

# RELIGIOUS BROADCASTING

Servants of the Master and  
Ministers to a Hurting World



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# We think outside the box.

DAVID W. CLARK, PH.D.  
President, KMC Media

Sure, we buy time on Christian television and radio stations for our clients. But that's only the beginning.

You see, we know that in today's rapidly changing electronic world, you've got to go outside the business-as-usual mindset to deliver the Good News.

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We think outside the box when it comes to radio, too. We're pioneering dynamic two-minute programs for ministries like Mission Aviation Fellowship and SIM. Doing strategic media placement for Revivaltime. And generating dramatic response with fundraising specials for Prison Fellowship and World Vision.

And through our parent company, Killion McCabe & Associates, we can help you with

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Page 16



Page 22



Page 24

## Features

### Revival in this Land

8 — by William Murray / The son of America's most visible atheist challenges Christians to make June 17 — the 30th anniversary of the removal of prayer from public schools — a marker for revival in this "one nation under God."

### Glenn Kaiser: Seeking and Surrendered

12 — by Dave Canfield / Evangelist and musician Glenn Kaiser of Chicago's Jesus People USA offers his thoughts on the commitment religious broadcasters must make to uncompromising ministry if they are to be truly obedient to God.

### Mastering the Gift of Service

16 — by Belinda Thacker / With skill, dedication, and the guidance of God, the men and women of MasterServe have been and continue to be about the business of rebuilding the homes and lives of Hurricane Andrew's victims in south Florida.

### A Network Opportunity

19 — by Jim Owens / For a group of Asbury College broadcasting students, Thanksgiving 1992 offered a unique and unexpected opportunity to serve and learn.

### The "Conscience" of Latin America

20 — by Terry Duffy / With 50 years of service and ministry to Latin America behind him, Paul Finkenbinder — "Hermano Pablo" — eagerly and with characteristic dedication awaits the opportunities God has in store for the future.

### Following the Footsteps

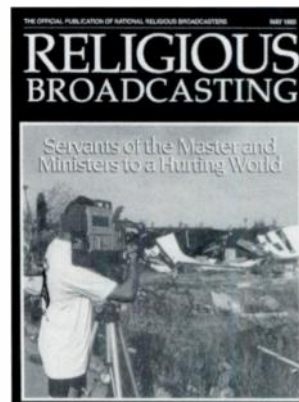
24 — by Elizabeth J. Guetschow / *Religious Broadcasting* talks with two representatives from the Israel Ministry of Tourism about the opportunity broadcasters and their audience members can find in visiting the place where the Christian faith was quite literally born.

## Departments

Signing On	3	Television Topics	36
Tuning In	4	Sales Spot	38
Washington Watch	6	The Book Shelf	40
Inside NRB	28	Interview Insights	41
Trade Talk	30	Feature Forecast	41
Advertising Index	33	Classifieds	43
Practical Programming	34	Calendar Close-up	44

## SERVANTS OF THE MASTER AND MINISTERS TO A HURTING WORLD

The life of a Christian, according to God's Word, is to be marked by both inward faith in the Creator and outward service to His creation, an opportunity amply afforded by 1992's Hurricane Andrew. Beginning on page 8, as it focuses on ministry and evangelism, *Religious Broadcasting* challenges Christian broadcasters to be mindful of their responsibility to be both proclaimers and doers of the Gospel.



Cover Photo:  
Jim Owens,  
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# Signing On

Each year I return from the National Religious Broadcasters (NRB) Annual Convention & Exposition with a kaleidoscope of experiences and memories. This year in Los Angeles was no exception.

Paster Greg Laurie's call on February 13 was to direct our ministries to the youth in our society. I was deeply moved by the video of his Anaheim, Calif., meeting showing thousands of young people responding to the invitation to accept Christ. Laurie's assurance that the old story of the cross translated into today's vernacular still touches our nation's youth was reassuring.



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

On February 14, Dr. Stephen Olford reviewed God's demands for holiness in those who serve as His messengers. Our own ambitions and egos were laid bare by God's Word applied to our lives. Addressing the International Luncheon on February 15, Dr. David Cho, pastor of the largest Christian church in the world, took us a step further in holiness by his call for daily personal and corporate prayer.

During the All Media Breakfast on February 16, Dr. Ed Young, president of the Southern Baptist Convention, reminded us of the need to be open to innovation and change if we are to use the media to effectively proclaim the Gospel. His church, Second Baptist Church in Houston, is a model of innovation in the name of evangelism.

Pastors Jack Hayford and Lloyd Oligvie, who lead churches in Hollywood, Calif., shared with us what God is doing in that community in the lives of actors and others

involved in the various facets of the film and television industry. In His sovereignty, God is working through local churches and a host of Bible studies and prayer groups.

Christian Broadcasting Network founder Pat Robertson confronted us at the Anniversary Banquet on February 16, with the incredible responsibilities we as Christian broadcasters bear in light of rapid deterioration of our society and the hostile stance toward

Christian values our culture and government are increasingly taking. Robertson's message was a call to become the gatekeepers of truth in a society where truthful information is increasingly absent from the secular media.

The music in the general sessions and the Black National Religious Broadcasters and the Hispanic National Religious Broadcasters concerts was not only technically superb, but spiritually refreshing. I recall as well the times of prayer in small groups. And the workshops and seminars on a host of topics from fund raising to reaching baby boomers to the nuances of ministry in the Middle East were well attended, inspiring, and effective.

As usual the fellowship was rich. Greeting old friends, making new ones, and catching up on news about stations and old and new programs is always fun. A survey we did of the NRB board several years ago revealed the fellowship was a primary reason for attending the convention.

But most important at any NRB convention is hearing once more how God is using Christian broadcasting. It must be a place for catching and recatching the vision for using radio and television to communicate that Jesus still transforms lives. Broadcasting reaches people where they are. It will never replace the church but it is clearly a part of the strategic plan of God for this time in history. Can anyone deny our society would be much darker than it already is without Christian broadcasting? <sup>R</sup>

## NRB 93 Time Of Hearing How God Uses Broadcasters

### David Clark

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# People Like What They're Hearing...

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

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

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

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



Wanda Franz Ph.D.

## Pro-Life Perspective

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419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004  
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# Tuning In

Is Christian edification or evangelism the primary objective of Christian media? Are radio stations meant to do the work of building Christians or winning the lost to Christ? Are television stations to do the work of winning the unconverted or edifying the saints? If our programming is aimed mainly at believers, how will we hope to have an effective witness to the non-believers?

For years I have struggled with these questions. Not because I primarily was asking them, but I had staff who were chafing, believing the station or program could not do both. They were of the firm opinion that "our programs are not attractive to non-Christians, for they only speak to the needs of people in Christ. How can we expect to be outreaching with programs like that?"

We must remember consistency of message will be remembered by even non-Christians. When life is grand and happy, they may not tune in, but when the insurmountable problems come, they will remember where they can find the message of hope in God.

These are difficult questions which deserve a thoughtful response. The facts are clear. The largest segment of listeners or viewers to our Christian programs and stations are, no doubt, Bible-loving and Christ-honoring people.

But we must never forget another important fact—the United States consists of millions of God-respecting people who would not be considered part of the evangelical camp of believers. They are part of a broad cross-section of people who are indeed religious and God-fearing, but not attendees of evangelical churches. These make up a large segment of our population.

## Christian Media Can Be For Edification, Evangelism

### E. Brandt Gustavson

larger and broader than we might believe.

Yes, some of our ministries may be overtly evangelistic. Thank God for them. It's very difficult work to plan programming and execute it properly to reach lost people.

And yes, some of our organizations may minister too much to Christians. Thank God for them, too. We must remember whatever God calls us to do for Christians, it should be done with grace, quality, and a positive loving attitude.

Our prayer is people will be directed by the Holy Spirit to tune us in and be encouraged, helped, and yes, even saved by Christ through our ministry. It is not only our responsibility to produce and air excellent programs, it is also our great privilege to pray the "people in." As the spirit answers our prayers, our audience will increase many fold.

I have come to realize *all* work done for Christ has its place, especially in the Christian mass media world, and God uses all methods and ideas given to Him for His glory. 📖

### National Religious Broadcasters Statement of Faith

We believe the Bible to be the inspired, the only infallible, authoritative Word of God. We believe that there is one God, eternally existent in three Persons: Father, Son, and Holy Ghost.

We believe in the deity of our Lord Jesus Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, in His bodily resurrection, in His ascension to the right hand of the Father, and in His personal return in power and glory.

We believe that for the salvation of lost and sinful man regeneration by the Holy Spirit is absolutely essential.

We believe in the present ministry of the Holy Spirit by whose indwelling the Christian is enabled to live a godly life.

We believe in the resurrection of both the saved and the lost; they that are saved unto the resurrection of life and they that are lost unto the resurrection of damnation.

We believe in the spiritual unity of all believers in our Lord Jesus Christ.



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



# THEY WERE TOLD IT COULDN'T BE DONE

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

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

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

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

The 1890s also saw Australians Charles Reeves and M. E. Gavin found the Poona and Indian Village Mission. This mission would later merge with Davidson's work to form the International Christian Fellowship before becoming part of SIM in 1989.

At the same time, a New Zealand farmer was being stirred by the spiritual needs of South America. George and Mary Allan arrived there in 1899 to spread the

gospel in the Andes. Other missionaries joined the Allans, and schools were established and small churches formed. The ministry became the Andes Evangelical Mission—and in 1982 it became an integral part of SIM.



seminaries, Bible schools, videos, literature, and radio broadcasts.

And more SIM missionaries are working with Muslims than any other mission in the world. Throughout Africa, Asia, and South America, SIM is strengthen-

ing national churches and equipping their leaders to reach others. But much remains to be done.

## SHARE IN THIS EXCITING STORY

Now you can share with your listeners the inspiring and dramatic story of 100 years of SIM through a new, two-minute daily radio program called "Another Story." Each program is a "minidrama" capturing the courage, sacrifice, and dedication to God that built His work in Africa, Asia, and South America through SIM.

## SEND FOR YOUR FREE DEMO AND VIDEO!

Just clip and mail the coupon for your free demo tape of

"Another Story." And while you're at it, be sure to request a free copy of our 17-minute Centennial video, "SIM: Fulfilling the Vision." Use the coupon, or call toll free **1-800-825-MEDIA.**



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

## A GREAT WORK FORGED

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

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



relief, development projects, hospitals, leprosariums, medical clinics, health care programs,

## SIM 100 YEARS LATER

Today, SIM is a missionary force of more than 1,900 missionaries serving in 24 countries, with 8,000 fully organized SIM-related churches and 2,300 developing churches composed of almost four million people. And there are some 1,400 SIM-related national evangelists and missionaries.

From the soil of this rich heritage has grown a complex of ministries: famine

## I WANT A FREE DEMO TAPE AND VIDEO!

- Send me a free demo tape of the radio program "Another Story."
- I also want the FREE video "SIM: Fulfilling the Vision."



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# Washington Watch

With the passage of its February 1993 resolution opposing congressional efforts to codify the so-called Fairness Doctrine, National Religious Broadcasters (NRB) became one of the first industry organizations on record opposing government re-regulation of broadcast speech. [See sidebar on page 7 for text of NRB's Fairness Doctrine Resolution.]

If President Bill Clinton ultimately signs legislation reinstating the doctrine, both religious and secular broadcasters would face the possibility of additional expense and difficulty in responding to Fairness Doctrine complaints and maintaining records sufficient to demonstrate compliance with the law. At worst, religious broadcasters also could experience a revival of attempts to thwart the airing of their views by persons abusing the doctrine's processes for partisan purposes, as has happened on several occasions in the past.

The election of President Clinton of-

ment judging whether broadcast coverage of important issues has been "fair." As broadcasters have demonstrated in the past, the doctrine has sometimes led to stifling the expression of unpopular viewpoints and to "chilling" coverage of controversial issues.

The original Fairness Doctrine is traceable to broadcasting's infancy, when the Federal Radio Commission (FRC) — the predecessor of the FCC — first became enmeshed in content-based regulation of the new medium. Then, as now, the government's rationale for such regulation was the scarcity of the radio spectrum. Because more people want to broadcast than the spectrum can accommodate, the theory has been that the FCC is justified in imposing certain duties on those who receive an exclusive license to use a portion of the spectrum.

However, the First Amendment limits the government's power to regulate speech, including broadcast programming. Indeed, Section 315 of the Communications Act specifically forbids the government from "censoring" broadcast programming. Accordingly, broadcasters have long contended the Fairness Doctrine unconstitutionally restricts their right to decide how to address issues on the air.

In 1949, after the policy evolved through a series of cases, the agency explicitly announced that the doctrine imposed two obligations on licensees: first, a licensee was required to air information about issues that "are so critical or of such great public importance that it would be unreasonable . . . to ignore them completely." And second, if broadcasters covered particular issues of public importance, they had to take steps to ensure the presentation had contrasting points of view.

The commission rarely confronted a dispute regarding the first prong of the doctrine; it long ago concluded licensees had broad discretion to choose the issues they would address. But the second prong generated thousands of complaints over the years. Although few resulted in FCC sanction, broadcasters were forced to spend time and money monitoring their own programming and responding to allegations of bias.

As interpreted by the FCC, the Fairness Doctrine afforded broadcasters considerable discretion. Licensees were not forced to air opposing viewpoints on the same program or series, but had to make provision for opposing views in their overall programming schedules. No precise



**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.**

## NRB Joins Effort To Block Reimposition Of Fairness Doctrine

**Richard E. Wiley**

fers congressional proponents of the doctrine their best chance at passage of such legislation since 1987, when the Federal Communications Commission (FCC) during the Reagan administration formally abolished the decades-old policy. Senators Fritz Hollings (D-S.C.), John Danforth (R-Mo.), and Daniel Inouye (D-Hawaii) have introduced legislation in the current session that would impose the same Fairness Doctrine obligations as required by the commission's rules before 1987.

Specifically, The Fairness in Broadcasting Act (S. 333) would mandate that licensees "afford reasonable opportunities for the discussion of conflicting views on issues of public importance." While former President George Bush was on record as opposing such legislation, it is expected that the new White House would support it.

On the surface, the Fairness Doctrine may appear to be little more than a benign statement of good journalistic practice. However, the problem lies in the govern-

equal balance of views was mandated, and broadcasters were free to pick the spokesman and format for presenting opposing views.

Despite this flexibility, difficult questions remained to be confronted in individual doctrine cases: what precisely was the "issue" in dispute, was the issue "controversial," was it one of "public importance," and had the licensee offered a "reasonable opportunity" for the airing of opposing viewpoints?

Even if a licensee could ultimately prove its case, the process alone gave complainants an opportunity to harass stations and possibly inhibit on-air discussions of important topics. A representative of a Baton Rouge, La., television station told a congressional panel in 1987 the station spent 42 days and \$20,000 to defend a Fairness Doctrine complaint regarding its reporting on nuclear energy.

In the 1970s, NBC spent three years and more than \$100,000 defending a documentary on private pension plans that had helped spur federal pension-reform legislation. Rather than run such risks, broadcasters sometimes found it easier to avoid covering contentious issues altogether.

