

THE OFFICIAL PUBLICATION OF NATIONAL RELIGIOUS BROADCASTERS

RELIGIOUS BROADCASTING

JUNE 1992

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Faith & Finance

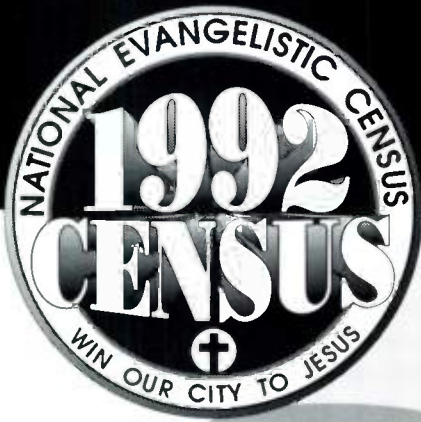
- KJAK's Advertising Success
- Sailing Through Rough Waters
- How to Affirm Your Donors

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Radio's Best Advertisers Part II - page 34

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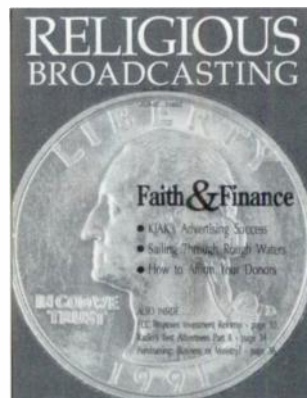
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ABOUT
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COVER



FAITH & FINANCE

Faith, of course, is a "belief in a revealed religion," while finance is defined as "the management of money affairs." In this issue, these two significant aspects of everyday life are brought together for the benefit of the religious broadcaster. The examination of this unique partnership begins on page 3 with David Clark's "Signing On."

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SIGNING ON

The recent dismissal of the president of the national United Way illustrates the mood of the donor public. Under this man's leadership, United Way income increased to more than two billion dollars. Still, the American public expressed outrage at the news that his annual salary was nearly a half million dollars and non-profit funds were used to pay for trips to Europe on the Concorde and other extravagant perks.

Clearly this mood may be related to the profound cynicism incumbent Congressmen are feeling from voters, or it may be related to the movement by stockholders forcing CEO's to cut back the scandalous salaries they have awarded themselves. One thing is clear: ministries are now facing a very different donor public than ever before. I see several trends which nonprofit ministries must take seriously in the next decade if they are to continue to grow.

(1) Wary Donors: Many recent articles have suggested that donors have become fatigued by the appeal overload. Today's donors are not so much *wary* as they are *wary* of the appeals they receive. At a recent reception in my neighborhood, one man illustrated this point when he said he had stopped supporting a large ministry because of the amount of mail they were sending him. He thought they were a worthy organization but decided that if they could afford to send him so much mail, they must not be handling his money well. I asked if he wrote or called the organization to share his concern. His response was that he didn't have the time, so he just stopped giving.

Ministries once were protected by a presumption of trustworthiness. This presumption has been eroded as a result of widely publicized misuses of monies by leaders for personal enrichment.

(2) More Media Attention: *The Dallas Morning News* recently ran a five-day series on the growth of nonprofits during the 1980s. The theme was clear: *nonprofits are avoiding taxes they rightly owe and are thus forcing taxpayers to carry a heavier burden.*

(3) More Government Scrutiny: While the First Amendment has served as a barrier from state and federal government intrusion into religious organizations, the wall has been scaled in recent years on several occasions due to fraud. Religious organizations cannot expect to avoid government interference if abuses of financial responsibilities continue. More than ever, we must seek to do "all things right, both in the sight of God and man."

(4) Appeals Which Reach Younger Adults: Nonprofits need a better understanding of the motivational matrix of the baby boomers. It has been estimated that in the next decade, three trillion dollars will be given to adults born after World War II. This is the greatest intergenerational transfer of wealth in history. Unless ministries can identify ways to challenge and inspire giving from this group, they are doomed to



Where Is Fundraising Headed In The 1990s?

by David Clark

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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 Vorkler

Departmental Contributors

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

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Design

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Editorial and Advertising Offices:
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(201) 428-5400 FAX: (201) 428-1814

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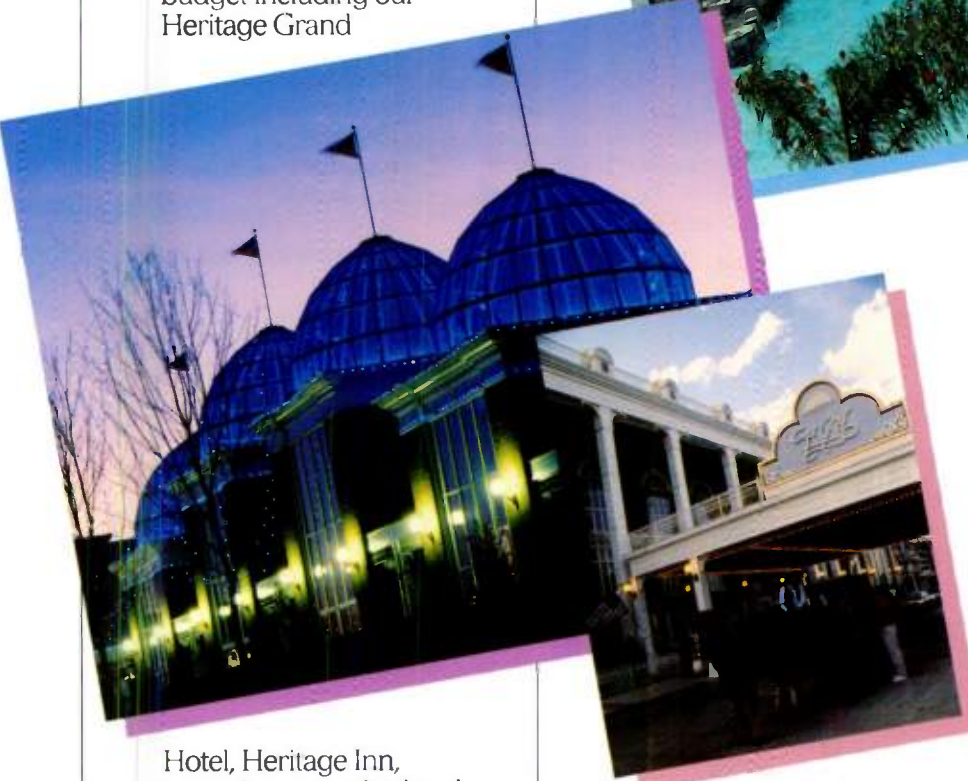
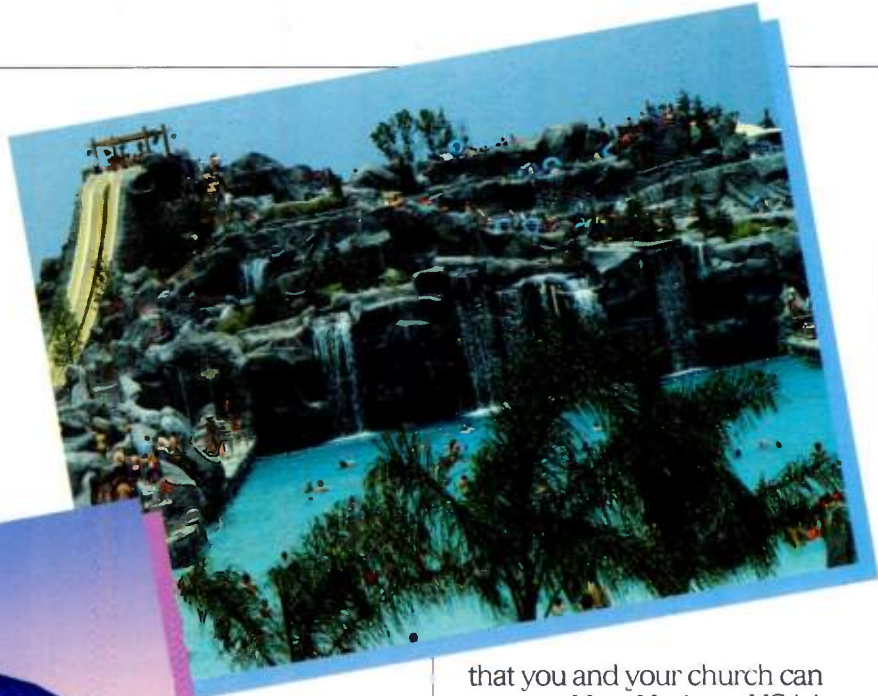


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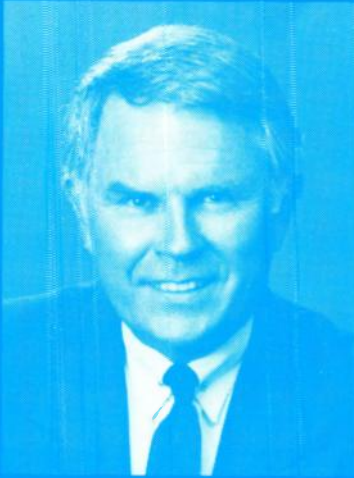


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TUNING IN

*Pad-a-check, pad-a-check,
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as fast as you can.*

That might as well be the theme song for some of our nation's highest leaders. According to a *Newsweek* report, more than 140 Congressional members admitted to overdrafts on their accounts in the recent House bank scandal. One of the 24 worst offenders bounced 743 checks totalling \$594,646, while another bounced as many as 996 checks. One Congressman had a negative balance larger than his paycheck for eight months. Evidently, the now-defunct House bank granted members unlimited free checking without penalties. Some may even have used the opportunity to give themselves short-term, interest-free loans.

The Greek dramatist Sophocles wrote, "There's nothing in the world so demoralizing as money." Written 2400 years ago, that line from *Antigone* may serve as a fitting epitaph when Congressional offenders fail to win reelection in November.

As the House bank scandal broke last March, Congressional confessionals suddenly sprang up all over Capitol Hill. Wishing to avoid further humiliation, many offenders opted for early retirement. Full disclosure and investigation will no doubt result in criminal charges for some, while lesser offenders who manage to get reelected for another term will continue to face the scrutiny of angry taxpayers.

Fiscal irresponsibility in our government's corridors, though not new, gives the public good reason for distrusting its elected officials. Voters are beginning to wake up to a political

system where "privileged" lawmakers, isolated from the common problems and concerns of their constituents, indulge in self-conferred perks at public expense.

Accountability is only part of the issue. Such extreme indiscretion by so many House members revealed an underlying attitude of contempt for the law. As lawmakers, they conveniently exempted themselves from the law while making themselves the beneficiaries of their own version of it. Their hypocritical behavior could only have been motivated by greed.

Are there lessons here for Christian

broadcasters? I think so. Having survived several scandals themselves, Christian broadcasters are hopefully wiser and humbler than some of our government leaders. Unfortunately, there will always be those who raise funds under the guise of Christian ministry and then use those funds for personal pleasure and gain. Such charlatans will receive their reward.

But for the majority of Christian broadcasters who are legitimate in their work, the temptation will always manifest itself in subtler ways — a dinner today, a cellular phone purchase tomorrow, an expensive flight the next day — all justified in the name of ministry and paid for with donor funds, but perhaps not yielding the best returns for the ministry. Using parables, Jesus taught a lot about how important stewardship is in the kingdom of God.

Jesus also said that following Him requires self-denial and that the least in the kingdom is the greatest. In fact, He "made himself nothing, taking the very nature of a servant." Somehow, that unpopular message of self-denial and servanthood has gotten lost in our comfortable world of self-reliance.

This issue of *Religious Broadcasting* is devoted to fundraising and finances. I hope you enjoy reading it and find the information beneficial. Beyond the practical advice offered in these pages, Christian broadcasters need to work hard to stay above reproach both in the methods they use to raise funds and in how they spend the money received. They also need to incorporate new ways to make themselves accountable to their donors and to win the trust of others who may be tuning in.

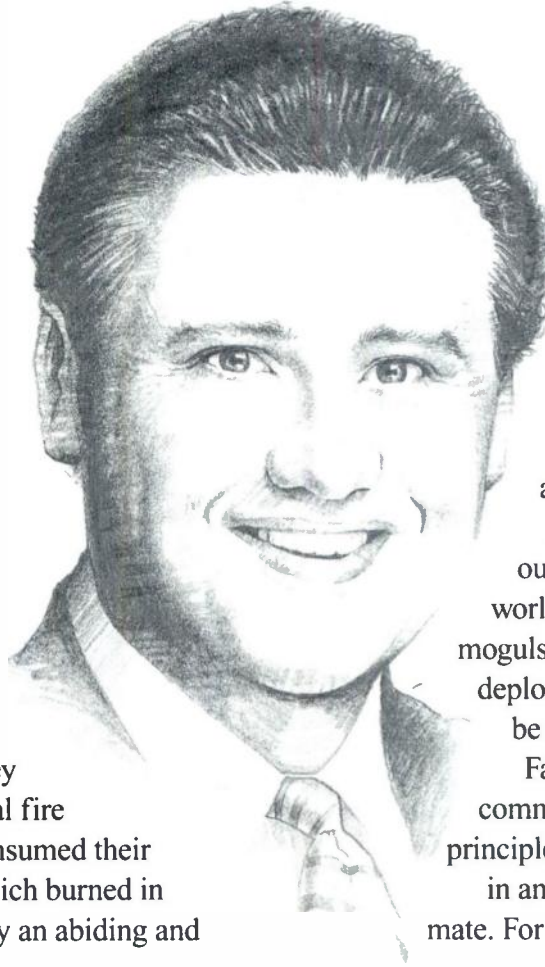
Donald J. Peterson is the associate editor of *Religious Broadcasting* magazine.

Courage.

Commenting on the history of the

Christian church, a renowned theologian observed that "fires didn't make the martyrs...they just revealed them." When those remarkable men and women gave their lives for what they believed, the act of sacrifice did not change them. Rather, it simply demonstrated what they were all along. The real fire was not that which consumed their bodies, but the one which burned in their hearts -- fueled by an abiding and genuine courage.

In our society today no one is being called upon to sacrifice physical life for the sake of spiritual beliefs. However, there are those who would do so if it ever became necessary. Like believers of



old, they are committed and courageous.

Are you one of these individuals? Heaven knows we need men and women of courage today who will stand against the tide of negativism which pounds our moral shoreline. In a world influenced by media moguls who despise God and deplore values, we must not be stifled into cowardice.

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READERS' FORUM

The Conversion Question

Dear Editor:

I agree wholeheartedly with David Clark's "Signing On" column in the April issue of *Religious Broadcasting*. I too have often heard it proclaimed by the "experts" that radio is best used to change opinions, not effect conversions. Yet, throughout the world, we at Trans World Radio see this theory being disproved.

One powerful example comes from our Arabic ministry to North Africa. There are few mission fields in the world where conversions are as rare or as costly. In 1990, a single 15-minute Arabic program received hundreds of letters from listeners. Nine of these listeners wrote to indicate that they had come to a saving knowledge of Christ through that program. Some missionaries labor for years in this region to see a single conversion, and yet this program resulted in nine conversions from a total of 13 hours of broadcast time!

As Christian broadcasters, we need to be careful that we do not let the secular "experts" be the final determination of truth for us. [The Apostle] Paul told us in Romans 1:16 that the Gospel is the power of God for salvation. It is not our *method* that converts people; it is our *message*. My thanks to Dr. Clark for having the courage to speak the truth and remind us of our true calling.

Gregg Harris
Trans World Radio
Cary, N.C.

Breaking With 'The Norm'

Dear Editor:

The article in the April issue entitled "Reaching Out: The Music Ministries of Jesus People USA" requires a response. Why do many still cling to the unscriptural notion that to reach the counter-culture society the Gospel must be adapted and diluted to fit the ungodly lifestyles of those in it?

While Jesus ministered to the outcasts and the downtrodden, I never remember reading where he used tried-and-true tools of Satan to win converts, even though that's exactly what He was accused of doing!

The last time I checked, II Corinthians 6:17 still admonishes believers to "come out from among them, be separate, and to touch not the unclean thing." Hard rock,

rap, heavy metal, and punk styles are inherently "unclean." The use of these rebellious forms of "music" in an effort to reach people for Christ is foolishness.

Why is it that the JPUSA bands find it necessary to look like they've not had a bath or haircut for months? Since when has a scroungy, unkept look been effective in winning converts? Where are the "new creations" that II Corinthians 5:17 talks about? Again, do people alter their behaviors/lifestyles to fit the Bible's message or vice versa?

[Article author] Dave Canfield blithely quips [of] the group known as The Crossing, "You're just as likely to see them performing a set of jigs or reels in a local Irish pub (i.e. bar, serving alcohol) as to hear them in a conservative church setting." We all know how many great soul winners work the bars and brothels! I seem to recall that when Billy Sunday, Gypsy Smith, and others shared "the Gospel," bars were closed.

