

religious broadcasting



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SUMMER 1975

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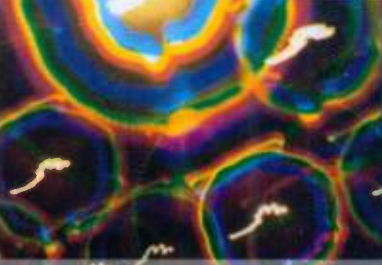
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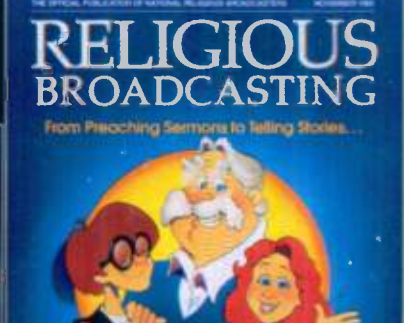
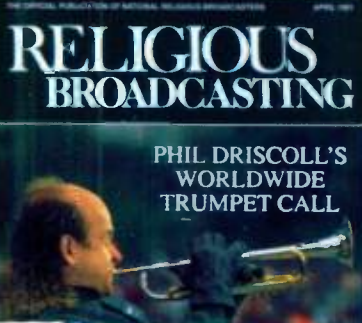
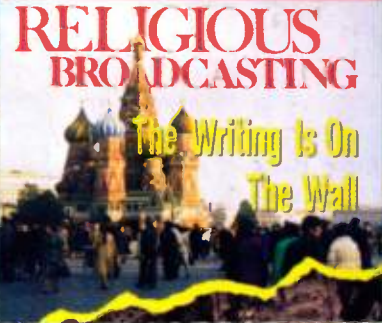
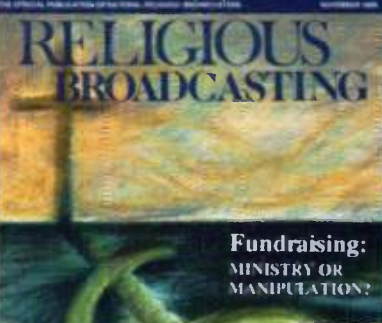
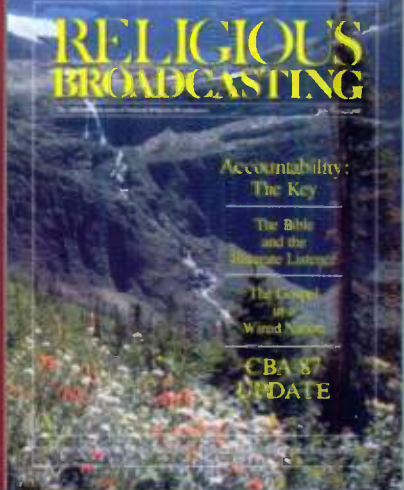
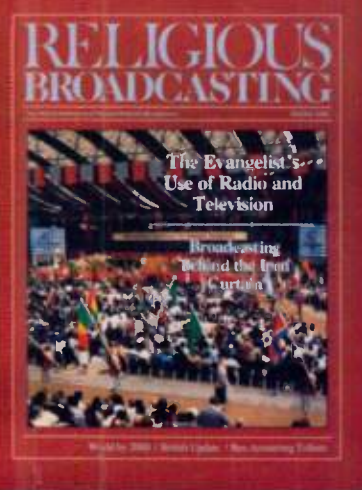
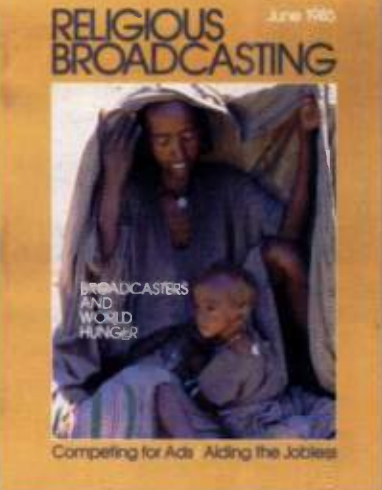


religious broadcasting



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RELIGIOUS BROADCASTING'S 25th YEAR



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*Claud Bowers, President/CEO WACX-TV*



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**Features**

**The Making of a Magazine**

8 — Past and present members of the *Religious Broadcasting* editorial staff indulge in a bit of reminiscing about the development of a magazine which, with this issue, begins its 25th year of publication.

**A Week in the Life of *Religious Broadcasting***

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**A Convention Collage**

20 — by Elizabeth J. Guetschow / With four jam-packed days of information, fellowship, and entertainment just around the corner, *Religious Broadcasting* glimpses briefly at the potpourri of possibilities awaiting those who attend NRB 93.

**And All God’s People Prayed**

26 — by David Bryant / In this NRB 93 Super Seminar preview, the president of Concerts of Prayer International provides a bit of background information on the current worldwide prayer movement and on how religious broadcasters can become actively involved.

**Extra-conventional Ideas**

30 — by Sarah E. Smith / From sun-drenched beaches to star-studded sidewalks, this guide to NRB 93’s host city will help you unravel the mysteries of the “City of Angels.”

**Football-speak Theology**

34 — by William Ellis / Unlikely as it may seem, Christian broadcasters can, in the midst of this month of football playoff frenzy, communicate on a “deeper” level with those who have solely the Super Bowl on their minds.

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**RELIGIOUS  
BROADCASTING’S 25TH YEAR**

Covers of *Religious Broadcasting* magazine’s past are “resurrected” to commemorate a quarter of a century of service to its namesake. Since 1969, this unique trade publication has been dedicated to providing contemporary information about issues of relevance within the religious broadcasting community.



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# Tuning In

I have never been much for looking back, discovering years ago that if anything is going to get accomplished, one must look forward. Yet recently, I have been learning lessons from the past both personally and for us as an association.

1992 was filled with change and development for National Religious Broadcasters (NRB). I would like to recall some of the highlights of 1992 with a few comments on NRB's progress.

It has always been a privilege for me to help or be involved in local, regional, and national media ministries with NRB members and friends. I participated with Russ Bixler of Cornerstone Television in raising funds for Christian television in Brazil; with Trans World Radio in Cary, N.C.; with the National Association of Evangelicals in Chicago; with Ruth Luttrell of WIVV-AM/Vieques Island, Puerto Rico, and WBMJ-AM/San Juan, Puerto Rico; with Moody Bible Institute/Chicago in its Share '92; with WQFL-FM/Rockford, Ill., speaking at the city's Day of Prayer; with WCFC-TV/Chicago and Jerry Rose for their new studio/office dedication; with Pat Boone and the International Fellowship of Christians and Jews; with the Christian Brotherhood Hour board in Anderson, Ind.; at the WMCA-AM/New York award dinner to offer congratulations; and in sharathons with KJLT-AM-FM/North Platte, Neb., and WCHR-FM/Williamsport, Md. Thank you for the privilege to work with you in addition to other representation.



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

Our 1992 convention was an excellent time of good fellowship and featured an outstanding program. The feedback gained from the 49th annual meeting was a sign we were doing our jobs well.

A good deal of thought and work has been done on the Ethics and Financial Integrity Commission (EFICOM) and the Evangelical Council for Financial Accountability (ECFA). Through these meetings of our two organizations, a new plan for NRB member accountability, which will get NRB out of the accrediting business, will be released at next month's NRB

## 1992 Year Of Change, Development For NRB

### Dr. E. Brandt Gustavson

convention in Los Angeles. I think it will help establish *common* purposes together.

We represented you at the National Association of Broadcasters (NAB) Convention, building relationships which later led to our cooperation with NAB to influence the passage of the Cable Bill. NRB president David Clark and I meet with President George Bush at The White House, where I was also invited on several occasions to speak for NRB and its membership.

We also met with the Black National Religious Broadcasters, with the Television Committee in Detroit, and with Hispanic National Religious Broadcasters president Stan Jeter. The committees of NRB are a *very* important part of our advancing program and I am grateful for all of the great people who participate in the leadership of these committees.

The regional chapters had excellent meetings held in the last six months of 1992. While attending five of these meetings, I saw hundreds of people participate and express great appreciation for the fine programs prepared and the good fellowship offered.

NRB also made a move last July from New Jersey to Virginia. As with any relocation, the move was stressful, taxing us financially because of costs above the projected amount. But Manassas is an ideal place for our new office and the Open House in October was well-attended. It was wonderful to meet new neighbors and old friends — Cal Thomas, Clarence Reimer, Bob and Lynn Dugan, Forrest Boyd, David Clark, and Bob Straton were among the ones who welcomed us to Manassas. We thank the Lord for a new, welcoming community in which we

**CONTINUED ON PAGE 59**

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# RELIGIOUS BROADCASTING

**Volume 25, Number 1**

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E. Brandt Gustavson

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# Readers' Reactions

## Keep Up Good Work

Dear Editor:

First, I want to congratulate you and your staff on producing an ever-improving *Religious Broadcasting* magazine. It is first class in every way. You cover a wide range of topics which are always helpful to religious broadcasters.

Second, I especially enjoyed the article by David Harness ["The Classroom on the Air," October 1992] on the broadcast (radio/television) facilities and student training at one of the nation's great Christian schools, Anderson University in Anderson, Ind. That issue, which highlighted student broadcast involvement and training, was on target.

Third, my wife, Kitty, and I are delighted with the new facilities of National Religious Broadcasters (NRB) in Manassas, Va., which we saw on the Open House day on October 23. What an improvement! It was a special day for NRB. We were pleased to be welcomed to the new headquarters by NRB president Dr. David Clark and NRB executive director Dr. E. Brandt Gustavson. We also enjoyed seeing you, other NRB staff members, and a wide

variety of NRB members.

I am thankful for NRB and its strong ministry in our day. Keep up the good work. I look forward to every issue of *Religious Broadcasting*. Like the Energizer battery, it just keeps getting better and better and better and better. . . .

See you at the 50th [annual] NRB Convention in Los Angeles. It should be one of our best as well as our largest.

**Dr. William C. Ellis**  
State Coordinator  
General Assembly of the Church of God  
Scott Depot, W.Va.

## Student Encouraged

Dear Editor:

I just finished reading "Tuning In" in the October 1992 issue of *Religious Broadcasting*. I felt that it was absolutely imperative that I respond. It is so extremely refreshing to finally read a company philosophy that strives for the same goals as I do and puts Christ as its number one priority.

I am a senior at the Central University of

Iowa in Pella. For the past four years, I have been searching for my "calling" and have prayed for God to open new, exciting doors that will lead me to a fulfilling future. I want so to be an example of Christ to others and to help make a difference in this world. It is difficult to find others who share this desire, but I have always trusted that God is steering my path and that He has a definite plan for my future.

I have had the opportunity to combine my love for Christian music and my growing interest in broadcasting by becoming a volunteer DJ on our campus radio station, KCU1. I absolutely love it and am so excited to know God's message may be heard by others, due to daily broadcasts. I truly want others to feel that same excitement and exhilaration that spurs me on each day. The more I learn about the radio business and the field of broadcasting, the more enthused I get to pursue it as a future career.

**Gretchen E. Boyd**  
Student  
Central University of Iowa  
Pella, Iowa

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or God?

A gifted teacher . . .  
or King from heaven?

A fraudulent revolutionary . . .  
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# Washington Watch

Broadcasters should be well aware of their obligations under the Federal Communications Commission's (FCC) equal employment opportunity (EEO) rules. In general, licensees are under an affirmative duty to recruit and promote qualified women and members of minority groups, and to strive to relate their station employment profile to available women and minorities in the local work force.

But broadcasters, programmers, and other U.S. employers now face another set of anti-discrimination rules. The federal Americans with Disabilities Act (ADA) contains broadly worded provisions designed to prevent job discrimination against "a qualified individual with a disability." Like other employers, religious broadcasters and programmers accused of violating the law may face litigation for back pay, reinstatement, compensatory and punitive damages, and attorneys' fees.

The ADA has a two-tier effective date based on employer size. Organizations em-

ployers to respond appropriately when confronted with a disabled job applicant or employee. The law applies to all aspects of employment, including application procedures, hiring, promotion, discharge, compensation, training, and benefits. Because each case will vary depending on the disability and job requirements at issue, it is impossible to establish brightline rules governing all situations employers may face.

The statute requires employers make a "reasonable accommodation" so a qualified disabled person may perform the "essential functions" of a job, unless such accommodation would impose an "undue hardship" on a business' operations. Thus, employers must do more than simply refrain from discriminating against disabled job applicants or employees—in appropriate cases, the employer must take affirmative steps to provide a disabled person the opportunity to successfully perform a job.

## EEOC Issued Guidelines

Because the ADA is relatively new, courts have not yet offered definitive interpretations of the law to help guide employers. However, based on precedent established under other federal civil right laws, legal commentators have offered some predictions on the types of disputes likely to arise under the ADA and how courts probably would resolve them. The EEOC has issued interpretative guidelines which also serve to help employers.

To prepare to meet ADA obligations, employers should note several key concepts in the law. First, the statute broadly defines a disability as a physical or mental impairment that "substantially limits a major life activity." Commentators indicate the definition covers not only obvious handicaps, such as



**Richard E. Wiley** 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.

ing the employer's judgment as to the job's basic duties and work experience of current and previous job holders. The statute recognizes written job descriptions prepared by employers "before advertising or interviewing applicants for the job" as a valuable source of evidence in ADA disputes.

Next, the EEOC will consider whether the disabled person could have performed the essential job duties with a "reasonable accommodation" by the employer. Accommodations appropriate to the situation may include making existing facilities more accessible, modifying work schedules, or providing qualified readers or interpreters.

Finally, the EEOC will ascertain whether a specific accommodation would pose an "undue hardship." Employers need not make an accommodation that imposes "significant difficulty or expense." Congressional reports accompanying the legislation explain that undue hardship includes actions that are "unduly costly, extensive, substantial, disruptive or that will fundamentally alter the nature of the job or employment program at issue." In a particular case, the EEOC will analyze several factors, such as the employer's size and overall resources, including the financial implications of any relationship with a parent company.

## Religious Broadcasters May Be Exempt

Certain religious broadcasters and programmers may be covered by a special ADA exemption designed to permit religious organizations to take religious faith into account in hiring and promotion decisions. A religious "corporation, association, educational institution or society" may give a job preference to members of its own faith even if such a preference would result in discrimination against a disabled person. Also, a religious organization requiring all employees to "conform to the religious tenets" of the entity need not hire an otherwise qualified disabled person if the person does not also follow the organization's religious tenets. <sup>1b</sup>

## New Disabilities Employment Law Can Apply To Broadcasters

**Richard E. Wiley**

ploying 25 or more workers on a regular basis (at least 20 weeks annually) must be in compliance now. Beginning July 26, 1994, the ADA's provisions will apply to all U.S. businesses employing 15 or more workers on a regular basis.

### FCC Will Not Directly Enforce ADA

The FCC does not have direct responsibility for enforcing the ADA. Instead, the U.S. Equal Employment Opportunities Commission (EEOC) is the government agency charged with investigating ADA complaints and, if warranted, pursuing the matter in federal court. It is likely that the FCC would refer an ADA employment complaint against a broadcaster to the EEOC for resolution.

In contrast to EEO rules regarding women and minorities, the ADA does not require employers to recruit and hire disabled workers. Employers therefore need not compile the type of statistical data broadcasters must keep to demonstrate compliance with EEO rules for license renewal.

However, the ADA does require employ-

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*Certain religious broadcasters and programmers may be covered by a special ADA exemption designed to . . . take religious faith into account in hiring and promotion decisions.*

---

blindness and paralysis, but also circumstances, such as alcoholism, past drug abuse, and HIV infection.

Second, when the EEOC analyzes a discrimination claim, it will consider three related concepts. The first is to determine the particular job's "essential functions." The agency may consider several factors, includ-

# The Making

**F**or this, the first issue of its 25th year of publication, Religious Broadcasting has gathered the comments and memories of some of the people who have contributed their time and talents to the magazine and who have been a part of its development over the past quarter of a century. Their thoughts offer a bit of insight into the 25-year-long process which has gone before and, for those still connected with or interested in the magazine, provide a bit of a glimpse of that which lies ahead.

**Ben Armstrong, Editor, 1969-78; Executive Editor, 1978-89:**

Religious Broadcasting has made significant strides in its 25-year history. I remember the day when the magazine began under its present title. Before that it was known as the *Radio Telegram* and published sporadically by Dr. Eugene R. Bertermann, then president of National Religious Broadcasters, to promote the annual conventions in Washington, D.C. It was more like a newsletter than a magazine.

How did *Religious Broadcasting* begin? It began with no fanfare, no promotions, no advertising, no budget, no printing equipment, no correspondents, no office, no payroll, and no money.

In those days, we had only a brand new name for the magazine, lots of enthusiasm, and a handful of persons to help. But we were young, willing, and able.

I was the self-appointed editor-in-chief. My office consisted of a Madison, N.J., home basement on Fox Chase Road where my wife, Ruth, and I lived. Ruth answered the phone and folded papers. The *Religious Broadcasting* staff consisted of three part-timers from Long Hill

Chapel in Chatham, N.J. Louise Aichele, Pat Moore, and June Alley were volunteers, earning nothing, but they were competent and enthusiastic. They were eager to help a fledgling project, especially one related to the Lord's work.

You might say that *Religious Broadcasting* began with a "prayer and a promise." Both strategies worked. Prayers were answered and promises kept. Soon I



Dr. Ben Armstrong

was able to make payroll at minimum wage which in those days was just a little over \$2 per hour. We purchased a used addressograph-multigraph which served as the first typesetter for the magazine. It had what seemed to be the incredible ability to justify the right-hand margin of the page. What a breakthrough! We had entered the age of modern desktop publishing.

My boss, Dr. Bertermann, was kind

and patient. He was the consummate "scholar and gentleman." The only person I knew with a photographic memory, he was the editor of *The Lutheran Layman*, a monthly news magazine of considerable stature in the field of religious broadcasting, with a circulation of 50,000 and an annual budget of \$100,000.

Dr. Bertermann served as an NRB founder and as NRB president for 18 years. "Rudy," as he was affectionately called, had only words of encouragement. He would live to see his dream of a thriving NRB magazine largely fulfilled.

One day, I was playing tennis with my pastor, Paul Bubna. On behalf of someone he knew, he asked, "Don't you have a job for a young man down on his luck?" I phoned that young man, Max McLean, and said, "Sure. Come and be our sales representative. Of course, the salary must come from your sales. The good news is that there is no ceiling." He agreed. "Okay. What do I have to lose?"

In a sense, Max became the reason for our early fiscal success. Instead of Chapter 11, a new chapter in the magazine's history entitled "Survival" was opening. When we began to accept advertising in the early 70s, *Religious Broadcasting* took a significant step, and Max became the "key man."

Early advertisers were the likes of Brandt Gustavson from Moody Bible Institute, Dave Clark of CBN, and Richard Bott of Bott Broadcasting Co. They believed in us and in our desire to publish a top-flight periodical. They bought space on a regular basis, and I was grateful. They didn't ask, "Will it pay for me to do this?" They simply responded

# of a Magazine

affirmatively to reasonable requests for help. I was thankful they didn't pose embarrassing questions such as, "What circulation are you guaranteeing?" (At first, our circulation was 500. By the mid-70s, it had increased to 3000.)

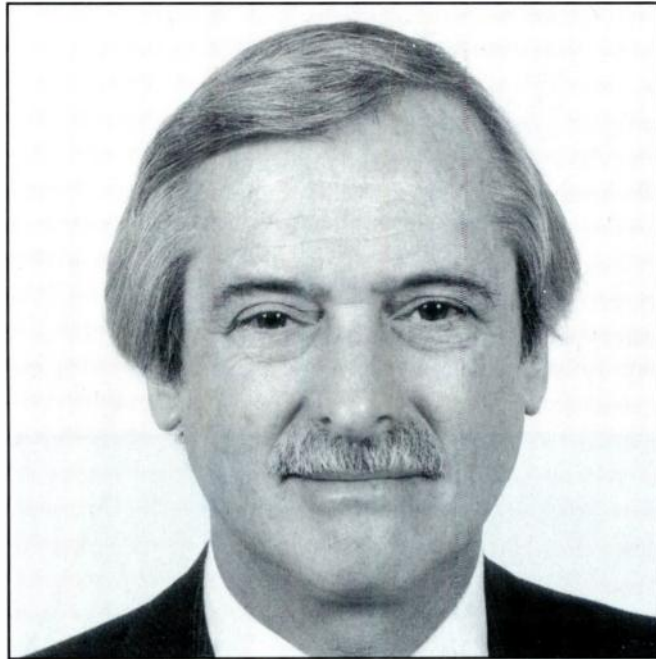
Our new adventure was under way. It appeared to be catching on. Beyond any doubt, we began to realize that people were actually reading the magazine. With an increasing number of Christian stations and programs coming on line almost exponentially in religious broadcasting in the United States, our magazine became the sole medium of its kind in the burgeoning field.

Amazing things happened. Advertising doubled. Dollar sales enabled us to increase circulation to 10,000 and to improve the product. The magazine even began to look better.

Four-color options attracted broadcast firms to advertising space, especially in convention issues. Paper quality and typography improved when we used nationally known printers even though they were not based in our local area.

Editorially, *Religious Broadcasting* heightened its reputation by seeking outside professional assistance. Former Federal Communications Commission (FCC) chairman Richard Wiley was invited to author a regular monthly column. No one in broadcasting knew the industry better. Following a distinguished career as the FCC chairman, Dick established his own firm, Wiley, Rein, and Fielding, in Washington, D.C. His knowledge and experience provided depth and credibility in well-researched, authoritative articles. This illustrated a basic editorial truth: let the experts speak.

Soon, I found that readers responded



Robert L. Niklaus

warmly to those I had invited to write specialty pieces. Some pieces brought controversy. But controversy increased readership, and I discovered that advertisers, too, were attracted to a courageous stand on a timely issue. Readers were responsive to a periodical willing to tackle more than one side of an issue and one which avoided the temptation to promote mere organizational "fluff."

