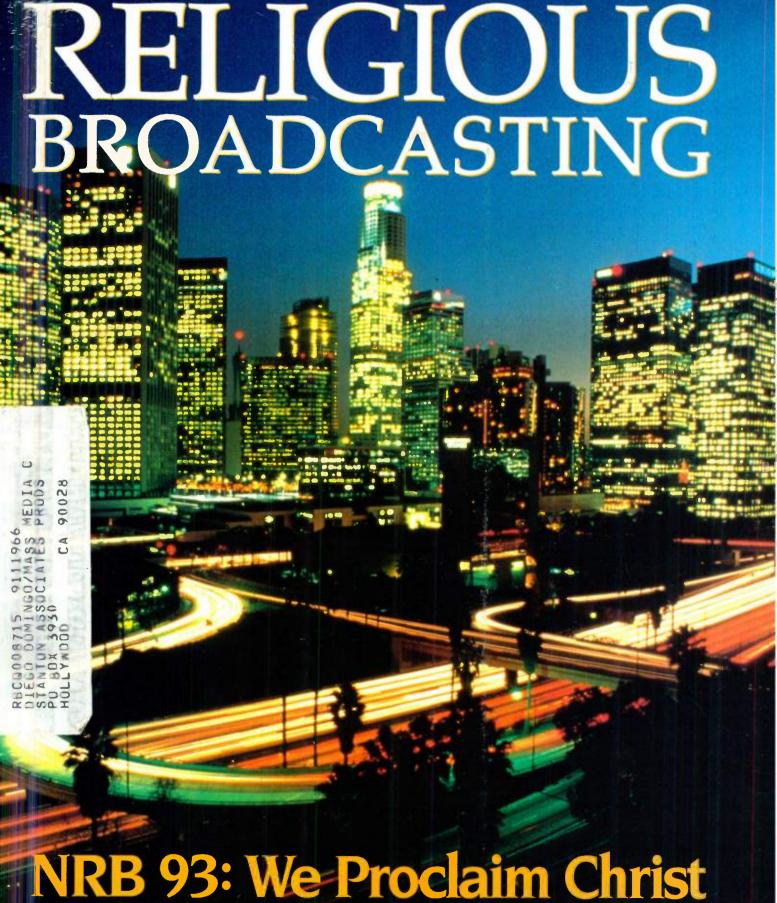
THE OFFICIAL PUBLICATION OF NATIONAL RELIGIOUS BROADCASTERS

FEBRUARY 1993



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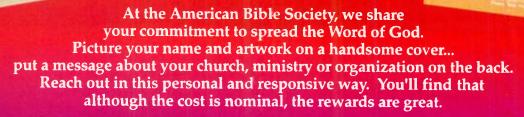
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RELIGIOUS BROADCASTING



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70 — by Matt Seward and Duncan Dodds / According to a unique study on the industry, Christian music radio is too jumbled, too boring, and too inaccessible — and active, church-going Christians are the ones saying so.

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142 — by Bob Darden / With a new sound, a new look, and a new album just released, Mylon LeFevre is, by the grace of God, a living example of what it means to be given a second chance.



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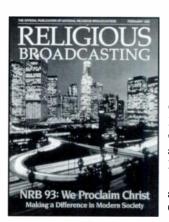
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MAKING A DIFFERENCE IN MODERN SOCIETY

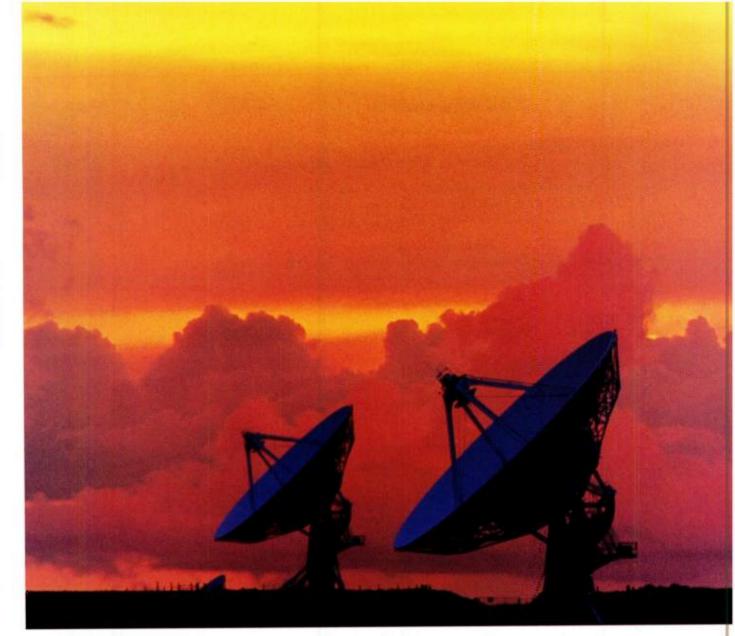
As it hosts its 50th annual convention and exposition, National Religious Broadcasters — and its members, its board of directors, its headquarters staff, and its supporters — ventures to Los Angeles, where the witness, talent, and dedication of those who participate will shine as brightly as the lights of the "City of Angels." In its official convention edition, *Religious Broadcasting* provides final details and information on the 1993 convention and, in a special "social issues" section, challenges broadcasters to respond actively and with influence to today's critical issues.



Cover Photo: Los Angeles Convention and Visitors Bureau / © 1991 Michele and Tom Grimm

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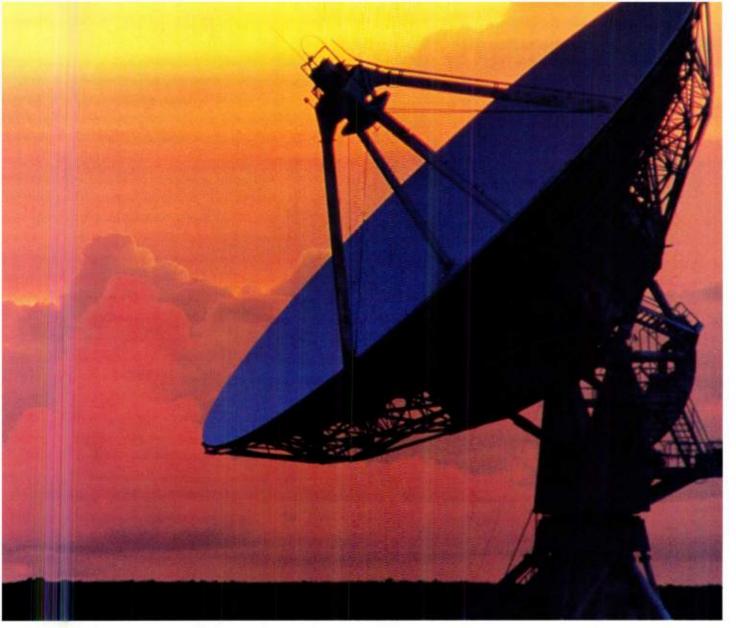
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Signing On

The theme for the 50th Annual National Religious Broadcasters (NRB) Convention & Exposition is "We proclaim Christ." It is safe to say there has never been a greater need for the clear and uncompromised proclamation of the person and work of Christ.

As a small boy, I remember traveling with my missionary parents to different cities. In almost every one, there was a large illuminated "Jesus Saves" sign, often in the form of a cross. Time and our current non-confrontational evangelism styles seem to have vanquished most of these signs.

But how will our world see and hear about a Savior who loves the unlovable and can

transform a hopeless sin addict into a saint? Since the most needy often will never attend our well-appointed churches, it is left to Christian broadcasters to take the gospel to the world. The Apostle Paul raises two important rhetorical questions about communicating Christ in his letter to the church in Rome (Romans 10:14-15).

First, Paul asks, how shall the world hear so that they can believe in Christ without a "preacher"? The word used means proclaimer or communicator. The answer is that our world will not hear unless we as broadcasters join in the task of proclaiming Christ. It is a high honor to be a communicator of the news that God has reconciled our world through Christ.

I am committed and deeply involved in my local church. But at its very best, the local church only reaches a fraction of those in a community who need Christ. If you have read the letters and answered the telephone calls of people reached through Christian broadcasting, you will never be the same. Most of our critics have never prayed with a caller for salvation.

Second, Paul asks, how shall we communicate unless we are sent by God? Christian broadcasting is not just a job or business: it is a calling from God. We must proclaim Christ in a way that will lead to faith in a Savior, not

to the adoration of the broadcaster.

Proclaim

Every Day

Christ

David Clark

Unless we recognize the unique nature of what we do, we are in danger of becoming mere sophists. Nothing is more distasteful than the spectacle of someone who pretends to be something they are not in the name of God. The world subjects such hypocrisy to special scorn and ridicule as evidenced by *Prime Time Live* and other recent expose television programs pertaining to televangelists and their organizations. And well they should.

Many good things happen at our annual NRB conventions. We greet old friends and meet new ones. We expand the outreach of our programs and stations. But such things happen at any good trade show. If this convention is just the annual meeting of a trade organization, we will have failed completely.

To proclaim Christ, we must know him and have daily communion with him. Anything less will produce a professionalism which may be technically flawless, but spiritually dying.

Our general sessions and workshops are planned to bring you into the presence of God. Don't leave this convention to proclaim Christ until you have had a renewal of your calling to

serve him. ^RB

National Religious Broadcasters Statement of Faith

1. We believe the Bible to be inspired, the only infallible, authoritative Word of God.

- 2. We believe that there is one God, eternally existent in three Persons: Father, Son, and Holy Ghost.
- 3. We believe in the diety of Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, in His bodily resurrection, in His ascension to the right hand of the Father, and in His personal return in power and glory.
- We believe that for the salvation of lost and sinful man regeneration by the Holy Spirit is absolutely necessary.
 We believe in the present ministry of the Holy Spirit, by whose indwelling the Christian is enabled to live a
- or we believe in the present ministry or the hory spirit, by whose indivening the Christian is enabled to live a godly life.
 Godly life.
- 6. We believe in the resurrection of both the saved and the lost, they that are saved unto the resurrection of life and they that are lost unto the resurrection of damnation.
- 7. We believe in the spiritual unity of all believers in Christ.





Volume 25, Number 2

Publisher

E. Brandt Gustavson

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Tuning In

Isn't a 50-year anniversary a good time to reflect on the past? In a recent letter to me from Billy Graham, he said, "As you know, it was my privilege to participate in various ways in the earlier days of National Religious Broadcasters (NRB), at the invitation of such people as Tom Zimmerman [one of the founders of NRB], Dr. Theodore Elsner [an early leader in NRB], etc. There would only be a relatively few people, but it was a thrilling time because they were so dependent upon the Lord. I learned many lessons that have helped me in my ministry."



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

In the early part of December 1992, my

wife, Mary, and I had lunch with Elizabeth Zimmerman (Tom Zimmerman's widow). We reminisced about her husband's 47-year service and his attendance at NRB conventions. Here was a stalwart man of God who had attended virtually every NRB convention even though his own schedule often interfered. Such dedication showed where his heart was.

I also think of the late Dr. Bob Cook [former president of NRB from 1985-88 and interim executive director of NRB in late 1989] and the late Bob Ball [former officer and executive committee member of NRB], who have had such an integral part in this ongoing work. God bless their memory and may we carry the work of NRB forward as they have done.

Convention Time Of Reflecting, Looking Forward

But after 50 years, it is time to look forward also. There are many exciting things I see for NRB in the coming days:

1) NRB is needed. Our combined efforts at maintaining air waves and narrowcasting access is certainly needed as much as in the past. Many special interest groups would like to see our voices stilled. Sometimes, I grieve to hear broadcasters say, "What can NRB do and give to me?" What should be asked is, "What can I give to our common cause?" It is certainly not the time to withdraw and become isolationists. We need each other

E. Brandt Gustavson

and we need to let our combined voices be heard.

2) NRB has become more educational-oriented than before. Through excellent chapter programs and national convention seminars, workshops, and general sessions, NRB is staying on the cutting edge by providing up-to-date information and new ideas for religious broadcasters.

3) Our publications (*Religious Broadcasting* magazine and *The Directory of Religious Broadcasting*) have become outstanding in editorial and news content. Advertisers in both have awakened us to new equipment, services, and concepts, which help us grow in the broadcasting industry. The yearly directory (to be next published in 1994) is used frequently by Christian and secular media contacts around the world.

4) Our new member benefits are expanding as well as the NRB resource library. Many have purchased materials and books at reduced prices from the library.

5) The NRB comprehensive benefit plan by The Travelers is also outstanding. The claims service offered is excellent. I am grateful for The Aegis Company for marketing this plan to our members and encourage you to investigate this health care plan if you have not joined.

6) Our move to greater Washington, D.C. was right on target. NRB is glad to be located in Manassas, Va., because the move positions us for more effective work in upholding our cause to the U.S. government.

Yes, 50 years of NRB conventions is an important milestone. To God be the glory! Next year, we will be celebrating 50 years of the founding of NRB at the 1994 convention in Washington, D.C. We hope to see you there also.^{P_b}

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TRUTH SERUM

lays bare the facts behind the:

- government's failure to stop the spread of AIDS now even though it has that ability in hand
- organized medicine's cover up of inexpensive cancer therapies and, yes, cures
- politics of funding for medical research
- who really controls the medical "facts" taught in medical school
- cause for 80% of the disease in the country
- unwillingness of the government to allow better health care at a 50% reduction in cost.



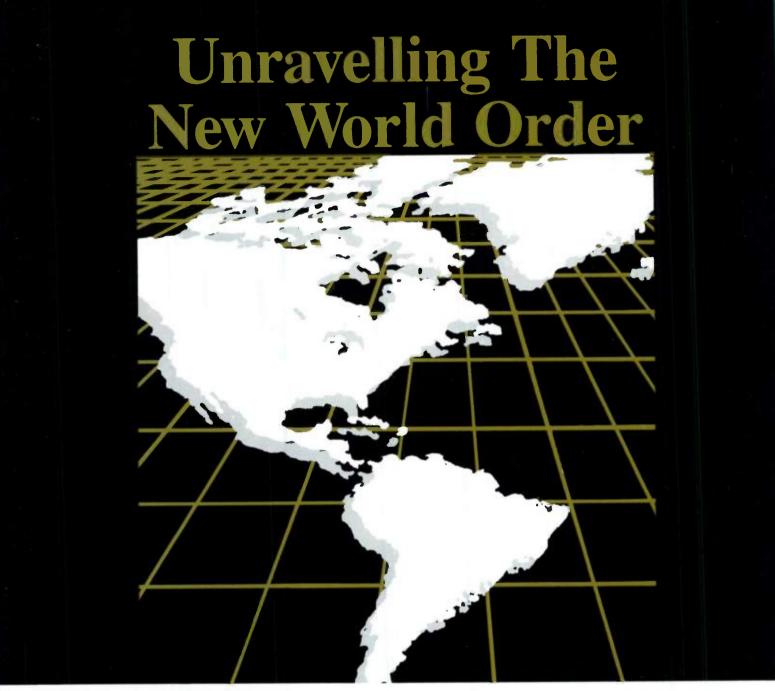
Dr. Lorraine Day, the host of TRUTH SERUM is a trauma orthopedic surgeon who for 15 years was on the faculty of the University of California, San Francisco, School of Medicine as Associate Professor and Vice Chairman of the Department of Orthopedics. She was also Chief of Orthopedic Surgery at San Francisco General Hospital and is the author of such provocative works as AIDS: WHAT THE GOVERNMENT ISN'T TELLING YOU and EVERYTHING YOU WANT TO KNOW ABOUT AIDS BUT HAVEN'T BEEN TOLD.

She has been invited to lecture extensively throughout the U.S., and the world, appeared on numerous radio and television shows including 60 Minutes, Nightline, CNN Crossfire, Oprah Winfrey, Larry King Live, The 700 Club, John Ankerberg Show, Point of View/USA Radio Network, Coral Ridge TV Hour and the Joy show on Trinity Broadcasting Network, and has been recognized by the courts as an authority on the subject of AIDS, and its risks to the public.

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Dr. Day can be seen at the convention center at the VCY/America booth #436, and in a live AIDS debate with Shepherd Smith of A.S.A.P. on Sunday, February 14, from 2-5 PM in Room 503.



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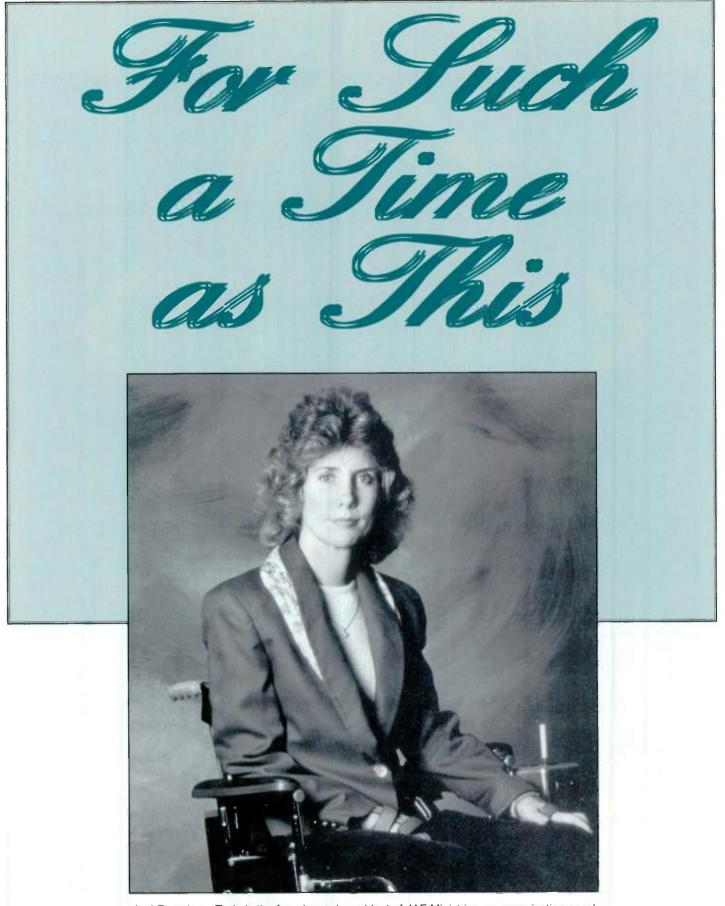
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Joni Eareckson Tada is the founder and president of JAF Ministries, an organization accelerating Christian ministry in the disabled community. Joni and Friends, a five-minute daily radio program, has been carried on 650 outlets across the country for the past ten years.

FEBRUARY-1993

by Elizabeth J. Guetschow_

"I believe that every right implies a responsibility; every opportunity, an obligation; every possession, a duty." —John D. Rockefeller

If religious broadcasters are, by the grace of God, blessed with unique rights, opportunities, and possessions which allow them to carry out the mission of their choosing, they are, at the same time, also "blessed" with unique responsibilities, obligations, and duties which call them to carry out the mission of God's choosing.

Today's religious broadcasters serve in a time of technology and advancement when rights, opportunities, and possessions are plentiful. Yet they also serve in a time of brokenness and need when responsibility, obligation, and duty are perhaps more plentiful.

The pages which follow comprise a special section of this, the 1993 convention issue of Religious Broadcasting. Within these pages, we invite you to examine a series of "social issues" from the perspectives of several writers, each of whom is committed to the cause of religious broadcasting and each of whom is touched in some way by the issue about which they write.

We challenge you to learn from the information presented in these pages. But we also challenge you toward an "active reaction" to the needs set forth here; toward, perhaps, a rethinking of the most faithful and effective ways of using the blessings God has granted to meet the call He has issued.

In this first article of its social issues series, Religious Broadcasting talks faceto-face with author, speaker, artist, and disability advocate Joni Eareckson Tada about her new book, When Is It Right To Die?, about the complex issue of euthanasia, and about a new meaning for the phrase "death with dignity."

It seems to me that for many Christians, abortion approaches being a black-and-white issue; whether or not that's true is really not my question. But do you think that for many Christians, euthanasia is much more of a gray area, something about which they are ambivalent?

I think if you go out on the street and take a survey of people, Christians specifically, and ask them, "What's your view

CONTINUED ON PAGE 18



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How to Harness the Power of Christian Radio

THE DOMAIN GROU

FOR SUCH ... CONTINUED FROM PAGE 17

on abortion?", they'd be able to make a black-and-white response. But if you asked most Christians, "Would you support a physician-assisted suicide initiative on your state ballot?", they'd probably scratch their head, because not everybody's going to have an abortion, but everybody will die. And the way we want to approach our death is a highly personal issue, not just the timing of our death but the manner in which we would die.

All of us want to die serenely, peaceably, and when we stare in the face of advanced medical technology with all of its tubes and machines, it fosters a fearful response. And I think that's why there's so much ambivalence about responding to legalizing euthanasia.

What kind of direction can we find in the Bible in regard to this subject?

At the time the Bible was written,

there were no such things as respirators or kidney dialysis machines or advanced medical treatments. The Bible never really defines death; it just records it when it happens.

We often like to fall back on that scripture in Job — "The Lord gives life, the Lord takes away life, blessed be the name of the Lord" — and we wish it were all that simple. We wish it were just as simple as God gives life, God takes away life, and there's a line between the two, so there. But it's finding that line which is so difficult.

So the question really is, what scriptures can we look to that will give us guidance, that will give us direction? There are plenty of do's and don't do's in Scripture; "Thou shalt not murder" is a pretty direct don't do. "Choose life" out of Deuteronomy is a pretty direct do.

But what about the case of either extraordinary or ordinary medical treatment? What about those situations where it's very hard to find that clear distinction between either sustaining life or prolonging death? That's when we need to look at not commands or prohibitions in Scripture; we have to look at those things which are either permissible or commendable in Scripture. For instance, we can draw some guidelines from the fact that Scripture says that life is precious.

Scripture underscores that a dying or debilitated person should have every access to the means of God's grace. Scripture also underscores that love of God and love of others is paramount; that means that our motives are to be pure when we assist a dying person. Our conscience must be clear when we advise them to forgo medical treatment or to opt for medical treatment. These are the kinds of scriptural guidelines that can give us a moral bearing as to what sorts of decisions need to be made.

Probably the most important one is this idea of motives. When we begin deciding medical care treatment based on impure motives, then we're off base. Then, we're asking for God's wisdom with secret doubts. Our motives are



As an active member of the religious broadcasting community, Joni Eareckson Tada is a frequent participant at NRB conventions. She will take part in a convention "super seminar" on the prayer movement in Los Angeles.

impure, and God will never commend any kind of medical care directive that is born out of that kind of impure motive.

And it would seem like it is all too easy to fall into those kind of impure motives without even realizing it.

It is. None of us want to postpone death when death is imminent. I think all of us should have the right to be allowed

You will only find life worth living if you reach out in the darkness to discover the hand of Christ. Maybe that's why Jesus said, "I am the light of the world." Rays of light are first and foremost found in Him.

Joni Eareckson Tada, When Is It Right To Die?

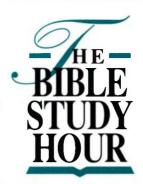
to die. Ecclesiastes, chapter 3 says there is a time to die, [but] it takes Holy Spirit sensitivity to determine when that time is.

Could you give me your perspective on the "Death with Dignity Act" which was defeated by voters in your state last November? What effects do you think a bill like that would have had on our society? If it's possible to say who would have been the most harmed by it, who would that be?

It was called the physician-assisted death act, and it meant that a physician could legally put to death his terminally ill [patient]. A person who is terminally ill could legally request a lethal prescription of drugs or a lethal injection from this doctor. The doctor would not be free to make that decision and neither would a family member. It would have to be what they call an enduring request by a patient who is terminally ill.

But there were a lot of problems with the initiative as it stood. What is an enduring request? The initiative gives no guidelines for the patient or the physician

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as to what is an "enduring and persistent request." Is it two times in one day? Is it four times in one week? It's entirely up to the physician's discretion.

What's ironic is that Medicaid regulations require a 30-day cooling off period for, let's say, a patient who is requesting sterilization. Thirty days is required, a time of reflection, a time of counseling, a time of pondering. But no such "cooling off period" is required by this initiative. And again, the discretion is entirely up to the physician. There are no witnesses required to be present at the time when the physician would administer the lethal injections. That means there could be all kinds of abuses.

Another problem with this initiative was that many of us in the disability community were fearful that this would have opened up the doors for a broader application of euthanasia. The U.S. Constitution affirms that fundamental rights cannot be limited to any one group. That scares a lot of us with severe disabilities because right now the initiative is crafted for those who are "terminally ill."

But the initiative leaves a lot of room for physicians to make either honest diagnostic mistakes or misdiagnoses where it concerns terminal illness. That lumps people with multiple sclerosis together with people who have pancreatic cancer. It lumps together the person with muscular dystrophy with someone who's in the last stages of leukemia. And that threatens a lot of people with disabilities.

Fourthly, the whole idea of coercion. Just imagine this: two grandmothers in a nursing home, and they are roommates; and one of them opts for physician-assisted suicide. What kind of coercion does that place on the roommate who is lying there thinking, "My hospital bills here are piling up. I'm a burden to my son and daughter-in-law. My medical care is eating up my granddaughter's college savings."

There are all kind of coercions that would be placed on elderly people. Not to mention the fact that it would not improve medical care; if anything it would damage medical care for the elderly, for the senile, for those with disabilities. It would undermine good treatment. Doctors would be given the convenience of opting for an easy way out in a hard case. There's too much at risk. Euthanasia is too upsetting to the social welfare system, to the health care system, to address the needs of a small percentage of terminally ill people.

Of those who are terminally ill, only ten percent are in intractable pain. Before you get behind any law, you've got to ask yourself, "[Do] the benefits of this law outweigh its potential for abuse?" Well, if we're only talking about ten percent of terminally ill persons in intractable pain, as compared to the potential [for] abuse among 43 million Americans with disabilities, there's no question that it's just too dangerous a law to introduce into our society. It would open far too many doors to a broader application of euthanasia.

Let those who seek death with dignity beware, lest they lose life with dignity in the process.

C. Everett Koop, forward, When Is It Right To Die?, by Joni Eareckson Tada

How prevalent is euthanasia, either as a practice or as a belief, in other countries? And can you tell me how it has affected these countries?

A lot of people think that [euthanasia] is legal in Holland, but it's not. It's supposed that it's legal because the courts turn a blind eye and a deaf ear to what is happening. The problem is that there is a lot of abuse in what's happening in Holland. I just read these statistics the other day; this is a brand new piece of information from the anti-euthanasia task force.

Holland physician-aided dying is widely practiced even though it is still officially illegal. Two thousand seven hundred people die each year as a result of a doctor either killing a patient upon request or by providing the means for patients to kill themselves, also upon request. One thousand forty people that's an average of three people a day die from involuntary euthanasia. That means a physician kills a patient without getting his consent.

That doctor has decided that this is what's best for this person?

Right. Interestingly enough, 14 percent of these patients were fully competent. That means they weren't in persistent vegetative states; they weren't in comas. It's a case of persons who were perhaps borderline senile, entering into the initial stages of dementia, the early stages of Alzheimer's, or maybe even the early stages of a disease like multiple sclerosis. Doctors are conferring with family members and going ahead and administering aid in dying.

There's no indication that those people requested this?

Seventy-two percent had never given any indication that they would want their lives terminated. I looked at that statistic, and I had to look up the reference to make certain that this was really on board. And actually, some of our friends in Holland have been alerting us that Holland is now considering a right-to-die law, only because they need something on the books to help the courts determine what is beyond the law. People look to what is happening in Holland as a kind of model, but I think the media has hyped it up to the extent [that] we think this is a model beyond reproach. Obviously, these statistics indicate that it's not.

I was reading in your book [where] you mention the friend who would not help you end your life when you were 17, and how grateful you are. Of course, I can understand your gratitude, especially now that you are able to look at it from this perspective. My question is, what counsel from your own experience and your beliefs and your study would you offer to the family of someone who is, for instance, 80 years old, in a vegetative state, being kept alive by machines. What would you say to the family of someone like that or to someone who is afraid of that happening to them?

You raise a good point right there. I think all of these incredibly complex and emotionally upsetting situations could be resolved in advance if people signed what are called durable powers of attorney for health care. That means that you, in advance, sit down with your elderly parent or you as a parent sit down with your children and you write down on paper very specifically what your health care wishes are. And then you designate what is called a health care proxy — your daughter, your husband, your wife, your parent — to speak on your behalf.

That means that if you [were] involved in an accident and became brain injured, perhaps mentally incompetent, and you were hooked up to life supports, and if in advance, you have determined that you do not want to be sustained past two, three months on life supports, then medical treatment could be withdrawn, and your wishes would be respected. The courts would not be involved, the physicians would listen to your family members because they would be your legal health care proxy.

I've done this with my husband, and I must admit, it was an odd conversation. There are a lot of gray areas for me, and I've had to sit down with my husband and talk about these things. I've written them down; I've designated him as my legal health care proxy. And so I have full confidence knowing that my death will be peaceable, it will be serene. And my husband will not have a guilty conscience over withdrawing or withholding medical treatment on my behalf because I've told him in advance what my wishes are.

I've respected his concerns about me as well, because all of us who have to make these health care decisions in advance have to remember that our decisions have an impact on our loved ones. And so it's a discussion; it takes time to arrive at those conclusions for yourself. But so much heartache, so much confusion, so much guilt could be resolved if people only sat down and had these discussions before rational thinking goes out the window.

It really seems like this is such a good solution because it can be made when [people] are not *in* the circumstance but when they are able to objectively look at it. And as you said, it lifts that terrible burden from the family who will be suffering anyway when the time comes.

And it's so much better than a living will. A living will is a document in which you write down your specific health care wishes, but the person who has control over deciphering exactly what your wishes are from that document is your physician. And when it comes time for me to approach death, I don't want a piece of paper, which is rigid and inflexible, speaking on my behalf. I'd rather have a warm-blooded human being [whom] I love and loves me expressing my wishes.

There can be a lot more flexibility in having a human being speak on your behalf rather than a document. And a document, once you sign it, you can't change it unless you revise it or update it or get it renotarized. But a person you can always be interacting with up until the very point of your death. You can be discussing your

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changes in attitudes, feelings.

And also, you need to remember that living wills immediately send a signal to health care professionals that this person doesn't want any treatment, doesn't want extraordinary measures taken. If you are ushered into the emergency room, and it comes up on the computer that you have a living will, your stretcher may be shoved against the wall. So living wills send a wrong signal, I think, to doctors, where as [with] a family member, there's more of a human response to the situation, more flexibility, more compassion.

In terms of the durable powers of attorney for health care, is there some kind of legal process to go through?

Basically, all it requires is you calling your hospital or local senior citizens center and getting a health care form. It's a legal form — durable power of attorney for health care. You fill it out, you designate your health care proxy, he signs his name, you get a couple of witnesses, and that's basically all you need.

I wonder how many people know about this. I think many people are familiar with that term, "living will." But I would be curious to know how many people are aware of the durable power of attorney *and* know that it's different from a living will.

It's good for people to look into [this]. But going back to your original question, [what if] I'm a family member, my elderly parent is in a vegetative state, and that person hasn't signed a durable power of attorney for health care? In that kind of situation, I think we need to fall back on those spiritual guidelines that I mentioned earlier: what are your motives, is this person truly imminently dying? And once you know Scripture, assess the situation.

Do you think it is possible for the medical community to draw any kind of a line which marks the point beyond which they should not go in saving a life but up to which they must go? In other words, is it possible for doctors, physicians, nurses to say, "This is a point. If someone is in need of medical care, ethically we must go this far in trying to save their life. But also ethically, we should not go any further than that." I think people feel there is a need for definitive borders. What you just articulated is exactly the point at which the health care profession is right now. This is why Christians must get involved. This is why Christians need to sit on the ethics committees of local hospitals. This is why more physicians who are Christians, nurses who are Christians need to speak up and be involved in the decision-making process.

I know too many quadriplegics who are respirator dependent whose lives are buoyant, enthusiastic, meaningful, hopeful, dignified, and yet society would look at these respirator-dependent quadriplegics and deem their life as not worth living

And gradually, though no one remembers exactly how it happened, the unthinkable becomes tolerable. And then acceptable. And then legal. And then applaudable.

Joni Eareckson Tada, When Is It Right To Die?

-- "there are too many health care dollars spent on this person to keep them sustained."

Well, how can you put a dollar and cents figure on a life? Society attempts to do it by using quality of life criteria, but there are just too many people who are severely handicapped whose lives are very meaningful.

The only way I think we can come up with guidelines that are appropriate is to have Christians involved so that they can purport that sanctity of life perspective which will balance the "quality of life" perspective. It's a clarion call for Christians to move pro-actively in the health care community. It's a clarion call for pastors to sit on [hospital] ethics committees.

Many require not just physicians but community members, parents, and clergy members to sit; it has to be a balanced board. And sometimes that board is populated by people who sit on it by default because no one else is taking a pro-active stance. Many pastors who are of a liberal persuasion sit on ethics committees because no one else is taking charge, no one else is carrying the banner. This is an opportunity for Christians to have a real impact.

A lot of people say it's not a contradiction for a veterinarian to put to death a dying and suffering animal; why is it then a contradiction for a physician to mercykill his terminally ill patient? It's a confused sense of guilt and sympathy that shortens the distance between a half-dead cat and your grandmother in a nursing home; it's such an emotional issue. Putting to death a suffering person, dying and in pain, might sound like the humane thing to do, but it's not the human thing to do.

Dying dogs and suffering cats can make nothing of their misery; they have no concept of their mortality. But humans can, and they are owed the bolstering up of the human spirit. They're owed the shoring up of themselves against defeat and despair. And the fact that a terminally ill person requests a lethal injection forbids us from approaching them as an animal, because they can make something of their misery and their mortality.

Old age and terminal illness require us to let go of everything we've been in control of; it's a call to be dependent on something greater than ourselves. It's God's way, sometimes of [making] one last effort to shake this person out of their spiritual slumber. And to neglect that opportunity, and to hurry an individual off to an early death is the last act of abandonment and alienation, not of compassion.

Euthanasia is not a demonstration of compassion; it's a flight from it. What we need to do with dying and debilitated people is to shore up their spirit, bring them out of social isolation, ascribe to them positive meaning in their suffering, help them put their final affairs in order, surround them with support, connect them with old friends, help them say goodbye to family members. These are appropriate ways to demonstrate compassion.

And everything you're talking about really points to dignity.

This is what death with dignity is all about. Death with dignity is not escaping pain and being ushered off into an early demise; the right to die advocates would have you believe that. But death with dignity is demonstration of family unity, connection with people who have been part of your memory-making, saying goodbye appropriately, tying up all loose ends, making certain of your salvation in Christ; this is what makes up death with dignity.

I really like that definition; I think, though, that it's quite different from what many people think "death with dignity" is. It's up to Christians, really, to spread that definition.

And Christians are the ones to do it. Christians are the only ones who have the kind of message that gives death meaning. And we all have to ask ourselves questions before we advise our elderly parent on withholding medical treatment, or a terminally ill friend [on] foregoing that certain procedure. We've got to ask questions, and one of them has to be, "Are you certain of what you're going to face when you reach the other side of the grave?" It's either a left turn into hell or a right turn into heaven.

What do you think the climate of the country is in general? Are people more content to just be undecided about this issue, than they are about, say, abortion?

It's an uncomfortable issue. No one wants to really think about it, let alone talk about it. And so a lot of people just aren't thinking rationally. That's one of the biggest problems.

Let me say one more thing, too, because this is really key. The Christian community has largely ignored the entire hospice movement. We are not interested in death, so we're not interested in hospice. But this whole issue of physicianassisted suicide would largely disappear if hospices were easily accessible, if there were more hospice programs.

If we channeled half of the media attention and even a quarter of the funding into the hospice movement rather than this whole discussion of euthanasia, physician-assisted suicide would largely disappear. Also, if we channeled more funding into pain management research and improving pain management techniques, the whole discussion about euthanasia would largely disappear.

Christians just need to be talking about this more. Pain and suffering are great evils, but these evils are not rectified by introducing an even greater evil into society.

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

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A Killer Among Us

by Lorraine Day, M.D.____

IDS, the deadliest contagious disease ever to hit America, a disease that kills virtually everyone it infects, is exploding in our society. In 1981, there were only 200 patients with full-blown AIDS in the United States. Now, there are 240,000 Americans dead or dying of acquired immune deficiency syndrome and millions more infected but not yet sick.

How did AIDS get out of control in America? We have had epidemics of serious diseases in the past, diseases not as deadly but more easily transmitted than AIDS, and yet we have controlled them. A good example is tuberculosis, which was epidemic in the 1920s and 30s but was eventually brought under control with treatment and the institution of established public health principles, including widespread testing, contact tracing, reporting to the Public Health Department, and protection of the uninfected.

Today, however, we have a resurgence of tuberculosis in the U.S. to epidemic proportions. Why? Because the Public Health Department discontinued the use of many of the public health policies necessary to control an epidemic. They assumed that tuberculosis had ceased to be a threat once antibiotics were available to "cure" the disease.

But the "experts" were wrong. And now tuberculosis is back, bigger and stronger than ever, with a new variant called multi-drug resistant tuberculosis, a form which is resistant to all forms of treatment and is up to 90 percent fatal. Five hundred health care workers in New



Dr. Lorraine Day is the host of Truth Serum, a radio program featuring expert opinion regarding AIDS and other crucial health issues.

York City have tested positive for TB and to this point, eight have active tuberculosis. Similar transmissions of TB are documented in other major cities, including San Francisco. And all because the public health authorities made a wrong assumption.

Have the "experts" been wrong about AIDS? Unfortunately, the answer is yes. In 1981 and 1982, we were told that AIDS was a homosexual disease and was transmitted only by homosexual sex. Then, in 1983, the "experts" admitted that AIDS could be transmitted by blood transfusions but, we were told, not by the minuscule amount of blood on a surgical needle. They, of course, were wrong again. At least 100 health care workers have been infected with HIV from injuries with needles and other sharp instruments.

In 1987, we were told that AIDS could be transmitted heterosexually but only in Africa, not in the United States. And again, the experts were wrong! Now the Centers for Disease Control (CDC) admits that heterosexual women are the fastest rising risk group for AIDS.

The experts tell us that the HIV virus is very fragile, that it does not live well outside the body. Yet the virus survives freezing. AIDS has been transmitted through blood, semen, and bone after each had been frozen at below zero temperatures.

HIV stays alive and infective outside the body dried on a surface for seven days and wet for 14 days, according to research done at the Pasteur Institute in France. HIV, when in body fluids, is not easily killed by household disinfectants. The protein in the body fluids surrounds and protects the virus from inactivation.

The HIV virus does not die on contact with the air. It survives alive and infective in the air for a distance of at least two feet, as reported by Stanford researchers Drs. Greg Johnson and William Robinson.

We are told that the virus is transmitted in only four ways: through sex, mainly homosexual sex; through needles shared by drug addicts; through blood transfusion; and from mother to child at birth. Certainly, these are the common ways, but what about less common or less obvious methods of transmission?