Tony Krough, leader of The Crossing, is quoted as saying that playing in bars "is an opportunity to present the Gospel in language they understand." I haven't been in bars in years, but my last recollection of the type of language used there is that it's anything but conducive to the communication of the Gospel.

Canfield mistakenly associates financial success with the blessing of the Lord because a group with the uplifting and edifying name of Crashdog had [its] latest single rated number six on the hard rock/metal charts. I'd venture to say god is blessing their efforts . . . *god* with a lower-case *g*.

Another group known as Resurrection Band has "seen literally thousands of people won to the Lord." How many of these "thousands" have been baptized into Bible-preaching churches and are soul-winners, disciples, and tithers?

I'm sorry to say that "breaking with the 'normal Christian' mold with a stance that has cultural relevancy," [an excerpt taken by Canfield from the purpose statement of JPUSA's *Cornerstone* magazine] is a poor excuse to drag the Gospel into and through the gutter.

We're not commanded to get "commitments to Christ" but to make disciples and soldiers who can endure hardness (II Timothy 2:3). It is painfully obvious that the gospel being communicated by JPUSA "music" groups is deceiving many and

bears little resemblance to the one set forth in God's Word.

Richard Puter
KRKS-AM
Denver, Colo.

Cowboys & Poster Children

Dear Editor:

Your April edition of *Religious Broadcasting* was enough to turn my stomach. As a 24-year-old who works in Christian radio, I am appalled at what is happening to "Christian music."

With Carman mincing around in spurs as Christian cowboy and demon-buster, and the Rez Band looking like poster children for the First Church of Satan, is it any wonder that true revival is a distant dream in this country?

Only when Christian leadership abandons its love affair with the world and repents of sin will we see this nation healed. In promoting Satanic-looking freaks as a method of reaching unsaved and hurting kids, *Religious Broadcasting* isn't providing a solution; you're part of the problem.

Lisa Turner
Milwaukee, Wisc.

Sky High Honorariums

Dear Editor:

I'm normally not one to complain, but this has been a burden on my heart for quite some time, and I need to express my feelings on two issues.

As the manager of a Christian radio station, I arrange various promotional events to bring our audience to a central location for ministry and entertainment. I arrange for at least three concerts per year, but it's getting harder to do so because some artists' honorariums have gotten so high.

We try to arrange our concerts on a donation basis so most people can attend. All we care to do is break even. We are located in a rural area, so to draw 800-1200 for a concert is a good attendance. This means that our options are quite limited since most artists now charge \$2000 and up, up, up . . . plus air fare, plus motel, etc.

If an artist does just one concert per week at \$2000, that's \$104,000 per year! I know the artists have other expenses themselves, but that's still a pretty hefty amount. I pray that some of these people who say

they are "serving" God will pray about what they might do to make having them in concert more realistic, especially for smaller population areas.

Secondly, an open letter to the record companies. We need each other! If it wasn't for us (Christian radio), you wouldn't have a venue for your product, many record companies would not exist, and many artists would go unnoticed. I also know that without the record companies, we would be hard-pressed for good music to play.

However, I do not think it is fair to charge us for your product nor for you to withhold an album from us until you've promoted it to the max. There are many good songs on a CD that perhaps won't be "hits" but are worthy of airplay, thus adding to our over-all air sound. I hope and pray that our Christian record companies will consider my request to send free products to radio stations.

Paul Schneider
KJLY-FM
Blue Earth, Minn.

Moslem's holy book), he must be put to death by public execution, if convicted. Of course, the Pakistani media (TV, radio, and the press) do not give this type of news.

This is most probably just the beginning. Please do something to stop this persecution before it gains any more momentum. Since the government and government-controlled media in Pakistan want to hide this brutality, I urge you to give this news prominent place in all forms of media in which you are involved.

If the media in America expose this great injustice, the government of Pakistan will be obliged to extend protection, as well as full and fair justice, to the Christian minority.

Pervez Ernest
Portland, Ore.

Please Address Letters To:

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Persecution In Pakistan

Dear Editor:


I am a Pakistani who has been living in America for the past eight years. Before coming to the United States, I worked for 12 years with Pakistan Television and Radio Pakistan as an announcer and news reporter. I want to call your attention to a few recent incidents which [have taken] place in Pakistan.

As you know, Pakistan is a Moslem country (98 percent are Moslem and only one percent is Christian). The government of Pakistan has imposed the severe Islamic law called the Sharia. Moslem fanatics and fundamentalists are urging Prime Minister Nawaz-Sharif to put this harsh Islamic law into full operation as soon as possible.

The prime minister has promised to do so. As a matter of fact, he already is bringing changes in the governmental system and has formed an Islamic judicial system and an Islamic banking system.

In many parts of the country, Islamic law is already in action, and Moslems are falsely prosecuting Christians under serious allegations [in an attempt] to harass and intimidate not only the accused but the entire Christian population. Under this law, if anybody is alleged to have insulted the prophet Mohammed or the Koran (the

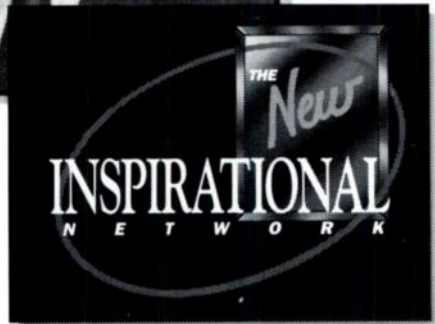
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WASHINGTON WATCH

Prompted by the difficulties broadcasters have faced in obtaining financing in recent years, the Federal Communications Commission (FCC) has initiated a review of its rules affecting capital investment.

In addition to problems the nation's economic slowdown created for existing licensees, the Commission is concerned that new entrants to the broadcasting field, particularly women and minorities, experience nearly insurmountable obstacles in finding adequate financial backing. It also expects that the capital demands of all licensees will increase as new technologies, such as Digital Audio Broadcasting, are implemented.

The FCC's proposals include easing the ownership attribution rules and possibly eliminating a long-standing restriction which blocks investors from acquiring security or reversionary interests in broad-

FCC Proposals Stimulate Capital Resources For Broadcasters

by Richard E. Wiley

cast licenses. The Commission expects that changing some of these rules should help broadcasters find additional sources of capital, either by enticing new investors into the field or by permitting current investors to increase their stakes in a broadcast entity.

The attribution rules, like other FCC ownership restrictions, are rooted in the agency's policy of promoting diversity. Under the proposed changes, stockholders may own up to ten percent of the voting stock in a broadcast entity before becoming "cognizable" for purposes of the Commission's multiple ownership rules.

Currently, any stockholder controlling five percent or more of the voting interest in a licensee generally is subject to FCC "caps" on national and local ownership. For radio station ownership, the caps recently were raised to allow one licensee to acquire up to 30 AM stations and 30 FM

stations nationwide, while local ownership caps now permit licensees to control certain combinations of stations in the same market based on the market's size and the stations' combined audience share. By permitting greater consolidation and efficiency in radio station operations, the agency anticipates this rule change also will help improve the industry's financial structure.

Passive Investors' Exceptions

The attribution rules currently provide for exceptions, and the Commission is considering broadening the exception granted to "passive" investors. The proposal would increase from ten to 20 percent the amount of stock a passive investor may hold before incurring attribution.

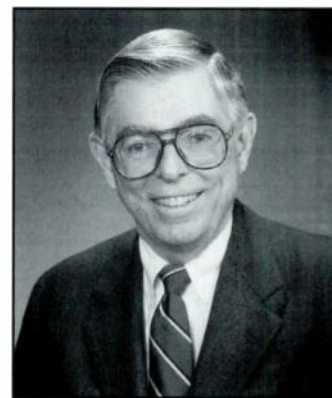
Although the limit thus would be doubled, the FCC believes "the inherently passive nature of the investors eligible to use this benchmark will adequately prevent undue influence that might otherwise be associated with the 20 percent benchmark." In ownership reports, licensees still will be required to certify that no passive investor has exerted or attempted to exert control over station affairs.

The agency also proposes expanding the definition of passive investor — now limited to insurance companies, bank trust departments, and investment companies such as mutual funds — to include Small Business Investment Companies (SBICs) and Minority Enterprise Small Business Investment Companies (MESBICs). SBICs and MESBICs are licensed through the Small Business Administration, which uses these special investment vehicles to provide advisory services, venture capital, and long-term loans to small businesses and minority-owned concerns.

Skepticism & Security Interests

As part of the same rulemaking proposal, the Commission invited comment on whether it should lift a long-standing ban prohibiting third parties (such as banks and other lenders) from obtaining a security interest in a broadcaster's license. Foreclosure on such interests would be subject to prior FCC approval. Supporters of the proposal contend that by permitting third parties to obtain security interests, the agency would encourage lenders to risk greater investment in the broadcast industry.

Another proposal under consideration would allow former station owners to



retain reversionary interests in their old licenses, thereby permitting sellers who financed buyers to recover their old stations without additional Commission review in cases of loan default. Proponents of this proposal contend that it too would increase the availability of capital, especially for first-time licensees, because new entrants face greater obstacles in obtaining outside financing than do more experienced broadcasters.

However, all the commissioners have expressed public doubt that lifting the security interest ban would be legal. Under the Communications Act of 1934, the FCC is prohibited from granting "ownership" interests in broadcast channels. But at least one bankruptcy court decision has reached the opposite conclusion. The rulemaking will give the agency the opportunity to speak definitively on the issue.

Changes In Spousal Attribution

In separate action, the Commission recently eliminated its 16-year-old policy of presumptively attributing the media interests of one spouse to another for purposes of applying the ownership rules. Now the FCC will treat spousal relationships like other family relationships: media interests of spouses will not be attributed where the spouses' disclosures confirm their interests are separately held and are not subject to common influence or control.

In the past, the agency treated husband-and-wife relationships differently, reasoning that, by its nature, marriage was not conducive to arm's length competition or the promotion of diversity. As support for the policy change, the Commission

CONTINUED ON PAGE 41

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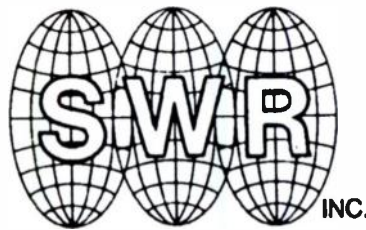
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One Christian Success Story:

by Walt McAlexander

Everybody says the economy's tough right now," says KJAK-FM general manager Woody Van Dyke, as he guides Christian radio in Lubbock, a city of 200,000 on the South Plains of west Texas. Almost one million people live in west Texas and can tune in to the 100,000-watt station, located at 92.7 on the FM dial. It's also interesting to note that there are 24 other stations in the ADI.

"All I can tell you is that here at KJAK we've enjoyed a great deal of success over the last six years because of a rather aggressive, diligent advertising policy," says Van Dyke. "My

first year here we made a large number of calls to people both in the secular and Christian area, trying to convince people that a Christian radio station was the place to put their advertising dollars.

"More important than the sales we made," continues Van Dyke, "was the fact that we uncovered tremendous prospects, both in the Christian and secular world. Our philosophy to those people we call on is: be courteous. We want to be able to call on the customer again and close the next time. It is possible to be diligent and aggressive and still show humility over the phone



KJAK-FM general manager Woody Van Dyke at the controls in the main studio of the station's facilities in Lubbock, Texas.

Radio Station's



while making a pitch, and still take 'no' for an answer, believing the next time we call on them they might buy.

"When we make calls," Van Dyke points out, "we have a definite plan in mind. We know what we are going to offer, so we do our homework and know what the customer can buy. We do this if it's a seasonal customer or a regular monthly client.

"Years ago while in another community, I learned that if a client says the package is too expensive for his budget, you can ask if he'd like a half a package. Thus you can make a 'no' into a 'yes,' if not right then, perhaps on your next call.

"We even have clients call us who have previously turned us down. You can be persistent but polite. Make a call and ask how they're doing. If they receive an award, call and congratulate them. Our clients tell us we're the only ones who call on a regular basis.

"The purpose, of course, is to sell, but we generally talk about other things for 30 seconds to a minute before making the pitch. This gives them a chance to respond to us in a positive way," says Van Dyke.

One of the many unusual things KJAK does is publish a monthly newspaper, *Lubbock Light*, a 16-page publication that has both local and national features, columns, and pictures. "We had one customer who bought an eight-month package after seeing our first edition," says Van Dyke.

Again, Van Dyke admits his sales people make many calls every day, but they always have a package in mind for each business. "During a sales campaign, we'll make 100 calls. We might get 25 to 30 percent to buy. These people become regular clients and recommend us to others.

"We frequent our clients. If we like what they sell us, we tell them why we like it. A year or so ago I went into a glass company. The owner came over and said, 'I've been meaning to call you. I want to spend X-number of dollars with you every month.' That almost floored me, because the X was a big X. That's what making a lot of calls will do — it'll open doors.

"A furniture store owner became a regular client and some of the customers told him, 'The only reason we shop here is we hear you on KJAK.' If we hadn't made a lot of calls that first year, we wouldn't have uncovered this client."

Another avenue Van Dyke uses to reach not only advertisers but also listeners is sports. "We've found that sports can be a

tremendous evangelistic tool," Van Dyke claims. "We also get quite a bit of crossover advertising, with churches wanting to be included in this.

"Another thing we've found is that often coaches will invite us to eat post-game meals with the teams and ask us to talk to the players. We always tell coaches we only have one message — Jesus Christ! Most say, 'That's fine.' Fellowship of Christian Athletes (FCA) is an important organization for many teams.

"Another team invited us to do their weekly Thursday night program. We presented videos on the testimonies of Christian athletes. When you present the gospel, people will listen. People — both clients and those who tune in for sports — tell us they now listen to us to hear Bob Larson, *Focus on the Family*, Chuck Swindoll, or Charles Stanley. Sports opens doors.

"Everyone knows that Christian radio does well with women," says Van Dyke. "We're second in our market with men 35 and up. Sports can reach men. We try to showcase sports in a positive way. At the same time we try to encourage kids to listen to KJAK because of the music we play."

Van Dyke's enthusiasm is catching. He seems to always be up. He gets into the games he broadcasts and it's obvious he enjoys what he's doing. "It's exciting to come to work every day," he says, "just to see what God is doing. He goes before us and gives us favor not only with believers, but with people at large. KJAK's goal is to be enthusiastic in whatever we're selling.

"We've found we can create a strong belief that advertising on KJAK will bring results. We believe that and try to convey it to our customers. One client said he got more business running one week with KJAK than he had running with another station for a year.

"Nationally, Country and AC stations are thought to be the best draws. To us, Christian radio survives because our people — both employees and listeners — go out of their way to patronize the advertisers. If they believe enough to advertise with us, we're going to shop with them."

Quite naturally, advertisers want the most mileage out of their advertising dollars. Country and Rock concerts have done well in Lubbock. However, Carman came to town and did better,

CONTINUED ON PAGE 14



The exterior of the KJAK-FM facilities in Lubbock, Texas.

ONE CHRISTIAN . . .
CONTINUED FROM PAGE 13

drawing 11,000 fans in each of the past two years. KJAK was his only source of advertising.

"A Big-Three auto manufacturer called us recently about a national buy, thinking we were a Country station," says Van Dyke. "We gave him our 90-second selling pitch, telling him how Carman outdrew all the others. Our question to him was, where would you want to place your advertising dollars?"

"They decided to advertise with us," Van Dyke recalls, adding, "I was so excited I almost hit the ceiling. Since that buy, the client has bought us four times. Some stations have the ratings, but we target specific audiences and are able to get good results."

Although many other stations are crying the "blues," KJAK's advertisers are a cross-section of west Texas. There's cotton gins and agriculture-related businesses, a dozen or so churches, major airlines such as American and Southwest, the major city hospitals, major grocery and department stores, NAPA Auto Parts, national eating places like Burger King, Long John Silver's, Jack in the Box, Red Lobster, and Olive Garden, plus Pepsi Cola, to mention just a few.

"We had a big Cotton Gin Trade Show in Lubbock," says Van Dyke. "We did seven one-minute live remotes from there. We did them by cellular phone. And we sold the advertising to exhibitors.

"Give-A-Ways are also great. Folks are delighted when they get Six Flags and Sea World tickets. The first year we did this we gave away two tickets. Then it was 20. This past summer we gave away at least 200 tickets, mainly because of the Carman concert. We went back to Sea World and they gave us a bunch more tickets."

Van Dyke stresses that "polite but persistent" theme. "When you call and are excited, and tell the people what God has done for you, it gets them excited. The ministries we carry on our station sell themselves and that makes my job easier.