Religious broadcasters have long been concerned about the Fairness Doctrine because they have been the targets of some of the earliest and also the most publicized enforcement actions. For example, a federal appellate court in 1932 upheld the FRC's refusal to renew the radio license of a Los Angeles minister who regularly attacked government officials, labor organizations, and other religious faiths on the air.

The first and only station to ever lose its license as a result of a Fairness Doctrine issue involved a religious broadcaster. And the U.S. Supreme Court's leading Fairness Doctrine case, *Red Lion Broadcasting v. FCC*, focused on a small Christian radio station in Red Lion, Pa.

In 1964, the Red Lion station aired a



minister's sharply worded denunciation of a journalist who had written critically about Barry Goldwater. The journalist demanded free time to reply, under a corollary of the Fairness Doctrine called the "personal attack" rule. The station refused to make time available unless the journalist paid for it.

The personal attack rule — which remains in force today — requires broadcasters to make a reasonable response opportunity available to persons whose "honesty, character, integrity, or like personal quality" have been attacked during a "presentation of views on a controversial issue of public importance." Unlike the general Fairness Doctrine, the personal attack rule affords broadcasters no discretion to choose the spokesman presenting the opposing view. Licensees are obligated to notify the person attacked and offer him reasonable (and if necessary, free) time to respond.

The Supreme Court upheld the agency action in *Red Lion*, ruling that the personal attack rule and the political editorializing rule — another corollary of the Fairness Doctrine — passed constitutional muster. In regard to those two rules, the majority said, broadcasters' First Amendment protection was less than that accorded other media because the broadcast spectrum was a scarce, finite resource.

"No one has a First Amendment right to a license, or to monopolize a radio frequency . . . to the exclusion of his fellow citizens," the opinion stated. "There is nothing in the First Amendment which prevents the government from requiring a licensee to share his frequency with others and to conduct himself as a proxy or fiduciary with obligations to present those views and voices which are representative of his community and which would otherwise, by necessity, be barred from the airwaves."

However, the court did signal its willingness to reconsider the First Amendment issue if experience proved the Fairness Doctrine had "the net effect of reducing, rather than enhancing, the volume and quality of coverage." The justices also indicated, albeit more doubtfully, a drop in demand for broadcast spectrum might change the outcome of its constitutional analysis.

A few years later, radio station WXUR (also in Pennsylvania) was purchased by a politically conservative Christian ministry/programming organization whose controversial programs had attracted Fairness Doctrine complaints in the past. Faced with

unusual opposition to its license application, the ministry promised to air programming reflecting all viewpoints as required by the doctrine.

But WXUR then aired a considerable amount of programming critical of certain racial and religious groups, prompting new Fairness Doctrine complaints. At renewal time, the commission rejected the ministry's application, holding the licensee had failed to meet its obligations under the doctrine and had misrepresented its intention to abide by the rules.

In 1973, an appellate court upheld the FCC's action in the WXUR case over a strong dissent. The politically liberal dissenting jurist indicated he abhorred the ministry's politics, but believed the First Amendment barred the government from such intrusive regulation of speech. The dissenter also worried about "the possibilities of commission abuse of the doctrine through 'raised eyebrow' harassment as an alternative to overt enforcement. . . . The uncertainty also serves as a potential cover for politically motivated applications of the Fairness Doctrine."

Several media scholars agree, pointing to evidence that both Democratic and Republican administrations in the past have used the doctrine for partisan advantage. Religious broadcasters reportedly were among those targeted for Fairness Doctrine complaints by individuals involved in the Kennedy-Johnson re-election effort.

Campaign workers monitored conservative broadcasters favoring positions associated with Republican presidential candidate Barry Goldwater and demanded free response time. A campaign official was later quoted as saying "the effectiveness of this operation in inhibiting the political activity of these right-wing broadcasts . . . [was] even more important than the radio free time."

In 1985, the FCC issued a report concluding the doctrine was no longer justified. Growth in the number of broadcast stations and the rising popularity of cable offerings undercut the scarcity rationale for regulation, the agency said, while experience proved the doctrine actually inhibited broadcasters and thus curtailed discussion of important issues. But the commission deferred further action on the matter, citing "intense congressional interest" in reviewing the policy before it was eliminated.

In 1987, Fairness Doctrine disputes embroiled all three branches of the federal government. Congress passed a bill to codify the doctrine that spring, but President Ronald Reagan vetoed it in May.

In the meantime, an enforcement case reached the appellate court, which sent the matter back to the FCC for reconsideration in light of the agency's 1985 report. As a result, the commission formally abolished the doctrine in August 1987. Congress

CONTINUED ON PAGE 29

## RESOLUTION ON FAIRNESS DOCTRINE

(passed at the National Religious Broadcasters business meeting February 13)

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 views on 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,

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.

by William J. Murray \_\_\_\_\_

June 17, 1993, will mark the 30th anniversary of the removal of prayer from the public schools of the United States. The Supreme Court decision did not just remove prayer and Bible reading from the schools, however. All moral teaching was removed as well, leaving a void for our children that has been filled by violence and drugs.

My own family began a 30-year moral decline in America by helping to kick God out of our schools! The case to remove prayer from public schools began in Baltimore in 1960, when my mother, atheist leader Madalyn Murray O'Hair, was refused citizenship in the Soviet Union.

Upon returning to the United States, she was infuriated that her sons would have to go to a school where prayer was allowed and true American values taught.

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*America was founded  
as "one nation  
under God."*

*The United States  
was not intended  
by God or by our  
forefathers to become  
a secular nation.*

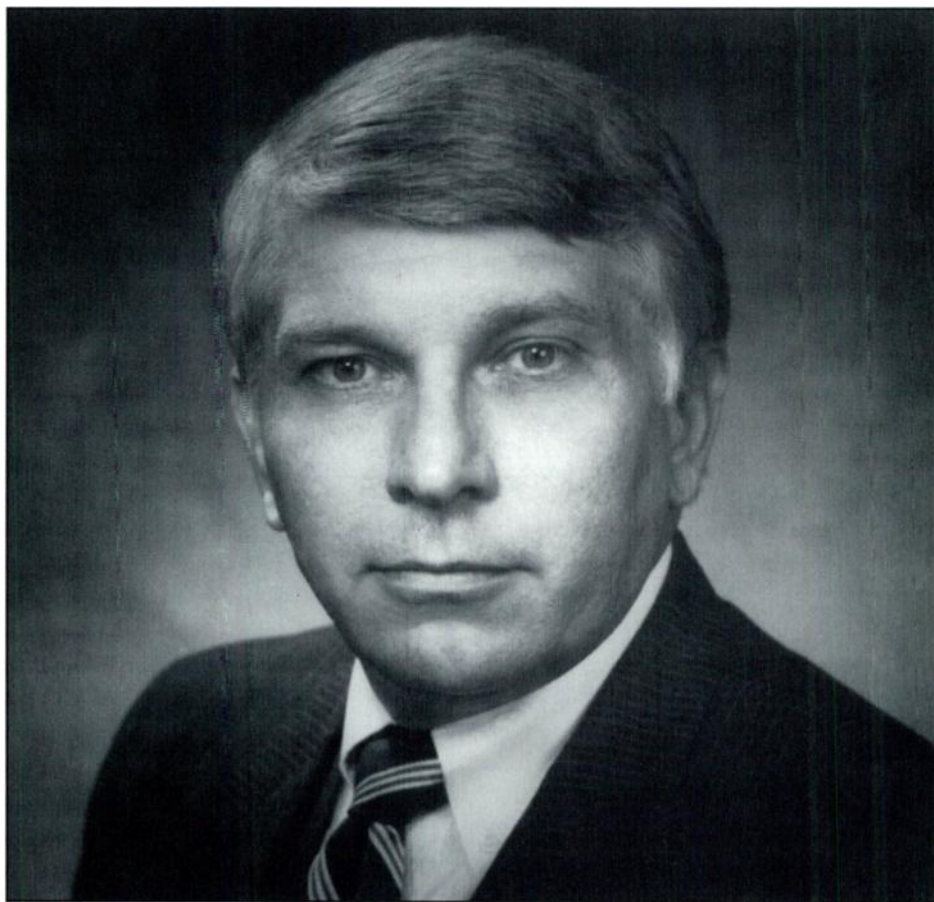
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As a result, she began a lawsuit to remove prayer from the schools. Throughout the next three years, while the case was being decided, my mother supported herself by, among other means, managing the Communist Party bookstore in Baltimore.

The very liberal United States Supreme Court of the 1960s established Madalyn Murray O'Hair as a "champion" of American "civil liberties" when it banned prayer from public schools in 1963. A woman who had sworn away her American citizenship and applied to the Soviet Union for political asylum was made a hero by the Supreme Court of the United States. American schools and American society have been on the decline ever since.

The famous lawsuit brought by my mother resulted in great damage to the social fabric of this nation. The damaging

# Revival in this Land



*William J. Murray*

effects of the lawsuit which are still surfacing today include:

- A ban on "Judeo-Christian" moral teachings, such as monogamy, heterosexual orientation, respectful behavior, and proper dress codes, in the schools.

- The elimination of Christian hymns at Christmas time.

- The elimination of Christmas and Easter plays in which Christ is depicted. (The schools now have "Winter" and "Spring" plays.)

- Restrictions on student distribution of Christian literature in schools, including pro-life materials.

- The removal of references to Christ as a religious figure from textbooks.

- The actual removal of Bibles and other "offensive" Christian materials from school libraries, and, in many instances, the violation of students' basic rights by the removal of personal Bibles.

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**CONTINUED ON PAGE 10**

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## REVIVAL IN . . .

CONTINUED FROM PAGE 8

- The introduction of a "values neutral" educational system which teaches and promotes alternative lifestyles such as homosexuality.

- The elimination of prayers at commencement activities and by school athletes prior to sporting events.

### The High Price of Godlessness

The removal of God from America's educational system and from American society in general has manifested itself in numerous ways. The rate of pregnancy among teenagers has risen 300 percent since 1963. Venereal disease rates have climbed over 300 percent as well, and the AIDS epidemic will kill millions.

Violence in our society has increased three times faster than the population. The United States claims the highest rates of abortion, divorce, murder, and rape of any industrialized nation in the world. All testing standards show our children falling further behind European and Asian students each year.

The American people have now elected a pro-choice, pro-homosexual president who has confessed to adultery and drug use. The election of Bill Clinton only emphasizes the degree to which the moral standards of our nation have declined. President Clinton's moral track record could not have won him an election in Japan, England, France, or Germany.

### Enough is Enough

America was founded as "one nation under God." The United States was not intended by God or by our forefathers to become a secular nation. America will face a social holocaust if the turn back to God and the moral principle He has dictated to us in His Word does not begin today.

Thirty years of decline is enough. America must be turned around now. June 17, 1993 can mark the beginning of such a turn around. On June 17, 1993 — the 30th anniversary of the removal of prayer from public schools — Christians across the nation can begin the process of winning back our educational institutions and our nation.

The 30-year mark of the removal of prayer from public schools can be a turning point for this nation. June 17 has been set as a rallying point for Christians to turn the tide of society away from the secular, anti-God foundation it now stands

upon. On June 17, a huge revival, which is being referred to as "Miracle Day 93," will take place in Baltimore and will include the participation of leaders from all denominations.

More than 10,000 Christians are expected to participate in the revival, which will be held at the Baltimore Arena. Similar rallies will be held in cities across America. This is not just a one-day affair. The people coming together at these rallies will form the basis of a new movement to return God to the public life of America.

This is also not just an issue of school prayer. The Christian leaders and organizations involved are interested in far more than the school prayer issue.

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*The people coming together at these rallies will form the basis of a new movement to return God to the public life of America.*

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This is a day in which all groups concerned with returning America to a moral road will unite.

Pro-life, pro-family, anti-violence, anti-pornography, and creation science forces will be working together to make this a new beginning for America. Dozens of organizations throughout the nation will participate in this new beginning. Christian radio and television stations throughout America have added their support and are broadcasting material in support of the Miracle Day revival in Baltimore and other cities.

### Reality Check

What can realistically be achieved? In the past 12 years, Christians have lost the political battle. While we fought in Washington, the American Civil Liberties Union (ACLU) and other liberal organizations fought in the classroom and on television, destroying the minds and morals of our youth. Those young people are now voting pro-choice and pro-pornography. We as Christians can no longer hope to elect godly, moral men to office unless we go back to our neighborhoods and win individuals to Christ.

About 54 percent of those old enough to vote are pro-choice. We cannot win a vote on the abortion issue without winning 5 to 10 percent of these pro-choice supporters to a true and meaningful relation with Christ. Or to state the issue more broadly: We cannot win any more elections without a national revival. And we can begin that revival by reclaiming a dark day in American history and turning that date into a marker for renewed American revival. We as Christians need a day in history we can point to and say, "This is the date the great revival began."

I believe God directed me to work for the beginning of a new revival in this country while I was preaching in Australia last November. Day after day, I read in Australian newspapers about the moral decline of America. Yet there I was, preaching the Gospel in Australia while my own land burned in sin likened to the fire of hell.

My daily morning devotional and prayer time grew longer and longer as the Holy Spirit placed me under great conviction for abandoning His original calling to me. God had directed me after my salvation in 1980 to work to undo what my atheist family had done. But during a ten-year period, I had moved away from that calling.

I had begun to preach in Russia upwards of 20 times a year and had even founded a Bible publishing company in Moscow. But other preachers, other evangelists could do what I was doing in Russia and Central America; because of my background as the son of America's leading atheist, only I could preach the special message God had given me for America.

God has blessed Miracle Day 93 already. Many Christian radio and TV networks have aired the 60- and 90-second spots calling for the beginning of a national revival on June 17, 1993. Many Christian publications have offered space to proclaim the new national revival and thousands of churches are already participating in the Miracle Day 93 revival in some way.

