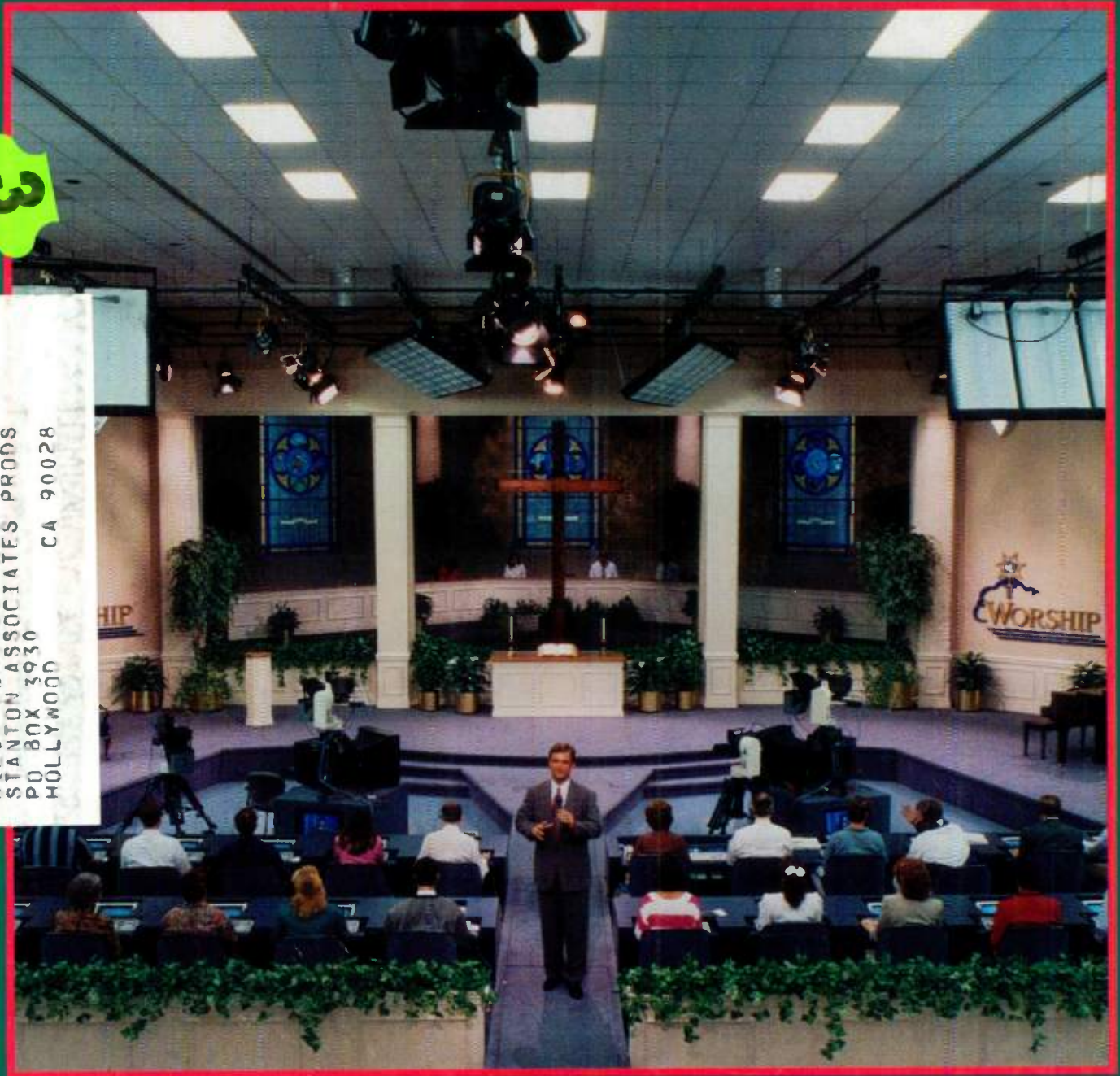


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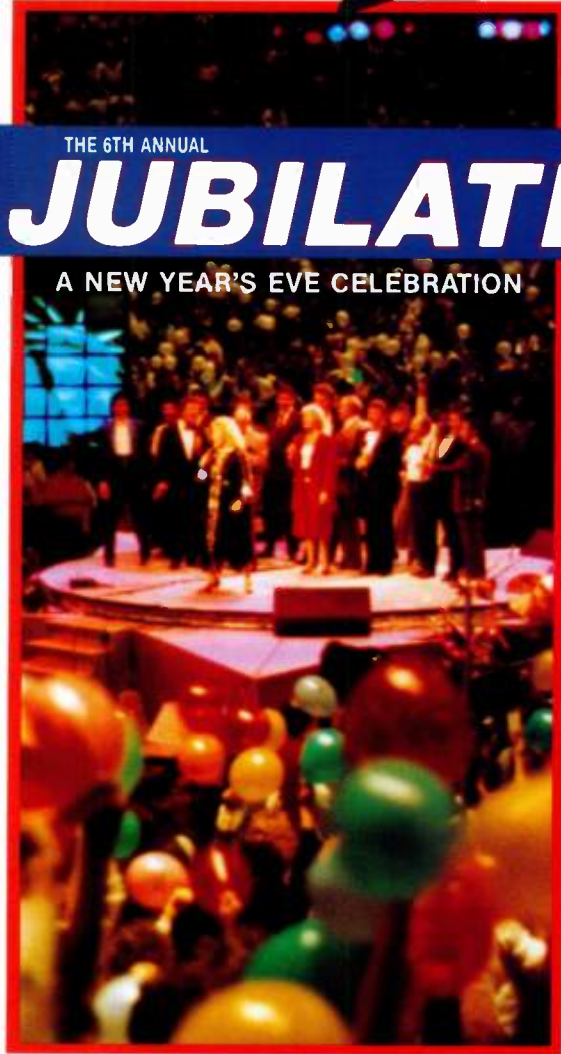
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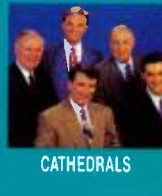
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FEATURES

Balanced Programming

10 — by Gordon G. Hall / If Christian radio is to truly meet the needs of its audience, it must strive for logical, informed balance in its programming and deliberate, cutting-edge quality in all things.

In Spirit and In Truth

12 — With the *Worship* church service, one specially designed for the medium of television, The Christian Network Inc. hopes to usher in a new era in Christian broadcasting.

The Faithful's Response

16 — by Christopher Corbett / As it celebrates its tenth anniversary, those producing the *Point of View* talk show remember the struggles and victories of the past and look to the challenges which yet lie ahead.

The 12 Days of Christmas . . . Radio Style

20 — by Elizabeth J. Guetschow / In a slight variation on that never-ending Christmas carol, *Religious Broadcasting* offers a dozen examples of unique holiday programming gathered from radio stations across the country and around the world.

Sing a Song of Christmas

23 — by Randy S. Kershner / For one western New York radio station, simplicity and traditionalism come together to create a successful, old-fashioned holiday celebration.

A His Place Christmas

24 — by Cathy Hickling / Cornerstone Television's baby-boomer success puts a new twist on a holiday classic.

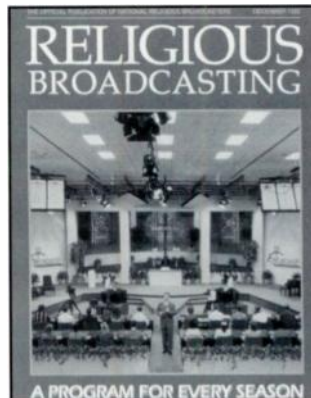
The Gospel Down Under

30 — by Martin Johnson / On the "under" side of the world from its American peers, the Wesley Mission reaches the Australian people with its own unique brand of evangelism and entertainment.

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**ABOUT
THE
COVER**



Cover Photo: Courtesy of
The Christian Network Inc.

A PROGRAM FOR EVERY SEASON

With *Worship*, its newly created television church service, The Christian Network Inc. offers an example of programming tailored to fit the needs of its audience as well as the demands of the medium. Beginning on page 10, *Religious Broadcasting* examines the importance of programming which is at once useful to those who see it, mindful of the circumstances which surround it, and faithful to the One Who inspires it.

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SIGNING ON

The Cable Television Consumer Protection and Competition Act became law on October 5 when Congress voted to override President George Bush's veto. While Christian broadcasters were not lead characters in this drama between the cable industry and Hollywood on one side and broadcasters and wireless cable operators on the other, National Religious Broadcasters (NRB) worked closely and effectively with National Association of Broadcasters in Washington, D.C., and other organizations to pass this bill.

Christian television stations have much to gain with the passage of this legislation. The new cable bill guarantees that all local station who request it — including Christian stations — must be carried by all local cable systems in a market. [Editor's note: The cable bill is closely examined in this month's "Washington Watch."]

By not carrying a station, cable systems have in effect rendered the license granted that station by the Federal Communications Commission to reach a local community with a broadcast signal of little or no value. Such exclusion makes it impossible for a station to serve a local community and it impairs its ability to present the gospel.

As long as cable systems operate without local competition, they should function as common carriers of the local stations. Having fulfilled that obligation they should be free to import whatever other stations or networks they believe meet community standards and are marketable.

Involvement by Christian broadcasters in the federal regulatory process is not new. In fact, they were part of the movement among broadcasters which resulted in the first federal regulations, The Communications Act of 1934.

Again in 1992, regulation has become necessary for Christian television stations to have access to their own local markets. The NRB constitution also allows for "promoting . . . in every lawful and proper manner, governmental laws and regulations" which further the freedom to communicate the gospel.

The need for continual vigilance and involvement by Christian broadcasters in the regulatory process is best illustrated by a recent book by professors Andrew Quicke of Regent University, and Juliet Quicke of Hampton University. The book, *Hidden Agendas: The Politics of Religious Broadcasting in Britain, 1987-1992*, chronicles the story of the continuing virtual prohibition of evangelical broadcasting in Britain. The development and passage of the Broadcasting Act of 1990 by Parliament which granted churches freedom to do evangelism in broadcasting is the focus of this comprehensive study.

We in Christian broadcasting in America are naive if we ignore the lessons of this book. We now enjoy great freedom to proclaim the gospel, as was the case in Britain until after World War II.

Already in America, it is politically correct to speak ill of and demean Christians in much of the secular media, while certain groups and causes cannot be mentioned in anything but positive terms. To assume this strident attack on the historic orthodox Christian faith will not eventually focus on Christian broadcasting is to play the ostrich with his head in the sand. NRB was founded to insure access and it remains our main reason for existence. With the Lord's help, we will do all we can to keep the channels open.

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

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Cable Bill Necessary Regulation

by David Clark

RELIGIOUS BROADCASTING

Volume 24, Number 11

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TUNING IN

Our stations, whether radio or television, are in the business of providing programming people cannot receive elsewhere. Some of us have decided on more traditional formats and others have elected for more contemporary fare. But generally, it is programming not available from another source in the community.

National Religious Broadcasters was founded for a number of *good* reasons, but one foremost was the opportunity of helping each other improve the product — the software of our industry — the programming. So whether we build a single program or program a station 24 hours a day, the all-important end result is the programming, its variety and quality.

What is more deadly than all else in our mass media work is not when disgruntled listeners and viewers tell us they are not going to tune in anymore. It's when they quietly slip away from being a loyal audience. They just do not tune in anymore.

I contend most of the time the reason for tuning out is sheer boredom. If there is not a variety and an interesting menu, they will simply lose interest.

Why are we afraid of *making* our imaginations produce lively, innovative programming with large audience appeal? One reason is it's hard work. But it pays off in the end. Building an audience through enterprising programming can and will be done if we apply our staff to the task.

Here are some suggestions on how to improve your programming:

1. Interrupt the regular programming for specials, like sharathons and special project mission appeals.
2. Have community news updates frequently with both Christian and secular sources.
3. Give the music variety by including classical, march, and easy listening.
4. Get listeners involved with call-in shows on vital themes, like abortion, witnessing, and marriage and divorce.

Stations Should Have Innovative Programming

by Dr. E. Brandt Gustavson

5. Have play-by-play sportscasts of area schools and community leagues and interviews with the coaches and players.

6. Christmas music during the season and uninterrupted on Christmas Eve and Christmas Day; include non-sacred as well.

7. Give frequent stock and business reports during the trading day and interview brokerage houses for verbal reports.

8. Have well-done drama programs, like *Odyssey* by Focus on the Family, *Unshackled* by the Pacific Garden Mission, and ones by the Moody Bible Institute.

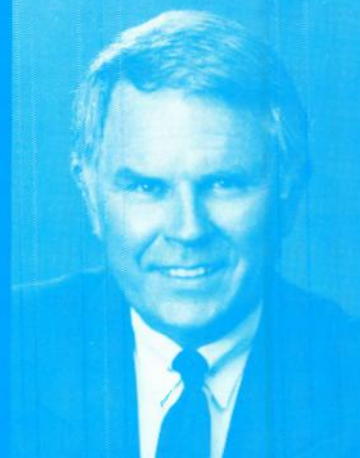
9. Interview community leaders, like the mayor, aldermen, Red Cross workers, other city officials, and heads of the police and fire departments, on community interest.

Brainstorm on more ideas and tailor these to fit your station's needs. I have long believed predictability in our programming is more deadly in reducing audience size than any other factor. The more community-oriented your station becomes, the more loyal the audience will be.

We must take risks and pray a lot to improve our stations. God help us to know the difference between truth and tradition or prejudice and between opinion and fact. Our listeners cannot always discern the difference and they comment about programming from emotions alone.

We will be more useful to God and His purposes if we use our brains and let our imaginations run. The best in Christian programming is yet to be produced. We need it to reach people who need the Lord.

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



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READERS' REACTIONS

Agreement With "Interview Insights" On News Reporting

Dear Editor:

I particularly appreciated Jonathan Petersen's interview of Gordon Govier in your September 1992 issue. I strongly agree that "accurate information takes listeners beyond being observers and makes them powerful participants in society." Those of us involved in reporting the news understand how difficult it is to be current, relevant, and hold the interest of our listeners — all at the same time.

I also appreciate his kind words about Mission Network News (MNN). MNN is a four-and-a-half minute daily news broadcast covering the work of the church in countries other than North America. A strong, worldwide information network provides MNN listeners with timely reports on world mission activities — news not available anywhere else. The program also allows concerned individuals to focus their prayers on up-to-the-minute needs in a great variety of international Christian ministries.

Ray Schenk Jr.
Executive Producer
Mission Network News
Bainbridge Island, Wash.

Company Exemplifies Fischer Article By Being Different

Dear Editor:

I want to thank you for the challenging article by John Fischer ["Programming Issues"] in the September issue. I guess it hit home to me because it talks about breaking out of the Christian culture and making a difference in society.

This is exactly what we at Pentaline have been doing for the past two years. What Fischer doesn't mention in his article is that Christians don't like those who break out of the mold. In our case, we formed Pentaline to assist church and parachurch organizations in Africa.

We realized from the start it would avoid a lot of "Christian politics" if we formed a company, and not a nonprofit organization. Our goal was to make a difference, not fit right into the Christian culture. From the start, we stressed professionalism. We quietly moved into serving secular organizations.

We started a feature service and develop primarily Christian writers to research and write hard-hitting articles on social topics that interest Kenya. We have produced two dramatic films addressing social issues from a Christian perspective.

I meet with businessmen twice a week to help them understand the faith and how Christianity should impact their businesses. What we did not realize is that the members of the Christian culture, particularly the missionary community, are threatened by those who break out of the mold. There is a definite risk from the Christian sub-culture in taking your place in the world, but the rewards are great!

Dan Henrich
President
Pentaline
Nairobi, Kenya

September Issue Praised

Dear Editor:

The September issue of *Religious Broadcasting* was terrific. The information on best advertisers ["Sales Spot"] is worth a lot. I am approaching two Chevrolet dealers in our area with the material and graph to solicit their advertising on our stations. Thanks for the really practical information.

[Dr. David Clark's] "Signing On" was also timely, and the thought of spirographics was new to me. We will implement it into our planning.

James A. Gwinn
President
Crista Ministries
Seattle

Listener Response Shows Consistent Growth During Sharathons Despite Economy

Dear Editor:

I would like to share with your readers about the continued increases in listener support of Share Media Services to encourage other stations as they go into their fall season of Sharathon fundraisers.