My initial experiences as editor-in-chief were near disasters. The major problem was that I was the proofreader. When my longtime secretary, Anne Dunlap, became the *Religious Broadcasting* proofer, the magazine rounded a corner. Anne had grown up in an English teacher's household; her father, Dr. Lewis Ball, was the chairman of the English department at the University of Richmond. Anne never missed a trick — or a word!

Technology in desktop publishing has dramatically changed in the last 25 years. Our magazine was one of the first periodicals to employ the Ventura desktop publishing system. When we bought the system in the mid-80s, there were no instructions — not even a manual available. It was too new. We would have to wait, the manufacturer said. We plunged on ahead. The magazine and our convention program were among the first publications in the country to use the newly developed technology.

What about the present state of affairs at the magazine after 25 years of development? An objective analysis of *Religious Broadcasting* would, in my view, show that the periodical has never been more relevant and meaningful. And it's still getting better!

Great credit for the success of the magazine must go to the loyal and competent staff which, in the final analysis, makes the publication what it is: the editorial staff, departmental contributors, business services, and creative designers. Each has played a key role in the 25-year history of *Religious Broadcasting*, which has served faithfully as the official voice of National Religious Broadcasters.

## Robert Niklaus, Managing Editor, 1982; Editor, 1983-84:

During my tenure as editor, I had a magazine already in existence. I did not create one, only improved on the work others had done in addition to other responsibilities they carried. The improvements were realized in part because I was able to devote most of my time solely to the magazine.

CONTINUED ON PAGE 10

## THE MAKING . . . CONTINUED FROM PAGE 9

Overall, I would say that during my time as editor, the magazine was put on a regular production schedule, made financially profitable, and given wider coverage than had been achieved previously. A determined effort was made to produce a professional publication that would earn the respect of professional communicators. These advances were made possible by the backing of Dr. Ben Armstrong, who gave me a free hand to develop the magazine in the direction I thought it should go and who resisted attempts by others to make the magazine conform to their expectations.

Editorially speaking, we instituted a thematic approach to religious broadcasting, encouraging article contributions by leaders of the various segments of the ministry, such as programming, music, technology, ethics, etc. We reorganized the departments in the magazine and introduced a new feature, an editorial commenting on contemporary issues in broadcasting written in a style that made the text readable for broadcast. I enforced a conscientious respect for deadlines in order to reduce costs, keep faith with advertisers, and generally upgrade the image of the magazine and the organization.

Four-color was added as a regular feature. Some color had been used previously, but at this time, four-color became a routine part of the publication — sometimes just one signature, sometimes four color throughout, especially at convention time. Four-color covers became a must-have priority.

We worked to establish a working relationship with leaders in the religious broadcasting industry through correspondence, telephone conversations, invitations to submit articles, and feedback.

In terms of advertising, special recognition must be given to Max McLean, who was in charge of selling ad space in the magazine. Through obvious professional integrity, he was able to win the confidence of advertisers and to establish a consistent volume of advertising space. At times, I had to caution him that the magazine was not a catalog and that we had to keep a balance between editorial and advertising copy.

The ideal ratio for us was 50 percent copy and 50 percent advertising, but this was often tipped in favor of advertising.

The result, however, was to place the magazine on a sound financial base, turning it into a revenue-producing product of NRB. Even after substantial payments were made for space rental in the building, a share of the utilities, and other expenses, the magazine still produced a "surplus" which was skimmed off for other operations.

Technologically speaking, the publication department was, when I first arrived at NRB, still using a primitive clunker for typesetting. The machine did not even have a memory bank; therefore, all corrections meant retyping whole lines and sentences. Nothing could be saved for future reference. And we were still using the glue pot for paste-up copy; we hadn't even heard of a waxer.

After my arrival, we upgraded the typesetting capabilities with new hardware and software, which proved beneficial for other publication projects as well, especially *The Directory of Religious Broadcasting*, which, until I arrived, was still being completely reset and pasted up



Harold Hostetter

line for line each year.

Editorial management of the *Directory*, convention newspaper, card packs, and other promotional pieces were also made part of my responsibility, but these were minor in comparison to my primary role as editor of the magazine.

## Harold Hostetter, Editor, 1984-85:

I was hired as the editor of *Religious Broadcasting* magazine in April 1984 and put together the June issue as my first order of business. That issue included a report and some analysis of the major study of Christian broadcasting done jointly by the Annenberg School of Communications at the University of Pennsylvania and the Gallup organization. The study was sponsored by the Ad Hoc Committee on Religious Broadcasting, of which NRB was a member.

The lead article in June, "A Major Study Vindicates Religious Television," which I wrote, pointed out that the study refuted the misconception by the clergy of local churches that Christian television was stealing their sheep and their offerings. In fact, the study showed that the more people watched religious TV, the more they tended to attend, support financially, and be active in the local church.

Another thing we learned from the Annenberg-Gallup study was that the vast bulk of viewers of Christian TV are already Christians, and thus, there was a need to emphasize ministry to those believers rather than simply repeating the basic gospel message over and over. I discussed that in an editorial in the September 1984 issue.

If there is anything that characterized the year I served as editor of *Religious Broadcasting* magazine, it was the emphasis on useful news. My assistant editor at that time, Dan Nicholas, was a superb news gatherer who regularly produced five separate news columns in each issue of the magazine: "Media World," "NRB News," "International," "Broadcasters," and "Late News."

In addition, he wrote feature news articles about such topics as the rise of Christian talk radio and the growth of new technology. We also ran articles on helpful topics such as Christian broadcasting and voter registration, fundraising, program length, trends in noncommercial Christian radio, Christian buying patterns, and improving local advertising sales.

Apart from the emphasis on useful editorial content, we also set out to give the magazine a more businesslike appearance. Graphics assistant Brad Scherr and I worked out a cleaner, clearer format for the cover and interior pages. We positioned editorial and advertising matter in accordance with classic magazine design

principles and gave each story and department a stylized section heading. News and features were separated, both by graphics and placement, to give feature articles their rightful prominence.

My goal when I was at NRB was to make *Religious Broadcasting* as professional a publication as possible, both in content and in appearance. When I left to take an editing position at *Guideposts*, I felt satisfied that I had achieved my goal.

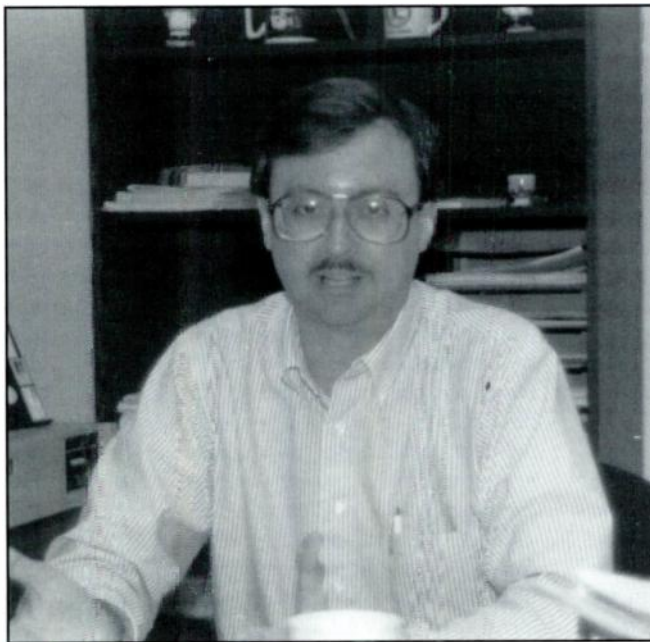
**Ron Kopczick, Managing Editor, 1989-91; Editor 1991-present:**

"Change? . . . Change is good," half-heartedly proclaims a character from one of network TV's more popular situation-comedies who is resigned to the fact that circumstances beyond his control are about to once again alter his personal life. To a certain extent, I can identify with that character — at least since my relationship with National Religious Broadcasters and *Religious Broadcasting* magazine began in 1988.

In May of that year, I was offered the position of managing editor with the magazine. I accepted the position, conditionally. Less than a month later, however, the opportunity to join NRB was rescinded. In August, the job offer resurfaced. This time I accepted, unconditionally. When I began working for NRB in September, though, I was given a different position than what I had accepted. Talk about change.

For six months, I served as NRB's Director of News and Information. Then, in February 1989, I was appointed the "interim" director of publications and managing editor of *Religious Broadcasting* magazine, the positions I had originally been hired to fill. Yes, more change. Finally, after nearly 12 months, the "interim" was removed from my title when Brandt Gustavson became NRB's executive director in February 1990.

Even though the changes for me since then have been minimal, thankfully, it seems as if the publication has remained encapsulated in a state of transition. Perhaps this is reflective of the changes which have occurred in the magazine's parent organization during the same period. After all, over the past four-and-a-half years, NRB has survived the fallout following the 1987-88 "televangelism scandals," had three executive directors,



Ron J. Kopczick

completed a major relocation, and begun scheduling its annual convention for non-Washington, D.C., sites.

Since the latter half of 1988, *Religious Broadcasting* magazine has had three advertising managers, a trio of designers, five different associate or assistant editors, and three homes. Finally, though, the dust may be settling for *Religious Broadcasting*. Last July, the publication began, to some extent, life anew in Manassas, Va. This change included major staff revisions.

It's a rare occurrence when a director or, more specifically in my case, an editor is given the opportunity to practically rebuild a staff from scratch. Why is this significant? Well, the hiring of new personnel allows a department head to make necessary structural changes without adversely affecting a staff that is already in place. As a result, job descriptions can be redefined so that work flow and the end product are improved. I believe this is occurring within *Religious Broadcasting* magazine.

This issue, for example, contains some notable layout improvements in the departments section of the magazine. These changes were accomplished by news editor Sarah Smith, thanks to the new software program installed during the fall. After six years of utilizing WordStar 4 and Ventura 1.1, the in-house portion of the magazine is being produced on WordPerfect 5.1 and PageMaker with Windows 4.0.

Prior to accepting their positions with NRB's publications staff last spring,

Sarah and features editor Elizabeth Guetschow had worked on either or both of these software programs. Thus, when I was considering new software packages for the department, my final decision was based on this factor. Certainly this is a prime example of being able to make a change that positively affects both personnel and the work environment.

As you likely know, *Religious Broadcasting* magazine begins its 25th year of publication with this edition. In our brief lifespans on this earth, 25 years is considered a milestone, whether it refers to a person, place, or thing. Twenty-five years can also represent a significant point of maturation. For this publication, both characteristics are true.

Nearly four years ago, in my initial report to the NRB Executive Committee as *Religious Broadcasting's* managing editor, I raised several questions regarding the role and purpose of the magazine. At the time, the magazine and its staff were in the midst of a tumultuous period dating back 11 months. Basically, the publication had lost its defined direction and, I felt, needed to develop its own distinct personality.

Since that time, thanks to solid leadership and concentrated effort by a team of people working under the Lord's guidance, *Religious Broadcasting* has begun once again to make its mark in the broadcasting field and in Christian publishing circles. In addition, the magazine is becoming better defined with each issue. We have an editorial and advertising staff which is committed to producing a publication that will truly serve the needs and desires of its audience.

As the premier periodical in the religious broadcasting industry, that commitment is quite a responsibility. And there is still work ahead. In an ever-changing world, let alone in an ever-changing industry, you either keep up or fall behind. Remember, after all, change is good.

**Anne Dunlap, Editorial Assistant, 1976-present:**

You might say that *Religious Broadcasting* magazine was a stepchild of the broadcast industry. Radio essentially gave it its birth 25 years ago, and through the

CONTINUED ON PAGE 12

## THE MAKING . . . CONTINUED FROM PAGE 11

ensuing years, the magazine has grown along with its ever-expanding family — television, cable, satellite, HDTV. . . . So many new developments with each passing year, but *Religious Broadcasting* kept up with the changes in the family. They're a creative lot, our broadcasters, our members. And today, *Religious Broadcasting* magazine is an accepted family member, an important family member.

When I first came to National Religious Broadcasters (NRB) at the headquarters in Morristown, N.J., the 1976 version of the magazine was definitely showing its development from the expanded newsletter it had been in its early years. The broadcast world was alive and moving, and NRB's *Religious Broadcasting* was the only link to fellow Christian broadcasters laboring in the fields of a high-power industry that could sweep them away without that common source of help in the form of practical knowledge — of technology, quality standards, government regulations, and, of course, the "newsiness" of "what the other guy is doing."

Audrey Langdon was then the managing editor; NRB executive secretary Ben Armstrong was the executive editor. *Religious Broadcasting* was then bimonthly, but producing it still generated the pressures of late-night hours and deadlines, last-minute decisions on what to publish and how to deal with it. But what publication worth its ink has ever been produced otherwise?

Gerald Ford was president in 1976, soon to be succeeded by Jimmy Carter. Abe Van Der Puy of World Radio Missionary Fellowship/HCB was president of NRB in 1977. It was the time of Marabel Morgan's cellophane-wrapped *Total Woman* and *Total Joy* — controversial then, but pretty tame compared to the Madonna coffee table "art" book getting

so much media attention these days.

But the cover pages of *Religious Broadcasting* in the 70s reflected editorial and feature content of a more serious and valuable nature: building audiences, programming, religious broadcasting and the local church, the European picture, music licensing, credo for salespeople, contemporary Christian music (does it have a place?), television sex and violence, etc.

The magazine recorded a 1979 Church of God survey that listed *Soap* as the most offensive show on TV; *Little House on the Prairie* headed the list of best shows. In addition to *Soap*, church members ranked the most offensive programs as *Three's Company*, *All in the Family*, *Charlie's Angels*, *M.A.S.H.*, *The Jeffersons*, *One Day at a Time*, *Love Boat*, *Vegas*, and *Good Times*. Ranked best in order after *Little House on the Prairie* were *The Waltons*, *World of Disney*, *Happy Days*, *CHiPS*, *Eight is Enough*, *Family*, *Quincy*, *Barnaby Jones*, and *Donny and Marie*.



Anne Dunlap, shown here receiving the 1989 Headquarters and NRB staff award with Kay Arthur of Precept Ministries, Chattanooga, Tenn., and Dr. Ben Armstrong.

Billy Graham was quoted as saying, "Prime time TV is now the biggest threat to American morality," and *Religious Broadcasting* launched its own TV boycott program, complete with posters and reminder cards for the top of your set, under editor Audrey Langdon.

Over my 16 years at NRB, during which I have served as editorial assistant, chief proofreader, and occasional feature writer, the magazine has had a succession of managing editors — Robert Niklaus, Hal Hostetler, Bruce Bates, George


Parson, and now, Ron Kopczick. Most of them faced the common problems of a tight budget and a woefully small staff, but as I can best remember, *Religious Broadcasting* never missed an issue.

Each editor, in his own way, guided the stepchild "in the way it should go," experimenting with new logos and adding color, a letters to the editor column, intelligent editorials, and more articles solicited from outside experts. As the magazine has matured, I believe it has grown more confident in its willingness to face controversy, whether it be over music, monopolies, religion in politics, or the ethics of fundraising. Broadcasters do not want to be spoon fed their information. That's no way to stay alive and on the air in today's world.

There were no computers 15 years ago. I guess that's a major difference that stands out for me, a journalist who started out with cold type in the newspaper world, progressed to word processors, and finally, as of two months ago, to my own computer with WordPerfect. (Wonderful. Together, we show signs of going places!)

I will always remember the editors and writers seeming so close to their work. That's what I remember. But it's all a personal matter of perception. Today's young staff members are every bit as knowledgeable, competent, and hard-working as their predecessors. And they can do wonders — in editing, layout, you name it — with NRB's new tech-

nology to turn out a magazine anyone would be proud of.

"Religious stations must do all things 'decently and in order' if we are to survive," NRB board member Clinton Fowler remarked back in the 80s. Unity. Clarity. Dignity. Honesty. Opportunity. *Religious Broadcasting* magazine tries to bring all of these elements together in its pages. It's a good magazine. The former stepchild is now very much a part of the family circle. 

**Celebrating**  
**Our** **30<sup>th</sup>**  
**Year**  
*to the Glory of God.*



# ***Bott Radio Network***

**KCCV**  
Kansas City

**KSIV**  
St. Louis

**WCRV**  
Memphis

**KOCV**  
Oklahoma City

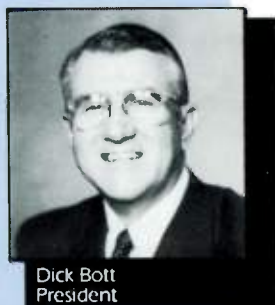
**WFCV**  
Ft. Wayne

**KCIV**  
Modesto/Fresno

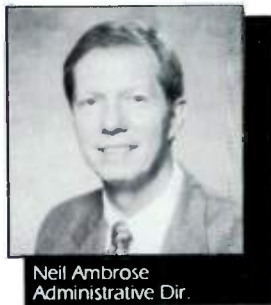
Honoring the Past...

Serving in the Present....

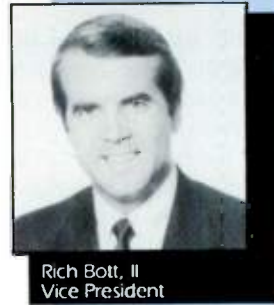
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(Circle 145 on the Reader Service Card)

# A Week in the Life of Religious Broadcasting

**A**s Religious Broadcasting magazine continues its 25th year commemoration, the editorial staff would like to share with you a behind-the-scenes look at a typical week in the life of the magazine. The events portrayed in this article are meant to reflect the activities of an average work week at Religious Broadcasting. We hope you will enjoy this glimpse into a unique periodical of the religious broadcasting community.

## Monday

**8:50 a.m.** Publications director Ron Kopczick arrives at the office in his 1988 Nissan Sentra. As usual, he is the first member of the department to arrive at NRB's six-month-old home. The office, situated in a recently developed business park, is located on the outskirts of Manassas, Va., 30 miles west of Washington, D.C.

**8:55:59 a.m.** News editor Sarah Smith, in her 1992 Chevrolet Cavalier, and features editor Elizabeth Guetschow, in her 1992 Nissan Sentra, pull into the

parking lot and hurry toward the building, animatedly discussing their weekend adventures. They find Ron despondent over the Saturday loss of one of his favorite sports teams.

**8:56 a.m.** Advertising Assistant Liz Oliver arrives on the heels of Elizabeth and Sarah, having successfully sent her family off to work and school.

**9:00 a.m.** The publications staff gathers in Ron's office for Monday morning devotions and a departmental meeting. As established by the rotating schedule, Sarah leads the devotional time. Before giving her lesson, Sarah presents Ron with a Dennis-the-Menace cartoon — "Mr. Wilson (substitute Ron's name here) doesn't like you to have fun while he's around." Following devotions and prayer, Ron gives a brief overview of the week ahead. The group members disperse to their respective offices.

**10:12 a.m.** Ron speaks with NRB advertising manager Dick Reynolds, who is based in Charlotte, N.C. Dick provides Ron with an update of the ad sales from

the previous Friday afternoon and discusses potential advertising leads.

**11:06 a.m.** As the phone rings incessantly, Sarah picks up for Ron, who is, according to the telephone answering schedule, supposed to be answering incoming calls. It turns out that the call is from someone wanting information about starting a Christian radio station. Sarah gives the call to Ron.

**12:05 p.m.** Having filled her ninth *Directory of Religious Broadcasting* order of the morning, Liz leaves for lunch with NRB membership director Pat Mahoney.

**1:22 p.m.** After assessing her editorial calendar, Elizabeth contacts a writer whose article for the January issue is a week late and is assured that the copy will be faxed by the end of the day.

**2:13 p.m.** Liz receives a late advertisement for inclusion in the January issue and prepares it for shipment to Greenfield, Ohio, home of the magazine's printer, Greenfield Printing and Publishing.

**3:17 p.m.** Elizabeth, a.k.a. "The



Label Lady," answers a label order question on line 4. She assures the caller that she will print the labels as soon as she can get to the list, which is floating around somewhere in the computer network.

4:59 p.m. Sarah announces, "We're blowing this popsicle stand," and Elizabeth, in a tone of deference, tags on, "Is there anything else, Mr. Kopczick?" Ron, who is gathering up his lunch sack and briefcase, answers, "No, that'll be all ladies. See you's in the morning."

## Tuesday

9:20 a.m. Ron, Sarah, and Elizabeth gather for an editorial meeting to discuss the content of the January issue. Elizabeth warily asks Ron if he is planning any last-minute increases in the number of pages she will be expected to fill with feature copy.

10:03 a.m. Liz pops in on the meeting and informs Ron that *Religious Broadcasting's* customer representative at Greenfield, Lanny Bryant, is on line 1 with news about the December bluelines, the pre-press proofs of the magazine. Ron finishes an early morning imitation of the "Peter Potamus Roar" and takes the call.

10:05 a.m. Elizabeth and Sarah leave



Advertising assistant Liz Oliver demonstrates her dexterity by completing a contract while answering a client's questions about an ad which will run in the next issue of the magazine.

Ron's office and gather in Elizabeth's to create photo captions for Sarah's feature on Los Angeles. They spend nearly an hour writing cutlines to accompany the high-quality photos Elizabeth was finally able to get from the Los Angeles Convention and Visitors Bureau.

11:44 a.m. Ron and director of finance Mike Kisha, director of conven-

tions Mike Glenn, director of membership Pat Mahoney, administrative assistant Anne Dunlap, and executive director Brandt Gustavson are concluding their bi-weekly directors' meeting, during which they have discussed office policy and upcoming organizational events.

12:35 p.m. Sarah and Elizabeth head to Wal-Mart for some lunchtime errand running.

1:27 p.m. As she is on the phone answering a caller's question about the presence of Christian reggae music in the Bahamas, Liz is informed, via the office intercom, that she has calls on lines 2 and 3. She temporarily puts the line 1 caller on hold, talks to the line 2 caller, discovers that she needs to talk to Dick to answer line 2's question, takes line 3, discovers that it is Dick, asks him about line 2's question, goes back to line 2, answers the question there, and finally returns to line 1 to inform the caller that she has no idea about the presence of Christian reggae music on the international scene.