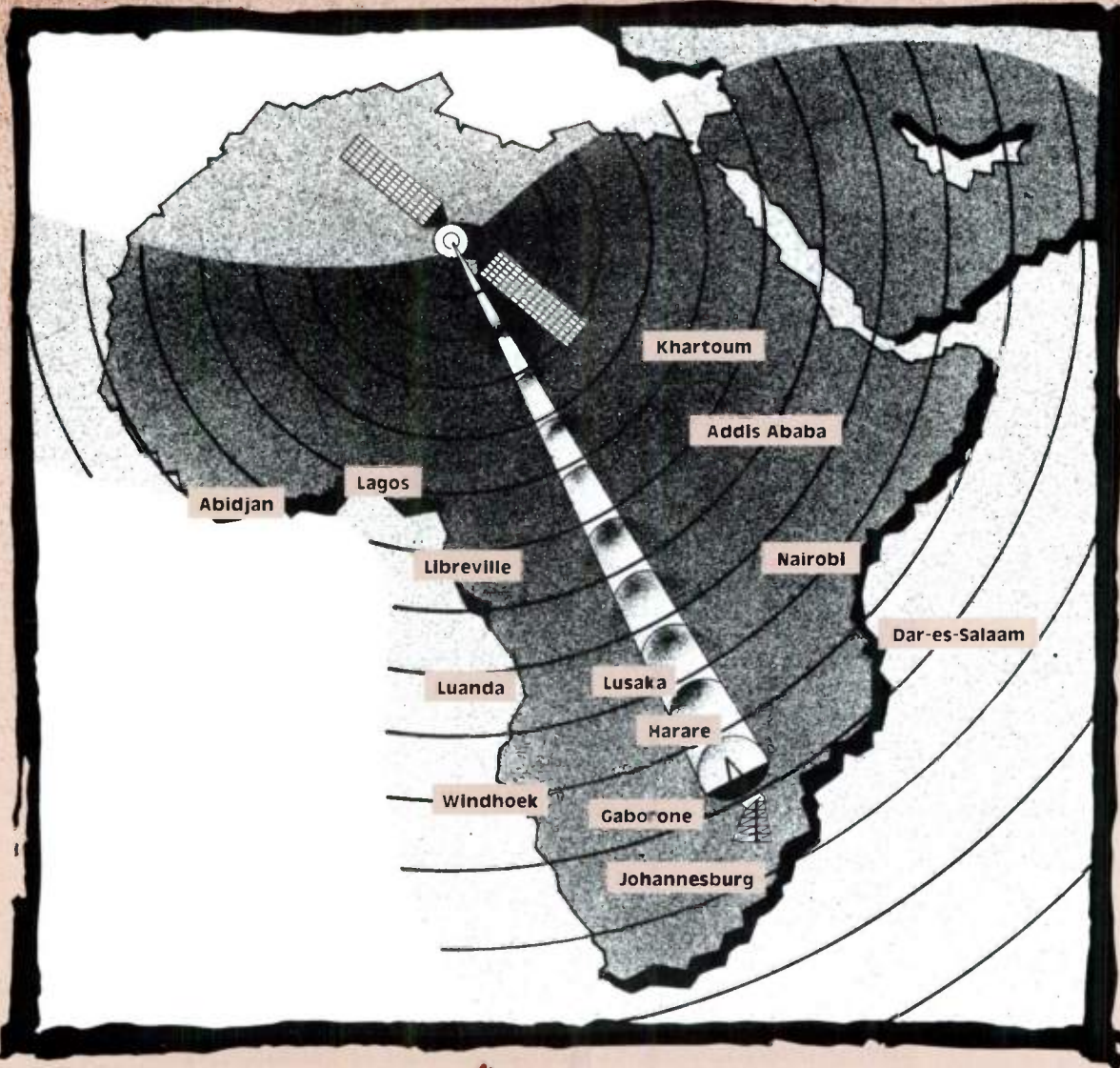
Now is the time for Christians to win back America. To do anything less will be to allow the moral decline of America to continue and to allow our fellow Americans to draw further and further away from God.

---

**William J. Murray is the son of America's leading and most outspoken atheist leader, Madalyn Murray O'Hair, and founder of the William Murray Faith Foundation in Coppell, Texas.**

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# Glenn Kaiser: Seeking

by Dave Canfield \_\_\_\_\_

**P**erhaps best known as the lead singer for Jesus People USA's (Chicago) Rez band, Glenn Kaiser is first and foremost an evangelist. His 20 years of experience preaching, teaching, and playing everywhere from mainline denominational churches to biker conventions makes him uniquely qualified to address the issue of evangelism through broadcast media.

In addition to his work with Rez, Kaiser has also recorded a number of solo projects. *Slow Burn* is the second acoustic blues project recorded with his close friend Darrell Mansfield. Glenn Kaiser — *All My Days, Songs of Worship and Witness* is a compilation of worship songs written by Kaiser over a period of 20 years spent leading worship with his "family," Jesus People USA Covenant Church.

## What encourages you about Christian radio and broadcasting?

That the Gospel is being preached, at least in many cases. Many people prayed a long time ago for there to be such a thing as Christian radio, and when I first came to the Lord, I even prayed and seriously thought I'd end up being involved in Christian broadcasting as a radio personality. But the Lord had other plans for me. Now there are syndicated shows and Christian stations all over the country. I rejoice because, let's face it, most of what goes out over the airwaves in this world isn't going to minister the Gospel of Christ to anybody.

## Since so much of the programming on Christian radio is music, what biblical basis could you give us for "Christian" music?

The Bible commands us to sing and

make music. In my opinion, the two most important Scripture references are Ephesians 5:19 — "Speaking to one another in psalms and hymns and spiritual songs, singing and making melody with your heart to the Lord" — and Colossians 3:16 — "Let the word of Christ richly dwell within you, with all wisdom, teaching, and admonishing one another with psalms, hymns, and spiritual songs, singing with thankfulness in your hearts to God."

Christian music begins with obeying

means to be a disciple of Jesus Christ.

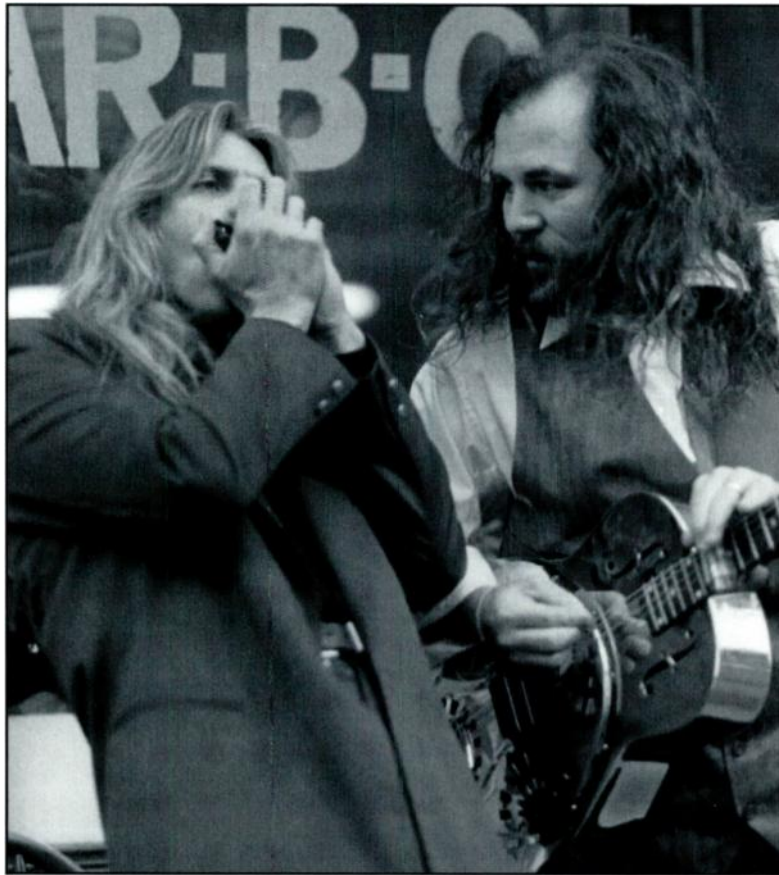
## In light of that, what are the questions you believe television and radio programmers need to ask themselves about the process of communicating the Gospel the way they do?

Mainly, do they have some sense of confirmation that they are called of God to do what they do? After that, are the contents of the teaching, preaching, talk, and music shows they broadcast truly biblical? Unfortunately, I think, for far too many program directors and station owners, the tail wags the dog. Financial concerns really dictate what does and doesn't get airplay.

Let's talk a bit about formats. Do you feel narrower windows of program content tend to generally help or hurt the cause of Christ? For example, many stations say they specialize in younger markets, but they don't play music the youth listen to. If you're under 25, it's as if you don't exist.

Well, I don't know of any time in history when we've had more Christian radio stations, syndicated shows, or a bigger elephant of an industry. But in spite of the surveys taken, if you asked the average congregation or concert audience how many of them consistently listen to Christian radio, I don't know if you'd see a

much bigger margin now than ten years ago. My question to radio programmers and station owners is, "Why are Christians listening to secular radio more than Christian radio?" People are going to have to give account as stewards of media resources. Of course, listeners always have the option to listen, change stations, or turn it off.



Glenn Kaiser and Rez band are celebrating 20 years of evangelistic ministry as part of Jesus People USA in Chicago.

the commands of Christ to make music, write lyrics, and live a life demonstrating what we sing lyrically. But we always need to remember [that] simply because someone has the ability to write songs or lyrics or perform them with conviction doesn't automatically mean they're truly seeking after or surrendered to God. They still might not have a real sense of what it

# and Surrendered

Now I don't believe all Christian radio should be programmed for the young, or [that] all stations should play rock-and-roll. Some have the attitude, "I love rock, so I think all Christian radio stations should start doing full-on rock shows, and who cares if they all sink financially as long as I get my artistic fix." That's what's wrong with the church, much less Christian radio. We produce what we like, not what our listeners need.

**What do you say to a pastor [or owner] who has a station or stations running 24 hours a day [and] who may be considering airing a metal/rock or alternative music show, but he knows it won't make money?**

I'd pose a question: If you have a radio station and the bills are basically being paid, and you have a couple hours, say 10 p.m. to 12 [midnight] on Saturday nights, couldn't you do something a little more geared to young people? You have to pray and ask God [if] this is what he wants you to do. Doesn't it make sense that if you're running a "ministry," you may not always get to play the kind of music you listen to?

**But how do you gauge the fruit of this type of ministry? How do you know if it's really fruitful?**

You have to encourage people to write and phone. Talk shows can come in real handy here. Any time you get a listener to respond through the mail or a live talk show or a contest, you have a better idea of who's listening and how the programming is affecting them. If the station ownership is committed to ministry first, they should always be looking into different ways of measuring the impact their station is having on the community.

**How do you go about defining a format for a given area? What ministry considerations are there?**

Find out what people in that area listen to. What musical language do they speak? Country and western? Rock? This isn't an absolute, but it's a good place to start. God may lead you to reach out to the few headbangers in that area. If you really believe the Lord has called you to reach out to people who listen to a partic-

ular style of music, then find Christian artists who play that style. [And] for teaching, make sure it's biblically solid, not just controversial.

**You sound like you don't have much sympathy for the financial situation stations can find themselves in.**

All I'm saying is if God truly called you, then you aren't simply looking upon broadcasting as a business. If it's really a business, don't call it "ministry." The word [then] is "compromise," [and] whenever you do that, the Bible, biblical ethics, scriptural teaching, basic discipleship, purity, all of that gets compromised.

Sure, stations have to pay the rent or there won't be a station. They have to figure out how to sponsor their particular broadcast or ministry. I think one of the toughest, most thankless jobs in broadcasting is shaking commercials out of the bushes and trying to match your audience and programming to a sponsor.

There have to be enough people in a given area who believe in a particular Christian station to help support it. If there aren't, it's probably not going to last. They need to find that group of people who'll patronize the pizza place that advertises on their station. And I don't know about everybody, but I think a lot of people either like what they hear when they tune across a radio dial or they change stations.

Older, more conservative Christians might not do that so quickly if they like the format, but I think younger Christians are a lot more apt to flip the dial or change stations if they don't like the song being played at that moment. They might listen to that station on Saturday night during the two hours of rock programming, or maybe a little teaching during the week, but the rest of the [time] they don't listen at all.

**What about the fact that many of these Christian owned and operated stations are almost entirely dependent on the generosity of well-meaning, conservative benefactors to maintain daily [operations]?**

Is what they're doing missions, or is it for personal gain and fulfillment? I

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CONTINUED ON PAGE 14

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think often what is set up as “ministry” is basically set up to fulfill the person who set it up in the first place. They put a station up like some people put a picture on their wall. These are often well-meaning people saying, “I’ve got a bit of money, and here’s a station sitting dormant. I can cover the initial cost and get this thing operating.” The first question those benefactors should ask is, “Is this you God? Have you really ordained this station to be?”

**And you don’t believe that’s a naive question?**

A naive question? I think it’s the ultimate question. I think on judgment day, only believers will be expected to have run a biblically sound ministry or business. When they stand before God, they’re going to give an account for the stewarding they did of those resources.

What do the Scriptures say about communication? “Life and death are in the power of the tongue; they that love it shall eat the fruits thereof” (Proverbs 18:21). “The teachers among you will be judged with greater severity than the others” (James 3:1). So many scriptures speak to the responsibility we bear for what we pump out into the airwaves. You are representing Jesus Christ and at least a portion of the church.

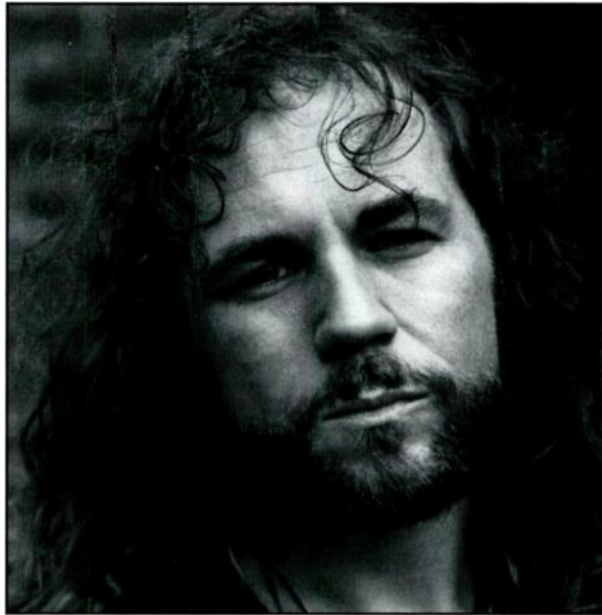
What’s worse: unbelievers owning and operating big chunks of the Christian music and publishing industry and many Christian radio stations and choosing to run them as businesses, or Christians owning and operating them and giving biblical ethics and spiritual concerns about as much thought as their pagan counterparts? I think they’re equally wrong.

**What do you say to radio personalities who question whether they are compromising in the midst of trying to please owners/managers and listeners and [still] be true to their calling? Putting food on the table casts an awfully big shadow on making those kinds of choices.**

First of all, I’d say that your security had better be in Jesus, not your job. A head coach in the [National Football League] once said, “There are two kinds of coaches — those who have been fired and those about to be.” Very often, it’s

the same thing in broadcasting.

Hopefully, broadcasters are reading God’s Word daily, praying, and plugging into good local fellowships for support. If you’re married, then the Scriptures say you need to provide for your family or you’re worse than an unbeliever. But we also must allow God to set a standard of living for us and our family. Are we willing to ask God to do that? Or do we determine that God automatically puts His



*Rez band, of which Glenn Kaiser is the lead singer, is known as the first “Christian hard rock” band.*

stamp of approval on whatever sort of lifestyle we choose? I think not.

If God called you to minister in broadcasting, then sacrifice is probably part of the calling. So rather than being bitter, you should say, “Look, God, if this is where you want me, continue to confirm. Open and close doors; make it obvious.” Pray and seek God’s will, determine in your heart to be obedient to the Lord, and then do it.

Faith and obedience isn’t a matter of dollars. The issue isn’t whether you have a huge listenership or the best ratings. If God calls you, obey. He hasn’t called anybody to part the Red Sea. Sometimes [He calls us] to give a cup of water to somebody.

**Would you have any words of encouragement for Christian broadcasters out there?**

A lot of people are becoming Christians and seriously considering the claims of Jesus Christ and God’s Word because of Christian broadcasters. As long as you’ve believed and God seems

to be confirming that you’re where you should be, rejoice and give thanks for the opportunity to be used by the Lord.

