

THE OFFICIAL PUBLICATION OF NATIONAL RELIGIOUS BROADCASTERS

# RELIGIOUS BROADCASTING

JULY/AUGUST 1992

PUBLISHING  
*and*  
BROADCASTING:  
Media's Thriving Partnership

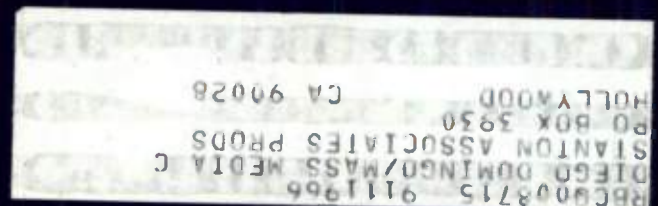
- ◆ PERETTI ON PROPHET
- ◆ PUBLISHERS TALK SHOP
- ◆ CHRISTIANS IN THE MAINSTREAM

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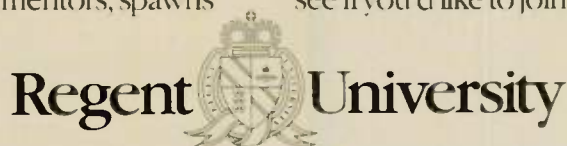
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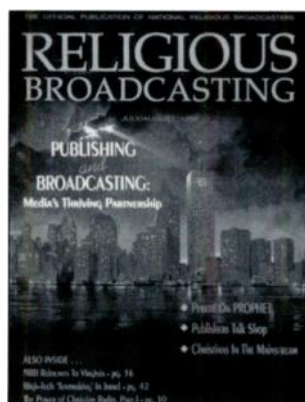
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**PUBLISHING & BROADCASTING: MEDIA'S THRIVING PARTNERSHIP**  
Through the years, the industries of Christian publishing and religious broadcasting have practically "grown up" together. This relationship has, in turn, led to today's successful partnership. Beginning with "Tuning In" on page 7, *Religious Broadcasting* examines the significant roles that both print and broadcast media play in our society.

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# SIGNING ON

Winston Churchill said, "Where men have the habit of liberty, the press will continue to be the Fourth Estate, the vigilant guardian of the rights of the ordinary citizen."

At the top of the cover of the trade publication *Broadcasting*, it said for many years, "The Fifth Estate." The secular broadcast media serve the same surveillance function that Churchill earlier credited to the press. Traditionally, the First Estate was the spiritual leaders of a nation; the Second, the governmental leaders; and the Third, the common people of a nation.

Christian broadcasting serves the essential function of communicating the Gospel and all its implications for our lives and our society. It surveys and reports on what is happening in our world today in the light of biblical revelation. I believe it is now appropriate to designate Christian broadcasting as the Sixth Estate.

The Christian broadcaster's responsibility to serve as the spiritual and moral watchman for our world is awesome. The spiritual dimension of our lives touches every other, including the physical, social, psychological, and a growing number of public policy issues such as education, the family unit, and the freedom to speak on these issues. We must never forget that most in our audiences, like the Greeks who followed

Christ, tune in with a desire to "see Jesus." But we must also be faithful in revealing a Savior who demands to be Lord of all, not Lord *at* all.

For the Christian broadcaster, there can never be a "naked public square," for no area in the public policy arena is off limits to scrutiny in the light of the biblical world view. Many critics say, "Just stay in your church and preach to yourselves." But with the powerful broadcasts media possess comes a stewardship to hold the events in our world up to the plumb line of God's laws.

Most in the secular media reject the concept of ultimate truth and moral absolutes and find the idea that events in our world can be evaluated by

anything but their subjective opinion to be worthy of ridicule and scorn. Yet Gallup has found that over 50 percent of the American public believes that morality and ethics should be based on traditional religious values.

The viewing and listening public seems to know better. Gallup surveys over the years show that more than 25 percent of the American public views a religiously oriented program at least once a week, while a total of 49 percent watch in the course of a month. At the same time, the public's confidence in the trustworthiness of the secular media has continued to decline.

Government leaders are coming to understand the importance of Christian broadcasting. Early in May, National Religious Broadcasters (NRB) executive director E. Brandt Gustavson and I, along with 14 other evangelical leaders, had the opportunity to meet with President George Bush in the White House. This group voiced a number of concerns, including the need for a public policy supporting traditional families, continued support for right-to-life, and the importance of an unambiguous policy toward Israel. On these and other topics the President showed interest and an awareness of the perspectives of evangelical Christians.

Late in May, the executive committee of the NRB Board of Directors met briefly

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## Christian Broadcasting As The Sixth Estate

by David Clark

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E. Brandt Gustavson

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Associate Editor ..... Donald J. Peterson  
Assistant Editor ..... Kristen Morris  
Production Assistant ..... Susan Kubick  
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Editorial and Advertising Offices:  
7839 Ashton Ave.  
Manassas, VA 22110  
(703) 330-7000 FAX: (703) 330-7100

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# What are you next

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

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



David Clark, KMC Media

Tom McCabe,

Jim Killion, Killion McCabe & Associates

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

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

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

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

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

**Clark:** Audiences of the future will

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

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

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



# doing for the thousand years?

**The future of Christian broadcasting will be determined with every decision you make today.**

develop a biblical fundraising philosophy? Many see fundraising as an appendage instead of an integral part of their ministry. **Clark:** I agree. We've all seen enough abuses. But the fact is, if a ministry is effectively communicating its mission, the support will be there. Not only that, but when you're ministering effectively day after day, you create a natural atmosphere of "value



exchange." You give something of value every day. And it's perfectly natural and scripturally sound to say, "If we've helped you, if we've encouraged you . . . we need your help to continue." **Killion:** These are all critical issues for the next millennium. But there's one in particular that's sure to make or break a media ministry. **Clark:** If you mean the relationship with God, yes, that's the bottom line. We may not all be successful in everything we do. But He didn't call us to be successful, did He? He called us to be faithful.

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

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

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

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



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# TUNING IN

Recent prime-time television news showing a video of Rodney King being beaten by four Los Angeles police officers provides one more example of how television news reporting invites viewer criticism. Like others who followed the story, I believe it was irresponsible journalism to show only the most violent segments of the 81-second videotape, while cutting out the earlier parts of the tape which revealed a 6-foot-3-inch, 250-pound, legally drunk King lunging at one of the officers. Like others, I also ask why, night after night, the ugly scene was driven into the psyche of American television viewers. Should anyone really have been surprised when the verdict was announced and viewer outrage spilled onto the streets with incredible violence?

Don't misunderstand me. I am certainly not condoning the violence, nor am I approving the severity with which King was beaten. That was a matter for the jury to decide based on *all* the available evidence at the time. But what television journalism did in that 81 seconds — whether intentionally or not — was to create a second jury, a jury made up of millions of viewers whose strong emotions and opinions about the verdict were built on and repeatedly reinforced by only a very small portion of the evidence — what they saw on their screens. And who did not abhor what they saw? But where was *responsible* television journalism in all of this? We expect an 'agenda' on popular talk shows but hope that the evening news would at least try to present the facts in a balanced, *responsible* way.

In defense of the media, one can perhaps argue, at least in part, that initial coverage of the Rodney King incident illustrates the time constraints and other extreme limitations of television news reporting. Unlike the courtroom, the newsroom does not have the luxury of hearing all the evidence. That is an inherent weakness in the medium of television itself and news reporting in general. But it should also serve as a reminder of how important it is to report the news in as accurate and *responsible* a way as possible, especially when dealing with such highly charged events as the Rodney King episode.

## Integrity In Broadcasting & Publishing Is Not Optional

.....  
by Donald J. Peterson

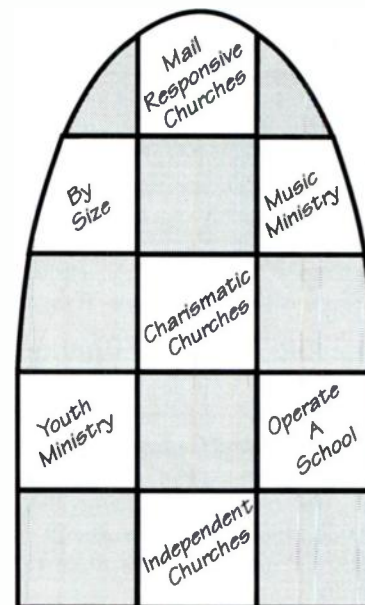
mocking the importance of fathers by bearing a child alone, and calling it just another life-style choice." Others, such as presidential spokesperson Marlin Fitzwater, although agreeing in part with the Vice President, praised the show for its "pro-life values" since it showed Brown opting for birth over abortion.

Because television news reports and programs are only as good or as bad as those who produce them, some of the criticism leveled against them today is justified. But there are bright spots. This issue of *Religious Broadcasting* is devoted to broadcasting and publishing. One of the features, "Mainstream Media's Faithful Minority," looks at the role some Christians are playing in the mainstream television industry and the integrity they bring to their jobs as newscasters and producers. Their example should encourage Christian broadcasters and publishers alike — as those who proclaim the Truth — to allow truth to saturate their productions. While the facts of a given news item, for example, may not always serve the best interests of Christians, those tuning in — to the television screen, radio dial, or printed page — will recognize balance and integrity when they see it.

Other features this month include an interview with author Frank Peretti about his latest novel, *Prophet*, in which the main character is a television news anchorman; Zondervan Publishing House's 60th anniversary and long-term relationship with broadcasting; the views of Christian publishers on the relationship between publishing and broadcasting in the 1990s; and helpful tips on starting a ministry newsletter.

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

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Recent action in the courts and the Federal Communications Commission (FCC) could help brighten broadcasting's financial future. A U.S. Tax Court decision is expected to increase the sale value of broadcast properties, while the Commission's much-publicized radio ownership changes should make it easier for radio stations to operate more efficiently.

## Ownership Caps May Change

The FCC's decision to increase both the national and local radio ownership limits has attracted strong criticism from influential lawmakers on Capitol Hill. Agency observers are speculating that, on reconsideration, the Commission may decrease the caps to meet congressional objections.

(In separate action, which will be reported in a subsequent column, the FCC also recently launched a proposal for alter-

tivity to own several stations in a single market, a licensee may not simulcast more than 25 percent of one station's programming over another same-service station serving "substantially the same area." The agency considers two stations to be "simulcasting" if identical program material is broadcast on a second station within 24 hours of being aired on the first station.

To avoid penalizing broadcasters who improve the stations they acquire under the new local caps, the Commission decided as long as a licensee's acquisitions comply with the requisite market share cap at the time of purchase, it may build up a combined market share beyond the cap without being forced to divest any stations.

Similarly, the broadcaster will be permitted to sell as a package any stations which exceed the applicable market share cap, so long as the combination complied with the cap at the time the stations first were acquired.

## Limits On Programming LMAs

As part of the same action, the Commission established new restrictions on so-called local marketing agreements (LMAs) — also called time-brokerage agreements — under which one radio station provides programming for another in the same market. The new limitations do not apply to LMAs involving non-programming matters or to LMAs in which the programmer is a non-licensee.

Under the new rules, licensees are prohibited from simulcasting more than 25 percent of their programming over another station in the same service if the brokered and brokering stations serve substantially the same area. In addition, a station brokering time on another station in the same market will be deemed to have an ownership interest in the latter for purposes of the new multiple ownership rules if it provides programming for more than 15 percent of the brokered station's weekly broadcast hours.

All stations involved in programming LMAs must keep a copy of the agreement in the station's public file, and any agreement which creates an attributable ownership interest also must be sent to the FCC within 30 days of execution.

## Licenses Deductible In Transfers

In a case brought by Jefferson-Pilot Corporation, a communications holding company, against the Internal Revenue



Service (IRS), the U.S. Tax Court ruled that the buyer of a radio or television station may amortize and deduct the cost of purchasing an FCC license. The dispute centered on a tax law which allows purchasers to deduct the cost of acquiring a "franchise."

The IRS contended that a broadcast license was *not* a franchise because the license had no value apart from the station. It also argued that Congress intended the law apply only to private transactions between traditional corporate franchisors, such as fast-food chains, and the individual franchisees who own and operate such establishments.

I was among those testifying in support of Jefferson-Pilot, which contended that it should be allowed to deduct \$5.4 million of a \$15 million acquisition price for three broadcast properties purchased in 1974. That figure represented the value assigned to the licenses by appraisers.

The Tax Court agreed that a broadcast license is a franchise for the purposes of the tax deduction. It held that the term "franchise" includes an agreement granting the right to provide services within a specific area, regardless of whether the grantor is a private corporation or government. As the Court put it, "Clearly, an agreement is struck under which the FCC permits the licensee to broadcast in return for the licensee's promise to provide public service."

Even though Jefferson-Pilot purchased the broadcast licenses from the prior license holder rather than the government, the Court ruled that the government qualified as the transferor of the franchise because the FCC retained the right to ap-

**CONTINUED ON PAGE 59**

## Commission Acts To Help Broadcasting's Bottom Line

by Richard E. Wiley

ing various long-standing restrictions on television ownership.)

As of this writing, the new radio rules permit a single licensee to own up to 30 AM stations and 30 FM stations nationwide. On a local level, the new ownership rules establish a tiered set of restrictions based on the overall market size and the stations' combined listener share.

In the largest markets, for example, the more complex local caps permit a single licensee to own up to three AMs and three FMs, as long as the stations' combined audience share as measured by Arbitron does not exceed 25 percent. Easing the ownership restrictions should allow licensees to run stations more economically by permitting greater consolidation and thus greater opportunities for broadcasters to cut administrative, equipment, and other operating costs.

Although the new caps allow one en-

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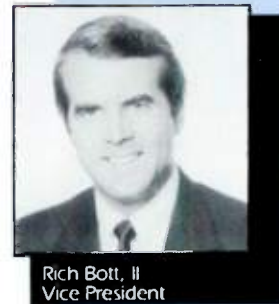
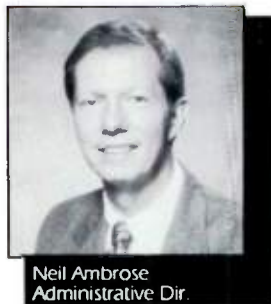
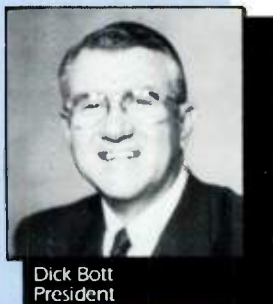
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# A *PROPHET* TAKES ON TELEVISION

An Interview With Frank E. Peretti

**F**rank E. Peretti has been called "America's hottest Christian novelist." His two novels of spiritual warfare, *This Present Darkness* and *Piercing the Darkness*, have captivated millions, together selling more than 2.8 million copies. His Cooper Kids Adventures, "Indiana Jones style" books for young readers, are also consistent favorites. *Prophet*, Peretti's fourth novel, features a television news anchor as its main character. Religious Broadcasting's associate editor Donald J. Peterson recently talked with Peretti about his new book and the influence of the media in our culture.

## DJP Frank, who or what inspired you to write *Prophet*?

FEP Well, *Prophet* began with a collection of ideas. I had several topics I wanted to deal with and *Prophet* came about as a fictional device to handle the ideas. One of the ideas was my concern over the power of the media to influence the public mind, and not just in terms of content.

But also there's a certain seduction element, especially in television, where rational discourse, debate, and discussion of issues seem to be steadily supplanted by the show-biz element, by the amusement factor, and by reducing all truth and all issues to 20-second sound bytes, powerful images, color, and graphics.

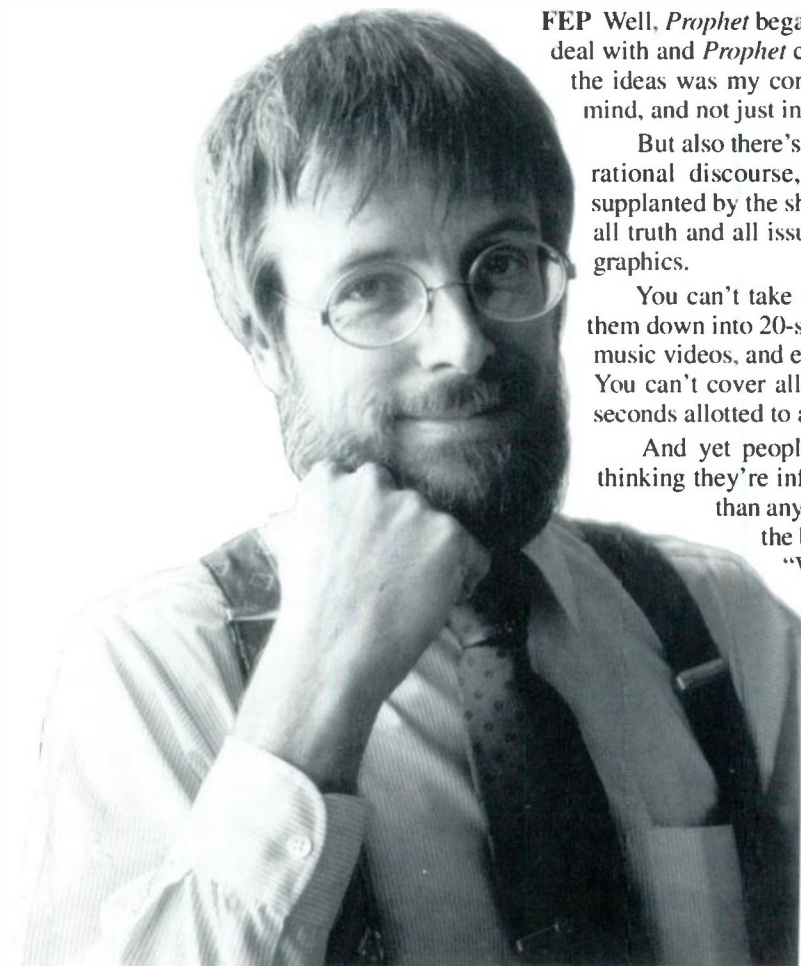
You can't take truth and some of the complex issues of the day and melt them down into 20-second sound bytes, or quick images, or Nintendo games, or music videos, and expect anyone to have a firm grip on what's really going on. You can't cover all sides of an issue, or even an event, in the usual 20 to 60 seconds allotted to a news story.

And yet people come away from watching the news with Dan Rather thinking they're informed, when actually they're probably more misinformed than anything else. And this is dangerous. People just need to realize the broader scope of any issue and not be seduced into thinking, "Well, I saw it on television, therefore it's true."

In our day, we're shifting from language to image in terms of conveying ideas, and that's highly dangerous.

The book *Prophet* is about truth and how we can manipulate it, change it, warp it, and select parts of it. And even though we're telling the truth, if we carefully select certain parts of the truth, we can actually end up telling a lie.

I chose abortion as a vehicle to convey that because the whole abortion industry survives on deception, withholding information. And of course the media are just hand in hand with that idea.



I also wanted to talk about the importance of a godly heritage from generation to generation. John Barrett, the main character in *Prophet* is estranged not only from his father, who represents the first generation, but also from his son, who represents the third generation. I just wanted to show how it is God's desire that His truth be passed from generation to generation, and that fathers return to their sons, and sons to their fathers. These are the things I was dealing with.

The general idea behind *Prophet* is that in the middle of a world that is confused and being carried along by all the major falsehoods and deceptions, God still speaks. And I used the news anchor who suddenly finds himself unwillingly in the role of a prophet to demonstrate that.

There's also the character in *Prophet*, Hiram Slater the Governor, who knows the power of television. And his motto throughout his campaign is "image is everything." I use several examples to show how he uses television images — quick, inflammatory sound bytes, movie stars, actors, and rock stars to endorse him because he knows how to use the image. It doesn't matter if what he is saying is true or not. What matters is that he has some rock star endorsing him. People will follow that.

**DJP** How does *Prophet* differ from your other two novels, *This Present Darkness* and *Piercing The Darkness*?

**FEP** There are some pretty obvious differences right up front. It's not another angels and demons book. The two *Darkness* books delve into the supernatural realm, of course. Angels and demons lock in mortal combat. There is a lot of action, swashbuckling, and all that stuff.

*Prophet* is a gripping novel, but it doesn't have all that action in it. I don't think there's one big chase scene or anything like that in it. The drama, the action, the power of the story is more internal than external. It deals with the conflicts the characters feel on the inside. So *Prophet* really kind of moves into the hearts of the people for its story.

There's still a supernatural element involved in the fact that John Barrett, like a prophet of old, gets visions of things the way they really are, which open his eyes to see what's really going on in the hearts of people. He's being plagued by the truth. The truth is chasing him around and he's trying to avoid it for the sake of his career. But it keeps coming after him. So there's that kind of a conflict involved.

*Prophet* is a much more introspective book. It deals more with characterization and some of the deeper issues. So it's a different book in that way. As my publisher says, "*Prophet* operates on many different levels."

**DJP** Well, that leads into my next question. Why do you choose to write fiction rather than non-fiction?

**FEP** I think fiction is terrific. I've always been a storyteller. I have found throughout my life that, in any culture, stories are always used to embody tradition and values. From Aesop's fables, to Indian legends, to the parables of Jesus, the power of the story is part of the human experience. So there's no question that it has a viable and legitimate place in Christian culture and communications.

I found that using a story is an extremely effective way of conveying ideas. The *Darkness* books, for example, compelled and inspired people more than any nonfiction book could have done, because they grabbed people not only by the intellect, but by the heart as well.

**DJP** Exactly. I think non-fiction is limited in that sense. It can inform and perhaps inspire, but is not always capable of touching the heart strings.

**FEP** That's right. Fiction encompasses the whole human experience. My storytelling actually started when I was a speaker at junior high camps. Sermons and lessons always worked okay. But tell the kids a story, and they would literally remember it for years. And I never forgot that.

I like writing fiction and have been a storyteller since I was a kid. And then to find that the Lord can use fiction to really convey truth — boy, that's like having your cake and eating it too.

**DJP** I think you've certainly helped bring about a new respect for fiction in the evangelical world. Obviously, there were Christians writing fiction before your books came out. But I think, on the whole, Christian publishers really didn't know what to do with fiction. And I think you've given a real boost to that genre of literature.

**FEP** That seems to be the case. When I first wrote *This Present Darkness*, I could hardly get it published because it was fiction. And even after it was published, people kind of ignored it. They didn't give it any kind of credence, and thought, "Ah, it's fiction and it's kind of a waste of time, or just entertainment." And it took a while to overcome that stigma.

**DJP** I think it was C.S. Lewis who once wrote that there is more truth in fiction than in the daily newspaper. And I can understand that if you take the position that the media is often slanted.

**FEP** Well, you know it all depends. If the fiction writer has set out from the beginning to convey a "lofty transcendence" or powerful truth, then you've definitely got a higher element of truth in fiction than in the newspaper. Because, you know, a newspaper can tell you what happened, or part of what happened,

but may totally miss the point of why it happened. Of course, you and I both know that they can report a story, but it is the truth that they see behind that event that is going to shape their reporting of the event.

**DJP** In light of that, how would you view the mainstream media in our society?

**FEP** Well, I'm going to try to be as fair as I can. I think there are three different categories — although I try not to categorize. But just to simplify, first of all there are those in the media who are doing their job as well as they can and are even reporting the news contrary to their own belief system because they know what's been happening. These are people who are truly honest.