The CDC has reported three nurses who have contracted AIDS through intact skin. How can this happen when we have been told that skin is a barrier? Please note that we are never told that skin is a

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Dr. Roy McKeown, President; actress Rhonda Fleming, WOI Board Chairperson, and Janet say:

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A KILLER . . . CONTINUED FROM PAGE 25

complete barrier, only a barrier. Yes, intact skin is more of a barrier than broken skin, but it is not a complete barrier.

In fact, government documents confirm that HIV can be transmitted through intact skin. The May 30, 1989, issue of the Federal Register, published by the Occupational Safety and Health Administration, states that "mucous membrane and skin exposures are recognized routes of transmission of HIV." That same issue cites similar findings of the CDC: "In the laboratory, the skin and

Broadcasters have not only an opportunity but an obligation to bring life-saving information to the public by presenting all sides of the AIDS issue.

mucous membranes of the eyes, nose, mouth, and possibly the respiratory tract must be considered potential pathways for entry of the [HIV] virus."

With all this information documented in medical journals and government documents, why is it not getting to the American people? First, there is a big difference between what is printed in these documents and articles and what the "experts" state publicly. It is reasonable to ask why.

Dr. Robert Gallo, an AIDS researcher who has been given millions of dollars of government funding to find a vaccine for HIV, was asked what he would do if he concluded that the AIDS virus was going to kill a large part of the American population. He answered that he would not inform the public because the information would cause panic, and there was no use causing such panic if nothing could be done to stop the virus.

But everything can be done to stop the virus. For example, the government can institute the kinds of regular public health principles for the control of AIDS that have been used in the past for control of every other contagious disease. Specifically, these measures include wide-spread testing, contact tracing, confidential reporting to the Public Health Department (as we do for measles, mumps, chicken pox, etc.), and protection of the uninfected.

These policies have worked for other diseases, and they will work for AIDS. In fact, this is the only plan that will work for AIDS. Wouldn't it be ludicrous to put a "czar" in charge of controlling the newly emerging tuberculosis epidemic but restrict him in the following ways:

• He cannot know who has tuberculosis.

• He cannot test anyone for tuberculosis without the person's signed consent.

• If he accidentally finds out someone has tuberculosis, he cannot tell anyone — not the person's spouse or sexual partner, not the person's physician, nor anyone else being exposed to the disease, nor even the public health authorities.

How could anyone get any contagious disease under control with those restrictions? Yet these are the disastrous policies of the CDC and the Public Health Department for control of the AIDS epidemic.

And these ridiculous policies actually encourage transmission. The issue of compassion for AIDS patients is frequently raised by the religious community and by those already infected. Compassion is important for anyone who is sick. But compassion by itself can never control an epidemic. Would we invoke compassion alone to control an epidemic of polio, tuberculosis, or cholera? Would we call care-givers un-compassionate if they used life-saving protection to avoid contracting these diseases? AIDS is universally fatal, more deadly than all these other diseases. Care-givers must have maximum information and protection whether in a hospital or in the home.

And what of those who have AIDS and demand compassion but knowingly transmit the disease to others? If they truly have compassion, they would never put another person's life at risk by exposing them to their fatal disease through any type of transmission. Is there any more compassionless act than to give a fatal disease to someone else? Yet that reckless behavior is still occurring daily in high risk communities.

What can be done to change the course of this disease? First, individuals must become informed, particularly those who are in the position to disseminate information to the public. Radio and television broadcasters, specifically, can become informed by listening to and investigating all sides of the AIDS issue. If a person has a medical problem, he is advised to get a second opinion, yet we are asked to accept the CDC's information on AIDS without questioning it and without obtaining any second opinion. In fact, alternative views on AIDS are frequently denounced and the message bearers vilified just because they do not parrot the CDC party line.

Most Americans get the majority of their information from radio and television. Broadcasters have not only an opportunity but an obligation to bring life-saving information to the public by presenting all sides of the AIDS issue. I, and others like me, have this information available.

At the National Religious Broadcasters' 1993 Los Angeles Convention, Shepherd Smith of Americans for a Sound AIDS/HIV Policy and I will engage in a live debate on the AIDS issue with particular emphasis on the issues related to the religious community. All are invited to attend this session which will be held on Sunday, February 14, from 2-5 p.m., in Room 503 of the L.A. Convention Center.

Broadcasters can also increase their awareness by reading *AIDS: What the Government Isn't Telling You*, a book fully referenced with medical articles and government documents. Also available is a two-volume video, "Everything You Want To Know About AIDS But Haven't Been Told," which brings the reference documents up on the screen. *Condoms Don't Work* is a publication that documents the unreliability of condoms for the prevention of AIDS. To obtain these materials, call (800) 537-2437.

Beginning February 1, I will be hosting a new radio show called *Truth Serum*, which will feature outstanding guests speaking about AIDS and other health issues, guests with information you rarely hear on other radio shows.

Religious broadcasters can serve the public in a unique way by becoming informed themselves and by opening the channels of life-saving information to the public. Investigate all sides of the AIDS issue. Provide this information to your radio listeners and television viewers. Decide the issues for yourself. Do not be content merely to accept the opinions of the "experts."

Editor's note: To find out how your station can carry Truth Serum, call (619) 341-9195.

Lorraine Day, M.D., is a trauma orthopedic surgeon and formerly served as the chief of orthopedic surgery at San Francisco General Hospital.



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THE DOMAIN GROUP

A Voice for the Silent

by Ingrid Guzman

or weeks, the secular media outlets in the Milwaukee metropolitan area had whipped the city into a near frenzy. Headlines declared, "City Braces for Wichita Style Abortion Protests," and "Police Stand Ready for Siege of Women's Health Centers." Radio and television stations interviewed clinic protection squads, who flexed their muscles and promised to defend abortion rights at all costs.

The mayor, police chief, and state attorney general held a press conference at which they vowed to stop the "antiabortion" extremists by every means possible.

Grimly, they handed out copies of injunctions barring pro-lifers from coming near the clinics. Pro-lifers, equally grim-faced and determined, held their own press conference, announcing their unbending resolve to obey God's law in defending the helpless.

Difficult Decisions

It was June 1992, and the battle lines were drawn. At WVCY-TV and WVCY-FM in Milwaukee, we had some decisions to make. With a mayor, police chief, court system, and secular news



WVCY-FM/Milwaukee reporter Jim Schneider interviews a mother who kept her baby because of the presence of Christians at the local abortion clinics.

media clearly bent on protecting the cause of the abortion industry, and a public in desperate need of the truth, what role would we play as Christian broadcasters?

The question we had to ask was this: if we as Christian media would not take a stand on behalf of the pre-born children in this city, who would challenge the media distortions and lies that flowed unabated from secular news sources? If we, in a time of crisis, sat on the technology that had the power to draw together the Christian community on behalf of the most helpless among us, would we not be held accountable by the Lord we claim to serve?

Our mandate was clear. Believing at WVCY that God had allowed us to be here for such a time as this, the decision was made to commit our resources, however small, to broadcasting the truth about abortion and to doing what we could to encourage Christians to take a stand.

The pro-life activities in Milwaukee were being organized by a small group of faithful Christians called "Missionaries to the Pre-born." Quietly and without media attention, this group had been involved in sidewalk counseling, helping women in crisis pregnancies and interposing on behalf of the pre-born at the clinic doors for two years. Directed locally by the Rev. Matt Trewhella, the lives of many children had been saved and many of their mothers led to the Lord thanks to the efforts of this group.

In order to challenge the local church to greater concern for the pre-born children threatened with abortion, the Missionaries planned a six-week Short Term Mission, inviting Christians from around the country to take part in a challenging missions conference and opportunities to minister at abortion clinics. It was this mission that had the Milwaukee news media in a state of panic.

Using both our national call-in program, *Crosstalk*, and our nightly television talk show on Channel 30, we helped

If we, in a time of crisis, sat on the technology that had the power to draw together the Christian community on behalf of the most helpless among us, would we not be held accountable by the Lord we claim to serve?

set the stage for the Short Term Mission by dedicating all of our June programming to the life issue. We tackled the issue on every front as we interviewed former abortionists, women who had experienced abortions, crisis pregnancy help coordinators, and children who had survived abortions. Looking back, we realize now that these programs helped to galvanize the Christian public in Milwaukee to break from the complacency that rendered the local church impotent on the abortion issue.

As the Short Term Mission drew near, it was plain that providing ongoing

CONTINUED ON PAGE 30



The world is changing, but the truth of the Word of God remains rock solid. One of the most articulate messengers of this truth is Josh McDowell. Whether he's speaking to college students in the United States, encouraging pastors in China, or providing copies of his books to people in Russia who seek the truth, Josh McDowell is a tireless champion of the Gospel. The Domain Group's effective and efficient marketing services are helping Josh extend his message of truth around the world.



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A VOICE ... CONTINUED FROM PAGE 29

coverage would be a challenge, to put it mildly. The first week of the Mission would center around nightly rallies. Each day would see massive activities at the abortion clinics across the city. Knowing that there were six clinics in all, it was clear that we would have to work closely with the Missionary leadership to know exactly what clinics would be involved.

With a tiny staff of four to cover both the clinic activities and the rallies, it would be an enormous job. Technically, our satellite uplink truck would be the to move in that room, and when the lights came up, many of the pastors fell spontaneously to their knees.

For several minutes, the only sound in the room was sobbing and prayer, as pastors cried to God for forgiveness in tolerating the practice of abortion in our city. The flame was lit in the pastors' hearts and the church was ready to act.

The night of June 15, 1992, was the kick-off rally for the Short Term Mission. Television cameras and newspaper reporters lined the outside walls of Centennial Hall in downtown Milwaukee, while hundreds gathered to hear from pro-life leaders and to pray for the events of the next few weeks. applause. It was that night of June 15 that set the stage for a summer that would change both the church in Milwaukee and us as Christian broadcasters forever.

Opposing Forces

The next morning, our work at WVCY really began. Pro-lifers were scheduled to be at two of the clinics that day, with the main activities to be centered around the clinic of Dr. Paul Seamars, a well-known abortionist in the Milwaukee area.

Christians gathered at 6 a.m. and traveled to the first clinic site to pray. When our satellite uplink truck pulled up to the abortion clinic, we were greeted by



Christians hold banners proclaiming the Lordship of Jesus Christ as they stand at the entrance to a Milwaukee abortion clinic.

vehicle we would most frequently use in covering the clinic events. It would provide us with the flexibility we needed to give on-the-spot coverage with short notice.

Repentance and Commitment

Just prior to the Short Term Mission, a pastors' meeting was sponsored by the Missionaries to explain their goals and to challenge pastors to lead their congregations to action on the life issue. Eighty pastors met in WVCY's auditorium that day. At the close of the meeting, the video *Hard Truth* was shown. As the pictures of the broken bodies of children were flashed onto the screen, God began The atmosphere was electric as a young man walked to the podium carrying a little girl in his arms. He looked out with a steady gaze into the audience and asked quietly, "Is there anything more noble, anything more pure, anything more holy, than laying down your life for someone like this?" The little girl rested her head on his shoulder, and a hush fell across the auditorium. "A few days ago, I was released after serving two years in jail for rescuing children like this from death. Do you realize how little that sacrifice is for someone like this? A couple of years for the life of a child?"

As the man turned and left the stage, Christians rose to their feet in thunderous what would become a familiar sight. Around 300 "clinic protectors" stood arm in arm surrounding the building, chanting, jeering, screaming obscenities, and singing blasphemous versions of hymns.

Christians were kept across the street by police and were praying, singing, and holding up protest signs. The contrast between the two crowds struck all of us as we could hear the profane chants intermingled with the hymns of the Christians.

After staying a few minutes, Christians began to leave to gather at Dr. Seamars' clinic across town. The sight at the abortion clinic was formidable. Hundreds of pro-abortion clinic protectors had linked arms and had completely surrounded the building.

The police were everywhere, with paddy wagons, vans, motorcycles, and squad cars holding up traffic and filling the clinic parking lot. Our satellite uplink operator, Andrew Eliason, quickly located our satellite; Jim Schneider, Vic Eliason, and I grabbed wireless mikes and plunged into the crowd. We had made the decision to pre-empt our morning programming to report live on what was going on, giving those who were not participating a feel for what was happening.

The hostility of the pro-choice crowd was like a force field. Christians with signs and baby strollers began surrounding the outside of the clinic, and the

Over and over again, we stressed on our talk shows and in our coverage of the clinic activities that Christians didn't have to get arrested in standing up for life.

chants grew louder. Shouts of "Racist, sexist, anti-gay, born-again bigots, go away" filled the air.

It wasn't long before a group of young people with Youth For America ducked through police barricades and made it to the door of the clinic. Some 40 young adults sat peacefully in front of the door, singing and praying. No abortions would take place that day. The clinic protectors had unwittingly contributed to the closing of the clinic. Few women were willing to try and get through a crowd of hundreds of chanting, yelling, prochoicers to get an abortion.

The next few weeks were a blur of activity. Every week brought hundreds of Christians out to the clinics, some praying, some offering sidewalk counseling, others holding signs. Over and over again, we stressed on our talk shows and in our coverage of the clinic activities that Christians didn't have to get arrested in standing up for life. We felt it was important that Christians understand that they

CONTINUED ON PAGE 34



Urban families are crumbling. Whole communities are being ravaged by crime, drugs, and immorality. But a bright light is shining in America's urban communities. It's calling people to reconciliation and redemption in Jesus Christ. That light is Dr. Anthony T. Evans and The Urban Alternative. The Domain Group's effective and efficient marketing services are helping Dr. Evans extend his message of hope across America.



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"One manager produces the broadcast and he has his own plan. Another manages our follow-up communications. Another has her own agenda for data processing and accounting. They don't talk or work together. I think our overall effectiveness is hampered."

A ministry leader on the lack of integrated marketing as a reason to change

"I'm very frustrated with response to the broadcast. It keeps going down. Pretty soon we won't have a ministry left." A program producer on falling

response as a reason to change

"Our listeners want the timeless message of Jesus Christ presented in a way that relates to

where they're at in life. I fear we've gotten stale and old sounding."

A radio station manager on the need for user friendly programming as a reason to change

"I really wish we knew exactly what our money is actually buying' in terms of results. The marketing people are sincere, but we just don't have a handle on performance. I feel totally unaware of what's really happening."

A financial officer on lack of strategic performance analysis as a reason to change

"The consultants talked my communications guy into going for the high profile media blitz and we lost our shirts. I wish we had tested the concepts first and planned more strategically."

> A ministry leader on lack of strategic planning as a reason to change

"The fund raising people just told us to get on the radio and do whatever it takes to get people to respond. I think we need to offer something that our listeners will truly value and can use."

A program producer on the desire to serve others as a reason to change

"We've been saying the same things for years and our message is getting tired. I wish we had some new creative ideas, new ways to communicate our message." A development officer on the need for new creative sizzle as a reason to change

Reasons to change

The Christian marketplace

Donors and customers are growing more sophisticated, more affluent, more demanding. *Are you keeping up with them?* Some of the "tried and true" marketing techniques are losing their punch. *Do yours need an overbaul?* Whole new avenues of communication are opening up. *Are you taking advantage of them?* Ministries and companies that stick to the status quo are watching response dwindle, mailing lists shrink, their acquisition efforts fall flat, and, most importantly, their net revenue decline.

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A VOICE ... CONTINUED FROM PAGE 31

must do what God calls them to do to oppose abortion, whatever that might be.

Our radio and television stations became the information source for Christians who needed the news that the secular media stubbornly refused to report. We gave Missionaries to the Preborn two program slots a day, one during drive time at 8 a.m. and the other at 3:30 p.m. As police abuses, judicial tyranny, and harassment by social service officials mounted, our stations were the only outlets reporting them. Frustration with city government grew, and the two programs became the forum for discussing these matters.

Gathering for Life

On August 7, 1992, after eight weeks of activities at Milwaukee abortion clinics, 10,000 Christians gathered at the Mecca Arena for a Solemn Assembly. It had been promoted for several weeks on our stations as a time for Christians to come together to repent for the past activity and covenant before God to become active in defense of the help-

less.

WVCY's satellite uplink truck broadcast the evening live. That night, 145 pastors gathered on the stage before their congregations and humbly sought God's face. It was an historic moment: there were no special speakers, no special music, no personalities involved, just the pastors leading the people in prayers of repentance and commitment. As the call came for those who had been hurt by abortion to come forward, people came streaming down the stairs to the front of the auditorium to be met with open arms by trained counselors. God worked on the night of August 7, as healing from abortion took place.

The next day was the climax of the Short Term Mission. At 6 a.m., members

of a local church marched up to the doors of Dr. Seamars' clinic, carrying royal blue banners proclaiming the Lordship of Jesus Christ. Accompanied by musical instruments, they sat in front of the clinic doors, awaiting the abortionist. By noon, over 4000 Christians had joined them. The group had not only shut down the clinic, but had also shut down the streets in front of the clinic as thousands of prolifers peacefully stood as witnesses to the atrocity of abortion.

We desire, above all else, to proclaim the glorious hope we have in Christ Jesus and to speak for those who cannot speak for themselves.

A Time Not Soon Forgotten

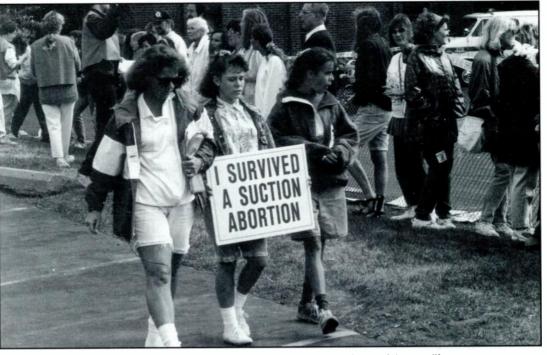
For Jim Schneider, Vic Eliason, Gordon Morris, and myself, it was a summer filled with images and sounds we will never forget.

We won't forget the hurricane fence outside one clinic that had been turned ster by police officers.

There was the night, on a grassy knoll outside the Milwaukee County Courthouse, when a crowd of Christians gathered to hear the Rev. Richard Wurmbrand speak about the rightness of ending abortion. Hours earlier, the Missionaries to the Preborn had been notified that they would not be allowed to use the auditorium they had rented for the rally. So the group met under the stars.

Within the shadow of the courthouse and the police headquarters, Wurmbrand addressed the crowd from a terrace. His voice echoed off the buildings in the chilly night air. "In Rumania, I have been inside courthouses like this many times: once to be sentenced to 14 years in prison for preaching the Gospel."

Here was a man who had been brutally tortured, a man whose feet had been permanently scarred by beatings, and who in his eighties was still exhorting fellow Christians to obey God's law no matter what the cost. Silhouetted against the imposing courthouse in his wheelchair, Wurmbrand encouraged Christians to stand for righteousness. His message to us as Christian broadcasters could not have been clearer.



Abortion survivor Heidi Huffman came to Milwaukee to speak out in favor of the pro-life cause.

into a memorial to the aborted children. Flowers, ribbons, and stuffed toys were tied to the fence. One card read, "To my baby from your mommy. I'm so sorry." The flowers and ribbons were later torn from the fence and thrown into a dumpIn the months following the Short Term Mission, 40 babies have been confirmed saved because of the pro-life activity here in this city. Missionaries to the Pre-born are in touch with all of the mothers and are helping many of them keep their children. Forty children for whom Jesus died are alive today because of the Short Term Mission, 40 children who would have been torn apart and put through a garbage disposal were it not for Christians who stood in the gap.

We know that there is coming a day when we as broadcasters may not be allowed to present the truth as we did in the summer of 1992. There may soon come a day when federal marshals will march into our radio and television stations and shut us down for addressing the evil that is all around us.

But until that time, we will hold with open hands the resources God has given us. We desire, above all else, to pro-

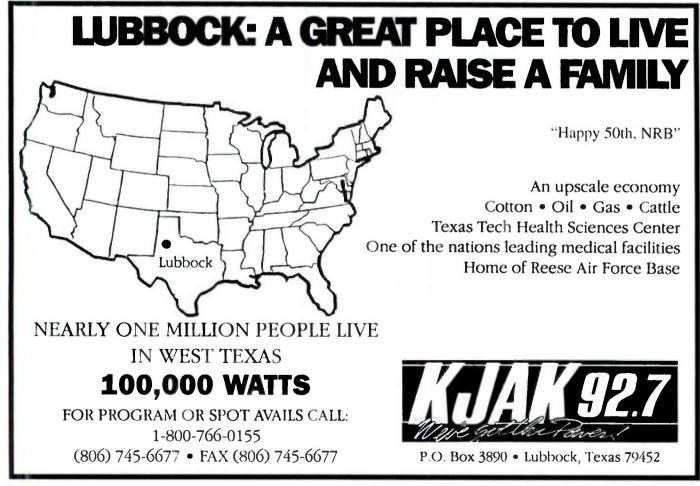
claim the glorious hope we have in Christ Jesus and to speak for those who cannot



Ten thousand Christians gathered at the Mecca Arena in Milwaukee to repent of their apathy on the abortion issue and to dedicate themselves to the cause of life.

speak for themselves. In times like these, could we do any less?

Ingrid Guzman is a producer for WVCY-TV and WVCY-FM in Milwaukee.



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FEBRUARY•1993

Surfacing the Secret of Child Abuse

by June Hunt -

The secret knowing the child won't tell — is the perpetrator's most powerful weapon in child abuse. God's strategy for the protector is to surface the secret and thus enable truth to set the child free.

Marilyn Van Derbur was the youngest of four daughters born into one of Denver's most prominent families. The golden-haired, straight-A student was blessed with both brains and beauty. In college, Marilyn's sorority sisters encouraged her to enter the Miss University of Colorado pageant. From there, she captured the Miss Colorado crown and finally arrived in Atlantic City for the Miss America Pageant. Marilyn never expected

to win the title; she just hoped she wouldn't fall off the runway!

To her surprise, Marilyn Van Derbur didn't take a tumble but took the crown as Miss America for 1958. After reigning for a whirlwind year and then completing her education Phi Beta Kappa, Marilyn served as hostess for 23 network television specials and became General Motors' only female guest lecturer.

offering Biblically based counseling.

Years later, Marilyn stepped up to a podium to share a different story. "Tonight I break my silence . . . saying the ugliest six-letter word in the English language — incest. My father was a handsome, intelligent man, but from the time I was five, until the age of 18 when I moved away to college, he sexually violated me."

How could this be? A prominent citizen associated with the shame of incest? A revered Miss America disclosing the degradation of sexual abuse? Unthinkable . . . but only to the uninformed.

What is child abuse?

Although this once taboo subject has "come out of the closet" onto prime time television, many are unclear as to what constitutes actual abuse. Child abuse is "the mistreatment of a child by sexual stimulation or exploitation, by negligence, or by physical, mental, emotional, or moral injury." According to the laws of government and God, sexual abuse is a crime. (See Leviticus 18.)

In 1986, during Hope for the Heart's infancy, we first aired a

week-long series on incest. I vividly remember the outpouring of pain from people all over the country who wrote, "I've never told anyone this before...." Their descriptions of damaging abuse from years before and its continuing effect in their lives caused my heart to ache.

Many were not aware that they had been victims of incest since their sexual



involvement was not with a parent but with a cousin or uncle or grandfather. However, incest is "sexual misconduct with a child by one who is related by blood, adoption, or remarriage with acts ranging from fondling to physical penetration." Any sexual stimulation with a relative constitutes incest.

How widespread is sexual abuse? Reports estimate that one out of three girls and one out of seven boys are victimized. To grasp these figures, count the

Every victim needs to know that God offers hope and healing, for indeed, "The Lord is close to the brokenhearted and saves those who are crushed in spirit." (Psalm 34:8)

women in your church choir — every third woman was a possible victim . . . every seventh man in the pew was possibly abused. §Tragically, nearly 80 percent of all sexual abuse is incest.§

How can I detect if a child is being abused?

Observe children carefully. Although child abuse is perpetrated in secret, victims will exhibit several of these social symptoms openly: mistrust of adults, extreme modesty or promiscuity, avoidance of specific people or situations, antisocial or runaway behavior, regression to an earlier phase of development, deep fear of saying no to adults, an exclusive relationship with an adult, taking a parental role, sophisticated sexual knowledge, selfdestructive choices, excessive violence or sexuality in playing or drawing.

Because of an inability to process their pain, children often bury their abuse in denial and, as adults, cannot recall large chunks of their childhood. Yet some of these characteristics will be common: sad facial expressions, difficulty in concentration, nightmares, apathy, eating disorders. unpredictable anger, depression, excessive need for love, frequent crying, guilt, shame, confused sexual identity, Coast-to-coast digital audio from \$1,262 per month.



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FEBRUARY+1993

SURFACING THE ... CONTINUED FROM PAGE 37

and dissociation — possibly leading to multiple personality disorder.

Regardless of the symptoms, every victim needs to know that God offers hope and healing, for indeed, "The Lord is close to the brokenhearted and saves those who are crushed in spirit" (Psalm 34:8).

What if I suspect abuse?

Realize that victims can only be set free when truth is surfaced. Proverbs 21:15 states: "When justice is done, it brings joy to the righteous but terror to evildoers."

Do be aware:

• Child abuse is a crime and should be reported.

• Children are usually abused by people they know.

• Children seldom lie about abuse though their stories may seem inconsistent.

• Children may change their stories out of fear or loyalty.

• Child abuse is progressive and, if not dealt with, will probably get worse.

Do take action. Don't be in denial, no matter how difficult the abuse is to believe. Don't hesitate to see that the offense is confronted. Don't make excuses for the offender or minimize the action. Don't assume that if it happened only once, it's not serious. Don't keep abuse a "family secret."

What are some practical ways I can help?

In most cases, abused children are fearful of speaking up because they think: "I can't tell anyone what has happened to me...it must be my fault." Victims must be told it was not their fault. The Lord may lead you to become involved in order to surface the secret of child abuse. Proverbs 20:5 says: "The purposes of a man's heart are deep water, but a man of understanding draws them out."

Seek understanding to draw out what may be hidden deeply in the heart. Pray for God's wisdom (Proverbs 2:6). Provide a safe atmosphere in which to talk (Psalm 55:8). Ask questions and carefully observe the response (Proverbs 20:11a).

When referring to the family, does the child totally eliminate one parent from the conversation? If so, ask about their relationship: "Is there something happening to you that you don't like? Were you told to keep it a secret? Even if someone told you not to tell, it's right for you to talk."

If children reveal the "secret," act accordingly:

• Encourage them with the truth which will set them free (John 8:32). Communicate what you believe to them. Acknowledge that the abuse is wrong. Tell them God hates what happened to them. Reassure them that they are not to blame. Convey that you hurt with them.

• Report abuse to the proper authorities (Romans 13:1a).

• Plan for follow-up assistance (Proverbs 15:22).

• Be prepared to provide immediate protection, arrange for a medical exam,

It's true that we live in a fallen world with fallen people who do fallen things, but God's promise is that there is no unsalvageable situation when placed in His hands.

and obtain Biblical, Christ-centered professional counseling.

How can children learn to protect themselves against abuse?

Empower children with knowledge. Many children don't know that they have the right to protect themselves; therefore, your affirming words could give a child courage and confidence. Speak sensitively and slowly: "God loves you just the way you are. Because your body belongs to you, you should decide who touches it. If anyone, even an adult, touches you in a way you don't like, say no. Scream and run away if you must. Even if someone tells you to keep such touching a secret, it's right to tell anyway. Someone may threaten to hurt you if you tell, but you should tell anyway. Find an adult you can trust and go to besides your parents. If no one believes you, keep telling until someone does."

Where is God in all of this?

This often-asked question is perhaps the most difficult one to answer. It's true that we live in a fallen world with fallen people who do fallen things, but God's promise is that there is no unsalvageable situation when placed in His hands. According to Romans 8:28, He will take the bad in life and use it for good. He is the Redeemer and Deliverer.

If you have suffered in silence, these God-given promises are the keys to unlock prison doors:

• Nothing can ever cause you to lose God's love. In Jeremiah 31:3, the Lord says, "'I have loved you with an everlasting love; I have drawn you with loving kindness.'" Know that God has never been without a continual love for you.

• Even if members of your family reject you, God still loves you. Claim Psalm 27:10 — "Though my mother and father forsake me, the Lord will receive me."

• You can be honest with God about your feelings, and He will understand. "Cast all your anxiety on Him because He cares for you." (1 Peter 5:7)

• When you come to God for help, He will heal your pain. God is the healer of broken hearts, the mender of broken lives. God mends the broken heart when you give Him all of the pieces. Pray Psalm 30:2 with faith, "Oh, Lord, my God, I called to You for help and You healed me."

• If you let Christ live in your heart, He will change you into a new person. Regardless of the past, II Corinthians 5:17 says that Christ has given you a new identity: "If anyone is in Christ, he is a new creation; the old has gone, the new has come!"

• God has a wonderful plan for your life. Because you were abused, you may feel your life is worthless; however, nothing could be further from the truth. In Jeremiah 29:11, the Lord says, "I know the plans I have for you . . . plans to prosper you and not to harm you, plans to give you hope and a future."

In light of these precious promises, how do you see yourself? Do you see your true identity? Your background may have been abuse, but as a believer, your identity is not that of a victim, but of a victor! Since Christ conquered abuse, and with the very life of "Christ in you" (Colossians 1:27), you too are more than a conqueror (Romans 8:37). No longer are you shackled to a secret, a prisoner of the past. The Son has set you free.

§Material taken from Healing for Sexual Abuse; Downers Grove, Ill.; Intervarsity Christian Fellowship; 1991.

June Hunt is the executive director of Hope for the Heart, Inc., in Dallas.

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(Circle 169 on the Reader Service Card)

by Glenn Plummer

ost leading Christian broadcasters (and I could easily expand this to include most evangelical leaders), if asked to list the ten most critical social issues that need to be addressed by the church in 1993, would undoubtedly include abortion, homosexual rights, AIDS, the national debt, reform of the public school system, capital punishment, drugs, crime, sexual promiscuity, the assault on family values, the eroding national morality, etc., etc.

Sadly, the majority of these same Christian leaders would not have listed "racial prejudice" as an issue that deserves equally vigorous attention from the church. Although there is an increase of activity among white supremacist groups and inner city black gangs alike, the most alarming concern is the deafening silence coming from most Christian grow with each other in Christ Jesus.

Among all the various social issues that we address as Christian broadcasters, it seems that the racial prejudice issue is the only one being openly and overtly practiced in most churches across the country. Abortion, homosexuality, immorality, and sexual promiscuity are certainly problems we have in the church today, but the church generally does not condone these problems. Racial prejudice, however, is perceived (whether true or not) by most blacks around the country to be condoned by most white churches and para-church organizations — including most Christian broadcast organizations.

When one looks at the racial makeup of most leading Christian organizations around the nation, including broadcast ministries, Christian radio and television stations, Christian colleges and universities, etc., they are suspiciously void of virtually any African-American board members, executive level management, alleled as it relates to its impact for good on the families of America.

A few years ago, however, Dobson realized that he was not making the necessary inroads into and impact on the black families of America. In addition, his organization was void of blacks who could have helped in giving direction on how to reach this audience effectively — in any leadership or management position. Through a series of events, Dobson met Dr. Anthony Evans of The Urban Alternative in Dallas. They developed a sort of partnership relationship.

Evans, a black man, agreed to develop a new radio program, while Dobson, a white man, agreed to "run interference" in getting Evans' program placed on Christian radio stations across the country. They were both surprised to learn that there were hundreds of Christian radio stations that had no blacks at all on their respective program schedules, and worse, they were not interested in starting.



leadership over the racial prejudice, racial inequality, and racial segregation among black and white Christians within the church of Jesus Christ.

There are many who would immediately point out a passage of Scripture such as Galatians 3:28, which states, "There is neither Jew nor Greek, there is neither bond nor free, there is neither male nor female: for ye are all one in Christ Jesus." One must understand, however, that this passage refers to our vertical relationship and position *in Christ.* It does not refer to our horizontal relationship with *each other*.

Among each other (according to the flesh), we acknowledge that there are many differences between male and female. Likewise, among each other, there are many differences between blacks and whites. One simply has his "head in the sand" if he does not see and acknowledge the various differences. We must not, however, put a wall up between each other but must instead reach out and embrace one another with a genuine curiosity to learn about, understand, and on-air personalities, and in many cases, even regular employee staff members.

As an example, if our own NRB headquarters were always staffed by men only, and absolutely no women worked there, we would never be able to get away with quoting Galatians 3:28 and saying, "We don't look at gender when we hire someone. We've just coincidentally always hired men." Our sisters in Christ would never buy it, and above all, we would not be acting according to Scripture.

Rather than continue in this vein, I would rather highlight three real situations that articulate the problem while at the same time providing us with practical, positive solutions that are attainable to most.

Case #1: Focus on the Family

Focus on the Family with host Dr. James Dobson is a one-half hour daily radio program which is heard on more radio stations around the world than any other Christian program today. The success of this radio ministry has been unparDobson instructed his agency, Ambassador Advertising, to assist in getting Evans' program on the air. After Ambassador was only able to influence a few stations to carry the program, Evans developed a new relationship by retaining his own agency, The Domain Group.

Evans is now on more than 130 radio stations nationwide with a daily program. He credits Dobson with providing the initial assistance in the production of the program, providing financial help, and influencing broadcasters to carry the program. More importantly, Dobson recognized and acknowledged that Focus on the Family was not doing what was necessary to effectively reach the African-American community.

Case #2: Zondervan Corporation

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Headline and Heartache What Broadcasters Must Do About Somalia

by Dan Nicholas _____

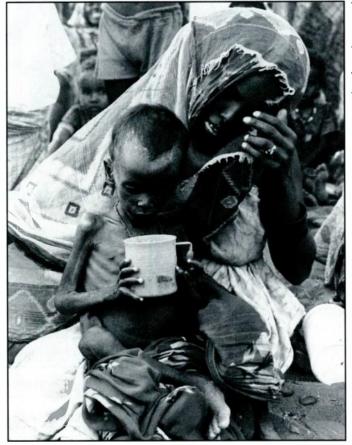
fter the television coverage fades, when the U.S. troops finally come home, when the world's attention has turned to yet another hot spot, thousands of Somalis — the "fortunate" ones who have not already starved to death — will still have to live through the aftermath of the famine. But will religious broadcasters still be reporting and commenting on what is perhaps the worst humanitarian disaster of the century, a crisis of biblical proportions?

Indeed, some of the most socially responsible Christian radio and television executives are already looking beyond the dramatic headlines and seeing the long-term heartache that is Somalia. Others, though wellintentioned, will pass the story by, choosing instead to aim their microphones toward softer stories and taped sermons.

What can — and must — Christian broadcasters do to inform and motivate their audiences about Somalia and the other 14 African countries, including Mozambique and Zimbabwe, that have been ravaged by drought and famine? Here are some ideas for getting the message out.

Education and Motivation

To begin with, you must make a commitment to educate your listeners or



Although Abbas Mliq, shown here in northeast Kenya with his sister, Nooria, looks hungry, he has already received food from this feeding center for three weeks. This is a graphic illustration of how long it takes for children to recover from severe malnutrition. The feeding center is one of nine in the area, where over 70 percent of the children are malnourished.

viewers about Africa, about the problems as well as about what is being done there to relieve suffering. Many relief and development charities can provide you with detailed print information and prerecorded broadcasts about the needs in and the solutions for the African crisis. Ask them for help. Then make time in your busy program schedule to air their specials and spots, even if it has to be on a public service basis.

World Vision, for example, released a television special in December that features the sights and sounds of Africa with narration by *Jeopardy* host Alex Trebek and talk show host Sarah Purcell. Produced with the Russ Reid Agency in Pasadena, Calif., a longtime World Vision partner, the hard-hitting documentary would fit the bill for any television station wanting to teach its viewers about famine and what can be done to make a lasting difference.

Radio has also been targeted by World Vision. Chris and Andrea Fabry of the Moody Broadcasting Network in Chicago co-hosted, with World Vision president Bob Seiple, an evangelically focused radio special that also started airing nationwide in December. The fast-paced program, which was developed with KMC Media of Dallas, is part of a larger, multimedia "Stop the Famine" campaign that World Vision launched recently.

Multiplication of Efforts

Broadcasters should also partner with a relief and development agency; together, the two organizations can accomplish far more than can be done individually. James Robison Life Outreach International of Fort Worth, Texas, is partnering with World Vision to combat famine in Somalia.

A camera crew from the ministry visited World Vision feeding centers in Baidoa, site of some of the worst starvation, in a nation where one-quarter of the children had already perished. Wanting to do whatever he can in a desperate corner of the world, Robison has already raised thousands of dollars to help in the feeding of starving children.

Another example of creative partnership is World Concern, which has served in Somalia's Jubba River Valley since 1981 and has paved the way for World Vision's return to that country last year. The Seattle-based ministry's Howard Berry called the interagency partnership a "unique and positive relationship." The

charity, he noted, maintains feeding and maternal health care centers and has just begun distributing dry rations.

World Concern's Mission Network News, which first aired in 1991, is distributed without charge on 190 stations and is updated nine times daily by satellite. The Raymond Group production includes international news from World Vision and other agencies.

To be truly socially responsible, you will want to make time for relief and development news in your newscasts. If you do not have a local newscast, the famine

in Africa might be the excuse you need to start one. People are attracted to news in our ever-changing.world.

Few Christian stations produce news as aggressively as KBRT-AM/Avalon, Calif., a southern California daytimer which airs its own newscasts five times a day. News director Stan Harrell has made a major commitment to including relief and development information. Incidently, he treats domestic news coverage with the same fervor.

You should also plan to interview relief and development officials on your talk programs either live from the field or when they return from Africa. If you don't Others, though well-intentioned, will pass the story by, choosing instead to aim their microphones toward softer stories and taped sermons.

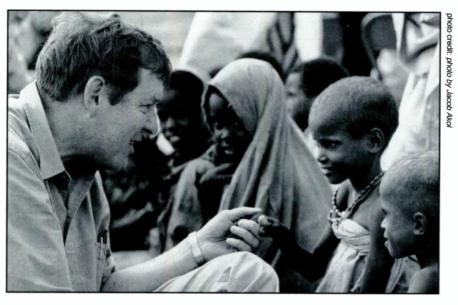
have an issue-oriented, daily talk show in drive time, make plans to start one. It's worth the investment of cash, time, and staff because contemporary audiences have a hunger for knowledge and a desire to respond to the needs around them.

you encourage your audience to sponsor poor children through World Vision, Compassion International, Food for the Hungry, or another agency. World Vision's "Who Will Care for the Children?" television special raised awareness and monthly sponsors for needy children worldwide. Compassion International, with headquarters in Colorado Springs, Colo., also depends on monthly sponsors to aid underprivileged children. Its staff is hard at work in Zaire, Uganda, Kenya, and Ethiopia, where some 2000 children will be available for sponsorship in the next four months, according to public information director Larry Yonker. Neither World Vision nor Compassion International provide Somali children for sponsorship because the nation, ruled by force, has been too unstable to assure the necessary follow-up to sustain such a program.

