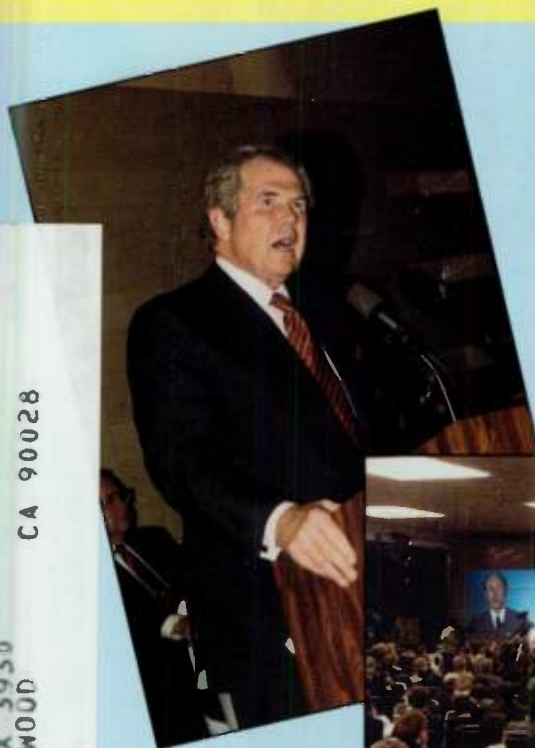


RELIGIOUS BROADCASTING

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Features

Beam Me Up, Cycle Sat

8 — by Keith Vezensky / In an industry where time is perpetually of the essence, Cycle Sat Inc. has utilized the technology of satellite delivery in order to offer broadcasters a new vehicle for program distribution.

The Emergence of Ecotape

9 — by Keith Vezensky / The growing concern in Christian circles for the earth God has entrusted to us has surfaced once again, this time in the form of a recycled version of one of broadcasting's most widely used tools — videotape.

High Definition Television: Answers and Options

12 — by Philip Mowbray / With required conversion to high definition television still under consideration, religious broadcasters need to commit themselves to learning all they can about this 21st century technology and its ultimate effects.

Setting Sail on the SS Update

18 — by Tom Felten / Having dealt successfully with the challenges of scheduling, budget, and crew members living in different time zones, a team of professionals from Radio Bible Class in Grand Rapids, Mich., welcomes the chance to add a new offering to its radio program roster.

NRB 93: Taking Back Our Nation

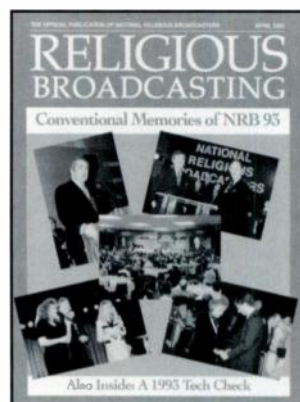
22 — by Elizabeth J. Guetschow / The 1993 National Religious Broadcasters Annual Convention & Exposition was, at many times and in many places, about the role religious broadcasters must play in bringing revival to this land.

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CONVENTIONAL MEMORIES OF NRB 93

With the 50th annual convention not so far in the past, memories of all that was said and done still flow freely. Beginning on page 22, in its final piece of 1993 convention coverage, *Religious Broadcasting* presents a potpourri of convention memories, including coverage of the people, events, and the city which made NRB 93 an event to remember.



Cover photos: Mike Hendricks

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Signing On

Christian broadcasters have been rightly credited with being early adopters of new technology. Some writers have said this bias toward new technology springs from a sense of social inferiority rooted in the history of evangelicalism. Others charge the uncritical way Christian broadcasters utilize new technology produced by a non-believing scientific community is somehow inconsistent with our evangelistic mission. It is true broadcasters in the Christian community have not had the resources to develop technology, but have been quick to utilize it once available. There are many examples of this strategic use of new signal delivery systems to broadcast the Gospel to larger geographical areas and larger audiences.



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

As a boy in Guatemala, I learned the power of technology by observing my missionary father planting churches. The plan was simple and effective — we would load horses or mules (if going into the mountains) with a generator, lights, and a public address system. After riding for several days to a remote area, the lights would be hung in a brush arbor and the sound system used to play records. Many in the crowd had never seen an electric light or heard a recording. After an hour or two, a crowd would gather and the Gospel would be preached. The curious were introduced to the electric light and the Light of the World in one evening. Technology served the ministry of evangelism.

Critics complain we have let the technology determine our mission rather than using technology as a servant. I categorically reject this charge. Christian broadcasters have been technological pragmatists, not determinists. We have seen broadcast innovations as instruments God can use to make proclamation of the Gospel more effective. It is true that at times claims have been made which exceed what the technology could do. With a new transmitter, tower, antenna, studio, or camera, the world would be won to Christ. It isn't that simple.

Christian Broadcasters And Technology

David Clark

Those involved in Christian broadcasting have had to learn an important lesson. Technology doesn't automatically make us better communicators. This is because in communicating the Gospel, the message must still be presented in a way that is faithful to God's Word and will capture an audience. One of the greatest insights of communication research is that meanings are in people, not just in words. Words matter, ideas matter, content matters — the way we present ideas matters, but reaching people matters even more. Jesus was concerned about reaching people and not just quoting the Old Testament like so many teachers of his day.

The Apostle John saw Christ as the Word [John 1:1-3]. Christ was the ultimate message from God to mankind. The medium was Jesus, a man in all respects yet the unique conduit of God. God was reconciling an alienated world to Himself. That message is still the heart of the Gospel message. Jesus understood His role clearly, but it was the message of reconciliation that He made central and not Himself.

The priority of message over messenger is crucial. It should serve as a deterrent to those in Christian broadcasting who confuse themselves with the message they are bearing. Such sanctimony is insufferable to the world. Let's keep it clear.

Our job is to use technology to lift up Christ, not ourselves. Technology does not bring reconciliation to God. The message does. "Faith comes by hearing (and seeing), and hearing by the Word of God" [Romans 10:17].⁸

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Volume 25, Number 4

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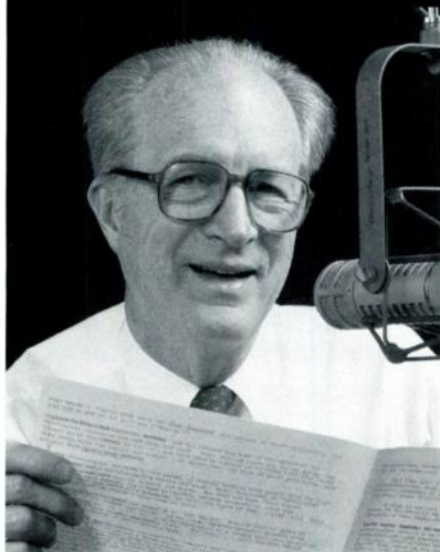
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Tuning In

The work is at a fever pitch, the staff at National Religious Broadcasters (NRB) is exhausted, and the 50th annual convention has just begun. I must say I wondered if we could pull it off. During 1992, we moved the office and personal households. We also moved the convention from Washington, D.C., to Los Angeles, and we lost more than half our convention staff because of the move.

I must say now, thanks to the Lord's oversight and strength, that we made it — and so well. The NRB staff and our volunteers performed to capacity and had a servant's heart. I'm thankful for each one. Many of you who attended have already sent in the evaluation forms and helpful letters of suggestions and commendations. We take each of your comments very seriously in order to improve upcoming conventions. You are most helpful when you are specific in your review of the convention.

Most have commented on the speakers and musicians. From the opening general session February 13 with Integrity Music and Greg Laurie of Harvest Christian Fellowship to the closing anniversary banquet with Brush Arbor, Marilyn McCoo, the Tunneys, and Pat Robertson of the Christian Broadcasting Network, we felt the spirit of God in our midst.

The emphasis on holiness by Stephen Olford of Encounter Ministries and on prayer by David Yonggi Cho of Yoido Full Gospel Church certainly brought our hearts closer to the will of God for each of us. I was also deeply moved by the testimonies of George Caywood and Jim Martin of Union Rescue Mission in Los Angeles. Christ does indeed lift people from sin and despair to incomparable heights of useful and loving service.

NRB 93 Convention Success

E. Brandt Gustavson



Dr. E. Brandt Gustavson is the president of National Religious Broadcasters and publisher of Religious Broadcasting magazine.

Also during the convention, NRB's constitution and by-laws were revised. A revision committee had been named by chairman David Clark and the group met in long session in order to prepare for these changes. The revisions were shared with the board of directors and membership during NRB 92. Six months before the annual meeting at

NRB 93, the membership received the updated document by mail. At the business meeting during the convention the members voted unanimously to pass the revised constitution.

Among the numerous changes, the Ethics and Financial Integrity Commission (EFICOM) was dissolved and a new requirement was added for non-profit (501.c.3) NRB organizations to become Evangelical Council for Financial Accountability (ECFA) members if their broadcast-related income or expense exceeds \$500,000 yearly. Another change of significance are the organizational title changes. The former titles of president and first and second vice presidents are now chairman and first and second vice chairmen. The executive director title has been changed to president.

There was much comment about the educational sessions — most were well-attended and effectively presented. I'm so delighted when our members and other attendees are helped by the workshops and seminars. It's part of the new educational emphasis by NRB.

Using the Los Angeles Convention Center with its excellent meeting rooms and fine exhibition hall was so helpful. Our exhibitors were well satisfied not only with the facilities, but also with the interest shown in their products and services. Thanks for supporting NRB by showing such active interest in the exposition.

Attendance was good, with the figures revealing registrants at over 3000, with many more attending the open sessions. The Hispanic NRB meeting February 12 drew over 1300. The fire marshal closed the doors and said not one more person could enter. Alberto Mottes and the musicians from Guatemala were well received and more than 200 indicated the need for Christ's salvation.

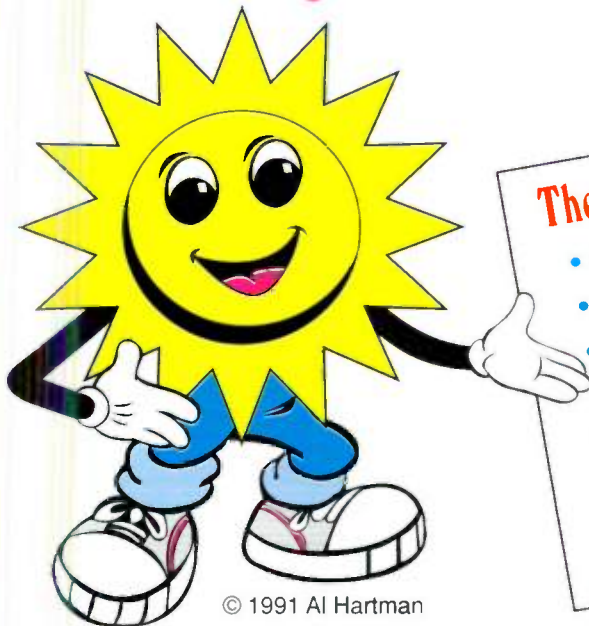
Yes, we're basking in the glow of NRB 93. For NRB 94, we move back to Washington, D.C., and the Sheraton Washington from January 29 to February 1. See you in D.C. ⁸
(Editor's note: For a more complete story of NRB 93, please see page 22.)

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Washington Watch

Religious broadcasters and programmers should note that the Federal Communications Commission (FCC) is taking seriously the task of enforcing both the commercial limits and programming rules under the Children's Television Act of 1990.

Predictions that the commission would treat first infractions of the so-called "kidvid" rules leniently proved untrue earlier this year when the FCC imposed fines of \$10,000 or more on three licensees for violating the commercial limits. The agency also has admonished other broadcasters for lesser commercialization violations and has delayed action on several license renewals pending inquiries into applicants' compliance with the rules.

The commercial limits apply only to programming originally "produced and broadcast for children aged 12 and under." Stations may air no more than 12 minutes of commercials per hour in such programming on weekdays and 10.5 minutes per hour on weekends. The limits are applicable to all such programming of five min-

utes' duration or more on a pro-rated basis. Stations must air "programming that furthers the positive development of the child in any respect, including the child's cognitive/intellectual or emotional/social needs." Although material originally produced for a wider audience may contribute to meeting the obligation, stations are required to air some "standard-length" programming specifically designed for children.

Record-keeping requirements accompany both components of the rules. In general, children's television records must be placed in the station's public file on at least a quarterly basis. At a minimum, programming documentation must include the name of the program, the time at which it aired, the program's duration, and a brief description of the program's content. Stations have more flexibility as to the format of records related to the commercialization rules as long as the documents are "sufficient to demonstrate compliance."

The recent fines spring from an audit the FCC conducted in January 1992. In announcing the enforcement actions, the agency criticized certain station managers for failing to pre-screen children's programs to check for commercial time and content. The commission staff noted that the commercial rules' effective date had been delayed specifically "to afford broadcasters the additional time to hone their plans to ensure compliance."

The largest of the three fines (\$20,000) was levied against a Honolulu station for violating the host-selling rule on 27 occasions between January and June 1992. The station managers apparently never pre-screened the program and were unaware it violated the rules until notified by the FCC. In separate action, a Tampa, Fla., station was fined \$10,000 for "repeatedly" violating the host-selling rule in January and February 1992, until station managers themselves discovered and corrected the problem.

A St. Petersburg, Fla., station was the only licensee of the three to be fined for simply airing too much commercial matter. It received a \$10,000 fine for an unspecified number of so-called "overages," ranging in duration from one and a half to two minutes beyond permissible limits. The station unsuccessfully argued the incidents were an "inadvertent" result of a "misunderstanding" of the rules by the station's traffic manager, who wrongly believed the commercial limits applied only to local



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.

commercials and not to "bartered" commercials already inserted into the programming.

An admonishment given to Ted Turner's Atlanta "superstation" should serve as a warning that "commercial matter" under the kidvid rules includes more than just spots sold for money. The commission traced several overages to the station's failure to understand that promotional announcements for products sold by other Turner-owned companies counted as commercials, even though no money changed hands.

The FCC's definition of "commercial matter" includes any time for which an advertiser has given "valuable consideration either directly or indirectly to the broadcaster . . . as an inducement for airing the material."

In addition to imposing fines and delivering admonishments, the agency has delayed action on license renewals for more than a half-dozen stations in order to seek more information on compliance with the new act. In particular, the FCC has questions about the attitude of some licensees concerning the programming obligation.

"The kidvid rules have been out there for awhile now, and we're going to get tougher," a commission spokesman warned. "I don't know that a half-hour of core children's programming is going to cut it anymore. And whatever stations put forward as meeting the programming requirement, they must be able to say with a 'straight face.' A single half-hour of children's programming at 6:30 on Saturday morning may be difficult to defend."

Given this reaction, and the sanctions the commission has levied, it behooves all stations to ensure they are in compliance with the act. Moreover, the coming Clinton administration leadership at the FCC may take this issue even more seriously. **R**

FCC Serious About Enforcing 'Kidvid' Rules

Richard E. Wiley

utes' duration or more on a pro-rated basis. For example, a half-hour program may contain no more than 5.25 minutes of commercial time.

The commercialization rules also prohibit licensees from airing commercials about products or services associated with the children's program during that particular program, or immediately preceding or after the program. A violation of this rule transforms a children's program into a forbidden "program-length commercial" — i.e., the entire program counts as commercial time.

Program-length commercial violations often take the form of "host selling," which involves using program talent, such as actors or cartoon characters, to promote related products. Host selling has been prohibited under a FCC policy long predating the Children's Television Act, but the commission reaffirmed its adherence to the policy as part of its kidvid orders.

In contrast, the programming obliga-

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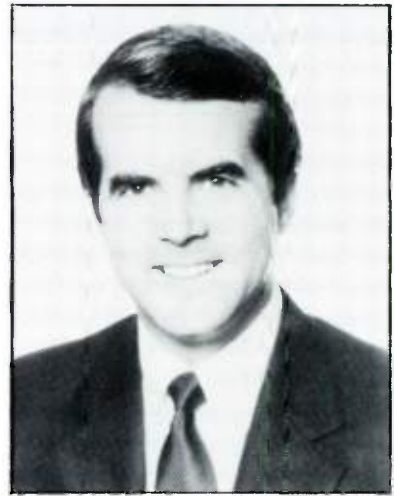
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Beam Me Up, Cycle Sat

by Keith Vezensky

Cycle Sat Inc., headquartered in Forest City, Iowa, set out nearly a decade ago to automate the distribution of commercials and their traffic instructions to television stations via satellite. Now, the innovative company is capturing the attention of some in the religious broadcasting community. The attention given Cycle Sat, however, has nothing to do with delivering commercials. Instead, broadcasters are interested in applying the Cycle Sat technology to their own needs, mainly the distribution of programming.

From the beginning, Cycle Sat's approach to business was to create a communications network. On a practical level, this is made possible with the installation of a unit known as a Cyclecypher, an individually addressable unit which incorporates a high-quality satellite receiver and an addressable operating system.

This patented "black box" has been installed in over 600 FCC-licensed television stations nationwide, allowing the stations to be more fully automated and to receive commercials and traffic instructions in a virtual hands-free environment. For stations unequipped with the Cyclecypher, Cycle Sat has a satellite-assisted duplication facility in Memphis, Tenn., that handles distribution via Federal Express. The company also has offices in New York, Chicago, and Los Angeles, with uplink capabilities in more than 20 cities nationwide.

"Cycle Sat was started in 1984," says Loren Swenson, president and chief executive

officer of Cycle Sat, Inc. "Two years later, John K. Hanson, the founder of Winnebago Industries, had a vision. Hanson and Winnebago Industries purchased Cycle Sat, and it became a subsidiary of Winnebago Industries.

"In 1987, our volume of sales [was] at \$170,000. Last year, we came in at about \$15 million. The company has

and the Cyclecypher receiver.

On a most basic level, Cycle Sat's most valuable "product" is expediency, something which is extremely valuable in an industry marked by overnight and 24-hour distribution needs. Cycle Sat offers its advertising clients an alternative to the more traditional procedure of copying a commercial onto videotape and mailing it to the television stations, where it is transferred onto a cartridge and aired.

Cycle Sat boasts an impressive client roster of advertising agencies and companies, and its station list includes more than 500 television stations across the country. This number, which is approaching the 800-station target set by the company, serves as something of a drawing card for the advertisers Cycle Sat hopes will use its services.

One of the earliest stations to become part of the Cyclecypher network was in Alaska. Regner Capener, chief engineer

of Anchorage's KTBY-TV, recalls his introduction to Cycle Sat's technology.

"Before coming to KTBY in Anchorage, I was with the Christian Broadcasting Network as area director for Alaska. This was in 1976, before television was even on satellite," Capener recalls. "By the end of 1977, we had set up a duplication facility in Barrow. We would dub the masters from CBN and distribute them throughout the state. By the time I left CBN in 1983, we were broadcasting to 43 communities. We had introduced satellite capabilities and automated record operations to Alaska."



The Cyclecypher system allows commercial television stations to automate the reception of commercials and traffic instructions.

grew at a steady pace and has expanded by offering services to meet our client needs," said Swenson.

Throughout its nine-year history, Cycle Sat has basically served two entities: advertisers and broadcasters. Advertisers pay to have their spots distributed, and television stations receive them at no charge.

Advertisers who utilize Cycle Sat's offerings deliver their spots to one of the company's national uplink facilities; the spots are then transmitted to the Forest City earth station. Cycle Sat supplies stations which will receive the transmitted spots with the necessary equipment, including a printer, VTR interface cable,

CONTINUED ON PAGE 10



As president of Studio Film & Tape, Carole Dean pioneered the process of tape evaluation, which includes the careful scrutinization of tape, mechanically and visually, inch by inch.

by Keith Vezensky _____

The growing concern of modern society for the resources of our planet was represented recently in a seemingly unlikely setting — the 50th annual convention of National Religious Broadcasters (NRB).

Carole Dean, president of Studio Film

Broadcasters everywhere are looking at the bottom line.

They can be economically and ecologically minded when they use Ecotape for all their specific needs.

& Tape, in Hollywood, Calif., presented Ecotape, a new brand of recycled evaluated tape stock at the NRB 93 Media Exposition in Los Angeles. Attendees stopping by Studio Film & Tape's Expo booth learned that Ecotape combines ecology and economy in a top quality product.

"We previewed this high quality tape stock to NRB, as [its members] have been customers for 25 years," said Dean. "Broadcasters attending the show were able to see our quality for themselves from the samples available.

"Internal procedure changes are the reason for the excellent quality of Ecotape," Dean added. "We have increased the sensitivity of the RTI machines to catch even more drop outs and we have added an extra person just to visually inspect each tape. All mechanisms in the shell are thoroughly checked before a tape is certified for use. Problem spots that aren't identified by expert machines get picked up by our technicians."

Commenting on Ecotape's introduc-

CONTINUED ON PAGE 10

The Emergence of Ecotape

BEAM ME . . . CONTINUED FROM PAGE 8

Capener, who came to KTBV after leaving CBN, immediately saw the parallels between his experience setting up CBN in Alaska and the creation of the Cycle Sat network. "I had received a direct mail piece from Cycle Sat. I attended an NAB convention. I liked the idea of getting our commercials in by satellite instead of by chance with regular shipments of tape.

"We got the Cycleypher in on an experimental basis, and from the start, I saw how it could solve our problems with weather and transportation difficulties. Now at KTBV, we air a lot of religious programming, including *Hour of Power*, *Day of Discovery*,



Loren Swenson, chief executive officer of Cycle Sat, Inc., works with one of the company's technicians in a Forest City, Iowa, control room.

Kenneth Copeland, and *The 700 Club*. I think with the capabilities Cycle Sat has, there could be some wonderful opportunities. It could be a real service to the broadcasters."

ished commercials to the networks.

Keith Vezensky is a freelance writer and president of Americom, a public relations company with offices in Los Angeles and Miami.

THE EMERGENCE . . . CONTINUED FROM PAGE 9

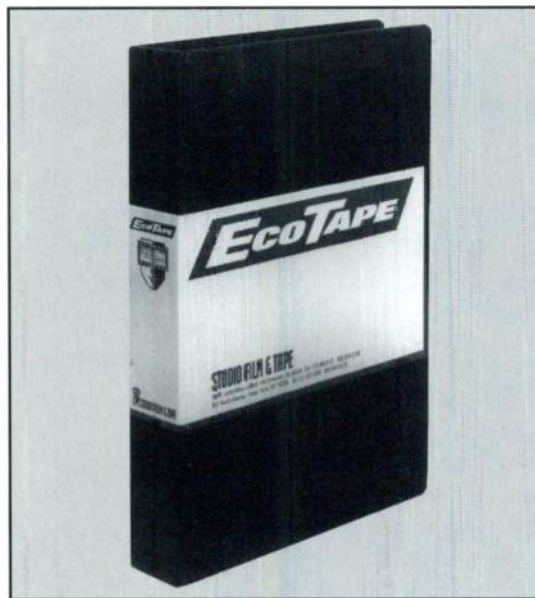
tion to religious broadcasters, Dean notes, "We received positive feedback to our new product. Broadcasters attending the show recognized that there is now an alternative tape stock available for all applications other than originating programming. Ecotape represents the finest video tape on the market."

Through a special marketing effort, Studio Film & Tape offered complimentary samples of its tape stock to convention attendees. "We wanted to put it into the hands of the users. Unlike other companies that simply degauss and re-sell their stock, Studio Film and Tape hand inspects all stock before it carries the Ecotape name," added Dean.

Studio Film & Tape is now stocking Ecotape in all formats including Betacam, Betacamsp, 1-inch, 3/4-inch, and MII. Ecotape will be receiving its official launch in Las Vegas at the National Association of Broadcasters (NAB) convention, from April 19-22. "I'm pleased that the broadcasters in the religious programming field have

responded so well to this introduction. We have confidence in this product," said Dean.

Broadcasters should also be aware that Studio Film & Tape has the ability to



Studio Film & Tape currently represents Fuji, Ampex, Maxell, Goldstar, and BASF as a direct dealer and is the largest company of its kind in the world.

recycle all formats of tape for stations, production companies, and networks. Facilities in Los Angeles and New York allow the company to recycle large quantities of stock in a short amount of time.

Many broadcasters at both the NRB and NAB conventions recognize the contributions Carole Dean and Studio Film and Tape have made to the broadcasting industry. Dean pioneered evaluated tape, introducing the product in 1973. Ecotape is her latest offering to the broadcasting community.