2:49 p.m. Ron makes the rounds announcing that the December bluelines will be arriving the next day.



Director of publications Ron Kopczick flips through his faithful Rolodex in search of a potential contact for one of the magazine's feature articles.

**CONTINUED ON PAGE 16**

**A WEEK . . .  
CONTINUED FROM  
PAGE 15**

3:12 p.m. Sarah contemplates the layout of "Technically Speaking" for the January issue. In her office next door, Elizabeth hears her lament, "I'm a layout loser!" Elizabeth rushes to Sarah's office to console her and offer emotional support.

4:22 p.m. Before she finishes her day, Elizabeth phones the magazine's out-of-house designer, Jerry (J.R.) DeCeglio, to let him know that she will be sending a batch of January features to him in North Carolina by the end of the week.

**Wednesday**

9:08 a.m. Sarah weeds through the intra-office periodical and news information packet which has been sitting on her desk for considerably longer than the specified 24-hour period. She forces herself to wade through the numerous press releases and trade publications to her much-awaited reward at the end of the pack: *Newsweek*.

10:41 a.m. Ron makes the rounds, distributing copies of the December blue-ines, which have just arrived.



*Features editor Elizabeth Guetschow checks an article's hard copy against the version she has just entered in her computer to be certain she has made the necessary corrections.*

10:43 a.m. After seeing the color proof of the December cover, Sarah inquires as to what shade of yellow was used and why, and demands in no uncertain terms that it be changed or her name taken off the masthead. After viewing the mustard yellow/pea green background of the cover for herself, Elizabeth wholeheartedly concurs.

12:02 p.m. As he glances through the

blue-ines, Ron realizes that on a number of the departments, an incorrect typeface has been used for the column titles and page folios. Ron calls Elizabeth and Sarah in to discuss the problem.

12:32 p.m. Ron calls Greenfield and talks to Lanny about the problem. Lanny says he will call back after discussing the situation with his typesetting department.

1:11 p.m. Lanny calls back as promised but misses Ron, who is taking a late lunch.

1:30 p.m. Ron attempts to reach Lanny but is unable to get through. He comments to Liz that he suspects that Greenfield is experiencing problems with its telephone service.

2:13 p.m. Liz decides to contact the long-distance operator to inquire about the situation regarding phone service to Greenfield, Ohio. She is told that no one else has reported the problem and that the situation will be investigated.

3:34 p.m. Thanks to Liz's investigative work, Ron is finally able to touch base with Lanny, who assures Ron that the corrections discussed earlier can be made in the plant.

4:23 p.m. Sarah pulls the December files up on her com-

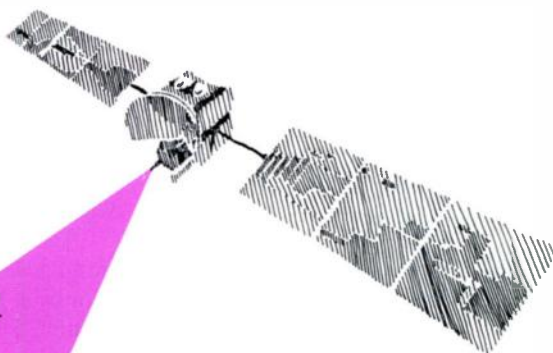


*News editor Sarah Smith reads over a cutline she has written for one of her departments.*

**CONTINUED ON PAGE 18**



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- ◆ W51AO ◆ WBNA-TV 21 ◆ K66CE ◆ K39CT ◆ K50CP

**A WEEK . . .**  
**CONTINUED FROM PAGE 16**

puter and makes a few adjustments to the pages which will be sent along with the bluelines to Greenfield.

4:47 p.m. Ron types up a "laundry list" of corrections to be made to the December bluelines.

**Thursday**

9:20 a.m. The entire NRB staff gathers in the conference room for office devotions. As it is the publication department's turn to lead the weekly gathering, Sarah and Elizabeth share a Thanksgiving reading, Liz reads Scripture, and Ron leads in prayer.

10:37 a.m. Elizabeth is editing a January feature at her computer when the network system crashes. She frantically writes down the copy still on her screen before shutting off her machine and losing her morning's work. She angrily remarks that this has happened far too often since the office converted from Ventura 1.1 and WordStar 4.0 software to PageMaker with Windows 4.0 and WordPerfect 5.1.

11:07 a.m. David McCord, NRB's now-familiar computer consultant, advises everyone to avoid using the network as much as possible until the situation can be remedied. Sarah, who is working on Jan-

uary layout, announces to no one in particular that she *will* be needing to print soon.

1:18 p.m. Ron writes letters of response to inquiries regarding the position of managing editor for *The Directory of Religious Broadcasting*. He is interrupted twice by Elizabeth seeking advice on possible sources for a post-election story to run in the February issue of the magazine.

3:26 p.m. As she is typing 150 labels for an advertising mailing, Liz gets a call from Dick giving her an update on the ad situation for January. Before returning to her mailing, Liz stops in at Ron's office to pass the information along to him.

4:50 p.m. With an excruciatingly long ten minutes left in their day, Sarah and Elizabeth make a trip to the recycling bin where they deposit a couple weeks' worth of used office paper. Content in the knowledge that they are helping to conserve their God-given natural resources, they return to the office.

**Friday**

9:12 a.m. Before totally giving into Friday madness, the three editors meet to discuss the February issue of the magazine. Ron informs Sarah and Elizabeth that they will each need to contribute triple their normal amount of editorial copy for the special convention issue. The group composes a rough outline for the issue.

10:32 a.m. Elizabeth leaves the meeting to do more feature idea planning for the February issue while Ron and Sarah discuss the NRB 93 News Media Center, the press facility at the convention. They discuss the status of the volunteers who will staff the center.

11:55 a.m. Liz finishes typing a preliminary January ad list for Ron to use as he begins to format the issue.

1:21 p.m. Sarah takes a call concerning the Arbitron and Nielson ratings which appeared in the magazine. She attempts to explain to the caller that, no, she doesn't have anything more recent, and, yes, she will provide the phone numbers the caller is requesting.

2:09 p.m. Elizabeth copies the January feature files onto disk and gathers the accompanying artwork to send along to Jerry. She includes a few written instructions along with the disk and photos and contacts Airborne Express for a pick-up.

4:45 p.m. Having nearly reached the end of their week, Ron, Sarah, and Elizabeth wrap up the projects they are working on.

5:10 p.m. As they file out the door, the editors overhear Liz muttering to her faithful Inspector Gadget figurine with his magic extending arms, legs, and neck: "Oh, Inspector, I've always wanted a man who would stick his neck out for me. File that pile of documents for me, will ya?" **R**



The editors gather to discuss the content of an upcoming issue. Religious Broadcasting has a lead time of about two months.

**Register Now!**

# One Day Early and a Dollar Short

On February 12, an investment of only \$99 could change your fundraising strategies forever.

Plan your schedule at the National Religious Broadcasters conference a day early and take advantage of an intensive one-day workshop focused on marketing, communication, and fundraising.

Topics included in this fast-moving conference will include ways to build a loyal audience for your ministry; effective strategies for researching your funding constituencies; new trends in direct mail fundraising; and analytical models for evaluating the effectiveness of your program, cultivating major donors and fundraising trends in the 1990s.

Speakers are accomplished professionals from media ministries and the fundraising community.

The conference is a joint presentation of NRB and the Christian Stewardship Association, an NAE affiliate which provides service and stewardship identity to the evangelical community.

Especially targeted for leaders and those involved in the funding of media ministries, the workshop will be held at the Los Angeles Hilton. It will begin at noon on Friday, February 12, and end

at noon on Saturday, February 13.

Registration is \$99 in advance or \$129 at the door and includes dinner Friday evening and a continental breakfast Saturday.

Many Christian broadcasters and stations have experienced a decrease in donations. But there are strategies and actions which will help restore donor confidence and giving.


The CSA seminar will share these strategies and the experiences of ministries who have seen increases in donor support.

I know it will be a valuable experience for you, and I urge you to attend.


David W. Clark, Ph.D.  
President, National Religious Broadcasters and KMC Media Inc.

**Media and the Ministry of Fundraising**


**C O N F E R E N C E**




**Norman Edwards**  
Executive Director  
Christian Stewardship Association  
Wheaton, IL



**Thomas E. McCabe**  
President/CEO  
Killion McCabe & Associates  
Dallas, TX



**Rod Robison**  
Director of Development  
Family Life Radio Network  
Tucson, AZ



**Dwight "Butch" Maltby**  
Senior Vice President  
Killion McCabe & Associates  
Dallas, TX

**Also speaking:**  
**R. Russell Bixler, President**  
Cornerstone TV  
Wall, PA

Yes, I plan to attend the *Media and the Ministry of Fundraising Conference*.

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
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**DEADLINE FOR ADVANCE REGISTRATION: FEBRUARY 5, 1993**

## A CONVENTION... CONTINUED FROM PAGE 21

Network of Virginia Beach, Va., will be:

- *The American Center for Law and Justice*, a public interest law firm and educational organization dedicated to the promotion of pro-liberty, pro-life, and pro-family causes as they relate to the First Amendment. As part of NRB 93, the Center will offer information regarding the status of Christian religious and civil liberties in America today.

- *HomeNet*, a nationally syndicated broadcast television network, offering a variety of quality programs suitable for family viewing.

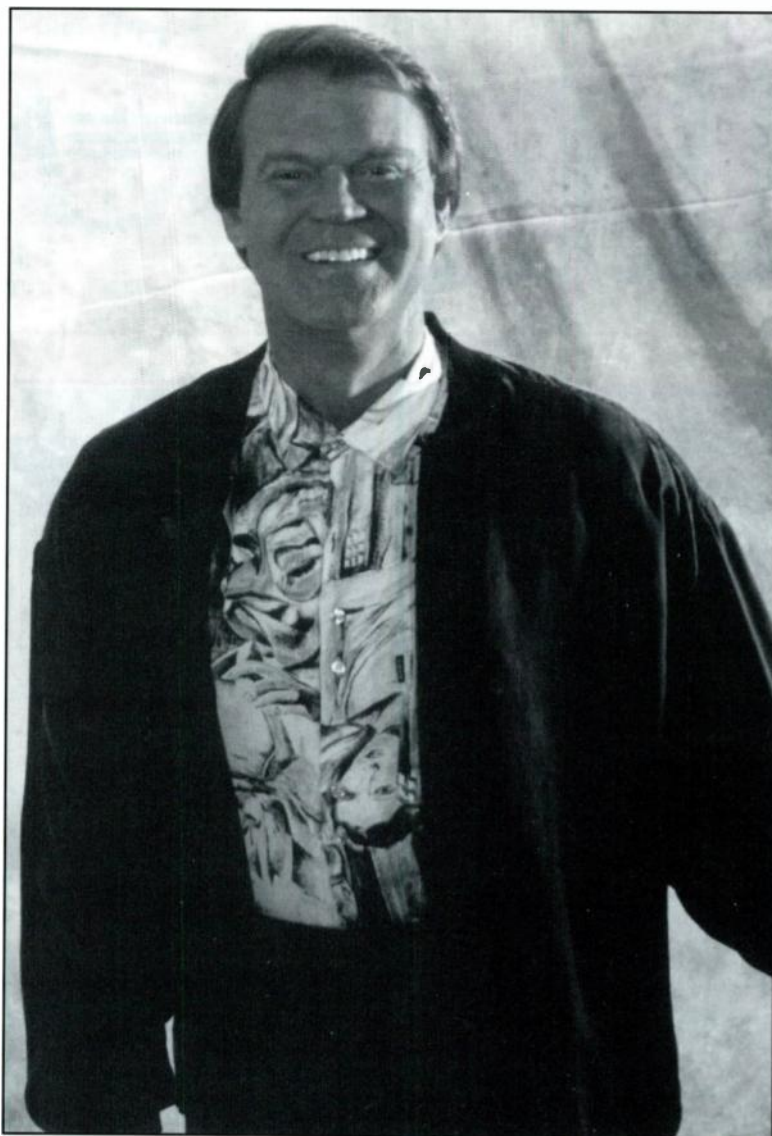
- *Standard News*, one of the country's newest news services, making its first exhibition appearance at NRB 93. The service provides both radio reporting and a broadcast news wire and employs a staff of radio news reporters and veteran network editors and producers.

*Concerned Women for America*, of Washington, D.C., is one of the nation's largest women's organizations, with over 700,000 members nationwide. The organization produces a weekly talk-radio program hosted by the group's president, Beverly LaHaye.

With the possibility of hosting an NRB visit to Israel under consideration, the *Israel Ministry of Tourism* will use the expo to highlight its country and its work as an organization.

*Max Greiner, Jr.* Designs of Kerrville, Texas, will showcase several pieces from The Greiner Collection of drawings, paintings, sculpture, jewelry, graphic design, and photography. Greiner's work, including his acclaimed "Divine Servant" sculpture, can be found in private and corporate collections in all 50 states and more than a dozen countries.

*Metro Assembly of God*, in Brooklyn, N.Y., offers a taste of that city



*The music of Glen Campbell will awaken convention attendees at Tuesday's All Media Breakfast during NRB '93.*

right inside the L.A. Convention Center. From the New York City skyline to the familiar sights of stripped cars and graffiti, Metro Assembly's booth sets the scene to introduce its half-hour documentary video. The video is intended as a "window into the inner city" and confronts viewers with the reality of life in urban America. Metro is served by Pastor Bill Wilson, who was appointed by President George Bush to serve on the National Commission on America's Urban Families.

*Thomas Nelson Publishers* will be showcasing one of its divisions, Nelson Ministry Services, which is dedicated to providing top quality products and the most experienced staff in the industry to assist organizations in raising funds. The world's largest publisher of Bibles also creates, produces, and assists in the pro-

duction of customized and stock Bibles, Biblical reference works, audio/visual products, and books by best-selling authors.

*USA Radio Network* of Dallas, Texas, delivers a variety of satellite programs, including news reports, news updates, Christian interest news, sports, special reports, talk, and music. As part of the expo, the organization will be broadcasting its *Point of View* talk show with host Marlin Maddoux.

Also at the expo, listen for live broadcasts from the Christian Research Institute, Moody Broadcasting Network, and Concerned Women for America. And in addition to the exhibits and live broadcasts, the expo hall will also, for the first time, be the site of the Museum of Religious Broadcasting. The Museum will spotlight 50 years of NRB conventions and will feature photographs of the "early days" and video recordings of some of the industry's pioneers, including Paul Rader, Rex Humbard, Percy Crawford, and Billy Graham.

Finally, the expo hall will house the NRB Service Center, where convention attendees can obtain information about member services, insurance, and resource library materials.

### An NRB 93 Survival Guide

And for those whose most pressing concerns as they look ahead to L.A. are "What's the weather going to be like?" and "Where am I going to park?", here are some miscellaneous pieces of information about the convention and about the city that will host it.

**Audio and Video Tape Sales:** Most convention sessions will be recorded and made available for purchase in the convention registration area of the L.A. Convention Center.

**Parking:** Parking is available for five dollars per day in the lot directly beneath the Convention Center.

**CONTINUED ON PAGE 24**

## National Disaster In Italy

### *Did You Know...In Italy!*

- ...There are more than 57 million people;
- ...Less than one-half of 1% of the population is born again;
- ...Less than 10% EVER attend church;
- ...The second largest religion in the nation is Jehovah's Witness;
- ...Italians are more and more requesting a "magic god that answers their requests immediately and does not allow one to get sick and doesn't demand to refrain from anything;
- ...There are more sorcerers and witches in Italy than there are Catholic priests;
- ...The magic "forces" in Italy are represented by more than 100,000 agents working full-time or part-time, compare to 38,000 Catholic priests;
- ...There are more than 260 occult organizations in Italy.
- ...There is only one Christian missionary to every 200,000 people;
- ...Italians have spent 1.5 billion dollars in the "shops of the mysterious". They have contributed less than half this amount to the Catholic Church;
- ...Catalogues sold by the occult organizations offer lustral water for exorcisms, "oil of grace" against curses and the "bad eye," oil of miracle for therapeutic usage and "blood of Judas" wine for rites of love;
- ...agents for the occult practice black magic, which involves death, hate and violence;
- ...The worldwide operations for the Mafia are based in Italy.

**Body of Christ!** Italy and Jesus Cares Ministries in Rome, Italy needs your love, caring, sharing, prayers and financial support to help turn this national disaster around. Alone we can not do it. We need you. In the U.S. write or call: Mary Latin, 12 Carmanthan Court, Dallas TX 75225. Telephone 214-696-2506. In Rome, Martin and Catherine Lombardo, Via D. Barone, 31; Rome, Italy 00165. Telephone 011 396-638-5283.

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**A CONVENTION...**  
CONTINUED FROM  
PAGE 22

*Shuttle Service:* Service will be offered from the Hilton, Hyatt, Biltmore, and Holiday Inn hotels and from the L.A. Convention Center.

*Taxi Service:* Service will be available from Los Angeles International Airport to all hotels and the convention center. Typical fares to downtown are between \$26 and \$30. Unlike other cities, L.A. taxis do not cruise the streets looking for passengers; taxi service is available at the airport, train, and bus terminals, at major hotels, or may be ordered by phone.

*Bus Service:* RTD bus service provides transportation within the greater Los Angeles area and operates frequent service to major L.A.



*Pat Robertson, of the Christian Broadcasting Network, will be the featured speaker at the Tuesday-evening NRB '93 Anniversary Banquet.*

attractions including Universal Studios, Hollywood, Disneyland, Knott's Berry Farm, and more. Information on service and routes may be obtained by calling (213) 626-4455.

*Climate:* Los Angeles enjoys mild weather throughout the year. High temperatures from December through February average 67°F with low humidity. The normal low during that period is 48°F.

*Visitor Information Centers:* The Downtown Los Angeles Visitor Information Center is located at 695 S. Figuera St., between Wilshire Blvd. and 7th St., or can be reached by calling (213) 689-8822. Hollywood Visitor Information Center is located at 6541 Hollywood Blvd., or may be reached by calling (213) 461-4213.

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



*The "Divine Servant" sculpture by artist Max Greiner will be on display during the NRB 93 Expo. The Expo will also feature displays by ad agencies, program producers, recording studios, publishers, computer suppliers, radio and TV networks, and more.*



# NRB

los angeles

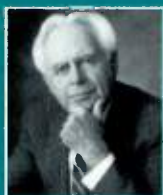
93

The National Religious Broadcasters

50th Annual Convention & Exposition



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*Our fax number is (703) 330-7100.*

# And All God's

by David Bryant

Is it possible that God could kindle the fires of spiritual revival in our nation at this critical point in our history? In my travels around the country in recent months, I've witnessed an unprecedented grass roots prayer movement that I'm convinced will prove to be the precursor of a sweeping moral and spiritual rebirth in America.

Something extraordinary is taking place right before our very eyes. It looks like a fulfillment, in principle, of the vision from Zechariah 8 — a vision of spiritual awakening and world evangelization flowing from a church united in prayer. And it may be the most hopeful sign of our times.

Let me give you a few examples. A movement of prayer is growing in Philadelphia. The city has been divided into 35 regions, each with its own prayer committee. They not only prayed for a recent crusade, but are also praying generally for spiritual awakening throughout that whole region. They've taken as their motto the repeating refrain from the movie *Field of Dreams*, and modified it to say: "If we build it, He will come." By this, they mean if they build the movement of prayer across the body of Christ, God will hear and answer their prayers for revival and manifest Christ's glorious presence among them.

A seminary professor in New England has guided a daily noontime prayer meeting on his campus for almost 18 years. Out of these gatherings, focused on revival and missions, God has salted the whole region with pastors and



Over the past several years, the prayer movement has grown to include the participation of thousands of Christians. Above, Concerts of Prayer President David Bryant addresses a crowd in Minneapolis.

Christian workers who have made concerted prayer a hallmark of their ministries.

One of America's fastest growing urban churches recently shut down all of its local programming activities in order to give itself, for a season, exclusively to prayer for the desperate needs of their city.

And beginning on Inauguration Day (January 20), an historic gathering of nationally recognized Christian leaders of denominations, ministries, youth movements, etc., will gather for 24 hours in Colorado Springs, Colo., for a "National Consultation on United Prayer." This meeting will "inaugurate" a new level of spiritual leadership for our nation in a united effort to call the church to revival. The impact of that meeting will be felt at the "Super Seminar" on prayer held during next month's NRB Convention in Los Angeles.

This is merely a sampling. But whether by many or by few, it is clear that we already stand in the thick of a grass roots movement of united prayer.

By all evidences, it is also accelerating. A hopeful sign indeed!

In a sense, the world church was alerted that this was coming in 1984 at the International Prayer Assembly for World Evangelization, held in Seoul, Korea. This gathering of some 3000 prayer leaders from 70 nations was the first of its kind in church history. Its purpose was not only to pray together, but to seek strategies on mobilizing citywide and nationwide movements of prayer. In a sense, that seven-day event was a watershed. And from that point forward there has been an acceleration in united prayer worldwide that could rightfully be called unprecedented.

Shortly before he died in 1987, Dr. J. Edwin Orr summarized in one sentence his 60 years of study on prayer and spiritual awakening when he said, "Whenever God is ready to do something new with His people, He always sets them to praying." Yes, the increase in prayer is a hopeful sign because as Orr noted, when God stirs his people to prayer, He intends to answer them.

# People Prayed

## Hope from the Divine Pattern

In 1746, Jonathan Edwards published a book on the movement of "Concerts of Prayer" (the terminology used in his day, and repeated in subsequent prayer movements the last 250 years). In it he called Christians throughout the colonies to participate in a revival movement on both sides of the Atlantic, well aware from biblical and historical accounts that this was the one way to sustain the expansion of the general awakening that had already begun. The title that he gave to his book could be a summary of what is happening throughout the body of Christ at this hour, on many different levels, in the growth of this broadbased prayer movement. It is

1) Intercession — God's people begin to unite in prayer for revival.

