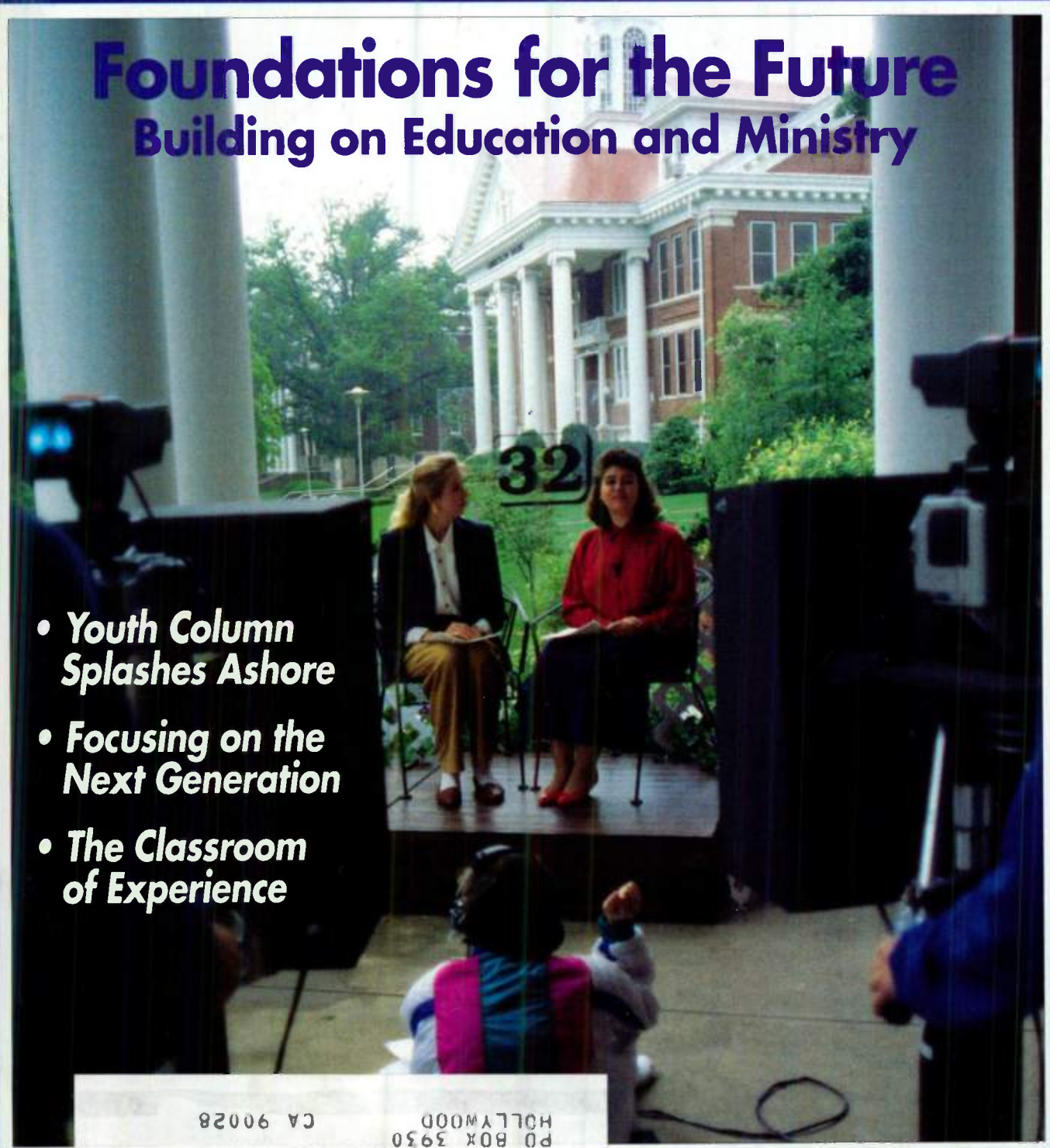


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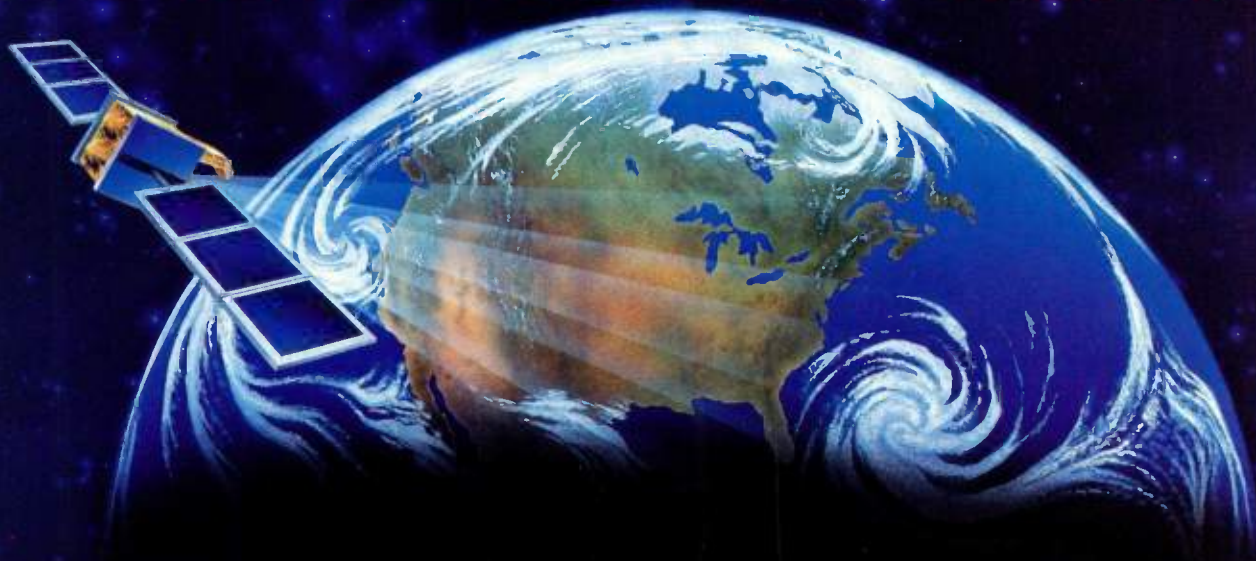
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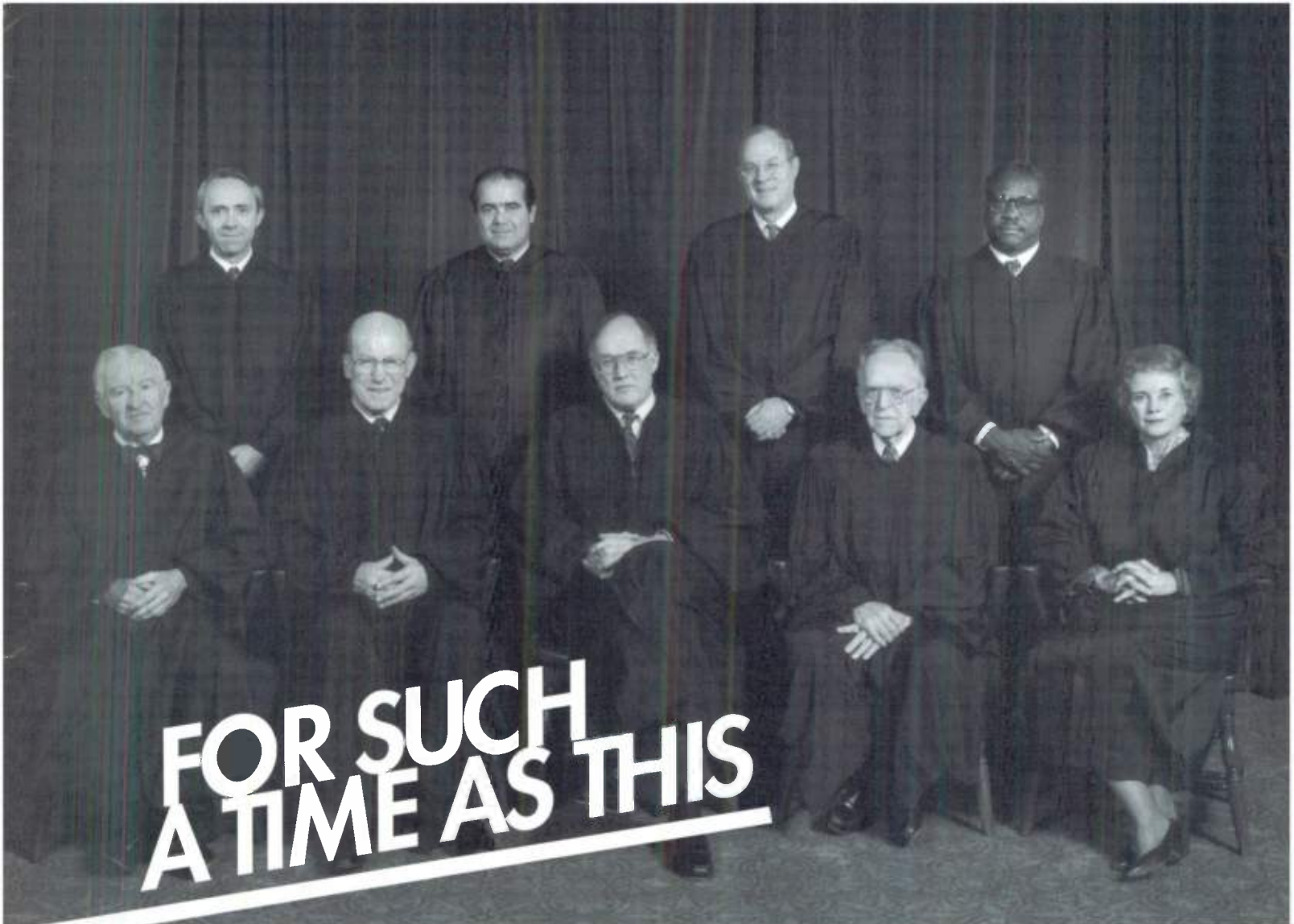


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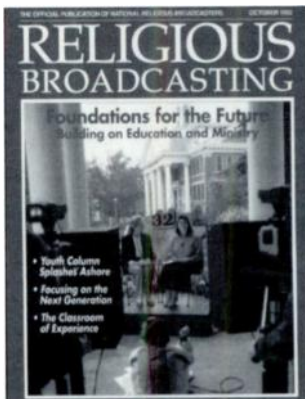
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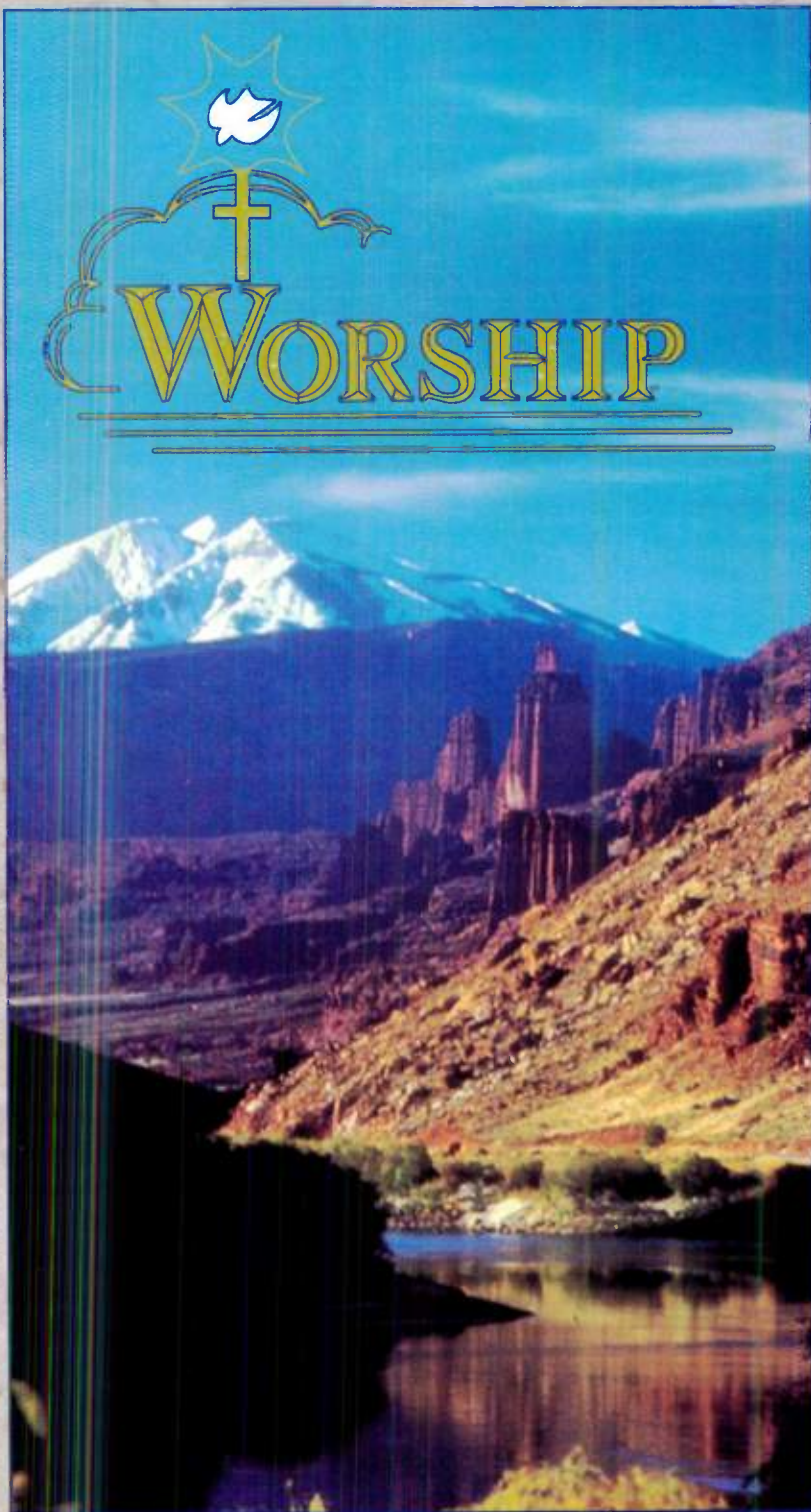
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Francis Schaeffer made many important contribu-
tions to the thought of evangelicalism. Arguably the most
important was to demonstrate much of what we have
come to look upon today as great literature, music, and
art was inspired by a deep faith in God and a desire to
create works which reflected the beauty and power of the
Creator. Why, Schaeffer asked, are we in the contem-
porary evangelical community content with mediocrity?
More pointedly we should be asking why are Christian
broadcasters content with mediocrity in much of the
programming we produce?

The Summer Olympics reminded me of the great
drive to excel the athletes must have to prepare and win
in world class competition. The Apostle Paul draws a
parallel to our service and the imperative to excel. "Do
you not know that in a race all the runners run, but only one gets the prize? Run in such
a way as to get the prize" [I Corinthians 9:24]. No athlete enters the Olympics with the
hope of a mediocre finish. The aim is to win. To be the best. To get the gold. Why then
are we satisfied with the mediocre so often in the community of faith?

First, I think we have misunderstood Paul's admonition, "Let each esteem others
better than himself" [Philippians 2:3]. We have come to understand this implicitly to
mean creating programs of superior quality will be
seen in some way as competing with other broad-
casters. The programs we create in the name of the
Lord should be the very best we can produce. Our
competition is really only with ourselves. We are
each accountable to the Lord for the work we do.
Just as the lambs offered in the Old Testament had
to be without blemish, our radio and television
programs should be of superb quality.

Second, I believe we have seen ourselves as a
cultural minority within a world system bent on
discrediting all Christians. This has led to a ghetto
mentality which has at times cut us off from what
is excellent in our world. We must remember all

truth and all beauty comes from God. The world system is an amalgam of truth and
error, of beauty and ugliness. We as broadcasters are to find excellence wherever we
can and claim it for God's kingdom.

I recently attended a meeting of Christian broadcasters at the beautiful new
facilities of Crossroads Communications in Canada. Ralph Carmichael, the composer,
arranger, and pioneer television broadcaster, was a keynote speaker. All of us owe a
debt of gratitude to Carmichael for moving Christian music into the 20th century. He
dared to compose and arrange music in a contemporary style and use professional
musicians to play it. We all remember the pride we felt at hearing his magnificent or-
chestrations performed by the London Symphony.

Third, the view some hold of the return of Christ has led to the attitude time is so
short that really great projects which require time and commitment are frivolous and
inappropriate. While it is true we are a pilgrim people, it is also true we are to *occupy*
until the Lord returns. I believe a proper eschatology will lead us to work as though
the Lord may tarry a thousand years while living as though He may return tonight.

Let's be done with mediocrity and give a witness to the world for Christ with ex-
cellence in our programming.

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

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Strive For Perfection Instead Of Mediocrity

by David Clark

TUNING IN

Millions of American college graduates are having great difficulty landing a position in their chosen field. I've heard in some fields, it has been the hardest year ever for college grads seeking suitable positions. What a disappointment to work, train, and be educated in what you feel is your "calling" and not be able to be employed. For some, it has led to despair. No doubt the United States' recession has had a substantial effect on the job market, but in my opinion, there are other reasons as well.

Employers have become more cautious about idealistic recent college graduates who very often come into an enterprise, find fault with its *modus operandi*, management, or staff and leave after only a few months or a year. There are some new graduates who think they will take over leadership positions within that organization, not realizing how much they need to learn about the enterprise in which they have become involved.

Through disillusionment, they often become discouraged and quit soon after arriving. Any costly on-the-job training will then have to be re-invested in another individual. Some employers have learned that skilled, older people will probably have much more longevity, resulting in substantially less cost to the company.

At National Religious Broadcasters (NRB), we ask our new employees to consider permanent employment an ideal, with at least a two-year commitment to service. It is too costly for us to do otherwise because a great deal of on-the-job training goes into each position.

Where are the young people who are willing to start, learn, stick to, develop, grow, and be promoted within one organization? No employer owes anyone a job, and one of the biggest turn-offs is perceiving

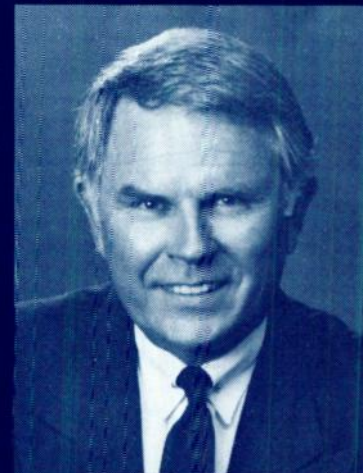
such an attitude on the part of the applicant. Of course, this is not true of all. Many have been taught in their homes to honor the privilege of holding a position. They come with a sense that jobs are only available as they make substantial contributions to the company.