This is where I’d like people to understand something about works. It says very clearly in Corinthians that our works are going to be judged. That judgment is for everybody in Christian broadcasting: Christian artists, preachers, teachers — everybody. A lot of our works in this life are going to end up wood, hay, and stubble. But thankfully, a lot of the works will have turned out to be gold, silver, and precious stones. Those works will have survived. They’ll have been done out of obedience, faith toward God, and a good heart.

**What does that say about the process of sanctification?**

Jesus died to sanctify people, not their works. And yet when Jesus performed the miracle of the loaves and fishes, he lifted the food up and asked God to sanctify it. Then he broke it up, gave it back to the disciples, and told them to feed the crowd. And in the process of the disciples being obedient to God with those elements, a miracle happened.

Wouldn’t it be great if we saw more of that in the Christian music industry? The problem is, people aren’t lifting their stations, shows, gifts, and elements — their own sonic loaves and fishes — up to the Lord to sanctify and break. So often we think, “I have to have control.” But our first obligation isn’t to the tax man, it’s to obey the Lord.

**Any last comments on the Christian media?**

I remember a day when there were no contemporary Christian stations or shows. I prayed and prayed along with so many people for that to change. Why? Because I knew that people would become followers of Jesus if they heard through that medium a message they knew in their hearts was true.

If you’ve been obedient, rejoice, for your redemption draws nigh. I’m thankful that many are really being touched deeply by the efforts of godly Christian broadcasters who bring edifying programming to them each day or week. We all just have to work harder to do it right, because Jesus and people are worth all the cost.

**Dave Canfield is a senior editor for Cornerstone Magazine in Chicago.**



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Hope to see you soon. *Love, Israel*

by Belinda Thacker —

**H**urricane Andrew has been called the worst natural disaster in the history of the United States. Ripping through south Florida early in the morning of August 24, 1992, Andrew damaged 160,000 homes and buildings and left 175,000 people homeless. Over 250,000 south Dade County (Fla.) residents were directly affected by the storm.

When Dr. D. James Kennedy, pastor of Coral Ridge Presbyterian Church in Fort Lauderdale, wanted to support an organized relief effort, he didn't have to look far — MasterServe, a construction ministry with headquarters in Chicago and Fort Lauderdale, was already hard at work aiding those in need.

"MasterServe is a non-profit ministry helping Christians serve the Lord by donating their talents, experience, and resources," says Gene Sitter, president and founder of MasterServe and a member of Coral Ridge Presbyterian.

Given its efforts in recruiting volunteer labor and donations of materials, MasterServe has been building churches and Christian schools at cost, saving thousands of dollars since Sitter founded the organization in 1977. Hurricane Andrew, however, brought with it a new mission for MasterServe and Sitter, who was in his Miami home as the hurricane passed through. "I felt the Lord saying to me, 'I've given you 15 years of experience with MasterServe methodology, now go help these people.'" With the help of Kennedy and Coral Ridge Presbyterian, MasterServe sent out a nationwide alert to recruit volunteers and materials for Andrew relief. Kennedy featured MasterServe on *The Coral Ridge Hour*, which is produced by Coral Ridge Ministries in Fort Lauderdale and broadcast on 325 television stations in the United States, and on *Truths That Transform*, the ministry's national radio program.

"I am pleased that MasterServe has made a commitment to help South Dade rebuild," Kennedy said. "I endorse this



*Six months after Hurricane Andrew, Doris Clark still tries to salvage a normal lifestyle as MasterServe staff and volunteers survey repair work.*

# Mastering the

Christian, humanitarian outreach, and we are delighted to be joining their efforts as other short-term relief groups are pulling out of the area."

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*This storm has provided a tremendous opportunity for us to minister to needs, to meet our neighbors — because the fences were literally blown down.*

---

## Helping the Homeless

Response to Kennedy's media alert was almost immediate. MasterServe's volunteer list coordinator, Edward Hesson, says there are hundreds of registered volunteers from 40 states who have

worked with MasterServe and hundreds more who have worked without registering.

Soon after immediate needs — food, clothing, water, and temporary repairs — were met, volunteers began helping MasterServe repair or clean up hundreds of homes in south Dade County. One of the first organized groups to coordinate a relief trip was from Minnesota. Retiree Vince Kroll heard about MasterServe's needs on his local Christian radio station and began organizing a group of volunteers.

"I got a story in the paper first, then the TV station picked it up," Kroll says. Before long, a group of 34 volunteers from several towns and churches was headed south. Since then, the group has grown to over 100, has completed its third trip to Dade County, and has committed to sending groups four times a year for the next three years. Other groups, including 16 students from Oak Hills Bible College in Bemidji, Minn., learned about the original Minnesota group and coordinated their own MasterServe trips.

Debbie and Robert Hess are owners of one of the homes repaired by members



Deanna Mosler (left), Laurie Warner (middle), and Katriece Porter (right) spent their spring break volunteering for MasterServe. Here, the Oak Hills (Minn.) Bible College students help sort clothes donated to First Presbyterian Church of Homestead.

# Gift of Service

of the Minnesota crew. "After six months, the people down here are just mentally and physically exhausted," Debbie said recently. "I have a prettier house now than I did before, but if it wasn't for the volunteers, we'd still be in bad shape."

## Rebuilding Churches

Besides supplying aid to hundreds of homeowners, MasterServe has also had the opportunity to work in its area of expertise: church construction. Bernie Tucker, senior project manager, says over 60 churches met with MasterServe to discuss their needs. "Sometimes they just needed help with small things," Tucker says. "But 12 churches needed major repairs or rebuilding. Pastors also needed a lot of encouragement," he adds. "Overnight, their ministries were desecrated."

Many churches lost more than half their memberships because residents left when their homes were destroyed. Out of 102 members, pastor David Middleton from the Homestead Church of God lost 71 after the storm. Now, attendance is back up to 65 or 70, with neighborhood

residents coming who weren't going to church anywhere before.

"This storm has provided a tremendous opportunity for us to minister to

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*We never try to sell ourselves to the churches. We just make them aware we exist. In 15 years, we've never exceeded a budget. We do all our planning on our knees.*

---

needs, to meet our neighbors — because the fences were literally blown down!" Middleton says, recounting how he helped his own neighbors, a Puerto Rican family, during the storm. One of the fami-

ly's daughters is now providing music for the church, and a Spanish ministry has been started.

In spite of — or perhaps because of — Hurricane Andrew, Middleton has high expectations for the future of Homestead churches. "I think that out of the rubble are going to arise some great and marvelous things!"

## How MasterServe Works

With 15 years experience as a construction ministry, MasterServe project managers use a systematic method when beginning a church construction project. They employed this methodology on a larger scale for Andrew reconstruction.

First, the managers consult their computerized network of resources to locate skilled tradesmen, such as carpenters, etc. They then work through the local community to solicit labor and donations. "We like to build the fellowship hall first," Tucker says. "Then [the workers] can have gatherings that encourage bonding, such as Bible studies

and social activities. Once they get to know each other, it's easier to complete the rest of the church."

Each day, MasterServe construction crews break at 11 a.m. for devotionals. Not only does this encourage the believers who have volunteered, it has also served to lead several non-Christian sub-contracted laborers to the Lord.

As a project goes through its construction phases, it is inspected regularly by a construction engineer on the MasterServe staff. There is also a regular staff person on board to supervise construction daily. Many MasterServe staff members have come on board after serving first as volunteers. Sitter says that when he's approached by an individual who wants to join MasterServe full-time, he won't even consider hiring until both he and the applicant have gone through "a season of prayer" and have considered the needs of the applicant's family.

"There's a lot of diversification," Tucker says. "We have guys who were big commercial developers, and we have

CONTINUED ON PAGE 18

## MASTERING THE . . . CONTINUED FROM PAGE 17

some who were small home contractors. But they're all Christians. It's like answering a call to full-time ministry."

### Hurricane Relief: A Task for Everyone

In its normal operations, MasterServe requests that volunteer groups supply 80 percent skilled laborers and 20 percent unskilled. But during Andrew cleanup, there are jobs for everyone. Mark Yost, leader of a youth group from Wyckoff Baptist Church in Passaic, N.J., admits that he was pleasantly surprised with the accomplishments of his group, which consisted of 52 teenagers and 13 adults from three area churches who traveled to Miami during their Christmas break.

"I had my doubts as to the amount of productivity we'd see out of a group with so many unskilled workers and young people," he says. "But the Lord works in mysterious ways, and He proved me wrong."

The New Jersey young people painted, cleaned up debris, tore down waterlogged walls and ceilings, and cleaned up the yard at Pinelands (Fla.) Presbyterian. They also turned the affair into a true missions trip by organizing an outreach event. "We went around the neighborhood and handed out flyers inviting people to a New Year's Eve service at the church," says Yost's daughter, Kim. "This gave us the opportunity to witness and share with the neighborhood."

But the outreach went far beyond the small Pinelands neighborhood. Three teens in the group made commitments to the Lord. Morale at all three churches is at an all-time high, with increased enthusiasm about missions trips and more groups planning Andrew relief trips. And *The Record* of Bergen County, N.J., a normally liberal news publication, ran a front-page story on the trip, opening the door to further witnessing to friends, neighbors, and co-workers in the area.

"I've decided to give up my vacation time for the next few years to go back and help," says the elder Yost. "I wouldn't even think of paying money to go to a resort somewhere and miss out on the satisfaction, the love, and the fellowship we experienced with MasterServe. It was a fantastic, positive experience."

MasterServe volunteers provide their own transportation, food, sleeping bags, and other supplies. MasterServe supplies shelter, showers, Bibles, and tracts.

### More Help Needed

But even with the generous outpouring of volunteers and other donations, there is still much left to be done before south Florida's reconstruction is complete. Entire neighborhoods still need repair. Debris is piled high along neighborhood streets. Downed trees lie where they fell nine months ago. "We have a three-year backlog of work," says Tucker.

Recruiting volunteers has become

more difficult, MasterServe officials say, since media attention is focused elsewhere now and people don't realize the long-term efforts required for a project of this magnitude. Kennedy stresses the importance of ensuring that the long-term needs of South Florida's hurricane victims are not forgotten.

"I will do all I can to call attention to this important effort," Kennedy says. "This is a tremendous opportunity to



*Participants in the Asbury College Relief Project worked with such organizations as the Salvation Army to bring Thanksgiving dinner to the people of south Florida.*



*For 11 members of the Asbury College broadcast communications department, a Thanksgiving missions trip turned into a once-in-a-lifetime learning experience.*

demonstrate the love of Christ to those affected by this disaster and bring them into the kingdom.”

MasterServe will have special need of even more skilled volunteers for its next phase of rebuilding: the construction of a community of 400 homes built by volunteer labor and donations. “We’re looking at three different sites right now,” Tucker says. “The first thing we’ll do is build a large building to use as a warehouse and

dormitory for our volunteers. This will be the community’s focal point.” After hurricane relief is completed, this building, he says, will become a church — appropriate for an organization which strives to keep Christ as its focal point.

“Whatever you do, the Lord should be the director of what you’re doing,” Sitter says. “We have always let the Holy Spirit lead us. We never try to sell ourselves to the churches. We just make

them aware we exist. In 15 years, we’ve never exceeded a budget. We do all our planning on our knees.”

**Belinda Thacker is public relations manager with Coral Ridge Ministries in Fort Lauderdale, Fla. As part of the ministries’ commitment to MasterServe’s hurricane relief efforts, Coral Ridge is helping MasterServe recruit volunteers through publicity and public relations. Anyone interested in volunteering should call MasterServe at (800)JESUS-IS.**

# A Network Opportunity

by Jim Owens

On November 21, 1992, 62 members of the student body, staff, and faculty of Asbury College in Wilmore, Ky., boarded a Delta Airlines flight and headed for Homestead, Fla. Known officially as the Asbury College Florida Relief Project, students initiated the idea in order to help the victims of Hurricane Andrew. The group decided to forego a trip home over the Thanksgiving holiday in order to travel to Florida to make a difference in other people’s lives. According to senior class president Chad Crouch, “We (the trip’s participants) look at Thanksgiving in a different way now.”

Students raised approximately \$14,000 to make the trip a reality. All trip participants received excused absences for two class days, which enabled the Asbury Florida relief effort to last eight days. The students worked with the Salvation Army, Samaritan’s Purse, Youth for Christ, The United Methodists, and Habitat for Humanity. Work projects included repairing homes, distributing 3000 turkeys for Thanksgiving dinner, and serving 2000 people a seated dinner on Thanksgiving day. One of the trip’s many highlights occurred when evangelist Dr. Billy Graham joined the Asbury group one afternoon as they distributed turkeys with a group of Samaritan’s Purse workers.

The 62-member group from Asbury College included 11 members of the broadcast communications department. The group’s 11 members originally signed up to go on the trip solely to work on relief projects. However, the idea soon emerged to document the entire trip on video tape. When the Lexington, Ky.,

ABC affiliate, WTVQ-TV, learned that video cameras would accompany the Asbury group, the station inquired about the possibility of flying video footage from Homestead to Lexington for the Thanksgiving Day nightly news.

From day one of the trip, the broadcast communications students rotated between working on relief projects and manning one of two cameras. At the end of each day, the video crews met to critique the footage shot during the day, to assign camera crews for the following day, and to discuss coverage strategies.

The night before Thanksgiving, members of the crew dubbed a variety of footage samples onto another cassette to send to WTVQ. After shooting the Thanksgiving meal, video crew members added footage of the dinner to the cassette dubbed the previous day. They then prepared to send the tape to Lexington. Prior to leaving for the airport, the Asbury group received a call from Lexington’s CBS affiliate, WKYT-TV. The station, too, requested footage for its newscasts. The crew quickly dubbed different footage onto a cassette for WKYT, drove 40 minutes to the Miami airport, and put the two tapes on a flight to Lexington.

While at the airport, video crew members saw footage of other Asbury College students on the local Miami newscasts. By evening, footage of Asburians was seen on *ABC World News Tonight* and the *CBS Evening News*. And on Thanksgiving night, local stations in both Miami and Lexington showed footage of the Asbury relief project. One of the Lexington television stations also conducted a telephone interview for the late night news. By Friday, both Lexington stations had used footage shot

by the student crews. *Good Morning America*’s Friday coverage of the hurricane relief effort also included Asbury students.

The team of Florida relief participants arrived back in Kentucky the Saturday after Thanksgiving. On Sunday, the Lexington CBS affiliate’s anchor came to the Asbury College campus to interview several students and to get additional footage from the student video crew. A two-minute package featuring student-shot footage aired on the local Sunday evening news.

To everyone’s surprise, the CBS affiliate apparently passed the student’s footage onto CBS News. Early in the week after Thanksgiving, *CBS This Morning* co-anchor Paula Zahn introduced a story about the Asbury College trip. This national story contained extensive student-shot video footage. CBS and ABC also distributed the student footage on their news feeds to affiliates.

Within days of returning to Wilmore, Asbury heard from people all over the country who saw coverage of the relief effort. By last count, stories about the trip had aired on 28 stations, in addition to the network coverage. Trip participants were also interviewed by a number of radio stations and newspapers.

As one might expect, the members of the student video crew were ecstatic about the use of their footage by the networks. What turned out to be an unforgettable Thanksgiving of service to others also served as a great learning experience for this Asbury College video crew.

