the guests talking with each other; one way is to inject a tinge of controversy.
- Imitate the best in other interview hosts, but develop your own style.

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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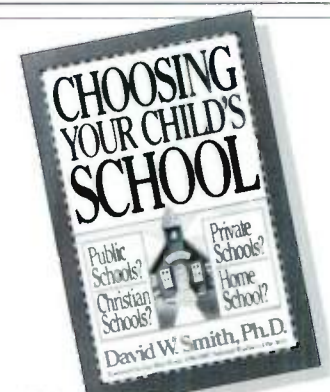
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AUTHOR AVAILABILITY: Delphi, Ind., and by telephone.

CONTACT: Media Relations, 800-727-8004.

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TELEVISION STATIONS

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

RADIO PROGRAM PRODUCERS

Radio Revival of Birmingham, AL, PO Box 656, Ft Payne, AL 35967, 205-845-4254; Glenn V Tingley, PRES; Glenn V Tingley, VP; James Briley, SEC; Elva E Tingley, TREAS
Radio Revival: 15 min daily; preaching; Audience: gen Christian; paid time

TV PROGRAM PRODUCERS

Family Enterprises, Inc, Box 5700, Huntington Beach, CA 92615, 714-963-7766; Tom Benvenuti Sr, PRES; Tom Benvenuti Jr, VP
Today in Bible Prophecy: 30 min weekly; Bible teaching; Audience: gen Christian; paid time

MUSIC PUBLISHERS/RECORD COS.

Splendor Productions Inc, PO Box 521776, Longwood, FL 32752-1776, 407-830-6636, FAX 407-339-3826; Thurlow Spurr, PRES; Noran Spurr, SCHEDULING COORD; Kendal Jolly, SCHEDULING COORD; Joyce Hardy, SCHEDULING COORD; Concert scheduling for Lamelle Harris. The Spurrlovs, Friends

PRINT PUBLISHERS

Multnomah Press, 10209 SE Division St, Portland, OR 97266, 503-257-0526, FAX 503-255-7690; John Van Diest, PUBLISHER; David Van Diest, ACCT REP; Mamie Kamada, PUBLICIST; Quality Christian books for use as donor gifts, premium items, incentives and giveaways

AUDIO/VIDEO PRODUCTION

ECHO Recordings, 7 Quail Close, Barnwood, Gloucester GL4 7EY, England; Don G Feltham, DIR; Recording studio, program production, AV production, church sound consultants; equipment supplies, cassette production/duplication

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STATION MANAGER WANTED. NC/FM looking only for the very best. Must have ten years or more experience in non-commercial Christian radio and know the trade. Very solid financial ministry with excellent pay, medical insurance, retirement. This position has great future. Respond to NRB Box 5W, National Religious Broadcasters, 299 Webro Road, Parsippany, NJ 07054.

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FAMILY LIFE RADIO is looking for an individual to manage its Network Engineering department. Duties would include the overseeing of the FLR engineering staff, and provide leadership for extensive engineering growth in buildings, translators, and other engineering opportunities. Individual must have had at least five years experience in broadcast engineering, a complete knowledge of broadcast engineering, FCC rules and regulations, and facility improvements and construction. Send letter, resume, and references to Dave Kersey, Director of Broadcasting, Family Life Broadcasting System, P.O. Box 35300, Tucson, AZ 85740.

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A door has opened in the Ivory Coast making it possible to start a gospel radio station there. If you want more info contact Max Church, 8681 Meadow Lane, Berrien Springs, MI 49103.

National Disaster In Italy

Did You Know...In Italy!

- ...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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WASHINGTON WATCH CONTINUED FROM PAGE 8

state and federal judges with an additional sentencing option in criminal drug cases: individuals convicted on certain drug-related charges after September 1, 1989, may be denied the right to receive federal benefits, including FCC licenses. The prohibition applies only when the court has ruled an applicant is ineligible to receive all federal benefits or an applicant is ineligible to receive FCC licenses.