The Involvement of Youth

One of the most important decisions you can make this year is to support youth programs that raise awareness and funds for famine victims. Churches in your neighborhood probably need such help for their youth outreach efforts.

World Vision's 30-Hour Famine will raise much awareness and radically change life for thousands of teenagers who will fast February 19-20, not a small sacrifice in consumer-conscious America. The annual program, under the



World Vision president Bob Seiple, who will lead a prayer for the world's poor as part of the NRB 93 International Luncheon in Los Angeles, visited famine-ravaged Somalia last September. World Vision is currently conducting a five-year, \$7.4 million relief effort in that nation.

There are many topics that can be developed, from homeless American families to starving Africans.

If you cannot produce your own program, consider airing one of the excellent, nationally syndicated shows currently available. Moody Broadcasting's *Prime Time America* with Jim Warren, Salem Communications' *Table-talk* with Rich Buhler, CBN's *The 700 Club* with Pat Robertson, and Crawford Broadcasting's *John Stewart Live* are only a few of the thought-provoking talk programs that have recently focused on Africa and are setting an example for local stations.

You can assist hungry Africans when

direction of A'Lexa Hawkins, will also raise money for starving persons in Africa and around the world. A wide variety of upbeat print and video education material is available to teach youth and adults about hunger and about what can be done to alleviate it. Church, school, and community groups from around the nation and world will participate in the 30-Hour Famine.

To promote topical discussion, you will want to incorporate musical specials focusing on the problem of hunger into your program schedule. You ought to

WHAT BROADCASTERS CONTINUED FROM PAGE 43

block out enough time to cover the topic adequately through music. These specials are available from many relief and development groups.

World Relief Corp., the international assistance arm of the National Association of Evangelicals, for instance, produced a radio special in December and will release a fund-raiser album on February 15. *Operation Angel Wings*, recorded last year after the Gospel Music Association convention, has a song entitled "A World of Difference." Russ Taff, Sandi Patti, Ray Bolz, and 42 other artists collaborated on the Word Music album.

The "We Are the World" style album and the 60-minute public service radio special provide broadcasters with a "unique opportunity to call an audience to respond compassionately to a critical

THE ROAD ... CONTINUED FROM PAGE 40

Benson Records, one of the largest Christian record labels in the country, and Family Bookstores, a chain of over 125 Christian bookstores. Mr. James Buick, Zondervan's president, acknowledged to certain black Christian leaders that his organization had completely failed to address the needs and concerns of the black community with its products. In addition, Zondervan had published no books by black authors and had no blacks on its board of directors, in its management, or in any of its operations departments.

After a series of meetings with Matthew Parker, president of The Institute for Black Family Development, and with other black Christian leaders. Buick made some rather drastic changes within Zondervan. He adjusted and expanded the company's mission statement to specifically target the African-American and Hispanic communities. The company began publishing books by several black authors. It hired a significant number of blacks and created an entirely new department called "Segmented Markets," headed by director Sam Hooks, an African-American.

In addition, Zondervan has retained a black Christian advertising agency to assist in marketing their products to the African-American community. Although there are still no blacks in top executive management positions or on the board of need, to respond as Christ would to the famine," said Marlene Minor, who directs communications for World Relief.

One of the most significant steps you can take is to call your community's churches to pray for starving Africans. Manna International, a San Franciscobased relief and development ministry, did just that in November when some 50 congregations participated in the first annual "Bay Area Day of Prayer and Fasting."

Manna's founder and president, Kevin McFarland, credits the event's success to the publicity he received after returning from Somalia and said he expects to make a greater impact next year when many of the local Christian broadcasters assist the project with interviews and spots.

Recently, McFarland was interviewed by KFAX-FM/San Francisco and KFCB-TV/Concord, Calif., both local Christian stations, and he was a frequent focus of attention from most of the area's

directors, Zondervan has clearly made significant efforts to acknowledge its past failures in serving the black community and to correct these past inequities.

Case #3: Josh McDowell Ministries

Josh McDowell has one of the largest ministries to teenagers in the world. His "Why Wait?" campaign is said to be one of the most effective deterrents to teenage pre-marital sexual activity today. On a recent trip to Detroit, McDowell planned to hold a major "Why Wait?" crusade in the inner city. Up to this point, his meetings were always in a comfortable suburban setting. The decision was made to hold the campaign in Detroit's main arena, Cobo Hall.

The typical course of action among white evangelicals planning inner city outreach is to hold a series of planning meetings in a suburban setting, decide what will be done, and possibly invite some inner city pastors to be a part of the event. In McDowell's case, before any decisions were made concerning the event, several black Christian leaders were invited to be a part of the decisionmaking executive committee.

The make-up of the committee was approximately 50 percent white and 50 percent black. The group decided to have, in addition to McDowell, an African-American speaker. The crusade attracted over 10,000 teenagers — 60 percent white and 40 percent black. This was the first time in Detroit's history that an intesecular media, including six appearances on the local ABC affiliate. McFarland, who ministers in six countries but not in Somalia, designated all the funds raised for World Vision's Somalia program.

These ideas only scratch the surface. You could also organize a communitywide poverty awareness task force, write and distribute a comprehensive fact sheet that includes the names and toll-free telephone numbers of Christian agencies working on African poverty issues, promote World Hunger Day each October, urge your audience and community to adopt and fund an African relief site or feeding center, and motivate your staff to become involved personally by coordinating an employee campaign for poor Africans.

The strategies are virtually unlimited. You need only the will and the leading of God to get started today.

Dan Nicholas is the national media relations specialist for World Vision in Monrovia, Calif.

grated group of this size came together for a Christian event.

Lessons Learned

Several key points can be gleaned from these cases. Creating a partnership with African-Americans is essential in effectively reaching an urban audience. Making a conscious, overt effort to include blacks at every level of leadership within one's organization will only enrich and deepen the level of success as the organization strives to fulfill its spiritual mission.

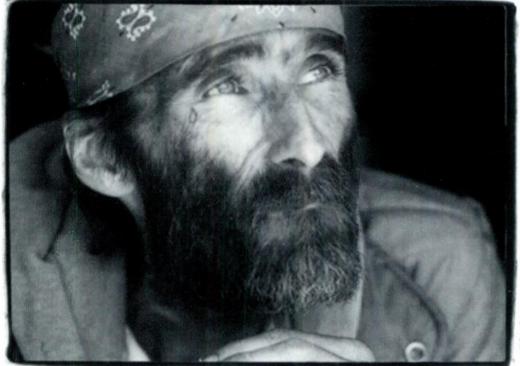
Inclusion — or "a seat at the table" — is of monumental importance to blacks. Many white evangelicals apparently fail to recognize this. The message communicated is one of unwillingness to share power or leadership with African-American believers.

It is vital that we join arms in carrying the glorious message of the cross to urban and rural America alike. We have such great potential and incredible opportunity. But one of the first steps in this pilgrimage is for evangelicals to publicly acknowledge that the racism which has been and is being practiced is sin.

As Christians, we have all learned that the first thing one does with sin is to confess it as sin, ask forgiveness, and commit to not walking down that same path again.

The Rev. Glenn Plummer is president of the Christian Television Network and TV48 in Detroit and chairman of the Black National Religious Broadcasters.

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With Unity and Diversity, Pressing Ever Onward

by Clinton H. Utterbach

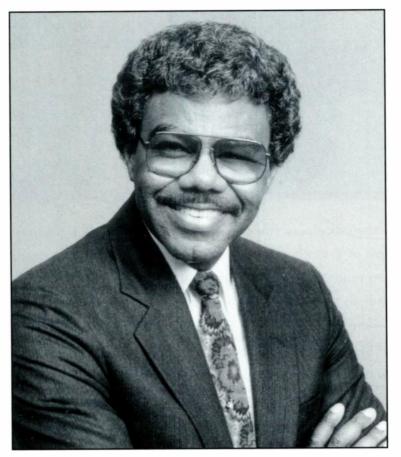
I iven that the racial and political climate of our nation has reached its present state over several centuries, it is unreasonable for any individual or group of individuals to expect to find a pat solution for effecting overnight change. More importantly, we must recognize that we cannot legislate righteousness. Only changed hearts can change lives. And change can only begin when man has a desire to change.

Still, some non-ethnic members of National Religious Broadcasters (NRB) have a sincere desire to extend themselves to the "black church" or the black community. The question they face is how. And should white broadcasters charge themselves with assuming this responsibility alone? 1 say — emphatically — no.

As a former NRB board member, I did not involve myself in the Black National Religious Broadcasters

(BNRB) because the resources and information available from its parent group were available to all broadcasters, regardless of race.

I have always advocated that black broadcasters reject any sense of separatism or exclusivity. In my opinion, there was no need to establish a splinter group simply based on race. But because the



Clinton H. Utterbach

splinter group does exist, it has been my position that black broadcasters should invite non-black broadcasters, recording artists, and speakers to participate in the activities they sponsor.

Earned Opportunities

There is no one group of white people which can attempt to solve the problem of inequality or disparity in the opportunities available to members of minority groups. However, those with the ability to offer opportunities for people of color can make a difference.

Some irrefutable facts must be faced first. Cultural differences between the races often cause uneasiness. Tackling that awkwardness becomes a decision of the people involved. The NRB should not feel coerced into socializing with individuals simply based on color. People are naturally drawn to others of like mind, interests, and concerns.

But people of color also have a responsibility to extend themselves to others. The things which make us different will not change. Therefore, efforts toward change and a greater sense of unity cannot ignore these differences.

The way to reach out to the black community without being condescending is to present meaningful op-

tions such as apprenticeships or mentoring programs. This does not mean the reinvention of affirmative action programs. Black candidates for such training programs should be required to clearly exhibit the potential to reach for the best that is within them.

Any number of schools, colleges, and universities with communications

departments can be canvassed for potential qualified apprentices. Achievement and initiative should be rewarded. Patronizing people because of their skin color will only result in the perpetuation of mediocrity. Pacification programs continue the cycle of dependence. Dependence can generate resentment because of the sense of powerlessness.

Tools and Freedom

Today, the Russian people want American technology, but they do not want to be governed by the United States. They only want the tools. They had been taught, under the Communist rule, to depend on the government as a "father figure." This kind of controlled behavior

People of color are looking for tools and resources which will enable them to function on equal footing with the rest of society.

thwarts self-motivation. Now that the government is dismantled, Russians are having great difficulty adjusting to their new-found freedom. Nevertheless, they still desire the opportunity to govern themselves and are wary of becoming dependent on or controlled by a foreign power.

The plight of the Russians is a direct parallel to the plight of the ethnic people in the United States. Communism robbed the Russian people of personal initiative. America's social programs and societal barriers likewise robbed members of minority groups by not allowing them to assimilate into mainstream society. People of color are looking for tools and resources which will enable them to function on equal footing with the rest of society.

There is nothing wrong with giving; it is the motivation for giving that often causes good intentions to go awry. From a spiritual point of view, when you give someone material things, they should be given in conjunction with the message of the gospel. The ultimate goal is to expand the kingdom of God. Man should be

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CONTINUED ON PAGE 48

AGE 48

WITH UNITY . . . **CONTINUED FROM PAGE 47**

dependent on God, not on other men. Giving should have as its ultimate goals enablement and empowerment.

At Redeeming Love Christian Center, we adamantly teach submission to God --- our availability coupled with His ability. At our educational outreach, Love Christian Academy, we reinforce the standards of excellence. Students are rewarded for accomplishments. This practice is not designed simply to make students "feel good," but rather to motivate them to achieve. In three years, the predominately black student body has far exceeded national standards on achievement tests because excellence has been demanded and expected of them in their academic and spiritual lives.

At the Academy, our greatest success is with those children between three and five years old, who are like fresh, wet clay. It is more difficult to alter the mindsets of the children who are already teenagers. Similarly, it is difficult to change the mindsets of those people who have already been scarred by racism. But

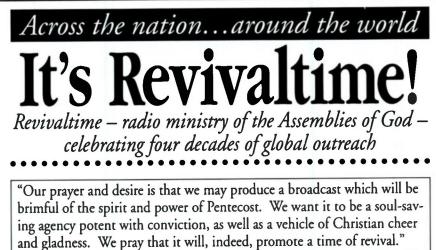
we can start by clearly demonstrating a willingness to let young people of color assimilate into mainstream society.

Clear Vision and Ultimate Goals

It is ludicrous to think that all white people think, act, or believe in the same

Man should be dependent on God, not on other men. Giving should have as its ultimate goals enablement and empowerment.

way. Our nation's Civil War proved that whites can be vehemently at odds with each other. Likewise, all blacks do not represent a single manner of behavior or beliefs. And those who believe in a "black stereotype" or who are motivated



- Wesley R. Steelberg, April 9, 1950

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by guilt to extend themselves to the black community because of the "black experience" in this country will have a clouded vision of what the needs of blacks are.

Consider a black and a white sprinter, each running toward the same finish line in a race. Most whites in society today have the opportunity to run that race unencumbered. Yet those blacks who are even allowed to compete in the race will have to run a virtual obstacle course toward that same finish line. Our goal should be to see both sprinters run unimpeded.

There are runners available. Those interested in "coaching" can cultivate a winning team by incorporating the diversity reflected in our society. As believers, it is our duty to mentor the young with Paul's words: "But one thing I do: forgetting what is behind and straining toward what is ahead, I press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus" (Philippians 3:13-14).

Those of us who minister the Gospel must, in the final analysis, minster as Jesus did - to the poor, the brokenhearted, the captive, the blind, and the bruised, regardless of race or creed.

Clinton H. Utterbach and his wife, Sarah, pastor the Redeeming Love Christian Center in Nanuet, N.Y.

Extending the Hand of Unity

by Albert Chubb

or many years, the Christian broadcasting stations of the greater Orlando area have believed in and encouraged unity in the body of Christ and have communicated this belief to members of their audiences. But "unity," like "love," is an action word. And so it was, in the spirit of active unity, that four Orlando Christian broadcasting stations - two radio and two television recently joined hands to help Frontline Outreach, a central Florida ministry to the inner city.

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EXTENDING THE ... CONTINUED FROM PAGE 48

The purpose of the "Project Frontline Share-a-thon," which had a goal of \$100,000, was to help Frontline Outreach remain open to the disadvantaged community. The Sharea-thon raised over \$144,000.

According to National Religious Broadcasters president David Clark, "This unique expression of love and unity is an historic first in not only Christian broadcasting but in all broadcasting. This great success in Orlando could well become a model for other Christian stations throughout the country."

Claud Bowers, president and founder of WACX-TV (SuperChannel 55), served as the executive producer and host of the simulcast share-a-

thon. The chief executive officers of the other stations co-hosted the event, which kicked off at noon on November 21.



For 12 hours, competition was forgotten among the four major Orlando-area Christian radio and television stations. Pictured above, from right to left, are: Ken Mikesell of WTGL-TV, AI Chubb of WAJL-AM, Tom Moffit of WTLN-FM, and Claud Bowers of WACX-TV.

"My first reaction to the suggestion of a four-station simulcast was somewhat negative," Bowers admitted. "I ques-



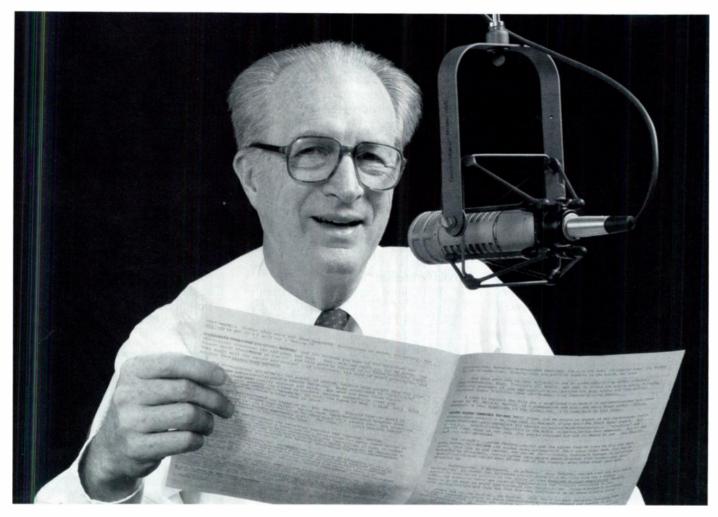
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tioned whether all the stations would completely clear their programming logs and donate 12 hours to raise a goal of \$100,000 without one penny of income, in addition to giving thousands of dollars in production and airtime to promote such an event. But with God, 'all things are possible,' and all the broadcasters were cooperative and enthusiastic. We were extremely pleased to exceed the goal by nearly \$50,000 . . . to God be the glory. Having four communications frequencies in a major market broadcasting the same 'live' production for 12 hours was indeed historic."

C.R. Smith, president and founder of Frontline Outreach, thanked the Christian broadcasters: "I am so humbled by this awesome and generous response to Frontline in our desperate hour of need. I feel like Andre Crouch when he sang, 'How can I give thanks?' May God richly bless the stations and those who generously called in their love gifts to put us well over the top!"

Frontline Outreach has served the people of Orlando's inner city for 25 years, providing childcare, educational programs, and spiritual guidance. The ministry has, through its teen pregnancy program, also worked with thousands of unwed mothers, helping them to become trained, responsible, and self-sufficient. The Frontline staff works directly with some 1000 needy people each day.

Al Chubb is the president and general manager of WAJL-AM in Orlando, Fla.



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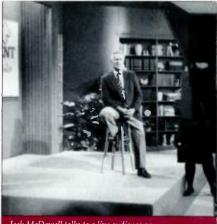
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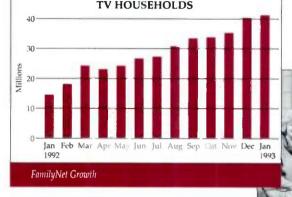
Christian and family programming is not a numbers game with no regard for means of delivery. But we must use the best means to reach the maximum number of people. FamilyNet reaches people. We've grown 280% in 12 months. Programs like COPE, Sunshine Factory, and The Family Enrichment Series are seen on FamilyNet stations from Anchorage to El Paso-large markets and small-more than 41 million potential households. That's visibility.



losh McDowell talks to a live audience on "The Family Enrichment Series"

alues

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We'll show you how FamilyNet can deliver Visibility...Value...Variety.



The Baptist Hour

Chuck Colson—interviewed "Profiles



the kids at "Sunshine Factory

aren Hayter (left), with guest counselor for COPE

David Wade's cooking shou

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AN ELECTION ... CONTINUED FROM PAGE 53

get easier as we neared the end of the age. If anything, the Bible warns that things will get worse before they get better (II Timothy 3:1-5). The advancement of modern culture has left us with a general uneasiness about the future. Many of us sense that the spiritual and traditional values of this country are being rapidly discarded.

The grip of secularism on our society is so tight that it is being felt in nearly every area of American life. The secularization of education, morality, and public policy has gradually led to the politicization of those beliefs into new laws and judicial decisions. The end result will be the legalization of secularism and the disenfranchisement of Christianity.

Attempts to remove Christian morality from American political life are only likely to continue to accelerate. At the same time, the very real danger exists of secularists forcing non-Christian morality on the Christian community. The influence of secularism so thoroughly dominates modern life that it now dares to enshrine itself through the political process.

Radical secularists like Gloria Steinem have made it clear that they intend to eradicate the idea of God from American life. The godless humanism

that they promote is determined to relentlessly secularize this nation until God, church, and the traditional family are relegated to the junk heap of history. The com-

bination of



Ed Hindson

secularism, relativism, and new age mysticism has left today's generation "going first class on the *Titanic*," as one educator puts it! The selfism and materialism of our times leave our younger generation desperately searching for meaning in the material things of our culture, while believing that there really is no meaning



(Circle 130 on the Reader Service Card)

to life other than what you create for yourself.

The anti-God forces in our society are now flexing their muscles with a new boldness. Hoping to find an ally in President Clinton and the new political establishment in Washington, many are calling for an acceleration of legislation aimed at the evangelical community.

Politics, in the broadest sense of human governance, is the last line of defense for religion in our society. To give up on the political process is to give in to the enemy. It is to divorce our religious beliefs from public policy, leaving the public arena devoid of spiritual life and values. Richard Neuhaus has observed, "Attention must be paid to the political, not because everything is political, but because if attention is not paid, the political threatens to encompass everything!"

Evangelicals cannot "write off" the next four years. We must remain actively involved in the moral and political debate. We must seek to influence our new president and our legislators. We dare not abdicate our responsibility at a time when our voices need to be heard more clearly than ever. God is still in the business of turning the hearts of leaders toward Him.

More than anything else, we need a genuine spiritual revival among the people of God. We must live our faith in such a powerful and positive way that we convince the secular world that we are for real. True revival must begin at the house of God is it is to result in the transformation of society.

Pat Robertson, president, The Christian Broadcasting Network, Inc., Virginia Beach, Va.: President Clinton may well appoint judges to the federal bench who are

hostile to Christian values, hostile to prayer in schools, and hostile to traditional family morality. Since there are 100 judicial vacancies that can be filled with American Civil Liberties



Pat Robertson

Union lawyers, there is a very real possibility that there will be some lawsuits.

There could be some challenges to tax-exempt status. There could be all sorts

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As Christian values are being challenged throughout our society, we must respond Biblically. Larry Lea has devoted his life to teaching the Body of Christ how to have a powerful and effective praver life.

On this new program, he is calling God's people to join in prayer and confront spiritual forces in the manner shown in II Chronicles 7:14:

"If my people, which are called by my name, shall bumble themselves, and pray, and seek my face, and turn from their wicked ways; then will I hear from heaven, and will forgive their sin, and will heal their land."



For availability contact: Barbara Weigel

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KLXV San Jose San Francisco Friday 7:00 AM PST

KFCB Sacramento Friday 7:00 AM PST

"Canada, Let's Pray"

is seen in Canada on: VISION NETWORK CANADA Sunday 9:00 AM EST





AN ELECTION ... CONTINUED FROM PAGE 58

order to relieve the pressure.

If the Christian community ever

needed to be active and involved in letting the White House know how it feels on the great moral issues, the time is now. Bill Clinton has already begun his race for the White House in 1996. If we can't succeed in getting him to change his



On November 3, 1992, Bill Clinton was elected America's first Democratic president since Jimmy Carter.

actions, it is going to be a long four years.

And if President Clinton proceeds to give the left-wingers what they want, we also need to be working for the race for the White House in 1996. Let us not forget that Ronald Reagan could never have been elected President had it not been for Jimmy Carter.

Perhaps President Clinton will remember that, too. A man who won by a "landslide" vote of 43 percent (less than Michael Dukakis received in 1988) just might be open to changing his actions on some of the great moral issues.^RB

Lincoln Speaks to America

by Jim Marks_____

The following address, a collage of sorts of actual speeches made by Abraham Lincoln during his presidency, suggests one version of the address this man — revered by many



(Circle 154 on the Reader Service Card)

Americans and by Christians in particular — might make to this nation were he to stand before it today.

My fellow countrymen, what has happened to our great nation since my death? My heart is heavy over what I see. What has happened to the presence of God, the sanctity of life, the family, equality of man — the values that our fellow countrymen have died for so gloriously on the fields of battle!

America, you have turned your back on God the Almighty, the Creator. The nation has replaced its dependence upon God and His holy principles with an independent spirit that portrays man as sufficient unto himself. Any nation that is not godly is by nature ungodly and shall be punished. You have become a nation that does not obey the voice of the Lord. The nation has become like faithless Israel in the days of the prophet Jeremiah.

More than 6500 books have been written about me. I understand that I am the most quoted American in history and that I used more scriptural references in my speeches than any other U.S. President. Yet I was but a humble instrument in the hands of our Heavenly Father, as we all are, trying to work out His great purposes. I have desired that all my works and acts be done according to His will. It is fitting and proper that you now heed my word.

Much debate has taken place and volumes of material have been written about my religious convictions. I considered myself a godly man. I read the Bible and lived by the Ten Commandments. But although I did all those things, I did not have a personal relationship with Jesus Christ until November 19, 1863, after my Gettysburg Address.

I once was asked, "Do you love Jesus?" by a minister from Illinois just a few short months before my death. I solemnly replied, "When I left Springfield, I asked the people to pray for me. I was not a Christian. When I buried my son, the severest trial of my life, I was not a Christian. But when I went to Gettysburg and saw the graves of thousands of our soldiers, I then and there consecrated my life to Christ. Yes, I do love Jesus."

I recall another conversation I had at the White House with a lady who was a member of the Christian Commission. I asked her to give me, in brief, her idea of what constitutes a true religious experience. The lady stated that, in her judg-

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May the NRB membership continue to be a source of biblical encouragement and instruction to the multitudes, touching and transforming lives with the unchanging Word of God.



LINCOLN SPEAKS CONTINUED FROM PAGE 60

ment, it consisted of a conviction of one's own sinfulness, weakness, and personal need of the Savior for strength and support: a feeling of the need of divine help; and a seeking of the aid of the Holy Spirit for strength and guidance, these being satisfactory evidence of having been born again.

I was silent and thoughtful. After a few moments, I said, very earnestly, "If

what you have told me is really a correct view of this great subject, I think I can say with great sincerity that I hope I am a Christian. I had lived until my boy Willie died without realizing fully these things. That blow overwhelmed me. It showed me my weakness as I had never felt it



This "Lincoln portrait" from The Marks Collection in Kennesaw, Ga., is part of the Christian Role Models series, the goal of which is to serve as a reminder that America is a country built on Christian principles.

before, and if I can take what you have stated as a test, I think I can safely say that I know something of that change of which you speak. And I will further add that it has been my intention for some time, at a suitable opportunity, to make a public religious profession."

The last congressional act I signed was to have the words "In God We Trust" inscribed on all our national currency to remind our fellow countrymen of the blessing the merciful Father has showered upon this nation.

Do you understand. America, that "In God We Trust" was so important to me as your country's leader that I declared July 7, 1864, to be a National Day of Prayer? You see, I have been driven many times to my knees by the overwhelming conviction that I had nowhere else to go. My wisdom and that of those all around me seemed insufficient for that day.

I trusted the Lord to answer my prayers and those of my countrymen, and He mercifully did! So, on October 20, 1864, I declared that the last Thursday in November be a National Day of Thanksgiving. It is the duty of nations as well as of men to own their dependence upon the overruling power of God and to recognize the sublime truth announced in the Holy Scriptures and proved by all history, that those nations are only blest whose God is the Lord.

I am reminded of II Chronicles 7:14, which says, "If my people, who are called by my name, will humble themselves and pray and seek my face and turn from their wicked ways, then will I hear from heaven and will forgive their sin and will heal their land."

My fellow countrymen, the judgments of the Lord are true and righteous. We should obey and not oppose God's will. Let us as a nation humble ourselves in the dust and ask forgiveness for the sinful ways of this once great nation. Ask Jesus the Savior for wisdom and repent, for we have nowhere else to go. Let us again place our trust in God.

This article is based on material from the following sources: Lincoln Lore, edited by Dr. Louis A. Warren; Abraham Lincoln, The Christian, by William J. Johnson; and Lincoln's Second Inaugural Address, March 4, 1865.

Jim Marks became a born-again Christian six years ago and has been working since then to produce artwork that glorifies God.

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Called to be Salt and Light

by Ted Baehr.____

Yeveral months ago, Religious Broadcasting published an article about the work of the Christian Film and Television Commission, based in Atlanta, Ga. Since that time, concern about the cultural and ethical war raging in the mass media has come to the fore-

front of public attention. Here is an important update on the opportunity afforded the church to be salt and light in the mass media of entertainment and on the efforts of the Christian Film and Television Commission in making a difference for Jesus Christ.

Reporting on the 1992 Emmy Awards ceremony, The New York Times headlined, "It's War!" and proceeded to comment that the presenters and recipients had made it perfectly clear that the Hollywood elite had declared war on the Republican party, moral Americans, and traditional family values.

Soon after, Jonathan Taplin, producer of the movie Mean Streets, wrote in the Los Angeles Times that the left had already won the cultural war since the American people voted for their leftist, anti-biblical agenda every time they chose to watch Roseanne or Murphy Brown and that the people only had to be made aware of their true preferences so they could vote the same way at the polls.

Now that the curtain has been pulled back exposing the cultural and spiritual war which has been raging in the mass

ble audience by adhering to biblical standards of decency. As a result, Mr. Smith went to Washington, It was A Wonderful Life, and The Bells of St. Mary's rang out across the land.

However, it took ten years of concerted effort (from 1922 to 1932) for the church to achieve this position of influence, and it was only by God's grace act-

ing through dedicated Christians that the battle was won in 1932. (To understand how bad it was before 1933, watch the videotape entitled Hollywood Uncensored, narrated by Douglas Fairbanks Jr.)

When the church abandoned Hollywood in 1966, despite many pleas to stay by the top Hollywood filmmakers, not only were the floodgates to violence, sex, satanism, homosexuality, and anti-Christian bigotry opened, but movie attendance dropped severely. Thus, in 1967, American films drew an average weekly audience of only 17 million - compared to the weekly average of 38 million who had gone to

media of entertainment for the last 50 years, many conservative leaders are rightfully concerned. However, while almost everyone from the President to local pundits is talking about the problem, very, very few are talking about the solution. In fact, some of the shrill doom and gloom messages being trumpeted may



Ted Baehr presents the Movieguide Award of Excellence to Mike Medavoy, chairman of Tri-Star Pictures. The awards are presented each year for "cinematic and dramatic excellence" and for positive portrayals of Judeo-Christian values.

serve to raise fears and donations, but they will not help people know the Sovereign God Who has given us His Spirit so we can take every thought in the mass media captive for Jesus Christ.

The doom-and-gloomers seem to forget that the church was the dominant force in Hollywood from 1933 to 1966, when the Roman Catholic Legion of Decency and the Protestant Film Commission read every script to insure that movies represented the largest possithe theaters just one year before!

In a single 12-month period, more than half the movie audience disappeared - the largest one-year decline in the history of the movie business. Since television had been around for more than two decades in 1967, and videotapes and home computers were more than a decade in the future, the closing of the church film offices and the suspension of the pro-



A NEW BEGINNING Greg Laurie

THE ART OF FAMILY LIVING John Nieder

> BREAKPOINT Chuck Colson

THE CHAPEL OF THE AIR David Mains

> FAMILY LIFE TODAY Dennis Rainey

GRACE TO YOU John MacArthur, Jr.

GRACE WORSHIP HOUR Bruce Dunn

> HAVEN OF REST Ray Ortlund

HOPE FOR THE HEART June Hunt

INSIGHT FOR LIVING Chuck Swindoll

JONI & FRIENDS Joni Eareckson Tada

> KEY LIFE Steve Brown

LET GOD LOVE YOU Lloyd Ogilvie

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CALLED TO ... **CONTINUED FROM PAGE 64**

duction code seemed an obvious cause of the box office crisis from which Hollywood has never recovered.

The Wages of Sin

Not only had an understaffed and

• 211 children are convicted of drug use.

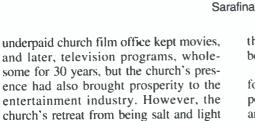
While there are several factors that play a role in the moral breakdown of our society, the major factor, by far, is the mass media and the values it teaches our young people. Many parents do not understand how susceptible children are to the messages in movies because they have forgotten that children do not have Furthermore, many films feature a preponderance of violence. And often, compounding this excess of violence are grotesque gags; this blend of humor and violence is lethal in undermining the

When the church abandoned Hollywood in 1966, not only were the floodgates to violence, sex, satanism, homosexuality, and anti-Christian bigotry opened, but movie attendance dropped severely.

moral restraints that inhibit a susceptible individual's participation in violent acts.

Reclaiming the Land

The good news, however, is that the Christian Film and Television Commission (CFTVC) has undertaken the reestablishment of the church's presence in Hollywood. To do so, the CFTVC employs a two-pronged approach to redeeming the values of the entertainment industry.



brought disaster. Currently, we are suffering a breakdown of morality in our society, especially among our youth. According to the Children's Defense Fund, the following happens every day in the United States:

· 2795 teenage girls get pregnant, an increase of 500 percent since 1966.

• 1106 teenage girls have abortions, an increase of 1100 percent since 1966.

• 4219 teenagers contract a sexually transmitted disease, an increase of 335 percent since 1966.

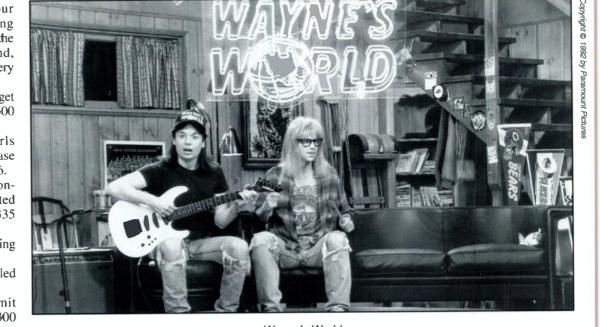
• 135,000 children bring a gun to school.

 10 children are killed by guns.

• 6 teenagers commit suicide, an increase of 300 percent since 1966.

the cognitive ability to differentiate between fact and fantasy.

Also, parents of teenagers tend to forget that contemporary films frequently portray nudity, fornication, and premarital and promiscuous sex as perfectly normal.



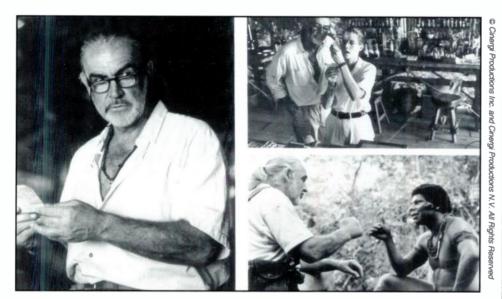
Wavne's World

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One prong involves educating moral Americans through Movieguide: A Family Guide to Movies and Entertainment in order that they may make discerning choices at the box office and thereby influence the entertainment industry financially and through their correspondence.

The other prong involves helping the media leaders understand the concerns of houses, and resulted in over 50 percent of the major entertainment companies being purchased by foreign conglomerates.

This economic decline is the direct result of Hollywood's insistence on producing an overabundance of R-rated movies — approximately 60 percent of all the movies produced each year for the last five years. As the April 8, 1992, issue of the Hollywood Reporter pointed out,



The Medicine Man

moral Americans. Like the church offices which inspired the Golden Age of Hollywood, the CFTVC reviews scripts and helps those in the media to work out creative solutions to moral questions so as to improve the dramatic and moral quality of the movies and programs they produce. The CFTVC also helps them to portray religious people in a realistic and wholesome light.

Financially, the movie companies have never been more vulnerable and concerned about their future. During the Golden Age of movies, 90 percent of people from all over the world went to Hollywood movies because they could take their families without being embarrassed. Today, the Hollywood share of the worldwide box office has decreased to less than 48 percent because many Hollywood movies no longer reflect the values held by the vast majority of people. Many countries ban Hollywood movies; others require that they be severely edited.

In 1989 and 1990, this decrease in audience share caused a 40 percent drop in the net worth of movie companies, forced General Cinema to lay off onethird of its employees, caused United Artists Theaters to sells 1200 of its movie

by almost any measure, R-rated films are less likely to succeed at the box office than their G, PG, and PG-13 counterparts. R-rated films generate substantially less revenue, return less profit, and are more likely to flop than films aimed at family audiences.

The problem facing the Hollywood elite is a lack of understanding of the values of moral Americans. As Bruce Berman, president of Warner Brothers, has pointed out, "Hollywood filmmakers may not understand middle America. They're not very well equipped to deal in that context." Thus, by helping the media elite understand the moral sensitivities of people around the world, the CFTVC can help Hollywood reclaim a larger share of the international box office.

Signs of Success

The good news is that The Christian Film and Television Commission is making progress by God's grace. A presentation on ritual child abuse to the children's programming department of a major network resulted in a change of writers. A presentation to another national network on abortion resulted in the cancellation of



) 1992 DC Comics In

CALLED TO ... CONTINUED FROM PAGE 67

a pro-abortion program. Due in part to our lobbying efforts, even MCA-Universal, which brought us the horrendous *Last Temptation of Christ*, has set up a family division.

And to help the studios understand the concerns of moral Americans, the CFTVC recently presented over 145,000 signed "Concerned Americans for Moral Entertainment" pledges to major distributors in Hollywood. One of these major studios, Disney, said that for the first time in about seven years, it plans to release a family film every two months this year. Other studios mentioned similar plans.

I recently debated with Jack Shea, the vice president of the Director's Guild, on a local Los Angeles National Public Radio station. Incredibly, in the middle of the debate, Jack admitted that creative people in the entertainment industry needed to take responsibility for their movies and television programs; Jack also pointed out the error in their common position that movies and television programs do



Batman Returns

not have an effect on their audiences.

Furthermore, Walt Disney Studios chairman Jeffery Katzenberg recently told the Video Software Dealers Association that it is time for Hollywood filmmakers



⁽Circle 135 on the Reader Service Card)

to start taking responsibility for "the message in our media" rather than pandering to the "lowest common denominator."

Best of all, however, is the incredible growth in the number of Christians in Hollywood, especially at the top decisionmaking levels. There are only 60 prime time television programs and only about 50 key men and women who produce those programs. By our count, some seven of those producers are committed evangelicals who have adopted a strong

While there are several factors that play a role in the moral breakdown of our society, the major factor, by far, is the mass media and the values it teaches our young people.

biblical worldview, while another six are professing Christians. Thus, approximately 25 percent of the key prime time television producers are Christian. Many of these men and women have come to know Jesus Christ or have deepened their commitment to Jesus Christ within the last three years. More and more of these Christian prime time producers are taking strong stands for biblical values.



Newsies

The Work Ahead

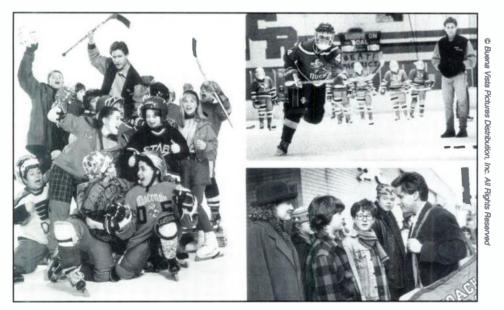
The Christian Film and Television Commission can make an impact on the entertainment industry and encourage production of positive, morally uplifting films and television programs. Our goal is to reestablish the Motion Picture Code and its cousin, the National Association of Broadcasters Code which governed the television industry.

We will continue to meet with the heads of the entertainment companies to help them understand the issues involved. At the same time, we are trying to reach more and more Christians so we can help them develop discernment.

Why in this country are we seeing a long-term move toward family entertainment? We are seeing this because America is getting older, because the number of families is growing, because social disintegration is causing people to think about values, because the sociological and psychological evidence is in regarding the impact of the mass media on behavior, because revival is breaking out all over the world, because people of faith are standing up to be counted, and because our Sovereign God is pouring out His Spirit throughout the land.

Editor's note: To become involved with the work of the Christian Film and Television Commission, please contact the CFTVC at (404) 255-8558.

