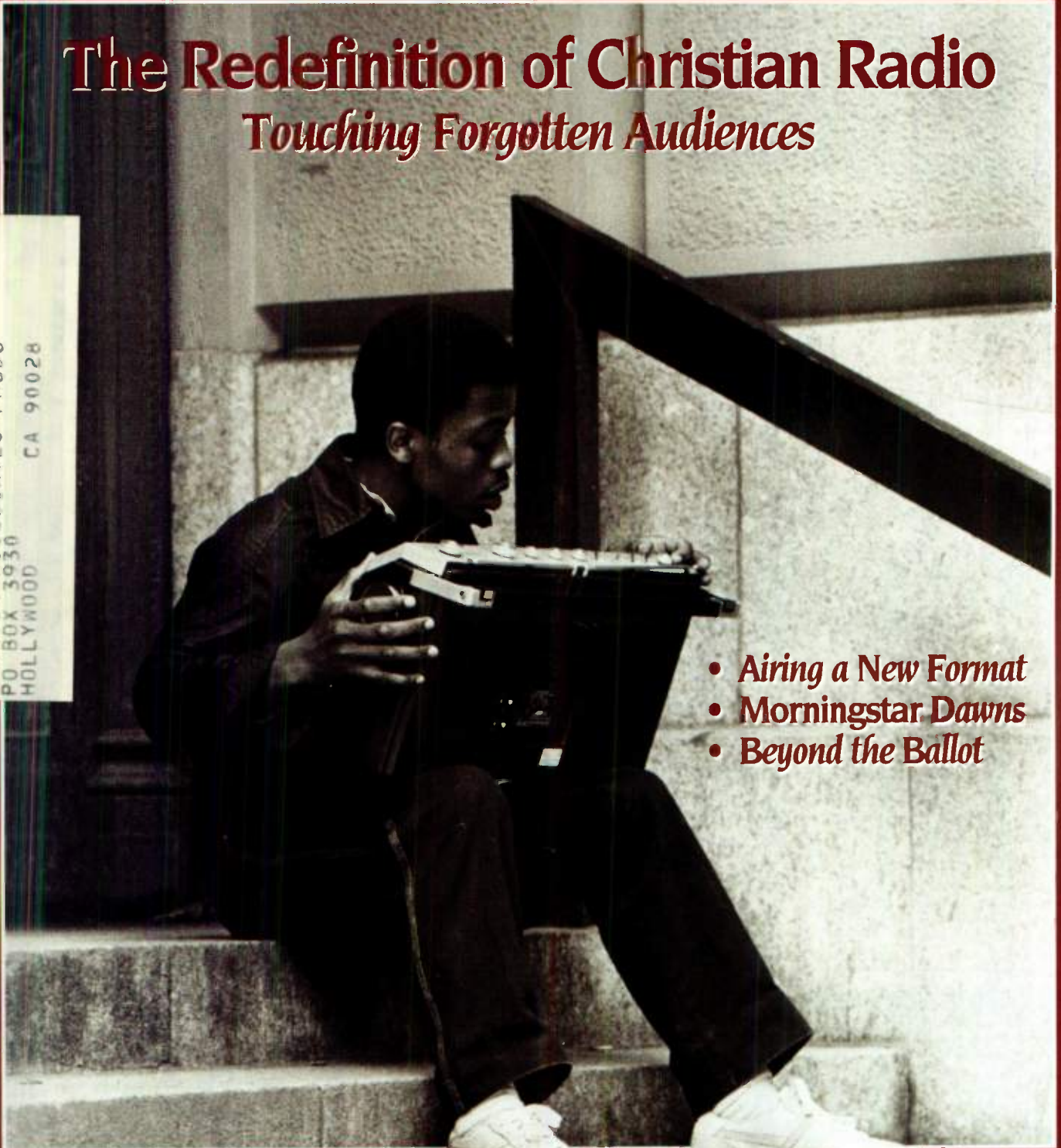


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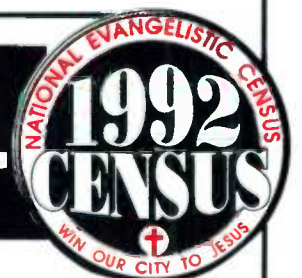
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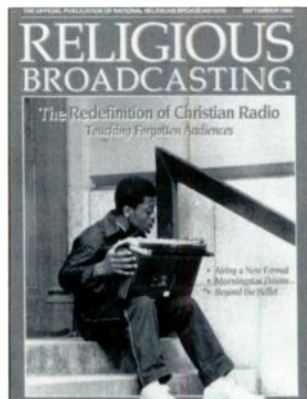
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Worldwide Challenge, Orlando, Fla.



**THE REDEFINITION OF  
CHRISTIAN RADIO —  
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I believe one of the most pressing needs Christian broadcasters have today is a new way of identifying and reaching audiences with the gospel. All of us are familiar with *demographic* characteristics such as age, gender, education, marriage, number of children, and income. These are variables we find useful in defining audiences.

For example, we know adults under the age of 35 are the main listeners of radio stations formatted with contemporary Christian music while those over 35 prefer middle-of-the-road Christian music and those over 50 are the main listeners to ministry programs. We also know from research women compose a disproportionate share of 60 percent or more of most Christian radio and television audiences.

Education and income are highly correlated in all audiences and most Christian audiences are about at the national average or slightly lower. Recent studies indicate becoming parents may have a profound effect on moving a whole range of attitudes toward the conservative perspective.

But looking at averages can be deceptive. An average gives at best a general idea of the audience. If the average for an audience is 45 years there are many younger and many older listeners in that audience. Some will be in their twenties and others in their sixties. We need to remember in every audience there is a tremendous variety of listeners or viewers.

While demographics are very useful in many ways in understanding audiences, they are inadequate. Clearly there are other useful ways of grouping audiences. In the '60s, marketing researchers began to define audiences by what they called *psycho graphics* or *life-style* variables. These were measures of the ways people spend discretionary income and time. Such behavior reveals the deeper values motivating us. The idea is the way we spend our money and time is highly correlated with what we really care about in life.

Psycho graphics have been very useful in targeting some audiences. For example, before he launched *Playboy* magazine, Hugh Hefner commissioned one of the first psycho graphic studies. It revealed some men saw sex as essentially a form of recreation and women as sex objects. The success of the Playboy empire is evidence Hefner saw the moral rot creeping into American society and turned it into a business.

We can learn something from psycho graphics. The Bible says, "As a man thinks in his heart, so is he [Proverbs 23:7]." Values are revealed by our behavior. But as Christians we know there is much more to man than behavior. We have a spiritual dimension to our lives that transcends behavior. It is the spiritual part of man we as Christian broadcasters must be concerned about. We need better measures for determining the spiritual-felt needs of our audiences. Some years ago, I began calling these spiritual characteristics *spirographics*. They are the critical variables telling us where a person is with God and what his needs are.

Jesus was very effective in seeing beyond the immediate appearance of a person to his spirit. The Samaritan woman reacted initially to the outward ethnic differences between them. But Jesus saw that even though she had access to water, she was herself consumed by a spiritual thirst caused by the rejection of five successive husbands.



## Seeing The Spiritual Needs Of An Audience

by David Clark

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# TUNING IN

Even though it's the ninth month on the Julian Calendar, September is often an annual time of new beginnings in our society. This phenomenon is likely attributed to the fact that the vast majority of learning institutions across the country begin their new school years during this month.

In non-educational settings, September usually signifies the end of summer and employee vacations. Corporations often consider September to be a "jumping off" point for the coming year. Here at National Religious Broadcasters (NRB), things are similar, with this month signifying increased activity regarding the upcoming national convention.

For *Religious Broadcasting* magazine, September 1992 truly represents a new beginning. This month's issue is the first published from NRB's new home in Manassas, Va., 30 miles west of Washington, D.C. It is also the initial edition produced by the magazine's "new" editorial team.

Due to this summer's relocation, NRB lost two-thirds of its headquarters staff — people who were simply unable to make the move with the organization. Thus, I am using this month's "Tuning In" to express in writing my appreciation for the *Religious Broadcasting* staff members who remained in New Jersey and to introduce those who now appear on the periodical's mast. First the "thank yous," which go to Susan Kubick, Edda Stefanic, Donald Peterson, and Kristen Morris.

Together, Susan and Edda spent more than 25 years with NRB. Through the years, Susan served as both an editorial and production assistant, while Edda was *Religious Broadcasting's* advertising assistant. Susan and Edda's dedication to their respective responsibilities helped shape this publication. In addition, their commitment made my job as editor far easier.

Although Don and Kristen served relatively short stints with NRB, both have left significant marks on the magazine. During Don's 22 months as associate editor, *Religious Broadcasting's* feature articles reached a new plateau in editorial quality. The same can be said for the departments which Kristen carefully nurtured during her year as assistant editor. Thanks, folks, you did quite a job.

## September Issue Marks Point of New Beginning

.....  
by Ron Kopczick

where she served as editor of the school's yearbook for three semesters. A native of Vicksburg, Mich., Elizabeth is a former Evangelical Press Association scholarship recipient and served her internship with the award-winning *Vital Christianity* magazine, which is published by the Church of God (Anderson).

Sarah, from Colonial Heights, Va., received her communications degree from Evangel College in Springfield, Mo., after transferring from Toccoa Falls (Ga.) College. During her senior year, she was the managing editor of *The Lance*, Evangel's weekly student newspaper. Sarah interned with both *Springfield! Magazine* and *The Progress-Index* of Petersburg, Va.

In her position of advertising assistant, Liz offers in-house support to *Religious Broadcasting's* advertising manager Dick Reynolds. Liz, who is also serving as the NRB publications department secretary, resides in Centreville, Va., with her husband and three children. She has worked for Developers Mortgage Corporation, Roberts & Lloyd, Inc., and the County of Fairfax.

I believe God has indeed been faithful in answering our request for staff members who not only have the abilities to perform the tasks at hand, but also have a heart for ministry. This is extremely important for a Christian service organization like NRB.

If you have any suggestions, questions, comments, or contributions to make regarding any portion of *Religious Broadcasting*, feel free to contact us. That's what we're here for. And by the way, thanks for being a part of our new beginning.

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

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# READERS' FORUM

## Mideast Reached By TV

**Dear Editor:**

I have read Abu Wasiim's article ("Is satellite TV a Key to Reaching the Arab world?", May 1992) and I commend his desire and vision to reach the Arab world via television.

I just wanted to ask if you are aware that since 1982 the Christian Broadcasting Network (CBN) headed by Pat Robertson has a television station in south Lebanon and has been broadcasting the gospel to Egypt, Syria, Lebanon, Israel, Jordan, and Cypress.

CBN has *The 700 Club* in English with Arab sub-titles and also the *Good News Program* in Arabic airing three times a week, which I host and have done so for the past ten years.

According to our mail count, there are over 5 million people who turn on the show every week, with 90 percent of them Muslim. The results have been very encouraging. About 80 percent of those who write us indicate they have accepted Jesus and ask for Bibles in Arabic.

The signal has not been able to reach the Persian Gulf area yet, but we hope this too will come to pass with the satellite as suggested by Wasiim in his article.

**Elias Malki**  
*Good News Program*  
Ontario, Calif.

## Non-Traditional Support

**Dear Editor:**

I just finished reading the June issue of your magazine. However, when I read the Readers' Forum section, I felt like screaming. I've never written before, but the letter from my fellow broadcasters in Denver, Colo., and Milwaukee, Wis., inspired me.

The letter "Breaking With 'The Norm'" took issue with Jesus People USA's non-traditional approach to music ministry. The letter "Cowboys & Poster Children" took more issue with Carmen and the Rez Band. II Corinthians 6:17 does indeed admonish the believer to "come out from among them," but stops short of telling us to ignore their problems and needs.

You can't take "three-piece suit theology" and expect to win those living on the streets. Many of these people will not listen to anyone not from their own ranks. All

through our Christian history, non-traditional preachers and musicians have rocked the "traditional church" and its leaders. Martin Luther chose the beer hall songs of the day, re-wrote them, and sang them to the unbelievers for the purpose of evangelism.

It's time we came out from within these four walls commonly called the Church and *become* the Church we truly are. Jesus ministered to the people at their level — He didn't expect them to come to Him.

The next time you think grass-roots evangelism isn't preaching the true gospel or discipling the new converts, just ask the follow-up teams Carmen leaves behind in every city he goes to. Maybe you'll learn something you never knew before — love for people.

**Les D. Crone**  
WNDA-FM  
Huntsville, Ala.

## Compliment On April Issue

**Dear Editor:**

I simply want to compliment you belatedly on the April issue of *Religious Broadcasting*. The content was the best of any issue I can recall. David Aikman's column ("American Reform: Inspiring A Nation To Change") had some great insights the whole church needs to understand.

But as an old-timer, I especially appreciated all the material on music. It went a long way toward sorting out things I had previously not comprehended very well. One of these days, you might want to take on the whole "infotainment" issue, which now has significant manifestations throughout the evangelical community.

**David E. Kucharsky**  
*Christian Herald*  
Chappaqua, N.Y.

## Music Has No Morality

**Dear Editor:**

I am compelled to write in response to a June letter to the editor, "Breaking With 'The Norm'," which addressed an article in the April issue, "Reaching Out: The Music Ministries of Jesus People USA." I am disappointed in the willingness of some in the Christian community to wage war on

rock, metal, and rap.

Why all the confusion about music? Simply, a song consists of two distinct components: music and lyrics. Music is nothing more than the medium on which the lyrics may move. It has no morality because it cannot reflect biblical or anti-biblical values. Its power lies in its intense emotional appeal and ability to help alter one's emotional appeal and state of being.

One of the assaults repeatedly used involves defining certain styles of music as being "rebellious music." Because of the greater intensity of these music styles, the emotions expressed are generally more passionate in nature.

Music is an expression of emotion, such as frustration, love, anger, joy, and grief. Could it be rock, metal, and rap reflect a deeper problem with emotional expression within Christianity? Or does it show inability to separate some aspects of culture from spirituality?

The crux of the matter is this: Christians need to love one another. While we fuss and argue, Satan is making great inroads. Jesus was concerned with this. In John 17, He said, "I do not pray that You should take them out of the world, but that You should keep them from the evil one" [verses 15-16].

**John F. Case Jr.**  
WAKW-FM  
Cincinnati, Ohio

**Please Address  
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Rules recently proposed or adopted by the Federal Communications Commission (FCC) continue the commission's ongoing effort to improve television broadcasters' financial status by permitting greater consolidation in the television industry. The changes are prompted by the FCC's recognition that the old rules may no longer serve their purposes of promoting diversity and fostering healthy competition.

## Easing Ownership Restrictions

Following up on its recent relaxation of the radio ownership rules the agency has decided to raise the ownership caps as well as other ownership restrictions imposed on television licensees. But unlike the pattern it established in the radio ownership, the commission avoided making specific recommendations at this stage as to the appropriate number of television stations an

avoids giving opponents a single ownership scheme to criticize. Under the current television rule, owners are limited to 12 stations nationwide (plus two additional stations if minority-owned), reaching no more than 25 percent of total television households.

Commenters were asked to discuss the merits of increasing the national cap to 20 or 24 stations while increasing the audience reach limit to 35 percent, increasing the national cap to 18 stations with an audience reach limit of 30 percent, or eliminating the numerical cap, but retaining the current audience reach limit of 25 percent.

In addition, the television ownership rulemaking proposals include:

- **Changing the contour-overlap, or 'duopoly' rule**, which now prohibits owners from holding interests in stations with overlapping Grade B contours. The agency is considering substituting the Grade A contour as the limitation, thereby shrinking the geographic distance between commonly owned stations. The commission also sought comment on permitting common ownership of two stations in the same market, as long as the combination includes at least one UHF station and six other independently owned stations remain in the market.

- **Eliminating the radio-television, or one-to-a-market rule**, which bars ownership of a radio and a television station serving substantially the same market. Two alternatives are either outright elimination of the ban or relaxation to permit ownership of up to one AM, one FM, and one television station per market.

- **Changing or eliminating the dual network rule**, which prohibits stations from affiliating with a network entity that operates more than one programming network if the networks operate simultaneously and serve substantially overlapping geographic areas. Adopted in 1941, the rule was aimed at NBC, which then operated both the "red" and the "blue" radio networks. But given the new sources of multichannel competition, the agency is considering whether easing or eliminating the ban would help television broadcasters compete on a more equal footing in today's video marketplace.

## Cross-Ownership Ban Lifted

The commission also recently modified its old rule prohibiting common



ownership of broadcast networks and cable systems. The ban was adopted in 1970 to curb television network dominance of the video marketplace and to foster the growth of cable as an alternative to broadcast television. Because network dominance has waned and the cable industry is now a robust competitor, the FCC decided to permit network-cable cross-ownership.

Under the new rule, networks may acquire cable systems as long as the systems do not serve more than 10 percent of homes passed by cable nationwide or 50 percent of the homes passed by cable within a local market. The local limit will not apply in cases where the network-owned cable system is a competing system.

The agency disappointed some broadcasters by not adopting specific measures for controlling potential anti-competitive activity by network-owned systems. However, if the abuses occur, the commission indicated that it would develop a system for resolving local broadcasters' complaints of competitive harm.

Based on the rationale that the video marketplace has undergone significant changes, the FCC also has recommended the prohibition on broadcast-cable cross-ownership be lifted. But because that restriction is codified in federal statutes, Congress must act to eliminate the broadcast-cable ban.

**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.

## Commission Revises Policy On Television Ownership

by Richard E. Wiley

individual entity may own. Instead, the FCC asked interested parties to comment on a variety of proposals.

The new radio ownership caps have attracted so much criticism from both Capitol Hill and segments of the radio industry that observers expect the agency to scale them back. Originally, the commission more than doubled the number of radio licenses an owner could hold nationwide, to 30 AM and 30 FM.

It also set up a sliding scale of local caps based on overall market size and combined audience share. For example, in the largest markets the new rules permit a single licensee to own up to three AM and three FM stations in the same market, as long as the stations' combined audience share as measured by Arbitron does not exceed 25 percent.