2) Revelation — God answers prayer by pouring out a fresh new manifestation of the person of Christ, filling his Church with, in the phrase coined by the Puritans, "The manifest presence of Christ."

3) Consecration — As a result, God's people consecrate themselves to Him, to each other, and to the work of Christ in the world.

4) Revitalization — All existing ministries that can serve the advancement of Christ's Kingdom are purified and rejuvenated to bear even more fruit, both locally, nationally, and beyond.

5) Expansion — out of revival. The Gospel of the Kingdom is advanced fur-

es gives us a great sense of anticipation regarding all that is just ahead of us, anchored in a work of united prayer.

## An Unprecedented Movement

But although the historical pattern is clearly there to be seen, in a number of ways the growth of united prayer right now might be called unprecedented. Even secular publications like *Newsweek* maga-

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*Something extraordinary is taking place right before our very eyes . . . a vision of spiritual awakening and world evangelization flowing from a church united in prayer.*

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*The awesome power of prayer which fuels the current prayer movement is available to and can be experienced by believers of all ages.*

in truth *An Humble Attempt to Promote Explicit Agreement and Visible Union of God's People in Extraordinary Prayer, for the Revival of the Church and the Advancement of Christ's Kingdom on Earth.* (This is the title of Edwards' book, not the table of contents!)

There are usually five phases in every historic revival:

ther among peoples where it has not yet come before, and the life of the church has even deeper impact upon the culture in which it finds itself as well. God gives new dreams and visions to His church, and as a result, the church gives sacrificial obedience to be part of the frontline advance of Christ's Kingdom worldwide, as general spiritual awakening takes place at many levels. A look at these five phas-

zine have noted this: "Talking to God: In America, as the prophet Amos puts it, those conversations flow like a mighty river . . . In an allegedly rootless, materialistic, self-centered America, there is also a hunger for a personal experience of God that prayer seeks to satisfy."

Of course, this movement has not sprung into life overnight. There are important "roots" to be aware of. Individuals and groups across the country have been praying for a "prayer awakening" for many years. Also, an increasing number of leaders have been serving this effort over the past ten years. We have seen a tremendous multiplication of local and national prayer ministries and coalitions of prayer leaders which have done much to nurture the early stages of this movement. We've also watched the increasing awareness of heads of national

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**AND ALL . . .**  
**CONTINUED FROM PAGE 27**

organizations, who confirm that God is up to something and so have increasingly influenced their constituency to a greater involvement in the work of prayer.

This movement is unprecedented in strategy. This is particularly true in a number of urban prayer movements right

across a city or across the nation in regular, focused prayer for revival. In Denver, five radio stations have united annually for four years to do a united simulcast of the Concerts of Prayer rally on the National Day of Prayer. In Phoenix, three radio stations have joined forces to form the "Concert of Prayer Radio Network" to help promote the city-wide prayer movement there on an on-going basis. Over a network of 150 stations, daily and month-

pray for spiritual awakening and world evangelization. Again, there will be direct, global linkage through the services of many Christian broadcasting ministries, thus creating perhaps the greatest prayer event in the history of the church.

Dr. Richard Lovelace, professor of church history at Gordon Conwell Theological Seminary, has observed that possibly the greatest single human factor in the spread of the great revivals of the past has been "communications," whether by letter or preacher on horseback or newspaper article. That being so, the potential today for instant global communication of the vision for revival, of the signs of revival, and of the actual work of praying for revival makes all of us stand in awe before the unprecedented movement of God which we believe is just ahead.



*In spite of differences in beliefs and practices, the prayer movement has proven to be a unifying force among leaders of various denominations and organizations.*

now. One good case study of this is greater New York City. Here, the prayer movement expresses itself in a number of ways:

- \* Through a united, daily "prayer watch" involving scores of churches who raise up intercessory teams for each day of the month to pray for the same overriding concerns

- \* In regular written communication on prayer concerns for revival and missions

- \* Through multitudes of little prayer groups that are meeting throughout the city on a regular basis

- \* Through a movement of businessmen who are praying for revival and holding preaching gatherings in the financial district

- \* By times when the team of volunteer prayer coordinators for that city-wide movement unite with their counterparts from many other cities nationally to pray for their cities.

### **Implications for Christian Broadcasters**

As already noted in a number of examples, Christian broadcasting is playing a strategic role in uniting Christians

ly programming is actually bringing together thousands of praying Christians from coast to coast.

Steps are also being taken to encourage the movement through television. Right now, plans are being laid, for example, to broadcast a live Concert of Prayer from Times Square in New York City on

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*Whenever God is  
ready to do something  
new with His people,  
He always sets them  
to praying.*

---

New Year's Eve 1993, allowing Christians all over America to be united in prayer as they seek revival together on the threshold of 1994.

And on June 25, 1994, during an international prayer event called "A Day to Change the World," a prayer rally in Seoul, Korea, will anchor similar rallies and prayer marches in 1000 other cities to

### **The Steps Ahead**

So what are the next steps any of us might take in response to these phenomenal developments? I would suggest the following:

- 1) Believe that God wants revival.
- 2) Get into a small prayer group with others near you who have the same hope and the same vision.
- 3) Work at integrating the prayer movement into at least four critical areas of your Christian experience.
- 4) Be seeking out the "pools of renewal" in many churches and organizations within the community of those who have a heart for revival.
- 5) Seek ways to be equipped in your life of prayer and in your mobilization of prayer.
- 6) Get into a communication network that alerts you to what is happening in the broader movement.
- 7) Visit another city or community where the movement is obviously flourishing.
- 8) Participate in the "Super Seminar" on prayer at the NRB convention, where you will learn more about the prayer movement and become a part of it during an actual "Concert of Prayer." Time will also be given to discuss how we as broadcasters can work together even more closely in promoting this grass roots movement.
- 9) Finally, whatever else you do . . . Don't give up praying until the answer comes!

---

**David Bryant is the founder of Concerts of Prayer International and host of the National Concert of Prayer broadcast. He will be joined in an NRB '93 Super Seminar on prayer by Shirley Dobson, Joni Eareckson Tada, Vonette Bright, David Mains, and Paul Ramseyer.**

# Evangelicals do have a voice in Washington, D.C.!

## AND PEOPLE ARE LISTENING TO BEVERLY LAHAYE



### Beverly LaHaye Live – Turning concern into action!

- ❑ When Senate leaders promised to pass the pro-abortion "Freedom of Choice Act" by the end of 1992, Beverly went on the air with the news and her listeners bombarded Congress with nearly 30,000 specially-prepared Western Union telegrams. **THE BILL STALLED!**
- ❑ When Senator Kennedy tried to pass a major education bill fortifying the education bureaucracy and limiting the rights of parents, he was angered by the immediate outpouring of calls the Senate began receiving. Beverly interviewed the Secretary of Education and for four days asked her listeners to call Congress. **THE BILL STALLED!**
- ❑ Your station can be the station listeners turn to for late-breaking news on issues affecting America's families.

### Beverly LaHaye Live!

Two 28 minute broadcasts Monday-Friday at 12:00 and 4:00 EST.

Visit our booth, #611, at NRB '93 or call Julie Volchko of the Domain Group (708) 668-5300

Beverly LaHaye Live is produced by Concerned Women for America,  
the largest pro-family grassroots organization in America with over 600,000 members.



Venice Beach, part of L.A.'s 72 miles of coastline, attracts devotees of sun, surf, and cycling. Street performers such as comedians, jugglers, mimes, and dancers also populate the sandy strip.

# Extra-conventional

## An NRB Tour Guide to “The City of Angels”

by Sarah E. Smith \_\_\_\_\_

**N**RB 93 — National Religious Broadcasters delegate Joe wanders around the city, searching for the Lincoln Memorial with his camera dangling from his neck. He'd promised the wife he would get some great shots of the historic sights in our nation's capital, but he didn't think he'd have to wade through all this smog to do it.

Wait a minute, the smog is lifting. Joe angles his camera, ready to take a shot the second the air is clear. Just a few more feet. Snap! Too late, Joe realizes he

has taken a picture not of the Lincoln Memorial, but of actress Elizabeth Taylor's mansion.

He'd forgotten the annual NRB convention was in Los Angeles this year.

If you're confused about what to do in Los Angeles (L.A.) during the 1993 convention like NRB Delegate Joe was, this article is for you. Written on the premise that enough money was spent just getting to California without being asked to spend a lot while in the “City of Angels,” the focus is on inexpensive activities, from window-shopping on Rodeo

Drive to star-gazing on the Hollywood Walk of Fame, from relaxing on the sands of Venice Beach and Santa Monica to visiting one of the area's many museums.

L.A. offers a veritable gold mine of opportunity for those interested in Hollywood, cultural diversity, shopping, and history. And if wandering around the city exploring on your own is not your cup of tea, there are tours available through NRB to alleviate the need to find the sights on your own.

### Beaches

If you grew up listening to the Beach



Photo courtesy of the Los Angeles Convention and Visitor's Bureau/C 1991 Michele and Tom Grimm

The J. Paul Getty Museum in Malibu showcases an extensive collection of Greek and Roman antiquities, as well as pre-20th century Western European paintings, drawings, and sculpture. The museum's main peristyle garden is pictured above.

# Ideas



Boys singing about surfin' and sand on the West Coast, L.A.'s magnificent 72-mile coastline from Malibu to Long Beach is a definite must-see. Places to go include the Venice Beach Boardwalk, Santa Monica, Playa del Rey, and star-studded Malibu, also known as "Hollywood By-The-Sea." The distance from downtown L.A. is a mere 15 to 16 miles.

If you're a boat-loving landlubber, a visit to the Marina Del Rey is just the thing. Home to more than 6000 recreational crafts, the marina is the world's largest man-made pleasure boat harbor.



Photo courtesy of the Los Angeles Convention and Visitor's Bureau/C 1991 Michele and Tom Grimm

The stars of the stars line the sidewalks of the Hollywood Walk of Fame. Since 1958, more than 1900 Hollywood legends, including the late actress Marilyn Monroe, have been immortalized in the terrazzo-and-brass stars.

And for those interested in a little seafood and other "fishy" attractions, plenty of both are available at the nearby Fisherman's Village.

## Museums

If looking toward the past is your main interest, the dozens of museums

located in L.A. should be at the top of your list. A collection of first-rate museums — including the California Afro-American Museum, the California Museum of Science and Industry, and the Natural History Museum, home of the world's largest rose garden with 150 vari-

**CONTINUED ON PAGE 32**

eties — is located in Exposition Park.

For sports fans, a visit to the Sports Arena as well as the Los Angeles Memorial Coliseum, site of the 1932 and 1984 Summer Olympic Games, should be added to your to-do list. For a more complete list of museums and their locations, check with your hotel.

### **Parks**

If you just want to relax and enjoy a quite afternoon in the park, Griffith Park is the place to be. With over four thousand acres to explore, the park features tennis courts, picnic and sports areas, the Griffith Park Observatory with its planetarium theater, Travel Town (a one-of-a-kind vehicular museum with locomotives, automobiles, airplanes, fire engines, and street cars), and much, much more. Located on Observatory Road at the junction of Golden State and Ventura Freeways in L.A., Griffith Park also boasts a breath-taking view of the city.

If the origin of Los Angeles intrigues you, El Pueblo de Los Angeles Historic Park (located in downtown L.A.) is where it all began. With a number of restored buildings (including Avila Adobe, the oldest existing house in L.A.), the park has a definite Mexican flavor: sites such as the Old Plaza Church, the Old Plaza Firehouse, and other buildings are set in a typical Mexican marketplace complete with shops, music, dancing, and ethnic food.

If you enjoy renowned original art, beauty, and cemeteries, a visit to one of the Forest Lawn Memorial Parks should be next on your growing list. The most famous of the four locations are Glendale and Hollywood Hills. Both are the final resting places of many Hollywood stars.

### **Ethnic Diversity**

If you're searching for a bit of Asia, then a visit to Chinatown, Little Tokyo, Olvera Street, or Koreatown is just the place to go. Other

ethnic neighborhoods include the Jewish community in the Fairfax district and Latino neighborhoods in East L.A.

### **Shopping**

If shopping is your passion, L.A. is paradise. Rodeo (pronounced row-day-o, please) Drive in Beverly Hills (ten miles from downtown L.A.) tops the list of must-shop streets. Other shopping meccas include Westside, downtown L.A., Hollywood, the Garment District, and the Jewelry Mart. Melrose Avenue (located between Highland Avenue and Doheny Drive) is also a favorite shopping street with its New Wave boutiques and one-of-a-kind stores.

### **The Hollywood Connection**

If seeing one of Hollywood's "rich and famous" is at the top of your list, Beverly Hills and Hollywood are a must, even if you don't stop at the house of your favorite performer. But if you're rather on the shy side and just want to gaze at their stars, the Hollywood Walk of Fame (located on both sides of Hollywood Boulevard from Gower to Sycamore and both sides of Vine Street from Yucca to Sunset Boulevard) is a necessity. Over 1900 stars engraved with the names of those who have made valuable contributions to the entertainment industry, including former NRB board member Billy Graham, are featured on these sidewalks.

To step into the shoes (or on the hand, leg, nose) of a star, Mann's Chinese Theatre (located at 6925 Hollywood

Boulevard) is the place to go. According to legend, actress Norma Talmadge accidentally stepped into fresh cement as she got out of her car while visiting this architectural wonder. Today, you can see the name, nose, leg, hand, foot, and hoof prints of Hollywood's biggest stars, past and present.

If you've always wanted to be in the studio audience of your favorite television show, a visit to the studio of your choice should be next. Free tickets for live tapings are available daily at the studio complexes, including the Burbank, NBC-TV, and Universal studios.

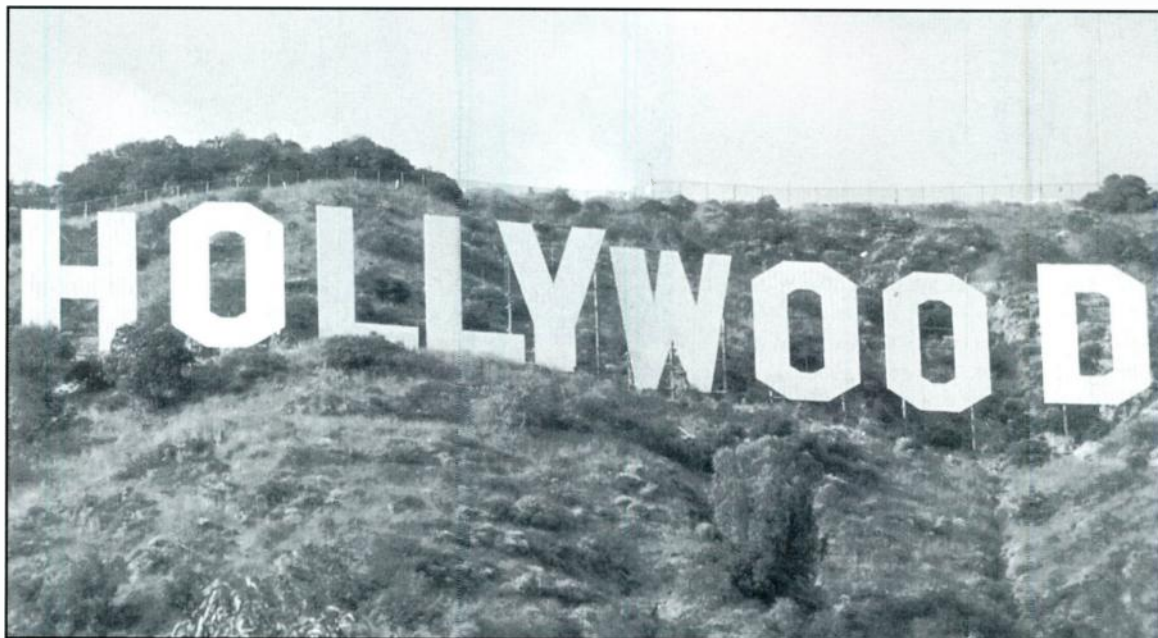
### **Historical Places**

If you're fascinated by the Creature from the Tar Pit, the La Brea Tar Pits (located at 5801 Wilshire Boulevard) are for you. The site of the richest discovery of Ice Age fossils, more than 100 tons of fossilized bones representing nearly 400 species of mammals, birds, reptiles, and fish have been unearthed from pools of sticky asphalt dating back to prehistoric time.

If time travel is also on your agenda, take a walk down Carroll Avenue (located just off Edgeware and the Hollywood Freeway near downtown) and be transported back to the 19th century. Homeowners have restored these homes to their original splendor complete with ornate architecture, raised front lawns, and old-fashioned streetlamps.

### **Famous Sights**

And if you simply want to snap one-of-a-kind photos, L.A. has over a dozen



*Since 1923, the 50-foot-high Hollywood Sign located atop Mt. Lee has beckoned visitors and aspiring thespians to the film capital of the United States.*

Photo courtesy of the Los Angeles Convention and Visitors Bureau/C 1991 Michele and Tom Grimm





The warm ocean breezes of the Pacific and gracefully swaying palm trees create an atmosphere of tranquility and relaxation on Santa Monica Beach.

such sites, from the Hollywood Sign to Venice Canals, from the Coca-Cola Bottling Plant built to resemble an ocean liner to the Capital Records building, which was L.A.'s first circular building and resembles a stack of records. Other sites include Union Station, City Hall, the Pacific Design Center, and the First Interstate World Center, which stands 73-stories high, making it the tallest building in L.A.

### Odds n' Ends

L.A. offers a host of other free or inexpensive attractions (unless you purchase extravagant souvenirs) which cater to every taste and interest imaginable (and some that defy imagination). Model train enthusiasts will thrill to the sight of Allied Model Trains in Westside. The world's largest toy and train store features model trains, supplies, gifts, and tours, in addition to operating train displays.

Animal lovers and advocates will want to consider a stop at the Los Angeles Zoo in Hollywood. With over 113 acres, the zoo is home to more than 2000 birds, reptiles, and mammals from around the world.

For a collection of sights almost too real to be fake, stop in at the Hollywood Wax Museum. If looking at the 170 life-like recreations of famous somebodies

becomes a bit too eerie, the museum also features continuous showings of scenes from award-winning films, 1927 to the present.

If the bustling activity of the L.A. city scene grows tiresome, stop by The Wayfarers Chapel (located in Palos Verdes) for a self-guided tour. Designed by Frank Lloyd Wright and made of glass, redwood, and stone, the Chapel is situated on a bluff over the ocean, surrounded by lush gardens.

And for a little boost of energy amidst all the activity of your L.A. adventure, stop for a bite at the Farmers Market in Hollywood. Billed as "L.A.'s ultimate salad bar," the Market features over 100 restaurants, delis, emporiums, bou-

tiques, galleries, and fruit and vegetable stands.

This should get you started on your journey into the L.A. dimension. A few things to keep in mind while traipsing around the city as the convention count-down continues: always have your camera loaded with film and firmly attached to your person, tourist-style; try not to dance, shout, or point upon seeing your favorite movie star; and purchase an array of exotic postcards to mail to those unfortunate souls stuck back home so you can gloat about all the fun you've had. Until then, happy California dreamin'.

*Editor's note: Information compiled from materials provided by the Los Angeles Convention and Visitors Bureau. For more information about these and other sites in Los Angeles, please contact the Bureau (located in downtown L.A.) at 515 So. Figueroa Street, 11th Floor, Los Angeles, CA 90071, or call (213) 689-8822.*

*For more information about the NRB tours, please contact David Keith at National Religious Broadcasters, 7839 Ashton Avenue, Manassas, VA 22110 or call (703) 330-7000.*

**Sarah E. Smith is the news editor for Religious Broadcasting magazine.**

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In recognition of football's Big Day, a.k.a. Super Bowl Sunday, January 31, and in a never-ending effort to attract the unchurched and to prove a certain understanding of the interests of the world outside the church, religious broadcasters may want to consider interspersing a bit of "football theology" amongst their regularly scheduled programming.

Although these definitions are probably not the best football and are certainly not the best theology, they *would* help initiate football fans into the complexities of church life. And perhaps, for all broadcasters, a bit of humor now and then is not such a bad idea.

**Draft Choice:** The decision to sit close to a heating vent in the winter or an air conditioning vent in the summer.

**End Zone:** The pews.

**Three Point Stance:** Being present, on time, with your Bible in hand.

**Pass Interference:** What Mama does with her eyes when she sees Johnny writing a note to his friends in church.

**In the Pocket:** Where too many church members keep God's tithe and their offerings.

**Quarterback Sneak:** Sunday School officers and teachers entering the building five minutes after Sunday School begins.

**Two Minute Warning:** The Chairman of the Board sitting on a front row pew, taking a look at his watch in full view of the preacher.

**Bench Warmer:** An inactive church member.

**Fumble:** A lousy sermon.

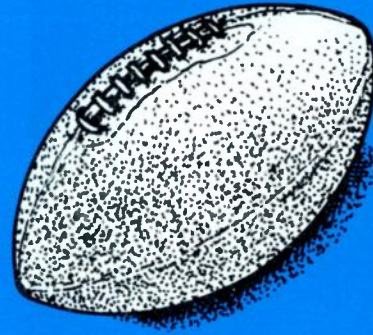
**Referee:** A nursery worker presiding over differences of opinion as to who was playing with the doll first.