For corporations, partnerships, and associations, the certification requirement applies to officers, directors, and all parties

holding a five percent or greater interest in the application. Rather than automatically dismiss applications found ineligible, the FCC will grant applicants 90 days from the date of an application to come into compliance through divestiture or removal of a disqualified party.

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.

INSIDE NRB CONTINUED FROM PAGE 30

Concerts of Prayer International; a leadership session entitled "Theological Concerns of the 90s," led by Asbury College chancellor Dennis Kinlaw; and an open forum session on "Communicating the Gospel in the 90s," led by Bill Hybels, pastor of Willow Creek Community Church in South Barrington, Ill.

At the annual NRB Luncheon, organization president David Clark challenged his audience to be innovative in the use of broadcast technology. He stated that although broadcasting in general is often the "cesspool of our society," its positive values include informing the public, setting the agenda for society, and conferring status on individuals and ideas while entertaining and converting people to Jesus Christ.

"We must recognize we have a distinct calling," said Dr. Clark. "We never know who's being touched by Christian broadcasting. Let's be channels of that harvest." Other organizational and committee luncheon speakers included Jill and Stuart Briscoe, Gordon MacDonald, Ted Ward, J. David Schmidt, Eugene Habecker, Gail MacDonald, and David Mains.

Time was also set aside to conduct official NAE business. B. Edgar Johnson delivered his farewell address as the outgoing president of the association, and Don Argue, president of North Central Bible College in Minneapolis, Minn., in turn took his place as the newly elected NAE president.

Other newly elected NAE officers are as follows: first vice president David Rambo of The Christian & Missionary Alliance; second vice president Leonard J. Hofman of the Christian Reformed Church; secretary Jack Estep of the Con-

servative Baptist Home Mission Society; and treasurer Paul Steiner of Brotherhood Mutual Insurance Company.

Billy E. Melvin celebrated his 25th anniversary as NAE's executive director by receiving a three-year renewal of his contract. In other business, the association's Board of Administration adopted a new mission statement, placing emphasis on unifying the body of Christ, standing for Biblical truth, speaking with a representative voice, and serving the evangelical community.

Awards were presented at various sessions throughout the three-day convention. NAE's 1992 Layperson of the Year Award was presented to Bill and Gloria Gaither for their contributions to the musical heritage of the church.

The 1992 James DeForest Murch Award for excellence in journalism was presented to Donald Anderson, editor of *The Standard*, the newsmagazine of the Baptist General Conference. NAE's first Ministry to Pastors Award was presented to the Church of God (Cleveland) for a ministry program targeting pastors. The award was received by Church of God general overseer Lamar Vest and program director Robert Crick.

The 13th annual Helping Hands Award was presented to Ngan Thi Tran, pastor of the Chicago Uptown Vietnamese Church of the Nazarene, in recognition of her assistance in the relocation of approximately 1200 refugees. And the J. Elwin Wright Award was presented to Wade Coggins for his years of service in evangelical cooperation.

Preliminary preparations are under way for the 51st annual NAE convention. The event is scheduled to be held March 7-9, 1993, at the Sheraton Twin Towers in Orlando, Fla.

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LOOKING AHEAD

May 1-2

National Religious Broadcasters Television Committee Spring Meeting; Detroit, Mich. Information: Glenn Plummer, (313) 559-4200.

May 2-3

National Religious Broadcasters Presidents' Meeting; Detroit, Mich. Information: Glenn Plummer, (313) 559-4200.

May 3-6

National Cable Television Association Annual Convention; Dallas, Texas. Information: (202) 775-3669.

May 12

Christian Management Association Seminar, "Tax, Accounting, Legal, and Financial Issues for Ministries;" Indianapolis, Ind. Information: (714) 861-8861.

May 27-30

American Women In Radio & Television 41st Annual Convention; Phoenix, Ariz. Information: Diane Waldon, (202) 429-5102.