**Dr. Jim Owens is a professor of broadcast communications at Asbury College in Wilmore, Ky.**

# The “Conscience” of

by Terry Duffy

Every day, via 1800-plus media outlets in 27 nations of the world, some 25 millions people see, hear, or read the good news of Jesus Christ proclaimed by their good friend Hermano Pablo.

When Hermano Pablo — Brother Paul — appears in soccer stadiums in Ecuador, Bolivia, Peru, or anywhere throughout Latin America, he is mobbed in the streets. He is as well known in Latin America as the president of any nation. But in America, he is simply the Rev. Paul Finkenbinder, founder of a one-person international ministry and easily one of the most widely heard radio and television voices in the world today.

Born in Puerto Rico 70 years ago to missionary parents, Finkenbinder drew from the Spanish influence of his early life and his bilingual abilities to develop a lifelong ministry to the Latin American nations of the Western Hemisphere. Finkenbinder and his wife of 50 years, Linda, work side-by-side in adjoining offices in their Costa Mesa, Calif., office/studios, just as they have since 1943, after they graduated from Zion Bible Institute in Rhode Island and headed off to the mission field.

“Paul swept me off my feet,” said Linda of her first meeting with her husband. “I was sitting in the school cafeteria and a girlfriend said, ‘That young fellow over there is staring at you. Do you know him?’ He was waiting for me outside and told me ‘Linda’ in Spanish meant beautiful. I didn’t know what to say, so I ran away,” Linda Finkenbinder reminisced with a smile.

Paul Finkenbinder eventually caught up with the girl in the cafeteria, and the

pair graduated, were married, and left for El Salvador to work as Assemblies of God missionaries. It was in San Salvador that Finkenbinder picked up the name “Hermano Pablo.” He explains with a ready laugh that “nobody could pronounce Finkenbinder.”

On a mule or a motorcycle, Brother Paul rode into remote jungle villages that

was floundering, and the station manager took Finkenbinder aside. “Your program is so boring, listeners are actually tuning into other stations when you are on the air,” he complained. “You’ve got to do something to spice it up.”

Taking advantage of the Dale Carnegie concepts on communication he had just learned, Finkenbinder shortened



*Paul Finkenbinder addresses an outdoor crusade at the inauguration of a new cultural radio station in San Jose, Costa Rica, in 1985.*

sometimes took days to reach. Then one day as he scanned the radio dial, he suddenly developed a plan: he would reverse the Bible story of the sick man being lowered into the presence of Jesus and would use radio antennas to lower Jesus into the presence of the sick.

With no money and no experience, Finkenbinder launched “The Church on the Air” on a San Salvador radio station, hoping to reach the nation’s “machos” — men between the ages of 25 and 50 with no interest in religion or the things of God. Seven years later, the radio ministry

his program to five minutes, called it *A Message to the Conscience*, and began to use news stories with a moral and spiritual application that both encouraged and challenged people to live a Christian life.

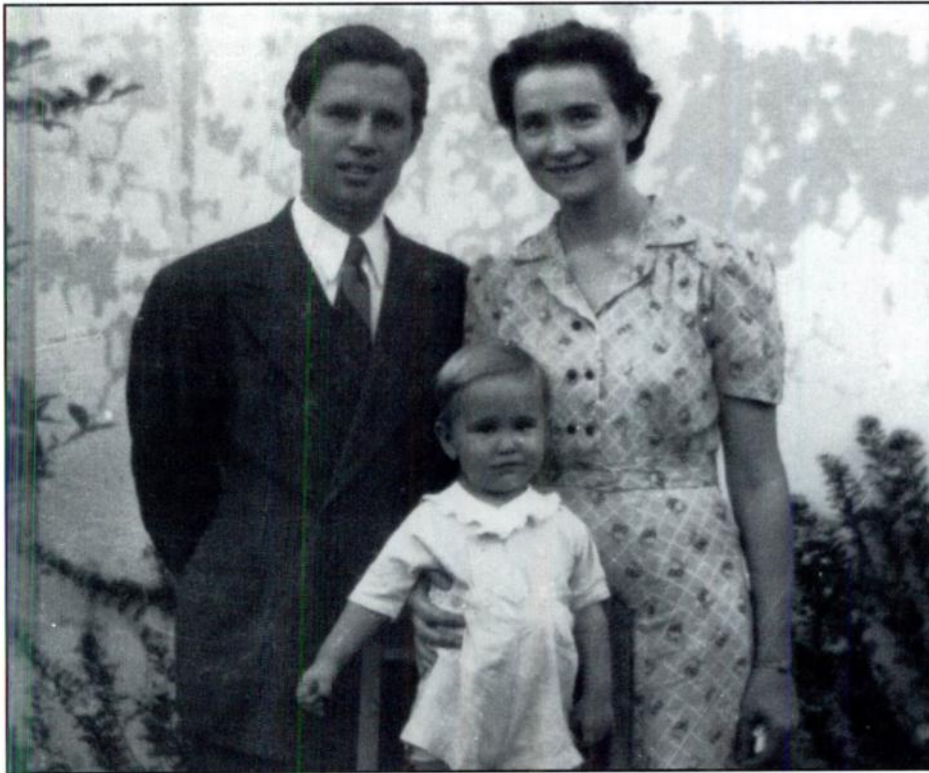
The program quickly increased in popularity, and people began to request it in other countries. By 1967, the program was on 26 stations in five countries. Then the ministry caught fire. Jon Brown, Finkenbinder’s son-in-law, corresponded with more than 3000 radio stations throughout Latin America, offering them Hermano Pablo’s radio program free of

# Latin America

charge.

Within a month, *A Message to the Conscience* was on 100 stations with donated air time, and the list is still growing. In 1970, Finkenbinder began distributing his printed messages to newspapers, and in 1972, he started taping his program for television. Today, Hermano Pablo's message, produced at the ministry's head-

quaters in Costa Mesa, is heard on 1394 radio stations and seen on 275 television stations; his column appears in 139 newspapers in 27 countries. mellow voice with just a hint of gravel and the interesting stories drawn from recent news reports which lend a spiritual application of how Christianity relates to everyday life, Hermano Pablo is a trusted voice to the conscience of millions of faithful listeners. A senator in Nicaragua once remarked, "Your program makes good people better and evil people less evil."



*Only two years into a ministry which would span five decades and several continents, Paul and Linda Finkenbinder pose here in San Salvador in 1944 with their first son, Pablo. The Finkenbinders now have five children.*

"Never has the heart of Latin America been as receptive to the Gospel of Jesus Christ as it is today," Finkenbinder says. "Just the fact that over 1800 media outlets have opened their channels to us, without charge, so we can transmit the Gospel every day is proof of the openness at the root level of Latin American society."

With the combination of his smooth,

Finkenbinder has, however, faced his share of opposition and obstacles. In 1980, a death plot on his life was discovered as he prepared to lead a major crusade. In 1989, he suffered what appeared to be a massive heart attack. "God has spared my life because He hasn't finished with me yet," Finkenbinder says. "There's much work yet to be done. This decade will be the greatest yet in my ministry.

"And not one time in 37 years have I

**CONTINUED ON PAGE 22**

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

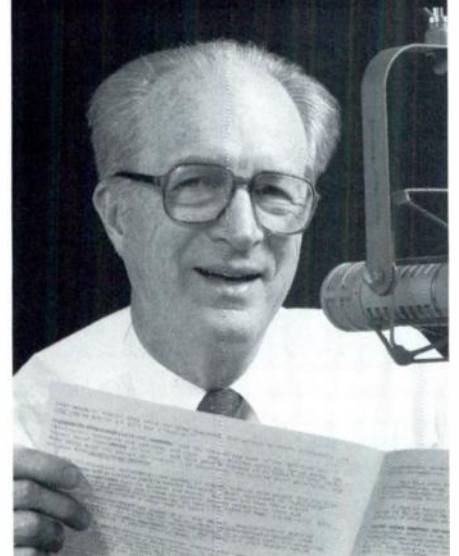
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**THE "CONSCIENCE" . . .**  
**CONTINUED FROM PAGE 21**

ever mentioned money on the program," Finkenbinder explains, his English still showing the lilt of the years spent on the mission field in Latin America. "I am trying to reach the person who is not a Christian yet. If I talked about money, I'd lose my prime target."

Because air time is donated, Finkenbinder says his entire operating budget for last year was less than \$500,000 — raised mainly from a mailing list of 2500 faithful supporters all across America. "As nearly as I can figure, we are given almost \$20 million in media time and newspaper space each year," Finkenbinder says with a note of amazement registering in his voice.

Last year, the Finkenbinders celebrated their 50th year of marriage and



*Missionary Paul Finkenbinder (second from the left) played the accordion for this 1954 informal roadside church service, which attracted a crowd of curious onlookers who gathered to hear the dynamic young evangelist.*



*While many of Paul Finkenbinder's friends refer to him as "the Billy Graham of Latin America," he humbly dismisses the comparison and admits that one of the highlights of his ministry was appearing with Graham during the 1967 crusades in Puerto Rico.*



*NRB chairman David Clark congratulates Paul and Linda Finkenbinder on receiving the NRB Milestone Award at the 1993 convention in Los Angeles.*

their 50th year of ministry by renewing their wedding vows before hundreds of their friends and supporters.

"As I stood there before the minister, my mind wandered back to that first year on the mission field," Linda Finkenbinder recalls. "I remember how scared and lonely I felt at times. I remember the bats flying around in our little bedroom as we slept at night. Only the fact that bats ate mosquitos consoled me as I lay there in the dark."

National Religious Broadcasters (NRB) commemorated Hermano Pablo's 50th year of ministry by awarding him

the coveted Milestone Award at the 1993 NRB convention in Los Angeles last February. The California state legislature recently passed a formal resolution commending the Finkenbinders on their 50 years of ministry and calling Hermano Pablo "one of the most beloved and respected religious broadcasters in Latin America."

"It's been quite a year. Friends have been very kind to us, and our ministry continues to grow. This year alone, for every day our office was open throughout the year, we added one new station," Finkenbinder said.

And what about retirement? The silver-haired minister, who gives the appearance of a man of 50 instead of 70, bubbles with enthusiasm. "I've never felt better. I'm full of energy and couldn't think of retiring," Finkenbinder says with a chuckle and a smile. "Besides, after all of the surprises God had for me in the first 50 years, I can hardly wait to see what He has planned for us in our next 50 years."

**Terry Duffy is vice president of The Warren Duffy Organization in Huntington Beach, Calif.**



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# Following the Footprints

by Elizabeth J. Guetschow

It may, at first glance, seem that the Israel Ministry of Tourism, based in New York, has a bit of an ego problem, what with its confident claim that the country it serves offers tourists something they can find nowhere else. But perhaps such confidence is not entirely unfounded, for Israel offers its Christian guests no less than the opportunity to visit the foundations of their faith.

The Israel Ministry of Tourism believes this opportunity is of particular relevance to Christian broadcasters, many of whom have dedicated their lives to bringing the Bible to life. The Ministry has extended its hospitality and its broadcast-related services, such as studio arrangement, interview scheduling, and satellite

hook-up, to such Christian broadcasting leaders as Moody Broadcasting Network of Chicago, Salem Communications in Camarillo, Calif., and The Christian Broadcasting Network of Virginia Beach, Va. And this month, the Ministry plans to host Kay Arthur of Precept Ministries in Chattanooga, Tenn., as she leads a group of 250 believers to the Holyland.

Recently, *Religious Broadcasting* spoke with Raphael Farber, Israel counsel and tourism commissioner for North America, and Uzi Michaeli, deputy com-

missioner of tourism and director of the Israel Government Tourist Office for the Western United States, about the Christian pilgrimage experience and about the value Christian broadcasters can find in traveling to the birthplace of the faith which guides today and gives hope for tomorrow.

65 percent — is non-Jewish. If you imagine those millions and millions of Christian believers who [are] educated in the Bible, you understand the challenge before us.

**Michaeli:** From the point of view of tourism, Israel is a country like any other country. But what we [are] that no other

country can claim is the cradle of the three [major] religions, namely Islam, Christianity, and Judaism. No other country can claim this — being the Holyland, the land of the Bible. It's a once in a lifetime experience to visit the resources of your faith.

We need people to understand that this country was meant for them since Isaac and Jacob. The people of the media — and this is not a criticism — tend to twist reality in order to make the news. There are two faces to each coin, and [usually] the ugly face, the

newsmaking face is shown. This is why we need, over and above the dollar and the cent, people to visit the Holyland and to come back and say, "We have been there, and there is another story."

**Farber:** So, how can the small state of Israel reach this vast Christian market — 120 million people [and] convey the importance of going to the Holyland at least once in a lifetime? We need the help of communicators who influence people. And the greatest friends we can imagine

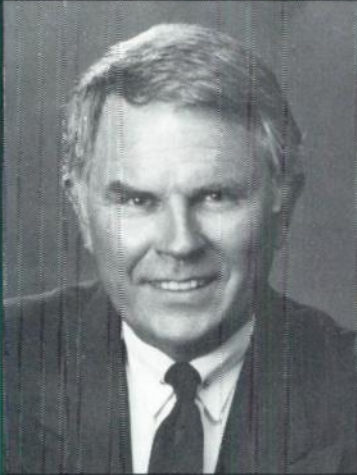


*A procession of visitors and participants winds its way down from the Mount of Olives as part of a Palm Sunday celebration.*

**Is marketing the Holyland as a pilgrimage place something you are actively involved in doing? How do you go about making people aware of that opportunity?**

**Farber:** It is our job to promote tourism to the Holyland, to Israel. For the people of Israel, tourism is very important; it brings to the country \$2 billion a year. The major potential for tourism to Israel is the Christian believer market. In comparison to the early years when Jews were everything to tourism in Israel, today most of tourism to Israel — around

CONTINUED ON PAGE 26



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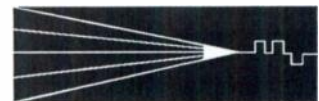
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It's true that we advertise, but with limited resources. In fact, what we continue to do better and better is advertise in the Christian media. We also nominated Pat Boone to be our spokesman. Pat calls on Christian believers to come and visit Israel. He is going himself at least once a year.

**How did you come to work with Pat?**

**Farber:** We thought we needed a Christian personality, somebody visible, who will have a very positive image with no cloud above his head, who is non-denominational, who is well-known, and who would be willing to [help] without charging us. All of these merits are in the personality of Pat Boone.

**Had Pat visited Israel prior to when you started working with him?**

**Farber:** Pat had visited Israel for many, many years. But he didn't serve as our spokesman in the past. Today, he's our spokesman. This is an ongoing relationship, an ongoing campaign.

**Michaeli:** What we [would like] from the NRB members, over and above introducing travel to Israel and pilgrimage to the Holyland, is that they would call [on] their viewers or listeners to join them personally [in] the Holyland like Pat Boone does. On his radio programs, he invites people to join him and brings hundreds of people every year. This is the new message that we would like to ask

the NRB members to adopt. It's good spiritually, and it's good for the connection between the listeners, the viewers, and the station or the personality.