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Keith Vezensky is a freelance writer and president of Americom, a public relations company with offices in Los Angeles and Miami.

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It became evident during 1992 that the Federal Communications Commission (FCC) was very interested in the broadcasters, equipment suppliers, cable operators, and general public of the United States becoming involved in High Definition Television (HDTV). After spending some time in seminars and several hours talking with vendors and other broadcasters, it also became evident that there are varying perspectives on the subject.

The situation reminds me of politics: everyone seems to have an opinion and a plan of action, while the government determines when and how much of our capital investment budget will be spent. As in any area of such uncertainty, change, and risk, many ideas, concerns, and fears are present. Nevertheless, a little thought, analysis, and creativity — along with questions and answers — usually uncovers the good in the bad and the bad in the good.

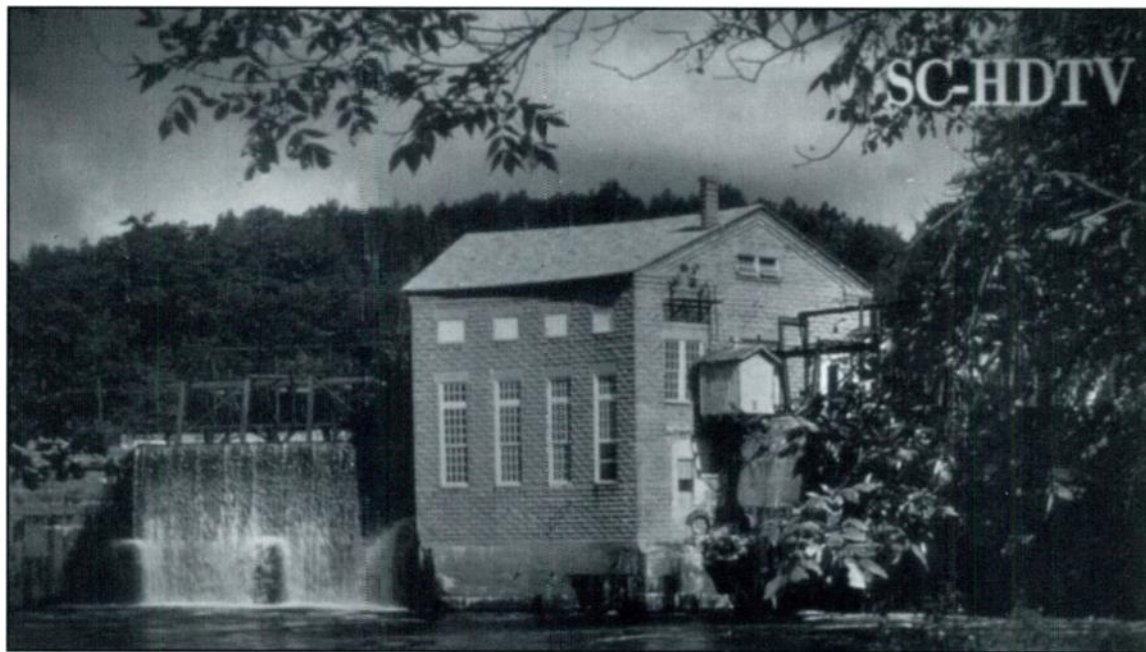
As more discussions are held, questions are asked, and increased knowledge and information results. Some things become clearer, while others admittedly become more difficult to understand. Thus, this article is an attempt to focus some attention on HDTV, to present some questions and challenges, and hopefully to offer some insight for consideration.

From Theory to Reality

In 1989, HDTV was mostly a theory being practiced in Japan through direct broadcast satellites (DBS). The United States government's primary interest appeared to be in military and scientific research applications. In 1990, we, as broadcasters, were discussing it as a broadcast tool in the next century. Today, we are seeing equipment demonstrated and sold for the production and transmission of HDTV. Also, the FCC is fixing a time line for the conversion of terrestrial NTSC to terrestrial HDTV.

The development of compression techniques needed to meet the 6 mhz bandwidth requirement is progressing rapidly toward a satisfactory status of acceptance. Three years ago, we were still confronted with the 12 mhz bandwidth

High De Telev Answers an



The Zenith-AT&T "Digital Spectrum Compatible" high definition television system provides twice the image has been processed through the Zenith-AT&T system, while the image on the right has been

problem, and very few people appeared to be considering 9 mhz to be very realistic.

The time line put forth by the FCC requires a standard to be agreed on during the fourth quarter of 1993. This would present the following scenario:

During 1994 and 1995, each station that desires an HDTV license would be required to file for a second frequency on which to transmit HDTV. After the expiration of this initial two-year window, it is

unclear if a future window would ever open for present NTSC broadcasters to make application for such a license.

One facet of this dual frequency scheme is the apparent desire of the FCC to reassign the present VHF television channels for land mobile use. The new television assignments would most probably be located in the current UHF television spectrum.

By 1998, each station granted a sec-

definition vision: and Options

through attrition of NTSC sets.

At this time, the future is murky for both broadcasters and consumers who would be unable to afford or who elect not to convert to the new technology. If stations are required, as proposed, to return their original license, it is obvious that they would go out of business as a television broadcast station. And as for the viewers, they would not be able to watch broadcast television at all.

Most of us can remember the conversion from black and white to color television. We simply watched television in black and white until our sets died. Then, if we could afford it or desired to purchase a color set, we did so. For us as broadcasters, it was pretty much the same. Equipment was replaced either as we could afford it or as we felt our individual markets demanded.

Under the proposed plan, HDTV conversion for us all will not be nearly as convenient or open to choice. If the proposed plan is followed, all NTSC sets will, one day in 2008, simply cease to receive because all NTSC broadcasts will be gone.

Keeping Pace

The increased interest in terrestrial HDTV by our government is probably due to a fear that yet another developing technology will go to the Japanese or the European economy. This could place these countries in control of a developing technology.

In my opinion, several questions demand analysis and a response prior to embarking on this aggressive and costly project. Who is willing to pay the additional costs the broadcasters will be confronted with? Will advertisers be interested in spending money to produce expensive spots that many viewers will not see because they do not own the necessary new equipment? Are the cable operators interested

in passing this improved signal, and can they absorb the additional cost in doing so? How will they recover their investment? Will the cable subscriber pay an increased monthly fee?

Are all of the program suppliers ready to purchase new equipment to produce their program in HDTV so the broadcast and cable stations can present it

CONTINUED ON PAGE 14



horizontal resolution and twice the vertical resolution of conventional NTSC-TV images. The left processed as conventional TV (NTSC).

and frequency would be required to have HDTV on the air under the authority of the new license. Between 1998 and 2008, the licensee would be permitted or possibly required to broadcast parallel on these two frequencies. By the end of this period, traditional terrestrial NTSC would be eliminated. The original license would then be relinquished to the FCC.

In addition to the above licensing activity, this same 15-year period would

require each broadcaster, supplier, and consumer of programming to replace all equipment necessary to produce and deliver everything in the HDTV format.

By 2008, all television stations would be transmitting in the high definition format. The conversion to HDTV in the home receiver would happen initially through the purchase of HDTV sets by people who could afford to change early, with others being replaced over the period

HIGH DEFINITION . . . CONTINUED FROM PAGE 13

to the viewers? Will their clients be willing to absorb increased production fees to cover this increased overhead? Are broadcasters ready to replace most of their plants to make this timeline a reality? Or possibly a better question: Can most broadcasters afford the conversion under the constraints of this proposed schedule?

In recent years, it seemed that there was little pressure from the FCC to hurry along the progress of other developing technologies. We heard phrases like, "Let the marketplace decide," and "Get the government out of business through deregulation." Why not let the marketplace decide HDTV? What happened to deregulation?

I do not pretend to have answers to these questions or to understand the whole picture. But I do believe that we need many of these questions addressed properly to proceed in an orderly, intelligent manner. I also believe that through this questioning process, some viable options will surface which will present some very attractive alternatives to make our conversion to HDTV more palatable.

A Few Considerations

If we were to survey our viewers, we would very possibly find that the majority are quite satisfied with the current broadcast television quality and are not interested in what we, as broadcast professionals, think is a greatly improved product. As a member of the broadcasting community, consider whether or not you would spend \$3000 to \$5000 on a television set? Now consider what segment of the general public, not having our level of interest in television beyond entertainment, would pay these sums.

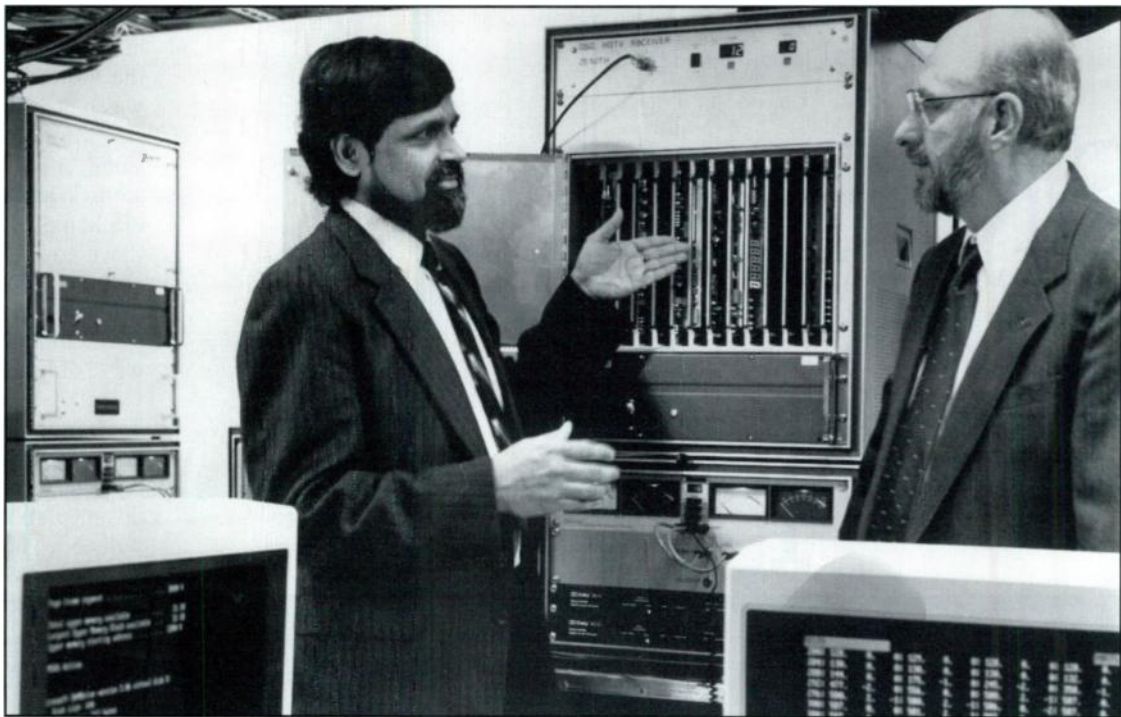
The "experts" predict the following: an acceptable HDTV set will be available to the public for approximately \$1000 over the cost of today's projection television. In 1991, some 500,000 projection

sets were purchased. It seems reasonable to assume that the same number of people would elect to pay the extra \$1000 for the improved set.

If 500,000 sets represent 3 percent of the consumer television market, what are

that has not been properly addressed.

As we know, public service is of concern to the FCC. I believe there will be a substantial group of viewers who, strictly because of financial considerations, will be unable to purchase HDTV



Zenith/Elisa Komins

Digital Spectrum Compatible HDTV, the system developed by Zenith Electronics Corporation and AT&T, was successfully tested at the Advanced Television Test Center (ATTC) in Alexandria, Va., in May 1992. Arun Netravali (left), research director at AT&T laboratories, and Wayne C. Luplow, Zenith's division vice president, discuss the system at the ATTC.

the remaining 97 percent going to do at the end of the simulcast period? And are

technology. These people need and deserve free television. Are we going to ask them to return to radio for their information, news, and entertainment? I think not.

Limited Enthusiasm

It appears that many equipment suppliers are ready to begin to support the conversion to HDTV. At this time, however, few are moving ahead with great vigor, probably because there is still some question concerning an HDTV standard, not to mention whether there will be buyers available. In other words, the financial return on investment is in question.

It seems to me that the equipment supplier is in the best position to realize the quickest return on its investment and should thus be the most willing to proceed. If the supplier is not interested in risking millions of dollars, why should the broadcaster or someone in the viewing public be expected to do so?

Speaking of risk, we were initially

*At this time,
the future is murky
for both broadcasters
and consumers who
would be unable to
afford or who elect
not to convert to the
new technology.*

we as broadcasters willing to give up even 10 percent of our audience? This, in my opinion, is a very important question

CONTINUED ON PAGE 16

NATIONAL RELIGIOUS BROADCASTERS

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"One significant way NRB can benefit its members is by providing a quality group health and life insurance plan at a reasonable cost. The NRB Comprehensive Benefit Plan was established solely for the benefit of members. NRB seeks no financial return, therefore every dollar paid in is available as benefits to those who are members of the plan.

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Dr. David W. Clark

President, National Religious Broadcasters



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told the cost to actually broadcast HDTV would be 10 percent to 30 percent of today's cost. This was to include a savings in the electrical power associated

The increased interest in terrestrial HDTV by our government is probably due to a fear that yet another developing technology will go to the Japanese or the European economy. This could place these countries in control of a developing technology.

with the transmitter operation. This, like many things that sound too good to be true, was.

In fact, it may be more costly to broadcast the HDTV signal if we plan to cover our present audience with the same quality signal. This unexpected power requirement appears to be created by a spike that must be transmitted in order to maintain the integrity of the digital signal.

Other costs include those for a transmitter, local commercial insertion, tape playback, live origination, and conversion of the facility. This list does not consider the other necessary items such as labor to research the most favorable equipment, installation costs, test equipment, reduced productivity, and lost air time caused by the inevitable "bugs" which result in added expense and hours of frustration. And if you are in broadcasting, you know that this is by no means an exhaustive list of the "hidden" costs.

According to the National Association of Broadcasters' (NAB) financial analysis for 1991, even the top 100 mar-

kets have a bottom line profit margin inadequate for moving immediately into this new technology without some serious reallocation of funds — and possibly some promises on how they plan to see a return on their investment.

Cable Concerns

Cable television is a very important consideration in the HDTV conversion process. In many areas, cable has achieved a penetration rate exceeding 60 percent. At the 1992 NAB convention, a cable representative noted that there have been no "end to end" tests of the proposed HDTV concept. Without such "real world testing," we are simply "assuming the theory will work in the cable domain as it does in free space."

I have no information to support this observation, but it seems reasonable to believe that there would be a limited interest on the part of cable operators to pursue a new type of television when they

advertising on HDTV? Who is going to be producing HDTV? Is the demand for HDTV real or perceived?

Is it not possible that some intermediate steps might be taken to reach the desired end result while avoiding some of the risks, inconvenience, and frustration? As with anything new, there is going to be a "learning curve." Is it really necessary for us to jump into the deep end of the pool, or is there a possibility of wading in slowly?

Unexplored Options?

There does seem to be another option available which, at this time, does not appear to be attracting much attention. Why not transmit NTSC in the digital domain as an interim approach, creating a scenario similar to the black-and-white to color transition?

Under the current plan, stations will be required to broadcast simultaneous NTSC in the analogue domain and



Zenith/Charlie Westerman

Zenith and AT&T made history when longtime National Basketball Association rivals, the Chicago Bulls and the New York Knicks, squared off at Chicago Stadium in February 1992. The game marked the first live video production in the Zenith-AT&T HDTV format. Above, Zenith engineer Jon Sesterhenn operates the HDTV camera.

are doing pretty well with the current one. And considering the pressure they are now under, I doubt that rate increases would be looked upon favorably by the operators, subscribers, or legislators.

Other nagging, more general questions also remain: who is going to be watching HDTV? Who is going to be

HDTV in the digital domain. Why not initially, on this second frequency, convert NTSC to digital? Under this plan, broadcasters would, during the simulcast period, place an analogue to digital converter at the input of the transmitter on the new frequency. The consumers would only need to purchase and place a digital

I believe there will be a substantial group of viewers who, strictly because of financial considerations, will be unable to purchase HDTV technology. Are we going to ask them to return to radio for their information, news, and entertainment? I think not.

to analogue converter at the antenna terminals of their television sets. This is very similar to the boxes currently in use by the cable industry for non-cable ready sets.

Digital broadcasting of NTSC would achieve many of the desired results of the HDTV conversion process, the most

important of which may be a greatly reduced initial cost and financial risk. Instead of equipment suppliers, broadcasters, cable operators, and viewers being required to expend a large amount of money over a short period of time, the conversion to HDTV would be a phased project. And the viewer would still receive a studio-quality, ghost-free, snow-free picture and compact disk quality audio — all great improvements over what they receive today. These improvements alone would likely be great incentive for the television public to return to watching the broadcast offerings.

Digital broadcasting is not new to the industry. To view just the tip of the iceberg, we currently have digital video effects, graphics, closed captioning, digital audio, and robotics at our disposal. We have worked our way through these new additions to our "tool box" one at a time; we have gone through the learning curve of each new tool. This same procedure could be used in converting our facilities to HDTV, one piece at a time as the evolving technology, our budgets, and the learning curve permit.

Philip Mowbray of WCFC-TV/Chicago is the president of the National Religious Broadcasters Midwestern Chapter.



Zenith/Charlie Westerman

Zenith Electronics Corporation and GoldStar Company Ltd. have jointly developed a high-definition video cassette recorder for home use. Zenith and GoldStar expect that the VCR could be sold in the United States for about \$1000 beginning in 1996. Shown with the prototype HD-VCR are Jong Kim (left), principal engineer for GoldStar's North American laboratory, and Paul Snopko, Zenith's manager of electronic systems research and development.

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(Circle 163 on the Reader Service Card)

Setting Sail on

by Tom Felten

There's nothing quite like catching a good wind in your sail when you're out on the open water. It's much like what *Sports Spectrum* is doing as it rides a surging wind of sports popularity.

From its inception in 1990 with the

It keeps men and women tuned to the station so they don't have to go elsewhere for their sports news.

It enhances the concept of the full format Christian radio station.

hour-long *Sports Spectrum* live weekend program, this growing radio ministry of Radio Bible Class (RBC) in Grand Rapids, Mich., has drawn listeners and stations by shedding new light on sports. The weekend program, which airs every Saturday from noon to 1 p.m. Eastern Daylight Time, features a variety of guests, including top athletes, coaches, and sports doctors, who address the real issues in sports and life. These guests are committed Christians who seek to glorify Jesus Christ in their words and deeds.

Behind the mic is the man with the sports authority voice: Chuck Swirsky. He may have an "encyclopedia of athletics" mind, but inside you'll find a heart that beats for sharing Jesus Christ. Chuck, who is the sports director for WGN-AM/Chicago, has merged two of his loves — Jesus Christ and sports — into a

winning show that has nearly 200 stations on its roster. Not bad for just two and one-half years of cutting a wake through the airwaves.

The *SS* radio ministry is complemented by a companion — *Sports Spectrum* magazine. The magazine, produced by Discovery House Publishers, a ministry arm of Radio Bible Class, reaches out to people through print much like the radio program does by radio signal.

Sports Spectrum, the magazine, is a full-color, Christian sports publication that features top athletes like David Robinson of the NBA's San Antonio Spurs, Barry Sanders of the NFL's Detroit Lions, and Betsy King of the LPGA. Readers of all ages and demographics are attracted to the magazine, mirroring the listening audience of the radio programs. The people who listen and read dot the whole sports spectrum and cover a wide range of spiritual interests, too.

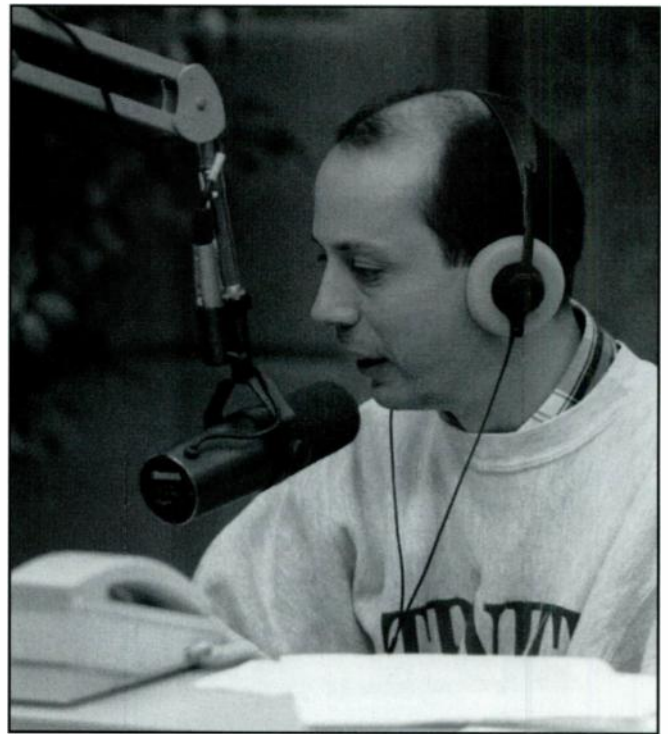
The magazine and the radio program work together to provide this eclectic demographic group with sports information from the Christian perspective. In the magazine, you'll find a column by Swirsky, occasional complete station listings for the programs, and other features pointing readers to their radio dials.

Tacking On a New Program

But now Swirsky and the rest of the gang, including producer Ken Van Prooyen, have whipped up something

new: daily sports newscasts that triple the fun for listeners — three two-minute sports update reports every morning Monday through Friday. Two more spots can be heard on Saturday morning.

SS updates were previewed last year when *Sports Spectrum*, working with HCJB World Radio, Quito, Ecuador, aired six, two-minute Olympic updates



Chuck Swirsky is the sports director for WGN-AM/Chicago and the host of the newly developed Sports Spectrum updates based in Grand Rapids, Michigan.

each day, Monday through Saturday, and three updates on Sunday during the 15 days of the Summer Olympics in Barcelona, Spain. More than 200 stations in the United States aired Olympic news and interviews with Christian athletes from the Games. Producing the Olympic updates was an exciting challenge for the *Sports Spectrum* team.

Swirsky is admittedly excited about the newest updates, which debuted

the SS Update

January 4. "I'm excited because it brings total sports coverage to Christian radio stations around the United States," he said. "And it allows the audience to have a wider grasp of what's happening in sports. [Also], they can learn more about different Christian athletes who are in the news. It keeps men and women tuned to the station so they don't have to go else-

Yes, it's something different. But SS updates are similar to the Saturday program in that they both are clipping right along, acquiring an ever-swelling wave of stations. After a few months, the SS updates already had 60 stations airing sports news with a Christian twist. From Phoenix to Honolulu, from Houston to Rochester, N.Y., cities across the country have picked them up.

Gordon Wassenaar, RBC's agency manager, says the following about his latest program addition: "The stations that are picking up the updates are very pleased. Even though we are reporting hard sports news stories, Chuck is taking the opportunity to focus on different athletes and their commitment to Christ. It's also a tremendous opportunity to bring listeners closer to the activity of the *Sports Spectrum* weekend program."

Wassenaar went on to say that the updates and the weekend program are separate, independent programs with a natural link: sports and Christianity.

don't have any updates, we don't have any *Sports Spectrum* weekend. It's as simple as that," declares Swirsky. "[Ken] is the instrument, probably the hardest working individual I have ever been around in or out of radio. He loves challenges and gets all of this done because he loves the Lord."

That's high praise from a man who routinely works more hours in one week than most people work in two. But Swirsky and Van Prooyen share more than just sleep deprivation; they share expertise. Swirsky knows sports. Van Prooyen knows the technical side of broadcasting.