The question "How can I best serve the Lord through my employer?" should be the uppermost thought and the attitude of the person seeking work. I realize it is the day of instant everything, but some of us have come to understand that hard work gets results for the company and leads to greater personal satisfaction. Accomplishing worthy goals: there's nothing more rewarding.

I want to say something about the call of God on your life. He may not have only one specific place for you to serve, but He does have a place! As we give ourselves to God for a serving and satisfying life, and as we are open to his will, He does lovingly lead and supply. May I encourage you toward rightful attitudes and a clear dependence on our Lord Jesus.

Yes, education is a must. Without it, we can accomplish very little in our respective fields. Yet without a wholesome, serving attitude, we may never get the chance to use our education-given skills.

Dr. E. Brandt Gustavson is the executive director of National Religious Broadcasters and publisher of *Religious Broadcasting* magazine.



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Education Not Only Important Criteria For Employment

by E. Brandt Gustavson

WASHINGTON WATCH

Recent Federal Communications Commission (FCC) action on several programming and control issues are in keeping with the commission's general goals for improving competition for viewers and eliminating unnecessary restraints on broadcasters. The FCC has revised its limits on radio station ownership, approved rules for "video dialtone," and expanded its interpretation of the statutory news interview exception to the "equal opportunities" rule to include independently produced programs.

Radio Ownership Reduced

As widely anticipated, the agency scaled back the number of licenses permitted under both the national and local caps. As first approved in April 1992, the increased caps more than doubled the number of radio licenses an owner could hold nationwide to 30 AMs and 30 FM.

FCC Fine-Tunes Radio Ownership, Relaxes 'Video Dialtone' Rules

.....
by Richard E. Wiley

The rules also set up a sliding scale of local caps based on overall market size and combined audience share.

On reconsideration, the commission approved national caps permitting ownership of up to 18 AM and 18 FM stations. Two years after the effective date of the rule change, the national caps will increase automatically to 20 AMs and 20 FM. The FCC also added investment incentives to encourage minority or small business control of stations, similar to the old minority ownership rules.

Under the rule change, a single entity may own an attributable but non-controlling interest in an additional three radio stations in each service if those stations are controlled by small business entities or are more than 50 percent owned by one or more members of a minority group.

On the local level, the agency's modified rules permit ownership of up to

two AMs and two FM in markets with 15 or more stations. The rule for markets with fewer than 15 stations remains the same as that adopted in April, which do not count non-commercial stations.

'Video Dialtone' Adopted

The commission relaxed its telephone-cable cross-ownership rules to allow local telephone companies to distribute video and other information to consumers via the telephone network. Under the "video dialtone" plan, telephone companies must provide access to this delivery system to all programming and information on a non-discriminatory basis.

As discussed in the February 1992 column, this new method of providing video services is designed to expand television viewing options and create a transmission competitor for cable systems. Video dialtone may create an alternative means to reach viewers for religious broadcasters who may have had difficulty persuading cable systems to include their programs among channel offerings.

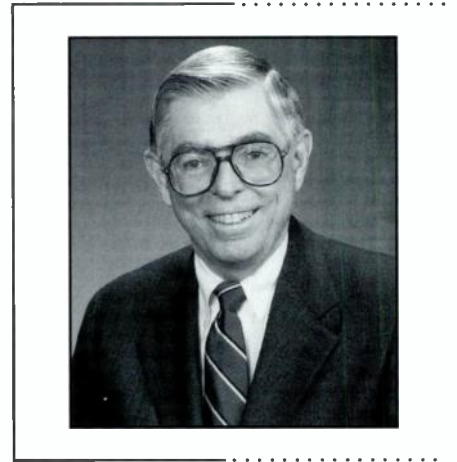
The rule change permits telephone companies to acquire up to 5 percent equity interest in a programming entity. But it bars telephone companies from setting prices for, or exercising editorial control over, programming.

Although video dialtone is expected to offer competition to cable, participating telephone companies will not be subject to regulation by local authorities — and thus will avoid the local franchise fees cable systems pay. The FCC hopes the financial incentives offered by video dialtone will entice telephone companies into rapidly replacing the copper wire in their systems with fiber-optic cable, which can carry many more audio and video signals into the home.

However, observers do not expect that telephone companies will act quickly to implement video dialtone. In particular, telephone company representatives expressed disappointment at the limits placed on program ownership.

News Interview Exemption

The agency's decision to expand its interpretation of an exemption to the "equal opportunities" rule affords independent program producers a wider choice of program topics. Under Section 315 of the Communications Act, a broadcaster who permits a legally qualified candidate



to use his station must offer equal opportunity for airtime to all other candidates for the same office. In 1959, Congress added four exemptions to the general rule for certain news-oriented programs, including a "bona fide news interview."

Shortly after the exemptions went into effect, the commission ruled that the news interview exemption applied only to programs produced by licensees or networks. Independently produced news interview programs were not exempt, regardless of whether the producer had any ties to candidates.

The FCC's broader interpretation of the news interview exemption now applies to independent productions as long as certain safeguards are satisfied. A broadcaster may air such a program without triggering an equal opportunity obligation as long as the licensee airs the program solely on the basis of its bona fide news judgment and not for the political advantage of a candidate.

Broadcasters are responsible for obtaining satisfactory assurances from independent producers that the programs were not designed to benefit a candidate and that the candidate played no role in the programs' production. In cases where the independent producer already has obtained a declaratory ruling from the FCC that its program qualifies for the exemption, the broadcaster may rely on that ruling as a satisfactory assurance.

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.

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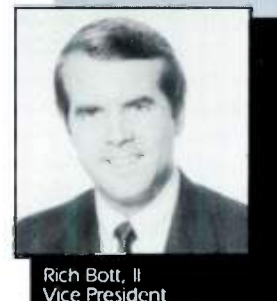
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Unwrapping the Gift

by Mel Johnson

As a student, my mother left the classroom after the eighth grade in order to go and support her family. She said to me many times, "God gave you a brain — now use it." She not only gave me credit for having a mind but expected me to do something with it.

The Bible contains 121 verses — 68 in the Old Testament and 53 in the New Testament — that refer to the mind. The Old Testament talks about a troubled mind, an anxious mind, a willing mind, an understanding mind, a busy mind, and a keen mind. Jumping over to the New Testament, we read of a depraved mind, a renewed mind, and a united mind.

In I Corinthians 14, the Apostle Paul

We have great responsibility today in education to provide information, inspiration, and instruction to fill the mind.

states that he will pray with his mind and also sing with his mind. The great apostle tours the church of Colossians and talks about the unspiritual minds of the people there, minds which puff them up with idle notions. He then goes to Timothy and talks about the constant friction between men of corrupt minds.

I have been in education for a number of years in connection with and in addition to broadcasting, and I am constantly reminded that the commencement which takes place at the end of an educational milestone is a graduation from the place where the learning occurred but not from learning itself.

Education means developing the mind and not stuffing the memory. In too many areas we load our guns with ammunition and our minds with blanks. I hear some people talk about an open mind, while others

brag about their closed minds. An open mind is one with listening ability and reasoning powers. A closed mind is often rebellious and stubborn.

I believe we have great responsibility today in education to provide information, inspiration, and instruction to fill the mind, all of which must be pure, constructive, and God-honoring. In the words of Philippians 2:5, "Let this mind be in you which was also in Christ Jesus." I Corinthians 2:16 adds, "For who has known the mind of the Lord that it may instruct him?" But we have the mind of Christ."

To have the mind of Christ requires learning and listening, obedience and faith.

An educator in an Ivy League school once said to his classroom of future teachers, "Empty the mind, then refill it with new thinking." Unfortunately, he further instructed them to forget about morals and create an anti-God foundation.

On the bulletin board in the band room at a high school, I once read this:

He who knows not and knows not that he knows not is a fool. Ignore him.

He who knows not and knows that he knows not is a child. Teach him.

He who knows and knows not that he knows is asleep. Wake him.

He who knows and knows that he knows is a leader. Follow him.

Too often, we are guilty of the "turn off." It is a matter of discipline to train the mind to listen and think. Listening is a matter of choice, but if one will listen long enough, he will discover that listening made his life more exciting and worthwhile.

I had a teacher in high school who, with the help of my dad, made me listen. At the time, she was my most disliked teacher, but today I refer to her as the best. From her, I learned much that I needed to learn, and the longer I live, the more I appreciate a teacher who thought my mind was worth developing.

The most famous words in the auto racing world are shouted in Indianapolis each Memorial Day: "Start your engines!"

There is plenty of engine revving long before drivers come to the Indy 500. Engines are finely tuned, tires are carefully checked, maintenance crews inspect every part of the car and repeatedly rehearse each maintenance procedure. The drivers and their cars are ready to go out and win.

A mental winner must keep his mind in excellent condition — no rusty bolts, no loose nuts, fine-tuned all the time, and excitedly aware of what is going on.

I once heard a story about one night in ancient times when three horsemen were riding across a desert. As they crossed the dry bed of a river, out of the darkness a voice called, "Halt!" The horsemen obeyed. The voice told them to dismount, pick up a handful of pebbles, put the pebbles in their pockets, and remount. The voice then said, "You have done as I commanded. Tomorrow at sunup, you will be both glad and sorry." Mystified, the horsemen rode on.

When the sun rose, they reached into their pockets and found that the pebbles had been transformed into diamonds, rubies,

Each individual must be responsible for taking full advantage of the beauty, value, durability, and use of his mind.

and other precious stones. The horsemen remembered the warning. They were both glad and sorry: glad they had taken some stones and sorry they had not taken more.

Each individual must be responsible for taking full advantage of the beauty, value, durability, and use of his mind. The mind is a garden that can be cultivated to produce the harvest one desires. The mind is a battlefield where all the decisive battles of life are won or lost.

Mel Johnson is the director of Tips for Teens in Roseville, Minn., and the host of *Young World Radio*.

of your Mind

What the Bible Says About the Mind

I Chronicles 28:9

"Acknowledge the God of your father, and serve him with a willing mind, for the Lord searches every heart and understands every motive behind the thoughts."

II Chronicles 30:12

"Also in Judah the hand of God was on the people to give them unity of mind to carry out what the king and his officials had ordered, following the word of the Lord."

Psalms 26:2

"Test me, O Lord, and try me, examine my heart and my mind."

Isaiah 26:3

"You will keep in perfect peace him whose mind is steadfast, because he trusts in you."

Matthew 22:37

"Jesus replied, 'Love the Lord your God with all your heart and with all your mind.'"

Romans 8:6,7

"The mind of sinful man is death, but the mind controlled by the Spirit is life and peace; the sinful mind is hostile to God. It does not submit to God's law, nor can it do so."

Romans 12:2

"Do not conform any longer to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God's will is — His good, pleasing, and perfect will."

II Corinthians 13:11

"... be of one mind, live in peace. And the God of love and peace will be with you."

Colossians 2:18

"Do not let anyone who delights in false humility and the worship of angels disqualify you for the prize. Such a person goes into great detail about what he has seen, and his unspiritual mind puffs him up with idle notions."

(All scriptures taken from the New International Version of the Bible.)

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Pro-Life Perspective

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(Circle 155 on the Reader Service Card)

by David Harness _____

On an afternoon in late July, when college campuses are typically empty and serene, Anderson (Ind.) University's Broadcast Center is far from quiet. What's more, the home of Covenant Productions and WQME Radio — a three-story, 19th century house still fresh from recent remodeling — suddenly seems tapped for space.

With an in-studio shoot for Deaf Opportunity Out Reach (DOOR) on the Covenant Productions schedule, boisterous youngsters fill the downstairs hallways practicing lines in sign language for their

We want students to have a firm grasp of the liberal arts...but we also want to give them the experience. Without the practical experience, the education is incomplete.

video reenactment of Bible stories. The conference room looks more like a make-up room, while temporary clothing racks fill the reception area.

Upstairs in the WQME studios, station manager Gary Brummitt puts the finishing touches on a concert spot while news anchor Angela Beyer prepares the first afternoon cast and copywriter/sportcaster Greg Yinger assembles notes from the Indianapolis Colts summer training camp.

Education and Preparation

If it seemed like a typical Friday at a television production house and a commercial FM radio station, it was no accident. Though Covenant Productions and WQME are staffed by Anderson University students and designed for educational purposes, they function as commercial enterprises.

"The university academic experience in broadcasting has typically been non-commercially oriented," explains director of broadcasting Dr. Donald Boggs, "but the vast majority of graduating students do not seek jobs in the noncommercial sector. Even if we look at some noncommercial, not-for-profit ventures in the Christian broadcasting area, we find that many if not most are driven in the sense that they must

The Classroom on the Air: Commercial Facilities Prepare Student Broadcasters



Anderson University senior John Mellinger sets up a shot of a nativity scene for Deaf Opportunity Out Reach of Louisville, Ky.

raise a certain budget to make things work. You can talk about sales in a classroom, but you can't really experience them at a noncommercial facility."

By bringing students into the commercial setting, Boggs notes, Anderson University offers aspiring broadcasters both the academic foundation and the hands-on experience future employers want. "We want students to have a firm grasp of the liberal arts, to know what it means to be a Christian in the world. But we also want to give them the experience. Without practical experience, the education is incomplete."

This philosophy — present long before the three-story house on the corner became a broadcast center — provided the seeds for Covenant Productions, a commercial TV production company specializing in promotional videos, and WQME, a 3000-watt commercial FM station serving nine central Indiana counties with contemporary Christian music and information.

Both endeavors emerged in the mid-1980s when Boggs began inviting students to work with him on free-lance TV projects, and Anderson University filed application with the FCC for a commercial FM license.

A commitment from the fundraising campaign for Anderson University (AU) gave the program capital for a much-needed upgrade in equipment and facilities. The 1988 hiring of Scott Fritz and the 1990 addition of Gary Brummitt provided the personnel to manage the dual enterprises.

Full-time Dedication

Fritz, a 1985 AU grad who previously worked in video production at two commercial TV stations and a state university, serves as operations director for Covenant Productions. Brummitt, a 1979 alumnus, had been the morning drive announcer at a 50,000-watt FM station before becoming station manager for WQME.

Along with Boggs, who also chairs the communication department and serves as general manager for the dual operations, Fritz and Brummitt teach an assortment of classes in the university's 52-hour mass communications major. All three admit their titles belie the breadth of their assignments.

Fritz recalls a recent spring break shoot in Phoenix, Ariz., on which he served as producer, director, instructor, and the equivalent of a dorm resident assistant.

"Producing in and of itself can be one of the most challenging jobs in this business. So's directing," says Fritz, who also serves as chief scriptwriter.

"When you put all those together, you start to find out what your limits are. The weight of this responsibility has matured me faster than anything else I've ever done. I know a lot more about what I do now than I did even before when I was doing it professionally."

"The whole job to me is like the Peace Corps," adds Brummitt, who hosts WQME's

The average listener doesn't know that they're a college staff; they don't care. But we are going to be green occasionally.

morning show in addition to fulfilling his day-to-day managerial responsibilities. "It's the toughest job you'll ever love. Working with students — whose energy level never dips — the guiding and teaching are just constant."

"We have faculty who are working professionals — academically credentialed — who are working in the business," explains Boggs. "That puts us in a wonderful situation because we have been free to really put our values into practice, to uphold our values and not succumb to market pressures.

"It's one thing to teach a broadcast management course as a professor," he continues, "and it's another thing to teach as the general manager for a radio station. It's a whole different ballgame in terms of the credibility that I have with the students and the current, real-world experiences I can relate to them."

The intensity of the experience and the realities of the professional setting demand a level of responsibility students quickly acquire.

"The benefits of this job in young people's lives and listeners' lives are just incredible," says WQME's Brummitt. "Music can really get into your heart and soul in ways that words couldn't get through. That is very humbling. It's scary, but it's exhilarating.

"It makes you want to put your socks on in the morning and come running to work because you know the first song that



A commitment to "full service": junior Angela Beyer prepares an afternoon newscast.

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THE CLASSROOM . . . CONTINUED FROM PAGE 13

we put on the air is going to touch someone, and the second song, and maybe a weather bulletin is going to help someone else. We've just come through a tough period weatherwise and like I tell my staff: 'This is not a rehearsal, this is the real thing. You could save a life.'"

The Making of a Professional

Brummitt notes that both the quantity of students involved with the station and the quality of their work have improved significantly since WQME signed on the air November 29, 1990. "We're a professional station working with untrained students," he explains, noting that WQME's business manager and salespeople are professionals. "But I tell you, they learn very quickly and they are absolutely the most dedicated staff I've ever worked with. They're very committed to what they do."

WQME is staffed by a team of student managers, typically upper division broadcasting majors who oversee student copywriters, production people, news and sports reporters, and announcers, all of whom have varied experience.

"We strive for excellence, but we try not to take it too seriously," says Brummitt. "Two to three times a year we have a new staff, but we try not to throw them in. They're only allowed to do certain things until they get their sea legs, then they add on another tier of announcing so that we're always working to get to that higher level of announcing."

He adds that the sound of the station — never identified by its ownership — has steadily improved: "There are times of the day when I would put the sound of the station up against any other station. And the average listener doesn't know that they're a college staff; they don't care. But we are going to be green occasionally."

Though the Covenant Productions staff is smaller, Fritz says the workload can also be demanding and the educational-commercial marriage challenging.

"We don't have a professional full-time staff on call all the time, and sometimes it's a challenge to schedule around the academic calendar," he explains. "In this industry when everything is on the clock, that can lead to some frustration."

With competitive rates and a quality of product that compares to Indianapolis, Ind.-area production houses, Covenant has gained an expanding client list and a filled-in production schedule.

"At some point we're going to have to start handing out numbers or something to clients," Fritz says. "Equipment-wise, the facility is comparable to what you'd find in any production house. We master to one-inch Type C, shoot on Betacam or Betacam SP, have a Chyron Superscribe for graphics or tiling, and a Pinnacle Prizm for digital video effects." The facility also includes two edit bays and a 2400-square-foot studio. "It's extraordinary from an educational standpoint for students to get their hands on that equipment, to get experience working with real clients," adds Fritz.

Because Covenant Productions and WQME receive no budget from Anderson

University and operate on a nonprofit, break-even basis, students get an additional lesson in stewardship. "When they see a hole in the equipment rack, they know it doesn't get filled until we have the funds," says Brummitt.

Likewise, Anderson University broadcasting students, already beginning to crowd the three-story house on the corner, can anticipate yet another physical expansion — when the bottom line permits it.