June 2-6

International Christian Print Media Training Conference; Wheaton College, Wheaton, Ill. Information: (708) 893-1977.

June 9-11

135th Meeting of the Southern Baptist Convention, "Bold Believers In A Broken World;" The Hoosier Dome, Indianapolis, Ind. Information: (615) 244-2355.

June 12-13

Crossroads Broadcast Summit, "The Future of Christian Television in the 90s;" Burlington, Ontario. Information: (416) 961-8001.

June 16-18

REPLItech International (audio/video duplication conference and exposition); Santa Clara/San Jose, Calif. Information: (914) 328-9175.

June 24-28

Greater Philadelphia Billy Graham Crusade; Philadelphia, Pa. Information: Rick Marshall, (215) 667-2003.

June 27-July 2

Christian Booksellers Association 43rd International Convention; Dallas, Texas. Information: (719) 576-7880.

July 2-7

International Broadcasting Convention; Amsterdam, Holland. Information: London, England, 44 (71) 240-1817.

July 13-16

Democratic National Convention; Madison Square Garden, New York, N.Y. Information: (202) 863-8000.

July 14-17

North American Christian Convention; Anaheim, Calif. Information: (513) 385-2470.

July 22-24

National Religious Broadcasters Southwestern Regional Convention; Dallas, Texas. Information: Joe Willis, (214) 661-9622.

July 22-24

CD-I Publishers Conference; New York, N.Y., Information: (914) 328-9157.

August 10-14

Image World Los Angeles (Video Expo and the Cammp Show); Long Beach Convention Center, Los Angeles, Calif. Information: (800) 800-KIPI.

August 10-15

12th International Christian Artists Seminar, De Bron/Dalfsen, Holland. Information: (31)-10-456 86 88.

August 17-20

Republican National Convention; Houston Astrodome, Houston, Texas. Information: (202) 863-8500.

September 9-12

National Association of Broadcasters Radio 92 Convention; New Orleans, La. Information: (800) 342-2460.

September 13-15

National Religious Broadcasters Western Regional Convention; La Brea, Calif. Information: Jamie Clark, (916) 485-7710.

September 21-25

Image World New York (Video Expo and the Cammp Show); New York, N.Y. Information: Benita Roumanis, (800) 800-KIPI.

September 23-27

Pacific Northwest Billy Graham Crusade; Portland, Ore. Information: Tom Phillips, (503) 232-4992.

September 24-26

National Religious Broadcasters Southeastern Regional Convention; Atlanta, Ga. Information: Mike Bingham, (407) 737-9762.

October 1-3

National Religious Broadcasters Midwestern Regional Convention; Arlington Heights, Ill. Information: Philip Mowbray, (312) 433-3838.

October 6-8 (tentative)

National Religious Broadcasters Southcentral Regional Convention; Memphis, Tenn. Information: Don Johnson, (901) 682-3028.

October 15-17

National Religious Broadcasters Eastern Regional Convention; Sandy Cove, Md. Information: David Eshleman, (703) 896-8933.

October 27-29

CD-I Two Publishing and Developers Conference & Exposition; Los Angeles, Calif. Information: (914) 328-9157.

November 20-22

LPTV Annual Conference & Exposition; Las Vegas, Nev. Information: (800) 255-8183.

December 14-18

Image World International (Video Expo and the Cammp Show); Orlando, Fla. Information: Benita Roumanis, (800) 800-KIPI.

February 13-16, 1993

National Religious Broadcasters 50th Annual Convention and Exposition; Los Angeles Convention Center, Los Angeles, Calif. Information: (201) 428-5400.

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 Delta, 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 airline reservations, call (800) 283-TRIP [in Florida (407) 575-7600].

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:

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

Faith can move mountains.

“J”

ust one more thought in conclusion,” the letter read.