By offering a range of station caps for discussion, the FCC's television proposal

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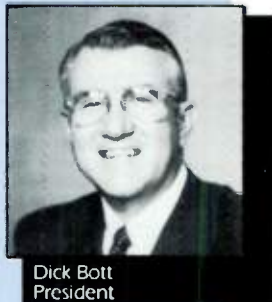
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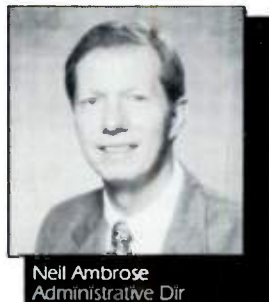
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# Are We Doing Great Radio Yet?

by Bruce C. Maduri

In this day of modern technology, radio broadcasters face a myriad of challenges and concerns, from AM interference and format fragmentation to LMA's, competitive signals, and duopoly. The Christian radio industry is certainly not insulated from these potential problems. However, as a unique part of the industry, Christian radio also faces a set of problems no other format can share.

A particular focus of concern is the reduction in the length of programs offered to radio stations by producers. In the opinion of many in the industry, this process

---

*Christian broadcasters must produce stations that are on the pulse of the community.*

---

enables broadcasters to insert news, features, or commercials which in turn will generate more dollars. On the surface, this seems to be a sound idea.

Another concern for broadcasters has been the exclusivity issue, which gives both programmers and radio operators the opportunity to build a great audience. It also has the potential, due to the lack of duplication in each market, to generate specialty formats within the universe of Christian radio as is seen in secular radio. Again, this seems to be a good idea on the surface. But Christian broadcasters must face the possibility that the gospel can most effectively be spread through the use of as many outlets as possible.

## **Difficult Questions, Important Decisions**

In spite of their importance, however, these concerns are only symptoms of the real root problem confronting every Chris-

---

tian broadcaster in America, each of whom faces a difficult question: Are we doing great radio? Are we doing radio that will inspire a listener to allocate time in his busy schedule to spend with our station?

As they strive to answer this question affirmatively, program directors must be certain that everything airing on their stations is targeted toward the demographic area they are attempting to reach. The type of music chosen should be a complement to the teaching programs offered by the sta-

tion, in order to retain an audience for all of its programming.

In nearly every case when stations attempt to ride the fence and run a younger music format combined with an older teaching format, the result is audience disillusionment. Complaints pour in about programs from the targeted music audience, while program fans complain about music selections.

Such dissatisfaction creates several problems. The programs do not receive the



Photo/artwork courtesy of Life Issues Institute.

desired response, and the station does not gain the music audience it needs in order to give advertisers the response they demand. This is a problem that has plagued the industry for years. Is this great radio? The answer is an emphatic no!

### **We Are Here!**

Great radio also consists of creative outside and in-house promotion. Many Christian radio broadcasters do not see the benefit in taking the risk of promoting their stations. Outside promotion can be prohibitive in expense and time; nevertheless, as fragmentation continues, those stations that want success will likely see the benefits of outside promotion.

Outside promotion is a must in order to alert the market to a station's existence. Radio is increasingly becoming an "in the car" medium. The commute time necessary for most business people and the consider-

---

*Producers will have to deliver a product that is as competitive as it has ever been in order to keep up with the variety of well-produced formats.*

---

able time most parents spend in school car pools, shopping, and entertainment activities confirms the time spent listening to radio in the automobile.

By and large, most teaching programs are heard in the home, but I believe that many new listeners can first be reached while they are in their cars. This can be accomplished through an outdoor billboard campaign, as a strategically placed billboard can be purchased at a surprisingly affordable price.

Other forms of outside promotion in-

clude television barter and direct mail advertising. Whatever the form chosen, targeted advertising to a specific demographic area can give a station solid exposure. In all, the outside promotion can attract an audience and positively motivate your staff as they sense pride in the organization. This type of promotion may be elementary to some; however, many in our industry are not practicing what is a must for great radio stations.

In-house promotion is also necessary to achieve successful results. Broadcasters and program producers must not ignore the opportunity to inform their audiences about all the events offered by a station. Broadcasters charge advertisers to publicize their message, yet they do not use the available unsold time wisely to promote their own message. Cross promotion, when used properly, can generate longer listening time and enthusiasm for what is being offered by the station. Each month, for instance, \$10,000 of a station's airtime inventory could be sold to the station itself, "giving" the station's promotional budget an "extra" \$120,000 that can help bring positive results.

### **Tough Competition**

Both outside and in-house promotion can entice people to sample a station. All the promotion in the world will not, however, bring regular listeners to a station. To achieve this end, the station must offer something worth listening to. Unfortunately, in many cases, Christian broadcasters have not cleaned up their programming to the point that it competes with secular radio.

The biggest competitors to Christian radio stations, in most markets, are the news talk stations. The question Christian broadcasters must ask is whether or not their stations compete strongly with their greatest competitors.

Again, broadcasters must go back to

the issue of program length. The goal for both broadcaster and program producer is quite simply to get results. The programmer needs results in the form of donors to attain financial stability. The broadcaster needs results in the form of a large audience, with the same ultimate goal of achieving financial stability. Mixing money and ministry is what has intrigued this industry from its inception. In order to profit in both areas, we must do great radio.

Due in large part to the economy, bad publicity, and non-prudent financial concerns among a number of ministries, both the audience and donor base have, in recent years, decreased for a vast majority of stations and program producers. Even the most respected and honorable ministries have

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*This decade may just bring us to the realization of what it really takes to make a radio ministry very successful.*

---

been questioned. Yet if ministries are meeting the spiritual and physical needs of listeners and producing great radio, they will overcome the indiscretions of a few. Equally important, Christian broadcasters must produce stations that are on the pulse of the community.

This entails covering local news events, investigating public opinion, interviewing, and producing editorials on moral issues. The most successful broadcasters and program producers will be those who are totally committed to this kind of radio. Even broadcasters who are buying first class competitive facilities will still need to program as well as their secular counterparts in order to

**CONTINUED ON PAGE 12**

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## ARE WE . . .

CONTINUED FROM PAGE 11

compete, although the other stations will often have the signal strength advantage.

### Full-time Opportunity

For program producers this is an exciting time. Radio station prices have come down to a level where religious broadcasters can realistically look at owning competitive signals in major or medium markets. But producers will have to deliver a product that is as competitive as it has ever been to keep up with the variety of well-produced formats.

This may mean an entirely new approach to Christian radio programs. Currently, the industry has too many "part-time" ministries in radio, producing a daily or weekly quarter-hour or half-hour program, throwing it on a number of stations and expecting big results. In most cases, these producers come away disappointed.

The future programmer must look at radio as a full-time opportunity. The industry will see radio pastors, people who will decide that the vision for their ministry will be to minister to literally millions through radio. We are beginning to see this on a small scale now. This will mean a full-time production of a daily two-to-three-hour program that is researched thoroughly and possibly dramatic or debate-oriented in content. These types of programs will not be church on the radio, but communication sources creatively produced to bring a simple message to a dying world.

Imagine a daily two-hour program with a dynamic communicator who creatively keeps listeners updated on the issues of the world by informing them through interviews, remote location broadcasts, newsletters, books, music, drama, and two-way talk. There could be light-hearted three-to five-minute pre-produced bits with the goal of informing people in the areas of stress, health, family matters, business decisions, etc.

Great programming will bring a great audience, which will result in a viable commercial sales opportunity for stations. Only then will the stations produce a large enough audience to warrant a serious look by media buyers at the possibility of using Christian radio as an advertising vehicle. The questions of exclusivity and program length will be answered and ministry will then mix well with money. Programs will not depend as heavily on donor support

and radio operators will not depend so heavily on purchased times.

This decade may just bring us to the realization of what it really takes to make a radio ministry very successful. It will, however, take sacrifice and the vision of com-

mitted people to make the '90s a decade where radio truly changes the world.

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**Bruce Maduri is president and chief executive officer of Genesis Communications, which owns WNIV-AM in Atlanta, Ga., and WLQY-AM in Miami, Fla.**

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# Attracting the Non-listeners

by J. Thomas Bisset

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**N**o matter how it is packaged, the Christian message with its call to repentance for sin and confession of faith in Jesus Christ is one that is not readily accepted by non-believers. If we present this message clearly and definitively, a natural process of elimination occurs when people's fingers are resting on the seek button of their radios. Simply put, Christian radio cannot readily recruit new listeners among people who choose not to listen to Christian radio.

What Christian radio can do, however, is attract a sizeable number of church-going, non-evangelicals who do not object to the Christian message itself. These people are not listening now because Christian radio is tilted too far away from them in terms of content and style. They can't relate to it. To attract these potential new listeners, Christian radio must offer them an acceptable environment of integrity, professionalism, and realism.

**Integrity:** Ethical, financial, intellectual, and spiritual. We must be honest and open, driven by ministry, not money or power. Let us settle this issue once and for all so we can get on with the task of making the Good News truly public by means of radio. Our need is for capable people who can connect with invisible seekers. Let us flee glib answers and religious rhetoric, old or new. Our programming in both music and teaching must be utterly honest about life and utterly faithful to the Word of God.

**Professionalism:** In one sense, this is also an issue of integrity, of doing our work carefully and not sloppily, of being professionals and not amateurs both on and off

the air. When full-time Christian radio got going in earnest during the early '60s, we knew what to do but not how to do it. Today, we have the know-how, the resources, and the people to do it right. If we cannot or will not do it right, then we should not do it at all. Let there be no more excuses. If we are going to broaden our listening appeal, Christian radio must provide the stylistic, technical, and professional excellence modern radio listeners require.

**Realism:** Christian radio must offer itself as a viable listening alternative in the form of real radio. Our formats must obey the fundamental rules of radio, providing all the basic services of radio broadcasting along with our ministry programs and music. Our listeners must hear news, weather, time, and traffic in a timely, professional way. Where we are explicitly counter-cultural in our faith message, our thoughts must be honest, cogent, aware. We must understand our listeners and their needs and address them as best we can. Our viewpoint must be sensible, our approach grounded in an actual, factual understanding of life as it is.

If we meet these challenges, we will begin to attract church-going listeners from beyond our evangelical perimeters. They are there — the curious, hungry, and hurting, the disillusioned, disaffected, and disgusted. Those who have it together (if they exist at all) are out there, too. All of them can be brought to the place where they have a clear, definitive understanding of what it means to be a Christian.

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**Tom Bisset is the general manager of WRBS-FM in Baltimore, Md.**

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*New Jersey station builds new format around information and inspiration*

# *The Winds Of Change*



*WAWZ General Manager S. Rea Crawford sits at master control during a recent Share-A-Thon fundraiser.*

*by Rick Brancadora*

**W**hat do New York City and Zarephath, N.J., have in common? A 50,000-watt, commercial-free, Christian radio station that's keeping people in the tri-state area of New York, New Jersey, and Pennsylvania informed and inspired. In the nation's largest broadcast market, with more than 24 million people, WAWZ-FM/Zarephath proudly operates from its broadcast headquarters a mere 32 miles from the Big Apple. Zarephath, named after the biblical account, is a community of less than 200.

## **A History of Service**

WAWZ, the flagship of the Pillar of

Fire Radio Network, has served the New York/New Jersey/Pennsylvania area for 61 years and is part of the oldest Christian radio network in the world. Previously, the WAWZ format had featured morning "pulpit messages" and older formatted half-hour blocks, a format which served WAWZ and its audience well until the station began reviewing the demographics of the audience it aspired to serve.

The review demonstrated that the majority of WAWZ's listeners were between the ages of 25 and 54 and were members of the "commuter marketplace," interested primarily in information and inspiration. The review showed

that this audience was not served well by the pulpit message format, which was better suited to older listeners who could hear the programs in their homes.

As a result, WAWZ began to make a subtle, professional transition to a new "Christian light" format. The change began with the addition of light music to the morning programs. At the beginning of the format-change period, the music served as a complement to the Bible dialogue programs already in place; gradually, as the change neared completion, the programs were phased out.

"The secret to WAWZ's success is the Lord Jesus Christ," says general manager S. Rea Crawford. "Because we



serve the Living God, He clearly has led us to where He wants us to be." Crawford also believes that interpersonal relations with churches and ministries are the backbone of Christian broadcasting.

### Information, Entertainment, and Service

The commuter morning program "Music Along the Way" features Christian Light Music, with an adult contemporary sound, including Steven Curtis Chapman, Billy and Sarah Gaines, Morgan Cryar, and many others, interspersed with WAWZ Headline Sports and Express Traffic for the entire New York/New Jersey area.

WAWZ has become known for its "Fellowship Partner of the Week" campaign, providing churches the opportunity to stand as the highlighted ministry for a full week, with hourly promos, and a 90-second broadcast window to detail some of the ministries they feature. Crawford said the results have been rewarding.

"We are able to help the local church network with hundreds of others and share creative and unique ministry applications. The campaign also assists the pastor to 'lock in' members of the congregation to 99.1 FM and thereby build a growing listener constituency. Response from tri-state area churches has been rewarding," Crawford adds.

WAWZ is a Moody Broadcasting Network affiliate and carries "Open Line." Other important ministry programs include *Focus on the Family* with James Dobson, Charles Stanley, Chuck Swindoll, The Minirth-Meyer Clinic, and many others.

WAWZ has enjoyed a sterling reputation in the region because it has consistently put God's Word first. "As a listener, I enjoy the good programming without commercial clutter," says Harvey Kelley, a local Baptist minister.

The non-directional FM station addresses the needs of all ADI's, including Saturday Morning Kid Praise, Prison Fellowship's *Breakpoint with Chuck Colson*, *Saturday Night Alive* with Ron Hutchcraft, plus a variety of other "people programs."

### The Nuts and Bolts of Success

Allen Lewis Lewicki, director of operations, notes that consistently good programming, coupled with pro-active public relations to church and para-church organizations, has been a prime

factor in the significant growth at WAWZ. "Our management team works together to come up with programming that will impact people in this vast metropolitan area, and we are constantly reviewing the effectiveness of each ministry represented on WAWZ," Lewicki notes.

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*We are simply being  
good stewards  
of the Lord's  
resources, and  
He is blessing us.*

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Fundraising is an essential part of the station's annual schedule. "As a commercial-free station, we must

conduct twice-yearly Share-a-Thons; we call them Concerts of Thanks-giving," explains Crawford. "Based on the spring fundraiser, I'd say the new programming assets program director Rick Brancadora and operations director Allen Lewicki have instituted have made the difference."

Programming and technology work together. That is why, in addition to the format change, the station recently underwent major technological advances, with two new broadcast audio production and control main boards, new audio processing equipment, and a new QEI transmitter. Chief engineer Ron Habegger and director of engineering Elmer Smith recently renovated the entire facility. "WAWZ represents

**CONTINUED ON PAGE 17**



WAWZ general manager S. Rea Crawford and chief engineer Ron Habegger inspect the 23 gigahertz stl atop the station's studios.

# NRB Midwest Conference

*Getting a Handle on the Technological Explosion*

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*Fellowship for all, and all are welcome to fellowship*

**THE WINDS . . .**  
CONTINUED FROM PAGE 15

Christian radio history on the cutting edge of the 21st century, and that excites me," says Crawford.

Promotions also play an important role at WAWZ. The station recently developed premium giveaways at the Jersey Shore, a promotion known as Seabreeze '92. In addition to the gifts, WAWZ also helped promote major concerts at the Shore's famous Ocean Grove Auditorium. These events, Crawford notes, propelled WAWZ into the public eye.

*WAWZ represents  
Christian radio history  
on the cutting edge of  
the 21st century.*

"WAWZ Policy and Planning is structuring a seasonal promotions strategy that our listeners really enjoy being a part of. In essence, it opens the station to the public, and allows them to be a part of it, rather than just a listener," Crawford adds.

Additionally, a staff member reports on important Feast Day events from Israel in the fall, and this year, in cooperation with Manhattan's Jews for Jesus, WAWZ will be participating in a major street campaign in New York City. Jews for Jesus director Mitch Glaser welcomed WAWZ's New York participation. "It is wonderful to finally have a powerful FM Christian radio station giving us the help they've shown. New York's a big town. The metropolitan area needs Jews for Jesus and WAWZ as a partnership until He comes," Glaser explains.

"Jesus Christ is the reason for WAWZ's success," Crawford says. "We are simply being good stewards of the Lord's resources, and He is blessing us. Every aspect of good radio begins with prayer and with professionals, and that is what God has given me."

A strong community affairs and public affairs department provides listeners with up-to-the-minute reports on important issues. WAWZ holds a strong commitment to in-depth analysis of issues, rather than the typical 30-second sound byte. In addition, the public affairs programming airs at logical weekend dayparts, not buried in the

graveyard. WAWZ devotes nearly 280 minutes each week to public and community affairs.

Nestled among the major Fortune 500 corporate headquarters in suburban Somerset County, N.J., WAWZ is working to become the tri-state's voice

of faith and inspiration, a voice on which people from Philadelphia to New York City can depend.

**Rick Brancadora is a broadcast management consultant and president of LifeSounds Telemedia.**



*"I remember weeping  
in that plane . . ."*

Max Meyers was griefstricken. His job was to save lives — now and for eternity. But the boy he was flying to a mission hospital in Papua New Guinea had died in flight. That night, God gave Max a life-changing message.

Today Max is chief executive officer of Mission Aviation Fellowship. He now shares that life-changing message — along with countless others — on his all-new two-minute daily inspirational program, "A Higher Plane." Through gripping, poignant, and sometimes sobering stories of his experiences as an

MAF pilot, you'll come face to face with God in a variety of remarkable and memorable situations.

Max combines extraordinary storytelling ability with his delightful Australian English to take listeners with him on journeys to some of the darkest, most hidden regions of the world.

As you soar with Max, you'll see God at work in ways you never imagined. Your listeners will be blessed, challenged, and changed by life on "A Higher Plane."



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*with Max Meyers*



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# Seeing the

In radio, as in all of life, success is seldom achieved by following some specific, failproof formula. But perhaps one of the most crucial steps toward "success" is that of finding an audience, preferably one not already being targeted by

innumerable other stations. And if, as Christian broadcasters, we see in each program an opportunity for ministry, we must also consider as a crucial goal meeting the spiritual needs of the audience.