Listener response during sharathons has shown consistent growth in spite of tough economic times.

Of the last 42 Sharathons with which we have been involved, all but two have seen an increase from as little as 6 percent to as much as 60 percent over their previous Sharathons. Two recent examples are WVHM-FM/Hardin, Ky., with a 45 percent increase over last year and WBGW-FM/Evansville, Ind., with an increase of 57 percent.

I would also like to add how much I really appreciate your work at National Religious Broadcasters and the efforts being made to help the industry through *Religious Broad-*

casting magazine.

Todd Isberner
Director
Share Media Services
Shakopee, Minn.

Radio Bible Hour Celebrates 60 Years Of Preaching Gospel

Dear Editor:

The anniversary of my 60th year of preaching the wonderful gospel of our Lord Jesus Christ was remembered by [National Religious Broadcasters executive director] E. Brandt Gustavson on September 17.

When I preached my first sermon 60 years ago, little did I dream of the changes we would see in this world. *The Radio Bible Hour's* first radio broadcast was on December 1, 1935, over radio station WFBC/Greenville, S.C., and now over 35 stations carry our program.

We have the potential of reaching over 3 million people with the gospel of Christ through these radio programs. We just give God all the glory, honor, and praise!

J. Harold Smith
President
Radio Bible Hour, Inc.
Newport, Tenn.

Please Address

Letters To:

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Letters must be signed to insure publication and limited to 250 words or less. *Religious Broadcasting* reserves the right to edit all material for length, grammar, and style. *Religious Broadcasting* will not print material containing personal attacks, insults, or otherwise libelous statements.

WASHINGTON WATCH

Although the attention paid to the Cable Television Consumer Protection and Competition Act of 1992 earlier this year centered on Congress, the new law guarantees a demanding year ahead for the Federal Communications Commission (FCC) which must craft many new implementing regulations. Religious television broadcasters may be particularly interested in the law's provisions for mandatory carriage of local broadcast signals (known as "must carry") or, alternatively, the requirement that cable operators obtain broadcasters' permission before carrying commercial television stations ("retransmission consent"). But less publicized aspects of the law designed to foster competition among multi-channel video providers also hold promise for religious broadcasters to develop other means for reaching viewers.

Cable Bill Passage Protects Religious Broadcasters

by Richard E. Wiley

"Must Carry" and Retransmission Consent

The law provides broadcasters with options either to protect their interests in reaching cable subscribers, or to obtain compensation for their programming. Must carry is expected to help those broadcasters (such as smaller UHF stations) who need cable carriage and may not be able to bargain effectively for it, while, on the other hand, retransmission consent is expected to be a more attractive alternative for larger, more popular broadcasters like network-owned or affiliated stations.

Under must carry, all cable systems must transmit at least three local commercial stations, and those systems with more than 12 channels must provide carriage for local commercial stations on up to one-third of its available channels. Thus, a cable system with 30 channels must carry as many as ten local broadcast stations, so long as each qualifies as a full-power

"local commercial broadcast station."

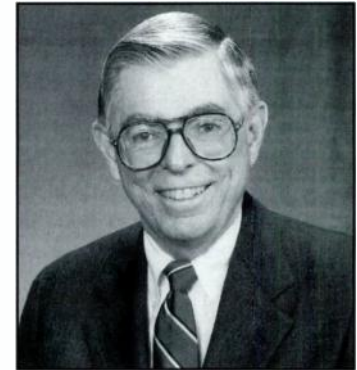
Cable operators also must carry qualified commercial stations on their own broadcast channel number, or on their existing cable channels, or on mutually agreed-upon channels. However, cable operators are not required to carry commercial broadcast stations that substantially duplicate the signal of another local commercial station nor two stations affiliated with the same broadcast network.

The statute also provides for mandatory carriage of certain low power stations and noncommercial educational stations, but the scope of these protections is limited and stations are subject to more stringent eligibility requirements. Moreover, must carry protection is available for low-power stations only in cases where there is an insufficient number of full-power commercial stations to fill the channels set aside for local broadcasters. Must carry provisions for noncommercial educational stations protect only those noncommercial stations eligible for funding from the Corporation for Public Broadcasting or owned by a municipality and transmitting predominantly educational programs.

Under retransmission consent, a cable system may not carry a broadcast signal after October 5, 1993, unless it has obtained the broadcaster's consent or the broadcaster has elected to exercise its right to must carry protection. Cable operators have argued this provision will cause cable rates to rise as operators recoup the cost of paying broadcasters for carrying the signals, but others contend that broadcasters may opt for non-monetary compensation, such as promoting broadcast programming on other cable channels. Beginning in 1993, stations must choose every three years between exercising the right to mandatory carriage or the right to grant retransmission consent.

Goal to Enhance Multi-Channel Competition

Because the issue of cable rates dominated commercials sponsored by bill supporters and opponents while the legislation was pending, television viewers probably know the law requires a limited form of cable rate regulation. But some observers expect that provisions in the new law designed to promote competition among multi-channel video providers ultimately may be more important to



broadcasters and programmers and, arguably, to consumers as well.

Congress found the cable industry's explosive growth in recent years has been accompanied by anti-competitive practices that stifled alternative technologies, such as wireless cable, which might have provided price competition. Accordingly, legislative drafters included various provisions aimed at curbing such actions. Specifically, the new statute directs the commission to prevent cable operators and programmers from restricting the access of non-cable video providers to popular programming or to charge them discriminatory prices. In particular, the FCC must implement restrictions on cable operators' ownership of non-cable video providers serving the same market, ensure that cable operators affiliated with one or more programmer do not favor them over independent programmers, and prevent cable operators from requiring exclusivity in programming contracts.

The effectiveness of several of these provisions is limited in time, usually ten years. Supporters expect providing for wider distribution of popular programming sources will help new video distribution technologies to become economically healthy and thus grow strong enough to compete with cable systems for viewers. Congress believes the net result should be lower rates for consumers and a wider range of program choices.

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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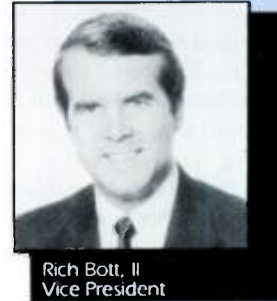
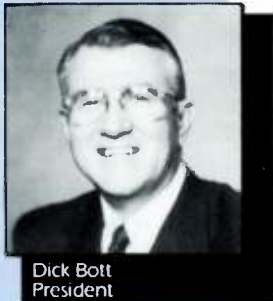
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Balanced Radio

by Gordon G. Hall

Which is more important, a questioner asked D.L. Moody — faith or prayer?

Which wing, replied the evangelist, is the more important to a bird in flight?

Apocryphal or not, the point concerns the need for balance. Balance is necessary in life whether in eating or walking, playing or working. And in religious broadcasting, our audience needs balance.

Each Christian radio station has the responsibility, under God, to meet the needs of its listeners. This presupposes prayer and faith in God's guidance. It does not, however, preclude demographic and market research.

Our choice and placement of program types — talk or music, to put it simplistically — should be based on who is actually out there, what their needs are, and what the other stations in our market are doing. These answers, in large part, will help us decide how to reach and keep our audience.

Achieving ministry balance is not only possible, it is mandatory. Balance, however, does not mean a 50-50 mix or any such prescribed formula. The number and location in your schedule of minutes dedicated to talk (preaching, teaching, news, public affairs, call-ins, drama, and so on) or to music (whatever format) depends on your unique audience needs.

Music for the sake of music or talk for the sake of talk is not good programming, or God-honoring programming, for

that matter. Such decisions must be made prayerfully and intelligently. Put your calculator away.

Two important programming tools are a mission statement designed for your station and the commitment to stay within the parameters set by that statement. Another important practice is regular and

If we are to make a difference in this dying but continually changing age, Christian radio needs to be on the edge of innovation and development.

open contact with the local churches in your area.

It is wise to become familiar with general age group characteristics and to keep these in mind when making program-related decisions. A book such as Brubaker and Clark's *Understanding People* (E.T.T.A., 1972) is a helpful resource.

Such program-related decision-making also assumes the use of a demographic research tool. With the demise of the Birch Report, non-commercial stations

are forced to experiment with survey work. Nevertheless, continual self-evaluation is a must. After all, if you aim at nothing, you'll hit it every time. If, however, you aim at a target, you can at least expect to hit something.

With the proliferation of Christian stations, the decision to target a specific audience may no longer be an option. If we are to make a difference in this dying but continually changing age, Christian radio needs to be on the edge of innovation and development. It's time to be realistic.

Similarly, some tough decisions may need to be made in balancing program types. For instance, there are so many preaching/teaching programs — good programs — available that the tendency is to overload the schedule. A listener, however, cannot physically or mentally listen to and benefit from all of them.

Many Christians take exception, and rightly so, when a Bible verse is used out of context. In the same way, if a listener misses the context of message after message, he ends up with rhetoric divorced from its Scriptural underpinning. This leads to shallow emotionalism — smoke and no fire.

Each program you select becomes the favorite program of someone in your audience. If you dare move it, much less drop it, you'll hear from that listener. But based on concerns for the greater audience, consider airing shorter programs or dropping good programs to make room for better programs. True, God made us individuals, and different programs will

minister to different parts of the body of believers; but scattered broadcasting may only be filling the time.

It would be naive to assert that financial concerns should have no place in programming decisions. Factors such as whether or not the program will bring a certain class of donor are necessary and pertinent. But the very real need for financial support should not be the overriding factor in programming; giving your audience balanced programming, based on its needs, should be.

And what of music? The issue of what type of music to play and how much of it will always be a difficult one. Balance is the key here also. We must play Christian music that upholds godly things and thereby ministers to the audience we are trying to reach.

*Christian radio
must continually
work to be
the best in
each market.*

And music does minister. It should not be considered a respite between talk segments that are the "real" ministry. Indeed, music may be listened to with more attention than any other given program. Music creates an atmosphere that can carry a Christian throughout the day. Properly chosen and programmed music can provide opportunity for contemplation, worship, relaxation, enjoyment, entertainment, and evangelism.

Christian radio must continually work to be the best in each market; after all, we are representatives of the Lord Jesus Christ. And our programming must be relevant to our particular audience and not based on guesswork or happenstance.

If our overall aim is to help affect the Great Commission, and if we pursue that end by presenting "talk" and "music" that evangelizes and edifies, then what our audience needs is balance. The beautiful thing, of course, is that God can use anything to bring honor and glory to Himself. Nevertheless, since He gave us intelligence as well as ability and this is His work, why not consistently be the best?

Gordon G. Hall is the assistant manager of WMBW-FM/Chattanooga, Tenn., and currently teaches communications at Bryan College in Dayton, Tenn.

Go tell it on the mountain...



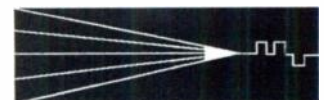
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In Spirit and

“I believe God gave us the vision to create a church service for television that will offer to God praise and thanksgiving.” And, says Lowell W. “Bud” Paxson, perhaps best known as the co-founder of the Home Shopping Network, with this vision, a cable network church service known as *Worship* was born under the direction of The Christian Network, Inc., in Clearwater, Fla.

Worship is being billed as America’s first church service designed especially for television. “There are countless examples of TV cameras being brought into a church service,” says Paxson, who is one of *Worship*’s founders, “but as far as we know, this is the first time that a non-stop Christian church service has been created for the medium of television.”

In a similar fashion, the church’s on-air worship leaders are trained ministers of the gospel equipped with the tools of television, not television personalities functioning as ministers. “By starting with well-grounded ministers, firmly anchored in faith, we hope to avoid some of the pitfalls of the past,” Paxson notes.

The Elements of *Worship*

Worship is, in many respects, a church service very similar to those found in local churches. The *Worship* television service combines many of the traditional elements in a worship service — music fellowship, prayer, and Bible study — with scenes from God’s creation gathered from around the world by *Worship*’s videographers.

Viewers study the Bible, in part,



Daniel Stuecher, *Worship* vice president of ministry, ministers to viewers across the nation from the *Worship* sanctuary in Clearwater, Florida.

through the scripture verses that appear on the screen during the music videos. While watching the videos, viewers are encouraged to personally worship God with love through prayer, praise, and thanksgiving. Bible study also takes place as worship leaders discuss biblical themes each hour in short form between videos. Additionally, *Worship*’s “Fellowship Partners” answer calls from viewers and have access to *Worship*’s computer Bible and commentary.

“There is a mandate in the Bible for Christians to gather together for fellowship,” says *Worship* president and co-founder the Rev. James L. West. At *Worship*, fellowship is a significant part of each service, but this, too, is handled in a unique way through modern tools of communication.

“The idea of communication in general finds its root in the Biblical concept

of fellowship or communion, so using modern communication techniques for fellowship is natural,” West adds. *Worship* employs the latest technology in digital telephone equipment to enable viewers from around the country to quickly connect to a Fellowship partner.

Once connected, the Fellowship Partner responds to the needs of the viewer in a variety of ways. Fellowship Partners are not counselors but are simply trained to be good listeners. A viewer may just want to share a life experience, joy, or burden. For callers with specific needs, the Fellowship partner accesses *Worship*’s computer Bible, which is designed to match God’s answers in Scripture to the specific needs of the caller.

If the caller wishes, the Fellowship partner reads verses from any of five Bible translations and provides commen-

In Truth

tary from some of the learned Bible scholars of all time to help explain the meaning of the verses. "The Bible is our best tool to answer the problems of modern man," West explains. "Help for specific problems is literally at our fingertips. We simply have made it more convenient to access topical subjects."

A Quiet Sanctuary

The Fellowship Partners also pray for needs of a caller and send each caller's prayer requests into the "Prayer Room" where no fewer than three Prayer Partners lift up requests. If desired, the prayers may be scheduled for a particular date or time. "For instance, if prayer is desired for a loved one undergoing surgery next Tuesday at 1 p.m., it's a simple matter to schedule prayer for that time," explains West.

Three stained glass windows, each devoted to a person of the Trinity, help create a reverent atmosphere in the room. "What takes place in this Prayer Room is very serious business," says Dan Stuecher, *Worship's* vice president of ministry.

"This is not just for show. We pray that lives will be changed by what occurs here."

The idea of communication in general finds its root in the Biblical concept of fellowship or communion, so using modern communications techniques for fellowship is natural.

The Worship Facility

In late 1991, *Worship* purchased an

unused church complex in Clearwater, Fla. After extensive renovation, the 25,000-square-foot facility was ready for church services. In spite of the elements necessary for television broadcast, *Worship's* staff emphasizes that the sanctuary is intended for worship.

"This is not just a set," says West, "but a worship center with permanent walls, a platform, altar, cross, and other symbols which constantly remind the audience at home and those present that we are here to worship our Lord."

What viewers will not see in the sanctuary are pews. "Our pews are the television sets of our viewers," explains Paxson. "We have made provision for a few to join us in person, but the vast majority of members will worship with us from their homes. We know there are millions of people who are home-bound or elderly — as well as unchurched. For them, we may be their only church."

"We strongly encourage people to fellowship weekly in a local church," says West. "However, reality suggests there is a sizable number of people who would

like to but cannot make it to a local congregation. We want to be there for them." Stuecher adds, "Our purpose is to provide an opportunity for people to worship in the convenience of their own home, any time of the day or night."

Trust and Integrity

The *Worship* television church is organized much the same as a local church. *Worship's* parent organization, The Christian Network, Inc., is a not-for-profit, membership-based Florida corporation, owned by its members. It is governed by a five-member Board of Stewards whose



Fellowship Partners share life's burdens as well as God's provision with each caller.

CONTINUED ON PAGE 14

members volunteer their time. It is a self-perpetuating board which elects its own members, thereby gaining compliance with the guidelines of the Ethics and Financial Integrity Commission (EFICOM), the financial accreditation arm of National Religious Broadcasters.

The Board of Stewards is but one of three volunteer boards involved in the ministry of *Worship*. There is a Biblical Advisory Board whose purpose is to keep the content of the *Worship* church services biblically pure and focused. Board members regularly view the church services and meet twice annually to give input and recommend any needed correction to the Board of Stewards. The Biblical Advisory Board is chaired by Henrik Hanegraaff, president of The Christian Research

We strongly encourage people to fellowship weekly in a local church . . . However, reality suggests there is a sizable number of people who would like to but cannot make it to a local congregation. We want to be there for them.

tion to the work of the church. For those unable to make such a contribution, toll-free lines are available.