David Harness, a 1989 Anderson University graduate, serves as sales manager for WQME and is pursuing a Master of Divinity degree at the university's School of Theology.

Covenant Productions: Have Betacam, Will Travel

When Anderson University director of broadcasting Dr. Donald Boggs chose the name Covenant Productions for the university's TV production company, he wanted to emphasize the covenant relationship between the company and its clients. Since the mid-1980s, Covenant Productions has produced promotional and informational videos for church organizations, gospel artists,

schools, hospitals, and local industries.

But nowhere is the covenant relationship nurtured more than among missions organizations, whose projects have sent Anderson University broadcasters to four continents and nearly 20 countries. "Because the university encourages overseas travel, international projects are a natural combination," says Boggs.

"We can work with clients, often



Then-Anderson University senior Tom Broyles films on location on the streets of Cairo, Egypt.

missionary groups, overseas at a much lower price than anybody else could — partly because of our mission, but also because we have a travel agency essentially on campus. For students, we can offer an overseas experience at a very low cost with parts of it underwritten by the client. And we can offer them an intensive production experience.”

“When we’re overseas, we’re usually shooting from sunup to sundown, six days a week,” adds operations director Scott Fritz. “Typically, we’ll stay with missionaries or some nationals. The experiences are sometimes very tough physically, but marvelous experiences.”

The educational value, they agree, often far exceeds the student’s portion of travel costs. “It’s one thing to operate a

It's one thing to operate a camera in a classroom . . . but it's altogether different to be shooting sunrise to sunset in an international setting.

camera in a classroom for two hours, three times a week, and it’s another thing to be out on a shoot with a client like Bill Gaither or St. John’s Health Care Corporation,” says Boggs. “But it’s altogether different to be shooting sunrise to sunset, in an international setting.

“You learn a tremendous amount just by the intensity of the settings,” he continues, “being in a different culture, facing the difficulties production-wise of working in different villages with different television systems, different electricity, language barriers, cultural barriers. That’s an overwhelming experience, and I think without exception it’s been an overwhelmingly positive experience.”

Indeed, Covenant crews return with visual images which linger long after production is complete: surveying remnants of the Berlin wall, being stopped by the secret police in South Korea, shooting a prayer service in a Jordanian mosque.

“I had a student in Africa for four weeks as we went across the continent,” Boggs remembers, “a talented individual, an exceptional person. And while he’d been on a handful of shoots before we left, at the end of the second week, he told me he’d learned more in two weeks than he had in his four years of college, in terms of production work. You can’t beat that. It’s a remarkably intensive experience many professionals never have.”

— *David Harness*

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Four-thirty in the morning is a tough time for most anyone to get up—and nearly impossible for a college student. But that was the time Allyson Burden began each weekday during her senior year at Oral Roberts University. She had to be in the control room of KWEN-FM/Tulsa, Okla., by 5:15 a.m.

Burden was an intern producer for KWEN's top-rated morning show, hosted by Bob Cooper. She pulled commercials and music for the three-and-a-half hours she was there, gathered traffic updates, recorded comedy bits used by Cooper, and scanned the wires and newspapers for anything

interesting or unusual Cooper could use as patter.

Burden, now promotions and marketing director for KRMG-AM/Tulsa, Okla., learned to love the business of broadcasting through her internship. "I had a lot of book knowledge about radio," she says, "but being in a studio day after day gave me a feel for the business. I knew then that I wanted to be in broadcasting in some way for my career."

Cooper was equally pleased with the internship arrangement with ORU. He asked for an intern each semester, giving them more responsibilities as he saw them

improving. Soon the "Cooper and Company" morning show became the most desired internship opportunity for the radio students at ORU, even though it meant getting up before dawn.

A Win-Win Situation

Internships, if handled properly, can be a rewarding experience for the station, school, and student. What better way for the broadcasting newcomer to get that all-important "real world" experience? Schools often use an active internship program as a recruiting tool to interest prospective students in their program.

One Foot In The



Photos courtesy of Jim Owens

Asbury College (Wilmore, Ky.) students intern with ABC Sports' Jim McKay during the horse racing season.

For individual broadcast facilities and other industry-related outlets, cooperation with an internship program can reap numerous benefits, including:

- ◆ The opportunity to train potential future staff members as you want. Think of an internship program as a minor league ballclub. It can be a great source of new talent for your station. Remember, however, that you are under no obligation to hire students after they complete their internship with you. But those you do want to hire will already understand your system and procedures.

- ◆ Good community relations. Pro-

note the fact that a certain on-air segment was produced by a student from the local college, showing your station's support for the school. Building rapport with local institutions always helps your business.

- ◆ Inexpensive extra help. While this is obviously a plus to your station, it should not be the primary reason to take on an intern. We'll discuss this more in a moment.

Beyond the Classroom

Internship programs vary from school to school. Some are loosely organized "independent studies" where a student can get credit for some related job; others carry

rigid expectations of the student worker.

Oral Roberts University's internship program is as structured a class as English 101. All students seeking degrees in the Communication Arts program are required to serve at least one semester as an intern. They must also complete the internship course, where they learn how to look for a job, prepare a resume and audition tape or portfolio, and advance from job to job.

Dr. Even Culp, coordinator of internships at ORU, says the program is not simply "work for credit." "We give credit

CONTINUED ON PAGE 18

Real World



Asbury students direct the video production of the 1992 contemporary music festival "Ichthus."

ONE FOOT . . . CONTINUED FROM PAGE 17

for learning through practical experience," says Culp, "and for tying in classroom concepts so the student will be ready for the second and third jobs they will hold."

A Worthwhile Experience

With all this in mind, what are some practical ways to make the best out of an internship program at your station? These ten tips should help make the experience beneficial for both you and the student intern.

◆ Hire an intern just as you would any other employee. Have the prospective intern go through a normal job interview, present you with a resume, produce an audition tape — whatever you would ask of any other candidate for a similar position.

For example, if you are looking for an intern to help run camera for a studio show, have the candidate go through a blocking exercise to show that his skills are adequate to do the job. Keep in mind, though, that you are hiring a novice; don't expect perfection. Do, however, expect competence and a willingness to learn.

◆ Remember that you are hiring a student who will likely only be with you for a few months, so don't make long-range plans around that person. The intern should be in a support position, doing a job that would not have to be done in order for you to stay on the air.

Examples of good jobs for interns at radio stations include on-air producer, news copy writer, production assistant, and marketing and promotions assistant. For a television facility, interns can help run camera, do simple edits, build sets, and hang lights. For both radio and television, do not put the intern on-air as a main talent unless you are going to hire that person for a permanent position.

Also remember, your intern is a student. And to most college students, there are no days more holy than "break" days, as in Fall Break, Christmas Break, and Spring Break. Make plans accordingly.

◆ Do not hire an intern simply as "cheap labor." As a university instructor, I often had stations call and ask for students to help do telemarketing or secretarial work. It was usually under the guise of offering the student a chance to "learn about doing surveys," when in reality it was nothing more than an opportunity to make phone calls or type information into a data base.

There is nothing wrong with paying students to do these jobs, but these do not constitute college-level internship positions. On the other hand, doing a marketing survey

is a good term project that can be worked out with a teacher in either the communication or business department.

◆ Paying students is not necessary, as long as they are learning from the job they are doing. It is best, however, to limit non-paid duties to 20 hours a week, maximum. You should not expect a student to give you more than that and study and have a social life (not necessarily in that order).

◆ Do not limit the intern to one job. Give him a feel for several different duties, in various departments, if possible. Have a radio intern spend some time sorting news wire copy and carting actualities, then send them on a remote to help pass out bumper stickers and t-shirts.

◆ If the student seems overwhelmed with a task, provide help — but don't do the job for the student! Learning is often gained through failure and frustration. Show him how to come in after hours to practice. Ask his teacher to help him at the school's practice lab.

You may have heard a teacher say the rewards of teaching go beyond money, and it is true. (It must be, because most teachers are barely above the poverty level!) Imagine how good you will feel once that student becomes competent in a skill he did not possess before working with you.

◆ Do not look only to Christian schools for interns. Many Christians go to the community and state schools near you and would prefer to hone their skills at your station. Besides, who says you have to select only Christian interns? This may be an evangelistic as well as educational opportunity for you.

◆ Evaluate the intern just as you do the rest of your staff. Once a week, if possible,

sit down with the intern and review the jobs done that week. Watch tapes he has edited, or listen to commercials he has recorded. If the intern is in a marketing position, ask for a weekly list of five promo ideas.

◆ Promote the intern on-air in some way. This is excellent community relations and makes the intern feel appreciated. Bob Cooper mentions his intern producers by name at least once a week, sometimes putting them on-air with him. Some television stations list interns in their program credits, with the name of the student's school in parentheses.

◆ When the internship is completed, be sure to evaluate the student honestly and fully for the internship instructor. Your word is the major basis for the student's grade. Remember, not everyone deserves an "A."

And, if asked, provide a letter of recommendation for the student's portfolio, and make yourself available as a reference on the student's resume. This is just the beginning of their career. With your help, the internship experience will be the stepping stone to a great one.

One last thing: I would always encourage my student interns to become indispensable to the stations where they intern. "Go early, stay late, and do more than is asked of you, and you will succeed." If you expect the same of your student intern, both you and the student will have an enjoyable and profitable internship experience.

Jeff Dunn teaches radio broadcasting at Centerville High School in Centerville, Ohio, and has also taught at Oral Roberts University in Tulsa, Okla., and the University of Nations in Hawaii.



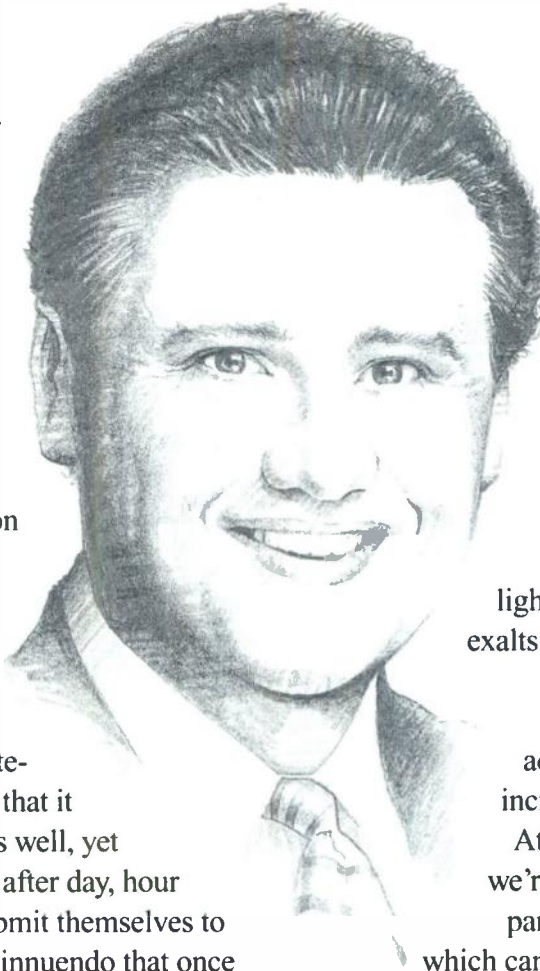
An Asbury student works for African Leadership on a video crew in Zaire, Africa.

Conscience.

A famous comedian quipped that “people would listen to the voice of conscience if they knew what channel it was on.” But it’s no laughing matter to consider how void of conscience is today’s media: it can be seen on very few channels.

It comes as no surprise when a prominent sociologist refers to television as “a vast cultural wasteland.” What’s worse is that it is a moral wasteland as well, yet few seem to care. Day after day, hour after hour, millions submit themselves to the sort of inanity and innuendo that once caused decent people to blush. It’s as if the whole North American continent were absorbed in some sort of nightly national séance.

What’s the solution? Confronting the



system and demanding change is a noble exercise, but it won’t bring the desired results. External pressures, however intense, cannot convert stubborn human hearts. No, the answer is not to decry the darkness but to turn on more

lights. Every program that exalts values, promotes right relationships and puts decency on a pedestal adds wattage to an ever-increasing source of light.

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Yours for

by Elizabeth J. Guetschow

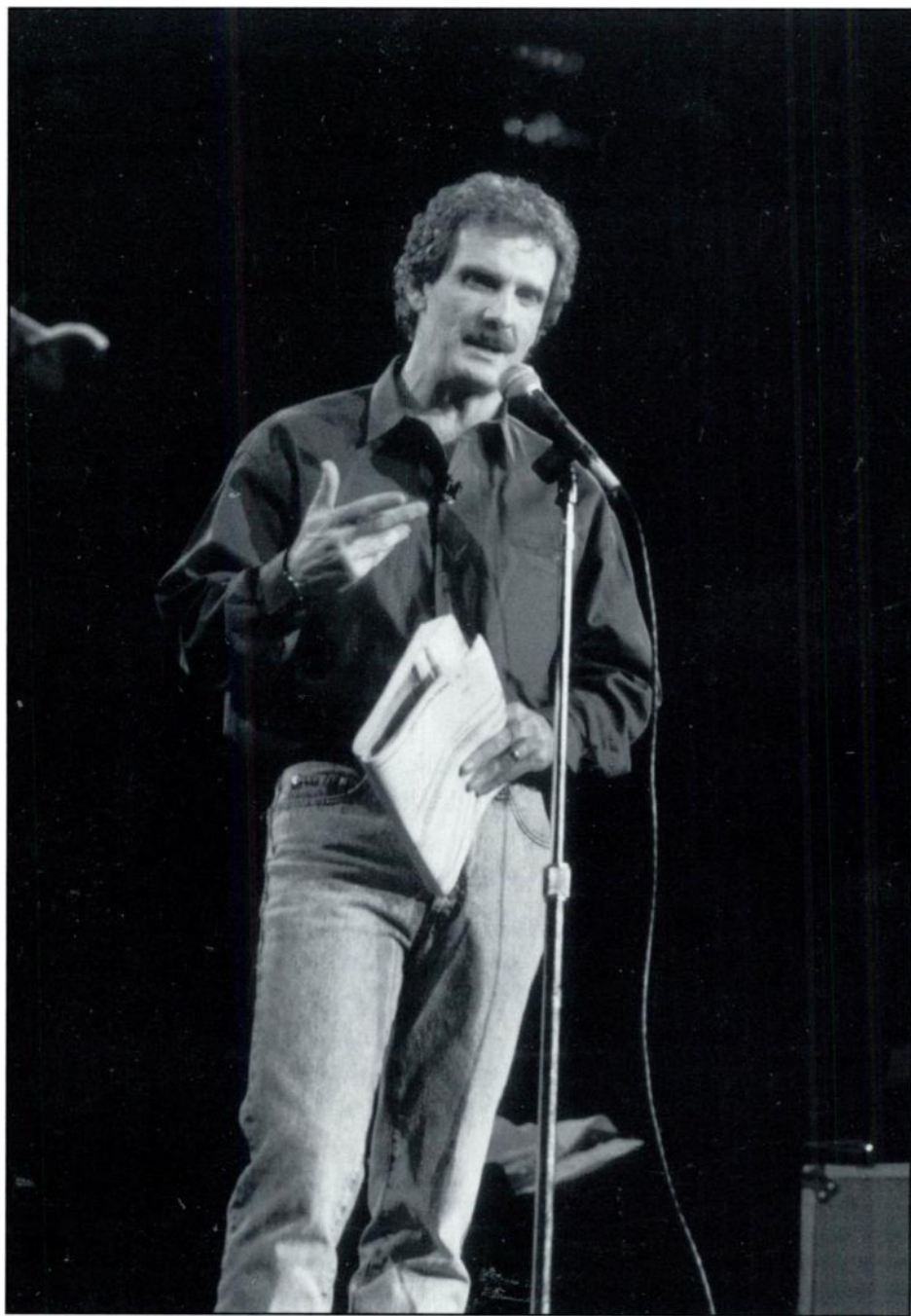
Most of the teenagers who call into Dawson McAllister's live Sunday night radio show—appropriately named Dawson McAllister Live—aren't calling because they didn't make the cheerleading squad or because they've been dumped by a two-week steady. They're calling because they can't get through the day without doing drugs or because they've heard their parents tell them over and over again, "I don't love you and I wish you'd never been born."

All of the components of McAllister's ministry to youth—his weekly radio show, the Hope Line, conferences, camps, a Prayer Partner ministry, prime time specials, and his first book, *Please Don't Tell My Parents*—seek to provide help and hope to a generation of young people who are perhaps more needy than any who have come before them. And underlying all the practical advice and words of encouragement is the most important message of all: that the love of God is indeed more powerful than the greatest hurt or worry or fear.

Here, Dawson McAllister talks to Religious Broadcasting about his ministry, his views on the needs of youth today, and the responsibility of Christian broadcasters to help meet those needs.

You reach thousands of teenagers each year through your conferences, camps, letters, and radio shows. How did you come to focus your ministry on youth?

It was a natural for me. I started out in junior high [ministry], and then I "graduated" to high school. The high school kids started to get me into assemblies at their schools, and the next thing you know, I was out doing assemblies on a part-time basis as a youth pastor. Then I got an offer from Campus Crusade for Christ high school ministry in San Bernardino [Calif.]; it was like a Christmas conference deal. [Campus Crusade's] national director was there, and



Dawson McAllister's ministry to youth includes numerous conferences throughout the year.

kids, Dawson

he spread my name all over the country. I started getting calls from places I didn't even know [existed]. So it was at that time that I made the decision to go on and travel. I've been doing it ever since.

Does your audience primarily consist of Christian teenagers who are struggling and confused or non-Christians who do not even know Jesus Christ?

It's a mixture. Our ministry does about 23 city-wide conferences a year, plus I do camps. The conferences run anywhere from about 1000 on the low end to 10,000 on the high end, and we get delegations from churches [in the area of the conference]. Within that delegation, we will find maybe 20 percent who don't know the Lord. And we see about 30 percent response to our altar calls. We'll [see] 80,000 to 100,000 kids at our conferences each year.

How have you seen the concerns of youth change throughout the 20-or-so years you have been actively involved in the ministry?

I would say that kids are more troubled today than they've ever been. They're more open to Christ, but at the same time, they are more scarred. [During] our radio show, when kids call in to talk, I'm amazed at how many "Christian" kids are really troubled — troubled about their broken homes, troubled over sexual abuse, just flat troubled, thinking suicide, doing destructive things.

It's amazing to me — and I've been able to slowly watch the trend, but it seems like the trend is accelerating. So I always say kids are more open to the Lord than they've been in 20 years. But when they come to Christ, they are more troubled and therefore need more therapy and guidance to [help] them so that they are what I call more productive Christians, able to help others, able to grow on their own.