"I tell our clients about Dr. Dobson, *Focus on the Family*, and our great lineup of music, and it seems everyone has heard of Bob Larson. KJAK brought Bob Larson to town. We had more than 4000 folks in the First Baptist Church Auditorium, plus two huge overflow rooms with wide-screen televisions.

"I knew we were in trouble at four o'clock when more than 500 people were already standing in line. Toward the end of the program I was standing at the back of the auditorium and saw our largest client. He said, 'I appreciate your bringing Bob Larson here and want to double my advertising.'

"If we work hard, are diligent, and knock on doors, I'm convinced that God will open doors and shower blessings upon us. God answers prayer. We at KJAK personally pray for our clients. We want their businesses to succeed. We want others to be told about the success

they enjoy on KJAK," says Van Dyke.

"If you have confidence in what you're selling, it rubs off on others. With so many people bemoaning the state of the economy, we try to encourage and lift up the people we call. Now don't get me wrong. There are days when I don't feel like making calls. But if I'm going to see the rewards of my efforts, I must be willing to work when I don't feel like it. I might make 20 calls and get negative responses. But the next ten will be positive. I truly believe that God wants to bless His children.

"I realize that it is through His works and His efforts that what we're doing at KJAK is succeeding," says Van Dyke. He points to Psalm 92:4 as one of his favorite scriptures. "For you make me glad by your deeds, O Lord; I sing for joy at the works of your hands." Two other passages from Psalms are favorites of Van Dyke: Psalm 20:4 and 21:2-3. "It's easy running a station where you know that God wants to bless," says Van Dyke.

Another area of advertising that KJAK received in 1990 was from the political realm. "There's no denying that politics plays a big part in our lives," notes Van Dyke. "Our listeners vote and

"Desire and enthusiasm are important to one's sales character. Goals are also important, because if you don't know where you're going, how can you expect to get your clients there?"

support those with Christian principles. So we went after that market — and the reaction was overwhelming. Both national and local buys were tremendous. Federal Express was making permanent stops here with deliveries."

Success occurs when opportunity meets preparation is one of Van Dyke's daily mottoes. He feels KJAK's success has been a series of daily efforts. "God has blessed us with good weekly, monthly, and yearly growth. It hasn't been a roller coaster ride, but good steady, consistent success.

"The only way to reach our long-range goals is through achieving short-

range objectives," continues Van Dyke. "Just as a football coach must take one game at a time, we take one sale at a time, because each sale is important. To the client it is the most important thing. It's taken us months and years to build on each sale.

"Desire and enthusiasm are important to one's sales character. Goals are also important, because if you don't know where you're going, how can you expect to get your clients there? A message without a purpose is like a ship without a rudder," says Van Dyke.

"We're always praying for new business, because we know that God blesses those who pray. God expects us to put faith to work. One reason we don't get discouraged is that we keep plugging away. If we get a 'no,' we don't hang up the phone, but rather push the button for another line and go to the next call.

"We have all our clients and prospects on three-by-five index cards. We have a special 'call again' file for those 'no's.' Again, it's important to make a lot of calls each day. We don't get discouraged, because it's often the last key in the batch that opens the lock. If a potential client says 'no,' we ask when we can call back in the future, and invariably they give us a date — and quite often we're able to work out a deal.

"We try to learn from our failures," says Van Dyke. "As God's people, we need to be creative and come up with good campaigns for our clients. Several of our clients tell us when we're planning campaigns, 'whatever you think would be good, go ahead and use it.'"

Van Dyke believes successful people use strength by recognizing, developing, and utilizing the talents of others. That's why when a church calls to report a catastrophe — such as a fire destroying a home, the Salvation Army needing

help, or a sanctuary vandalized — KJAK reports those needs. And people respond

"God blesses those who are willing to help others," says Van Dyke, adding, "The best thing about giving of ourselves is what we get back is always better than what we gave."

KJAK also believes in using other media outlets and has tradeouts with the local daily newspaper and one television station. "We host a two-hour Christmas TV special in prime time," says Van Dyke. "And we use music videos filmed on location around town with Christmas scenery."

During Operation Desert Storm, KJAK gave away American flag bumper

of the biggest promotions we have," says Van Dyke.

- ◆ Baseball. The national pastime has been a boon to KJAK. In May 1991, six local teams were in the play-offs at the same time, including Lubbock Christian University, which advanced to the NAIA World Series in Lewiston, Idaho, with a regional stop in San Antonio. "That [coordinating all the games, some of which were played at the same time in two different cities] was challenging," says Van Dyke in an understatement. All that, however, became possible because of the enthusiasm KJAK has generated in the Lubbock community.

"We have the greatest [message] in this world," explains Van Dyke, "and that's Jesus Christ. This is His station. Christian broadcasting belongs to Him. In essence, we're working for the Lord and He's watching over us. As II Chronicles 16:9 says: 'For the eyes of the Lord range throughout the earth to strengthen those whose hearts are fully committed to Him.'

"Often clients ask what's a good program we can build our spots

around? We feel our music doesn't drag you down, but lifts you up and makes you feel good. When we convey that to our clients, they buy. We tell them our music is out of this world." Van Dyke believes God's method will work regardless of the size of a station's market, what state it's in, or what condition the economy is in. "I hear talk and see statistics saying how bad business is. But our business is up! Besides, it has given me the chance to share my testimony and explain how and why KJAK has made such an impact on the Lubbock community and west Texas," concludes Van Dyke.

Walt McAlexander serves as assistant sports information director at Texas Tech University in Lubbock, Texas.



Students and faculty members at Texas Tech University in Lubbock comprise a special segment of KJAK-FM's potential listening audience.

stickers with the station's logo and also gave away American flag T-shirts with KJAK's logo. One of the T-shirts ended up in Russia during a Josh McDowell tour.

As in any business, planning ahead in radio is a must. Questions that need to be asked are, "What can we do this quarter, over the next six months, and for the next year?"

Here are just a couple of the things KJAK has added in the past three years

- ◆ Sponsoring Christian concerts at the Panhandle-South Plains Fair each September. This eight-day event averages more than 26,000 people per day. "This is a tremendous door the Lord has opened for us. It's now one

Managing Ministry Through TURBULENT TIMES

by Don Otis

The words from the Bob Dylan song, "The times they are a changin'," aptly describe the future of Christian ministry. The words of one Christian broadcaster illustrate an antiquated approach to ministry. He cites the adage, "If it isn't broken, don't try to fix it." Yet our success in the next decade depends on *dissatisfaction* with the status quo. It depends upon our willingness to question the validity of programs or services — even if these were successful in the past.

Our decisions are rarely as good under stressful circumstances. When our organizations face economic hardship, scandal, or death, how do we respond? Many Christian leaders prefer the comfort of trying to keep everything the same. Change can be frightening. It is risky. Nevertheless, change is inevitable.

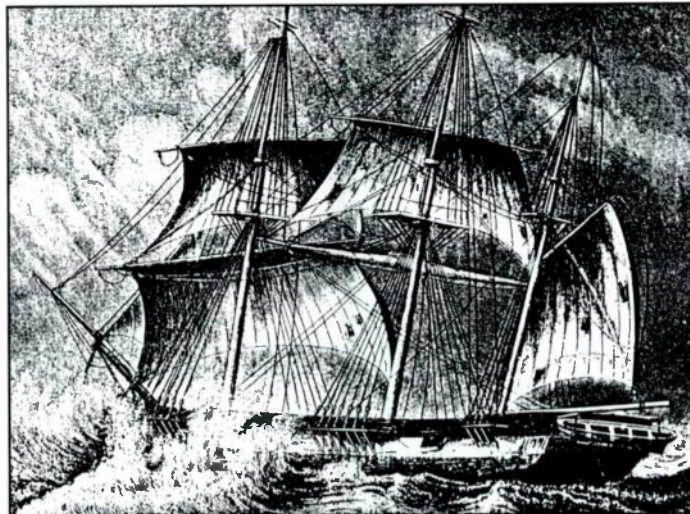
As every sailor knows, the way to prepare for rough seas is to anticipate danger before the waves begin beating against the bow. He knows that sooner or later he will encounter turbulent seas. His success for surviving the storm will depend as much upon his readiness as on who pilots the ship.

There are many types of storms and every one varies in intensity. Often we can see the storm on the horizon before it unleashes its fury on us. Others develop quickly with little or no warning. Every nonprofit agency *will* face turmoil. In these uncomfortable circumstances, doing the right things is more important than doing things right. The following are some tips on how to navigate through difficult waters.

Cut Back Creatively

Christian nonprofits mistake strategic planning as a linear rather than a dynamic state. The term *creative contraction* first surfaced in the military and was used to help an army gain advantage over its adversaries. A willingness to freeze or cut programs, services, or air time is not tantamount to failure. The

developer of the polio vaccine, Jonas Salk, spent 98 percent of his time recording what did not work. Finally, he found something which did. His willingness to learn from what didn't work was the precursor to his success.



Peter Drucker says, "Constant improvement also includes abandoning the things that no longer work." This requires that we be flexible. Economic challenges and crisis invariably create stress. Although short-term stress can benefit us organizationally, long-term stress is exhausting and counterproductive.

The painful task is deciding which programs to suspend or drop altogether. Examine those which are not pulling their weight financially. Suspend those which fail to reap adequate spiritual dividends. Set up success criteria *beforehand* for future programs or projects.

Build Significant Relationships

Develop existing relationships. This is perhaps the single most important part of survival in turbulent waters. Donors are people who experience rough times too. Be as sensitive to their needs as you want them to be to yours. Get to know the people who support you. Pray with them. Keep them informed. Be real.

Set time aside each week to call or visit your supporters. Major donors (the top one to five percent) should receive a personal call at least every six months. Keep information from your visits on a three-by-five card or computer database. Finally, acknowledging gifts, not just receipting, is an important part of donor relations. Some organizations put all their energy into solicitation while ignoring the follow-up.

Diversify Responsibility

Traditionally, Christian leaders have not delegated authority well. Those who surround themselves with competent and

committed staff reap the rewards of their choices. Encourage innovation and creativity. Develop an atmosphere where new ideas can flourish. Call working sessions where staff can ask questions without recrimination.

Allow scrutiny of existing ministry direction. Use staff members as trouble-shooters and problem solvers. Organizational strength comes from a multiplicity of contributors. When a Christian ministry is run by a dictatorial leader, it cannot attract and keep outstanding staff.

Communicate Internally

When chaos strikes we tend not to communicate it to staff and board members. Don't carry the burden alone. Build upon communication and information. Lack of communication creates organizational anxiety. Staff members deserve information. The more they know, the more they can help with solutions.

Acquire Donors

The watchword for the 90s is *change*. Change is negative only if we do not prepare for it. Gaining new donors will be more challenging in the coming years. Here are some of the reasons:

1. Donors are *more savvy* than ever before. This is good. It is one of the few really positive results of the recent high-profile scandals in televangelism. Donors need reassurance about the legitimacy of what you're doing. This is not a question of money, but of integrity. Donors will expect more information from the organizations they support.

2. We must be aware of *over-saturating* donors. There are more "urgent appeals" than ever before. More than 57 percent of today's para-church agencies have been established in the last 30 years. Since 1970, the number of religious radio and television stations has grown more than 300 percent (from approximately 500 to 1775).

This means there is greater competition for funding. There are more people drawing from the same well. Large visible ministries will have an advantage over smaller national ministries. However, smaller ministries can provide their supporters with a personal touch more effectively.

3. There is a high rate of *donor mortality*. This is true in the literal and figurative sense. Historically, older people give more consistently. This is not because they are wealthy. Their mentality toward giving is different. Many older donors have access to discretionary funds. However, some are on rigid incomes. In the past, the basis for giving was trust. In the coming decade, ministries will have to earn and re-earn trust. By the turn of the century, strictly emotional donors will be near extinction.

As baby boomers are coming of age, they will be more skeptical of emotional appeals. They are less generous than their parents and more inconsistent. They will require more for their money, including accountability and verification of results. They will invest in programs or services which directly or indirectly affect them. If we fail to adapt to these new realities, it will be more difficult to attract their much needed support.

4. *Historic events* like the scandals within television, politics, or Wall Street will create and reinforce a climate of suspicion for nearly all nonprofit groups. This will result in people giving locally — to their church, homeless shelter, or urban

mission. They will give to places or projects they can see, feel, or touch.

For local radio or television, this is good news. For national ministries and broadcasters with limited exposure, this will present a challenge. To survive outside this milieu, organizations will have to reinforce existing constituencies. This will include disclosure: audited financial statements, names of board members, and more thoughtful communication.

Prevent Donor Fatigue

When we face economic hardship, how do we respond? Some ministries simply intensify their appeals, asking for more. Crisis appeals abound and telemarketing flourishes. However, the long-term effects are often damaging. Month after month of hard-hitting appeals produce crisis-calloused donors or *donor fatigue*.

We should reserve telemarketing for special events or projects. Most important, the organization should keep control over telemarket scripts. Prevent donor fatigue by concentrating on long-term growth through relationship building. Don't mortgage your long-term vitality by giving in to short term gains.

Develop Solid Leadership

Peter Drucker calls leadership "the foul weather job." Christian organizations are often run by a single visionary head. This usually results in autocratic leadership which rarely benefits an organization. While individual leadership is essential, when it becomes absolute control over direction, projects, people, or services, the organization suffers.

Good leaders surround themselves with good board members and staff. They hire people who have strengths in other areas than their own. This enables them as leaders to draw upon the collective wisdom of their staff. Because the wrong decision in lean times can be catastrophic, leadership must be pro-active rather than passive. Boards must become more involved in planning and direction while allowing freedom for the leader to instill vision. Particularly in crisis, decision-making should be more reflective.

Christian organizations are often run by a single visionary head. This usually results in autocratic leadership which rarely benefits an organization.

Conduct Research

This is an often neglected but essential part of steering through the storm. The Church often ignores research either because it doesn't know how to do it or not enough pressure exists for it. There is real value in quality research of listener, viewer, or membership habits. The way to improve our service or program effectiveness is to ask for feedback.

How many Christian organizations actually have research built into their budget? Yet, the ministry which conducts research will be a step ahead of those who don't. Research can help produce informed decisions, which eventually means more effective outreach. Research helps us be more in touch with those who support us. When we cease to be relevant, we lose touch with those most important to our survival — our supporters.

Don Otis is president of Creative Ministry Resources, a ministry consulting agency based in Sandpoint, Idaho.

\$ Successful Fundraising, God's Way, In the 90s

by Thomas E. McCabe

Most Christian broadcasters tend to view money-raising as a necessary — but not necessarily a pleasant — fact of life. Fortunately, a few view it as a complimentary part of their ministry. Amen.

The sad fact is that ministries are sometimes too self-focused to understand the biblical reality that when they give donors the chance to provide financial support to God's work, they are offering them an opportunity for special blessings promised in scripture.

What are the blessings? According to Philippians 4 and 1 Timothy 6, the blessings Christian donors can expect are:

- ◆ Donors will have all their temporal *needs* on earth met.
- ◆ They will receive spiritual benefits in heaven.

As Philippians 4:14-20 states:

Yet it was good of you to share in my troubles. Moreover, as you Philippians know, in the early days of your acquaintance with the gospel, when I set out from Macedonia, not one church shared with me in the matter of giving and receiving, except you only, for even when I was in Thessalonica, you sent me aid again and again when I was in need.

Not that I am looking for a gift, but I am looking for what may be credited to your account. I have received full payment and even more; I am amply supplied, now that I have received from Epaphroditus the gifts you sent. They are a fragrant offering, an acceptable sacrifice, pleasing to God. And my God will meet all your needs according to his glorious riches in Christ Jesus.

Promises For The Giving Christian

When we remember that the motivation for writing the letter to the Philippians was Paul's desire to thank the Philippian church for a monetary gift, we should not be surprised that he has something special, even profound, to say to them about giving.

And, in a verse often quoted out of context by referring to all Christians, Philippians 4:19, we learn that this promise of meeting all of our needs is really just to giving Christians. What a blessing! As we give to God's work, we have this promise to be cared for according to our needs. And, the 1 Timothy 6:17 passage actually goes a step further when it promises that He will "richly provide."

I don't for a moment believe that either of these passages promises Christians a life of ease with unusual material wealth. But, I do believe they offer the wonderful promises of provision and care in a troubled, up-and-down, financially insecure world.

The second promise is even more exciting, the promise of eternal rewards. These, of course, are less specific than the first promise of temporal provision, but nonetheless equally real. They appear in both the Philippians and 1 Timothy passages, but 1 Timothy 6:19 is especially revealing when it speaks of treasures laid up for "the coming age." There is certainly an eternal reward awaiting Christians who faithfully give to God's work.

Raising Money With the Donor's Perspective In Mind

How does this affect Christian broadcasters today? And, how does it affect our ideas about fundraising?