These people are out there, but you don't hear about them very much because they're basically at the mercy of producers and editors who have another agenda. They do what they can. And I've seen some fair and honest reporting out there.

The second category consists of those people who don't have any agenda and are not trying to fool or deceive anyone. They're being as honest and trustworthy as they can. The only problem is that their world view, their way of looking at things, is just unconsciously going to affect the way they report events.

For example, a lot of reporters seem to be slanted in terms of reporting on the abortion issue. But a lot of it could be simply because they have no concept that there's another side to the issue. A lot of them don't know anyone or have any contacts in the pro-life camp, and never hear about pro-life events.

CONTINUED ON PAGE 12

**DJP** That's an interesting point. They see those who take a pro-life position as a reactionary group of people who are not part of mainstream society.

**FEP** Well, sure. And they'll say, "Everybody knows that a woman has a right to an abortion." And then they'll see these fringe groups that nobody knows make a big bunch of trouble every once in a while. That's the way people think who have been educated in secular colleges and media schools. So, in a lot of respects, it's not that they have an agenda. It's just the way they see reality. But a lot of them are good people.

And then the third category, of course, consists of those who fully know the political power of the media, and the ability of television and the other media to mold public opinion, and who play it to the hilt. I have no question that the people in the higher levels of media, especially the networks, have a liberal agenda. And anything they can do to destroy a contrary political view, they're going to do it.

**DJP** So do you believe there is a conspiracy element in mainstream media against conservatism in America today?

**FEP** No, I wouldn't call it a conspiracy element. Conspiracy denotes people getting together to plot in a smoke-filled room. No, it's not so much a conspiracy as it is a matter of a commonly held set of beliefs among them. It's kind of like a big peer group.

Look, if Dan Rather came out and actually reported on sub-standard practices in abortion clinics, he would be *persona non grata* among his peer group. Let's face it. It would hurt him. His peers wouldn't give him any credence anymore. You don't become a network news anchor unless you see things the way the bosses see things. That's what I mean. It's not like a conspiracy.

In *Prophet*, Leslie Albright compares it to a big fish, a big monster that's swallowed all of us. We think we're in control, and yet this thing is swimming away with us wherever it wants to go. We don't realize to what extent we're actually being controlled.

There are stories the media will not touch simply because it's not the politically correct thing to do. If you value your job, you won't talk about those stories. And if you value your reputation as an objective, incisive, and reliable news reporting source, you won't talk about those things. I mean, you can talk about pro-choice all you want, but as soon as you start talking pro-life, then suddenly you're biased.

**DJP** Since you brought up the idea of bias in the media, let me ask you something. Assuming that our knowledge of events is always fragmented at best, and that it is impossible to completely eliminate bias, how should the media — whether mainstream or Christian — report the news?

**FEP** It's a two-sided deal here. I think the media need to be careful of how they report it, but I think the public needs to be careful of how they consume it. This gets back to the need for people to learn how to think and rationally discourse on things — to talk, to communicate, to cover all sides, to read and research things. That has to be done.

When people watch the boob tube, they need to be aware that they're not going to get the whole picture. They need to know the limitations of television.

This is so frustrating. I'll tell you why. Television, by its very nature, leans very heavily on entertainment. I mean it just gravitates toward entertainment. Just the nature of the medium — in order to keep people watching, to keep them tuned in, to get ratings and advertising revenue — has to entertain people.

That's why a news story may not even be all that newsworthy, but if it's visually appealing or exciting, then it gets on the tube. Now that doesn't speak very highly of the level of sophistication of the viewer. But that really is the fact of the matter.

And it's also amusement dependent. Time and again you'll see a news story come across the tube that has absolutely no value in terms of my life or the issues, but it's entertaining, it's exciting.

**DJP** Yes, for example, what would be a more important story — learning about Donald Trump's latest tryst, or about children starving in Ethiopia? But what will be more entertaining?

**FEP** The Donald Trump story. That's exactly it. That's my frustration. I could say, "Well, the media should consider what is really necessary for us to know — what is really important — and then cover that in more depth so that we understand better our world, our political system, and those things that are important, those things that we can actually have an influence on."

But if a station actually did that, they'd probably lose ratings because they wouldn't be entertaining anymore. You see the conflict here? So it reflects on the trend in our society today toward more and more amusement dependence which, in turn, affects the way the news is presented. That, in turn, affects the way we perceive reality which, in turn, affects our gullibility. It's kind of a

self-defeating problem here. This is the kind of thing I've been dealing with, and that's why I wrote *Prophet*.

**DJP** And the influence that television has on its viewers is very subtle.

**FEP** Yes. Even if it's Christian programming, there's still that subtle influence of the television medium itself that makes us amusement dependent. We'll watch it as long as it's entertaining. It's kind of like what *Sesame Street* did. It taught kids their ABCs, but it also told them that in order to be worthwhile, education has to be entertaining.

And we're teaching our kids now that Christianity has to be entertaining too. We've got Christian rock videos, videos coming into the Sunday school classroom, and Bible Nintendo games. Someone came to me not long ago wanting to turn *This Present Darkness* into a Nintendo game. I said, "No, no, no."

People say, "Well, we have to put it into a Nintendo game or kids won't learn." That's exactly the point. We're raising a whole generation to be amusement dependent and game oriented, when they should be learning how to think, how to read, how to discourse on things, how to articulate issues and ideas. We're telling kids that in order to learn spiritual warfare, they have to be entertained into it. That's absurd.

**DJP** But, of course, television doesn't allow for any of that discourse.

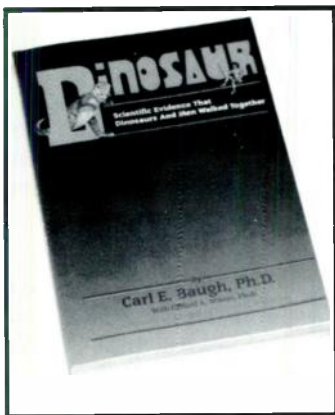
**FEP** Well, that's it. As long as that tube is on, nobody talks. Another thing about the tube is that everything happens so fast, and you don't have time to think about one story before they're

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*We're raising a whole generation to be amusement dependent and game oriented, when they should be learning how to think, how to read, how to discourse on things, how to articulate issues and ideas.*

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## Dinosaurs in Texas !



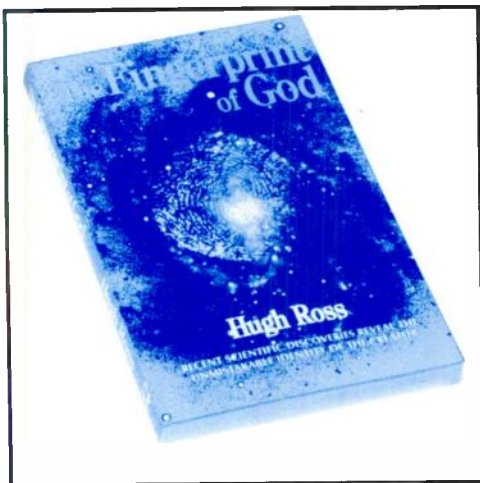
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telling you another one.

**DJP And then there are the commercials.**

**FEP** You see, that's the problem with television. If you really wanted to do it right, you'd say, "Now this happened, and it means this, or it could mean this. And now we'd like you to take a while and think about it." And then the tube goes blank for five minutes. Or maybe there are study questions. You can't do that on television.

**DJP Some people are toying with interactive television now, but I'm not sure how far they'll get with it.**

**FEP** It will be cost prohibitive. The dollar will win. That's my frustration. So what do you do? Even Christian television is plagued by that same hidden demon. We want to use television to spread the Gospel but, at the same time, we need to be aware of the entertainment monster that begins to sneak up on us.

We'll say, "Oh, we better have an interesting guest, or people won't tune in. And if people don't tune in, we're going to lose our giving base, and then we're going to have to cut back on the stations that we're broadcasting on." And on and on it goes.

**DJP I believe Malcolm Muggeridge once stated that if Jesus had had television available to Him, He would have seen it as a temptation, and would not have used it.**

**FEP** I think that's exactly right because television would take people's attention away from what Jesus was trying to teach. It would emphasize His miracles and whatever was visually interesting. It would emphasize the size of the crowds that followed Him. And then, of course, toward the end it would emphasize everything they could possibly say wrong about Him. And His teachings — His real mission — would be totally lost.

Well, you know, Jesus had to deal with that same problem. Remember He said, "You're following me because you want more loaves and fishes." He was just pointing out to them that they wanted the easy route, to follow Him for what they could get out of Him. It's part of human nature. That's the nature of the beast, and that's what rules television.

**DJP In your view, how should Christian broadcasters be using television?**

**FEP** I think they need to be aware of the hidden dangers if they haven't thought about them. You see, I'm just kind of an observer of the times. I can see this creature working out there. I'm sure a lot of people are aware of it.

But I just want to blow the whistle, and holler, and say, "Now wait a minute here. Let's be careful what we're getting ourselves into. With television, you may think you're in control of it, but it could be controlling you. It could be dictating your decisions, simply because of the subtleties of the medium itself."

Another thing television demands is artifice — the sets and things, and the way the camera aims a certain way, and then aims another way. There's a strong show-biz and illusionist element in television. That's the funny thing about television. It's the illusion of it.

You have people sitting in this nice living room set with flowers and chrysanthemums everywhere. It's kind of like you've

just come into their home. You sit down, and chat with them, and have tea. But actually, you're not sitting there in their home. You're sitting on a big lavish set, and the nice scenery you see through that window has been painted there.

There's nothing morally wrong with that. It's just that television demands artifice, artificiality, contrivance. That's the only point I'm making. For example, here's Dan Rather talking to you, and then he turns and faces a screen where another reporter appears talking to him. The screen isn't there. Dan Rather is talking to the wall.

**DJP That's a good example.**

**FEP** I'm not forbidding Christian broadcasters to use the technology. But they need to be aware that there are these subtle nuances that the medium will dictate to you. And if you're not careful, you can get caught up in that stuff.

**DJP Aside from that, in what direction should Christian broadcasting be moving?**

**FEP** One thing Christian broadcasters can do is to take command of television. Don't do something just because the world is doing it. Often we look at the world for ideas. We'll say, "Well, you know the world is producing music videos, so we should do the same." We ought to look for ways to establish new standards for the medium that are our own.

But so far, generally speaking, religious broadcasting has not been cost effective. As long as we're going to have two people talking to each other with a potted plant between them, and nothing moving, you can just as easily do that on radio.

**DJP Exactly, and probably do it better. People will listen without being distracted**

**by the color of the speaker's tie or by what kind of plant is on the set.**

**FEP** And as a matter of fact, they could be listening to the radio while they're doing something else. With television, you just sit there and don't do anything, unless you crochet or something.

**DJP Let me take a different turn. An article in *The San Diego Union* states that "you have set out to portray the reality of spiritual warfare in a culture permeated by neo-paganism." How do you respond to some critics who say your novels contribute to the tendency among evangelicals to have a simplistic view of reality, one which sees a demon behind every bush?**

**FEP** You're going to get criticism like that no matter what you do. The raw fact of that is that it simply has not been the case. There's a small element in Christendom that's going to see a demon behind every bush, whether I wrote the book or not. But that's such a very small percentage.

That is pretty much conjectural at best. The proof of the matter is that it has simply not been the case. There have been a few people that have taken it to extremes. But 99.9 percent of my readers have taken it in a very balanced way. So I'm not even bothered by that.

**DJP Sometimes I wonder whether those people understand literature. Would they say the same thing about Milton or Dante and miss the whole point — the symbolism and everything else?**

**FEP** That's a really good point, because I think people who have a real difficulty with my books are those people who really don't

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*But so far, generally speaking, religious broadcasting has not been cost effective. As long as we're going to have two people talking to each other with a potted plant between them, and nothing moving, you can just as easily do that on radio.*

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understand what fiction is and how it works.

**DJP** Right. They're reading it as if it's a documentary or something like that.

**FEP** Yes. They take real doctrinal issue with me. They'll say, "Show me the chapter and verse that says this or that."

**DJP** Which is totally ridiculous, because you're saying at the outset that this is fiction.

**FEP** Exactly. They just need to get used to fiction.

**DJP** Your fiction has been classified by some as a combination of Steven Spielberg, Stephen King, and C.S. Lewis. How do you see your fiction in terms of this classification?

**FEP** I see my fiction as probably geared for this time in our culture when this kind of fast-paced, cinematic style is easily digestible. Perhaps the Spielberg comparison is fair enough. I don't like being compared to Stephen King, but they grab for that comparison because I'm talking about demons.

But in terms of being compared to any of these people, that's just marketing. That has no real basis for what Frank Peretti is all about. So I don't take those comparisons seriously.

**DJP** I understand that the world-wide film rights were acquired in 1991 for *This Present Darkness*. As a former student of screen writing and film, how would you envision the film adaptation?

**FEP** Well, the thing to remember about the film adaptation is that a book is a book, and a film is a film, and never the twain shall meet. The two questions I get consistently in this regard are, number one, "What's this I hear about a movie. Is it true?" And immediately, right on the heels of the first question comes the second, which is, "You're going to maintain control, aren't you? They're not going to change the message, are they?"

No, they're not going to change the message. I've talked with the producers. We've met together and discussed the screen writing, and clarified the vision and intent of the film. I think people should expect that the film definitely will be an adaptation. You're not going to see every element of the book.

Literature is basically boundless in its ability to capture details and nuances. Film is a medium all to itself. It can do what it does fine, but it always has difficulty totally capturing a book. The other thing is that when you read *This Present Darkness*, the experiences basically are all yours. It's all your imagination. When you see a film, that's somebody else's. Other than that, I'm real excited about the possibility because the power of film to reach the masses is a great prospect.

**DJP** Do you have any final words of advice or encouragement for Christian broadcasters?

**FEP** Well, I guess my main encouragement to them is that if they don't do it, who will? When the ungodly and anti-family people control the high ground of the public marketplace, then we're pretty much at their mercy. Christians have to be called to work in the media.

Since we're involved in the media, let's try to be wiser and subtler than our adversary. And let's prayerfully consider how we can use the media to our best advantage without the media using us.

There has to be something we can do that has never been tried before that God can really get His hands on. I think I'd like to be kind of visionary in that regard. Boy, the potential is incredible if we would just really prayerfully consider the dangers of the medium and the advantages. ■

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**PRESSING ISSUES . . .**  
**CONTINUED FROM PAGE 17**

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**ZONDERVAN:** Zondervan continues to rely on the Christian bookstore market as the primary vehicle for distributing our products. We like to think that we are helping the dealers market more effectively to their local communities in order

to reach a greater percentage of the Christians in their community. With our flier program and other marketing programs, we continue to work aggressively with the dealers to build their businesses.

On a separate track, we are attempting to reach those consumers who don't have good access to Christian bookstores with our direct marketing programs. This is especially true for products that aren't normally carried in the religious trade. We are always attempting to encourage general market stores and large distributors to expand their categories to include more "Christian living" types of books in order to open up shelf space in the general market.

**BAKER:** Radio is one of the great ways to reach mainstream America with Christian books. The radio program *Focus on the Family* is a classic example. When

authors are being interviewed by James Dobson, the demand for their books increase significantly. Another way is through major chains such as Walden and B. Dalton, which increasingly stock and sell Christian books.

**BETHANY:** The particular mission and calling of BHP is "to the man and woman in the pew" — to people who have at least enough religious interest to

attend church. As indicated, the number of church attendees narrows down significantly to the ones who read, and again narrows down to the ones who ever go into a Christian bookstore.

The non-trade outlets, such as Successful Living, that put book racks in general retail venues, have probably expanded the market for Christian books over the years. Hopefully some of those people who bought a Christian book from a drugstore rack would have then gone to their local Christian bookstore for further reading. But I have a theory that most unchurched people are not going to buy a Christian book unless someone they know and trust has introduced them to it.

I'm guessing that most unbelievers who would buy a Christian book "by accident" would view it negatively rather than positively and ask, "What is this — am I being proselytized?" I believe our

**CONTINUED ON PAGE 20**

*"Dr. John C. Willke is well established as the pro-life issues expert throughout Christian radio in America.*

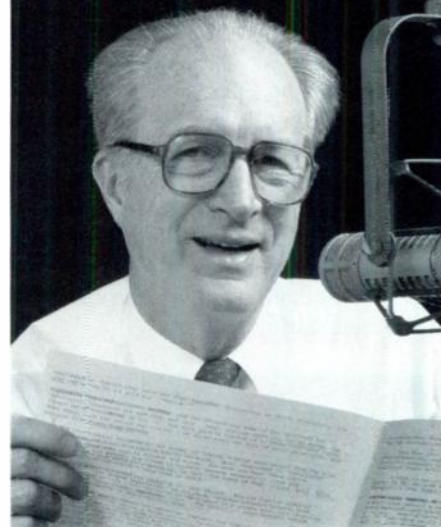
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**PRESSING ISSUES . . .**  
**CONTINUED FROM PAGE 19**

best hope for getting Christian books into the mainstream is by educating and encouraging Christians to share appropriate books with their neighbors and friends. Christian fiction, for example, can be a great introduction to Christian truth when recommended or given by a Christian to an unbeliever.

**4. How will electronic forms of publishing, such as video and CD-ROM, continue to affect the industry? Will books eventually become obsolete?**

**WORD:** Printed books will not become obsolete in our lifetime. In fact, book sales in the secular market are climbing steadily. Major chains are now testing 10,000-foot supermarkets for books. CD-ROM is finding its place in data-base and academic publishing, particularly in markets where information changes quickly. Our WordSoft division, along with our competitors, is already marketing Bible reference books, commentaries, and other study aids available on computer disk, and soon on CD-ROM, for use by serious students, pastors, seminarians, and scholars.

The most exciting trend is in children's video. Word's release in 1991 of *The Adventures in Odyssey*, produced by Focus on the Family, set an industry record, according to ITA, a secular certification organization. The first two episodes of *Odyssey* registered Platinum and Gold certification in the first three months of release with over 300,000 units shipped. ITA reports that *Odyssey* had greater sales than any non-theatrical video in America during 1991.



*Byron Williamson*  
Executive Vice  
President  
Word

**BAKER:** The electronic media will enhance and widen the use of Christian books, especially reference books. Baker Book House has licensed the use of several publishing properties to electronic publishers without any adverse effect on sales. From where we sit, the print media and the electronic media are very compatible and complement each other.

**BETHANY:** I suppose this sounds like whistling in the dark, but I don't think the

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*“The electronic media will enhance and widen the use of Christian books, especially reference books.”*

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screen — whether movie, video, or PCs — will ever replace books. There's no question that interest in the printed page has been eroded by all the other forms of communication demanding our attention. I think we in the publishing industry have to realize that we are in a communications industry and that we cannot limit our thinking to only printed, bound books.

Audio and video, for instance, are growing areas of product in our market. But I don't think we should give in to a high-tech world and gradually give up on book reading. The personal appeal of a well-designed,



*Richard Baker*  
President  
Baker Book  
House

well-written book that can go nearly any place with its reader cannot be replaced by a PC screen.

**INTERVARSITY:** Through the effects of electronic publishing, we will reach new markets via specialized publishing, such as textbooks, reference books, and data bases/discs. Video, television, cable, and movies will continue to take away time from people's reading, but will not replace books as a valid medium of information. People will just simply be less informed, less educated, and less literate than in the past. Books, however, will not become obsolete, but may struggle more in certain segments of the marketplace.

**5. What connections do you see between publishing and broadcasting?**

**MOODY:** There are many, but among them are: contact with an ultimate audience, the ability to platform messages and messengers, and greater opportunity to produce multiple impressions on a common audience.

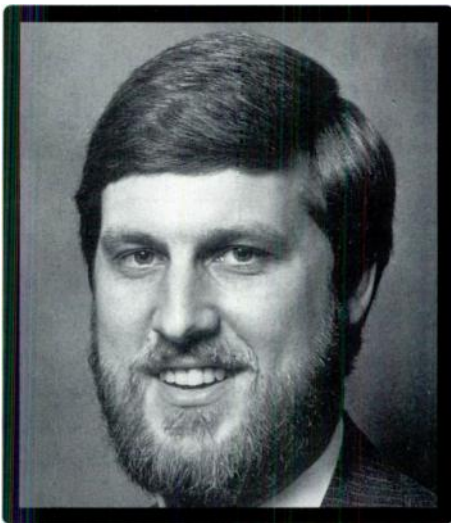
**WORD:** There is an enormous connection between publishing and broadcasting for Word. Our publishing partnerships with broadcasters like James C. Dobson, Charles R. Swindoll, Pat Robertson, Billy Graham, Chuck Colson, and John MacArthur are mutually beneficial — extending their nonprofit ministries and exploding the ministry of their books among a wide range of consumers.

**ZONDERVAN:** We think there are significant connections between our two industries because both of us are in the business of brokering information to a broad audience. There are already proven relationships between the power of broadcasting for promoting the visibility of a book or an author. The challenge is to find ways

to share authors and brokers of ideas in a way that is mutually beneficial and has integrity for the listening and reading audiences. Our development of the Zondervan Radio Network is an attempt to do just that.

**BETHANY:** An immediate connection between publishing and broadcasting is, of course, the communicators — many of them write as well as speak, and find an audience in both venues. A large portion of both audiences consist of the same people. This means a great deal of crossover — common communicators, common audience, and a common message.

**INTERVARSITY:** Trends in both mediums reinforce trends that the other develops. Broadcasting sells and promotes personalities more than information. Personality books with big name authors, therefore, will continue to be as big as the electronic media promotes and reinforces them. Generally, publishing may still lag behind broadcasting simply because



Scott W. Bolinder  
Vice President  
Zondervan

books take longer to produce than broadcast productions. However, dramatic strides have been taken, and will continue, in reducing the time for a book to go from a manuscript to a bound product.

**6. What can broadcasters learn from successful Christian publishing?**

**ZONDERVAN:** This is a difficult question since I feel both of our industries have much to learn. Perhaps the best answer is that we can both learn from each other that the temptations in this business are great. It is tempting to lose perspective and publish a book or broadcast a speaker for the wrong motivation.

It is tempting to “wink” at our own editorial standards when we think we can opportunistically make a quick buck. It is tempting to try to simply duplicate what others are doing without charting our own course based on careful research and analysis of our mission.

It also is tempting to broadcast or publish in old ruts without constantly evaluating how our businesses should be evolving for greater effectiveness and greater reach. The danger of losing perspective in terms of mission and what it is we are about is great in this business.

Perhaps the greatest challenges for each of us are to keep searching for ways to raise the overall level of the quality of our products and broadcasts, to practice greater discernment in our acquisitions and program selections, and to keep wrestling with the tension of giving our audiences what they need versus giving them what they want.

**BAKER:** Like publishers, broadcasters must define their market and serve it. Just as publishers must establish a niche in the market, so broadcasters must define their niche. Trying to be all things to all people is not the way to go.

**INTERVARSITY:** Although broadcasters can respond quicker to stories and events, publishers are able to weigh events more deliberately and can spot trends and real direc-

tions even before electronic media. In addition, high standards of both financial responsibility and general business operations are probably more apparent in the publishing industry than in broadcasting.

**MOODY:** One way to determine current audience needs is to look at what’s selling. In addition, involve Christian publishing in your programming plans.