## CONCRETE EVANGELISM

by Ira Frazier

A true understanding of the city can only come through observation with the senses, through participation in sight, smell, sound, and taste. Entering urban life through this vein, one sees that the city is more than large buildings, crowds, and noise. It is something living, a vast tapestry of people and language illuminating God's wonderful creation.

It is this part of creation that *Living Focus: An Urban Reality* celebrates. The focus of the program is urban life and its unique formula of services, opportunities, and ministries. The conceptual framework for the program was the vision of Norm Olsen, former general manager of WEZE-AM/Boston, Mass. The Center for Urban Ministerial Education (CUME) embraced his vision and prepared to develop it for its on-air format.

WEZE officials, in discussion with CUME, developed a common view and burden for the African-American and Hispanic audiences. The vision was to have a forum in which a specific program could be targeted for these audiences, but also in which the total listening audience could benefit. The ministry proposes to celebrate both unity and diversity. Both urban and suburban have been called into partnership in the ministry of God; *Living Focus* is a bridge linking the two communities.

*Living Focus: An Urban Reality*

serves several purposes. The most obvious is as a ministry to the audience. Another is as a way of establishing a liberating dimension by giving voice to a constituency that is so often silenced and without the means to broadcast a program of this level. *Living Focus: An Urban Reality* is designed to be both informative and inspirational. It also provides an opportunity for CUME



Ira Frazier is the producer and instructor of *Living Focus: An Urban Reality*.

students to participate in a directed study in radio broadcast ministry while they are serving as associate producers and are instructed in radio ministry.

The combination of vision, ministry,

and need has made Boston an extremely conducive location to the establishment of a radio program like *Living Focus*. The program is in its infancy but has already received much positive feedback. The format of the program is a one-hour, call-in style. During the first 15 minutes, a topic is presented by a guest expert and augmented with questions from the host. The phone lines are open during the remainder of the hour for the audience's comments and questions. Topics and questions are chosen around immediate needs of the community and are subjects that may enlighten the local Christian community.

*Living Focus: An Urban Reality* is hosted by the Rev. Eduardo Maynard, Hispanic minister-at-large for the Emmanuel Gospel Center in Boston. Maynard has 20 years of experience in urban ministry, both working with churches and community social needs. He also serves on the CUME advisory board.

As the producer and instructor of *Living Focus: An Urban Reality*, I have a burden for urban ministry. I am inspired by the leading of the Spirit of God that has called us to produce this program. Continue to pray for the ministry of *Living Focus* as it works to spotlight life in the urban community and present the reality of its people.

Ira Frazier is the assistant director of church relations and mentored ministry at Gordon-Conwell Theological Seminary's Center for Urban Ministry in Hamilton, Mass.

# Overlooked

Given these criteria, three radio programs — two in the United States and one in Ecuador — can likely count themselves among the successful. One ministers to African-American and Hispanic urban audiences. Another targets the needs of senior citizens. The third concentrates on the

health concerns of women. All have chosen to focus their ministries on groups often overlooked by the industry in general, and all have grasped a unique opportunity for servanthood, one set forth by the special interests and concerns of those they serve.

## OLDER, WISER . . . AND FORMERLY IGNORED

by Gary D. Foster

As America ages, religious broadcasters have a growing ministry opportunity to touch the lives of people in their neighborhood and around the world. Broadcasting to this audience can exert extraordinary influence in a community. Research recently conducted by the Commonwealth Fund, a private foundation, revealed “more than 70 percent of the people over 55 are contributing to society through jobs, volunteer work, caring for sick or disabled relatives or neighbors, and tending to their grandchildren.”

These active, busy, and productive people are no doubt heavy daytime radio listeners. Common stereotypes of older people tend to be very misleading and can be deadly if used as the basis for marketing strategy. On the whole, the aged are not feeble widows, miserly withholding their funds for when the inevitable medical catastrophe hits, living a destitute lifestyle one step away from a convalescent home, fully resistant to change and technology.

Spirituality consistently ranks as an important interest of this age group, yet has been generally ignored by the American Association of Retired Persons and most other senior organizations. According to George

Barna of the Barna Research Group, “The mature market remains strong for almost every category of religious interest. For example, 58 percent of older Americans watched religious television last year, and this group is most likely to listen to Christian radio.”

Good positioning for the mature market focuses on motivations and stresses comfort, security, convenience,

Ambassador Advertising Agency and the “dean of Christian radio ministries.”

“What’s needed is a radical change in the way we view both young and old,” Sanders says. “We must treat seniors with Christian concern and compassion.” Sanders believes there is a critical need for a Christian perspective on aging.

In addition to the new radio program, which will air each weekday, Nelson is simultaneously launching a consumer magazine, also titled *A Better Tomorrow*. Subtitled “the Magazine for Seniors with a Future,” the new quarterly periodical is an ideal vehicle for Christian radio in focusing its senior market promotions.

The over-50 market is too vital for Christian broadcasters to neglect any longer. While stations should not tailor an entire programming schedule to this group alone, keeping seniors and their needs in mind will make the station or broadcast more

inviting, thus extending the ministry to a broader spectrum of listeners.



A variety of books and resources are available for seniors and for those who minister to them.

sociability, and values. Christian broadcasters are uniquely equipped to serve this audience’s commitment to “traditional or old-fashioned” values. Taking advantage of this opportunity, Thomas Nelson Publishers is sponsoring a new broadcast titled *A Better Tomorrow*, which finally gives Christian radio a powerful senior market audience-building tool. The program is hosted by Al Sanders, founder of

Gary D. Foster is president of Gary D. Foster Consulting, a marketing and management consulting firm based in Colorado Springs, Colorado.

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SEEING THE . . .  
CONTINUED FROM PAGE 19

## MEDICINE ON THE AIR

by Karen Schmidt

If a long-running radio program in Ecuador is any indication, North Americans are not the only people interested in health-related issues. On radio station HCJB-AM in Quito and via international shortwave, medical programs in Spanish have consistently attracted many listeners and have proven helpful to the audiences.

For 26 years, *Feminidades* (Feminities) has aired for a half-hour each weekday on local and international radio. Producer Carmen Reinoso features a health topic every Tuesday. "The program is aimed at women, and the health themes talk about women's health concerns," Reinoso explains. "It's a magazine-type format, so it includes a little bit of everything."

Simple topics that appeal to the widest audience are the most useful. For example, one program focused on vaccinations — why families should be inoculated and how and where to get the shots. Reinoso directs local listeners to neighborhood health centers when appropriate.

"The program brings in lots of phone calls and letters from throughout Ecuador," Reinoso says. "There is much interest in health and how to improve it."

The program also provides a significant channel of information to women from the Ecuadorian Ministry of Health. Prevention and treatment of cholera became a prominent theme after the epidemic spread into Ecuador from neighboring Peru.

Cholera has also been a topic on *Guia Medica* (Medical Guide), a weekly program aimed at providing health information to the general public. Produced for the past year by Milton de los Santos, *Guia Medica* uses studio guests and a live call-in format. The four-year-old program is aired on AM and international shortwave.

"We get lots of response, by letter and by phone," de los Santos says. "Listeners have contacted us from throughout Ecuador, even from Colombia." de los Santos is a product of HCJB's own broadcasting training. He began working for HCJB's Spanish radio department after graduating from HCJB's Christian Center of Communications, a three-year college level program for Latins.

As guests on *Guia Medica* de los Santos often uses doctors and nurses associated with HCJB's Hospital Vozandes. Each hour-long Saturday morning broadcast targets a specific

topic such as respiratory problems, varicose veins, mental health, and infectious diseases. Some programs feature a panel of guests to discuss the medical, psychological, legal, and spiritual aspects of a theme, such as senior citizens.

During the call-in portion of the program, listeners ask questions often related to personal health needs. When possible, the special guest gives advice and may refer the caller to a health care service.

"Prevention is a regular part of the theme; how to keep well and lower your health risk," de los Santos says. The cholera outbreak offered an opportunity for HCJB physician Roy Ringenberg to stress the importance of clean water and improving sanitation. Public education in both Spanish and Quechua, the indigenous language of Ecuador, has played a significant role in dealing with the epidemic.

While both *Feminidades* and *Guia Medica* emphasize physical health, all HCJB programming ties together physical, emotional, and spiritual well-being. "In radio we give the theory of the gospel," says Reinoso. "In the health care work, they show the theory by the practice of God's love."

**Karen Schmidt is the former publications director of HCJB World Radio in Quito, Ecuador, and is currently in North America on furlough.**

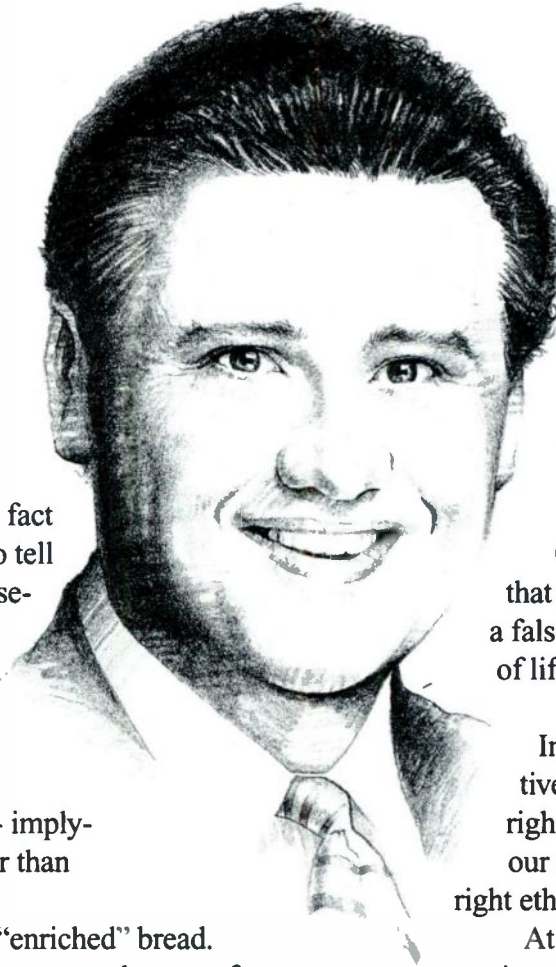


HCJB employees Dr. Jaime Falconí and Yolanda Molina interview one of the organization's missionaries, Dr. Dick Douce, on the air.

# Enrichment.

“E nriched” bread becomes “enriched” through a process that removes 43 natural nutrients and replaces them with eight synthetic substances. The final product is robbed of its true value, but that fact cannot be admitted; to tell the truth would adversely affect bread sales. Instead, a clever advertising copy-writer turned the tables, describing the bread as “enriched” -- implying that it’s even better than “regular” bread.

Our society is like “enriched” bread. Subversive forces have removed many of our most important elements and replaced them with artificial substitutes. Public figures decry absolutes while promoting tolerance of godless lifestyles. Superstars belittle abstinence and preach the new doctrine of “safe” sex. “Experts”



attack our Judeo-Christian work ethic and deem it obsolete, a relic to be replaced with “work smarter, not harder” tactics.

We have become, as Bucminister Fuller said, “the poorest rich society in the world.” Our enrichment is like that of “enriched” bread -- a false enrichment, emptied of life-sustaining elements.

But all is not lost. Individually and collectively, we can still stir the right ingredients back into our society -- right values, right ethics, right perspectives.

At Family Entertainment we’re committed to doing our part, creating video products which genuinely enrich lives starved for the right kind of nutrition.

STEPHEN W. GRIFFIN IS THE PRESIDENT  
& CEO OF FAMILY ENTERTAINMENT

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Family Entertainment Network™ produces high-quality animated videos for the family. Currently distributing the “Animated Stories from The New Testament”, “Animated Stories from the Old Testament”, and “Animated Hero Classics” series, each Family Entertainment Network™ program is produced by a former director of animation for Walt Disney Productions®, in conjunction with many of today’s finest Bible scholars. For complimentary information regarding Family Entertainment Network™, please call toll free 1-800-421-2903.

# MORNINGSTAR RADIO NETWORK:

## A New Source Of Hope For Stations In Distress

by Laura Garner

“**L**ook what God is doing, all across the land . . . See His Spirit moving, feel His mighty hand!” With those relevant lyrics from Christian artist Scott Wesley Brown, the new Morningstar Radio Network signed on the air at 12:01 a.m. on May 9, 1992. Morningstar is a live, adult contemporary, fully digital, Christian music network founded to provide quality programming to affiliate stations from coast to coast.

Although the new network's founders believe that it marked a milestone in Christian broadcasting history, the actual debut was held with minimal fanfare. Morningstar's start-up staff and some 50 close friends gathered in the network's Houston, Texas, studios for a simple, one-hour dedication service prior to the scheduled midnight sign-on.

At 12 o'clock, the room fell silent as the Morningstar music theme sounded for the first time, followed by the first carefully chosen song. And as the epic significance of both the lyrics and the occasion became apparent, the room broke into applause and praise.

“It was an awesome moment,” recalls Bron Barkley, a Houston-area minister who had just led in prayer for blessing on the network's music and the ministry of its on-air personalities. “We knew that we were witnessing the start of something big, something of incredible potential for the Kingdom!”

### Meeting a Need

In Minneapolis, Minn., KYCR-AM was one of the stations airing Morning-

star's first moments. That midnight hour also marked the first time that KYCR had broadcast overnight — and the phones lit up, both at the Minneapolis studios and on the network's toll-free Houston switchboard. “Our listeners were thrilled to have an all-night, contemporary Christian music alternative,” says KYCR general manager David Reeder. “We're delighted with Morningstar's programming, as well as with (its) digital audio.”

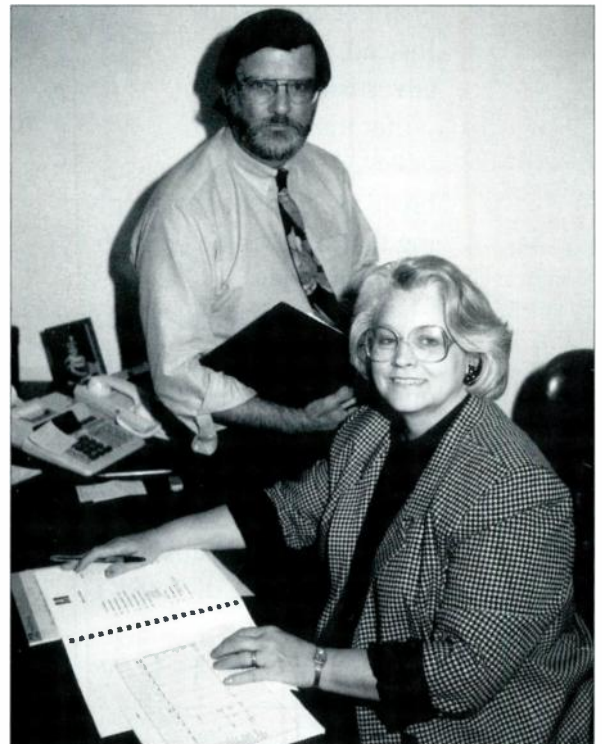
Reeder and other Morningstar affiliates are typical of many Christian stations across America who have been asking for a dependable, affordable, AC/C music programming source. The Morningstar Radio Network is an apparent answer to that need — a 24-hour, digital, satellite network created to provide full-time Christian music service to cost- and quality-conscious radio stations across America.

“Morningstar has put together the most ‘usable’ satellite possible,” wrote Ken Anderson, owner of WBVN-FM/Marion, Ill. “It is very evident that your group has felt the pulse of what Christian broadcasters are looking for in this type of service.”

Christian stations have long depended on satellites as a source of incremental programming. Secular stations,

meanwhile, were discovering the economy of satellite-delivered music formats which enabled the most humble, small-market station to sound like a big-time operation and proving that for major market stations, satellite programming was often a short-cut to profitability.

Now, Christian stations have also begun to discover that satellite programming can do more than just deliver the day's allotment of teaching programs. They have discovered that a satellite



Morningstar founders Burt and Patsy Perrault compare notes on the new network's progress.



network can actually provide a complete, competitive music programming day — genuine major-market fare, for a fraction of the cost of locally originated programming.

### A Question of Timing

“We’ve explored this concept for over ten years,” says Morningstar CEO Burt Perrault, “but we knew the time was finally right. Even a year ago, many Christian operators would have been too proud to seek programming help, even when they were in trouble. Now, the National Association of Broadcasters is reporting that 58.6 percent of all radio stations lost money in 1991, and the figure is even higher (nearly 65 percent) for stand-alone AM stations.

“The faltering economy and its recessionary impact on our industry has enabled a lot of these folks to acknowledge the obvious advantages of network affiliation. With a little help from Morningstar, a low-budget Christian station in any size market can sound as good as the top secular stations in [its] area — and that should translate into profitability,” Perrault explains.

Perrault’s assessment of Morningstar’s start-up timing was further validated when the CBN Radio Network — for several years the only network source of contemporary Christian music — announced that it would be abandoning its music programming and urged stations which had carried its music to affiliate with the new Morningstar Radio Network. CBN’s music had been a sometimes eclectic but palatable adult contemporary mix.

The product’s appeal to affiliates, however, had been dampened by the fact that the programming was pre-recorded and delivered by automation. CBN Radio’s Shirley Thornton acknowledged those realities, as well as CBN’s evident wealth of newsgathering resources in a letter to CBN Radio’s music affiliates. Thornton wrote: “CBN found that music distracted it from its primary task (news and information). Morningstar Radio Network’s total commitment is to Christian music.”

### Breaking Ground and Meeting Challenges

The debut of the Morningstar Radio Network marks several industry firsts and exclusives: the first “CD quality” Christian network; the only full-time and totally live contemporary Christian



*Even in the network’s temporary quarters, George McNerlin enjoys the challenges of digital broadcasting.*

music network; and the first to combine a first-class, on-air product with a full-fledged support and marketing organization.

The daring decision to “go digital” with Spacecom Systems’ innovative FM Squared Digital technology had already been made when John Scaggs joined Morningstar as technical director. The choice made Morningstar’s programming easily available to affiliates (who

new — and very powerful — broadcast ministry medium.”

### The People of Morningstar

The obvious key to the success of such an ambitious venture is the caliber of its people, and the Morningstar Radio Network believes it has succeeded in attracting experienced, quality talent to its Houston-based operation. “God gave the dream,” says Perrault, “and He sent the people who could make it happen. I doubt if any new Christian operation has ever assembled a stronger startup personnel roster — and each person was called to do their job . . . Every person is confident that they’re exactly where the Lord wants them to be, doing what He wants them to do.”