The first thing we need to recognize is the desirability of communicating our ministry results and needs regularly, if not frequently. Viewers and listeners are ready, willing, and able to give. But, they are seeking assurances that their giving will have an impact on real people with real needs in an eternal way.

Broadcasters have a unique opportunity to communicate more frequently and more effectively than most other ministries the reality of changed lives. Frequency is the broadcaster's natural pattern. But you can add to your broadcast frequency with print communication, like newsletters and direct mail, to tell your story in an expanded and truly compelling way. Someone has said, "If broadcasting is the means of *presenting* ministry, print communication is the means of *collecting* the fruits of viewers and listeners' appreciation."

And, if we believe that the donors are the real beneficiaries in the donation transaction (as Philippians 4 and 1 Timothy 6 indicate), we will not hesitate to add various print communications alongside our broadcast ministry. These can be fairly basic, since content is more important than format, but they need to focus on the real difference (results!) your ministry is making, by God's grace, in changing people's lives.

The Role of Direct Mail

Virtually every broadcaster has a mailing list, and no matter the size, your mailing list is a tremendous asset. By communicating with these known friends through the mail, you can take good advantage of the complimentary opportunity to help them see the results of your broadcast ministry.

A good direct mail package should:

Always include a letter. This may sound basic, but some organizations try to

save money by sending a self-mailer or by only including a general brochure or newsletter-type piece in the envelope. This is a mistake. When an envelope arrives in the mail, recipients *expect* a letter — so don't disappoint them. In fact, the letter is the primary way to tell of results, illustrate the real stories of changed lives, and express the need. And, as many studies have shown, other approaches to using the mail without a letter in the package are decidedly second best.

Be as personal as possible. Studies have also shown that personalized packaging — closed-face envelope carriers with name and address and stamp, with personalized name, address, and salutation on the letter and technology-produced reply card (not labels!) — will consistently generate better response rates and income than less expensive approaches. And, the increased income far outstrips the added costs of the more personal approach.

But remember, this assumes that the mailing is going to established friends of the ministry who have already demonstrated their interest and support with solid giving. Other people on your mailing list should probably receive less expensive packaging.

Reinforce your broadcast ministry offers or program themes. People love it when they recognize something they have heard or seen before. One of the great values of direct mail is that it can be such an excellent reminder of things going on over the

airwaves, things that need responses in order to be successful. If you make an offer of any kind on the air, especially one requiring a financial transaction, timely follow-up should occur in the mail. You will dramatically enhance your results.

How About Newsletters?

Newsletters can also provide valuable print media exposure. And, while they are not typically preferred for fundraising, they can provide education and ministry information that will nurture the donors and, in turn, increase your fundraising results.

Quality newsletters must be graphically pleasing to be successful. Larger (and fewer) photos, instead of many smaller ones, create far stronger visual impressions for the readers. Newsletters should also provide interactive opportunities for your constituency to increase their commitment. Either specific ministry offers, such as books or tapes, or other feedback options — possibly brief surveys — will strengthen the value of the newsletter as a communications tool.

In general, using print media to support and enhance your broadcast ministry will provide excellent opportunities to build solid, lasting relationships with your donors and friends.

Using The Broadcast Medium To Enhance Donor Relationships

It is also important to look at the broadcast medium as a way to effectively present ministry results and needs over and above the normal ministry outreach. One example of this is a series of radio telethon specials recently used by International Bible Society to focus on its Moscow Project. Over \$1.5 million was raised from broadcast and print media in less than a year to place four million

scriptures in Moscow during 1991.

This project, a cooperative venture with the Christian Booksellers Association (CBA) and the Evangelical Christian Publishers Association (ECPA), utilized the radio medium to present "live" remotes, focusing on the need and opportunity, and to specifically challenge listeners to respond. This was one of the most innovative and successful examples of the radio medium providing a direct avenue for fundraising in recent years. Over 40 stations were utilized for a two-hour format. An 800 toll-free number allowed listeners to respond quickly.

The listeners were presented many real illustrations, including on-site interviews of how desperately the scriptures were needed, how they would be distributed, and how many scriptures would be made available for gifts of various amounts. Not only did International Bible Society fully meet its financial goals for the Moscow Project, it gained new and added exposure for its ministry in general, from a medium it hadn't used before — radio.

The "ministry of fundraising" will be a valuable part of your broadcast ministry when you use other media (i.e. print) and your own broadcast medium to creatively approach your fundraising challenge. You'll be richly rewarded. And, so will your donors.

Tom McCabe is the co-founder and president of Killion McCabe and Associates in Dallas, Texas.

One of the great values of direct mail is that it can be such an excellent reminder of things going on over the airwaves, things that need responses in order to be successful.

Computerized Prospect Research: A Powerful Way To Find New Income

by Elizabeth Hubbard-Darling

Christian organizations often have thousands, or perhaps even tens of thousands of names of donors, members, premium purchasers, and others on their mailing list. They know how to mail letters to these people to ask for a gift, but how do they begin to know which of these many names could be asked for special, larger gifts? Computerized prospect research is how.

Becoming more precise by the moment, computerized programs have accelerated the pace of research and therefore of fundraising. Quite simply, such programs identify the wealthy on an organization's list. Particularly useful for organizations with lengthy lists, computerized research can screen a ministry's large constituency files, yielding a more precise and manageable list of major gift prospects.

In annual giving programs, this technology can help ministries focus and target "asks" more efficiently and effectively. Computerized prospect research programs can enable ministries to maximize their fundraising efforts by reducing the time (and money) spent on research and finding the potential large donors much faster. Using such a program can be especially cost effective during these recessionary times.

How Does Computerized Prospect Research Work?

A ministry's file is enhanced through a file maintenance system by running it against several national databases. These databases provide information to standardize addresses, correct bad addresses, and verify or append telephone numbers. Often demographic information is added

and geographic "cluster codes" are assigned.

The ministry's constituency file is then matched against one or more databases that contain information about wealth and/or assets, either on an individual basis or a group (census-block) basis. Once the matches between the file and the outside database are made, the ministry's constituency can be arranged in a graduated list or segmented into categories.

Several fundraising firms have pioneered computerized prospect research programs. These programs generally fall into two different methods, based on either demographics or on donor-specific information.

The demographic method is based on geodemographic segmentation. This ap-

CONTINUED ON PAGE 22

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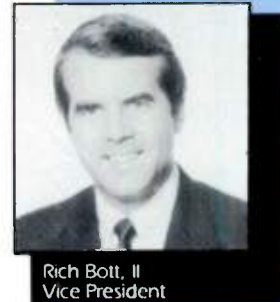
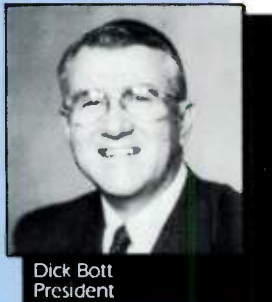
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COMPUTERIZED . . . CONTINUED FROM PAGE 20

proach takes a ministry's list and produces "clusters" of potentially wealthy names based on demographic information such as where they live and indicators of wealth such as yacht or foreign car ownership.

Demographically based programs have similar processes and features. All of the systems feature a file maintenance system and most use lifestyle code information to evaluate the file. Prior donor history is often considered. Ultimately, the constituents are ranked in order of giving potential and placed into one of several categories based on demographic cluster codes.

The programs that are demographically based share several characteristics:

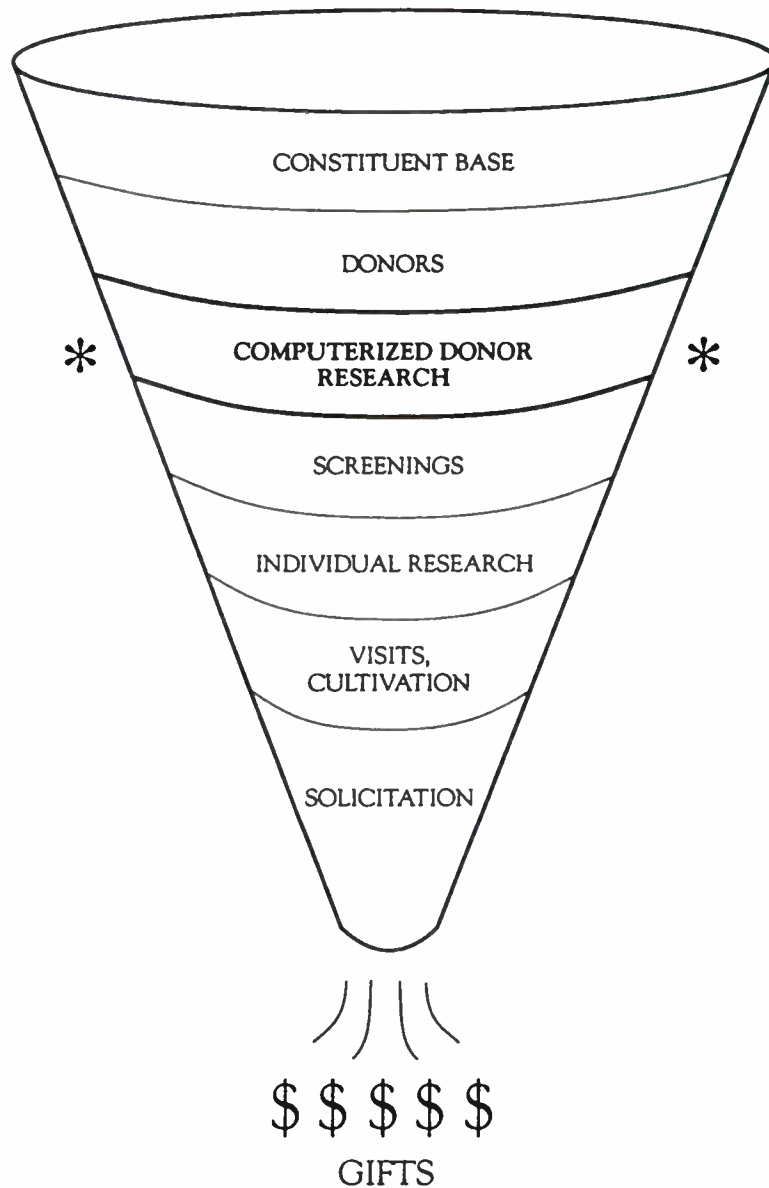
- (1) They use demographic information assigned to the household;
- (2) They predict giving by looking at the prior donor history;
- (3) They segment the constituent files so that the organization can prioritize them; and
- (4) They produce large reports, as every name on the file is ranked.

Demographic-based research has proven successful as a preliminary step in direct marketing to mass constituents where inferred or speculative geographic and demographic data can identify clusters of potential prospects. Large companies will use such data as an initial step in researching a marketplace. Many nonprofit organizations dependent upon donations solicited only through direct mail have also utilized this form of demographic-based research to assist them in targeting donors for direct-mail or mass fundraising appeals.

In contrast to the demographic approach, another method is to use primary-source data to pinpoint high net worth individuals and those who have a philanthropic orientation. Based on individual data, this donor-specific method pinpoints individuals of high net worth from the mass file who are capable of major gifts to a ministry or outreach.

Recently, the recession has had an impact on the ability of demographic research to predict clusters of major gift prospects. The individual who lives in a "good" zip code in Palm Beach, for example, is not always a good major gift prospect. Although it is not demographically based, the donor-specific method can offer file maintenance and customized de-

WHERE COMPUTERIZED DONOR RESEARCH FITS INTO THE FUND RAISING FUNNEL



mographic appending of income, home values, auto values, and marital status.

A donor-specific database is built from many primary data sources. Individuals are cross-checked with an independently developed file of households, ranked by their accumulated net worth, and screened for financial stability. Only those with a net worth of \$1 million or more are retained on the database of "millionaires" and "multimillionaires." Individuals who have sufficient assets and pass income and credit standards are

maintained as "potential millionaires."

A donor-specific database may also contain a file of individuals — gleaned from various primary sources — who have made major gifts to nonprofit organizations. A final report contains primary data sources and may include detailed research on multimillionaires, including corporate board and foundation memberships. The reports are usually very manageable and easy for a ministry's development staff to use. Such a database can sometimes identify the multimillionaires,

and even philanthropists, hidden in the masses of donors ranked in modest giving segments.

Entry costs for computer ranking services available vary in price from "free" (from several directory publishing companies when an organization contracts for a directory) to over \$30,000. All vary according to the size of the constituency and the amount of information requested. Turn around times vary as well. The "free" directory ranking information generally requires months of time. Most services require four to eight weeks from the time the constituency file is prepared by the nonprofit. All services work from computer tapes.

How Can Computerized Prospect Research Help A Ministry?

Ministries can benefit dramatically from computerized prospect research if the information produced is used. Often many organizations are limited in staff and time and are unable to effectively use the data that the demographic-based programs produce. Reports are most helpful when they can enable the ministry to:

- ◆ Trim its list to a personally approachable size (generally about five percent of the total file).
- ◆ Segment its constituency files, allowing it to target its mailings, phone-thons, and telethons.
- ◆ Immediately provide new prospect pools on which to focus.
- ◆ Gain insight into donors and their potential to give high-dollar gifts.

For those organizations that are contemplating a capital or endowment campaign, computerized prospect research services provide essential information on constituents. Such programs are powerful tools that help an organization focus its efforts and work more productively. They aim to help the nonprofit zero in on those people who are their best prospects.

The programs cut down on the staff's research time and make the process more efficient and less costly. Like the many other technological advances of this era, computerized prospect research should not be thought of as the final answer or "end-all" product, but as a wonderful and powerful tool to help your ministry focus its efforts and increase its fundraising success.

Elizabeth Humbarb-Darling serves Alexander O'Neill Haas & Martin, Inc., a national fundraising consulting firm based in Atlanta, Ga., as consultant for major gift programs.

HOW TO FIND THE MILLIONAIRES HIDDEN IN YOUR LIST

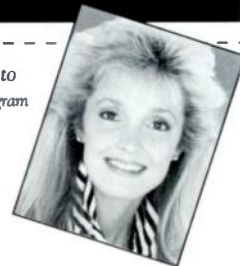
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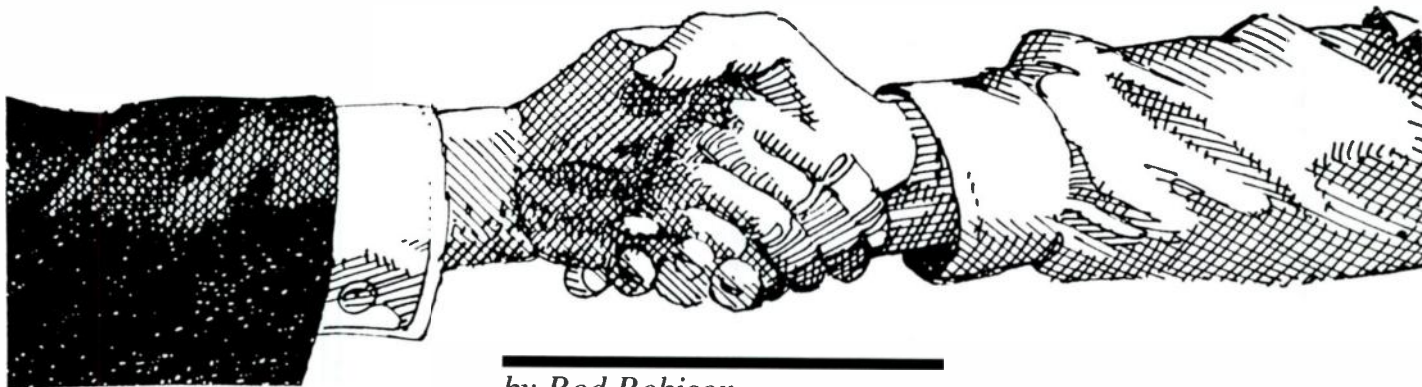
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Do You Have A Donor Affirmation Program?



by Rod Robison

A Donor Affirmation Program is one of the most important aspects of fundraising an audience-supported station can undertake. Unfortunately, it's often one of the most neglected.

Simply put, a Donor Affirmation Program is a comprehensive plan which consistently affirms in your donors' minds that their choice to support your ministry was the right choice.

Every day you are losing donors. A typical attrition rate is about 20 percent a year. Some drop off the rolls due to death or relocation, but many simply become disinterested. Why? Because donors forget why they originally gave to a ministry. And all too often, they are not reminded.

When "Dave and Marilyn" made their first pledge to your ministry they were focused. For that moment in time, your ministry was utmost in their mind. Maybe God used a story of someone your station reached for Christ to prompt their first gift to you. Or maybe it was a personal blessing in their own lives that motivated them.

But over the months Dave and Marilyn's focus has been diluted by a thousand distractions. Braces for the kids, vacation, school, jobs, and yes, appeal let-

ters from other deserving ministries, have all stood in line for their attention.