**Dead Heat:** A lukewarm church member waking up in the middle of a dynamic, colorful sermon on hell.

**Extra Point:** What you receive when you tell the preacher his sermon was too short.

**Cheerleaders:** Ladies complimenting the preacher on his sermon.

**Quarterback:** What church members who believe religion is free want after putting 50 cents in the offering plate.



# Football- speak Theology

by William Ellis

**Passing Game:** What ushers do with the offering plates on Sunday morning.

**Head Coach:** The pastor.

**Assistant Coaches:** The ministerial staff and Sunday School teachers.

**Ground Crew:** Custodians.

**Cornerbacks:** Those who occupy the back pews.

**Halftime Entertainment:** Music presented during the offering.

**Interference:** Whispering and talking during the sermon.

**Illegal Motion:** Leaving before the benediction.

**Penalty:** What the church gets when its members stay home.

**Punt:** What the pastor does when nothing else seems to work.

**Fan Response:** Saying "Amen" to the sermon.

**Huddle:** Weekly meeting of the church gossip team.

**Scalping Tickets:** People trying to buy their way into the kingdom of God.

**Running Backs:** Those who run out of and back into the sanctuary several times during a worship service.

**Holding Penalty:** The result of church members who believe nothing can be done about anything.

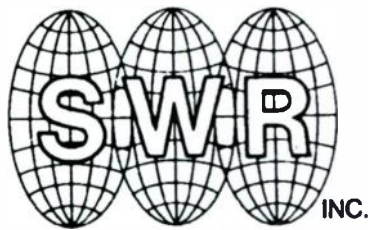
**National Anthem:** The choir and congregation doing their best singing "Amazing Grace."

**Tackle:** What an alert usher does when a child is sneaking out of the service.

**End Run:** A child who successfully escapes both parents and all the ushers on his way out of church.

**Fair Catch:** Holding the offering

**CONTINUED ON PAGE 36**



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plate in front of each member until money is placed in it.

**Safety:** When the offering reaches budget level.

**Field Goal:** When Sunday School and worship attendance is above average.

**Super Bowl Shuffle:** The choir at its best on Easter Sunday morning.

**Quarterback Shuffle:** The bag in which the ushers place the morning offering.

**Clipping:** What the church historian is always doing.

**Blocking:** Standing in the church door complaining to the pastor about his morning sermon.

**Guards:** Those who guard and defend the standards of the church because they cannot live up to them.

**Fullback:** What the choir, seated behind the preacher, sees while the sermon is delivered.

**Halfback:** What the choir, seated beside the preacher, sees while the sermon is delivered.

**Refrigerators:** Church members who make their presence known by the weight they carry OR over-stuffed deacons who like to throw their weight around.

**Frigettes:** The wives of deacons who also like to throw their weight around.

**Nose Guard:** A nursery worker during the cold and flu season.

**Pep Talk:** A poor excuse for a good sermon.

**Umpire:** An elder who presides over a church squabble.

**Commissioner:** The person in charge of selling headbands during the annual bazaar.

**Touchdown:** When attendance and giving records are broken.

**Final Gun:** The benediction.

**Super Bowl Champion:** A church doing the will of God.

**William (Bill) Ellis is the state coordinator for the Church of God (Anderson) in West Virginia, and is indebted in the preparation of this article to the Rev. Earl Banning.**

# And to All You Pastors Out There . . .

In addition to the light-hearted definitions previously listed, radio stations may want to offer the following Super Bowl Sunday "programming suggestions" to pastors in their listening audience.

✓ Plan a "super service" for Sunday morning. Prior to that morning, organize a "telephone blitz" or a "card-writing blitz" to draw as large a crowd as possible. Make the day a "Super Sunday for the Savior."

✓ Super Bowl Sunday is a big day in the sports world, and fans of the sport are likely to be present in any given congregation. Build the sermon around what many already have on their minds and help them to understand how they can become "super Christians."

✓ Either during the Sunday School hour or as part of the message, discuss such elements of a "Super Church" as love, prayer, evangelism, commitment, care, dedication, fellowship, leadership, praise, and friendliness. Include the idea that a super church is a ready church.

✓ Sponsor an "athlete's day" at the church and invite all the athletes of the church to be present. Bring in an outside athlete who has a strong testimony for Christ. Recognize all the football-related people in your congregation, including past and present players, football mothers and fathers, cheerleaders, etc. As a gift to those present, offer copies of a Christian,

sports-oriented magazine such as *Sports Spectrum*, published by Radio Bible Class.

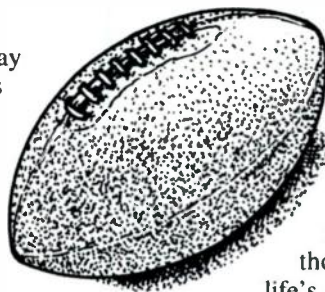
✓ The bulletin is an appropriate place to introduce a bit of "football jargon" which will likely be appreciated by the football enthusiasts in your congregation. List the offering as the "half-time activity," the sermon as the "peptalk," and the prayer as a "spiritual huddle."

✓ Super Bowl Sunday is also a good time to talk about the most important day of all, that time when all people will be called to stand before God in judgement. Use the "hype" which typically surrounds the day to remind those in attendance that all of life's distractions and concerns will mean absolutely nothing when compared to the eternal significance of that day.

✓ Encourage church members to host a Super Bowl party in their homes. This is a good time to invite non-Christians in for a time of fellowship and, possibly, witnessing.

✓ Set up a big screen television set at the church, perhaps in the fellowship hall or some other large and appropriate room. Serve snacks and beverages and invite members of the church and community in to watch the game. Have a devotional or inspirational service before or after the big event.

—Bill Ellis



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# Inside NRB

## Latin American Communication Leaders Form Own "NRB" During Santa Cruz 92

SANTA CRUZ, Bolivia — With the encouragement of National Religious Broadcasters (NRB), Latin American communication leaders formed their own "NRB" during a meeting of over 80 Christian media late last October in Santa Cruz.

"This could become a turning point for media ministries in a part of the world where Christian media is experiencing explosive growth," said Dr. Jose Reyes, a member of NRB's executive committee.

Among the 12 national groups present was the Hispanic community of the United States, represented by Hispanic National Religious Broadcasters (HNRB) president Stan Jeter. (With over 22 million Hispanics, the United States is actually the fourth largest Spanish-speaking country in the world.) Argentina, led by its national Association of Christian Communicators director Carlos di Palma, sent the largest delegation, which included representatives from a Christian weekly newspaper and some of the country's 138 Christian radio stations.

Reyes provided insight from NRB's experience as the conference moved to form a continent-wide association of Christian communicators, *Confederacion Iberoamericana de Comunicadores y Medios Masivos Cristianos* (COICOM), which will network Christians in the media and encourage the development of Christian media throughout the region.

"The history of Christian media in Latin America will be divided into before and after

Santa Cruz 92," said director Raul Justiniano of the Bolivian-run Eplabol mission. "We've created a much-needed umbrella organization for Latin communicators and have already begun working together on concrete projects like a radio programming network by satellite."

HCJB's director of broadcasting Glen Volkhardt said the conference was the beginning of a new era for the use of mass media by evangelicals in Latin America. "Frankly, I was flabbergasted to learn the magnitude of what is already happening across the continent. Never again will we feel like we are working alone. As we move into the future, we sense a determination on the part of everyone to work together to strengthen our individual efforts," Volkhardt concluded.

Chosen at the conference as leaders for COICOM are Justiniano as president and Jeter as vice president with the board of

directors including professionals from Chile, Argentina, Bolivia, Ecuador, Honduras, and the United States.

Also radio, television, and journalism professionals decided in separate sessions to develop joint projects over the next year: a



COICOM attendees and staff gather for an informal photograph.

radio programming network to supply quality programming to stations; a consortium of television producers to produce a multi-national youth program; and the groundwork for a network of print, radio, and television journalists.

## Eastern Regional Convention Attracted Record Numbers Again; New Officers Elected

NORTH EAST, Md. — The National Religious Broadcasters (NRB) Eastern Regional Chapter held its annual convention at the Sandy Cove Conference Center in North East from October 15-17 with a record number of participants once again, according to chapter secretary Walt Childerston.

The convention was based on the theme "Windows of Opportunity" and featured three seminars designed to provide basic information and up-to-date details for those attending. Convention highlights included Jim Cymbala of Brooklyn (N.Y.) Tabernacle as the banquet speaker, recording artist Steve Amerson, and Alex Leonovich with a special report from Russia. Dr. J. Otis Yoder of *The Voice of Hope* received the Percy Award for his many years in radio ministry during the Friday evening banquet on October 16.

New officers were elected during the business meetings:

President — Steve Cross, WABS-AM/Arlington, Va.

Vice President — Joe Battaglia, Renaissance Communications/Saddle Brook, N.J.

Secretary — Ward Childerston, WCRH-FM/Williamsport, Md.

Treasurer — David Virkler, Dedication Evangelism/Towaco, N.J.

The new members-at-large are as follows: Sue Bahner, WWG-AM/Rochester, N.Y.; Dave Eshleman, WBTX-AM/WTLK-FM/

Broadway, Va.; Nevin Larson, WDCX-FM/Buffalo, N.Y.; and Alex Leonovich, Slavic Missionary Service/Middlebush, N.J.



Dr. J. Otis Yoder (left) of the Voice of Hope receives the Percy Award for his numerous years of service in radio ministry from retiring chapter president David Eshleman at the Friday evening banquet.

Photo by George Martin

## Computers Featured At Midwest Convention

ARLINGTON HEIGHTS, Ill. — Held at the Woodfield Hilton in Arlington Heights, the National Religious Broadcasters (NRB) Midwestern Regional Convention emphasized technology during its three-day convention October 1-3.

With the theme "Getting a Handle on the Technological Explosion," the convention had workshops on computer editing for both television and radio as well as computers in the office. At these sessions, Microsoft gave away \$7000 worth of software, making the seminars the most attended ones at the convention.

Musical recording artist Scott Wesley Brown entertained and ministered to the participants while Kay Arthur and Mary Welchel spoke during the conference.

Several new officers were elected during the meetings:

Secretary — Martin Jones, *Back to the Bible!* Lincoln, Neb.

Treasurer — Stewart Johnson, Wheaton



Photo by George Martin

**Scott Wesley Brown**

College/Wheaton, Ill.

Member-at-large — Mark Mohr, *Children's Bible Hour*/Grand Rapids, Mich.

Two additional members-at-large were selected from the Black National Religious Broadcasters and Hispanic National Religious Broadcasters for better representations of those groups, respectively: Bill Thompson of *What A Fellowship Hour* and Andres Banasiuk of Moody Broadcasting.

## Southcentral Convention Marked By High Attendance

MEMPHIS, Tenn. — The National Religious Broadcasters Southcentral Regional Convention, held at the Adam's Mark Hotel in Memphis on October 9-10, had a higher attendance than in years past, according to chapter president Don Johnson.

Along with seminars on "Television and Video Outreach," "Christian Imaging in Today's World," and "Computer Technology for Today's Christian Outreach," the convention honored two television ministries which have provided inspiration to viewers in

the MidSouth for over three decades. Producer Verla Pettit of *Above the Clouds* and producer Louis Harris of *What Is Your Faith* (which had received two Silver Angel Awards from Religion in Media) received the Honor plaques.

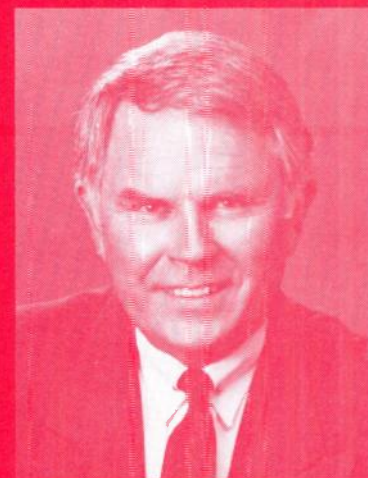
Dr. Dick Sisk, senior pastor of Broadmoor Baptist Church and speaker in Maximum Manhood conferences across the country, gave the Honors Banquet address.

The Southcentral Chapter did not elect new officers this year.

## The Membership Corner

### Membership Dues Introductory Program

National Religious Broadcasters (NRB) is now offering an introductory program for all new members. The program is also available to former members (those who dropped their membership before January 1992). **We are now able to offer discounts up to 50 percent off your first year's dues.** This is an opportunity you won't want to miss! NRB benefits include a group medical plan, the *Directory of Religious Broadcasting*, and *Religious Broadcasting* magazine. Are you directly involved in Christian radio or television? Do you offer goods and services to the religious broadcasting industry? If you answered YES to any of those questions, we need you as a member of NRB. Call membership director Pat Mahoney at (703) 330-7000.



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# Global Challenges

MOSCOW — Almost 30 years to the day the United States and the Soviet Union were on the verge of nuclear confrontation over the Cuban Missile Crisis, veteran evangelist Billy Graham entered center stage in Moscow to present a message of love and reconciliation to the Russian people.

When the Cuban Missile Crisis reached its height in 1962, Graham was in Argentina, preaching on “The End of the World.” But here in the Russian capital, where he had been for two weeks, the 74-year-old evangelist had a different message. He preached on the cross because, according to one observer, “The world is just beginning for the Russian people. Here, you don’t have to scare people into heaven.”

Now that the smell of Armageddon is no longer in the air and communism has collapsed in the former Soviet Union, Graham experienced the unthinkable — he conducted a stadium crusade that, on its final night, drew the largest-ever crowd to “hear the gospel” in the history of the former U.S.S.R.

## Billy Graham: Back To Russia With Love

### Dan Wooding

According to stadium officials, at the final meeting on Sunday, 50,000 people jammed the facility, standing shoulder to shoulder around the arena floor and up the aisles almost to the ceiling, breaking the previous attendance record of 38,000 for the 1988 Goodwill Games. The police estimated an additional 20,000 were unable to gain admittance and watched in the frigid air outside on a large screen.

I happened to be outside to witness some of the scenes and found myself caught up in an incredible situation where Russian people were literally trying to crash doors to get into the arena. As they charged and the Russian military finally quelled them, I reflected that I could think of no other place on earth where people would fight to get the opportunity to hear the Christian message.

An average of over 14,000 — more than a quarter of the audiences — responded to Graham’s invitation to make a commitment to Christ, confirming an observation of one Moscow academic who said, “People are tired of history and want to personally experi-

ence the presence of God in their lives.”

During the services, musical director Cliff Barrows led one of the largest choirs ever assembled for a Billy Graham crusade, numbering over 7000 from all over the Commonwealth of Independent States. Each night, there were special Russian musical guests and testimonies by well-known people from across the country.

On one night, a large contingent of Russian military, including army, navy, and air force, attended the meeting wearing their uniforms and many responded to Graham’s invitation. Accompanied by its band, the former Red Army Choir (now the Russian Army Choir) sang a selection of religious songs, including a memorable English rendition of “The Battle Hymn of the Republic.”

There was also tremendous press interest in Graham’s visit, particularly in the Russian media. *Izvestia*, the most influential paper in the country, ran an in-depth interview on him. Graham met with *Izvestia*’s editor-in-chief, who told the evangelist, “We welcome you. Until last year, religious leaders were not guests in this building, but the situation has changed and the opinion of our newspaper has changed.”

Although Moscow has only a handful of churches to serve its population of almost 10 million, they united behind this evangelistic outreach. A larger number scattered throughout the country representing all denominations also joined in the invitation to Graham to hold these meetings as a part of a year-long outreach called *Vozrozhdeniye* (renewal) 92. Individuals and churches have been involved from Riga in the west to Magadan (11 time zones away) in the east; and from Archangel near the Arctic Circle in the north to Tblisi, Georgia, in the south.

President of Russian Ministries, Inc., Peter Deyneka Jr. said of the year-long mission, “This mission has done more than anything other than the pressures of communism to unite the church. It has left a legacy of inter-church structure for evangelism, helped the church think strategically and develop practical ways to influence society so that people know how the gospel relates to life.”

The enthusiasm from the crusade spilled out to Westerners in Moscow. Theresa Gerth from Princeton, Minn., led a team of visitors from the United States to hand out Bibles, flyers, and Graham’s tract, “Steps to Peace With God,” at a communist demonstration against Boris Yeltsin at Lenin Square. “We weren’t allowed to get through to the demonstrators, so we gave out our suitcase of literature to the police there,” Gerth said. “They were so appreciative, some of them hugged us.



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

I guess a few years ago they wouldn’t have hugged me, but arrested me,” she added.

Reflecting on his visit, Graham said, “I’ve never seen such a hunger in people for spiritual things. Over here, there’s been a spiritual starvation for many years. I seriously doubt that there is a place in the world so open to the gospel.”

One church leader said, “We are living in a new era. For the last 70 years we have lived under a totalitarian regime where we were given recipes for complete and absolute happiness. Now instead of quoting Marx and Lenin, we are able to quote the Bible. Instead of Party meetings, we are able to hold religious services.”

“This is a very critical moment to come here and preach the gospel,” said Graham. This crusade marked the sixth visit he has made to Russia. “All of the crosses we see on the cathedrals and the Kremlin remind us that the history of this country has its roots deep in Christianity.

“The demise of communism has exposed a moral and spiritual vacuum and the need to find new foundations upon which to build the society here,” he continued. “People realize the past is gone, the future is uncertain, and the present seems to be hopeless. As a result, many are open to God.

“Here in Moscow, I find people are searching for something and so they are grabbing at anything. There is an emptiness in their hearts and a confusion in their mind due to the recent changes and they don’t know where to turn. There is a struggle going on as to what they should put their faith in,” Graham explained.

During the final meeting, Graham announced that the outreach in the Commonwealth of Independent States will continue and even expand. Over 40 major cities will be holding their own missions in March through the Mission World television project and will be carrying satellite relays of Graham’s sermons from Essen, Germany, to more than 1000 locations in 55 countries and 40 languages. ❧



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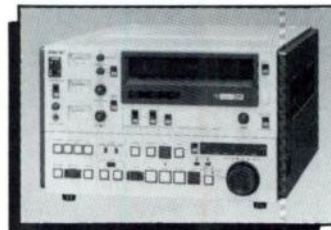
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# Trade Talk

## Airwave News

MCMURRAY, Pa. — ITS Corporation, a designer and manufacturer of television broadcast transmitters and related equipment, began breaking ground for a new addition to its



At the ground-breaking for ITS' new addition are (from left) systemics project architect Jim Bachman, ITS human resources manager Ed Tucker, ITS vice president of engineering Sam Zborowski, executive director of the Greater Washington Chamber of Commerce Louis Falbo, ITS vice president of marketing Jeff Lynn, ITS president Bob Unetich, ITS manager in microwave products division Greg Nissly, ITS product manager in microwave products division Ken Schultz, ITS manager in microwave products division Ron Ogrowdowski, and ITS controller Phil Holmes.

existing facility in McMurray during early October. The new addition will increase the company's facilities to over 36,000 square feet. ITS products include low and medium power transmitters, full service exciter retrofits, and MMDS/ITFS (wireless cable) equipment.

HONG KONG—According to Far East Broadcasting Company's (FEBC) Ken Lo, a Chinese program consultant based in Hong Kong, daily Christian programming began transmitting into China on October 1. The Russian government gave FEBC permission to transmit the programming from a transmitter in Blagoveshchensk, a city in Siberia near the Chinese border.

NEW YORK — The Interfaith Broadcasting Commission (IBC) has renewed its efforts to raise funds for network program production after securing seed money from the ABC Television Network, according to IBC chairman the Rev. David Pomeroy. Last summer, ABC-TV executives committed a seed grant to the IBC member faith groups toward the production of the 1993/94 Vision & Values series for the network. ABC officials also assured IBC they will continue to provide airtime for the series.

SAN JUAN, Puerto Rico — WBMJ-AM/San Juan celebrated its sixth anniversary of Chris-

tian programming September 29. According to co-founder and anchor Ruth Luttrell, changes in programming at WBMJ and WIVV-AM/Vieques Island, Puerto Rico, have been going well.

CLEARWATER, Fla. — The new Worship television church service, which debuted in late September, has been granted official church status by the Internal Revenue Service. According to Worship president James West, Worship, a service of the Christian Network of Clearwater, is the first television church to obtain this status.

CHARLOTTE, N.C. — The New Inspirational Network (INSP) completed its \$11 million, 50,000 square foot, state-of-the-art studios and headquarters in November. The facility, the only one of its kind in the state, has three sound stages with nearly 11,000 square feet of studio space alone and is fully equipped for complete in-house and remote television and film production as well as video post-production.

## Awards

CEDARVILLE, Ohio — The CDR Radio Network received an award for being the number one station in the Midwest in terms of listener involvement. Its latest listener-supported project [in conjunction with Mission Network News and World Concern] is sending food and relief supplies to Somalia and 13 nations in southern Africa. CDR Radio marketing director Mark Kordic said in only two months, the needs of more than 3000 children have been met.

CHICAGO — Four radio veterans and radio's longest-running live music and variety program were inducted into the Radio Hall of Fame at the Museum of Broadcast Communications in Chicago on November 15. The

1992 inductees are: pioneer radio actor (*The Bickersons*) Don Ameche, host of the syndicated music countdown shows *Casey's Top 40* and *Casey's Countdown* Casey Kasem, longtime WJR-AM/Detroit morning personality J.P. McCarthy, ABC radio pioneer Leonard Goldenson, and The Grand Ole Opry radio program.

SCOTTSDALE, Ariz. — Food for the Hungry presented its 1992 Two Hungers Award to evangelist Luis Palau on October 29 during Palau's Greater Phoenix Crusade. Food for the Hungry president Ted Yamamori said, "Palau's philosophy and activities concur with the Food for the Hungry philosophy: True development cannot occur within a country until individual hearts and minds are changed."

## News Briefs

BOONE, N.C. — Through its Croatian arm, Samaritan's Purse has answered the call by the government of the Republic of Bosnia-Herzegovina to coordinate medical and relief supplies urgently needed for its war victims. As of October 13, Samaritan's Purse had donated over \$4 million worth of relief supplies and medical aid to the country.

SANTA CRUZ, Bolivia — Lapo/Eplabol organized the first encounter of Latin American Christian communicators in the city of Santa Cruz. Sponsored by National Religious Broadcasters and CONELA (Confraternidad Evangelica Latino-Americana), representatives from Latin American countries, HCJB (The Voice of the Andes in Ecuador), Trans World Radio, and Hispanic National Religious Broadcasters attended the event October 28-31. [Editor's note: See "Inside NRB" for a complete story.]