**WORD:** Broadcasters should view publishing as a huge, continuous market research project. The bestseller lists in the Christian and American booksellers association’s markets do a great job of giving the astute broadcaster a picture of what’s on consumers’ minds. Broadcasters ignore that vital information at their own risk. ■

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**“...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.

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# Mainstream Media's Faithful Minority

by Donald J. Peterson

*Members of the mainstream media in America today — and especially those who are responsible for television news — are often criticized for reporting events inaccurately or for favoring one side of an issue over another. In some cases, the criticism is justified. Other critics go even further to suggest that a conspiracy is being waged against Christianity and traditional values from within media's dark corridors.*

*Despite such criticism — whether justified or unjustified — there are outstanding people working in the mainstream media. And some of them are Christians who faithfully perform their daily work in an exemplary fashion under extraordinary circumstances.*

**A**s executive producer of ABC-TV's *World News This Morning* and *Good Morning America News*, Patrick Roddy is responsible for the day-to-day operations and production of the two newscasts. Roddy began his career with ABC News in Washington, D.C., as a videotape editor two weeks before graduation from the University of Maryland where he studied speech and dramatic arts.

Because of his technical expertise, he soon found himself at 22 years of age working as Sam Donaldson's editor at The White House and traveling around the world with him for the next five years. Later he went on to become the producer for *Weekend News* and the first senior producer of *This Week With David Brinkley*. During the Gulf War, Roddy produced the award-winning ABC News special, *War in the Gulf: Answering Children's Questions*, anchored by Peter Jennings.

As a Christian working in the mainstream media, Roddy tries to maintain a balanced perspective on his role as a newscaster. "Our challenge is not to take ourselves so seriously as to think that we are the purveyors of truth. We're not. I know of one place where truth is — in the Word. Everything else is information and facts, and facts tend to change the more you know about them.

"I can't look at every facet of every story," he says. "One, I don't have the amount of air time to do it. Two, I don't have the available information. All I can do is try to give as fair a representation of what we know and point out what we don't know. And that's how I view my job."

Raised in a large Catholic family that was very religious, Roddy was one of 12 children. His father even studied for the priesthood as a young man but had to leave seminary because of illness. It was not until high school that Roddy was confronted

with his own sinfulness and realized his need for a personal relationship with Jesus Christ.

Early in his career as a young Christian, Roddy struggled to reconcile his Christian faith with his profession as a journalist. "I think my problem was that I initially thought that if people knew what I believed, then I wouldn't have any credibility," he says. "I have come to discover that what I believe actually enhances my credibility. Not because I run around beating people on the head about what I believe, but I have a perspective on stories that is not voiced too often in the mix of the editorial process."

And Roddy is firm about how his faith affects his work. "I challenge anybody here [at ABC News] or anywhere else to show me how being a believer has compromised my editorial ability to put on the best newscast that's on anybody's television in the morning," he notes.

## Credible Journalism

Besides editorial credibility, Roddy brings to stories an understanding of religious issues in society that mainstream journalism doesn't always comprehend. An example of this is the abortion issue. "I think the viewer should never know where the newscaster or the journalist stands on any issue," says Roddy. "It's not important to what we do as reporters. But I think my role as a Christian is to add into the mix information and some balance so that we collectively are creating a much more fair, accurate presentation of what happened."

Roddy uses the example of a major pro-life rally in Washington, D.C., to show how inaccuracies can occur on either side of an issue. In connection with the rally, Peter Jennings did a special about the politics of abortion which clearly showed via a hidden mike how some of the leadership of a right-to-life group at the rally decided to use the figure of 700,000 people in attendance in reaction to CNN's figure of 65,000. The pro-life leaders "came up with a number," says Roddy. It wasn't based on the Park Service nor on any accurate survey.

"In the planning meeting ahead of time, they had told the Park Service they were expecting 700,000 people to be there. And the Park Service assured them that 700,000 people would be able to fit in that amount of space easily. In fact, a million people would be able to. So they declared a number."

According to Roddy, "what one of them said was 'once we put a number out, it's going to stick. Well, let's go with 700,000.' Well, there was absolutely no fact in that number. And then they started screaming that the media was trying to undermine the power of the movement by quoting a lower number.

"Now CNN was stupid in reporting 65,000," continues

Roddy, "because the number was old. It was from the early hours of the rally. And they stayed with it all morning long. That's irresponsible reporting. But numbers are power. Everybody understands that. And whatever any group can do to influence the reporting of the number, it plays into the politics and the power issues that are involved in these movements."

"And I fully understand that. That's why we [at ABC news] have said we're using the Park Service number because we have used their number for every event since the late sixties and the war demonstration. And our sense is that they're not a politically charged group of people who are doing the number," he explains.

The Park Service estimate that ABC decided to go with was 300,000 people. "Our job is to try to give an accurate representation," continues Roddy. "Now I went back and looked at every piece of footage from the pro-life rally — the aerial shots, from the Monument, and the ground-level shots. And then I talked to the guy who had done the number, and he told me how he did it, graphing it out using a density report from people who were down on the ground, knowing how many people there were within a square foot.

"That crowd was sitting on the ground for the most part. It was almost a picnic-like atmosphere. It wasn't standing shoulder to shoulder. It was a spread-out crowd. So from the podium it looked like a huge amount of people. And I'm not saying it wasn't huge, because 300,000 is a huge amount of people.

"I don't fault either side for trying to maximize the strength of their movement," says Roddy. "I think that's part of what this story is. But as a Christian who has very strong opinions about life, I felt my role as a journalist was to make sure I knew as much as I could about what happened at that rally, what the issues were that were talked about, and what the reports of the size were, and compare it to the other rallies to see if there was some appreciable difference that would cause us to doubt the number being given by the Park Service." At the same time, Roddy wanted viewers to understand who the people were that were rallying and what the issues were about.

Another example of when Roddy's faith helped him to better understand and report a story was with the PTL scandal. "When the Jim and Tammy Bakker story broke," says Roddy, "I was adamant that we really devote a lot of resources to that because I thought it was a very important story.

"A number of people who are not believers looked at that and said, 'Oh, that's what they do, and they're scoundrels, and we've known that. So what's the big deal?' I said, 'You don't understand. People have invested their life savings in these people. This is a very big, big story.' And I wanted to make sure we were as

accurate as we could be in every part of it."

Does Roddy think he needs to cover the tracks of miscreant deeds and events in the name of Christianity? "I know my God is very big," says Roddy. "He's so huge, it's incredible. He doesn't need me to defend Him. He doesn't need me to run around there and put in inaccurate information because the accurate information would reflect poorly on the Christians in some story.

"I'm needed there to be a fair, balanced journalist who is a godly man who understands that Jesus Christ is my Lord and my Savior, that I'm called to the workplace to be a representative for Him there, and to do my best because I'm doing it for His glory."

## Contextualizing The Gospel

Coleen Cook, author of the recently released *All That Glitters*, a book which explores the television industry from the inside, spent about ten years in the mainstream media before leaving to raise her first child. During that time, she held a number of positions in both radio and television at stations in Harrisburg, Pa.; Cleveland, Ohio; and Phoenix, Ariz., including news anchor, reporter, producer, and talk show host.

While at Channel 8 in Phoenix, a public television station owned by Arizona State University, she was one of three producers of a show called *Arizona Weekly* which had a format similar to *60 Minutes*.

Raised in a Christian home, Cook made a profession of faith in Christ at the age of eight. But it was not until her college years at Chatham College in Pittsburgh, Pa., and Westminster College in New Wilmington, Pa., that she really began searching for answers to deeper questions about life.

She found those answers in part when she became involved in a series of retreats and conferences through Westminster College that were put on by a group called "The Pittsburgh Experiment," an organization founded by Sam Shoemaker. Through hearing speakers like R.C. Sproul and reading books by Francis Schaeffer and John Stott, her intellectual questions were satisfied.

"This was really an important preparation for my work in broadcasting," says Cook, "because not too many years later I found myself thrust in a situation where I was simply surrounded by people who were not only not Christians, but were basically very hostile and very skeptical of the whole idea of Christianity and religion in general. So for me to have gone in there without some type of underpinnings for my faith in terms of Christian apologetics probably would have been a disaster.



Patrick Roddy, executive producer of ABC's *World News This Morning* and *Good Morning America News in New York City*

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## MAINSTREAM MEDIA'S . . . CONTINUED FROM PAGE 23

"My job in television never afforded me the luxury of hiding from people who were hostile to Christianity," continues Cook. "What it did more than anything else is that it forced me to contextualize the Gospel. It forced me to relate the Gospel to the environment of modern skeptical people and to struggle to apply it to the questions that were being asked by those types of people. And it went against the grain of everything I had learned in the church about evangelism.

"I had been taught," says Cook, "to wear a 'Jesus First' pin and whip out *The Four Spiritual Laws*. What I had to learn was that on those types of people, that doesn't work. That's like spitting at a battleship. I learned first of all not to just open my mouth, but first to listen to those people with whom I worked and to find out where they were spiritually and how they got there. Often after listening to them, I realized that *The Four Spiritual Laws* weren't the place to start."

Cook likes to use Francis Schaeffer's analogy of the horn or cornucopia that has two ends, the one narrow and the other wide. Schaeffer pictures the Philippian jailor at the narrow end asking, "What must I do to be saved?" But moving up the horn are dots representing people in their state of spiritual regeneration. He said that one has to start with people where they are and work with them down the horn to where they are ready to ask that question. "In our post-Christian culture," says Cook, "people are way up on the horn."

### Featuring Sports

A feature reporter for Turner Sports in Atlanta, Ga., Paul Ryden creates sports features which are seen on both TBS and TNT. Since the features are shot on location, Ryden's job has taken him to such diverse cities as Moscow and Havana. In his work as a reporter, he looks for the human or fun side of sports.

"I try to take the most obvious approach to a feature," says Ryden, "and then do something completely different." One example is a year-end piece he did for the NBA. In it, his then 3-year-old daughter asks him to tell her a bedtime story. When she then asks to be told stories about the NBA, he relates incidents from the past season.

Ryden grew up in San Jose, Calif., where his mother had a local television show in the 1960s. "I guess I had always been attracted to TV, or getting up in front of people," he says. "I have always enjoyed that and wanted to be involved in a combination of sports and television or radio ever since I could remember as a kid." Ryden's childhood instinct has paid off. Over the last few

years his features have won him several Emmys and an Ace Award.

Although Ryden was practically raised in the church his family attended when he was a child, it was not until much later that he felt God's love in a new way and began leading a life of commitment to the Lord. "For the most part," he says, "I try to remember who I'm working for and not concern myself so much with what other people say. Being a Christian in the media doesn't mean that I don't struggle with temptations or mess up now and again. It gives me a blueprint or a foundation on which to go. And so it makes everything else not as important.

"People understand that I'm a Christian," continues Ryden, "and sometimes they'll ask me about it. But there are other opportunities that come up too. We did a story on Pete Maravich the year after he died. My boss came to me and said, 'Let's do a story on Maravich, and let's do a different angle.' And I said,

'Well, I know the angle that would really be good,' which was sort of the Christian side of him — everything that went on with him in the last five years of his life.

"And I knew that he had died in James Dobson's arms. I thought, 'Let me arrange an interview with Dobson.' So we went out to Los Angeles and were able to tell that story to people who may not have been aware of it.

"At the same time," says Ryden, "I have to remember that my job here in the secular media is not to spread the Gospel. My job is to do sports features and to do them well. That doesn't mean that I can't let my own beliefs or myself come through in what I do, whether it's in a moral way or whatever."

### Anchored In The Word

As co-anchor of *KARE-11 News* and a featured speaker on the popular *HealthKARE* reports at KARE-TV in Minneapolis, Minn., Diana Pierce has found

that although being a newscaster can be very demanding, it has been very rewarding for her.

"Through the years," says Pierce, "this profession has allowed me the opportunity to meet all kinds of different people from all walks — from presidential candidates like Gary Hart and Walter Mondale to bus mechanics — the entire gamut. I just find talking to people very interesting and am very thankful that I've been able to be in a position that is always changing, never boring, although sometimes extremely hectic."

Growing up in a family that attended church every Sunday, Pierce knew about Jesus Christ from the time she was a little girl and was involved in various Christian activities. But it wasn't until a couple of years ago that she became a Christian after



*Coleen Cook, former television news anchor, reporter, producer, talk-show host, radio newscaster, and announcer.*

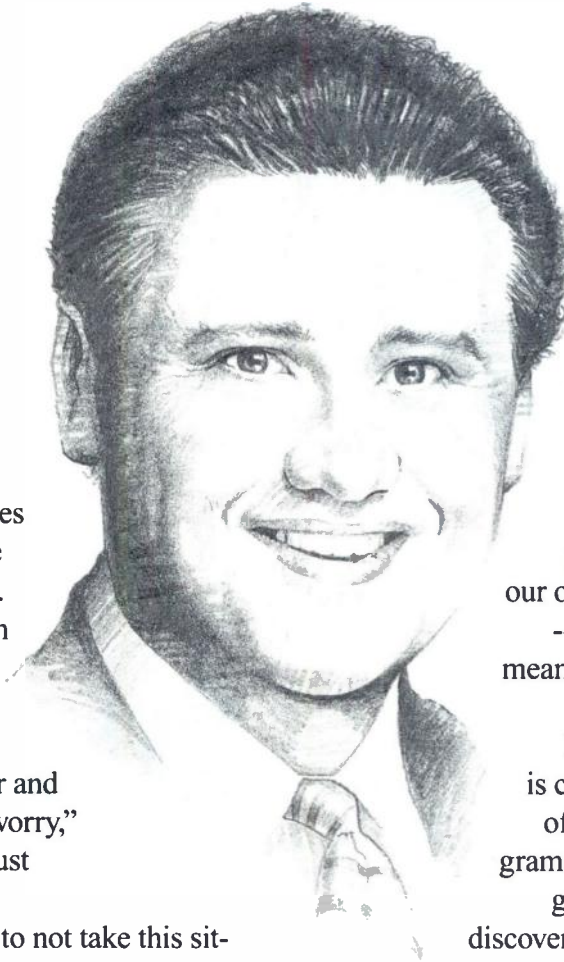
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# Entertainment.

**Y**ou've heard the facts. The average American spends more than 30 hours per week glued to the tube. And, thanks to TV, the typical American child witnesses thousands of murders, violent crimes and illegal acts before escaping adolescence. What's worse, through television that same child is first introduced to foul language, kinky behavior and explicit sex. "Not to worry," say the experts, "it's just entertainment."

It's time we decide to not take this sitting down. Entertainment should not be a mindless, pointless time-filler. Nor should it tear down values, vandalize morals and rob children of their innocence. It should, instead, be a renewing



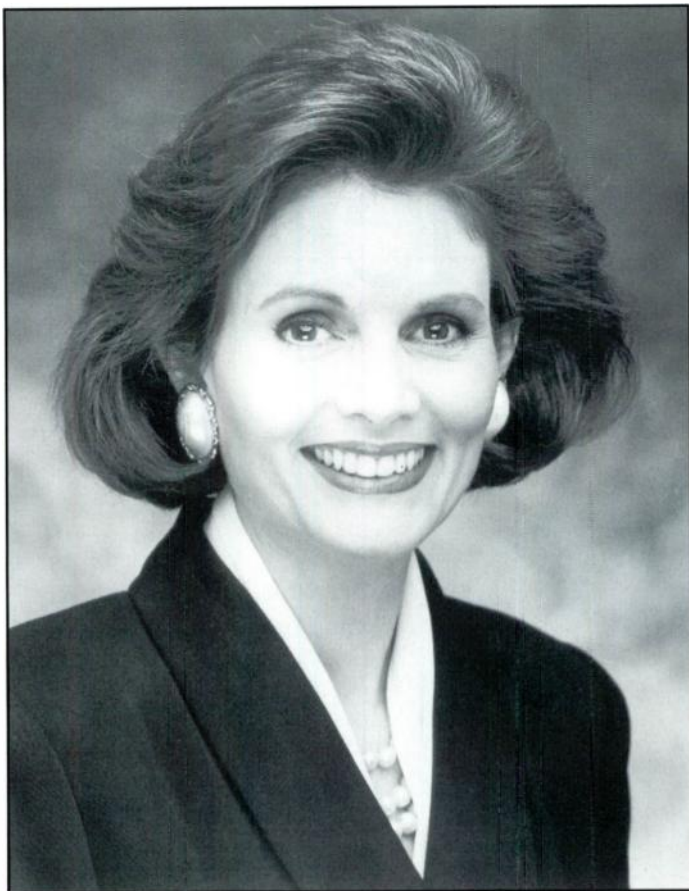
experience, refreshing and invigorating the spirit.

Fortunately, we have an alternative unavailable to the first generations of TV viewers: we don't have to take what the networks feed us. In fact, we can put the programs we want on our own television screens -- better, cleaner, more meaningful programs. The question is, will we? Family Entertainment is committed to the ideal of producing good programs of good people with good judgment. We've discovered the audience to be surprisingly large.

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Diana Pierce, co-anchor of KARE-11 News and HealthKare reports at KARE-11 in Minneapolis, Minn.

## MAINSTREAM MEDIA'S . . .

CONTINUED FROM PAGE 24

attending an event at a local Christian radio station and sensing her need for Christ.

Since then, she has a different outlook on her day-to-day responsibilities. She keeps a sign that reads, 'Seek Me First,' taped to her computer screen as a daily reminder that God has her at that station for a particular reason and that every day she must do her job to the best of her ability and to bring Him glory.

Over the past few years, she has received several honors, including being named one of the "Ten Outstanding Minnesotans" by the Minnesota Jaycees, as well as being named Minnesota's outstanding broadcast representative by the Minnesota Women's Consortium. She also received a national recognition award from the Muscular Dystrophy Association in 1990.

Currently, Pierce serves on the national advisory board of Media Fellowship International (MFI) with a number of other Christians in the media, including Patrick Roddy and Paul Ryden. Based in Beverly Hills, Calif., MFI is an association of Christians formed in 1987 to bring people working in the mainstream media together in small support groups for Bible study, prayer, and fellowship.

With contacts in over 30 U.S. cities and requests from people in foreign countries wishing to start groups, MFI has managed to remain focused on its original mission of building relationships among Christians in the mainstream media.

While a pastor in the Seattle, Wash., area with a radio program called *Moments of Meditation*, Bob Rieth began receiving invitations in the 1970s to meet with people individually in the

Seattle area — professional athletes, community leaders, and media people.

"Out of that," says Rieth, who serves as executive director of MFI, "we ended up starting some Bible study groups. That was the nucleus of what gradually became a growing number of relationships with people in the media. What the Lord really put on my heart was the realization that in the media we have the largest number of unreached people in America, with the smallest percentage of believers, and with the greatest impact on the future of our country."

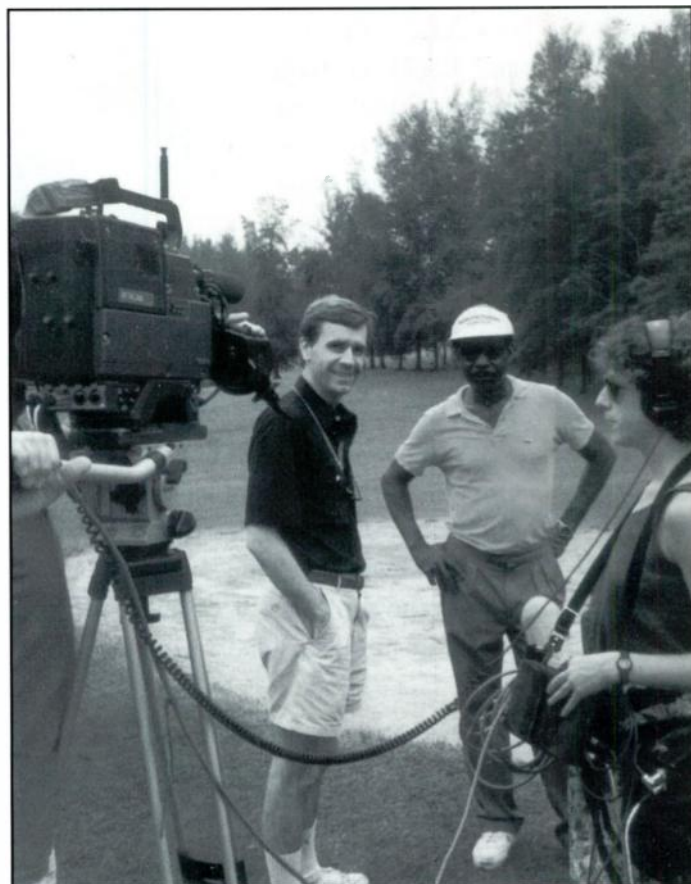
"A lot of people in the Christian community think that there is an anti-Christian conspiracy in the media," says Pat Roddy. "As far as journalism, I categorically reject that because I've been looking for it, and I can't find it. But here's what I do find.

"I find a number of people who have had insignificant or bad experiences with religion. I find very few of them who have ever experienced a personal relationship with Jesus Christ. To my mind and to my heart, that and religion are totally different things.

"There are a lot of hurting people who are searching for ways of filling some emptiness in their lives," continues Roddy. "And I want to be there when it gets around to 'Why are you different?' to be able to share with them why I am different."

*Editor's Note: For more information on Media Fellowship International, write to: Rev. Bob Rieth, Media Fellowship International, P.O. Box 6299, Beverly Hills, CA 90212*

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



Paul Ryden, feature reporter for Turner Sports in Atlanta, Ga.

# It's Not The Same Old Place, And It's Not The Same Old Thing.

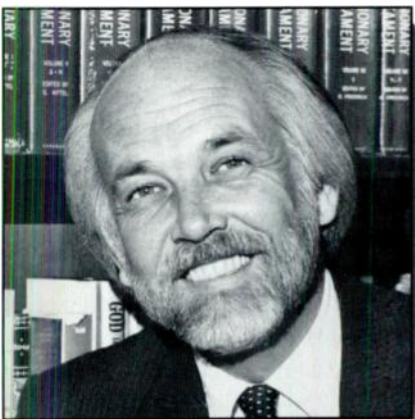
## A New Location.

This year's Conference for the Western Chapter (WRB) of National Religious Broadcasters will be held at the Embassy Suites Hotel in Brea, California.

## A Change In Emphasis.

WRB is a "conference" rather than a convention. We're focusing on informal interaction to address common concerns.

## Hear:



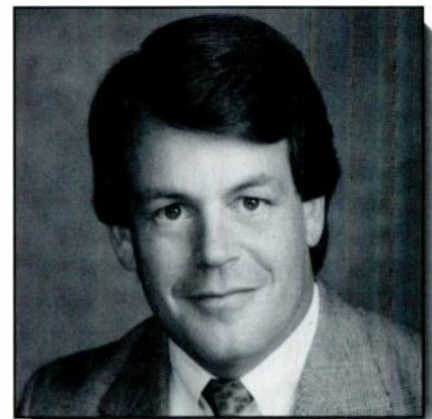
**Steve Brown**

*Author and lecturer, Steve Brown is the host for the national radio program, "Key Life" based in Miami, Florida. He is also a professor of preaching and pastoral theology at Reformed Seminary in Orlando.*



**Dennis Prager**

*Talk-show host and commentator on KABC Radio in Los Angeles, his eight hours a week are the most listened to at their time in Southern California. Dennis Prager is also host of the popular KABC radio program, "Religion on the Line" and founder/president of The Micah Center.*



**Bob Shank**

*Senior Pastor for South Coast Community Church, Newport Beach, California, Bob Shank is founder of Priority Living and a widely acclaimed leadership and motivational speaker. His seminars and workshops are among the most well attended sessions at annual WRB conferences.*

**September 13, 14 and 15, 1992 in Brea, California.  
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# NEWSLETTERS

## A Late Twentieth-Century Phenomenon

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by William H. Gentz

In the course of a week's mail, most households receive several publications that qualify as "newsletters" — the modern age's most prolific kind of publishing. These informal periodicals are used by every kind of group and organization in the country. Many are also published by individuals, including your congressman. Newsletters are also the most prevalent kind of publication in the religious field, far outnumbering books, magazines, newspapers, and other journals. In fact, it would be hard to imagine the religious communities of our modern world functioning without newsletters.