Months have passed since their last check to you. Many months more and they may join the ranks of the hard-core disinterested. It is our job as ministry leaders to remind our donors of why they first gave, to rekindle their enthusiasm, and to refocus their attention on what God can do through their gifts.

There are a number of ways you can do just that. The most important thing to remember is that once the plan is set in motion, keep it rolling. This is not a "one-month emphasis." Properly planned and consistently administered, a Donor Affirmation Program will return long-term benefits. The following are a number of ideas we've utilized at Family Life Radio Network you'll want to consider to get your ministry started or enhance your current program.

"Because You Care" Spots

Each month we rotate through six new spots which open with the words "Because you care" followed by myself or our president, Warren Bolthouse, sharing something exciting that has resulted from our donor gifts. A life-changing testimony, an important social issue we're addressing, other organizations we're assist-

ing, and other aspects of our ministry are featured.

We never ask for money in these spots. We don't pat ourselves on the back. The whole focus is "what your donation has done to help others." Each spot closes with a sentence that ends with the words, "because you care" such as, "FLR was there in Deloris' deepest hour of need because you care."

Tell a Story

There has never been a truer adage in fundraising circles than the phrase "people give to people." Consistently remind your donors that their support does much more than pay the bills. Their gifts go right up your tower, across the airwaves, and straight into the heart of someone who needs to hear that God loves them.

Each newsletter should feature one front-page story of someone your ministry has reached. Don't just reprint a testimony letter. Call the person for details, then write a story about them. You may want to consider publishing a collection of these stories to give to your donors.

For your approval letters, occasionally include a reprint of a particularly moving testimony letter. Have it copied directly from the person's original letter.

This has tremendous impact that can greatly enhance your response rate.

During share-a-thons, feature pre-recorded stories of people who have been reached by your ministry. Generally, this is best done in prose style rather than interview and, of course, voiced by a professional with appropriate music backgrounds.

Affirmation Banquets

All too often the core of a donor banquet is fundraising when it should be affirmation. There is a fine but important distinction between the two. The tendency is to design the entire program to lead up to the fundraising "pitch" rather than to show gratitude for past donations.

This doesn't mean pledges shouldn't be taken at a donor banquet or that you shouldn't use the event to make the case for your donors' support. But concentrate on thanking them for what they've done in the past and what God has accomplished through them. Recognize first-time attendees as well as those who have passed milestones in their years of service to your ministry. Allow your donors to leave feeling like they have spent an evening with grateful friends rather than being "set up" for a donation.

Annual Affirmation Report

Ideally, an annual report should be voluntarily offered to your donors. It can get expensive sending a professionally produced publication to all of your donors, but it may be worth it for your major donor file. An alternative would be to do an abbreviated version in your newsletter which you can afford to send to all of your donors.

The important thing is that you come to your donors with an affirmation that their donations are being spent wisely. Make it "reader friendly," using charts, graphs, and pictures of those people your ministry is helping.

A Donor Affirmation Program will not only refocus your donors, but has side benefits as well. Your staff will be reminded that their hard work is doing more than earning them a paycheck, and that God is using them to touch lives.

And non-donors will get the sense that something exciting is going on with your ministry, and that yours is a ministry that appreciates its supporters. Over time, more and more of them will hop on board.

Rod Robison is director of development for Family Life Radio Network, headquartered in Tucson, Ariz.

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MEDIA FOCUS

• NATIONAL •

New Jersey-Based Volunteers Receive 'Point Of Light' Award

WASHINGTON, D.C. (NRB) — National Interfaith Hospitality Networks (NIHN), a nonprofit, grass-roots organization which provides homeless families with assistance in regaining their independence, was honored recently at the White House as one of this year's "Points of Light."

Organization founder and executive director Karen Olson, along with volunteer Kim Delatour, received the award on behalf of NIHN's 24,000 volunteers at a White House luncheon and ceremony. The Summit, N.J.-based organization was the only volunteer group in the tri-state area of New Jersey, New York, and Connecticut to receive the award.

"Many believe that the pervasiveness of homelessness has dulled the public's concern and that Americans no longer have compassion," according to NIHN representative Valerie Davia. "In these economically troubled times, the apparent apathy may result not from callousness but from a sense of powerlessness. People simply don't know what to do about the homeless."

Olson's involvement with the homeless was born out of her concern for the people she repeatedly passed on her daily business commute into New York City's Port Authority Bus Terminal. Believing there were many others who shared her concern, Olson founded the first Interfaith Hospitality Network in 1986 in Union County, N.J.

The interdenominational program links local church congregations together to form "networks" which provide shelter, meals, and emotional support to homeless families and assist adults in finding housing, employment, and job training.

According to NIHN officials, 70 percent of the families involved in a network secure permanent housing. The program's success has led to wide replication, and 24 networks now operate in four states — New Jersey, Pennsylvania, Ohio, and Minnesota.

Ministries Provide Assistance To Victims Of Los Angeles Riot

LOS ANGELES, Calif. (NRB) — The outbreak of violence which recently ravaged Los Angeles as a result of the verdict in the Rodney King trial left American citizens stunned and L.A. citizens devastated. As the National Guard reinstated order amidst the rubble, massive relief efforts began in an effort to provide shelter for the homeless and food for the hungry.



photo courtesy of Interfaith Hospitality Networks
President George Bush (right) and Barbara Bush (left) present National Interfaith Hospitality Networks founder Karen Olson (center) with the 'Point of Light' award at a recent White House ceremony.

Among those ministries which supplied much-needed assistance to area residents was the international hunger relief organization Feed The Children. At the request of E.V. Hill, pastor of Mt. Zion Missionary Baptist Church in Los Angeles, Feed The Children provided six tractor trailer trucks containing 200,000 pounds of food and 40,000 pounds of clothing.

"I hope America realizes that only 15

percent of the people in these areas were involved in the rioting. And now the remaining 85 percent are in desperate need." Dr. Hill stated. "Many of those most in need are the children and mothers of young children."

Other major ministries, such as the Salvation Army and World Vision, also have provided monetary and clean-up assistance. The Salvation Army joined forces with KLRD-FM/Yucaipa, Calif., three days after rioting began and initiated a project called "Feed L.A." Within 24 hours enough food and clothing was collected to fill a 30-foot tractor trailer.

Also assisting area residents is World Vision which has committed \$1.2 million in disaster relief (\$100,000 in immediate emergency relief) to be used for housing, employment, and economic development in south central Los Angeles over the next 16 months.

In a cooperative effort, International Bible Society donated 30,000 Scripture booklets which were included in World Vision relief packets and distributed through a network of African-American and Hispanic congregations.

Churches from as far away as Memphis, Tenn., and Sioux Falls, Iowa, joined Los Angeles-area congregations in offering services and financial aid to those affected by the violence. Lloyd Ogilvie's First Presbyterian Church of Hollywood and Jack Hayford's Church on the Way in Van Nuys were among many collecting special offerings and supplies for distribution.

Jon Fugler, general manager of KLRD-FM best summarized the mass cooperation when he stated, "So often we let the world lead the way in relief efforts . . . This time we wanted the rest of the community to see Christians setting the pace. That's our call as believers — we shouldn't sit idly by on the sidelines."

Prison Fellowship Programs Show Strong Growth In 1991

WASHINGTON, D.C. (NRB) — Significant growth of in-prison seminars and the Angel Tree children's gift program, as well as the premiere of a national in-prison

newspaper, topped the list of Prison Fellowship accomplishments during 1991, according to a year-end report of program and revenue activity recently released by the organization.

With 1991 marking the 15th anniversary of the organization founded by Charles W. Colson after his own prison experience, Prison Fellowship's 42,000 volunteers participated in programs in 936 state and federal prisons across the United States, penetrating more than 90 percent of the nation's correctional facilities, the report revealed.

The in-prison seminars — Prison Fellowship's most extensive U.S. prison program — grew by 50 percent, with 1416 seminars conducted for a total of 32,000 inmates nationwide. The program also reached its 5000th seminar milestone during 1991.

Prison Fellowship's Angel Tree gift program also saw significant growth, with more than 200,000 children of prisoners receiving Christmas gifts donated in the name of their incarcerated parent — a 45-percent increase over 1990.

Also in 1991, Prison Fellowship began publishing the *Inside Journal*, the first widely distributed newspaper written exclusively for prisoners. By year's end, the publication had been distributed to 230,000 prisoners in 48 states.

Through Prison Fellowship's Justice Fellowship unit, task force volunteers helped secure the 1991 passage of 22 legislative bills in 13 states. According to task force representatives, these bills will help ease prison overcrowding and corrections costs, hold offenders responsible for repaying their victims, and give victims a meaningful role in the criminal justice process.

The organization also took a step toward ministry expansion in 1991, as the board of directors amended the Prison Fellowship purpose statement to encompass ministry to crime victims as well. In addition to the substantial growth in its national programs, Prison Fellowship increased revenues from \$18.8 million in 1990 to \$19.5 million in 1991, while decreasing its overhead from 19.2 percent to 18.6 percent during the same period.

The year was not without difficulty, however, as the 3 percent growth in revenue was some 17 percent less than anticipated for the year. As a result, the organization reduced its staff and began

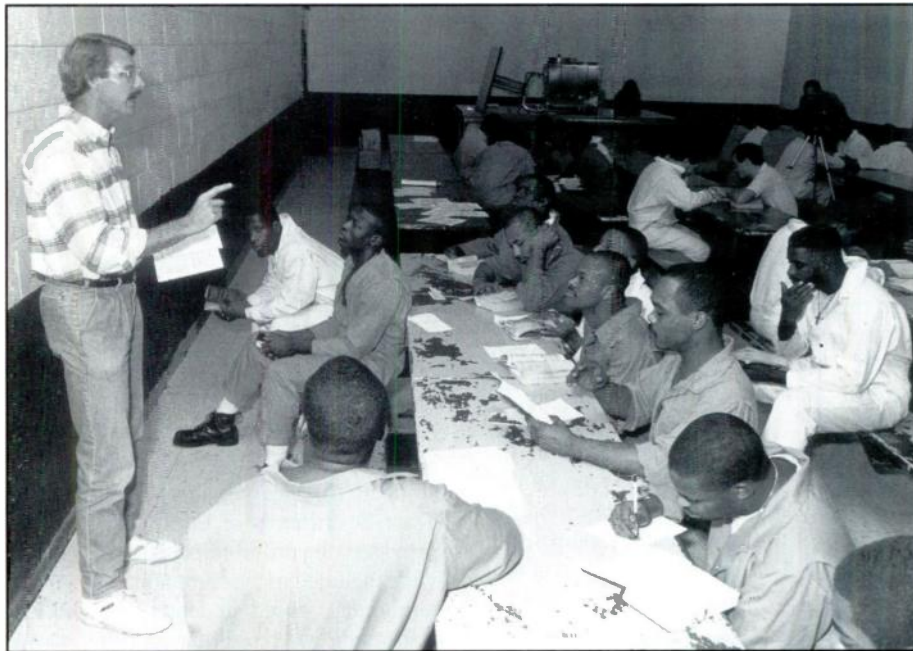


photo courtesy of Prison Fellowship

Inmates of a correctional facility listen attentively as a Prison Fellowship leader provides them with insight into their Bible lesson. In the background, inmates and leaders spend time in prayer.

restructuring to allow for more a cost-effective ministry.

"The revenue shortfalls as compared to plan are a short-term problem," said Prison Fellowship president Thomas C. Pratt. "But there also is evidence that, in the long term, nonprofits are faced with a major shift in the attitude of contributors, and charitable dollars are being given more selectively.

"Nonprofits will be under increasing pressure to both produce and document results. This new environment heightens our interest in restructuring the way we do business and deliver ministry," he stated.

Prison Fellowship began 1992 by announcing MasterPlan, a three-year, \$28 million campaign which was launched in late January to accelerate ministry in prison, create new programs in U.S. communities, continue work in the criminal justice system, and equip Christians to respond effectively to the issues of the day. Of the funds needed for the completion of this project, \$12 million is already in hand.

• INTERNATIONAL •

Dutch Television Series Offers Counseling Support To Viewers

AMSTERDAM, Netherlands (NRB) — Biblical teachings addressing the roots

of family breakdown and other social issues are being broadcast weekly throughout the Netherlands via Dutch national television on a series called *The Walls of My Heart*. Special phone-in counseling referral services also are being offered for general public viewers seeking assistance after viewing the program.

The ten-week series involves the work of missionary doctor Bruce Thompson, who is dean of the College of Counseling and Health Care at Youth With A Mission's (YWAM) University of the Nations. Classroom teaching, studio interviews, and personal testimonies are featured on each of the 25-minute programs.

Surprised by the opportunity to present Christian counseling to such a large audience, Dr. Thompson said he hopes the series "may bring greater wholeness and freedom into the Body of Christ." He stated, "There has been such a distortion of [God's] image down through the generations that many have . . . concluded that He doesn't exist." Dr. Thompson hopes the program will serve as a tool by which the world can see God working in His Church.

The Walls of My Heart is produced by Evangelische Omroep, one of eight public broadcasting groups funded by the Dutch government, and also features a weekly tie-in radio program.

GLOBAL CHALLENGES

At the same time U.S. Secretary of State James Baker was meeting in Managua with Nicaraguan president Violeta Barrios de Chamorro in mid-January to discuss the war-torn country's political situation, a group of American and Canadian Christians were also there on a unique peace mission.

The Christians, from southern California and Ontario, Canada, were in Nicaragua to help distribute \$100,000 in aid to the poverty-stricken pastors of that country, as well as to help construct a church in a small barrio outside of Managua.

The group which helped build the church was from College Avenue United Church of Canada in Woodstock, Ontario. Members of this evangelical congregation had provided an "apostolic" congregation

Waging A War For Souls In Nicaragua

by Dan Wooding

in Nicaragua with \$3500 in advance to purchase building materials. They then flew in from Canada to work alongside the Nicaraguan believers on the building project.

Superpower 'War Games'

For a decade, Nicaragua was never out of the news. When the Sandinistas seized power during a revolution in 1979, their Marxist-Leninist regime was deemed a threat to peace in Latin America. The United States began to back the Contras in their war waged from Honduras, while the Soviet Union, via Cuba, pumped in military aid for the Sandinistas.

The country of 3.6 million people became the site for "war games" between the two superpowers — the United States and the Soviet Union. However, since President Chamorro's stunning defeat of Sandinista leader Daniel Ortega in a February 1990 election, one hardly hears anything about this land which has seen so much suffering.

Woodstock's 'Cast-Offs'

I paid my fifth visit to Nicaragua in January with ASSIST Canada director Wally Featherston, who had launched a campaign to help the Latin American pastors.

From his base in Woodstock, Ontario, Featherston approached local church congregations, asking them to donate "cast-offs" to the Nicaraguan relief project. Soon, old bicycles, mimeograph machines, sewing machines, Bibles, and clothing, tucked away in forgotten places, were being dusted off and donated by churchgoers in the Canadian province.

A complete container of goods was shipped to Nicaragua. The Evangelical Tract Distributors of Edmonton, Alberta, provided one million Spanish tracts which were included in the shipment. Galcom International, based in Hamilton, Ontario, also sent 2000 fixed-tune "Go Ye" radios to be distributed in the country.

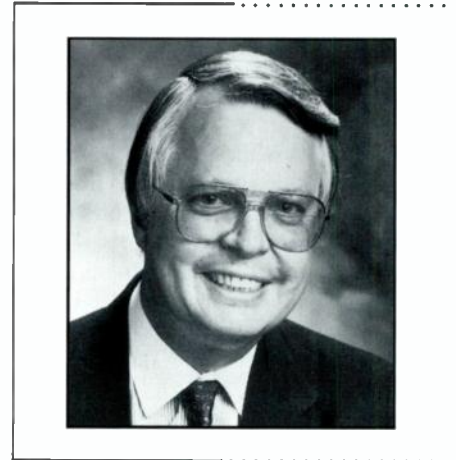
A Spark For Growth

Before I left for Latin America in January, I spoke to Bartolome Matamoras, the general superintendent of the Assemblies of God, the largest Protestant denomination in Nicaragua. In an interview in Hamilton, Ontario, he stated that the troubles in his country had been the spark for an astonishing growth of evangelical Christianity.

"When the Sandinistas came to power [July 19, 1979], the evangelicals in my country weren't very strong," he said. "We were just 7 percent of the total population. Now we have grown to nearly one-quarter of the population."

I asked the quiet-spoken leader what the greatest benefit to the evangelical believers had been during the time when many were slaughtered by both sides in the war. He replied, "... it made Christ more real to us. Also, the Church was purified. Those [who] stayed on in the country were faithful right until the end, and God took care of us."