“If you accept Jesus Christ as your Lord and Savior and ask Him to lead and guide you, you will never have to figure out things for yourself in relation to the shaping of your life. He will lead you in ways you never dreamed of and in ways which are best for you and for His glory.”

After he finished reading the five-page letter written by his dear friend on Christmas morning 1948 outlining the plan of salvation, Jack French knelt by the piano bench in a small radio station in Evansville, Indiana, and received Christ as his Savior. And as the letter promised, God has been leading him in ways he never dreamed of ever since.

As the founder, president and general manager of “Sounds of the Spirit” Radio Network, and its parent Faith Communication Corp., based in Las Vegas, Nevada, Jack says he has been experiencing the miracles of God in his life ever since that cold winter day back in 1948.

“I was only 21 and I had been working in radio since high school. I knew I wanted to use my talents for the Lord, but it wasn’t until 1959 that the opportunity finally came along,” Jack explained.

In 1959, Jack got his chance to go into full-time Christian radio, signing up with Family Radio out of San Francisco. During the 11 years between, Jack worked in the secular market, including stints at the CBS television affiliate in St. Louis and as a professional announcer.

Jack quickly built a name for himself in Christian radio. It was while he was the general manager of a 100,000-watt Christian station in Los Angeles that he first became burdened with the idea of starting a

station in Las Vegas. But since there weren’t any Christian radio stations in Las Vegas, Jack knew starting one would be a major undertaking. He continued to mull it over, meanwhile turning his attention to getting a station up and going in Redding, California.

Jack soon knew in his heart that he had to go to Las Vegas. So in 1971, Jack turned the Redding station over to another and went to Las Vegas.

“When we got there, all we had was a piece of paper from the FCC

saying we could build a radio station,” Jack explained. “So we built it...from the ground up.

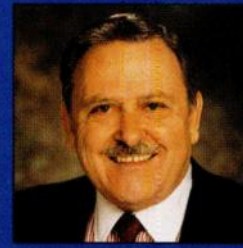
“And the way it came together was really miraculous,” Jack continued “One day we’d have manufacturers calling to say they couldn’t get us this or that for six months. Then

the next day someone else would walk in with exactly what we needed. I tell you, it was exciting!”

On July 18, 1972, 100,000-watt KILA-FM was born. With a format that blends Christian music with teaching and information programs like *Focus on the Family*, *Insight for Living*, and *The Word for Today*, KILA gives listeners well-rounded programming.

“Through our programming, we work hard to provide a practical, applicable and reliable presentation of the Christian faith and to serve as a source of information, encouragement and entertainment,” Jack stated.

Faith Communications now owns



JACK FRENCH,
President/General Manager
& Founder
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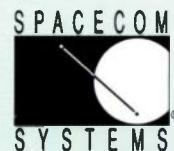
and operates two other radio stations besides KILA, one in Twin Falls, Idaho, and the other in Salt Lake City, Utah. In order to link them all together, Faith obtained SpaceCom Systems’ satellite technology in 1987. It didn’t take them long to realize satellite’s potential. Eventually they began to provide programming to two other stations, and

when satellator technology came along, a whole new world was opened up for them.

Today, Faith operates two satellator stations and 40 translators in the western United States. Future plans include opening two additional satellator stations, and they are currently in the process of adding two more primary radio stations.

“SpaceCom’s technology has allowed us to reach homes and hearts we wouldn’t have been able to previously,” Jack said. “When you’re as in tune with high quality programming as we are, you need an excellent service to transmit that signal to listeners without degradation. That’s SpaceCom.”

Thanks, Jack. For your kind words and for letting us share in your ministry. And since you’ve proven that faith *can* move mountains, we look forward to your future accomplishments with great anticipation.



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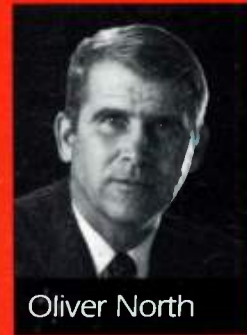
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