Ted Baehr is the chairman of the Christian Film and Television Commission and the publisher of *Movieguide: A Family Guide* to Movies and Entertainment.



The Mighty Ducks

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 Carmarthen Court, Dallas, TX 75225. Telephone 214-696-2506. In Rome, Martin and Catherine Lombardo, Via del Banco di Santo Spirito, 3; Rome, Italy 00186. Telephone 011 396-686-8233.

(Circle 136 on the Reader Service Card)

Christian music radio Out of the Closet and Into the Spotli

by Matt Seward and Duncan Dodds

"Il never forget the 16-year-old girl's face. I can still hear her words: "Sometimes I feel like nobody loves me. But then I turn on some Christian music and remember that God loves me, and everything's okay."

I also remember the 30-something couple who told us, "It's amazing [to see] the difference in both of our lives since we've started listening to Christian music. We didn't do anything different; we just started listening to [Christian] radio, and our attitude is better. It's just a different way of thinking. It has really changed our lives."

These individuals were three of the 147 adults and teenagers who participated in one of 15 focus groups held across the country as a part of the National Christian Music Research (NCMR) Project. This first-ever syndicated study, sponsored by the Gospel Music Association and 16 companies in the Christian music industry, was designed to discover how those in the industry can turn more Christians into Christian music consumers.

In addition to the focus groups, the study surveyed over 1000 Christian music buyers and over 1700 Christian concertgoers, youth ministers, and music ministers; it also included the findings of interviews with 800 active Christian churchgoers conducted by the Gallup Organization.

A key part of the study included an in-depth look at Christian music radio and at what Christians think of it. We believe the findings can greatly expand the audi-

ence and appeal of Christian music radio — if we are willing to act on them.

What we found out about Christian music radio is both very positive and somewhat alarming. A major conclusion of the study is that while Christian music radio has improved in the last ten years, it still has a long way to go to appeal to a broader audience of Christians.

This has very substantial ramifications for Christian music companies interested in selling more Christian music.

Perhaps the hardest finding to accept overall, when you have dedicated your life's work to ministering to people through Christian music, is that a majority of Christians still are not aware of contemporary Christian music, or, at best, have a misconception about what it is.

What we've found in conducting studies like this is that when you're busy fighting in the trenches day after day (in the normal operation of business), it's all too easy to lose focus of the big picture.

In this case, the big picture is, "the

Perception	Agree	Disagree	Don't Know	No answer
Enjoy listening daily	34%	64%	2%	
Lifts me up	54%	40%	5%	1%
No station	34%	64%	2%	
Seldom listen	58%	40%	1%	1%

Christian Music Radio Perceptions

NCMRP Gallup National Telephone Survey 1992 • Question 17, a, f-g

more people hear the songs, the more music we're going to sell." And how are the people going to hear these songs? On the secular side, the number one vehicle for an audience to hear songs is radio. This means that the single most important issue facing the Christian music industry today is determining how to work with Christian radio to appeal to the broadest possible audience, thus increasing the sales of Christian music.

If you work for or own a Christian music radio station, you may not care how much Christian music is sold; you should, however, be very interested in appealing to the broadest possible audience.

The trick, of course, is discovering the correct formula for creating a format that appeals to the broadest possible audience within an acceptable and compatible range of Christian music styles and tastes.

The solution is to understand your customer better — to find out what they like and don't like, to try and discern why some Christians who enjoy music listen to Christian music radio while others do not. That's a big part of what the NCMR Project was all about; we believe that what we found can contribute to the future success of Christian music radio.

A Majority Unfamiliar

Perhaps the hardest finding to accept overall, when you have dedicated your life's work to ministering to people through Christian music, is that a majority of Christians still are not aware of contemporary Christian music, or, at best, have a misconception about what it is.

According to a national telephone survey conducted by the Gallup Organization as a part of the NCMR Project, two-thirds of those who had attended a church worship service the preceding week described themselves as having only a very limited or somewhat limited exposure to contemporary Christian music.

The predominant perception of this group is a very traditional or gospel music view of what constitutes Christian music.

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OUT OF ... CONTINUED FROM PAGE 70

Within the focus groups of active Christians, we heard Christian music described in very narrow terms, demonstrating a lack of awareness of and exposure to the music styles — ranging from inspirational and adult contemporary sounds to rap, rock, and heavy metal which have collectively become known as contemporary Christian music.

Amazingly, we heard the same characterization of Christian music in almost identical terms from every focus group. For example, one focus group participant made the following statement, one we heard echoed in virtually every city: "[People who aren't familiar with Christian music] think it's like hymns or gospel music . . . [They think it's large] black women or little old ladies just sitting there singing 'Amazing Grace' and stuff like that."

As hard as it may be to believe, this is a pervasive characterization among Christians who have had limited exposure to contemporary Christian music. What is

Christian Music Radio Perceptions

Perception	Agree	Disagree	Don't Know	No answer
Like but needs improvement	42%	41%	16%	1%
Somewhat boring	26%	65%	6%	1%
Tried listening but don't like	18%	78%	4%	
Too many kinds of music	23%	57%	19%	1%

NCMRP Gallup National Telephone Survey 1992 • Question 17, b-e

interesting to see is the response of Christians who are exposed to Christian music for the first time. About half of the teens and adults who were exposed to a sampling of contemporary Christian music indicated an interest in purchasing the music.

When you consider the likelihood of such high acceptance from a group sampling any other music style, such as country and western or heavy metal, the potential appeal of contemporary Christian music is further underscored.

The overwhelming response from



1%surprise. What
you witness from
many of them is
almost total shock.
Christians who
consider them-
selves faithful and
very active in their
church often can't
believe that this
kind of music
could exist with-
out them knowing about it. The frequency
of this kind of remove confirms both the

first-time Christian

music samplers is

one of tremendous

out them knowing about it. The frequency of this kind of response confirms both the limits of Christian music's exposure to a broad audience and the potential Christian radio has not yet tapped.

The Big Turn-Off

Another important conclusion from the study is that many Christians who enjoy Christian music are turned off by Christian music radio. In fact, the study confirms that there are far more Christian music buyers than there are loyal Christian music radio listeners.

The response from one focus group attendant summarizes what we heard everywhere: "I have tried to listen to Christian music radio several times. I would listen for hours and only hear one song I liked. I would try for a week and [then] say, 'I can't take it anymore. I've got to have some real music,' and change."

Further evidence of this low level of commitment to Christian music can be seen in response to questions asked of active Christians in the Gallup survey. Only 16 percent of all active Christians say they listen to Christian music 50 percent or more of the time they spend listening to all forms of music. These responses demonstrate a much lower level of audience loyalty than is enjoyed by other music formats.

What's Wrong with Christian Music Radio?

To try to find out more about how Christians feel about Christian music radio, we asked them to rate their level of agreement with various statements made about this form of music. The results shed considerable light on the problems of Christian music radio and provided some insights into what can be done to make it appeal to a broader audience.

A surprising 42 percent of those sur-

AM-760
KANSAS CITY AM-1320
ST. LOUIS AM-640
MEMPHIS AM-800
OKLAHOMA CITY AM-1090
FT. WAYNE FM-99.9
MODESTO/FRESNO Image: Comparison of the state of the s



Richard Bott President FACTS

ARE NOT

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AT





BOTT RADIO NETWORK



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At **BRN** we believe that "show business" is **not** our business and entertainment is **not** our purpose. With this in mind, our programming is centered on the serious study of **God's Word** to help our listeners grow in the Lord and in their knowledge of His Word. Also, our **news and information** features keep our listeners informed about important issues from a **Christian perspective**. People today need real answers to real problems, and **that** is the service to which we are committed.





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OUT OF ... CONTINUED FROM PAGE 72

veyed agreed that they liked Christian music radio but felt that it "needs improvement"! In fact, 26 percent of the Gallup survey respondents who have tried Christian music radio admitted that they didn't like what they heard. An honest group of 26 percent admitted that Christian music is "somewhat boring."

Now when you consider that survey respondents in this case have a bias against being critical, these numbers can be viewed as conservative and thus as signals that much needs to be done to strengthen the appeal of Christian music radio.

Gallup respondents, focus group participants, and Christian music buyers shopping at Christian bookstores were all asked what they would do differently to improve Christian radio. Their responses were universal and overwhelming, and they provided the basis for some general conclusions.

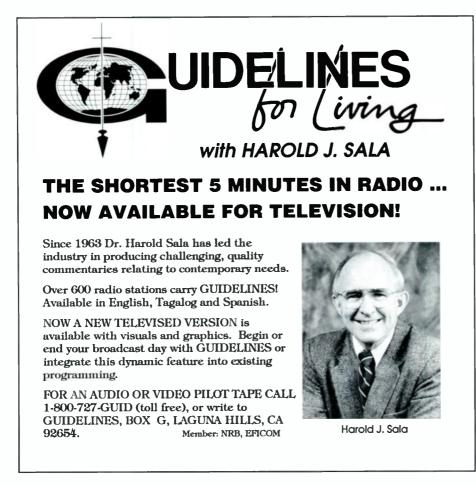
• Christian music radio attempts to play too broad a mix of styles. The theo-

ry is that in doing so, the station can "serve" and appeal to a broader audience. Reality indicates just the opposite. In attempting to please too many people by playing too broad a spectrum of music, Christian music radio is appealing only to currently devoted listeners or to those whose musical tastes are more broader than those of the average potential listener.

In fact, 29 percent of the Gallup respondents agreed with the statement that Christian music radio plays "too many kinds of music." Evidence from focus groups would suggest that the problem is much more of an irritation than the respondents are willing to admit in a phone survey.

• Christian music radio is too preachy and has too much talking. Focus group participants repeatedly complained of this problem and characterized it as a turn-off. It is a mistaken notion that Christians want to be ministered to and entertained by the radio personality. They want to be ministered to and entertained by the music.

Further, Christians are interested in a radio experience similar to that found on secular radio — more music, less talk.



They want it to be uplifting and entertaining; they are not really interested in Bible lessons or theological insights. (Keep in mind that we just report the facts!)

It might be easy to charge that such sentiments are indicative of less committed or less spiritually mature Christians. This is not, however, actually the case.

In attempting to please too many people by playing too broad a spectrum of music, Christian music radio is appealing only to devoted listeners or to those whose musical tastes are much more broad than those of the average listener.

The fact is that the more spiritually active study participants had the same criticisms as other Christians. They connect with the music spiritually.

• Air personalities don't give artist credits. You've heard this before, but now you need to stop and consider the listener dynamic. It is irritating for a Christian music fan to listen to Christian music radio, hear one "new" song after another, and not be told the names of the artists. This causes irritation, and human nature is such that the irritation subconsciously begins to outweigh the pleasure derived from hearing the music. Our subconscious fights to avoid all irritation, thus building a powerful force that will result in the listener choosing not to tune in!

• Christian music radio is not easy to find and has a low level of visibility. This area of what we discovered in our research has to do with convenience. This, too, is nothing new but should be understood in a new context. Christians are no different than any other group in that they also have a strong bias toward the easy. If a product is not easy and convenient, they won't buy it.

CONTINUED ON PAGE 76

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OUT OF ... CONTINUED FROM PAGE 74

Connecting with Christian music radio is not easy. It's not just a problem of low power or not having good stations in certain cities. Time and time again, we witnessed Christian teens and adults who are active in the church but who are not aware of the Christian music radio station in their city.

The idea that somehow we don't need to promote our Christian stations because our audience will find us

anyway is absurd. Nevertheless, whether intentionally or unintentionally, this is how many Christian music radio stations operate. If potential listeners don't know about your station, you can be sure they won't be tuning in.

The Loyal Few

One interesting finding in our research was the identification of two "quasi-loyal" groups of Christian music radio listeners. The first we call "prodigal son" listeners. Think of this group as a comet circling a planet. Every so often, the comet comes back around, and you see it; in a sense, it makes a visit. Most of the time, however, it's gone, and all you know is that at some time, it will be back, because after all, it's in an orbit.

Many Christians are in "orbit" around their local Christian music radio stations. Every few months or so, they "visit" Christian music radio again. Generally, unless something has improved, they listen to it for a while, get tired of it, and go back to listening to

Personal exposure to contemporary Christian music

Percent	Description
34%	Very limited exposure
33%	Somewhat limited exposure
13%	Listened since childhood
17%	Broad exposure
3%	Don't know

NCMRP Gallup National Telephone Survey 1992 • Question 14

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whatever else they listened to before. In

blers." Interestingly, this group will tell you that they listen "for awhile" every morning or afternoon, then when they can't take it anymore — i.e., they don't feel fulfilled or entertained or don't like what they hear — they turn to another radio station and listen to something else.

Over-reliance on the Wrong Information

One of the most important findings of the NCMR Project was that the process for programming Christian music radio is overly influenced by music companies or artist radio promotions professionals and is not actually reflective of listener preferences. Radio station program directors are inordinately influenced by professionals who work for the music companies or artists and whose job it is to ensure that their songs get increasingly better airplay.

Unless the program director does a good job of balancing this overwhelming influence with audience feedback and professional instinct, what is being played is likely not what people actually want to hear. This system is worsened by the influence of music charting services. If what radio stations report to such charts is airplay based primarily on the influence of radio promotions, what is summarized on the charts is naturally going to be more reflective of which promoters did the best job rather than of what listeners enjoyed hearing.

As this information is fed back to program directors and calculated into future rotation plans, the charting system becomes a self-fulfilling prophecy based on the constant — albeit not exclusive influence of radio promotions people.

What's a Christian Station to Do?

First, Christian music radio stations must understand what their audiences are looking for. There are too many myths in this industry, and those myths must be dispelled. In growth strategy consulting, we call that an industry reality check, and that is precisely what is needed. The Christian music radio industry

must take a hard look at the way stations are programmed and "formatted." The

system must be reorganized, with more

emphasis on audience feedback. We must match the range of music styles in a format with the musical tastes of the audience and stop trying to be all things to all people.

We believe Christian music radio would do well to remember that their adult contemporary/inspirational audience today is the same audience who made the classic hit radio format such a success on secular radio. In addition, we learned from the NCMR Project that 39 percent of all Christian music buyers started listening to Christian music in the last five years. What may be an "oldie" to one person could be a new-found blessing to another.

Radio personalities must resist the temptation to be preachy or to talk too much and should instead focus on entertaining and on letting the music do the ministering. Christian music radio must also feed the music cycle by connecting the songs with their artists.

Doing these things requires an acceptance of the idea that it is okay to entertain and that doing so is not "selling out" or "diluting the message." The simple reality is that it is easier to reach people by meeting them where they are. Not only is this a good evangelistic strategy, it is also good marketing.

Finally, Christian music radio needs to come out of the closet. Its potential audience is much larger than most of us realize. With 50.5 million adult Christian

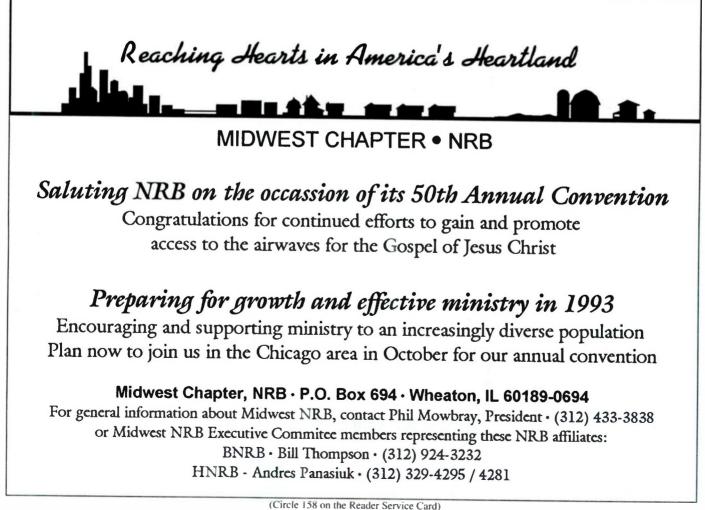
Christian music radio stations must understand what their audiences are looking for.

music buyers and radio listeners out there, we have a larger target audience than many other competitive radio formats. It's time for Christian music radio to go "mainstream" and become aggressively visible in a world dominated by the influence of "popular culture." This will require creative thinking, innovative marketing, and promotional strategies. The day before we made our NCMR Project presentation last year at GMA Week, many of us were privileged to attend an incredible performance of various Christian music songwriters. The Songwriters Showcase was both deeply moving and exceptionally entertaining. I sat in the dark with hundreds of other Christian music enthusiasts, and my soul and spirit moved from one personal worship experience to another, while having great fun and feeling entertained.

My thoughts at that time turned to all of those who have not had this experience before. It is for them that we should labor so that we can fulfill the Apostle Paul's admonishment in Colossians 3:1-2: "Since, then, you have been raised with Christ, set your hearts on things above, where Christ is seated at the right hand of God. Set your minds on things above, not on earthly things."

Matt Seward is the president of Innovative Resources, a marketing consulting firm in Oklahoma City, Okla.

Duncan Dodds is the vice president of Innovative Resources' Houston office.



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In 1893 Walter Gowans, Rowland Bingham, and Tom Kent arrived in Lagos, Nigeria, to plant a witness for Christ among 60 million unreached people across Africa's 2,500mile interior, the Soudan.

As they went, the three young friends were told, "You will never see the Soudan. Your children will never see the Soudan. Your grandchildren



may." All three were stricken with malaria. Gowans and Kent soon died But the vision did not die with them.

A GREAT WORK FORGED

Rowland Bingham survivedand the Soudan Interior Mission was born. Bingham convinced others to pray, to give, to go, and in 1901 a mission station was established at Patigi, Nigeria.

Ultimately, a barrier to the spread of Islam would be forged across Africa, and SIM

would emerge as one of the largest independent missionary forces in the world.

For tea company agent Benjamin Davidson, the vision began in Cevlon. Struck by the spiritual needs, Davidson returned to Scotland to form a mission to Cevlon and India. In 1893 he sailed for Cevlon with 12 missionaries. This pioneering outreach would plant

> churches among Muslims, Buddhists, and Hindus throughout Cevlon and India.

The 1890s also saw Australians Charles Reeves and M. E. Gavin found the Poona and

Indian Village Mission. This mission would later merge with Davidson's work to form the International Christian Fellowship before becoming

part of SIM in 1989

At the same time, a New Zealand farmer was being stirred by the spiritual

needs of South America. George and Mary Allan arrived there in 1899 to spread the

gospel in the Andes. Other missionaries joined the Allans,

and schools were established and small churches formed. The ministry became the Andes Evangelical Mission-and in 1982 it became an integral part of SIM.

SIM 100 YEARS LATER

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From the



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seminaries, Bible schools, videos, literature, and radio



broadcasts. And more SIM missionaries are working with Muslims than any

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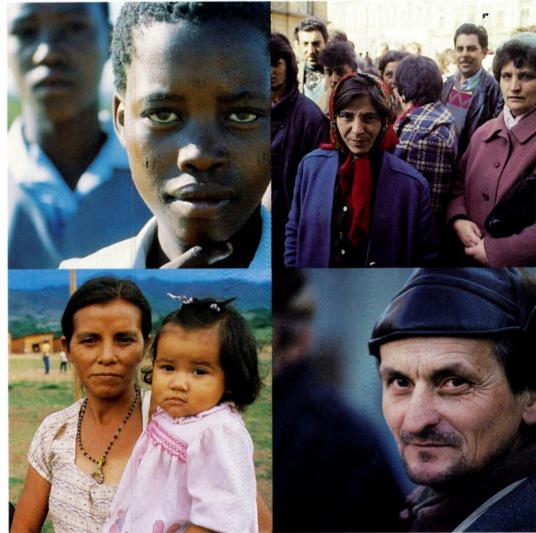


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Washington Watch

Issues involving indecency restrictions have percolated at the Federal Communications Commission (FCC), as the commission earned headlines for broadcast enforcement actions, studied new cable indecency limits, and reconsidered the issue of channeling graphic pro-life political commercials to latenight hours.

More Indecency Fines Anticipated

National attention was paid to the recordbreaking \$105,000 fine imposed on a Los Angeles radio station last October for airing a series of allegedly indecent morning programs by "shock jock" Howard Stern. But that case may be just the beginning of tougher FCC enforcement action against allegedly indecent broadcasts.

FCC Toughens Indecency Fine Enforcement, Considers New Indecency Limits

Richard E. Wiley

At press time, observers were expecting the agency to impose even larger fines on Infinity Broadcasting Co., which aired *The Howard Stern Show* over stations in New York, Philadelphia, and Washington, D.C., areas. Moreover, a possibility exists that the commission might order hearings before an administrative law judge on the Infinity case before acting on sanctions.

Stern works directly for Infinity but other licensees also air his weekday program. Infinity is already facing a \$6000 indecency fine for a 1988 Stern broadcast, and the FCC has been investigating whether the Infinity stations aired the same Stern programs that caused a listener in Los Angeles to complain.

In announcing the Los Angeles fine, the agency cited 12 Stern broadcasts that aired within a one-month period in 1991. The penalty's size was justified by "the egregious nature of the material, as well as the substantial number of days on which such indecent material was broadcast."

Under commission rules, a station accused of violating the broadcast indecency rule has an opportunity to argue that the forfeiture is not warranted, and it may appeal any adverse staff decision to the commissioners. The matter could reach the federal courts if, after all FCC consideration is finished, the station refuses to pay the fine. Thus, if the licensee chooses to contest the matter, a resolution may not come until years in the future.

The fine signaled the agency's awareness of "a powerful and growing outcry against smut, excessive sex, and violence on television and radio," commissioner James Quello said at a recent broadcasters convention. He warned that licensees "cannot abrogate responsibility for violations at their stations."

Indecency Restrictions on Cable

In separate action, the FCC opened proceedings to implement limits on indecent programming telecast over "leased access" cable channels. Under the newly enacted Cable Television Consumer Protection and Competition Act of 1992, operators may refuse to telecast such programming over channels normally available to local program producers. If indecent material is shown, it must be confined to a single channel that subscribers would receive only upon request.

The 1992 act also permits cable operators to prohibit the use of channels reserved for public, educational, or government access for programming which contains obscene material, sexually explicitly conduct, or promotion of unlawful conduct. The new provisions change the old law, which gave cable operators no discretion over the content of programming shown on leased access or public access channels. The provisions do not address programming telecast over traditional cable networks or pay channels such as the Playboy Channel.

Several decisions remain to be determined by the FCC, including how to define the term "indecency" in the cable context. One of the most difficult tasks may be establishing procedures for resolving conflicts between programmers and cable systems. The statute appears to give the programmer, not the cable operator, the right to determine whether a program is indecent. But the legislation provides no direction for situations in which the programmer and cable operator disagree.

Cable operators are concerned that they could be caught in the middle. If an operator refuses to air a program that the producer believes is not indecent, the producer may be vulnerable to a lawsuit from the programmer. On the other hand, if a cable operator telecasts programming later determined to fall within a restricted category, the operator faces the possibility of agency sanctions.



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.

Ads Depicting Fetuses

The commission also will decide whether a broadcaster may channel to late-evening hours political advertisements the broadcaster believes are indecent or "otherwise harmful to children." Its determination may reverse a staff ruling (discussed in "Washington Watch," November 1992) that pro-life candidate advertisements depicting dead fetuses are not categorically indecent.

The controversy first arose during 1992 primary elections when several candidates for federal office ran pro-life campaign commercials displaying pictures of dead fetuses. After viewers complained to the stations, broadcasers argued that the "graphic and shocking" commercials were indecent. They asked for authority to ban such commercials or to channel them into FCC-approved hours when there would be "no reasonable risk of children being in the audience." However, the Mass Media Bureau ruled that licensees could not prohibit or channel such commercials without violating the anti-censorship and reasonable access laws governing political broadcasting.

The latest agency action was triggered by a Georgia congressional candidate's effort to sponsor a 30-minute political program called *Abortion in America: The Real Story.* An Atlanta television station won a federal court order restraining the telecast to late-night hours. The commission declined to rule on whether the program actually was indecent. Instead, it decided that, until the FCC's review is complete, a station may channel such programs to the period between midnight ard 6 a.m., so long as the broadcaster reasonably and in good faith believes the material is indecent. %

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Global Challenges

As America continues to close its doors to the teaching of Christianity in its public schools, Russia and other members of the Commonwealth of Independent States (CIS) have moved in exactly the opposite direction. Russia is throwing down the "red carpet" [pardon the pun] by inviting thousands of American teachers to come to the former Soviet Union to train its public school teachers in innovative courses on Judeo-Christian principles.

This astonishing turn of events was made public November 5 at a news conference in the Anaheim (Calif.) Convention Center during the Association for Christian Schools International Convention (ACSI), with more than 7000 educators in attendance. Russian officials from the Ministry of Education were in

U.S. Teachers To Educate Russian Students On Judeo-Christian Ethics, Morality

Dan Wooding

California to extend the invitation to Western organizations to come to the CIS to train Russian teachers.

A "Christian Peace Corps" of about 12,000 Americans is now being recruited by The CoMission [which comprises 60 leading Christian ministries and education groups] to go and live in the CIS for a year for what some believe to be the second Russian revolution. But this one will be a "revolution of love."

The invitation comes after the end of an era in which atheistic teachings were the basis for all curriculum. Evgeniy Kurkin, a deputy minister of education for the Republic of Russia, said, "Seventy years ago we closed God out of our country and it has caused so many problems in our society [that] we cannot count them... We must put God back into our country and we must begin with our children."

The invitation that will impact approximately 120,000 schools in the CIS was extended by Dr. Aleksandr Asmolov, deputy to the Ministry of Education for the Russian Federation and a professor of psychology at Moscow State University. "The official delegation from the government of Russia is present here in the heart of the United States and we are discussing the problems of education in Russia," he said. "It is hard to imagine both in Russia and in the United States. We judged about Americans from our fiction and you judged about Russians from probably such a film as *Red Dawn*. The world has changed and it is a very difficult time for Russia.

"While discussing the possible contacts between Russia and the United States, we usually mention the economic crisis, but this is only part of the problem. This spiritual crisis is more important," said Asmolov. "For 75 years we were in the desert of communism. Today, we can witness how Russia is slowly changing its mentality. How can people's mentality be changed? My answer is it can be changed through education."

Asmolov went on to say that for over seven decades, the main philosophy of the nation was built on antagonism, the philosophy of conflicts. "This philosophy resulted in tragic things for the souls of people. Today, we are discussing new ways to the souls of people," he remarked. "It is a miracle that the Christianity of the United States is going to help its brothers in Russia. But isn't that the real essence of Christianity?"

The Russian official spoke about the school system in Russia, saying they have Moslem schools, Christian schools, and Jewish schools, but the main thrust of education in Russia was and will continue to be secular in nature. "But there is another question," said Asmolov. "Have we the right to deprive our children of knowledge about God and Christian values? No, and once again, no."

Asmolov, responding to a reporter's question on why the Russian Ministry of Education was accepting help from these Western Christian organizations, said, "When a person is in a waterfall and he wants to save his life and he sees a hand extended to him for help, can he think, whose hand is that? He will accept the hand which is first. The first hand was of The CoMission."

At the convention, I heard Dr. Bruce Wilkinson, chairman of The CoMission's executive committee and president of Walk Thru the Bible Ministries, announce, "A few moments ago a very historic and shocking event took place in the Anaheim Convention Center. Four significant leaders of Russian education flew all the way to America to extend a very dramatic invitation to The CoMission. The invitation was for The CoMission to assist the Department of Education in Russia to help teach Judeo-Christian



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

morals in their schools.

"What is the big idea of The CoMission?" Wilkinson continued. "It is to R.S.V.P. 'yes' to this invitation. We hear you, Russia, and we would like to come. This is not a government program, it is a people-to-people program.

"There is a void and vacuum which is so large, so significant, that they realize this is more important than even foreign aid or food and economic help. It is help to rebuild [what the literal destruction of] thousands of churches and [the absence of] Christian morals...[have done in their country. These were here] for more than a thousand years, but [were] closed some 70 years ago," Wilkinson explained.

"A vacuum came into that country in which children were pulled away from their parents and the state indoctrinated them in . . . communism and atheism. Parents therefore lost the ability to pass on the values of their grandparents and great-grandparents, and for 70 years the curriculum in the public schools was manipulated and controlled by the communists who did not give freedom of religion, did not give freedom of choice. They did not allow some of the truth about the country's history to be told," he observed.

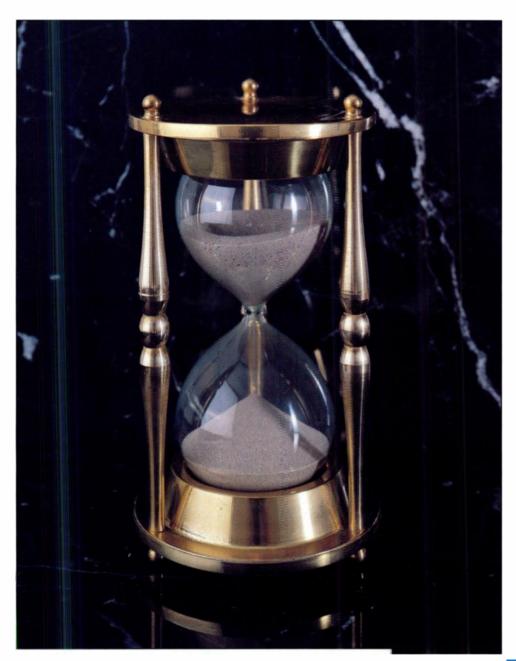
But now, Wilkinson said, it's all changing there, and the former Soviet Union is welcoming Christianity back into the schools.

Michelle Easton, U.S. Department of Education, office of private education, also participated in the press conference and said, "I can think of no other occasion that so uniquely demonstrates the dramatic reform taking place in the world today. It wasn't long ago that Bibles were being smuggled to the people of Russia, but today American and Russian representatives join hands to bring the study of Judeo-Christian ethics and morality to some 120,000 public schools across the Commonwealth."

Easton continued, "In our country we have vigorously debated the issue of values o education. Some have challenged the Judeo

CONTINUED ON PAGE 114

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Inside NRB

NRB Music License Committee Update Continues Ongoing Work

CAMARILLO, Calif. — Despite continued efforts to arrive at a final agreement for its radio stations by the end of 1992, the National Religious Broadcasters Music License Committee (NRBMLC) had not reached an accord with Broadcast Music, Inc. (BMI).

A major point of contention in all the committee's negotiations centers on fee rates. The NRBMLC has challenged the reasonableness of prior BMI agreements and believes no viable per program license is available to those stations whose format includes limited feature performances of BMI music.

The committee has sought from BMI a license agreement in which fees paid are more directly proportionate to the amount of BMI-licensed music used at the station. Most of the NRBMLC-represented stations do not play copyrighted music in more than 50 percent of their program periods.

In addition, NRBMLC research is showing that its stations' play lists contain a small percentage of BMI music. NRBMLC believes its stations are presently paying fees which suggest a significantly higher usage of BMI music. As the negotiations continue, NRBMLC stations remain licensed to perform BMI music under an interim agreement.

Historical Justification Questioned

In its *Buffalo Broadcasting, Inc. et al* . . . local television station trial, ASCAP (Ameri-

can Society of Composers, Authors, and Publishers) sought to justify the reasonableness of a nearly 4-to-1 ratio between its television per program and blanket licenses, based on historical agreements in radio, which have had a similar ratio. This defense exemplifies ASCAP's penchant for circular reasoning. The radio industry has bitterly opposed ASCAP's fee rate scheme for years, but has never before had the resources to successfully overturn it in court.

In the document discovery phase of its ASCAP proceeding, the NRBMLC (now in its fifth year of ASCAP rate proceedings) will seek to challenge this "time-honored" ratio. The committee believes it can show that ASCAP has effectively circumvented the consent decree-mandated per program option by charging a rate nearly four times as high as the blanket license.

By coupling the high per program fee rate with burdensome reporting requirements, the net effect is to force all but the most talkintensive broadcasters to use the blanket form of license. These restrictions have helped ASCAP remove the per program option from all but a handful of broadcasters.

Industry Update

Billboard magazine reported that SESAC was sold last October to a group of investors for an estimated \$13 million. SESAC was

Streater First BNRB Executive Director

SOUTHFIELD, Mich.—Black National Religious Broadcasters (BNRB), a division of National Religious Broadcasters (NRB), held its fall business meeting last September in Atlanta. It marked the first time BNRB met jointly with the Southeastern NRB chapter during its regional convention.

Dr. Tony Evans, founder of the Dallas-

br. Tony Ev based Urban Alternative, addressed the delegates at the Southeastern chapter breakfast. NRB executive director E. Brandt Gustavson and New Inspirational Network president David Cerullo also spoke to the BNRB attendees.



Malverna Streater

During its meeting, BNRB made numerous changes within its organization, including several new appointments. Seven regions have been organized — six in the continental United States and one in the Caribbean. Regional directors were appointed and the position of executive director for BNRB was created.

Malverna Streater, former general secretary for BNRB, has been appointed the group's first executive director. Streater will organize membership activities in regional meetings and coordinate the establishment of chapters in various urban communities. Streater is the executive producer and host of *In Our Hometown*, a weekly public affairs program produced by WJCB-TV/Hampton Roads, Va.

"At the [upcoming] annual NRB convention, BNRB will unveil a national campaign to rescue the family through religious broadcasting in urban communities," said Glenn Plummer, BNRB chairman and president of CTN-TV/Detroit. privately held and is the second oldest (1931), but the smallest of the three U.S. performance rights organizations.

New owners promise to expand SESAC's musical base and "draw strong catalog additions . . . from available companies now cleared through ASCAP and BMI." If an expansive SESAC means an aggressive licensing fee rates and litigious infringement policy, after the ASCAP and BMI models, broadcasters may have reason to be concerned.

Radio Networks "De-License" BMI

ABC, NBC, and Mutual Radio networks did not renew their BMI licenses after mid-1992. Historically, these major networks have been licensed by all the performing rights organizations.

Because of this tradition, BMI has allowed broadcasters to deduct income from these sources and not report music contained in network programming. For affiliated stations on the BMI per program license, this change may mean increased reporting requirements and programming periods subject to fees.

Editor's note: This article was contributed by Russ Hauth, who is the executive director of National Religious Broadcasters Music License Committee in Camarillo, Calif.

To Err is Human

In the December 1992 issue of *Religious Broadcasting*, the following photos were incorrectly identified in "The Gospel Down Under." Correct identification follows.



The Membership Corner: Patrons, New Members

National Religious Broadcasters (NRB) is proud to honor its patrons for their commitment and support of Christian broadcasting. Many NRB patrons are former members and it is their continued and faithful support that has helped to achieve the goals of spreading the gospel through television and radio. Please join NRB in thanking its patrons.

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Marita Littauer/San Marcos, Calif. Rev. Martin P. Lombardo/Rome, Italy Roger Lonnquist/Helena, Mont. Dr. Neil Macaulay/Chattanooga, Tenn. Rodney J. Marshall/Pullman, Wash. Patrick C. Matrisciana/Hemet, Calif. Dr. James C. McHann/Farmington Hills, Mich. Bruce R. Mills/North Woods, N.D. Michael D. Murray/Anchorage, Alaska Sylvia Nash/Diamond Bar, Calif. Dr. Peter Nortier/Bryant, Ariz. Abraham Oyewo/Bronx, N.Y. Robert J. Pelletier/Rocky Mount, N.C. Ray Penny/Coos Bay, Ore. Jarel Pittman/Hibbing, Minn. Rev. Earl Poysti/Estes Park, Colo. Ross Robbins/Ontario Alex Saks/Montgomery, Ala. John B. Savage/Los Angeles, Calif. Karen Schmulbach/Memphis, Tenn. David V. Schultz/Clayton, Mo. Darryl Seibold/Stockton, Calif. Jan Silvious/Chattanooga, Tenn. Rev. Thomas Smardz/Lakeview, N.Y. David Smith/Dallas, Texas Douglas E. Smith/Colorado Springs, Colo. Rev. J. Harold Smith/Newport, Tenn. W. Mark Snowden/Richmond, Va. Rev. J. Bruce Sofia/Pitman, N.J. Rev. Nelson B. Soggs/New Hartford, N.Y. Robert D. Stacy/Chantilly, Va. David J. Stecca/Lisle, Ill. Bryan St. Peters/Riverside, Calif. Stephen Sumrall/South Bend, Ind. David Svedin/Hibbing, Minn. Rev. Dana A. Swann/Annapolis, Md. Lawrence Sweeney/New York, N.Y. The Willard Thiessens/Winnipeg, Manitoba Raye Nell Thomas/Dallas, Texas Dr. Cecil Todd/Lakeview, Mo. Rev. Clinton Utterbach/Nanuet, N.Y. Rev. Sarah W. Utterbach/Nanuet, N.Y. Guy R. Wallace/Denair, Calif. Kenneth Weaver/Harrisonburg, Va. Stevan A. White/Amarillo, Texas John W. Whitehead/Charlottesville, Va. Dave Winchester/Albany, Ore. Dan Withum/Columbus, Ohio Gary L. Wohlschied/Lowell, Mich. Larry E. Yonker/Colorado Springs, Colo.

New NRB Members

(effective November 1, 1992)

Challenge for Living Brady M. Parker Jr./Charlotte, N.C. Children's Sonshine Network Rex M. Rogers/Grand Rapids, Mich.

Chosen People Ministries, Inc. Andy Stebbins/Charlotte, N.C.

Dominion Broadcasting, Inc. Ronald L. Mighell/Toledo, Ohio

Elohim Communications Joseph R. Wilson (president)/Bellwood, III.

Fisher Broadcasting, Inc. Robert K. Fisher (president)/Rapid City, S.D.

Love and Order Robert Colwell (pastor)/Los Angeles, Calif.

Radio Pulpit Rev. Gerhard Koen/Republic of South Africa

Ukrainian Christian Broadcasting Co. Serguei Cholokh (gen. prod.)/Kiev, Ukraine

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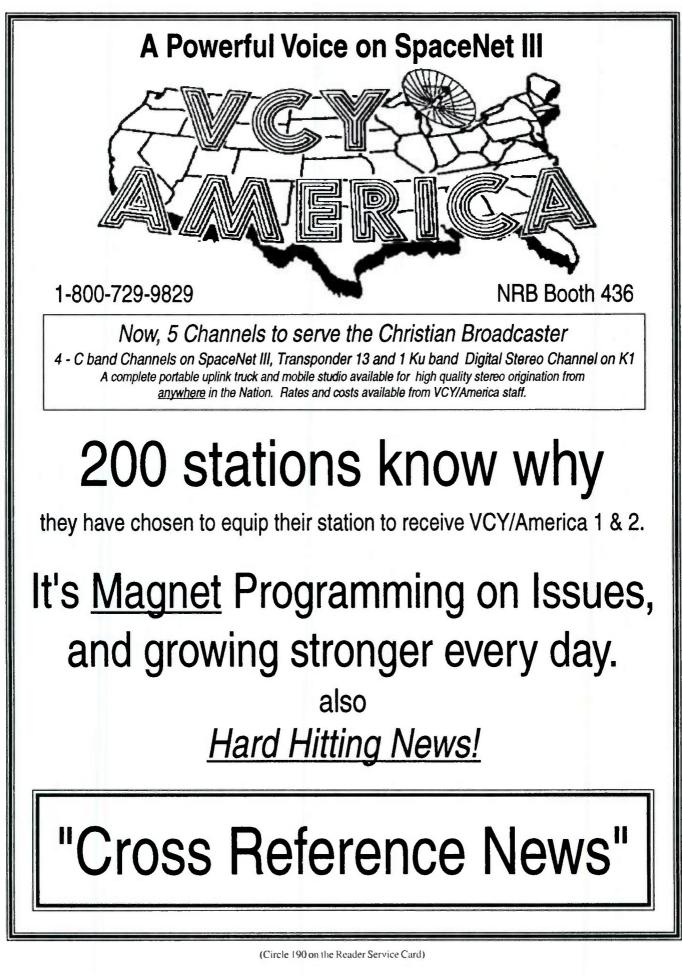
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Dr. Lorraine Day, M.D.