When asked how he felt the day President Chamorro won the election, his face lit up, and he stated, "I have had two great days in my adult life. One was when I was elected as the superintendent of the Assemblies of God, the other was when Mrs. Chamorro won the election. That night my wife and I couldn't even sleep. When we heard the news, we lay in bed, holding hands and crying like new-born babies."



New Leaders, New Hopes

Nicaraguan evangelicals are beginning to flex their political muscle, as well as present the claims of Christ through evangelistic crusades across the predominantly Roman Catholic country. While in Managua, I met with the leaders of Nicaragua's first evangelical political party, the newly formed National Justice Party.

The party is headed by Jorge Diaz Cruz, a 32-year-old medical doctor from Managua. "The principles of the party are based on the Word of God, and we believe these principles can be applied to everyone in our country," he stated.

Dr. Cruz said one of the primary aims of the new party will be to strengthen family life in the country. It will be strongly anti-abortion and will attempt to deal with social problems, such as alcoholism, he asserted. In reference to the 1996 elections, Dr. Cruz said, "We believe our party will be a viable option for the people and [will] have the backing of about 30 percent of the people here. Besides that, we also have the Lord with us."

Assessing Nicaragua's current situation, one ASSIST team member who ministered in the country said, "It is significant that we were able to stand with our Nicaraguan friends at this crucial time in their history. They have endured much suffering in the past years, but now they have their freedom . . . We must not forget them just because the world's news media no longer focuses in on their land."

Dan Wooding is an award-winning British journalist and the founder/director of ASSIST, a ministry which runs sister church programs between evangelicals in the West and those in countries such as Cuba, Nicaragua, Romania, and China.

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TRADE TALK

Zondervan president James G. Buick recently confirmed that management is looking for investors to assist in a management-led buyout from its parent company **HarperCollins Publishers**. According to George Craig, president and CEO of HarperCollins, the company is considering "not so much a sale as a mutually beneficial detachment." Craig stressed that HarperCollins has no plans to offer Zondervan for general sale nor any plans to change the format of the Zondervan business.

Pat Robertson, host of *The 700 Club*, and his son **Tim Robertson** are expected to reap an estimated \$96 million in stock options from the sale of public shares in the **Family Channel**, according to *U.S. News & World Report*. The elder Robertson is chairman of the Family Channel's parent company, International Family Entertainment; his son is president. *U.S. News* stated that most religious networks tend to avoid going public "for fear of losing programming control to stockholders." However, in the case of the Family Channel, 75 percent of the network is already secular, and the Robertsons will retain 61 percent control of voting shares.

In other Family Channel news, after a four-year hiatus, television personality **Ben Kinchlow** has rejoined Pat Robertson as a co-host of *The 700 Club*. In addition, Kinchlow will be one of the hosts of the international edition of the program, as well as a host of a weekly half-hour ministry program for African audiences.

Multiple Grammy Award winner **Sandi Patti** has been chosen by her concert tour sponsor, Chick-fil-A, to provide the vocals for its new advertising campaign. The music bed, "Fast Food Blues," which features Patti's voice in 60- and

30-second radio spots, began airing last month. Her voice also will be featured in 30-second television commercials beginning with Chick-fil-A's back-to-school campaign.

In honor of its 30th anniversary, **Morality in Media Inc.** sponsored a national two-hour interactive teleconference on May 9 entitled *Pornography: A Plague On Society and What You Can Do About It!* The teleconference was produced in the Washington, D.C., studio of Catholic Telecommunications Network of America (CTNA) and was distributed live via satellite to CTNA affiliates nationwide.

SpaceCom Systems Inc. has appointed **David Stewart**, former president of Xeta Reservation Systems, to the position of business manager. Stewart is now responsible for SpaceCom's financial management and strategic planning.

Dave Dravecky, the former San Francisco Giants pitcher who lost his throwing arm and shoulder to cancer, will be the subject of a soon-to-be-released film documentary entitled *Dravecky: A Story of Courage and Grace*. In addition, Dravecky is writing *When You Can't Comeback*, a follow-up to his best-selling book *Comeback*.

In support of the sanctity of life, nearly 100 religious television stations and over 200 radio stations nationwide are airing a public service program called *Celebrate Life!* Hosted by **Judie Brown** of the American Life League, the daily radio spots and weekly

TV programs educate audiences to areas of the pro-life movement rarely captured by mainstream media, such as the Christian Action Counsel's crisis pregnancy centers.

This month, the **Public Broadcasting System (PBS)** and **National Public Radio** will present *The Glory and the Power: Fundamentalisms Observed*, a series examining religious fundamentalisms around the globe.

The series will include three hard-hitting, hour-long television programs to be aired June 15, 22, and 29 on PBS, as well as five additional radio programs on National Public Radio the week of June 15.

Kathy Troccoli has joined the likes of Amy Grant and Michael W. Smith as the latest Christian recording artist whose music has successfully crossed over into mainstream distribution. While her two singles, "Love Was Never Meant To Die" and "Help Myself To You," peaked recently at number-one spots on Christian Adult Contemporary and Christian Hit Radio charts, her top-ten pop hit "Everything Changes" was making its way up mainstream charts.

KPBC-AM/Dallas, Texas, has changed its format from inspirational/adult contemporary to Christian country music. In addition, KPBC will feature two new programs: *Woman To Woman*, hosted by **Theda Holmes**, and a daily political/news commentary by author and veteran sportscaster **Jane Chastain**.

Far East Broadcasting Company's **DZFE-FM/Manila**,



Judie Brown



David Stewart



Theda Holmes

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."

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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.

Since its first broadcast, "Pro-Life Perspective" has attracted hundreds of thousands of listeners, an audience which continues to grow. With personal, professional and insightful discussion of pro-life issues, "Pro-Life Perspective" is the best means by which pro-lifers across America, including your listeners, can remain informed on current life issues.



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.

(Circle 155 on the Reader Service Card)

Philippines, received the Golden Dove Award for Best Radio Station (AM/FM) for broadcasting in 1991. The award, sponsored by KBP Philippines, an East Asian association of broadcasters, is given annually in recognition of exemplary contributions to the broadcasting industry.

Lloyd Ogilvie, host of radio and television's *Let God Love You* and senior pastor of the First Presbyterian Church in Hollywood, Calif., was honored recently for 20 years of pastoral service to the congregation. Heading the list of dignitaries at a special anniversary service was Dr. Ogilvie's long-time friend Richard Halverson, chaplain emeritus of the U.S. Senate.



Shirley Walker-Carter

Moody Bible Institute (MBI) of Chicago, Ill., held dedication ceremonies recently for its new **George Sweeting Center for World Evangelism**. The \$11 million building, completed without incurring any debt, now serves as the academic hub of MBI's 17-acre, inner-city campus.

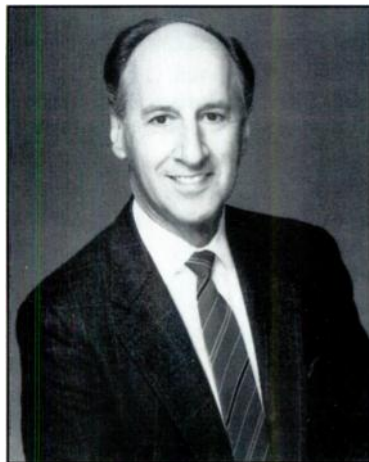
Robert Schuller's *Hour of Power* weekly telecast will be aired on the former Soviet state television network, Ostankino, according to the *National & International Religion Report*. An estimated ten million viewers will tune in to the Sunday morning church service. The network will receive the international version of the program (which omits special offers and fundraising appeals) via satellite and then retransmit the program after translating it into Russian.

In partnership with Deodecema Music Studio, the California-based Christian relief organization **World Vision** is helping to provide modern recording equip-

ment to **Christian Music Studio** in Sadowy, Poland. In addition to recording services, Christian Music Studio can now provide outside broadcasting capabilities and public address systems for Christian events. World Vision has also helped to equip the studio with modern cassette duplicating systems to assist in meeting the increasing demand for Christian music.

Communicom Corp. of America has announced the appointment of **Shirley Walker-Carter** to the position of general manager of the corporation's flagship station WWDJ-AM/Hackensack, N.J. For the last two years, Carter has served as WWDJ's sales manager and was previously an account executive for the ABC Radio Network.

More than 2000 ministers and delegates from across the United States and several countries of the world convened recently for the annual Convention of the International Church of the Foursquare Gospel. **Jack Hayford**, host of the nationally syndicated radio and television program *Living Way*, served as this year's convention chairman and host.



Jack Hayford

The *Minirth-Meier Clinic* radio ministry has entered its seventh year, and the live weekday call-in show has acquired a new line-up of stations. The new stations include WYLL-FM/Chicago, Ill.; WNIV-AM/Atlanta, Ga.; and WCBW-FM/St. Louis, Mo. In addition, officials at Ambassador Advertising Agency in Fuller-

CONTINUED ON PAGE 32

TRADE TALK CONTINUED FROM PAGE 31

ton, Calif., recently announced that the *Minirth-Meier Clinic* is being aired live on Ambassador Inspirational Radio.

The entire **Winans family** (Sparrow recording artists Mom & Pop Winans; Sparrow/Capitol recording artists BeBe & CeCe Winans; Quest/Warner Alliance recording artists The Winans — Marvin, Carvin, Michael, and Ronald Winans; Tribute recording artist Daniel Winans; plus Angie and Debbie Winans) is appearing together in concert for the first time ever, on the **1992 Winans One Family World Tour**. The American leg of the tour began in early spring and will include more than 40 performances throughout the country before embarking for Europe this summer.

WLFJ-FM/Greenville, S.C., station manager Allen Henderson has appointed **Ben Birdsong** to the position of program director/production director. Birdsong was formerly program director of WQFL-FM/Rockford, Ill. In addition to his new responsibilities, Birdsong will serve as WLFJ's morning drive announcer.

James Armstrong III of WSFJ-TV/Newark, Ohio, recently received the Best Promo of the Year Award at the ACTS and FamilyNet Night of Honors in Fort Worth, Texas, for his spot entitled *12:20 Club Muscle Man*. Armstrong also received first runner-up for a promo entitled *Prayerline*.

America's only national, contemporary Christian music satellite network launched its new service on May 4. The **Morningstar Radio Network**, founded by National Religious Broadcasters Southwest Regional board member **Burt Perrault** and national advertising executive **Patsy Perrault**, features adult contemporary Christian music programmed by **George McNerlin**. The format is presented by a staff of air personalities "hand-picked for their ability to relate

credibly to busy, intelligent adults," according to network representatives.

In other Morningstar news, network officials have appointed **Michael Stephen Miller** to the position of operations manager. Miller comes to Morningstar from the CBN Radio Network where he served as station services manager.

Steven Curtis Chapman's upcoming release, *The Great Adventure*, will be launched by an unprecedented world premiere concert to be held June 29 at



(Left to right) **Bill Hearn** of Sparrow Communications Group; **Pete Thompson** of KLTU-FM/Dallas, Texas; **Steven Curtis Chapman**; and **Jon Rivers** of KLTU display promo posters for Chapman's upcoming world premiere concert.

the Reunion Arena in Dallas, Texas. The concert, co-sponsored by KLTU-FM, Joshua's Christian Bookstores, and Sparrow Communications Group, will be broadcast live via satellite in 20 markets nationwide. The event will also feature **Susan Ashton** premiering material from her upcoming release *Angels Of Mercy*, as well as a special guest appearance by *Out Of The Grey*. New music videos by Chapman and Ashton will debut during the concert on JumboTron screens and over the satellite broadcast.

A "Financial Freedom Seminar" was brought to Oklahoma City, Okla., by **KQCV-AM** and **Christian Financial Concepts**. Larry Burkett and Steve Moore broadcast *Money Matters* live from the KQCV studios on the first day of the two-day seminar.

In response to the growing popularity of jazz, classical, and instrumental music among consumers, Brentwood Music has created the new **Brentwood Jazz** label. Brentwood president Jim Van Hook views the new label as not solely a move to meet consumer demand within the Christian community but "an opportunity to reach non-Christians as well." For the first time ever, the company has released its product — *Love Knows*, a collection of classic hymn tunes set to contemporary jazz music — to mainstream easy-listening and jazz format radio stations.

Biola University in La Mirada, Calif., recently celebrated 70 years in Christian broadcasting. Biola has used radio to spread the Gospel continuously since March 22, 1922, and first aired *The Biola Hour* radio program in 1932.

CDR Radio, broadcasting throughout Ohio from Cedarville College, added a new station to its network when **WOHC-FM/Chillicothe**, signed on last month. CDR now provides programming to a potential audience of two million.

Drivetime Dialog, the daily morning show of **WWRL-AM/New York, N.Y.**, with co-hosts **Donna Wilson** and **Del Shields**, celebrated its first anniversary in April. Past guests on the innovative program have included Democratic presidential candidates **Bill Clinton** and **Jerry Brown**, New York state governor **Mario Cuomo**, ousted City College professor **Leonard Jeffries**, and **ABC-TV 20-20** co-host **Hugh Downs**.

KBRT-AM/Avalon, Calif., has announced the return of early morning team **Tim Berends** and **Al Gross**. According to the duo, they are now shaking up southern California with "programming Hell hates." Berends and Gross were the winners of the 1986 *Los Angeles Herald Examiner's* Top Jock Contest.

One of the frustrations those of us in Christian radio and television deal with is the nebulous nature of our donorship. Who are they? Why do they support us? We talk to them every day from afar. They often feel they know us personally, but do we really know them?

Donor research is critical to the operation of our ministries. But it can appear to be out of reach financially. At Family Life Radio, we have developed a simple, cost-effective survey which gives us a great deal of valuable data and helps us better understand our donors' needs and profiles.

The results also have helped us avert potentially costly mistakes in programming. For instance, a couple of years ago we were considering making significant changes to our music format. We weighed the pros and cons, but it wasn't until we

Developing A Low-Cost Donor Research Project

by Rod Robison

pulled out the results of our latest survey that the issue really crystalized.

The donors — those who were blessed by our ministry enough that they were willing to support it — had told us our current format was exactly what they wanted. We could have gone ahead and changed the music format, but to do so would have meant shifting our donorship. It was decided that such a shift would not be in the best interest of the ministry or those it served.

On another occasion, we were giving serious consideration to dropping a certain program until it was pointed out that a significant portion of our donors included it among their top favorite programs.

Of course, there are certain programming decisions, especially those involving doctrinal or ethical issues, which need to be made regardless of a program's popularity. Those concerns aside, your donors can tell you a great deal about what

you are doing right and what you are doing wrong.

Gathering The Data

For our most recent research project, a two-page written survey was designed to evaluate demographics, listening habits, music and program tastes, favorite types of share-a-thon premiums, and estate planning information. Fifteen objective questions were posed, plus one open-ended question asking what changes, if any, the donors would like to see in Family Life Radio programming?

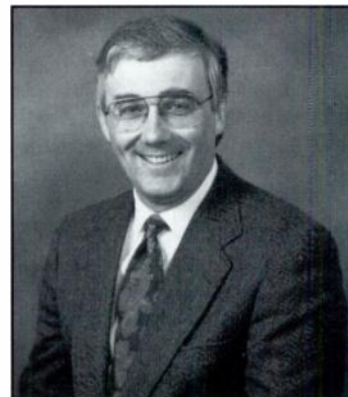
We started with the reasonable assumption that a three percent sample of our donor file would give us an accurate reading. This meant that of our 33,000-member active donor list, we needed 1000 returned surveys. Past experience had taught us that about 20 percent of those receiving a survey would take time to fill it out and return it. So we sent 5000. These were sent to randomly selected donors representing both a geographic and financial cross section of our file.

To save on expense, we piggy-backed the two-page survey in our newsletter mailing, so the cost was minimal. A business reply envelope was enclosed to encourage immediate response. As predicted, we received back nearly 1000 surveys.

Interpreting The Data

Transforming 16,000 answers into an understandable format was beyond our capabilities. We solicited the help of a Christian marketing research firm to enter and analyze the data. At a very reasonable cost, we received a detailed analysis of who our donors are, complete with charts and graphs. We now have an easy-to-understand resource which provides quick access to valuable information about our donors.

From the survey we discovered, for instance, that our listeners' top four favorite programs are *Focus on the Family*, *Insight for Living*, *In Touch*, and *Parent Talk*. Our peak age group is 40 to 49. Seventy-one percent of the survey respondents were female. Our listeners' favorite style of music is praise and worship. Cassettes are preferred over other types of share-a-thon premiums. And eight percent of our listeners who have a will, have included Family Life Radio in their estate distributions.



Donor Bonding

Beyond having a "donor-at-a-glance" resource to turn to, the project gave at least some of our donors the opportunity to interact with us and play a significant role in the ministry.