These publications come in all sizes and shapes and look quite different from each other. They vary from the small two-to-four page sheet sent by the local church to its membership to the professionally produced newsletters of large organizations with national and international circulations. Yet there are certain characteristics that all newsletters have in common which set them apart from other publications. They are a very specialized kind of publishing that has burgeoned in the late 20th century.

### A Little History

Howard Penn Hudson, one of America's foremost authorities on newsletters, traces their beginnings back to the 16th century. The first known newsletter was issued by Count Philip Fugger of Augsburg, Germany. The publication was made up of loose, handwritten sheets reporting business news gathered by agents in the trade centers of Europe. The publication became known as *Fugger Zeitung*. (*Zeitung*, meaning "tidings," later became the German word for "newspaper.") These news reports were sold to paying subscribers.

The first newspaper in the United States, founded in 1704, was called the *Boston News Letter*. The colonies were

growing fast, and commercial news, such as information on ship arrivals, could no longer travel efficiently by word of mouth. As Mark Beach, a modern authority on newsletters, points out, editor John Campbell of Boston had to be as versatile as his 20th-century counterparts: he gathered the information, wrote articles, fit copy, supervised printing, and maintained the address lists. Campbell was also aware — nearly three centuries ago — how much readers liked his very personal approach. This is another characteristic of newsletters that is still true today.

However, it is in the late 20th century that newsletters have come into their own in the United States and around the world. The first modern newsletter of consequence, still being published, was the *Kiplinger Washington Letter* founded in 1923 by Willard M. Kiplinger. Other newsletters followed, and the explosion of this phenomenon came in the 1960s and 70s. As a result of this explosion, there are more than 100,000 newsletters of major circulation in the United States today.

To coordinate the industry, the *Newsletter on Newsletters* was founded in 1964 and the Newsletter Association of America began in 1977. The rise in popularity of newsletters is due to many factors. Newsletters provide information people need and want on particular subjects or areas of specialized interest. They are comparatively simple to produce. And the invention of new forms of duplication and printing, as well as computerized publication, have made the newsletter the ideal publication for many fields, including religion, in the late 20th century.

### What Is a Newsletter?

Newsletters are published in many varieties, but all of them have at least three common characteristics.

1. *Newsletters contain specialized in-*

*formation for a designated audience.* They contain specific information on one subject or on related subjects not readily available in other forms. To understand this, take a look at the newsletters to which you subscribe or that come to your home. For example, the newsletters I receive are related to the subjects that interest me or in which I am involved.

Because they contain specialized news, newsletters are apt to be kept by readers longer than other publications and passed on to friends with like interests. Thus the readership is often much greater than the number of subscribers on the mailing list.

2. *A newsletter contains news.* It differs from a newspaper since it contains news related to one specific area of interest and is published for a specialized audience, but nevertheless, true to the first part of its name, the information in a newsletter must be news. The information is timely and also qualifies on the "man bites dog" principle — it is something new, different, unusual — in other words, "newsworthy."

For example, the *Christian Writers Newsletter*, which I founded and published for eight years, always contained items that were news — new publishers to whom writers could submit manuscripts, changes in editorial staffs, trends in religious publishing that were significant or timely, and new and unusual ways to conduct the business of writing and make it work for the writer. On the other hand, some of the articles in each issue were not news but of an inspirational nature related to the field of writing. But the majority of the newsletter was "news."

In the most successful newsletters, the news is usually information that is not obtainable elsewhere — at least in that condensed and specific form. Because of this characteristic, perhaps "informative" is the best word to characterize the spe-

cialized news contained in such a publication. The potential subscriber of any newsletter is a person who wants to “keep up with the latest information” on the specific subject of the publication.

3. *A newsletter is written like a letter* (the second half of its name). Unlike a newspaper or magazine (except for specialized departments such as the editorial page), a newsletter is a personal, informal, direct letter from the editor or other staff member to the reader. Newsletters are usually quite informal publications, written like a letter between friends (with some obviously more formal characteristics). Unlike magazines, newsletters do not have covers. They rarely have more than 12 to 16 pages.

Most newsletters are even shorter. The subscriber thinks of the publication as a letter. The day it arrives in the mail he or she may sit down and read the whole thing through, then later go back to study certain portions more carefully, clip some article or information for further use, photocopy a specific item to be passed on to friends with like interests, and perhaps put the newsletter into a file or notebook for further reference. Most newsletters are 8 1/2 x 11 inches in page size, another characteristic that makes them seem like letters.

Whatever the format, the most successful of these publications are designed as letters written by the editor to the subscriber. When I sold the *Christian Writers Newsletter* to another publisher a few years ago, I heard from many subscribers whom I had known previously only as names, saying that they were going to miss this regular personal contact with a “writing friend.”

## The Purpose of a Newsletter

The editor and publisher need a clear idea of the purpose of the newsletter being published under their supervision. What is a newsletter designed to do? The purpose of a specific newsletter can usually be described in a word or two. I am indebted to Mark Beach, author of *Editing Your Newsletter*, for the following list of verbs that describe what a newsletter does. No doubt every publisher or editor of a newsletter could add more:

- teach • report • impress • inform
- analyze • illustrate • announce • clarify
- interpret • motivate • advertise
- inspire • entertain • solicit • define
- explain • praise • justify • recruit
- persuade

Every successful newsletter will have a carefully planned purpose, stated in

writing (if not in the publication, at least on the editor’s desk). For the *Christian Writers Newsletter*, for example, we had three specific purposes: “to inspire, inform and motivate Christian writers.” Everything we published had to fit under one of these three verbs stating our purpose.

The goals of any newsletter are related directly to the subject or field around which the publication is planned and the kinds of subscribers or readers it intends to reach. Many newsletters have as their very specific goal persuading readers to contribute funds to their organization or projects. Such newsletters are filled with information about what the organization is doing, the kind of people it is reaching or helping, and the goals it is accomplishing.

All of the material in such a newsletter is written in a style that is highly motivational, convincing the reader that here is a cause to which he or she wants to contribute. Other newsletters not concerned with finances may concentrate completely on the informational aspect of the subject they are dealing with, or the reporting and illustrating of techniques that may help the readers improve their work.

For ten years, I edited *Church and Synagogue Libraries*, a publication designed to help congregational librarians in their task of running a local religious library. About half of every publication was made up of reviews of new books on the market — a major interest of readers. Some of the columns were filled with information about the parent organization, sponsor of the newsletter.

But the other major feature was a sharing of ideas about what works and what doesn’t work in a local library seeking to reach potential readers of books and publications in their own local faith community. The purpose of any newsletter will determine largely what the content of the publication will be. The more clearly this is defined in the minds of the editor and publisher, the more successful the newsletter will be.

## Types of Newsletters

The content and purpose of a newsletter is determined not only by the audience it aims to reach and the subject around which it is published, but also by the type of newsletter it intends to be. There are basically three types, and all newsletters can be classified under one of the following.

1. *Subscription Newsletters*. A large number of the major newsletters pub-

lished in the United States fall into this category. These are publications issued on a regular basis and sent to subscribers who pay an annual fee to receive the needed information. Many of these letters are related to *business and investment*. Some of them, having special and restrictive information, charge large fees for subscriptions.

Another classification of subscription newsletters is that of *consumer* publications aimed at a general audience and with a broad appeal but offering specialized information to consumers of certain kinds of products — such as newsletters for parents of small children, or those about travel, health, cooking, restaurants, etc.

A variation of the consumer newsletter are *affinity* publications which link together groups that share a common passion or interest in a subject, such as hobbies, sports, or leisure activities. Some of these letters could also be classified as *instructional*, offering help for either part-time or full-time activities.

2. *Organizational Newsletters*. These are publications of churches, civic groups, service clubs, etc. These are usually sent free to the members and are often also sent to prospective members. Other such newsletters are sent only to members who have paid their dues for the current period. Such a newsletter is *Church and Synagogue Libraries*. Many religious newsletters are in this category.

3. *Public Relations Newsletters*. These “uninvited letters” may be sent by a company or an association to prospective customers to tell them about an organization or a product. These letters, intended to “sell” the product written about, are often sent to mailing lists targeted at certain age groups or those with special interests but also to general mailing lists to develop new markets. Many religious newsletters fall into this category, especially those of large organizations that depend on contributions for their major income.

## The Structure of Newsletters

Guidelines for successful newsletters have developed over the years. The following are the important elements in the structure of these publications.

1. *The Name*. Like the lead in a news story, the name of a newsletter is a very important key to reaching the audience at which it is aimed.

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# Resources and Suggested Reading

## BOOKS

**Beach, Mark.** *Editing Your Newsletter: A Guide in Writing, Design, and Production.* 3d ed. Portland, Ore.: Coast to Coast Books, 1988.

- ◆ Large-sized pages, well illustrated with samples. A practical guide. Available from Coast to Coast Books, 1115 SE Stephen St., Portland, OR 97214.

**Gregory, Helen.** *How to Make Newsletters, Brochures and Other Good Stuff, Without a Computer System.* Sedro Woolley, Wash.: Pinstripe Publishing, 1988.

- ◆ A breezy guide to the field.

**Hudson, Howard Penn.** *Publishing Newsletters.* Rev. ed. New York: Macmillan, 1988.

- ◆ The most complete guide and bibliography available to the whole field of newsletter publishing, from the publisher of *The Newsletter on Newsletters* and other helps from the Newsletter Clearinghouse.

**Nagan, Peter S.** *How to Put Out a Newsletter.* Washington, D.C.: Newsletter Service, 1987.

- ◆ Free 16-page booklet prepared by a publisher of a number of Washington newsletters; available from Newsletter Services, 1545 New York Ave. SE, Washington, DC 20002.

## ORGANIZATIONS AND SERVICES

**The Newsletter Association**  
14-1 Wilson Blvd.  
Arlington, VA 22209.

A nonprofit association of professional newsletter publishers founded in 1977. Conducts annual conferences and numerous seminars on publishing, editorial, promotion, and management topics.

### The Newsletter Clearinghouse

44 W. Market St., P.O. Box 311  
Rhinebeck, NY 12572  
(914) 876-2081.

- ◆ Private-service organization for the industry, publishing several items, including the *Newsletter on Newsletters* (semimonthly) and *Newsletter Design* (monthly), listed below, and the *Newsletter Directory* and other books. Conducts an annual award competition for newsletters.

## NEWSLETTERS AND OTHER PERIODICALS:

### Desktop

In-House Graphics, Inc., 342 E. Third St., Loveland, CO 80537.

### Desktop Graphics

Dynamic Graphics, 6000 N. Forest Park Dr., Peoria, IL 61614.

### The Editorial Eye

Editorial Experts, Inc.  
85 S. Bragg St.  
Alexandria, VA 22312.

Also publishes books and guides, and conducts seminars.

### The Newsletter on Newsletters.

Newsletter Clearinghouse  
44 W. Market St., P.O. Box 311  
Rhinebeck, NY 12572.

Reporting on the newsletter world: editing, graphics, management, promotion, etc., 24 issues annually.

### Newsletter Design

Newsletter Clearinghouse  
44 West Market St., P.O. Box 311  
Rhinebeck, NY 12572.

News and Reviews for the Desktop Generation. Each issue critiques 14 newsletters. Monthly.

### Publish!

501 Second St., #600  
San Francisco, CA 94107.

The how-to magazine of desktop publishing.

## NEWSLETTERS . . .

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In choosing a name, the newsletter publisher needs to keep the market in mind. Who is the newsletter for? How will the name chosen strike the potential subscriber or reader? Because a newsletter is an informal and personal publication, some very clever names have been devised. There are a few principles that need to be kept in mind. The name should:

- ◆ identify the newsletter's subject or sponsor
- ◆ describe the contents
- ◆ have impact on the reader
- ◆ be pitched to the needs of the potential reader.

Keeping these principles in mind, the publisher should select a name that is straightforward and simple, something that can be easily remembered. One should not get too clever and disguise the contents and purpose of the newsletter. The *Christian Writers Newsletter* had a very straightforward name. It has now been combined with another publication with a clever name that states its purpose symbolically: *Cross and Quill*. Sometimes if a name is somewhat obscure, a subtitle can be used to help establish its purpose in the mind of the reader.

Because newsletters are often printed on separate unbound sheets, which may become separated, the name of the newsletter needs to be repeated: a banner head on the first page and a mast usually on page two, with the name appearing again along with page numbers and date of publication at the top or bottom of at least every other page.

2. *Frequency and Schedule.* Because a newsletter is news, it is published regularly so that the information is fresh when it reaches the reader. The frequency of publication reflects the needs of the sponsor, as well as that of the reader. Weekly, monthly, and bi-monthly are the most common frequencies — quarterly is too infrequent in most cases. The personal, regular contact between editor and reader is essential.

3. *Style.* One of the joys of newsletter publishing is that the style can be quite free-ranging. It is up to the editor and publisher to establish the style that fits the content and purpose of the newsletter. The only requirement is that the style be consistent with the material being presented. It can be strictly factual if that is what the material and audience calls for, or it can be as opinionated and controversial as is desired.

But style is important. It will determine the character of the newsletter and the effectiveness of the writing. Howard Penn Hudson quotes James M. Jenks of the Alexander Hamilton Institute on good newsletter style thus:

- Plunge right into your subject.
- Use short sentences.
- Use strong verbs and nouns.
- Use the active voice.

Use yourself. Remember that you are writing a letter to your readers. It must be personal. Two words to remember about style are especially important: *brevity* and *variety*!

4. *Design*. There is a lot of help available to publishers of newsletters when it comes to design. In 1986 the Newsletter Clearing House, the producer of many of these helps, began a newsletter called *Newsletter Design*. This publication is subtitled, "News and Reviews for the Desktop Generation." Since the advent of the computer and its available software, the design of newsletters has taken on new dimensions, and desktop publishing has come into its own.

Just a few of the hints about design of newsletters are given here. The following are principles that operate no matter what mechanical production process is involved:

a. Vary column widths. Paper that is 8 1/2 inches wide can have one, two, or three columns, and there can even be variations within that format. Whether or not to justify lines or keep ragged right-hand edges is a matter of style preference.

b. Use plenty of white space throughout for readability. Don't crowd the type. The larger the type face, the longer the line possible. Avoid dot matrix print at all costs. Remember that italics are less readable than roman — especially in a long paragraph. Using all capitals also makes a sentence less readable. Be sure your type is readable and pleasant to the eyes.

c. The name plate and logo should be attractive and large enough to be read from a distance. It must also be appropriate to the subject of the newsletter.

d. Graphics (illustrations) are important. There is much clip art available to the amateur. With computers the possibilities are almost unlimited. Graphics are attractive and attention getting, and they add variety. *But they are not the most important aspect of a newsletter.* The content is primary.

e. Color can be added in paper or in ink. But be sure that readability is not lost in the process.

f. Headlines should stand out. Type faces can vary here, too, but roman is more readable than italics.

g. Strive for readability above all other aspects of design.

h. Proofreading by more than one set of eyes is an absolute necessity.

5. *Standing Elements*. Like newspapers and other periodical publications, newsletters have several such items that appear in every issue:

a. The name and address in more than one place.

b. Copyright notice and ISSN number if one has been applied for.

c. Page numbers on every page, with date and name of the newsletter on at least alternating pages.

d. Date, volume, and issue number on the front page and in the mast. The mast also includes other essential information such as the name and address of the editor and the cost of subscriptions and individual issues.

## Mailing Lists and Distribution

Since newsletters do not usually contain advertising and since they contain specialized information for a designated and often limited audience, the maintaining of accurate subscription and/or mailing lists is a necessity. There are companies set up to provide such services, often for several newsletters.

The sources of subscribers are many and as varied as the subjects on which newsletters are published. Several types of solicitations are possible to gain subscribers: space advertising in magazines and newspapers, telephone solicitation, and fliers sent to mailing lists purchased or exchanged with other publications. In the case of nonprofit newsletters, there are many avenues open for promotion, such as radio and TV public service announcements.

The final stage in the production of a newsletter is making the proper mailing arrangements to get it into the hands of the subscribers promptly and efficiently. There are many different methods used. Each has some advantages and should be considered.

Because time is important in the production of a newsletter while the information is still "news," many publications are sent by first-class mail. Also because the "letter" feeling is one that should be maintained, many newsletters are stuffed into

envelopes as well. First-class mailing with envelopes is more costly, but in many cases the extra effort at the producer's end is worth the cost involved.

For a much cheaper type of mailing, a postal permit may be obtained. A good share of the nation's newsletters are sent by this method. Third-class permits, of course, mean that there are often delays at both ends of the mailing process, and if time is important, this may be a drawback. If the sponsor of a newsletter is a nonprofit organization, the rate for mailing is even less.

For any third-class mail there are other complications: a deposit must be made at the post office, the permit number must be placed on all mail, mailings must be at least 200 pieces each time and all pieces must be exactly the same; extra material must not be inserted in some of the envelopes. Also mailings must be sorted by zip code by the sender.

Many newsletters are mailed without an envelope. This method affords considerable savings, but the newsletter may not be as attractive in this form and is more liable to be damaged in the mail. Such newsletters can still be sent first class with proper postage affixed.

## The Future of Newsletters

Newsletters are facing a technological revolution with electronic transmission of news now possible. The electronic age is in full swing. But, in spite of this, newsletters on paper are not obsolete by any means. One way or another, in the final analysis, most of the electronic procedures are steps toward the printed page.

There is an important future for newsletters. The entire newsletter field in the United States began with one man, Willard M. Kiplinger. His son, Austin Kiplinger, made several observations at the 1980 international newsletter conference in Washington, D.C. He stressed that newsletters are utilitarian, reader-oriented, forward looking, and based on the real needs of the reader.

*Editor's Note: This article is an excerpt from the book Inside Religious Publishing: A Look Behind The Scenes. Copyright © 1991 by Leonard George Goss and Don M. Aycock. Used by permission of Zondervan Publishing House.*

**William H. Gentz has held book editorial positions for five publishers and is the author or editor of six books.**

# Zondervan & Broadcasting

by Jonathan W. Petersen



Pat Zondervan speaks over missionary broadcasting station HCJB in Quito, Ecuador, on February 20, 1962 — the day John H. Glenn made the first orbital space flight for the United States. HCJB was founded in 1931, the same year as Zondervan Publishing House.

What was to become the Zondervan Broadcasting Corporation began on an airplane trip in the early 1970s. Peter John Zondervan, founder and president of Zondervan Publishing House (ZPH), sat next to the owner of what was then WJBL-AM-FM/Holland, Mich., and struck up a conversation with him. It wasn't long before the man turned to Zondervan and said he was trying to sell his stations. Zondervan, better known as P.J. or Pat, immediately responded that he was interested, telling the owner not to sell without first giving him the option to buy.

Quick decisions were Zondervan's trademark. He founded ZPH when he was 22 years old, after having been fired by his uncle, William Eerdmans, for continually pressing to be given a share of the William B. Eerdmans publishing business. Zondervan had worked for his uncle as a salesman and was good at it. But on July 31, 1931, Zondervan's release from his employment was the opportunity he seized to begin an enterprise that today is the leading international Christian communications company.

## Zondervan's Early Years

In his mother's farmhouse near Grandville, Mich., Zondervan and his brother Bernie began ZPH as a bookselling company. Their business sense was tested by the economic depression then strangling the country, but P.J.'s sales experience and creative product promotion, and Bernie's solid financial and production knowledge, worked together to bring fruit to their optimism.

What was the climate of 1931? *The Star Bangled Banner* had just become the United States' national anthem. The Empire State Building, with 102 stories, opened in New York as the world's tallest building. Prohibition was in force in the United States. Thomas Edison died. Al Capone was jailed for income tax evasion. Hattie Caraway became the first woman to be elected to the United States Senate. Between four and five million Americans were unemployed. Adolf Hitler was gaining support in Germany. Harry Ironside was pastor of Moody Memorial Bible Church in Chicago. HCJB was founded in Quito, Ecuador.

P.J. and Bernie Zondervan were enthusiastic in their love of publishing and their commitment to communicating the Christian faith. The first book ZPH published in 1933 was *Women of the Old Testament* by Abraham Kuyper, a theologian, pastor, editor, and prime minister of the Netherlands. It is still in print today.



# A Timeless Connection

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## Music and Publishing

As the business grew, so did the brothers' zeal to use modern technology and good business practices to effectively communicate their message. Ten years after establishing a book publishing venture, they decided to begin distributing music as a natural outgrowth. Alfred B. Smith, a former songwriter for WMBI, Moody Bible Institute's radio station in Chicago, was publishing chorus books under the Singspiration name, but lacked a method of getting them into stores. P.J. began distributing the books and his relationship with Smith grew until ZPH bought Singspiration in 1961.

In 1980, Zondervan purchased controlling interest in The Benson Company, one of the oldest producers of gospel music (founded in 1902). Zondervan completed the purchase in 1983 and in 1987 combined its music operation into one location, moving Singspiration to the Benson office in Nashville, Tenn. Today, The Benson Music Group is responsible for Christian record, video, and print music spanning inspirational, southern and black gospel, urban and adult contemporary, rock, and rap. It also manages one of the largest gospel music copyright catalogs in the world, with more than 35,000 songs.

Since music and broadcasting go hand-in-hand, Zondervan's association with radio goes back to 1941 with the Singspiration line. Through the years that connection has strengthened. Today The Benson Music Group's broadcast relations and radio promotion departments work closely with a variety of radio formats, totaling over 1200 stations.

Benson supplies CD singles, single compilation disks for airplay, and a weekly program from Maranatha! Music which it distributes, titled "Time Well Spent." Benson also assists in scheduling artists for stations to interview. In addition, the promotions department creates and implements a variety of on-air contests and giveaways in conjunction with stations that report to *CCM/Update* magazines and *Christian Research Report*.

## Zondervan Begins Broadcasting

On that day in 1971, when P.J. decided to buy WJBL-AM-FM, he called Peter Vanden Bosch, a friend who was the sales manager of a local television station in Grand Rapids, Mich. As Vanden Bosch remembers it, "P.J. was interested in furthering the

Gospel, and he felt broadcasting was the next step for the company to take. He convinced me to come to Zondervan to manage the stations."

As the stations succeeded in their mix of music and preaching formats, Zondervan purchased WAUK-AM-FM/Waukesha, Wis., and investigated stations in Ohio and Florida. But after four years, P.J. and the board of ZPH decided that the company should concentrate its focus strictly on publishing. It sold the Zondervan Broadcasting Corporation in 1975.