"Giving to charitable and other not-for-profit causes via 900-number technology is growing in popularity," explains West. "It frees our members from time-consuming check writing or credit card transactions." *Worship* has taken a strong position against any type of on-air solicitation such as telethons, pleas, or offers of premiums. "We encourage our members to support their local church in attendance and giving," West notes. "Once they've done that and feel directed to support us in some way with an offering or contribution, we welcome it."

Behind the scenes at *Worship* is a high degree of automation. From six robotic cameras controlled remotely by one person, to a lighting console that automatically brings lights up and down, engineers at *Worship* have used the latest in technology to provide the best picture quality possible, minimize manpower, and maximize efficiency.

"Our goal is to remain good stewards of what God has entrusted to us," says *Worship* vice president of programming Lee Nagelhout. "Another important reason to automate is to keep the worship service as flexible as possible, allowing God's spirit to move and guide each hour."

Worship was launched on satellite with no pre-launch publicity. "That was by design," says Paxson. "So many cable networks have announced for years they were coming and then never showed. We believe the only way to maintain

credibility in today's cable market is to launch first and sign affiliates later. This demonstrates a strong commitment to be there and to stay there."

Worship is seen on Satcom C-1, transponder 11. C-1 is one of five new generation satellites serving the cable industry. Presently, *Worship* is aired 12 hours daily from 9 a.m. to 9 p.m., but will expand to 24 hours per day sometime after the first year. "At that point," Paxson says, "we will position ourselves as the first non-stop television worship service."



Worship incorporates the latest technology in each service, including a remote camera access system, operated here by Edwin Everett.

Institute, a Christian oversight organization based in Irvine, Calif.

As a not-for-profit church, *Worship* has committed to giving away any excess revenue through grants to other worthwhile ministries. The Christian Network has established a Board of Financial Trustees. This board meets regularly to review requests for grants and will be chosen regularly by the members themselves in an annual election. "We trust God will enable us, through *Worship*, to be a financial blessing to other Christian organizations," says West. "We don't feel

called to be a relief development ministry. There are others who are extremely capable in those fields."

Funding and Technology

Initial funding for *Worship* was provided by a grant from Paxson, and like most churches, *Worship* is dependent on its members for continued financial support. *Worship* has made contributions by its members convenient by using 900-number telephone technology. Members who call Fellowship partners on a 900-line make a 95 cent-per-minute contribu-

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at noon on Saturday, February 13.

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The Faithful's Response

Point of View Looks Back . . . and Ahead

by Christopher Corbett

It all comes down to people like Mark. Mark, a college student, recently called *Point of View* radio talk show, hosted by Marlin Maddoux, president of International Christian Media in Dallas. His reason for calling? He said he wanted to apologize.

"Until recently," he said, "I was part of what you would call the 'politically correct' movement. I supported abortion rights and other such movements."

With deep emotion and halting words, he went on to tell an audience of three million, "I just want to say to Chris, Judy, and all the rest of the Christians out there . . . I do apologize for what I've done. You stick in there, and even though I've degraded you and done everything in the world to you, I've finally had my eyes opened.

"There are people out there," he warned, "that would rather have Christians executed before they would see them have their way as far as moral values . . . I just want to say this to all of



Point of View has gone from taped interviews done in a 4-by-8-foot room to a live national broadcast from state-of-the-art studios.

you out there that stuck with me the entire time: I apologize."

But that wasn't all. Even though things came to a head for Mark when he witnessed a nationally televised assault on Christianity by singer Sinéad O'Conner, the seeds of his turnaround were planted and watered long before.

"I want to thank you also, Marlin,"

he said, "because it was through your media that I first started learning the other point of view."

He is one of many.

Enlightening and Equipping

Mark is a single example of the countless Americans whose lives have been changed over the past two decades

because they turned their radio to Marlin Maddoux and *Point of View*.

How has it happened? The program, which recently celebrated its 20-year anniversary and its tenth year on satellite, has grown from one local station airing interviews taped in a converted closet to its present form: a daily, live 90-minute broadcast carried by more than 260 stations and heard by close to three million listeners coast-to-coast.

During that span, listeners have been reconnected with what Maddoux calls the three founding pillars of America: faith, families, and freedoms. But they have not only been reconnected; they have also been recruited and trained to fight what many see as a spiritual war for the restoration of those principles in American life.

"When I went on the air," Maddoux recalls, "one of my motivations was that there were many people being kept out of the media. Watching the media night after

*The casualty list
of the humanistic
onslaught is long:
ruined families,
pornography,
abortion, drugs,
a loss of ethics,
abused children,
gay rights, mockery
of religion, AIDS,
the destruction
of our economy.*

created. He contends that their aim is to dismantle the moral barriers yet remaining and enthrone a bigger government for the purposes of empowering the counter-Christian agenda and shutting down the growing Christian response.

But yes, there is a response. And the history of that response is the key to the success of *Point of View*.

Riding the Wave

The first programs were half-hour recorded monologues on station KDTX in Dallas, although in time he began doing interviews.

Maddoux recalls, "The first *Point of View* studio was a room about 4-by-8 feet. I would sit on one side of the room with my feet stretched out, and my guest would sit on the other side with his feet stretched out underneath me. One of my most memorable stories is that I interviewed a man for 90 minutes who I don't think had washed his socks in about three months!"

Yet soon he was introducing a growing audience to news makers, congressmen, authors, and activists. The strategy: get Christian solutions — and Christians — out of the confines of institutional religion and into the battle of ideas being waged on society. The topics regularly ranged from politics to cults, from the pro-life movement to family finances.

The program grew to 90 minutes and went on station KVTT-FM in Dallas and then by a phone hook-up to Houston on KSBJ-FM. But the big breakthrough came in 1982, when a leap of faith led Maddoux to tap into the new technology of satellite links to radio stations around the nation.

Success was not immediate. The staff was three people, including Marlin's wife, Mary. The office was sparse. The work was hard. But *Point of View* was on the crest of a wave.

As the counter-Christian surge coursed through society in the late 70s and then the 80s, Christians were emerging from a state of isolation to these forces. As this awakening occurred, the need arose for a way for this movement to talk to itself, to establish an identity, and to coordinate activity.



Oliver North is among the guests who have appeared with Marlin Maddoux on Point of View.

night, I saw that those who might hold Christian values were either shut out or were put in such a light that they came off as the buffoon, the ridiculous person."

Point of View began in the early 1970s when Maddoux began to notice the growing power of a counter-Christian worldview born in the late 1960s. Many observers, including Christians such as Chuck Colson, James Dobson, and Pat Robertson, have identified this period as a time of declaration of cultural civil war.

On one side of this war are the Christian values upon which the United States was built. On the other side are the humanistic values, whether secular or New Age, which have challenged the

Christian viewpoint and with breathtaking speed seized control of centers of power and influence — including the news and entertainment media.

"The basic tenets of humanism," says Maddoux, "are the denial of transcendent moral laws and [of] a personal Lawgiver. The new gods are sensuality, wealth, New Age mysticism, bigger government, raw power. The casualty list of the humanistic onslaught is long: ruined families, pornography, abortion, drugs, a loss of ethics, abused children, gay rights, mockery of religion, AIDS, the destruction of our economy."

Most alarming, Maddoux says, is the humanistic prescription for the ills it has

CONTINUED ON PAGE 19

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THE FAITHFUL'S . . . CONTINUED FROM PAGE 17

And *Point of View*, with its issues-oriented format and satellite potential, was there.

Overcoming initial resistance, *Point of View* expanded rapidly to serve the urgent communication needs of the growing movement. Beginning with 13 stations in 1982, it grew to 100 stations in 1985, doubled by 1989, and is currently pushing toward 300 stations coast-to-coast.

The headquarters fills several thousand square feet, and the staff now exceeds 25 people. A related innovation was Marlin's formation in 1985 of the USA Radio Network, a full service news, education, and entertainment network linked via satellite to more than 940 affiliates nationwide.

Through *Point of View*, organizations fighting the battle against anti-Christian legislation in Washington, D.C., and state capitals could more effectively get the word out to the "troops" in towns across the nation. Christian parents or ardent profilers fighting battles in Maine could

instantly advise, warn, and encourage others in Mississippi or California.

Donald Wildmon, president of the American Family Association, says, "If there's an important issue that needs immediate attention, one of the first places I go is Marlin Maddoux. And within a matter of hours, if not minutes, millions of Christian Americans know [about] the situation and what they can do to help."

Targeting the Future

While the accolades for *Point of View* from national leaders could be multiplied many times over, including numerous accounts of impact directly on Congress and the White House, the real victories continue to be people like Mark.

"That's the real payoff," says Maddoux. "I was speaking recently, and one guy came up to me and said, 'Marlin, I've never been involved in my life. Now, because of your show, I ran and was elected to the city council.'"

During a tenth anniversary-on-satellite show September 15, caller after caller let Marlin and co-host John Clemens hear about the fruits of their labors.

"I've been listening for about two

years," commented Paula from Stockton, Calif. "I just want to praise God for you because I've become a real activist. I just wrote a letter to the editor of the newspaper here, and I got in to see the publisher. As a result of that, we have a conservative writer now on a very liberal newspaper. And it's all because of you guys! It's great to know there's a system out there that supports and upholds people who have the same values. You're in my prayers. Don't give up the good work!"

She needn't worry.

Point of View is busy building for the future. In the eyes of Maddoux, the war is

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the nation.*

not waning but is flaring to a ferocity not seen before. The social context is shifting quickly and will call for new strategies to equip Christians and reach a confused culture.

In other words, the future will not wait. Maddoux's vision is to stay on the cutting edge; to keep devising more effective ways to deliver information through radio and print; to keep reaching more people like Mark and Paula, turning them into vibrant advocates of Christian belief.

Among the plans: continue to expand *Point of View*, develop new formats to serve Christians and penetrate the secular market, and continue to expand the USA Radio Network. And perhaps even penetrate secular culture over radio in the waiting fields of Europe and the rest of the world. After all, there are millions of Marks and Paulas there, too.

Christopher Corbett is a writer for International Christian Media in Dallas.

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The 12 Days ... Radio

by Elizabeth J. Guetschow

Ah, yes, 'tis the season of birds in fruit trees, a ménage à trois of French fowl, and bands of precious metal.

But for Christian radio stations across the country — and, indeed, around the world — 'tis also the season of Christmas carols, tidings of great joy, and charity to those less fortunate.

And so, in the spirit of the season, Religious Broadcasting offers a sampling of holiday programming ideas, gathered from a dozen radio stations from Ecuador to Alaska. Each has chosen, during this time of music and decorations and giving and receiving, to bring holiday programming and special events to its listeners. And each has found its own unique way to celebrate the birthday of the King.

On the first day of Christmas, in Tucson, Ariz., KFLT-AM presents its community calendar broadcast. The calendar spotlights special Christmas events throughout the community, allowing KFLT listeners to know exactly what holiday happenings await their enjoyment and participation.

On the second day of Christmas, in Pittsburgh, WORD-FM begins integrating its staff members' favorite Christmas songs into its regular programming, sprinkling the beloved tunes throughout the talk portions of the daily programming schedule and in amongst other musical selections offered during the holiday season.

On the third day of Christmas, Mission Vision Network, a branch of the Far East Broadcasting Company in La Mirada, Calif., puts together its



The HCJB World Radio choir of Quito, Ecuador, provides an evening of holiday music.

"Christmas Panorama" for radio stations in the United States and Canada. The musical/narrative program focuses on Christmas celebrations in cultures around the world and looks at the origins of well-known holiday traditions. The "Panorama" package also includes a "Christmas Mosaic" featuring the Christmas greetings and national prayer requests of Christians around the globe.



On the fourth day of Christmas, in Memphis, Tenn., WCRV-AM presents "Memories and Family Traditions of Christmas."

The familiar story of Scrooge and his life-changing transformation comes alive once again in *Cancion de Navidad*, the Spanish version of Dickens' A Christmas Carol.

of Christmas Style



A local crowd gathers in the lobby of KJNP-AM at North Pole, Alaska, for the station's New Year's Eve Watchnight service.



Don Nelson, president of KJNP-AM in Alaska, listens to New Year's greetings and wishes from callers during the station's annual holiday special.

Remembrances of the season are gathered during interviews at local churches and pulled together in an hour-long program which is later broadcast to WCRV listeners. The station notes that the program allows for a time of reflection on the traditions which make the season memorable.

On the fifth day of Christmas, in Green Valley, W.Va., WAMN-AM promotes a benefit during which various celebrities gather to decorate Christmas trees at a local mission; WAMN does live broadcasts from the decorating party. The station also

extends the hand of charity by "adopting" a needy family and providing its members with gifts and a holiday meal.

On the sixth day of Christmas, in Grand Rapids, Mich., WGNR-FM presents "Twinkle and the All-Star Angel Band," a Christmas children's drama. The station, part of the Moody Broadcasting Network of Chicago, also broadcasts "Candlelight Carols," a two-hour holiday special featuring all the music groups of Moody Bible Institute. And beyond the network programming it presents, WGNR spotlights local specials such as the music of the Calvin College Oratorio Society and the Hope College Vespers.

On the seventh day of Christmas, in Quito, Ecuador, HCJB World Radio builds on its international nature and broadcasts Christmas music from around the world. The organization also promotes the development of holiday music original to the South American Christian culture by sponsoring Christmas music festivals. Local churches are invited to send musical groups to the festivals to perform songs they have written about the advent of Christ and about the love of God in sending Him.

On the eighth day of Christmas, in Wheaton, Ill., *The Chapel of the Air* presents "Spiritual Children at Christmas Time." The program features interviews with new believers who are asked to share about their conversion experiences and about their feelings in celebrating the birthday of the King as a new member of His family.

On the ninth day of Christmas, in

CONTINUED ON PAGE 22

THE TWELVE . . .
CONTINUED FROM PAGE 21

Fargo, N.D., KFNV-AM-FM sponsors the Christmas Tour of Lights. KFNV listeners who sign up for the tour gather at a designated spot and travel by bus throughout the town, viewing the various displays of holiday lights. As they travel, members of the group sing Christmas carols under the direction of a song leader. KFNV does live broadcasts throughout the event, which has gained in popularity during recent years.

On the tenth day of Christmas, in High Point, N.C., WHPE-FM airs the message of J. Vernon McGee, tying the events of Christmas into the second coming of Christ. Throughout its holiday programming, WHPE stresses the idea that the event remembered at Christmas — the birth of the Christ child — was only one part of God's plan in sending His Son.

On the eleventh day of Christmas, in Lancaster, Pa., WDAC-FM continues its all-Christmas music format through

the last day of December. The station says it has received a great deal of positive response from listeners who appreciate the extension of holiday music beyond Christmas Day.

On the twelfth day of Christmas, at North Pole, Alaska, KJNP-AM-FM-TV sponsors its New Year's Eve Watchnight

Service. The holiday event features call-in New Year's messages and wishes from KJNP listeners, alternated with live vocal performances from the local crowd gathered in the station's lobby for a time of fellowship and celebration.

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

Sing of a Song of Christmas

by *Randy S. Kershner*

The Christmas season. It's a marketer's dream — the time of year that can make or break many a business. But it's not just the merchants who value the holiday season for its marketing opportunities. From "Christmas

Cash Give-a-ways" to "Toys for Tots" campaigns, television and radio stations know how to hype it up at Christmas, too. Smart programmers know that the season of "peace on earth, good will toward men" is also an opportune season to boost listenership and, hopefully, jump a few notches in the ratings.

So where does that leave a Christian

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Against a backdrop of Christmas lights and glistening snow, a crowd gathers in downtown Buffalo, N.Y., for the WDCX Family Christmas.

radio station? On the one hand, it would be foolish for those of us in Christian radio to overlook the promotional opportunities the season affords us. On the other hand, it wouldn't be too wise to overdo the Christmas hype and risk offending, and possibly losing, listeners. After all, they're tuning in to us for something different . . . a message of truth amidst all the clamor during the holiday season. They can get all the "hype" everywhere else. From us, they expect to hear about "the reason for the season."

Four years ago, radio station WDCX-FM/Bufalo, N.Y., began a new but not-so-new tradition which has proven to be a successful promotional event for the station and a popular community event for listeners. The "WDCX Family Christmas" has been held in downtown Buffalo and is really nothing more than an old-fashioned carol sing as hundreds of listeners join together with the WDCX staff to sing traditional Christmas carols.