We have expanded this "donor bonding" program to now include a regular "report card" which we send to our donors with their receipts, soliciting their opinions on how we are doing in our attempts to minister effectively to them. Results from these report cards are published in our newsletter. This keeps us accountable to our audience and lets them know we do care about what they think.

As ministry leaders, we cannot simply assume that what we think our donors want or need truly reflects their desires. To do so can create hemorrhages in donor files that aren't discovered until it is too late to react. Those ministries committed to interacting with their constituency and responding to its needs will be rewarded in the long run with their constituency's good will and trust. A well-designed donor research program should be an integral part of that commitment.

I will be happy to send you a copy of the survey and the results of our study free of charge. I think you will find them very interesting. Write to me at Family Life Radio, 7355 N. Oracle Rd., Suite 200, Tucson, AZ 85737.

Rob Robison is director of development for Family Life Radio Network. He is author of *The Successful TV and Radio-thon Guidebook* and has produced and hosted share-a-thons for television and radio stations around the country.

The list of business types which generally do well when advertised on Christian radio is quite long. One must remember the common denominator among all businesses successful at using Christian radio is that they generally thrive in markets reaching large families. Because this quality is characteristic of Christian radio listeners, the medium is quite appealing to these advertisers.

The following is an array of information from Soma Communications' *Tri-S Christian Media Report* (1991)* and Simmons Market Research Bureau.†

Toys

By looking at the statistics (women age 25-54), one would agree that Christian consumers are big on toys. But how big? According to Simmons (1990) and the *Tri-S Report* (1991), the type of listener who

ly is 7 percent larger than the national average. It would thus appear that Christian radio is the new *must-buy* medium for toy retailers.

Vitamins

The results are in, and Christian radio outperforms all other general market advertising mediums for reaching vitamin purchasers. On the average, 26.6 percent of all Americans take vitamin or mineral supplements once a day. The same is true of 32 percent of all Christian radio listeners (12 percent higher than the national norm). Of all Americans, 4.7 percent take vitamins *more* than once a day. Once again Christian radio listeners rank 32 percent higher in this category.

Of all Christian radio listeners, 42.2 percent bought vitamins during the last 12 months. And one out of four shopped at a health food store during the same period. Where exactly do these people purchase their products? In the last 12 months, 4.6 percent bought them by mail, 3 percent bought them by phone, 16.8 percent bought them from a direct sales representative, 5.9 percent bought them from a health food store (146 percent above average), and 20.3 percent bought them at a supermarket (49 percent above average).

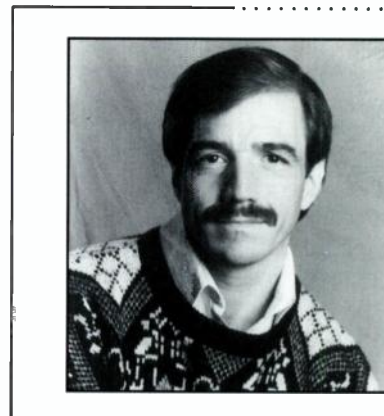
Every time the average American consumes 100 vitamins, the average Christian radio listener next door has consumed 112. That's something for vitamin retailers to think about the next time they are planning their advertising schedule.

Real Estate & Homeowners

Today, most advertisers want to reach homeowners. In fact, for many it is a qualitative necessity. And that is where Christian radio stands out, simply because the audience is made up largely of homeowners.

For example, according to Simmons Market Research Bureau (1991), people who listen to Christian radio are more likely to own homes than the national average. Seven out of ten Christian radio listeners are homeowners.

But for many advertisers, owning a home is not enough. They have to reach single-family home dwellers. It just so happens that according to the same study, Christian radio listeners are 6 percent more likely than average American adults to live in a single-family home. Today, 82.5 percent of all Christian radio adults reside in



single units. Christian radio also beats newspapers, magazines, and television for reaching single-family homeowners.

However, Christian radio is not the number-one format for reaching the largest concentration of homeowners. Out of 14 radio formats, it is number two. According to Simmons, country radio listeners are more likely to own single-family homes (and perhaps all the different things put in them).

Insurance

According to the *Tri-S Report* (1991), the type of listener who tunes to Christian radio is almost three times more likely to buy insurance from a multi-company agent than the average adult.

Specifically, 14.8 percent of all Christian radio listeners own insurance bought from a multi-company agent. The same is true of only 5.5 percent of American adults at large. Of all Yellow Page readers, 5.6 percent bought their insurance from multi-company agents. Of all newspaper readers, 5.5 percent fall into this category, as do 5.2 percent of all radio station listeners combined.

The figures are similar for life insurance as well: 9.7 percent of all adults own whole life or whole/term life insurance policies; 38.6 percent of all Christian radio listeners own such policies. Of all adults, 16.4 percent own term life insurance; the same is true of 24.4 percent of all Christian radio listeners. Likewise, 8.3 percent of all Christian radio listening adults admit Christian radio helped them decide where to buy insurance.

This means dollars spent on Christian radio are more than twice as efficient as dollars spent anywhere else. In the world of "smart money," using Christian radio is twice as smart this year.

The Christian Radio Market's Best Advertisers — Part Two

by Gary Crossland

tunes to the Christian radio format is among the heaviest purchasers of toys in America.

Compared to all Americans, over the last 12 months, Christian radio listeners were 17 percent more likely to buy action figures, 47 percent more likely to buy board games, 73 percent more likely to buy word games, and 5 percent more likely to buy children's books.

But there's more. Statistics show Christian radio listeners are 28 percent more likely to buy infant toys, 49 percent more likely to buy preschool toys, and 10 percent above the national norm for purchasing fashion dolls. They are 57 percent above average for buying video games, 95 percent above for buying play sports equipment, and 5 percent more likely to buy building sets.

But all of this stands to reason since the average Christian radio listening fami-

Tax Preparers

According to Simmons Market Research Bureau, the type of listener who tunes to Christian radio is 16 percent more likely to use an accountant or an accounting service than the average adult. This percentage is higher than the percentage for consumers of television, cable, newspaper, and all other radio formats.

In addition, Christian radio listeners are 17 percent more likely to use an outside service to prepare their taxes. Newspaper readers rank only 3 percent above average, and television viewers rank 7 percent above. Christian radio even beats general magazine readers (traditionally an upscale crowd).

In the same study, it was revealed that Christian radio listening women, on the average, rank even higher yet at using tax services, coming in at 23 percent above the average American woman. Men who listen to radio rank 6 percent below average for using tax services, while Christian radio men rank 8 percent above average.

What's the bottom line? In the tax preparation business, quick response and turnaround is the name of the game. Radio is the most intrusive medium, and Christian radio is one of the highest response mediums available.

Credit Cards

Although not a specific business type, I believe this important fact regarding the financial viability of the Christian radio audience should be highlighted: According to the *Tri-S Report* (1991), adults who listen to Christian radio are more likely to hold credit cards than almost every other media group.

Of all Christian radio listening adults, 46.1 percent hold Visa cards (15.2 percent above average), 36 percent hold Mastercards (13.4 percent above average), 18.5 percent hold Discover cards (4.1 percent above average), 35.7 percent hold Sears cards (6.9 percent above average), and 28.7 percent hold some type of gasoline card (9.7 percent above average).

When comparing Soma Communications' survey of Christians to Simmons data, we discover that Christian radio listeners are approved for credit cards 28 percent more times than all adults on the average. And this can have a direct effect on any advertiser's end-of-the-day receipts.

*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 4 percent.

†Information for the Simmons Market Research Bureau is compiled via field representatives who administer both an inter-

view and a written survey to approximately 20,000 people nationwide. The margin of error for the surveys is approximately 4 percent.

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



For some reason, a few Christian stations aren't members.

Here are the reasons why most are.

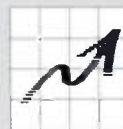
"Because of Tri-S we have a much greater closing rate."
Chuck Lee, KLYN, Bellingham WA

"We use Tri-S information in nearly all of our presentations. No one should be without it!" Andy Willoughby, KCNW, Kansas City

"Tri-S is an excellent sales tool. Our sales are up 25%!" Tom Rusk, WHGS, Haines City FL

"Because of Tri-S our sales are easier, our clients are impressed, and we look more professional. The one-sheets have been one of our greatest sales tools!" Woody Van Dyke, KJAK, Lubbock

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



SOMA
Christian Sales and Research

(Circle 234 on the Reader Service Card)

FUNDING MANAGEMENT

Have you ever been listening to a speaker when all of a sudden something he or she says makes an indelible impression? That is precisely what happened several years ago as I was listening to a prominent Christian leader of great influence in both the political and spiritual realms, when he made this astounding observation:

"Christianity began as a *relationship* in Palestine, moved to Europe and became an *institution*, came across the Atlantic Ocean to North America and has become an *enterprise*."

The statement made such an impression on me that I wrote it down in my notes, copied it on a note card, and have since committed it to memory. His statement brought up a good point: as Americans, we have a tendency to make a business out of

has come upon you; and you shall be My witnesses in Jerusalem and in all Judea and Samaria and to the end of the earth."

Jesus told His disciples, and ultimately us, that we were to be witnesses for Him starting at home, in our country, and then the entire world. He further explained that the power in the process of being witnesses for Him would come from the Holy Spirit not from our ability to manage.

This is why *Christian* broadcasting must be a ministry. If it is just a means to secure capital or cash flow, then we have lost sight of our ultimate calling from the Lord. Like most things in the Christian life, our attitudes and motivations ultimately affect the outcome of the process of being Christ's witness.

If our motivation is to build a capital base, to build personal wealth for wealth's sake, or to view Christian broadcasting as a means of personal or corporate gain, then should we question whether our attitudes and motives are correct? I wonder how much power will be infused from Christ Himself if these motives are the basis for activity? The ultimate question is, "Why are we doing what we are doing?"

Funding Based On Reciprocity

I Corinthians 9:11-18 is probably the clearest summary of the Apostle Paul's philosophy of funding regarding his ministry. In verse 11, he states, "If we have sown spiritual good among you, is it too much if we reap your material benefits?" Paul reiterates this principle in Galatians 6:6. "Let him who has taught the Word share all good things with him who teaches."

Paul then reinforces his argument in I Corinthians 9:14 when he says, "In the same way, the Lord commanded that those who proclaim the Gospel should get their living by the Gospel." It seems Paul had concluded philosophically that those who receive benefits from ministry should also support it financially. Thus, in the Scriptures he articulated the principle of *spiritual reciprocity*.

However, Paul tempers that philosophical underpinning in I Corinthians 9:15-18 when he makes it clear he does not demand that people support his ministry. And in verse 18, he makes every attempt to dissuade people from thinking they are "paying" for ministry. In fact, in verse 18 he says, ". . . I may make the Gospel *free of charge, not making full use*



of my right in the Gospel."

Paul presented his financial needs clearly and unabashedly, allowing the Spirit of God to prompt people to respond but not putting a price upon ministry or implying that people should pay for ministry.

As those of us involved in Christian broadcasting minister to people around the clock, we have every right to make our financial needs known — but not in such a way that we imply people should "pay" for ministry. My personal application has been to clearly make needs known through appropriate, gracious means but in no way apply pressure on people to pay for ministry.

Broadcasts Based On Integrity

Another standard for obtaining financing in Christian ministry should be one of absolute integrity *in all matters*. Paul, again speaking in II Corinthians 1:12-14, says, "For our boast is this, *the testimony of our conscience that we have behaved in the world, and still more toward you, with holiness and godly sincerity, not by earthly wisdom but by the grace of God. For we write to you nothing but what you can read and understand*; I hope you will understand fully, as you have understood in part, that you can be proud of us as we can be of you on the day of the Lord Jesus."

Other principles which Paul clearly defines regarding his relationships with those to whom he ministers are as follows:

(1) **A personal, clear conscience toward the world and toward those receiving ministry.** I will never forget a Christian leader telling me almost 20 years ago, "It takes a lifetime to build a good

The Dynamics Of Fundraising: Is It Business Or Ministry?

by Lauren Libby

the spiritual work of God. While the natural administration of ministries requires principles of business to be applied, the bottom line still deals with God changing people's lives.

It seems healthy from time to time to go back to our "roots" and examine a biblical basis for what we are doing. If the Scriptures are true, as I believe they are, then surely there are some underlying principles to help us build a philosophical basis for funding Christian broadcasting.

I too had to decipher these principles after becoming involved in the financing of several ministries. This analysis has been especially helpful when presenting ministries, including radio outreaches, to others for financial support.

Broadcasting Is A Ministry

It seems to me that all Christian ministry must spring from the Great Commission as illustrated in Acts 1:8. "But you shall receive power when the Holy Spirit

CONTINUED ON PAGE 41

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Dr. David W. Clark
President, National Religious Broadcasters



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CLOTHBOUND

- (13) 1. *The Anointing*, Benny Hinn, Thomas Nelson Publishers
- (1) 2. *The Coming Economic Earthquake*, Larry Burkett, Moody Press
- (18) 3. *Investing for the Future*, Larry Burkett, Victor Books
- (7) 4. *In the Eye of the Storm*, Mar Lucado, Word Publishing
- (5) 5. *Think Big*, Ben Carson with Cecil Murphey, Zondervan Publishing
- (4) 6. *The New World Order*, Pat Robertson, Word Publishing
- (8) 7. *Simple Faith*, Charles Swindoll, Word Publishing
- (6) 8. *Why America Doesn't Work*, Chuck Colson and Jack Eckerd, Word Publishing
- (2) 9. *Fit to Be Tied*, Bill and Lynne Hybels, Zondervan Publishing House
- (10) 10. *Life's Not Fair, but God Is Good*, Robert H. Schuller, Thomas Nelson Publishers
- (9) 11. *Quiet Times for Couples*, H. Norman Wright, Harvest House Publishers
- (12) 12. *Love for a Lifetime*, James Dobson, Multnomah Press
- (17) 13. *Hope for the Troubled Heart*, Billy Graham, Word Publishing
- (11) 14. *My Utmost for His Highest*, Oswald Chambers, Barbour & Co., Discovery House Publishers, G.R. Welch Co. Ltd.
- (16) 15. *Debt-Free Living*, Larry Burkett, Moody Press
- 16. *His Needs, Her Needs*, Willard Harley, Fleming H. Revell Co.
- 17. *The New Strong's Exhaustive Concordance of the Bible*, James Strong, Thomas Nelson Publishers
- (14) 18. *The Grace Awakening*, Charles Swindoll, Word Publishing
- 19. *Straight Talk*, James Dobson, Word Publishing
- 20. *Good Morning, Holy Spirit*, Benny Hinn, Thomas Nelson Publishers

PAPERBACK

- 1. *They Called Her Mrs. Doc*, Janette Oke, Bethany House Publishers
- (1) 2. *Good Morning, Holy Spirit*, Benny Hinn, Thomas Nelson Publishers, Walker & Co.
- (2) 3. *The Illuminati*, Larry Burkett, Thomas Nelson Publishers
- 4. *Splashes of Joy in the Cesspools of Life*, Barbara Johnson, Word Publishing
- (4) 5. *This Present Darkness*, Frank Peretti, Crossway Books
- (3) 6. *Stick a Geranium in Your Hat and Be Happy!*, Barbara Johnson, Word Publishing
- (7) 7. *Piercing the Darkness*, Frank Peretti, Crossway Books
- (5) 8. *A Woman Named Damaris*, Janette Oke, Bethany House Publishers
- 9. *The Union Belle*, Gilbert Morris, Bethany House Publishers
- (8) 10. *God Uses Cracked Pots*, Patsy Clairmont, Focus on the Family Publishing (Word)
- 11. *Parenting Isn't for Cowards*, James Dobson, Word Publishing
- (9) 12. *The Blessing*, Gary Smalley and John Trent, Pocket Books
- (6) 13. *Becoming a Woman of Excellence*, Cynthia Heald, NavPress
- 14. *The Bondage Breaker*, Neil Anderson, Harvest House Publishers
- (12) 15. *The Love Hunger Weight-Loss Workbook*, Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed, Thomas Nelson Publishers
- (11) 16. *Love is a Choice*, Robert Hemfelt, Frank Minirth, and Paul Meier, Thomas Nelson Publishers
- (10) 17. *Roses for Mama*, Janette Oke, Bethany House Publishers
- 18. *No Wonder They Call Him the Savior*, Mar Lucado, Multnomah Press
- (17) 19. *Mere Christianity*, C.S. Lewis, Macmillan Publishing Co., Walker & Co.
- (19) 20. *The Strong-Willed Child*, James Dobson, Tyndale House Publishers

*Last month's position

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THE BOOK SHELF

The Key To Lasting Joy

by T.W. Wilson
Word Publishing

Reviewed by Harry Conay

Every once in a while a publisher will reissue a particularly valuable book without altering the original content in any significant way, such that the result is a reprint rather than a new or revised edition. This is the case of *The Key to Lasting Joy* by T.W. Wilson, which, though recently reissued, still bears the original 1987 copyright date.