In 1978, ZPH published a revolutionary new translation of the Bible, The New International Version (NIV). A reader-friendly Bible, it was translated by a team of more than 100 international Bible scholars from several denominations whose goal was to "faithfully reproduce what the original Scripture writers wrote, in language that people today could read and understand without difficulty." It has come to be the most popular modern-English translation, with more than 75 million copies in print worldwide, repeatedly topping the bestselling lists.

With the NIV's publication came the idea to produce a dramatic narration of the text in five-minute segments for radio airplay. Titled *Manna*, the program was offered to stations as a public service — a way for listeners to hear the entire Bible in interesting, bite-sized portions. *Manna* is still being used by stations across the country, and ZPH officials say they are looking at ways to revamp its format and re-release it.

In 1986 ZPH published *The Religious Broadcast Handbook* by Thomas C. Durfey and James A. Ferrier. A comprehensive sourcebook of practical information, it showed how to buy stations, build new ones, deal with the FCC, select programming, promote and sell, and manage. Then National Religious Broadcasters executive director Ben Armstrong said, "This book is long overdue, because the field is growing faster than people can be trained. This is a highly readable and comprehensive manual."

## Original Programming

Another foray into broadcasting came in 1983 when the ZPH marketing department developed *Foreword*, a daily, 15-minute radio interview program produced by Zondervan. According to the show's host, Chuck Vander Sloot, "The goal was to provide good, solid interview programming for stations nationwide."

*Foreword* producer Nancy Sheets says it accomplished its objective. "Stations loved it," she says. "They said it was well executed, interesting, and what they needed. And the listeners loved it, too. We received letters from people who said, 'fifteen minutes doesn't do it justice; at least half an hour is needed,' 'your show is tremendous,' 'I listen almost every day.' It really was fun." But after producing nearly 200 programs, ZPH discontinued *Foreword*, once again to focus on publishing.

Broadcasting, however, has an alluring element to it. Last year ZPH took yet another step in that direction when it created the Zondervan Radio Network (ZRN). This is an international public affairs audio service of news, features, interviews, and commentaries, offered to stations free of charge, bi-weekly on cassette. Each tape comes with a billboard describing each cut on the feed. Nearly 300 radio stations and networks are members.

## Recognition for Service

ZRN is already the recipient of three honors: the Gold Award in the International Mercury Awards competition for excellence in communications, the Finalist Award in the International Galaxy Awards competition for outstanding achievement and an

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## ZONDERVAN . . . CONTINUED FROM PAGE 33

award for excellence in religious informational programming in the annual New York Festivals International Radio Competition.

ZRN affiliate Mike Osborne, production manager for World Christian Broadcasting Corp., says, "We have found the content and technical quality of ZRN to be first rate."

"Today's lifestyle is fast-paced and varied," says Wayne Pederson, manager of KTIS-AM-FM/St. Paul, Minn. "Broadcasting to the 'boomer' requires short, concise, meaningful sound bites that a listener can experience in a short burst of time. Zondervan Radio Network provides short, meaningful, usable information for our listeners. It's an invaluable tool in ministering to today's Christian."

According to Greg Walters, manager of WNWC-FM/Madison, Wis., "WNWC Radio has found the Zondervan Radio Network to be an excellent source for news and features. We've made good use of these audio cuts in supplementing our newscasts and as general purpose PSAs."

And Joel Griffith, news director of WQFL-FM/WGSL-FM/Rockford, Ill., believes, "Many Christian stations are limited in securing adequate news coverage. Services like ZRN are great aids in

helping listeners of Christian radio keep abreast of events concerning the Church and its outreach to the world."

### Meeting Broadcasters' Needs

Zondervan's commitment to broadcasting is seen in the studio it has included in the company's new world headquarters building. Its three rooms consist of a video editing suite, audio engineering/recording suite, and a shared interview/narration booth.

From here, video productions are assembled and radio programs are produced using equipment such as a Sony VP-9000 U-Matic SP videocassette player, a Sony VHS HQ stereo videocassette recorder, a Sony Trinitron monitor, a Laird VC2000 video corrector, Otari four track and two track reel-to-reel tape recorders, a Tascam eight-input mixing console, a Tascam cassette deck, a Tascam CD player, a Gentner telephone hybrid, a Ramsa DAT recorder, a Technics turntable, and an Electro-Voice RE-20 microphone.

Along with directly producing broadcast programming, ZPH has continually worked with broadcasters in scheduling interviews with authors and reviews of books. Listeners and viewers to Christian radio and television are the same ones who read Christian books. Taken as a

whole, books and broadcasters work together to assist Christians in their daily spiritual growth.

To help interview hosts line up guests for their programs, the Zondervan media relations department publishes a free monthly newsletter called *Producer's Report*, which gives suggestions and timely tips for interviews. More than 2000 media contacts receive and use *Producer's Report*.

Zondervan's special sales department is another example of working closely with broadcasters. Also known as Ministry Builders, this department offers stations ZPH products and Benson music for use as premiums and donor gifts. Custom designs are available at discounted cost to those who want to provide their audience with meaningful thank-you items.

### Broadcasters and Publishing

Broadcasters also make good authors, and ZPH has published many through the years: Billy Graham of *The Hour of Decision*; M.R. DeHaan of *Radio Bible Class*; W.A. Criswell of First Baptist Church in Dallas, Texas; Charles Stanley of *In Touch*; John MacArthur Jr. of *Grace To You*; June Hunt of *Hope for the Heart*; Tim LaHaye of *Capital Report*; Beverly LaHaye of *Beverly LaHaye Live*; James Montgomery Boice of *The Bible*



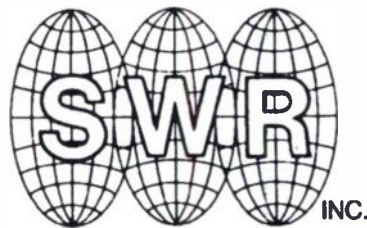
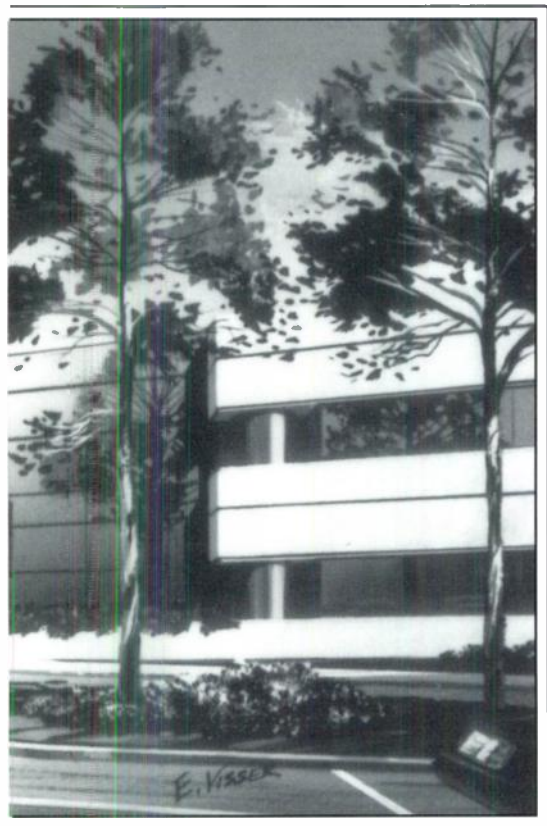
*Study Hour*: Henry Cloud and John Townsend of *Minirth-Meier Clinic West*; Jan Silvius of *Jan's Journal*; Charles Colson of *Breakpoint*; Joni Eareckson Tada of *Joni & Friends*; plus others.

One other area in which Zondervan is involved in broadcasting is the distribution of the *Quigley's Village* children's television program to Christian bookstores across the country. These videos, produced by Cornerstone Video and still in circulation on Christian TV, teach children values through the adventures of Mr. Quigley and his lovable puppet friends.

What began in 1931 as a Christian bookselling company has become a global communications company, touching the lives of Christians through print, computer software, audio and video productions, recorded and printed music, and many ways yet to be discovered — continually doing it in tandem with Christian broadcasters.

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

Artist's rendering of Zondervan's new corporate headquarters in Grand Rapids, Mich. ▼



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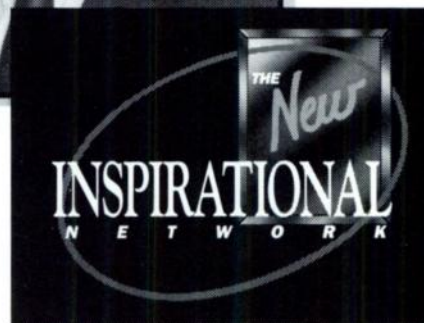
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# INSIDE NRB

## NRB Relocates Headquarters, Appoints New Staff Members

MANASSAS, Va. (NRB) — In what is being called the beginning of a new era for National Religious Broadcasters (NRB), the organization took "one giant step" by relocating its headquarters to Manassas on July 6. NRB had been headquartered in New Jersey since 1966.

"A good number of the members expressed to NRB leadership that the national office belonged in the Washington, D.C., area. They felt we should be located there because of all of our contacts, not only with the executive and legislative branches [of the federal government], but also because of the Federal Communications Commission," explained NRB executive director E. Brandt Gustavson.

Dr. Gustavson explained that the Board of Directors had approved the move several years ago. However, the initiative to implement relocation was not fully cultivated until he came into office in 1990.

By making the move, NRB has made known its desire to "become more involved in networking and interacting with other evangelical groups," such as Prison Fellowship, the Christian Legal Society, and the Evangelical Council for Financial Accountability, all of which are located in close proximity, said NRB administrative assistant Anne Dunlap.

In addition to the locale, Manassas offers an economic climate more suitable to nonprofit organizations, which benefits NRB's daily operation, as well as the fi-

nancial well-being of its staff, said Michael Glenn, director of headquarters relocation.

Dr. Gustavson cited the costs in the Parsippany, N.J.-area as being comparable to those of downtown Washington, D.C. "During the first year in Manassas, NRB will save \$45,000 in facility rent alone," he stated. The new headquarters is located in a suburban commercial development and provides easy access to the Capital and Dulles International Airport.

Just as it is a new beginning for the organization, it is also a new beginning for many dedicated NRB staff members who did not participate in the relocation:

- **Esther DiGiovanni** — financial secretary, 16 years of service
- **Faye Woodward** — convention registrar, 16 years of service
- **Susan Kubick** — *Religious Broadcasting* production assistant, 14 years of service
- **Edda Stefanic** — *Religious Broadcasting* advertising assistant, 12 years of service
- **Elaine Sutherland** — office manager, 6 years of service
- **Gayle Virkler** — exhibit manager and financial assistant, 5 years of service
- **Janet Beavers** — member services, 2 years of service
- **Donald J. Peterson** — *Religious Broadcasting* associate editor, 2 years of service
- **Kristen Morris** — *Religious Broadcasting* assistant editor, 1 year of service.

Among the new staff members selected to join NRB at its Virginia home are: Patricia Mahoney, director of membership services; David Keith, manager of

convention services; Mike Kisha, manager of finance and business; Elizabeth Guetschow, *Religious Broadcasting* features editor; Sarah Smith, *Religious Broadcasting* news editor; and Liz Oliver, publications advertising assistant.

The staff may be reached at NRB headquarters, 7839 Ashton Ave., Manassas, VA 22110. The telephone number is (703) 330-7000; the fax number is (703) 330-7100.

### National Religious Broadcasters New Members

Myles E. Munroe  
Bahamas Faith Ministries International  
P.O. Box N9583  
Nassau, Bahamas  
EFICOM: Exempt (Foreign)

Harry Kilbride  
Kerygma Ministries Association  
P.O. Box 77077  
Washington, D.C. 20013  
EFICOM: Registered

David Lawrence  
Lawrence Associates  
8180 Gordon Green  
Buena Park, CA 90621  
EFICOM: For Profit

Larry W. Poland  
Mastermedia International Inc.  
330 N. Sixth, #110  
Redlands, CA 92374  
EFICOM: Member ECFA

Mark A. Leuthold  
Methodist Bible Hour International  
590 Mt. Vernon Hwy., N.E.  
Atlanta, GA 30328  
EFICOM: Registered

Burt Perrault  
Morningstar Radio Network  
4801 Woodway, Suite 460E  
Houston, TX 77056  
EFICOM: For Profit

Bill Pearce  
*Nightsounds*  
721 E. State Street, Suite 302  
Rockford, IL 61104  
EFICOM: Certified

James L. West  
Worship (Christian Network Inc.)  
14444 66th Street N.  
Clearwater, FL 34624  
EFICOM: Certified

George N. McNerlin  
WZZJ-AM  
5115 Telephone Road  
Pascagoula, MS 39567  
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An artist's rendering of the commercial development in which the new NRB national headquarters is located.

# NRB

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or

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Treasurer • NRB Southeast  
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## • NATIONAL •

### Analysis Reveals Great Growth Potential In CCM Marketplace

NASHVILLE, Tenn. (NRB)—"How can we turn more active Christians into Christian music consumers?" According to Gospel Music Association (GMA) officials, the completion of a two-year analysis of the Christian music marketplace has assisted industry leaders in answering this perplexing question.

Interviews, surveys, focus groups, and reviews of secondary research, as well as a national Gallup telephone survey were among the methods used by Oklahoma City, Okla.-based Innovative Resources in obtaining information for the National Christian Music Research Project (NCMRP). The project has provided the first comprehensive report of the size, penetration, and growth potential of the Christian music industry, stated GMA executive director Bruce Koblish.

According to the report, there is great

growth potential in the Christian music marketplace. New consumers are waiting to be tapped and "there is little significant difference between existing consumers and potential consumers of [the] primary target group."

**Christian Contemporary Music:** In reference to potential market size, the study revealed that 29.3 percent of active Christians purchased Christian music in the last year; of 23 million adults, the average units purchased equalled 2.24. However, 51 percent of active Christians say they have *never* purchased Christian music.

Therefore, the two groups which represent the highest potential for expanded sales penetration for Christian music among adult Christians in the United States are those who listen to Christian music outside of church but do not buy it (16 percent) and those who have bought music in the past but have not bought any in more than a year (18 percent). According to the study, the primary target poten-

tial is 50.5 million adults.

The NCMRP also revealed that demographic trends favor increased Christian music sales, citing the rising influence in the church of the music-saturated baby-boomer as generating a greater acceptance of contemporary Christian music (CCM). If trends continue as expected, baby-boomer and pre-baby-boomer generations will direct more disposable income toward entertainment, the study stated.


When asked to elaborate on their various levels of interest in CCM, research revealed that 15 percent of those surveyed said they were interested in making a music purchase. However, research also revealed that CCM does not really appeal to 18 percent of active adult Christians. One third (32 percent) said they did not necessarily *dislike* contemporary Christian music, but they simply prefer secular music. Another 30 percent said their musical selections are based upon hearing something they like. According to NCMRP, these figures provide the best indication of sales potential.

**Church Acceptance of CCM:** According to the study, 77 percent of the churches in the United States use CCM in Sunday worship services on a monthly basis. Of the youth and music ministers surveyed, 94 percent reported CCM is a *vital* tool for ministering to youth, and 77 percent of the ministers agreed that their young people listen to CCM because it applies to them.

Parents were equally supportive of exposing children to Christian music. Of those who themselves had been exposed to CCM, 65.5 percent said they would be likely to purchase Christian music for their own children or for the children of close relatives.

**Christian Music Radio Stations:** Survey participants were also asked to elaborate on the amount of time they spend listening to a Christian music radio station. Nearly half (47 percent) of the respondents said they listen at least once a week, with 24 percent of those listening daily. Over half (53 percent) listened once a month or less, with 28 percent of those saying they never listen and 11 percent saying there was not a Christian station in their area.

To gauge attitudes about Christian music radio, interviewees were asked if they agreed or disagreed with eight statements; four had significant responses. Of those responding, 42 percent agreed with



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the statement "I like Christian music radio but it needs a lot of improvement."

When asked whether they thought Christian music was boring, 26 percent agreed and 65 percent disagreed. When asked if Christian music radio played too many formats, 23 percent agreed. "Given the reluctance of interviewees to criticize (result of interview bias), the negative attitudes . . . provide considerable insight into improving Christian radio," the report stated.

### NAB Urges Commission To Revise FM Licensing

WASHINGTON, D.C. (NRB) — To avoid the same regulatory missteps and other types of inaction which have hurt AM radio, the National Association of Broadcasters (NAB) recently urged federal regulators to immediately overhaul the way FM station licenses are granted.

In reply comments to the Federal Communications Commission (FCC), NAB said "prompt, comprehensive, and remedial action" is needed to correct "the current FM allocations and licensing scheme." NAB stated that regulators are overpacking the FM airwaves today with too many stations — measures which cause signal interference, stymie the ability of broadcasters to upgrade FM signals, and erode the quality of FM sound for radio listeners.

NAB has asked the FCC to temporarily suspend the allotment of FM station licenses until the FCC can adopt some remedial measures to deal with the interference and congestion problems on the FM band. NAB said the FCC took the same action when it restructured AM radio recently and also noted that in July 1991, Canada took similar steps to deal with FM station crowding and interference.

According to NAB, recent FCC efforts to deal with FM congestion have all been failures. The association claimed that recent FCC actions permitting FM directional antennas and additional 'short-spacing,' have actually "contributed to reduced service areas and increased interference."

NAB said its proposal has garnered wide support, in part because it also would

"incorporate a relevant economic assessment where new facilities are proposed for a market . . . and deletion of the licenses and allotments of silent stations and increasing minority involvement in FM broadcasting."

### National Evangelistic Census Offers Special Programming

KINGWOOD, Texas (NRB) — Beginning this month, a weekly and bi-weekly 30-minute program, *NEC*

Gospel message.

"The incredible communications power of the media can directly support this face-to-face outreach," McGuire recently explained. "Through *NEC*, broadcasters can equip the local church's evangelistic outreach and follow-up. Christian broadcasters are the vital communication link that speaks to the believers of [each] city from all the various church streams on a daily basis.

"Most believers are only in church once or twice a week, yet they regularly tune in to Christian broadcasting throughout the week and many throughout the day. Just as the unity of the local churches will cover every neighborhood with Census Teams to take the Gospel door-to-door, broadcasters can reach the believers from all the churches on a daily basis to better equip them for the ministry of September 20."

To encourage the involvement of religious broadcasters in the Census, its organizers have developed the *NEC Co-Op*, which provides radio and television stations across the country with daily *NEC Updates*. The 90-second audio updates are available via satellite feeds from both CBN and USA radio networks, while the 80-second video updates may be received from New Inspirational (INSP) and Trinity Broadcasting (TBN) networks.

The *NEC Updates* feature "mini-teachings" from national and local church leaders or news reports on developments concerning the Census as September 20 draws closer. *NEC Countdown To Revival*, meanwhile, is a 30-minute magazine format program which offers inspirational teaching and reports from various areas of the country

regarding preparations for the Census.



photo courtesy of Revival Fires Ministries

**A crowd of over one million gathers on Red Square in Moscow, Russia, for the first post-communist May Day Celebration of Freedom.**

*Countdown to Revival*, is being produced for radio and television stations in advance of the National Evangelistic Census (NEC) on September 20. The mission of the Census is to mobilize local churches for a single day of mass evangelism in every U.S. community and neighborhood.

According to NEC spokesman Patrick M. McGuire, a systematic census method is being employed to insure that no neighborhood is omitted and that every city has an opportunity to receive a simple, clear, non-sectarian presentation of the

### INTERNATIONAL

#### Missouri Minister Preaches To May Day Crowds In Red Square

MOSCOW, Russia (NRB) — A crowd of over one million was attracted to the first post-communist May Day Celebration of Freedom in Moscow's Red

CONTINUED ON PAGE 40

## MEDIA FOCUS CONTINUED FROM PAGE 39

Square, according to news estimates. Dubbed as the "Day of Labour and Spring," this year's festivities were organized by the city's Committee for Culture and the Russian Union of Theatrical Workers. It was the first time in over 70 years that the Communist Party was not in control of the holiday program.

Rolling tanks, marching soldiers, political speeches, and Lenin banners were replaced by singing, dancing, and an unprecedented spiritual message delivered by Cecil Todd, president of Lakeview, Mo.-based Revival Fires Ministries.

As the only minister ever invited to speak at a May Day gathering, Todd took the opportunity to deliver a message of spiritual challenge with a patriotic flare. Holding to the theme "Freedom is a Treasure," Todd stated, "Freedom is never free . . . it must be bought and paid for by every generation. You must be willing to lay down your life to remain free. . . . If your country is not worth dying for, it is not worth living in!"

Todd went on to state, "Only the God that gives you life can give you liberty." He challenged the throngs of people to seek true freedom in Jesus Christ by opening their hearts to forgiveness and experiencing a change from within.

The celebration was not completely without Communist influence, as small groups of Party members gathered, heckling portions of Todd's message. However, the attempts to disrupt his speaking were squelched by the excitement of those who gathered to listen, and he concluded his 20-minute message by urging the Russian citizens to be open to assistance from brothers and sisters in other nations, challenging them to "walk side by side into the 21st century."

### Willow Creek, Zondervan Enter Resource Publishing Venture

SOUTH BARRINGTON, Ill. (NRB) — A new international network of congregations specializing in ministry to the unchurched has entered into a co-publishing agreement with Zondervan Publishing House (ZPH).

The Willow Creek Association, launched with the assistance of Willow Creek Community Church in South Barrington, is comprised of several hundred



*photo courtesy of Revival Fires Ministries*

**Cecil Todd of Revival Fires Ministries delivers the message "Freedom is a Treasure" to a crowd gathered in the shadow of the Kremlin Wall in Moscow.**

churches worldwide which hold special weekend "seeker services" as an outreach to non-Christians. Part of this ministry includes Willow Creek Resources, a joint effort with ZPH to publish book, audio, video, and Bible products.

"The demand from churches for published materials and resources is increasing, so we're looking to Zondervan to help us meet this critical need through the Willow Creek Resources partnership," stated Bill Hybels, founding pastor of Willow Creek Community Church and chairman of the board of directors for the new association.

"Our mission is to assist churches in re-establishing the priority and practice of reaching lost people for Christ through church ministries targeted to 'seekers,'" he explained.

According to Zondervan officials, Willow Creek Resources will meet the needs of this boom in seeker-targeted churches. Several projects are currently in the planning stages, including various books on evangelism, spiritual gifts, current issues, as well as curriculum for children and youth. The resources will also include drama sketches and music for seeker services, small group studies, training materials, and audio and video productions.

"We are excited about this new relationship," stated Bruce E. Ryskamp, corporate vice president of ZPH. "Willow

Creek is building a reputation for excellence in publishing a wide range of creative ministry tools. Combining that record with Zondervan's publishing expertise, we look forward to the development of many significant new resources over the next few years."

### Crossroads Celebrates Grand Opening Of New Headquarters

BURLINGTON, Ontario (NRB) — Crossroads Christian Communications Inc. (CCCI) recently held a gala grand opening for its new ministry headquarters, Crossroads Centre, in Burlington. Special guests attending the festivities included CBN's Pat Robertson, singer Andrew Culverwell, and on-air hosts and singers of the Crossroads-produced daily telecast *100 Huntley Street*.

According to CCCI officials, the \$11 million facility, funded by private donations and mortgage certificates, contains state-of-the-art television production equipment, houses three production studios with audio and editing suites, and features a number of special visitor services.

However, the main attraction is the accessibility of the high-tech television studios to public viewing. CCCI has planned a summer-long open house and expects as many as 20,000 visitors before fall.