I was reading in your book about the breakdown of families and morals — even Christian families. What do you think are the greatest needs of youth now, and can those needs be met in some way other than through the traditional family, since that hardly exists anymore?

The greatest need facing American teenagers, outside of their need to give their lives to Jesus Christ, is self-esteem. Low self-esteem is the greatest symptom problem by far facing the American teenager.

Their big problem is that they haven't fallen in love with Jesus Christ and applied Biblical principles to their lives that will change them. And so, I think a lot of the other problems, whether it's the misuse of sex, or drugs, or anger, or violence, all stem out of the rage that students feel because they hate themselves, and they don't feel there's much worth living for.

I think sometimes kids do sex even though the AIDS epidemic is sweeping the country because it's a form of suicide; I call it social roulette. There's a lot of different ways to kill yourself. Some people go ahead and pull the trigger or pop the pills; others go ahead and live so dangerously that they don't care if they live or if they die.

I noticed a thread running through the letters the kids sent into you that you used in your book. All of them seem to come back to some kind of horrible family problem. Even the ones that seem relatively minor are still bad — the verbal abuse or whatever. If self-hate is the trend, do you think it is caused by the breakdown of the family?

To me, there's no question. My big line is, all roads lead to home. You can trace it back almost every time to some type of broken-down function in the home. Kids are ignored — we call that abandonment abuse — or they are psychologically abused.

A girl called into the show last night

asking for prayer for a friend [whose] parents had abused her and told her, "We don't love you; we wish you weren't here." So the girl is out sleeping around, she's been date-raped, she's suicidal, and she gave her life to Christ at this camp we had in Florida. Her friend was calling asking for prayer, asking how she could put her back together. The girl was never beaten, but the girl was abused. I tell parents, you've got to tell [your kids], "I love you just the way you are. No matter what you do or fail to do, it's not going to take my love from you."

It's very easy to say that the love of Christ can solve any problem or heal any hurt, which of course is true, but how do you work to make your ministry and the suggestions you offer to these kids practical and life-changing?

Well, we try to do several things, both in our conferences and [on] the radio. On our radio show, we not only give Biblical principles on how to live, but we try to tie these kids into some individual somewhere who will walk with them. That's what teenagers are looking for. In our conferences, when kids make decisions, we turn them back over to the youth leader. On our radio show, we offer an 800 number kids can call off the air to talk with an adult about their problems. And from there, then, we try to find out where those kids are and plug them into either a counselor or an aggressive local church that will help them pick up the pieces.

It seems to me that what you're doing is finding someone to replace their parents.

Well, my hope through the book and certainly through our radio show is to wake up Christians to the needs of the American teenager. I am amazed at how many adults

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YOURS FOR . . .
CONTINUED FROM PAGE 21

write us and say, "Your radio show is so compelling, but I can hardly listen to it because there's so much pain." And I go, well praise God, because it's reality.

These kids call me, and they forget they're on the show. They so trust me now that they just pour out their guts. So what you get on the show is honesty, and that honesty is compelling.

How does what you're talking about in terms of putting them in contact with an adult relate to your Prayer Partner Ministry?

I got an idea awhile back. I was working in Columbia, Tenn., where I live now, helping get a youth ministry started. These kids were pretty wild, and I didn't want to go in without prayer. I got a bunch of people to pray in the back room while I was speaking to these kids. So one day one of them said, "Why don't you get these kids to write prayer requests on a piece of paper and we'll

pray for them." You should have seen it. The 3 x 5 cards were full of kids' pain. Non-Christians thought it was great that an adult would care enough to pray for them.

So for every kid who calls our Hope Line — and we get about 1500 to 2000 calls a month — and anybody who writes me, we will guarantee them a prayer partner, somebody across the country who will sign up and pray for them for 20 days, once a day. We're up to roughly 2000 prayer partners now.

So if someone wanted to become a prayer partner, what would they need to do?

All they've got to do is write me, and we put them on the prayer partner list, and then about once every 20 days, we'll send out a first name and their story. See, we're on Sunday nights, and Sunday night is dead time, except for youth. There's more kids at home on Sunday night than any other night of the week, so we don't care that it's dead time. It's dead time for everybody but us . . . and people over 65. I knew there would be a lot of older people listening, and I felt

like they would listen if they didn't feel cut out of it. These people over 65 — they can pray. It's a flat-out exciting deal.

I wanted to ask you about the Hope Line. How long has that been in existence?

The reason we went to the Hope Line is because you hate to uncover problems and then not help. Kids are real immediate. If we do a show on suicide, every kid who's suicidal suddenly has a problem; we didn't cause the problem, we uncovered [it]. We have maybe 3000 kids trying to call us, and I can talk to maybe 12 an hour; you just can't blow these kids off. Even at best, if I can do four or five minutes and turn them to our Hope Line, that's about all I can do — and send them down the road.

What happens when they call the Hope Line?

We have a full-time guy who lines up volunteers. Actually, we have a staff of three that works our Hope Line during the week, but during the show, we'll have volunteers that we train in Texas — just people who



Dawson McAllister chats face-to-face with some new friends.

care. Sometimes they're youth pastors, sometimes they're youth sponsors, sometimes they're Sunday School teachers. And we don't say we're professional counselors; we just say, "Call somebody who cares."

We get a lot of first-time disclosures on sexual abuse and Satan worship and all of that. We've been able to pull three girls out of Satan worship [who] were so far in, one of them was about to be sacrificed to Satan. We were able to pull her out and get her to a safe house. We do battle through our Hope Line. The plan was not to frustrate kids but to give them an outlet where they could talk. We give them an outlet, give them spiritual guidance and then try to get them into somebody local. We're trying to become the number one referral ministry in America. We refer kids all over the country.

My next question, then, would be, are there enough good counselors, enough programs out there — or at least enough to start with?

What we try to do in every market is find 15 or 20 churches that have a heart for kids, that aren't afraid of kids. Some churches are afraid — "Why would we want to bring these messed-up kids into our haven?" So we try to find churches that will be a haven to these kids. And it's amazing how many people volunteer.

There are people out there who are really interested; it's just that they don't have an outlet. We try to find these people, qualify these people, and look for safe houses for kids who are really struggling. We try, through the Hope Line, to keep them on the line long enough to get them healed enough to move them on.

And so the show has a real intense following, kids who won't miss the show. It's their life line. People say, "We're not programmed for kids." We say, hey, you put us on, and we'll find you kids, 'cause kids will get kids who'll get kids. Kids will always go where there's life.

I wanted to ask about your television specials — *Too Young to Die*, *Making Peace with Dad*, and *Kids in Crisis*. I mean, those are some tough subjects. How do you measure the impact of the prime time programs?

The prime time programs were exciting. There's no question about it; when we went on ABC [in] Dallas, [Tex.], and won our time share of that hour, that was pretty exciting. But to be honest with you, radio is more exciting. In television, you're shotgunning; you're talking to a quarter of a million people somewhere in one market,

but a lot of them aren't kids. We've found that we can target better off of radio.

How do you think other Christian broadcasters can most effectively reach young people, both those who have accepted Christ and those who have rejected Him? What do they need to keep in mind if they're thinking that they want to somehow target youth audiences, whether that is their main target or not?

They have to be themselves; they can't be anybody other than who they are. If they try to be hip for Jesus and they're not, it won't work. So number one, you've got to be yourself. Number two, you've got to be direct. You've got to be loving, but you've got to be direct. And you have to be very, very practical. You've got to cut out clichés. And [you've] got to be real simple. See, the key to kids is simplicity and color.

Kids are very practical; if it doesn't fit for them right at that very moment, they throw it out. So the simpler you can make it, the more practical you can make it, the more colorful you can make it, the more honest you can make it, the more real you can make it, the more kids are going to listen. But that's a struggle; that takes an extra effort.

It's time that every Christian station program for teenagers. We're asking that Sunday nights be youth night. Some stations are going to do a little more contemporary music after our show, putting a show together just for kids. Whether or not they take our show, they need to do something more for youth or there won't be anybody left to be in Christian radio because they'll have been wiped out by the world. If we don't target now for kids, we'll never keep them.

So what do you have coming up — any plans or projects in the works?

We're about to do these two-minute enhancers, little commentaries where we're going to say, "A girl called me on the show the other day and this is what she said. Pray for American teenagers; [they] need you." We'll send them to stations to put on throughout the day, whenever they want to fill in. And that's to enlighten more people about the needs of kids.

I feel like God's asked me to be not only a spokesman to the American teenager — and I've talked face-to-face to over a million teenagers — but I think he's asked me to be a spokesman for the American teenager. Somebody's got to stand up and say, "Okay folks, here's our kids. What are we going to do?"

Elizabeth J. Guetschow is the features editor of *Religious Broadcasting* magazine.

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WATCH BUGS

In an age when children's entertainment can be found in every form imaginable, from video games to television shows to books, Christian ministries face the challenge of competing in a secular marketplace while still remaining faithful to the goal before them — that of bringing the message of Christianity to children who will someday bring it to others.

To that end, Focus on the Family, wanting, like many other ministries, to be attentive to the needs and preferences of this important audience, has worked to develop a variety of products, publications, and programs which present biblical truths in entertaining, captivating ways.

As it turns its attention toward youth and education, *Religious Broadcasting* provides a look at some excerpts from three *Adventures in Odyssey* episodes, "On Solid Ground," "Pen Pals," and "Whit's End"; at a portion of one of Focus on the Family's books for young people, *A Strange Journey Back*; and at some of the details behind the ministry's attempts to reach, teach, and entertain young people.

Kid's Radio. Whit is hosting a talk show called "Adventures in the Bible."

Whit: And now, *Kid's Radio* presents: (echo) "Adventures in the Bible," (normal) the program that brings the Bible to life in your life. I'm John Avery Whittaker, and today's topic is "Foundations: What are they and why are they so important?" Let's start off with a few callers. (pushes a button) Hello, you're on the air! (beat) Hello?

Caller #1: Uh, hello?

Whit: Yes, we're talking about "foundations." What do you think they are?

Caller #1: Aren't they those big farms down South?

Whit: No, I believe you're thinking of "plantations."

Caller #1: Oh. Well, then could I get a large pepperoni pizza to go?

Whit: No, this is "Adventures in the Bible" on *Kid's Radio* — there aren't any pepperoni pizzas here.

Caller #1: Well, then, how about sausage?

by Beverly Rykerd

Radio dramas. Books. Videos. Magazines. Films. Focus on the Family's ministry toward children has not only grown, it has exploded.

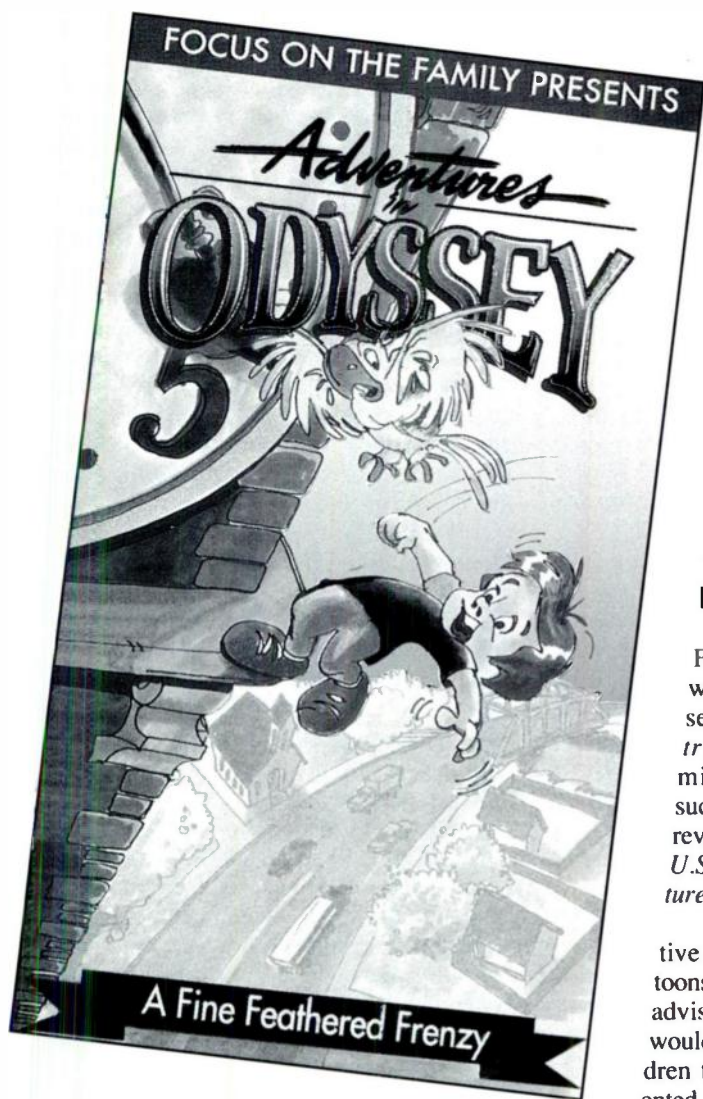
Focus on the Family first began to develop a ministry toward children in 1985 after Dr. James Dobson served on U.S. Attorney General Edwin Meese's Commission on Pornography. Through his service on the commission, Dobson witnessed how children were being victimized by the pornography business and developed a deep burden for the young people of our nation.

As a result, Focus on the Family launched *Clubhouse* magazine for children ages eight to 12. The success of the project led to *Clubhouse Jr.* for six to eight-year-olds, and, in 1990, *Brio* and *Breakaway* magazines for teenagers.

The organization also began work with Tyndale Video and the International Bible Society on "McGee and Me," a video series



OUT BUNNY!



targeting the seven to 12-year-old age group. The series featured the escapades of Nick and his friend McGee and offered a Biblical perspective on "real world" situations, from friendship to competitiveness. In addition to the original nine episodes, three new episodes of the series are scheduled for release this fall.

The "Adventure" Begins

In 1987, Focus on the Family began to experiment with a 13-part radio drama series called *Family Portraits*. The test of the 30-minute drama was rated a success, and the program was revamped to become *Odyssey U.S.A.*, later renamed *Adventures in Odyssey*.

Created to be an alternative to Saturday morning cartoons, Focus on the Family was advised that the radio program would never work because children today are too visually oriented. Yet according to executive producer Chuck Bolte, "*Adventures in Odyssey* has worked beyond anyone's imagination. What could be more visually stim-

ulating than the theater of the mind?" *Adventures in Odyssey* is now syndicated daily on 464 radio facilities and heard weekly on more than 1000 outlets.

"What has contributed to the success of *Adventures in Odyssey* is our effort to create a more advanced sound quality," Bolte commented. "We want to keep the excitement of old-time radio, but create something that sounds like a movie sound track."

The success of the *Odyssey* project has led to spin-off projects including videos, books, and audio cassette albums. Co-produced by Word, Inc., the first two fully animated videos — *The Knight Travellers* and *A Flight to the Finish* — have exceeded sales of the highly successful *McGee and Me* series. The third *Adventures in Odyssey* animated video, *A Fine Feather Frenzy*, is scheduled for an October release.

A small hedge. The sound of a motor roars to life. A once dormant mower rips through the foliage. Dylan appears in the space left by the runaway mower; he clutches the remote box. Panic stricken, he frantically fumbles with the switches, then continues his pursuit of the mower. The mower continues its rampage. Spraying grass like exhaust, it plows over a couple of lawn sprinklers which immediately erupt like geysers.

Dylan: I can't shut it off! It won't . . . Dylan and Sherman are suddenly drenched with water.

Dylan, soaking, finishes his sentence: . . . stop.

Several opportunities have arisen that have allowed *Adventures in Odyssey* to reach a broader audience. In the summer of 1989, Chic-Fil-A distributed approximately 1.6 million specially edited audio cassettes in its children's meals. In the summer of 1991, the restaurant chain offered *Adventures in Odyssey* coloring books. Another cassette campaign is scheduled for summer 1993.

Focus on the Family is also considering ancillary licensing of *Adventures in Odyssey*. "Because of the popularity of the characters and the values they represent, parents are demanding products,

CONTINUED ON PAGE 26

WATCH OUT . . .
CONTINUED FROM PAGE 25

such as t-shirts and hats, that are an alternative to the mainstream," Bolte says.

Melanie's bedroom. Jenny knocks and enters.

Jenny Roberts: Mel?

Melanie: What?

Jenny Roberts: Can I come in?

Melanie: I don't care.

Jenny Roberts: I wanted to say again that . . . I'm sorry for the little trick I pulled.

Melanie: Forget about it.

Jenny Roberts: I called my parents. They're going to pick me up first thing in the morning.

Melanie: I thought you were staying until tomorrow night.

Jenny Roberts: I figured I better go since . . . since you're so miserable.

Melanie: I'm not miserable.

Jenny Roberts: I'm blind, Melanie, but I'm not stupid. You've been miserable ever since I got here. (pause) This is why I put off writing to you about it. Me being blind, I mean. I was afraid it would mess things up.

Melanie: It's not messing anything up.

Jenny Roberts: Oh yeah? Then why did it seem like we were becoming best friends when we were writing to each other, and then when I show up in person, you act like you don't really know me?

An Ever-expanding Ministry

Focus on the Family's outreach to children has also come in the form of book publishing. This effort began in 1986 with the publication of *Twice Pardoned: An Ex-Con Talks to Parents and Teens*. A film by the same name was also produced. Since that time, Focus on the Family has produced at least 70 books, more than 35 of which are for children.

This past July, Focus on the Family Publishing released the first three *Adventure in Odyssey* novels for readers ages eight to 12: *Strange Journey Back*, *High Flyer with a Flat Tire*, and *The Secret Cave of Robinwood*. Written by *Adventures in Odyssey* producer Paul McCusker, additional novels are scheduled for 1993.

Mark Prescott walked down the sidewalk with grim determination. In his hand, he clutched an envelope. In his heart, he carried a single desire: more than anything else, he wanted things to

Breaking the How to Control Your Children's

by Ted Baehr

Children, along with the elderly, housewives, and the unemployed, watch the most television. By the time they are 16 years old, most children have watched 25,000 to 40,000 hours of television. They have seen at least 200,000 acts of television violence and 33,000 murders.

be the way they used to be.

He wanted things to be the way they were earlier in the spring before his dad left them; before Mark and his mom moved from his neighborhood and friends in Washington, D.C.; before they came to this little town called Odyssey; before . . . before, well, before everything went wrong.

No matter what Mark was doing or thinking about, that one desire stayed with him — to change things back.