As president and CEO, Perrault brings extensive management experience to the new network’s operations. Perrault was a member of the “class of 1991” of the National Religious Broadcasters’ (NRB) Board of Directors, a board member and past president of the NRB Southwestern Chapter, and a member of the agenda committee for the Nashville, Tenn., based National Christian Radio Seminar (NCRS).

Patsy Perrault, Morningstar’s co-founder and vice president of marketing, is also a nationally recognized media strategist who will provide continuing guidance to the network’s sales operations. Like her husband, Perrault is a frequent speaker and panelist for such

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*Every person is confident that they're exactly where the Lord wants them to be, doing what He wants them to do.*

---

typically needed nothing more than a digital receiver to be able to downlink the network’s programming), but presented the network with the typical challenges associated with all new technologies.

Scaggs, who resigned a position as operations manager with the USA Radio Network to cast his lot with the upstart music network, says the chance to work with cutting-edge technology was certainly a part of his motivation to make the move.

“I had been a part of a very fine Christian organization,” he explains, “but this was an unusual, ‘ground-floor’ opportunity to join a group of my favorite people in helping to build an all

**CONTINUED ON PAGE 24**

## MORNINGSTAR RADIO . . . CONTINUED FROM PAGE 23

gatherings as the NCRS, plus NRB's regional and national conventions.

"Commercial advertising represents our greatest source of potential revenue," Patsy Perrault explains, "although we will also provide a commercial-free feed to our noncommercial affiliates. Our marketing goal is to tap new, national resources of advertising revenues, in addition to those which have long been exploited by religious media . . . We feel that as we're able to open doors and introduce new advertisers to our medium, our local affiliates and Christian radio in general will benefit from that expanded market."

To better access national advertisers, Morningstar recently appointed Keith Passon as western sales manager. Passon, a Christian radio marketing veteran, has established the network's first regional sales office in Phoenix, Ariz., and will be responsible for Morningstar's sales in the Pacific and Mountain time zones.

Coordinating the network's day-to-day operations is Michael Stephen Miller, who is also involved in Morningstar's Affiliate Services efforts. Miller, formerly of CBN Radio Network, is joined in the Affiliate Services department by Tom Perrault, his former CBN assistant.

Broadcast veteran George McNerlin will serve as program director as well as Morningstar's afternoon drive-time personality and will be responsible for "building credibility and rapport with busy, intelligent adult listeners." Assisting McNerlin in the development of the network's adult contemporary format is music director and midday personality Don Burns.

### Research and Accountability

The new network's leadership is quick to point out that the music they are uplinking is not based on the personal taste of executives or on the whims of programmers. Morningstar

Radio Network claims to deliver a format which has been thoroughly researched and "field-tested" in cynical, top ten markets as well as in tough little towns across America.

"Our team of programming professionals has done their homework," says Miller. "The result is a refreshingly listenable contemporary Christian music blend designed to attract and hold listeners."

Jerry Collins, owner and general manager of KKLK-FM in Monterey - Salinas, California, is a full-time Morningstar affiliate as well as an enthusiastic supporter of the network who echoes Miller's claims about the personality-driven AC/CM format. "Programming and music on Morningstar is great and reaction on our end is tremendous!" Collins reports, adding, "While I've built, owned, and managed ten stations over the past 27 years, I've never before felt such a sense of purpose . . . Let's spread Christianity via a commercial sound that will attract thousands to the message in music!"

The network's early acceptance has also raised some growth-related concerns among the network's leadership. To insure against the hazards of improper conduct which have recently plagued some successful religious media enterprises (although the Morningstar Radio

Network has several corporate layers of decision-making authority), the founders chose to establish an Advisory Board of leaders from the fields of broadcasting, finance, law, and the clergy as an additional level of accountability.

Morningstar's advisory board includes such highly respected names as communications attorney (and EFICOM Commissioner) Ashton Hardy; broadcast manager and sales trainer Bob Lepine; Houston developer Terry Norwood; and Christian communicator Steve Brown.

Looking to the future, Morningstar's principals are targeting 100 affiliates by the year's end and see an ever-expanding need for its services. "The Federal Communications Commission reports that the number of people working in radio decreased by 20,000 between 1989 and 1991," says Burt Perrault, "and that's a pretty high two-year attrition rate in our industry. We know that Christian stations are among those being forced to make cuts; our mission is to help them survive with a stronger operation and a better on-air product than ever before."

**Laura Garner works in advertising with the Perrault Company, a commercial media services firm in Houston, Texas, and is involved in various creative projects for Christian ministries and media organizations.**



*Morningstar's full-time staff gathers for its first informal portrait.*

# NATIONAL RELIGIOUS BROADCASTERS

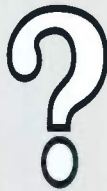
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*Dr. David W. Clark*  
*President, National Religious Broadcasters*



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# The Call for

by Mark Halvorsen

As a radio news director, one of the most exciting aspects of my job is to anchor our station's live coverage on election night. Broadcast journalism history books tell us that election coverage was among the first things ever heard on radio. Yet in our day, most stations are willing to leave the task of covering elections to their television counterparts.

Our station, WWIB-FM/Chippewa Falls, Wis., has recognized this tendency of most radio stations not to provide election coverage, and we've sought to fill the void. We realize we don't have the manpower of most of the television stations or full-service radio stations with whom we're competing on election night, but nevertheless we have received much positive feedback on our coverage over the past few years.

Following the November 1990 election, one listener wrote: "I wanted to drop you a note today and commend you all on a fantastic job done in election coverage . . . I really appreciate the hard work of (the news staff) as well as those behind the scenes. It really paid off because from listening to the other stations, I felt WWIB had the best coverage. It was very up-to-date and very interesting."

## Necessity and Opportunity

Christian radio stations need to provide election coverage because:

★ It is one of the major elements of a station's service, according to the Federal Communications Commission.

★ More and more people do not own their own television, or if they do, choose to watch it infrequently. This provides an informational void for radio



*Phoning county clerks is an important part of getting ready for election night.*

to fill. Election night is one of those times people want to know the latest.

★ Christian stations, as much or more than any other format, emphasize the importance of knowing the issues and voting on election day. On our talk shows and other issue-oriented programs, we encourage people to get involved and vote. To not provide results and analysis on the actual night of the election after all this build-up is analogous to participating in all the hype of the Super Bowl only to fail to report the final score.

★ It is a wonderful opportunity to gain new listeners. People who might never listen to your station otherwise might be inclined to tune in to your station on election night as they are scanning the dial to see if anyone is reporting the latest results. Imagine their reaction if you not only have election results but have a professional-sounding blend of results, live reports, and analysis.

C.S. Lewis said that the greatest challenge for the preacher is to be both biblical and contemporary. The same can be said of Christian radio stations

# Coverage

regarding the information we provide our listeners. It's not enough to just blast away with biblical morals and mandates. We need to show our relevance to today's society by providing people with the information and analysis they are

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*By providing . . . this information, your station will become known for caring about today as well as eternity.*

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hungry for at the moment. After the polls close on election night, voters, campaign workers, and candidates are all eager to learn election results as soon as possible. By providing them with this information, your station will become known for caring about today as well as eternity.

Regardless of the size of your station's news staff, you can stand out in the media marketplace by providing quality election night coverage. It will take hard work, dedication, preparation, planning, phone calls, and an overall team attitude, but it can be done.

At WWIB, election night has become a big deal. We're committed to staying up late and doing our best to stand out in providing our listeners with excellent, up-to-date, thorough election coverage. Our news department (which consists of three part-time anchor/reporters and usually one intern) puts in extra hours during the weeks and months leading up to election night. Numerous details need to be taken care of prior to election night itself, if you hope to pull off the type of quality coverage that would make you and your station proud.

## Steps to Successful Coverage

In order to be properly prepared for election night, you need to:



*Mobile phone capability can enhance a station's election night coverage.*

★ Look at a map of your station's coverage area and determine which races are relevant to your listeners. Obviously national and state races will include all your listeners, but how many counties and congressional districts are in your listening area? You need to know this in order to provide the fullest and most comprehensive coverage possible on election night.

★ Contact the county clerks in your listening area and have them mail or fax you a listing of the races being voted upon in their respective counties on election day. This is usually more important for spring elections, since that is when most local races are held. However, this is still a good idea to follow for almost any election, to make sure you don't

miss any contested races occurring in your listening area.

★ Make sure to get a phone number from the county clerk as to where you should call for results on election night. Do not assume that you will just call the same number you did prior to election day to get information. While you may occasionally need to call the same number, there frequently is a different number to call for results. By making sure you know beforehand where to call for results, you guard against the embarrassment that comes from not knowing how to find out the vote totals on a race your listeners want to know about.

★ Make up election result sheets.

**CONTINUED ON PAGE 28**

## THE CALL . . . CONTINUED FROM PAGE 27

These can be structured in a couple different ways. First, if you will be reporting the results on seven contested races on, for example, the Brown County Board, you would be best served by listing all of these races on one sheet. Then, somewhere on the page, place the number to call for results in Brown County. This is fairly basic.

What is more difficult is coverage of a state senate or congressional race. In such multi-county races, you cannot simply call one number and have the latest total. You may need to call anywhere from two to 25 counties. It has been our experience that what works best for these races is to put them on a separate piece of paper with a list of the counties that need to be called to gather the total. Also, you may want to assign one of your callers to work exclusively on one or two of these multi-county races, especially if one of them is a congressional race.

★ Scan as many local newspapers as you can. Save any and all election-

related articles as early before the election as possible. Articles to look for include those describing what races will be going on, biographical sketches of candidates, issue stories, and anything and everything related to the campaign. Nothing is more helpful in providing background material for radio anchors and reporters than substantive newspaper articles.

★ Find out what your station's news network will be doing on election night. For this November's presidential election, most networks will provide bonus coverage in addition to their top-of-the-hour newscasts. Know the specifics of this, and plan your station's election night coverage in concert with what the network is doing.

★ Talk to your program director about meshing election night coverage with your regular weeknight programming. For some elections, all that is required are updates once or twice an hour. Elections like the one this November, though, deserve all the coverage time your station is willing to grant.

★ Schedule interviews and live

reports to enhance the interest level of your coverage. Landing interviews with winners is quite achievable as long as you find out where candidates will be on election night and how you can reach them. Live reports can be done with the help of a marti unit or a cellular phone. This just takes the interview a step fur-

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*In our day, most stations are willing to leave the task of covering elections to their television counterparts.*

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ther and allows one of your people to actually be "on location" at one of the political party's celebrations. We have found that this brings good publicity to the station as one that cares enough about what is going on to go where the action is.

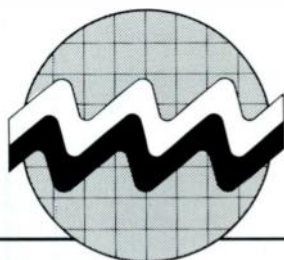
### The Key Players

A final step in pre-election preparation involves deciding who will make up your election night work crew. The number of workers you'll need will vary with each election and with how extensive you plan to make your coverage. Different roles we've come to regard as integral parts of our election coverage include:

**ANCHORS** — These one or two people will preferably be the political experts on your staff. They will have prepared by learning all they can about the candidates on the ballot. Their job ranges from reporting results to interviewing election analysts and candidates. Anchors are responsible for maintaining a steady, controlled on-air sound amidst what can sometimes be a hectic, unpredictable evening.

**BOARD OPERATOR** — If you normally have an evening board operator/announcer, it is good to let him/her continue in that role on election night.

**TELEPHONE CALLERS** — The more results you're seeking to gather, the more of these you'll need. Depending on the size of your news staff, you may want to ask other staff members to help out with this important task. The evening can be made a little more enjoyable for these willing helpers by providing them with pizza, soft drinks, and an atmosphere of camaraderie.



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WWIB staff members deliver election results on the air.

**ANALYST** — This role is best filled by a political scientist, a politician, or an active political participant. Through the years, we have learned that in screening analysts, it is important to learn beforehand what their bias is. Do not assume that just because someone is a political scientist, he is objective. You'll be disappointed. Depending on the position of your station, you may want to consider having analysts from both Democratic and Republican perspectives. This can provide for more lively banter than would otherwise be the case.

**REMOTE CREW** — If you decide to provide live reports, you will need to send people into the field. If you have reporters, they are the obvious candidates for this assignment. Otherwise, send someone on your staff who is politically astute and able to ask intelligent questions at a moment's notice.

**MEDIA MENTOR** — So many numbers are flying so fast on election night, it is important to have someone monitoring the competition to confirm that what you are reporting is in step with what others are saying. The person who carries out this job should be set up with a television and radio to keep track of the latest results being reported by other stations.

**COORDINATOR** — It is helpful to have one person who can be looked to as the overall director of the entire evening's coverage. Frequently, this means someone like the anchor has to double and also serve as coordinator. However, if at all possible, it is best to have one individual whose sole job is to oversee and coordinate all the facets you're trying to blend together into one, smooth, on-air production. When there are lulls, the coordinator can help call for results or try to contact a candidate to be interviewed. The right person for this important job will have excellent organizational skills and a good understanding of politics.

Don't let the opportunity of this November's election pass your station by. Show your involvement in your community — and in the political process — by providing people with election results, analysis, and live reports on November 3. Together, we can make Christian radio a place where people can find information that is important to their lives, both now and for eternity.

**Mark Halvorsen is the news director of WWIB-FM/WOGO-AM in Chippewa Falls, Wis.**

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## New HNRB Chairman Sees Opportunities to Expand

MANASSAS, Va. (NRB) — Stanley Jeter, the new chairman of the Hispanic National Religious Broadcasters (HNRB), has targeted six specific areas of need for the organization. The co-founder and president of Features International in Chesapeake, Va., Jeter said he would like to address those six areas during his term as chairman to create a stronger HNRB.

Jeter's concentration would be on improving HNRB's focus, training and development, networking and cooperation, vision, membership, and image. In addition, he said he would also like to strengthen HNRB's involvement with the annual National Religious Broadcasters (NRB) convention.

For defining HNRB's focus, Jeter said he wants the group to become a "need-driven" ministry with immediate attention given to the needs of both the Hispanic audience and the Hispanic broadcaster. Jeter also said he desires HNRB to begin compiling statistics and data on Hispanic broadcasting in the United States as well as around the world.

As to the training and development services offered by HNRB, Jeter said, "Hispanics particularly don't know where to turn for help. We need to bring resources to these people, perhaps at the regional level as well as the national level."

Jeter said the regional and national meetings can also offer the opportunity for HNRB members to network and broaden their vision for ministry.

"If we're going to reach the Hispanic community, Hispanic broadcasters are a key element," Jeter said. He said he feels visibility can be improved through articles in publications like *Religious Broadcasting*, brochures, press releases, speaking engagements featuring articulate Hispanic broadcasters, and a positive presence at the annual NRB convention.



**Members of the National Religious Broadcasters (NRB) Executive Committee visited Israel in June to explore the possibility of holding the 1996 NRB Convention there. During the visit, (from left) Pat Boone, who is featured in Israel's Christian Pilgrimage advertising campaign; Raphael Farber, Israel's consul and tourism commissioner for North America; and NRB president David Clark pause for a photo opportunity. Dr. Clark said, "The prospects look excellent and we are finalizing our plans."**

For the 1993 NRB convention in Los Angeles, Calif., Jeter said he has set some primary goals in mind regarding HNRB's involvement. "I would like to integrate Hispanics into the mainstream of the convention, provide translation when it is needed, and facilitate networking and friendships between Hispanic and Anglo broadcasters," Jeter said.

Also as part of the activities in Los Angeles, Jeter said he would like to see NRB 93 "celebrate the presence of Hispanic Christian broadcasters in the United States and help to focus the great unfinished task of communicating the gospel to Hispanics in America."

## NRB Western Convention Slated for Brea, California

BREA, Calif. (NRB) — The National Religious Broadcasters Western Regional Convention will be held September 13-15 at the Embassy Suites Hotel in Brea. Advertised as being "Not the same old place. . . not the same old thing." this year's convention will focus on informal interaction to address common concerns.

Among the speakers will be author Steve Brown, who is the host for the national

radio program *Key Life* in Key Biscayne, Fla.; KABC-AM/Los Angeles commentator Dennis Prager, who is the host of *Religion on the Line*; and motivational speaker Bob Shank, who is the founder of Priority Living and senior pastor of South Coast Community Church in Newport Beach, Calif. For more information, contact the "conference info" line at (916) 485-7710.

## Atlanta Hosts Southeastern Convention Later This Month

ATLANTA, Ga. (NRB) — The National Religious Broadcasters (NRB) Southeastern Regional Convention is set for September 24-26 at the Ramada Hotel-Don Woody Perimeter in Atlanta.

The theme for this year's convention is "Come Aside 92," and some of the featured speakers will be NRB executive director Brandt Gustavson, Andy Stanley of In Touch Ministries, and John Ankerberg of the *John Ankerberg Show*. Special musical guest will be trumpeter Chiz Rider of Brass Plus Ministries. Also available will be workshops dealing with radio and television ministry.

According to Mike Bingham, one of the convention coordinators, the emphasis will be super-casual and laid-back with no suits or ties and a lot of fellowship and great food.

For more information or to register, call Bingham at (407) 737-9762 or Priss Arias at (214) 239-9999.

## OPEN HOUSE

**On October 23, National Religious Broadcasters will hold an Open House at its new location in Manassas, Va., from noon to 3 p.m. Everyone is invited to come. NRB's new address is 7839 Ashton Avenue, Manassas, VA 22110. Phone: (703) 330-7000. Fax: (703) 330-7100.**



## Annual Convention Scheduled For February in Los Angeles

MANASSAS, Va. (NRB)— Thousands of religious broadcasters will converge on the "city of Angels" (Los Angeles, Calif.) during the National Religious Broadcasters' 50th Annual Convention (NRB 93) February 13-16, 1993.

NRB 93 will be the first convention held outside of Washington, D.C., since NRB 67 was held in Chicago, Ill. The Los Angeles Convention Center will serve as the site for the convention.