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# GLOBAL CHALLENGES

## High-Tech 'Tentmaking'

It is hard to fathom how a small "tent-making" company in Israel could be used of God to provide high-tech tools for evangelism around the world. But that is exactly what is happening with an organization called Galcom, headquartered in Tiberias, by the Sea of Galilee.

In just over a decade since it began, Galtronics has matured into a multifaceted company with many branches, including Galcom, the electronic communications division; Galadon, a division which produces grape juice for communion services; and the Galilee Experience, a multimedia production held in a theater on the shores of the Sea of Galilee.

The Galcom division was founded in 1986 by American Ken Crowell, who had

## Fix-Tuned Technology Spurs Radio Outreach

by Dan Wooding

a burden to produce fix-tuned radios (radios pre-set to a given frequency) for world missions. An ordained minister in the United States, Crowell also graduated with an electronic engineering degree and worked for the Motorola Corporation for a number of years. He started the "tent-making" company in Tiberias in 1979, working first out of his home making antennas for Motorola under the name Galtronics.

### Rallying The Troops

"He contacted a number of organizations around the world, as well as individuals," explained Allan T. McGuirl, a Canadian pastor-turned-inventor whom I met in Managua, Nicaragua, where he was helping to deliver 5000 of these radios. "It was then that [Crowell] met a couple of businessmen from Florida . . . who had a similar vision. They agreed to move ahead with the fix-tuned radios."

The ministry first started manufacturing in 1986 and by 1989 had designed and

produced 40,000 AM radios fix-tuned to the *Voice of Hope* for outreach into war-torn Lebanon.

According to McGuirl, who has served as Galcom's international director since 1989 from offices based in Hamilton, Ontario, one colonel in the Lebanese army received a fix-tuned radio, listened to the *Voice of Hope* broadcast, and received Christ. McGuirl reported that the colonel wrote to Galcom in Israel and asked for a Bible and follow-up materials. He also mentioned that there were 27 other men waiting to listen to his radio and asked if the company could provide for the great demand in his area.

### Fix-Tuned In The Far East

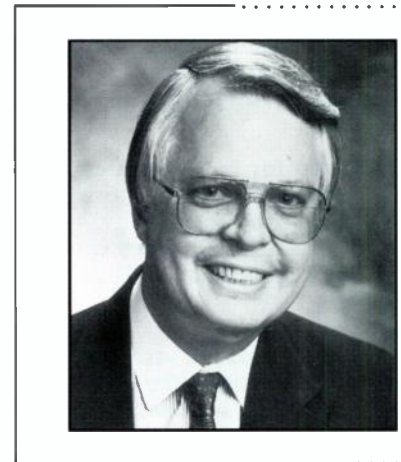
Shortly after filling this order, Galcom began sending fix-tuned radios to the Far East Broadcasting Company in the Philippines. "FEBC wanted to give them out to the poorest of the poor living in the garbage dumps outside of Manilla," said McGuirl.

He stated that a portion of one shipment was stolen upon entering the country but that the thief was apprehended and sent to jail — with one fix-tuned radio still in his pocket. The radio was stolen from the thief by another prisoner who listened to the broadcast, accepted Christ, and then contacted Galcom concerning his experience.

According to McGuirl, the radios' durability enables the technology to remain effective even in the most adverse conditions, such as those in Manilla. The radios are designed with a built-in speaker and can be either solar or battery-powered, McGuirl said, which is ideal for use in locations where luxuries such as batteries are not available.

Referring to ministry expansion, McGuirl said, "What is exciting is that we have now been able to work with the "World by 2000" project in coordination with FEBC, ELWA, HCJB, and TWR, where each has used these portable missionaries in some aspect of their ministry."

Galcom has initiated two projects to encourage laypersons and missionaries alike to become involved in the fix-tuned ministry. The first is called "Radio A Month Club," which zeros in on specific countries in need of fix-tuned radios and then solicits sponsors to provide financially for them. The second project is called "Adopting Very Important Villages." This is a means by which individuals or groups



can help supply radios to villages in the third world.

### Solar-Powered PA Systems

Galcom is also involved in a number of other areas in addition to fix-tuned radios. McGuirl has been involved in the development of a solar-powered public address system since the organization began.

"When I was working with Gospel Recordings in Africa, I could see time and time again, national workers trying to speak to crowds of people," he stated. "Being in remote places with no electricity, there was a real need for a small portable solar PA system."

With the help of Galcom, McGuirl reported that hundreds of these 2.5 pound water-resistant solar PAs "have gone to the four corners of the earth" and are assisting missionaries and pastors by carrying their voices up to a quarter of a mile.

### 'Megavoice' Electronic Tracts

Of all the Galcom projects, however, "Megavoice" is probably the most exciting, according to McGuirl. This credit card-sized electronic tract with a recorded message burned into a microchip can be programmed in any language or dialect and can hold up to 30 minutes of audio information. Units are already being produced with the message of the Gospel in Russian, Mandarin, Amharic, Swahili, and English.

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

# NATIONAL RELIGIOUS BROADCASTERS

## COMPREHENSIVE BENEFIT PLAN



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



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# TRADE TALK

The Tempe, Ariz.-based Evangelical Christian Publishers Association (ECPA) has elected **Bruce E. Ryskamp**, corporate vice president and group executive for Zondervan, as its new president. Ryskamp will serve a two-year term, during which he will work closely with ECPA executive officer **Doug Ross**.

**HCJB World Radio** and the **Romanian Missionary Society** have joined forces in establishing and operating Romania's first Christian radio network, the **Voice of the Gospel**. Members of the newly formed alliance are presently seeking government permits to establish Christian stations in 12 Romanian cities, including Bucharest, Constanta, Oradea, and Timisoara.

In other **HCJB** news, the organization opened its new international headquarters in Colorado Springs, Colo., on June 9, after completing the move from Miami, Fla., earlier in the month. HCJB president **Ron Cline** cited lower cost of living and central locale as the primary reasons for relocating. According to Cline, HCJB will save \$180,000 in operating costs in the first year, with the added benefit of being in close proximity to more than 30 other Christian organizations.

**Word Inc.** recently announced a restructuring of the company's production labels — Artisan Records, Brainstorm International Arts (B.I.A.), Glasshouse Records, Pakaderm Records, and Wonderland Records — under an umbrella logo called **The Wall** (Word Associated Labels). According to Tom Ramsey, Word Inc. records and music



**D. James Kennedy**

division executive vice president, the new arrangement will afford the cultivation of new talent, the advancement of current artist rosters, and the facilitation of greater product exposure.

In the publishing arena, **Word Inc.** recently launched the U.S. distribution of a new Christian entertainment magazine called **Release**. Previously distributed only in Canada, the magazine is compiled and published in Vancouver, British Columbia, and has exceeded the 100,000 readership mark with its official introduction into U.S. markets. The free-to-consumers quarterly features artist interviews, profiles of music industry leaders, as well as Christian music, book, and video charts.

**The Coral Ridge Hour**, an hour-long weekly television broadcast featuring **D. James Kennedy**, has begun airing in St. Petersburg, Russia, to a potential viewing audience of six million. In addition, a Russian language translation of Kennedy's book for new believers, *Beginning Again*, is being offered to viewers free of charge.

Sparrow recording artist **Jodi Benson** is currently starring on Broadway in the Tony Award-winning Gershwin musical comedy *Crazy For You*. In addition to her acting role, Benson is preparing to begin work on *Songs From The Beginner's Bible, Volume Two*.



**Jodi Benson**

## Evangelical Press Association

### Higher Goals In Christian Journalism Awards (First place winners)

- **1-, 2-, 3-Color Cover:** *Student Leadership Journal*, "God's Purposes and Our Plans;" Kathy Burrows, Debbie Hanley, Krisy Maxey, creators
- **Full-Color Cover:** *Virtue*, "Seeing God in the Everyday;" David Uttley, creator
- **Cartoon:** *Leadership*, "Lord, I lay before you the prayer of concerns voiced this morning . . ." by Doug Hall
- **Critical Review:** *World*, "Homespun Humanism" by Doug LeBlanc
- **Editorial:** *The Christian Leader*, "Magic and Ministry: The AIDS Challenge" by Don Ratzlaff
- **Fiction:** *The Banner*, "Pitcher's Hands" by James Schaap
- **First Person Article:** *Christian Herald*, "Anson's Gift" by Tony Calder
- **General Article:** *World Wide Challenge*, "Life After Death" by Beth Leuders
- **Humorous Article:** *I.D.*, "First Aid for Family Conflicts" by Doug Peterson
- **Interview Article:** *Marriage Partnership*, "When It's Better Not to Forgive" by James D. Berkley
- **1-, 2-, 3-Color Original Art:** *Light and Life*, "Breaking the Chains;" Scott Holladay, artist
- **Full-Color Original Art:** *TQ Magazine*, "Scars;" Ira M. Korman, artist
- **Photo Feature:** *Worldwide Challenge*, "Life After Death;" Greg Schneider, photographer
- **Poetry:** *The Other Side*, "Tremor" by Mark Mitchell
- **Personality Article:** *The Other Side*, "The Lesson of Mitch Snyder" by John Dear
- **Publication Design:** *Worldwide Challenge*, Greg Breeding, art director; Philip DeJong, editor-in-chief
- **Best Redesign:** *East Asia's Millions*, Patrice Nelson, designer; E. David Dougherty, editor
- **Reporting:** *Ministries Today*, "Enough to Make a Pastor Sick: The Rising Cost of Health Care Insurance" by Lee Grady
- **Single Photo/Candid:** *Worldwide Challenge*, "Life After Death;" Greg Schneider, photographer
- **Single Photo/Controlled Setting:** *Ministries Today*, "I Just Want My Daddy's Love;" Becky Test, photographer
- **Single-Theme Section/Issue:** *Christian History*, "Dietrich Bonhoeffer;" Geoffrey B. Kelly, et al., writers
- **Standing Feature:** *Leadership*, "The Back Page" by William Willimon
- **Literacy Article:** *The Other Side*, "See You in the Morning, Guys" by Philip Brasfield

The American Bible Society has announced the publication of the first Contemporary English Version (CEV) of the Psalms and Proverbs. To be released this month, this version of the Psalms and Proverbs completes the second phase of the Society's mission to publish a CEV translation of the entire Bible by 1996. The first phase, the *CEV New Testament Bible For Today's Family*, was released in May of 1991.

According to a recent survey by the *Bookstore Journal*, the official publication of the Christian Booksellers Association, **Zondervan Publishing House** has the highest number of bestselling backlist books (titles published prior to a current publishing season which remain in print) for 1991 of all Christian book publishers. Zondervan has 32 titles on the top 100 reference and top 100 trade books lists, with four reference titles in the top ten.

**KHVN-AM/Fort Worth, Texas**, recently sponsored "Praise In The Park," the

station's second annual free outdoor gospel music festival. The festival drew approximately 10,300 gospel music enthusiasts, and according to KHVN promotion manager Drew Dawson, was the largest free gospel music event ever presented in the Dallas/Fort Worth area.

**Cornerstone Television Inc.** of Wall, Pa., the operator of WPCB-TV/Pittsburgh, Pa., began transmitting its programs nationwide via satellite June 4. The station is now capable of providing a network programming service to other Christian stations. Among those programs produced and transmitted by Cornerstone are *His Place*, a current issues talk show set in a diner; *At Home*, a homespun cooking show; and *LightMusic*, a daily half-hour of contemporary Christian music videos.



**John MacArthur Jr.**

**Victor Books** has announced the forthcoming publication of two new series of books by religious broadcasters David Jeremiah and John MacArthur Jr. Jeremiah is author of **The Turning Point Series** (titled after his daily radio program). The first book in this New Testament study series, *Turning Toward Joy*, will be available in bookstores this month. MacArthur is author of **The MacArthur Study Series**, designed to help readers understand key doctrinal truths. *How to Meet the Enemy - Arming Yourself for Spiritual Warfare* will be released this month, and *Saved Without a Doubt - How To Be Sure of Your Salvation* will follow in October.



**David Jeremiah**

Under new ownership and management, **The New Heritage U.S.A.** Christian resort located near Fort Mill, S.C., held its grand opening and dedication ceremonies June 27. The dedication service took place in the Heritage Grand Hotel Ballroom and featured a special message by CBN's **Pat Robertson**.

**The New Inspirational Network** has announced plans to relocate its operations from Fort Mill, S.C., to Charlotte, N.C. The new site is a 45,000 square-foot facility located near downtown Charlotte. The facility will undergo a \$1 million remodeling project to be completed in mid-September. In addition to the facility, network executives stated a full range of new programming is also being planned.

**Juanita Canfield**, wife of veteran religious broadcaster Richard Canfield, died of cancer May 14 at her home in Manheim, Pa. She was 68 years old. Memorial services were held May 17 at the Hershey (Pa.) Evangelical Free Church. The Canfields' nationally distributed radio ministry, *Keys To Better Living*, featured informal, practical family counseling. The broadcast began in 1964 on WDAC-FM/Lancaster, Pa.

**Tyndale House Publishers** has announced the release of the *Life Application Bible for Students*, a new Bible for junior and senior high age groups using the *Living Bible* text and over 1000 study notes based on a survey regarding adolescents' concerns. Written by a team of youth ministry experts, the *Life Application Bible for Students* features real-life moral dilemmas, personal profiles of over 100 key Bible personalities, and notes written by other youths.

**Oliver North** was among several guest speakers at a conference addressing the role of Christians in television in the 1990s held June 12 at the Crossroads Centre in Burlington, Ontario. The two-day summit focused on Canadian/American networking and problem-solving in Christian media. The event was hosted by **Jim Cantelon**, president of Crossroads USA.

**CONTINUED ON PAGE 46**

### **Evangelical Press Association**

#### **Awards of Excellence**

- **Christian Ministry:** *Ministries Today*, Jamie Buckingham, editor; Eric Jessen, art director; Strang Communications
- **Denominational:** *Light and Life*, Robert Haslam, editor; Regine Young, art director; Free Methodist Church of North America
- **General:** *Today's Christian Woman*, Julie Talerico, editor; Gary Michael Gnidovic, art director; Christianity Today Inc.
- **Missionary:** *World Vision Magazine*, Terry Madison, editor; Don Aylard, art director; World Vision Inc.
- **Newsletter:** *Jubilee*, Megs Singer, editor; Carol Cable, Toni Lee Curry, art directors; Prison Fellowship Ministries
- **Organizational:** *Today's Better Life*, Frank Minirth, Paul Meier, editors; Minirth-Meier Clinic
- **Sunday School Take-Home:** *Freeway*, Kyle Olund, editor; Paul Higdon, art director; Scripture Press Publications Ltd.
- **Youth:** *TQ Magazine*, Lisa Thompson, editor; Victoria Valentine, designer; Good News Broadcasting Association

**TRADE TALK**  
CONTINUED FROM PAGE 45

According to *CCM* magazine, Amy Grant recently received triple-platinum certification for combined A&M/Word sales of *Heart In Motion*. Grant and husband Gary Chapman are expecting their third child in early November.

*Guideposts* president and CEO John Temple has agreed to sell Fleming H. Revell Publishing Company to Baker Book House. The sale will create a backlist of more than 2000 books for Baker.

The Regent University-produced film *Cry of the Cricket* (1991) won a 1992 Regional Student Academy Award, qualifying it as a national finalist. In addition, Regent filmmakers recently completed shooting of *The Tie That Binds*, the story of John Fawcett, the English minister who penned the hymn "Blest Be the Tie That Binds." The film will premiere at the Virginia Festival of American Film and will be shown at the Naro Expanded Cinema in Norfolk next year. Plans are also being made for national distribution.

According to the *EP New Service*, urban ministry pioneer John Perkins is launching a national Christian magazine targeted to the African-American community. The quarterly, *Urban Family*, will be edited by Perkins' son Spencer.

KCCS-AM/Salem, Ore., celebrated its 20th anniversary with a special ceremony held during the Sunday worship service at the Christian Center of Salem, the owner of the station. Previous staff members were honored, including KCCS founder and former pastor of the Christian Center R.L. Cornwall. Also honored was KCCS program/music director Dan Sheets for 20 years of service.

Dean Brothers Publishing has announced the development of *Fryer's Site Guide*, a new radio communications guide which includes more than 50,000 radio communications antenna sites throughout the United States, Puerto Rico, and the Virgin Islands. The guide includes contacts, detailed area maps, and editorial reference charts and articles.

**The Arbitron Company: February 1992**

Top 20 Syndicated Religious Television Programs

Rank	Program	Total TVHH	Markets	% U.S.
1.	<i>Hour of Power</i>	1,480,000	156	94.77
2.	<i>The World Tomorrow</i>	1,433,000	115	83.27
3.	<i>In Touch</i>	655,000	64	60.18
4.	<i>Believer's Voice of Victory</i> (wkly.)	630,000	127	86.52
5.	<i>Miracles Now With Oral Roberts</i>	540,000	112	79.92
6.	<i>Larry Jones Presents</i>	516,000	87	71.08
7.	<i>Ever Increasing Faith</i>	444,000	44	55.52
8.	<i>Coral Ridge Hour</i>	409,000	114	70.12
9.	<i>Day Of Discovery</i>	326,000	123	68.43
10.	<i>The 700 Club With Pat Robertson</i>	298,000	99	68.67
11.	<i>It Is Written</i>	244,000	42	43.77
12.	<i>The John Ankerberg Show</i>	243,000	71	62.07
13.	<i>Insight</i>	215,000	15	27.64
14.	<i>Day of Restoration</i>	208,000	59	42.29
15.	<i>This Is The Life</i>	175,000	37	24.22
16.	<i>Believer's Voice of Victory</i> (daily)	168,000	55	60.96
17.	<i>Christian Lifestyle Magazine</i>	166,000	18	25.42
18.	<i>Jack Van Impe Presents</i>	135,000	54	51.72
19.	<i>Christopher Closeup</i>	130,000	21	12.63
20.	<i>Success-N-Life</i>	122,000	81	66.89

Total Survey Area/Aggregate Cume TV Households; cable and noncommercial viewership not included. © 1992 Arbitron Co.

**Nielsen Media Research: February 1992**

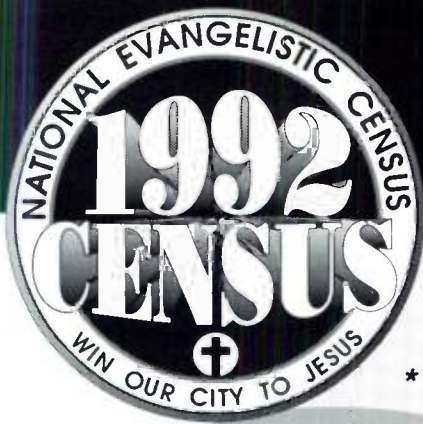
Devotional Programs: 40,000+ Average Household Audience

Rank	Program	Ave. TVHH	Stations
1.	<i>Hour of Power</i>	1,178,000	171
2.	<i>The World Tomorrow</i>	677,000	130
3.	<i>Believer's Voice of Victory</i> (wkly.)	571,000	127
4.	<i>In Touch</i>	459,000	43
5.	<i>Miracles Now With Oral Roberts</i>	443,000	117
6.	<i>Ever Increasing Faith</i>	330,000	29
7.	<i>Coral Ridge Hour</i>	320,000	112
8.	<i>Larry Jones Presents</i>	306,000	114
9.	<i>Day of Discovery</i>	283,000	120
10.	<i>The John Ankerberg Show</i>	240,000	60
11.	<i>Insight</i>	213,000	14
12.	<i>The 700 Club With Pat Robertson</i>	210,000	95
13.	<i>Christian Lifestyle Magazine</i>	171,000	14
14.	<i>This Is The Life</i>	166,000	28
15.	<i>It Is Written</i>	162,000	47
16.	<i>Crossroads</i>	154,000	7
17.	<i>Day of Restoration</i>	147,000	69
18.	<i>Believer's Voice of Victory</i> (daily)	124,000	50
19.	<i>Christopher Closeup</i>	111,000	19
20.	<i>Garner Ted Armstrong</i>	106,000	30
21.	<i>Jack Van Impe Presents</i>	101,000	39
22.	<i>St. Jude Children's Hospital</i>	86,000	16
23.	<i>Worldvision: Specials</i>	85,000	49
24.	<i>Search</i>	75,000	24
25.	<i>Success-N-Life</i>	68,000	92
26.	<i>Real to Reel</i>	66,000	8
27.	<i>Music &amp; the Spoken Word</i>	64,000	15
28.	<i>Mass For Shut Ins</i>	56,000	14
29.	<i>In Touch Minister</i>	51,000	13
30.	<i>Let God Love You</i>	44,000	5

Ranked by ave. household audience. Cable and non-commercial viewership not included. © 1992 Nielsen Media Research







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Cornerstone TeleVision

**:80 NEC Updates**

Monday - Friday  
10:28 AM, 7:58 PM, EDT  
Spacenet II Channel 21



Bi-Weekly 30 Min. **NEC Countdown**

Monday 8 PM EDT  
July 6, 20 Aug. 3, 17, 31

Satcom F1R, Transponder 18  
Coordinates 131 West

**Start Recording/Airing the Feeds Today and Call Now For Your Full Media Kit!**



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Let's All Work Together!**

John 17:21

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U.S.A. National Headquarters  
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713-358-7575 or FAX 713-358-4130

# CBN

**:90 NEC Updates**  
Monday - Friday Promo Feed  
10:05 - 10:30 AM, EDT

**Bi-Weekly 30 Min. NEC Countdown**  
TBA on Daily Promo Feed

Spacenet III L = 5.01 Mhz, R = 4.65 Mhz  
Transponder 9H, AKA: Transponder 17, PANDA 1

Galaxy 1, Transponder 11  
Mono = 6.12 Mhz, PANDA 1  
L = 6.30 Mhz, R = 6.48 Mhz, PANDA 2

# USA

RADIO NETWORK

**:90 NEC Updates**

Monday - Friday  
6:35 AM, 11:35 AM, 6:35 PM, CDT  
3 Min. Promo Feed Follows

**25 min. NEC Countdown**  
2nd & 4th Sunday  
1:05 PM, CDT

Spacenet III R (Ch. 1 = 5.01 Mhz)  
Transponder 7H,  
AKA: Ch. 13 Horizontally Polarized  
PANDA 1



**September 20, 1992**

# PROGRAMMING ISSUES

When examining Christian broadcasting, one element common to all involved (apart from the mission of proclaiming Christ) is the need for money. Money is the fuel which keeps a ministry going and growing; without it there *is* no ministry.

It has always been this way. From Moses to Paul, including Jesus, money has been needed to fund God's work. Whether it came from a jubilant offering, the mouth of a fish, or as compensation for making tents, God's financial provision has always been both needed and adequate.

## Feeling The Pinch

Contrary to what some are fearing today, there still is an adequate supply of money available for the work of ministry. Though some ministries are hurting financially, shortage of available funds is not

## Sowing & Reaping

From your ministry's standpoint, it boils down to this: When people's needs are legitimately being met, they will give in return when asked. Last year during the recession, many listener-supported stations expected to see a decline in giving, yet some actually saw an increase. (At least 30 stations that I know of had an increase in their listener support from as little as 6 percent to as much as 60 percent more than the previous year.)