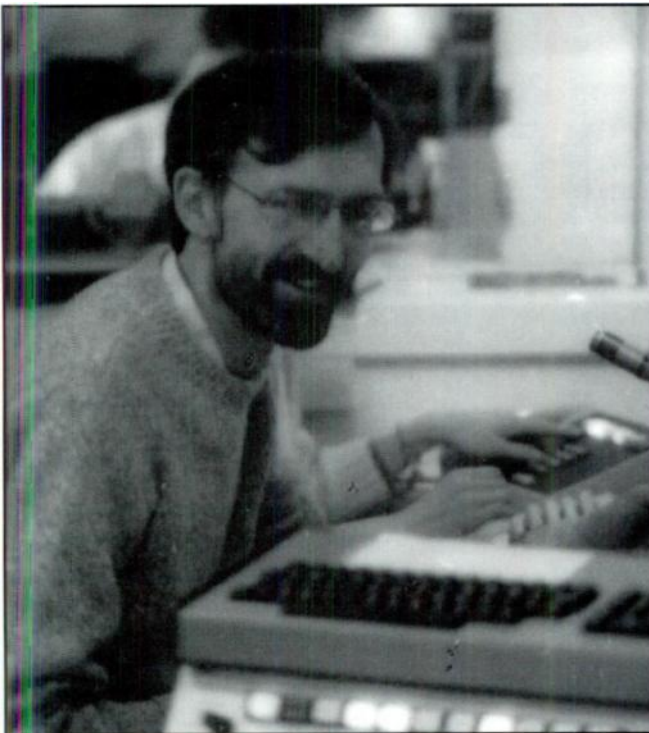
This "dynamic duo," along with other members of the *Sports Spectrum* work team — a group of individuals working in varied functions for the SS ministry — planned the updates formula over the course of one year. The biggest challenge confronting the team was the fact that Radio Bible Class, with all of its equipment and studios, is in Grand Rapids, and Swirsky, with all of his sportscasting ability, is in Chicago.

Van Prooyen worked countless hours devising a way to bridge the considerable miles between the hometown of Gerald Ford and the Windy City on the shores of Lake Michigan. He needed a process to let Swirsky access resources at RBC from his home studio in Wheaton, Ill.

Some invaluable assistance came Van Prooyen's way in the person of Greg Praniewicz, chief engineer of the RBC radio and television department. The two "techies" put their heads together and implemented a system which utilizes Swirsky and the *Sports Spectrum* crew along with The Associated Press wire service.

The AP service is received at the RBC offices in Grand Rapids. Swirsky accesses the wire by a modem which allows him to dial directly into the RBC computer carrying the latest sports news.

CONTINUED ON PAGE 20



Ken Van Prooyen is the manager of technical services at Radio Bible Class in Grand Rapids, Mich., and the producer of *Sports Spectrum*.

where for their sports news. It enhances the concept of the full format Christian radio station."

The SS updates can best be summed up by the following characteristics:

- Sports headlines covering the wide spectrum of athletics.
- Fresh insights into the world of Christian athletes.
- Sports commentary from the Christian perspective.

All Hands on Deck

Another tie between the two programs is Ken Van Prooyen, who wears the title of manager of technical services along with his *Sports Spectrum* producer's hat. Swirsky often refers to Van Prooyen "spinning the dials" at the close of the weekend program as he recognizes the men and women who have helped produce the program.

"Without Ken Van Prooyen, we

SETTING SAIL . . .
CONTINUED FROM PAGE 19

Swirsky is also able to dial into another line that allows him to access and operate a DAT recorder within the RBC confines. This DAT machine records audio actuali-

“leading people of all nations to faith and maturity in Christ,” which is a portion of RBC’s guiding principles statement. By remaining lean, the SS team strives to be an example of good stewardship.

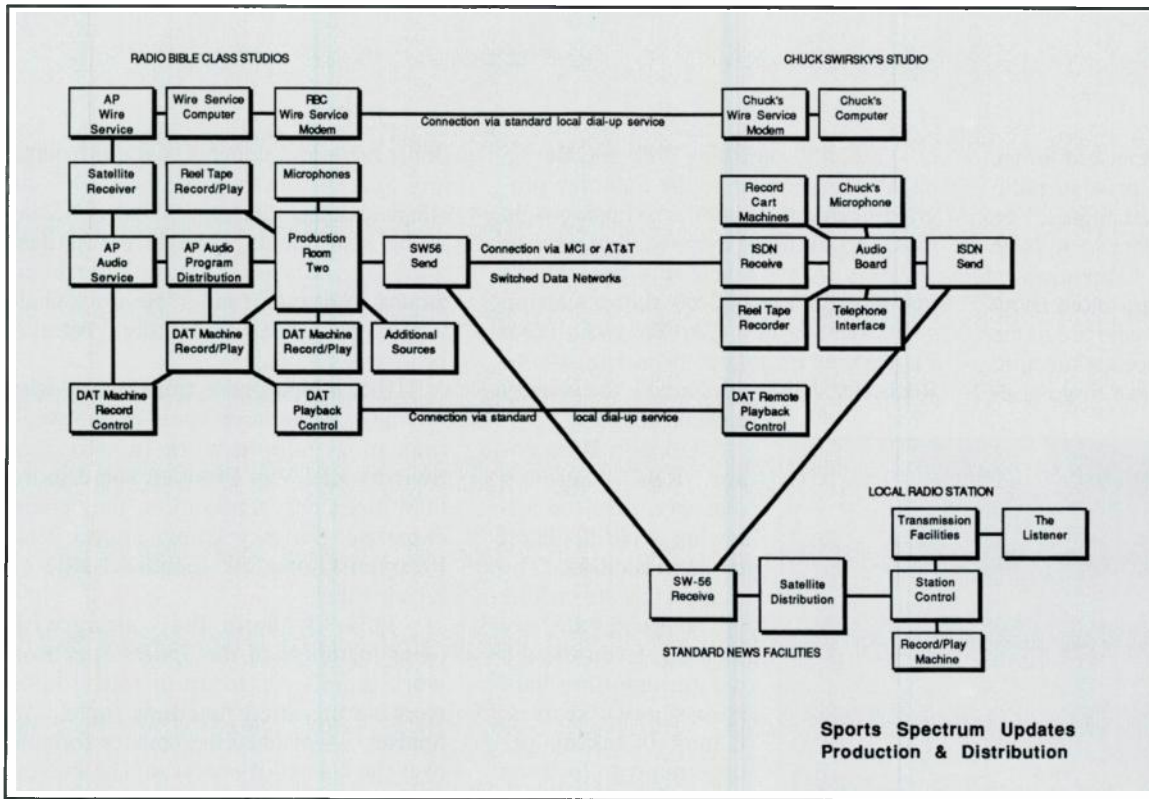
The reduced crew — with one member living in a different time zone — presents technical challenges that have trou-

bled the waters from time to time, but the updates are becoming increasingly easier to produce as they are becoming increasingly popular to air.

On the Horizon

Van Prooyen and company is not an easy team to satisfy. There is a constant striving to improve the quality of the SS updates. Recently, the team asked composer/arranger Steve Milliken, best known for his work in co-writing and arranging many of Ray Boltz’s songs, to compose new theme music for *Sports Spectrum*.

The result has been a fresh, contemporary sound that “sounds like sports.” The “stinger,” which announces an upcoming update, is a fast-paced, positive bit of music that commands attention and is also memorable. It is little changes like these that will make the updates a better and better reason for listeners to leave their dials right where they are — on their Chris-



ties from the AP audio wire, some of which Swirsky blends into his sports update mix.

After putting together and editing a set of SS updates in his home studio, Swirsky simply dials a crystal-clear ISDN line — set up with the telephone company by Van Prooyen — and sends the updates out to the Christian Broadcasting Network (CBN) in Virginia Beach, Va., for satellite distribution.

While it may appear to be a one-man band, in reality it takes all hands on the SS deck to make this operation sail. For instance, Rob Bentz, assistant producer for *Sports Spectrum*, helps Swirsky by watching the AP wire during the day, scanning it for interesting sports material. Bentz also assists with copy writing when it is time to produce the updates in-house. Brian Hettinga, host of RBC’s *Campus Journal* radio program, is the smooth, flowing voice that fills in for Swirsky when he’s on assignment.

This streamlined production team allows more investment in other areas of

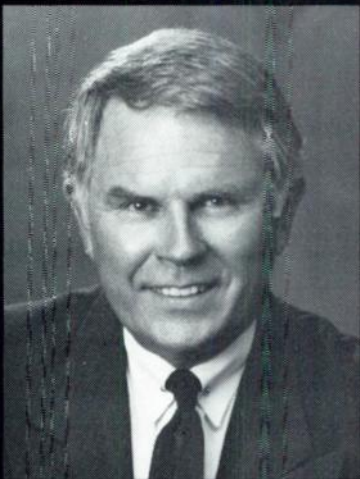
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produce as they are
becoming increasingly
popular to air.*

tian radio stations.

“As time goes by,” says Swirsky, “I hope that stations will gravitate toward these updates for more than just the reason that [this] is a service we can present them. I also hope that, because of their awareness of what Christian athletes are doing [with] their lives, they’ll also have a greater respect for the job they do — both serving the Lord and also in their chosen profession.”

In the months and years ahead, the SS team plans to release, as the Lord allows, an ever-increasing variety of sports-related programs that share biblical truth and the Gospel of Jesus Christ. The horizon has never looked brighter as the SS team sails over the waves, shedding new light on sports and life.

Tom Felten is the work team leader for *Sports Spectrum*. He enjoys sailing but is dangerous at the rudder.



Woody Wojdylak

77,777

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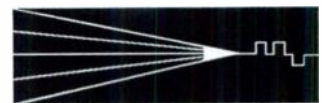
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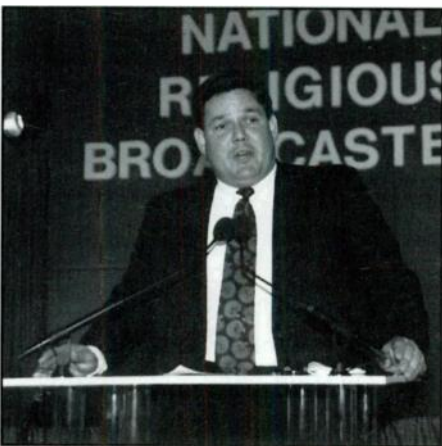
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by Elizabeth J. Guetschow

It was, admittedly, a rather awesome challenge: this idea that National Religious Broadcasters (NRB) could, through its 50th Annual Convention and Exposition, bring the strength of God, the love of Jesus Christ, and the fire of the Holy Spirit to a city still bearing the scars of riots which less than a year ago brought to it burning and hatred and destruction.

In many ways, this challenge — this opportunity — was what NRB 93 was about: the brief chance to be salt and light, to “proclaim Christ,” in a city where prosperity and poverty, security and fear, hope and hopelessness exist side-by-side.

But overriding this current of opportunity was perhaps a more sobering theme; for if NRB 92, held just over a year ago in Washington, had centered on the miraculous events in the former Soviet Union and on the new opportunities for evangelism there, the 1993 con-



All photos by Mike Hendricks

The NRB 93 All-Media Breakfast included greetings from Jim Martin, who testified to the good work being done by L.A.'s Union Rescue Mission, which sponsored the early morning event.

vention, whether deliberately or inadvertently, centered on the desperate need for powerful, influential Christianity in this nation, one which seems all too aptly described by David's words in Psalm 12: “There is no longer any that is godly; the faithful have vanished from among the sons of men. . . . On every side the wicked prowl, as vileness is exalted among the sons of men” (RSV).

Indeed, NRB 93 was, at many moments and in many instances, a convention about the business of “proclaim-

NRB 93: Taking Back Our Nation

ing Christ” to a nation which seems to have forgotten who He was and is and forever shall be.

The City of Angels

For those visiting California or Los Angeles for the first time, the location for NRB 93 — its first outside of Washington since 1967 — yielded an experience all in itself. It quickly became obvious that L.A. is a city of contrasts.

There were streets lined by gracefully swaying palm trees and streets lined by the blackened remnants of buildings destroyed in the city's now-infamous riots. There were million-dollar homes and those without homes, who daily approached NRB 93's attendees asking for money. There were stretch limousines and the ubiquitous RTD buses which service the city's extensive public transportation system.

There were marble-floored department stores offering hats for \$290 and strange, dark little shops offering a host of curious items which could only be found

in L.A. There were elite restaurants with everything French and expensive and The Original Pantry Cafe, with its baskets of carrot and celery sticks, its unceremonious, insouciant waiters, and its unbelievably affordable chalkboard menu.



NRB president Dr. Brandt Gustavson, director of conventions and exhibits Mike Glenn, and NRB chairman David Clark officially open the NRB 93 Media Expo.

This was a place in need of the proclamation of Christ, a city in need of the message that NRB 93's attendees, as members of the religious broadcasting industry, profess to believe and desire to



"I think we need to call sin what it is," challenged Greg Laurie, who was the main speaker at NRB 93's Opening General Session on Saturday, February 13.

spread. And the decision to take the 50th annual convention to Los Angeles seemed especially valid when one heard comments like those of actress Gail Ramsey, who thanked the organization and all who are a part of it for bringing NRB 93 to her city.

Within the spacious L.A. Convention Center — NRB 93's official "home" in Los Angeles, just across the way from a picture-perfect (characteristic smog and all) view of the city's skyline — there were the familiar sights of conventions past: the constant exchange of business cards; old acquaintances greeting one another warmly; groups of broadcasters in animated conversation; business associates discussing plans over lunch; convention attendees laden with bags of expo "loot"; speakers hurrying off to sessions.

As in years past, the convention was a time not only to learn and be refreshed, but also to meet face-to-face with those who are otherwise only voices on the phone or the air, to exchange ideas, to catch up on the events of business and personal life which have come and gone in a year's time.

Taking Care of Business

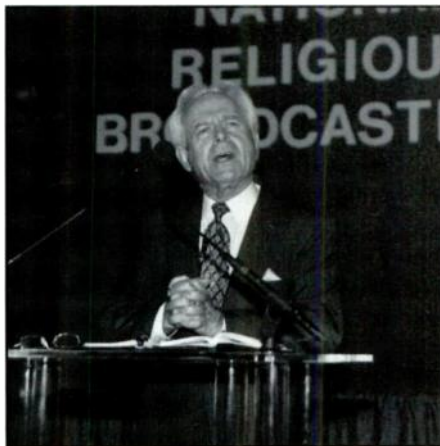
For NRB's Board of Directors, the '93 convention officially began with a morning-long meeting on Saturday, February 13, NRB 93's official first day. The Board of Directors, a suited mass of very proper blue, black, and gray, were greeted first by NRB president Dr. Brandt

Gustavson, who offered his thoughts on what the 1993 convention would hold: "God, we feel, is going to meet us in a grand way here."

Prior to beginning the actual business of the meeting, NRB chairman of the board Dr. David Clark led the group in a prayer which could well have been voiced by many of NRB 93's participants: "Help us to refocus if we've lost focus or if our vision is a bit blurred." Clark later gave an overview of NRB's year as an organization, specifically citing the move from New Jersey to Virginia. And, treading on more sensitive ground, Clark mentioned the pre-convention decision regarding a showing of *Hard Truth*, an anti-abortion video which the organization elected not to show at a general session. "This was not an easy decision," Clark noted firmly, "because all of us stand against what *Hard Truth* stands against."

Clark's comments were not the last heard at the meeting concerning the convention program. Following a report by program committee chairman Paul Ramseyer, several board members expressed concern about the selection process by which guests are invited to participate in NRB conventions, particularly those public leaders who are invited by virtue of the official positions they hold but who express beliefs which are contrary to those held by most in NRB's membership.

Richard Bott of Bott Broadcasting, Kansas City, Mo., spoke strongly in favor of a resolution specifying that the practiced policy of inviting public officials exclude those whose beliefs stand contrary to those of the organization. "Differences in doctrinal position or scriptural interpretation [are] one thing," Bott asserted. "Codifying sodomy and



In his characteristically impassioned style, Dr. Stephen Olford preached on the subject of holiness at the Sunday morning worship service.

things of that sort is quite another. If we were to hold our convention in Louisiana, I hope we would not, if he had been elected [governor], be required to have David Duke come and speak to us.

"The fact that a governor of a state may be in power should not require us to invite him. We come together to fellowship, to worship, to learn, to hear God's word preached so we go home stronger, not necessarily to pander to any politician," Bott said.

Those in support of the proposed res-



Debby Boone, one of several Christian entertainers who participated in NRB 93, stepped momentarily into her role as Maria Von Trapp for the Hollywood Night general session festivities.

olution expressed concern over the "signal that could be sent to the American public" should certain guests be invited to participate in future conventions. Others expressed an understanding of the policy which calls for the invitation of public figures but suggested that NRB's values be more clearly communicated when such invitations are extended.

In his position as chairman of the board, Clark reminded the board of NRB's founding and guiding purpose. "We stand for the right to proclaim the Gospel over the airwaves," Clark noted, adding that the preservation of that right allows individual broadcasters — not NRB as an organization — to "interpret the stances of men" as Biblical or not. A resolution which mandates that NRB undertake such interpretation in issuing invitations to public officials would, Clark asserted, "fly in the face" of the organization's constitution.

Following a lengthy and emotionally charged discussion and the consideration that it might be possible for NRB to "honor those who hold office without

CONTINUED ON PAGE 24

doing honor to their positions," the board elected to send the motion to committee for further study and consideration.

The "strictly business" nature of the Board of Directors' meeting was gracefully interrupted by the arrival of Alex Leonovich of Slavic Missionary Service in South River, N.J., and friends representing radio and television within the Commonwealth of Independent States (CIS). Included among the group was the host of Brandt Gustavson's 1991 trip to the Soviet Union, Mikhail Morgulis, who was greeted by Gustavson with a warm embrace.

Morgulis spoke of the new mission opportunities in the CIS — "We believe this a special place for God's plan" — and of his gratefulness to American believers for their prayers on behalf of the Russian people. "They know about your love. Thank you for everything, and God bless you."

Several of the items on the Board of Directors' agenda were ultimately dealt with at the NRB Business Meeting, held Monday, February 15. Here, NRB voting members approved proposed changes to the organization's constitution and by-laws. The changes included new references to NRB's executive director as president and to its president as chairman of the board. The revisions also called for the merging of the Ethics and Financial Integrity Commission (EFICOM), NRB's financial accountability arm, and the Evangelical Council for Financial Accountability (ECFA), which had administered EFICOM in the past.

According to past NRB president Jerry Rose, the "merging" of EFICOM with ECFA represents the attainment of a goal which has existed throughout EFICOM's existence. Rose stated that EFICOM would not have been needed at all had NRB felt, at the time of EFICOM's formation, that ECFA was meeting the needs of NRB members. "Working together, we have come to understand each other's needs," Rose explained, adding that the merger is not indicative of a lack of concern for financial integrity on the part of NRB. "The fact is, we're very

interested in accountability; the question is, how can we [achieve] it in the most effective way?" Under the new constitution, larger ministries will be required to meet ECFA's standards, while smaller ministries will be accountable to the NRB Ethics Committee. (See related sidebar.)

The Business Meeting also included the election of NRB officers, namely: David Clark, chairman of the board; Robert Straton, first vice chairman; Sue Bahner, second vice chairman; Mike Trout, secretary; and Brian Erickson, trea-



The Integrity Singers provided uplifting, spirit-filled music for the first general session of NRB 93 on Saturday evening.

surer. Elected to serve as members-at-large were: Stuart Epperson, Paul Hollinger, Richard Mason, Paul Ramseyer, and Jose Reyes.

One of the meeting's most encouraging moments was the report of Stan Jeter, chairman of the Hispanic National Religious Broadcasters (HNRB), that some 1300 people, including members of the local community, had gathered for the HNRB general session the previous evening. Jeter noted that attendance at the event was limited only by the fire marshal's declaration that no more people could be allowed in; he also reported that response to the altar call at the event had been significant.

Perhaps the most enthusiastic support of the voting members went to a resolution presented by Kay Arthur, chairman of the Resolutions Committee, regarding the potential reinstatement of the Fairness Doctrine. If reinstated, the doctrine, which is viewed by most religious broadcasters as a "gag rule," would require broadcasters to provide adequate time for the discussion of controversial public issues and to insure that important contrasting views on these issues are presented. This would mean, for example, that a discussion on abortion must neces-

sarily include both the pro-life and the pro-choice viewpoints.

NRB's voting members ardently accepted the resolution against the doctrine: "Whereas National Religious Broadcasters exists primarily to secure and maintain freedom of access to the electronic media for the presentation of the Gospel of the Lord Jesus Christ, and for the proclamation of the biblical point of view on world events; and whereas religious broadcasters now enjoy unprecedented freedom of access to the

media in the United States and an increasing access around the world; and whereas, since the so-called Fairness Doctrine was repealed by the Federal Communications Commission, there has been a healthy democratic increase in expression of all news in the broadcast media with unprecedented participation by American citizens; and whereas, since there are over 10,000 radio and television stations in the United States resulting in more than adequate presentation of all responsible views; and whereas, since the so-

called "Fairness Doctrine" was repealed, despite predictions to the contrary, "the republic still stands"; and whereas the Fairness Doctrine had a chilling and stifling effect on broadcasters everywhere,



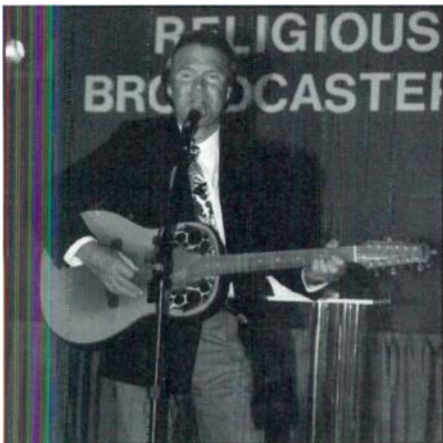
A clean-cut and conservatively dressed Mylon LeFevre shared about a new facet of the career which has spanned two decades and various musical styles.

therefore let it be resolved that the National Religious Broadcasters goes on record as strongly opposing an attempt to reinstate or make the Fairness Doctrine the law of the land and pledges to vigorously

oppose any such action.”

Students Evermore

Throughout NRB 93's four intense days, some 35 educational sessions, workshops, and seminars served as evidence to the importance of continual growth and learning within the Christian broadcasting community. The educational offerings of NRB 93 included sessions on radio, television, public relations, youth,



Although he has performed a plethora of musical styles throughout his career, Glen Campbell brought gospel, reportedly his favorite, to the All-Media Breakfast.

international ministry, fund raising, and prayer. Other events, including a Sunday-afternoon concert involving leading gospel recording artists Daryl Coley, Andrae Crouch, and Crystal Lewis and a special Black National Religious Broadcasters (BNRB) program, during which “Operation S.O.F.T: Save Our Families Too!” — a united national campaign designed to rescue urban inner-city families through religious broadcasting — was unveiled, targeted the black and Hispanic communities and the work therein.

The themes of cultural warfare and moral crisis were represented in a Saturday-afternoon Super Seminar entitled “Does American Have a Future? — Assessing the New Administration.” Robert Dugan of the National Association of Evangelicals (NAE) in Washington voiced a concern frequently expressed by Christian leaders since the November presidential election: that too many Christians voted with their minds and not

from their hearts. “A lot of evangelical voters did not vote in a principled way,” Dugan said. “It is possible that evangelical voters could have [indicated] a desire to stick with values and then ask God to help the economic problems.”

Our nation today, Dugan asserted, is one which is about the business of “establishing secularism” and becoming a place where it is socially acceptable to believe in anything but God. In assessing “the state of the union,” Dugan pointed to the apparent “triumph of cultural radicalism,” which calls for Americans to see only “choice,” rather than right or wrong. The sheer incompatibility of this idea with biblical teaching aside, Dugan asserted that this cultural radicalism “could bring about the collapse of democracy and the judgement of Almighty God.

“If we reduce everything to personal choice,” Dugan warned, “that is equivalent to the destruction of foundational principles. The deposit of moral capital that we are living off now will not last forever.”

The challenge for Christians, according to Dugan, is to be “impacting the body without losing our witness. Dealing with these problems does not exclude the Great Commission.” In what he described as an “arena of apathy, complacency, and dependency,” Dugan challenged Christians, particularly Christian broadcasters, to emerge as forces of change for the good of the kingdom. “We must,” Dugan urged, “produce the greatest revival, retrieval, recapture of a nation.”



Brush Arbor brought its brand of humor and foot-stomping music to the Anniversary Banquet, NRB 93's closing event.

The ominous threat of the Fairness Doctrine understandably dictated much of the discussion at a Tuesday-afternoon open forum on radio. Moderated by Jon Campbell of Ambassador Advertising in Fullerton, Calif., the forum focused in

part on possible actions by Christian stations in opposing the reinstatement of the doctrine. “When we face the number one reality of what’s going to hit us, it is the Fairness Doctrine,” Campbell said.