He didn't have time for the hot June day or the gentle breeze that whispered the first secrets of summer. He was on a mission. He had written a letter to his father, and he had to get it mailed.

Mark walked quickly, glancing from one side to the other. The tarred street to his left looked like a steaming black river. To his right, the last Victorian house slipped away like the caboose on a long train. Odyssey Elementary School slid into view. It would be Mark's school in the fall, if he was still living in Odyssey, if he couldn't make things the way they used to be.

Going into All the World

The latest challenge for Focus on the Family's ministry to children has been in expanding its audience and its outreach. "Now we are trying to reach beyond the churched young people to the unchurched by taking our videos to public schools with special adaptations," explains executive vice president Rolf Zettersten.

Programs such as "Twice Pardoned" featuring Harold Morris and "Molder of Dreams" with Guy Doud have been spe-

Furthermore, they probably received their first information about sex from television.

Parents often feel frustrated and powerless in the face of the attractive, time-consuming, addictive power of television. However, there is a solution, or rather a set of solutions to this problem, one which stunts the cognitive growth of

cially edited for public school use. Other public school videos currently available are the *McGee and Me* and *Adventures in Odyssey* series. "Teachers are looking to instill basic moral values in their students," Zettersten adds. "We can hardly keep up with the demand for more product."

In that vain, Focus on the Family is producing an abstinence video titled "Sex, Lies, and the Truth," to be released to public schools with the possibility of becoming a television special. Hosts of the show are Kirk Cameron and Chelsea Noble from ABC's *Growing Pains*. The video will include guest appearances by Orel Hershiser, A.C. Green, Kevin Johnson, Kathy Troccoli, D.C. Talk, and Darius McCray. The video aims to encourage teens to remain sexually pure until marriage and to counteract the current wave of incorrect information on "safe sex."

Focus on the Family's reputation for offering quality materials for young people has not been easily earned. "Our objective is to meet the production standards of network television when we produce videos. It is to exceed the standards we currently see in literature and radio," Zettersten explains. "Christians are tired of sub-standard materials. Our experience has told us that if we emphasize quality, people will respond."

Permission for use of excerpted material granted by Focus on the Family.

Beverly Rykerd is a publicist with the Trade Marketing Department of Focus on the Family in Colorado Springs, Colo.

Spell:

TV Habits

children and tempts them to mimic immoral and violent acts.

One part of the solution is to have children report on the programs they see. We ask our younger children to give verbal reports and our older children to give written reviews. We expect them to tell us, at a minimum, the hero, the villain, the plot, the quality, and the good and bad elements of the program or movie. In effect, they need to ask the right questions about the program or movie and evaluate their answers according to biblical standards.

Another part of the solution to controlling children's addiction to television is to make your children "pay" for their TV time. Children need to learn that time is valuable and that entertainment costs. Moviegoers must pay at the box office, but commercial television has a hidden cost most children don't understand.

An easy way to help children understand the value of the time they spend in front of the television is to make them pay for every half-hour of viewing. Rather than use U.S. currency, we use poker chips for our children. We make them convertible at the rate of one chip for a quarter.

The children earn poker chips for doing extraordinary chores — things above and beyond personal hygiene and routine activities. They lose chips for disobeying or for not doing what they have been asked to do. Our children have been very pleased and excited by this system and will go to great lengths to earn extra chips. From our experience, it is clear that children are spoiled and inundated by the wealth of our society.

These solutions to television addiction are very effective, but they require work. We found that we needed to be firm and loving with our children to help them develop discernment, values, and responsibility.

Ted Baehr is the chairman and chief executive officer of Good News Communications Inc. in Atlanta, Ga.



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**Turn to page 47
for further details!**

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INSIDE NRB

Work Continues For NRB's Music License Committee

CAMARILLO, Calif. — A negotiating team led by the National Religious Broadcasters Music License Committee (NRBMLC) chairman Ed Atsinger met with Broadcast Music, Inc. (BMI) representatives in Dallas on July 30. It was the third such meeting between the NRBMLC and BMI since December 1991 in working toward a final license agreement for the multi-year period commencing last January 1.

Another industry committee, the Radio Music License Committee (RMLC), has also had several meetings with BMI on behalf of general market radio stations. The NRBMLC represents over 400 religious and other specialty-formatted stations, whose common denominator is they play a limited amount of BMI music during their broadcast day. The major issue in these negotiations is the per program license terms and conditions.

Authorizations Still Accepted

If a radio station has not yet authorized a committee for representation, now is the time to do so. The window for choosing a committee may close soon. Even if a station's music usage is such that an ASCAP (American Society of Composers, Authors, and Publishers) per program license is not attractive, the situation could change with regard to BMI music play. Station managers should contact the NRBMLC offices for direction.

ASCAP Proceedings Consolidated

The *Salem Media v. ASCAP* proceeding, brought by the NRBMLC on behalf of its stations in 1988, and the *New England Continental Media v. ASCAP* proceeding filed in December 1991 were recently consolidated in Southern New York Federal District Court. In light of the similarity between the two cases, the common issues raised, and in order to maximize efficiencies and minimize costs, both parties agreed to consolidate.

This proceeding will be now captioned *Salem Media of California, Inc., et al., and New England Continental Media, Inc., et al. v. ASCAP* and is being litigated in rate court for determination of reasonable ASCAP license fees on behalf of some 400 radio stations. The case is progressing through its discovery phase, and is one of several broadcast rate cases

being heard by the ASCAP Rate Court.

The most famous of these cases, *Buffalo Broadcasting, Inc., et al. . . .*, was tried over 18 months ago and still awaits the magistrate's decision. It has multi-million dollar implications for local television stations, and potentially broad implications for future per program music licensing agreements in other industries.

Industry Update

The U.S. Supreme Court has refused to hear BMI's appeal of a case concerning the "storecasting" of radio music. BMI has unsuccessfully solicited license fees from a major midwest retailer (Claire's) for the use of radio station music in its stores. The lower court agreed with Claire's, citing a provision in the Copyright Act permitting the playing in a public place of a radio receiver of a type commonly found in the home. The court also noted the stores' radios were not connected to either the phone or public address system.

Concerning the ruling about cable licenses, ASCAP was unsuccessful in its appeal to the rate court's decision that its cable industry licenses must provide through-to-the-viewer licensing protection. Both ASCAP and BMI have recently sought to depart from their original licensing arrangements in cable, whereby the cable network's license covered local cable operators through to the viewer. Fees from both the cable network and local cable operators had been sought by the performing rights organizations. The rate court ruled ASCAP's consent decree prohibited such fee duplication.

NRB's Southwest Chapter Elect Board Members

OKLAHOMA CITY — The National Religious Broadcasters (NRB) Southwest Regional Chapter held its annual convention in Dallas July 22-24. Attorney-at-law Ashton Hardy received the Barnabas Award, which is presented to individuals who make a positive difference in Christian broadcasting outside the spotlight. The late Sam Morris Sr. was presented Southwest's Pioneer Award posthumously because of his work as owner of KDRY-AM/San Antonio and in Christian radio.

Also at the convention, Southwest members elected their executive board and members-at-large:

President — Phil French, Mid-America Gospel Radio/Phoenix



Ashton Hardy (on left) receives the Barnabas Award from Burt Perrault at the NRB Southwest Regional Convention.

Vice president — Bob Lepine, KSLR-AM/San Antonio

Treasurer — Robin Jones, KQCV-AM/Oklahoma City

Secretary — Burt Perrault, Morningstar Radio Network/Houston

President emeritus — Joe Willis, Garnette Communications/Dallas

The new members-at-large are as follows: Dale Davis, KTLF-FM/Colorado Springs, Colo.; Larry Deakins, Hope for the Heart Ministries/Dallas; Pam Long, SpaceCom Systems/Tulsa, Okla.; John Scaggs, Morningstar Radio Network/Houston; Barry Thompson, KJAN-FM/Crowley, La.; and Keith Whipple, KNRB-AM/Fort Worth, Texas.

Focus Of Midwestern Chapter Convention To Be Technology

ARLINGTON HEIGHTS, Ill. — Members of the National Religious Broadcasters (NRB) Midwestern Chapter will be "Getting a Handle on the Technological Explosion" at this year's regional convention October 1-3. Opening the convention on October 1 will be three workshops dealing with television, radio, and sales. Performing artist Scott Wesley Brown will give a concert later that evening.

On October 2, Mary Welchel, host of the radio program *The Christian Working Woman*, will give a seminar on "Maximizing an Effective Customer Service Program." In the evening session, Kay Arthur, host/teacher of *How Can I Live* and author of *Precept Upon Precept*, will speak.

Concluding the convention will be a question and answer breakfast hosted by David Oxenford of Washington, D.C., and

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The voice of one crying in the wilderness, Prepare ye the way of the Lord, make his paths straight. Luke 3:4

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INSIDE NRB
CONTINUED FROM PAGE 28

a seminar by Arthur on "Preparing Our Audience for the Days Ahead." For more information, contact Philip Mowbray at (312) 433-3838.

NRB Southcentral Chapter Convention Set For Memphis

MEMPHIS, Tenn. — The National Religious Broadcasters (NRB) Southcentral Chapter will hold its second "Honor His Excellence" convention at the Adam's Mark Hotel in Memphis, October 9-10. Highlights of the convention will be a Television and Video Outreach seminar hosted by Bill Skelton, executive director of Love Worth Finding Ministries.

The seminar will feature Martha Barnett of Motion Pictures Laboratories, independent video producer Dan Frazier, and producer Jim Barnwell of Love Worth Finding's television productions. Also, Karen Schmulbach of the Weinstock and White Advertising Agency will hold a spe-

cial workshop on "Ministry Imaging and Packaging" with Craig Thompson of Discipleship Design and Rust College journalism and communications professor Dick Jensen.

Other seminars include "Computer Technology for Today's Christian Outreach," directed by communications director Mark Boorman of Stephen Olford's Encounter Ministries, and "Station Image in the Community," led by general manager Harold Penn of KSUD-AM/West Memphis, Ark.

Speaking at the convention's Honors Banquet will be Dr. Dick Sisk, senior pastor of Broadmoor Baptist Church and speaker in Maximum Manhood Conferences across the country. Also during the banquet, two television ministries which have provided inspiration to viewers for over three decades in the mid-South area will be honored.

Receiving the awards will be producer Verla Pettit of *Above the Clouds* telecast for the Memphis Union Mission and producer Louis Harris of *What is Your*

Faith, which is a public affairs program presented by the CBS affiliate in Memphis. For more information, contact Don Johnson at (901) 628-3028.


Eastern Chapter Convention To Offer Three Seminar Tracks

NORTH EAST, Md. — Sandy Cove Conference Center in North East is the site for the National Religious Broadcasters (NRB) Eastern Regional Convention October 15-17.

Based on the theme "Windows of Opportunity," the convention will offer three information-packed seminar tracks on Friday, October 16, with three separate sessions for each track. Each seminar track is designed to provide basic information for those just getting started as well as up-to-date details.

"Commercial Radio" by Paul Hollinger will cover effective spot sales, overcoming objections, and target marketing while "Non-Commercial Radio" by Larry Souder will discuss effective share-a-thons, local promotions, and the use of underwriters. Chuck Wagner leads "Program Production" with the topic on the nuts and bolts of producing and syndicating a radio program.

Other convention highlights include banquet speaker Jim Cymbala of Brooklyn (N.Y.) Tabernacle, recording artist Steve Amerson, Alex Leonovich with a special report from Russia, and a special panel discussion on "Issues Facing Religious Broadcasting." For more convention information, contact David Eshleman at (703) 896-8933.



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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 attend. NRB's new address is 7839 Ashton Avenue, Manassas, VA 22110. Phone: (703) 330-7000. Fax: (703) 330-7100.



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Please call Gary Emory, Production Director
803-242-6722.



The Hamilton family (clockwise from left): Tara (Pixie), Shelly (Sissy Seagull), Megan (Princess), Ron (Patch), Jonathan (Pewee), and Alyssa (Peanut).

(Circle 178 on the Reader Service Card)

MEDIA FOCUS

• NATIONAL •

VISN, ACTS Sign Agreement To Share Single Cable Channel

DENVER — The Vision Interfaith Satellite Network (VISN) and the American Christian Television System (ACTS) have signed an agreement effective October 1 to share a single cable channel while maintaining their own identities and separate program times.

The agreement was announced July 28 by Dr. Daniel P. Matthews, chairman of National Interfaith Cable Coalition, Inc., which owns and operates VISN, and Dr. Jack B. Johnson, president of the Radio and Television Commission of the Southern Baptist Convention, which owns and operates ACTS.

VISN-ACTS, the Faith and Values Channel, will reach more than 20 million American cable television households. ACTS' prime-time slots will be from 10 p.m. to midnight (EST) with an additional six hours of on-the-air slots from 10 a.m.

to 1 p.m., 5 to 6 p.m., and 4 to 6 a.m. The remaining 16 hours will be filled with VISN programming. Both networks will continue to follow a policy prohibiting fundraising, proselytizing, and maligning of other faiths.

The combined distribution of VISN



After signing the cable-sharing agreement between VISN and ACTS, (from left) Southern Baptist RTVC president Dr. Jack Johnson shakes hands with National Interfaith Cable Coalition chairman Dr. Daniel P. Matthews with VISN Group president William Airy in attendance.

and ACTS will significantly increase the audience for both networks; VISN currently reaches 12.8 million households while ACTS is available in 8.2 million homes. The total of more than 20 million cable television households is also expected to attract advertisers seeking a wider audience for commercial spots appealing to those interested in religious, faith, and values programming.

"This shared channel will bring together the 54 faith groups related to VISN with the largest Protestant denomination, the Southern Baptists, to offer the widest scope of religious programming on a single channel," Matthews said.

Both VISN and ACTS have emphasized this is a channel-sharing agreement and not a merger. "This shared channel will help all of the faith groups on the two networks to reach the greatest number of people in America with faith and values programs," Johnson said.

Television, Radio Suffered Financial Setbacks in 1991

WASHINGTON, D.C. — Both television and radio stations across the country fell prey to the suffering economy with 1991 being another tough year financially for these media outlets. More than one-third of the nation's 1100 television stations lost money in 1991, according to an annual financial survey conducted by the National Association of Broadcasters (NAB).

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took the largest losses with over one half losing more than \$300,000 in 1991, according to the NAB 1992 Television Financial Report. Contrasting this is one-fourth of the network affiliates (more than 600) losing at least \$475,000.

About 35 to 40 percent of all television stations lost money, according to Mark Fratrick, NAB vice president and economist. He attributed the industry-wide losses to a soft economy and competition from other media outlets, such as cable.

In radio, 58.6 percent of all the stations lost revenue, according to the 1992 NAB Radio Financial Report. During 1991, 64.9 percent of full-time AMs lost money, 55.3 percent of FMs, 56.1 percent of AM-FM combinations, and 67.5 percent of all AM daytimers. More than half of all AM full-time stations lost more than \$19,000, while the same percentage of all FM stations lost more than \$10,000. More than half of all AM-FM combinations lost nearly \$16,000 and the same was true for more than half of all AM daytimers.

New Format Mixing Country, Gospel Premiered in August

NASHVILLE, Tenn. — By pioneering a new format for the radio and record industry, Super Gospel Country (SGC) Radio Network is attempting to respond to a growing demand for hi-tech, professional radio programming in country/gospel music.

Featuring the hot new Christian country format which blends southern/country gospel and country songs with a positive message such as Garth Brooks' "The River," Super Gospel

Country debuted August 25 with a national press conference from the Union Station Hotel in Nashville.

"We're uniting listeners who love both country and gospel music," said Jim Black, president and co-founder of the network. Bill Malone joined Black as executive vice president and co-founder. With a format emphasizing music with personality-oriented radio professionals, Black reports over 70 percent of inquiries about SGC have been from stations who have never programmed gospel radio.

Because of linkage to a satellite from SGC's Nashville studios, AM and FM affiliates can receive the programming in stereo live 24 hours. SGC also offers USA Radio News.

INTERNATIONAL NewsGuides Offer Media Consolidated Information

LONDON — World Vision, in conjunction with NewsVision International Limited, is making its word maps specializing in countries off the beaten path, known as NewsGuides, available for the first time to Christian organizations and businesses. Billed as "a bridge between the western media and the realities of the developing world," NewsGuides offer an inside look at over 115 countries with pertinent information especially designed for

the media.

With each country, NewsGuide provides practical, firsthand information on such topics as getting through customs, working with the local/foreign media, and transportation, as well as an in-depth look at the country's history. An added feature is the addresses, phone numbers, and contact names for the media, government officials, organizations, restaurants, etc.. in each country.

NewsGuides have been done on countries in Africa, Eastern Europe, Asia, Latin America, and the Middle East. Brian Tizzard, marketing manager for World Vision Australia, described the NewsGuides as "making the reader feel as though they've been there before."

Each subscription to NewsGuides includes every country guide previously published as well as four new guides and four updated ones every month. For more information, contact Nancy Moyer at NewsVision, Box 358, Monrovia, CA 91016.



Executives and staff of Super Gospel Country gathered for a press conference at the Union Station Hotel in Nashville, Tenn., August 25. Super Gospel Country's president Jim Black (far front right) and executive vice president Bill Malone (left of Black) co-founded the new format.

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GLOBAL CHALLENGES

It was meant to be an event of world dimensions. President George Bush was to announce, at last, he would approve the full \$10 billion, five-year package of loan guarantees for Israel — similar to co-signing the loans — to help it resettle the more than 400,000 Soviet and Ethiopian Jews who have emigrated to that country. But instead the event turned into a disgusting attempt at sleazy journalism.

I guess I would not have believed American journalism could sink so low as it did August 11 at Kennebunkport, Maine, if I had not been there to witness what occurred. I had been invited by the White House to attend the news conference with President Bush and Yitzhak Rabin, prime minister of Israel.

The mood on the bus carrying the journalists to the conference was an

ominous prelude to what was to occur. One of the women reporters was egging some of the other journalists to ask the President about a report in the *New York Post* alleging a former U.S. ambassador, a man now deceased, had told several persons he had arranged for a sexual tryst involving then Vice President Bush and one of his female staffers in Geneva during 1984.