**Do you think that for many Christians in the United States, the idea of making a pilgrimage to Israel is just not something they've ever considered?**

**Farber:** It's our responsibility to explain to the believers that a trip to the Holyland is something in their accessibility. First of all, most of them can afford it. A trip to the Holyland can cost around \$1000; we're talking about a ten-day trip. Ministers are mostly the heads of groups, so people can travel with their spiritual leader. The minister himself is generally

Christians. [But] I don't mean to say that all of them are Christian believers. Many of them are going to Israel for business or just for a visit or [with] a specific interest group — bird watchers or desert lovers. Israel is a very varied country.

**But when you bill these kinds of trips for practicing Christians, you emphasize that tie to the roots of Christianity?**

**Farber:** Of course. It's walking in the footsteps of Jesus. It's a visit to see and experience the country where everything began.

**Michaeli:** Actually, the Bible is your guidebook. [Those events] that happened thousands of years ago will almost come to life. And historical religious figures — you will almost see them.

**If our broadcasters are wanting to do this — they're wanting to lead a trip to the Holyland — what kind of services and help can you provide?**

**Farber:** They are asked to contact the Israel Government Tourist Office in their area. From our offices, they will get a list of the reliable, recommended tour operators in the Christian market. From there, they can call them and get all the information they need. But of course, the Israel government

is always [on] their side, to advise them, to guide them, to give them printed materials, promotional videos, whatever they need. We're hosting a lot of broadcasters in Israel.

[Broadcasters] can also make a joint venture with the tour operators where the operator is advertising its trip, its package through radio; the trip can be sponsored by the tour operator and the radio station. This is a way to do it together, because the radio station is not involved in the travel business. The tour operator is the professional, and the radio station is the way to bring the message to many people.

**Do the broadcasters who come do live broadcasts from Israel?**



*Thousands of American Christians visiting Israel will utilize the River Jordan Baptismal Site, created by the Israel Ministry of Tourism.*

working with a well-based tour operator recommended by the Israel Ministry of Tourism. So, it's very easy to go to the Holyland.

Speaking to the NRB leaders, we also believe that organizing trips to the Holyland creates loyalty among the audience to the station. First of all, you're going to the place you're talking about so much — the Bible land. Secondly, you create a relationship between the audience and the broadcaster or a minister going on behalf of the station.

**How many Christians visited Israel in 1992?**

**Farber:** The general figure is around 400,000 Americans. Out of them, our estimate is that close to half are

**Farber:** We're doing it all the time. It's very easy, and we can set it up.

**In regard to the ongoing discussions for bringing peace to the Middle East region, how will that affect the situation when and if peace is achieved?**

**Farber:** That will change the situation dramatically. To be frank here, one of the major barriers between the Holyland and achieving the target of bringing every Christian at least once in a lifetime to the Holyland is the unstable image that our region has in the media — with justice, without justice — even though we are very proud to say that we have never had any incident concerning tourists visiting Israel. The rate of satisfaction of those visiting Israel according to our service is very high.

We protect our guests, and they can be well secure. But, as you know, many people, especially in America, don't have enough information about what's happening in Israel. Changing this kind of situation through the peace talks held in the last year is looking very [favorable]. We have progress. I can foresee very easily that the major problem in Israel very soon will be hotel rooms and facilities to wel-

come the guests who knock on our door.

**Michaeli:** In their minds, a lot of people are ignorant about Israel. They may think we have camels and donkeys, and we do, but we [also] have very modern facilities. Close to 2 million people came to Israel in 1992. Think for a

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*The major potential for tourism to Israel is the Christian believer market . . . Today most of tourism to Israel is non-Jewish.*

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moment: 2 million people are crazy? I understand one, ten, thousands — but 2 million? Think about the crime rate around you in the United States, and then what we have in Israel is paradise.

**How welcoming are the local people in Israel to tourists?**

**Farber:** Very welcoming. Israelis

are very informal people; they're very open people. In Israel, we don't see tourists as an economic phenomenon; we [see] them as guests. We see them on a family level, not a commercial level. Of course, the dollars coming in tourism are very important for the future development of the state of Israel, but it's much more than that to us.

**So bottom line, what do you want our broadcasters to tell their listeners, their viewers about your country, about the Holyland, about the pilgrimage experience?**

**Farber:** That every Christian believer must and can visit the Holyland, the state of Israel, at least once in their lifetime. It's a privilege, but it's also an obligation.

**And if the listener or viewer says, "Why must I? Why should I?" Then what should our broadcasters say?**

**Michaeli:** I would say come and be an eyewitness. Come and visit the roots and the sources of your faith.

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

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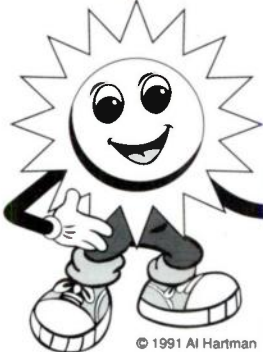
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# Inside NRB

## Rate Court Decision On Music Fees Favorable To Broadcasters

CAMARILLO, Calif. — The long-awaited decision from the ASCAP (American Society of Composers, Authors, and Publishers) rate court (Federal District for the Southern District of New York) came down February 26. In a 226-page opinion, Magistrate Michael Dolinger gave local television stations a “very favorable and historic decision,” according to Willard Hoyt, chairman of the All-Industry Television Station Music License Committee.

This is a complex decision and will require further analysis and negotiation between the parties. Hoyt detailed several favorable rulings, three of which follow, that he felt would have an enormous impact on the future direction of television music licenses:

1) Local television stations will no longer pay ASCAP fees determined as a percentage of their advertising revenues. The court rejected ASCAP’s insistence upon revenue-based fees, noting the stations’ pay for no other creative element in this fashion.

2) Local television stations will pay ASCAP approximately \$250 million less than ASCAP had demanded in blanket license fees for the period 1983 through 1995.

3) The per program license feature music fee rate was set at 140 percent of

blanket fee rate, rather than the 400 percent of blanket which ASCAP claimed was justified by historical ratios in radio and television. This 140 percent rate includes the administrative fees to which ASCAP had felt it was entitled over and above the feature music fee rate.

“This court case is only the beginning,” predicted Hoyt, who envisions a future music licensing system where fairness in both fees and royalties will be increasingly possible.

Jack Zwaska, administrative director of the television committee, added that the fiscal impact of the decision goes beyond ASCAP license fees. He estimated further savings to the industry in the form of “an additional \$150 million after we add the Broadcast Music, Inc. (BMI) fees which are tied by contract to the ASCAP rate court.”

The National Religious Broadcasters Music License Committee (NRBMLC) has carefully followed this case for years because of the similarities between it and its own rate proceeding in the ASCAP rate court on behalf of approximately 400 radio stations. The NRBMLC case also seeks a significant downward modification in the per program fee rate.

“It would be premature to expect im-

mediate relief in our own case based on this decision, since an ASCAP appeal is likely, and contrary to the position they took in the *Buffalo Broadcasting* case [the television case], ASCAP will doubtless argue that radio stations differ from television stations,” explained Russ Hauth, NRBMLC executive director.

“We believe this decision will alter future trends in music license agreements in other industries. At the very least, *Buffalo Broadcasting* has established a thorough court record on the per program license issue, upon which we can advance our own arguments for a fair and reasonable ASCAP music license,” Hauth added. “We have great respect and admiration for the television committee, who collectively worked 15 years at great monetary expense to provide this critical watershed for future music licensing agreements.

“This decision could also strengthen NRBMLC’s position in its negotiations with BMI, which have been in process since late 1991, and . . . [resumed] in scheduled March and April 1993 sessions,” Hauth concluded.

*Editor’s note: This article was contributed by the National Religious Broadcasters Music License Committee in Camarillo.*

## Focus On The Family Announces Al Sanders Scholarship Fund

COLORADO SPRINGS, Colo. — Focus on the Family has announced a \$1000 annual scholarship fund in Al Sanders’ name for promising students in the Christian broadcasting field. Sanders and Focus on the Family founder James Dobson have worked together and been friends since meeting in 1979. Ambassador Advertising, which Sanders founded in 1959, helped Focus’ weekly radio broadcast expand from 75 stations to more than 1500 in a 14-year period.

“Focus owes a debt of gratitude to Ambassador,” Dobson said recently. “Their expertise and counsel were instrumental in guiding this ministry through its tumultuous years of growth. Indeed, many of the endeavors in which we are engaged have been influenced

by this partnership. More importantly, my friendship and Christian brotherhood with Al Sanders have been of inestimable value to me personally.”

Sanders’ long and distinguished career in media and communications began in 1943, when he joined KTMS-Radio in Santa Barbara, Calif. In 1949, Sanders graduated from Biola University of La Mirada, Calif., where he produced, directed, and was an announcer for the school’s radioministry in Los Angeles. After college, Sanders worked for WMBI-AM/Chicago.

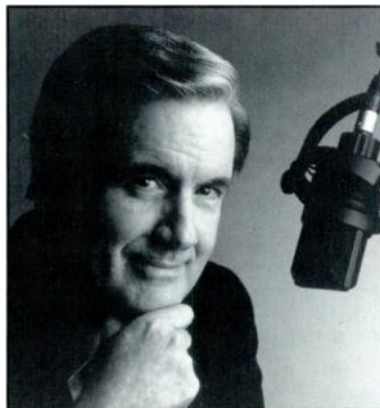
Returning to his home state, Sanders continued to work in radio while taking graduate communication courses at the University of California in

Santa Barbara. In 1952, he resumed his association with Biola as dean of students and later as vice president of public relations.

Since leaving Biola in 1969, Sanders has been responsible for producing *Day of Discovery* in Cypress Gardens, Fla. He also created and hosted *VOX POP/Voice of the People*, a live, nationwide talk show. Sanders was also elected to the executive committee of National Religious Broadcasters (NRB) in 1983.

In March, the 14-year partnership between Ambassador Advertising and Focus on the Family was officially brought to a close. In recognition of the strong spiritual and personal ties between the two, Focus established the scholarship program as a tribute to Sanders’ commitment to the professional support of Christian broadcast ministries around the world.

Evaluation and selection of the candidates will be supervised by NRB president Brandt Gustavson and granted by NRB. All inquiries about the scholarship should be directed to Gustavson.



Al Sanders

## Membership Corner Welcomes New NRB Members

(effective February 15)  
*Evangelistic Temples, Inc.*  
Bishop Jonnie M. Smith/Greenville,  
S.C.

*FamilyLife*  
Dennis Rainey/Little Rock, Ark.

*Growing Families International*  
Eric C. Abel/Northridge, Calif.

*L.D. Hancock Foundation*  
Merle E. Guyton/Tupelo, Miss.

*Hermano Pablo Ministries*  
Paul Finkenbinder/Costa Mesa,  
Calif.

*Ron Hutchcraft Ministries, Inc.*  
Ronald Hutchcraft/Wayne, N.J.

*The Inspirational Network, Inc.*  
Judd Jackson/Charlotte, N.C.

*Mercy Medical Airlift*  
Edward R. Boyer/Manassas, Va.

*Renaissance Communications*  
Joseph Battaglia/Saddle Brook, N.J.

*RENEWAL/Radio Program*  
Michael P. Gendron/Dallas, Texas

*Shepherd Productions*  
Tim Altman/Columbia, Tenn.

*Side by Side, Inc./YES Ministries*  
Mike McGee/Maumee, Ohio

*WEIF/Church of the Open Door*  
Christopher & Clara Crocco /Clayville,  
N.Y.

*WJCB-TV Channel 49*  
Malverna Streater/Newport News,  
Va.

*WNFA-FM*

Jeff Jacobsen/Port Huron, Mich.

*The Warren Duffy Organization*  
Warren & Terry Duffy/Huntington  
Beach, Calif.

*Winning Walk Ministries*  
Charlie Davis/Houston, Texas

*Wycliffe Bible Translators*  
Joel Garcia/Huntington Beach,  
Calif.

(effective March 19)  
*A Womans Special Touch*  
Norma Bonds/Milpitas, Calif.

*Final Harvest Ministry*  
William P. McKay/Wheaton, Ill.

*Salisbury Educational Broadcasting  
Foundation*  
Bishop George A. Copeland/Salis-  
bury, Md.

### WASHINGTON WATCH

#### CONTINUED FROM PAGE 7

attempted to attach a Fairness Doctrine amendment to the annual budget bill, but legislators finally dropped the provision on the last day of the session when President Reagan threatened to veto the entire bill rather than see the doctrine enacted into law.

As indicated, if the 1993 Fairness Doctrine bill reaches President Clinton's desk, most observers believe he will sign it into law. While the new president has never publicly discussed his position on the doctrine and while generally favoring communications regulation "only as a last resort," he may not be inclined to oppose leaders of the House and Senate telecommunications subcommittees who feel so strongly about the proposed legislation.

Enactment of the bill probably will prompt legal challenges to the law on constitutional grounds. If so, opponents of the Fairness Doctrine hope the dramatic expansion of the video marketplace since 1969 — including the increased number of broadcast stations, the development of cable, and the video innovations on the horizon — will convince the courts that the scarcity rationale of *Red Lion* has been fatally undermined. Abuses of the doctrine that occurred or surfaced after *Red Lion* also may

carry some weight with the Supreme Court.

In addition to the legislation pending in Congress, another facet of the doctrine has returned to the FCC's agenda. In 1992, the agency voted 3-2 to eliminate another corollary of the doctrine, the so-called "ballot issue" corollary, which required licensees give adequate coverage to contrasting views on voter matters, such as referendums, bond proposals, and constitutional amendments. An appellate court last December upheld the commission's action, reasoning the FCC's 1987 elimination of the Fairness Doctrine had removed the foundation of the ballot issue rule.

However, a change in the commission's make-up led to a new development in February. The departure of former chairman Al Sikes and recusal of commissioner Sherrie Marshall from broadcast matters transformed the two dissenting commissioners in the case (Andrew Barrett and Ervin Duggan) into a 2-1 majority. The FCC now has asked the court to remand the matter for agency reconsideration.

As the Fairness Doctrine's long history reveals, the policy stirs strong emotions and forges strange alliances. With political conservatives and liberals on both sides of the question, the real point of contention appears not to be partisan politics, so much as it is congressional concern

### Directory Has Editor

Mark Ward is the new managing editor of *The Directory of Religious Broadcasting*. He joins the NRB staff after five years as publications director for Word of Life Fellowship in Schroon Lake, N.Y., and ten years' prior editorial experience with various national membership associations.

"The new NRB directory will be the most comprehensive guide to religious media ever published," NRB president E. Brandt Gustavson announced, "and Mark's broad knowledge of the field and [his] experience in publications and trade associations will make that goal a reality."

with the broadcast medium.

In the forthcoming debate over codification of the doctrine, broadcasters undoubtedly will express their objections to reimposition of the restrictions on their programming discretion. In particular, religious licensees, more than any other element of the industry, can speak with credibility on the risks inherent in government regulation of broadcast speech. <sup>8</sup>

# Trade Talk

## Airwave News

DALLAS — Word Publishing and Ambassador Advertising Agency have joined forces to nationally distribute *Time With God*, a daily three-minute radio reading program from the New Century Version of the Bible. The program features a reading from the Old and New Testaments as well as related readings from a classic or contemporary author. Based on the Bible devotional of the same name, *Time With God* is airing on more than 90 stations since its debut on December 28.