There is really nothing innovative about the event. But the very simplicity seems to be what attracts people to it. Each year, the station has seen more and more people gather together for the "Family Christmas." From church groups to families to young adults, everyone seems to enjoy the opportunity to gather together outside on a usually chilly December evening to sing the timeless carols that tell the equally timeless story of Christ's birth.

But the "WDCX Family Christmas" does more than just provide a night of singing. Listeners appreciate the event as an evangelistic outreach of sorts. The very fact that the city of Buffalo has been

so open and gracious to allow the radio station to hold the event on public property, using a city bandshell, is part of the reason for the event's success. It is an amazing opportunity for believers to gather on public grounds, in the middle of a busy downtown square, to proclaim the truth of the

gospel during the hustle and bustle of the Christmas season.

Additionally, the "Family Christmas" provides listeners with an opportunity to share by giving to the poor. Listeners are asked to bring a gift for a needy child, and these gifts, ranging from Bibles and storybooks to tapes and games, are then donated to the Buffalo City Mission.

Listeners are also encouraged to bring clothing for another local ministry, "Hearts for the Homeless," which distributes clothing and food to street people in Buffalo. Recognizing the increased spirit of charity seen during the holiday season, WDCX wanted to provide its listeners with an opportunity to give to the needy and to support some local Christian ministries.

As a promotional event for the station, the "WDCX Family Christmas" has worked well, generating listener excitement and an excellent response at the event in addition to serving as a community outreach and providing the station with exposure during the holiday season, right in the heart of busy downtown Buffalo.

But most of all, the "Family Christmas" manages to garner attention without all the usual hype. With its old-fashioned tradition, its community appeal, and its Christ-centered foundation, the "WDCX Family Christmas" promotes a strong sense of good will. And in a season of "good will toward men," that's the kind of promotion that works well for a Christian station.

Randy Kershner is the executive writer and producer for WDCX-FM in Buffalo, N.Y.

People Like What They're Hearing...

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"... I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*." David Ingram; Ft. Smith, AR

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

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(Circle 155 on the Reader Service Card)

A His Place Christmas

by Cathy Hickling

When Christian television viewers tuned in to Cornerstone Television's *His Place* during the 1991 Christmas season, they were in for a shock. They found that the little neighborhood diner in Pittsburgh had been transformed into "My Place," a sleazy bar and grill.

"We wanted to show the viewers what life might be like in the diner if Tim weren't a Christian," explained the show's co-creator Thom Hickling. "It was basically a rip off of *It's a Wonderful Life*, the movie classic where Clarence the angel shows Jimmy Stewart what life would have been like without him."

On a "normal" *His Place* episode, Tim Borgan plays the clean, quiet, conservative owner of the diner which serves as the set for a unique television show. In the diner, cameras eavesdrop on the conversations of Tim and his staff, which includes "patrons" of the diner and actors Andrea Hopkins, Jeff Redinger, and Ginger Auld. *His Place* regulars include newspaper reporters who

interview prominent personalities, friends, and neighbors who chat over coffee in *His Place* booths.

The underlying purpose of *His Place*, which targets the baby boomer generation, is to present a slice of Christian life and to deal with a wide

allowing the program to be seen by satellite dish owners across North America. At least a half-dozen stations across the country have utilized the satellite feed and added *His Place* to their daily programming.

"We want to show how the love of Jesus Christ can make a difference in everyday life," Hickling said. "Instead of staring at the camera and preaching about the evil in our society, we try to allow real people to share their stories in a casual setting."

An example is a recent show dealing with pornography. In one booth, Borgan spoke heart to heart with a man who struggled with an addiction to pornography. The man's wife sat with him, and together

they shared about how this addiction had nearly destroyed their relationship. And they told Tim how the power and love of Jesus Christ helped break the addiction and restore their marriage.

In another booth, a newspaper reporter interviewed Bob Peters, president of Morality in Media. During the interview, Peters gave up-to-date information



In slightly improvised It's A Wonderful Life style, the His Place cast and set are transformed from a neighborhood diner to a disreputable bar for a unique Christmas special.

range of contemporary topics. The half-hour show airs weeknights at 9:30 p.m. and 12:30 a.m. on Cornerstone Television (CTV), which broadcasts from Pittsburgh throughout much of Pennsylvania and into parts of West Virginia, Ohio, and Maryland.

This past June, CTV also went on the Spacenet II satellite, channel 21, thus



Back in their "normal" garb, His Place regulars Jeff Redinger, Rhonda Miller, and Tim Borgan chat in the diner which is the show's set.

about the status of pornography nationwide. An attorney, Peters was able to discuss the legal aspects of the issue. Throughout the *His Place* episode, the camera shifted from booth to booth giving viewers both the overall national picture of the pornography plague as well as a personal glimpse of its devastation.

"We try to schedule guests [who] can share varying perspectives on current topics," says Andrea Hopkins, who serves as the *His Place* guest coordinator in addition to her on-air role. "It's important to hear from the lay person — the 'common man on the street' — as well as the experts. We've found this really helps our audience relate to the show.

"We're not really afraid to have non-Christians come into the diner. It often provides interesting dialogue for Tim and the other regulars. Hopefully we'll plant some seeds and harvest others. We find that some of our non-Christian diner patrons ask the kind of questions over coffee that many of the channel-flippers wonder [about]," Hopkins explains.

Thanks to the creative set design of Mary Anne Skeba, the diner's set looks so real that the station is besieged with calls asking where *His Place* is located. And the Christmas 1991 *His Place* set was equally believable as the cheerful neighborhood diner became a sleazy neighborhood bar. Beer advertisements and rock posters adorned the walls.

Transformed into the bar's owner, Borgan wore a bandana, an earring, beard stubble, and a tattoo. Normally cute and perky, Hopkins wore excessive make-up and teased hair, and cracked her gum while continually filing her nails.

By clearly showing that Jesus Christ has made a difference in all of our lives, along with showing that Christians are open to having a little fun, we hopefully made an impact on some hurting people over the holidays.

Customers argued, fought, and were generally quite rude, as was Jeff Redinger as the waiter. One man was passed out on the counter, an empty whiskey bottle at his head. Borgan and a few customers harassed Andrea. And Hickling, wearing a Santa hat and smoking a cigar, staggered to the small stage area and sang "Money (That's What I Want)" while Hopkins accompanied him by ringing the cash register.

It turns out, of course, that the whole scene was a figment of pastor Bob Hartman's imagination. He and his brother, Tim, both of whom are well known in the Pittsburgh area for their creative storytelling, were found sitting in a *His Place* booth trying to come up with a

People's hearts are so open to the gospel message during the holidays. At His Place, we have a wonderful forum to share that message in a wide variety of ways.

drama for a Christmas message at the church. As the real *His Place* set reappeared, the Hartmans excitedly pointed out that Jesus Christ does have the power to transform lives and to set people free from an evil and materialistic world.

The *His Place* Christmas special may have knocked some members of CTV's audience out of their chairs, but it also drew interest from many non-traditional Christian television viewers, which is consistent with the show's purpose. *His Place* is designed to reach the unchurched, which is exactly what the show has been successful in accomplishing in its three-year history.

"By clearly showing that Jesus Christ has made a difference in all of our lives, along with showing that Christians are open to having a little fun, we hopefully made an impact on some hurting people over the holidays," Borgan comments.

WPCB-TV/Pittsburgh president and founder the Rev. Russ Bixler recently announced on the *Getting Together* talk show that *His Place* is CTV's most-watched program.

An airing of the *His Place* Christmas show is planned for the 1992 Christmas season; several other holiday shows are planned as well. Hickling will host a Christmas karaoke night in the diner, opening the stage area to those who want to sing along with their favorite holiday recordings.

Ginger Auld, who serves the show in character development as well as through her on-air duties, will receive alcohol abuse counseling as she over-indulges

CONTINUED ON PAGE 28

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A HIS PLACE . . .
CONTINUED FROM PAGE 25

during the holidays. Burgan will counsel a runaway teenager and help reunite him with his parents on another show.

Another program which was re-aired during the holiday season was the 1991 *His Place* Thanksgiving show. Burgan opened the diner doors and offered the homeless a free turkey dinner with all the trimmings. For this special program, the diner patrons were not actors but real people from the streets of Pittsburgh who were living at the Light of Life Rescue Mission. Several of the men shared their testimonies on a show that turned out to be one of the most touching in *His Place* history. Chick-fil-A donated the food for the feast which was served to around 20 people by volunteers — live on television.

"People's hearts are so open to the gospel message during the holidays," Burgan notes. "At *His Place* we have a wonderful forum to share that message in a wide variety of ways."

Living for Christ is the greatest and most fulfilling way to live. I'm not above showing the audience we can have a lot of fun and still love the Lord with all of our hearts.

Burgan, whose character on and off screen is very sincere and loving, really let his humor show for the Christmas show. When all of the other bar paraphernalia disappeared, revealing that the scene was a product of the Hartman brothers' imaginations, Burgan served the brothers coffee. As he did so, the camera focused in on Burgan's arm, showing the tattoo which should have disappeared with the *My Place* beer and smoke. The Hartman brothers looked straight at the camera and screamed, leaving the whole show, with its serious Christmas message, with some

comic relief.

"Living for Christ is the greatest and most fulfilling way to live," Burgan says. "I'm not above showing the audience we can have a lot of fun and still love the Lord with all of our hearts."

In addition to the *His Place* Christmas episode, CTV also produces other holiday specials. Its *At Home* cooking show hostess Arlene Williams teams up with Russ and Norma Bixler and a variety of guests for a special week of *Getting Together*, the station's flagship talkshow. Food is prepared, recipes shared, and holiday craft ideas demonstrated, with the recipes and craft instructions made available to viewers. For years, these Christmas shows have been CTV's most successful vehicle for generating response — and for reaching church and unchurched viewers alike with the joyous underlying message of Christmas.

Cathy Hickling is the editor of *Expression*, "Pittsburgh's Christian Newspaper," the author of *I'm Having a Baby, Help Me Lord*, and a creative consultant to CTV's *His Place*.

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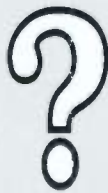
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The Gospel

by Martin Johnson

Imagine, if you will, one hour of prime time television on Christmas night: all around the nation, as they finish off their holiday dinners, some 60 million people tune in to watch a Christmas pageant unashamedly present Jesus Christ.

Furthermore, imagine sponsors like Kodak, Bank America, and Pacific Bell covering all the production costs, with NBC-TV providing the hour at no cost, with full knowledge of the message to be presented. And imagine raising thousands of dollars for food and shelter for the homeless through an 800 number.

Imagine a live telecast on Easter Sunday morning from New York's Carnegie Hall, a service of praise as the people of the nation's largest city celebrate the resurrection of Jesus Christ while a major network provides the crew and air-time at no cost, allowing the program to be seen in every time zone across the country.

Or, imagine raising more than one million dollars through private investors to produce 36 half-hour documentary programs with titles like *Discovering Jesus* and *Discovering Paul*. Imagine shooting the entire series on location in the Middle East, airing the package on NBC, selling the programs to affiliates, and distributing them overseas in Italian, Spanish, and Korean translations.

If the above were removed from its American setting and placed firmly "down under" in Australia with Sydney's Wesley Mission, it would be not a dream, but a reality.

As the largest church in Australia, the Wesley Mission is a parish in the center of Sydney with over 1500 full-time staff members. Led by the Rev. Gordon Moyes, the Mission had its beginnings in the founding of Methodism in Sydney in

congregation to his fellow believers to accept the task of reaching the whole community with the good news of Jesus Christ through word and deed.

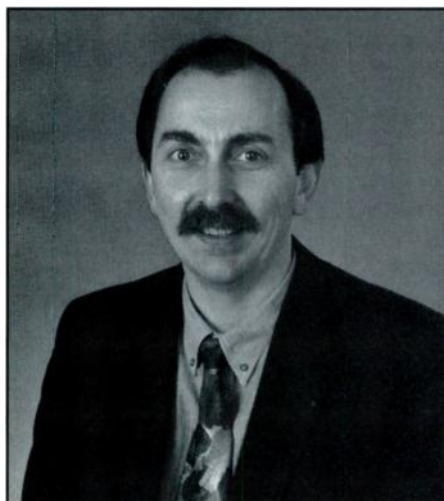
Since then, the Wesley Mission has provided a ministry characterized by its longtime slogan, "With Heart and Hand." The Mission now cares for children, teenagers, alcoholics, the aged, mentally ill, lonely, and homeless. In 1962, it started the Lifeline telephone counselling movement that has now spread around the world. For its work, the Mission receives support from government and community groups.

Media Connections

The Wesley Mission's affiliation with the media began in the 1920s, when radio first came to Sydney and the church obtained a radio license on behalf of the Council of Churches. The radio station subsequently started is still in operation.

Television came to Australia in 1956, in time for the Melbourne Olympic Games. Programming regulations for television were based on those that controlled commercial radio. One of those regulations was that each commercial television station had to devote a certain percentage of its air time to religious material — typically an hour a week called "statutory time." This regulation is still enforced, although a new broadcasting bill recently passed by parliament abolished this requirement for commercial radio.

From the very beginning, there were



The Rev. Gordon Moyes (left) and Martin Johnson (right) serve as, respectively, the superintendent and the director of media for Sydney's Wesley Central Mission. The Mission is Australia's largest Christian complex and conducts 45 weekly worship services, 170 fellowship groups, an extensive national television, radio, audio visual, print, and video ministry, and an international film and television ministry. The Mission also sponsors counseling services, recovery workshops, and rehabilitation clinics, in addition to providing housing for people of various age groups, physical conditions, and needs.

1812. After a serious decline in membership, the main church was almost closed but for the challenge of a member of the

Imagine raising more than one million dollars through private investors to produce . . . documentary programs with titles like Discovering Jesus.

Down Under

Christian programs on commercial television produced by a number of Christian "agencies," mainly Anglican Television, the Christian Television Association, and Catholic Television. Each state has its own branch of the above three agencies which produces religious material for each of the three commercial networks.

Culturally Suitable Programming

The early 70s saw an influx of

The organization has demonstrated its media skills, gaining it . . . the confidence of secular radio and television station management.

unsuitable. Only Robert Schuller and Billy Graham retained credibility among Australian audiences.

At the same time, however, many of the local agencies were unable to raise sufficient funds to produce programs that matched the look of those from the United States. Wesley Mission, or the Central Methodist Mission, as it was known at the time, became involved with television through a program called *I Challenge the Minister*.

The program was pioneered by the Rev. Alan Walker, then the Mission's senior pastor, who took the program on location to factories and dockyards to answer questions from the workers.

The vision for a national Sunday morning program called *Turn 'Round Australia* came from Moyes, who joined the Mission staff in 1979. Produced by the Mission's media division, the program was and is a magazine-style show seen on more than 40 channels around the country.

The quality of *Turn 'Round Australia* earned it the support of one of Australia's major networks, the Nine Network, which has provided the program with production facilities and free airtime for 12 years.

Currently, the Mission is developing a Sunday morning program for Network Ten which

will have a "video hits" format featuring the latest in contemporary Christian music. The program will also have a strong evangelical content in the interviews it includes.



The joy of Christmas is celebrated in a presentation of A Darling Harbour Christmas. The involvement of young people in the work of the Wesley Mission is a key part of the Mission's effort to reach all of the people of Australia with the good news of Jesus Christ. In reaching out to all ages, the Mission provides such services as community day care, three retirement villages, four aged care hostels, and two nursing homes.

American religious television programs into Australia. Those behind all of these programs believed that by importing a United States product, they would gain a large Australian audience. None of these programs was aired under the statutory time agreement but as part of

paid air time.