FORT LAUDERDALE, Fla. — Dr. James Kennedy, host of *The Coral Ridge Hour*, announced his support in October of Masterserve, a non-profit Christian church-building organization. Masterserve has plans to build or rebuild 400 homes and 50 churches in hurricane-devastated south Dade County over the next three years.

## Obituaries

CHICAGO — Gospel pianist Rudy Atwood died October 16 at the Hollywood (Calif.)



From left, CDR Radio general manager Paul Gathany, marketing director Mark Kordic, and program director Jon Skillman receive an award for WCDR-FM being the number one station in the Midwest in terms of listener involvement.

Presbyterian Hospital. Atwood was hospitalized after suffering from a heart attack while playing the piano October 11 in church. An accomplished classical musician, he was noted for his hymn arrangements and participation in the *Old Fashioned Revival Hour* daily morning radio broadcast beginning in the 1930s.

BOONE, N.C. — Samaritan's Purse international vice president George Hoffman was killed in an automobile accident October 16 en route to a church speaking engagement in Gloucester, England. Hoffman, 59, worked in London with Samaritan's Purse and also served as executive chairman of its sister organization, United Kingdom-based Samaritan International.

### People

CEDARVILLE, Ohio — Chad Bresson has joined the staff of CDR Radio Network as news director and CDR radio staff member Eric Johnson has been promoted to the host of *Morning Praise*. Bresson also serves as news anchor on *Morning Praise* and coordinates the newsgathering of the network in Ohio, Indiana, and Kentucky. Johnson is also music director and production supervisor for the network.



Chad Bresson



Eric Johnson

PORT HURON, Mich. — Jeff Jacobson is the new station manager of WNFA-FM/Port Huron. Jacobson formerly worked for Peachtree Ministries in Atlanta and the Moody Broadcasting Network.

CHICAGO — Myrna Gutierrez has joined Americans United for Life as the public affairs director. Gutierrez is also responsible for public affairs strategic planning and publications. Gutierrez previously spent one and a half years serving the poor and homeless in Chicago's South Side as a full-time volunteer.

DENVER — Gary Clark and Cynthia Smith have been promoted to newly created director positions at VGI, Inc., the marketing and sales organization for VISN/ACTS, The Faith and Values Channel. Clark is the VGI director of affiliate relations and Smith is director of marketing.

### Publishing News

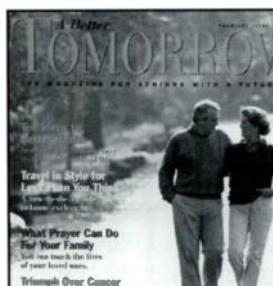
COLORADO SPRINGS, Colo. — International Bible Society (IBS) has published *Jesus Was Homeless*, a 16-page Scripture booklet targeting America's homeless. According to IBS, the booklet is in keeping with the ministry's ongoing commitment to make Bibles and Scripture portions available in formats that communicate to specific segments of the population.



MINNEAPOLIS — Garborg's has introduced *The One-Minute Bible*, Biblical readings in the New International Version divided into 366 daily selections which can be read in a minute or less. According to Garborg's, a King James version will be published in 1993.

PORTLAND, Ore. — East Gates Ministries International (EGMI) has signed an agreement with the China Christian Council (CCC) to print Bibles at the Amity Press in Nanjing, China, and distribute them to Christians in China. According to EGMI president Ned Graham, son of evangelist Billy Graham, this agreement sets a historical precedent. Not since 1949 have Christians inside China been permitted to obtain copies of the Bible.

WASHINGTON, D.C. — *A Better Tomorrow*, a magazine aimed at senior citizens, hit Christian bookstores in October. Owned by Thomas Nelson Publishers and produced by Publishing Directions Inc., the full-color magazine contains information from experts on such topics as fitness after 50, healthy living, travel and hobby ideas, and faith.



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

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Dick Bott,  
Bott Broadcasting Co.

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# Youth Wave

My wife and I had starved ourselves all day, anticipating the endless food at a Pennsylvania Dutch restaurant. And, as expected, the servers laid it on — chicken, beef, fresh vegetables, homemade noodles, and bread. There were 12 couples seated at a long table and the food was served family-style. Unfortunately, our “family” turned out to be dysfunctional.

One couple at the opposite end of the table took a helping of each dish and set it down in front of them. Soon, one couple was eating from an overflowing plate with piles of food in front of them while the rest of us were “starving” at the other end. More food than they could ever eat in front of them and none for anyone else. When the dishes are passed to you, you’re supposed to take what you need and *pass* it.

Thanks to Christian radio, many adult believers have a plate heaped with blessings, more than they could ever digest. Meanwhile, at the other end of the table, another group of

we are largely missing.

Young people are the most urgent people to reach and they are the ones who are most shaped by radio. Will Christian radio forfeit these young people? Or take the risks to fight for them? If we rise to this challenge, it could be Christian radio’s finest hour.

Why? Because there is nothing in it for us, except obedience to the Great Commission and our Lord’s blessing. Kids don’t send a lot of money or write many letters. No one will complain if you do not reach them and some may complain if you do.

There are scores of reasons *not* to program for teenagers: “Some of our contributors may not understand,” “It doesn’t fit our format,” “We don’t have many young people listening” (wait, isn’t that the problem?), and “We wouldn’t know where to start.”

But if you have a microphone and a transmitter, you have a responsibility for a generation of radio-tuned young people. And that responsibility outweighs all the risk-avoiding reasons we can muster for leaving their “plates empty.”

Several years ago, the Moody Broadcasting Network took the risks. With a traditional Christian radio constituency, Moody knew that committing Saturday night to “missionary” radio for young people could rock the boat. But with Great Commission hearts, Moody officials asked me to launch the program we now call *Saturday Night Alive*. Our eight-year experience provides some answers to the questions that keep some stations out of this battle for a generation.

*Will young people listen to this station?* Our mail and calls tell us yes. They are more likely to listen to block programming than an hour and to a program promoted in places where young people are and by young people. If the format is exciting and the word gets out, many will respond.

*What kind of programs will reach young people?* Christian radio for young people is only worth it if it is life-changing. Just entertaining or babysitting them is not enough. Substance without style will give us solid content with no audience. Style without substance will give us an audience with no life-change. A young audience can be attracted and changed by programming that incorporates some of the following ingredients:

- 1) The voices of people their own age with a studio audience or call in arrangement.
- 2) Music with a solid message in a style they can relate to. Music is the language of this generation. Like good missionaries, we must communicate the gospel in the language of the culture we are trying to reach.
- 3) High energy and variety. Radio to reach these “sound bite” kids needs to in-



**Ron Hutchcraft is the host of Moody Broadcasting's Saturday Night Alive and A Word With You and author of two books: Peaceful Living In A Stressful World and Wakeup Calls. Ron Hutchcraft Ministries is located in Wayne, N.J.**

clude varied recipe — drama, music, humor, audience comments, call-in, changes of location, etc.

4) Biblical straight talk from a caring adult. They will respond to Scriptural teaching if the communicator seems to really care and if it is woven around a high-energy format.

*Will we lose the confidence of our adult listeners?* You will lose very few if you explain during the week your missionary agenda for your youth night and if you remind them that their children and grandchildren are hooked on secular radio and that you are doing something to change that. Properly explained, the decision to fight for the next generation can give people an exciting new reason to support your outreach.

There are tools and programs available for those with the vision to use them. With some conviction, communication, and courage, the hurdles can be cleared.

The biggest hurdle is in our hearts. Our commitment to the next generation is the ultimate test of our real motives. Are we ultimately donor-driven? Market-driven? Format-driven? Comfort-driven? Or are we mission-driven?

We all came into Christian broadcasting with mission in our hearts. But that can get layered over with donors, markets, formats, and maintenance and we can lose the vision and the passion.

So those kids we drive by every day — even the ones we send off from our home every day — test our “mission-ness” right at its core. Can we leave them unreached, untouched by Christian radio? Can we flippantly say, “It’s not my job,” when we know there is really no one else to do it? Can we leave them lost in the years that usually decide eternity?

The psalmist said, “We will tell the next generation” (Psalm 78:4). We must. Young people are Christian broadcasting’s most important challenge. If we commit the awesome power in our hands to bring Christ to teenagers at whatever the risks, it will be Christian radio’s finest hour. If we forfeit them, it will be our greatest shame. <sup>1b</sup>

## Programming For Young People Should Not Be Overlooked

by Ron Hutchcraft

people is starving to death spiritually. They are our children and grandchildren — a whole generation of lost young people.

George Barna’s recent research shows *two-thirds* of our Christian young people have not listened to Christian radio in the past year. And Teenage Research Unlimited says 97 percent of American teenagers listen regularly to FM radio. *97 percent*. Young people are listening to radio — and are being shaped by it when they wake up, drive, study, and in their rooms at night. But not even our *own* kids are listening to Christian radio, let alone lost teenagers.

While we as adult believers are piling up more and more blessings for ourselves, we are losing the next generation. The devil is targeting them around the clock on station after station. The only alternative to reaching them through Christian radio is forfeiting them to the darkness.

The young people at the other end of the table cannot be overlooked. Barna’s research shows that 68 percent of those who ever accept Christ do so by the age of 18. Most life-shaping spiritual decisions are made by the very group

# People Like What They're Hearing...

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

Angela Hicks; Edmond, OK

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

David Ingram; Ft. Smith, AR

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

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



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# Music Matters

## Pictures To Music

reviewed by Darlene Peterson

Because of the increasing number of Christian videos available today, "Music Matters" will begin to cover this medium. Although music videos will be the main focus, I'll be reporting on high-quality videos in other categories (children's, inspirational, dramatic, educational, etc.). I am encouraged by the increasing quality of Christian videos and expect to see creativity and excellence flourish in this powerful medium.

### THE GREAT ADVENTURE HOME VIDEO

Steven Curtis Chapman

executive producer: Bill Hearn  
producer: Nancy Knox  
director: Greg Crutcher  
The Sparrow Corporation

What better video to start with than Steven Curtis Chapman's first music video? Actually, the music video is the finale to this engaging and light-hearted half-hour scrapbook of both the recording of Chapman's new album and behind-the-scenes glimpses of the making of the video. Inserted among the snippets of playful moments in the recording studio and out on filming sessions are warm and down-to-earth interview segments showing how Chapman is a growing, "real person" Christian, just like the rest of us.

The director, editor, and film crew deserve a lot of credit for striking just the right balance between creativity and coherency — the camera work and editing are interesting and whimsical without making the viewer dizzy and disoriented.

### INTERLUDES IN THE KINGDOM OF LIGHT

producers: Sterling and  
Shelley Rae Johnson  
executive producers: Michael Coleman,  
Ed Lindquist, and Don Moen  
original score: Paul Walberg  
Integrity Music

Got the winter blues? *Interludes* has an antidote: a visual tour of some of the most beautiful scenery in England, Ireland, the United States, Russia, and Africa. The makers of this devotional video designed it to help us marvel at the work of God's artistic hand. A gentle background of instrumental worship and praise music works with the images to set the mood. No narration or plot distracts the viewer. What a great armchair vacation from

the stress and busyness of our lives.

### MUSIC VIDEO OF THE MONTH

"If We Only Had the Heart"  
Bruce Carroll

From Bruce Carroll's *Sometimes Miracles Hide* recording, this song is about reaching out to those whom "decent folks" have subconsciously labeled "untouchable" and ignorable. Like Carroll's songs, this video tells a story — a touching story about a little girl reaching out to a homeless man. There are those who might say this contradicts our prudent warnings to children to stay away from strangers. However, I think this video urges us to go beyond prudent warnings, relearn how to feel simple child-like compassion, and work with our children to reach out to the unlovely but needy in our world.

### CLASSIC GOLD: 12 HIT SONGS FROM YOUR FA- VORITE CONTEMPORARY CHRISTIAN ARTISTS

remix producer: Steve Hindalong  
Myrrh

When I was a new Christian, someone brought in Benny Hester's song "When God Ran" to share with our young adults group at church. The song brought tears to my eyes that night and I tried but failed to find the recording of that song in my local Christian bookstore. Other concerns made me forget my quest and I didn't pursue it. I was delighted to find it on *Classic Gold*. I'm sure many will find a classic favorite that touched them on this recording. "Sing Your Praise To The Lord," "Undivided," "Awesome God," "Rise Again," and "We Will Stand" are some of those songs. Amy Grant, First Call, Rich Mullins, Dallas Holm, Sandi Patti, Michael W. Smith, David Meece, The Imperials, and Russ Taff are the artists.

### HAND IN HAND

Lori Wilke

producer and arranger: Lari Goss  
Spirit to Spirit Ministry

The large Christian music companies don't necessarily have *all* the best artists; this is understandable as they can only work with so many. That's why I like sometimes to feature artists produced by lesser-known companies. Lori Wilke's rich, expressive voice

brings to life a collection of passionate, heart-felt songs of worship and encouragement. The two greatest commandments (as summarized by Jesus) — to love God with all our heart and to love our neighbors as ourselves — are communicated throughout the songs. Wilke not only performs the songs, but wrote or collaborated in writing almost all of them.

### NOT ASHAMED

The Newsboys

producer: Steve Taylor and Peter Furler  
Star Song Communications

Voted *CCM* magazine's favorite alternative band and called "the future of Contemporary Christian music" by *Billboard* magazine, this Australian group is off to a great start. Sophisticated pop propels lyrics that are a witty and inspiring marriage of hip talk and deep thought. A Steve Taylor fan, I became immediately intrigued before I even played



The Newsboys

the recording when I noticed he was one of the producers. The title cut, "Not Ashamed," has a great Euro pop sound as well as a critical message for peer pressurized youth (and everyone else). The cover of "Turn Your Eyes Upon Jesus" modernizes this old favorite respectfully and movingly. The Newsboys bring us creatively expressed insights and a fresh sound.

### A CAPELLA

The Haven Quartet

producer: Walt Harrah  
Harvest Music

This well-known quartet featured on the *Haven of Rest* radio broadcast brings us a superb collection of favorite hymns and praise songs sung a capella (without instrumental accompaniment). Skillfully blending their voices in gorgeous arrangements, Walt Harrah, Steve Ragsdale, Randy Crenshaw, and Glen Shoemaker showcase the beauty of the human voice singing in harmony. This recording is perfect for a quiet Sunday afternoon or any time of meditation on our beloved Savior.

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

## Christian Best Sellers!

### CLOTHBOUND

- (1) 1. *Laugh Again*, by Charles Swindoll, Word
2. *Storm Warning*, by Billy Graham, Word
- (3) 3. *When You Can't Come Back*, by Dave and Jan Dravecky with Ken Gire, Zondervan/HarperSanFrancisco
- (4) 4. *The Coming Economic Earthquake*, by Larry Burkett, Moody
- (2) 5. *The Wonderful Spirit-Filled Life*, by Charles Stanley, Nelson
- (5) 6. *And the Angels Were Silent*, by Max Lucado, Multnomah
- (14) 7. *The Body*, by Charles Colson, Word
- (6) 8. *The Hidden Value of a Man*, by Gary Smalley and John Trent, Focus on The Family (Word)
- (7) 9. *The New Dare to Discipline*, by James Dobson, Tyndale
- (13) 10. *My Utmost for His Highest, Updated Edition*, by Oswald Chambers and edited by James Relmann, Discovery House (Nelson)
- (11) 11. *My Utmost for His Highest*, by Oswald Chambers, Barbour, Discovery House (Nelson)
- (9) 12. *Quiet Times for Couples*, by H. Norman Wright, Harvest House
13. *Preparing for Retirement*, by Larry Burkett, Moody
- (20) 14. *The Way Things Ought to Be*, by Rush Limbaugh, Pocket Books
15. *Finding the Love of Your Life*, by Neil Clark Warren, Focus on the Family (Word)
16. *The Secret Kingdom*, by Pat Robertson, Word
- (8) 17. *The Anointing*, by Benny Hinn, Nelson
- (10) 18. *Love for a Lifetime*, by James Dobson, Multnomah
19. *Love Must Be Tough*, by James Dobson, Word
20. *Everything You've Heard Is Wrong*, by Tony Campolo, Word

### PAPERBACK

- (\*) (1) 1. *The Measure of a Heart*, by Janette Oke, Bethany House
- (19) 2. *A Thousand Shall Fall*, by Bodie Thoene, Bethany House
- (2) 3. *Prophet*, by Frank Peretti, Crossway
- (6) 4. *This Present Darkness*, by Frank Peretti, Crossway
- (3) 5. *Stick a Geranium in Your Hat and Be Happy!*, by Barbara Johnson, Word
- (5) 6. *Splashes of Joy in the Cesspools of Life*, by Barbara Johnson, Word
- (8) 7. *Piercing the Darkness*, by Frank Peretti, Crossway
- (17) 8. *Travail and Triumph*, by Michael Phillips and Judith Pella, Bethany House
- (10) 9. *In My Father's House*, by Bodie Thoene, Bethany House
- (4) 10. *Good Morning, Holy Spirit*, by Benny Hinn, Nelson, Walker
- (11) 11. *The Illuminati*, by Larry Burkett, Nelson
- (12) 12. *They Called Her Mrs. Doc*, by Janette Oke, Bethany House
- (13) 13. *The Bondage Breaker*, by Neil Anderson, Harvest House
14. *Dark Majesty*, by Texe Marrs, Living Truth
- (7) 15. *Becoming a Woman of Excellence*, by Cynthia Heald, NavPress
- (9) 16. *Once-a-Month Cooking*, by Mimi Wilson and Mary Beth Lagerborg, Focus on the Family (Word)
- (15) 17. *The Blessing*, by Gary Smalley and John Trent, Pocket
18. *The Financial Planning Workbook*, by Larry Burkett, Moody
19. *Love Is a Choice*, by Robert Hemfelt, Frank Minirth, and Paul Meier, Nelson
20. *Mere Christianity*, by C.S. Lewis, Macmillan

\*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 November. All rights reserved. Copyright 1993 CBA Service Corp. and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association.

# The Book Shelf

## *Never Give Up: The Incredible Payoff of Perseverance* by Don Hawkins

Here's Life Publishers, 1992

Reviewed by Harry Conay

Could there possibly be a more appropriate time to review a book about hope (such as *Never Give Up* by Don Hawkins) than at the start of a new year?

Don Hawkins, a pastor for 19 years, is currently the director of radio communications for Rapha Communications. He has hosted many nationwide, call-in radio programs, the most recent being *Life Perspectives* (which he also produces).

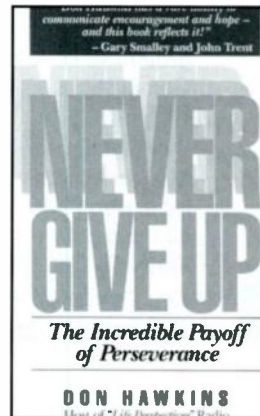
Hawkins indicates his three reasons for writing this book as: to help us "understand hope," to help us "feel hope," and to motivate us "to choose hope." He accomplishes this by Swindollishly interweaving anecdotes, autobiographical revelations, practical advice, and Scriptural exegesis into an enthusiastic, cohesive narrative "to

focus . . . attention on the only source of hope, Jesus Christ, and on His Word, which can help those who have lost hope regain it — and prevent those who haven't lost hope from doing so."

Chapter 2 is the most scholarly, providing an in-depth, but quite understandable, word study of "hope" in the Old and New Testaments. Chapter 11 is particularly intriguing, especially where the author talks "about balance, about recognizing that there are times when hope doesn't apply . . . when to hope or to persist is simply to beat your head against a wall." This insight may seem unusual in a book about hope, but within the context of a sovereign God, the author explains that human expectations are not the same as God's wisdom and that "the key to obtaining the wisdom needed to align our expectations with the will of God is His written revelation."

He reminds us that "for the ungodly . . . there quite simply is no hope."

I recommend *Never Give Up* as a perfect pep talk for the new year or, for that matter, any other time of the year.



## *Laughing in the Face of AIDS: a Surgeon's Personal Battle* by Dr. G. Edward Rozar Jr. with David B. Biebel

Baker Book House, 1992

Reviewed by Harry Conay

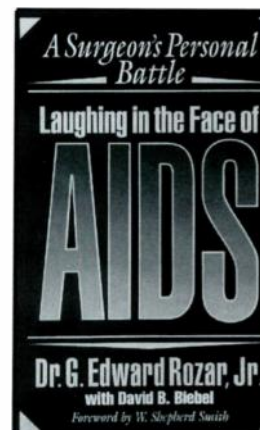
After cardiac doctor G. Edward Rozar tested positive for HIV, he appeared frequently on television to share his plight. However, he soon learned that "the fast-paced world of sound-bites and quick-fixes can't adequately explore the multifaceted plight of an HIV-positive, born-again former cardiac surgeon, his wife, and their family." *Laughing in the Face of AIDS* attempts to do what television could not.

In addition to detailing his rise in the medical profession, Rozar frankly reveals incidents of youthful alcohol abuse, details of a troubled marriage, and even a charge of child abuse in the midst of adoption procedures. But then at age 40, during a routine blood test, came the devastating news

he had contracted HIV from one of his patients. Nothing could ever be the same.

"AIDS," says Rozar, "changes the way you look at everything," including kissing his five children and engaging in sexual intimacy with his wife. How God's grace is working in their lives — and the widespread need for greater Christian compassion, love, and affection toward those with AIDS — is what this surprisingly upbeat book is all about.

It is significant that Rozar transcends one person's struggle with AIDS to address a larger issue. "Whether you're the one who's hurting or the one who wants to help, you may discover something truly remarkable that applies to any difficulty, affliction, loss or sorrow inconceivable this side of heaven — that His healing power can transform weakness into strength, darkness into light, sorrow into joy, and sickness into health." In the Valley of the Shadow of Death, Christians can always find strength



CONTINUED ON PAGE 59



# Music Matters

## Pictures To Music

reviewed by Darlene Peterson

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"If We Only Had the Heart"

Bruce Carroll

From Bruce Carroll's *Sometimes Miracles Hide* recording, this song is about reaching out to those whom "decent folks" have subconsciously labeled "untouchable" and ignorable. Like Carroll's songs, this video tells a story — a touching story about a little girl reaching out to a homeless man. There are those who might say this contradicts our prudent warnings to children to stay away from strangers. However, I think this video urges us to go beyond prudent warnings, relearn how to feel simple child-like compassion, and work with our children to reach out to the unlovely but needy in our world.