DALLAS — The USA Radio Network is in the Army now. Reaching 1 million people in over 139 countries, the Armed Forces Radio Network began broadcasting USA Radio Network news and sports programming. USA Radio Network news and other programming airs on over 1000 stations nationwide with an estimated 6 million listeners each week.

WASHINGTON, D.C. — SkyLight Radio Network and Family Radio Network have become StandardNews affiliates. Standard-



KYCR-AM/Minneapolis radio personalities Stephan Fenton (left) and Rick Selin participate in a semi-parade at the Mall of America in honor of Fenton & Selin Day as proclaimed by Mayor Neil Peterson of Bloomington, Minn. Fenton & Selin Day [March 1] marked the second anniversary of the morning duo on KYCR.

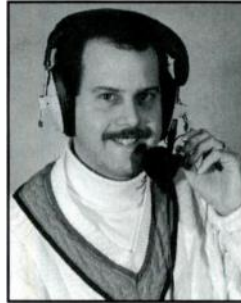
News operates a full-service, 24-hour news bureau in Washington and has more than 200 news affiliates on line.

COLORADO SPRINGS, Colo. — KVER-FM/El Paso, Texas-Ciudad Juarez, Mexico, a new 24-hour Spanish Christian station, debuted on February 15. KVER joined the World Radio Network, which already has stations in five Texas locations. The station will broadcast a mix of music and Bible teaching programs along with request pro-

grams popular among Hispanic listeners.

## Awards

BILLINGS, Mont. — Sports director Rocky Erickson of KURL-AM/Billings has been named the Montana Sportscaster of the Year for 1992 by the National Sportscasters and Sports-writers Association. Erickson, who also won in 1990, is the first and only sports-caster from a Christian station in Montana to receive the award.



Rocky Erickson

MADISON, Wis. — The news department of WMHK-FM/Columbia, S.C., received its third consecutive SCRIBE award for feature reporting and its first award for a newscast in the Fifth Annual SCRIBE Competition. This is the second time a station has swept the SCRIBE awards since WJYJ-FM/Spotsylvania, Va., did in 1989.

LOS ANGELES — Recording artists BeBe & CeCe Winans were presented with the NAACP Image award for Outstanding Gospel Artist or Group for *Different Lifestyles* during the 25th annual Image Awards on January 16.

DALLAS — USA Radio Network was awarded the Associated Press Mark Twain Award, which is given in recognition of "outstanding achievement in cooperative news coverage." "Our news team has worked hard for this," said USA news director John Clemens.

ORLANDO, Fla. — The National Association of United Methodist Evangelicals presented its annual Phillip Awards (one to a Methodist evangelist and one to a non-Methodist evangelist) on January 5 in Houston. Receiving the latter was Dr. Bill Bright of Campus Crusade for Christ International. Criteria for the awards are displaying a faithful, skillful, and creative fruitfulness in one's ministry.

NEW YORK — The winners of the 1993 Christopher Awards were announced on February 25 in a ceremony at the Time-Life Building in Manhattan. According to Father John Catoir, director of The Christophers, this year four motion pictures (*Lorenzo's Oil*, *Enchanted April*, *Howards End*, and *Sarafina!*), seven television specials (*Against Her Will: An Incident in Baltimore*, *The Broken Cord*, *Father/Son*, *Jonathan: The Boy Nobody Wanted*, *Miles From Nowhere*, *Sr. Thea: Her Own Story*, and *A Town Torn Apart*), ten books (*The Book of the Just: The Unsung Heroes Who Rescued Jews From Hitler* by Eric Silver, *Choteau Creek: A Sioux Reminiscence* by Joseph Iron Eye Dudley, *Fritz Eichenberg: Works of Mercy* edited by Robert Ellsberg, *The Measure of Our Success: A Letter to My Children and Yours* by Marian Wright Edelman, *There's a Boy in Here* by Judy and Sean Barron, *A Year in Saigon* by Katie Kelly, *The Rainbow Fish* by Marcus Pfister, *Rosie & The Yellow Ribbon* by Paula DePaola, *Letters from Rifka* by Karen Hesse, and *Mississippi Challenge* by Mildred Pitts Walter), and two outstanding individual achievements (the James Keller Youth Award to Dr. Vincent Fontana of The New York Foundling Hospital and the Life Achievement Award to Robert Schwartz of The Metropolitan Life Insurance Company) were honored. Catoir said of all the winners, "These are men and women who have used their creativity and God-given talents to educate and enlighten audiences as well as entertain them."

LOS ANGELES — In recognition of his work in strengthening ties between the Israel Ministry of Tourism and the Christian American community, Raphael Farber, Israel's consul and tourism commissioner for North America, received an award of appreciation from National Religious Broadcasters during its annual convention.

CLEETHORPES, England — The following received awards from the Christian Broadcasting Council (CBC) in these categories: Category A-Suitable for Home Video — *Your Wedding* by Kensington Church Videos; Category B-Suitable for Cable TV Transmission — *Christian Special* by Christian Video Group; and Category C-Television Broadcast Quality — *A Celebration for Pentecost* by BBC Religious Programmes, and *How Could A Living God* by Central Television. CBC Radio



Awards were presented for *New Life* by Assemblies of God Broadcasting, *Something to Think About* by BBC Radio Cambridgeshire, and *Far Above Rubies* by Good News Broadcasting Association.

NEW YORK — George Cornell, dean of religious newswriters and Associated Press writer, was honored by the Religious Public Relations Council (RPRC) during the organization's annual convention. Cornell received a special honor during a Wilbur Awards dinner on April 16. RPRC presents Wilbur Awards annually to media excelling in communicating "religious issues, values, and themes."

NEW YORK — Prison Fellowship founder and chairman Chuck Colson has been named the 1993 recipient of the Templeton Prize for Progress in Religion. Established in 1972 by global investment pioneer Sir John Marks Templeton, the Templeton Prize (the world's largest annual award at over \$1 million) is awarded to a living person who has shown extraordinary originality in advancing people's understanding of God. Colson, who served as Special Counsel to President Richard Nixon and later spent seven months in a federal prison on Watergate-related charges, founded Prison Fellowship in 1978.

## Music News

NASHVILLE, Tenn. — The first meeting of the Christian Country Music Association took place on January 26 in Nashville. Association founder Gene Higgins hosted the evening and introduced several speakers from the industry. Upcoming events for the organization include its first convention to be held August 5-7 in Nashville.

NASHVILLE, Tenn. — Recording artists DC Talk recently completed a promotional video for the Greater Pittsburgh Billy Graham Crusade. The production features the group's members promoting the importance of the Billy Graham crusades to youth-oriented ministries. The video, which premiered live during February in Pittsburgh, is being distributed to youth organizations around the area.

NASHVILLE, Tenn. — Steve Green's current *Hymns* tour is the first officially sponsored by the Moody Bible Institute in Chicago. The tour, which concludes June 19 in

CONTINUED ON PAGE 32

## THE GOSPEL MUSIC ASSOCIATION'S 24TH ANNUAL DOVE AWARDS

### Division I

**Song of the Year** — "The Great Adventure"; Steven Curtis Chapman, Geoff Moore; Sparrow Song, Careers-BMG Music Publishing/Peach Hill Songs (BMI), Starstruck Music (ASCAP)

**Songwriter of the Year** — Steven Curtis Chapman

**Male Vocalist of the Year** — Michael English

**Female Vocalist of the Year** — Twila Paris

**Group of the Year** — 4Him

**Artist of the Year** — Steven Curtis Chapman

**New Artist of the Year** — Cindy Morgan

### Division II — Recorded Song of the Year

**Rap** — "Can I Get A Witness?"; DC Talk; Toby McKeethan; Yo! Forefront

**Metal** — "Rattlesnake"; Bride; Troy Thompson, Dale Thompson, Rik Foley, Jerry McBroom; Star Song

**Rock** — "Destiny"; Petra; Bob Hartman, John Elenfante; DaySpring

**Contemporary** — "The Great Adventure"; Steve Curtis Chapman; Steven Curtis Chapman, Geoff Moore; Sparrow

**Inspirational** — "In Christ Alone"; Michael English; Shawn Craig, Don Koch; Warner Alliance

**Southern Gospel** — "There Rose A Lamb"; Gold City; Kyla Rowland; RiverSong

**Country** — "If We Only Had The Heart"; Bruce Carroll; Bruce Carroll, Michael Puryear

**Contemporary Black Gospel** — "Real"; Daryl Coley; Rev. C.B. Rhone and The Band; Sparrow

**Traditional Black Gospel** — "T'will Be Sweet"; The Richard Smallwood Singers; Richard Smallwood; Sparrow

### Division III — Album of the Year

**Rap** — *Good News For The Bad Times*; producers Mike-E, Jet Penix; Reunion

**Rock** — *Pray For Rain*; producers Jimmie Lee Sloas, Bobby Blazier; Vireo

**Contemporary** — *The Great Adventure*; Steven Curtis Chapman; producer Phil Naish; Sparrow

**Inspirational** — *Generation 2 Generation*; Benson artists and their families; producers Don Koch, Ed Nalle, Fred Hammond, Joe Hogue, Dana Key; Benson

**Southern Gospel** — *Reunion: A Gospel Homecoming Celebration*; Bill & Gloria Gaither; producer Bill Gaither; Star Song

**Country** — *Love Is Strong*; Paul Overstreet; producers Paul Overstreet, Brown Bannister; Word

**Contemporary Black Gospel** — *Handel's Messiah - A Soulful Celebration*; Various artists; producers Norman Miller, Gail Hamilton, Mervyn Warren; Warner Alliance

**Traditional Black Gospel** — *With All Of My Heart*; Sandra Crouch and Friends; producers Sandra Crouch, Andrae Crouch; Sparrow

### Division IV

**Instrumental Album of the Year** — *Somewhere In Time*; Dino; producers Dino Kartsonakis, David T. Clydesdale; Benson

**Praise & Worship Album of the Year** — *Coram Deo*; Michael Card, Charlie Peacock, Susan Ashton, Michael English, Out of the Grey; producer Charlie Peacock; Sparrow

**Musical Album of the Year** — *The Majesty and Glory of Christmas*; creators Billy Ray Hearn, Tom Fettke; Sparrow

**Choral Collection** — *Steven Curtis Chapman Choral Collection*; creators Tom Hartley, Randy Smith; Sparrow

**Children's Music** — *Yo! Kidz!*; Carman; creators Chris Harris, Ron Krueger; Everland

**Recorded Music Packaging** — *Coram Deo*; Susan Ashton, Michael Card, Michael English, Out of the Grey, Charlie Peacock; designer Larry Vignon; photographer Denise Milford; Sparrow

**Short Form Video** — "The Great Adventure"; Steven Curtis Chapman; producer Nancy Knox; director Greg Crutcher; Sparrow

**Long Form Video** — *Addicted to Jesus*; Carman; producer and director Stephen Yake; Benson

The Dove Awards were held April 1 in Nashville's Tennessee Performing Arts Center.

**TRADE TALK**  
CONTINUED FROM PAGE 31

San Antonio, Texas, begins with a brief video on Moody and marks the institute's continued involvement with Green's ministry.



Recording artists Daryl Coley (left) and Bobby Jones team up to perform "God Will Take Care Of You" before a packed Atlanta Civic Center at the seventh biannual Bobby Jones Gospel Explosion, which boasted its largest attendance to date.

NASHVILLE, Tenn. — Bob Carlisle has signed an exclusive long-term recording and publishing agreement with Sparrow Communications Group. Most recently known as the lead vocalist for the band Allies, Carlisle has worked as a session vocalist with Patty Smyth, Pat Benitar, Bryan Duncan, and REO Speedwagon. He also co-wrote "Why'd Ya Come In Here Lookin' Like That?" by Dolly Parton, which reached Number One on Billboard's Hot Country Singles Chart.

**News Briefs**

SCHAUMBURG, Ill. — The Christian Connection has issued a call for high school seniors around the nation to wear black armbands during their graduation ceremonies this month in remembrance of the approximately one-third of all children from each graduating class who have been aborted. Headed by Christian author Steve Carr, the pro-life ministry, which calls the effort Project 1/3, says each black armband will have white numerals to signify the actual number of students at each high school that are missing from the Class of '93 because of abortion.

NEW YORK — The Israel Ministry of Tourism and El Al Israel Airlines are helping broadcasters around the country to bring the people, sites, and sounds of the

Holyland to their audiences. Hosted by the Ministry of Tourism, broadcasters can visit such sites as Jerusalem, Bethlehem, Nazareth, the Sea of Galilee, Capernaum, the Mount of Beatitudes, and the Jordan River by interviews with Israeli officials, Christian leaders, notable theologians and archaeologists, and others.

WHEATON, Ill. — A unique cross depicting the birth, death, and resurrection of Christ in a single work of art is on view through the end of this month at Sacred Arts XIV, the largest annual juried exhibition of Christian art in the United States. Called The Cross of the Millennium, the piece was created by Frederick E. Hart, who is best known for creating The Three Soldiers for the Vietnam Veterans Memorial and The Creation Sculptures for the National Cathedral in Washington, D.C.

LAGUNA NIGUEL, Calif. — The *Jesus* film has been shown to 110 million people in Eastern Europe, according to a report released in late February by Paul Eshleman, director of The *Jesus* Film Project for Campus Crusade for Christ. The film, translated into 26 Eastern European languages, has premiered in the capital cities of 20 countries and republics as well as in the schools and classrooms.

CHARLOTTE, N.C. — Walk Thru the



Recording artist Michael Card (standing) with producer Phil Naish work on the theme song ["Heal Our Land"] for the National Day of Prayer May 6. Card was commissioned by Shirley Dobson of Focus on the Family and the National Day of Prayer committee.

Bible Ministries has formed LifeChange Ministries, an international Bible teaching and video production ministry based in Charlotte. LifeChange Ministries has a goal of communicating the Word of God to 100 million people each week by the year 2000.

**Obituaries**

MANCHESTER, N.H. — George Townsend, 72, of Micro Communication, Inc., (MCI) died suddenly on February 25. Townsend, who began his career in 1938



**George Townsend**

while still in high school for WSPR-Radio/Springfield, Mass., was recognized as an innovator in his field by introducing transmitters employing four cavity kylstrons, unitized power supplies, solid state exciters, emergency multiplex circuitry, continuously variable bias supplies, solid state pulsers, and computer supervised transmitters. He also built the world's first 55kw transmitter at WMTV and was responsible for the system design of the world's highest power multichannel television station.

WENHAM, Mass. — Howard Ferrin, one of the founders of National Religious Broadcasters, died in January at 103 following an extended illness. Ferrin was chancellor emeritus with the United College of Gordon and Barrington and former president of Barrington College in Barrington, R.I.



**Howard Ferrin**

**People**

FORT MILL, S.C. — Ron Aldridge is now with Master Media Enterprises as vice president of new development. Aldridge hosted *Heritage Today*, the former *PTL Club*, during 1988-89.

PASADENA, Calif. — Mark Reid has been appointed as vice president of television production for the Russ Reid Company, the nation's largest marketing and communications firm exclusively serving nonprofit

organizations. Reid is now responsible for the creation and production of television fund-raising specials and video programs.