Dr. Lorraine Day, an internationally acclaimed orthopedic trauma surgeon and lecturer, was on the faculty of the University of California, San Francisco for 15 years. As Chief of Orthopedic Surgery at San Francisco General Hospital, the only trauma hospital in that city, she operated on as many AIDS patients as any surgeon in the country. Dr. Day, tells how she suddenly discovered that the "experts" were not telling the full truth about AIDS to the surgeons, to other medical personnel and to the public. She reveals astonishing, well documented facts about the AIDS epidemic, facts that the government denies but facts that you must know to protect yourself and your family from this fatal disease. On this weekly program, Dr. Day will address all phases of vital information on health topics, providing a well rounded powerful program that will draw listeners from every quarter. This is a MAGNET program that will put your station on the cutting edge of today's vital health issues.

For more information on "Truth Serum" call 1-800-729-9829 or visit the VCY/AMERICA NRB 93 booth #436.

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Media Focus

Survey Says On-Air Fund Raising Down To Pre-PTL Scandal Levels

DES MOINES, Iowa—On-air fund raising and promotional activities by television preachers have fallen to pre-PTL scandal levels, according to the latest monitoring survey conducted by professor Stephen Winzenburg of Grand View College in Des Moines.

Following the PTL scandal, the amount of airtime devoted to fund raising and promotion peaked at 27 percent in 1988, then declined to 25 percent in 1990. In 1992, the numbers dropped to the pre-PTL scandal average of 22 percent.

"Most ministers use less than 10 percent of their airtime to ask for money and even less in promotional announcements," Winzenburg said. "The averages skew high due to the unusually large amount of fund raising and promotion time used by Larry Jones [*Feed the Children* at 97 percent for combined commercial categories] and Robert Tilton [*Success-N-Life* at 84 percent]."

Others, such as Billy Graham, Mother Angelica, and Charles Stanley, "use almost no time asking for money and spend little time

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in promotion," Winzenburg commented. "Religious broadcasters get stereotyped as big beggars when in truth these broadcasts run the gamut from weekly telethons to no appeals ever made for money."

Of the 19 ministries studied in October, "most spend less time asking for money than commercial television devotes to advertisements," Winzenburg explained. The 22 percent spent by television ministers on fund raising and promotion matches the average of 22 percent devoted to commercials and promotional announcements on network prime time television. [Network television data based on published reports of monitoring survey conducted by Nielsen Media Research and Advertising Information Services from November 18 to 24, 1991.]

Winzenburg separates religious broadcasters' commercial activities into either fund raising (specific requests for money), promotion (items or services offered without payment), political, or spiritual.

As a result of the PTL scandal, "The spiritual segments of the programs seem more practical than ever before," Winzenburg concluded. "These preachers have suffered hardships the last few years and can now relate better to the typical viewer who is looking for encouragement."

How TV Preachers Use Their Airtime Fall 1992

Program	FUN	D RAISING	PROMOTION	POLITICAL	Spiritual	
Believer's Voice of Victory		3%	4%	3%	90%	
Billy Graham		2%	11%	0%	87%	
Coral Ridge Hour		7% 0% 9% 70% 13%	6% 6% 7% 27% 3%	9%	78%	
Day of Discovery				0%	94%	
Ever Increasing Faith	1			0%	84% 3% 76%	
Feed the Children				0%		
Hour of Power				8%		
In Touch		3%	0%	4%	93%	
It Is Written		0%	9%	0%	91%	
James Robison		31%	5%	0%	64%	
Jimmy Swaggart		10%	5%	0%	43%	
John Ankerberg Sho	W	32% 2%	0%	25%		
Mother Angelica			3%	3%		
Old-Time Gospel Hour		17%	4%	4%	75%	
Oral Roberts & You			13%	0%	83%	
Praise the Lord		1%	2%	5%	92%	
Success-N-Life The World Tomorrow		31%	53%	0%	16%	
		0%	9%	4%	87%	
Average		13%	9%	4%	74%	
	1987	198	38 1	990	1992	
Fund Raising	22%	27	7%	25%	22%	
& PROMOTION						
Political	4%	8	3%	8%	4%	
Spiritual	74%	65	5%	67%	74%	

NAB Approves New Radio Ownership Rules

WASHINGTON, D.C. — The Federal Communications Commission (FCC) should not fundamentally alter the new radio ownership rules, according to the National Association of Broadcasters (NAB). NAB said the FCC should keep in place measures that allow common ownership of 18 FM and 18 AM stations, and guidelines that allow local stations to conduct joint ventures through time brokerage-type agreements.

NAB said retention of the station limits will introduce certain economies of scale to a sagging radio industry. In turn, NAB believes the new limits will help stations become more cost efficient and better able to provide quality radio service.

In addition, NAB supports FCC rules allowing competing radio stations to pursue joint ventures [known as local marketing agreements (LMAs)] in news, ad sales, and other types of programming. The FCC has created LMA safeguards to prevent anti-competitive behavior or "unlawful delegation of the license authority."

NAB said it shared the concerns of minority groups [such as the National Association of Black-Owned Broadcasters (NABOB) and the League of United Latin American Citizens (LULAC)] about how the new rules might dilute opportunities for minority broadcast ownership.

At issue are new rules encouraging large broadcast groups to invest in "small business entities" or minority-controlled groups seeking station ownership opportunities.

Earlier FCC rules limited these opportunities solely to minority groups. Under the new rules, NAB wants to make sure strong incentives are kept in place for minority broadcasters.

In its comments, NAB also asked the regulators to expand minority ownership opportunities by enlarging distressed sales and tax certificate policies.



The New Inspirational Network (INSP) officially opened the doors to its \$11 million flagship production studio last month. Pictured above is the entrance. The state-of-the-art facility, located in Charlotte, N.C., is available to outside producers, according to INSP president David Cerullo. "While this new production facility [allows] us to pursue our goal of producing more innovative, high quality, inspirational family entertainment for the INCP cable network, it's also a major resource for the other cable and broadcast networks, motion picture companies, and commerical producers who have been looking to Charlotte as a new East Coast hub of operations," Cerullo said. The move is an indication of the growth and the goals for the network, Cerullo explained. In 1992, INSP signed 14 new top MSOs and will introduce two new shows on cable television in the first quarter of 1993 as part of its five-year plan to boost original programming to 35 percent overall. The 50,000-square-foot facility includes three sound stages offering nearly 11,000 square feet of studio space alone. The facility is also fully equipped for complete inhouse and remote television and film production and video post-production with satellite uplink and downlink service through its on-site teleport.

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Pacific Press	Multnomah/Questar	
Baker	Focus on the Family	



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Trade Talk

Airwave News

HUMBLE, Texas-Kicking off a four-month campaign designed to create listener aware-

ness of its contemporary Christian station, KSBJ-FM/ Houston erected nine jumbo billboards and 20 poster



boards around the city, declaring "God Listens." The "God Listens" campaign will be followed by other billboards stating, "Adam and Eve Should Have Listened," "Good Thing Noah Listened," and "Wise Men Still Listen."

VICTORVILLE, Calif. — Highly ranked, secular KVVQ-FM/Victorville has donated 12 hours to Shepherd Communications for a share-a-thon to raise funds for a new Christian station in the Victorville area. Conducted by the Shepherd Communications staff January 15 from 6 a.m. to 6 p.m., the share-a-thon's goal was to raise \$12,000 for a tower and \$5000 for monthly support for station operations. The station is scheduled to sign on this spring.

OUITO, Ecuador-TeleVozandes, the television arm of HCJB World Radio, recently

videotaped landscapes in Ecuador for pianist Dino Kartsonakis' new praise videos. Produced at the request of the Benson Company, the Tele-Vozandes crew taped forest and seascapes, the Amazonian jungles, and snowcapped mountain tops



TeleVozandes camera crew members braved Pacific Ocean waves during the filming of background scenes for Dino Kartsonakis' praise videos.

and glacier scenes for the videos. The music videos are scheduled to be released this year.

COLORADO SPRINGS, Colo. - The Word in Music, America's first adult hit Christian satellite network, signed on the air December 1. Currently providing satellite programming to four affiliates, the network operates from KBIQ-FM/Colorado Springs, its flagship station.

PITTSBURGH — Mister Rogers' Neighborhood, the longest-running national program in the history of public television, began its 25th season [1992-93] last fall. Regarded as

one of the country's best examples of children's television programming, the program first aired nationally in 1968 and today is viewed in almost 8 million households each week. "Over the past 25 years, PBS has given us the opportunity to communicate with children and families," said Fred Rogers, creator of Mister Rogers' Neighbor-

hood.



Fred Rogers (right) and domino display artist Bobby Speca prepare for another program of Mister Rogers' Neighborhood.

Awards

BRENTWOOD, Tenn. - Steven Curtis Chapman's For The Sake Of The Call and Tramaine Hawkins' Tramaine Hawkins Live have each received Independent Best Seller Awards from the National Association of Recording Merchandisers (NARM). The Best Seller awards honor the top-selling independently distributed releases from July 1, 1991, to June 30, 1992.

> TOMS RIVER, N.J. — Christian Children's Associates, Inc., producer of Adventure Pals, was the recipient for the fourth consecutive year of a CAPE Award (Cable

Awards for Programming Excellence). The program won the award for Local Organization/Independent Producer/Best Series in the Children's Category.

DEERFIELD BEACH, Fla. - I Am There, a 28-minute video documentary highlighting the ten-year mission of Food For the Poor, has received a Golden Eagle Award from the Council on International Nontheatrical Events (CINE) in Washington, D.C. According to CINE executive director Richard Calkins, this award distinguishes the video as suitable to represent American filmmaking worldwide.

NASHVILLE, Tenn. — The 8th annual Stellar Gospel Music Awards were held November 5 at the University of California-Los Angeles' Royce Hall. Among those receiving awards were Rev. Milton Brunson & The Thompson Community Singers [Album of the Year (Contemporary) and Choir of the Year (Contemporary) for My Mind's Made Up and Song of the Year for the single "My Mind's Made Up"], Shirley Caesar [Best Solo Performance by Female (Traditional) and Album of the Year (Traditional) for He's Working It Out For You], Helen Baylor [Best Solo Performance by Female (Contemporary) for Look A Little Closer], and The Richard Smallwood Singers [Best Performance by a Group or Duo (Contemporary) for Testimony].

The Stellar Awards were scheduled to be broadcast nationally in more than 100 markets between January 13 and February 2.



Recording artist Tramaine Hawkins performs at the 8th annual Stellar Awards November 5 in Los Angeles.

WASH-INGTON, D.C. — The CBS news program 60 Minutes will be inducted into the Broadcasting Hall of Fame at the National Association of Broadcasters' annual convention April 19-22 in Las Vegas. The news program, which is about to mark its 25-year anniversary, will be saluted as the television inductee during the convention.

Music News

ANDERSON, Ind. - Recording artist Sandi Patti has signed a copyright/licensing administration agreement with Addison Music Co., in Anderson. Formed last August, Addison Music Co. is a full-service copyright/licensing agency providing song registration and royalty collections including print, mechanical, synchronization, and master licensing.

MOBILE, Ala. - Integrity Music has signed three-year reciprocal sub-publishing agree-

ments with Thankyou Music effective November 12, 1992 through December 31, 1995. Integrity Music will administer Thankyou's catalog for third party use in the United States, Canada, and Central and South America, while Thankyou will administer Integrity's songs for third party use in the United Kingdom and specified portions of Europe.

News Briefs

LAKEVIEW, Mo. — Revival Fires Ministry



Chinese soldier holds a Bible given to him by Revival Fires Ministry.

evangelism and Bible placement are the priority for our ministry in China."

UNION MILLS, N.C. - Twenty mission agencies and 11 key churches in America have formed a coalition, Saturation Church Planting Alliance (The Alliance). The goal of The Alliance is to work alongside and train national evangelical Christian leaders in saturation church planting and leadership development skills in the former Soviet Union.

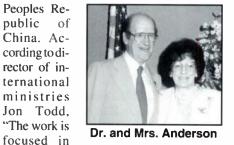
ATLANTA - At a recent news conference in California, a five-year educational campaign called The CoMission was launched through the invitation of the Russian Ministry of Education to train public school teachers and administrators how to teach innovative courses on Judeo-Christian principles in 120,000 public schools in the Commonwealth of Independent States. Mission Aviation Fellowship is among the more than 60 leading Christian ministries and education groups which have pooled their resources to manage and fund The CoMission. [Editor's note: Dan Wooding addresses this historic event in this month's "Global Challenges."]

MOSCOW - Evangelist Billy Graham ended his historic crusade October 26 with the largest religious gathering in the former Soviet Union during his two-week visit to Moscow. Crowds averaging over 45,000 packed into Moscow's Olympic Stadium, breaking the

previous attendance record of 38.000 for the 1988 Goodwill Games. Reflecting on his visit, Graham said. "I've never seen such a hunger in people for spiritual things."

and work the

Obituaries



sions internationally. The Andersons received

VALLEY COTTAGE, N.Y.-Marion Anderson, wife of Dr. Gordon Anderson of ValleyCottage, died November 6 from a heart attack. Anderson, 72, assisted her husband in evangelism and mis-

preach during his Moscow crusade.

An additional crowd of 20,000 gathers outside

Moscow's Olympic Stadium to hear Billy Graham

founded the Christian Airmen's Missionary Fellowship along with two other World War II pilots in 1944. MAF became the organization's name in 1971.

ST. LOUIS -Philippine Lutheran Hour direc-



a citation at the White

House from former

President George

Bush in recognition

of their weekly radio

and television series.

REDLANDS, Calif.

James Buvers, a

founder of Mission

Aviation Fellowship

(MAF), died of a heart attack November 18 at

his home in Moss Beach, Calif, Buyers, 72,

Focus on Faith.

Romeo Celiz

CONTINUED ON PAGE 94

When Your Audience Needs a Shepherd ...

"All of man's problems boil down to sin, sorrow, and death. And the Word of God has the answers to all three."

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of Lakeview has launched evangelistic efforts in The Peoples Republic of China. Ac-

cording to di-

two areas:



TRADE TALK CONTINUED FROM PAGE 93

tor Romeo Celiz, 64, was shot and killed by an unidentified gunman in Manila, Philippines, on November 6. Celiz was talking with workmen repairing the gate to the Lutheran Hour office when the gunman shot him in the chest at point blank range. He died shortly after arriving at a nearby hospital.

People

VIRGINIA BEACH, Va. — Norman Mintle has been promoted to vice president of programming

and marketing

for the Chris-

tian Broad-

casting Net-

work (CBN)

Micek is the

new program

manager for

CBN Radio

Network.

and

Bruce



Bruce Micek

Mintle will continue as the executive producer of *The 700 Club* and Micek's responsibilities include developing new programming for the network and Standard News.

IRVING, Texas-

Mark Connell,

former general

WNIV-AM/At-

lanta, joins the

Salem Radio Rep-

resentatives

(SRR) as midwest

regional sales

overseer of SRR's

new Chicago of-

fice. SRR recently

of

and

manager

manager



Mark Connell

opened the Chicago office to better serve the needs of Midwest clients.

ST PAUL, Minn. — Don Rupp is the new manager for Northwestern College's KTIS-AM-FM/Minneapolis-St. Paul. Rupp replaces Wayne Pederson, who was promoted to executive director for satellite communications. NEW YORK — IDB Broadcast Services has announced the addition of three directors in its New York video sales department: Scott Smith as director of business development, Doug Nelson as director of production services, and Mark Wallhauser as director of major accounts.

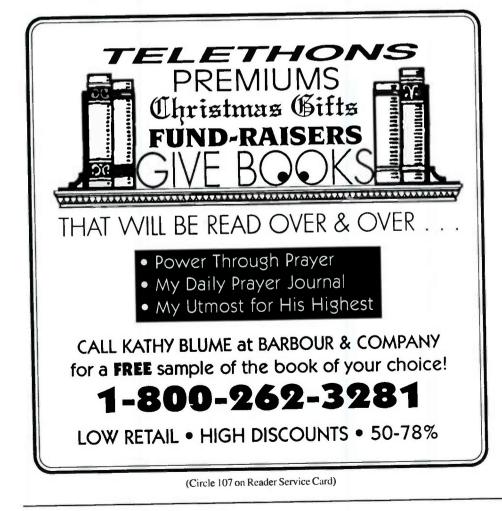
DEERFIELD BEACH, Fla. — James Cavnar has joined Food for the Poor as the new executive director. Cavnar was the former director of development for Servant Ministries.



James Cavnar

WALL, Pa. -- Tom

Green, producer/host of the nationally syndicated video show *Lightmusic*, has been elected to the board of directors of the Music Video Association. The group (made up of producers, programmers, and promoters of the professional music video community) elected Green at the 14th annual Billboard Magazine



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International Music Video Conference.

ORLEANS, Mass. — Judy H. Sorensen has announced her retirement as the director of The Community of Jesus. Sorensen co-founded the organization with the late Cay Anderson in 1970. The governing council of the ecumenical community named associate director Betty Pugsley as acting director.

VENTURA, Calif. — Jean Daly has been promoted to associate editor of curriculum for Regal Books, a division of Gospel Light Publications. Daly will oversee the publication of all curriculum products for youth and adults.



NASHVILLE, Tenn. — Ron Griffin has been named to the newly created position of director of A&R and Steve Ford has been appointed director of artist development for Sparrow Comm u n i c a t i o n s Group. Griffin was

Ron Griffin

previously president and cofounder of Forefront Communications Group and Ford was managerof A&R for Sparrow.

Also in new positions with Sparrow are Craig Dunnagan



Steve Ford

as copyright administrator and Dave Parker as the new production control coordinator. Dunnagan is responsible for handling all incoming requests for use of Sparrow songs while Parker's duties include supervising quality control for Sparrow recordings.

Publishing News

GRAND RAPIDS, Mich. — Universal Press Syndicate of Kansas City, Mo., is now distributing the work of ZondervanPublishingHouse (ZPH) author and cartoonist John McPherson. His single panel daily cartoon ("Close To Home") began appearing November 30 in over 50 newspapers, including *The Detroit* Free Press, The Atlanta Constitution, The Denver Post, The Minneapolis Star-Tribune, and The Toronto Sun.

VENTURA, Calif. — Gospel Light president William Greig has announced the signing of a publishing partnership with FamilyLife, a ministry of Campus Crusade for Christ International. In April, Gospel Light will release the FamilyLife HomeBuilders Bible study series, which is designed for couples and focuses on building lasting marriages and strong families. Since its inception in 1987, nearly 150,000 people have completed a study in the HomeBuilders couples series.



Dennis Rainey of FamilyLife (left) and William Greig Jr. of Gospel Light/Regal Books sign the publishing agreement for the FamilyLife Homebuilders Bible study series.

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Television Topics

Exodus 20:24 "In all places where I record my name, I will come unto thee and I will bless thee."

Exodus 31:3 "And I have filled him with the Spirit of God, in wisdom and understanding and in knowledge and in all manner of workmanship."

As background to the topic of selling without numbers, I would like to give a brief sketch of how we started in broadcasting 30 years ago. Beginning in 1963 with the purchase of KDCE-AM/Espanola, N.M., for a Spanish station and later, KAFE-AM-FM/



Belarmino Gonzales is president and founder of Son Broadcasting Network in Albuquerque-Santa Fe, N.M. He is also the author of *Miracle on No Name Mountain.*

Spanish station and later, KAFE-AM-FW Santa Fe, N.M. as a country station, Son Broadcasting was able to start the first Spanish and country stations in that market. Both stations proved to be very successful and reflecting back, I believe we were being trained and prepared for the work of Christian radio and television.

Not long before acquiring KDAV-AM/Espanola in 1971, God showed me the needs of the community in Albuquerque, N.M. What I found was a need to bring the three cultures [Anglo/ Spanish/Indian] closer together. I came up with the idea of teaching Spanish in 30 seconds with the history of New Mexico and the three cultures. This turned out to be very successful. So successful, some of the public schools used our lessons. Also, 17 other radio stations in New Mexico utilized the lessons throughout the broadcast day. In 1975, we marketed 520 lessons in a booklet and two albums or cassettes, selling them at some of the local stores and pharmacies.

Even though this was successful, I realized it did not deliver the empty hearts of people filled

Selling To Clients Without Numbers

Belarmino Gonzales

with jealousy, bitterness, and anger. The only teaching that would cut into the prejudices is the Word of God. As we went into full-time religious programming, Scriptures replaced history in the Spanish lessons. Entitled "Learn Spanish in 30 seconds as you learn the Word of God," we are now preparing 120 of these lessons for nationwide marketing to the Christian media.

How does all this play a part in selling

without numbers? We have to seek God and commit our thoughts and lives to him. Only then will he give us the wisdom, knowledge, and discernment in all things, including selling Christian radio and television. Small ideas, such as the beginning of the Spanish lessons, will end up becoming examples of growth to take to potential clients, demonstrating we can be effective for their business.

What makes a real salesman? I believe potential salesmen should know without a doubt God has called them into this part of the ministry. Because of his strong relationship with God, he will be able to master any objections by clients without feeling rejected. I believe selling Christian radio and television is one of the greatest opportunities God gives us to be real servants to the businesses with which we come into contact.

Why are salesmen not instructed to become more professional? Why are they not more sensitive in learning about their client? As a salesman selling Christian radio and television, it is essential to be responsive to the needs of the client if you are to gain his trust. Learn all you can about the business and ask questions to determine specific needs because, just like God made each of us differently, so each business has individual needs. By having insight to your clients' needs, you will return with a proposal or presentation which could satisfy not only the financial needs, but the physical and spiritual needs as well.

What type of information should you present? Where can you find this information? There are numerous resources available to you, such as the Census Bureau, which surveys the population by cities, towns, and villages with demographics on age, sex, family size, marital status, and occupation, and the economic census, which covers retail, wholesale, and service industries. There is also information about your area in Gallup Poll surveys (which we obtain from the Christian Broadcasting Network), such as money-earnings and Christian percentages. From these sources, select three or more facts applicable to your station.

CONTINUED ON PAGE 114

"Controversy for the sake of controversy is sin. Controversy for the sake of truth is a divine command."

hristianity

r. Walter Martin personally selected Hank Hanegraaff to succeed him as President of the Christian Research Institute--the largest evangelical counter-cult organization in the world. In this skillful, careful treatment of an explosive subject, Hanegraaff documents and examines how the beliefs of the Word of Faith movement clearly compromise and confuse the essentials of the historic Christian faith. For the first time ever, this large and influential movement is legitimately labeled as cultic.

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HANK HANEGRAAFF

Youth Wave

Every so often I will get a call on my callin show (*Dawson McAllister Live*) that stops me in my tracks. And that is exactly what happened a few weeks ago when we did a show on suicide. The caller was a 14-year-old girl and what follows is the actual transcript of our conversation.

Dawson: Let's go to Kentucky. Karen, are you there?

Karen: Yes, this is me.

Dawson: It says here on the note that you are considering suicide.

Karen: Yeah, that's right.

Dawson: What's your plan?

Karen: Well, I was just going to take some morphine pills that my best friend gave me.

Dawson: Why do you want to take these morphine pills?

Karen: Well, I've just been having problems with my mom and my brother and prac-

Christian Radio For Teenagers Serious Business

Dawson McAllister

tically everyone that I've come in touch with. Dawson: Are you a Christian?

Karen: Well, I say I am, but I don't think I am sometimes.

Dawson: You don't really want to die, do you?

Karen: Not really.

Dawson: You don't want to die, you just want to stop hurting. You've reasoned that suicide is the only way out, but it's the worst way out. [The Bible says] "There's a way that seems right to man, but in the end it leads to death." Where are those pills right now?

Karen: Right here on my bed stand.

Dawson: Why don't you go flush them down the toilet right now, and then I'm going to turn you over to a counselor. Will you do it? Karen: Yeah.

Dawson: I'm going to wait for you. Just drop the phone, take the pills and flush them down the toilet. Leave the door open and maybe we can even hear it.

Karen: I don't know if you can hear or not, but I did.

Dawson: Did you really?

Karen: Yes. Dawson: Did you mean it? Karen: Yeah. Dawson: You called tonight because you

wanted to get out of this mess, didn't you? Karen: Yeah.

Dawson: I know, Karen, that you've got problems at home, and they just seem overwhelming, but I'll tell you what, dropping a bunch of morphine pills is not the answer. That's like gargling with Drano for a sore throat. That's just way too much medicine for the sickness. Now here's what I'm going to have you do. Our lines are so jammed that I'm afraid to try to transfer you to our Hopeline, but I'm going to give you the number — 1-800-394-HOPE. The phones might be busy for a while yet, but will you call tonight?

Karen: I'll try.

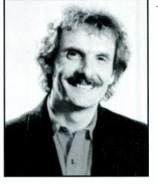
Dawson: Well, I want you to. Karen, I believe you're a Christian and I believe that you really wanted help. (You) had the courage to flush those pills. You really did, didn't you? Karen: Yeah.

Dawson: Well, you know what the Bible says in Isaiah 30:18, "The Lord wants to show His mercy to you, He wants to rise and comfort you, the Lord is a fair God and everyone who waits for His help will be happy." I want you to call the Hopeline. I am so excited that you had the courage to (get rid of those pills). We'll help you down there. There's nothing worse than knowing that a 14-year-old girl is in a coffin dead. Hey, I love you, so don't kill yourself.

> Karen: Okay. Dawson: Bye. Karen: Bye.

As I have reflected on Karen's call that night, I've come to realize that Christian radio for teenagers is serious business. First of all, there are more teenagers who listen to Christian radio than we might think. I believe this is true because every month our program generates more and more calls to our Hopeline. The Hopeline is for students 21 or younger. It is a toll-free number where they can call and talk to a trained staff member about any problem or question they may have. We are now receiving nearly 3000 calls a month from kids who need help. By the way, we also have a national network of over 3000 prayer partners who pray for these students every month.

Second, many of these teenagers are depressed. A survey was done not long ago with some of the top high school students in America. One out of every three of these students claimed to have suicidal thoughts. In fact, next to the common cold, depression is the biggest medical problem on our junior and



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

senior high school campuses. I believe the American student is more depressed today than at any time in history. They have unmet needs causing them deep, emotional pain. I think Proverbs 18:14 speaks to this pain when it says: "The will to live can get you through sickness, but no one can live with a broken spirit" (NCV).

Many of the students who are listening to Christian radio are flat-out desperate. Like Karen, they are looking to us to reach down and somehow heal their damaged and broken spirits. Karen would never have told me about those morphine pills unless she wanted me to try to talk her out of killing herself. That night, in Christ, I was her link to life — it was serious business.

When I think about this 14-year-old girl killing herself, I shudder. I love being able to talk to kids on my show. It's fun, challenging, and a thrill to have the privilege of giving spiritual counsel to thousands of teenagers each week. But I must remember, the stakes are very high. I have to stop and remind myself that there are lives hanging in the balance for both now and eternity.

Sometimes, right before the show starts, I try to picture the faces of the students who may be listening. I think of some who are driving through long and lonely roads, or lying in their beds quietly listening before they fall asleep. In my mind, I imagine many situations and circumstances in which students who are listening may find themselves.

Some are happy and content and walking with the Lord, but others are desperate. They are close to using up what little hope they have left. For an hour or two, they listen, hoping the host of *Dawson McAllister Live* will say something that helps restore their hope and set them free from their pain. Our God is a big God and he can heal these kids, but He has made it very clear to me that doing Christian radio for teenagers is serious business. ^R

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DOUGLAS STEVE DOUGLASS LA WEST DRAPER IR KEN DRIEDGER PETER DUECK ROBERT P DUGAN LARS B DUNITERG VAN DURSTEON JABESH DUTT ERINE DYCK JOHN DYCK NICHOLAS DYCK MARK K DYER DICK EASTMAN RAUPH ECKARDT HERMAN L EFFA LERCY EGER HERBERT E ELLINGWOOD OR & IS TED ENGSTROM NEV & MRS ENUA ENOS HAROLD ENS JAKE EPP MR & MRS 10HN H FF BROKSON DAN BROKSON WALLACE H ERIOKSON EDWARD ERINY JAN ESCHENBRENNER PAUL ESHLEMAN H O EPPINOZA AITH FERMANDO JACK REIDS PAUL FINKENDINDER REV & MRS ALLEN & FINLEY ROBERT V FINLEY THOMAS F. HIRT TED FLETOHER PASTOR & MRS FRANCIS W A FORBES LIBORTON FORD JOSEPH J FORS MR FREED RANDY FRESEN THOMAS F FRIST MR & MRS PAUL FULFER REV & MRS JOVENO A GALARAGA JERRY GALIMORE BITRUS GANI IKLAMA MEMBOOB GIL SAMUELK SILL EDWARD GOERZEN FRED GOKAVT . A GONSALVES D C GORAI HR & MRS H ROGINSON GOWDEY BILY GRAHAM FRANKLIN GRAHAM GEORGE GRANT CHARLES E CRASSLEY HOWARD D GRAVES MARVIN GR GREG IR GEOFFREY GREFTTH LOREN GREET JM GROEN VERNON GROUNDS HALW GUFFEY OS GUINNESS PALLIL GUFFA MR & MRS LEN GUSTAFSON E BRANDT GUSTAVSON JAMES A GWINN TERM GYGFE WLEEL HABE RICHARD C HALVERSON LES HAWM KYUNG OHK HAN MR & MAS DAVID HANNY MR & MRS ROGEF HARDY DAN HARRISON DALE E HARRO MARVIN K HARTWIG KOHNA HAS HAVEA ROBERT H HAWKINS ROBERT K HAWLEY LAN M. HAY JACK W H FORD STEPHEN HAVNER JAMES W HEAVENER MR AND MRS KEN HECKMANN VERN HEDEBKECHT JESSE HEIMS PAUL HENDERSON HOWARD HENDRIDGS ROBERT A HE THOMAS HERMIZ JOSE HERMANDEZ DR & MRS RON HERROD ROBERTA HESTENES MASAYA HEINO ROY HICKS HENRY HILDEBRANDT CARROLL HILL EDWARD V. HILL OSCAR H. HIRT REG HORSON DAVID HOCK TRY DONALD P. HODEL (EWIS HODGE, EDWIN) MEDGES DONALD & HODGINS & DOUGLAS HODO DR & MRS HAIVEYT HOBISTRA C BILLHOGUE JOHN R HOLLAND J EUGENE HORN REFIGER FRANKLIN D HOUSER DAVID M HOWARD MELVIN HUANG CAL HURBARD DAVID & HURBARD ICHN & HUR MAN JR RAY H HUGHES GORDON J HUMPHREY JUNE HUNT NELSON BUNKER HUNT EAR HUTTO HARRY L HYDE C O KOBOKWE JOSEPH HONESTO M ISLETA ISSAC JACOB CINDY JACOBS IANDRIS FRANK KALES JANSEN HAROLD JANTZ CLIFF JANTZEN DAFREL JANZ OR & MIS R OLUKAYODE JEGEDE TIMOTHY JENG MR & MIS ILEVIN J JENISTINS JEBRY JENSEN ROMALD A JENSON DEF JEFSEN IDHN & EDGAR JCHNSON EDWARD L JCHNSON FRED M JCHRSON CORDON JCHRSON JACK JCHNSON MELICHNSON OUUB JCHRSON PAUL JCHRSON ROGER ICHNSON JCSEPH JOLLY CLENNIA REV & MRS BERSON KOSEPH PASTOR & JOBEPH THOMAS JOSEPH JR. WAITER H. JOD ROLANDO JUSTINIANO ROBERT & CHU TZE UN KAITA RHODA IN KALEMA SIONE KANN WILLIAM S KANAGA PETER C.T. KAO STEVEN G KASE JOE REGEL MARVINP KEHLER KASSOUM KEITA MR & MRS JOHN P KEISALL JEFT KEMP D JAMES KENNEDY BRUCE KENNEDY JAY KESLER LAWRENCE E KEYES SAMUEL ISHFACKHAN SHANTLAIKHRISTMART (LARECE KEIER BILLY KIM, LOON GOD KIM IDENKE VICTOR KOH REV & MRS RON KOLEBA W BREWSTER KOPP LAURE KORSTEN UU KORTSCH MI ALTER & KRAFT CHARLES WAFT GERRY KRAFT SUNDER KRSHNAN WOODROW KROLL RAYMOND L KUNS PALL W KLIETT JOHN F KYLF MAKE LACANILAO DR AND MRS TIM LAHAYE J PAUL LANDREY TOM LANDRY KEN LANE CHARLES LAPA BRUCE LARISON DOUGLAS A LAURFENBLINGER BARBARA LEE BAL LETOLINNEAU ROY'S LETOLINNEAU DR & MRS ROBERT LINNS REPORT LINNS REPORT LINNS REPORT LINNS REPORT LINNS INDSAY & REX INDSAY HAROLD UNDSELL MICHAEL UTTLE GREG UNHOSSIONE SUSRID UNAVAGE ANTHONY LOBO PAUL LOEWEN STANLEY LONG GORDON LOUX JOHN LOWE ROB LUKUNGS RUTH LUT MACLELLAN IR ANDREW D MACRAE J V MACWAN MARUN MADDOUX FRED M MAGBANLIA & PALLE MAGNUS NGNUSON DAVID MAINSE AMOS MARUBUYA ALEXANDER KOHN MALIK IRALPH MANN JOHN MARINER E BALLEY M CLIFFORD MARSHILLIRN PETER W MARTENS DAVID MARTIN DAMAY D MARTIN & TED MARTINEZ HARRSON MASSEY KUNDAN I MASSEY CLEMENT D MASTER JANES & MATHER FINNY MATHER ICALSTER ED MCATER BIL MCCARTNEY GORDON MCDONALD BOB MCEWEN PAUL MCCALCHAN DAVID MCIENNA ROY B MCREOWN GORDON MCUNNON BOB MCLAUGHUN ROBERISON MOQUURIN DR & VELICIONAMP BILLY NEIVIN DAVID L MESCHNE SAMJEL F METCALF AL METSKER MAXWELL H MEYERS RON MICHELL ANDREW S MALER M. & MRS IN JRM MALER PALL MALER C RAY MALER ROBERT & MALER BALLER MALER SOLOMON MRZA. ZA ROBERT & MOFFAT ALFRED C MONDAL JAMES H MONTGONIERY KEN MOON DAVID MODIRE HYATT MOORE SAM MOORE CARLOS & MOORHEAD CHARLES O MORGAN JR PATRICK M MORLEY JAMES E MORRIS JEWELL MORRIS L MAN MOSAL WILLAM MOSES, ALBERTO MOTTESI P. MOLIDOLL JAMES B. MOLITIRE RICHARD MOLIVE L. MPHOSI DENNIS MULDER MAURICE MULLER JOHN B. MUMPORD BOB MUNICER MATHAS J. MUNYEWE GEORGE MURRAY REV. 8, MIS MUSONDA MUSURIA DOINAID R MYERS SAM NADLER ALAN NAGEL MR & MRS TOM NASH PAUL NEGIUT RAY NELSON PAUL E NELSON & MRS JACK H NEUFELD REV AND MRS THEODORE NGEWALL MARCELLUS NGIRAINGAS CHARLES H NICHOLS DAN NCHOLSON LAMES NAKEL ROMALD W NAKKEL SERGE I NAKCIAEV GEORGE NINAN GERALD C NORDSKOG PETER NOWE BALOGUN O'NELL PETER OCHS LLOYD L OCAVE STEPHEN F OLFOR NORMEL L OLF RITHE COMPR LICYD DISON LARE M OLSON S O J OMISAKIN ISAAC T OPANDOH EMMANUELIK OPUN RAYMONDIC ORTLUND JAMES OSEDRINE MARIORE OSE D TEODULFO PAJARON LUIS PALAU SUMLAL PALIGICHO TAE SUN PARK BAYMOND PARNELL HAROLD PATTERSON VIRGINIA PATTERSON SANDI PATTI ROBERT K. PATTON NORMAN VINCENT "CALE LAKSHMAN PERIS & F. IBLIDI PENNER SHANFPERURA JOHN M. PERKING LARRY PERKINS MR MIRS WILL PERKING RAZIO PERMEZ ION ALLAN PETERSFI NETERSON J & PEVTON ROY PIERCE PAUL PIERSON BILL PIETSCH GLENN PLATE LARRY W POLAND BERT POOLE SOMDEE POOSAWTSEE JANET PORANO FREDERICK K. C. PRICE THOMAS M. PRICHARD ARUS PRIEST WILLIAM PRINCE ROCHLINGA PUDALATE PHILEMON DUAYE FREDHELM RADANDT EARLD LADMACHER MF & MRS J DOUGLAS RAE TED A RAEDIDE ROBERT RAHM A FAULE RAMSEYER JACK H. RANKIN CHARAN RATANABUTRA HENRY RATTAI WILLIAM R READ BRUCE REDDING ROENTIT REDGE ROBIN REDGE TOON REDKEY DOIN REDKEY DOIN REDKEY DOIN REDKEY DOIN REDKEY DOIN ROMARDSON DR & MRS GRANT C HONSON LINDER CHARLES & RICEY MEDARIO B. RIVERA PAT ROBERTS BOSEN DOUG ROSS EAR W ROTH P FTENNE ROUSSEAU D P ROYCHOUDHURY BRUCE E RYSKAWP BU SAAL MUFEED L SAD FERNAND SANFI-LOUIS GEORGE SAUG ISHWAR SAUMON ARNDAM SANAFDAR M SAMFEL PVA SANFER/ON M F78A SARCI NAMA STREAM SARKAR UUFAU V. SAULALA LOU P. SAWCHENKO, DR. & MRS. H. FRITZ SCHAEFER, HENRY SCHREVER, TM, SCHROEDER, ROBERT SCHULLER, EARLY SCHULTZ IR LOU SCHUTZE SEGREED H SCHUSTER DAVID SCOTT I DON SCOTT ROBERT H SCOTT ROBERT / IRANK SEVERN FRED SEWELL DON SEYMOUR DEMICS SHAKARIAN YOU SHELDON MR & MRS VIC SHERRETT IRO MATAA SIMATAA JESSE D SIMMONS LOHN ! JOHN SLEVCOVE TERRY SLOTIODIAN MR & MOS WARREN SLOOF GARY SMALLEY DWIGHT SMITH W MICHAELS STACEY MICHAELE STACHUKA CHARLES F STANLEY ALLAN STANLING GEORGE STEDELBAUTER RAY STEDWARD ED STEELE REV STEEVES EDWARD STEVENS PAUL STEVENS RICHARD STEWARD LAWES H ST STONEHOUSE STEPHEN STRANG ROBERT H STRATON MR & MRS HERB STYLES CHRISTOPHER SUN MR AND MRS VIC SUNDSETH FESTUS SURUMA SAMULE S SLAWARTIC EGIL SVARTDAL MERV A. SWITZER WESLEY TABER JON E ACK D TARTER JACK & TAYLOR JANES H TAYLOR H S THANARAJ C SAM THEVABALASINGHAM REV & MRS ALAN THOMAS JOHN THOMAS DR. & MRS ROBERT N THOMASON LESLE J THOMASON HEN TILLET DANIEL L THYON PAUL & TOMS MA ELAINE M. TOWNSEND JEFF TRAJTIMAN PAUL TREALE MICHAEL TRANSLEN LOREN TRAFET JOSEFF TSON EDWIN TUGANO GEOFF TUNNICIFFE JM TURBULL PORREST L. RUREN ANWAR M. UAGER JAWES UKARGRU KEN LUNER LINDEN UNRUG ROCKER G. VAN BEEK FUY GALE VAN DIEST CHARLES VAN ENGEN IAN VAN NORMAN JACK VAN IMPE WILLIAM VAN TOL GEORGE VANDEMAN & VARGHESE ILLIAM LYASEY JOHN VAWTER AUGUSTIN B. VENCER IR. CARLYSRGE SAMUELR VINTON IR. BEN VOTH DON VOTH R. EUGENE WADDEL PETER WAGNER YUSUF WAHAB ED WALKER MARVIN WALL RALFH E WALLS RUS WALTON THOMAS WANG TED WARREN WERSTER WEGAST WEERASAMTH DSSA WEERASING BRUCE WILKINGON IS WILLAMSON NORMAN G WILSON T W WILSON ROMARD WINCHEL DAVID K WINTER RANH WINTER TERRY WINTER TRANK WOLF DUDLEY WOODBERRY BRUCE WOODMAN N A WOYCHILK MR & MRC, SID WRIGHT WAYNE WRIGHT CHUCK WYANT DICK V 10HN K YAKIGIAN TED YAMAMORI DATUK PINGHUA YAO ALFIED YEO J WESLEY YODER SANGUINE YOU POGER L YOUMANS FRANKE YOUNG ALEX& REMA ZACHARIAH RAVI ZACHARIAH KAN Z

THE WORLD STRATEGY OF CAMPUS CRUSADE FOR CHRIST INTERNATIONAL

NewLife2000[®] The World Strategy of "I have been given all authority in heaven and earth." obey all the comma

ave you considered that you as an individual can help change the world? You can! You can through *New Life 2000. New Life 2000,* the world-

wide strategy of Campus Crusade for Christ, is designed to mobilize and train millions of nationals in every country worldwide to help fulfill the Great Commission of our Lord.