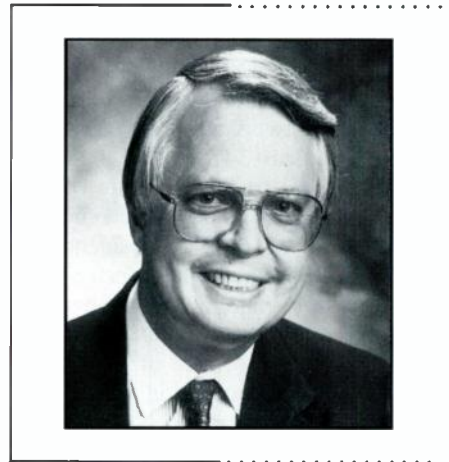
Quite naturally, the President was incensed. "I'm not going to take any sleazy questions like that from CNN," he stormed. "I am very disappointed that you would ask such a question of me, and I will not respond to it. I haven't responded in the past. And I think it's — I'm outraged. But nevertheless in the screwy climate we're in, why, I expect it. But I don't like it and I'm not going to respond other than say it's a lie."

The next day, *The Washington Post* reported the "unsubstantiated allegations that Bush once had an affair" with the lady in question "have been bandied about in political and journalistic circles for more than a decade. . . . Several news organizations, including *The Washington Post* and *Los Angeles Times*, have investigated the rumor but found no evidence to substantiate it." The writer added that the woman concerned had denied the rumor "a decade ago" to *Washington Post* reporter Ann Devroy. *The Washington Post* quoted Devroy, who was then working for the Gannett News Service, as saying, "I spent two solid months looking into this in the early 1980s and I never found any evidence of it."

Arkansas Gov. Bill Clinton, Democratic presidential candidate, said after the question had been asked that he deplored the *New York Post* article and sympathized with President Bush. "I felt for him," Clinton said. "I like him on a personal level. I like his wife. I just don't think it ought to be a part of this campaign."

In April, Clinton's wife, Hillary, referred to rumors about President Bush having an extramarital affair in an interview with *Vanity Fair*. She said "The establishment" had shielded President Bush from any questions about it. After the article appeared, Hillary said she had not meant "to be hurtful to anyone."

The fact that Tillotson would ask such a question on live television with the prime minister of Israel and Barbara Bush looking on, prompts me to ask, when will the American public call a halt to these kind of tactics to besmirch the leader of the United States? And when will they begin to call



for an investigation into the private lives of our cynical journalists who believe they can impugn, without evidence, the President? Who elected them to their positions? Certainly not the people.

I have been a working journalist in both Great Britain and now the United States for a total of 25 years, and I can say with confidence, many of those who so much enjoy peeking into the private lives of others, often could not stand an in-depth look into their own private lives. Maybe if we were to learn the secrets about their sometimes murky lives, we would not give any credence to their so-called moral stances.

For example, on one newspaper I worked for, a colleague was fired for taking a free overseas vacation from a travel company, something forbidden by the paper, while another was caught pocketing fees paid to fictitious free-lance writers. But each week, the paper trumpeted that it was standing up for the common man and exposing the ills of society. What hypocrisy!

For me, what happened at Kennebunkport, was a low-point in my journalistic career. Can my American colleagues sink any lower? They can, unless right-thinking American people rise up and say "Enough is enough!"

I believe only then will the "sleaze factor" be removed from the coverage of the presidential campaign.

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.

Coverage of 'Bush Affair' Sleazy Journalism

by Dan Wooding

ominous prelude to what was to occur. One of the women reporters was egging some of the other journalists to ask the President about a report in the *New York Post* alleging a former U.S. ambassador, a man now deceased, had told several persons he had arranged for a sexual tryst involving then Vice President Bush and one of his female staffers in Geneva during 1984.

I could not believe what I was hearing from these so-called journalists, some of whom appeared to want blood. We were about to hear an historic announcement with the Israeli head of state and all they could talk about was an unsubstantiated claim. Has the American media sunk so low its representatives could not even see the significance of this announcement? Sadly, the answer in many cases is yes!

With CNN carrying the news conference live, Mary Tillotson launched into her question. "Mr. Bush, uncomfortable as the subject is, I would think it's one you feel a necessity to respond because you've said that family values, character, are like-

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TRADE TALK

AIRWAVE NEWS

HOUSTON — KSBJ-FM/Houston celebrated its 10th anniversary July 8 with a concert event attended by more than 8000 people at Lakewood Church in Houston on July 17.

VIRGINIA BEACH, Va. — Singer Debby Boone is the spokesperson for the new Family Channel Video line which debuted in September. Tim Robertson, president of The Family Channel,

said Boone was chosen because of her personification of family values. Pacific Arts



Debby Boone

joined The Family Channel in the video venture.

LOUISVILLE, Colo. — Applied Communications Technologies, Inc., of Fort Wayne, Ind., and Technology Resources and Supply of Seffner, Fla., have joined the Television Technology Corporation's (TTC) radio products dealer team representing TTC's full-line of FM products.

VIRGINIA BEACH, Va. — The Home Entertainment Network (HomeNet) announced July 14 a 12 percent increase in on-air time to 41.5 hours, Monday through Saturday. HomeNet is now in 50 of the top 100 Designated Market Areas.

COLORADO SPRINGS, Colo. — HCJB World Radio's affiliate World Radio Network (WRN) has received a construction permit for a new radio station in El Paso, Texas. According to director Ben Cummings, WRN will move quickly to build the station, find a studio, and file for call letters for its Spanish and English-language station.

WASHINGTON, D.C. — France, Israel, Jamaica, Mexico, and Portugal have notified Intelsat, the international satel-

lite consortium, they intend to allow Columbia Communications Corporation to provide international satellite services for their countries, according to Clifford Laughton, Columbia president.

VENTURA, Calif. — Gospel Light is issuing a "wake-up call" to the United States about abortion via an interview video called *Choose Life America*. In the video, Christian recording artist Jamie Owens Collins interviews five men and women about their real-life stories concerning abortion.

COLORADO SPRINGS, Colo. — The Word In Music is installing the AKG DSE 7000 Digital Production Workstation, making it the first Christian network in the United States with a totally digital production department. Also, The Word In Music will install a CD re-

recorder, DAT machines, and a digital hard drive for storage and playback of jingles, liners, spots, and commercials.

MUSIC NEWS

NASHVILLE, Tenn. — The writing team of Geoff and Becky Thurman have signed a co-publishing agreement with The Harding Music Group and Glen Campbell Music. The Thurmans have written songs recorded by Amy Grant, Carmen, Steve Green, and First Call.

NEWS BRIEFS

MINNEAPOLIS, Minn. — Dr. Billy Graham will hold his first-ever crusade in Moscow's Olympic Stadium in the Commonwealth of Independent States

CONTINUED ON PAGE 38

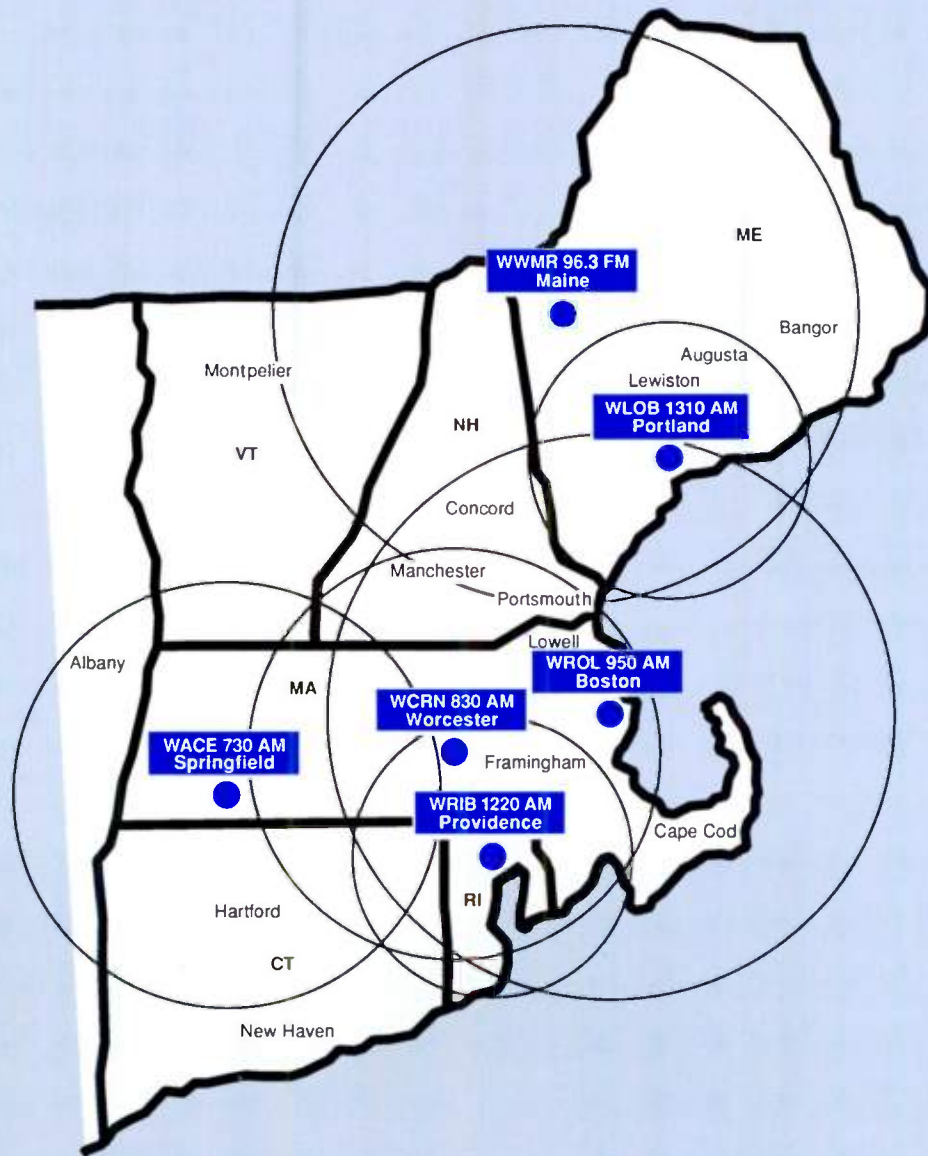
Nielsen Media Research: May 1992

Devotional Programs

Rank	Program	Ave. TVHH	Stations
1.	<i>Hour of Power</i>	1,330,000	169
2.	<i>World Tomorrow</i>	741,000	135
3.	<i>Believer's Voice of Victory (wkly.)</i>	487,000	124
4.	<i>In Touch</i>	463,000	40
5.	<i>Oral Roberts & You</i>	338,000	93
6.	<i>Ever Increasing Faith</i>	326,000	27
7.	<i>Coral Ridge Hour</i>	309,000	106
8.	<i>Larry Jones Presents</i>	292,000	104
9.	<i>St. Jude Children's Hospital</i>	277,000	41
10.	<i>Day of Discovery</i>	222,000	117
11.	<i>The 700 Club With Pat Robertson</i>	222,000	96
12.	<i>World Vision Specials</i>	162,000	49
13.	<i>Insight</i>	160,000	13
14.	<i>It Is Written</i>	159,000	45
15.	<i>This Is The Life</i>	150,000	28
16.	<i>James Robison</i>	148,000	65
17.	<i>The John Ankerberg Show</i>	139,000	50
18.	<i>Crossroads</i>	123,000	6
19.	<i>Believer's Voice of Victory (daily)</i>	120,000	48
20.	<i>Christian Lifestyle Magazine</i>	119,000	15
21.	<i>Garner Ted Armstrong</i>	113,000	32
22.	<i>Music & The Spoken Word</i>	93,000	17
23.	<i>Mass for Shut-Ins</i>	83,000	15
24.	<i>Christophers</i>	77,000	14
25.	<i>Jack Van Impe</i>	76,000	40
26.	<i>Real To Reel</i>	76,000	8
27.	<i>Success-N-Life</i>	66,000	82
28.	<i>Search</i>	57,000	22
29.	<i>In Touch Ministries</i>	48,000	13
30.	<i>Religious Town Hall</i>	38,000	8

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

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TRADE TALK
CONTINUED FROM PAGE 36

(CIS) October 23-25. During *Vozrozhdeniye* (Revival) 92, churches and clergy in the CIS, Georgia, and Baltic Republics will aid Graham.

NEW YORK — Morality in Media has announced its fifth annual White Ribbon Against Pornography Campaign, scheduled during Pornography Awareness Week, October 25-November 1. The national campaign, involving an estimated 5 million Americans from all 50 states, is focusing on the enforcement of federal and state obscenity laws, and the promotion of the "Real Men Don't Use Porn" billboard campaign and letters to the presidential candidates about supporting anti-pornography legislation.



A young demonstrator in Culpeper, Va., joins Morality in Media in its fight against pornography campaign.

POTTERS BAR, England — The Fellowship of European Broadcasters, formed late in 1991, has elected a Working Committee: Harvey Thomas of the United Kingdom, chairman; Aage Nevland of Norway; Dalibor Krupa of Slovakia; David Olson of Belgium; Ger de Ridder of the Netherlands; Roger Stanway of the United Kingdom; and Jürgen Werth of Germany.

KHABAROVSK, Russia — The Far East Broadcasting Company (FEBC) Russia International is now officially incorporated, with Sergie Fomenko as regional director. Since the fall of communism, the FEBC can now broadcast the gospel from inside the Commonwealth of Independent States.

OBITUARIES

GRAND RAPIDS, Mich. — Dr. Edward W. Goodrick, Bible scholar and co-editor of the *NIV Exhaustive Concordance*, died July 22 at age 79, following a recurrence of cancer.

PORT-AU-PRINCE, Haiti — Haitian-born Robinson Joseph, past director of Radio Lumiere and a former college professor, was shot and killed by soldiers August 3 in Port-au-Prince. According to Ed Walker of World Team in Florida, Joseph had recently left Radio Lumiere to become program director for World Concern in his native country.

PEOPLE

NEW YORK — Alan Tobkes of The Arbitron Company is the new secretary-treasurer of the Radio and Television Research Council. Tobkes has been a council member for 15 years.

LA MIRADA, Calif. — Dr. Robert Bowman, president and co-founder of the Far East Broadcasting Company,

retired September 15. Bowman endorsed the appointment of Bill Tarter to the presidency.

COLORADO SPRINGS, Colo. — The International Bible Society has appointed Dr. Eugene F. Rubingh to the position of vice president for translations. Rubingh previously served the organization as vice president for ministries.

PUBLISHING NEWS

NASHVILLE, Tenn. — Spring Arbor Distributors and Spectra Distribution, Inc., have entered into an order fulfillment and administration agreement which became effective August 3. Spring Arbor is warehousing all of Spectra's inventory while Spectra's field representatives and telemarketers continue to sell their company's products.

CAMBRIDGE, Mass. — Window Book, Inc. has two new hypertext versions of the King James Bible in study programs for use on MS-Dos computers. One version includes the four Gospels and was developed as an evangelism tool while the other version offers the complete Bible with a topical index.

The Arbitron Company: May 1992
Top 20 Syndicated Religious Television Programs

Rank	Program	Total TVHH	Markets	% U.S.
1.	<i>Hour of Power</i>	1,528,000	158	95.05
2.	<i>The World Tomorrow</i>	1,278,000	121	85.31
3.	<i>In Touch</i>	657,000	66	62.34
4.	<i>Believer's Voice of Victory (wkly.)</i>	580,000	126	85.31
5.	<i>Feed the Children</i>	536,000	81	67.80
6.	<i>Oral Roberts & You</i>	498,000	91	69.87
7.	<i>Ever Increasing Faith</i>	415,000	45	55.26
8.	<i>Coral Ridge</i>	409,000	115	75.36
9.	<i>Day of Discovery</i>	305,000	124	70.39
10.	<i>The 700 Club With Pat Robertson</i>	258,000	101	71.05
11.	<i>Day of Restoration</i>	232,000	55	41.95
12.	<i>It Is Written</i>	213,000	41	40.88
13.	<i>This Is The Life</i>	152,000	40	26.87
14.	<i>Christian Lifestyle Magazine</i>	143,000	22	26.88
15.	<i>Believer's Voice of Victory (daily)</i>	140,000	61	65.73
16.	<i>Insight</i>	134,000	17	25.86
17.	<i>Jack Van Impe Presents</i>	128,000	55	54.20
18.	<i>The John Ankerberg Show</i>	124,000	58	42.87
19.	<i>Christopher Closeup</i>	116,000	17	11.92
20.	<i>Success-N-Life</i>	113,000	73	59.34

Total Survey Area/Aggregate Cumulative TV Households; cable and non-commercial viewership not included. © 1992 Arbitron Co.

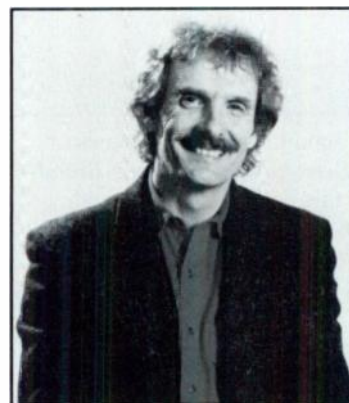


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KSLR Radio, San Antonio, Texas

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SAMPLE OF LISTINGS

RADIO STATIONS

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TELEVISION STATIONS

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

RADIO PROGRAM PRODUCERS

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

TV PROGRAM PRODUCERS

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

MUSIC PUBLISHERS/RECORD COS.

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

PRINT PUBLISHERS

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

AUDIO/VIDEO PRODUCTION

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

EQUIPMENT/SUPPLIERS

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

YOUTH WAVE

Editor's note: This month, Religious Broadcasting is introducing a new department, "Youth Wave," to its readership. This column will run monthly and focus on issues broadcasters face when reaching teenagers. The creator of "Youth Wave," Max Bunch of Shepherd Productions, said, "The stimulus behind this [column] was to raise the awareness of the broadcasters as to what is happening in the lives of American teenagers and how broadcasters and their audiences can help."

The departmental name "Youth Wave" embodies what the editors of the magazine feel the underlying theme of the column is — to reach the youth of America with the airwaves.

Broadcasters Should Not Ignore Teens

by Dawson McAllister

Dawson McAllister is the first contributor with future "Youth Wave" columnists including Josh McDowell of Josh McDowell Ministries, Dann Spader of Sonlife Ministries, Bob DeMoss of Focus on the Family, Ron Hutchcraft of Ron Hutchcraft Ministries, and Wayne Shepherd of Moody Broadcasting.

— Sarah E. Smith, news editor

Several weeks ago, I read articles in both *USA Today* and *Newsweek* about the growth of AIDS among teenagers. Both publications reported this deadly disease has grown 77 percent among adolescents in just the past three years. It has now become the sixth leading cause of death for teens. Worst of all, the publications conclude things will get much worse before they get better.