### CLASSIC GOLD: 12 HIT SONGS FROM YOUR FAVORITE CONTEMPORARY CHRISTIAN ARTISTS

remix producer: Steve Hindalong  
Myrrh

When I was a new Christian, someone brought in Benny Hester's song "When God Ran" to share with our young adults group at church. The song brought tears to my eyes that night and I tried but failed to find the recording of that song in my local Christian bookstore. Other concerns made me forget my quest and I didn't pursue it. I was delighted to find it on *Classic Gold*. I'm sure many will find a classic favorite that touched them on this recording. "Sing Your Praise To The Lord," "Undivided," "Awesome God," "Rise Again," and "We Will Stand" are some of those songs. Amy Grant, First Call, Rich Mullins, Dallas Holm, Sandi Patti, Michael W. Smith, David Meece, The Imperials, and Russ Taff are the artists.

### HAND IN HAND

Lori Wilke

producer and arranger: Lari Goss  
Spirit to Spirit Ministry

The large Christian music companies don't necessarily have *all* the best artists; this is understandable as they can only work with so many. That's why I like sometimes to feature artists produced by lesser-known companies. Lori Wilke's rich, expressive voice

brings to life a collection of passionate, heartfelt songs of worship and encouragement. The two greatest commandments (as summarized by Jesus) — to love God with all our heart and to love our neighbors as ourselves — are communicated throughout the songs. Wilke not only performs the songs, but wrote or collaborated in writing almost all of them.

### NOT ASHAMED

The Newsboys

producer: Steve Taylor and Peter Furler  
Star Song Communications

Voted *CCM* magazine's favorite alternative band and called "the future of Contemporary Christian music" by *Billboard* magazine, this Australian group is off to a great start. Sophisticated pop propels lyrics that are a witty and inspiring marriage of hip talk and deep thought. A Steve Taylor fan, I became immediately intrigued before I even played



The Newsboys

the recording when I noticed he was one of the producers. The title cut, "Not Ashamed," has a great Euro pop sound as well as a critical message for peer pressurized youth (and everyone else). The cover of "Turn Your Eyes Upon Jesus" modernizes this old favorite respectfully and movingly. The Newsboys bring us creatively expressed insights and a fresh sound.

### A CAPELLA

The Haven Quartet

producer: Walt Harrah  
Harvest Music

This well-known quartet featured on the *Haven of Rest* radio broadcast brings us a superb collection of favorite hymns and praise songs sung a capella (without instrumental accompaniment). Skillfully blending their voices in gorgeous arrangements, Walt Harrah, Steve Ragsdale, Randy Crenshaw, and Glen Shoemaker showcase the beauty of the human voice singing in harmony. This recording is perfect for a quiet Sunday afternoon or any time of meditation on our beloved Savior.

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

# Programming Issues

## Christian Best Sellers!

### CLOTHBOUND

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

### PAPERBACK

- \* (1) 1. *The Measure of a Heart*, by Janette Oke, Bethany House
- (3) 2. *Prophet*, by Frank Peretti, Crossway
- (2) 3. *Stick a Geranium in Your Hat and Be Happy!*, by Barbara Johnson, Word
- (4) 4. *Good Morning, Holy Spirit*, by Benny Hinn, Nelson, Walker
- (6) 5. *Splashes of Joy in the Cesspools of Life*, by Barbara Johnson, Word
- (5) 6. *This Present Darkness*, by Frank Peretti, Crossway
- (7) 7. *Becoming a Woman of Excellence*, by Cynthia Heald, NavPress
- (9) 8. *Piercing the Darkness*, by Frank Peretti, Crossway
- (14) 9. *Once-a-Month Cooking*, by Mimi Wilson and Mary Beth Lagerborg, Focus on the Family (Word)
- (8) 10. *In My Father's House*, by Bodie Thoene, Bethany House
- (12) 11. *The Illuminati*, by Larry Burkett, Nelson
- (11) 12. *They Called Her Mrs. Doc*, by Janette Oke, Bethany House
- (16) 13. *The Bondage Breaker*, by Neil Anderson, Harvest House
- (13) 14. *The Final Adversary*, by Gilbert Morris, Bethany House
- (10) 15. *The Blessing*, by Gary Smalley and John Trent, Pocket
- (15) 16. *Becoming a Woman of Freedom*, by Cynthia Heald, NavPress
17. *Travail and Triumph*, by Michael Phillips and Judith Pella, Bethany House
18. *A Woman's Guide to Spiritual Warfare*, by Quin Sherrer and Ruthanne Garlock, Servant
19. *A Thousand Shall Fall*, by Bodie Thoene, Bethany House
20. *God Came Near*, by Max Lucado, Multnomah

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

My father was a businessman. After he came home from World War II, he worked for the same company my grandfather had worked for. On the days in school when a teacher asked the class to tell what their fathers did for a living, I would announce my dad worked for Ralston Purina as a grain trader.

Although I did not realize it at the time, I know now that when Dad would ask me if I thought I might ever like to "learn the grain business," his question was more than just idle curiosity. As a second generation Purina employee, I'm sure Dad had some hope his only son might follow in the family footsteps and carry on the legacy. When I went to college to study communications, an era in the Lepine family ended.

Trading grain for a living is not usually confused with full-time Christian work. And Ralston Purina is not a religious organization. And yet my dad, who grew up in the church but never fully embraced orthodox Christianity, understood how a successful business can also be a successful ministry better than many people I've met in Christian broadcasting. He explained it to me one day when I was still in high school.

"At Ralston Purina, our goal is 'to help people help themselves feed themselves better,'" Dad said. He recited those eight words in the same way I would recite the Boy Scout oath or the Pledge of Allegiance. The corporate goal was something more than just a motto for him. It was a shared conviction that company employees embraced.

## Ministry, Business Most Effective If Two Operate Hand-In-Hand by Bob Lepine

our goal, we've got to make money. But if we ever confuse the goal with the requirement — if we begin to think making money is the goal — then we're in trouble," he concluded.

For some reason, I've always remembered what Dad told me that day. And over the years, I've shared what he said with friends in Christian broadcasting who have wondered if ministry and business, like oil and water, just don't mix.

Can an organization enjoy healthy profit margins and still be effective in ministry? Can a business work to improve the bottom line without compromising? Isn't it somehow "unspiritual" to be even concerned about making money?

Usually, when someone tells me "We see what we're doing as a ministry," it means whatever the person is doing is not doing well as a business. The same people often whisper comments about the more successful brethren among us, saying "It's a *business* for them," as if business is a dirty word. The term ministry becomes a way to excuse a lack of professionalism or sloppy business practices.

In truth, compromise is not required for business success. Those who have assumed that being astute and shrewd in business is a poor witness should consider how ineptness and incompetence reflect on our faith. And while profiteering may betray wrong motives, a healthy bottom line can empower a godly man or woman to even more effective ministry.

Ministry means service. And as Tom Peters and Bob Waterman found out when they surveyed dozens of the top corporations in America, serving people is one of the things that the best companies do better than their competitors. In some cases, Disneyland or McDonald's may do a better job of serving people than those of us who claim serving people is our reason for existence.

Ministry is the goal. Finding a way to cover the expenses is one of the requirements. Don't get the two mixed up. But don't neglect either one. The two can — and should — go hand-in-hand. <sup>h</sup>



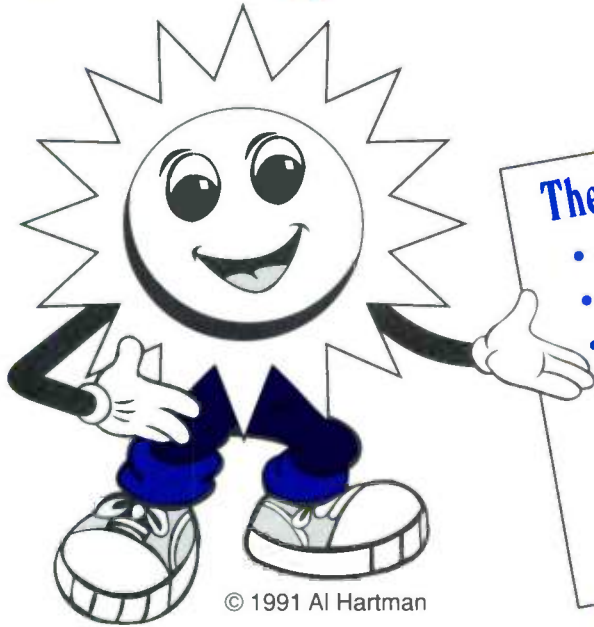
Bob Lepine is the director of radio for Family Life Ministry in Little Rock, Ark., where he co-hosts and produces the *Family Life Today* daily radio program.

Full-time Christian Radio

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# Sales Spot

Many times objections are merely smokescreens designed to mask the customer's true problem. In your case, it may be the fact that your format is religious. A client's first objection is usually not the real one. Objections are like icebergs. You see the tip, but the submerged part does all the damage. If, in fact, you are fortunate enough to discover the client's true objection, you have a wealth of tools available for you to dismantle the barrier.

In this article you will be shown how to get to the heart of your prospect's prejudices against Christian radio and overcome them effectively. First some ground rules:

**If you suspect that your prospect has a religious prejudice, do not bluntly ask him.** This will only put him on the defensive and he will deny it. It is a flimsy excuse in the first place, but this will not stop him from using it. Instead, gently lead him to give you more information and reveal his feelings. Ask questions. In most cases, his prejudice will not necessarily be levied against Christian radio. In fact, he may never have had a brush with the format at all. His problem may be with some "Christian" he tangled with years ago, or

is to find out his true objections. Once this has been ascertained, you can lead him back to truth.

**Don't try to win the objection battles; this causes you to take your eyes off the goal of winning the war.** Objections are not confrontations for you to win so much as they are opportunities to get more information.

Now for the objections.

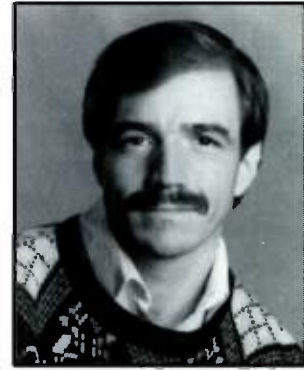
*We don't want to be perceived as being a religious company just because we are on a religious station.* This almost never happens. But even if it did, is that all bad? It's beyond me why a company doesn't want to look religious to a religious audience. It's a good strategy. In reality, the people that they are worried about offending aren't listening to your station anyway.

Advertisers nowadays try very hard to look like the consumers they are trying to reach. This is why Coca-Cola has an urban contemporary jingle for UC formats, a rock jingle for AOR formats, an adult contemporary jingle for AC formats, and so on. Fortunately, advertisers don't have to do "religious" ads just because they are on a religious station.

Christian radio listeners do not believe all advertisers on religious stations are Christian companies. To them, hearing an ad on their station does not necessarily imply the company is religious. However, it does imply the company is "endorsed" by the station (a valuable commodity in itself). Furthermore, I have never known of an incident where a non-believer had any problem with a certain company's presence on Christian radio.

This particular client objection is founded totally on fear without any grounds based on fact or incident. Perhaps the best way to overcome this excuse is to say, "To be honest, Mr. Prospect, it never happens that way" and proceed to tell him why.

*No one listens to Christian radio.* There are two ways to overcome this one. You can either go the academic route and flash



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

him all of the statistics you've gleaned from *Christian Media* magazine, or you can flash him your success letters. The second way is almost necessary since it conclusively shows how your audience of "no ones" made several of your community merchants very successful. This tactic is the best silencer to the "no one listens" excuse. You may also point out the advertisers on your station who have been there for a long time. Certainly your station cannot support such long campaigns by delivering "no one" to your advertisers' stores.

*You have the wrong type of audience.* What is probably more true is your prospect has a preconceived misconception of who your audience is. If in fact you have the wrong audience for this advertiser, you're in the wrong store. You should have known that before you walked in. However, if you know

## Overcoming Objections To Christian Radio

Gary Crossland

some television evangelist, or whatever. Get him talking. You must get more information before you can handle objections.

**You may disagree with his conclusions, but you should not disagree with his feelings.** By their nature, feelings are difficult things to criticize. If he feels badly about Christians, it may or may not be his fault for feeling this way. In either case, criticizing your prospect will cost you the sale.

**Don't take his prejudices personally.** If, in fact, he actually has a problem with Christians (and he will suspect that you are one), he will have difficulty articulating this to you. Getting a straight answer will be tough. We must, however, give him credit. He is afraid that you will take a personal offense at his objection, and he is trying to spare your feelings. In this case, be understanding, sympathetic, and yet firm.

Operate out of a position of strength. Remove yourself from your audience. Let Mr. Prospect know that if he is going to take pot shots at your listeners, he won't be wounding you in the process. Remember that all of this

### OVERCOMING OBJECTIONS AT A GLANCE

#### GROUND RULES

1. If you suspect that your prospect has a religious prejudice, do not bluntly ask him.
2. You may disagree with his conclusions, but you should not disagree with his feelings.
3. Don't take his prejudices personally.
4. Don't try to win the objection battles; this causes you to take your eyes off the goal of winning the war.

#### OBJECTIONS

1. We don't want to be perceived as being a religious company just because we are on a religious station.
2. No one listens to Christian radio.
3. You have the wrong type of audience.
4. You don't have any ratings.
5. I don't want your audience in my store.
6. Buying religious radio is foreign to me. I cannot predict the results.

you are in the right store, you can speak at this point with great confidence.

*You don't have any ratings.* That's not unusual. Seven out of ten radio stations do not. The answer to this objection is the same as that found under "no one listens to Christian radio." You may not have any ratings now, but you didn't have ratings back when you blew the doors off another store at your last remote either, or when you delivered a record number of new members to that health club, or when you moved more replacement batteries in one day during that auto parts store sale. This "no ratings" argument loses its punch in the light of success stories. Ratings cannot show audience loyalty, responsiveness, or the profit enjoyed by your other advertisers. You must supply this information yourself.

Radio stations basically split into two groups: those that sell with numbers and those that do not. Those with good numbers need not be very creative. Those without, sell with good ideas. Both get the job done. The second group just has to try a little harder, but this is where most of the creative genius resides.

*I don't want your audience in my store.* After he begins his campaign on your station, he won't know who is a Christian and who isn't any more than he knows it now. Point out the difference between Christians and religious radio consumer/spenders. The purpose of your station is not to deliver Christians to his store—it is to deliver consumers. Their money spends just like the kind you get at the bank.

Your purpose is not to influence him with their message; it is to deliver people who are already being influenced by his message. He is in control here. It is his message, not theirs, that will be presented. Money is money regardless of who spends it. As long as your audience is willing to do what the ad said (i.e., buy his new widgets at half price), Mr. Prospect shouldn't be too concerned about their church membership or lack of it.

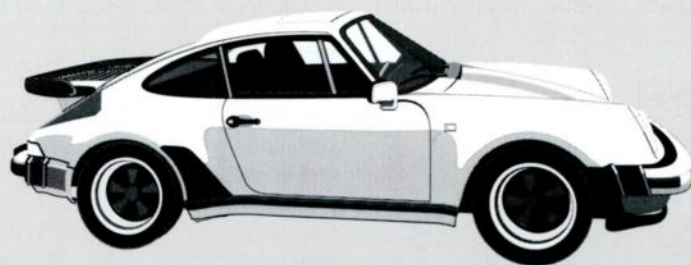
If your client truly has a problem with your audience, a way to overcome this dilemma is not to sell him on your audience, but rather on his results. Talk about his need to move his product, not your need to move yours. Remember you are interviewing the client, not pitching him. You are learning about his needs, not delivering a can full of answers. The more questions you ask this type of client initially, the more you will reduce the number and intensity of his objections. With questions, you make your visit client-oriented rather than station-oriented.

*Buying religious radio is foreign to me. I cannot predict the results.* Although I sympathize with this objection, the same excuse didn't keep Mr. Prospect from starting to

advertise in other mediums. Everything is a test when you first begin it. Again we must draw on the experience of wiser men who have gone before. Back to the success letters. This objection is not so much a refusal to buy as it is a cry for help. If you see it as that, and deal with it accordingly, you are almost home.

Keep in mind that an objection is not a "no." A "no" is a "no." Never confuse the two. An objection never gives you any more reason to quit selling than a hurdle gives a hurdler a reason to stop running. Face it — if

there were no objections in the radio business then everybody would get into it (like they do with any low-risk job) and there would be no potential for significant financial growth. I know many local Christian radio reps (not general managers or sales managers) who have made at least \$60,000 per year. Right now there are several of these reps who are making over \$100,000 per year. There will be more. But this is one thing I know — they are going to be people who never knew when to stop selling. <sup>8</sup>



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# Television Topics

**Editor's note:** This month, Religious Broadcasting is introducing a new department, "Television Topics," to its readership. This column will run on a monthly basis and focus on topics pertaining to religious television broadcasters and the television industry as a whole.

The credit for the creation of this department goes to Glenn Plummer and Ruth Schofield, who approached Religious Broadcasting with the need for a column solely on television. Since we had been discussing such a column for a few months at Religious Broadcasting magazine, now seemed the ideal time to start one.

The departmental name "Television Topics" signifies the theme and tone of the columns [although we personally felt "Tube Topics" might have a little bit more flare]. Schofield is the first contributor with future columnists yet to be named.

## Broadcasters Need To Reach, Influence Audiences With Salt-And-Light Communication

by Ruth Schofield

How do you reach the millions of intelligent, skeptical, thinking people whose hearts are closed to the gospel? A guaranteed way to expand your audience begins with the willingness to expand your own thinking. If you will make a decision to change the way you look at the world around you, it will increase the audience you reach.

As communicators we must be sensitive to the needs of the audience we are reaching. Christians do not speak the language of the unchurched and this is why we do not have the influence in the media and secular world. I Corinthians 2:14 states that the man who isn't Christian cannot understand and cannot accept these thoughts from God which the Holy Spirit teaches us. They sound foolish to him because those who do not have the Holy Spirit within them cannot understand what the Spirit means.

At the 1992 National Religious Broadcasters Convention, *Los Angeles Times* syndicated columnist Cal Thomas said it this way, "We are not going to reach a secular world

with our message if the only language we can speak is 'Christianeeze.'"

Thomas went on to say, "The Church of Jesus Christ is ineffective in the modern age because we have violated His rules for encountering our world. The idea that needs to be recaptured is that the church is located in business, in government, in schools, in the home. People want to see our doctrine before they hear it. Jesus Christ didn't approach the same person the same way each time. Love and accept people where they are."

Regardless of the focus given to the salt-and-light message in the 1980s, only a few have accepted the challenge to change the established method of communicating the gospel to the secular world. The Christian community tends to live within the realm of a sterile environment that for the most part excludes the world around it. It involves itself in a mission to capture converts who are willing to drop out of society and be cloned into the church.

Jesus Christ has been heralded as the best communicator who ever lived on this earth, and it would serve us well to take a few pointers from His methods. In Scripture, we find Jesus articulating to both the intelligent and the outcasts of society. He communicated in terms that centered directly on their culture, lifestyle, and understanding — giving the gospel message of His kingdom in the simple story form of parables.

There is a great need for developing television (and radio) formats that communicate basic truths with a clear message to our culture and world, while being careful not to compromise the principles articulated by Jesus Christ. Our Christian culture must adapt to the culture around it.

We must stay on the cutting-edge of society. In my own radio and television career I find myself adapting to a format that not only suits the hour and time, but reaches both Christians and secular society. After spending 15 years in a secular media career, followed by seven years airing a Bible teaching format, my present involvement for the past six years in Washington, D.C., has shifted to combine both messages in order to help return the value of *truth* to the media.

In order to present a format well-suited to the needs of the world we live in, we must be flexible and innovative to reach the unspiritual minds in our world. Identification with our audience members is the first step. This enables us to communicate within their context. Our goal is to remove cultural and intellectual obstacles in order to present an unobstructed view of Christ and break through the barricades of the unbelieving heart. Only in this



**Ruth Schofield is chairman and CEO of Capitol Hill News, Inc., in Washington, D.C. Capitol Hill News produces the legislative and public affairs television programs *The Washington Report* and *Capitol Hill Update*.**

way will we lose the stigma as the religion of the non-thinker.

America has been engaged in a widely recognized "culture war." The struggle for the preservation of traditional views is intense. We have witnessed the undermining of moral decency and the family structure in America. The culture war involves every area of American society — education, the arts, religion, law, politics, and the entertainment media. This is enough cause to enlist each and every one of us as combatants in the culture's battle for our minds.

As the 1992 presidential campaign moved into high gear, Vice President Dan Quayle threw a stone which stunned members of the giant television media and movie-making industry. From their privileged platforms, he warned, they spew laughter and scorn on those who uphold "our country's enduring basic moral values."

The only answer to the deepening ethical malaise in this nation is the recovery of our national and individual moral will. Even though the culture war is a fundamental challenge to democracy, it also represents a truly unique opportunity to revive it. I believe this past presidential campaign gave indicators that Americans are ready for change in all areas of society, not just the political realm.