A Plan to Reach the World

To implement the *New Life 2000* strategy, we have segmented the world into 5,000 one Million Population Target Areas (MPTAs). It is the prayer aim and strategic desire of this united thrust to—

Work with other Christian groups to bein ta

- Work with other Christian groups to help take the gospel to 5 billion people by the year 2000.
- Introduce at least 1 billion people to Christ.
- Launch at least 5 million New Life groups.
- Help plant 1 million new churches of various denominations.

Working together with millions of nationals in all the major countries of the world, *New Life 2000* is directed by Dr. Bill Bright and the Campus Crusade team of more than 40,000 full-time staff members, trained associates and volunteers.

For more than 40 years, Campus Crusade has been building a foundation of credibility, accountability and fruitfulness throughout the world.

A Team United

Many churches and individuals have already joined the *New Life 2000* strategy by taking responsibility for one or more MPTAs. In India, for example, various churches and denominations have to evangelized several MPTAs and set up training centers to prepare at least 1,000 leaders for the follow-up and church planting effort in each MPTA.

One part of the *New Life 2000* strategy is the "JESUS" film, an evangelistic film taken from the Gospel of Luke telling the story of Jesus Christ. The "JESUS" film had been a dream of Bill Bright's since 1946. Thirty-three years later, after much prayer

Teacher Convocations in Russia

By January 1, 1993, more than 6,000 principals and teachers in Russia have attended convocations sponsored by Campus Crusade to learn how to show the "JESUS" film in their classrooms and teach a course on Christian ethics and morality. and planning, God brought together a special team to make this dream a reality. The "JESUS" film was financed by Bunker and Caroline Hunt, produced by John Heyman, distributed by Warner Brothers, and developed through the leadership of Paul Eshleman and our worldwide staff.

Today, there is an urgent need for financial sponsorship of 10,000 "JESUS" film teams made up of nationals to show the "JESUS" film in 5,000 MPTAs around the world.

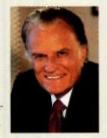
The "JESUS" Film

More than 1 billion people have already heard the gospel through this Campus Crusade during the last 41 years. Of that number, 500 million people have viewed the "JESUS" film in approximately 240 languages, with tens of millions indicating salvation decisions for Christ. This film is available to cooperating missions and churches in the languages needed for the MITAs they adopt. Dr. Bill Bright Founder and President of Campus Crusade for Christ International, Director of New Life 2000



"We invite you to become a part of the New Life 2000 movement, committed to helping fulfill the Great Commission by the year 2000."

> Dr. Billy Graham Evangelist, Honorary Chairman of New Life 2000



"I have observed the fruitful ministry of Bill Bright and Campus Crusade for Christ for forty years. I urge you to consider making their worldwide effort, New Life 2000, a priority for your church and your own life. I can think of no higher priority in our time than to take the gospel of Jesus Christ to every person in the world."

Dr. Ted Engstrom President Emeritus of World Vision, Chairman of the New Life 2000 International Committee of Reference



"I sense God's hand on this most important endeavor. God's people are uniting. So many different denominations and mission agencies are answering Christ's call to unite and get the good news out quickly. I count it a rare privilege to be involved closely with New Life 2000."

mpus Crusade for Christ to Help Fulfill the Great Commission

go and make disciples in all the nations, baptizing them into the name of the Father and of the Son and of the Holy Spirit, and then teach these new disciples to given you; and be sure of this-that I am with you always, even to the end of the world." Matthew 28: 18-20, Living Bible

International Leadership

The following men are responsible to provide leadership to help saturate their areas of the world with "the most joyful news ever announced."



Dr. Bailey Marks Vice President of



Mr. Paul Eshleman "JESUS" Film Project Director, Coordinator of New Life 2000



Dr. Thomas Abraham Central Asia and Pucific



The Rev. Kassoum Keita Francophone-Africa



Mr. Dela Adadevoh East Africa

Mr. Henri Aoun

North Africa and Middle East



Mr. Larry Thompson Eastern Europe



Dr. Timothy Gyuse Nigeria and West Africa



Mr. Leo Habets Europe



Southern Africa





e invite you to join this movement seeking to reach the world through the New Life 2000 strategy. Join with other Christian leaders from all major denominations, parachurch and lay ministries, pastors, businesses, the academic community, and the legal world.

We invite your input and participation as we link arms to help fulfill the Great Commission. As we work together, every one of the 5,000 MPTAs can be reached for the cause of Christ's kingdom.

For a better understanding of the New Life 2000 strategy, make plans to attend the third International Committee of Reference (ICOR) Conference on May 24-26, 1993, at Arrowhead Springs Conference Center in San Bernardino, Calif.

Join with distinguished Christian leaders from around the world for information, inspiration and prayer. The conference is open to all ICOR members and to every Christian leader who is committed to helping fulfill the Great Commission.

Cost for this conference-including lodging, meals and materials-is only \$150 per person. In addition, you will be responsible for your own transportation to and from the two-day event.

If you would like to attend the ICOR Conference, please complete the coupon below and return it to us.

Another way you and your church or organization can help is by sponsoring one of the monumental projects that God has put before us. Consider joining us as a financial and prayer partner in reaching an entire MPTA or sponsoring a "JESUS" film team.

Please join with us to help reach our world for Christ.

Please register me to attend the ICOR Conference May 23-26. 1993

(Cost is \$150 per person, which includes lodging, meals and materials.) Enclosed is my check/money order for \$_ Number in my party

Name			
Address			
City	State	ZIP	
Daytime phone ()			

I/Our church would like more information on how to support one or more of the 10,000 New Life 2000 "JESUS" film teams. Our church/denomination would like information on how to support one or more of the 5,000 MPTAs.

I would like information on how I can participate in the convocation for teachers in the former Soviet Union.

Please mail to: New Life 2000, Dept. 47-00 Arrowhead Springs, San Bernardino, CA 92414 Call (909) 886-5224, ext. 3104, for more information.

(Circle 111 on the Reader Service Card)

International Ministries





Dr. Victor Koh Fast Asia





Mr. Dan Peterson

Dr. Steve Douglass

Vice President

North America and Executive





Mr. Don Myers



Mr. Marvin P. Kehler





Mr. Rolando Justiniano Latin America

Music Matters

Music With Heart

Reviewed by Darlene Peterson

SOLDIER OF HEARTS

Jennifer Jill Schwirzer

mixer, orchestrator: Perry Iannone Chapel/Bridge Music

Singers who write all their own songs always get my attention — especially when they write and sing as well as Jennifer Jill Schwirzer. In *Soldier of Hearts*, this talented Canadian artist brings us insightful, probing lyrics based on Scripture and reflections on living the Christian life. One of my favorite songs is "Jericho," which likens the walls of Jericho to the walls we build around our hearts to keep God out. The refrain is a prayer: "As for these walls, just let them fall/Like the walls of Jericho."

Schwirzer's voice is clear, pure, and expressive — like the flute that embellishes many of her songs. It's not unlike Annie Herring's voice and also resembles that of my all-time favorite female vocalist, Annie Haslam of Renaissance. The musical settings have a light, delicate, folksy flavor featuring keyboards, flute, and guitar with accents of fiddle, banjo, harmonica, and whistle. The arrangements fit the mood of the lyrics well, making *Soldier of Hearts* a moving collection.

THE SHAPE OF GRACE

Out of the Grey

producer: Charlie Peacock executive producer: Peter York Sparrow

Out of the Grey's debut recording showed them to be a promising new artistic entity. In *The Shape of Grace*, they bring us another collection of insightful songs presented with their unique blend of modern pop and alternative rock stylings. As before, Charlie Peacock and Out of the Grey (Scott and Christine Denté) wrote all the songs and Peacock produced the recording as well as playing the keyboards. Other musicians who contributed to this project include guitarist Jerry McPherson, drummer Mark Hammond, and bassist Jimmie Lee Sloas. The Dentés share lead and background vocals and Scott plays guitar throughout.

The Dentés both graduated from Boston's Berklee College of Music and this shows in their vocals and musicianship. The quality of their lyrics is also top notch. Originating from relationships with friends, family, Christ, these songs strike the balance between being deeply personal and yet universal. As Christine states, "By being honest and realistic with our lyrics, we try to engage our audience rather than alienate them with predictable cliches." Musically and lyrically, *The Shape of Grace* avoids cliches and brings us fresh sounds and thoughtful reflections on the Christian life.



Scott and Christine Dente

PETRAPHONICS

Petra

executive producer: Darrell A. Harris Star Song

If you love Petra's mellower adult contemporary songs but are not as fond of their more intense rock songs, this is the recording for you. Twelve of Petra's great radio hits have been assembled in one place for your listening pleasure. These include such classics as "The Coloring Song," "Road to Zion," and "Don't Let Your Heart Be Hardened." And starting off the whole collection is a special bonus: using sophisticated technology and much skill, producer/engineer Brian Tankersley managed to lift (from the original masters) and join the choruses of seven of the songs to create a medley called "Radio Daze." This song nicely ties the whole collection together.

SONGS FROM THE BEGINNER'S BIBLE

Jodi Benson and Friends

producer: Chris Harris and Don Wise executive producer: Peter York Sparrow

Actress and singer Jodi Benson may be best known as the voice of Ariel from Walt Disney's animated feature *The Little Mermaid*, or her current leading role in the Broadway hit *Crazy for You*, but Christian children and their parents are surely enthused about her work on *Songs from the Beginner's Bible*. Sparrow has recently released the second collection of songs, which covers the stories of Noah, Naaman, Balaam, Jericho, Daniel, Zaccheaus, and others. As with the first collection, the lyrics to each song include the page number of the corresponding story in the *Beginner's Bible* (published by Questar Publishers and written by Karyn Henley). This makes it easy to use the music with the written stories.

In addition to Jodi Benson's expressive narration and singing, what makes this recording stand out from most other children's recordings is the quality and variety of the musical settings. All sorts of musical styles are used—rap, swing, Latin American, etc.—and the instrumentation is well-suited to the style of each song — horns, marimba, "big band," strings — whatever is needed for the right effect. Jodi Benson's "friends" include such well-known artists as Phil Keaggy and Lisa Bevill and the overall quest for the project was obviously high quality . . . and lots of fun!

YO KIDZ!

Carman producers: Chris Harris, Ron Krueger executive producer: Loren Balman Everland Entertainment/Word

As you might guess from the title, this is a hip, urban-style collection of Bible stories for children. Tied together with the storyline of Carman meeting and sharing his faith with Lawrence, a larger-than-life street cat whom he catches breaking into his car, this clever presenta-

tion of key **Bible stories** is sure to grab the attention of the coolest you kid know. The streetwise dialogue between Carman and Lawrence becomesendearing as we see the



Lawrence the Kat

soft and open side of this "tough" cat. And, as we would expect, the music incorporates rap and other contemporary urban styles. The ending is the happiest of all possible endings: in the final song, Lawrence is "Turned On, Sold Out, Hooked On Jesus."

CONTINUED ON PAGE 114



A Broadcast Outreach of the Grand Rapids Baptist College & Seminary (Circle 115 on the Reader Service Card)

Sales Spot

The number one word for 1993 in the Christian radio representative's vocabulary is qualitative. While Christian radio stations may never win the war from a quantitative standpoint, battles are being won everyday as stations across America are selling the qualitative advantages of the Christian radio audience. There are many ways to sell. But Christian radio stations will survive by learning and using the qualitative approach to selling.

In this series we will tell you what businesses stand to do particularly well when promoted through the medium of Christian

Christian Radio's **Best Advertisers** For The New Year, Part One Gary Crossland

radio. This is certainly not a complete list, nor is it a list of the very best prospects for each local station.

However, in the months that follow, we can assure our readers we will cover all of the most lucrative prospects Christian radio stations can target in 1993.

Motor Vehicles

According to both Simmons Market Research Bureau (1991) and the Tri-S Christian Media Report (1992), the type of listeners who tune to Christian radio are among the most avid drivers. According to these reports, Christian radio listeners are 10 percent more likely to have driver's licenses, and 10 percent more likely to drive automobiles. [See graph for further details.]

Banks

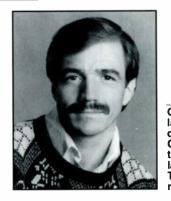
We do not mean to imply Christian radio listeners have more money. However, according to Simmons and Tri-S, they are not stuffing it in their mattresses either. Here are some very interesting facts:

In a recent report, Simmons points out Christian radio listeners are more than twice as likely than average American adults to have opened savings accounts at commercial banks. They are also 25 percent more likely to have acquired short-term savings certificates.

There are valuable differences between these listeners and the average American adults who, for example, might see a local billboard. All of this means, that if banks are seeking new depositors, or if they are looking to lend, Christian radio is a great new source for prospects.

Children's Apparel

According to Simmons and Tri-S, Christian radio beats the averages when it comes to reaching families with children. Plus, according to Soma, 3.5 percent of all Christian radio households have an expectant mother. And Christian radio delivers a higher concentra-



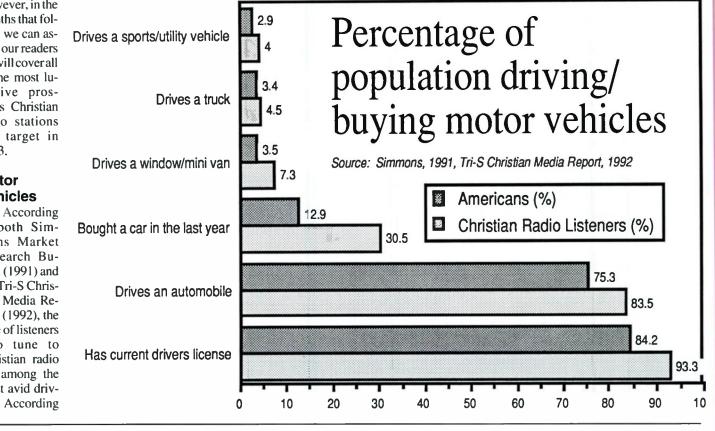
Gary land Crossland is presi-dent of Soma Communications Inc. of Dallas, publisher of Tri-S sales and research tools.

tion of mothers than almost any other advertising medium.

Recent data published by Soma also reveals that 13.4 percent of these listeners (and 20 percent of the women) bought maternity or infant's apparel last year while 28.6 percent of these listeners (and 44.2 percent of the women) bought children's clothing.

Christian Bookstores

Although many people think Christian radio is a must-buy for Christian bookstores, many of the stores themselves don't think so. Unfortunately, what most of them don't know is how well Christian radio performs against other acceptable forms of bookstore advertising, such as direct mail. New statistics recently published by Soma reveal that when it



comes to delivering real customers, Christian radio buries direct mail in the ratings.

In our nationwide survey, 1500 Christians were asked about which advertising medium actually affected their selections of Christian books, Bibles, recordings, and videos last year: 32.7 percent credited radio, but only 8.5 percent said direct mail. In fact, direct mail didn't do much better than television (8.2 percent) in delivering real Christian book customers. And only 18.1 percent gave credit to Christian magazines.

When it comes to cassettes, CDs, and videos, the results were similar: 32.6 percent gave credit to radio, 4.8 percent to direct mail, and 10.8 percent to Christian magazines.

Pet Stores

When it comes to advertising, pet stores can either promote themselves to a lot of potential customers, or they can promote their store to a lot of pet owners. The second option would be ideal, if you could only smoke out those media groups which deliver a high concentration of pet owners.

According to Simmons, 24.2 percent of all Americans own a cat and 33.3 percent, a dog. By the same token, according to Soma, 27.2 percent of all Christian radio listeners own a cat and 36.2, a dog. So the bottom line is this: advertise on Christian radio, and you'll be chasing a highly concentrated group of pet owners. Anywhere else, and . . . well, you might just end up chasing your tail.

Health Foods & Vitamins

According to Simmons, 5.1 percent of all Americans shopped at a health food store in the last month. However, recently published statistics from Tri-S show that at least 12 percent of all Christian radio listeners have been to a health food store during the same period. That means Christian radio listeners are more than twice as likely to shop at health food stores.

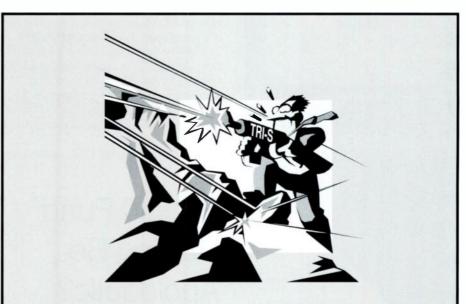
But it doesn't stop there: 4.4 percent of all Americans take a vitamin once a day or more. However, 11.7 percent of Christian radio listeners do just that. Christian radio listeners are also three times more likely to buy vitamins at health food retailers (17 percent) than all Americans (5.3 percent).

Legal Services

According to both Soma and Simmons, Christian radio listeners have ranked at least 18 percent higher than all Americans for using any type of lawyer or legal service in the last year. In addition, they are 12 percent higher than the norm for using lawyers for their wills and estates. Overall, one out of five Christian radio listeners has used a lawyer in the last year. And 3.7 percent have used a personal injury attorney during the same period. If a legal firm is trying to reach a settlement regarding how it should advertise, Christian radio can provide a most convincing testimony. ^R_b

Information for the Simmons Market Research Bureau is compiled via field representatives who administer both an interview and a written survey to approximately 20,000 people nationwide. The margin of error for the surveys is about 4 percent. Simmons is the qualitative source for many agencies who either buy or sell secular media, including both print and broadcast. The published numbers relating to Christian radio constitute only approximately 0.001 percent of Simmons' work.

The Tri-S Christian Media Report is compiled annually by Soma Communications Inc. via 113 field representatives who administer a written survey to approximately 2500 people nationwide (105 markets). The margin of error of the survey is 4 percent.



It's an uphill battle from here.

The economic future of our country is in serious question. To survive the next few years you need the best weapon available...Tri-S.

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Programming Issues

Recently I returned from a very successful series of share-a-thons only to be greeted by a letter from a listener suggesting that ministries should never ask for money. Unless I miss my guess, if your ministry is audience-supported, you have probably received one or two letters like that.

I'll have to admit that during my first few years in development work, such letters used to bother me. After all, didn't it stand to reason that if God called that ministry into service, he would provide the means without that ministry lowering itself to asking for filthy lucre? How could a ministry exercise its faith in God if it relied instead on its constituency?



different from that of many ministries? Maybe it's because so many ministries have simply failed to develop a solid apologetic for fund

raising that is recognized by their staff, board,

says about money, I get the distinct impression asking for money to be used to further God's

kingdom is one of life's great privileges.

I'm not a biblical scholar and I certainly do not presume to have the final word on the subject, but from my reading of what the Bible

I am fortunate enough to work for an

Rod Robison is director of development for Family Life Radio Network in Tucson, Ariz., and the author of *The Successful TV* and *R a d i o - t h o n Guidebook.*

Maybe such arguments are why someone years ago came up with the title "Director of Development" as a euphemistic cloak for the more-to-the-point title of "Person Who's in Charge of Fund Raising Around Here." Unfortunately, some ministries view fund raising as a necessary evil performed by a band of mercenaries either contracted or (heaven forbid) actually operating on the premises. The "M" word isn't spoken any more than absolutely necessary. And when it does become necessary to talk about money it is often whispered with red-faced apology.

Why is it then that God's attitude toward fund raising, as reflected in His Word, is so

and constituency.

Should Fund Raising Be Apologetic?

Rod Robison

organization that supports a balanced, biblical approach to fund raising. It is important the staff and board of any ministry understand the vital role fund raising plays not only in paying the bills, but also in directly ministering to the audience. Fund raising has a much more important purpose than merely servicing an organization's financial needs. It should and can be a ministry in and of itself.

Asking for money gives audience members an opportunity to impact their world. God commanded Moses to *ask* for resources to fund the "Tabernacle Capital Project" [Exodus 25]. God could have simply had Moses pray for the need and then wait for His Spirit to speak to the hearts of His people. But He chose to have Moses go directly to the people and ask.

However, God did make a point of telling Moses to not coerce, but to ask from those who were willing. The Israelites, recognizing an exciting opportunity, literally flocked to the cause. Moses had to restrain them from bringing more than was needed to complete the project. They caught the vision of what the building of the tabernacle would mean to their families and community and responded accordingly.

Asking for money gives your audience an opportunity to worship. Writing to the Philippians, Paul points out that their financial gifts to his ministry were "A fragrant offering, an acceptable sacrifice, pleasing to God" [Philippians 4:8].

Paul also encouraged the Corinthians to "excel in this grace of giving." He went on to say, "I am not commanding you, but I want to test the sincerity of your love" [II Corinthians 8:7-8].

Jesus commended the poor widow [Luke 21] for worshipping at the temple through her sacrificial giving. In Matthew 6:21, He emphasizes the fact that where our treasure is, our heart will be also. Getting our attitude toward money in balance helps us to balance our relationship with God. Since our treasure and our spirit are so interwoven, we do our audience a great service when we encourage them to view giving as an act of worship.

CONTINUED ON PAGE 114

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Funding Management

Christian broadcasting institutions in the United States and abroad are potentially "illpositioned" to continue to make a viable impact into the next century, which begins in seven short years. Why? I see three reasons.

The first and most important reason is a potential lack of viable, contextualized, vibrant leadership on a number of boards of directors that are currently the stewards of broadcasting ministries. This stems from several causes:

1) There is a massive shift in generational leadership coming within the next five years as 40- to 50-year-olds begin to take over leadership reins of viable, good ministries from the World War II generation. These people have done a splendid job of leading, but are now in their late 60s and early 70s.

2) Boards of directors are legal entities sanctioned by the government to be responsible for the oversight of "public trusts" if the

Innovative Leadership Needed For 21st Century

Lauren Libby

broadcasting ministry is a 501(c)(3) corporation, and the board represents equity owners in a commercial private corporation.

Numerous boards have failed to realize what the true role of a board of directors really is. Far too many ministries have an abundance of bright, Christ-centered, excited staff members who are stifled by a board involved in the day-to-day operations of a broadcasting ministry. Because of the occasional hands-on involvement on the part of a board, real questions need to be raised about a board's role in the day-to-day operations and in setting detailed programming policy — the micromanagement of a ministry.

Micromanagement, in the case of a crisis point in a ministry by a board, is appropriate. However, if the ministry is well-positioned, effective leadership is in place, and ministry movement is occurring, micromanagement on the part of a board of directors is not only inappropriate, but it will also kill the staff's creative genius that is so necessary to see the ministry make a resounding impact on society.

Nothing is more demoralizing for a broad-

casting ministry staff than to be controlled by a board addressing day-to-day operating decisions. If the board feels the ministry is not led or is not operating to its full capacity, they need to secure a CEO who can lead the ministry within the board's overall policies and guidelines.

A dynamic board of directors sets board operating policies, keeps a close watch on the finances of the ministry, and selects operating leaders who can really lead the "day-to-day operations" and delegate most, if not all, operating decisions to a qualified staff. To do less is to admit that the board is not qualified to carry out its role of overall policy and funding responsibility.

3) Most boards of directors in broadcasting ministries do not have a true "rotation system" for bringing in new ideas and leadership. Recently, I spoke to a group of over 100 Christian radio managers. I asked them how many did have a true "rotation" on their boards and 80 percent responded that there was no rotation.

A good rotation cycle is three to five years on the board, followed by a year off the board, and then re-election. This helps board members feel as though they do not sign on to board memberships for life, and they are free to participate in other ministry interests.

Ministries tend to select a dynamic group of directors in the beginning stages of a ministry. Relationships develop, systems are put in place, and before you know it, 25 or 30 years go by. As a group of directors, effective ministry has taken place to the age group *they* represent. However, they resist changing the ministry "forms" as time goes by, and the ministry loses its relevance and contextualization to the culture it's trying to minister to.

Board rotation helps ensure an influx of new ideas and relevancy as society changes. The message of Christ never changes. How we communicate that message changes because society itself is never static.

4) A person's heart and treasure are inseparable. I've been with a number of boards whose members are not sacrificially involved in the supporting of a broadcasting ministry. It's been my observation that a board of directors cannot ask others to invest in a work to which they themselves are not heavily committed financially. The flip side of this is that sometimes board members who give heavily tend to give with "strings" attached. The board should set an example of serving with only one string attached — the spreading of the gospel throughout the entire earth.

Board members who tend to drive personal agendas over the common good of the



Lauren Libby is vice president of development and communications for The Navigators. He also serves as co-chairman of E du ca ti on a l Communications of Colorado Springs, Colo., the owner of KTLF-FM.

ministry — or lead ministries away from their God-given callings — are not assets to a dynamic board of directors.

The second reason that broadcasting ministries are ill-equipped to minister effectively beyond the year 2000 is because they may have disregarded their listening audience.

There is a dynamic tension between being mission-driven and being audience-sensitive. I recently met with the leadership of a broadcasting ministry that conveyed the message they didn't care what their listeners thought—they [the board] were in charge and not the listeners. Frankly, with that attitude, I wonder how long the ministry will survive. Yes, boards are leaders of ministries, but such attitudes will soon be telegraphed to the listeners.

The third reason broadcasting ministries are ill-positioned for continuing impact is a lack of realization that America has become "the mission field." As believers in America, we tend to have the mind-set that missions are "over there," not within our borders. With the rapid secularization of the American culture, America is no longer the largest "critical mass of believers" on the globe.

Yet, we as broadcasters and believers in America continue to operate as though this were the case. I know of Koreans who are sending missionaries to America. In the years to come, we are faced with part of the body of Christ coming to reach America for Christ rather than America being the largest center of missionaries and missions to other countries.

If the body of Christ is to continue to have a viable broadcasting impact in the American culture and outside the United States, it seems two ingredients are absolutely necessary:

First, outstanding, gifted, mission-driven individuals who are now in their late 30s and 40s need to be recruited to the boards of

CONTINUED ON PAGE 114

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America's fascination with death Abortion and the feminization of poverty

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

PAPERBACK

- *(3) 1. Prophet, by Frank Peretti, Crossway
- The Measure of a Heart, by Janette Oke, Bethany (1) 2. House
- This Present Darkness,+ by Frank Peretti, (4) 3. Crossway
- (5) 4. Stick a Geranium in Your Hat and Be Happy!, by Barbara Johnson, Word
- (7) 5. Piercing the Darkness,+ by Frank Peretti, Crosswav
- A Thousand Shall Fall, by Bodie Thoene, (2) 6. **Bethany House**
- Splashes of Joy in the Cesspools of Life, (6) 7. by Barbara Johnson, Word
- (9) 8. In My Father's House, by Bodie Thoene, Bethany House
- Into the Long Dark Night, by Michael Phillips 9 **Bethany House**
- God Came Near, by Max Lucado, Multnomah 10. (10) 11. Good Morning, Holy Spirit, by Benny Hinn,
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- (11) 12. The Illuminati, by Larry Burkett, Nelson No Wonder They Call Him the Savior, by Max 13. Lucado, Multnomah
- (12) 14. They Called Her Mrs. Doc, by Janette Oke, **Bethany House**
 - 15. Roses for Mama, + by Janette Oke, Bethany House 16. God Uses Cracked Pots, by Patsy Clairmont,
 - Focus on the Family (Word)
 - 17. A Woman Named Damaris,+ by Janette Oke, **Bethany House**
 - My Utmost for His Highest, by Oswald Chambers, 18. Barbour, Revell (Baker)
- (20) 19. Mere Christianity, by C.S. Lewis, Macmillan 20. Joshua, by Joseph Girzone, Macmillan
- "Last month's position +Includes sales of boxed sets

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The Book Shelf

Hollywood vs. America: Popular Culture and the War on Traditional Values by Michael Medved HarperCollins, 1992.

Reviewed by Harry Conay

Imagine the most severely disturbed inmates of a stereotypical, Hollywood-style, lunatic asylum seizing enough money, power, and influence to dictate the subject matter, content, and theme of America's entertainment industry - thereby gaining control of the main influences on popular culture. Farfetched,

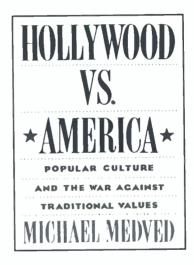
you say? Perhaps, but not so very far removed from the disturbing reality revealed by Michael Medved in Hollywood vs. America.

Medved, best known as the movie-critic co-host (along with Jeffrey Lyons) of the PBS television program Sneak Previews, is also a practicing Jew and father upset over the fact that "Hollywood no longer reflects - or even respects - the [traditional Judeo-Christian] values of most American families."

On the contrary, it seems to deliberately undermine them by dwelling

almost exclusively on the most sordid and bizarre; on graphic violence, brutality, and sadistic humor; on promiscuity, lust, and incest; on filthy language and scenes depicting urination, vomiting, and cannibalism; on bashing organized religion, the clergy, and especially born-again believers; on obnoxious know-it-all children whose parents are foolish, hypocritical, or evil; and on anti-marriage and anti-family themes. This is a sick view of reality and Medved's frank discussion of these issues warrants a warning label on the jacket advising readers of "explicit language and descriptions" within.

Christian-bashing is a curious trend which Medved reveals is not due to Jewish influence in the industry, nor to greed because virtually all motion pictures with deliberate anti-Christian themes have been economic flops. That they were made, and continue to be made, he blames on ignorance. If the basis for all intolerance and prejudice is ignorance, then "the religion bashing that occurs in the popular culture is spontaneous and instinctive rather than calculated; it arises out of the personal prejudices and preferences of the people who



create the culture." As Medved reveals, over 90 percent of these people are essentially unchurched, and are totally ignorant of, and unaffected by, the tenets and values of traditional, organized religion.

No matter how gross the movie, program, or song, its creators regard it as artistic expression protected by the First Amendment. Medved responds by pointing out that, "such efforts highlight the schizophrenic attitude of show business professionals toward the larger significance of what they do. On the one hand, they believe that they can influence the audience on behalf of worthy causes like

safe sex and recycling; on the other hand, they continue to insist that the violence, hedonism, and selfishness so often featured in their work will have no real world significance whatever."

Those who criticize Hollywood are accused of being censors, religious fanatics or worse, and are advised to simply turn off their television sets or stop going to the local cinema. To those who might choose to do this to escape Hollywood's worldly influences, Medved replies, "No matter how sophisticated we believe that

we are, or how determined our best efforts to counteract their influence, the poisons of the popular culture seep into our very souls."

To remedy the situation, Medved advocates neither censorship nor a return to the old production code, but several "highly personal approaches [which] follow the assumption that the best way to change the values of the popular culture is to change the values of the people who shape it." To a Christian reader, this includes aggressive outreach and evangelism to the Hollywood community. A list of organizations and addressees is provided.

Hollywood vs. America is a passionate, well-reasoned, highly articulate examination of a problem frequently noted by other writers, but seldom probed as eloquently as in this instance. It is not limited to movie buffs, but should be read by everyone concerned about the sorry state of the so-called "entertainment" industry and its negative influence on ourselves and our children. %

Learn to Discern **by Robert G. DeMoss Jr.** Zondervan, 1992.

Reviewed by Harry Conay

Hot on the heels of Michael Medved's eye-opening revelations in *Hollywood vs. America* comes Robert DeMoss Jr.'s *Learn to Discern*. a book which offers readers an even grittier depiction of secular media atrocities. DeMoss (reminiscent of Medved) writes about the influences of advertising, the music industry, and television claiming that, "while we were asleep at the wheel, our cultural land-

scape was transformed into a bad dream of nightmarish proportions."

Among other similarities, both books are published by Zondervan, both contain warning labels on the cover advising readers of explicit material, and both provide shocking examples of American popular culture's negative impact on our youth.

But there are distinct differences, too. While Medved's book (the longer of the two) had much to say about motion pictures, DeMoss men-

tions them only in passing. However, DeMoss provides a greater analysis of manipulative advertising techniques as he warns us that "members of the advertising community have incorporated explicit nudity along with the themes of fornication, group sex, lesbianism — even rape — into their ad strategy." Photographs accompany this and other sections, though their effectiveness is hindered by their small size.

While Medved defended the Judeo-Christian ethic from the perspective of a practicing Jew (being extremely respectful of Christian sensibilities), DeMoss's stance is steadfastly Christian. He cites Scripture and identifies the Bible as the only reliable standard upon which a critical thinker can develop the criteria "by which all media is evaluated." Medved's intent was to warn and inform traditional America, and his corrective was essentially directed at the reformation of Hollywood.

DeMoss's main purpose, in addition to warning and informing, is to "teach children to think critically and 'Christianly' about all forms of media." This goal is summed up in the book's title, which is derived from Proverbs 3:21 (NIV): "My son, preserve sound judgment and discernment, do not let them out of your sight."

Rather than placing the onus on Hollywood, as did Medved, DeMoss places the blame on us, "the folks who ought to be providing our children with moral and spiritual leadership." In fact, "ultimately speaking, these popular musicians, movie stars, and media-makers are mere pawns in Satan's army—for he is our adversary. These folks are victims of his deception."

The entire second half of this book is devoted to sound, practical, biblical solutions

for limiting the influence of media in our lives, "To get a grip on this runaway culture and its devastating impact on our kids, DeMoss recommends we "set a family standard and build stronger communication bridges with each child." He also urges parents to "incorporate creative concepts ... [to help] teens think critically about all forms of media." Last, but not least, he advises us to pray.

Especially noteworthy within this second section, is an illuminated chapter in defense of con-

temporary, popular Christian music, (sometimes criticized because of its similarities to worldly, secular music). DeMoss reveals that Martin Luther's beloved "A Mighty Fortress Is Our God" was set to music which "was originally a drinking melody!" Given this example, he feels we should not fault those who adapt today's contemporary sounds to Christian purposes.

Learn to Discern by Robert DeMoss Jr. is extremely valuable not only as a revealing indictment of popular culture and its influence on our youth, but as a reminder that our children need to be taught to rightly discern between the good things of this world and the evil. If we are to do our duty to them and to our God, reading this book is an essential prerequisite.

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

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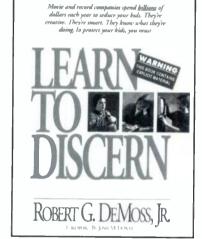
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Salem Communications delivers the Lord's message far and wide.

emember the old adage, "What are the three most important ingredients in building a successful business? Location, location, location." While it may have been written with dry cleaning or cheeseburgers in mind, it has certainly held true for Salem Communications.

With 17 Christian radio stations located in some of the largest radio markets in the country, Salem Communications is one of the nation's 10 largest commercial radio networks. Not bad for *any* network, but a truly outstanding accomplishment for a religious broadcaster.

So what's the secret behind the success? Actually, there are two— Stuart Epperson and Edward Atsinger.

Long before Salem Communications was formed in 1986, Stuart Epperson and Edward Atsinger, the company's founders and co-owners, were buying and building radio

stations—Stuart put his first station on the air in 1961, Ed in 1969, both with a country western format. In the early '70s, Ed purchased KDAR in Oxnard, California, and put it on the air with a religious format. Stuart's first Christian station was KCFO in Tulsa, Oklahoma in 1976.

The dynamic duo joined forces in 1977 and bought their first radio station together

in San Antonio, Texas. From then on, they were a team. The partners formed Salem Communications in 1986, bringing together all their individually owned stations.

But why Christian? Why not country, jazz, or something else? According to Dennis Worden, vice president national programming/network development, they saw the need and decided to meet it.

"In many major markets where Salem now has broadcast facilities, there were no religious formatted stations with dominant coverage of the market. They (Stuart and Ed) saw the need to preserve these markets for religious broadcasting by acquiring dominant broadcast facilities," Dennis stated. "The most recent purchase of WAVA-FM, one of the most powerful and well-known stations in the Washington, D.C. area, points to Salem's commitment to provide national and local

ministries with a broadcast facility capable of blanketing an entire market."