Consistently scratching people where they spiritually itch will get results. The biblical principle of sowing and reaping still applies. So does the principle of "give and it shall be given unto you." If day after day your ministry is faithfully meeting needs, those who have been on the receiving end will eventually respond when asked to help. They will be motivated, and they will be generous.

The second possibility for a shortage of funds may be due to fiscal mismanagement. Mismanagement does not necessarily imply unethical methods of handling money. Who among us hasn't realized that managing a ministry's funds takes a whole lot more than placing the Ethics and Financial Integrity Commission (EFICOM) seal on our letterhead?

## Getting A Check-Up

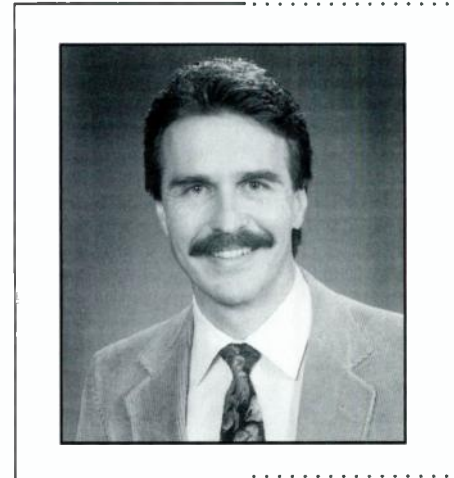
If we are really going to make an honest assessment of how well we are managing funds, it will take some thoughtful self-examination. And with all of the helpful material on hand from Larry Burkett, Ron Blue, and others, there is really very little reason not to regularly give your ministry a financial check-up. Start by asking a few probing questions:

- Are my personal finances in order? If there is trouble in my own pocketbook, chances are there will be trouble in trying to manage the finances of a ministry.

- Is there any area of our operation's finances which someone on the "outside" could point to as questionable or confusing? In other words, could we print a detailed account of all our financial transactions on the front page of the *Wall Street Journal* and still give glory to God?

- How is our track record for paying bills? Has our witness been marred? Do creditors joke about our so-called "Christian ministry" because they have to wait 60-90 days or more before getting paid?

- Who are we accountable to for finan-



cial decisions? Is there a board or an advisory committee, *outside of our employment*, which is fully aware of and responsible for fiscal management?

- Do we make programming decisions based on the amount of money each pays? Is more time devoted to the financial side of our operation than ministry?

- Do we refuse to make cut-backs because we fear God's work will not go on without us? Do we refuse to expand because of fear that there will not be enough money with which to do it? Or is it more a lack of faith and the effort required to get the funding?

- Did we fully count the cost before beginning or expanding this ministry? Are we honestly evaluating how every dollar is being spent and finding out our actual return on investment?

- Do we make ministry decisions based on the needs of those who we are trying to help or on the reaction we will receive from donors or sponsors?

Those who are continually asking these kinds of questions are better able to deal with problems which stem from fiscal mismanagement. A shortage of funds could very well be an indicator that there are some areas in need of correction.

## Keeping Focused

To be sure, there are Christian broadcasters who more often than not do have the funds to adequately cover their expenses. We need to look for these broadcasters and model them. They are the ones legitimately meeting needs and staying focused on doing the job they are called to do. They are also the ones who remain

CONTINUED ON PAGE 59

# Pinpointing & Overcoming Funding Shortages

by Todd Isberner

necessarily the problem. After all, there are plenty of people with a great deal of money who simply choose to spend it on things they consider to be of value to them. Take the \$700 million spent every day in America on entertainment and recreation, for example. *Supply* is not the problem.

Realizing there are countless possible reasons for a shortage of funds, here are at least two to consider: (1) a shortage of motivated, generous givers and (2) fiscal mismanagement.

In addressing the first possibility, it may apply more to donor-based operations. Research shows that the average American Christian, though more generous than the non-religious individual, gives away a pathetically small percentage of his or her income: approximately 2.5 percent. Why is that? In part because of personal money mismanagement and in part because of a lack of commitment and motivation.



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- A vision for the future
- An opportunity to expand your outreach to children while protecting your ministry to adults.
- A virtually hands-free radio ministry that will enhance your image and community impact.
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(One simple front-back page application)

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# SALES SPOT

Christian radio flexes its muscle in a number of different ways. In this first of a two-part series, we will examine some of the ways in which Christian radio excels, not only above other local radio formats but against other local advertising mediums.

## The Power To Reach Parents

According to Soma Communications' *Tri-S Christian Media Report* (1991)\* and Simmons Market Research Bureau (1990),† people who listen to Christian radio are considerably more likely than the national average to have children — 17.9 percent more likely, to be specific.

Christian listeners are 3 percent more likely to have one child living in the household; 25 percent more likely to have two children; 34 percent more likely to have three children; and 69 percent more likely to have four or more children. Plus, there is an expectant mother in 3.1 percent of these households.

## The Power Of Christian Radio — Part One

by Gary Crossland

So how old are all of these kids? In 4.4 percent of Christian radio listening households there is a child under one-year-old. In 8.9 percent there is a child between one and two. In 13.4 percent of the cases there is a child between three and five. In 20.4 percent of the homes there is a child between six and 11. And in 21.5 cases, there is a child between 12 and 17.

This is important information to advertisers looking to target parents but whose primary interest is children. An excellent example of this is Cost Cutters, a discount hair salon with over 500 locations. The average price per haircut is a little over \$5. However, 85 percent of its clientele are minors.

## The Power To Beat Direct Mail

Beating direct mail is particularly important to Christian bookstore owners. Statistics show that Christian radio outper-

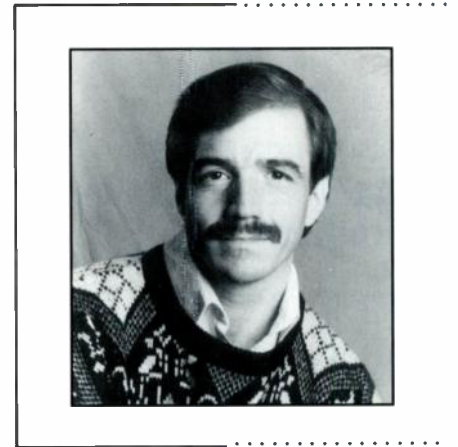
forms direct mail at reaching Christian bookstore customers by almost three to one.

When Christian media users were asked to compare the influence both Christian radio and direct mail had on their Christian product purchasing habits, the *Tri-S Report* (1991) revealed the following information: Christian radio helped 15.6 percent of all Christians decide which Bible to purchase in the past 12 months; direct mail only influenced 3.6 percent of these individuals. Christian radio helped 18.5 percent of all Christians buy Christian curricula or Christian books; direct mail only had an influence among 5.9 percent of the survey's respondents.

Christian radio played a role in helping 28 percent of all Christians buy music and videos; direct mail helped 3.5 percent do the same. Lastly, Christian radio helped 14.5 percent of all respondents decide which religious gifts and supplies to purchase; direct mail was a factor with only 3.8 percent of all Christians. What's the bottom line? The power of Christian radio is clearly demonstrated over direct mail in reaching those who buy from Christian bookstores.

## The Power To Reach Women

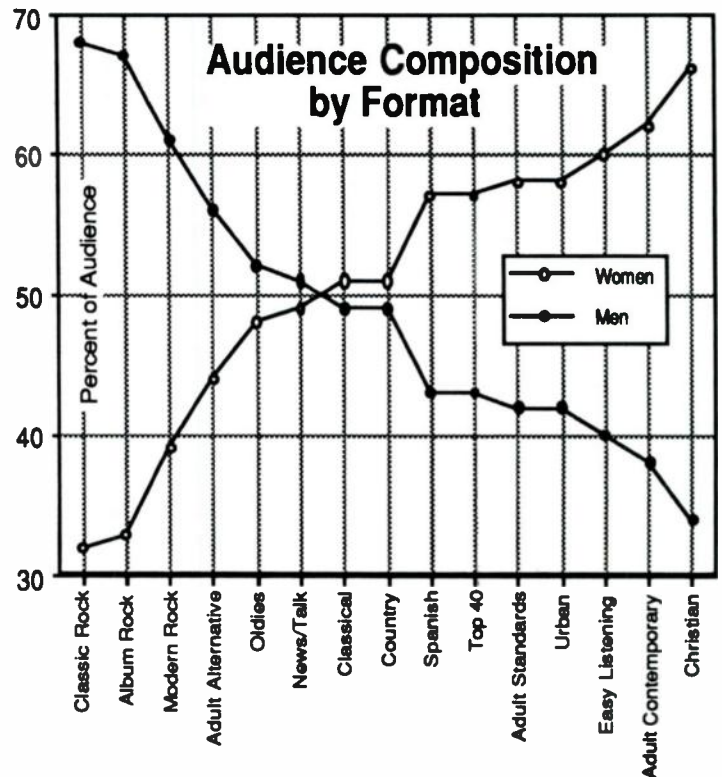
Upon studying the chart below, one will notice that Christian radio has a higher percentage of female listeners than any other radio format. This is important to advertisers who are targeting women in their campaigns. You see, if a retailer's customers are women, and the radio station of choice has an audience that is 50 percent male, then half of the station's advertising dollars are wasted by reaching the wrong gender. Therefore, it makes



greater sense to find a station which targets the right audience to begin with.

And it just so happens that Christian radio has 36 percent more women in its audience than the average radio station, which means greater efficiency and fewer wasted advertising dollars.

Along those lines, about 80 percent of all checks written in America are written by women. Therefore, many advertisers who have traditionally targeted men (such as auto dealers) have had to reload for women. Women today not only have more buying power as sole decision makers, but they also influence the majority of auto buying decisions made by men.



## The Power To Reach Christians

Many advertisers want to target Christians. They often ask, "Can't we reach more Christians by advertising on a secular radio station?" Sure there are Christians in every crowd, but in taking this approach you have to weed through the crowd to find them. What's more, you pay a high price for the crowd you will eventually disregard. In radio, we call this *waste coverage*. It's a rather expensive way to get the same job done that you can do for much less via Christian radio.

According to the *Tri-S Report* (1991), 65.8 percent of all Christians prefer Christian radio over other formats. Of all Christians, 9.8 percent prefer news/talk; 5.6 percent prefer adult contemporary; 3.3 percent choose country. If "Christians" are your target psychographic, Christian radio can deliver much more for less.

## The Power To Silence Ratings

What do *The Dating Game* and *The Rating Game* have in common? On *The Dating Game*, after picking a date from three contestants, most couples do not go out a second time. In *The Rating Game*, most advertisers who choose a station by merely glancing at quantitative numbers never renew for a second schedule.

This is why most radio stations don't subscribe to ratings services such as Arbitron. Is it because they don't have the audience? No. Is it because they don't get results? Of course not. It's because these services cost too much for the benefits derived. And most radio stations do not need ratings to prove they are getting results for their clients.

Let's not confuse ratings with results. After all, the bottom line with any radio station is not how many listeners it can show on the front end, but how strong the results are on the back end. No radio advertiser cares about how many listeners a station has *after* he has gotten good results; at that point, ratings are a dead issue. And for many smart advertisers, ratings are a dead issue even *before* the sale begins.

However, if you must have ratings, take a second look at the chart on page 50. According to Arbitron (1991), Christian radio ranks number one for reaching the greatest concentration of female listeners among all radio formats (68 percent). That's pretty cut and dried.

One more thing. Who do you think pays for a station's subscription to a ratings

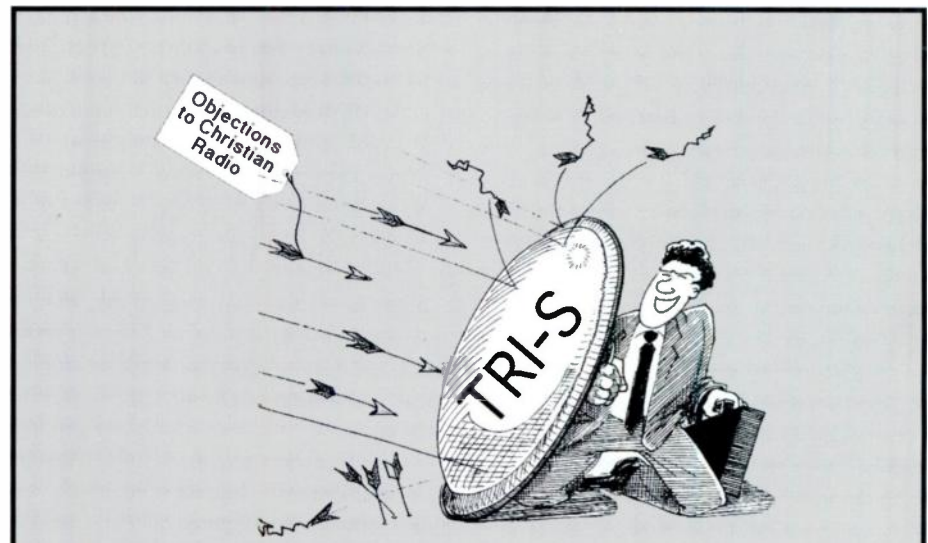
service? It's the advertiser, and that's part of the game. That is one of the reasons why Christian radio rates are lower. Christian radio doesn't pass along the expense of proving something that their satisfied advertisers already know.

*\*The Tri-S Christian Media Report is compiled annually by Soma Communications Inc. via 113 field representatives who administer a written survey to ap-*

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

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



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"Tri-S helped us grow 30% over the last year!" Jess Spurgin, KXEG, Phoenix

"Tri-S has opened many new doors for us, and I believe our future potential is unlimited!" Marion Luther, WYLO, Milwaukee

"The one-sheets have been spectacular! The monthly tapes have given us great ideas!" Jamie Clark, KFIA, Q102, Sacramento

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



**SOMA**  
Christian Sales and Research

(Circle 234 on the Reader Service Card)

## CLOTHBOUND

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

## PAPERBACK

1. *Prophet*, by Frank Peretti, Crossway Books
- (\*) 2. *They Called Her Mrs. Doc*, by Janette Oke, Bethany House Publishers
- (2) 3. *Good Morning, Holy Spirit*, by Benny Hinn, Thomas Nelson Publishers, Walker & Co.
- (4) 4. *Splashes of Joy in the Cesspools of Life*, by Barbara Johnson, Word Publishing
- (5) 5. *This Present Darkness*, by Frank Peretti, Crossway Books
- (7) 6. *Piercing the Darkness*, by Frank Peretti, Crossway Books
- (6) 7. *Stick a Geranium in Your Hat and Be Happy!*, by Barbara Johnson, Word Publishing
- (3) 8. *The Illuminati*, by Larry Burkett, Thomas Nelson Publishers
- (8) 9. *A Woman Named Damaris*, by Janette Oke, Bethany House Publishers
- (10) 10. *God Uses Cracked Pots*, by Patsy Clairmont, Focus on the Family Publishing (Word)
11. *Once-a-Month Cooking*, by Mimi Wilson and Mary Beth Lagerborg, Focus on the Family Publishing (Word)
- (9) 12. *The Union Belle*, by Gilbert Morris, Bethany House Publishers
- (17) 13. *Roses for Mama*, by Janette Oke, Bethany House Publishers
- (18) 14. *No Wonder They Call Him the Savior*, by Max Lucado, Multnomah Press
- (12) 15. *The Blessing*, by Gary Smalley and John Trent, Pocket Books
- (14) 16. *The Bondage Breaker*, by Neil Anderson, Harvest House Publishers
- (19) 17. *Mere Christianity*, by C.S. Lewis, Macmillan Publishing Co., Walker & Co.
- (13) 18. *Becoming a Woman of Excellence*, by Cynthia Heald, NavPress
- (11) 19. *Parenting Isn't for Cowards*, by James Dobson, Word Publishing
20. *No Time for Tears*, by June Masters Bacher, Harvest House Publishers

\*Last month's position  
 †includes sales of boxed sets

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

# THE BOOK SHELF

## Prophet

by Frank E. Peretti

Crossway Books, 1992

Reviewed by Harry Conay

One need not have the gift of prophecy to be able to predict that Frank E. Peretti's newest novel, *Prophet*, will soon become a runaway bestseller like his earlier novels, *This Present Darkness* and *Piercing the Darkness* (which are still on the Christian bestsellers list).

Compared to *This Present Darkness*, which possessed an epic sweep involving heavenly clashes of demons and angels, the present volume is much more down-to-earth. There is also much less dramatic tension. Television news anchor John Barrett's conduct is deliberate and dutiful (rather than dynamic and bold) as he investigates local abortion clinic deaths.

Confronting a liberal coalition of biased news media colleagues, unscrupulous politicians, and unethical doctors, Barrett and his allies never experience betrayals or setbacks severe enough to result in plot complications vital for true, nail-biting suspense.

John Barrett's behavior might also be considered strange by those readers who do not share Peretti's theological background. One does, for example, have to accept Barrett as a modern-day prophet who literally hears voices, receives messages, and sees visions from God (as had his murdered prophet-father before him). However, if one applies Coleridge's famous dictum regarding the requisite "willing suspension of disbelief," one should be able to accept Barrett's "quirky" behavior and enjoy the story.

Enjoyment aside, readers will be led to think about father/son relationships, abortion clinic practices, political campaign abuses, and media manipulation of the news. About the latter, Peretti has one character state, "Now the way we see it, we can't keep the news from getting out. But . . . we do have the power

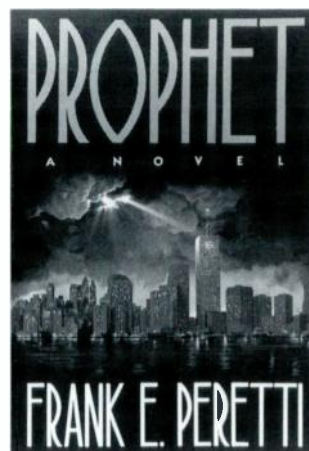
to control how it comes out, how it sounds, how it looks. We can take control of it and put it out our way first." Manipulation of television news is a major theme throughout.

Peretti's style is generally clean, uncluttered, fast-paced, and tedium-free. One vivid example is his depiction of television as, "chattering its nonstop clamorous message: buy, buy, have, use, indulge, forget, laugh, laugh, laugh at everything, care for nothing; look at this, look at that, now look at this, it's new, it's now, it's different, it's wild, it's naughty, you've never seen anything like it, don't miss it."

Brevity has its price, however, and Peretti is often inclined to tell us what his characters are like — often with a label attached (such as "radical feminist" or "pro-choice") — rather than permit us to perceive their essential natures for ourselves through the sum total of their interaction and dialogue. As a result, his characters tend to be rather one-dimensional.

Even so, I have to admit it's refreshing to see liberal, politically correct (but morally corrupt) characters vilified for a change. Too often in secular fiction the liberal is the hero and the conservative or fundamentalist Christian is the kook, the deranged killer, the greedy hypocrite, the child molester or — by virtue of being totally absent from any depiction of "normal" life — the invisible man. This, of course, is one virtue of Christian literature.

Most importantly, Frank E. Peretti's new book makes us realize there comes a time when each of us must face God's reality and that we must act accordingly. Therefore, while I have noted some flaws which may prevent *Prophet* from being hailed by the literati as truly "great" literature, in this instance less-than-great" is still pretty good, and Peretti's legions of fans will not be disappointed.



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

## Interview Insights

by Jonathan Petersen

Interviewing is an important skill for broadcasters to cultivate. In the book *The Craft of Interviewing* (Vintage Books, 1977), author John Brady says, "Interviewing is a craft and a profession; rarely a science, sometimes an art. . . . The most valuable and original contributions in journalism today are usually obtained in interviews. . . . Interviewing is travel, meeting all kinds of people, quenching curiosities."

Jackie Yockey, senior guest coordinator for CBN's *The 700 Club*, believes interviewing on the local level builds on-going contacts in the community — contacts which must be established if a station is to maintain an effective outreach.

"People bring new ideas and trends that should be discussed. It gives free publicity to the station in the community; it provides for personal development of the interviewer. A network of importance is shaped through interviewing, and you can increase your station's perceived value by promoting those whom you have already interviewed," says Yockey.

Molly Young, who works with Yockey as guest coordinator on *The 700 Club*, says a local interview format is simple to create, noting, "It only takes one person to produce it. That person should be on the prowl for good subjects all the time. Focus on seasons, trends, issues, topics — Christian, as well as secular. Explore all the angles; look for needs in the community, then find experts locally to interview. Use local news media as a source for interview topics."

Along with Christian books, magazines, and newspapers, use wire services as a resource. Track trends and events in the national press, and find a local angle to examine with a local personality or official.

To assist in building personal interviewing skills, Yockey suggests that broadcasters videotape themselves asking the questions, then critique what they see. "Are you asking the

right questions? Are your word-bridges subtle in moving from subject to subject? Is your body language relaxed?"

For television, Yockey advises interviewers to watch what they wear. "Never out-dress the message you are communicating," she says. She encourages interviewers to be mindful of their appearance; after all, television is a visual medium. She suggests asking a beautician for professional advice and then suggests following that advice. Also, she says to study other television interviewers and emulate their techniques.

The key to a good interview, according to Young, is to prepare for it. Write out all the pertinent questions, and work at getting to the meat of the issues being discussed. The interviewer should be confident of his or her questions, but also be flexible. "Be sure to conduct pre-interviews of your guests to get a feel for their animation, their knowledge, their comfort zones, their passion, and, of course, their views on Christianity," says Young.

Visit local Christian and secular bookstores to see what is new in trends and topics. Use local agencies, such as the chamber of commerce, tourism bureau, and city hall, to get tips on who to interview. "And don't forget to pray; ask God to give you ideas for interviews," adds Yockey.

Conclude each interview with the question, "Is there anything else you would like to say?" "More often than not, this question has given me the best information of the whole interview," says Young.

Write to 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, Grand Rapids, Mich. He was formerly the religion news editor of UPI Radio Network.**

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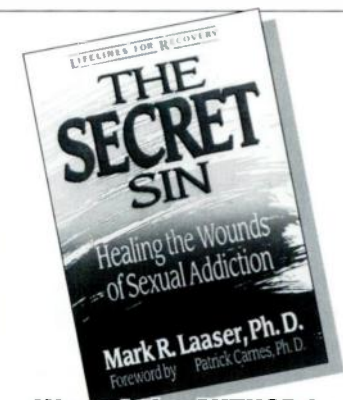
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Washington, DC 20044

*Jesus Christ, the Son of God and promised Messiah of the Old Testament said, "You shall know the truth, and the truth shall make you free. If the Son therefore shall make you free, you shall be free indeed."*

JOHN 8:32,36

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**AUTHOR AVAILABILITY:** Golden Valley, Minn., and by telephone.