To drive the point home, the following Sunday night, our weekly call-in talk show for teenagers *Dawson McAllister Live* received its first-ever call from a student who was HIV-positive. Her home life had been a rocky one. At age 16 she rebelled and began to look for

love in all the wrong places. Now she was 19, unmarried, and had the added burden of a three-month-old daughter. The baby had tested negative so far, but it was too early to know for sure. Of course, if the child is fortunate enough to escape the disease, she's still likely to be an orphan by age ten.

How about the teenagers who are depressed and suicidal? Did you know one-third of America's teenagers have thought about suicide and 6 percent have actually attempted it?

How about the teenagers who have been sexually abused? Did you know one in five girls and one in seven boys will be sexually abused by a relative before the age of 18?

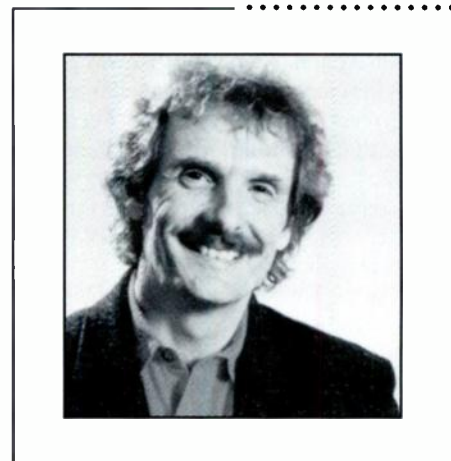
And how about the teenagers who experience the pain of a broken home? Did you know 12.5 million kids are living in single parent homes right now?

So, you ask, what's the point? The point is this: America's teenagers are faced with huge spiritual needs. They desperately want to be loved, respected, and listened to. They are looking around to see who's paying attention to them.

Unfortunately, we can all answer that question. Hollywood is paying attention by churning out dozens of trash movies aimed at kids each year. The television networks are paying attention by filling the screen with prime time comedies and soap operas starring teenagers who always seem more sincere and intelligent than the adults on the show. And certainly secular radio is paying attention by formatting stations for teenagers in nearly every market in America. Why are they doing it? Profit. Teenagers will spend \$250 million this year. From a purely business perspective, that's an opportunity.

I believe the spiritual needs of America's teenagers represent an opportunity for Christian broadcasters as well. Most importantly, it is an opportunity to have a godly impact on a huge mission field. I know it's not easy to be relevant to students. I know that programming for them may be disruptive to the format. I know that a few of your faithful listeners and supporters may not fully understand.

But I also know that the next generation of Christian leaders will come from today's teenagers. Satan knows it too, and he is out to destroy them. He is waging a vicious war against them and they



need our help. Moreover, they deserve our help! I'm convinced God has not given up on the American teenager and neither should we.

Obviously, it will take time to develop effective and truly meaningful programming for teenagers. It will take more time to promote it and to begin to build an audience. The key is getting started. Are you willing to take a chance for America's teenagers?

One of the best-known parables in the Bible is the parable of the lost sheep in Matthew 18. But the context of this story is sometimes overlooked. Jesus is clear the lost sheep does not represent an adult. He specifically uses the lost sheep as an analogy for a child:

See that you do not look down on one of these little ones. For I tell you that their angels in heaven always see the face of my Father in heaven. What do you think? If a man owns a hundred sheep, and one of them wanders away, will he not leave the ninety-nine on the hills and go to look for the one that wandered off? And if he finds it, I tell you the truth, he is happier about that one sheep than about the ninety-nine that did not wander off. In the same way your Father in heaven is not willing that any of these little ones should be lost (Matthew 18:10-14, NIV).

We are the shepherds of the airwaves. Isn't it time we, as Christian broadcasters, mounted a search party for America's lost sheep?

Dawson McAllister is a nationally known youth speaker, evangelist, author, and host of the weekly call-in radio talk show *Dawson McAllister Live* for teenagers. The show is broadcast on the Skylight and USA radio networks.

SALES SPOT

Some advertisers generally downplay the viability of targeting larger families because large families generally show less non-discretionary income. However, this is not the case with Christian radio audiences. In fact, quite the opposite. According to both Simmons Market Research Bureau†, and our own Tri-S‡ research, Christian radio listeners represent the ideal balance between larger households and disposable income.

As we have often reported, Christian radio families tend to be about 7 percent larger than the norm. This means that if the average American family had 100 persons living in it, the average Christian radio family would have 107.

Not only do Christian radio listeners tend to have more children, but they are also more likely to have both parents living at home. This second fact probably explains why household incomes are higher. Two-parent families often mean two incomes. Hence more disposable income per

hamburgers to Christian radio listeners than to their average customers.

Taco Bell is selling 61 percent more tacos. Pizza Hut is selling 49 percent more pizzas. This is not news. Similar statistics have shown the consistency of this phenomena over the past seven years. The reason for such heavy restaurant usage stems from the fact that Christian radio is not only *family* radio, but it also plays to the most sociable crowd among *any* radio format.

Recreation

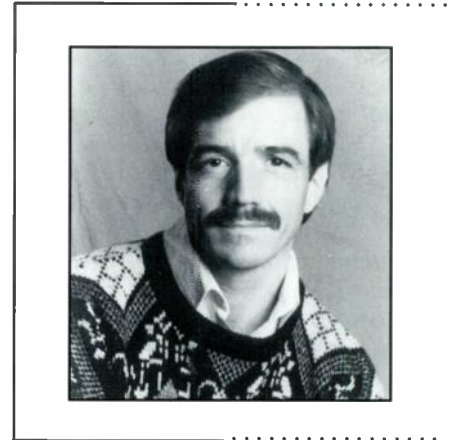
According to Tri-S, the type of people who listen to Christian radio are the most fun-loving and recreation-oriented of any media group. When comparing the Tri-S data against Simmons statistics for the same period, we discovered Christian radio listeners are twice as likely to visit theme parks as are typical American adults.

Almost 7 percent of them went to a rodeo in the last 12 months, while 14.2 percent went go-carting, bumper boating, or used batting cages. One third played miniature golf and 45.4 percent went to a beach or public pool within the last year. The reason Christian radio listeners are so recreation-oriented is because churches themselves encourage group recreation.

Once again Christian radio audiences are shown to be one of the most sociable media groups.

Department Stores

The way we see it, media buyers for department stores can buy radio in one of two ways. They can either put their money on stations promising the most potential buyers, or they can use stations delivering the most *actual* buyers. Dollar for dollar, Chris-



tian radio reaches more department store shoppers than any other radio format. Surprised? Here are the facts:

Every year Simmons studies the department store shopping habits of American consumers. Soma Communications does the same thing among Christian radio listeners. When comparing the two, we learn some very interesting things.

First, Christian radio listeners are 41 percent more likely than the average American to have shopped at Sears over the last three months. In the same time period, they were 47 percent more likely to shop at J.C. Penney and 47 percent more likely to shop at Montgomery Ward. When

Christian Radio's Best Advertisers — Part Four

by Gary Crossland

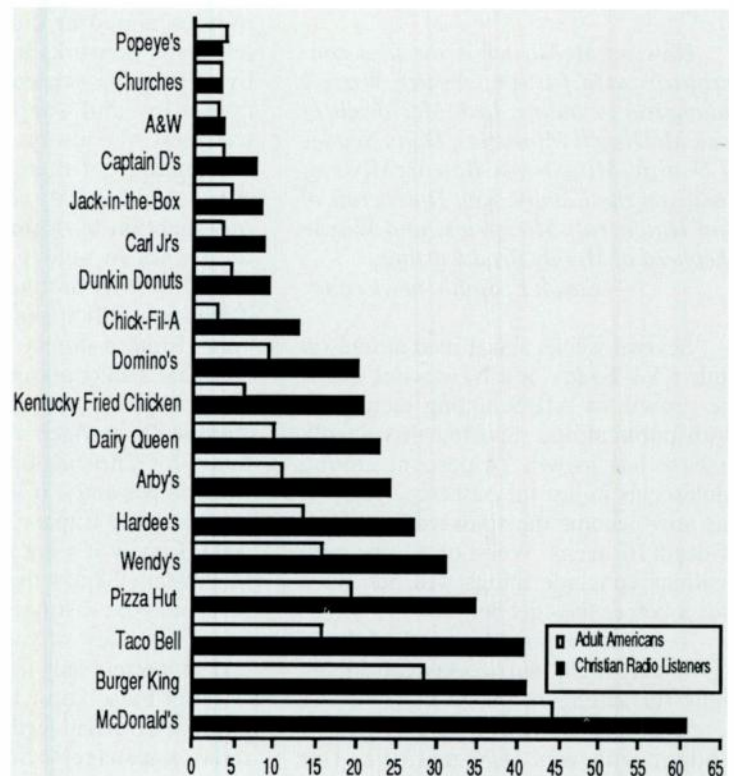
family unit.

The following business types are only a few of the many retailers who find uncommon support among the Christian radio audiences.

Fast Food

According to Simmons Market Research Bureau (1991), and the *Tri-S Christian Media Report* (1992), Christian radio listeners are the most frequent patrons of fast food restaurants. In these two independent studies, Christian radio listeners were more likely to eat at the following restaurants in the last 30 days (see graph).

For example, 67.1 percent of all Christian radio listeners ate at McDonald's. Only 44 percent of all American adults ate at McDonald's during the same period of time. This means McDonald's is selling 34 percent more



it comes to discount stores, Christian radio listeners likewise make themselves right at home. They rank 38 percent higher for shopping at K-Mart, five percent higher for shopping at Woolworths, and a whopping 117 percent higher for shopping at Wal-Mart.

All of this says one thing — Christian radio is quickly becoming the new must-buy in department store advertising.

Grocers

According to Simmons, Christian radio delivers more supermarket patrons than any other radio format. In its 1991 survey, Simmons revealed Christian radio listeners are more likely to do major food shopping than listeners to any other radio format. If anyone doubts the viability of larger families, consider this — 81 percent of all Christian radio listeners did their major grocery shopping within the last four weeks. In this category, Christian radio ranks *first* among 14 radio formats.

When it comes to fill-in shopping, Christian radio ranks high as well. According to the same study, Christian radio is number two for reaching persons who do fill-in shopping, and number one for reaching those who have done it at least five times within the last four weeks.

The message is clear. Although Christian radio stations may not have the highest ratings in their market, they do reach the number-one grocery shoppers. That means a greater return for any grocer's advertising dollar, and greater receipts at the check-out line.

Eyewear

According to Simmons (1991), the type of persons who listen to Christian radio are more likely to buy eyewear than any other radio format audience. What's more, Christian radio beats newspapers, television, and yellow pages for reaching persons who are in the market to buy glasses and contacts. We suppose this now means Christian radio, not the newspaper, is America's number one *visual* advertising medium. Bottom line — when it comes to optical purchases, Christian radio has more eyewear purchases, per capita, than any other advertising medium.

†Information for the Simmons Market Research Bureau is compiled via field representatives who administer both an interview and a written survey to approximate-

ly 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 approximately 2500 people nationwide (105 markets). The margin of error of the survey is 4 percent.

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

God forbid?

Don't say it doesn't happen, because it *does*. In fact, it happens just as much to Christian businesses as it does to any other.

Here was problem in the above example. It was a good idea. It appealed to Christians. But it was poorly marketed. In other words, the owner promoted his business either to the wrong group, or in the wrong way.

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CLOTHBOUND

- * (2) 1. *The Coming Economic Earthquake*, by Larry Burkett, Moody Press
- (1) 2. *The Anointing*, by Benny Hinn, Thomas Nelson Publishers
- (5) 3. *Investing for the Future*, by Larry Burkett, Victor Books
- (7) 4. *In the Eye of the Storm*, by Max Lucado, Word Publishing
- (6) 5. *Love for a Lifetime*, by James Dobson, Multnomah Press
- (4) 6. *My Utmost for His Highest*, by Oswald Chambers, Barbour & Co., Discovery House Publishers
- 7. *The Power of Vision*, by George Barna, Regal Books (Gospel Light Publications)
- (3) 8. *Miracle Man*, by Nolan Ryan with Jerry Jenkins, Word Publishing
- (9) 9. *Quiet Times for Couples*, by H. Norman Wright, Harvest House Publishers
- (10) 10. *Charismatic Chaos*, by John Mac Arthur Jr., Zondervan Publishing House
- (13) 11. *Fit to Be Tied*, by Bill and Lynne Hybels, Zondervan Publishing House
- 12. *His Needs, Her Needs*, by Willard Harley, Fleming H. Revell Co. (Baker Book House)
- 13. *And the Angels Were Silent*, by Max Lucado, Multnomah Press
- (11) 14. *Think Big*, by Ben Carson with Cecil Murphey, Zondervan Publishing House
- (20) 15. *The Applause of Heaven*, by Max Lucado, Word Publishing
- (17) 16. *Churches That Abuse*, by Ronald Enroth, Zondervan Publishing House
- (14) 17. *Halley's Bible Handbook*, by H.H. Halley, Zondervan Publishing House
- 18. *The New Strong's Exhaustive Concordance of the Bible*, by James Strong, Thomas Nelson Publishers
- 19. *Love Must Be Tough*, by James Dobson, Word Publishing
- 20. *Debt-Free Living*, by Larry Burkett, Moody Press

PAPERBACK

- * (1) 1. *Prophet*, by Frank Peretti, Crossway Books
- (8) 2. *In My Father's House*, by Bodie Thorne, Bethany House Publishers
- (3) 3. *This Present Darkness*, by Frank Peretti, Crossway Books
- (5) 4. *Stick a Geranium in Your Hat and Be Happy!*, by Barbara Johnson, Word Publishing
- (2) 5. *They Called Her Mrs. Doc*, by Janette Oke, Bethany House Publishers
- (6) 6. *Splashes of Joy in the Cesspools of Life*, by Barbara Johnson, Word Publishing
- (7) 7. *Piercing the Darkness*, by Frank Peretti, Crossway Books
- (4) 8. *Good Morning, Holy Spirit*, by Benny Hinn, Thomas Nelson Publishers, Walker & Co.
- (10) 9. *The Illuminati*, by Larry Burkett, Thomas Nelson Publishers
- 10. *Sea to Shining Sea*, by Michael Phillips and Judith Pella, Bethany House Publishers
- (19) 11. *Once-a-Month Cooking*, by Mimi Wilson and Mary Beth Lagerborg, Focus on the Family Publishing (Word)
- (11) 12. *God Uses Cracked Pots*, by Patsy Clairmont, Focus on the Family Publishing (Word)
- (13) 13. *The Bondage Breaker*, by Neil Anderson, Harvest House Publishers
- (12) 14. *The Blessing*, by Gary Smalley and John Trent, Pocket Books
- (14) 15. *The New World Order*, by Pat Robertson, Word Publishing
- (16) 16. *A Woman Named Damaris*, by Janette Oke, Bethany House Publishers
- (9) 17. *My Utmost for His Highest*, by Oswald Chambers, Barbour & Co., Fleming H. Revell Co. (Baker Book House)
- 18. *Roses for Mama*, by Janette Oke, Bethany House Publishers
- (20) 19. *Mere Christianity*, by C.S. Lewis, Macmillan Publishing Co., Walker & Co.
- (15) 20. *Becoming a Woman of Excellence*, by Cynthia Heald, NavPress

*Last month's position *Includes sales of boxed sets
 This list is based on actual sales in Christian retail stores in the United States and Canada during July. All rights reserved. Copyright 1992 CBA Service Corp. and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association.

THE BOOK SHELF

Power Religion: The Selling Out of the Evangelical Church?

edited by Michael Scott Horton
 Moody Press, 1992

Reviewed by Harry Conay

In his introduction to *Power Religion*, editor Michael Scott Horton identifies "the goals of Christian mission [not as] success, but faithful witness; not power, but proclamation; not technique, but truth; not method, but message." Fifteen provocative essays in six sections expand this basic theme.

In section one ("Power Politics"), Charles W. Colson and Kenneth A. Myers warn of the lure and pitfalls of Christian political involvement. They write, "Christians ought to denounce blasphemy not because it offends them, but because it offends God." In a culture wherein God is either nonexistent, dead, or irrelevant, the corrective is to actively proclaim the gospel message.

Section two ("Power Evangelism") consists of three illuminating, if somewhat redundant, essays by John H. Armstrong, D.A. Carson, and James M. Boice critical of the "Signs and Wonders" movement promulgated by C. Peter Wagner and John Wimber.

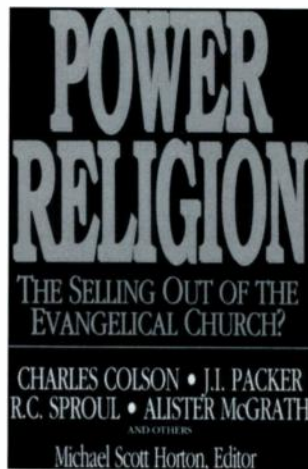
In section three ("Power Growth"), Bill Hull claims that the church growth movement is not working. Both he and Tom Nettles, in his piece, urge us to eschew gimmicky church growth programs and strive for reformation and revival.

The essays in section four ("Power Within") examine "the popularization of psychology within evangelicalism." David Powlison warns us psychology "may never play a constitutive role, except to the peril of genuine evangelicalism." Edward Welch offers excellent insights into the nature of idolatry and Don Matzat expounds a middle-of-the-road position between outright rejection and uncritical acceptance of psychology.

Although section five is entitled

"Power Preachers," refreshingly it is not a rehash of the [Jim and Tammy] Bakker and [Jimmy] Swaggart scandals. Instead, regarding mass media, Kim Riddlebarger notes that "we are selling more books, more Bibles, more tapes, and CDs than ever before, and all the while our beloved America becomes increasingly more secularized and Christians themselves grow biblically illiterate. Clearly something is wrong." J.I. Packer typically warns of the pitfalls of rigid Christian conservatism and fundamentalism, and Alister E. McGrath urges "reformation vision."

In the final section ("Power Switch"), R.C. Sproul reminds bored Christians that neither God, nor spiritual truth, is ever boring and considers "the



greatest issue facing the Christian church . . . is the character of God." The concluding essay, by Horton himself, nicely sums up by stating, "All these movements share a common human-centeredness, revealing a thirst for happiness rather than holiness; self-fulfillment rather than the glory of God."

While I agree with Horton's overall theme, I am less happy with his choice and use of the word "power" throughout the book to

define the above areas of errant evangelicalism. Some evangelicals may be guilty of all that he says, but I don't feel these faults are best (or even adequately) characterized by the term "power religion."

Likewise, some evangelicals might be yielding to, even adopting, worldly philosophies and techniques, but "selling out" implies a deviousness, a treachery, a sabotage, a *deliberateness* which even this book's most critical essayist never suggests. Happily, the book's solid content is not appreciably marred by this artifice. Therefore, though you may choose to disregard the title, I urge you not to ignore this important, controversial and — yes — *powerful* book.