Today, Salem Communications' stations offer listeners a variety of specialized programming consisting mainly of talk programs. They not only broadcast nationally syndicated

shows like Focus on the Family, Insights for Living, Through the Bible, and Family Life Today, but each market produces its own programs in order to give each station its own personality. For instance, in Chicago on WYLL it's Chicago Talks, and KKLA in Los Angeles has Live from L.A. This way, we're better able to identify and talk about the specific

needs of the community," Dennis explained. "This is one of the biggest reasons we have positioned ourselves as talk radio. We feel the more relevant we can be with our talk programs, the better chance we have to capture listeners."

Obviously, they've been very successful at capturing listeners. So much so that the company now plans to offer its programming to other stations outside the Salem network.

"We intend to expand our network activities to include national programming such as news and commentary features along with spot advertising,



DENNIS WORDEN Vice President National Programming/Network Development and make it available to network affiliates," Dennis stated. "Along with quality programming, this will give them additional revenue opportunities."

Salem's network will be available 24 hours a day and will be almost exclusively talk-oriented, including independently-

produced programs and Salemproduced programs.

According to Dennis, one of the key factors in the success of the venture will be their already-established presence in anchor markets like Los Angeles, New York, Chicago, and Washington, D.C., to name just a few.

Another key factor will be their relationship with SpaceCom Systems. So far, Salem Communications is using SpaceCom's FM Squared™ technology to distribute national and regional programming, including Table Talk by Rich Buhler, Growing Kids God's Way, and a show hosted by Beverly LaHaye of Concerned Women for America. SpaceCom will help them launch their 24-hour programming network in early 1993.

"SpaceCom is a natural for us for the fact that so many other networks across the country are already using the service as well as the transponder, so we're right there with everyone else. This makes it economically easier for potential affiliates," Dennis explained. "We're really excited about it!"

And we're very excited about working with you and Salem Communications. Good luck on the new network, and God bless.



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"Salem, with its

premiere facilities,

Interview Insights

With Steve Goforth of Booktalk

by Jonathan Petersen

Booktalk is a ten-year-old book review program on WBHY-AM-FM/Mobile, Ala. WBHY vice president of programming Steve Goforth is the host and producer. An avid reader, he began *Booktalk* as a way to secure books from publishers for his own enjoyment. "An unforeseen benefit was that it forced me to begin reading books that I previously would not normally have purchased," says Goforth.

Today the three-minute program is heard Monday through Friday at 10 a.m. on the non-commercial FM and 4:55 p.m. on the commercial AM. One book is usually reviewed per program, unless a theme is followed, such as children's books. In June and December bestsellers are reviewed and in January, the best reviews of the past year are repeated.

"Over the years, we've probably written over 2000 reviews," Goforth observed. He's personally reviewed 1500 books ("I'm not a speed reader, I just don't watch [television] as much as other people do"); the others have been done by the volunteers he coordinates with. They write their reviews adhering to the criteria Goforth has established and he voices them. Each reviewer keeps the books as a stipend.

Booktalk is more than just a recommendation service. "I feel we have an obligation to our listeners to alert them to weak or bad books, just as we have to tell them of strong. well-written titles." Goforth explained. Along with critical comments within each review, at the end of each program Goforth rates the book as being poor, fair, good, or excellent.

"We feel we have a responsibility to teach and disciple our listeners through all our programming, including our book reviews," he says. A trade-out with local Christian bookstores provides the opportunity to give away books to listeners.

Goforth keeps track of each title, author, publisher, and its receipt date as books come to the station, putting the information in separate files arranged by publisher. As reviews are written and aired, scripts are kept in the appropriate file, with copies, including air-dates, sent to the publishers.

"It is only reasonable that if publishers send their books to me, they deserve to know what I'm doing with them and how I have reviewed them for my listeners," Goforth pointed out.

Goforth, whose college major was philosophy, uses specific criteria when reviewing a book: Is the writing style expressive, clear, and organized? Is it doctrinally correct to the fundamentals of the faith? Are the author's conclusions logical and well-supported? Are the author's ideas presented succinctly? Is the book thought-provoking? Is the book unique, or more of the same of what is already on the market? Are the author's credentials appropriate for the topic? Does the author know his/her audience and are they reached?

"I tell our volunteer reviewers to take notes as they read, and, if they are critical of something, to be specific in their comments," he stressed. "They need to avoid trying to figure out the author's motives and deal with only what's written. Our objective is to assist listeners in thinking through the issues presented."

Along with subjectively looking at a book, Goforth includes basic information, such as whether the book has been previously published under a different title, is paperback or clothbound, oversized or small, is part of a series, is attractive and welldesigned, and any other titles the author might have written.

To gain a broad perspective, Goforth subscribes to "many magazines, such as *Christianity Today*, *World*, theological journals, and others." He said he observes the reviews printed there and compares them with his own.

He recommends attending the annual Christian Booksellers Association (CBA) convention [July 11-15 in Atlanta]. "The CBA convention is very helpful in understanding the Christian publishing trade, making personal contacts with publicists and the authors they represent." Goforth explained.

He also suggests printing book reviews in station program guides and in any correspondence mailed to listeners. "Books can widen our scope and deepen our Christian walk. But we need to remember that it is not the *amount* of reading that is important: rather it is how we *act* on what we read and how we change our lives accordingly," Goforth concluded.

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



Interview questions: Tell how prayer affected Vicki, your manicurist. How can a Christian overcome the drudgery of prayer? What do you mean when you encourage Christians to "pray people into the kingdom?"

AUTHOR AVAILABILITY: Los Angeles, Calif., and by telephone.

- CONTACT: Media Relations, 800-727-8004
- ZondervanPublishingHouse

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GLOBAL CHALLENGES CONTINUED FROM PAGE 84

Christian ethic as a standard for our society and yet every social problem we encounter today can be traced back to a violation of these biblical ethical standards... the crime in the streets, the break-up of the family, abuse of drugs and alcohol. It is critical for any nation to reach a consensus on the importance of individual faith and morals.

Easton concluded, "The U.S. Department of Education is here today to recognize the international contribution The CoMission is making. Your efforts will revive the spirit of the people of the Commonwealth of Independent States as well as those of us at home."

Isn't it interesting how America, a once-Christian country, is going in one direction in its public schools, and the former Soviet Union, once the bastion of Marxist-Leninist teachings, is now welcoming the gospel with open arms? Definitely something to think about.⁸

TELEVISION TOPICS CONTINUED FROM PAGE 96

However, more important to your client

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or agency would be facts obtained from businesses currently or previously working with your station, like letters of recommendation from businesses for positive advertising results. Also include a few personal facts [for ideas, see following example] when putting together your presentation. Have only three main facts to share to keep your proposal short.

For example: 1) In 1977, we were able to raise over \$500,000 in seven days through the radio share-a-thon to benefit the television station. 2) Over 10,000 people have supported TV 11 and all our low-power stations. 3) Because of our loyal audience in the local Christian community, we are able to operate debt-free. Then we ask questions about what they think of our market. A higher percentage of the time we are able to close the account.

But, always be prepared to overcome an objection. In our presentation, we have demographic profiles on hand to substantiate our claims.

Finally, your proposal should look professional and be able to compete with the best of any station in your market. Remember, the little ideas and victories can be the most effective in marketing, such as the letters by clients to show your success. Because you are an ambassador of Christ, your client should have the best.

In conclusion, selling Christian radio and television can be the best time of your life. And as you walk before God, He will cause you to experience a little bit of heaven right here on earth. R_B

MUSIC MATTERS CONTINUED FROM PAGE 102

VIDEO OF THE MONTH THE CELEBRATION HOUSE With Rob Evans, The Donut Man

producer: David Benware executive producers: Mike Coleman, Ed Lindquist directors: Chris Brock, Annie Biggs Integrity Music

This live-action adventure features the Donut Man (Rob Evans), his (puppet) donut sidekick Duncan, and the kids of the Donut Repair Club. They experience the ups and downs of learning to work together to complete a big task: cleaning up, restoring, and reopening The Celebration House, a place of fun, food, and fellowship. This storyline is liberally sprinkled with songs conveying the biblical truths the children are learning along the way. One highlight is a dramatization of the story Mary, Martha, and Jesus. Children ages 2 through 8 will enjoy this lively presentation.

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

PROGRAMMING ISSUES CONTINUED FROM PAGE 106

Asking for money gives your audience an opportunity to lay up treasures in heaven. Since there has been so much misuse of the verses dealing with giving by so-called "name it and claim it" preachers, most evangelicals are hesitant to emphasize the fact that there is a relationship between our generosity and our rewards. Scripture never views giving as a contractual agreement with God, the ultimate goal being personal profit. Rather, God responds to those who give out of love by giving back to them. Motive on the part of the giver is the key.

In his first letter to Timothy [chapter 6], Paul draws a direct correlation between generosity and laying up treasures in heaven. Similarly, when Paul thanks the Philippians [chapter 4] for their gifts to his ministry he points out that those gifts are being credited by God to the donors' accounts. It is interesting to note that in the same passage, it is only *after* Paul thanks the church for their generosity that he says, "And my God will meet all your needs according to his glorious riches in Christ Jesus" [Philippians 4:19].

In Luke 6:38, Jesus draws the same correlation by saying that the measure we use to give out will be the measure God uses to give back to us.

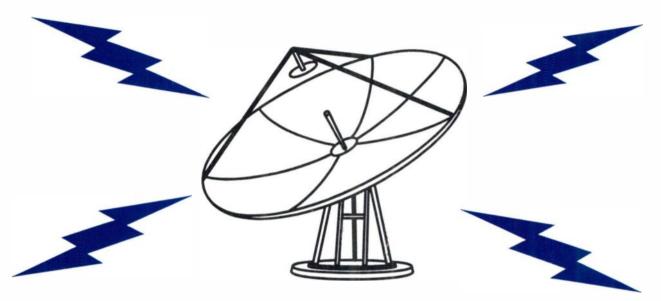
As with Scripture, we need to balance our stewardship message with our primary message. But we also must avoid equating not asking for funds with spirituality. In short, God makes an issue of encouraging generosity. Perhaps those of us in ministry should as well. ^R_B

FUNDING MANAGEMENT CONTINUED FROM PAGE 108

directors of Christian broadcasting ministries. Thus, they will be ensuring new blood, vigor, and a continued commitment to ministry beyond the 21st century.

Second, broadcasting ministries need to accept the responsibility of conveying the Great Commission to a continuing, changing audience in a "forum" that will capture the listeners' ears in a relevant manner. R_B

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Looking Ahead

February 1-5

Image World West (Video Expo & The Cammp 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 16-19

Image World-The Government Show (Video Expo and The Cammp Show); Sheraton Washington, Washington, D.C. Information: (800) 800-K1P1.

March 28-April 1

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

April 15-17

The Expression of American Religion in Popular Media; University Place Conference Center, Indiana University-Purdue University, Indianapolis. Information: (317) 274-8409.

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

You Can Be A Mother And Still Love God; Birmingham-Jefferson Civic Center Coliseum, Birmingham, Ala. Information: Angela Thompson, (404) 315-8314.

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.

June 15-17

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

July 10-15

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

July 12-16

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

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 8-11

Radio 93 Convention; Dallas. Information: (202) 429-5350.

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.

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

Religious Broadcasting Looking Ahead 7839 Ashton Avenue Manassas, VA 22110 Media Travel U.S.A. is the official agency of the 1993 National Religious Broadcasters conventions. Specializing in the travel needs of broadcasters, Media Travel U.S.A. is teaming up with Delta, Northwest, and Continental airlines to provide for the travel needs of attendees and exhibitors at all NRB and other broadcast industry conventions. For further travel information and airline reservations, call (800) 283-TRIP [in Florida (407) 575-7600].

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Wanda Franz Ph.D.

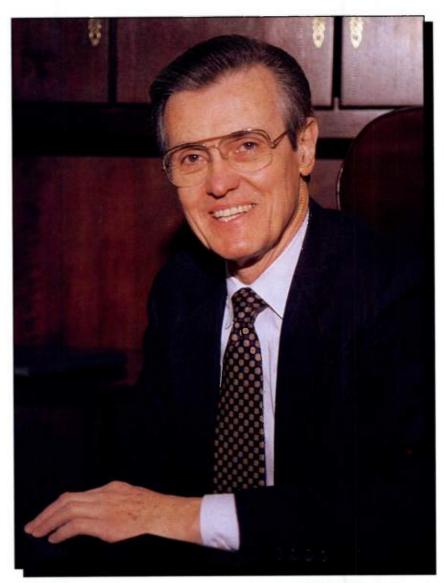
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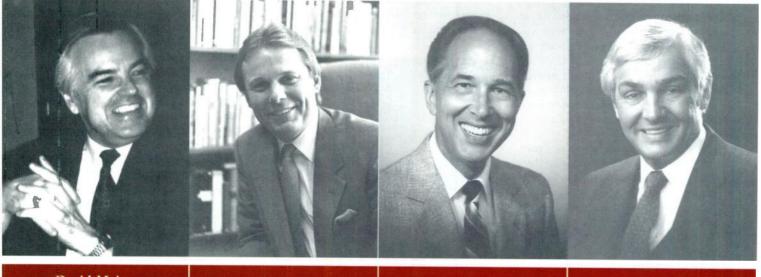


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Those who contact the National Religious Broadcasters (NRB) headquarters in Manassas, Va., to inquire about the Annual Convention and Exposition refer to it by many names: the meeting, the conference, the expo, or just simply "the NRB." But whatever its nicknames, the convention is almost inarguably the religious broadcasting community's most significant and visible event.

And nowhere is the sense of "community" which draws broadcasters together in the name of Jesus Christ more prevalent.

As it looks toward the 50th convention of its parent organization, Religious Broadcasting presents a scrapbook of convention memories gathered from some of those who have served NRB in the past.

Their comments may bring a rush of nostalgia for those familiar with the "convention experience." And for those new to NRB conventions, they provide a bit of history and a few hints of that which awaits.

My congratulations to National Religious Broadcasters for 50 wonderful years of growth and significant service for Christ. Over those years, NRB has stood like a beacon, pointing the proper direction for Christian broadcasting in a rapidly changing world.

In 1963, at the earnest invitation of Ben Armstrong, I had the opportunity of attending my first NRB convention. This afforded me my first opportunity to see something of the beating heart of the Christian media which at that time was in a growth mode of outreach to the nation. That has proved to be the case from that time until this present hour.

One of the very memorable occasions which comes to mind in thinking of past NRB conventions is still almost fresh with me. The great missionary Clarence Jones spoke at the convention. It was my opportunity to be on the platform, leading in prayer that evening, so I listened to things very closely.

Clarence Jones then spoke about

how there was a day when the Spanish and, for that matter, all the people of Europe, thought they had accomplished it all. Consequently, the sailing vessels of Spain, thinking

that they had

been every-

where, put on

their sails the

words no plus

meant "nothing

more" or "noth-

ing beyond,"

implying that

there were no

more worlds to

This

ultra.



David Breese

conquer. Soon, however, vessels sailed further across the Atlantic and discovered that there was a great new world beyond what they had known. Europe wasn't everything, and the present accomplishments were but the beginning. Consequently, they changed the slogan on their sails to *plus ultra*, meaning "something more" or "something beyond." The idea of new worlds to explore became a great motivation to Spanish and European expansion in those days.

So it must be with the cause of Jesus Christ in today's world. Everything has not been done which can be done! We have seen astonishing development all across the world in the last few years. We must write anew *plus ultra* across the sails of the good ship Grace. There is more to be done, more than perhaps anybody imagines today.

David Breese, president Christian Destiny, Inc. Hillsboro, Kan.

I am not old enough to remember the beginning days of National Religious Broadcasters, but I do remember what it was like as far back as 1960. That year, if my memory serves me correctly, was my first year to attend a meeting of NRB.

Dr. Dale Oldham, founding speaker of the *Christian Brotherhood Hour*, was the first to introduce me to NRB. I had the privilege of being his promotion manager for five years, beginning while I was an evangelist on the youth crusade staff of Youth for Christ International. Dr. Oldham insisted that I attend the NRB meetings.

The first convention I ever attended was at the Mayflower Hotel in Washington, D.C. It seems to me that not more than 50 of us met in a room at the Mayflower for three days to talk — and sometimes listen — to each other.

Those were the days when "giants walked in the land" — the giants of broadcasting. I was young then and in awe of these great men whom I heard on radio in the hills of West Virginia, where I grew up. I never dreamed I would meet these men and their colleagues in ministry.

I recall meeting such notables as William Ward Ayer, Eugene Bertermann, Myron Boyd, Theodore Epp, Thomas Zimmerman, John Zoller, Clarence Jones, Paul Myers, Oswald Hoffmann, Stanley Whitcanack, Glenn Tingley, T.W.



Willingham, Paul Stevens, Dale Crowley, Theodore Elsner, Charles Leaming, Lois Crawford, and many, many others.

William Ellis

Can you imagine an NRB convention without music? They

used to be that way. One year, Dr. Oldham mentioned that his son Doug, who "did a little dab of singing," was with him and just might be persuaded to sing a

song. He did sing, and Dr. Dale joined him in a duet or two. And that was the beginning of music at the conventions. I remember the year I first began

assisting at NRB conventions, helping Ruth Armstrong seat important guests at the head tables. That small beginning

CONTINUED ON PAGE 126





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or the local church. There are 17 principles that should be applied to any successful fund-raising event. These are fully covered in one VHS tape which may be ordered for \$49.95. Send to WACX-TV or visit our booth #212 at the convention." Claud Bowers, President/CEO WACX-TV

A GOLDEN ... **CONTINUED FROM PAGE 124**

evolved into one the happiest experiences a person could have, helping out in some small way.

One of the most exciting conventions I recall was one at the Hilton Hotel, where we met for many years prior to moving to the Sheraton. That meeting was attended by Bishop Fulton J. Sheen. I believe Billy Graham sat beside him at the anniversary banquet. Just to see those two great communicators sitting next to each other was a thrill to me.

The thing I remember most about NRB conventions is that you meet some of the greatest people on the face of the earth, and they become your friends forever. You meet Christian broadcasters, congressmen, and presidents.

As I reminisce, these are some of the flowers that bloom beautifully and fragrantly in my garden of memories. And I must take care of my NRB memory garden, for it is precious in every way.

Bill Ellis, state coordinator **Church of God (Anderson)** Scott Depot, W.Va.

The year was 1966, a momentous year for Dr. Ben Armstrong, who had been working with Trans World Radio. In 1966, he was invited to become NRB's executive director. One of his first acts was to encourage me to attend the NRB conference that was then held at the Statler-Hilton Hotel in Washington, D.C.

Notable differences existed between NRB then and now. The attendance was



Sam Hart

the organization's first black board member. With a few others, Howard Jones joined the organization and became the first black elected to the executive committee. Later, when I became second vice president. I was the first black elected to an office.

I recall the early attitudes we had to face, the threatened demonstrations by some militants. And while we are still not perfect, we see the changes for the better in race relations within NRB. We thank God for the memory of men like Eugene Bertermann, Tom Zimmerman, Theodore Epp, and others who stood for what was just and struggled with us to attain the progress we sought.

We also enjoyed, in those days, the personal touch: one got to know personally almost all the registrants and could sit and talk with many of them. I recall one day sitting in the foyer area alone with a burden on my mind when someone, sensing my burden, placed an arm around me and sought to encourage me; it was Dr. Epp. That meant much to me. Today, there are hundreds of people who will only be faces in a crowd - the unfortunate price of growth and progress.

I had the privilege of being the principle founder of the ethnic broadcasters committee, which became the black and Hispanic broadcasters committees. For many years, I served as the chairman, and then president, of the Black National Religious Broadcasters. That group continues to be a significant force within NRB.

May God continue to bless NRB in its needed ministries until He comes again.

B. Sam Hart, president **The Grand Old Gospel Fellowship** Ambler, Pa.

My first convention was in Chicago in 1967. Our Tips for Teens program was in its 14th year. We had started the Children's Bible Hour one year before the founding of NRB, and I had watched it operate from a distance.

I attended the convention because I was interested in meeting people who were attempting to do the same thing I was. I discovered that their goal was to join in an effort to expand the ministry of spreading the gospel and to protect our rights in doing so.

The people I met there were on the right track, with pure and sincere motives. However, I concluded that it was a Christian political group when most of the input and decisions came from broadcasters in larger ministries.

In succeeding years, I was impressed with the fellowship and the accent being placed on locking our arms together to make a stand for our position.

I have two particularly memorable conventions. The first was in 1985, when the featured event for the Congressional Breakfast was a dialogue between Senator Ted Kennedy and Jerry Falwell. I recall moderator Cal Thomas' final question to both: "If you could change each other, what would you do?"

Senator Kennedy's remark was, "I would ask Dr. Falwell to take a four-year sabbatical, especially from his political activities." (The Moral Majority was then gaining impact on United States voters.) Dr. Falwell's response to the moderator's question was, "I would want to make the Senator into a Baptist Republican." The tone of the dialogue was highly interesting and made both sides of the convention hall comfortable.

My second most remembered convention, which was perhaps even more memorable than the first, was the convention of 1981 in Washington. Ronald Reagan had been inaugurated as President of the United States. The scene was the Congressional Breakfast and the featured music was the Rhapsody Singers and Orchestra from Northwestern College in Minneapolis/St. Paul.

The group concluded its musical presentation with "Rejoice, Rejoice, My Son

Is



Coming Home Again.' This was at about the same time as the president was welcoming home the hostages from Iran. It was moving and highly emotional and brought members of the con-

Mel Johnson

vention closer together in their appreciation for each other.

I have been very impressed with the conventions in the years since then. There has been a special effort to increase the spiritual tone of the convention and to put more emphasis on the relationships we have with the Lord and on our responsibility to our audience, to not only proclaim the Gospel without compromise, but to do it with excellence.

I find an increasing effort on the part of NRB's leadership to bind us together in Christian love and progress for the glory of God.

> Mel Johnson, director **Young World Radio** Roseville, Minn.

I remember with pleasure the first convention of National Religious Broadcasters which I attended. It was 1957, and the Mayflower in Washington was the convention hotel. Al Sanders and

recall; I was about the only dark face in the place, and I became the first black member. A year later, I was invited to serve on that august board of about 20 men who ran NRB, which made me

around 100 as I

I were accompanied by Van Newkirk, who was the owner of Broadcast Advertising Agency.

Dr. E. R. Bertermann, whom I later knew as Rudy, presided over the sessions with grace and proficiency and, at the same time, was kind and generous with his time in personal accommodation and counsel.

I was then and am now the director and speaker for the Morning Chapel Hour, headquartered in Huntington Park, Calif., on the air since 1944. I sensed almost immediately the advantage of attending the convention. It provided contacts and, in time, friendships with many people with whom I had common interests and fellowship in Christ. I often said that I had never attended a convention without spiritual, professional, and social benefit. I served for some years as a member of the board of directors and for several years as secretary of NRB.

A special memory for me was the convention in which Malcolm Muggeridge was featured. I was on the program with him on one occasion and had the opportunity to visit with him. Later, he was still on the platform; I stood on the floor. I asked him to sign his name on one of his books which I had been reading. There was no convenient place to put the book, except on the floor. He got down on his hands and knees to give me that autograph! Marj Van Der Puy, who was

watching, said

she would never

forget that sight.

Of course,

Neither shall I.

I do remember

the long -

sometimes very

long - meet-

ings of the Ex-

ecutive Com-

mittee, when

matters of poli-



Wilbur Nelson

cy, program features, financial concerns, and other matters were decided. I cannot remember a time when those decisions were not reached in Christian courtesy.

I am grateful for the years of my involvement in National Religious Broadcasters. I pray that it may continue to function as a spiritual, professional, and social force for the benefit of the media ministries, and beyond that, to the church and to the world which needs the Gospel of our Lord Jesus Christ.

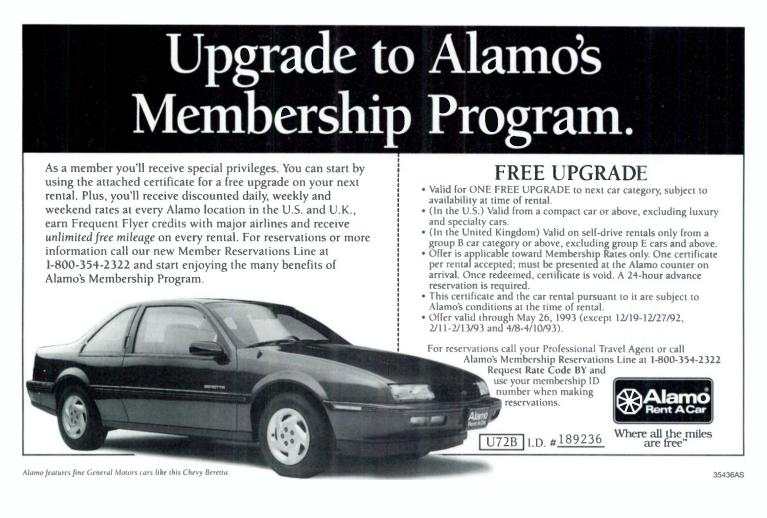
Wilbur Nelson, chairman Morning Chapel Hour Paramount, Calif.

My first NRB convention [in 1967] was one to remember. It was the year of the big snow in Chicago. My father, Dr. Dale Oldham, had been an NRB member for several years, and when the ice and snow came in across central and northern Indiana, he asked me to drive him to Chicago, where the convention was being held that year.

The side streets were all one way, with drifts on either side of the car obscuring the view. Intersections were extremely dangerous and for once in its history, Chicago traffic inched along due to the drivers' caution.

At the hotel, everyone had a jovial horror story to tell about their trip in. The agenda was printed and ran as scheduled. This was the only time I can remember that the members were early getting back

CONTINUED ON PAGE 128



A GOLDEN CONTINUED FROM PAGE 127

from their meals and breaks. There was nowhere to go.

Early on, some of the men asked if I was the soloist on *The Christian Brotherhood Hour* and

asked me to sing. Paul Yerden, who was the executive assistant for the program and had made the trip up with Dad and me, was a great pianist. Together, we did a song written by a young



Doug Oldham

friend of ours titled "He Touched Me." It had just been written, and no one there had heard it.

For the rest of the convention, we shared the music of Bill Gaither and the testimonies of a wayward, newly converted broadcaster's son before the sessions began. To my knowledge, it was the first use of "program" music at a convention.

I've sung at a lot of conventions since then, but the year of the snow in Chicago will always be my favorite!

Doug Oldham, former soloist The Christian Brotherhood Hour, Anderson, Ind., and The Old Time Gospel Hour, Lynchburg, Va.

I first attended an NRB convention in 1969. At the time, I was the minister of Calvary Baptist Church in New York City. The church

was known for

its internation-

al, hour-long,

weekly radio

program, The Calvary Church

Hour, as well as

for Encounter, a

half-hour pro-

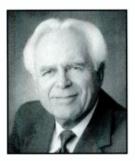
aired weekly on

television and

which

gram

radio.



Stephen Olford

I had the privilege at the 1969 convention to speak at the Congressional Breakfast. Prior to that convention, in the fall of 1968, I had made a trip to Australia, the Philippines, and particularly to Vietnam. As a result, I came back deeply burdened, not only by what I saw there, but also by the trends I observed in our own beloved United States. Out of that heart burden, I preached two messages — "A Look at Life," and "The Witness to Reality."

Scanning the transcript of those addresses, I see that my notes are just as relevant to the hour in which we live as they were in 1969. One particular sentence stands out to me: "If my message is not my life, then my life can never be a message."

I remember one frightening event which took place at the 1987 convention, at the sixth National Prayer Breakfast in honor of Israel. I was scheduled to address the group on the subject "the Bible and the Jew." The night before, someone had pushed leaflets under hotel room doors saying the breakfast had been cancelled. When it became known that the breakfast was still on, security was tightened because government officials would be in attendance.

As it turned out, all went well at the breakfast, except for a brief demonstration, by, we believed, Moslem extremists who tried to disrupt the proceedings. One women screamed when the demonstration began, and several tables were overturned. While the police tried to restore order, demonstrators made a rush for the podium. While it was unsettling at the time, God overruled, and the breakfast went on as scheduled.

> Stephen Olford, president Encounter Ministries Memphis, Tenn.

I literally "rode the rails" to my first National Religious Broadcasters Convention in Washington. It was January 1959, and to save money, I took the train and also stayed at the YMCA rather than at the Mayflower Hotel, where the convention was being held.

At the time, I was operations director for KTIS-AM/St. Paul, Minn., and had been with the station for about six years. About 125 people attended that convention, most of them being radio program producers. There were only a few station operators who belonged to NRB during those early days.

Two of the primary speakers I recall from the convention were Billy Graham and Theodore Epp. Musicians who participated included Diane Susck and Ronny Avalone. There were two workshop choices and we simply got into large circles to discuss matters of concern and to brainstorm together. Eugene Bertermann was reelected president of NRB, an office he held for over 17 years.

The year 1967 was the first year the

NRB convention was held outside Washington, D.C. The Palmer House in Chicago was the setting for that convention, which was Ben Armstrong's first as executive director of NRB.

In the early '70s, the convention speaker one particular year was Marshall McLuhan, who talked about the world being a global village because of the scope of mass communications "today." He also coined the phrase "the medium is the message." He was an astute and original thinker who prodded us to rethink our theories of communication.

The year 1976 was the only year we met at the Washington Shoreham Hotel. President Gerald Ford made an appearance, and Evie Tornquist sang a medley of "Jesus Loves Me" and "Oh, How He Loves You and Me." It was a very touching moment.

At a convention in the late 1970s at the Hilton, the late British journalist Malcolm Mug-

Malcolm Muggeridge made a statement that has stuck with me through the years. He was involved in a panel discussion with a lady representing a unified effort to clean up television. His emphatic state-



Paul Ramseyer

ment was, "It is a hopeless task, and the skids are greased downwards in terms of the deterioration of television content." I think our experience today has proved him to be a prophet.

The 1980 convention was the only year President Jimmy Carter was with us. It was touching to hear his testimony of the nightly devotional times he had with his wife, Rosalyn, in the Word and prayer. He also cited the Old Testament experience of Moses at the Battle of Rephidim, where some of the Israelites held up Moses' arm so that God's people would prevail in battle. He expressed the need to be upheld in prayer by God's people for the demanding assignment of being president.

The 1981 convention occurred at the time that American hostages were released by Iran. By coincidence — or providence — one of the songs sung by the visiting Northwestern College Choir was "Rejoice, My Son Is Coming Home Again." It was a very moving experience.

One of the most touching moments of the 1992 convention was to observe

Alex Leonovich and some of his Christian colleagues from Russia rejoicing over the open doors to the gospel in that country today. It was the fulfillment of a dream.

Paul Ramseyer, vice president Northwestern College St. Paul, Minn.

It was in February 1956, when I first attended the National Religious Broadcasters Convention in Washington and joined the organization. As a pastor, I had, for some years, conducted a regular broadcast for my congregation. Then, in 1954, I was asked to take the administrative responsibility for the Radio and Television Commission of the Church of God (Anderson) and for our radio program, *The Christian Brotherhood Hour*.

Sometime later, Dr. Bill Ellis, my esteemed colleague and friend, joined me, taking responsibility for promotional work. I was inexperienced and looking for broader contacts when I learned about NRB and the convention. I eagerly joined, and Dr. Ellis became an early participant as well. It was, from the first, a learning experience.

Memories for me have been mainly indelible impressions. There was, first of all, the whole new broad perspective and the awareness of such a vast ministry. There was the sense of its impact upon the public and its influence for good. There was the sense of unity and common purpose with other capable and popular broadcasters whom I had known only as names.

There was the sense of strategy and strength to influence government officials and the friendship of the Federal Communications Commission. There was the rich fellowship of Christian colleagues. The plenary sessions of the convention were informative and inspiring, especially the Christian statesmanship seen in the



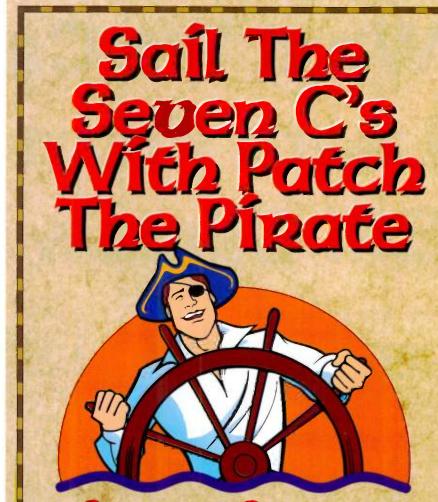
R. Eugene Sterner

sweeping overviews of Dr. Eugene Bertermann, then president of NRB. These were moving and highly motivating to me.

But it was the conferences, led by experienced and successful broad-

casters who willingly shared their insights, methods, and "secrets" with us,

CONTINUED ON PAGE 132



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Climb aboard, mates, for *The Adventures of Patch The Pirate* each week! These unique broadcasts will meet your needs for dynamic quality programming with a perfect blend of music and adventure your listeners will appreciate. The emphasis is biblical, the music is original, and the quality is exceptional. If your station is looking for outstanding programming with a powerful impact and sound biblical principles, call us today at **1-800-GO PATCH**, or fax your request to *The Adventures of Patch The Pirate*, **1-803-370-3877**. We will send you a free demo of two different broadcasts and any information you will need to join our crew!

Send written request to: Gary Emory Production Director The Adventures of Patch The Pirate P.O. Box 6524, Greenville, SC 29606 Being your business card to our booth (#742) at the NRB Convention in L.A., and enter the drawing for a tree 5100 gift set of children's tapes for your family.

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Ten sets to be given away.

What We Can Learn From Bill Clinton

LIKE HIM OR NOT, CLINTON WON.

How did he do it?

It may seem strange at first glance, but Bill Clinton *won* the presidency by the same strategy that causes *flawed* Christian organizations to *succeed*.

George Bush, may he rest in Kennebunkport, *failed* in his bid for re-election by the same strategy that causes *good* Christian organizations to *fail*.

Figure out how Clinton did it, do what he did. Figure out how Bush blew it, avoid stepping in the same strategic cow-patties. As that heavy philosopher Ross Perot would say, "It's as simple as that."

The Clinton strategy sprang from the practically bald head of a filthy-mouthed Cajun Frenchman named James Carville. He was the guy who (you read this in the papers) tacked a sign up in Clinton's campaign headquarters which said, "The economy, stupid."

Carville hung that sign up for his staff. But we civilians can learn from it too.

Here's how:

REMEMBER THE SUPPOSEDLY SIZZLING

Gennifer Flowers? Early in the campaign, Clinton ran his vocal cords ragged trying to deny all the allegations. Then, quite suddenly, he stopped.

What happened to change Clinton's approach?

James Carville got him by the throat in the campaign "War Room" in Little Rock, probably cut loose with a few Cajun cuss words, and got him to see the utter folly of his ways.

The message, he declared, was one thing, and one thing only. Not Gennifer Flowers. Not "Presidential character." Not family values. It was, rather, "The economy, stupid."

The simple, blunt sign hanging in Clinton headquarters embodied Carville's strategy for winning: Determine your message, make it simple, make it something people care about, drill it home, drill it home some more, and don't talk about anything else.

Carville and Company had narrowed their message to one thing — The economy is broken and Bill Clinton can fix it — and nobody in the campaign, Clinton included, was to talk about *anything else*.

The pollsters tracked not only voters' preferences but

also their *reasons* for their preferences, and the data validated Carville's thinking: Voters wanted to like Bush but with all the distractions of their lives couldn't figure out what his point was. Communism died? Kuwait went free? No more taxes? Huh?

But they understood Clinton's message. Man-on-thestreet interviews on local television stations started sounding like they had all been shot on location in James Carville's backyard. People began feeding back the message of the Clinton campaign: The economy, they observed, was broken. Bill Clinton, they reckoned, could fix it.

Of course, the economy may or may not have been broken. And Clinton may or may not be able to fix it. But truth wasn't necessarily the point.

THE POINT WAS TO PERSUADE THE VOTERS.

And the most effective technique for accomplishing that persuasion was, as James Carville realized, *not* to tell them everything about every subject. *Not* to fritter the days away answering charges about old girlfriends and draftdodging hijinks. But rather to narrow the message to a single thought, something people *care* about, and then repeat it and repeat it.

Are the American people idiots? No. But they are busy. They are distracted. They are living under the tyranny of the urgent. Right now they are doing what seems to be important *right now* — changing Justin's diaper or balancing the checkbook or calling the cops about the neighbor's noisy dog — so if a message is going to get through to their brain, it's going to have to come at them an enormous number of times, with extreme consistency and clarity. And it's going to have to be something that matters to *them.*

HOW DOES IT ALL RELATE TO YOU AND THE mission of your organization?

Well, here are some considerations to ponder.

 \therefore Many Christian organizations fail because they have a bunch of stuff to say, and they say most or all of it in every communication to their donors. They do not communicate

a single, simple message. The busy donor can't focus: What do you want me to DO? she asks silently, poised over the garbage can as she reads her mail. RESULTING MAXIM: You must reduce your message to a single simple thought.

☆ Some ministries think of their donors as a great pool of people, lying still and solemn near the mailbox, with nothing to disturb them but mail from ministries. This motivates the ministry to ask for help less often — and then to "vary the request" from mailing to mailing. In fact, a ministry's donor base is more like a *river*, their thoughts rushing along as they maneuver the rocks and rapids of daily life. The average donor doesn't dread a ministry's appeals because she doesn't *think* about the organization *at all* during the time between appeals. Most donors don't track the frequency of appeals nearly as accurately as they track the *message* of those appeals. RESULTING MAXIM: You must relate your message frequently.

Too many ministries talk to their donors like Michael Dukakis talked to the voters, in heartless, unemotional terminology, instead of communicating in the language that regular everyday people understand and use. The distracted donor doesn't hear anything that makes her heart go *thump* and inspires her to stop a moment and consider the appeal. You can't talk to a human being like a corporation even if you *are* a corporation; you must talk like a warm, personable human being. RESULTING MAXIM: You must relate your message in terms the donor understands.

Any ministries suffer financially, or even fail, because they communicate messages about which the donor doesn't care in the slightest. This is the single toughest nut to crack in the process of ministry development. Every detail of your operation is important to you, and you earnestly *want* every detail of your operation to be important to your donors. This is natural. But most donors will find most details of your operation *boring*. The toughest challenge for any charitable ministry is to figure out a connection to the donor — something that is truly about the ministry, but also somehow about the donor. RESULTING MAXIM: You must communicate a message which counts to the donor.

ESPECIALLY IN A DIFFICULT ECONOMY

(broken or not), your message must ring loud and clear — and often — in order to get the donor's vote.

So in this 50th Anniversary year of the NRB, we have renewed our commitment to work closely with broadcasting ministries on this. In fact, we have already put our clients on notice: We will continue to *press* you to clarify precisely The Message of your ministry. We've got to squeeze that message, squash it, whittle away at it, until it's one sentence — one thought — which communicates the very essence of your God-given mission. A message that matters to donors. A message that can be easily understood. A message you can live with month after month after month, in everything you say, everything you do, everything you print and mail.

Then, prayerfully and skillfully, we will help you find ways to bring that message before busy, distracted donors so that it *connects* with them — connects with them right where they are living their daily lives.