Billed as a “solid and open exchange of ideas, issues, and concerns facing today’s radio broadcasters,” the forum also featured a discussion of one of the key challenges facing those who work in Christian radio — reaching the broader Christian community, with its inevitably varying political and social viewpoints, while remaining faithful to the Gospel message. In maintaining integrity, radio broadcasters were urged to look carefully at their methods, lest they bear too much resemblance to those employed by the world. “I am concerned about reporting that tends to use techniques other networks use that we condemn, such as slanting the news,” commented David Eshleman of WBTX-AM/Broadway, Va.

A lively group of panelists and moderators, from a Fox network representative to some of Christian television’s most innovative executives, gathered to present a workshop entitled “Capturing Your Audience.” Led by Ted Baehr of The Christian Film and Television Commission in Atlanta, the session dealt with some of the key challenges involved in creating successful Christian television programming and with some of the common mistakes made by those who seek to use television for its highest purpose.

“The pressure is to use the language we’re all comfortable with,” Baehr acknowledged. “The trouble with that is [that] nobody knows what you’re talking about. When you’re talking to an audience, you have to reach [its members] where they are. You do your programs for the benefit of the people who need to see them.”

Baehr also urged broadcasters to seek excellence and integrity. “Good productions succeed. The American people are looking for gold, not fool’s gold. You don’t need to stoop to conquer; you don’t need to give up your values. Learn how to reach your audience and do things that reflect your highest values.”

Jeff Holder of Hanna Barbera Productions in Hollywood, Calif., encour-

CONTINUED ON PAGE 26

aged Christian broadcasters to work toward what would seem to be an obvious goal — programs the viewing public will actually want to see. “There are a lot of channels I don’t watch because I don’t think they’re going to have anything to say to me,” Holder said. Christian broadcasters must, he asserted, ask themselves some tough questions. “Why would people who are flipping the dial watch what you’re showing?” Holder suggested.

Oleen Eagle of Cornerstone TeleVision in Pittsburgh, which produces the innovative and creative *His Place* (described by Eagle as “a *Christian Cheers*”), stressed the importance of relevant programming in relaying the message of Christianity through television. “There is nothing more important than programming. It is going to be the message,” Eagle said.

Eagle referred to the three “E’s” of programming — entertainment, evangelism, and edification — and noted that, ironically, Christian broadcasters seem to look at entertainment as something evil, a vice to be left to the secular media. But, she observed, entertainment is a necessary part of the package. “The primary definition of entertainment is to hold an audience. And if you have an audience, you have a pretty good chance of conveying your message. Entertainment will lead to evangelism which will give you the opportunity to edify,” Eagle concluded.

Beyond the three “E’s,” Eagle spoke about the importance of relevance — to the audience, to social issues, to “what’s happening now.” Simply put, Eagle said, the goal should be to “find the need and meet it.” Eagle cited Cornerstone’s commitment to relevance and admitted that when relevant means innovative, as it often will, relevant may also mean reactions. “Relevance is the key to what we program,” she said. “[But] if you’re going to be innovative, you’re going to get a lot of phone calls that you’re going to have to deal with in a hard way.”

The mission field of American youth captured the attention and hearts of those who gathered for “Securing Today Without Losing Tomorrow.” Rep-

resenting their respective youth ministries, Ron Hutchcraft of *Saturday Night Alive* in Wayne, N.J., and Tim Altman of *Dawson McAllister Live* in Irving, Texas, spoke candidly about the needs of youth today, the lack of relevant programs for

with youth,” solid scriptural basis, a ministry broad enough to meet the needs, not just uncover them, and the support and involvement of adults. “One piece without the other probably isn’t enough,” Altman suggested.



Angela Lansbury, recipient of Hollywood Night's Centurion Award, pauses to grant the autograph request of some young fans.

Hutchcraft addressed the seriousness of the need for outreach to youth. “We believe that there’s a battle raging for a generation of kids, and the winner of this battle owns the future,” Hutchcraft said. “There are two fronts in this battle. One is [that] the devil is trying to get a generation of lost teenagers who know nothing about Jesus. Secondly, he’s trying to create a generation of Christian kids who don’t live for Christ.”

Hutchcraft cited the importance of giving youth clear, practical advice.

“You cannot give them should’s without how’s. We try to avoid clichés and to present Christianity in fresh talk that both the Christian and non-Christian can understand.”

The involvement of their peers is another crucial element in programming for youth, according to Hutchcraft. “If you ever invent a program for young people, they’d better be hearing kids’ voices on that program,” Hutchcraft advised. He also pointed to the impact of what he referred to as “divine match-ups” — kids calling kids. Hutchcraft noted that, for example, after a call from a suicidal teenager, “what’s exciting is when the next phone call is from someone her age who has been there and says, ‘Let me tell you what got me through this.’ It is amazing, when we send out a call, to watch kids match up with kids. That is a very thrilling dynamic.”

And, said Hutchcraft, when all is said and done, the key to reaching youth through broadcast is creativity. “We work to be as creative as we can, to carry the Christian message in a way that [youth] haven’t heard it before.”

In answering the practical questions of youth programming, such as “What if it doesn’t fit my format?” and “How am I going to pay for it?”, Wayne Pederson of Skylite Satellite Network in St. Paul, Minn., and Paul Schneider in KLJY-AM/Blue Earth, Minn., provided a few suggestions. Pederson stressed the need for partnership — with churches, youth organizations, student conferences, the

youth, and the necessary ingredients in successful and meaningful youth programming.

“How can we reach more kids? How can we reach them more deeply?” Altman asked. “That’s the mission for all of us — to reach more people and to reach them more deeply with the message of Christ. Here’s our vision: to have ministries



With more energy and power than seemed possible for the early morning hour, Janet Paschal proclaimed “I’m Not Ashamed of the Gospel” in song.

every Sunday night across America for teenagers that they know [are] there consistently, and they can turn [the program] on and know that every week. ‘It’s here, it’s real, it’s for me.’”

In creating youth programs, Altman stressed the need for several elements, including a personality who can “connect

press, and particularly with adults. "Any time you're doing something for the kids and grandkids of your constituency, they're going to be all for you," Pederson observed. "It's a win-win situation. It has been for us."

Schneider admitted that, given the fact that youth were not a target audience for KLJY, carrying youth programming was indeed a risk, with the audience and with the station's board of directors. KLJY's "solution" was to introduce *Saturday Night Alive* to its listeners and its board of directors as a test program for one month, after which time the station took a vote on whether or not to continue the programs. The listeners voted yes.

"Yes, we get negative mail. Yes, we get negative phone calls once in a while," Schneider admitted. "But after we ask [the callers] what they're doing for teens, it gets real quiet on the other end of the line, because they aren't doing anything."

In facing the question, "How do we pay for it?," Hutchcraft suggested that stations tap into the baby boomer generation. Baby boomers, Hutchcraft asserted, "are only givers to that which meets a need. If you're going to invest in a long-range ministry for your station, you must capture the loyalty of the baby boomers. And let me tell you what they care about. They care about their kids, and they are scared to death. Ask them to stand behind



Dick and Mel Tunney and Joni Eareckson Tada pause for a moment following NRB 93's closing Anniversary Banquet.

this new frontier that you're venturing into."

In spite of its title, the Television General Session had all the makings of an educational workshop, including a knowledgeable panel, a relatively intimate setting, and questions from the audience. Whatever it was called, though, it was excellent.

Moderated by NRB Television

Committee chairman Glenn Plummer, the session reflected one of NRB 93's larger themes, that of the ongoing struggle between excellence and corruption in the entertainment industry. Don Hahn, executive producer of *Beauty and the Beast*,



Another Hollywood Night guest and long-time Christian performer, Pat Boone, shares a song he wrote following the L.A. riots of 1992.

Hollywood, Calif., contributed the Disney perspective, asserting that "we're hearing about the conflicts without the hopes. It's our opportunity in what we do to offer hope to all people." Hahn called on broadcasters to "tell the complete story, not just the conflicts, but the [stories] of hope. I would encourage all of you to be better storytellers."

Michael Medved, the co-host of PBS's *Sneak Previews*, Santa Monica, Calif., whose recently released book, *Hollywood vs. America*, has been described by *Variety* magazine as "not so much a book as a nervous breakdown set in type," defended his book and further explained his views on the "dark" side of Hollywood in presumably typical engaging style. Citing a host of statistics regarding the box office failure of the morally corrupt films Hollywood often seems bent on producing, Medved asserted that *Hollywood vs. America* "strips away the one fig leaf for justifying what they do. 'We're just giving America what it wants' is not true when it comes to Hollywood today.

"It is not an example of giving the public what it wants," Medved continued. "It is an example of contempt for the audience. It is artistic and intellectual sloppiness. There is no market for this material; it fails time and time again. When Hollywood goes and repeats the same formulas again and again because they work, you understand that. But what's going on when they repeat a for-

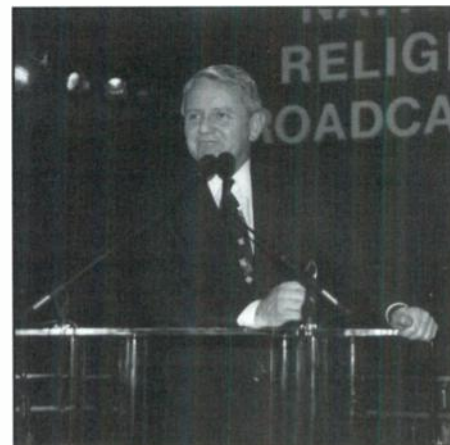
mula that doesn't work?"

Medved further spoke of the blatant contempt for organized religion shown by many in Hollywood — "Every time you have a religious figure portrayed on screen, he either has to be a crook or a crazy, or better yet, both. The hostility is real and deep-seeded" — and about the fact that touring for his book has given him "an amazing opportunity to discover the Christian community in this country. It's something the people in Hollywood ought to be exposed to — the level of sheer goodness, of decency, of good intention."

Speaking on behalf of Christian "missionaries" in the "field" of Hollywood, Ted Baehr of The Christian Film and Television Commission maintained that "all of us who want to clean up Hollywood need to take a stand in the entertainment [business] as lights in an industry that can be very dark."

Wonders to Behold

Glancing over the L.A. Convention Center Expo Hall, with its high ceilings, wide aisles, plush carpeting, and bright, airy feeling, it seemed unlikely that there could have been a better location for the NRB 93 Media Exposition. And the expo itself was undeniably impressive, with excellent displays, live broadcasts, and the Museum of Religious Broadcasting,



David Clark was re-elected to his position as NRB's chairman of the board during NRB 93's business meeting.

all coming together in a veritable festival of services and products, from Bibles and books to Holy Land honey.

For the exhibitors, NRB 93's expo was a chance to introduce themselves to the religious broadcasting industry, particularly to those unfamiliar with their offerings. According to Michael Hamrick

CONTINUED ON PAGE 28

of the Family Research Council in Washington, D.C., an association of professionals dedicated to family related issues and to influencing public policy for the family, many of those who attend NRB conventions are supporters of the council and of its goals and values. "These are the people [who] would be concerned about the same issues we're concerned about," Hamrick explained.

NRB 93 marked the "maiden voyage" of Metro Assembly of God of Brooklyn, N.Y., into the expo experience. With its chain link fence, its gutted Volkswagen, and a large New York City skyline cut-out, the Metro Assembly display mirrored the creativity its staff applies to the church's mission, which is basically to reach out in the name of Jesus Christ to the people — mainly the children — of the inner city.

According to Metro's Phil Greenway, the NRB 93 expo was an excellent chance to talk to Christian stations about airing its "docudrama" on inner city work; in addition, Greenway said the expo allowed Metro to book airtime on various issue-related radio programs. "All of these different avenues have been opened up," Greenway commented. "It has worked very well for us. We'll do it again."

Beyond the contact afforded by "Expo 93," Greenway said the event allowed Metro Assembly to educate attendees about the necessity of inner-city ministry, to encourage "a great sense of the fact that there's a mission field right here in America." Christians must not, he said, underestimate the impact or the opportunity of the inner city. "If you look at anything negative, it's come out of the city. We happen to think that revival can flow out of the city just as well."

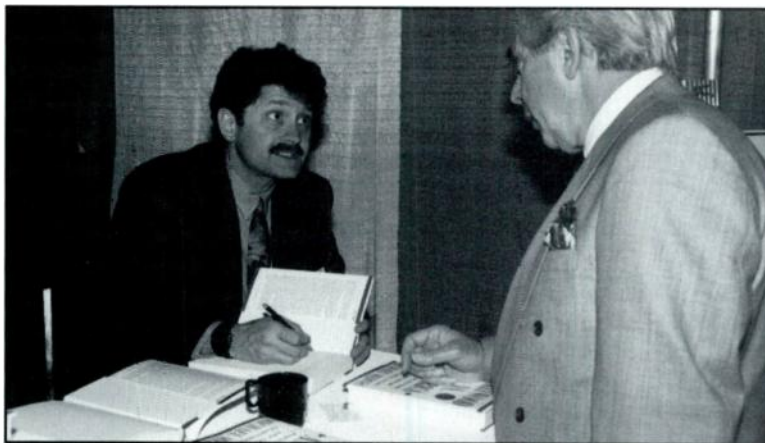
When Max Greiner of Max Greiner Jr. Designs in Kerrville, Texas, came to NRB 93, he brought with him a 1200-pound bronze sculpture entitled "The

Divine Servant." The life-size sculpture of Jesus washing Peter's feet (which Greiner created so that Jesus' face can only be seen by getting down on one's knees) evoked responses ranging from awe and admiration to weeping. "We've had a lot of good response, a lot of people real interested," Greiner said. "And there's been other things God's had on the agenda."

For CDR Communications of Burke, Va., the expo was a chance for exposure



Old friends and new acquaintances fellowship together during one of the 50th annual convention's meal functions.



Michael Medved, who spoke at the convention's television general session, signs one of many copies of his controversial book, Hollywood vs. America, in an autograph booth at the NRB 93 Expo.

and networking. According to CDR's Tom Sullivan, "The reason we came is to give exposure to our clients and our company. It's been really good for us as far as networking with people in our industry."

CDR president Chris Rogers pointed to the sense of community fostered by NRB conventions and to a new sense of deeper purpose among attendees. "We've had some really quality conversations," Rogers commented. "It seems like everybody kind of brings their part of the body

to the table, and we find out how we can work together.

"It seems like God is using NRB in a different way on deeper levels. I think God is looking for integrity, less arrogance, and more contriteness of heart; He esteems the humble. We're all after the same mission," Rogers noted.

The dedication of the Christian broadcasting community to the pro-life movement was represented by several organizations, among them the American

Life League of Stafford, Va. League president Jerry Horn offered praise for those who coordinated the '93 expo and for the opportunities afforded the event's participants. "We've been very, very pleased," Horn said. "I think there was a real servant's attitude, a real attitude of 'how can we better serve you?' For the American Life League and *Celebrate Life* radio, the NRB is just invaluable. It gives us a chance to show [other] religious broadcasters what we do.

"The pro-life movement has tried for so many years to reach beyond the choir, into the homes and hearts of people all across the country, and now internationally. And we're so grateful to the NRB for the organization and the spirit in which people have dealt with us."

According to Horn, the expo also provided an opportunity to present the pro-life movement in what may be a new light for some. "We hope that people will see the pro-life movement from a positive, problem-solving perspective," Horn said.

Breaking Bread Together

The nourishment of food and fellowship was to be found at a duo of convention events — the International Luncheon and the All-Media Breakfast. The increasingly international nature of NRB set the tone for the luncheon, which included recognition of attendees from Latin America, the Middle East, Western and Eastern Europe, Asia, Africa, South and Central America, and Australia. "This is

what NRB is all about — access to the media worldwide,” commented Jerry Rose, chairman of NRB’s International Committee.

Strains of the theme from NRB 92, which had focused on the opening up of the Soviet Union and on Russia’s “spiritual revolution,” surfaced when Alex Leonovich and friends brought greetings from the Commonwealth of Independent States (CIS). “In God’s providence and in His time, He has performed a miracle. Those of us who are alive today should be grateful to the Lord [that] we have seen this day,” said Leonovich, commenting on the newly found access of the Gospel message to the airwaves of the CIS, and ultimately to the hearts of the Russian people.

Luncheon speaker David Yonggi Cho of the 600,000-plus member Yoido Full Gospel Church in Seoul, Korea, focused on the unequivocal power of prayer in the life of a church and in the lives of all believers. “Prayer is the key to release the power of Christ in your life,” Cho said. Speaking with the understandable authority of experience and a church life marked by commitment to prayer, Cho told attendees that the “evil” seen in American society today is pervasive and all-powerful except when it is confronted by a praying nation and the Almighty God. “You can only stop this kind of pollution with national prayer.”

NRB 93’s final day began early with an All-Media Breakfast, which included a musical wake-up call by Janet Paschal of Word Record & Music Group, Nashville, Tenn. Following an amazing alliterative rendition of the parable of the prodigal son, Paschal shared the moving and powerful “I’m Not Ashamed of the Gospel.”

George Caywood of L.A.’s Union Rescue Mission (URM), which sponsored the breakfast, spoke of the city’s 65,000 homeless people and introduced one of the Mission’s “success stories,” Jim Martin, who had himself been among the thousands of homeless in L.A. Martin described the path which led him to L.A. and eventually to the good food and Good News of the Union Rescue Mission.

“I started believing that California was gold,” Martin recalled. “What I found were streets that were lonely and cold and dangerous. I had no hope whatsoever — or so I thought. [Then] one day, a [URM] volunteer named Bob Hess took the time to introduce a man named Jesus Christ to a man named Jim Martin.” The simplicity of Martin’s statement belies the significance of that introduction and the chills of wonder many who heard about it felt.

Following Martin’s testimony,

Caywood shared URM’s vision for the city it serves. Referring to the riots which nearly destroyed many parts of the city, Caywood predicted that, by the grace of God, “by the year 2000, Los Angeles will be known by another kind of fire, the fire of the Holy Spirit. We at Union Rescue Mission simply refuse to give Los Angeles to Satan. We don’t believe we have to.”

As the morning’s main speaker, President Ed Young of the Southern Baptist Convention, made reference to a *Time* magazine article which had con-

tained “predictions” for the future of America, including the dissolution of such “outdated” societal elements as the family and traditional morals. But, Young asserted, “*Time* magazine forgot one thing — the church. And my Bible says the gates of Hell will not prevail against the body.”

Together As One

If, in the diverse and complex world of religious broadcasting, the 1993 NRB

CONTINUED ON PAGE 30

TOP 30 SHORTWAVE BROADCAST STATIONS BY PROGRAM HOURS

LIST COMPILED BY THE BBC
FEBRUARY 1993

1. THE VOICE OF AMERICA, USA
2. RADIO MOSCOW, RUSSIA
3. RADIO BEIJING, CHINA
4. RADIO FREE EUROPE/RADIO LIBERTY, USA
5. BBC WORLD SERVICE, ENGLAND
6. WYFR-FAMILY RADIO, USA
7. DEUTSCHE WELLE, GERMANY
8. RADIO CAIRO, EGYPT
9. HCJB, ECUADOR
10. RADIO KOREA, SOUTH KOREA
11. ALL INDIA RADIO
12. RADIO FRANCE INTERNATIONAL
13. VOICE OF FREE CHINA, TAIWAN
14. RADIO PYONGYANG, NORTH KOREA
15. VOICE OF THE ISLAMIC REPUBLIC, IRAN
16. KOL ISRAEL
17. TURKISH RADIO
18. RADIO JAPAN
19. RADIO NETHERLAND WERELDOMROEP, HOLLAND
20. **WWCR-WORLD WIDE CHRISTIAN RADIO, NASHVILLE, TN, USA**
21. UAE RADIO, UNITED ARAB EMERATES
22. RADIO SOFIA, BULGARIA
23. FEBC, PHILIPPINES
24. RADIO AUSTRALIA
25. KING OF HOPE, LEBANON
26. SWISS RADIO INTERNATIONAL, SWITZERLAND
27. VATICAN RADIO
28. RADIO EXTERIOR DE ESPAÑA, SPAIN
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Convention and Exposition was *the* place where a sense of community among Christian broadcasters was most acutely apparent, then NRB 93's general sessions, from the opening gathering on Saturday night to the closing Anniversary Banquet on Tuesday night, were *the* place for that same community to sense the urgent importance of its work and its message in a nation which has become increasingly marked by its defiance of the One Who reigns sovereign over it.

An atmosphere of celebration and anticipation surrounded the Opening General Session on Saturday night. This was a chance for attendees to come together — many of them strangers to each other — under the unifying “umbrella” of a belief in Jesus Christ. This was the first opportunity to see all of the elements of convention planning together in one place — attendees, speakers, musicians, lights, sound, even the facility itself. And at the front of the hall, two large “We Proclaim Christ” banners reminded those in attendance of their reason for being there. Just being in that place seemed to elicit a feeling of revival and restoration, and to be sure, this feeling was one large part of what NRB 93 was about.

Other observations of this first session were not actually scheduled, such as the sight of convention services manager David Keith off to one side of the room, looking over the hall with a scrutinizing eye, possibly searching for potential problems, or that of long-time NRB convention volunteer Bill Ellis looking serious and intent upon his task of coordinating the speakers and musicians. And there was the sight of the evening's participants bending low so as not to block the video screens and shuffling around so as to be in the correct place when their turn came.

Integrity Music of Mobile, Ala., provided music for the evening, including a moving “recitation” by leader Larry Dalton of the many names and roles of Jesus Christ found throughout Scripture. Music was also provided by a clean-cut, conservatively dressed Mylon LeFevre, who looked about as far from the “heavy

metal” rocker working down the hall from Bob Dylan as seemed possible. LeFevre presented his ministry in music, explaining, “When I write a song, it is to communicate something I see in God's Word. . . . You don't know the people, and you don't know what's going on in their lives, but the One Who created them does.”

Greg Laurie, whose Harvest Crusades based in Riverside, Calif., have attracted thousands to summer meetings



Convention volunteer Deb Keith registers two of NRB 93's participants. Early post-convention tallies showed excellent attendance at the 50th annual convention.

in California and throughout the country, spoke of a modern society in which “right is wrong, bitter is sweet.” Referring to Isaiah 5:20 — “Woe to those who call evil good and good evil, who put darkness for light and light for darkness, who put sweet for bitter and bitter for sweet” — Laurie asked, “Is that not an assessment of the times in which we're living?”, and urged broadcasters not to become entangled in this perverted, muddled way of thinking.

“I think we need to call sin what it is. Some say, ‘I don't want to offend people.’ Hey, I don't want to offend God, because He's the One we'll stand before. We have a message to give, the message of the Gospel. Yet many of us as believers are afraid to stand up and say what we believe. [But] if ever there was a time to say it, this is it,” he noted.

Ultimately, the end of NRB 93's first day was wrapped in a cloak of somber repentance as Kay Arthur shared with the body a “call to repentance” (see accompanying sidebar) and urged attendees to gather for a moment of confession and rededication. And as the room became filled with the sound of prayers being lifted up to the Almighty God, it somehow became clear that this was to be one of NRB 93's most significant moments.

The broadcasters who gathered for Sunday morning's worship service came together to form a rich tapestry of spiritual traditions and backgrounds woven together by the same belief in Jesus Christ which unified all of NRB 93. Here, as in many places and times, the inevitable differences seemed to fade to an unimportant background.

President Don Argue of the NAE brought greetings and told broadcasters, “There has never been a time when you are needed more than you are needed today.” Driven by her belief in the power of prayer, National Day of Prayer chairperson Shirley Dobson referred to the Lord's call in Ezekiel 22:30 — “I looked for a man among them who would build up the wall and stand before me in the gap on behalf of the land so I would not have to destroy it” — and urged Christians to “stand in the gap and be intercessors for our nation.”

And in one of the most stirring testimonies to true commitment in marriage most had ever witnessed, Charlie and Lucy Wedemeyer shared about how Charlie's ALS — or Lou Gehrig's Disease — has affected their lives as Christians and as marriage partners. “When Charlie was first diagnosed,” Lucy Wedemeyer recalled, “I told him, ‘This is not your disease. This is not your battle. It's our battle and we will fight it together.’ And in spite of what the world would consider a tragedy, through Christ's love, we have so much joy and so much happiness.