Most of us recognize the hard fact that "whoever controls the language, controls the people," and as Christian broadcasters, we have potentially a very powerful instrument for reform through the wider use of television (and radio). We must take advantage of the opportunities in this hour to reach the multitude of souls who are lingering in the "valley of decision." We can win the culture war and evangelize the souls of America by learning how to persuade our neighbor with intellectual integrity and evangelistic strength. <sup>RB</sup>

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



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15. *Finding the Love of Your Life*, by Neil Clark Warren, Focus on the Family (Word)
16. *The Secret Kingdom*, by Pat Robertson, Word
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- (19) 2. *A Thousand Shall Fall*, by Bodie Thoene, Bethany House
- (2) 3. *Prophet*, by Frank Peretti, Crossway
- (6) 4. *This Present Darkness*, by Frank Peretti, Crossway
- (3) 5. *Stick a Geranium in Your Hat and Be Happy!*, by Barbara Johnson, Word
- (5) 6. *Splashes of Joy in the Cesspools of Life*, by Barbara Johnson, Word
- (8) 7. *Piercing the Darkness*, by Frank Peretti, Crossway
- (17) 8. *Travail and Triumph*, by Michael Phillips and Judith Pella, Bethany House
- (10) 9. *In My Father's House*, by Bodie Thoene, Bethany House
- (4) 10. *Good Morning, Holy Spirit*, by Benny Hinn, Nelson, Walker
- (11) 11. *The Illuminati*, by Larry Burkett, Nelson
- (12) 12. *They Called Her Mrs. Doc*, by Janette Oke, Bethany House
- (13) 13. *The Bondage Breaker*, by Neil Anderson, Harvest House
14. *Dark Majesty*, by Texe Marrs, Living Truth
- (7) 15. *Becoming a Woman of Excellence*, by Cynthia Heald, NavPress
- (9) 16. *Once-a-Month Cooking*, by Mimi Wilson and Mary Beth Lagerborg, Focus on the Family (Word)
- (15) 17. *The Blessing*, by Gary Smalley and John Trent, Pocket
18. *The Financial Planning Workbook*, by Larry Burkett, Moody
19. *Love Is a Choice*, by Robert Hemfelt, Frank Minirth, and Paul Meier, Nelson
20. *Mere Christianity*, by C.S. Lewis, Macmillan

\*Last month's position +Includes sales of board sets  
This list is based on actual sales in Christian retail stores in the United States and Canada during November. All rights reserved. Copyright 1993 CBA Service Corp. and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association.

# The Book Shelf

## *Never Give Up: The Incredible Payoff of Perseverance* by Don Hawkins

Here's Life Publishers, 1992

Reviewed by Harry Conay

Could there possibly be a more appropriate time to review a book about hope (such as *Never Give Up* by Don Hawkins) than at the start of a new year?

Don Hawkins, a pastor for 19 years, is currently the director of radio communications for Rapha Communications. He has hosted many nationwide, call-in radio programs, the most recent being *Life Perspectives* (which he also produces).

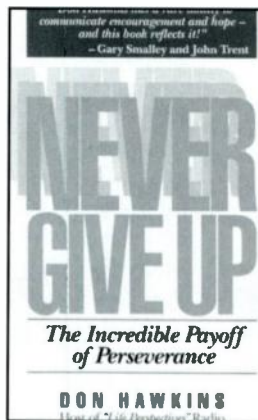
Hawkins indicates his three reasons for writing this book as: to help us "understand hope," to help us "feel hope," and to motivate us "to choose hope." He accomplishes this by Swindollishly interweaving anecdotes, autobiographical revelations, practical advice, and Scriptural exegesis into an enthusiastic, cohesive narrative "to

focus . . . attention on the only source of hope, Jesus Christ, and on His Word, which can help those who have lost hope regain it — and prevent those who haven't lost hope from doing so."

Chapter 2 is the most scholarly, providing an in-depth, but quite understandable, word study of "hope" in the Old and New Testaments. Chapter 11 is particularly intriguing, especially where the author talks "about balance, about recognizing that there are times when hope doesn't apply . . . when to hope or to persist is simply to beat your head against a wall." This insight may seem unusual in a book about hope, but within the context of a sovereign God, the author explains that human expectations are not the same as God's wisdom and that "the key to obtaining the wisdom needed to align our expectations with the will of God is His written revelation."

He reminds us that "for the ungodly . . . there quite simply is no hope."

I recommend *Never Give Up* as a perfect pep talk for the new year or, for that matter, any other time of the year.



## *Laughing in the Face of AIDS: a Surgeon's Personal Battle* by Dr. G. Edward Rozar Jr. with David B. Biebel

Baker Book House, 1992

Reviewed by Harry Conay

After cardiac doctor G. Edward Rozar tested positive for HIV, he appeared frequently on television to share his plight. However, he soon learned that "the fast-paced world of sound-bites and quick-fixes can't adequately explore the multifaceted plight of an HIV-positive, born-again former cardiac surgeon, his wife, and their family." *Laughing in the Face of AIDS* attempts to do what television could not.

In addition to detailing his rise in the medical profession, Rozar frankly reveals incidents of youthful alcohol abuse, details of a troubled marriage, and even a charge of child abuse in the midst of adoption procedures. But then at age 40, during a routine blood test, came the devastating news

he had contracted HIV from one of his patients. Nothing could ever be the same.

"AIDS," says Rozar, "changes the way you look at everything," including kissing his five children and engaging in sexual intimacy with his wife. How God's grace is working in their lives — and the widespread need for greater Christian compassion, love, and affection toward those with AIDS — is what this surprisingly upbeat book is all about.

It is significant that Rozar transcends one person's struggle with AIDS to address a larger issue. "Whether you're the one who's hurting or the one who wants to help, you may discover something truly remarkable that applies to any difficulty, affliction, loss or sorrow inconceivable this side of heaven — that His healing power can transform weakness into strength, darkness into light, sorrow into joy, and sickness into health." In the Valley of the Shadow of Death, Christians can always find strength



CONTINUED ON PAGE 59



# Interview Insights

## With Dr. Blaine Taylor and Dr. Richard Nesmith of *Perspectives: Faith in Our Times*

By Jonathan Petersen

One television program that combines book reviews with author interviews is *Perspectives: Faith in Our Times*, broadcast on the Vision Interfaith Satellite Network (VISN). On 770 cable systems, VISN is the ecumenical television ministry of the World Council of Churches, the Catholic church, the Orthodox churches, and the Orthodox, Conservative, and Reformed arms of Judaism. VISN recently joined with the American Christian Television Systems (ACTS) in sharing satellite time to 20 million viewers.

"We review one or more serious titles per program," says Dr. Blaine Taylor, book editor for *Perspectives*. "We generally concentrate on church history, biography, theology, and social issues, such as peace-keeping; those sorts of books."

"*Perspectives* seeks to present information where current public affairs intersect with religious interest," explained Dr. Richard Nesmith, executive producer and host of the program. "We look for religious trends in current issues and build themes around those."

The 30-minute program is aired three times a week on VISN. Five minutes are spent reviewing a book, with the remaining time taken up interviewing a guest. Three to seven shows are taped every six weeks.

"I choose the books to review in three ways: from those that come to me from publishers; themes we have chosen for the program and what books will fit them, such as ecology or the disintegration of the Soviet economy; and requesting specific books from publishers based on my own interests," Taylor said. "We review both religious and secular books because we feel the church should not shy away from serious discussion of the issues, however they may be presented."

For the most part, Taylor gives only positive reviews of the books. "I usually ignore those books I think are poorly written," he commented.

The camera work during the review is on Taylor holding the book. He always states the author and publisher in his review, concluding with a still shot of the cover in a freeze frame. He judges a book's worth by comparing it with great literature

and art, answering the question, "What should the clergy be reading?". He says the writing style is important, but the book's treatment of its subject weighs heavily in his critique.

For the interview portion of the program, Nesmith selects guests on the basis of topics he feels need to be discussed. "As I plan a series of shows, I'll ask myself what are the issues shaping society and the church today? What would I like the viewer to learn? I select a grand landscape, then proceed to plant it," he added.

He suggests one of the best ways to draw your guest out during the interview is to have him tell stories to illustrate his message. "It creates a comfortable atmosphere for both the guest and viewer," Nesmith remarked.

When preparing for the interview, Nesmith recommends asking yourself, "What are the two or three major questions that *need* to be discussed?" Once you have those in mind, conduct a genuine give-and-take interview by listening well, responding intelligently, and "flowing with the conversation into the backstreams and eddies where it tends to be beautiful and interesting," he said.

To put your guest at ease, chat briefly before the taping begins. But Nesmith warns not to converse too long or in too much detail or you will "take the cream off the bottle" when the interview starts. Talk just enough to establish a rapport.

He also recommends that you consciously help your guest forget the camera. "Maintain eye contact with your guest. This is a conversation between the two of you," Nesmith concluded.

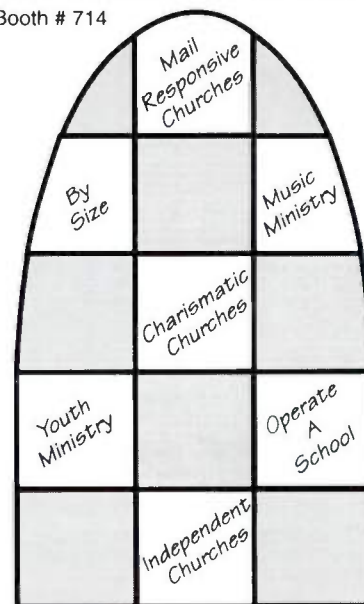
Once broadcast, *Perspectives* tapes are sent to the Ecu-Film Library of the Methodist Communications Office in Nashville, Tenn., and to Boston University School of Theology, where they are available for public viewing.

**Editor's note:** Write to Jonathan Petersen 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, in Grand Rapids, Mich. He is the former religion news editor of UPI Radio Network.

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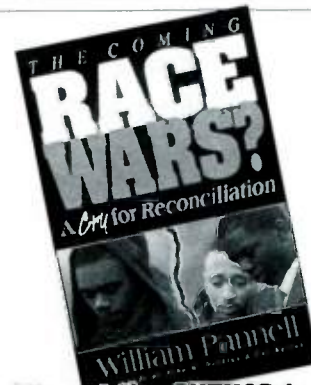
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**AUTHOR AVAILABILITY:** Pasadena, Calif., and by telephone.

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

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# Technically Speaking

## *KY-27U By JVC Sets Industry Standard*

JVC Professional Products Company set new industry standards at Image World New York last September with its KY-27U 2/3-inch 3 CCD high resolution camera, which can produce quality pictures in light as low as 2 lux with full 100

percent video level. The KY-27U camera features JVC's exclusive LoLux technology and achieves a total of 30 dB gain without noise and picture degradation normally associated from this degree of gain by combining 24 dB of electrical gain with an additional 6 dB gained by CCD pixel readout technology.

The KY-27U offers the latest automatics and operational features, including variable scan view, enhanced automatic level control, and full-time auto white and full auto shooting. Another advantage of the KY-27U is its intelligent auto iris detection system, which



**JVC KY-27U 2/3-inch 3 CCD High Resolution Camera**

provides accurate auto iris exposures under various shooting conditions.

With the ability to be integrated with any camcorder or in stand-alone applications, the KY-27U has several remote CCU options. For studio applications, two camera control units are available. With the proper interface cables, the KY-27U has the capability for computer control, such as IBM compatible and Macintosh computers.

For more information, contact JVC Professional Products, 41 Slater Drive, Elmwood Park, NJ 07407, or call (201) 794-3900.

## *Computer Power Develops First Alert Remote System*

Computer Power Inc. (CPI), a manufacturer of AC, DC, and emergency power systems for the telecom industry, has announced its new F.A.R. (First Alert Remote) system. The F.A.R. system is an optional microprocessor-based device which provides an inexpensive method to provide 24-hour unattended monitoring of CPI's complete line of telecom equipment.

When a fault or problem occurs within the UPS or battery charger, the F.A.R. system delivers a message to any standard digital display pager indicating the location of the problem. The F.A.R. system eliminates the need for on-site personnel and meets all



**F.A.R. system**

federal requirements for monitoring unattended and remote communication sites.

"The F.A.R. system is ideal for monitoring remote telecom switches [and other] sites because it provides responsible operations and field service personnel with the ability to

## *Nagra-Kudelski Introduces Four-Channel Tape Machine*

Nagra-Kudelski has introduced the Nagra-D, a portable, battery-powered, four-channel digital tape machine for location recording. The Nagra-D offers 58 minutes of uninterrupted four-channel, or one hour and



**Nagra-D tape machine**

## *Sound Effects Library Available Through DAR*

Digital Audio Research (DAR) introduced the DAR Sound Effects Library, an extensive collection of digitally recorded sound effects and atmospheres meticulously prepared for use in the creation of television and film soundtracks on SoundStation digital audio production systems.

The library is composed of a set of three magneto optical disks and consists of over 600 individual sounds which can be instantly auditioned and automatically 'spotted' to picture. Specially commissioned by DAR, the recordings contain original sounds recorded 'on-the-spot.'

All extraneous noises in the original recordings have been removed via editing, equalizing, and level-matching to retain pure recordings. One advantage provided by DAR's optical disk-based approach is that users have the capacity to rearrange, rename, or even add effects to customize the library to suit their own agendas.

For more information, contact Digital Audio Research Ltd., 2 Silverglade Business Park, Leatherhead Road, Chessington, Surrey, KT9 2QL, England, or call +44 (372) 742848.

continuously monitor the system without even being on site," said director of sales and marketing Les Listwa.

For more information, contact Computer Power Inc., 124 West Main St., High Bridge, NJ 08829, or call (908) 638-8000.

56 minutes of two-channel operation on standard 5-inch reel of 1/4-inch digital tape, recording four-by-24 bits.

Both lightweight and rugged, the Nagra-D has consistent, trouble-free operation in hostile environments which can exact a toll on less durable digital formats, like portable DAT recorders. The Nagra-D is the only digital field recorder configured with four discrete input/channels. The Nagra-D also offers 24-bit, high-resolution recording with playback at 18 bits, providing superior signal-to-noise, dynamic range, and headroom, compared to the 16-bit DAT format. Powered by a BetaCam battery pack, the Nagra-D has two hours of continuous recording.

For more information, contact Phi Technologies, Inc., 4605 North Stiles, Oklahoma City, OK 73105, or call (405) 521-9000.

## Audio - Technica Offers Omnidirectional Microphone

Audio-Technica U.S., Inc., has a new microphone, the MT830R Sub-Miniature Omnidirectional Condenser Microphone, on the market. Tiny and unobtrusive, the MT830R can be worn in hair, behind loose weave clothing, in the tie knot, or as a standard lavalier. Also included is a foam wind screen for other applications.

The MT830R delivers high output for an excellent signal-to-noise ratio and has a flat frequency response from 20 Hz to 20 kHz. The microphone is an ideal tool for theatre, broadcast, and sound reinforcement applications

requiring a super-small, high-quality, body-worn lavalier.

For further information contact Audio-Technica U.S., Inc., at 1221 Commerce Drive., Stow, OH 44224, or call (216) 686-2600.



MT830R Microphone

## TTC Adds FMS-100 Transmitter/Amplifier To Its FM Line

Television Technology Corporation (TTC) has added another product to its FM line with the FMS-100. The 100-watt, solid-state FMS-100 can function as a stand-alone amplifier or can be used in conjunction with an exciter as a transmitter.

Using only 5.25 inches of rack space, the unit is completely self-contained with a high performance FET amplifier and is protected for VSWR, over-voltage, over-current, and high temperature. The FMS-100 is useful for broadcasters who want an auxiliary transmitter for emergencies or for broadcasters who need to boost signals in remote areas.

With the Federal Communications Commission's recent translator ruling allowing broadcasters up to 250

watts of effective radiated power (ERP) for translated FM signals, broadcasters can take advantage of these new limits with the FMS-100.

For more information, contact Television Technology Corporation, 650 South Taylor Ave., Louisville, CO 80027, or call (303) 665-8000.



FMS-100 Transmitter/Amplifier

## Multi-Format Camcorder Introduced By Toshiba

Toshiba introduced a new portable, multi-format Hi8 3CCD camera/recorder with DeckLink at Image World New York this past September. The camera/recorder (the TSC-200 from Toshiba America's Professional Video Systems Group) combines, in a single

non-dockable unit, the portability and affordability of one-piece design with the recording versatility of larger, dockable cameras.

The TSC-200 is the only integral camera/recorder which also allows the user to record on other formats, such as Betacam, MII, or S-VHS, by simply connecting a cable. For sourcing images for computer enhancement, the TSC-200's genlock capabilities allow it to be synchronized into a complete system for multi-camera shooting or special effects work.

Featuring the industry's most up-to-date supersensitive CCD images, the camera/recorder also has three available audio inputs (1 AFM and 2 PCM) unlike other models which have only two. The TSC-200 has still and slow-motion capabilities that, combined with its ability to play back the recorded image in the viewfinder, allow the user to determine in the field whether the proper shutter speed is

## Wegener Develops Digital Satellite Receiver

Motorola Inc. and Wegener Communications have developed a digital satellite receiver to withstand extreme temperatures. Wegener designed and manufactured the receiver for EMBARC (Electronic Mail Broadcast to A Roaming Computer) Communications Services, Motorola's nationwide wireless messaging network in late June.

The satellite receiver/demultiplexer units made by Wegener are already installed in EMBARC's regional transmission sites in more than 80 markets across the country. With this technology, EMBARC is able to provide multi-point distribution of electronic messages and data wirelessly to portable computers for one low cost.

"We are the only vendor that demonstrated the ability to meet the temperature requirement," said Wegener chairman and executive vice president Heinz Wegener.

The Wegener downlink stations receive the encoded EMBARC message via satellite and feed it to Motorola PURC base stations to be re-broadcast in the 930 MHz frequency band to Motorola's NewsStream radio data receivers.

According to Wegener, a normal temperature range for commercial satellite receivers is 10° C to 40° C, but EMBARC required the larger range because its housings are often installed in remote and outdoor locations.

For more information, contact Wegener Communications, Technology Park/Johns Creek, 11350 Technology Circle, Duluth, GA 30136-1528, or call (404) 623-0096.

being used.

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



TSC-200 Hi8 3CCD Camcorder

### New or Improved Products?

If your company has recently introduced equipment of interest to broadcasting professionals, please send information to:

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Waynesboro, Va.

WPGB — Kingsport, Tenn.

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Executive Director

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Blacksburg, VA 24063

## TUNING IN

### CONTINUED FROM PAGE 3

have found a home for NRB. God has also provided excellent staff members. Although we miss our old team, we are grateful for our new, competent staff.

Since we have been considering holding our 1996 convention in Israel, the NRB executive committee visited that country last May. We were the guests of EL AL Airlines and the Ministry of Tourism of Israel, so no NRB funds were spent on the trip. Many emerging Christian media people from Eastern and Western Europe and other countries will be able to participate.

The fight to have the Cable Bill passed and the presidential veto overridden was a successful one. Realizing how crucial the issue was, we worked hard for our television members. I was grateful for Eddie Fritts, Jim May, and Jack Weber of NAB, and Claude Messinger, David Ruleman, and Larry Secrest who helped us formulate our plan and execute it. We are continuing our concern in this matter because of the constitutional lawsuit questions being raised.

There are always a few detractors from our program in NRB, but the overwhelming majority of you "inside people" are *gung ho* in working to help us attain our common goals. The future will be filled with threats, but as we stand together in our God, the enemies of the gospel will be defeated. ❖

*Editor's note: In "Tuning In" in the November issue of Religious Broadcasting magazine, the incorrect call letters were given for the Lutheran Church-Missouri Synod. The call letters should be KFYO Radio.*

## THE BOOK SHELF

### CONTINUED FROM PAGE 54

and succor in the Great Physician.

Rozar may have started out as a cardiac doctor treating a select number of patients, but now, as a result of *Laughing in the Face of AIDS*, he is a "soul doctor" ministering to us all.

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

*Editor's note: For the November 1992 edition of "The Book Shelf," these sentences are corrected as follows: On this basis one may preliminarily distinguish between a conservative commentary (such as Elwell's) and a liberal one (such as The Interpreter's One Volume Commentary of the Bible, ed. by Charles M. Laymon, Abingdon, 1972). . . . However, it should not be faulted for espousing a particular biblically justifiable position if it fairly and consistently presents equally justifiable, contrasting viewpoints. And these titles should be indicated as books: William Neil's paperback Pocket Bible Commentary, Harper, orig. 1975, and Wycliffe Bible Commentary, ed. by Charles Pfeiffer and E.F. Harrison, Moody, 1962.*

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# Looking Ahead

## January 17-24

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

## February 1-5

*Image World West* (Video Expo & The Camp Show); San Jose Convention Center, San Jose, Calif. Information: Benita Roumanis, (800) 800-KIPI.

## February 13-16

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

## February 15-18

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

## March 7-9

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

## March 9-12

*Seventh Annual I.Co. Graphics Conference & Exposition*; Milan Fair Grounds, Italy. Information: Jim Watkins, (212) 505-7900.

## March 17-19

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

## March 28-April 1

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

## April 19-22

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

## April 24-28

*The Changing Face of Evangelicalism*; Hyatt Regency, Hilton Head, S.C. Information: (602) 966-3998.

## May 6-8

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

## May 10-12

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

## May 24-28

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

## June 15-17

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

## July 10-15

*Christain Booksellers Association International Convention*; Atlanta. Information: (719) 576-7880.

## July 21-23

*National Religious Broadcasters Southwestern Regional Convention*; Dallas. Information: Phil French, (602) 254-5001.

## August 28-30

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

## September 12-15

*National Religious Broadcasters Western Regional Convention*; Cheyenne Mountain Resort, Colorado Springs, Colo. Information: Jamie Clark, (916) 485-7710.

## September 23-25

*National Religious Broadcasters Southeastern Regional Convention*; Tampa Bay, Fla. Information: Mike Bingham, (407) 737-9762.

## October 7-10

*National Religious Broadcasters Midwestern Regional Convention*; Woodfield Hilton, Chicago. Information: Phillip Mowbray, (312) 433-3838.

## October 14-16

*National Religious Broadcasters Eastern Regional Convention*; Sandy Cove Conference Center, North East, Md. Information: Steve Cross, (703) 534-2000.

## October 21-23

*National Religious Broadcasters Caribbean Convention*; San Juan, Puerto Rico. Information: Hector Perez, (809) 754-2592.

## October 26-31

*Religious World Exposition and Conference*; Moscow. Information: (708) 990-2070.

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