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

Interview Insights

by Jonathan Petersen

We're taking a break this month from discussing the how-tos of interviewing to return to the subject of book reviewing. Along with the spiritual nourishment found in the programs you air, your listeners and viewers need the insight that comes from reading books, articles, and, of course, the Bible. You do your audience a great service when you encourage them to read as often and as extensively as they can. And that encouragement can come by way of broadcasting book review programs.

"Our thrust is to get bookstores and radio stations together," says James Bassett, president of Vignettes That Relate, producer of the daily two-minute *Verses to Remember* and one-minute *Bookmark* radio programs heard on 200 stations. "We need to develop strength between the print and audio ministries of the church."

According to Bassett, *Bookmark* presents books to listeners; it doesn't critique them. "We stay away from writing negative reviews of books. If a book doesn't meet our standards, we prefer to ignore it rather than draw attention to it with criticism." He reviews one title per program, amounting to 20 to 21 books, "a few Bible translations," and one video every month. The program runs Monday through Friday.

"I look over the Evangelical Christian Publishers Association top ten list of bestselling books each month to get an idea of which books are currently the most popular." Bassett regularly talks with local Christian bookstore managers and browses their establishments to get an understanding of all available books. And as a professional reviewer, he receives review copies of books from Christian publishers from which he selects a few to review. He admits that "personal taste can play a part in how I choose a title."

Here are a few tips Bassett suggests to help in selecting good books for review:

- Look for endorsements of the

book or author by prominent Christian leaders and note what they say.

- Read the front and back covers of the book; try to quickly grasp the book's message and determine if it is right for your audience and if it fits your format.

- Scan the table of contents; judge if topics are dealt with appropriately and if their progression is orderly.

- Read the introduction; look for clarity and creativity in the writing style; ask "Does this grab my interest?"

- Skim the book; read the first sentence of paragraphs as you quickly page through it and see if it flows smoothly.

Once you have decided on a book to review, select one chapter from it that will relate to listeners in a timely way. "You may want to connect a statement or theme from a book to a developing national or local news story," says Bassett. "Try to pass along to your listeners and viewers the idea that books are timely, useful, and rewarding."

Bassett incorporates the above techniques into his script-writing for each program. "Our desire is to review and pass along nuggets of truth found in books that the listener can use right away," he offers. Rather than using *Bookmark* to critique books, Bassett has chosen to be the town crier of good information.

Bassett adds, "I want people to realize how books can directly influence them to grow in their Christian faith and personal development." Within his reviews, he mentions the book's title, author, and publisher.

Write to me with how your station produces book reviews and author interviews at Media Relations, Zondervan Publishing House, 5300 Patterson Avenue SE, Grand Rapids, MI 49530.

Jonathan Petersen is director of media relations for Zondervan Publishing House and executive producer of the Zondervan Radio Network, Grand Rapids, Mich. He is a former religion news editor of UPI Radio Network.

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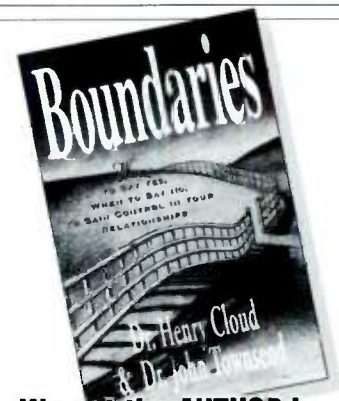
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AUTHOR AVAILABILITY: Newport Beach, Calif., and by telephone.

CONTACT: Media Relations, 800-727-8004.

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MUSIC MATTERS

A Harvest of Musical Variety

by Darlene A. Peterson

GIVE THANKS by JUDY WOLTER-BAILEY

produced by Tom Keene
Chapel Records

A popular image of what it's like in heaven has those who enter donning wings, white robes, and halos and settling down on a fluffy white cloud to play the harp for the rest of eternity. As childish as this image is, the one thing I can't argue with is that the harp can produce truly heavenly music. The Bible even urges us to "praise the Lord in music, praise the Lord with the harp." [Psalms 33:2]

Judy Wolter-Bailey does just that in performing a fine collection of beautifully arranged classic hymns and other songs with great skill and feeling. The songs range from the majestic "Battle Hymn of the Republic" to familiar choruses like "Seek Ye First" to spirituals like "Nobody Knows the Trouble I've Seen" to classics like Pachelbel's "Cannon in D." With *Give Thanks*, Judy Wolter-Bailey brings us all the beauty and enchantment the harp can offer.

TESTIMONY by THE RICHARD SMALLWOOD SINGERS

produced by Richard Smallwood
executive producer Roger Holmes
The Sparrow Corporation

Versatile, expressive, charged with energy, and tight as a singing unit, The Richard Smallwood Singers (Darlene Simmons, Carolene Evans, Jacki Ruffin, Patti Teagle, Dennis Sawyers, and Richard Smallwood) bring us *Testimony*, a dynamic collection of praise and worship



The Richard Smallwood Singers

songs. I liked the fact that each of the singers was featured at least once as lead vocalist of a song: it's a treat for the listener because it brings variety to the overall recording.

Adding to the variety are the musical settings, which cover a nice range of tempos, instrumentation, and moods. The one all-instrumental piece, "Great Is Thy Faithfulness," coming a little past the half-way mark in the recording, makes a beautiful interlude. Richard Smallwood wrote most of the songs, but as a tribute to his father, the late Rev. C. L. Smallwood, Richard ends the recording with a song his father wrote, "T'will Be Sweet." This recording is a true testimony to the great God we love and serve.

I STAND BEFORE YOUR THRONE by BENJAMIN CAMP

produced by Benjamin Camp
Benjamin Productions, San Clemente, Calif.

Perhaps it's stereotypical to say this, but it seems such a mellow, laid-back recording as *I Stand Before Your Throne* could only have come from California. The packaging art featuring a beach sunset helps confirm this. But coming from a resident in perhaps one of the most uptight, stressed-out areas of the world (metropolitan New Jersey), this is a compliment.

The gentle, jazz-inspired setting provide a soothing backdrop for simple, heartfelt, biblical lyrics. The acoustic and wind instruments featured in many of the songs (guitar, flute, tenor sax, and soprano sax) add a nice texture to the keyboards and guitars. The overall mood is one of relaxed meditation on biblical truths. Sometimes urban pop or rap is a bit much to listen to after battling rush-hour traffic. *I Stand*

Before Your Throne offers an oasis in a busy world.



Ricky Skaggs

MY FATHER'S SON by RICKY SKAGGS

produced by Ricky Skaggs
and Mac McAnally
Word

If you're not already a bluegrass fan, beware — Ricky Skaggs could make you one. Excellent lyrics, musicianship, and singing make *My Father's Son* stand out no matter what the category. Emphasizing themes of family heritage and daily living, this recording is designed to help us with our relationship with the Lord and our loved ones.

Skaggs gets your feet stompin' with witty songs like "Life's Too Long (To Live Like This)":

*Drive time traffic in the pouring rain
Six car pile-up in the passing lane
Can't help thinking while I shake my fist*

Life's too long to live like this.

And he tugs at your heart-strings with songs like "Somebody Prayin'":

*Somebody's prayin'
I can feel it
Somebody's prayin' for me
Mighty hands are guiding me
To protect me from what I can't see.*

The songs are supported by top-notch bluegrass instrumentation (acoustic and steel guitar, mandolin, fiddle, slap bass, piano, etc.) and Skaggs' expressive voice brings the lyrics to life. Anyone with a heart will be sure to be moved by *My Father's Son*.

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

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PROGRAMMING ISSUES

Recently I found myself reflecting back on all the workshops and seminars I have attended over the last ten years associated with Christian broadcasting. However, in recent years, with my own personal involvement in a new phase of Christian radio ministry, I have encountered situations I cannot ever recall attending a workshop on.

In the past, articles I have contributed via this column have dealt with matters relating to management, programming, and fundraising — topics I have felt comfortable dealing with. Now for the first time, I find myself addressing a matter I have never wrote about much less even talked about except among close associates. The subject matter I am referring to centers around spiritual warfare encountered within the context of operating a Christian radio station.

In 1985, my wife and I formed a non-

Spiritual Warfare On The Airwaves

by Bob Augsburg

profit board comprised of Christian parents and business people. Our desire and mission was to make a difference in the lives of young people through a full-time radio station outreach. We desired to lure the youth and young adults away from the often negative input received from secular pop/rock radio.

Within days after the first such station went on the air, many of us began experiencing events which we soon learned to be the warfare spoken of in Ephesians 6:12 ("For our struggle is not against flesh and blood, but against the rulers, against the spiritual forces of evil in heavenly realms.")

It's a personal conviction that the control of the airwaves is very important to Satan [Ephesians 2:2 speaks of the devil as "the prince and power of the air"]. I believe this is particularly true when there is a strong desire and vision to reach today's younger generation. There has been such a

strong emphasis in the last 20 years within the pop and rock music scene on sex and drugs, and within heavy metal on the occult and spiritualism. Thank God for a new standard being raised up against the enemy in recent years.

Besides the few Christian stations reaching out to the youth on a full-time basis, there are some excellent weekend programs like *Saturday Night with Ron Hutchcraft* and *Dawson McAllister Live* on Sunday nights. But again, regardless of what station formats is used, if it is reaching and changing lives, attack will come in various forms.

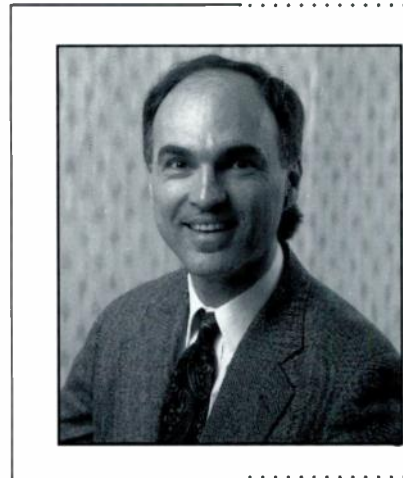
It may be an attack upon the marriages of staff and board members, or a spirit of division within the station personnel. Certainly many of us can relate to an attempt on the part of the enemy to rob us financially. Jesus said the thief comes to steal, kill, and destroy [John 10:10]. How do we guard ourselves, our employees, and our stations from becoming prey to these forces?

Again, the best advice comes from Scripture. Ephesians 6:10-18 is like a miniature handbook on spiritual warfare. There are numerous key phrases within this brief text of Scripture I think we can all apply to our lives and ministry. In order to remain strong in the Lord and to stand against the wiles of the devil, as it states in verse 11, there are several matters we must be willing to deal with at our stations.

In verse 14, we are instructed to "stand with the belt of truth around our waist." As it relates to our radio stations, let's be sure truth prevails in all facets of the operation. That means in our business dealings, the programs we air, the music we select, and the manner in which we conduct ourselves. Sometimes we are tempted to not be totally truthful in day to day business matters. If we do not operate honestly, this Scripture suggests we are opening ourselves and our stations to attack from the enemy.

Another phrase from verse 14 speaks of the importance of wearing the breastplate of righteousness. I believe the station manager needs to be challenging his staff to live a lifestyle above reproach. Occasionally, there will be times when a staff or board member may need to be confronted when a lifestyle of sin becomes evident.

Spiritual warfare also involves a growing, vibrant faith among the staff at our radio stations. Verse 16 says to "take



up the shield of faith with which you can extinguish all the flaming arrows of the evil one." I believe station leadership should take the initiative to speak words of faith and encouragement as matters of concern or problems arise at the station. I would hope every Christian radio station is in the practice of setting apart a fixed time either weekly or daily for the cause of devotions and prayer among the entire staff.

The Scripture text in Ephesians closes with a reference on the importance of prayer. In verse 18, Paul under the Holy Spirit's directive states, "Pray in the spirit on all occasions with all kinds of prayers and requests. With this in mind, be alert and always keep on praying for all the saints." Besides praying for the needs around your own station, I would encourage every station manager to develop relationships with several other Christian station managers, so you can call on each other when needs arise.

On a final note, in this matter of prayer support, we have begun a one-minute prayer journal vignette which runs once a day on our stations. The purpose is to call our listeners to prayer for the station during this period of growth and challenge we are facing.

In Leviticus 26:8, it says, "Five of you shall chase a hundred, and a hundred of you shall put ten thousand to flight." Since we have started this feature, we have noticed several victories we attribute to the prayers of our listening family.

Bob Augsburg is the president of Programming Plus in Brentwood, Tenn., and heads the WAY-FM network, a youth-oriented Christian radio group.



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FUNDING MANAGEMENT

How do you react to change when it occurs? For most of us, there is a gnawing feeling in our stomach, followed by a questioning of how this change will affect our well-being. Then over a period of time, normally one of two things will occur: a denial change is occurring, resulting in a retrenchment into things comfortable for us; or an ability to respond creatively and positively to rapidly changing circumstances and paradigms.

Christian broadcasting is ripe for change! Why?

Broadcasting, at large, is a maturing industry. This is evidenced in radio by substantial financial losses last year on average by daytime AM's and FM's. Only larger full-time AM's and AM-FM combinations made profits on average.

Christian Broadcasting Ripe For Change

by Lauren Libby

One sure indicator of a maturing industry is relentless segmentation — in our case "narrowcasting" — and an endless search for new markets through acquisitions and mergers. In the last five years, these patterns have begun to emerge in Christian broadcasting. Some medium-sized communities now have as many as three to five Christian-programmed stations serving the same locality.

If there is one thing we as Christian broadcasters will face on an ever-increasing scale over the next decade, it will be change! Why? Because in addition to market forces, God has built change into His Kingdom.

Isaiah 43:18-19 ["Remember not the former things, nor consider the things of old. Behold, I am doing a new thing; now it springs forth, do you not perceive it?"] indicates God is constantly stirring up the body of Christ. Then why is it so hard for us personally and corporately as believers to respond to change?

I believe one answer lies in the fact we are *form-centered* and not *function-centered*. Forms have to do with structures, institutions, established patterns of doing things, and systems. Function deals with root causes, principles, bedrock truths from Scripture, and an ability to go back to what the irreducible minimums are for us as believers who are ministering in the media arena.

It's been my experience few people have the courage to ask, "Why are we doing what we're doing?" Instead, we tend to respond to a changing world with existing forms or applications of principles with which we are comfortable. It is not comfortable for us as believers to change forms or applications of bedrock spiritual truths.

Let me illustrate this. Hebrews 13:8 says, "Jesus Christ is the same yesterday, today and forever." That is a foundational truth! Every word of God proves true (Proverbs 30:5). But how do we relate an intimate relationship with Jesus Christ based upon His Word into a rapidly changing culture and world which is becoming more and more valueless?

One question to ask is: Are the forms we're using to communicate basic truths still communicating a clear message to the culture and world we are trying to address? Obviously, we do not want to compromise and fall into syncretism (a blending of the world's values with Christian values), but how we communicate basic bedrock principles articulated by Jesus Christ Himself is very important.

How do we respond to this change as it impacts the funding of individual broadcast ministries? We must address three essentials to effectively affect society, our donor base, and those who would collaborate with us financially:

- *To clearly articulate as a board and staff of a broadcast outlet the vision, values, and mission of the ministry to which God has called you.* It is a fact people respond to a vision, not financial needs.

- *To re-evaluate everything we do in light of the vision, values, and mission to which we feel God has called us.* Asking the question: Are we effectively communicating our message in terms that will communicate not only to the world, but to the Christian constituency as well?

Are you striving for relevancy? Do you know how extensive your listening audience is? What is the profile of your lis-



tener? What type of programming most effectively reaches your target listener?

The Christian community is changing as quickly in its adaptation and acceptance of the way things are done as the world is. If you don't believe Christian culture is changing in concert with the culture around it, ask yourself this question: For radio ministries, how many of your listeners listen to Rush Limbaugh or spend time listening to light AC formats?

- *We as broadcasters need to realize we are not "running radio or television stations;" we are providing "distribution systems."* We are providing a means of public distribution for Christ-centered information and programming.

History has proven with switches in technology, or rapid changes in society, established distribution systems can change rapidly! With the economical possibilities of satellite-direct broadcasting, DAB, and "format-tuned" delivery systems of programming, we as Christian broadcasters may be on the edge of holding many irrelevant, expensive broadcast properties.

The next ten years may be extremely turbulent times. During times of intense change, highly debt-leveraged ministries may fall into extreme pressures. The broadcast ministry that can effectively adapt to a fast-moving Christian and world culture is one that will be relevant, vigorous, financially strong, and correctly positioned to continue ministering for many years to come.

Lauren Libby is vice president of development and communications for The Navigators. He also serves as co-chairman of Educational Communications of Colorado Springs, Colo., the owner of KTLF-FM.

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LOOKING AHEAD

October 1-3

Conference on Social Sources of the Public Expressions of Religion; Purdue University, Indianapolis, Ind. Information: (317) 274-8409.

October 1-3

National Christian Computing Expo & Convention; St. Louis. 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 3-6

Graph Expo East 92; Jacobs K. Javits Convention Center, New York. Information: (703) 264-7208.

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 South-central Regional Convention; Memphis, Tenn. Information: Don Johnson, (901) 628-3028.

October 9-10

Back to Genesis Seminar; Montrose Baptist Church, Rockville, Md. Information: (301) 770-5335.

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. Information: Mike Umlandt, (503) 643-6851.

October 27-29

CD-I Two Publishing and Developers Conference & Exposition; Los Angeles. 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. Information: (800) 255-8183.

December 1-3

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

December 7-11

Image World Atlanta (Video Expo and The Camp Show); Atlanta. Information: (800) 800-KIPI.

December 14-18

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

December 27-31

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

January 17-24, 1993

Third Annual Revivaltime Winter Bible Conference; First Assembly of God, Fort Myers, Fla. Information: (417) 862-2781.

February 13-16, 1993

National Religious Broadcasters 50th Annual Convention & Exposition; Los Angeles Convention Center, Los An-

geles. 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, 1993

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

March 17-19, 1993

Image World-The Government Show (Video Expo & The Camp Show); Sheraton Washington, Washington, D.C. Information: (800) 800-KIPI.

March 28-April 1, 1993

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

April 19-22, 1993

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

May 6-8, 1993

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

May 10-12, 1993

Evangelical Press Association Convention; St. Paul, Minn. Information: (804) 973-5941.

June 15-17, 1993

REPLItech International; Santa Clara Convention Center, Santa Clara-San Jose, Calif. Information: Benita Roumanis, (914) 328-9157.

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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