As proof of its popularity, some three pages (two in front and one in back) contain glowing remarks from such luminaries as W.A. Criswell, Cal Thomas, Ben Armstrong, Ted W. Engstrom, John A. Huffman, Robert Schuller, and Tom Landry (to name but seven of the 21 quoted).

And in his foreward, Billy Graham says, "I heartily commend and recommend this book. It is my prayer that God will use it in a unique way to point many to Christ and challenge believers everywhere to be faithful disciples so that the world may know something of the grace, mercy, and forgiveness of God — and the tremendous change He can bring in anyone's life who is willing to be committed to Him."

Wilson is a traveling evangelist and an executive assistant to the Billy Graham Evangelistic Association. More to the point, he is an insightful individual who has a gift for reminding believers of certain truths which might have become forgotten along the way. Granted, a recent convert may discover first-hand truths in this book, but its real value is in serving to remind us that God has given each of His servants a clear

call, not only to salvation, but to service.

Wilson calls being God's servant "the key to the lasting joy we all desire" and develops this theme through four major areas inspired by Isaiah 1. The first (derived from verse 5) tells us we are given a clear call to service. The second (from the same verse) urges us to live clean and holy lives.

The third area (from verse 9) tells us that we are to be courageous in boldly and fearlessly proclaiming the Gospel. The final section (from verse 7) challenges us to lead purposeful lives fulfilling our Great Commission obligations.

It is within the third section that Wilson speaks of the influence of television as "an issue in our day." He is critical of: (1) the amount of time the average family spends viewing tele-

vision, (2) the content of secular programming, and (3) television's largely negative influence on the viewing audience.

"For the most part," he comments, "the image we get is that normal people never go to church, never pray, never take religious values into account when making decisions, and never even think about God." Surprisingly he does not men-

tion the value, or presumably positive influence, of religious programming.

Possessing that rare combination of charm and substance, it is easy to see why this anecdotal, inspirational, and surprisingly practical book was selected to be reissued; even so, it was "new" to me and, I suspect, will be equally new to many of our readers. Warm in tone, this is a volume you will wish to revisit from time to time to revitalize your personal ministry.

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



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Interview Insights

by Jonathan Petersen

The more personal the information, the more interest people have in hearing it. That's as true in news coverage as it is in general broadcasting formats. Christian television stations can take advantage of that interest by producing local interview programs.

Karen Hayter, Ed.D., is the producer and host of *COPE*, a one-hour daily, listener call-in television program presented nationally on ACTS, the American Christian Television System. Hayter believes that Americans, because of all the pressures on their time, are looking for ways to more efficiently gather the information they need.

"Television interviews are a good way to compress vital information into bite-size pieces people can use," she says. Hayter has produced her program for six years. In that time, she says, viewers have become more thoughtful, asking deeper questions. She attributes this to the value of all the information they are exposed to through the media.

"*COPE* is not a counseling program," she says. "Its focus is encouragement, practicality, emotional triage." Hayter selects each program's topics and guests as they relate to the needs of her audience. She looks for guests who are precise, authoritative, practical, quick, and insightful.

"Look for issues to explore, then match those with appropriate guests," she counsels. One way to do that is to invite viewers to write you; then read between the lines for their concerns, such as eating disorders or depression.

After the guest is selected, be sure to prepare for the interview. That means reading: the guest's book, the guest's biography/resume, other information on the interview topic, etc. "I write questions in the margins of the books as I read them," Hayter says. "I'm always thinking, 'What does the audience want to know?'"

Hayter suggests spending time with the guest before going on the air "to acquaint him with the set, put him

at ease with the cameras, educate him as to the audience he'll be addressing; as well as for you to become more familiar with him, his voice pattern, his message, and any areas of special concern he would like to discuss."

Once you are on camera, use exploratory questions to begin the interview to put the guest at ease. Bring in challenging or searching questions as necessary as the conversation progresses. "Since *COPE* is a listener call-in show, I have the benefit of bouncing off the viewers' questions," Hayter observes. "I see myself as a broker between the guest and the audience; I work to get the best information out of both sides."

Listener call-in formats on television do not have to be static. According to Hayter, "The responsibility falls on the host to keep it moving. Encourage your guest to be animated, to move his hands and be expressive."

She suggests that you tell your guest to look through the camera, not at it ("just as you do when you look through your windshield, not at it, while driving"), and to call the viewer by name. ("There are two things people love: hearing their name and the sound of their voice.")

Being a good interviewer means being a good listener. Respond to the guest's comments and follow up on any detail that sounds interesting or is unclear. Be careful, though, not to run down every rabbit trail and lose the overall direction of the interview.

Good television is always the fine balance between visual and intellectual stimulation. Work toward that end in every interview. And let the subject matter of the discussion guide the emphasis of whether it is more entertaining or more informational.

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

Jonathan Petersen is director of media relations for Zondervan Publishing House and executive producer of the Zondervan Radio Network in Grand Rapids, Mich.

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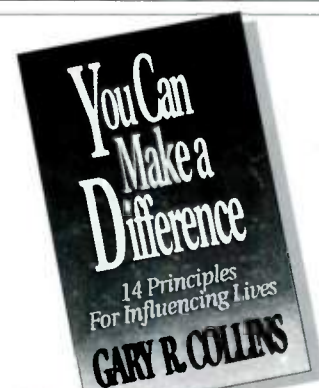


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AUTHOR AVAILABILITY: Kildeer, Ill., and by telephone.

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Robert W. Ball

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SIGNING ON CONTINUED FROM PAGE 3

diminution in the 1990s.

(5) **New Technology:** Emerging broadcast technology may displace, as well as revive, some of the old. An obvious example is the prospect of digital AM radio which could produce a signal nearly equal to FM stereo with a significantly greater range. New technologies suggest that even better ways to communicate the Gospel will emerge. The fax machine may replace mail as a way to reach supporters, permitting almost instantaneous messages of the latest news from a ministry.

(6) **The Mega Church:** While large local churches have historically been the source of radio ministries, it is only in the

past five years that mega churches have become the source of most Christian television ministries. They have the talent, technology, financial resources, leadership, and commitment to mission to produce quality television.

It seems clear that in the future, most religious television programming will be produced by the local church rather than para-church organizations. Likewise, a majority of the funds raised for Christian television will be raised by local churches which can respond to local needs in their programming and appeals for financial support.

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

WASHINGTON WATCH CONTINUED FROM PAGE 10

cited the nearly 23 percent rise in two-career couples from 1976 to 1991. "We recognize that as more women enter the broadcast industry, the presumption of spousal attribution will increasingly impede their entry into ownership and managerial positions, thus placing our attribution policy at odds with our equal employment opportunity policies."

Applicants for new or modified licenses already are required to disclose the broadcast interests of parents, siblings, and children, as well as spouses. The Commission now will use substantially the same

factors in all cases to determine whether affected applicants demonstrate the necessary degree of independence from their family members. However, because spouses — unlike other adult family members — commonly live together and mingle their finances, the FCC will not treat such circumstances alone as sufficient reason to question married applicants' assertion of independence.

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.

FUNDING MANAGEMENT CONTINUED FROM PAGE 36

reputation; it takes a second to lose it."

(2) **A commitment to deal with people in holiness and godly sincerity.** What is the basic motivation behind our ministries' existence? Is it for business or is it to represent Jesus Christ as His witnesses? Whether we are commercial or noncommercial broadcasters, do our business practices properly represent the Lord?

(3) **Integrity in communicating with others.** In speaking to the Corinthians, Paul says he dealt with them in a way they could understand. I take this to mean he dealt with people in a forthright, truthful, and clear manner. The *intent* of his communication was in line with the *content* of what he communicated. Thus he instilled a sense of integrity.

Just like strategic planning, it is good from time to time to ask ourselves why we are doing what we are doing:

- Again, what is the basic motivation for

our ministries' existence?

- Are we encouraging a "family" atmosphere in our ministry? Are we building a committed team of people who feel they are a part of our broadcast ministry? The radio or television ministry with a committed family of donors is one which has great staying power in the midst of the economic, political, and market instability of a changing world.
- Are we approaching our activities with integrity? I was recently in a meeting when someone asked the question, "If a television network truck pulled up outside of our ministry, how would we react?" How do we respond to public scrutiny? Particularly in the nonprofit realm, this is a very real question to ask ourselves — especially for those ministries which operate as 501(c)(3) nonprofit organizations.

Lauren Libby is vice president of development and communications for The Navigators.

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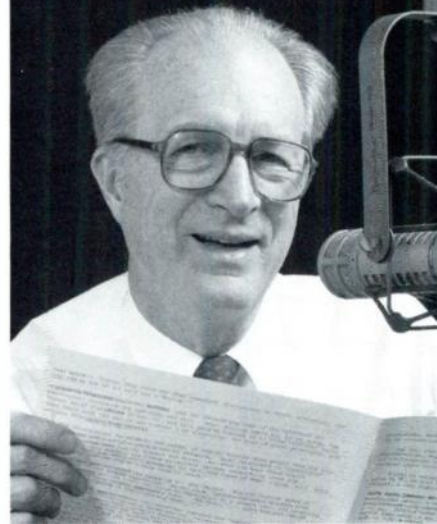
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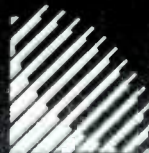
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June 2-6

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

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

June 23

Christian Management Association Seminar, "Success Skills for Staff and Administration;" Anaheim, Calif., and Minneapolis, Minn. Information: (714) 861-8861.

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.

July 31-August 9

Okoboji Lakes Bible & Missionary Conference; Arnolds Park, Iowa. Information: R.S. Brown, (402) 558-5422.

August 10-14

Image World Los Angeles (Video Expo & The Camp Show); Los Angeles, Calif. Information: (800) 800-KIPI.

August 10-15

12th International Christian Artists Seminar; De Bron/Dalfsen, Holland. Information: 31 (10) 456-8688.

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; New York, N.Y. Information: (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 8-10

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 & The Camp Show); Orlando, Fla. Information: (800) 800-KIPI.

February 13-16, 1993

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

February 15-18, 1993

Christian Management Institute, "Managing For All Seasons;" Dallas/Fort Worth, Texas. Information: (714) 861-8861.

February 23-25, 1993

Image World San Francisco (Video Expo & The Camp Show); San Francisco, Calif. Information: Benita Roumanis, (800) 800-KIPI.

May 6-8, 1993

World By 2000 (international radio evangelism seminar); Atlanta, Ga. Information: John Yakligian, (310) 947-4651.

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

Standing tall in the Lord.

It all started with a miracle. Well, *two* miracles really.

"The first was that I got saved at all," stated Bishop L.E. Willis, founder and president of Willis Broadcasting, based in Tidewater, Virginia; Bishop of the Church of God in Christ, the largest black Pentecostal fellowship in the U.S.; and pastor of the Garden of Prayer Church in Portsmouth.

"One day when I was 21 years old, I was half drunk in Philadelphia, and it was as if someone woke me up, put me on a bus and drove me home to Virginia. I hadn't been home in three years! That Sunday, that same 'something' also forced me to go to church where I gave my life to the Lord."

That was the beginning. Two years later, Bishop Willis was a minister doing his best to live the life God ordained. But it wasn't until years later that God revealed His full purpose through the second miracle.

"My son was struck by an automobile going 55 mph on Highway 168 in Chesapeake. It knocked him up in the air and into the windshield of another car going about the same speed." Bishop Willis paused thoughtfully before continuing. "The word was that he was dead. But God worked a miracle and today my son is a young minister."

But it was that experience, said Bishop Willis, that caused he and his wife to re-evaluate their goals. So thankful were they for God's miracle in their lives that they wanted to do more, reach more people. That's when they turned a focus to radio, creating a 15-minute call-in program they called *Crusade for Christ*. The *Crusade for Christ*

program soon grew to be an hour long, and now airs every day at 4 p.m. EST in about 100 cities across the nation.

Then in 1974, Bishop Willis bought his first radio station. Today, Willis Broadcasting owns 24 radio stations—16 religious in nature and eight secular stations—and has two new stations in the works. The religious stations have a mostly music format, split with talk shows and open blocks for local programming. The secular stations play Adult Contemporary music that blends old favorites from Motown with current hits from artists like Whitney Houston and Luther Vandross.

In addition to his radio ministry, Bishop Willis is also pastor of Garden of Prayer Church in Portsmouth, Virginia and oversees 80 other Virginia churches as Bishop. He is also one of 12 members of the national

church board of the Church of God in Christ that oversees 150 Bishops, 6,000 pastors, and more than 3.5 million members. In his "spare" time, Bishop Willis and his wife travel across the country conducting *Crusade for Christ* meetings to standing-room-only crowds.

You would think all this would be about three times too much to do for a man of 23, much less one of 63. But not for Bishop Willis.

"God has blessed me with an abundant source of energy," Bishop Willis laughed. "I believe our message is an important one that needs to be spread to as many



BISHOP L.E. WILLIS
Founder and President,
Willis Broadcasting
Pastor,
Garden of Prayer Church

people as possible.

"Because when I talk about religion, I'm not just talking about singing and shouting. I'm talking about reaching out," Bishop Willis explained. "I think so many times we get kind of one-sided in our thinking and only relate to the spiritual. But a person has to eat, they have to sleep.

"Our basic message is that you can do anything you want to do, be anything you want to be—and I back it up with the Bible. I preach that you don't walk bent over because the devil can't ride your back unless you do. We don't just talk about going to heaven...we talk about getting up and going here and now."

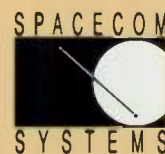
It's this message that Bishop Willis spreads from his pulpit, through his crusades, and by his radio ministry. And to help get the word to cities across the nation, Bishop Willis relies on SpaceCom System's subcarrier technology.

"We did a lot of research before going on satellite and decided SpaceCom was by far the best way to go," said Bishop Willis. "They have helped us reach people that we never could have reached otherwise. They have worked miracles for us!"

Thanks, but we're just doing our job. The real miracle is you and the power that keeps you going.

"Jesus fed the people in His own way. Our way of feeding them is different today, but I think we should be dedicated to feeding people and helping people."

Bishop L.E. Willis



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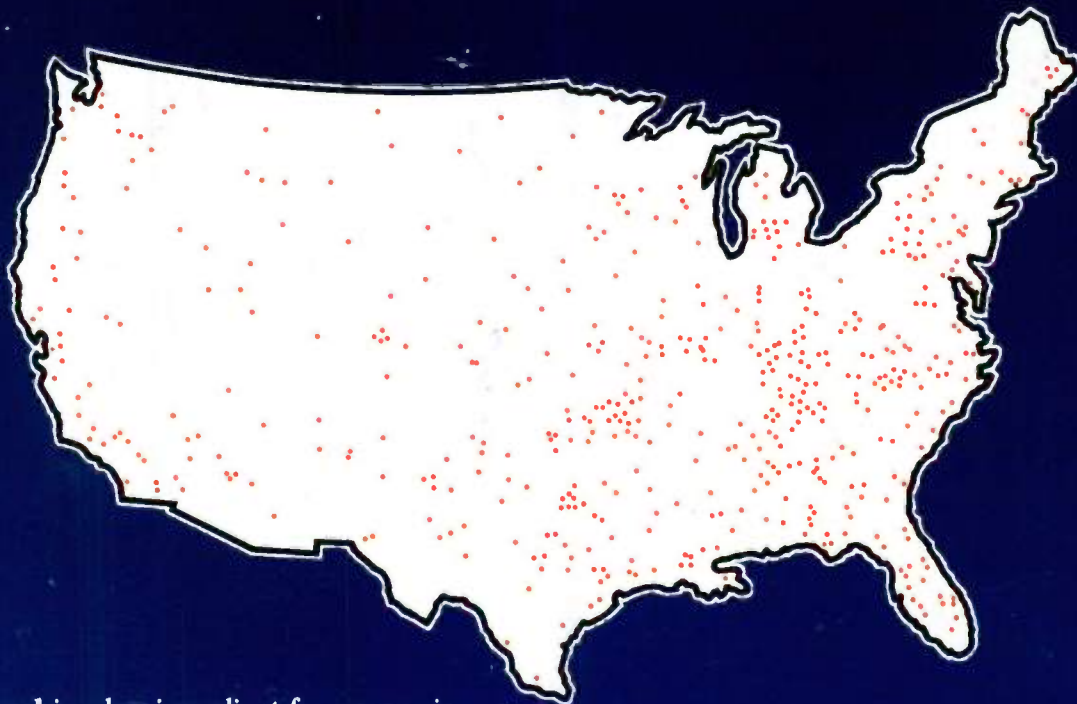


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