"For most of our 49-year history, we have met in Washington, D.C.," said NRB executive director E. Brandt Gustavson. "On a state-by-state basis, the largest group of NRB membership is in California. Many smaller West Coast ministries are rejoicing at a chance to attend the national convention."

Much of the program for NRB 93 has already been set. The opening general session on Saturday evening, February 13, will feature Greg Laurie, teacher on *A New Beginning* radio program and pastor of Harvest Christian Fellowship in Riverside, Calif. Stephen Olford, president of Encounter Ministries in Memphis, Tenn., will present the sermon during the Sunday morning worship service.

Sunday evening will feature a special session honoring those performers who have upheld traditional values in the entertainment industry. Serving as hosts will be Jack Hayford, pastor of The Church On The Way in Van Nuys, Calif., and Lloyd Ogilvie, pastor of First Presbyterian Church in Hollywood, Calif. Scheduled to speak during the session is Michael Medved, co-host of PBS' *Sneak Previews*.

The pastor of the world's largest Christian congregation, Yoido Full Gospel Church in Seoul, Korea, David Yonggi Cho will give the address during the International Luncheon on Monday, February 15. Ed Young, president of the Southern Baptist Convention, will speak at the Tuesday morning All Media Breakfast.

Pat Robertson, founder of The Family Channel and host of *The 700 Club*, is slated to be the featured speaker at the 50th Annual Anniversary Banquet on Tuesday night at the Los Angeles Hyatt Regency Hotel. The anniversary banquet will be the official closing event of NRB 93. For more information about registration or the convention, contact NRB at (703) 330-7000 or fax (703) 330-7100.

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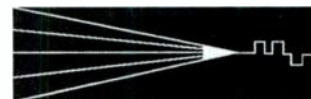
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### Study Shows Adults Likely To Participate In TV Boycott

TUPELO, Miss. — A new study conducted by Barna Research Group indicates that 38 percent of adults would be "very likely" to participate in a boycott of television advertisers who sponsor sex, violence, profanity, and non-traditional values and morals.

The study showed those most likely to engage in such a boycott are women as a group and married persons. A total of 1215 adults were interviewed for the study, with accuracy gauged at plus or minus three percentage points.

Other findings in the study indicate only 3 percent rated television programming excellent, while 19 percent rated it poor. Those giving television the most favorable ratings had low levels of formal education and were single adults. Also, 72 percent said there is too much violence on television, 65 percent said there is too

much sex, and 57 percent said there is too much adult language and profanity.

Regarding the study commissioned by his organization, American Family Association (AFA), president Donald Wildmon said the purpose was to measure public support for a planned boycott. AFA has already informed television advertisers of its plan to boycott one or more of the leading sponsors of sex, violence, profanity, and anti-Christian content following the monitoring of programming this fall.

### NAB Asks Commission To Be More Flexible In HDTV Plan

WASHINGTON, D.C. — The National Association of Broadcasters (NAB) has asked the Federal Communications Commission (FCC) to be more flexible with its high-definition television (HDTV) development plan, calling the current financing and construction schedule "unrealistic for many stations and many markets."

Television Technology Corporation (TTC) teamed up with Zenith and AT&T on May 29 to prove HDTV broadcasting can bring high quality interference-free television pictures to a broader service area than conventional television broadcasts. With the first long-distance over-the-air field test of an all-digital HDTV signal broadcast from WMVT-TV in Milwaukee, Wis., 75 miles to Zenith's technical center in Glenview, Ill., just a few weeks old, NAB is concerned with the fast-paced FCC schedule for implementation of HDTV.

According to NAB, "The commission schedule simple does not allow for . . . a natural (market-driven) roll-out of this new technology." While embracing the FCC goals for swift implementation, NAB said the commission should take into account the transition cost of HDTV might be enormous. For example, transmission equipment for HDTV will likely be \$1 to 2 million per station with a possible \$10 to 12 million needed to buy production equipment to produce local programming.

In arguing for a longer transition period for financing equipment, NAB has asked the FCC to amend the financial qualification requirement because capital financing for many television stations is difficult to obtain. Under the current FCC scheme, "a critical and not-to-be-dismissed point is that HDTV equipment costs will be more or less the same for stations with revenues of \$5 million as for stations with revenues of \$50 million," according to the NAB.

NAB has asked the FCC to defer or extend its HDTV deadlines to allow for a staggered, more market-driven transition to HDTV, which will allow larger stations to take the lead in their equipment purchases. As the larger stations begin to make their HDTV equipment investments, equipment costs should decline, making subsequent purchases more affordable for medium and small television stations.

A staggered transition period was the recommendation of the FCC advisory committee on HDTV as well as a 1990 study by CBS.

### Cincinnati Stations Make Raise Praise 92 Successful

CINCINNATI, Ohio — Raise Praise 92, an interdenominational, cross-cultural, and trans-racial choir event sponsored by the Christian radio stations of Cincinnati,



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- PASTOR
- TEACHER
- EXPOSITORY PREACHER

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marked the second summer event done in cooperation with the Cincinnati Recreation Commission and the Proctor and Gamble Summer Concert Series.

Raise Praise was the idea of Richard David, vice president for Guardian Communications, the owner of WTSJ-AM/Cincinnati. Following its conception, other Christian radio stations in the Cincinnati area have become involved with Raise Praise. WAKW-FM



The Raise Praise choir leads the celebration in Cincinnati, Ohio.

has helped sponsor Raise Praise since the summer of 1991 and the remaining two greater Cincinnati Christian radio stations, WCNW-AM and WNLT-FM, took part in Raise Praise 92. About 2500 people attended Raise Praise 92, which was held May 30. Plans are being made for a Raise Praise Thanksgiving event.

#### INTERNATIONAL

### Crossroads Communications Covers Pavilion Of Promise

SEVILLE, Spain — Expo 92's Pavilion of Promise, the interdenominational Christian exhibit sponsored by

Crossroads Communications, has received a five-star rating in the English version of the guidebook to the Seville exposition.

Due to the impact of its own pavilion, Burlington, Ontario-based Crossroads Communications was invited by England's Superchannel to daily produce six-minute reports from the other pavilions throughout the expo.

The news-and-views style reports about each of the 110 pavilions have aired three times daily on England's Superchannel,

which broadcasts from London throughout Europe, the Middle East, and Africa. Crossroads assistant producer Sasha Kostiloff is reporting the event from the expo with her own production crew.

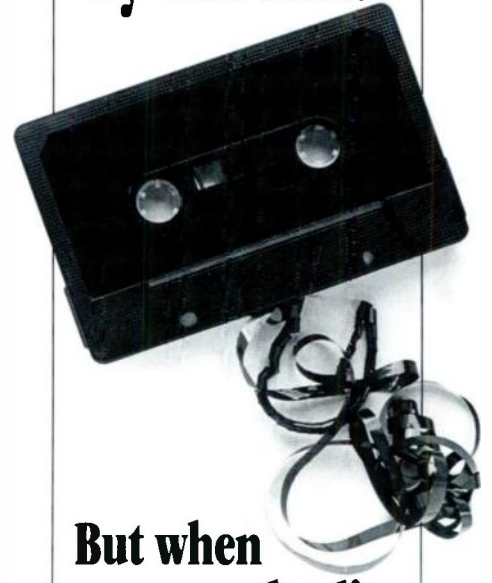
In return for its news coverage of the expo, the superchannel offered Crossroads a weekly half-hour time slot to air *Crossroads of the World* from the Pavilion of Promise. Hosted by Crossroads president David Mainse, the Sunday morning telecast is a talk-show format with similarities to Crossroads' live, daily *100 Huntley Street* program.

### WCFC-TV 38 Dedicates New Communications Center



Jerry Rose, president of WCFC-TV/Chicago, Ill., cuts the ribbon in the dedication ceremony of the station's new communications center on May 30 while his wife, Shirley, applauds. Those present for the dedication ceremony included representatives from the offices of the governor of Illinois and the mayor of Chicago. National Religious Broadcasters executive director Brandt Gustavson spoke on behalf of NRB's members during the dedication ceremony.

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Four years ago, award-winning California radio and television producer Thomas "Ed" Steele gasped in disbelief as he arrived at his office in Orange, Calif., and discovered swastikas plastered all over the windows. Later that same day, he was even more disturbed when a threatening message was left at his home by an anti-Semitic group.

He had reason to be concerned, as the message came from The Order, a group who had claimed credit for the murder of Alan Berg, a Denver, Colo., radio talk show host.

Steele, who was born in Paradise, Calif., guessed his comments on a Los Angeles, Calif., radio show in which he described anti-Semites as being "like rats . . . they only come out at night," had triggered the reaction.

## Pro-Israel Position Prevalent In Ministry

by Dan Wooding

The trouble began when Steele had introduced Col. Yehuda Levy, an Israeli who participated in the "Raid on Entebbe" (and who is now the publisher of the *Jerusalem Post*) to American audiences. Levy had spoken at the Temple Bet Tikvah in Fullerton, Calif., and shortly afterwards the synagogue was fire-bombed.

Steele's reaction was to help assemble an evangelical task force of 125 volunteers to clean up the synagogue (along with Frank Eiklor of Shalom International), and he was therefore targeted as a "Jew lover."

### Badge of Honor

But for this former Baptist pastor and missionary with HCJB/Quito, Ecuador, this was all in a day's work in helping to combat anti-Jewish hatred in America. To him, it was almost like receiving a badge of honor.

"I first became interested in Israel prior to the founding of the [Jewish] state [in 1948] while sitting under the ministry of Bible-teaching pastors who consistent-

ly taught that Israel would be restored as a nation," Steele said. "This continued while I was a student at Biola University in Los Angeles where we studied the Scriptures under an historical/cultural/literal hermeneutic as taught by the great Dr. Bernard Ramm."

After returning from military service in World War II, Steele followed with great interest developments in the Middle East which led to the declaration of the state of Israel. "In 1948 I joined others in cheering in the streets of Los Angeles when Israel was recognized by the United States and the United Nations," he said.

### Empathy For Jews

But it wasn't until 1977 that Steele, who is president of both the Ed Steele Agency and Promise Publishing as well as being an NRB board member, made his first trip to Israel. "That opened the Bible for me in a new way," he said. "I began to pursue the study of [the] Talmud and other rabbinical writings. I also started to dialogue with various rabbis.

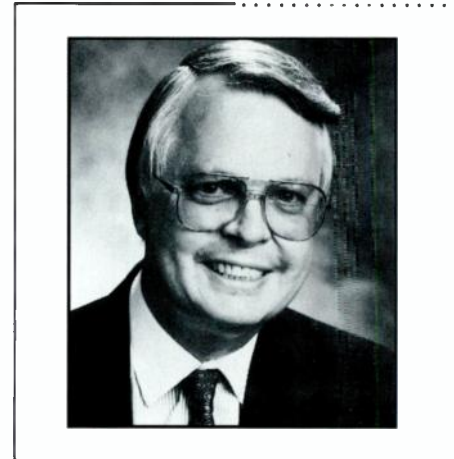
"I extensively read the writings of Dr. David L. Cooper, who was one of the great teachers of the '40s and '50s, and I developed a large library of Jewish writings and historical accounts about the Middle East. I began to see the Bible through Jewish eyes, in the context of Israel's history and culture."

Steele said he realized "the Abrahamic Covenant" was not conditional and does not require a state of belief or anything else from the recipient other than that they are in the line of Abraham, Isaac, Jacob, and their descendants. It has no time determination, is repeatedly referenced and reapplied throughout the entire Bible, has never been abrogated, and is repeatedly applied in Scripture to the Jews and corporate Israel. This is interchangeable and has hundreds of biblical references.

"As this study intensified, I began to reaffirm a lifelong commitment to respond to biblical mandates in Genesis, the Torah, Psalms, [the] prophets and illustrated by the testimony of history," he said.

### An Activist For God

The more he studied, the more Steele felt guided by God to become an activist on behalf of the Jewish people. "Most of my efforts have been related to anti-Semitism and I see being anti-Israel is, in essence, state anti-Semitism," he said.



When asked how most Jews see Christians, Steele said, "Many Jews are distrustful of Christians as a result of 1800 years of persecution at the hands of so-called Christians. For instance, Martin Luther's statements about the Jews formed the foundation of [Adolf] Hitler's agenda for them. [Hitler] even used Luther's words to justify his holocaust against them.

"Most of this is the legacy of Replacement Theology or supercessionism . . . a faulty result of rationalization which led to 1500 years of aberrational allegorical theology on the part of the so-called church fathers. Thank God for people like Wycliffe, Tyndale, and others who gave us the English Bible and sacrificed their lives in the cause of literacy. This brought us back to literal/cultural/historical hermeneutics and a new respect for rabbinical exegesis of the Scriptures."

To present the Israeli point of view to American audiences, Steele has hosted and booked Israeli scholars, military and other leaders in churches and on radio and television talk shows. He jointly founded Christians Concerned about Anti-Semitism, which was launched at a news conference in Hollywood. He most recently conceived, created, and debuted a national Stand By Israel campaign to get approval for the Absorption Loan Guarantees for Israel by the U.S. government.

**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.**

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# TRADE TALK

## OBITUARIES

YUCAIPA, Calif. — **Chuck Younkman**, 53, of San Bernardino, Calif., was killed May 6 in a head-on collision while on his way to central California for a National Day of Prayer activity. Younkman helped start contemporary Christian music station KLRD-FM/Yucaipa. Memorial services were held May 11.

PITTSBURGH, Pa. — The wife of **Michael Komichak**, general manager of WPIT-FM/Pittsburgh, died of cancer on April 5. **Ann Komichak** had attended every annual National Religious Broadcasters convention since the 1967 meeting in Chicago, Ill., and was an encouragement to her husband in his 45 years with WPIT. The Komichaks had been married for 47 years.



**Ann Komichak**

## NEWS BRIEFS

VIRGINIA BEACH, Va. — **Regent University** is the recipient of more than \$115 million from the Christian Broadcasting Network (CBN) in Virginia Beach. This endowment is one of the largest gifts ever given to an institution of higher learning. CBN founded the graduate-level institution in 1977 and has been subsidizing it annually.

TUCSON, Ariz. — Nearly 250 people attended the first **Christian Family-Owned Business Conference** in Scottsdale, Ariz. The conference, entitled "Doing Business God's Way," was designed to help families build and manage their business while maintaining their priorities. Included in the conference were workshops on tax issues, financial options, and relationship improvements from a biblical perspective. The two-day event featured 16 speakers and was sponsored by Today's Family Life.

PHILADELPHIA, Pa. — Broadcaster **Billy Graham** held his Greater Philadelphia Crusade on June 24-28 at Veterans Stadium, his first crusade in the city since 1961. The focus of the crusade was

the homeless, and the crusade appropriated \$35,000 to 14 ministries involved in evangelism through their physical assistance. Dr. Graham's next crusade is scheduled for Portland, Ore., September 23-27, followed by one in Moscow, Russia, during October.

MINNEAPOLIS, Minn. — **Billy Graham** is in the early stages of Parkinson's disease, according to a statement released by the Billy Graham Evangelistic Association July 2. The statement said Dr. Graham, 73, learned about three years ago he had Parkinson's disease during a routine checkup at the Mayo Clinic. He is currently taking medication to counter some of the effects of the disease, but is otherwise in excellent health and will continue his normal schedule.

BALA CYNWYD, Pa. — NRB members can sell or lease towers through **Fryer's Site Guide** at no charge. Mail or fax the latitude, longitude, AGL (tower height) and AMSL (tower height plus ground elevation) of the tower for sale to Two Bala Plaza, Number 300, Bala Cynwyd, PA 19004 or fax (215) 622-1697.

WEST BLOOMFIELD, Mich. — **Congressman Robert Dornan** (Calif.-R) joined with ultrasonographer **Shari Richard** of Sound Waves Images to produce and distribute 535 pro-life videos to Congress before the Freedom of Choice Act came to a vote in the latter part of the summer. Richard provided Rep. Dornan with the video, "Ultrasound: A Window to the Womb," which the congressman distributed to every member of Congress. The

Freedom of Choice Act will make abortion available for any reason during the entire nine months of pregnancy and will reverse all pro-life statutes.

## PUBLISHING NEWS

COLORADO SPRINGS, Colo. — International Bible Society (IBS) has announced its publication of *Hope for the Future*, a New International Version New Testament and Psalms designed for pregnant women who are searching for answers. This special Bible is designed specifically to encourage, comfort, and instruct women who seek counsel at crisis pregnancy centers (CPCs) nationwide. The publication grew out of a forum sponsored by International Bible Society which hosted an exchange of ideas by executive staff members from the Christian Action Council located in Washington, D.C., and CPCs throughout the United States and Canada.

COLORADO SPRINGS, Colo. — *Power for Competing* has been released by International Bible Society (IBS), the first ever complete Bible for athletes. According to IBS representatives, the Bible is designed for those involved in competitive sports, sports ministry, or who are just armchair athletes. *Power for Competing* is a complete New International Version Bible with a combined 64 pages of special helps, which use sports terminology and focus on athletic themes and their base in Scripture.



**Shari Richard with a portion of the ultra-sound video sent to members of Congress by Rep. Robert Dornan (Calif.-R).**

SANDPOINT, Idaho — **Creative Ministry Resources**, a Christian ministry consulting firm, signed **Youth With A**

**Mission** (YWAM) publishing to a media publicity contract in April. Don Otis, president of Creative Resources, established Creative Media Resources to represent ministries and authors. YWAM's author list includes Floyd McClung, Joy Dawson, Loren Cunningham, and Danny Lehmann.

SAN FRANCISCO, Calif. — The first edition of the semi-annual *Broadcast Professionals Directory* has been published and is now available. The yearbook-style directory features photographs and brief biographies, which are alphabetized and cross-referenced. Created and published by industry professionals, some of the categories included in the directory are general managers, news directors, producers, and network correspondents. Co-published by Don Fitzpatrick Associates, the nation's largest recruiter of on-air talent and managers, and News Names, the directory offers a way to increase visibility to television decision-makers. The directory will be updated and published twice a year.