The widely seen televangelist personality of American religious broadcasting was not accepted by most Australians. In the early 80s, one Australian network took all of its American programming off the air after deciding it was culturally

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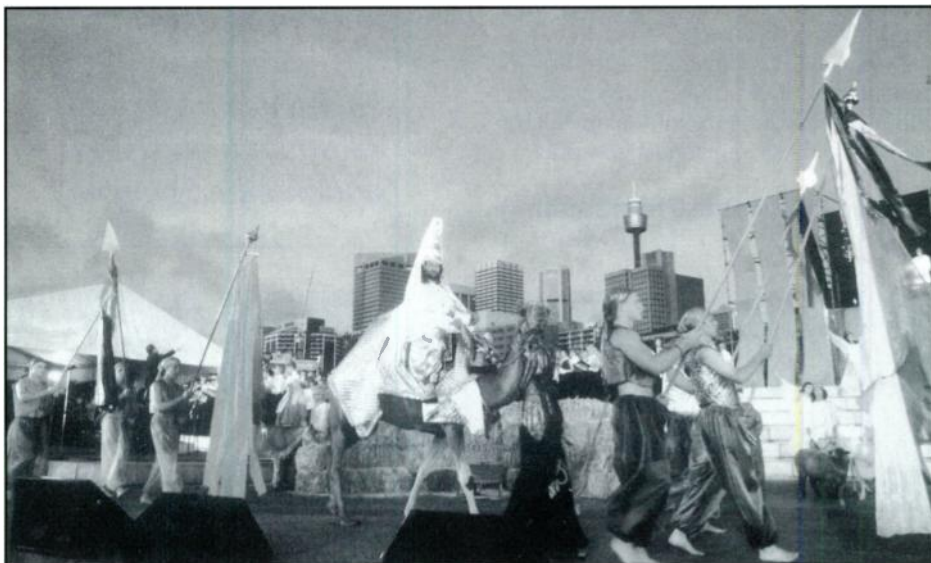
THE GOSPEL . . . CONTINUED FROM PAGE 31

Expanding Horizons

Wesley Mission has also become involved in a radio ministry. After approaching the management of Sydney's leading talk station, 2GB Newstalk, and offering to do a three-hour religious talk show on Sunday nights, the station agreed

and offered to pay the Mission to produce it. *Sunday Night Live* is now the highest rated religious talk show in the country.

When changes in 2GB Newstalk's ownership occurred, the Mission invested some money in the station, and Moyes moved into a position as chairman of the board. Eventually, the Wesley Mission purchased 70 percent of all the station's shares, which gives it an opportunity to present a newstalk format with a Christian base. The station is now running



"All creatures great and small" are involved in this scene from A Darling Harbour Christmas as the events surrounding the birth of the Christ Child are re-enacted with the sights of Sydney as a backdrop. In spite of the thousands of miles separating Australia and the United States, the basic elements of the Christmas pageant remain as changeless as the One for whose glory they are intended.



Opened in June of 1991, the Wesley Theater seats 1000 and is part of a \$60 million Wesley Center Complex. Here, a body of believers gathers for a Sunday morning time of praise and worship. The ministry of the Wesley Mission extends far beyond such services, however. The Mission also conducts a community hospital, a homeless shelter, and three alcohol rehabilitation centers.



The northern foyer of the concert hall of the Sydney Opera House is the setting for an Easter Sunrise Service. The service was telecast nationally on the Seven Network, one of Australia's major television networks.

a "news plus" format with committed Christians in the early-and mid-morning announcers' spots.

The question of how the Mission has had such ready access to the secular media seems to have a two-fold answer. First, the Mission has a proven track record in caring for the community. Secondly, the organization has demonstrated its media skills, gaining it and its programs the confidence of secular radio and television station management.

And what of the future? Cable television is still not available in Australia, though there is much talk about it among the regulators. Although Australia is as large as the continental United States, its population is only 17 million; to be economically viable, cable television needs a large population living in a small area. The other obstacle involves deciding who would operate a cable service — the networks or an overseas consortium such as Cable News Network (CNN) or Home Box Office (HBO).

The history of the Wesley Mission is one of taking the opportunities granted it by God and using them for His glory. And it is a history based on a commitment by the Mission to reach Australia with the good news of Jesus Christ.

Martin Johnson is the director of media at Wesley Mission in Sydney, Australia.

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MEDIA FOCUS

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Gallup Survey Says Television More Negative Than Positive

VIRGINIA BEACH, Va. — Nearly two-thirds of American adults say television has a negative effect on the family, according to The Family Channel's latest annual Gallup Poll Survey of America's TV Viewing Habits conducted last spring.

The survey found more than two-thirds of those taking the survey believe television has a bad influence on children and almost as many believe the quality of television programming has gone downhill during the last year. And more than half say they are more frequently offended by programs now than they were a year ago.

The net result is that 71 percent of Americans say that objectionable programming content influences them to watch less television. The poll said the results conveyed, "a powerful message to those involved in developing TV programs."

Those who are watching less television blame it on the higher levels of preoccupation with sex (24 percent), excessive violence (22 percent), cursing and foul language (14 percent), and vulgarity (3 percent). Another 6 percent complained of racism on television.

"The findings dramatically underscore the discontent of viewers of TV programs, a discontent which appears to be growing," commented Gallup Organization president George Gallup Jr. "Two-thirds of the populace say TV programs are portraying negative values, while comparable percentages give low marks to TV programming in terms of representing personal and family values."

Viewers who contend television has a negative effect on the family comprise 64 percent of those surveyed, representing approximately 117 million American adults. The percentage claiming television has a negative impact on children is even higher — 69 percent.

As a result, 64 percent of the parents interviewed report they frequently or occasionally restrict their children's viewing due to offensive content. The corresponding figure for the 1991 survey was 60 percent. In contrast, only 19

percent say they never curtail their offspring's viewing compared to 23 percent last year.

Television ranked even lower when it came to portraying family values: 5 percent said it represents them "very well" while 60 percent said "not too well" or "not at all."

"The survey results convey a powerful message to those involved in developing TV programs [—] put more emphasis on positive values and present a truer picture of personal and family values," Gallup said.

The survey projects about 113 million adults (62 percent) claim television in general portrays negative values, a ten percent increase since 1991. Two out of three (66 percent) feel television shows do not represent their own personal values, up from 62 percent last year. Only 2 percent perceive current programming as "very positive."

Last year's poll revealed 58 percent of the American public were "frequently" or "occasionally" offended by something they saw on television. This year, that figure rose to 63 percent. Eleven percent say they are "never" offended by television in contrast with last year's 18 percent.

"It would appear from this trend that

public perceptions about the declining quality of TV programming are not being addressed," Gallup said.

The majority who disagree with the programming said they either change channels or turn the set off completely (81 percent), a seven-percentage point increase from last year.

"Those responsible for TV programming sometimes use the argument that 'people can always switch to another channel' if they are offended," Gallup said. "Two possible responses are 1) people feel they do not want to give up programs they like because of positive elements in such programs; and 2) TV viewing, some believe, can be somewhat addictive, and it is not always easy to switch the channel."

The Family Channel poll was conducted among a random nationwide sample of 1003 adults 18 years or older during May. The margin for error could be plus or minus 3 percentage points, according to the Gallup Organization.

EMI Music Acquires Sparrow

NASHVILLE, Tenn. — EMI Music an-

The Arbitron Company: July 1992 Top 20 Syndicated Religious Programs

Rank	Program	Total TVHH	Markets	% U.S.
1.	<i>Hour of Power</i>	1,299,000	158	95.05
2.	<i>The World Tomorrow</i>	1,168,000	120	84.90
3.	<i>In Touch</i>	631,000	75	65.02
4.	<i>Believer's Voice of Victory (wkly.)</i>	592,000	127	85.71
5.	<i>Feed the Children</i>	485,000	74	63.98
6.	<i>Coral Ridge Hour</i>	336,000	111	72.72
7.	<i>Fred K. Price</i>	333,000	43	49.18
8.	<i>Horizons of the Spirit</i>	325,000	49	38.68
9.	<i>Oral Roberts & You</i>	323,000	65	54.84
10.	<i>The 700 Club with Pat Robertson</i>	274,000	100	68.87
11.	<i>Day of Discovery</i>	252,000	125	69.33
12.	<i>It Is Written</i>	208,000	42	42.89
13.	<i>Insight</i>	159,000	17	25.19
14.	<i>Day of Restoration</i>	155,000	39	30.79
15.	<i>Believer's Voice of Victory (daily)</i>	150,000	62	64.82
16.	<i>Jack Van Impe Presents</i>	149,000	60	55.77
17.	<i>This Is The Life</i>	148,000	39	26.39
18.	<i>Lifestyle Magazine</i>	137,000	25	28.22
19.	<i>Christopher Closeup</i>	113,000	19	11.48
20.	<i>Garner Ted Armstrong</i>	111,000	34	22.08

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

nounced in late September its acquisition of The Sparrow Corporation, the world's largest independent Christian music company. Liberty Records president Jimmy Bowen will serve as Sparrow's co-chairman with CEO Billy Ray Hearn.

Founded in 1976 by Hearn as a contemporary Christian music record label, Sparrow has diversified into music publishing, film and video production, book publishing and distribution in addition to its recording label. Sales in the fiscal year ending June 30 were in excess of \$30 million while EMI, one of the world's premier music groups, generates annual sales in excess of \$2 billion.

Artists on the Sparrow label include Steven Curtis Chapman, Steve Green, BeBe & CeCe Winans, Michael Card, and Margaret Becker. Sparrow's distribution labels include Warner Alliance, Integrity Music, and Selah Records.

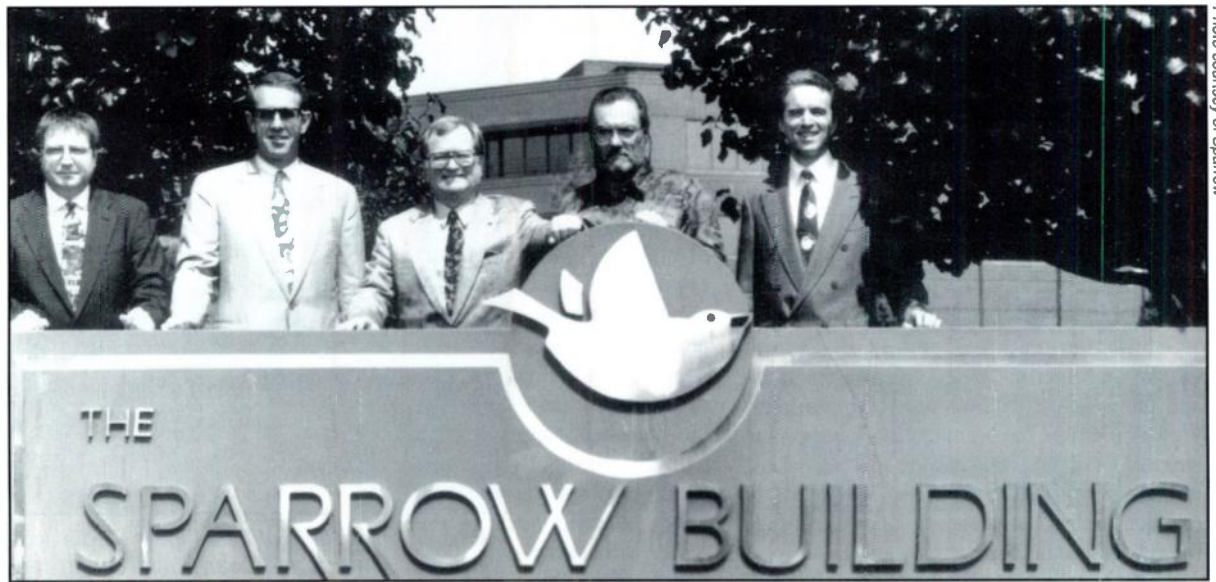
"The acquisition of Sparrow gives EMI immediate leadership in Christian music among the major record companies. Sparrow is already one of the largest, most successful, and most highly respected companies producing Christian music," noted EMI Music CEO and president Jim Fifield. "The integration will provide substantial expansion opportunities through EMI's worldwide marketing, manufacturing, and distribution network."

Hearn said, "Sparrow views [this change] as an opportunity to further its mission to promote the gospel to the world through music."

According to Fifield, Sparrow will maintain creative control over its roster of Christian artists and will continue to operate its own distribution network.

Advertising Sales Decreased In 1991

WASHINGTON, D.C. — Television markets all sizes as well as in all regions of the country experienced de-



After signing the acquisition agreement, (left to right) Sparrow president Bill Hearn, EMI Music CEO and president Jim Fifield, Sparrow CEO and co-chairman Billy Ray Hearn, Sparrow co-chairman Jimmy Bowen, and Sparrow chief financial officer Rick Horne gather for a photo opportunity in front of Sparrow headquarters.

creased advertising revenues in 1991, according to the 1992 National Association of Broadcasting (NAB) Television Market Analysis.

Total advertising time sales declined an average of 5.7 percent nationwide. National/regional sales were down 8.8 percent, while local advertising declined 2.1 percent. The greatest average declines in total time sales were in the smallest and the largest markets.

Published by NAB, the analysis contains 118 market totals of 1991 revenue sources, total expenses, profits, and cash flow margins. The market totals were generated from the NAB 1992 Television Financial Survey of all commercial television stations.

In those markets from which data from 1991 and 1990 were available, 85 percent experienced a decrease in total time sales, 65 percent in local advertising, and 82 percent in national/regional advertising. [See graph for

decline of these revenue sources for various regions of the country for markets where both 1990 and 1991 data was available.]

Revenue Source Growth by Region

Percentage of Change 1990-1991

Region	Nat'l/Reg'l Advertising	Local Advertising	Total Time Sales
East	-7.73	-9.96	-9.48
South	-9.58	-1.46	-5.44
Midwest	-8.91	-1.81	-5.98
West	-7.80	+0.12	-4.12

Information provided by National Association of Broadcasters.

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(Circle 214 on the Reader Service Card)

TRADE TALK

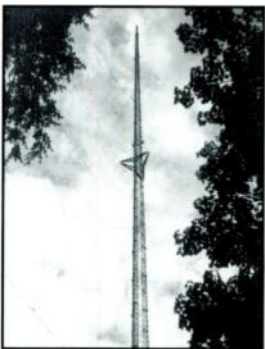
AIRWAVE NEWS

ABILENE, Texas—KGNZ-FM/Abilene-San Angelo sponsored a "Welcome Back to School" promotional for university students in those cities. Concert coordinator Angeli Benjamin and program director Randy Martinez coordinated with Christian businesses to impact the universities with Christian music. The event was highlighted with product giveaways and videos shown on a 52-inch system. According to Benjamin, the promotional was such a success, university officials have asked KGNZ to return at the beginning of next semester.

NAIROBI, Kenya—KTN, Kenya's most popular television network, has agreed to establish a weekly slot for *The Pentaline Family Theatre*, a Christian show which will be airing Sunday afternoons in Nairobi and Mombassa to an estimated audience of over 500,000 each week. The program was anticipated to begin late last month.

DENVER—KLZ-AM, one of the oldest radio stations in the United States, has become a new outlet for Crawford Broadcasting Company. The new 56KLZ was promoted as "Colorado's Christian Music Station," featuring contemporary music artists like Amy Grant, Michael W. Smith, and Steven Curtis Chapman during its daytime hours. Christian country music, with such artists as Johnny Cash, Ricky Skaggs, and Glen Campbell, is played in the evenings and overnight.

SURING, Wis.—WRVM-FM/Suring



WRVM-FM's new tower

combined its 25th anniversary and dedication of a new tower on August 16. Radiopastor Donald Cole, from *Open Line* on the Moody Broadcasting Network, was the speaker with Bill Pearce (*Nightsounds*)

presenting the music. The 929-foot signal tower, funded by station supporters before construction began, took five years to complete.



KGNZ-FM/Abilene-San Angelo personnel give out product samples donated by Christian music companies to students from local universities during its "Welcome Back to School" event in September.

NEW YORK—*Christopher Closeup*, the weekly syndicated television series produced by The Christophers, celebrated its 40th anniversary of continuous programming this year. The first production, "You Can Change The World," aired in 1952.

ADRIAN, Mich.—*The Evangelistic Hour (The Pilgrim Hour)* observed its 61st year of radio broadcasting September 24 through October 4. The program began airing October 1, 1931, on WIBM in Jackson, Mich.

CAROL STREAM, Ill.—Christian Bridge has received a block of time from National Radio in Russia and is looking for Christian programming to fill that vacancy. Beginning in January, a television slot will also be available. Christian Bridge is currently broadcasting two programs, *Back to God* and *Day of Discovery*.

MADISON, Wis.—The news department of WNWC-FM/Madison celebrated its tenth anniversary during the week of August 9 with on-air reviews of news highlights from the past decade. WNWC News has won a number of awards, including UPI's Documentary and Feature Awards in 1983 and an Angel Award from Religion in Media during 1988.