**CONTACT:** Media Relations, 800-727-8004.

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# 1992



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### SAMPLE OF LISTINGS

#### RADIO STATIONS

**KDAZ 730 AM\***, Box 4338, Albuquerque, NM 87106, 505-884-7373; OWNER: Belarmino R Gonzales; PRES: B R Gonzales; SALES MGR: B R Gonzales; CHIEF ENG: Jim Hogg; CLASS: Commercial 1 kw-D, paid prgrms; FORMAT: religious fulltime

#### TELEVISION STATIONS

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

#### RADIO PROGRAM PRODUCERS

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

#### TV PROGRAM PRODUCERS

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

#### MUSIC PUBLISHERS/RECORD COS.

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

#### PRINT PUBLISHERS

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

#### AUDIO/VIDEO PRODUCTION

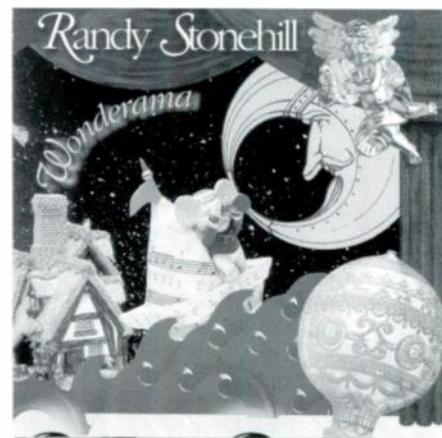
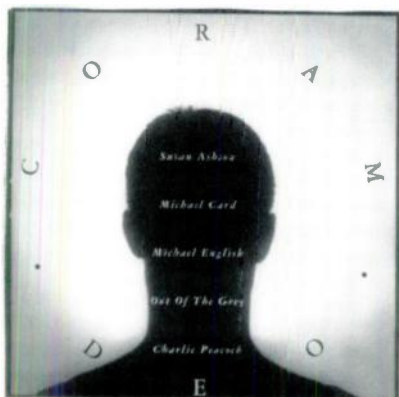
**ECHO Recordings**, 7 Quail Close, Barnwood, Gloucester GL4 7EY, England; Don G Feltham, DIR; Recording studio, program production, AV production, church sound consultants; equipment supplies, cassette production/duplication

#### EQUIPMENT/SUPPLIERS

**National Video Tape Co**, 2142 Rheem Dr, Bldg A, Pleaston, CA 94569, 414-846-1500; Jack Dixon, PRES; Herb Guinness, VP; Gary Singer, SLS; Manufacturers of blank video tape in all sizes



# MUSIC MATTERS



## Awe and Wonder

by Darlene A. Peterson

### CORAM DEO

produced by Charlie Peacock  
The Sparrow Corp.

"Coram Deo" means "in the presence of God," and this devotional recording is designed to help listeners reflect on what it means to be in God's presence. The music and lyrics are by Charlie Peacock, but he is joined by several other vocalists in performing them. Michael Card, Susan Ashton, Michael English, and Out of the Grey (Scott and Christine Denté) take their turns singing the songs, either alone or paired with one other artist.

It is this variety of voices that brings life and color to the simple but profound lyrics of *Coram Deo*. Each vocalist's voice is distinctly different, bringing a fresh sound and interpretation to each song. Although the musical settings tend to be quiet and contemplative, they are rich and textured, enlisting piano, acoustic guitar and bass, violin, harmonica, flute, soprano saxophone, recorder, and accordion.

The way the *Coram Deo* lyrics are presented in the packaging fits perfectly with the devotional character of the recording. Each song's lyrics are accompanied by one or more relevant scripture passages, an insightful commentary which ties the song and scripture together, and a brief prayer designed to help the reader/listener apply the truth to daily life. Such a format is an excellent way to encourage reflection on the message of each song. And each song is designed to help live life "Coram Deo."

### A FRIEND LIKE U by GEOFF MOORE AND THE DISTANCE

produced by Ron W. Griffin  
Forefront Communications Group, Inc.

In a time when teenagers (and the rest of us) are continually barraged by depressing news reports, and popular culture has embraced the emptiness of nihilism and hedonism, we need to hear messages like the ones in *A Friend Like U*.

Geoff Moore summarizes it well, "This recording is about hope, life, and friendship, between each other and between God and His people. My prayer is that these songs will encourage you and remind you of the limitless hope that Jesus brings to our lives, not only in good times but even in low times. . . ."

If I were to sum up the spirit of this recording in one word, it would be *encouragement*. The music reflects this theme perfectly; it is an upbeat, bouncy, inventive, and altogether fun pop sound. Bruce Carroll and Stephen Curtis Chapman join *The Distance* (Roscoe Meek, Greg Herrington, Gary Mullet, and Geof Barkley) for one song apiece — Carroll contributes on guitar, and Chapman sings a duet with Moore. Carroll and Chapman also join Moore in songwriting, as do Charlie Peacock, Roscoe Meek, and Phil Madeira.

My favorite song, "Good to Be Alive," best sums up what this recording is about. It starts out with a delightful sketch of the carefree days of an 8-year-old and a 15-year-old and moves on to a joyous chorus about how it's good to be alive. At first listen, it might sound corny or simplistic, but the last bit of the song shows the tremendous truth behind it all:

"Well I wonder what this day will see  
Will I find my dreams or stare in the  
face of tragedy  
Whatever may come  
Whatever may be  
Of this I am sure,  
I'm forgiven and free  
And I will live like I believe."

That last line poses a great challenge for all believers.

### WONDERAMA by RANDY STONEHILL

produced by Terry Taylor  
Myrrh

When I first saw the playful surreal collage on the packaging of this recording, I started to get excited. When I saw that Terry Taylor produced it and contributed to the songwriting, I got even more excited (I'm a DA fan). I hoped that a seasoned veteran like Randy Stonehill would really have the guts to try something inventive. And I wasn't one bit disappointed!

Witty, imaginative, and playful, *Wonderama* delighted me from the first moments I listened to it. Yet as fun as it is, it deftly weaves enough profundity and truth to keep it safely out of danger of being silly fluff. The closest familiar thing I can compare it to is the Beatles' *Sergeant Pepper* album — and that just in terms of the innovative sound and creative lyrics.

Better than anything I've yet seen, the lyrics show how Christians can and should be able to look at the world with an innocent, childlike wonder, while at the same time see right through the deceptions of the world and recognize evil and falseness for

CONTINUED ON PAGE 59

# TECHNICALLY SPEAKING

## Pioneer Enters New Market With Professional Audio Equipment

Pioneer Communications of America Inc. recently introduced its CAC-V3000 300 compact disc autochanger, marking this *consumer* audio product company's debut into the *professional* audio market.

The system features a double CD player design for seamless switching between discs. Up to 32 CAC-V3000 CD autochangers can be daisy-chained together, so as many as 9600 CDs can be on-line at one time.

Variable volume control provides smooth fade in/fade out, and the system can be run manually or pre-programmed for extensive playback. A variable speed playback feature gives the operator added control.

For more information, contact Pioneer Communications of America Inc., 600 East Crescent Ave., Upper Saddle River, NJ 07458-1827, or call (201) 327-6400.

## Shure Designs New Preamplifying Unit

Shure Brothers Inc., manufacturer of microphones and circuitry products, has introduced a newly designed preamplifier for the SM91 surface-mount condenser and SM98 miniature condenser microphones.

The new in-line preamplifier, ILP-1, has a tube-style design measuring 5 1/2 inches long by 13/16 inch wide, which allows it to be plugged directly into a three-pin XLR mixer or snake input. Other features of the ILP-1 include a 10 dB gain switch and a selectable flat or low-cut response. The low-cut position provides a 12 dB/octave rolloff below 80 Hz to minimize low frequency noise from wind, air conditioning units, and heater fans.

The ILP-1 can be powered by any 11- to 52-volt dc phantom supply from sound reinforcement, recording, or broadcast equipment. The change to the new preamplifier design has resulted in amended model numbers for the two microphones, now referred to as the SM91A and SM98A.

For more information, contact Shure

Brothers Inc., 222 Hartrey Ave., Evanston, IL 60202-3696, or call (800) 25-SHURE.

## First Hi8 Camera/Recorder Now Available For Video Production

A new 3 CCD camera/recorder, incorporating an integral Hi8 VCR, has been introduced by Toshiba. The TSC-100 is the industry's first all-in-one Hi8 camera/recorder and has been designed for electronic news gathering, as well as corporate and professional video production.

The compact camera/recorder weighs only 12.6 pounds due to its mag-



Toshiba TSC-100 Hi8 Camcorder

## Telex Adds Portable Wireless Mic Receiver To ProStar Product Line

Telex Communications Inc., manufacturer of professional audio, audio-visual, and communications equipment, has added a new portable wireless microphone receiver to its family of ProStar products. The compact ENG-1 is designed for use with most video cameras or camcorders.

The single channel receiver is available in one of four computer-selected frequencies. It includes both balanced and unbalanced outputs which interface with any audio system, as well as a squelch level control, audio level control, head-



Telex ENG-1 Wireless Receiver

nesium alloy body — approximately 20 percent less in weight than a conventional aluminum body.

The TSC-100 features standard genlock input, standard S-Video output, and 62 dB signal-to-noise ratio. At 14 watts, this camera/recorder offers the lowest power consumption available in this type of system. As a result, the TSC-100 can record for two hours on one battery and one tape.

The system has 380,000 effective pixels (413,000 total pixels) and 700-line horizontal resolution. A high-speed electronic shutter (1/2000 second) enables the operator to shoot fast-moving targets. Shutter speeds of 100, 250, 500, and 1000 secs are also possible.

For more information, contact Professional Video Systems Group of Toshiba America C.P. Inc., 1010 Johnson Drive, Buffalo Grove, IL 60089-6900, or call (708) 541-9400.

phone output, headphone level control, line output control, and power on/off switch. Other features include three LEDs which indicate low battery, carrier signal received, and audio overload; removable flexible molded VHF antenna; and removable belt clip.

The receiver can be powered for up to eight hours using a 9-volt alkaline battery or using by any filtered 8- to 24-volt dc source via the dc power input. For more information, contact Telex Communications Inc., 9600 Aldrich Ave. South, Minneapolis, MN 55420, or call (612) 884-4051.

### New Products?

If your company has recently introduced equipment which would be of interest to broadcasting professionals, please send information c/o:

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Manassas, VA 22110

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**KBIQ-FM/COLORADO SPRINGS, Colo.**, is seeking proven professionals in advertising sales for all-music contemporary Christian station. Send resume plus sales and salary history to Linda Tiernan, General Manager, KBIQ, c/o The Word In Music, 1465 Kelly Johnson Blvd., Ste. 202, Colorado Springs, CO 80920. EOE

**APPRENTICE ENGINEER** — Has studied radio electronics, interested in serving God, gaining experience with a top engineer, and will serve two years at missionary stations WBMJ & WIVV-AM in San Juan and Vieques Island, Puerto Rico. Housing and living expenses provided. Contact Box 367000, San Juan, PR 00936, (809) 724-2727, Fax (809) 722-5395.

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**VETERAN MANAGER** seeking career position in Christian broadcasting. I offer extensive TV operations, programming, and management experience. I am seeking a ministry with a desire for excellence and an uncompromising position of spreading the gospel through the media. Contact Harold Wheat, 722 Little Creek, Duncanville, TX 75116, (214) 780-7080.

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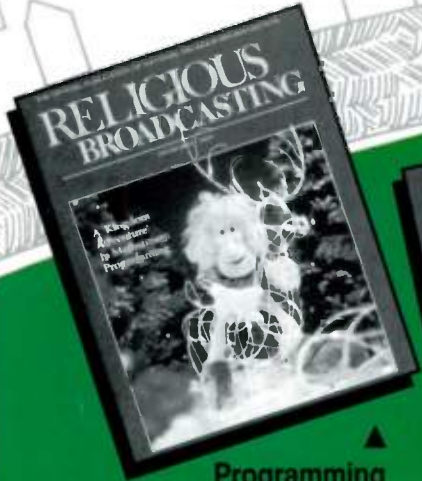
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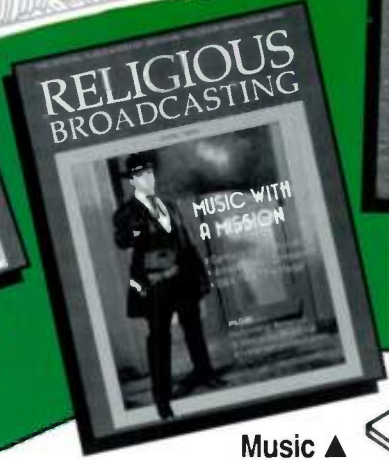
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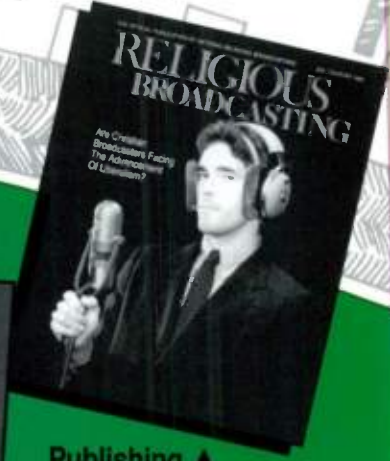
Programming ▲



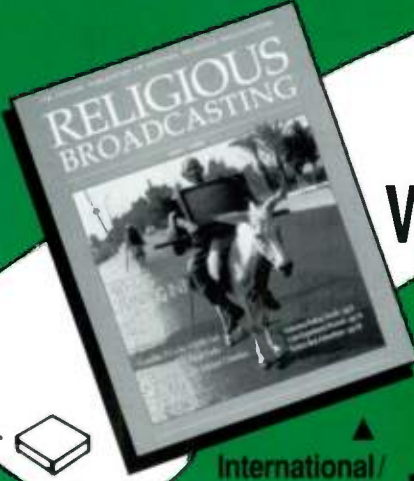
Music ▲

Radio ▶

Education/ Youth ▶



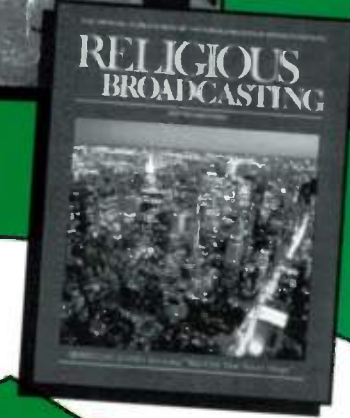
Publishing ▲



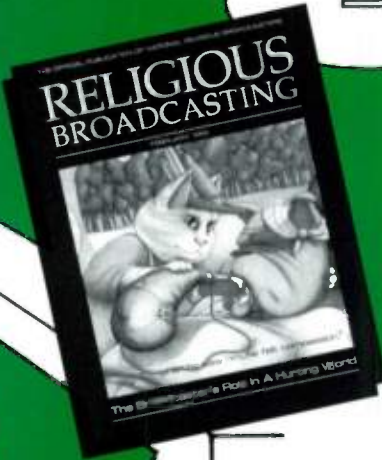
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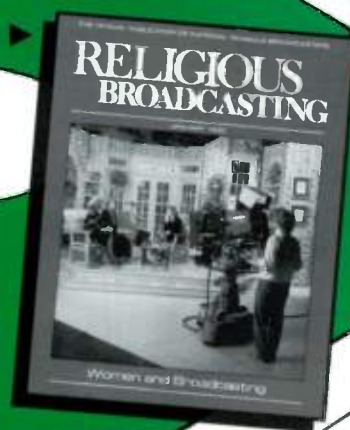
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## SIGNING ON CONTINUED FROM PAGE 3

with Israel's Prime Minister Shamir in Jerusalem. Again I sensed an openness to our viewpoints and concerns, as well as an awareness of how important American evangelicals are to Israel.

I am convinced we have been underestimating the power of Christian broadcasting to inform, persuade, and help set

## WASHINGTON WATCH CONTINUED FROM PAGE 8

prove license transfers and the power to prescribe quality standards for broadcast services. This holding is important because under the tax law, if the transferor of the franchise maintains some control over the franchise, the purchaser may deduct the franchise's cost over a period of years. The Tax Court's ruling could raise the value of

## PROGRAMMING ISSUES CONTINUED FROM PAGE 48

faithful blameless in using scriptural principles for fiscal management. They do not panic when finances are tight. They just deal with it in whatever way is needed without bending rules or making unprincipled concessions in order to rescue the bottom line. They simply do not compromise.

We can learn much from them and at the same time be encouraged to know that our concern over money is sometimes God's way of getting our attention. It is possible that God will allow funds to be withheld for specific purposes. Few other tools are more practical than money in helping shape Christian character and in providing direction for our ministries.

## MUSIC MATTERS CONTINUED FROM PAGE 55

what they are. Stonehill and Taylor highlight the tricky but feasible balance of being "in the world but not of the world" and being "as shrewd as snakes and as innocent as doves."

The music which accompanies these insightful lyrics fits perfectly. Rather than a more driving rock sound, Stonehill and Taylor use a lighter sound with more subtle, expressive nuances, and interesting musical effects.

To add to the fanciful mood, the recording is divided into segments like a play with two acts divided by a musical intermission, complete with a babble of voices chatting in the background. The bouncier songs are nicely balanced by

the agenda for the formation of public policy. It is time the Sixth Estate recognizes the influence we have and begins to use that influence to shape society in ways consistent with biblical revelation. If ever our world needed that plumb line, it is in this day of moral bankruptcy.

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

broadcast properties by as much as 10 percent, a tax analyst told *The Wall Street Journal*.

**Richard E. Wiley, a partner in the Washington, D.C., law firm of Wiley, Rein and 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.**

Yet there is so much more at stake than simply overcoming the monetary concerns of our ministries. We want people to believe the Gospel is valid and that our witness for Jesus Christ is more than just words. Secular-minded people, along with a lot of bruised saints, are waiting to be proved wrong when it comes to their suspicions about ministry and money.

So the way we deal with the money which funds our ministries is important because it gives us a prime opportunity to uphold the integrity of Gospel bearing and bring credibility to what we do in the name of Christ through Christian broadcasting.

**Todd Isberner is the owner of Share Media and is a marketing consultant for SkyLight Satellite Network in St. Paul, Minn. He also has produced and hosted over 130 sharathons.**

some beautiful, reflective songs without losing sight of the overall theme of wonder.

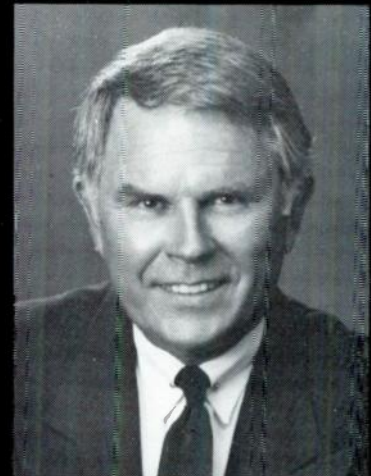
The first song, "Wonderama," introduces the theme and invites us in.

*Mr. Little in his paper boat  
Sails the painted sea  
Velvet curtains rise on cellophane skies  
And the tiny town scenery . . .*

*Welcome to the Wonderama  
Come inside  
Welcome to the Wonderama  
Keep your eyes open wide  
It's never far from view  
Hello, welcome to the Wonderama*

This is one invitation I'm glad I accepted!

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



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# LOOKING AHEAD

## 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.

## September 29 – October 1

*Magazine Week Seminars 92*; Washington, D.C. Information: Paige Sargent, (508) 650-1000.

## October 1-3

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

## October 6-9

*Rochester Institute of Technology Seminar, "How To Buy Printing"*; Technical and Educational Center of the Graphic Arts, Rochester, N.Y. Information: (716) 475-5000.

## 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 25 – November 1

*Luis Palau Evangelistic Crusade*; America West Arena, Phoenix, Ariz. Information: Mike Umlandt, (503) 643-6851.

## October 27-29

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

## November 18-22

*Luis Palau Evangelistic Crusade*; Panama City, Panama. Information: Mike Umlandt, (503) 643-6851.

## November 20-22

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

## December 1-3

*Magazine Week Seminars 92*; The San Francisco Hilton, San Francisco, Calif. Information: Paige Sargent, (508) 650-4648.

## December 14-18

*Image World International (Video Expo & The Camp Show)*; Orlando, Fla. Information: (800) 800-KIPI.

## December 27-31

*Chinese Mission 92, "Mobilizing the Force"*; The Grand Hyatt, Washington, D.C. Information: Ambassadors for Christ, (717) 687-8564.

## 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.

## April 19-22, 1993

*23rd General Assembly of The International Association of Broadcasting*; Las Vegas, Nevada. Information: Walt Wurfel, (202) 429-5350.

## May 6-8, 1993

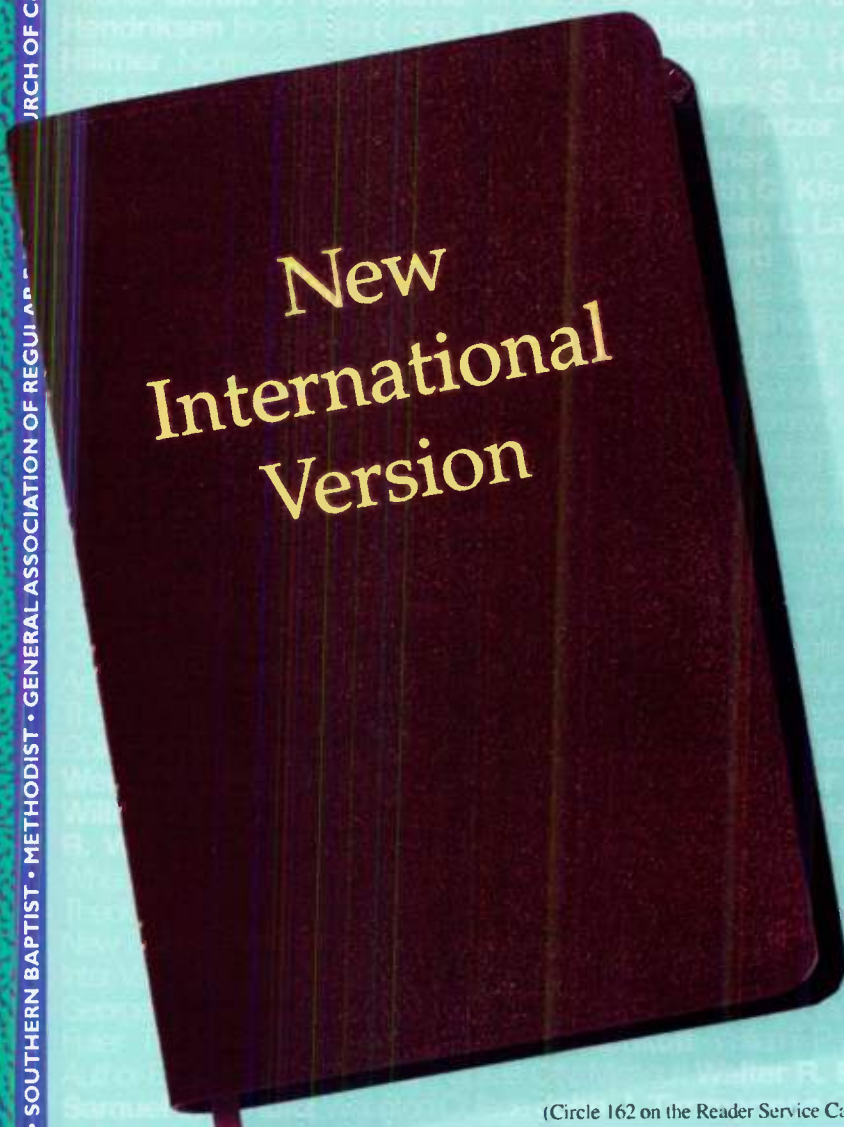
*World By 2000* (international radio evangelism seminar); Atlanta, Ga. Information: John Yakligian, (310) 947-4651.

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 Continental 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, seminar, conference, or convention which would be of interest to religious broadcasters or related professionals, *Religious Broadcasting* would like to include it in Looking Ahead. Please send the information at least three months prior to the event c/o:

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