“You know, at some point in our lives, we will all be faced with circumstances that we may find insurmountable,” Lucy commented, pausing to read the almost imperceptible movements of her husband's lips. “And Charlie says that when that time comes, you have a choice: you can be miserable, you can be angry; or, with God's help, you can go through it and become a stronger and better person. And to borrow a phrase from our friend Tim Hansel, ‘Pain and suffering are inevitable. Misery is optional.’”

As the morning's main speaker, Stephen Olford of Encounter Ministries in Memphis, Tenn., preached a message of conviction about holiness, reminding broadcasters that without this divine attribute, successful ministry means noth-

ing. "I don't care how successful I may be as a communicator; after all, that is an art form, and you can learn that without being holy." Olford further reminded attendees that the very nature of God demands purity of heart and spirit. "God is love," Olford declared in characteristic forceful style, "and love rejoices not in iniquity. You don't have to drop dead to die. [But] if we apply the cross to our lives, we shall live."

Hollywood came to NRB on Sunday night in a much talked-about, long-awaited general session which was reflective of NRB 93's literal move away from the political center of our nation to its entertainment capital.

If anticipation had been the watchword of the Saturday night Opening General Session, excitement and a sense that the occasion was somehow appropriate given NRB 93's location prevailed over Hollywood Night.

Perhaps it was the standing-room-only crowd which gathered to honor the group of several hundred actors, writers, directors, producers, and technicians whose witness in Hollywood shows them to be faithful servants of Jesus Christ. Perhaps it was the "star-studded" line-up of guests. Maybe it was the very Hollywood-ish "witty repartee" and comfortable cajoling of Lloyd Ogilvie of Lloyd Ogilvie Ministries in Hollywood, Calif., and Jack Hayford of Living Way Ministries in Van Nuys, Calif., both of whom seemed perfectly suited to their roles as the evening's co-hosts.

But Hollywood Night was not merely an evening of entertainment, nor was it a time for NRB to conveniently forget its beliefs and pander to the "stars" of Hollywood. It could, presumably, have been any of those things, but with testimonies like those of Dean Jones and Allan Johnson, it was not.

In addition to music from Pat and Debby Boone, Hollywood Night's offerings included a presentation by actors Karen and Jim Covell on Inter-Mission, an organization representing Christian actors in Hollywood. "The philosophy here is to show the Christian and secular world that there are Christians in the industry," explained Jim Covell.

"I think that once you command the respect of people — Christians and non-Christians alike — they're going to be drawn to you because of your excellence, because you are someone that they want to know," Jim Covell added.

Actor, director, and producer Allan Johnson came to Hollywood Night representing another Christian entertainment

organization, the Actor's Co-op, a professional acting company of Christians. "Our goal is to continually glorify our Lord and Savior Jesus Christ with our talents," Johnson explained, noting that the Co-op's productions have been enthusiastically received by both crowds and critics. "We have people come and see are shows [who say], 'There's something special about what we see on the stage.' That gives me the opportunity to tell them what separates our theater from others. It's Jesus Christ."

Although Angela Lansbury was billed as the evening's "main attraction," Hollywood Night's defining moment for many in the capacity crowd came in the form of a testimony from actor Dean Jones, who will likely be forever linked to *The Love Bug*. Jones began with a word of gratitude to religious broadcasters, explaining that it was their work which allowed him to have a testimony to present.

With humor and poignancy, Jones

CONTINUED ON PAGE 32

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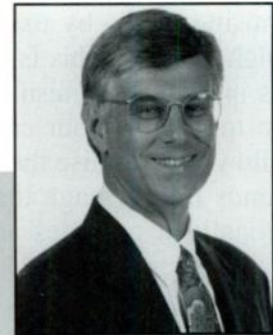
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related three incidents in his life eventually leading him to a point of repentance and salvation. He began by describing a motorcycle accident which left him lying helpless in a ditch below the Mexican border. Jones related that, as he awaited help, he found himself unable to get the words of a poem by Francis Thompson out of his mind: "I fled Him down the nights and down the days. I fled Him down the arches and the years. I fled Him down the labyrinthine waves of my own mind, and in the midst of tears, I hid from Him. . . ."

Dean described another "stop" on his spiritual journey — a cathedral in Mexico City — where, in spite of Jones' unbelief at the time, his wife was healed of crippling arthritis. Finally, Jones related his experience in a Cherry Hill, N.J., hotel room where he ultimately reached a point of desperation and decision.

"I'm depressed, I'm in despair, I'm angry, I'm bitter," Jones recalled, placing himself back in time as he recalled the

incident. "I'm making \$52,000 a week. I'm driving a Ferrari. I have a big house. I am starring in motion pictures. Everything that I thought would have fulfilled me, I had. And I was thinking of killing myself. And it so frightened me that I would think this way that I fell to my knees and gave my life to Jesus Christ. When I finally surrendered, the peace of Christ rolled over me like an ocean wave. I've never been the same."

For all its excitement and energy, the Hollywood night audience sat in silent, rapt attention as Jones addressed it directly once again. "Were you on the mike, were you in management, were you sweeping up the week before, when I had flipped by a radio station that talked about Jesus, the Prince of Peace? Did you have a hand in the evangelistic broadcast where somebody said, 'You'll never know the vision that God has for your life outside of Jesus Christ'? Were you there that day?"

"There is no higher calling, dear brothers and sisters, than to extend the word of God to our decaying culture. I pray that you will remain, that you will gain fresh anointing, that you will see a

new vision, a deeper, lovelier style, a more powerful delivery, because our nation, our world depends on it."

In spite of the fact that Hollywood Night seemed to have already accomplished its purpose at that point, the Christian broadcasters gathered for the event were further reminded about the importance of their work by actress Angela Lansbury, who was honored with the Centurion Award, presented to individuals who exemplify the ideals of traditional family, moral, and spiritual values in their professional contributions to the media.

In her address to the Hollywood Night audience, Lansbury spoke of the process by which she selects roles and makes decisions regarding her career. "In all the work I've done over the years — on stage, in films, on television — I've always tried to find material that illuminates the human condition. I have tried to choose material that celebrates love, not hate; peaceful resolution, not violence; honor, not dishonor; tolerance, not intolerance.

"I've tried to choose material that speaks to the best in all of us, not to the worst. My career has always been driven

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by my faith in God. I believe that all of us who have access to the airwaves have an enormous opportunity and an enormous responsibility."

Following the close of Hollywood Night and in the midst of a loud and energetic crowd, one of the event's special industry guests, David Morris of American Film Technologies Inc. in San Diego, commented on the daily challenge of being a Christian in what is often a decidedly non-Christian industry. "It's really difficult because so much of media is people's perceptions and how you present yourself," said Morris, who is currently working on a new Steven Spielberg film, "and having a spiritual commitment is thought to be rigid."

The Grand Finale

The 1993 Anniversary Banquet arrived on Tuesday evening, February 16, in a flurry of elegance and pandemonium. The entire event might have been more distinctly bittersweet — bitter because it marked the end of a much-anticipated convention and sweet because NRB 93 had indeed been worth the work and the wait — had it not been for the fact that NRB 93 filled the Hilton ballroom, already chosen at the last minute for the space it offered, to the absolute limit.

It was somehow difficult to take anything too seriously when mealtime entertainment was being provided by the crisply uniformed waiters who very near-

ly had to climb over and crawl under the tables in order to serve an otherwise elegant meal to a capacity crowd.

But the necessary atmosphere of extremely close communion (and the constant threat that the fire marshal might suddenly appear and order another nine tables removed from the ballroom) did not prevent one of NRB 93's overriding themes — that ours is a land desperately in need of the message of truth carried and spread by Christian broadcasters — from prevailing yet again. In his keynote address, Pat Robertson of The Christian Broadcasting Network in Virginia Beach, Va., did not disappoint those who expected him to address the morally and spiritually back-slidden state of our nation.

"We are painfully aware that we have entered a time of moral conflict that is hitherto unknown in our nation. We are living, my friends, in a hostile land," said Robertson, who had begun his speech by noting the joy and anticipation of the 50th convention celebration. "Never in the history of the United States of America have we as a nation permitted such an all-out assault on God Almighty, on Jesus Christ, on the Christian faith, on the family, on human life — in fact, an assault on every tenet of the biblically based morality which has guided our nation since its inception."

Robertson cited the rampant occurrences of rape, robbery, arson, bombings, murder, abortion, drug use, illiteracy, and

suicide for which the United States has sadly become known as a "leading" nation. "I doubt very seriously if America can be called a Christian nation anymore," Robertson commented. "We are fighting a cultural war, and it is a fight for the survival of America. America does not have a fiscal crisis. [It] has a moral crisis." And, he noted, the secular press "is not going to warn American of moral decline."

Robertson called for a number of pragmatic, politically determined "solutions" to the moral crisis, among them the treatment of AIDS "as any other communicable disease," a stand against practiced homosexuality, which Robertson described as "the ungodly lifestyle that destroys all it touches," and the promotion of sexual chastity and marital fidelity.

All solutions to America's moral crisis are, Robertson said, linked to one overriding way of life: "faith in the Almighty God and obedience to His Holy Word in the Bible." Robertson called on his fellow Christian broadcasters to be instruments of change. "We're crying out, 'There's got to be a better way!' We love America, and we have a holy divine mandate to address these problems.

"We can cry out to God for a mighty spiritual awakening in [this] nation. God, in His grace, gave us this land. Magnify your calling. Any opportunity you've got to reach out is important."

Answered Prayers, Encouraged Spirits

Looking back on the 1993 NRB Convention and Exposition, it seemed that Brandt Gustavson's hope-filled proclamation to the Board of Directors — "God, we feel, is going to meet us in a grand way here" — had indeed come to pass. "Our goal in producing the NRB convention has been not only to produce one of quality and education and an excellent exposition, but to produce a convention where the spirit of God is at work, moving all of us to serve Him better," commented Gustavson at NRB's Manassas, Va., headquarters.

"It's been my opinion that overall leadership — the board and the executive committee — [has] always wanted to produce a program like this, and sometimes in the past, we may have missed that mark. I think the objective has been there; it just seems that God has been with us in accomplishing [this], and we're grateful."

And so, NRB 93 was pronounced a success. But as it gathered for staff devo-

NRB 93 Award Recipients

- Lester Roloff; Roloff Evangelistic Enterprises, Corpus Christi, Texas; Religious Broadcasting Hall of Fame (posthumously)
- C.M. Ward; *Revivaltime*, Springfield, Mo.; Religious Broadcasting Hall of Fame
- Rudy Atwood; *The Old Fashioned Revival Hour*, Pasadena, Calif.; Milestone Award (posthumously)
- Paul Finkenbinder; Hermano Pablo Ministries, Costa Mesa, Calif.; Milestone Award
- *Children's Bible Hour*, Grand Rapids, Mich.; Milestone Award
- *Songs in the Night*, Chicago; Milestone Award
- Robert Bowman; Far East Broadcasting Company, La Mirada, Calif.; International Award
- Paul Freed; Trans World Radio, Cary, N.C.; International Award
- David Mainse; Crossroads Communications, Toronto; International Award
- Cal Thomas, *Los Angeles Times* Syndicate, Washington; William Ward Ayer Distinguished Service Award
- WMHK-FM/Columbia, S.C.; Radio Station of the Year
- USA Radio Network, Dallas; Radio Program Producer of the Year
- In Touch Ministries, Atlanta; Television Program Producer of the Year
- *Concerned Women for America*, Washington; Talk Show of the Year
- Charles Colson; Prison Fellowship Ministries, Reston, Va.; Board of Directors' Award
- Robert Ball; Salem Communications, Camarillo, Calif.; President's Award (posthumously)

CONTINUED ON PAGE 34

tions in the week following the convention, the NRB headquarters staff offered up one final prayer for that which was still a fresh memory, a prayer that NRB 93's weighty affirmation — "We Proclaim Christ" — would not merely be relegated to some collection of fond convention memories but that it would instead live on as a call to dedication and commitment.

It was a prayer that, in the midst of sundry daily challenges and demands, Christian broadcasters would fully commit themselves to the greatest challenge of all — that of using the medium of broadcast and the message of Jesus Christ to bring a country which has become one nation *apart* from God back to the place where it may righteously be called one nation *under* God.

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

Six years after it was created as an in-house accountability group by National Religious Broadcasters (NRB), the Ethics and Financial Integrity Commission (EFICOM) was terminated, NRB chairman David Clark announced during a press conference at the 50th Annual NRB Convention in Los Angeles.

The action follows the passage of a revised constitution and bylaws by the NRB membership during the association's annual business meeting at NRB 93. NRB's new constitution and bylaws call for the dissolving of EFICOM and require that non-profit (501.c.3) organizations with annual broadcast-related incomes of \$500,000 or more meet the stipulations of the Evangelical Council for Financial Accountability (ECFA). Nonprofit member organizations with an annual broadcast income of less than \$500,000 will come under the jurisdiction and oversight of the NRB Ethics Committee.

According to past NRB president Jerry Rose, a merger of EFICOM and ECFA "is not something new." Merging was the ultimate goal from the very beginning of EFICOM, explained Rose, who helped lead NRB during the formation of the commission.

"The purpose of EFICOM was to develop a customized accountability structure which was compatible with the needs of religious broadcasters," Rose said. "EFICOM wouldn't have been necessary if religious broadcasters had felt ECFA in 1986 had met their needs. At that time, it did not.

"Working together, [NRB and ECFA] have come to understand each other's needs. We feel now that our needs can be accommodated within ECFA. The fact is, [NRB is] very interested in accountability. The question is, 'How can we achieve it in the most effective way?'" Rose concluded.

NRB first vice chairman Bob Straton echoed Rose's sentiments by noting that EFICOM was "a self-regulatory system put into place to act as a guide, and a regulatory commission to monitor our own members. Moving the responsibility of regulation to ECFA will be a time- and cost-saving device.

"The guidelines for regulation will remain, but they will be handled by ECFA," Straton said. "This change is a matter of taking responsibility and putting it where it justifiably belongs. Everybody has to answer to somebody."

According to NRB president Brandt Gustavson, about 40 or 50 of the association's larger members will be required to join ECFA. Presently, and prior to the absorption of the EFICOM-approved organizations, ECFA regulates organizations which have combined overall budgets of more than \$3.1 billion.

ECFA was established approximately 15 years ago to help nonprofit evangelical organizations earn public trust through ethical practices and financial accountability. The council is based in Reston, Va., and is directed by Clarence Reimer. ECFA has served as the primary administrator of EFICOM following its formation by NRB.

In the near future, the NRB Ethics Committee will be developing a set of business and financial guidelines for the organization's for-profit members. The guidelines will be formed by the committee in cooperation with the for-profit members. ^R_B

A Call to Repentance

The following resolution was presented to the NRB 93 convention delegates at the Opening General Session on Saturday, February 13, 1993, and was officially accepted by the organization's voting members at its business meeting on Monday, February 15, 1993.

Whereas our nation has lost its fear of God in that it no longer honors His name nor His holy commandments, and

Whereas the Lord is a great and awesome God who keeps His covenant and His loving kindness for those who love Him and keep His commandments and

Whereas we, as a nation, once acknowledged God and His sovereignty, and

Whereas we once revered His character and His Word and thereby sought to govern our nation in a way that demonstrated a fear and respect for God's holy commandments, and

Whereas we have sinned, committed iniquity, acted wickedly, and rebelled, even turning aside from His commandments and ordinances, not listening to nor walking in His holy statutes, and

Whereas we have not sought the favor of our Lord God by turning from our iniquity and giving attention to His truth, and

Whereas, according to His Word, when a country sins against God by committing unfaithfulness, God must move in righteous judgement by stretching out His hand against that nation,

Be it resolved that we as National Religious Broadcasters gathered together at our 50th national convention in Los Angeles, California, collectively confess our sins and the sins of our nation, and return in godly sorrow and repentance to our God and to the sufficiency and veracity of His Word,

And let it also be resolved that we covenant before God, no matter the cost, to be faithful to personally govern our lives in every aspect according to the clear teachings of the Word of God, and to proclaim these tenets to our audiences faithfully in a way befitting the character of our Lord Jesus Christ, not fearing the face of man but fearing only the One to whom we will someday give an account.

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.

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Global Glances

It's hard to imagine Tamara Lindley Brown, an attractive red-haired mother of a 22-month-old son from Costa Mesa, Calif., is HIV-positive. And instead of feeling devastated over this news, this 32-year-old mother has dedicated her life to bringing the love of God to those dying with AIDS.

Under the dedicated leadership of Herb Hall, 36, who is also HIV-positive, Brown is part of a new ministry called He Intends Victory. The ministry reaches out to AIDS patients in hospitals and hospices. I recently met with Brown and Hall to hear their stories of how they gave their lives completely over to Jesus Christ and how they are caring for others with the disease.

Brown, who is married to Gary Brown, 36, was first diagnosed as being HIV-positive in March 1992. "I took the test after feeling that God was telling me to do so," she said.

"I was healthy and I really felt no need to be tested. Still, I went ahead and I waited for the results. When the doctor told me I was positive. I was devastated. An hour later I was prostrate on the ground thinking I had killed my husband and my baby

for some years and had not been doing anything dangerous for eight years, my past sins have caught up with me," she added.

Brown is one of the few women to speak out on the subject of AIDS. "I believe that if I can stop one other person from becoming HIV-positive, that's what I'm here for. To be of service is part of my medicine," she said.

I asked Brown about the Church calling AIDS the "gay disease."

"Look at me," she said. "I'm a woman. It's not a gay disease, it's a people disease. AIDS shows no discrimination against color, class, or religion. It affects everyone."

Brown says some Christians have shunned her and her family because of her HIV-positive status. "It hasn't been unknown to us that some people in the Church want nothing to do with us and cannot find a special place for the people affected with HIV or AIDS," Brown explained. "Yet my Bible says Jesus reached out and touched the lepers and so it's been sad for me to discover that some of your brothers and sisters in Christ won't stand by you."

The Brown family has joined the Village Church of Irvine, Calif., which helps sponsor He Intends Victory. Brown goes out regularly to speak at other churches and youth groups. She has a special message to Christians.

"Jesus didn't give us a spirit of fear, but of love, power, and sound mind [II Timothy 1:7]. Christians should reach out with the loving arms of Christ. We're not to judge, but to love like Christ loved and gave Himself for the church. Jesus didn't come to save the righteous, but sinners," Brown said.

"Sin selectiveness bothers me. If someone hadn't preached to my homosexual cousin, he wouldn't be in heaven now. He died of AIDS in October in 1987," Brown declared.

Herb Hall was raised in a Southern Baptist church in Kansas and said he gave his life to Christ when he was seven. "When I was 12 or 13, I [was] rejected by girls and I struggled with being attracted to people of the same sex," he explained. "I was a loner in high school and after my family moved to southern California, I went into an adult book store and had my first homosexual encounter. It went on for ten years.

"Each time I would ask God to forgive me [but] I felt if I would tell anybody at church, they would kick me out. Then, I attempted suicide . . . [by taking] an over-



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

dose of pills. The pastor came to see me in the emergency room and said, 'Herb, I want you to know that whoever you've been or whatever you've done, God loves you and can forgive you of anything.'

"It was then that I shared with the pastor that I had been in the homosexual lifestyle and was struggling and again he said, 'God is in the business of changing lives.' So then I shared it with one other close friend and for three years I went through prayer and counseling. In 1986, God completely delivered me from the homosexual lifestyle," Hall announced.

"When the healing took place, God took away the urges and the feeling. God is still in the business of changing lives today. We have to hate the sin, but love the sinner and that's why I feel today that we cannot reach the homosexual because we haven't done that. We hate their sin and hate them too," he observed.

"In 1989, I fell in love with a girl in our church and I knew I wanted to marry, but I also knew I had to be tested for AIDS [since] I had been in one of the highest risk groups. So I went . . . and had the HIV test taken, [believing, that because I was a Christian], there was no way I could be HIV positive," Hall concluded.

"A week after I had the test taken, I got sick and collapsed and was rushed to the hospital. I told the doctor about the pending results of the tests. When I got the results, they said I was HIV-positive and my T-Cell counts were extremely low, which was an indication that I probably had the virus for eight or ten years," he said.

Shortly after telling his family, friends, and church members that he was HIV-positive, he joined the board of a ministry called the Naaman's Fellowship and began visiting dying AIDS patients.

"Then the Lord called me into full-

Group Ministers To AIDS Patients

Dan Wooding

[Joshua]. Miraculously, my husband and Joshua are clear," Brown explained.

"The sins of my past had come back to haunt me. I am living proof that you reap what you sow," Brown stated. She says she caught the virus during a promiscuous period in her life.

"It was a heterosexual relationship," she admitted. "I was promiscuous from [the time I was] 16 to 24. My first experience with marijuana was at the age of nine and by the teenage years, I was using harder drugs. Finally, by the age of 24, I made a decision to finally turn my life around and get sober.

"I was never mad at God, because Jesus says in the Scriptures, 'I will never leave you or forsake you' [Joshua 1:5]. I also know that 'all things work together for good' [Romans 8:28]. I know now I have to be about my Father's business. I now have a purpose to speak out and say that not even the church is safe from this blight. Even though I have been walking with the Lord

CONTINUED ON PAGE 48

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TELEVISION STATIONS

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

RADIO PROGRAM PRODUCERS

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

TV PROGRAM PRODUCERS

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

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Media Focus

New Area Broadcast Guide Categorizes Stations By Zip Code

TULSA, Okla. — Traditional ministry radio logs listing broadcast stations and times arranged by city and state may now be obsolete, says David L. Payne, radio coordinator for Kenneth Hagin Ministries of Tulsa and former president of National Religious Broadcasters' Southwest Chapter.

Payne has devised a new area broadcast guide, which identifies all stations where a ministry broadcast may be heard in a particular coverage area based on postal zip codes. By looking up the first three digits of his zip code in the Area Broadcast Guide, a listener can locate all the radio stations which air his program of choice.

"We recently sent copies of our new Area Broadcast Guide to some 350,000 homes on Kenneth Hagin Ministries' mailing list," said Payne, "and the response is very positive. We believe this new guide is actually increasing the listening audience for Hagin's daily radio program, *Faith Seminar of the Air*."

Payne says the traditional radio logs are not very "user friendly." Many listeners, especially those new to an area, may not

be familiar with nearby cities with stations carrying programs they want to hear, Payne said.

Produced in ten corresponding versions, the Area Broadcast Guides correlate all station primary coverage areas with postal zip codes with the first digit of a zip code dividing the country into ten groups of states (from "0" in the northeast to "9" in the far west). The second and third digits of the zip code divide each state into sections.

Using computerized programs to overlay these grids on station coverage maps, a comprehensive listing of broadcasts in any given area is obtained. The top portion of the guide lists zip codes and station reference numbers while the bottom portion provides station call letters, dial positions, and program times for each reference number.

According to Payne, a potential listener only needs to know the zip code of a particular area to tune in. In addition, Payne has deleted unnecessary information, such as cities and states listed beside station call letters, to avoid confusion and keep the log simple. Payne explained this was confirmed

by marketing test data.

Because the program guide is based on primary, not secondary coverage, each of the stations on the guide is well within range for listeners in each zip code group. Payne says the guide can be adapted for use with any radio program. He said he also



David Payne

hopes the new system will benefit broadcasters.

According to Payne, the idea for the guide came to him one morning during a Kenneth Hagin Ministries staff prayer meeting. "I'd

been praying about finding a better way to keep listeners informed about program information, because I was never happy with the standard log . . . It was almost as if the Lord helped me find another way of looking at the information," he added.

Study Shows Religion As Whole Holding Own In Urban Church

LANCASTER, Pa. — Some religious bodies are losing ground in cities, but religion as a whole is not and religious leaders continue to have keen interest in urban affairs, according to Dr. Loyde Hartley, professor of religion and society at Lancaster Theological Seminary.

Hartley reached those conclusions after an extensive study of the literature produced by and about city churches. His recently published bibliographic work entitled *Cities and Churches: An International Bibliography* traces writing about urban religion from 1800 to 1990.