GARDEN GROVE, Calif.—The Glory of Christmas, a re-enactment of the nativity

story, will be telecast for the first time this December on pay-per-view television. Presented by The Crystal Cathedral, the church is striving to emphasize support of family values entertainment to the media by encouraging Christians to watch the program.

AWARDS

WASHINGTON, D.C.—Former Federal Communications Commission Chairman Richard Wiley was awarded the Media Institute's first Freedom of Speech Award. Media Institute president Patrick Maines made the presentation at a dinner on September 15. Wiley, who is general counsel for National Religious Broadcasters, was recognized for his efforts on behalf of commercial speech.

NEW ORLEANS—The winners of the Marconi Radio Awards were announced September 12 at the close of the National Association of Broadcasters annual Radio Show. In the Religious/Gospel category, KNOM-AM/Nome, Alaska, won the award. WCCO-AM/Minneapolis was named the Legendary Station of the Year and Rush Limbaugh (EFM, New York) won the Network/Syndicated Personality of the Year award.

MUSIC NEWS

NASHVILLE, Tenn.—Contemporary Christian artist Carman signed a multi-album deal with Liberty Records October 1. Liberty president Jimmy Bowen said, "This is a landmark signing, one that combines contemporary Christian and the general music industry." Carman was named Top Contemporary Christian Artist in *Billboard* during 1990 and has been nominated for a Grammy.



WCFG-TV director of marketing Eric Aucoin (left) heads the new video venture along with marketing consultant Rob Nykamp.

CHICAGO—Christian Communications of Chicagoland, Inc. (owned and operated by WCFC-TV/Chicago), announced the formation of a new home video label, City Alive Video, which will feature concert perfor-

mances by top Christian artists. The new label will be developing a roster of major Christian artists representing all facets of gospel music from Southern Gospel to Inspirational to Contemporary. Discussion concerning the distribution and marketing aspects is under way.

NEWS BRIEFS

SANTEE, Calif. — Over 2700 people attended the grand opening of the Museum of Creation and Earth History at the Institute for Creation Research in Santee September 18-20. The museum presents the Genesis creation account and denounces the theory of evolution. Tracing world history from Genesis 1:1 through modern times, the museum features a walk-through volcano, live animal displays, an ice cave, and a science "hall of fame."

WHEATON, Ill. — Prison officials in Moscow have opened their doors to Christians from three major organizations in the West and evangelical churches in the city to launch a special project to help prisoners and their families this Christmas. Called Birthday for a King, the project unites Prison Fellowship International (PFI), National Religious Broadcasters, and Slavic Gospel Association in a Russian version of PFI's Angel Tree project.

DALLAS — More than a million teenagers gathered September 16 at their respective

high school and college flagpoles to pray for the nation and their schools. Started two years ago, "See You At The Pole" has gained momentum, going from 45,000 students in 1990 to an estimated 1 million students last year. This year, the Josh McDowell Ministry and Sonlife Ministries have developed Operation Powerlink to supplement "See You At The Pole" year round. With its parallel theme of "See You At The Party," Operation Powerlink is designed to ignite Christian students to do peer evangelism.

OBITUARIES

ZAMBOANGA, Philippines — Three

men were fatally shot by an unidentified gunman September 21 at the Far East Broadcasting Company's (FEBC) DXAS radio station in Zamboanga. Radio host Greg Hapalla and guest speaker Ambre Al-Hari were pronounced dead on arrival at a local hospital while FEBC technician Greg Bacabis died a short time later from multiple gunshot wounds. The gunman, carrying a .45 caliber pistol, entered the announcer's booth and opened fire on the three men inside. Police said no one has claimed responsibility for the shootings.

PEOPLE

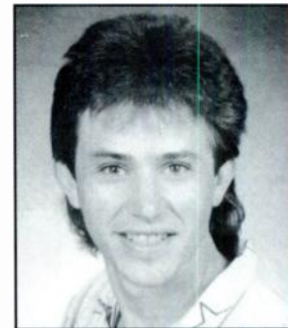
RIVER FOREST, Ill. — Silent Word Media Resources announced that the Rev. Charles E. Jones is its new director of education and outreach. Formerly having served with the Center on Deafness in Northbrook, Ill., for 14 years, Jones began his duties September 8.

VENTURA, Calif. — William R. Schultz joined Gospel Light Publications as manager of international sales, licensing/rights and special sales. His responsibilities involve selling the company's full line of products and coordinating licensing arrangements with both foreign and domestic publishers.

COLORADO SPRINGS, Colo. — Kelley Hilligoss is the new director of operations and marketing for Executive Broadcast Services

vertising of trade books at Zondervan Publishing House. Anderson came to Zondervan from Gleneida Publishing Group in Tarrytown, N.Y., where she was marketing manager for Revell and Chosen Books.

LONG ISLAND, N.Y. — WLIX-AM/Long Island announced the addition of Keith Avallone, also known as Hollywood Henderson, as the station's afternoon drive shift host. Avallone comes to WLIX from KDWB-FM/Minneapolis, where he worked for three years as its afternoon drive talent.



Hollywood Henderson

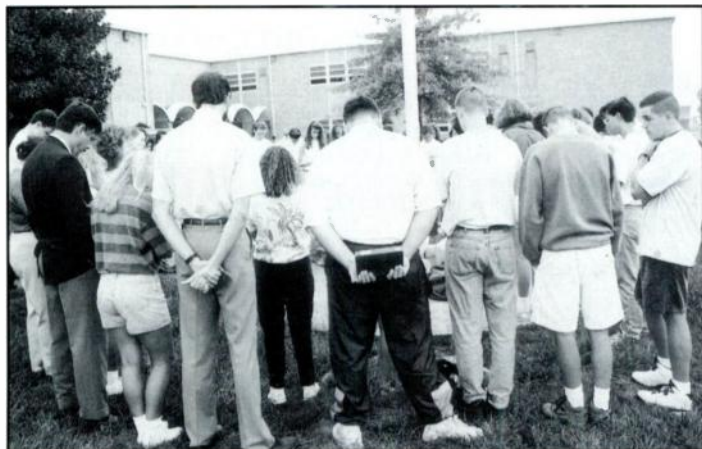
ATLANTA — The Moody Broadcasting Network has shuffled some staff members. Chuck Burge, formerly morning drive host at WKES-FM/St. Petersburg, Fla., is hosting the *New Day Atlanta* and programming music at WAFS-AM/Atlanta. Former *New Day* host Bill Davis returned to Moody Broadcasting headquarters in Chicago to work in production. Carl Metcalf from WMBI-FM/Chicago assumed the morning drive duties at WKES.

PUBLISHING NEWS

NEW YORK — The American Bible Society (ABS) has made an unprecedented \$100 million commitment to Bible work around the world. The ABS Board of Trustees approved a plan that expands its efforts to distribute Bibles and enhances development of national Bible societies. The plan calls for a \$100,454,454 commitment by ABS from 1993 to 1996.

LOS ANGELES — Creative Communication Center (CCC) of America presented its latest animated video and book, *If You Love Me ... Show Me!* The realistic approach is designed to challenge teens to see sexuality in its natural context of love and life.

ATLANTA — Walk Thru the Bible Ministries (WTB) announced September 16 that its publishing division has reached the 75 million mark of devotional magazines distributed since 1978. WTB first launched *The Daily Walk* devotional in 1978 as a follow-up to its Bible seminars and has since added five additional devotional magazines.



Seventy-five students gathered at the flagpole of Oldham County High School in Oldham County, Ky., to pray for their school, country, and leaders on September 16. Over 1 million students participated in "See You At The Pole" this year across the United States.

(EBS). Formerly affiliate relations coordinator at Business Radio Network/American Forum Radio, Hilligoss is in charge of the day-to-day operations of EBS.

GRAND RAPIDS, Mich. — Christine M. Anderson has been named to coordinate ad-

1992



1993

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My total amount is \$ _____

SAMPLE OF LISTINGS

RADIO STATIONS

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

TELEVISION STATIONS

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

RADIO PROGRAM PRODUCERS

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

TV PROGRAM PRODUCERS

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

MUSIC PUBLISHERS/RECORD COS.

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

I was at a youth workers conference a short while ago. At the conference, I had a chance to interview a girl with an amazing story. About a year ago on a Sunday night, she said she was 'speed dialing' on her radio trying to find something entertaining. One of the shows she scanned was *Dawson McAllister Live*. In those few moments, she heard me mention the word Satan. It got her attention. She was heavily involved in satanic worship. In fact, I'm convinced she was demon-possessed. As she continued to listen, my comments about Satan enraged her and she wrote me a vile, hateful letter.

After receiving her letter a couple of weeks later, I decided to read some of it on the air. In God's incredible sovereignty, this girl was once again listening to the show. Hearing her letter read over the air, she called the show and was on the air.

Teenagers Need Hope, Not Cliches

by Dawson McAllister

I had an intense, on-the-air discussion with this troubled teenager. Before finishing this painful conversation, I encouraged her to call our Hopeline, staffed with caring people who kids can talk to for further help. Months later, after countless calls, one of our Hopeline staffers lead this girl to Christ.

That's not the end of her story. Her calls aroused the anger of the other satanists in her group. As her desire to leave became clear, they held her in virtual bondage and threatened her life. Miraculously, she was finally able to escape. She has been delivered from the demonic activity around her and is living with a committed Christian couple with a whole new life in Christ.

This is obviously a dramatic story, but I have told it to make a couple of points. First of all, this girl found my show because she was 'speed dialing.' She wasn't looking for any particular station or format. The show could have been airing on any station — country, heavy

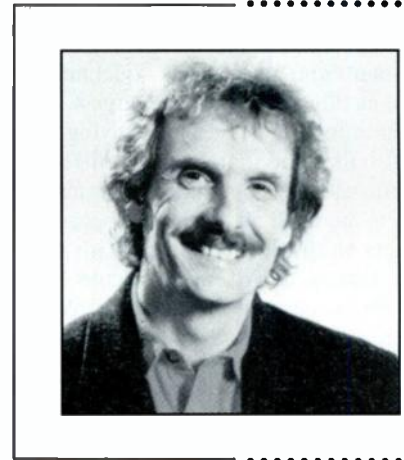
metal, or easy listening. What attracted her was the mention of an issue real in her life. I believe if we deal with real issues in teenagers' lives in a direct and honest way, they will find us — Christian and non-Christian alike.

When the show first began two years ago, I naively thought that only Christians listened to Christian radio. Boy was I wrong. According to the latest Barna Report, slightly more than two out of five listeners either to stations playing Christian teaching (43 percent) or those airing Christian music (45 percent) are non-believers. I don't think anyone really knows how many students are listening to Christian radio, but my guess is that more and more are at least tuning in to give us a chance.

Actually, it's more than a guess. Our Hopeline had a 20 percent increase in calls last month. John Kane, Hopeline director, believes roughly 20 percent of the students who are calling are either non-Christians or very confused about their faith. These calls are from kids who are looking for God. Knowing this is both an exciting and sobering thought to me. It's exciting because God is giving success in the ministry He has called me to do — reaching teenagers for Christ. But it is sobering because I know it takes a certain kind of approach and style to keep these kids listening. I certainly don't want to turn students off by being insensitive or rigid or worse yet, by saying nothing they can relate to.

The questions are: What do they want? And what do they need? My 24 years of working with teenagers have taught me several things about their wants. They want honesty and directness. They long for someone to show them compassion and respect. And most important, they want hope. I have found they are turned off by what I call 'squishy talk.' Squishy talk is syrupy, cliché-filled religious words that have very little meaning to them.

Teenagers want to know if we are genuine and if our message works. If we can answer yes to those questions and can offer them what they need — a personal relationship with Jesus Christ and God's counsel on how to live as revealed in the Bible — they will flock to us. But if we offer squishy religious double-talk with little reality, they will 'speed dial' right past us every time.



The second point I want to make is about God's sovereignty. This girl found my radio show because God wanted her to find it. She heard the name Satan and she listened. Only God could engineer something like this. And so I have to ask myself, "Is this my show, or am I letting it be God's show?" In other words, am I putting out a broadcast God can use? Is it a show where His power and truth are obvious to Christians and non-Christians alike? I hope so, because it's God's harvest. He loves me, and I'm important to Him, but in the end, He's the boss and I'm the hired help.

I know God is sovereign. I know He draws teenagers to himself. But I also know they may only 'speed dial' to my show once. And I want to make sure that one time will mean something for eternity. I want to do everything I can to fill it with God's power. To help make this so, we have started to enlist people to come to the studio and pray through the two hours the show is on the air.

Of course, I only have to be concerned about these issues for a couple of hours on Sunday nights. My heart and prayers go out to the radio programmers who have this responsibility for many hours each day. May God help us all to have the vision, wisdom, and courage to make our broadcast what He wants them to be. Then He can use them to reach Christians and non-Christians for Christ, no matter what their age.

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

There is no doubt that the most important word in the vocabulary of any Christian radio sales rep is "qualitative." When an advertiser buys the largest radio station in town, he is usually buying people in bulk. Christian radio is different. The format must be sold not because it delivers the most audience, but because it delivers the right audience. With most radio stations, an advertiser calculates his odds for success on the numbers of persons reached. With Christian radio, his success depends on the *quality* of those persons.

What other stations may offer is potential buyers. Now, with all of the new qualitative data available to Christian broadcasters, Christian stations can promise something different — *real* buyers. Qualitative data on buying habits of Christians takes a lot of the speculation out of buying radio. And it takes a lot of the uncertainty out of selling it.

Christian Radio's Best Advertisers — Part Five

by Gary Crossland

Here is the latest information about Christian radio's best clients.

Furniture

When local furniture retailers compete in the media, we call it "drawer wars." The real question is, who in the furniture retailing business will be "top drawer?" It's tough getting on top. Let's face it: it's tough to keep from getting stuffed altogether!

That's where Christian radio comes in. According to Soma Communications (1992) and Simmons Market Research Bureau (1991), the type of radio listeners who tune to Christian stations are among the most avid buyers of furniture in America. For example, 19.5 percent of all American adults purchased furniture last year while 24.3 percent of all Christian radio listeners did the same. More Christian radio adults (16.1 percent) spent over \$1000 on furniture last

year than all Americans (5.5 percent).

In addition, Christian radio listeners rank much higher than the national average for purchasing mattresses, wall units, outdoor (patio) furniture, draperies, recliners, and ceiling fans. The bottom line is clear: Christian radio is an advertising "must buy" for today's furniture retailers.

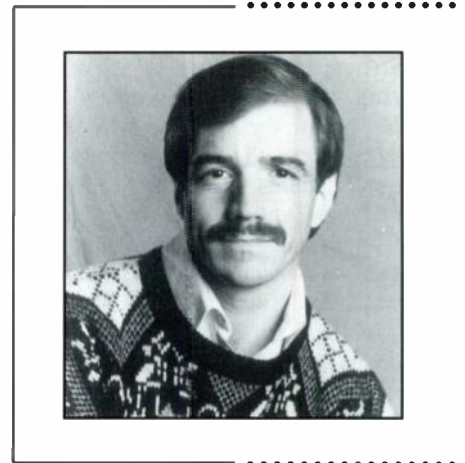
Restaurants

We call it "food fights." That's probably an accurate way to describe restaurant wars, especially when it comes to advertising. So it's important that advertisers know all of the tools at their disposal. One of the most important is Christian radio. Why? According to Soma (1992) and Simmons (1991), the type of listeners who tune to Christian radio beat the averages for eating at all the restaurants listed in the graph. The numbers will tell you what percentage of both groups ate at each restaurant in the last 30 days. It's obvious from these statistics Christian radio is one of the best weapons in any restaurant's arsenal to win the food fight.