## AIRWAVE NEWS

WASHINGTON, D.C. — The finalists in the National Association of Broadcasters' **Marconi Radio Awards** competition have been announced. Of the nominees representing the best of the radio industry's personalities, stations, and formats of the year, 115 have been chosen as finalists and winners will be announced during the *Marconi Radio Awards Show* on September 12 in the New Orleans, La., Convention Center Ballroom. The five finalists in the religious/gospel category are **KJAK-FM/Slaton-Lubbock, Texas; KNOM-AM/Nome, Ark.; WAOK-AM/Atlanta, Ga.; WQFL-FM/Rockford, Ill.; and WWRL-AM/New York, N.Y.**

LOS ANGELES, Calif. — In celebration

of Father's Day, a troop of southern California's top contemporary Christian musicians traveled to downtown Los Angeles' Skid Row and the Union Rescue Mission on June 20 to perform a huge concert for the poor and homeless of the community. **KYMS-FM/Orange County, Calif.**, organized the concert and spent a month collecting donations of food, clothing, furniture, and other items to help those in need because of the Los Angeles riots. The contributions were distributed to the neighborhoods hit the hardest by the April 30 riots in south central Los Angeles.



**KYMS-FM air personalities and Union Rescue Mission officials pause in helping unload donations to those hit by riots in Los Angeles, Calif.**

THOUSAND OAKS, Calif. — *Separate But Equal*, an ABC television mini-series, has been honored by the Religious Public Relations Council with a Wilbur

Award, one of 19 distributed by the interfaith group of professional communicators. The council sponsors the annual Wilbur Awards to recognize the secular news and entertainment media for excellence in the communication of



**Burt Lancaster (left) and Sidney Poitier play courtroom adversaries in *Separate But Equal*.**

religious values, issues, and themes. Produced by Republic pictures, *Separate But Equal* dramatizes the courtroom battles leading to the U.S. Supreme Court's

**CONTINUED ON PAGE 38**

# People Like What They're Hearing...

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

Angela Hicks; Edmond, OK

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

David Ingram; Ft. Smith, AR

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

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



Wanda Franz Ph.D.

## *Pro-Life Perspective*

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

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## TRADE TALK CONTINUED FROM PAGE 37

landmark decision desegregating the nation's schools.

VIRGINIA BEACH, Va. — A new, original show presenting the talents of contemporary Christian artists, such as Amy Grant and Michael W. Smith, is airing Saturday nights at midnight (EDT) on The Family Channel. Produced by The Family Channel and *Contemporary Christian Music Magazine*, CCM-TV is a weekly, 30-minute music video show and incorporates music news, top charts, and tour schedules. Hosted by Amy Delaine, musical guests include Be-Be & CeCe Winans, DC Talk, Petra, Take 6, and Steven Curtis Chapman as well as Grant and Smith.

## MUSIC NEWS

PITTSBURGH, Pa.

— Pittsburgh police say between 17,000 to 20,000 people turned out to watch **Kathy Troccoli**

perform at the 33rd annual Three Rivers Arts Festival on June 13 at Point State Park. Sponsored by **WPIT-FM/Pittsburgh** in celebration of its 45th anniversary of Christian broadcasting, the free concert was the fifth Three Rivers Arts Festival concert in the last six years sponsored by the station. This year's attendance was the largest for a WPIT outdoor concert and also the largest Christian concert ever in Pittsburgh. Composed of husband and wife Greg and Rebecca Sparks, the group Sparks opened for Troccoli, whose song "Everything Changes" recently became a national top five hit on CHR stations and number one on Christian stations.

NASHVILLE, Tenn. — **Forty-five Christian recording artists**, including Leon Patillo, Al Green, Wayne Watson, and Babbie Mason, recently gathered in Nashville, Tenn., to record and videotape

Mason's song "A World of Difference." Organized by Mike and Susan Warnke in coordination with Lynn Keesecker of Word Records & Music Group, Mason's song kicks off a project called Operation Angel Wings. The single is scheduled to be released later this year, along with the music video.

## AWARDS

DALLAS, Texas — The **KCBI-FM/Arlington, Texas, news department** has won the Best Newscast award from the Texas Associated Press Broadcasters.

The newscast, an 8 a.m. presentation anchored by KCBI news director Bob Morrison, was chosen best in its class and in the state. **Tom Nau**, the host of the Southern Gospel music program on KCBI, *A Lifetime of Musical Memories*, has won the Large Market DJ of the Year award for the state of Texas from the International Country and Southern Gospel Music Association.

ST. LOUIS, Mo. — **Catherine Millard** will receive the 1992 Faith and Freedom award from Religious Heritage of America (RHA). Millard conducted tours at the 1992 National Religious Broadcasters Convention. **Oswald C.J. Hoffmann** will receive the 1992 Gold Medal award for 50 years of service from RHA. Dr. Hoffmann is honorary speaker on *The Lutheran Hour*.

## PEOPLE

DEERFIELD BEACH, Fla. — Media specialist **Robyn Lees** was selected to head the new video placement department of Food for the Poor, an international relief agency focusing its outreach to the poor of Haiti and the Caribbean. Lees will be responsible for *I Am There*, a 28-minute video documentary about Third World relief efforts produced by Martin Doblmeier.

NASHVILLE, Tenn. — **Kathleen Stephens** has been named managing editor of Sparrow Press. Stephens formerly served as managing editor of *Christian Parenting Today* magazine and

prior to that was director of the University of Texas' publishing program.

WASHINGTON, D.C. — **John C. David**, a vice president of the National Association of Broadcasters (NAB), has been named the organization's senior vice president/radio. David was NAB vice president/broadcaster congressional relations since 1989. He succeeds Lynn Christian, who resigned to return home to the Los Angeles, Calif., area.

BIRMINGHAM, Ala. — The Eternal Word Television Network has announced **Christopher Wegemer's** promotion to national marketing director of the network. Wegemer will be responsible for marketing and affiliate relations for all North American cable systems.

BOSTON, Mass. — **Susan Cecala** joined Global Access Telecommunications Services (GATS) as eastern regional sales manager. Cecala will assist national sales manager Dick King in maintaining and expanding GATS eastern region customer base. Cecala is based in GATS' new sales offices in Washington, D.C.

WASHINGTON, D.C. — The television board of directors of the National Association of Broadcasters (NAB) re-elected **Ronald Townsend** as its chairman and elected **John C. Siegel** as its vice chairman. Townsend is president of Gannett Television Group in Arlington, Va., and Siegel is senior vice president of Chris-Craft/United Television in San Francisco. The two will serve one-year terms and will also be on NAB's executive committee.

**Gary Chapman** was re-elected as chairman of the joint board of directors of NAB. Chapman, who is president of LIN Television Corp. in Providence, R.I., will serve a one-year term and is the head of the NAB executive committee. The Radio Board of NAB elected **Wayne R. Vriesman** chairman and **Robert L. Fox** vice chairman. Vriesman is vice president of radio for the group Tribune Broadcasting Company in Chicago, Ill., and Fox is the chairman/CEO of KVEN-AM and KHAY-FM in Ventura, Calif. The pair will serve two-year terms and will also be on NAB's executive committee.



***I Am There* video documents the trials and successes of relief work in Third World countries.**



SADDLEBROOK, N.J. — Com-municom Corp of America has announced the promotion of **Joseph Bataglia** to the position of vice president. **Elaine Sutherland** will be assisting Bataglia. Sutherland was the office manager and convention coordinator for National Religious Broadcasters (NRB) the past six years. Before serving at NRB, she was Noel "Paul" Stookey's (of the folk singing group Peter, Paul and Mary) manager.

NEW YORK, N.Y. — The American Bible Society created a new vice presidency for development and named **Arthur Caccese** of Saratoga Springs, N.Y., to fill the position. A former law school development officer at the Albany Law School of Union University in New York, Caccese began his new position July 1.

SANTA ROSA, Calif. — The K-LOVE Radio Network announced the resignation of **Jon Hull** as director of network operations on May 26. Hull will be pursuing other radio interests.

GRAND RAPIDS, Mich. — Zondervan Publishing House has named **Paul Woods** as theological editor in its Bible department. Woods will develop new Bible products, work with free-lance editors and writers, edit manuscripts and serve as a resource person in the areas of Bible interpretation and theology.

COLORADO SPRINGS, Colo. — The Word In Music, a division of Bethesda Associates of Colorado Springs, Colo., has appointed **Linda Tiernan**, formerly vice president and general manager of WCBW-FM/St. Louis, Mo., to be general manager of KBIQ-FM/Colorado Springs. KBIQ is scheduled to sign on the air this month with an all-music format. Tiernan has also been appointed national sales manager for the Word In Music Network, which has stations in Spearfish, S.D.; Kirksville, Mo.; and Spokane, Wash.

CHARLOTTE, N.C. — **Paul Cedar** was elected chairman of the board of the

Lausanne Committee in the United States on May 15. Dr. Cedar is the president of the Evangelical Free Church of America and he succeeds Leighton Ford, who resigned after leading the Lausanne board for 17 years.

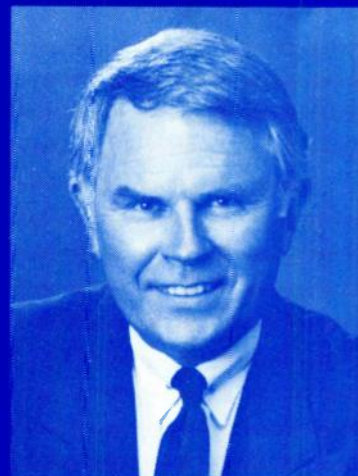
EL SEGUNDO, Calif. — **ESE**, manufacturer of distribution amplifiers, clock systems, and time code products, announced the promotion of **Bill Kaiser** to general manager and **Brian Way** to director of marketing and sales.

SAN DIEGO, Calif. — **Michael Blair** is the new vice president of sales for ComStream corp. Prior to joining ComStream, Blair established and ran the Hong Kong-based Equatorial Pacific International Company (a distributor of satellite communications products) for five years. **Warren Ackerley** has joined ComStream as an international sales manager in Europe. Previously, Ackerley was an international sales manager for INFOSAT in Vancouver, Canada. Also joining ComStream is **Brian Peabody**. Peabody is a field service engineer in the customer service department and will specialize in supporting customers in Mexico, Central and South America, and Spain.

BOSTON, Mass. — **Tim Smith** joined Global Access Telecommunications Services as satellite coordinator in the operations department. From Portland, Ore., Smith formerly worked as an assistant manager with a manufacturing company where he trained and supervised sales representatives as well as developed a customer service program now used by the company's regional branches.

LAKE WORTH, Fla. — WLVS-AM/Lake Worth announced that **Kelly Barnes** is the co-host of *Entertainment Today*, a WLVS-produced program. Barnes is also writer,

producer, and host of the program *Positive Perspectives* and the host for the *WLVS Praise and Worship Hour* aired Mondays through Fridays.



**Woody Wojdylak**

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# SALES SPOT

Research at Soma Communications involves the process of examining both primary and secondary data. Secondary data comes from sources such as Simmons Market Research Bureau† and Arbitron and involves little more than copying previously published statistics. Primary data is derived from national Tri-S samplings.

From these two sources, scientific predictions regarding the viability of Christian radio as an advertising medium in particular markets can be made. The following are advertisers who are particularly popular among Christian radio listeners.

## Diet Centers

Today, diet centers have a choice: advertising on a radio station delivering to the most *people* or on one delivering to the most *dieters*. Most would opt for reaching actual dieters.

Simmons Market Research Bureau (1990) reports nearly 23 percent of all

getting prospective dieters with any other medium is feasible, reaching real, honest-to-goodness dieters is best done with Christian radio. Christian stations may be smaller than others in their markets, but when it comes to delivering dieters, they're one of the heavyweights.

## Tire Retailers

What is the number one advertising medium for tire retailers? Surprisingly, Christian radio leads the pack.

According to Simmons Market Research Bureau (1991), the listeners who tune in to Christian radio are 35 percent more likely than the national average to have purchased five or more tires over the past 12 months. With 7.7 percent of this audience buying five or more tires, Christian radio ranks number one over all other radio formats for reaching heavy tire purchasers.

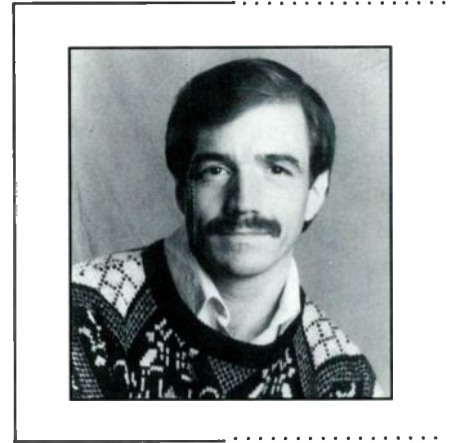
Christian radio beats newspapers (with 13.2 percent buying tires) as well with its total of 16.3 percent buying passenger car tires over the last year. Christian radio comes in second (behind lite/soft contemporary stations) for reaching all tire purchasers.

## Chevrolet Dealers

When it comes to buying Chevrolets,

Christian radio listeners are number two. (See graph.) According to Simmons Market Research Bureau (1991), those who listen to Christian radio are 23 percent more likely than the average American adult to own Chevrolets. Christian radio listeners rank second among all other radio format listeners for total Chevy ownership.

Also, Christian radio listeners rank 21 percent higher



than the national norm for buying Chevrolet trucks. Christian radio audiences like domestics, especially Chevys. They may be number two in the ratings, but when the scheduling costs are considered, number one is left in the dust.

## Auto Parts Stores

Although print may be the number one advertising medium for auto part stores, the number two position belongs to Christian radio. According to Simmons Market Research Bureau (1991), listeners of Christian radio rank higher than all other radio format listeners for purchasing automotive tires and accessories.

# Christian Radio's Best Advertisers — Part Three

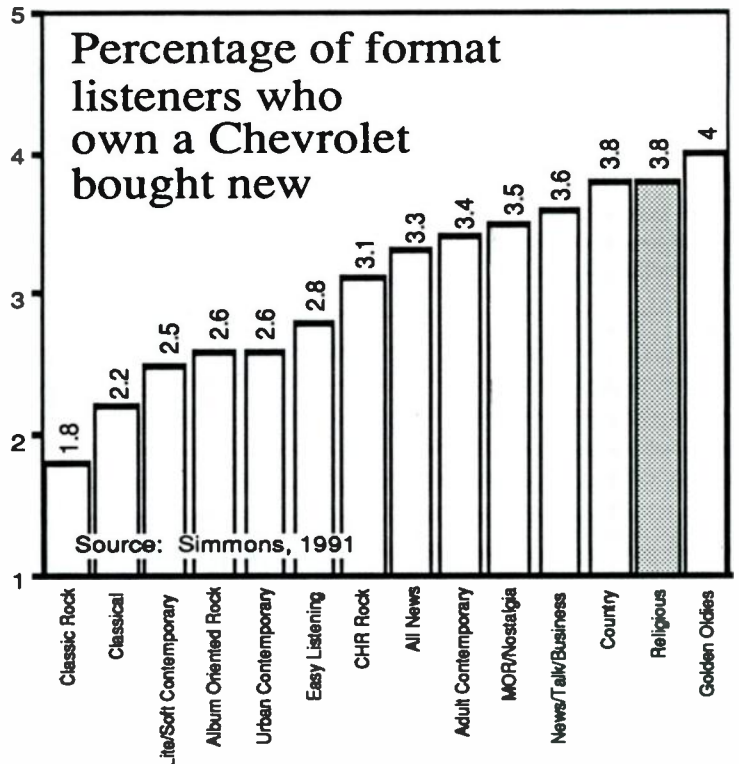
by Gary Crossland

Americans are on a weight-loss diet and according to Soma Communications' *Tri-S Christian Media Report 1991*‡, those who listen to Christian radio are 28 percent more likely than the average American to be on a weight-loss diet.

Christian radio listeners have always been big on dieting. According to Simmons, almost 39 percent of those listeners belong to Weight Watchers or another similar club, making it almost two out of five participating in dieting clubs. The same research revealed nearly 6 percent have visited a weight-loss center or clinic in the past 12 months, 5.4 percent use meal replacements as a means to lose weight, 2.2 percent use meal supplements, and 7.8 percent use diet pills. Within the last year, 13.7 percent have a physical fitness program at home and 19.6 percent went to a health club.

The bottom line is this. Although tar-

## Percentage of format listeners who own a Chevrolet bought new



In fact, last year Christian radio listeners ranked number one among all radio format audiences for buying four or more oil filters, AC oil filters, Rain Dance, Turtle Wax, two or more car batteries, gasoline additives, motor oil, Quaker State Motor Oil, motor oil additives, and transmission repair.

They ranked second for purchasing two or more pairs of shocks, car wax and polish, and mufflers. Plus, they ranked 5 percent above the national average for purchasing air filters, 4 percent above for buying anti-freeze, and 10 percent above for purchasing brake linings and pads. Christian radio listeners are 17 percent more likely to be auto repair do-it-yourselfers than average American adults.

The message is clear. Christian radio should be the number one choice to fill the number two slot in any auto parts ad campaign.

### Appliance Retailers

The number one advertising medium for appliance retailers is Christian radio. According to Simmons Market Research Bureau (1991), Christian radio listeners, per capita, rank first among all local advertising mediums, including all radio formats, in reaching people who purchased an electric stove or range last year.

In addition, they rank first among purchasers for electric refrigerators and automatic washing machines. Overall, Christian radio listeners rank 13 percent higher than the national average for purchasing all major appliances combined. This means they are more likely to buy dishwashers, dryers, microwaves, and refrigerators than newspaper readers or television viewers, according to Simmons.

Christian radio ranks second among 14 local radio formats for reaching single-family homeowners. No other station can make an appliance retailer's advertising dollar go farther and there is no other local advertising medium reaching a higher concentration of appliance purchasers than Christian radio.