"Cities cradle religion," Hartley said. "New religious groups are nurtured by the city and challenged as they grow." However, Hartley's study shows established religious bodies always have had trouble in the cities. Even in the early 1800s, some church leaders were complaining about their members moving away from the cities and abandoning the churches.

Yet, local churches are among the city's most resilient institutions. Although weakened, they often find ways to survive in deteriorated communities long since forsaken by banks, hospitals, supermar-

kets, factories, and even liquor stores.

Leaders of the older religious bodies write about how to "hold on" in the city a while longer while leaders of the new urban religious bodies, often struggling to keep ahead of their fast growing movements, initially write very little. Only if their new movement succeeds will printed religious materials and interpretive histories follow. As a consequence, religion does not have a single vision or message for the city, but many.

"The complete story of religion's encounter with the city, if it is ever adequately portrayed, will consist of multiple histories in support of varied dreams, not a unified history with a compelling, integrated vision," Hartley explains.

Interest in urban religion remains high with the number of city-oriented religious experiments growing rapidly over the past three decades. Most of the citations in the bibliography were written from 1960 to 1990, with about equal numbers being produced in each decade. In the 1960s, mostly white authors were writing about how the established churches needed to change if they were to survive in the city. By

the 1980s and early '90s, more was written by African-American, Latino, and Korean-American authors with greater attention given to thriving ethnic minority churches.

Although much of the urban church literature has been written about large metropolitan areas, in recent years increasing attention has been given to religion in small and middle-sized cities. This trend reflects religious leaders' growing recognition that more Americans live in small and middle-sized cities than in the very large metropolitan centers.

Cities and Churches: An International Bibliography is available through The Scarecrow Press or in public libraries.

Satellite DAB Could Hurt Radio Industry

NEWORLEANS—The Federal Communications Commission (FCC) risks destroying the system of local radio broadcasting if it authorizes 30 to 60 new channels in each market through national satel-

CONTINUED ON PAGE 58

Trade Talk

Airwave News

SEOUL, Korea — Christian Broadcasting System (CBS), the first independent broadcasting system in Korea, dedicated its new building for Seoul Station last December 21. The building includes an open studio for television programs and a multi-purpose open studio. Surplus office space will be rented out until CBS acquires more radio and television stations.



CBS Building

BATH, N.Y. — On December 14, 1992, the Family Life Network doubled its outreach potential with three new radio stations — WCOU-FM/Warsaw, WCOT-FM/Jamestown, and WCIY-FM/Canandaigua.

SPRINGFIELD, Ohio — WEEC-FM, a non-commercial, 24-hour Christian station, reached its faith promise fund-raising goal of \$375,000 by telephone in three days. In the past, it has taken several months of mail responses to reach the monetary goal.

CLAYVILLE, N.Y. — The Church of the Open Door Ministries, Inc., is sponsoring a one-hour gospel radio program hosted by Pastors Christopher and Clara Crocco. The Croccos do a live program over WVOA-FM each Sunday evening, talking about issues pertaining to the Bible.

Awards

NASHVILLE, Tenn. — *Billboard* magazine named Sparrow the “Top Contemporary Christian label” and Sparrow recording artist Carman the “Top Contemporary Christian Artist” in its 1992 year-end issue. The results were based on the publication’s contemporary Christian albums sales charts.

Sparrow recording artist Steven Curtis Chapman topped five categories in American Songwriter’s annual year-end tabulations, including “Overall Songwriter and Artist.” In contemporary Christian music categories, Chapman received honors in the artist, songwriter, and song (“What Kind Of Joy”) categories. Chapman was

also voted “Best Male Artist” and his recording *The Great Adventure*, “Best Album” by the readers of *Campus Life* magazine.

WASHINGTON, D.C. — For the first time, the National Association of Broadcasters will honor three individuals with engineering achievement awards April 21 at its annual convention in Las Vegas. This year’s recipients are: for achievement and service to broadcasting, Herbert Schubarth of Gannett Broadcasting; for achievement in radio engineering, Robert Silliman of Silliman & Silliman; and for achievement in television engineering, Stanley Baron of the National Broadcasting Company.

LANCASTER, Pa. — WDAC-FM has announced Dr. D. James Kennedy (*Truths That Transform*) as recipient of its Broadcaster of the Year award for 1993. This

award is based on listener appreciation, garnered through listener surveys conducted every three years by the station.

Music News

DENVER — BlueStone country recording artist Tom Stipe recently returned from a brief tour of Russia with his six-piece band. The live performances before thousands of Russian country music fans also became a platform for sharing en-



Ricky Skaggs (left) and Tom Stipe team up in Russia.

Nielsen Media Research: November 1992 Devotional Programs

| Rank | Program | Ave. TVHH | Stations |
|------|--|-----------|----------|
| 1. | <i>Hour of Power</i> | 1,318,000 | 168 |
| 2. | <i>World Tomorrow</i> | 809,000 | 136 |
| 3. | <i>Believer's Voice of Victory (wkly)</i> | 556,000 | 129 |
| 4. | <i>In Touch</i> | 550,000 | 52 |
| 5. | <i>Coral Ridge</i> | 393,000 | 103 |
| 6. | <i>Larry Jones Presents</i> | 347,000 | 93 |
| 7. | <i>Ever Increasing Faith</i> | 343,000 | 23 |
| 8. | <i>The 700 Club with Pat Robertson</i> | 279,000 | 94 |
| 9. | <i>Day of Discovery</i> | 263,000 | 119 |
| 10. | <i>World Vision (specials)</i> | 243,000 | 46 |
| 11. | <i>Oral Roberts & You</i> | 236,000 | 59 |
| 12. | <i>It Is Written</i> | 192,000 | 46 |
| 13. | <i>Old Time Gospel Hour</i> | 184,000 | 82 |
| 14. | <i>Insight</i> | 154,000 | 10 |
| 15. | <i>Jack Van Impe</i> | 136,000 | 72 |
| 16. | <i>This Is The Life</i> | 117,000 | 24 |
| 17. | <i>Christian Lifestyle Magazine</i> | 114,000 | 15 |
| 18. | <i>Believer's Voice of Victory (daily)</i> | 112,000 | 52 |
| 19. | <i>James Robison</i> | 107,000 | 55 |
| 20. | <i>Crossroads</i> | 105,000 | 5 |
| 21. | <i>Jimmy Swaggart</i> | 101,000 | 62 |
| 22. | <i>Mass for Shut-Ins</i> | 92,000 | 15 |
| 23. | <i>Music & The Spoken Word</i> | 91,000 | 9 |
| 24. | <i>Search</i> | 91,000 | 22 |
| 25. | <i>In Touch Ministries</i> | 91,000 | 26 |
| 26. | <i>Christophers</i> | 83,000 | 15 |
| 27. | <i>Garner Ted Armstrong</i> | 67,000 | 17 |
| 28. | <i>John Ankerberg</i> | 58,000 | 20 |
| 29. | <i>Amazing Grace</i> | 51,000 | 9 |
| 30. | <i>Religious Town Hall</i> | 47,000 | 9 |

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

couraging words. Stipe joined country music artist Ricky Skaggs and his band Kentucky Thunder at concerts in St. Petersburg, Russia.

News Briefs

BOONE, N.C. — Two North Carolina physicians returned from a trip to Somalia in late January with stories of 11-year-olds carrying rocket launchers and memories of watching people die for lack of medical resources. Dr. David Stevens, director of World Medical Mission (the medical arm of Samaritan's Purse), and Boone surgeon Dr. Richard Furman served two weeks in Somalia before returning to the United States.



Samaritan's Purse and World Medical Mission President Franklin Graham (left) and Dr. David Stevens examine a Somali child.

vice president of sales and marketing, Linda Klosterman to director of marketing, Steve Sano to director of customer service and telemarketing, and Kyle Fenton to manager of national promotion.

LAFAYETTE HILL, Pa. — The Pennsylvania Association of Broadcasters named Jennifer Lear Downing as its first female chairperson. Downing is the general manager for WZZD-AM/Philadelphia.

ATLANTA — Teresa Pakiz is the new manager of media services for In Touch Ministries. In her new position, Pakiz will supervise broadcast relations with the radio and television stations and cable networks carrying In Touch programming.

ORLANDO, Fla. — Paul David Freed has been appointed as executive vice president of The Spoken Word of God Minis-

tries. Freed, whose father is Dr. Paul E. Freed of Trans World Radio, will be responsible for overseeing the overall operation of the ministry's international outreach.



Jennifer Lear Downing



Paul David Freed

If you have a newsworthy item for Trade Talk, please send the press release to the attention of news editor Sarah E. Smith. Photographs are appreciated. All releases should be typed and categorized.

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Obituaries

NORTH PLATTE, Neb. — KJLT-AM founder John G. Townsend died at 83 in November. Townsend began his radio ministry in 1952 on KNBR, which eventually became the 5000-watt KJLT (King Jesus Lives Today).



John Townsend

People

NASHVILLE, Tenn. — The Sparrow Corporation has announced several personnel changes: Arlene Plotkin is the new director of human resources and Bill Lee joined Sparrow in the new position of coordinator of national promotion/gospel.

Sparrow also announced several promotions: Paul Bordenkircher to the new position of administrator of national promotion, Mark Funderburg to

The Arbitron Company: November 1992 Top 20 Syndicated Religious Programs

| Rank | Program | Total TVHH | Markets | % U.S. |
|------|--|------------|---------|--------|
| 1. | <i>Hour of Power</i> | 1,564,000 | 156 | 94.61 |
| 2. | <i>World Tomorrow</i> | 1,312,000 | 124 | 86.88 |
| 3. | <i>In Touch</i> | 733,000 | 83 | 69.30 |
| 4. | <i>Believer's Voice of Victory (wkly.)</i> | 664,000 | 128 | 87.31 |
| 5. | <i>Feed the Children</i> | 591,000 | 74 | 63.51 |
| 6. | <i>Fred K. Price</i> | 451,000 | 38 | 46.47 |
| 7. | <i>Coral Ridge</i> | 449,000 | 109 | 64.47 |
| 8. | <i>Oral Roberts & You</i> | 313,000 | 57 | 51.13 |
| 9. | <i>The 700 Club with Pat Robertson</i> | 305,000 | 97 | 68.18 |
| 10. | <i>Day of Discovery</i> | 283,000 | 122 | 70.39 |
| 11. | <i>Old Time Gospel Hour</i> | 255,000 | 81 | 47.86 |
| 12. | <i>It Is Written</i> | 216,000 | 44 | 45.41 |
| 13. | <i>Singsation</i> | 188,000 | 19 | 36.29 |
| 14. | <i>Jack Van Impe</i> | 185,000 | 88 | 65.06 |
| 15. | <i>Believer's Voice of Victory</i> | 164,000 | 62 | 64.02 |
| 16. | <i>Life Today</i> | 136,000 | 43 | 26.45 |
| 17. | <i>Jimmy Swaggart</i> | 131,000 | 70 | 57.93 |
| 18. | <i>Insight</i> | 128,000 | 8 | 15.15 |
| 19. | <i>This Is The Life</i> | 123,000 | 34 | 24.94 |
| 20. | <i>Christopher Closeup</i> | 113,000 | 16 | 11.65 |

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

Practical Programming

Thirty years ago, nearly all Christian broadcasting was made up of Bible-teaching programs, like *Back to the Bible*, *Radio Bible Class*, and *The Bible Study Hour*, or preaching by evangelists, such as Charles E. Fuller, Percy Crawford, and Billy Graham. During the Vietnam War, but after Woodstock (1969), John D. Jess began to address the issues of American culture on *The Chapel of the Air* while Clyde Narramore and Dick Canfield started offering an alternative to Dr. Benjamin Spock and the Kinsey reports.

In the seventies, a California psychologist named James Dobson began talking about the strong-willed child and wives' wishes. A decade later, Focus on the Family confronted the radical left's assault on the family. The Moral Majority with Jerry Falwell, the Christian Broadcasting Network with Pat Robertson, and the Christian news services with Forrest Boyd, Cal Thomas, and Marlin Maddoux, focused more on the White House on Pennsylvania Avenue than on the white house with the picket fence on Main Street.

Francis Schaeffer, Phyllis Schlafly,

possible. Evangelicals do not have to criticize or condemn President Bill Clinton; the radical left will do it for us. He will never satiate their hedonistic appetites. The liberal media who helped elect him will rush to unseat him.

When the Bush/Quayle ticket lost the election, I felt more relief than depression because I believe Bush's opponents in Congress and the media were poised to hound him out of office. I had just returned from the former Soviet Union, where after 70 years of atheistic communism, the Word of God, and the Church of Christ have prevailed. Will God bring persecution and purity to the church in America in the same manner? What programs should I air now? What could I say to my listeners on Inauguration Day to encourage them in the faith?

I struggled with those questions for several weeks and then delivered the following commentary ("Winners and Losers on Inauguration Day") January 20 on WDAC-FM/Lancaster, Pa., and WBYN-FM/Boyertown, Pa.:

The election of President Bill Clinton and Vice President Al Gore to replace President George Bush and Vice President Dan Quayle has ended 24 years of evangelical consultation and cooperation in the White House. We have heard a lot of cheering from liberals and the social left — a lot of deep regrets from conservatives and the Christian right.

On the face of things, the winners and losers seem apparent in this transition. Kate Michelman won, Beverly LaHaye lost; abortion clinics won, adoption agencies lost; homosexual rights won, military order lost; feminists won, families lost; atheism in the public schools won, America's children lost; the teachers' union won, schools of choice lost; tax recipients won, taxpayers lost; Murphy Brown won, Dan Quayle lost. Or did they?

The reason these liberation groups have disliked evangelicals in the political process is that we remind them of the never-changing laws of God. Gravity never fails. If we challenge it, a parachute or bungee cord might be a fatal choice.

Chastity never fails. Fornication with condoms is not safe sex — it's dangerous to your health, producing painful STD's [sexually transmitted diseases], unwanted pregnancies, and scarred emotions. Those who break God's laws are the losers.

Adultery is now legal, but God hates it. Adultery often results in divorce, poverty,



Paul Hollinger is general manager of WDAC-FM/Lancaster, Pa., and WBYN-FM/Boyertown, Pa., as well as NRB Executive Committee member-at-large.

and single parenting. Children are the greatest losers.

Abortion is often an attempt to undo the consequences of fornication or adultery. Those who practice it are killing their progeny; we are giving birth to ours. They are the losers; we are the winners.

Sodomy is now legal in many states and most major cities, but many of the so-called gay men and lesbian women who marched in pride a decade ago have since died painful deaths. And millions more will die of AIDS, both the defiant and the innocent.

Smoking was popular and legal everywhere for 100 years. Millions of cancer deaths have gradually made the habit unpopular and, in public places, illegal. We will all be winners if the practice stops.

Drinking alcohol is legal since Prohibition [when the 18th Amendment to the Constitution was repealed by the 21st Amendment], but drunkenness has claimed more lives, destroyed more families, caused more murders, reduced more gainful production, and stimulated more rapes and child abuse than all the other sins combined. Abstainers are the winners; drinkers are the losers.

Prohibition [1920-33] is a good example from history of the inadequacies of elections, legislation, and constitutional amendments. The Christian church was successful at every level, but the heart of man is desperately wicked. So the moonshiners and the Mafia found a way to circumvent the church, the law, and the constitution.

There has to be a national, almost unanimous will of the people to rid society of smoking, drinking, fornication, adultery, abortion, and sodomy. That has not developed, even with 24 years of conservative elections. "But God is not mocked. Whatsoever a man soweth, that shall he

Issue Programs — Now What?

Paul Hollinger

Charles Colson, D. James Kennedy, and a host of evangelical talk shows called on us to pray, write letters, vote, and run for office. We did and it worked. We helped elect Presidents Nixon, Ford, Carter, Reagan, and Bush, all of whom except Nixon spoke at National Religious Broadcasters (NRB) conventions.

During one convention, President Ronald Reagan electrified NRB when he said the solution to man's problems was John 3:16, which he quoted "by heart." Our fellow NRB member Pat Robertson even became a candidate for the presidency and Sen. Edward Kennedy (D-Mass.) came to a convention to debate our issues.

We could easily have filled our stations with evangelical issue programs 24 hours a day. We were winning the presidency and the federal courts, but losing Congress and the secular media. What went wrong? How did we lose? Now what?

I am resolved not to curse the darkness, but to shed the light of Christ in every way

CONTINUED ON PAGE 58

Have you

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Television Topics

Since ancient times, music has been an essential part of ritual, worship, art, war, and family merriment. The Bible is full of good and evil examples of this powerful medium.

On August 1, 1981, the Warner Entertainment Company launched the first full-time rock music video network on American television—MTV. The network (which many feel is a degrading onslaught of pornography, consumerism, and the occult) so quickly conquered the affections of America's teenagers that in less than a year, MTV creator Bob Pitman boasted to a reporter that "at MTV, we don't shoot for 14-year-olds; we own them."

It is an absolutely incontrovertible and established fact that MTV has been accepted by (and some say, has corrupted) an entire generation. Studies have shown that over 80 percent of all teenagers—including *Christian teenagers*—watch MTV at least once a week.

Contemporary Christian Music, Television, And A Lost Generation

Tom Green

In 1983, the management at Cornerstone TeleVision asked me to produce a program that would reach young people for Jesus. The concept was simple: to use contemporary music as the "hook" to get teens interested in God.

In the almost ten years since we went on the air, the show has grown to a daily, 30-minute program aired on 62 broadcast stations, four satellite networks, and over 90 cable systems across the United States, Canada, the Caribbean, South America, and most recently in three cities in the former Soviet Union. Using contemporary language, graphics, and video techniques, *LIGHTMUSIC* strives to uplift, encourage, and, most of all, point young people to Jesus.

It is difficult for people "in the church" to understand how insulated from the Gospel the MTV generation has become. The average native in rural Africa knows more about Jesus Christ than the typical American teenager.

As seen on the news every night, young people inhabit a completely different world than ours—an alarming place with its own customs, language, and ideals. Not since the '60s has there been such a marked "cultural generation gap."

An entire segment of the American population regards traditional Christian television as something to be avoided with their remote controls simply because it looks and sounds "foreign" or "old" to their eyes and ears. It is usually *not* the message of the Gospel they reject, it is the *medium* of Christian television.

LIGHTMUSIC tries to express biblical truths in ways that are understandable to an increasingly alienated teenage audience. Of all the thousands of letters *LIGHTMUSIC* has received over the last decade, the one that meant the most to me came from a teenager in Chicago who said, "*LIGHTMUSIC* makes me realize that Jesus is for ME—not just for my grandparents."

Although we have always been controversial, *LIGHTMUSIC's* bottom line is winning souls to Jesus Christ. God uses the program and it works! Over the last decade, we have received thousands of letters from young people who have told us how their lives have been turned towards Jesus through the show.

It is often frustrating to speak to people about teenage programming. Many older ministry supporters are as confused and offended by contemporary language, video techniques, and musical styles as teens are by traditional religious broadcasting. Christian television donors often feel that since they cannot relate to contemporary Christian music, it must be ungodly. Last fall, complaints from "older" viewers forced one of *LIGHTMUSIC's* largest affiliates to move the program into a time slot when most teenagers are asleep.

It breaks my heart that many Christian television viewers cannot see beyond their own musical taste and understand an entire generation is being lost. In the 1970s, the Jesus movement swept through America. Those churches, opening their doors to the young people God was touching (long-haired and "untraditional" as they were), are the denominations God blessed in the 1980s. The churches that turned them away are the ones that struggled.

God is doing some amazing things in the 1990s—artists like Carman, Petra, DC Talk, BeBe & CeCe Winans, and Michael W. Smith are producing top-quality music



Tom Green is the host/producer of *LIGHTMUSIC*, a daily, internationally syndicated contemporary Christian music television program produced by Cornerstone TeleVision.

videos and songs which have an incredibly positive effect on teenagers. Among the greatest ironies of these days is that Christian television's indifference to teen programming often forces young people to wade through hours of MTV garbage to find an occasional video by their favorite Christian artist.

How much better would it be for Christian television to be the place young people could turn to see and hear good music? And consider this: George Barna's research shows that 68 percent of those who ever accept Christ do so by the age of 18.

Because of our fears of offending older viewers, we are abandoning a desperate mission field—the very young people who need our message of hope the most. I believe God is testing the courage and motivation of broadcasters. Do we truly care about the lost?

What can be done? I believe it is time for a massive education program to try to make our "regular" supporters understand the missionary vision of Christian video programs like *LIGHTMUSIC*. We must help our viewers see we are in a desperate struggle to reclaim their grandchildren from evil. Contemporary Christian music television may not be their cup of tea, but our donors must be made to see it is vital that it is on the air, reaching out to a lost and dying generation.

In the words of Cornerstone TeleVision founder and president, Russ Bixler, "I don't enjoy Christian rock videos. When *LIGHTMUSIC* comes on, I turn the channel and watch something else—but I am *thrilled* that the program [runs] on our station." 📖



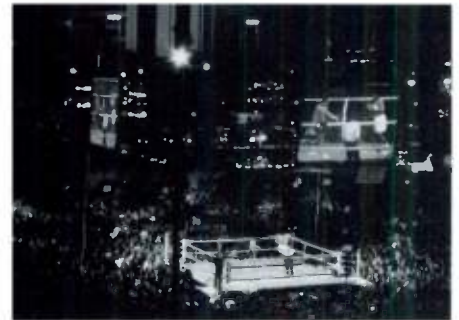
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Sales Spot

Christian radio credits a large portion of its present and potential income to sales to religious nonprofit organizations. Ample time should be taken to sharpen one's skills in dealing with this type of client, instead of taking this business for granted as being automatic and inevitable.

We don't believe in self-promotion. All churches advertise whether they call it that or not. All word-of-mouth, fliers on the supermarket bulletin board, and even the sign out in front of the church is advertising. Furthermore, the church is obviously paying some amount of money for these projects.

Radio is nothing more than an electronic extension of what the church is already doing to project itself. Obviously, every congregation thinks it has the best church in town. If the members didn't, they would make their church the best or they would go somewhere else.

If churchgoers think any new resident in their community would be well-advised to go to the best church in the area, they obligate themselves to invite them to their own church. Certainly few people would invite a potential visitor to go to the church

reason, Christian radio has become increasingly popular as a format that plays to either those who aren't saved or aren't living like it. Local ministries need to expose themselves as a place for these souls to take root.

We use newspaper advertising. All the more reason to do radio as well. Any advertising agency in America will tell you that radio is the best support medium for print. According to the Radio Advertising Bureau, the average adult (25-54) devotes only 11 percent of his media attention to newspapers, compared to 41 percent given to radio. Only 41 percent of the newspaper readers recall seeing any single full-page ad, 33 percent note half-page ads, and 27 percent note quarter-page ads.

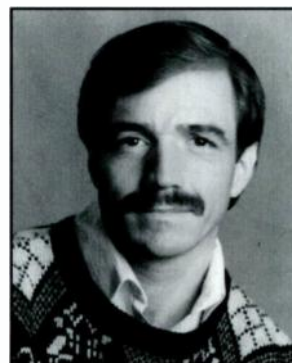
This means a client could decrease his full-page ad space cost in half while only reducing his notations by 25 percent. Then, by adding radio to the mix, his total notation will go up. Print supplies the copy; radio supplies the sizzle, sound, emotions, and reinforcement. Print plus radio equals more results than just print alone. This type of cross-media promotion is a much more effective way to advertise.

We tried radio, but no one ever filled in the visitor card saying they came as a result of radio. Of course not. Radio will seldom be the primary reason someone visits your church. The primary reason will most often be word-of-mouth. Other important factors include location, church marque, print, or any intrusive medium.

However, radio will make everything else work better. The radio spots may have been the most recent impression on the visitor's mind, giving him his final reason to visit.

When selling airtime to a church that distributes visitors' cards asking how they heard about the church, tell them not to include radio among the choices. Why? Very few people hear about a church from the radio. They may be sold on visiting, but they are seldom introduced to a church in this matter.

What the church should ask is "Are you aware of our advertisements in the yellow pages, newspaper, radio, etc.?" This question will give the church



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

the information they need. It is altogether obvious if a visitor has been reached by the church's ads, they have been influenced by those ads. The old saying is, "What gets your attention, gets you." Constant repetitious exposure to a church's campaign cannot help but to have an effect.