Insurance

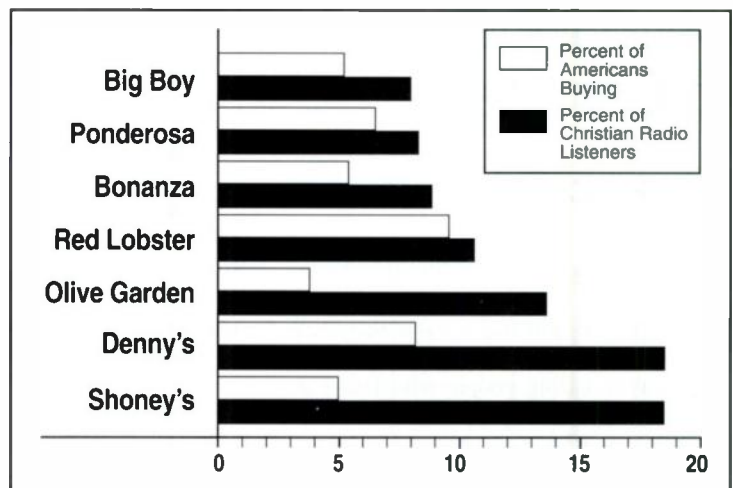
According to our research, Christian radio has an amazingly high percentage of insurance policy owners. In its 1991 survey, Simmons revealed that 54.5 percent of all American adults have life insurance coverage. However, our own Soma research reveals that 64.6 percent of all Christian radio listeners also have coverage (18.5 percent above the national average). Separate term policies are especially popular with 13.7 percent of all Americans having one. The same is true of 21.4 percent of all Christian radio listeners. Christian radio listeners are also 10 percent more likely to own homeowner's or tenant's insurance.

When it comes to health insurance, the results are even better: 7.7 percent of



all Americans bought health insurance last year while 14.2 percent of all Christian radio listeners did the same. This means Christian radio delivers almost twice as many potential customers for the agency's advertising dollar.

What about auto insurance?



Christian radio listeners are 43 percent more likely to have auto collision insurance and 42 percent more likely to have auto liability coverage. For insurance agents and companies who are trying to find the most efficient advertising medium, these statistics prove Christian radio listeners constitute a very low-risk group.

Political

Although the political season is over, it is interesting to note just how great a role Christian media played in the process. There is no doubt about it: outside of Christian radio, there is only one place

where you will find more Republicans — at a Republican convention.

According to a recent survey by Soma's *Tri-S Christian Media Report* (1992), 33.2 percent of all Christian radio listeners say they vote all or nearly all Republican each election while 33.6 percent usually vote mostly Republican. Nearly 12 percent usually split their vote and only 6.4 percent vote mostly Democratic and even less (2 percent) vote all or nearly all Democratic.

In the same study, 59.4 percent of all Christian adult listeners said they voted in the last election and 77.1 percent said they would vote in the next election with 15 percent having worked on a political campaign.

Over 50 percent of all Christian radio listeners credited radio with helping them decide who and what to vote for. Billboards, signs, and bumper stickers only influenced 5 percent of these listeners. The rule is simple: let our listeners know where you stand, and next election day, you can be assured they will stand with you.

Toys

This industry wrote the book on seasonal advertising. Here are a few facts for you to consider. According to Simmons (1991), 38.6 percent of all American adults bought a toy or game last year. However, in a supplemental study by Soma Communications (1992), it was revealed that 44.3 percent of all Christian radio listeners did the same.

In looking at specific product types, 14 percent of all adults purchased board games last year while 24.8 percent of all Christian radio listeners did the same. What about word games? Christian radio listeners rank 10.9 percent to America's 5.2 percent.

Here's where it really starts to look good. Our listeners are also 76 percent more likely than average adults to purchase children's books, 61 percent more likely to purchase infant toys, and 81 percent higher for purchasing preschool toys. Next year before the stockings go up, toy retailers will be stocking up with everything Christians want. They should not forget Christian radio when making their list of media choices.

The Tri-S Christian Media Report is compiled annually by Soma Communications Inc. via 113

field representatives who administer a written survey to approximately 2500 people nationwide (105 markets). The margin of error for the survey is 4 percent.

Information for the Simmons Market Research Bureau is compiled via field representatives who administer both an interview and a written survey to approximately 20,000 people nationwide. The margin of error for the surveys is about 4 percent.

Simmons is the qualitative source for many agencies who either buy or sell secular media, including both print and broadcast. The published numbers relating to Christian radio constitutes only approximately 0.001 percent of Simmons' work.

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



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THE BOOK SHELF

Christian Best Sellers!

CLOTHBOUND

- * (2) 1. *Laugh Again*, by Charles Swindoll, Word
- (4) 2. *And the Angels Were Silent*, by Max Lucado, Multnomah
- (1) 3. *The Coming Economic Earthquake*, by Larry Burkett, Moody
- 4. *The New Dare to Discipline*, by James Dobson, Tyndale
- (11) 5. *The Hidden Value of a Man*, by Gary Smalley and John Trent, Focus on The Family (Word)
- (3) 6. *The Wonderful Spirit-Filled Life*, by Charles Stanley, Nelson
- (5) 7. *The Anointing*, by Benny Hinn, Nelson
- 8. *When You Can't Come Back*, by Dave and Jan Dravecky with Ken Gire, Zondervan/HarperSanFrancisco
- (6) 9. *Investing for the Future*, by Larry Burkett, Victor
- (7) 10. *Love for a Lifetime*, by James Dobson, Multnomah
- (9) 11. *My Utmost for His Highest*, by Oswald Chambers, Barbour, Discovery House (Nelson)
- (8) 12. *In the Eye of the Storm*, by Max Lucado, Word
- (12) 13. *Quiet Times for Couples*, by H. Norman Wright, Harvest House
- (13) 14. *Joshua in the Holy Land*, by Joseph Girzone, Macmillan
- (15) 15. *My Utmost for His Highest, Updated Edition*, by Oswald Chambers and edited by James Reimann, Discovery House (Nelson)
- (10) 16. *His Needs, Her Needs*, by Willard Harley, Revell (Baker)
- (20) 17. *The New Strong's Exhaustive Concordance of the Bible*, by James Strong, Nelson
- (16) 18. *Fit to Be Tied*, by Bill and Lynne Hybels, Zondervan
- 19. *Halley's Bible Handbook*, by H.H. Halley, Zondervan
- 20. *Love Must Be Tough*, by James Dobson, Word

PAPERBACK

- * (2) 1. *The Measure of a Heart*, by Janette Oke, Bethany House
- (3) 2. *Stick a Geranium in Your Hat and Be Happy!*, by Barbara Johnson, Word
- (1) 3. *Prophet*, by Frank Peretti, Crossway
- (8) 4. *Good Morning, Holy Spirit*, by Benny Hinn, Nelson, Walker
- (6) 5. *This Present Darkness*, by Frank Peretti, Crossway
- (5) 6. *Splashes of Joy in the Cesspools of Life*, by Barbara Johnson, Word
- (14) 7. *Becoming a Woman of Excellence*, by Cynthia Heald, NavPress
- (4) 8. *In My Father's House*, by Bodie Thoene, Bethany House
- (9) 9. *Piercing the Darkness*, by Frank Peretti, Crossway
- (18) 10. *The Blessing*, by Gary Smalley and John Trent, Pocket
- (10) 11. *They Called Her Mrs. Doc*, by Janette Oke, Bethany House
- (12) 12. *The Illuminati*, by Larry Burkett, Nelson
- (7) 13. *The Final Adversary*, by Gilbert Morris, Bethany House
- (15) 14. *Once-a-Month Cooking*, by Mimi Wilson and Mary Beth Lagerborg, Focus on the Family (Word)
- 15. *Becoming a Woman of Freedom*, by Cynthia Heald, NavPress
- (13) 16. *The Bondage Breaker*, by Neil Anderson, Harvest House
- (11) 17. *Sea to Shining Sea*, by Michael Phillips and Judith Pella, Bethany House
- (19) 18. *Love Is a Choice*, by Robert Hemfelt, Frank Minirth, and Paul Meier, Nelson
- (16) 19. *God Uses Cracked Pots*, by Patsy Clairmont, Focus on the Family (Word)
- 20. *The Financial Planning Workbook*, by Larry Burkett, Moody

* 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 September. All rights reserved. Copyright 1992 CBA Service Corp. and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association.

Why Christian Kids Leave The Faith

by Tom Bisset

Here's Life Publishers, 1992

Reviewed by Harry H. Conay

"Why does it happen? How can something as lovely and appealing as the gospel of Jesus Christ become so unattractive and even repulsive that a person willingly goes against family, friends and all that is familiar in order to get away from it?" This is the question posed by Tom Bisset, general manager of WRBS-FM/Baltimore, in *Why Christian Kids Leave the Faith*.

Based on research and a series of interviews with people who left the faith, Bisset's first book relates their personal experiences as well as his own — including the time he was briefly arrested on suspicion of murder. These anecdotes are accompanied by appropriate comments and advice (often stressing love and advocating freedom, the latter to a degree with which some readers may not fully agree).

Despite occasional bursts of pulpit-style exuberance (such as "Teach them! Line upon line, precept upon precept, day in and day out, teach them!"), most of the text is calm, reasonable, and reassuring. Perhaps the best single word to describe this book is "insightful."

Unfortunately, the book's title does not do justice to the richness of the book's content. The inclusion of the word "kids" in the title is unfortunate and misleading, since Bisset (who is certainly not dealing with young goats nor even with young children) stretches the word well beyond the teenage years to include "people who grew up in Christian homes and chose to walk away, no matter what their age."

Since the topic is apostasy, the reader must wonder (since a superficial knowledge of Jesus Christ — despite an enthusiastic outward appearance of piousness — is not the heartfelt surrender of true conversion) if these accounts are about born-again believers experiencing a temporary lapse in perseverance, or about *counterfeit* believers who do not perse-

vere because they are not (and never were) saved.

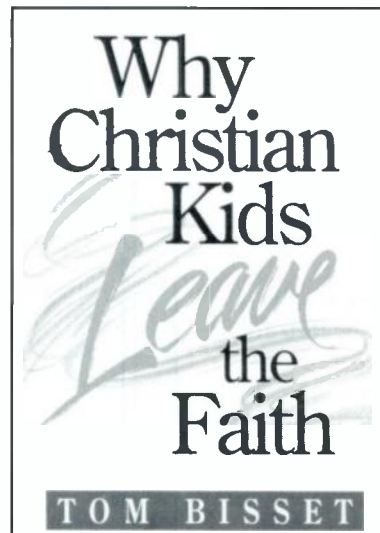
Bisset avoids such speculation by leaving matters of judgment to God and, despite his "personal view . . . that a true believer belongs to Christ forever," likewise passes on discussing the doctrine of salvation. Instead he opts to examine "'leaving the faith' experientially rather than theologically." He asks (using a politically correct series of pronouns), "What actually happens in someone's life that causes full rejection? What is she feeling? What is he thinking? Why?"

In addition to acknowledging God's sovereign will, Bisset cites four major reasons — along with a number of variables — why people turn from God. Though I refer the reader to Bisset's book to discover what these reasons are, suffice it to say that they are

necessarily broad, because (as the author was surprised to discover), there is a tremendous diversity among the "faith rejection experiences" of the apostates he interviewed.

This absorbing book contains other revelations, such as the fact that denominational affiliation (liberal versus conservative) does not have a substantial impact on the drop-out rate and that "newly married people have the highest rates of defection from the Christian faith." But the happiest news is that, according to Bisset, of all those who leave the faith, some 85 percent ultimately return.

I recommend Tom Bisset's fine book to impart practical insights to parents whose "kids" (regardless of age) have struggled or are struggling to remain true to the faith — and hope to prayerful parents whose offspring seemingly have not.



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

Interview Insights

by Jonathan Petersen

Since 1984 United Press International (UPI) has committed itself to covering religion news for both its wire and radio clients. It continues that dedication with the recent hiring of Kim Lawton as its religion news editor.

Lawton is the former Washington, D.C., editor for *Christianity Today*, where she has been since 1987 after serving with Forrest Boyd at International Media Service. Her career has centered around Washington since her 1984 graduation from Messiah College in Grantham, Pa., with a major in journalism and a minor in political science.

"Whether you are interviewing someone for broadcast or print, do your homework," she advises. "That means not only having the luxury to read articles, papers, and books by and about a person or subject you plan on covering, but also focusing on an area of interest and keeping abreast of it; mentally filing away information so that on a moment's notice you can retrieve it for an on-the-spot interview."

For formally scheduled interviews, she plans ahead by researching what the person has said in other interviews and generally becoming well-informed. She writes specific questions beforehand, but doesn't always follow them.

"You've got to be flexible during an interview. Don't get tied to your list of questions," she says. "Follow whatever interesting trail should come up in your conversation; it may prove more important than what you had prepared."

She recommends putting your subject at ease, making it comfortable for the person to share information with you. Begin with general questions, then get specific, tailoring your questioning to the person's responses. According to Lawton, "Being friendly results in a better interview than being antagonistic."

Although this doesn't mean being a pushover. "Be pleasant but be persistent; don't let them off the hook and don't let yourself be snowed by the person. Be gracious but firm," she emphasized.

Lawton is excited about her new role at UPI Radio. "UPI has recognized that religion is just as much in need of coverage as other aspects of life," she added.

She says more distinctive factors of

UPI's religion coverage are its decades of news-gathering experience, its worldwide access to newsmakers and events, its credibility as an innovative and scrappy news organization, and its independence.

"We're not trying to promote a particular point of view or religious philosophy," she pointed out. "We strive to cover the religious, moral, and ethical angle of every day headline stories with objectivity and professionalism." Her experience as a Washington/national reporter and the contacts she has built up over the last ten years add to those distinctives.

"UPI has been through difficult times, but now it's stabilizing. Just the fact that I have been hired to cover religion news full-time shows that," Lawton remarked.

Christian, as well as all-news, station formats are especially targeted for the service. "My goal is to provide the listeners to those stations with quality material they need for a broad understanding of religion news," Lawton adds.

Lawton sees this as an important opportunity for stations. "To UPI's credit, it is the only major secular news organization willing to put its attention and resources into religion coverage," she says. "UPI is attempting to address some of the common complaints made by religious leaders that the media do not care about covering religion."

Because of that, religious radio stations should encourage UPI's efforts by becoming affiliates. If enough did, perhaps ABC, CBS, AP, and other secular networks would take religion seriously.

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 the former religion news editor of UPI Radio Network.

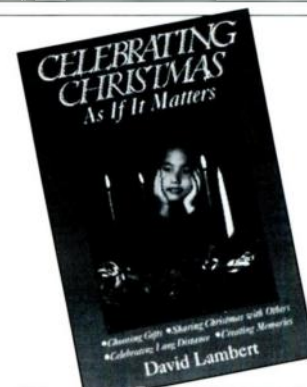
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Increasingly parents are worried that Christmas is being celebrated by society more as a retail event and an excuse for debauchery than as a sacred holiday. Author Dave Lambert will give your audience practical, tested-and-proven ways to help make Christmas memorable and meaningful.

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AUTHOR AVAILABILITY: Grand Rapids, Mich., and by telephone.

CONTACT: Media Relations, 800-727-8004.

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

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

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

As was done in 1991, *Religious Broadcasting* magazine readers were invited to offer nominations for each award and also vote on who should receive an NRB Annual Award. The procedure for voting is given below:

1. The official NRB Annual Award voting ballot appears here in the December 1992 edition of *Religious Broadcasting* magazine. The finalists for each category are listed on the ballot.

2. Voting ends December 31, 1992. Votes will only be tabulated from the actual ballot contained here in the December 1992 issue of *Religious Broadcasting*. Ballots must be mailed, not faxed, to the NRB headquarters office by December 31. Any reader of *Religious Broadcasting* is eligible to vote.

3. Only one vote is allowed per category and a vote must be submitted for each category. Ballots not meeting this criteria will not be counted. For an explanation of each category, please see the September 1992 issue of *Religious Broadcasting*.

4. When all selections have been made, the ballot should be removed from the magazine and mailed in a #10 business envelope to:

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

Please remember: Ballots sent by fax will not be counted.



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

The following are recipients of the 1993 NRB Milestone Award (presented to an individual or organization for 50 years of continual service in religious broadcasting):

Rudy Atwood
Children's Bible Hour
Heaven & Home Hour
Hermano Pablo (Paul Finkenbinder)



NRB Past Award Recipients

(Since 1985)

Distinguished Service Award

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

Religious Broadcasting Hall of Fame

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

Milestone Award

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

Radio Station of the Year

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

Television Station of the Year

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

Radio Program Producer

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

Television Program Producer

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

Board of Directors Award

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

President's Award

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

International Award

- 1991 Robert Carlton Savage

MUSIC MATTERS

For Christmas and Beyond

by Darlene A. Peterson

HOME FOR CHRISTMAS by AMY GRANT

producer: Brown Bannister
Myrrh

Whereas most Christian recordings consist entirely of sacred Christmas music, this recording mixes a few seasonal songs in with the sacred. By seasonal, I mean songs like "Have Yourself A Merry Little Christmas" and "Winter Wonderland." I found this mix quite pleasing and for me the seasonal songs evoked fond memories of past family Christmas gatherings. Perhaps that's why the title of the recording is *Home For Christmas*. The recording also includes some new songs, such as "Grown Up Christmas List," "Emmanuel — God With Us," and "Breath of Heaven (Mary's Song)."