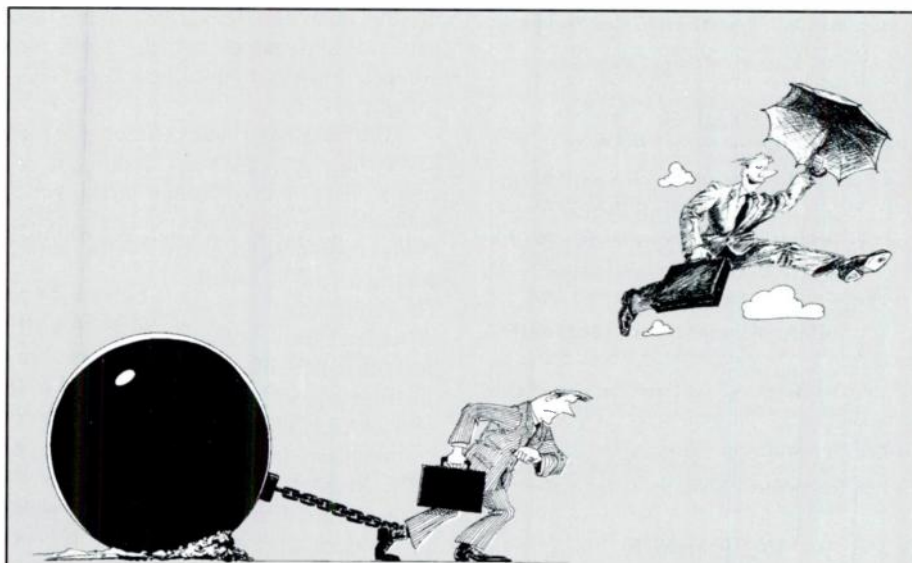
†Information for the Simmons Market Research Bureau is compiled via field representatives who administer both an interview and a written survey to approximately 20,000 people nationwide. The margin of error for the surveys is about 4 percent. Simmons is the qualitative source for many agencies who either buy or sell secular

media, including both print and broadcast. The published numbers relating to Christian radio constitute only approximately 0.001 percent of Simmons' work.

‡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.

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



## Which rep is carrying Tri-S materials?

"Tri-S is very effective in helping us get first-time appointments."  
Gary Burns, KAVC, Palmdale CA

"Our bottom line is up 20% because of Tri-S. We use the tools in all our sales presentations." Jim Woodland, WOLC, Salisbury MD

"Your service has immeasurably contributed to the revenue goals of our station." Joe Battaglia, WWDJ, New York

"Tri-S gives our sales staff some solid figures to present to businesses. It has been invaluable!" Tom Watson, WNLB, Staunton WV

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



**SOMA**  
Christian Sales and Research

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## CLOTHBOUND

- \*(1) 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) 4. **Miracle Man**, by *Nolan Ryan with Jerry Jenkins*, Word Publishing
- (6) 5. **Love for a Lifetime**, by *James Dobson*, Multnomah Press
- (7) 6. **Think Big**, by *Ben Carson with Cecil Murphey*, Zondervan Publishing House
- (5) 7. **In the Eye of the Storm**, by *Max Lucado*, Word Publishing
- (13) 8. **Charismatic Chaos**, by *John MacArthur Jr.*, Zondervan Publishing House
- (11) 9. **Fit to Be Tied**, by *Bill and Lynne Hybels*, Zondervan Publishing House
10. **Chalkdust**, by *Elsbeth Campbell Murphy*, Baker Book House
- (16) 11. **Churches That Abuse**, by *Ronald Enroth*, Zondervan Publishing House
- (18) 12. **Halley's Bible Handbook**, by *H.H. Halley*, Zondervan Publishing House
- (14) 13. **Simple Faith**, by *Charles Swindoll*, Word Publishing
- (10) 14. **Life's Not Fair, but God Is Good**, by *Robert H. Schuller*, Thomas Nelson Publishers
15. **Passages of Marriage**, by *Frank and Mary Alice Minirth, Brian and Deborah Newman, and Robert and Susan Hemfelt*, Thomas Nelson Publishers
- (12) 16. **Quiet Times for Couples**, by *H. Norman Wright*, Harvest House Publishers
17. **The Path to Serenity**, by *Robert Hemfelt, Richard Fowler, Frank Minirth, and Paul Meier*, Thomas Nelson Publishers
18. **Love Hunger**, by *Frank Minirth, Paul Meier, Robert Hemfelt, and Sharon Sneed*, Thomas Nelson Publishers
- (8) 19. **My Utmost for His Highest**, by *Oswald Chambers*, Barbour & Co., Discovery House Publishers
20. **The Applause of Heaven**, by *Max Lucado*, Word Publishing

## PAPERBACK

- \* (1) 1. **Prophet**, by *Frank Peretti*, Crossway Books
- (2) 2. **They Called Her Mrs. Doc**, by *Janette Oke*, Bethany House Publishers
- (5) 3. **This Present Darkness**, by *Frank Peretti*, Crossway Books
- (6) 4. **Piercing the Darkness**, by *Frank Peretti*, Crossway Books
- (4) 5. **Splashes of Joy in the Cesspools of Life**, by *Barbara Johnson*, Word Publishing
- (7) 6. **Stick a Geranium in Your Hat and Be Happy!**, by *Barbara Johnson*, Word Publishing
- (3) 7. **Good Morning, Holy Spirit**, by *Benny Hinn*, Thomas Nelson Publishers, Walker & Co.
8. **A House Divided**, by *Michael Phillips and Judith Pella*, Bethany House Publishers
- (8) 9. **The Illuminati**, by *Larry Burkett*, Thomas Nelson Publishers
- (10) 10. **God Uses Cracked Pots**, by *Patsy Clairmont*, Focus on the Family Publishing (Word)
11. **The New World Order**, by *Pat Robertson*, Word Publishing
- (11) 12. **Once-a-Month Cooking**, by *Mimi Wilson and Mary Beth Lagerborg*, Focus on the Family Publishing (Word)
13. **Stedfast**, by *Roger Elwood*, Word Publishing
- (9) 14. **A Woman Named Damaris**, by *Janette Oke*, Bethany House Publishers
15. **Cannons of the Comstock**, by *Brock and Bodie Thoene*, Bethany House Publishers
16. **My Utmost for His Highest**, by *Oswald Chambers*, Barbour & Co., Fleming H. Revell Co.
- (12) 17. **The Union Belle**, by *Gilbert Morris*, Bethany House Publishers
- (19) 18. **Parenting Isn't for Cowards**, by *James Dobson*, Word Publishing
- (15) 19. **The Blessing**, by *Gary Smalley and John Trent*, Pocket Books
- (16) 20. **The Bondage Breaker**, by *Neil Anderson*, Harvest House Publishers

\*Last month's position  
-Includes sales of board sets

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

# THE BOOK SHELF

## Charismatic Chaos

by **John F. MacArthur Jr.**  
Zondervan Publishing, 1992

Reviewed by *Harry Conay*

While visiting a local Christian bookstore in search of a Greek lexicon, I noted to the manager there seemed to be a scarcity of in-depth reference materials on the shelves. He agreed, citing low demand and prices which could not compete with mail-order book distributors.

But in *Charismatic Chaos*, John F. MacArthur Jr. offers an additional insight: "The overwhelming majority of books focus on feelings and experience rather than a solid study of the Bible, doctrine or theology." The fluff of emotional experience has replaced the substance of sound doctrine in bookstores as well as many churches.

Readers acquainted with MacArthur's previous works (especially his modern classic *The Gospel According to Jesus*) should have no trouble anticipating his certain-to-be controversial stand with regard to the issues discussed in this reworking of a 1978 book on charismatics. They will not be disappointed.

Stating "the biblical challenge is not to avoid truth that is controversial, but to speak the truth in love," MacArthur will most certainly test the limit of that love among readers. Still, he is not afraid to boldly state the truth as he sees it, not via some mystical experience, but by an informed, consistent, and rational interpretation of the Scriptures. And that is precisely his dominant premise: God communicates to us today through the Bible, not through mystical experiences.

"Experience . . . is not the test of biblical truth; rather biblical truth stands in final judgment on experience." MacArthur goes on to state he is "convinced that the fundamental teachings of the charismatic movement create an extreme emphasis on external evidences and thereby encourage bogus claims, false prophets, and other forms of spiritual

humbug." These result in deviations from the norm of orthodoxy, however slight, which grow to heretical proportions. "And that is my point: *The worst extremes usually start with slight deviations.*"

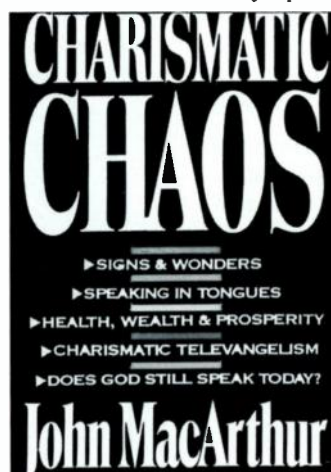
Commenting that "the entire [charismatic] movement has absorbed the erroneous notion that whatever is truly spiritual must transcend or bypass people's rational sense," he explains that "the truly spiritual person is not someone who is swept away into trances, ecstasies and emotional frenzies. When a person is out of control, it is never because of the [Holy] Spirit. Those who claim to have been slain in the Spirit may indeed have been 'slain,' but it is not by the Holy Spirit."

Rightly noting the distinction between acts of providence and miracles, MacArthur is critical of certain "faith healers," about whom he says quite plainly, "Those who claim the gift of healing do not really have it." Elsewhere, he makes it clear that "nowhere does the Bible teach that the gift of tongues is anything other than human languages." He condemns the "men are little gods" doctrine of several televangelists, and

rightly faults other proponents of "Health & Wealth" or "Name it & Claim it" hucksterism. He then concludes by stating, "The only appropriate response is and always has been a return to the Word of God."

I strongly recommend everyone read this book, the content of which sadly confirms the speculation of a very dear friend who once mused that if he were to erect a totem pole on his front lawn, he would soon find people worshipping it. *Charismatic Chaos* is spiritual dynamite and a much-needed corrective to those who have turned from Scripture to seek their god on my friend's front lawn — or elsewhere.

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



## Interview Insights

by Jonathan Peterson

"It is important for radio stations to develop a biblically based philosophy of informational programming," said Gordon Govier, news director of WNWC-FM/Madison, Wis., and editor of SCRIBE, a newsletter for people interested and involved in news and informational programming in Christian radio. "Proper news coverage is a crucial element in the relevancy and effectiveness of Christian radio stations."

Govier is a 20-year veteran of radio news reporting. He sees improvement over the years in the way Christian radio covers news, but he cautions that there is a long way to go. "Local news coverage is probably the weakest programming point of a majority of Christian station formats," he said.

"Management at a majority of stations seem to lack vision of how news reporting is valued by listeners and how it can benefit the station."

He stresses that the "effective use of accurate information takes listeners beyond being observers and makes them powerful participants in society; it positions the station as a key communicator in the community."

Govier challenges stations to present local and national information so that listeners can use it, pray about it, and get involved. He said information presented on radio helps listeners become world Christians, broadening their horizons and opening their understanding. It can draw listeners as a kind of pre-evangelism technique, help bring understanding to difficult situations, and present news of the mission field.

On the plus side, he observes there are more Christian radio news networks operating today than ten years ago and stations are beginning to realize the potential of news programming. One example is the commitment WBCL-FM/Fort Wayne, Ind., made to local coverage when it surveyed its listeners and discovered many were turning away from the

station in order to receive local news.

Another example Govier cites is Mission Network News (MNN), a daily five-minute newscast of mission news. "MNN has a good vision for providing unique information in a useful form," he said.

Govier stresses news coverage need not be limited to hourly newscasts. Locally produced talk shows provide an avenue for information and should be considered when looking for ways to fully service listeners.

"You can cover an issue in the news in more detail on a talk show than in a five-minute newscast," said Govier. "Getting an expert on the phone or in the studio to interact with you and your listeners is the perfect way to bring home a story."

Talk shows, with their built-in controversial subjects, are great word-of-mouth advertising generators for the station. "Listeners tell their friends what they hear on these programs and where they heard them," he noted.

Where do you find guests for talk shows? Your local chamber of commerce, city hall, county commission, churches, and schools. As you read the newspaper, clip and save stories about people you think should be interviewed.

Another source for guests are authors. "You can't find a better expert on a subject than someone who has written a book about it," said Govier. Book publishers are always eager to schedule author interviews with radio producers.

At a recent National Religious Broadcasters Midwestern Regional Convention, WCBL manager Char Binkley offered a few ideas on how to develop a news talk program:

- Define your goals and target audience.
- Establish a budget, i.e. phone calls, staffing, give-aways, and station souvenirs for guests.
- Select appropriate person(s), i.e., producers should be thorough, patient, friendly, and articulate while hosts should be friendly, spontaneous.

CONTINUED ON PAGE 49



authorized dealer for

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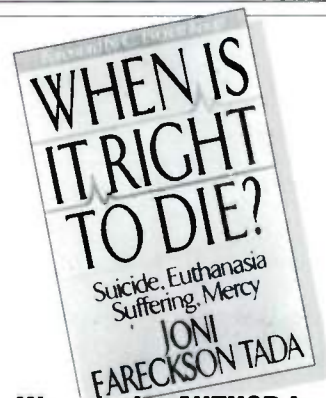
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## We put the AUTHOR in AUTHORitative interviews!

Interview Joni Eareckson Tada

The issue of whether euthanasia should be legalized has jumped into the news. Your audience is confused and needs to hear a clear, compassionate, Christian voice on this subject; especially since California is voting on it in November.

**Interview questions:** Is death preferable to suffering? How would legalized euthanasia alter society? Should life be sustained at all costs? What does the Bible have to say about euthanasia? What is a living will?

**AUTHOR AVAILABILITY:** Agoura Hills, Calif., and by telephone.

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

**Zondervan Publishing House**  
A Division of HarperCollins Publishers

(Circle 196 on the Reader Service Card)

One of my favorite interview guests is John Fischer, whose answers to my questions always contain profound ideas. Recently, John shared with me the concept, "It's over. Go home." My response to him was to share those thoughts in his concert, but to also write them down in an article. I am pleased that the editors of this magazine have accepted John's article as a replacement for my assignment for this issue. Let John provoke your thinking and recognize that "It's over. Go home!"

— Char Binkley, general manager of WBCL-FM/Fort Wayne, Ind.

## How It Was That I Saw A Vision Of God While Watching Ferris Bueller's Day Off

by John Fischer

You see, it was like this. At the end of this movie, *Ferris Bueller's Day Off*, after the credits have all rolled by and only a few people are still in the theater because their sneakers are probably stuck to the goeey floor, Matthew Broderick [the actor who played the main character in the film] comes back on screen.

He appears around the corner from where we last saw him disappear, back when the credits started rolling and most people left the theater. We're still around trying to get our shoes unstuck, or maybe we just like reading the names of all those people who contributed to this movie, searching to see if we know someone. Suddenly, our faithful little remnant is rewarded by an unusual intimate moment with the star himself. Matthew's back. He's still wearing the bathrobe he put on after his long, hard day (he was supposed to be sick) and he's stirring a cup of hot tea.

As he comes around the corner, he

acts surprised anyone is left in the theater. He looks right at us with a quizzical expression and says, "What? You still here? It's over. Go home!"

Some time later, when I was recalling this clever little scene in my mind, I saw it as something else. I saw this picture of a huge gathering of believers all filling up an immense auditorium with raptured anticipation.

They have come for another show. They want the ministry to happen to them. They want the professional singers or speakers or dancers or whoever to deliver the goods. They've experienced it before; they want to experience it again.

*Do it for us one more time, they say. Take us to the heights of glory and back again. Thrill us. Chill us. Fill us. We're ready and waiting.*

But instead, nothing happens. The curtain doesn't even open, but the anticipation only heightens as a murmur goes over the crowd: *Of course . . . they're only setting us up. It's really going to be big this time!*

Suddenly a little man in a bathrobe slips out on front stage, barely parting the huge curtain. It's God (*no, not John Denver, this is the real guy. Probably looks more like Columbo*) and he's stirring a cup of hot tea.

He looks at the audience with surprise and says, "What? You still here? It's over. Go home!"

It may be stretching the imagination, but I believe that statement is indeed God's message to Christians in America in 1992.

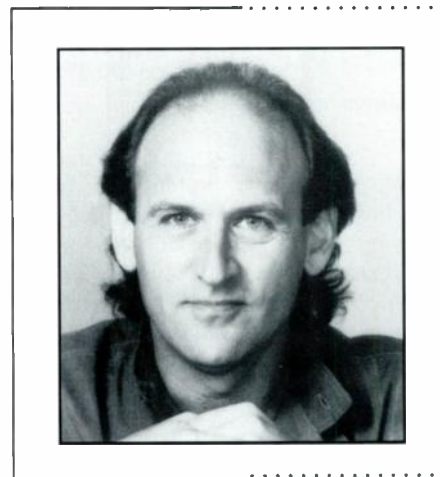
### It's Over

What's over? Well, the show, of course. The gospelspectacularallarama. The idea that Miss America, who just became a Christian, has more to say about God than Mrs. McGillicutty down the street, who has been a Christian for 50 years and teaches Bible stories to the neighborhood children because she loves them.

What's over? The idea we could sell the gospel the same way you might push a week in the Bahamas or a weekend seminar designed to straighten out all your dysfunctions.

What's over? The idea that a personality dynamo connotes great ministry.

What's over? The idea that 4000 people in one room with their Bibles open



cannot be wrong and that our cherished ministries are indispensable to God.

What's over? The idea God is on our side, for our cause, a member of our political party, and a protector of our rights as we have chosen to define them.

Yes, it's over. Thank God, it's over.

### Go Home

Now what could that mean?

It could mean go home to your spouse, your family, your neighborhood, your little spot in this incomprehensible globe. Go home and try, with fear and trembling, to figure out what your salvation means in the context of all the unanswered questions and unresolved conflicts amidst the broken dreams of our shattered world.

It could mean it's finally time for Christians to take their place in the world seriously, not hiding within the safe structures of a Christian culture.

It could mean the greatest effect in society for the gospel will now come from Christians who have gained influence outside of the Christian culture on the basis of their expertise and human endeavor, and not from within the culture.

It could mean the baton is passing from the professionals to the common man.

It could mean the show is finally over and now, maybe we can find out what this Christian life is all about.

**John Fischer is a contemporary Christian singer, speaker, and author of *Real Christians Don't Dance* and *True Believers Don't Ask Why*. From Dana Point, Calif., he also writes a monthly column for *Contemporary Christian Music Magazine*.**



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*To be presented  
at the 50th Annual  
National Religious Broadcasters (NRB)  
Convention & Exposition  
in Los Angeles, Calif.,  
February 13-16, 1993.*

The purpose of the National Religious Broadcasters (NRB) Annual Awards is to recognize outstanding service and merit in religious broadcasting. Through these Annual Awards, it is the desire of NRB to provide a standard of excellence for the industry.