FRANKLY, THIS PROCESS MAY BE SOMEWHAT painful at times. You can probably think of a number of ministries that have puttered along for many years without defining their message, getting by but never accomplishing their full potential for the cause of Christ. It can be hard work to narrow the focus so radically.

But we believe the hard work is worth it. After all, look where Clinton wound up!

Better to learn from Bill Clinton than be house-hunting with George and Bar.



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A GOLDEN ... CONTINUED FROM PAGE 129



Left, President Jimmy Carter shakes hands with former NRB president Rudy Bertermann.

Below, Senator Mark Hatfield of Oregon speaks during an NRB convention at the Washington Hilton.

Below, David Yonggi Cho has been a speaker at several NRB conventions.



Right, the late Theodore Epp, founder of Back to the Bible, poses by a model of the Telstar Satellite.



W/SHINGTON HILTO

that gave me excitement and confidence for our own work. The personal contacts with these effective and respected colleagues added greatly to the experience. All of them were so gracious and generous with their time. I caught from them fresh enthusiasm for the spread of the Gospel by radio and television.

Since that first convention, I have watched NRB grow and increase in influence, the whole cause of Christ being effectively served, and the fellowship of evangelical leaders becoming even more contagious. May God continue to bless NRB.

R. Eugene Sterner, former director The Christian Brotherhood Hour Anderson, Ind.

I believe I attended my first NRB convention in 1952. At that time, I was station manager of HCJB, the "Voice of the Andes" in Quito, Ecuador.

My strongest memory of an NRB convention is of the great closing message which Francis Schaeffer brought to the 1982 anniversary banquet. He had just

published his book, A Christian Manifesto. In his message, he urged fervent, courageous Christian living, with active participation in our society as salt and light. I remem-

ber the regular

visits of Pres-



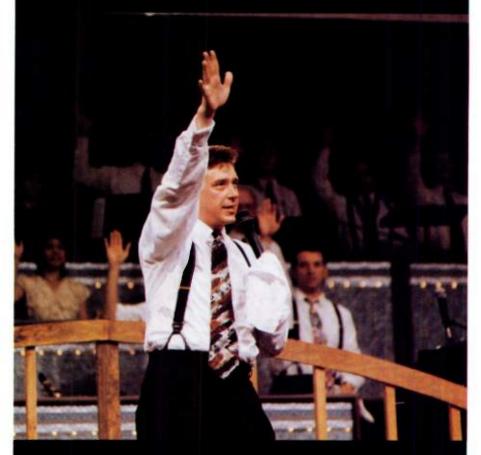
Abe Van Der Puy

ident Ronald Reagan to the convention. I remember him taking the Bible and saying, "All of the answers to all of our problems are found within the covers of this book." I also remember when Dr. Bob Cook mistakenly introduced the President as "President Wilson." Both Bob Cook and the President took it with good humor.

And I have fond memories of the excellent fellowship with other NRB members in the halls, at lunchtime, during the seminars, etc. Much business was also accomplished during these times, which were a valuable part of the NRB conventions.

Abe Van Der Puy chairman of the board World Radio Missionary Fellowship Colorado Springs, Colo.

BACK $\frac{to}{the}$ BASICS



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NRB FOUNDERS



Myron Boyd (1908-1978) Light and Life Hour Seattle



Howard Ferrin (1889-) president of Barrington College Barrington, R.I.



Torrey Johnson (1909-) founder of Youth For Christ Wheaton, Ill.



Bob Jones Sr. (1883-1968) founder of Bob Jones University Greenville, S.C.



Charles Leaming (1905-1988) Faith Gospel Broadcast St. Petersburg, Fla.



Paul Myers (1896-1973) Haven of Rest Los Angeles



James DeForrest Murch (1886-1973) editor of United Evangelical Action Cincinnati



Glenn Tingle; (1901-1988) Radio Revival Toccoa Falls, Ga.



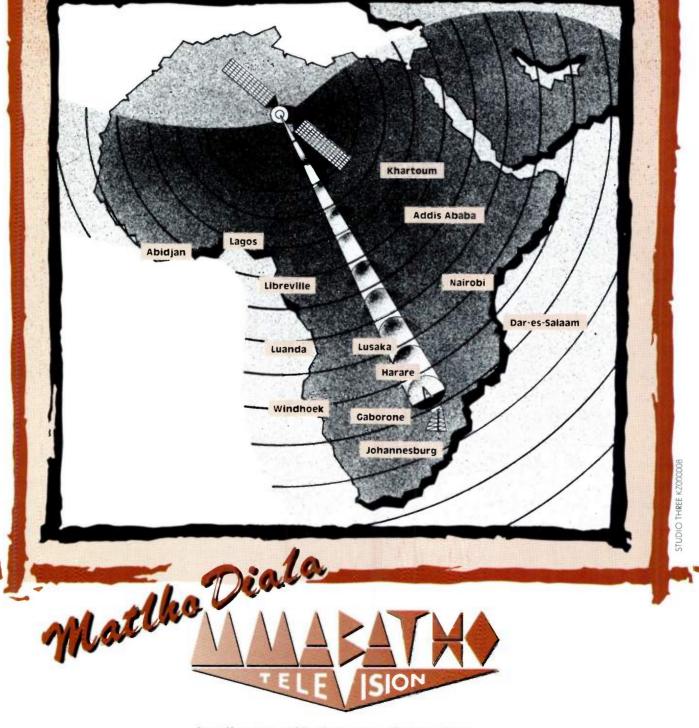
Thomas Zimmerman (1912-1991) general superintendent of the Assemblies of God Springfield, Mo.



John Zoller (1888-1979) Christ for Everyone Detroit

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NRB PRESIDENTS



William Ward Ayer (1944-1946)* Calvary Baptist Church New York

Photograph not available.

Clinton Churchill (1947-1949)* WKBW Radio Buffalo, N.Y.



Dr. Theodore Elsner (1950-53)* Gospel Tabernacle Philadelphia



Dr. Thomas Zimmerman (1954-56) general superintendent of the Assemblies of God Springfield, Mo.



James DeForrest Murch (1956) editor of United Evangelical Action Cincinnati



Dr. Eugene Bertermann (1957-75) The Lutheran Hour St. Louis



Dr. Abe Van Der Puy (1975-78) World Radio Missionary Fellowship Colorado Springs, Colo.



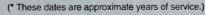
David Hofer (1979-82) founder of KRDU Radio Dinuba, Calif.



Dr. E. Brandt Gustavson (1982-85) executive director of National Religious Broadcasters



Dr. Robert Cook (1985-88) *The King's Hour* Briarcliff Manor, N.Y.





Dr. Jerry Rose (1988-91) president of WCFC-TV 38 Chicago



Dr. David Clark (1991-present) president of KMC Media Dallas

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Celebrate Life! 1992 CINE Golden Eagle Award



"Judie, with Celebrate Life, you have shown us what the pro-life movement is really about. Thanks for being there when we need you the most."

Jerry K. Rose President, WCFC-TV 38 Chicago Former President, National Religious Broadcasters



"Judie, congratulations on completing the first year's programming of *Celebrate Life!* You are bringing the pro-life message to the Church and to America in

a positive encouraging way. I look forward to another year of celebrating life with you."

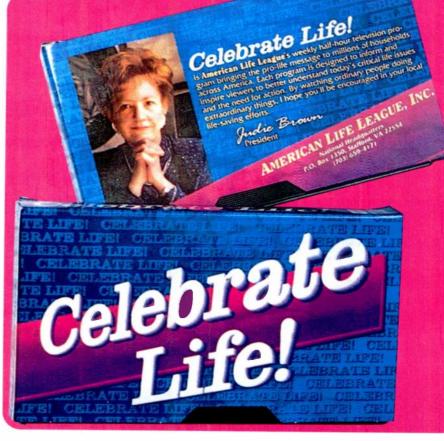
> John Cardinal O'Connor Archbishop of New York



"Judie Brown and American Life League tell the pro-life story with unvarnished truth... more than 4,400 innocent preborn human babies are

being killed in America EVERY 24 Hours! If Christians really believe that it is truly murder, we must start acting like it...without exception! Celebrate Life!, with Judie Brown, is the Christian radio and television program/feature that tells it like it is."

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great triumph in the fight for the rights of the unborn. May God give you many more!"

> Dr. John F. Ankerberg President, The John Ankerberg Show



For More Information on Celebrate Life! Contact: American Life League, Inc., P.O. Box 1350, Stafford, VA 22555 (703) 659-4171

Straight To

by Karen Dagher_____

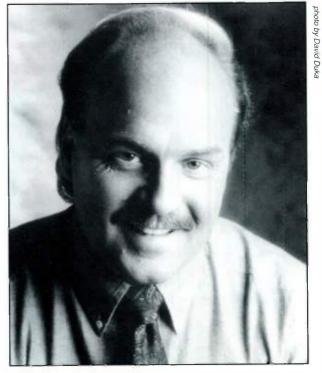
The gospel for this generation. That sums up the vision of pastor, radio teacher, and evangelist Greg Laurie. Whether he's speaking to his congregation of 12,000 on a Sunday, reaching thousands of listeners through his radio program, *A New Beginning*, or preaching to tens of thousands at his three-year-old Harvest Crusades, Laurie's passion for evangelism remains the same. He wants to see his generation come to grips with the reality of its need for Jesus Christ.

Kinship and Empathy

Laurie, whose teen years coincided with the turbulent late '60s and early '70s, keenly identifies with many of the problems facing the younger generation. Having grown up in a broken home, Laurie became cynical and rebellious against the adult world that had deeply disillusioned him. "Like many of my generation, I was searching for a deeper meaning in life," says Laurie as he reflects back on that time.

The turning point for Laurie came one day in 1972, when he stopped to listen to someone explain the gospel message during a lunch hour in high school. "When the young man quoted Jesus' statement, 'You are either for Me or against Me,' it finally hit me that I had unwittingly been against Jesus Christ all of my life," explains Laurie. "I responded to that invitation to receive Him into my life and began to notice immediate changes starting with the melting away of my cynicism and hard-heartedness."

Laurie, like many of the new believers who had come to Christ in this wave of revival called the "Jesus Movement," began attending Calvary Chapel in Costa Mesa, Calif., pastored by Chuck Smith. In time, Laurie felt led into the min-



Greg Laurie will be the featured speaker at the Saturday evening opening general session of the National Religious Broadcasters Convention in Los Angeles.



The first Harvest Crusade, held in the summer of 1990, drew thousands to the Pacific Amphitheater in Costa Mesa, Calif.



istry. He spent hours at the church doing everything from sweeping the sidewalks to counseling on the phones. One day, a seemingly insignificant opportunity arose.

"A youth Bible study that had started in Riverside, Calif., had been passed from this person to that person, and the attendance seemed to be decreasing as a result," Laurie recalls. "No one else wanted to take it, so they asked me to give it a try — and I jumped at the chance!"

Under Laurie's leadership, the study rapidly grew from 80 to 450 people. In 1974, at the age of 21, Laurie was ordained as pastor, and the Bible study became a church. Today, Harvest Christian Fellowship draws nearly 12,000 people on a typical Sunday, making it one of the ten largest churches in America, according to statistics from the International Megachurch Research Center.

After observing Laurie's success with the church, Pastor Chuck Smith asked Laurie to teach a Monday night Bible study in Costa Mesa. Laurie agreed, and once again, the study flourished, drawing an average of 2500 people each

week, many of them teenagers. Within months, hundreds of people had registered decisions to receive Christ.

If you want your sin forgiven; if you want to know that when you die, you'll go to heaven; if you want the emptiness in your life filled and your guilt taken away, come forward. Greg Laurie, Harvest Crusades

In the meantime, Laurie's radio program, A New Beginning, which began airing in 1981 on just three stations, was expanding its outreach across the country. Laurie used radio rallies in several cities as evangelistic outreaches, once again drawing large audiences in places like New York City, Washington, D.C., and Charlotte, N.C.

A Lives-Changing Idea

As Laurie's appeal to young people became more and more apparent, Smith had an idea. "Seeing the anointing for evangelism Greg has," said Smith, "we wanted to try a larger outreach."

The first crusade in 1990 exceeded all expectations as record crowds filled the Pacific Amphitheater in Costa Mesa for five nights and hundreds committed their lives to Christ. "We were overwhelmed with the response," says John Collins, crusade director. "Greg had clearly tapped a nerve. His humor, mixed with a bold, straightforward appeal to follow Christ, communicated very well across age, gender, and denominational lines. People began to look at him as a voice for the gospel to this generation."

CONTINUED ON PAGE 140

thoto by David Duk



The crowd in the outfield of Anaheim Stadium is responding to an invitation to receive Christ on the final night of the summer of 1992's Anaheim Crusade. Some 3850 people came forward that night.

STRAIGHT TO . . . **CONTINUED FROM PAGE 140**

So began the opening chapter of what would become Harvest Crusades. Within weeks, crusade organizers received invitations from various churches to bring the crusade to other cities on

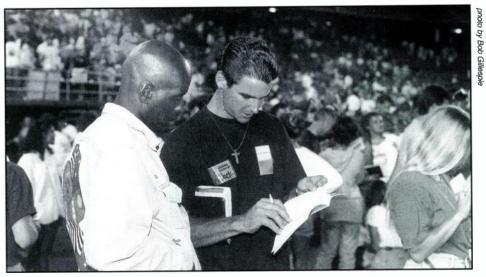
It's not enough to just come forward; we need to go forward in our walk with God. Greg Laurie, Harvest Crusades

the West Coast. Organizers decided to expand the crusade to six more cities the following year, and the rest is evangelistic history.

Evangelism Alive and Well

If you thought the days of crusade evangelism were numbered, think again. This past year alone, Harvest Crusades drew an estimated 228,800 people during its seven-city tour. In addition, 11,280 people - close to 5 percent of those attending — registered their decisions to follow Christ at the crusades' nightly invitations and met with trained follow-up counselors from participating churches.

Some 53,000 people attended the final night of this year's Anaheim, Calif., crusade at Anaheim Stadium, and an astounding 3850 came forward to receive Jesus Christ. According to written reports gathered by the crusades' decision follow-up team, those responding to the invitation included gang members, former satanists, and those trapped by drugs and alcohol. In addition, a number of broken



One of the Crusade's follow-up counselors explains what it means to become a child of God. The follow-up counselors are volunteers who are specially trained to offer support and guidance to those who come forward at the Crusades.



A follow-up counselor embraces a new convert. After each Crusade, the names of respondents are forwarded to local churches in order that the new believers may be contacted and encouraged by Christians in their area.

families were reunited.

These results have attracted the attention of those in both the secular and Christian communities. The Los Angeles Times, the Orange County Register, and the San Diego Union have all run feature articles on the Harvest Crusades, and Laurie received prime-time coverage on ABC, NBC, and CBS television affiliates in San Diego this year.

Laurie has also gained broad support from a number of pastors representing various denominations. In a radio campaign this past summer, Pastor John MacArthur encouraged people to attend Laurie's crusades, saying, "I believe God has His hand on this young man, and I believe that the Word of God he preaches is clear and penetrating. This [crusade] is an opportunity for you to touch the life of someone for eternity. Bring them, and let

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them sit under the anointed preaching of God's Word and the gospel of Christ."

More astounding than the crusades' statistics are those who attend these meetings. Although the crusade is designed to reach people of all ages, the vast majority of crusade attendees are teenagers and baby boomers — the 16 to 45 crowd.

"Some have said the day of large scale evangelism is over. They say people, especially the young, don't want to be preached to," Laurie says. "After all, these are the '90s, the 'MTV' generation. But unless it's changed since the last time I read it, God has still chosen the preaching of the Gospel as His primary method of reaching the non-believer."

The festive, upbeat atmosphere of the crusades may contribute to their success, but Laurie has an uncanny ability to communicate to the younger crowd. His blend of humor and candidness disarms people, making them more receptive to the expository, evangelistic preaching and teaching Laurie brings.

Simplicity and Power

Laurie attributes the crusades' tremendous response to the simplicity of the message. "We often underestimate the raw power the Gospel has in reaching even the most hardened heart, thinking we need to simplify it, gloss it over, or soften it," explains Laurie, "but I have found the opposite to be true. People today are hungry for truth. The message this generation needs is the same one the



A gathering of new converts receives an encouraging word from Greg Laurie.

generations of Sunday, Moody, and Wesley needed.

"Despite all of our technological advances, the basic human condition has not changed: the emptiness in the heart of man. But there is a distinct power in the simple message of Jesus Christ, and that is the message I proclaim."

Laurie refuses to take any personal credit for the success of these outreaches. "I'm honestly amazed at the response we've seen. I believe it is a sovereign work of the Holy Spirit, for which I take absolutely no credit. When I speak, I do not try to sound pious or even religious, but down-to-earth and practical. I sound like an ordinary person because I am one!"

Karen Dagher is the media relations director for Harvest Crusades and *A New Beginning* in Riverside, Calif.



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

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by Bob Darden _____

Most people are lucky to get a second chance. Mylon Le-Fevre is working on his third.

Few artists alive at the birth of a genre of music are still making vital, impassioned, important music more than 20 years later. Fewer still have seen the face of death and lived to tell about it not once, but twice.

Today, Mylon LeFevre stands virtually alone among his peers, a musical bridge between Elvis and Petra, between the Carter Family and Amy Grant.

His latest release, *Faith*, *Hope and Love* (Star Song Records), is both bookend and signpost. It marks the end of Mylon the Rocker, the musical heir to the Allman Brothers and the Black Crowes, a hardrocking pioneer who took an uncompromising message out into the hinterlands.

In his place is a new artist, a new sound, a new message. Where earlier LeFevre albums sang about God, *Faith, Hope* and Love sings to God. The

album is only the latest step in a musical journey that effectively began more than 60 years ago.

Family Ties

LeFevre's parents, sister, and two brothers were members of the Singing LeFevres, one of the seminal southern gospel groups that criss-crossed America for a half a century. LeFevre grew up in that intensely music-oriented, wholly religious environment.

When Elvis Presley recorded



Mylon LeFevre will share his new sound and his new message at the Saturday evening opening general session of the National Religious Broadcasters Convention in Los Angeles.

LeFevre's song, "Without Him," his life forever changed. Within a year, more than 120 artists had also recorded the gangly teenager's simple, heart-felt song.

LeFevre left southern gospel, formed his own southern-fried rock 'n' roll band, and hit the road on his own. The band eventually became the Atlanta Rhythm Section, but LeFevre's talent was bigger still. By the late '60s and early '70s, he was embraced by an entire pantheon of rock stars.

"There was a time when I was

recording in the same studio where Duane Allman and Eric Clapton were recording 'Layla' next door," LeFevre recalls. "We were all staying at the same hotel, all coked out of our skulls."

It was heady stuff for a small town boy from the South. LeFevre slipped deeper and deeper into the self-destructive rock lifestyle. Strangely, the remnants of his Christian upbringing continued to resist his slide. In 1969, he released *Mylon*, believed by many to be the first contemporary Christian album in the general marketplace.

In the years following, he released a series of often brilliant, often erratic rock albums, albums that wrestled — as LeFevre did — with the sacred and the profane. LeFevre himself was addicted first to cocaine, then to heroin. On more than one occasion, friends gave him up for dead. In time, the religious references in his music grew more and more faint as well.

A Second Chance

It was a chance meeting

— if it was chance at all — with Second Chapter of Acts founder Buck Herring that began the long, tortuous recovery and rehabilitation of Mylon LeFevre. Herring invited LeFevre to sing background vocals on a couple of tracks. LeFevre came for the session — and stayed for a couple of weeks.

"I stayed at his home and he ministered to me, but I wasn't ready to give it up yet," LeFevre says. "I was still getting

CONTINUED ON PAGE 144

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THE LONG ... CONTINUED FROM PAGE 142

loaded. I was afraid to give up the security of what I understood, even though it was horrible."

The reclamation of Mylon LeFevre took two more years. Finally, he had the strength to leave it all behind forever. He



Mylon LeFevre began his musical career as a "Singing LeFevre" with his family's southern gospel group. Prior to his return to Christian music, LeFevre worked side-by-side with such artists as John Lennon, The Rolling Stones, and Eric Clapton.

ended up as a janitor at Mount Paran Church of God in Atlanta. Months of prayer and Bible study followed.

"In time, God called me to preach and minister," Mylon said. "Of course, that made lots of people who knew me before real frustrated."

That, in turn, led to a musical ministry, Mylon and Broken Heart. Through the 1980s, the group became one of the mainstays of contemporary Christian music, earning Grammy and Dove Awards, selling hundreds of thousands of records, touring throughout the United States and beyond.

With the growth of the music, the ministry side grew as well. It became a complex of 25 employees and counselors, a one million dollar building, and state-of-the-art communications services.

"What I'm really good at is running a rock 'n' roll band," says LeFevre. "But I thought, to be obedient to God, I had to have an office with a Xerox machine, a modem, a Pitney Bowes, 52 incoming lines, computer terminals in 30 offices, and so many people and stuff that I became an administrator, not a minister.

"I became a workaholic. I had a wonderful wife, a nice house, a nice car.

And yet I was letting my touring bus become a red jail. I was living in an 8by-10 [foot] jail."

Limits and Miracles

In time, his body rebelled. "I had several small heart attacks before the big one [in] August 1989," LeFevre recalls. "I just didn't know that's what they were at the time. And that includes the one I had on the back of the bus on the way to a gig where 15,000 people were waiting for me."

LeFevre made the gig, but it set the stage for a major heart attack soon after. When he was strong enough, LeFevre met with several doctors. One said he'd die soon. Another said he'd survive, but he'd be virtually immobile. Both said an active lifestyle was now out of the question.

Confused and in pain, LeFevre struggled

to continue his career. But in May 1991, he was healed. Miraculously, sponta-

I was afraid to give up the security of what I understood, even though it was horrible.

neously, completely.

"I believe with all of my heart that I have a new heart," says LeFevre said.

"The pain in my chest has stopped. I'm singing the best, with more control, with more fullness, than I've ever sung. Even my mind is clearer."

I've been trying to make this record a long time. It's the first record in a while that I can lay down on the altar before God. It's the best I have to offer.

The recovery spawned a number of changes in Mylon's life. He restructured his ministry, turning the administration over to trusted associates. He disbanded Broken Heart. He lost weight. He cut his trademark long hair. He changed his approach to music completely.

"I've cut down the dates I do to 55 per year," he explains. "Heck, I'm taking winters off now to be with my family, read the Bible, pray, and write songs.

"We're doing some things like going into some towns from Thursday through Sunday for the Saturday night concerts and on Sundays, I'm going into the churches and opening up the Word and preaching."

All of those changes are reflected in *Faith, Hope and Love.* Where LeFevre was once the consummate rocker, this new release is full of praise and worship songs, ballads, praise choruses, and gentle songs of, well, faith, hope, and love.

"I've been trying to make this record a long time," LeFevre says happily. "It's the first record in a while that I can lay down on the altar before God. It's the best I have to offer. All 11 songs are strong.

"There's not much rocking on record or in concert; we're going in much more of an [adult contemporary] direction now. Part of it is growing up. I can just do ballads better now than I can scream and stomp and grunt."

It's another stage for Mylon LeFevre. But don't expect it to be the last. "God did a miracle for one person — me! Me, of all people," LeFevre says. "There is a fresh anointing about this ministry. Its purpose is obvious, its goals are obtainable, and I'm having fun again."

Bob Darden is an editor for *Billboard Magazine*.

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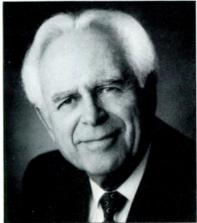
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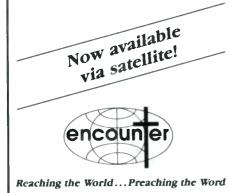
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Who is Stephen Olford?

Dr. Olford preaches and teaches all over the world on the necessity of restoring expository preaching to the pulpit. After pastoring three large churches, Dr. Olford founded Encounter Ministries as an outreach to pastors and those involved in Christian ministry, to encourage and equip them in Biblical preaching and practical training. Dr. Olford was honored by the NRB's South Central Chapter in 1991 for more than 30 years of excellence in Christian broadcasting.



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12 p.m. - 5 p.m. Exhibit Set Up & Registration

SATURDAY, FEBRUARY 13

8:30 a.m 12 p.m Board of Directors Meeting
9 a.m 5 p.m Exhibit Set Up
9 a.m 5 p.m Exhibitor Registration
9 a.m 5 p.m Attendee Registration
12 p.m 2 p.m Board of Directors/Chapter Officers Luncheon
2:30 p.m 5 p.m Super Seminars
7 p.m 9 p.m Opening General Session
9:30 p.m 11 p.m Board of Directors Reception

SUNDAY, FEBRUARY 14

9 a.m 6 p.m	Exhibitor Registration
9 a.m 6 p.m	Attendee Registration
10 a.m 11:30 a.m	Morning Worship Service
1 p.m 6 p.m	Exhibits Open
3 p.m 5 p.m	Gospel Concert
7 p.m 9 p.m	Hollywood Night

MONDAY, FEBRUARY 15

9 a.m 6 p.m	Attendee Registration
10 a.m 6 p.m	Exhibits Open
10 a.m 11:30 a.m	Workshop Sessions
12 p.m 2 p.m	International Luncheon
2:30 p.m 5 p.m	Business Meeting
7 p.m	Open for Dinners & Receptions

TUESDAY, FEBRUARY 16

7:30 a.m 9 a.m	All-Media Breakfast
9 a.m 4 p.m	Attendee Registration
10 a.m 4 p.m	Exhibits Open
10 a.m 11:30 a.m	Workshop Sessions
4 p.m 5 :30 p.m	Television General Session
7:30 p.m 10 p.m	Anniversary Banquet

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Booths A, B, & C are the locations for this year's Autograph Sessions. Check the schedule at each booth for the times and authors.

Auxiliary Events:

Various sponsored breakfasts, luncheons, receptions, and seminars are scheduled throughout the days of the convention. Please consult the Auxiliary Events section in the official convention program for specific times and locations.

Convention & Exhibit Office:

Located in Room 509 A on the second floor of the Convention Center.

Exhibit Hours:

Sunday, Feb. 14 1:00 pm - 6:00 pm Monday, Feb. 15 10:00 am - 6:00 pm Tuesday, Feb. 16 10:00 am - 4:00 pm

Food Service:

A full service cafeteria will be located off the main lobby in the registration area. The daily schedule may be adjusted depending upon attendance. Hours of operation are as follows:

 Friday,
 Feb. 12
 11:00 am - 7:00 pm

 Saturday,
 Feb. 13
 8:00 am - 7:30 pm

 Sunday,
 Feb. 14
 8:00 am - 7:30 pm

 Monday,
 Feb. 15
 8:00 am - 6:00 pm

 Tuesday,
 Feb. 16
 8:00 am - 7:00 pm

Information Desk:

Located under the escalator in the West Lobby of the Convention Center. In addition to general convention information this center will provide important facts about transportation, tours, restaurants, and the city of Los Angeles.

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Get an update on your member benefits. NRB staff members will be available to answer your questions. Information and applications will also be on-site for those who are not already members. Take advantage of member discounts on the NRB Annual Directory and other publications.

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A message board will be located in the registration area of the Convention Center.

Parking:

Parking is available at \$5.00 per day. The lot is directly under the Convention Center and is open each day at 5:30 am.

Press Office:

The News Media Center is located in Room 518 on the second floor of the Convention Center. Facilities are available to accredited news personnel.

Registration Hours:

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 Sunday, Feb. 14
 9:00 am - 6:00 pm

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 9:00 am - 6:00 pm

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Days		Times	Comment
Friday,	Feb. 12	12:00 pm - 5:00 pm	Shuttle between hotels and LACC.
Saturday	, Feb. 13	8:00 am - 11:00 pm	Shuttle between hotels and LACC.
Sunday,	Feb. 14	8:30 am - 11:00 pm	Shuttle between hotels and LACC.
Monday,	Feb. 15	8:30 am - 6:30 pm	Shuttle between hotels and LACC.
Tuesday,	Feb. 16	6:30 am - 8:30 pm	Shuttle between hotels and LACC.
Tuesday,	Feb. 16	8:30 pm - 11:30 pm	Shuttle between hotels only.

Tours:

Information on local tours and activities will be available at the Information Desk in the West Lobby of the Los Angeles Convention Center. Tours include Universal Studios, J. Paul Getty Museum, Crystal Cathedral, Nixon Library, and Union Rescue Mission.

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Bins containing complimentary publications are located in the exhibit hall.

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Psalm 66:1

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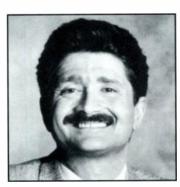




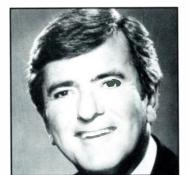
Left: E. Brandt Gustavson Right: Jack Hayford

Left: David Yongii Cho Right: David Clark

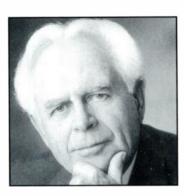




Left; Greg Laurie Right: Michael Medved







Left: Lloyd Ogilvie Right: Stephen Olford

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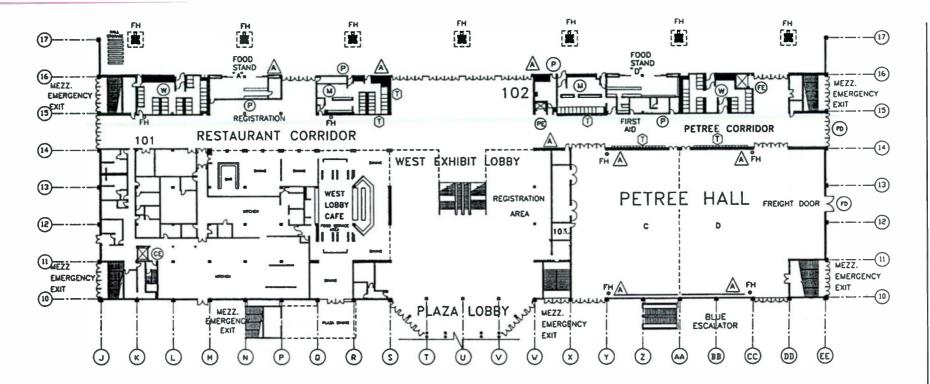
... the program that answers the question from the Word of God.

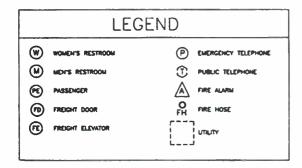
A 15-minute daily radio program by Kay Arthur.

for information contact Norman Plunkett Peachtree Media Management P.O. Box 81526 Atlanta, GA 30341 (404) 452-7811



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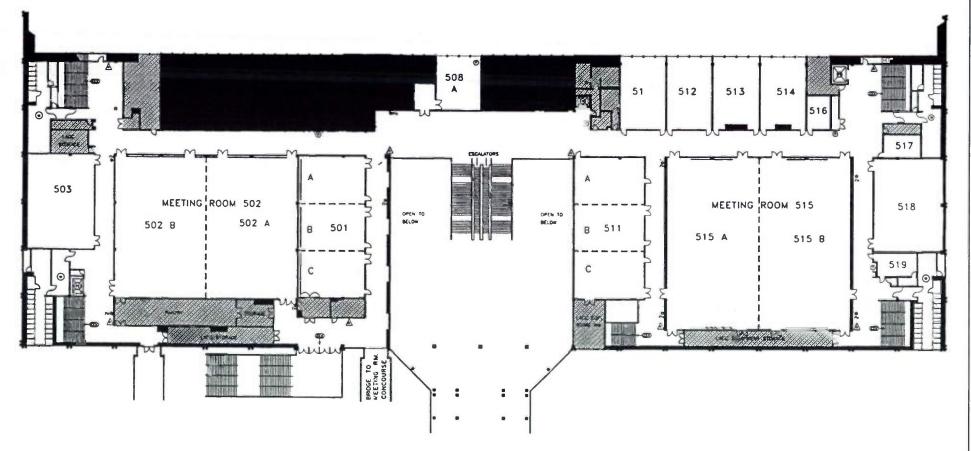








Los Angeles Convention Center Second Floor (Rooms 500 - up)



FEBRUARY-1993

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On November 24, 1992, Focus on the the Family and

Ambassador Advertising Agency issued a joint statement announcing the relinquishing of our agency/client relationship, effective March 1, 1993. As most of you know, Focus and Ambassador have been partners in ministry for 13 years. When you have stood shoulder to shoulder with an organization of Ambassador's caliber, the agency becomes more like a family.

Focus owes a debt of gratitude to Ambassador. Their expertise and counsel were instrumental in guiding this ministry through its tumultuous years of growth. Indeed, many of the endeavors in which we are engaged have been influenced by this partnership. More importantly, my friendship and Christian brotherhood with Al Sanders has been of inestimable value to me, personally.

Thank you, Al and Margaret Sanders, Jon and Peggy Campbell, and the entire team at Ambassador!

Sincerely,

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James C. Dobson, Ph.D. President



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Jim and Mary have never met, but they're ert of a

Jim Cantelon and Mary Bussey have never met, but together with WCFC TV38 in Chicago, they're part of a powerful team.

Jim is the host for Talk To Me, an interactive, live call-in program that's hearing from viewers coast to coast in the darkest hours of the night. Talk To Me is produced by the newly formed Crossroads U.S.A. ministry and TV38. From its Communications Center in Chicago, TV38 provides the production and uplink support for the nightly, two-hour program.

Talk To Me is one example of powerful teamwork between TV38 and a ministry with a

House of Hope. Mary is a hospital

who decided it was time to give people dying from AIDS a reason to live. She didn't know how she would do it, but she was determined to create a house where hope through Jesus Christ could be found, even for people with no hope.

TV38 wanted its viewers to hear Mary's story; the response was more than Mary ever expected. Donations of beds, furniture, and cash came from people Mary had never met.

Through teamwork and God's blessings, TV38, a nurse, and viewers who believed in caring for others worked together to open the doors to House of Hope.



Jerry Rose, President - Dave Oseland, Program Director - Kevin SanHamel, Sales Manager - Debbie Revitzer, Production Manager (Circle 199 on the Reader Service Card)



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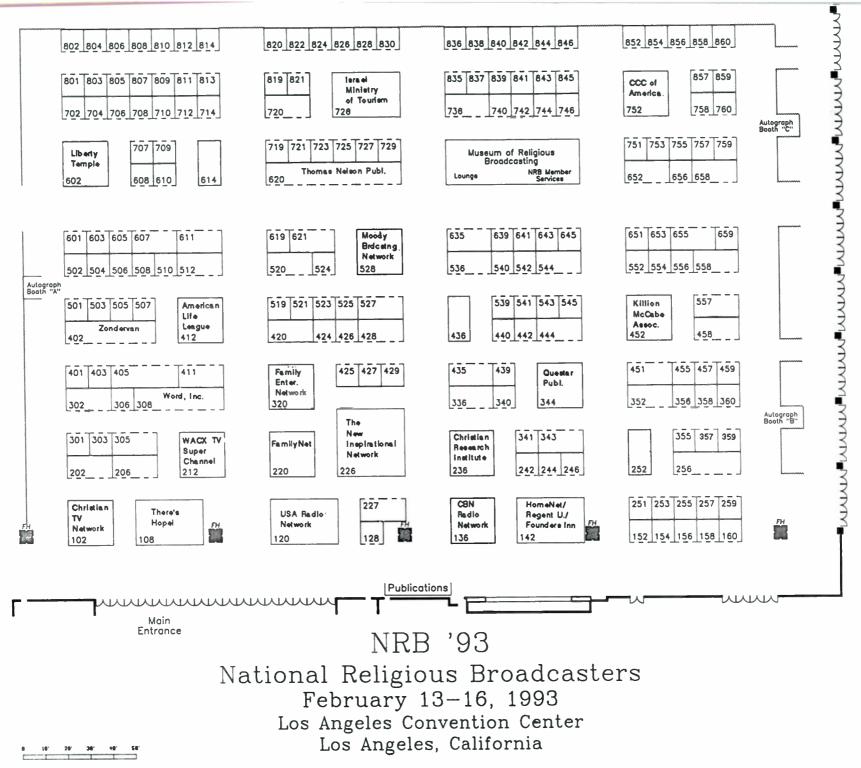
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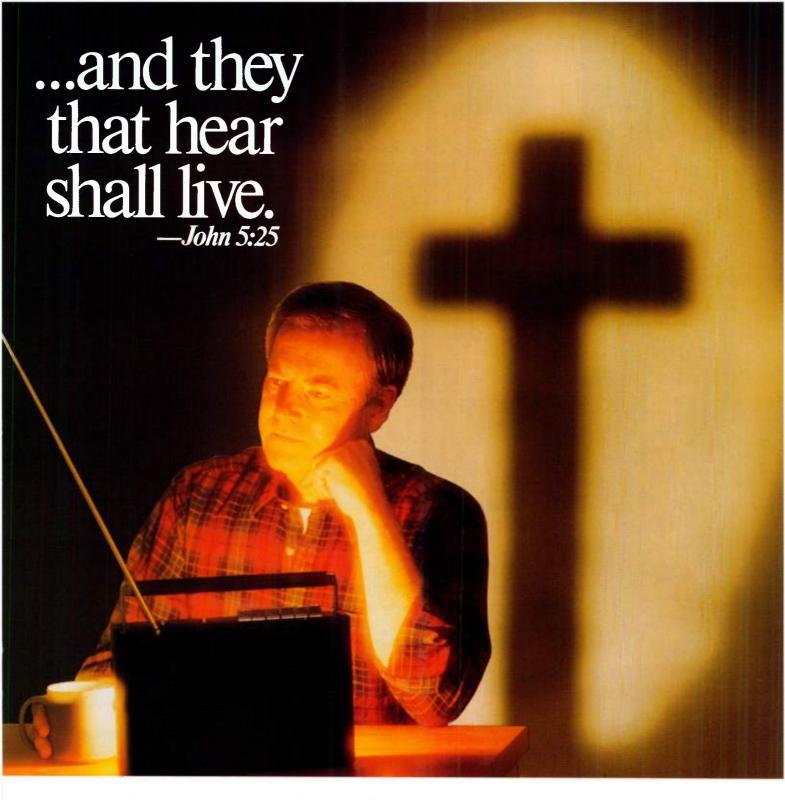
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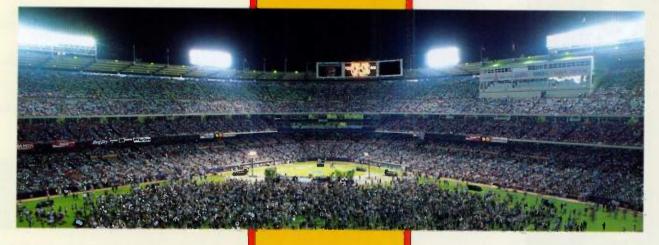


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50th

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Los Angeles, California February 13-16, 1993

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-Dr. Billy A. Melvin, executive director, National Association of Evangelicals

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(Circle 161 on the Reader Service Card)

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