When a client tells me, "No one ever joined our church because of radio," my question is, "During your campaign, did your attendance go up? If so, there is not a doubt in my mind that we can take at least partial credit." If there is a positive correlation between the church's radio campaign and its growth, we share in the victory.

We just advertise special events. This is fine, but don't try to build a church on this type of advertising. Let's face it — an evangelist or music group is just like a visitor. When you invite visitors to come see a visitor, they will leave as soon as he does.

In other words, your visitors have become nothing more than an audience, not a serious prospect for the church. This should not be surprising since these ads draw them on the pretense of being an audience rather than a potential church member. Consequently, unlike most visitors, they come with the intention of leaving.

The unfortunate aspect of advertising specials is that the most important thing about the church temporarily becomes the

Church Objections To Image Advertising

Gary Crossland

down the street.

Church radio advertising has become nothing more than word-of-mouth en masse. By purchasing program or spot time on a local Christian station, local ministries are addressing the greatest need in their community — personal involvement with other believers encouraging local fellowship.

We would rather evangelize on secular radio. Let's not think for a moment that the Christian radio listener is without the need for evangelization. Almost 50 percent of them are without a church home. People cannot grow if they don't have roots. If we forget this we will lose sight of the tremendous missionary platform on which we address our local communities.

No longer is Christian radio just serving to bless the body of Christ; nor is it just a medium of Christian entertainment. There is no doubt a large segment of the Christian radio audience constitutes America's ripest harvest. It is this audience that ministries are addressing on Christian radio. For some

Ideas To Close Church Accounts

- 1) Grant churches exclusivity based on location and denomination.
- 2) Grant churches exclusivity regarding concept.
- 3) Grant churches exclusivity on placement.
- 4) Tailor-make each spot for each church.

evangelist or whatever. You end up doing more advertising for your guest speaker than you do for yourself. When the object of the ad is gone, so is the reason for your visitor to stay. To build up real church growth, the church should do a long term image-awareness campaign, emphasizing the major features that are permanent — the pastor, the church itself, etc.

Here is the rule. Advertise temporary events and the reason a visitor comes is the same reason he will leave. If you advertise things that are permanent, the reason your visitor visits will also be the reason he will stay.

We don't want to proselytize anyone. This is an argument of straw. For one thing, it is next to impossible to pull anyone from a church where their spiritual needs are being met. You may, in fact, draw some away from a situation to which neither they nor anyone else should belong. If they are not being spiritually fed at their present church, you should not have any problem with them visiting your church.

Secondly, if people do visit your church as a result of your ad, most of the time it will be because they were on the prowl anyway. Your spot will never draw anyone that is justifiably happy with their present situation. In fact, after writing over 1000 church spots, serving as a church promotions consultant for a major Christian station, and monitoring countless campaigns, I have seldom witnessed this.

Here are some good ideas to close more church accounts.

* Grant churches who do long-term contracts exclusivity based on location, denomination, or a combination of the two. Short-term clients do not appreciate this exclusivity.

* Grant them exclusivity regarding concept. Make their spots so generically unique that nothing else on the air will sound or say anything like their campaign.

* Grant them exclusivity in dayparts, spotsets, etc. You may give them a regular preferred position.

* Remember, just because you sell to other churches does not mean that any one church's campaign will not work. Truly creative ideas tailor-made for each client will be the key to your effectiveness.

For the church which gives you this objection, you should come back with one or more superb ideas that will surely make the campaign a winner. This is a basic rule in free enterprise. Non-competition does not make one successful. Ideas make one

successful. Do not give a church freedom from competition. Give a person a great idea, and you will have the sale.*

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.



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Youth Wave

The setting is the 50th Annual National Religious Broadcasters Convention in Los Angeles. Three of the country's top youth experts (Josh McDowell, Ron Hutchcraft, and Dawson McAllister) field questions from broadcasters about reaching teenagers in America during an educational session Monday, February 15. Together they represent 85 years of youth ministry experience.

All three host their own campus or regional seminar meetings plus have their own radio programs. The panel was moderated by Wayne Shepherd of Moody Broadcasting, who also produces McDowell's program. The following is a compilation of the major questions and answers discussed in that seminar.

Question asked by Shepherd to the audience: What is it that scares broadcasters the most about teenagers today?

Answers: Their need for role models,

Why We're Losing The Next Generation — And How We Can Change It

by Max Bunch

their lack of innocence, their hopelessness, their rage, their lack of trust for anyone with authority, adults' lack of credibility with them, adults' inability to understand them, their valueless world, their lack of direction, the fact that they spend so much time alone, their low self-esteem.

Question to panel: Do you agree and would you please comment?

McAllister: I think we have covered the list and it's definitely enough to rattle your bones. Let me summarize with this: the American teenager is a victim of what the '60s did to his parents. The American teenager has been abused psychologically, emotionally, physically, and sexually. They are hurt and angry at themselves, and at their parents. Unless they are reached for Jesus and helped out of their chaos, they will become the victimizers of the '90s.

The good news is, never before have teenagers been so open to Christ. Their broken, damaged condition makes them

more open to the Gospel. Ten years ago at my conferences we used to see 10 percent of the kids make decisions for Christ. Now we see up to 25 percent of the kids making decisions for Christ and I'm doing everything the same, so it must be the kids and God's Holy Spirit.

McDowell: I would agree with Dawson and add that my biggest concern is the fact that young people today have no emotional moorings. They lack absolutes. According to a study done by Carson Newman College, teenagers today have completely segregated their spiritual beliefs and their moral behavior. They are also the most emotionally vulnerable generation in the history of this country.

We must reach them through their emotions and this is done through relationships. Today the loneliest person in America is a teenage girl. They are tremendously suicidal. In fact, more teenagers have died in this generation to suicide than all those killed in the Vietnam war.

Hutchcraft: A University of Chicago study took 10,000 kids and gave them signaling devices to monitor their emotions at different parts of the day. Their conclusion — "today's teenagers are terrified of being alone for when they are alone, they do not exist." Sex becomes a way to feel intimate with someone even if for only 20 minutes. It's their way of feeling loved.

In the '50s, kids lost their innocence; in the '60s, they lost their authority; in the '70s, they lost their sense of being loved in the family as a result of the rapid increase in divorce; but in the '80s, they lost their hope. That's where they are today. Teenagers are the only age group in the country where the death rate is rising. Today, we are living in a post-Christian society. Kids don't understand Christian vocabulary.

When a kid sees a sign at the Super Bowl for John 3:16, he thinks some guy named John is trying to meet someone in row 3, seat 16. Kids today have no fundamental Christian beliefs. . . . The good news is . . . this is the greatest climate for evangelism ever. . . . It's easier [to reach them] because kids are so tender. Jesus is the only thing left. The challenge . . . is getting them to behave like a Christian.

Question: Does Christian radio have a responsibility to reach teenagers and why should Christian radio take this risk?

Hutchcraft: 97 percent of teenagers listen to radio — they drive to radio, they do their homework to radio, they go to bed to



Max Bunch is director of broadcasting for Shepherded Productions and has worked with Dawson McAllister since 1987.

radio, they wake up to radio. Radio is the most pervasive influence in their lives. Secular radio is pursuing teens and shaping them. Christian radio is avoiding them. Since teenagers aren't donors, many stations don't try to reach them. The tragedy is 68 percent of Christians accept Christ by the age of 18. All the devil wants is one generation. If he gets one generation, he gets all the rest. Right now the devil has part of a generation that doesn't know Christ and another part of a generation that knows Him, but won't live for Him.

The facts are two-thirds of Christian kids don't listen to Christian radio. And why should they? Christian radio programs 185 hours a week to adults. The issue is not about radio, it's about mission. Many Christian stations say they don't program to kids because they don't have any kids listening. Are we going to accept that as an answer? We can't afford to forfeit a generation. We have to take some risks to win them back.

I recently talked to a station that shifted its format to include kids and they have found that their donor base of baby boomer adults has increased. Now 57 percent of all their donations come from baby boomers. These are the parents of the kids you help when you program to youth. If you invest too much in the past, you lose the donors of tomorrow. When Jesus moves into a teenager's life, the parents are grateful. Programming to teenagers will energize your constituents.

McAllister: In my opinion radio is the most powerful way to reach kids because it's so intimate. Our program is a call-in talk show for teenagers and when they hear what other kids are going through, they say, "Yeah, that's me." Don't worry about your adults. . . . If you do it right, you can reach kids without offending adults. . . . Also, radio can be used as a rallying tool to motivate teenagers into action. We used our

CONTINUED ON PAGE 58

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TURNING POINT



(Circle 178 on the Reader Service Card)

Socially Speaking

Editor's note: This month, Religious Broadcasting is introducing a new department, "Socially Speaking," to its readership. This column will run on a monthly basis and focus on social issues of concern to Christians in general and religious broadcasters specifically.

Cal Thomas is the first contributor of "Socially Speaking" with future columnists including Rob Gregory of *Family News in Focus*, Phyllis Schlafly of *Eagle Forum*, Beverly LaHate of *Concerned Women for America*, Ralph Reed of the *Christian Coalition*, and Joni Eareckson Tada of *Joni & Friends Ministry*.

To look at the faces and listen to the voices of some Christians, you would think that God's name was on last November's ballot and that He lost the election. I believe the 1992 election offers the best opportunity for the church of Jesus Christ and for Christian broadcasters in years.

We can no longer turn to Washington, D.C., like Muslims to Mecca, from whence we thought once cameth our help. We are forced to go to our knees and to turn to God. Whether reluctantly or joyfully, history has

whom are pro-abortion and mostly favor the rest of the liberal social agenda?

The second reason I believe we should not revive the "New Right" is that it will again cause us to hope in man rather than God. It says we believe we can solve basically moral and spiritual problems through political means alone. Yes, we should vote intelligently, write our leaders, even participate in activism. But we should not place our faith in these institutions as primary deliverance systems. Only God can deliver us from evil and its influences.

Christian broadcasters must see this need and meet it. A Gallup Poll for *USA Today* a few years ago found only about 11 percent of people who claim to be believers read their Bibles daily. Ignorance of God's Word means disobedience to that Word. One cannot know the way of God if one is unsure about the Word and Will of God.

America does not need any president. America needs the only Man who can give hope. The times have been uniquely prepared for the message we bring. We must make sure we are ready to bring that message in a bold and relevant way to the times. Otherwise, time will pass us by and our opportunity with it.

Liberals and conservatives have attempted to use government to solve our common problems. Each side has failed. Liberal and conservative churches have also aligned themselves with government in different eras. The liberal churches were ruined by their association [with the world], though they were on the way to ruination because of a flawed biblical worldview even before they began letting the world set the agenda for the church. A too long and too close association of the church of Jesus Christ with the powers that be damages the church, not the state. Christ's Kingdom is not of this world — our battle plan must not be of this world either.

Peggy Noonan, that marvelous speech writer for President Reagan and, for a short time, President George Bush, brilliantly diagnosed America's ills in an essay for the 75th anniversary issue of *Forbes* magazine last year.

Noonan quotes the poet Auden, who called his era the "age of anxiety." She writes, "I think what was at the heart of the dread in those days, just a few years into modern times, was that we could tell we were beginning to lose God — banishing Him from the scene, from our consciousness, losing the assumption that He was part of the daily drama, or its Maker.



Cal Thomas' national syndicated column appears in more than 260 newspapers. He also has a daily commentary for Christian radio stations through VCY America.

"And it is a terrible thing when people lose God. Life is difficult and people are afraid, and to be without God is to lose man's great source of consolation and coherence. There is a phrase I once heard . . . that I think of when I think about what people with deep faith must get from God: the love that assuages all," Noonan wrote.

Noonan then gets to the heart of our national and personal problem: "Somewhere in the seventies or the sixties, we started expecting to be happy, and changed our lives (left town, left families, switched jobs) if we were not. And society strained and cracked in the storm.

"I think we have lost the old knowledge that happiness is overrated — that, in a way, life is overrated. We have lost, somehow, a sense of mystery — about us, our purpose, our meaning, our role. Our ancestors believed in two worlds, and understood this to be the solitary, poor, nasty, brutish, and short one. We are the first generations of man that actually expected to find happiness here on earth, and our search for it has caused such — unhappiness. The reason: If you do not believe in another, higher world, if you believe only in the flat material world around you, if you believe that this is your only chance at happiness — if that is what you believe, then you are not disappointed when the world does not give you a good measure of its riches, you are despairing."

Despairing. The most wretched, helpless, and hopeless condition in which to be. We have the answer to that despair, the only answer: Jesus Christ. Not religion, not denomination, not rules and regulations, not even "Christianity," but Jesus Christ.

Let us resolve to know Him better, present Him and nothing else to a despairing world, pray as never before and, when we do, anticipate the rumble of revival across America, without which this nation cannot much longer prevail under the blessings of God. 𐄂

Why Is Thy Soul Cast Down?

Cal Thomas

shown that when God's people in great numbers turn to Him, He responds.

The social issues that concern us — from abortion to the aggressive gay rights agenda — are not the cause of our decadence. They are a reflection of it. These and other social problems, including family breakups and family breakdowns, are a result of too many people turning their backs on God, which the Scriptures and all history warn us not to do.

There are some who have suggested we should revive the religious-political activism of the 1980s. I believe this would be a profound mistake for at least two reasons.

First, a practical reason. If conservatives could not gain moral and spiritual victories when Ronald Reagan was in the White House and the Senate was controlled for six of his eight years in office by conservative Republicans, what makes us think we will be more successful with a liberal Democrat in the White House and a Congress controlled by Democrats, most of

Music Matters

Music With The Strings And Piano

reviewed by Darlene Peterson

MOMENT OF TRUTH

writer and director: Fred Carpenter
A Gospel Films Release of a
Mars Hill Production

This imaginative, suspenseful, skillfully edited half-hour video shows that it doesn't take a huge budget and a cast of famous names to make a powerful statement. The final film in award-winning Mars Hill Production's "Evangelism Trilogy," *Moment of Truth* tells the story of Norman, a typical American teenager and his encounter with the Gospel.

A surreal and nightmarish opening scene paints a montage of painful images from Norman's childhood, setting the stage for his reluctance to accept the Gospel message of a loving heavenly Father. We get acquainted with the bigger picture as Cheth, an angel assigned to Norman, briefs another angel about Norman's life and upcoming "moment of truth."

Jolting us out of our sometimes complacent attitude about sharing the Gospel, this video is an excellent discussion starter. The emotional content might be a little strong for the junior high age group, but would be good for anyone from senior high on up. The purpose of this film is obviously to deliver a pointed message, but it does so with great skill and artistry. The film uses a lot of creative visual shorthand and never bogs down on the obvious. It is a concise, dramatic statement.

MORNING HAS BROKEN

Russell Cook

producer and arranger: Russell Cook
co-producer and engineer: Tom Smith
Star Song Communications

Russell Cook's brother-in-law first introduced him to the hammer dulcimer in 1978. "At the time, I was unimpressed by the instrument," remembers Cook. But within a year, he attended his first dulcimer festival and was hooked. Eventually he started building them as well as performing on them. His craftsmanship became nationally recognized and he began making recordings of his music.

The hammer dulcimer is an ancient stringed instrument played by striking the strings with two small mallets. It has differ-

ent names in different places: cymbalom, santur, hackbrett, and yang chin. Regaining popularity in traditional folk music circles, the dulcimer is branching out to all types of music.

Among hammer dulcimer fans, Cook is known as "the man who plays the gospel songs." Cook, who at one time wanted to be a minister, has ended up ministering through his music. "Sometimes people don't need words. They need to meditate and let the Lord talk to them," he explains.

The relaxed, sparkling, home-spun sounds of the hammer dulcimer are certainly conducive to meditation and reflection. *Morning Has Broken* is a collection of timeless hymns in a setting of American folk music. It makes me remember that it was people of faith who laid the foundations of our great nation.

GREAT THINGS HE HATH DONE

Nancy Dudley

producer: Adrian Westney Jr.
executive producer: Albert L. Dudley
MY NEED Music

The life of this gifted pianist shows how warm and loving parents who are dedicated to the Lord and their family can bring out the best in their children and pass on a positive influence that spans generations. Nancy Dudley writes a beautiful tribute to her mother and her family in the notes that accompany this excellent recording.

Encouraged in her love of music with piano lessons starting at age seven, Dudley focused on spiritually uplifting music, dedicating her talent to God. In this, her first fully orchestrated solo album, she performs such favorites as "Great Is Thy Faithfulness," "His Eye Is on the Sparrow," and "Sweet, Sweet Spirit."

Her arrangements are detailed, layered savorings of the melody, expressive and interwoven with inventive hooks and ornaments but never superficially showy and frilly. Although most of the album is instrumental, vocalists Sharon Brathwaite, Loren Mulrairie, and Nathelene McMillan are featured in one song each.

Dudley is the minister of music for her church, Breath of Life Seventh-Day Adventist Church in Fort Washington, Md. She has also performed throughout America, Bermuda, and Great Britain, and accompanied gospel recording artists Clifton Davis, Wintley Phipps, and Duane Hamilton.

CRIMSON AND BLUE

Phil Keaggy

producer: L. Arthur Nichols
Myrrh

"Crimson signifies the literal flesh and shed-blood cost of God's merciful intrusion into human lives. It is the color of holy sacrament and of royal sacrifice. Blue . . . speaks of the weight we may carry in this world, of the haze and shadows that light must filter through this side of heaven, of what it means to be human . . . and ultimately of our undeniable need for the crimson." So says Phil Keaggy about his most recent release, *Crimson and Blue*.

Inspired bluesmanship, pop craftsmanship, Beatlesque influence, and Glass Harp style fret articulation come together to make this recording what some are calling "the guitar album Keaggy fans have waited years for." Keaggy introduced *Crimson and Blue* to be a musical continuation of *Sunday's Child* and *Find Me In These Fields*.

But "as a band album it opened very wide and we found that, in addition to the host of commercial songs we had recorded, there were several others that were, in a word, 'jamming.' We went into the studio and pulled out all the stops and wound up with a note-bending, bluesy guitar album somehow woven into the fabric of a commercially crafted disc," Keaggy says.

Indeed *Crimson and Blue* captures the spontaneity and incredible "jamming" of a live Keaggy concert better than any of his recordings that I've heard. In fact, the *Crimson and Blue* recording session produced so much good stuff that one 13-song project couldn't contain it all. The rest was put into a 45-minute "maxi-single" release titled *Revelator* which includes the radio edits of the first two singles, all sorts of alternate tracks, extended Keaggy guitar improvisations, and just plain silliness.

If any contemporary Christian musician exemplifies the phrase "joy in the Lord," it's Phil Keaggy. God has gifted him with an incredible talent for guitar playing, which he obviously enjoys sharing with others. However, Keaggy is also a gifted lyricist. Beneath the effervescent personality is a growing, maturing Christian who reflects on his relationship with his Lord. This anchors Keaggy's talent in the eternal, giving his performances depth and power as well as fine musicianship.

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

Christian Best Sellers!

CLOTHBOUND

- (1) 1. *The Body*, by Charles Colson, Word
- (2) 2. *Laugh Again*, by Charles Swindoll, Word
- (4) 3. *Finding the Love of Your Life*, by Neil Clark Warren, Focus on the Family (Word)
- (3) 4. *My Utmost for His Highest, Updated Edition*, by Oswald Chambers and edited by James Reimann, Discovery House (Nelson)
- (5) 5. *Storm Warning*, by Billy Graham, Word
- (4) 6. *The Wonderful Spirit-Filled Life*, by Charles Stanley, Nelson
- (8) 7. *The Anointing*, by Benny Hinn, Nelson
- (6) 8. *And the Angels Were Silent*, by Max Lucado, Multnomah
- (7) 9. *The Coming Economic Earthquake*, by Larry Burkett, Moody
- (18) 10. *Love for a Lifetime*, by James Dobson, Multnomah
- (9) 11. *The Hidden Value of a Man*, by Gary Smalley and John Trent, Focus on the Family (Word)
- (11) 12. *The New Dare to Discipline*, by James Dobson, Tyndale
- (12) 13. *Quiet Times for Couples*, by H. Norman Wright, Harvest House
- (10) 14. *When You Can't Come Back*, by Dave and Jan Dravecky with Ken Gire, Zondervan/HarperSanFrancisco
- (13) 15. *Preparing for Retirement*, by Larry Burkett, Moody
16. *L.A. Justice*, by Robert Vernon, Focus on the Family (Word)
- (20) 17. *His Needs, Her Needs*, by Willard Harley, Revell (Baker)
18. *Debt-Free Living*, by Larry Burkett, Moody
19. *Walking With Christ in the Details of Life*, by Patrick Morley, Nelson
- (17) 20. *In the Eye of the Storm*, by Max Lucado, Word

PAPERBACK

- *(4) 1. *Stick a Geranium in Your Hat and Be Happy!*, by Barbara Johnson, Word
- (1) 2. *Prophet*, by Frank Peretti, Crossway
- (2) 3. *The Measure of a Heart*, by Javette Oke, Bethany House
- (7) 4. *Splashes of Joy in the Cesspools of Life*, by Barbara Johnson, Word
- (11) 5. *Becoming a Woman of Excellence*, by Cynthia Heald, NavPress
- (3) 6. *This Present Darkness*, by Frank Peretti, Crossway
- (17) 7. *Fresh Fire*, by Mario Murillo, Mario Murillo Ministries
- (8) 8. *Good Morning, Holy Spirit*, by Benny Hinn, Nelson, Walker
- (9) 9. *The Bondage Breaker*, by Neil Anderson, Harvest House
- (6) 10. *Piercing the Darkness*, by Frank Peretti, Crossway
11. *The Blessing*, by Gary Smalley and John Trent, Pocket
- (5) 12. *A Thousand Shall Fall*, by Bodie Thoene, Bethany House
13. *Didn't You Read My Book?*, by Richard Eby, Destiny Image
- (10) 14. *In My Father's House*, by Bodie Thoene, Bethany House
- (12) 15. *The Financial Planning Workbook*, by Larry Burkett, Moody
- (19) 16. *No Wonder They Call Him the Savior*, by Max Lucado, Multnomah
17. *Dark Majesty*, by Texe Marrs, Living Truth
18. *God Came Near*, by Max Lucado, Multnomah
19. *Once-a-Month Cooking*, by Mimi Wilson and Mary Beth Lagerborg, Focus on the Family (Word)
20. *The Handwriting on the Wall*, by David Jeremiah with C.C. Carlson, Word

*Last month's position †Includes sales of boxed sets
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The Book Shelf

Laugh Again

by Charles R. Swindoll
 Word Publishing, 1992.

reviewed by Harry Conay

Having recently written about "grace killers" and "faith crushers," the prolific Charles Swindoll, in *Laugh Again*, now addresses "joy stealers" by rhapsodizing on laughter and the "unexplainable," "contagious," "outrageous" joy of salvation. Readers will enjoy "Chuck's" home-spun banter and autobiographical insights, his homilies, anecdotes, exegesis of Philippians, sundry poems, and the practical advice which cram the pages of this extremely upbeat, uplifting, and inspiring book.

Few would disagree with Swindoll's inability to accept the "notion that responsible people in touch with the real world must wear a perpetually serious countenance and adopt a grim-reaper mind set." Anyone so "perpetually" dour should "lighten up" and heed the contents of this book. But, in truth, such somber Puritans are few and far between these days. A far greater problem concerns those professed believers who do not seem to take seriously what it means to be followers of Christ.

Everything You've Heard Is Wrong

by Tony Campolo
 Word Publishing, 1992.

reviewed by Harry Conay

It was not with great relish that I picked up *Everything You've Heard Is Wrong* from atop a growing pile of books to read and review — first, because motivational speakers tend to have the exact opposite effect on me, and second, because I had just finished reading a previous book by Tony Campolo entitled *The Kingdom of God is a Party*.

Whereas the tone of that earlier book was too flip for this reader, the present one is a bit too glib. Perhaps this results from Campolo's breathless enthusiasm and seemingly effortless prose. (I'm jealous, he makes writing seem awfully easy.) Or his use of a deliberately provocative and hyperbolic title. (*Everything I've heard — without a single exception — is wrong?*) Or a rather liberal sprinkling of first person-singular pronouns throughout his prescriptive text. ("Humble" and "modest" are not words which immediately come to mind to describe his style.)