Through the years, it has been traditional for religious broadcasters to nominate their colleagues who have significantly advanced the quality of programs and stations to communicate the gospel.

As was done in 1992, *Religious Broadcasting* magazine readers are being invited to offer nominations for each award and also vote on who should receive an NRB Annual Award. Given below is the procedure for the nomination and voting processes:

1. A nomination form for the NRB Annual Awards will appear in the September 1992 edition of *Religious Broadcasting* magazine. Any *Religious Broadcasting* reader is eligible to submit nominations. The nominator, however, must give his name, organization (if applicable), address, and telephone number.

2. Nominations must be submitted to the NRB Awards Committee by October 5. The committee will screen the nominations and select three finalists for each category by October 15, except for Hall of Fame inductees who will be chosen by the NRB Executive Committee and Board of Directors at a later date.

3. The official NRB Annual Award voting ballot will appear in the December edition of *Religious Broadcasting* magazine. The finalists for each category will be listed on the ballot.

4. Voting will end December 31. Votes will only be tabulated from the actual ballot contained in the December edition of *Religious Broadcasting* magazine. Any reader of *Religious Broadcasting* will be eligible to vote.

The criteria for nominations are listed in each category. Please read through the form on the next page, decide whom to nominate, and submit that page only by September 30 to:

NRB Annual Award Nominations  
c/o National Religious Broadcasters  
7839 Ashton Ave.  
Manassas, VA 22110

Nomination forms may also be faxed to: (703) 330-7100



NRB and its Awards Committee would like to thank you for helping make the Annual Awards a significant part of religious broadcasting.



# NOMINATION FORM

## Religious Broadcasting Hall of Fame

(Presented to a living or deceased individual who, for a significant period of time, has made an outstanding contribution in the field of Christian broadcasting with the highest of standards and faithfulness of Christ, of whom it can be testified or who can testify . . . "I have fought a good fight, I have finished my course, I have kept the faith." II Timothy 4:7.)

*Religious Broadcasting* magazine readers are invited to make nominations. The inductees will be chosen by the NRB Executive Committee

### NRB Milestone Award

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

### William Ward Ayer Distinguished Service Award

(Presented to an individual or organization for outstanding contributions to the field of broadcasting)\*

### Radio Station of the Year

(Presented to the most deserving religious radio station in the United States)

### Television Station of the Year

(Presented to the most deserving religious TV station in the United States)

### Radio Program Producer of the Year

(Presented to the most deserving U.S. religious radio program producer)

## Television Program Producer of the Year

(Presented to the most deserving U.S. religious TV program producer)

### Board of Directors' Award

(Presented to a distinguished individual who, while an avowed Christian, may not necessarily be in the field of electronic communications)\*

### President's Award

(Presented to an individual, organization, agency, music or publishing company, etc., that has made a deserving contribution to religious broadcasting)\*

### International Award

(Presented to the Christian broadcaster who has done the most to promote and extend the reach of international Christian broadcasting)

### Talk Show of the Year

(Presented to the Christian talk show for outstanding achievement in stimulating and leading the discussion of moral, political, social, and religious issues relevant in the Christian community with significant listener call-in participation)

\*Award may be presented to a non-broadcaster

#### PLEASE NOTE:

*Nominees do not have to be confined to one award category.*

Name of Nominator \_\_\_\_\_  
 Organization (if applicable) \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Telephone (        ) \_\_\_\_\_

Please submit nominations by September 30 to:  
 NRB Annual Award Nominations,  
 c/o National Religious Broadcasters,  
 7839 Ashton Ave.,  
 Manassas, VA 22110  
 or fax: (703) 330-7100





# NRB Past Award Recipients

(Since 1985)

## Distinguished Service Award

- 1985 Mark Fowler  
Neal Doty & Sherman  
Williams  
Clay Evans  
Orva Koenigsburg
- 1986 Patrick Buchanan  
Paul Bearfield  
Bishop Samuel L. Green Jr.
- 1987 Steve Allen  
Joseph Barbera  
Ted Engstrom  
Paul Freed  
John D. Jess  
Ralph Montanus Sr.  
Stephen Olford  
Luis Palau
- 1988 Robert Cook  
George Sweeting
- 1989 Oswald C.J. Hoffmann
- 1990 Thomas Zimmerman  
Robert A. Cook  
E. Brandt Gustavson
- 1991 Ralph Carmichael
- 1992 John Olson

## Religious Broadcasting Hall of Fame

- 1985 Jerry Falwell, The Old Time  
Gospel Hour
- 1986 Theodore H. Epp, Back to  
the Bible  
M.G. (Pat) Robertson, CBN
- 1987 Thomas F. Zimmerman,  
NRB Co-Founder
- 1988 Charles Stanley,  
In Touch Ministries
- 1989 J. Vernon McGee,  
Thru the Bible
- 1991 James Dobson,  
Focus on the Family  
Rex Humbard, Rex Humbard  
Ministry
- 1992 Bill Pearce, Nightsounds

## Milestone Award

- 1985 Nation's Family Prayer Period
- 1986 William and Annie Schafer  
Celia Webb  
Norman Vincent Peale
- 1987 The Biola Hour  
The Calvary Hour  
Samuel Kelsey  
Ernest C. Manning  
Noah Edward McCoy  
Sunday School of the Air  
Wealthy Street Baptist Church
- 1988 Park Street Church
- 1989 Back to the Bible Broadcast  
Chapel of the Air  
Haven of Rest  
Radio Bible Class  
KDRY-AM/San Antonio,  
Texas  
Berean Bible Society
- 1990 James Boice  
Jack Wyrzten  
Chaplain Ray Hoekstra  
Voice of Calvary  
Fraser Gospel Hour  
John D. Jess  
Mel Johnson
- 1991 The Baptist Hour  
Constantine & Elizabeth  
Lewshenia  
Neil C. Macauley  
J. Vernon McGee  
Slavic Gospel Association
- 1992 Morning Cheer Broadcast  
The Daily Bible Lesson

## Radio Station of the Year

- 1988 KJNP-FM, KFIA-AM
- 1989 KKLA-FM, KURL-AM
- 1990 WIHS-FM
- 1991 WMIT-FM/WFGW-AM
- 1992 KTIS-AM-FM

## Television Station of the Year

- 1988 WCFC-TV
- 1989 WPCB-TV
- 1990 WACX-TV
- 1991 WCLF-TV
- 1992 KYFC-TV

## Radio Program Producer

- 1988 Focus on the Family  
International Media Services
- 1989 Hope for the Heart
- 1990 Money Matters
- 1991 Family News In Focus
- 1992 Northwestern Productions

## Television Program Producer

- 1988 There's Hope
- 1989 Love Worth Finding
- 1990 Billy Graham Evangelistic  
Association
- 1991 CBN-The Family Channel
- 1992 John Ankerberg Show

## Board of Directors Award

- 1988 Richard E. Wiley
- 1989 Sen. Bill Armstrong
- 1991 Paul Harvey
- 1992 Dave Dravecky

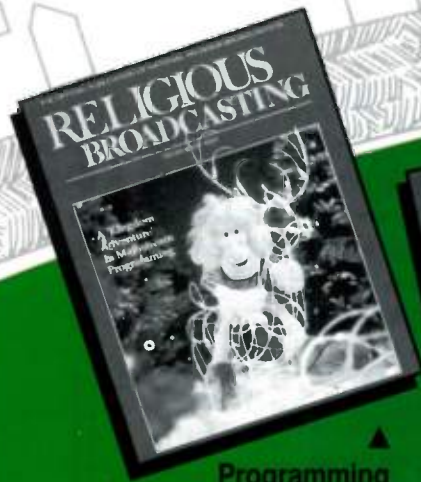
## President's Award

- 1988 Charles Colson
- 1989 Billy Graham
- 1991 Maranatha! Music
- 1992 Gary Bauer

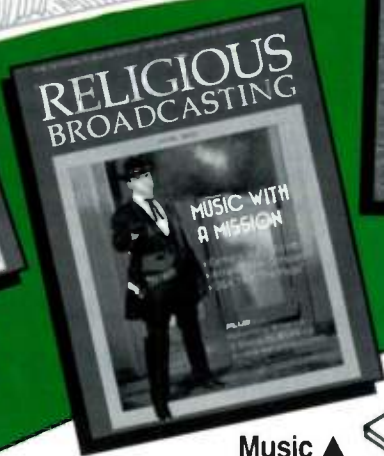
## International Award

- 1991 Robert Carlton Savage

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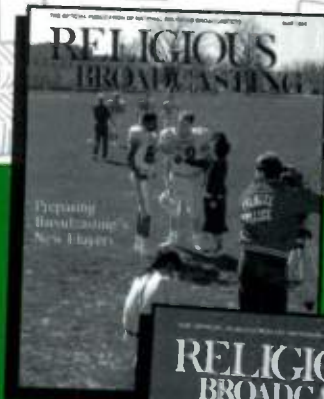


Programming ▲

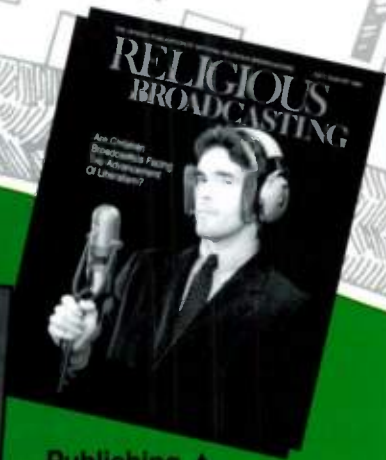


Music ▲

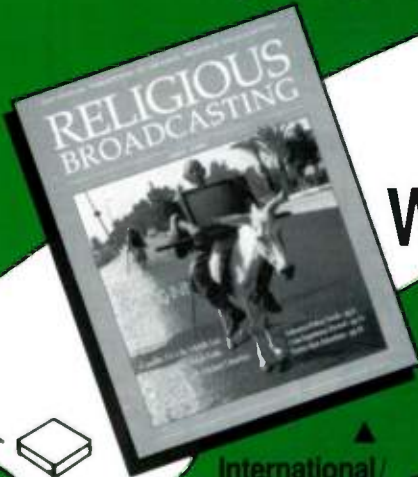
Radio ▶



Education / Youth ▶



Publishing ▲



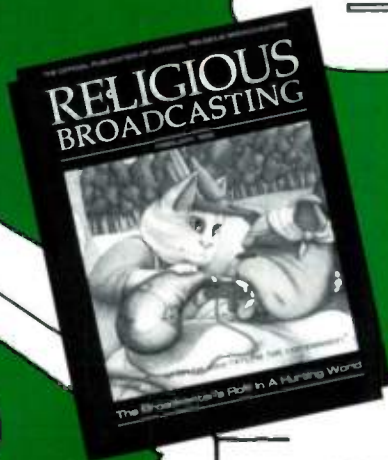
International /  
Outreach ▲

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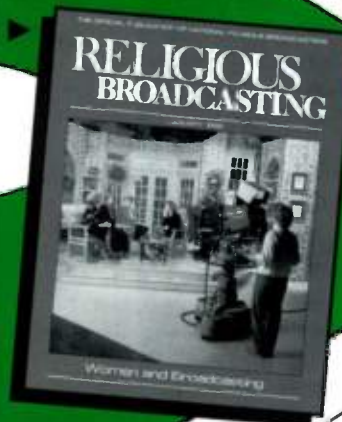
Television ▶



Technology ▲



Convention/Expo ▶



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**EXPERIENCED OPERATION MGR/On-air minister** to operate Full Gospel international radio station covering all of China/Asia. Willing to relocate to South Pacific. Contact John Tayloe at 990 Enchanted Way, Suite 101, Simi Valley, CA 93065.

**WMGY-AM/ATLANTA, Ga.**, a local Southern Gospel station, seeks station manager. Must be sales-oriented, able to oversee small staff, and sell local advertising. All replies held in the strictest confidence. Send resume to Jake Bogan, GH Broadcasting Corp., 1776 Briarcliff Rd. NE, Suite A, Atlanta, GA 30308. Equal opportunity employer.

**IN TOUCH MINISTRIES** has an immediate opportunity for a TV Maintenance Engineer. The applicant must possess a BS in electrical engineering with communication emphasis, or a BS in electrical engineering technology, or equivalent experience. Must be able to troubleshoot equipment. Excellent benefits. Send resume and salary requirements to In Touch Ministries, 777 W. Peachtree St. NW, Atlanta, GA 30308, Attn. Ovie Sparks.

**GENERAL MANAGER** for new CHR station coming to Green Bay, Wis. Please reply to Lake Shore Communications, P.O. Box 11933, Green Bay, WI 54307. Attn. Lee or Karen.

**CONSERVATIVE EDUCATIONAL** organization seeks assistant director of new broadcast journalism education and placement program. Excellent writing, organizational, and interpersonal skills required as well as knowledge of and experience in broadcasting. Send resume and writing samples to BJP Director, 8001 Braddock Road, Number 502, Springfield, VA 22151.

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7. All classifieds must be prepaid.

# LOOKING AHEAD

## 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 16-20

*Montreat Bible Conference*; Montreat, N.C. Information: P.O. Box 2007, Anderson, IN 46018.

## 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 Christian Computing Expo & Convention*; St. Louis, Mo. Information: Hewlen Publishing, (816) 331-3881.

## 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*, 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) 628-3028.

## October 10-12

*KJNP-AM/North Pole, Alaska, 25th Anniversary*; North Pole, Alaska. Information: (907) 448-2216.

## 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-1 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 7-11

*Image World Atlanta* (Video Expo and

The Campp Show); Atlanta, Ga. Information: (800) 800-KIPI.

## December 14-18

*Image World International* (Video Expo & The Campp 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 1-5, 1993

*Image World West*; San Jose Convention Center, San Jose, Calif. Information: (800) 800-5474 or (914) 328-9157.

## February 13-16, 1993

*National Religious Broadcasters 50th Annual Convention & Exposition*; Los Angeles Convention Center, Los Angeles, Calif. Information: (703) 330-7000.

## February 15-18, 1993

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

## March 7-9

*51st National Association of Evangelicals Convention*; Sheraton Twin Towers, Orlando, Fla. Information: Darrell Fulton or Billy Melvin, (708) 665-0500.

## March 28-April 1

*Gospel Music Association Week*; Nashville Convention Center, Nashville, Tenn. Information: Wendy Holt, (615) 242-0303.

## April 19-22, 1993

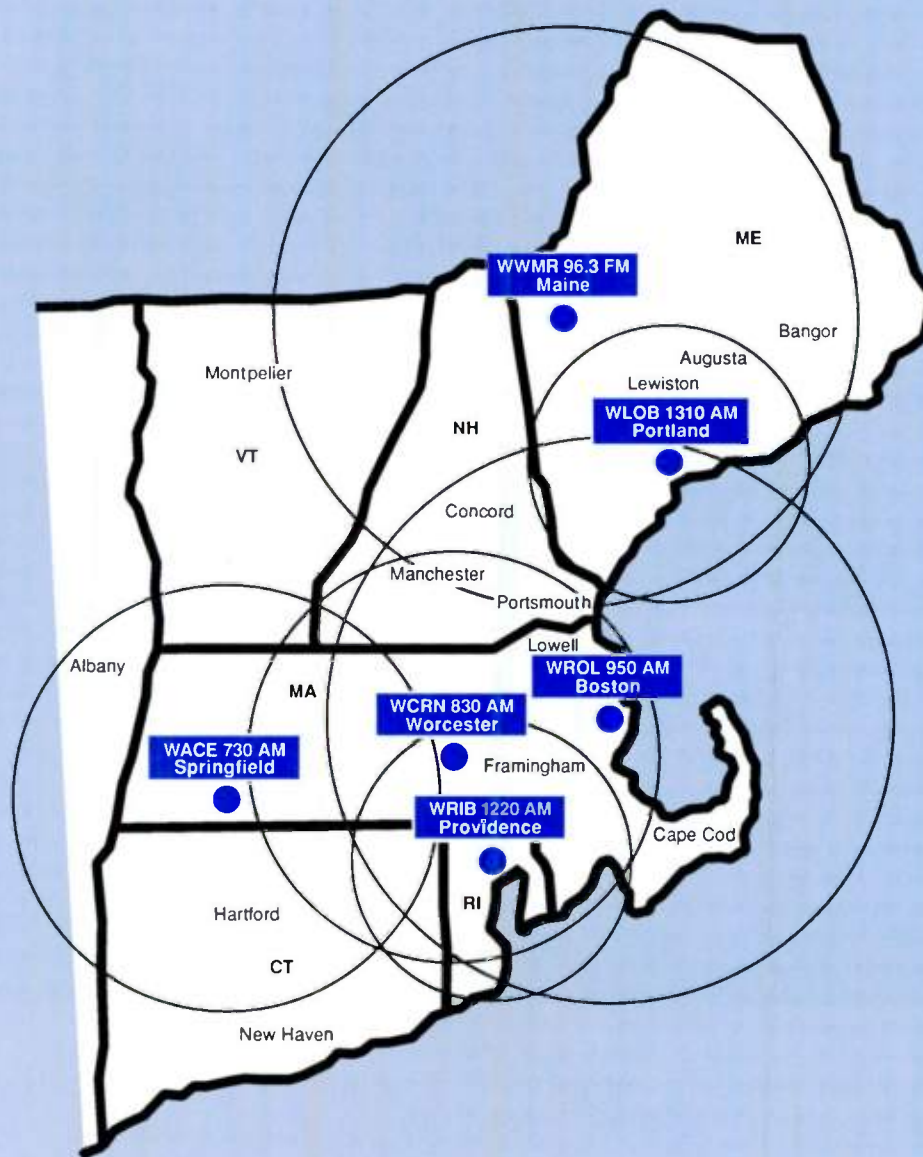
*National Association of Broadcasters 93 Convention*; Las Vegas, Nev. Information: Walt Wurfel, (202) 429-5350.

Media Travel U.S.A. is the official agency of the 1992-93 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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