As far as the musicianship, Amy Grant sings as well as always, and the musical accompaniment fits the mood of each song well, ranging from a breezy forties style to full



Amy Grant

symphony orchestra settings to contemporary pop sounds. The recording ends on a meditative note with a nice instrumental rendition of "Jesu, Joy of Man's Desiring." A heart-warming mix of songs that offers variety and solid musicianship, *Home For Christmas* is a pleasing new release from a CCM veteran.

A GOSPEL FAMILY CHRISTMAS

executive producer: Patrick Henderson
The Sparrow Corporation

Some of today's best gospel artists were brought together in this stirring and spirited collection of Christmas music. Norman Hutchins, Richard Smallwood, Tramaine Hawkins, the West Angeles C.O.G.I.C. Angelic and Mass Choir, Sandra Crouch, the Rickey Grundy Chorale, Mom and Pop Winans, Daryle Coley, and Paster Donald Alford and the Progressive Radio Choir bring life, depth, and feeling to traditional carols, such as "Hark! The Herald Angels Sing," "O Holy Night," and "Joy to the World."

In fact, it wouldn't be exaggerating to say that each artist or group transforms each carol into a worship experience. For those not familiar with these gospel performers, it is a great sampler of voices and styles. Offering variety, inventive arrangements, and moving performances, this recording makes a great addition to anyone's Christmas music collection.

A VICTORIAN SUNDAY

Arranger, producer, and conductor:
David Maddux
The Designer Music Group

Recapturing the atmosphere of a quiet Sunday afternoon of the Victorian era is the goal of this recording, which features instrumental performances of hymns that were written during the reign of England's Queen Victoria [1837-1901]. Small ensembles of instruments such as flute, piano, cello, and violin are featured because they were well-suited for entertaining in a parlor or drawing room.

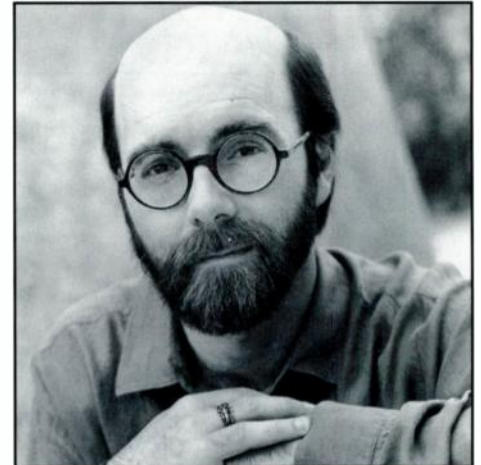
Although to some "Victorian" means "stuffy and serious," neither the era nor this recording can be labeled as such. The arrangements range from the sensitively emotional to the bouncy and whimsical. In fact, the overall tone of the recording is cheerful and upbeat. But meditating on hymns like "Rejoice, Ye Pure in Heart" and "Fairest Lord Jesus" should give Christians a lot to be cheerful about.

RIVERS OF PRAISE: A WORLD BEAT CELEBRATION

producer: Michael Harriton
executive producer: Jeff Blake
Myrrh

An authentic African influence coupled with excellent, innovative arrangements, delicious percussion, and strong, clear vocals make this praise recording stand out. Although all but the opening song, "Haleluyah," are sung in English, starting off with a song in an African language (Lingala) sets the exotic

tone for the collection. The lyrics are simple and direct and touch on all aspects of a believer's relationship with the Lord. The vocals bring the lyrics to life with great feeling and expression. The music is filled with innovative rhythms and often makes you want to dance with joy. How refreshing and exciting to praise the Lord to the beat of a different culture.



Michael Card

THE WORD: RECAPTURING THE IMAGINATION by MICHAEL CARD

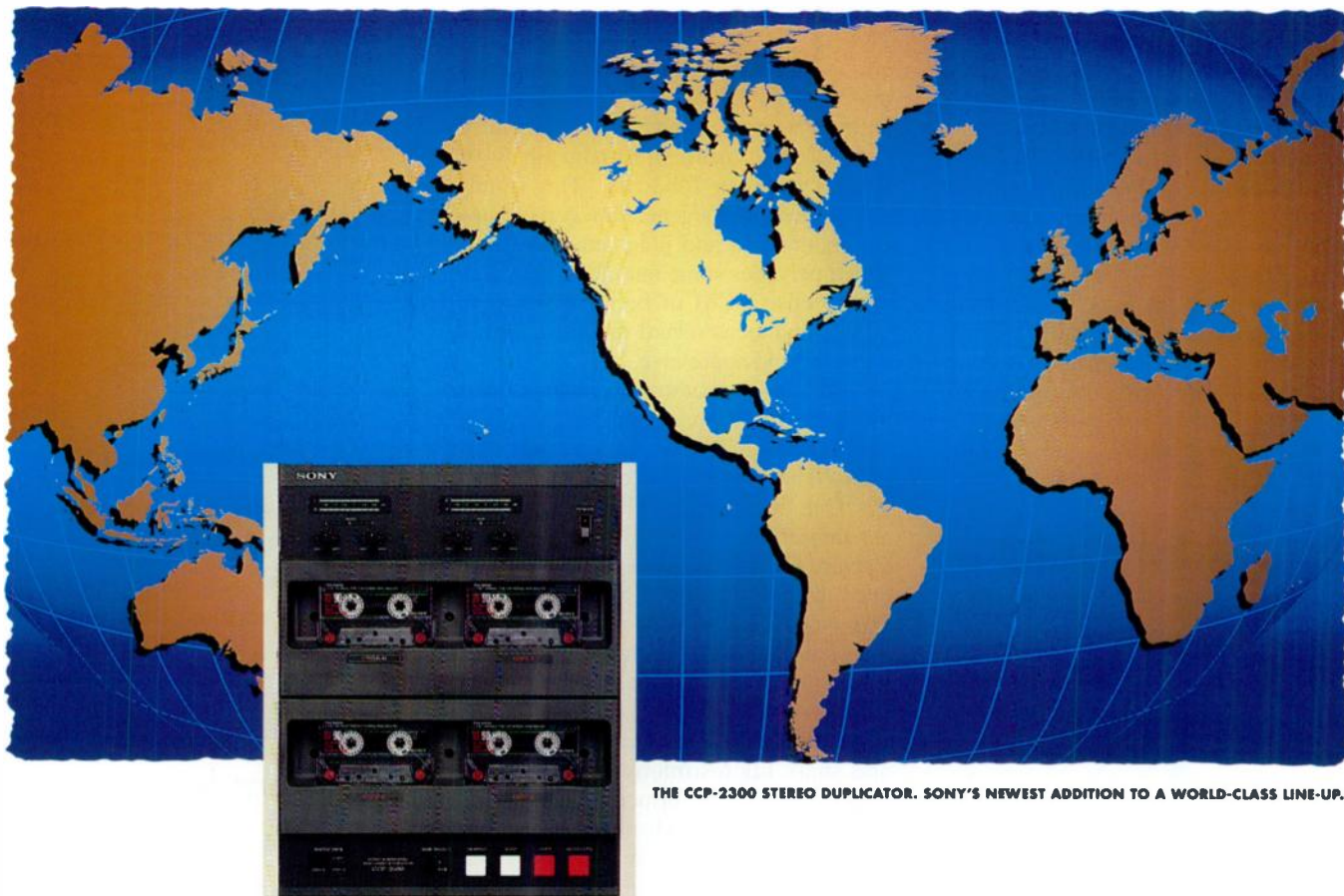
producer: Phil Naish
The Sparrow Corporation

Listening to Michael Card's music is like listening to a musical Bible commentary. But rather than a detailed verse-by-verse study, he brings us a broad, poetic summary of books and themes that speaks directly to our hearts. Among other projects, he has recorded a trilogy on the life of Christ and a single recording on the Pauline mission. *The Word* is the last recording in a trilogy about the Old Testament (*The Beginning* and *The Way of Wisdom* were the first two recordings in the series) and it focuses on the Prophets.

Although the depth of insight in the lyrics is the heart of the beauty of *The Word*, Card has assembled a fine group of musicians who beautifully convey the mood of each song. The roster of musicians includes special guest appearances by guitarist Phil Keaggy and Tony Krough on Uillian pipes and Irish pennywhistle. Whether you're a Card fan or a newcomer to the work of this scholarly musician, you'll be inspired and edified by *The Word*.

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

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PROGRAMMING ISSUES

When the Greater Philadelphia Billy Graham Crusade was laying plans for the June 1992 event, I asked Ron Shea and agent Bob Straton of Bennett Communications if they would invite all the Christian stations in the area to work together on a live simulcast. I proposed we invite John DeBrine and Loren Decker of Songtime to come from Boston to Philadelphia to anchor the 90-minute pre-broadcast show. Songtime has done post-crusade discipleship for Graham crusades during recent years, particularly for New York-area meetings.

ers age 35-49 tuned into the Christian music format of WDAC could dialogue with the teenage audience of WJTL fans. Neff co-anchored the program with WDAC manager John Eby. This simulcast helped close a generation gap of non-communication and judgmental hostility which pervades some families where parents accuse CCM of being worldly or satanic and teens regard the other format as boring and oppressive.

Are we competitors for audience and revenue? Yes. Can we unite as members of the body of Christ for a caring outreach? The answer again is yes.

One of the nation's largest missionary conferences is held every March at Calvary Church in Lancaster. The conference always features a Saturday Youth Day when teenagers and college students are challenged to commit their lives to career missionary service. Neff employed his contemporary music contacts to invite Scott Wesley Brown to give two concerts and share his testimony of missionary evangelism in the former Soviet Union, Eastern Europe, and Muslim Africa.

WDAC and a few parents from Calvary funded the concerts. Brown did a daytime "Spotlight" with WDAC and a late-night show with WJTL. More than twice as many young people attended the concerts with 150 committing their lives to missionary service.

Cooperation is not only better than competition, it can also be downright cap-



more amenable you will be toward market-wide cooperation. The more harmony contemporary and traditional Christian stations can demonstrate, the more harmony will result in homes and churches.

Stations Should Cooperate More, Compete Less

by Paul Hollinger

Five stations responded to the simulcast invitation. WZZD-AM general manager Jennifer Downing provided the engineering staff with Stu Engelke and John Linton. Other participants included WVCH-AM owner Tom Moffitt and manager Bruce Bauman, WCHR-FM's Chuck Zulker and Jack Hibbard, WBYN-FM manager Joe Hartman and program manager Chris Orth, WDAC-FM sales manager John White and myself. Each station team served one night as roving reporters from the field at Veterans Stadium.

Letters to the cooperating stations and to Songtime tell stories of curiosity about the live shows and conversions which occurred at both the crusade and while listening to the broadcasts. DeBrine said this cooperative simulcast was the highlight of his 30 years of daily broadcasting.

When Josh McDowell launched his "Why Wait?" campaign for teenagers, I invited manager Bill Neff of Christian contemporary music station WJTL-FM/Lancaster, Pa., to join us in a live call-in simulcast. During the show, listen-

Cooperation is not only better than competition, it can also be downright captivating.

ting. There are other good illustrations of competitors turned cooperatives for concerts, disaster relief such as Hurricane Andrew, and community projects for the common good.

The bottom line for all of these projects is this: there is no need to surrender your distinctive format in order to cooperate with your marketplace competitors. In fact, the more diverse the formats, the

There is no need to surrender your distinctive format in order to cooperate with your marketplace competitors.

And lastly, the unsaved will not know we are Christians except by our love for each other. The world wants love now more than ever before: where else will they find it if not from us?

My greatest joy in being part of National Religious Broadcasters for 30 years is the love I found for men of diverse theological backgrounds, like Tom Zimmerman and Bob Ball. I have also found it with my fellow competitor station managers.

In non-essentials we differ — format.

In essentials we have unity — the gospel.

Charity is needed in all.

Paul Hollinger is the general manager of WDAC-FM/Lancaster, Pa., and WBYN-FM/Boyertown, Pa. He is also a 30-year member of the NRB board of directors.

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DYNAMIC MORNING ANNOUNCER needed to co-host morning drive for WMHK-FM/Columbia, S.C., a top-rated, non-commercial, listener-supported station. Applicants must have a bachelors degree in broadcasting, five years on-air experience, and a broad knowledge of both traditional and contemporary Christian music. Send cover letter, resume, audition tape, and references to Don Jones, Personnel Director, P.O. Box 3122, Columbia, SC 29230. WMHK is an equal opportunity employer.

AN ESTABLISHED MEDIUM MARKET non-commercial station has an opening for a full-time news assistant position. Previous experience in radio news is desired, but not required. Send resume and tape to News Director, WCSG, 1159 East Beltline NE, Grand Rapids, MI 49505. Equal Opportunity Employer.

ESTABLISHED RELIGIOUS/ETHNIC station needs operations director. Good potential for growth. Please reply to Sue Bahner, WWVG-AM, 1840 South Winton Road, #2 Cambridge Place, Rochester, NY 14618. Equal Opportunity Employer.

KIXL RADIO SEEKS a qualified and experienced production director. Must be well-versed in all phases of production, interface with the sales department, and copywriting. Send tape and resume to Gene Bender, KIXL Radio, 3910 South IH-35, Suite 300, Austin, TX 78704. Equal Opportunity Employer.

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the component level and repairing equipment such as Sony, BetaSP cameras, and VTR's, CMX editing system, digital effects, radio, and film production. Regent University does not discriminate on the basis of age, disability, race, gender, color, and national or ethnic origin. Competitive salary and benefits. Closing date is December 15, or when position is filled. Send resume and salary requirements to Martha Smith, Director of Personnel, Regent University, 1000 Centerville Turnpike, Virginia Beach, VA 23464-5041.

MANAGING EDITOR needed for National Religious Broadcasters annual Directory of Religious Broadcasting. Candidate must have journalism, communications, or related degree and editorial experience. Background in the Christian broadcasting industry a plus. Desktop computer skills required. Full-time position to commence by March 1 with work beginning on the 1994 edition. Write for job description or send resume to Ron J. Kopczick, Director of Publications, NRB, 7839 Ashton Ave., Manassas, VA 22110.

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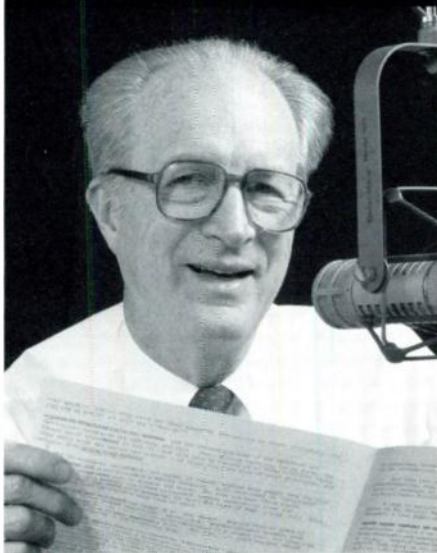
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December 1-3

Magazine Week Seminars 92; The San Francisco Hilton, San Francisco. Information: Paige Sargent, (508) 255-8183.

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 and 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.

January 23-24, 1993

The Leadership Institute's Broadcast Journalism School Seminar; Washington, D.C. Information: Kari Winkler, (800) 857-5323.

February 13-16, 1993

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

February 15-18, 1993

Christian Management Institute, "Managing for All Seasons;" Hyatt Regency Dallas-Fort Worth, 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 and 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 3-4, 1993

The Leadership Institute's Broadcast Journalism School Seminar; Washington, D.C. Information: Kari Winkler, (800) 837-5323.

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

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

August 28-30, 1993

Entertainment South Exposition & Conference; Orlando ExpoCentre, Orlando, Fla. Information: (904) 248-0100.

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:

Religious Broadcasting
Looking Ahead
7839 Ashton Avenue
Manassas, VA 22110

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 at all NRB and other broadcast industry conventions. For further travel information and airline reservations, call (800) 283-TRIP [in Florida (407) 575-7600].

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