Thus, when Swindoll writes, "The everlasting relief He brings is enough to make us not only laugh again, but laugh forever," his premise is stretched a bit thin. Although laughter can be stimulated by joy (or, for that matter, by ephemeral happiness), the two are not synonymous, and having or lacking a sense of humor is an inadequate measure of whether or not one demonstrates true joy for the gift of eternal salvation and/or seriously accepts one's responsibilities as a believer.

Concluding, we might note that there are those who, if on board an airplane bound from Germany to the United States, would prefer to sit quietly (perchance to read or sleep), and those who would enjoy being entertained by some loquacious, story-telling co-passenger. I happen to fall into the first category. Swindoll (to whom this really happened) falls into the second.

Writing about his encounter with a "delightful man with an infectious laugh," Swindoll says, "as you can imagine, he had one great story after another, most of them true and each one absolutely hilarious. Our multiple-hour flight passed all too quickly." In some ways, *Laugh Again* is very much like that plane trip. How much you'll enjoy it depends on which type of "passenger" you are.

But these are mere quibbles.

More importantly, Campolo goes beyond criticizing stereotypical, manipulative business practices to present "an alternative to the view of the marketplace as a jungle." This he does by offering "some suggestions as to how to make 'love' a verb both in the office and on the assembly line," and by spending considerable time applying precepts from I Corinthians 13:4-6.

Ultimately, despite some "politically correct" stances on homosexuals and women which will not be to everyone's liking, Campolo offers biblically inspired advice to challenge us to pursue Christian attitudes and lifestyles, both inside and outside the workplace, so that we may seek and fulfill whatever mission in life God equipped us for.

Everything You've Heard Is Wrong may not be right in everything, but it is a thought-provoking book that can be skimmed in 30 minutes, read in a couple of hours, or applied over a lifetime.

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

Interview Insights

Encouraging Your Audience To Read

by Jonathan Petersen

"Have you read a good book lately?" Unfortunately, that question seems to be asked infrequently in this age of millisecond communications. Another form of that query, "What are you currently reading?," often produces embarrassment in the person to whom it is asked. Many of us stammer out the title of a magazine or business-related book we've been reading for the last two years.

The Library of Congress Center for the Book has issued as its theme for 1993, "Books Change Lives." What better motto for Christians to follow? We, who are people of the supreme book, the Bible. This year is the perfect opportunity for Christian broadcasters to encourage their viewers and listeners to impact their lives through regular reading.

Read For Your Life by Gladys Hunt and Barbara Hampton has much to say on the importance and value of reading. This month's column is dedicated to some of the points those authors make in the book. Use them with your audience to convey your commitment to literacy.

* A book is the greatest learning device ever invented. You can take it with you, loan it to a friend, put it on a shelf, and pass it on to your children years later. Books offer sheer enjoyment.

* We learn how to use the English language when we read good writing. We come to admire the right word in the right place and we are amazed at what it can convey. Words tell us the truth, help us find the way when we are lost, make us understand who we are inside, and make us feel loved.

* Reading is like other skills. The more you do it, the better you are at it. The less you do, the more difficult it is.

* A person is not a good reader until he learns to ask questions about what he reads. The "double fun" of reading is the enjoyment of a good story, plus the inner delight of questioning and understanding what it is about.

* When reading a novel, ask yourself such questions as "Why does this book tug at me?" "What themes are found here?" "How do the characters change or develop?" "How do the characters know and choose to do what is

wrong or right?" "Does this story tell the truth about the human heart?" "Does the story unmask evil or encourage it?"

* The writing style of books is important in communicating appropriate messages. When reading look for strong, clear word choices, understandable and lasting metaphors or imagery, and other ways the author inspires you.

* Learn to recognize good from bad writing. No book will hurt you if you know how to evaluate it and have developed a principled and moral life view. You must decide between good, better, and best, and often between good and evil. As someone has said, "It's important to have an open mind, but not so open that your brains fall out."

* When is a book good? When it releases something creative and enduring in the mind of the reader. When its theme encompasses the truth of life. When the author has something worth saying and says it in the best possible way. When it has characters of depth, not superficial stereotypes. When it reveals values that the reader can build on. When it inspires the inner life of the reader. When its story presents an experience — imaginative, intellectual, social, spiritual — and a sense of permanent worth.

* Only 10 percent of the Bible is written as the logical presentation of abstract ideas. The rest contains love stories, drama, history, poetry, and parables, with humanity and truth presented as realistically as in any of the world's greatest literature.

To say the Bible is literature is to say it needs to be read. While it is certainly more than literature, the Bible is a model of the finest literature. And in terms of the use of language, it is a masterpiece.

* Literature presents human experience. The Bible does this in profound ways. It tells stories. In terms of reality, it tells the truth. And as for adventure, mystery, rescue, suspense, pageantry, celebration, heroes, and villains, the Bible has plenty of them.

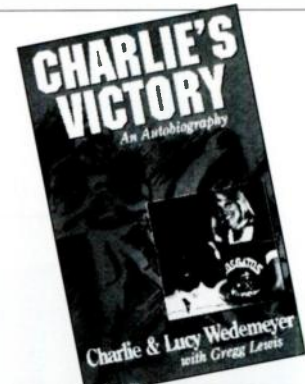
Feed your heart. Read for your life. And encourage your viewers and listeners to read as well.

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

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We put the AUTHOR in AUTHORitative interviews!

A Story of Courage and Marriage Commitment

Charlie Wedemeyer is assistant coach for the Los Gatos High School's freshman-sophomore football team, despite being able to move only his eyes and lips. For 15 years Charlie has suffered from Lou Gehrig's disease. Your audience needs to hear his, and his wife, Lucy's, inspiring story.

Interview questions for Lucy: How has faith sustained you and Charlie? Describe how Charlie was first diagnosed with Lou Gehrig's disease and your reaction to it. What has kept your marriage intact during these difficult years? What is your perspective of the "quality of life" debate?

AUTHOR AVAILABILITY: Los Gatos, Calif., and by telephone.

CONTACT: Media Relations, 800-727-8004.

Zondervan Publishing House

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(Circle 197 on the Reader Service Card)

Targeting Technology

Crown Develops Head-Worn Microphone For Live Concerts

Crown has introduced the CM-311, a head-worn microphone designed to meet the most demanding "real world" touring sound applications. During the development of the CM-311, Crown worked closely with country recording artist Garth Brooks, who field-tested the microphone and recently committed to using it in all future live performances.

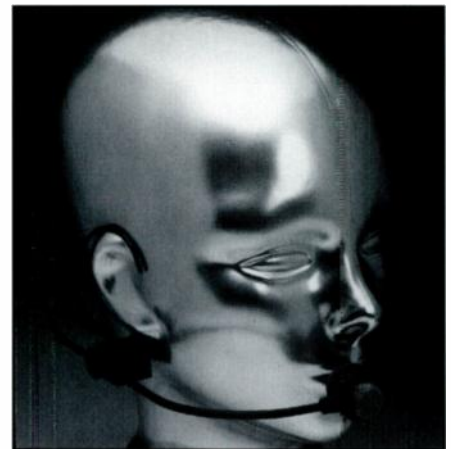
The CM-311 exhibits a pickup pattern similar to the patented CM-310 Differoid handheld microphone and features superior noise cancelling that provides outstanding gain-before-feedback caused by close proximity of floor monitors. It also provides superb isolation of high-level stage instrument sound that can bleed into the

mix.

The microphone is lightweight with the headband and mic boom adjustable to any vocalist and with its unique behind-the-ear design, the boom does not cover the singer's face.

Two versions are available: the CM-311 includes the head-worn microphone and a battery pack (9V), which can be used hard-wired or with a wireless transmitter; and the CM-311/E includes only the head-worn microphone, which connects directly to any wireless transmitter with 9V dc available.

For more information, contact Crown International, Inc., 1718 Mishawaka Road, Elkhart, IN 46517, or call (219) 234-7017.



CM-311 Microphone

GE Introduces Projection System

VideoStage, an enclosed large screen video projection system, has been introduced by GE's projection display products operation. The system includes a GE Talaria® LV10k projector, which is rear projected onto a nine-by-12-inch (or larger) screen. A 20-inch long enclosure blocks out all ambient light between the projector and screen.

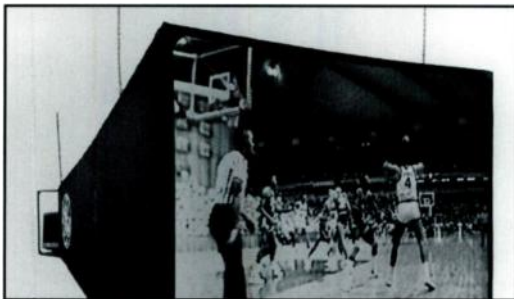
The three components make up a complete presentation unit ideal for indoor

locations where high ambient lighting cannot be controlled. VideoStage can also be set up for outdoor nighttime use. Offering the impact of large screen video and data projection with bright, sharp images, VideoStage can be used virtually anywhere and is available for purchase or rental.

VideoStage can accept any standard video format, including MacIntosh II and IBM PCs as well as scan-doubled video. The system can be outfitted with either a dual frequency or multiple personality version of the Talaria® LV10k projector. The multiple personality model includes multi-scan capability to accommodate input from more than one computer.

GE's exclusive super fluid light valve technology is employed to produce 10,000 lumens of brightness and with the rear screen projection setup, VideoStage pictures appear bright, sharp, and clear.

For more information, contact GE, Projection Display Products Operation, Electronics Park 6-338, P.O. Box 4840, Syracuse, NY 13221, or call (315) 456-2152.



VideoStage

NetWell Releases Acoustic Foam Panel

NetWell Noise Control has announced the release of its latest line of acoustical products — the new maximum super absorbing 4AW acoustic foam panel. Designed to meet the needs of extremely high decibel levels and very low frequency noise sources, the 4AW acoustic foam panels have an absorption rate of less than 250 Hz and measures an NRC rating of .93+.

These thick acoustic foam products

are available in several colors and are 48 x 48 inches with a four-inch thickness. The panels are ideal for several applications including anechoic chambers, loud impulse noise, studios, compressors, and music rooms and auditoriums.

For more information, contact NetWell Noise Control, 6125 Blue Circle Drive, Minnetonka, MN 55343, or call (612) 939-9845.

Winsted Designs Toaster Desk

The Winsted Corporation has introduced a new toaster desk designed specifically for desktop editing. The desk is an integrated workstation with three equipment shelves adjustable in one-inch increments. A recessed monitor well allows comfortable viewing without neck or eye strain. An extra deep back panel includes two wire management trays for cord control.

The Winsted Toaster Desk is ergonomically designed for operator comfort and will accommodate all major brands of editing systems, providing ample work area and storage space.

For more information, contact The Winsted Corporation, 10901 Hampshire Ave. So., Minneapolis, MN 55438, or call (612) 944-8556.



Toaster Desk

New or Improved Products?

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

Religious Broadcasting
Targeting Technology
7839 Ashton Ave.
Manassas, VA 22110

Reveo Announces Three-Dimensional Imaging Technology

The commercialization of a three-dimensional imaging technology has been announced by Reveo, Inc. Called Multi-Mode Stereoscopic Imaging (MMSI), the technology is unique in the world of 3-D because it has the widest range of possible application, is the only 3-D technology allowing users to switch between multiple viewing modes, and is the only 3-D technology capable of producing color hard copy stereoscopic images from printers.

MMSI is capable of use with any display device and system, such as television and is a general-purpose 3-D, color, multimedia imaging and display technol-

ogy. Producing stereoscopic hard-copy images with any printing device and system, such as laser printers and offset printing, its images can be recorded with any type of camera, such as in 35-mm photography. Also it can be used with any projection system, such as with motion pictures. In application, its potential areas include medicine, entertainment, space, robotics, electronics, science, and the military.

MMSI is the only 3-D technology capable of more than one mode of operation. For example, in the binocular viewing mode, the user sees stereoscopic images formed from separate left-eye and right-eye

views when polarized spectacles are worn. But when appropriately configured, the system could easily be switched by the user to the auto-stereo mode. Finally, there is the 3-D/2-D mode in which the user can easily switch between viewing in 3-D and viewing either the left or right 2-D images. All other technologies operate only in the auto-stereo mode or in the binocular mode.

MMSI technology can also produce 3-D, color, hard-copy images as large as 20 inches by 30 inches.

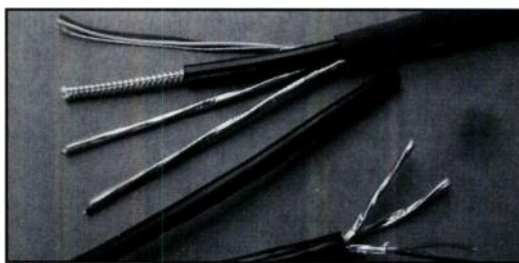
For more information, contact Reveo, Inc., 8 Skyline Drive, Hawthorne, NY 10532, or call (914) 345-9555.

Nemal Introduces New Line of Cables

Nemal Electronics International has introduced a new line of composite audio/video cable for use in the broadcast industry. The video cable consists of either a stranded RG59 or Nemal 1570 double shielded precision coax. The audio cables consist of one or more individually shielded pairs of 22 AWG stranded tinned copper with drain wire.

Standard cables in this series include both round and flat constructions. Specials are available with a 5000-foot minimum and typical lead time of four weeks.

For more information, contact Nemal Electronics International, Inc., 12240 NE 14th Ave., North Miami, FL 33161, or call (800) 522-2253.



Audio/Video Cable

Audio Director New In Output Devices

The Jr. Audio Director is a stand-alone product with the mode and level control functions found in a combination of other

causing sum and difference swapping in stereo broadcasts.

Manual gain adjustment of both left and right inputs is available on the Jr. Audio Director. This feature provides control over the mix in the mono mode. It also provides independent gain for each channel when the audio source equipment isn't physically near.

The rack mountable chassis includes LEDs to indicate the operating mode. The mono mode has built-in gain reduction to correct for the natural summing level increase—front panel adjustable with a range of -6 to -3 dB.

For more information, contact Benchmark Media Systems, Inc., 5925 Court Street Road, Syracuse, NY 13206, or call (315) 437-6300.



Jr. Audio Director

Benchmark products. Featuring balanced inputs and outputs, the product provides output source selection between left only, right only, mono, stereo, and stereo reverse. Right channel polarity is provided to correct polarity inversion in source material

New Edition of Record-Making Book Published

For those who want to make a record, Prentice Hall has the book for you. *How to Make and Sell Your Own Recording: A Guide for the Nineties* (revised fourth edition), by Diane Sward Rapaport, is the latest edition of the classic guide used by more than 100,000 musicians, producers, engineers, and owners of small recording labels.

The first edition, published in 1979, has helped revolutionize the recording industry by taking readers through the steps of setting up a recording company as a business. The book examines every aspect of recording.

The revised fourth edition updates information in previous editions and adds new information about digital recording, the use of computers as composing and recording systems, new marketing formats, sampling as a copyright and ethical issue, pressing and distribution deals, and recording contracts with other recording labels.

Featuring easy-to-read and follow formats, 85 illustrations showing the wide spectrum of music available on independent labels, and mini-case histories/stories from successful small labels, the book was written as a companion guide to *The Musician's Business and Legal Guide*, which provides information on key legal and business issues pertaining to every phase of a musician's career.

For more information, contact Prentice Hall, P.O. Box 11073, Des Moines, IA 50381-1073, or call (515) 284-6751.

PRACTICAL PROGRAMMING

CONTINUED FROM PAGE 42

also reap" [Galatians 6:7]. If you obey God's laws, you will be the winner, both in time and in eternity. If you defy God's laws, the way of the transgressor is hard and the wages of sin is death [Romans 6:23].

We are the winners and we must be compassionate winners. Through our churches, crisis pregnancy centers, rescue missions, and support groups, we can be rainbows of hope to the hurting, not storm clouds thundering from the right, as the Lancaster [Pa.] newspapers recently depicted us.

There is a warning to us from history. The orthodox denominations waged the war for Prohibition. That was the start of the social gospel which replaced the preaching of saving grace in many traditional churches. The evangelical movement grew as a response to that social gospel.

There is a balance that must be found and maintained. I do not regret helping a hundred candidates get elected as committee people, school directors, commissioners, representatives, senators, and presidents during the last 20 years. Evangelicals are still under-represented in government. Political activity and involvement should not be ruled out by Christians, but we must be ever-vigilant against putting too much faith in government's ability to change lives — that's still God's work.

What shall we do then? As for me and my house and my radio stations, we will obey God's laws and serve the Lord [Joshua 24:15]. To the smokers we offer clean air; to the alcoholic, water; to the fornicator, chastity; to the adulterer, monogamy; to the abortionist, life. In one hand, we offer the salt of the earth that flavors and preserves life; in the other hand, we extend the light of Jesus Christ who gives eternal life. Our hands will not build walls or wield swords against a society bent on committing suicide.

Father in heaven, give us hearts of love for the lost, enable us to be both salt and light, stay Your hand of judgment against our nation, and God . . . bless America. Amen. ^{rb}

YOUTH WAVE

CONTINUED FROM PAGE 50

program to help promote "See You At The Pole" and over 2 million kids showed up at school flag poles across America to pray. . . Kids 'speed dial' [scan radio stations] looking for something that touches them. . . You touch them where their needs are and they will listen.

35TH ANNUAL GRAMMY AWARDS

GOSPEL CATEGORIES

Rock/Contemporary Gospel Album — *Unseen Power*, Petra
Pop/Gospel Album — *The Great Adventure*, Steven Curtis Chapman
Southern Gospel Album — *Sometimes Miracles Hide*, Bruce Carroll
Traditional Soul Gospel Album — *He's Working It Out for You*, Shirley Caesar
Contemporary Soul Gospel Album — *Handel's Messiah — A Soulful Celebration*, various artists
Gospel Album by a Choir or Chorus — *Edwin Hawkins Music & Arts Seminar Mass Choir — Recorded Live in Los Angeles*

But don't scatter your efforts to do this. Research shows Sunday night is the best time to reach kids. They're home, they're gearing down from the weekend, and getting ready for the week.

McDowell: If you reach out to kids, they will call you and be totally transparent. Radio enters into the privacy of their lives. If Christian radio doesn't program to youth, they are missing the harvest. And reaching kids with radio will not only touch them and their parents, it will deeply encourage area youth pastors.

Question: We've heard people say kids will listen to music but not talk. What about mixing talk with music?

McAllister: Music is not enough by itself. I realize music stations are worried that talk is going to be "odd for God preaching." It's not the message that's the problem, it's the package. . . . In preparing for a show, we come up with four or five of God's principles that I want to stress that evening. I then weave those principles into the answers to questions that are asked in the on-air conversations.

Much of Christian radio is falling into ditches. One side says contemporary Christian music is of the devil, the other side says we are so hip and cool with music and crossover artists, we can't have any talk. We need to come to the middle and repackage. If you're still doing it like you did it in the '40s, you won't have an audience in ten years.

Hutchcraft: The situation today in Christian radio is you either have a lot of substance and no style or a lot of style and no substance. Music can convene the audience, but it can't confront. . . . We try to preach and teach in a way where you don't know you're getting taught. American Christian kids are over-entertained and under-challenged. We challenge kids to go MAD (make a difference). They will rise to

the challenge — music can build a young audience, but you won't see the life change from music alone.

The key is using the voice of kids. Kids give the old men credibility. The kid on the air becomes their advocate. With the right songs, you can use music as a teaching tool. But if you have an adult alone talking, you're in trouble. We're arguing about music and talk while a generation is going to hell.

Question: If the parents of these kids are part of the problem, how do you deal with the lack of follow-up at home?

McAllister: We have an 800 number that kids can call for help throughout the week. We know you can't solve problems in five minutes over the air. You'll probably just uncover one. That's why we have Hopeline. We get 3000 attempted calls each Sunday night to our program and we can't handle all of that. The Hopeline is available for them throughout the week and that's when we try to get kids additional help through churches, counselors, and other sources.

I forgot to mention our Prayer Partner ministry. For every kid that calls our program with a need, we match them with a prayer partner, . . . [who] is someone in America who will pray for them for 20 days out of the month. We're talking about more than just radio here.

If you don't have a national program and you choose instead to do it locally, make sure your local host is mature. Some don't have the maturity to handle the kind of pain they will uncover. Also make sure you have a vehicle [like Hopeline] to pick up the pieces. ^{rb}

Editor's note: To order a tape of this seminar, see the Chesapeake Audio/Video Communications ad on page 37.

Classifieds

FOR SALE

EQUIPMENT FINANCING, lease purchase option. Need equipment for your radio, television, or cable operation? New or used. No down payment. Carpenter & Associates. Voice (501) 868-5023 or Fax (501) 868-5401.

SCPC SATELLITE AUDIO receive equipment. New and used, many brands, complete units, downconverters, commercial LNBs. All in excellent condition, good prices, perfect for low cost SCPC uses, SASE for list. Universal Electronics, Inc., 4545 Groves Road #13, Columbus, OH 43232. (800)741-8171.

OPERATING CLASS A-FM in south Arkansas. We have authorization for power increase to 25,000 watts. For more information, call Wayne Brewies, (501) 798-4107 between 3 and 6 p.m. (CST).

HELP WANTED

MORNING ANNOUNCER/Production director for 100 kw noncommercial FM in Top 30 Midwest market. Must have a heart to minister, mature voice, good ad-lib and production skills, and be a team player. KLJC features 65 percent beautiful sacred music, 35 percent talk. Call John Sims at (816) 331-8700. KLJC Radio is an equal opportunity employer.

STATION MANAGER for an established ministry oriented 50 kw FM Christian radio station with excellent growth potential. Must have a minimum of five years experience in all phases of Christian radio broadcasting with a vision for fulfillment of the Great Commission through radio ministry. Applicants will be not excluded on the basis of gender or race. Send resume to Maranatha Inc., 1710 Garden of Eden Road, Cambridge MD 21613.

TIME AVAILABLE

RADIO TIME AVAILABLE for ethnic Christian broadcasters in Delaware, Mary-

CLASSIFIED AD PLACEMENT

Advertisements should be typed and categorized. To place a classified advertisement, contact Liz Oliver at NRB, 7839 Ashton Ave., Manassas, VA 22110, (703) 330-7000, or fax (703) 330-7100.

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Successful Concepts is a sponsor friendly, business-oriented program. It is yours FREE, call: Dan Hubbard at Paragon Communications, (606) 344-1617, or write P.O. Box 335, Florence, KY 41022.

Calendar Close-up

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 17-18

Just Pray No! (a worldwide weekend of prayer). Information: (516) 599-7399.

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

National Day of Prayer; Information: Kay Parker, (719) 531-3379.

May 6-8

World by 2000 (international radio evangelism seminar); Atlanta. Information: John Yaklihan, (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 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 4-8

Image World New York (Video Expo & The Cammp Show); New York. Information: Benita Roumanis, (800) 800-KIPI.

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.

November 1-7

National Religious Books Week (sponsored by Evangelical Christian Publishers Association). Information: (602) 966-3998.

November 18-20

National Convention of the Evangelical Theological Society; Washington, D.C. Information: James Borland, (804) 582-2000.

November 20-24

National Convention of the American Academy of Religion/Society of Biblical Literature; Washington, D.C. Information: (404) 636-4757.

November 21-28

National Bible Week. Information: (212) 408-1390.

December 27-31

URBANA 93 — God So Loves the World; University of Illinois. Information: Dan Harrison, (608) 274-9001.

January 29- February 1, 1994

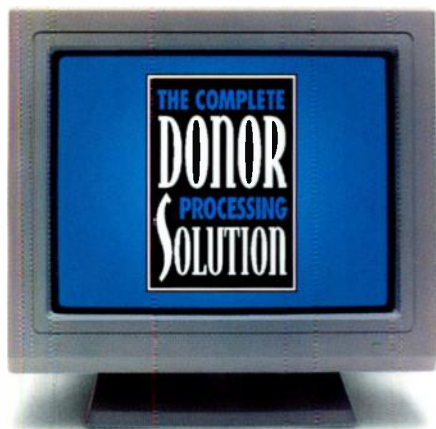
51st Annual National Religious Broadcasters Convention & Exposition; Sheraton Washington Hotel, Washington, D.C. Information: (703) 330-7000.

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 Calendar Close-up. Please send the information at least three months prior to the event c/o:

Religious Broadcasting
Calendar Close-up
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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