TOCCOA FALLS, Ga. — Wayne Gardner, vice president of institutional advancement at Toccoa Falls College, has been named chairman of the Commission on Communications of the American Association of Bible Colleges (AABC). The AABC board of directors appointed Gardner at its annual meeting last October.

ATLANTA — Kim Pitman has joined Walk Thru the Bible Ministries as circulation manager. Formerly marketing manager for Gospel Light Publications, Pitman's experience includes marketing and database management and media planning.

NEW YORK — Barry Farber returned to WMCA-AM/New York on February 15 with *The Barry Farber Show*. Farber, who formerly served for 29 years at WMCA as one of New York's best known talk show hosts, was one of the pioneers of the talk-show genre in the sixties and seventies along with his colleague Barry Gray.

WEST PALM BEACH, Fla. — Dusty Rhodes, former operations manager/program director of WPIT-FM-AM/Pittsburgh, has accepted the station manager position at WAYF-FM/West Palm Beach, which is scheduled to sign on this summer. During the interim, Rhodes will be at WAYJ-FM/Fort Myers, Fla.

LA MIRADA, Calif. — Far East Broadcast-

ing Company president Robert H. Bowman retired after more than 47 years of service last January. More than 600 people attended a retirement banquet on January 30 in Anaheim to honor Bowman for his contribution to missionary radio broadcasting.

SAN MARCOS, Calif. — Kim Garrison has joined Christian Leaders, Authors & Speakers Service (CLASS) as client relations manager. Garrison's responsibilities include working with other publishers and authors who use CLASS.

### Publishing News

LINCOLN, Neb. — *Confident Living* and *Back to the Bible Today* are merging to form one publication with the latter's name. Published by Back to the Bible, the new magazine will be published six times a year and include Bible teaching articles and information about the work of the ministry throughout the world.

## INTERNATIONAL COUNTRY GOSPEL MUSIC ASSOCIATION'S (ICGMA) 37TH ANNUAL AWARDS

- ICGMA Hall of Fame Inductee** — Walt Mills
- Mr. ICGMA** — Walt Mills
- Ms. ICGMA** — Margo Smith & Holly
- W.L. Lindsey Thompson Founder Award** — Jan Binkley Puryear
- Artist of the Year** — Walt Mills
- Duet 93** — Margo Smith & Holly
- Male Vocalist** — Ken Holloway
- Female Vocalist** — Carroll Hicks
- Song of the Year** — "Higher Than I've Ever Been" by Judy Pevehouse
- Top Single** — "Keep My Mind On You" by Randy Coward
- Top Album** — *Calvary's The Reason Why* by Del Way
- Top Band** — Carroll Hicks
- Top Producer** — Charles Powell
- Top Television Show** — Betty Jean Robinson
- Top Television Network** — Trinity Broadcasting
- Top Radio Personalities** — Larry Wise of KNEO-FM/Neosho, Mo.  
John Gresham of WCHK-AM/Canton, Ga.  
Barry McCoy of KKIM-AM/Albuquerque, N.M.  
Marty Smith of KEXS-AM/Excelsier Springs, Mo.
- Top Christian Country Station** — KPBC-AM/Dallas-Fort Worth
- Country Personality** — Billy Parker of KVOO-AM/Tulsa, Okla.
- Songwriter** — Del Way
- Outstanding Young Performer** — Randy Coward
- Sunrise Award** — Ken Holloway

*The 37th Annual ICGMA Awards were held on April 2 in Sherman, Texas.*

### Advertising Index

Aegis Benefit . . . . .	35
B.A.C. & Associates . . . . .	25
Bott Broadcasting Co. . . . .	9
The Children's Sunshine Network . . . . .	27
Embassy Cassetts . . . . .	23
InfoCision Management . . . . .	2
Israeli Ministry of Tourism . . . . .	15
KMA . . . . .	IFC
Life Issues Institute . . . . .	21
Mmabatho Television . . . . .	11
MorningStar Radio . . . . .	37
National Right to Life . . . . .	4
National Supervisory Network . . . . .	25
SIM . . . . .	5
Soma Communications . . . . .	39
StandardNews . . . . .	BC
The Word In Music . . . . .	42
World Opportunities . . . . .	13
Z Music . . . . .	IBC
Zondervan Publishing House . . . . .	41

For more information about advertising in *Religious Broadcasting* magazine or the *National Religious Broadcasters' 1994 Directory of Religious Media* (formerly called *The Directory of Religious Broadcasting*), call advertising manager Dick Reynolds at (704) 393-0602 or his assistant Liz Oliver at (703) 330-7000.



# Practical Programming

I recently read an article about an "Office Mom" who worked for a Denver software business. Curious about her unusual title, I called the company and scheduled an on-air interview with her.

When the company began in 1985, the owner was committed to showing the seven employees how valuable they were and was convinced hiring an "office parent" would be one way to communicate that value. Now eight years later with 121 employees who annually double the sales volume, Office Mom is kept very busy.

Daily she stocks the company's kitchens with fruits, cheeses, and other treats at company expense. She places lunch orders at two choice-of-the-day restaurants and delivers the orders herself. Each employee contributes money into his own personal lunch fund and when it is depleted, she sends a replenishment reminder.

Each month, Office Mom plans a party, complete with cake, for the employees celebrating birthdays that month. When employees are on a tightly scheduled project and must work late, she leaves extra treats in the kitchen for them. She may even run personal errands for employees working

## Express personal appreciation in a variety of ways.

Look for occasions to stop at the employee's desk with a word of thanks for a job well done.

Watch for the little as well as the big accomplishments and send a note indicating you noticed.

At the conclusion of a tiring project, do something special for those who were involved (i.e., send them home early on Friday, put a candy bar on their desks).

Place a small treat on each employee's desk with a note saying, "Thanks for your important contribution to this great team."

## Balance work with fun.

Throw a party for any reason (i.e., successful fund-raising campaign, increase in Arbitron ratings). Hang a few balloons, order a "thanks to God and congratulations to us" cake, and take an hour to enjoy the warm glow of success and fellowship.

Declare a Blue Jean Day where the dress code is relaxed.

Hang a computerized birthday banner and put a small treat on the birthday person's desk along with a humorous card.

Occasionally schedule a Play Day. Since media ministries cannot "sign off" to go on a retreat, creative planning can provide similar experience. Provide food and table games so employees can relax for an afternoon. Not only will it be refreshing, but personal relationships will benefit.

## Watch for signs of fatigue and weariness in doing well.

Burn-out, breakdowns, marital infidelity, and ministry casualty could often be prevented by the alert awareness of the ministry leader.

"I've noticed you seem weary lately, is there any way I can help?" This invites the employee to take the initiative and doesn't mean a long counseling session, but an understanding word and your brief prayer with the employee says volumes.

Provide money in the staff training budget to assist with personal counseling for those who need it. It may be necessary to sacrifice a management trip to accommodate a counseling assistance budget, but it will be worth the management sacrifice.

Consider providing travel money for spiritual retreats and seminars for staff members who spend their days giving to thousands of listeners or viewers. Over the last three years, I have decreased my trips to management conferences and conventions, thus freeing money to send employees to seminars and conferences for spiritual re-



**Char Binkley is general manager of WBCL-FM/Fort Wayne, Ind., a 50,000-watt inspirational Christian station.**

newal as well as professional growth training. The cost was negligible compared to the spiritual replenishment.

**Don't forget the families of your employees.** This areas takes so little time and effort and yet pays off in huge dividends.

Send flowers to the wife who spent several evenings alone with the children while her husband completed a ministry project. Or if the cost of flowers is prohibitive, candy or simply a thank you card are avenues to convey your appreciation.

Keep a file on the birthdays of your employees' children. Send a card with a couple of dollars or fast food coupons. This lets the children know their parents are special to your organization.

**Read your own job description periodically.** One of the assignments of each ministry manager is nurturing the employees. In a large organization, this includes teaching how to do the same for the employees under their supervision.

Frequently, leaders get involved with national or regional committees, boards, and issues at the neglect of the employees. Those who provide the ministry received little in the way of supervision or encouragement since the leader is rarely visible.

Ask yourself, "Am I nurturing the people who minister in this organization, or am I writing a profound obituary for myself?" It is often sad but true that the longer the obituary, the less impact the person made of significance in the lives of those God gave him to nurture within the ministry he managed.

Ministry employees should receive consistent nurturing and appreciation to effectively reach out to thousands of constituents. And it must begin with the top level if it is to be effective. But nurturing a healthy, happy staff won't happen by accident and the lack thereof can be very costly in lost productivity, employee fatigue, and ultimately unnecessary staff turn-over.<sup>8</sup>

## The Ministry Of Affirmation

### Char Binkley

overtime to meet a deadline.

While it may be beyond the financial ability of most ministries to hire an office parent, it's possible to nurture employees and to emphasize their value to the organization. Working in a ministry can be fatiguing. Giving and serving to others is the goal of every ministry and all of the giving and serving can take its toll on employees.

At a meeting of media managers, one manager boasted all of his employees, whether hourly or contract, were expected to work a minimum of 48 hours. When I asked how he reconciled that with rules governing overtime, he said, "Those don't apply because my employees work for a ministry."

Blessed is the ministry manager who recognizes appreciated and encouraged staff members are not only happy employees, but are usually long-term workers with a deeper ministry to others. In addition to the obvious support methods of staff devotions and group prayer, there are numerous ways to nurture employees.

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



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# Television Topics

In this present sound and visual bite generation, the voices of media attack from all sides. The world and Satan have learned to penetrate our consciousness with single images and with concentrated 10 to 30 second torrents of contrasts laden with messages and motivation in a massive effort to cause us to want, to have, to be, and to acquire.

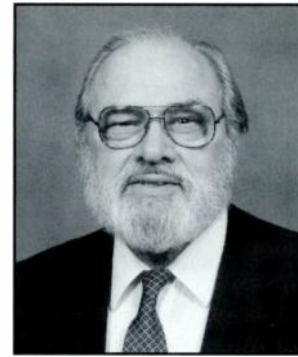
Often there is little or no sense of responsibility for an ungodly impact on those who watch and listen. We Christians in media must deal with the media world as it is and still compete effectively for the attention of the audience, for the minds and hearts of men, women, and children everywhere. Our love for Christ challenges us to use every fiber of talent and imagination God has given us to be "wise as serpents" as we lift Him up while being "harmless as doves" (in contrast to what secular media often intends and permits).

We should be doing great and powerful work because we have what the world can never have: the Word of God, God's spirit, and a resurrected Christ. The Word of God that is "living and active. Sharper than any double-edged sword" that "pen-

Evangelism: Helping others understand the Good News — that Jesus Christ was God, became man, died, rose again and lives, and offers forgiveness and eternal life to all who believe in Him and receive Him into their heart.

(Author's note: The following should be read aloud while simultaneously creating one's own visual track. This should be a kaleidoscopic flow of images stimulated from the sound or meaning of the text and one's own inner reference. Don't try to give too much conscious meaning to each idea or picture. Let them pile up with a kinaesthetic effect like a series of quick cuts of seemingly unrelated pictures and sounds that cumulatively induce a strong impression, message, or feeling.)

BEHOLD  
LOOK  
THE LAMB  
WORTHY IS THE LAMB  
"in green pastures"  
CHOICE  
RIGHTS  
FREEDOM  
"all we like sheep"  
SILENCE  
SILENT  
CRY  
*Silent Scream*  
"voice crying in the wilderness"  
*Crying Game*  
"no other gods before me"  
SECRET  
"secret place"  
"DON'T TELL THE SECRET"  
"knit together in my mother's womb"  
"gone astray"  
"shall not murder"  
GRATUITOUS VIOLENCE  
RAPE—CHILDPORN  
10-YEAR-OLDS KILL  
PRO-CHOICE  
"God so loved"  
"word . . . made flesh"  
"slaughter of the innocents"  
NEW COMMANDMENT  
LOVE  
"love one another"  
"greater love has no man"  
1.6 MILLION IN 1992  
ROE VS.  
"A PIECE OF TISSUE"  
"fearfully and wonderfully made."  
ANTI-CHOICE  
BEHOLD  
THE LAMB OF GOD  
*Silence of the Lambs*



Russ Doughten Jr. is president of Mark IV Pictures, Inc., a Christian film production and distribution company in Des Moines, Iowa, and of Mustard Seed International, a film and video evangelism ministry.

awards  
RACHEL WEeping FOR HER CHILDREN  
FREEDOM OF SPEECH  
"the truth shall make you"  
"you shall be free indeed"  
HOMOSEXUAL MARRIAGE  
ALTERNATIVE LIFE STYLE  
"male and female created He them"  
POLITICAL CORRECTNESS  
GAY RIGHTS  
GAY PARADE  
"do not lay with a man"  
"turned everyone to his own way"  
"how shall they hear without"  
"who taketh away the sins of the world"  
"crucify Him"  
"though your sins be as scarlet"  
"come all you who are thirsty"  
"DID GOD SAY?"  
"come to me all you who labor"  
"they shall be whiter than snow"  
"behold the lamb of God who takes away the sins of the world"  
(Now read it again.)

Can those who are called to media serve Christ to build towers, to write, to operate cameras, to preach, to erect and equip, to syndicate, to counsel, to manage, to direct, to launch satellites, to report, to research, to design, to answer phones, to give, to teach, to package, to record, to act, to interview, to gather news, to keep records, to promote, to sing, to witness, to pray?

Can we work together as the hand and the eye within the body of Christ? Can we follow, build love up, and sacrifice? Can we lift up the One who draws all men, women, and children to Himself, and challenge on their terms the excellence of the world's media? Yes, we can for He enables us. "Not by might, nor by power, but by my Spirit says the Lord! [Zechariah 4:6]"

Let [us] give thanks to the Lord for His unending love and His wonderful deeds for men [Psalm 107]. <sup>8</sup>

## Ministry, Evangelism Through Media

Russ Doughten Jr.

etrates even to dividing soul and spirit, joints and marrow" that "judges the thoughts and attitudes of the heart."

God's spirit is a "comfort" to us and "lead[s] us into all truth." And a resurrected Christ is the One who has asked us to "lift Him up" and who empowers us to do so through a victory He has already won.

This piece is written to stimulate believers who work in media. There are forces that often pervert the Scriptures and the creation God has given us, but which cannot overcome the more powerful images and sound bites God provides us with, such as the Lamb, the cross, and the open tomb.

### Glossary of terms

Media (for the purpose of this reflective moment): radio, television, film, video, and derivative technologies.

Ministry: God's grace growing in our spirits, faith, goodness, knowledge, self-control, and perseverance so that we might serve Him, the church, and the lost through godliness, brotherly love, and kindness.



# Sales Spot

It has been a pivotal four years for Christian radio stations. Broadcasters emerged as either victors or victims of the economy. Fortunately most have weathered the storms and have come through with overcoming attitudes.

In a recent survey of Christian radio stations nationwide, we at Soma Communications have learned a number of interesting facts about where Christian radio has been over the last 12 months, and where it is going. The survey encompassed all Christian radio formats and market sizes.

## Billings

The average Christian radio station today bills \$45,554 per month. (Remember this includes all formats.) Breaking that figure down to percentages, 53 percent comes from spot sales, 41 percent from programs, and the remaining 6 percent comes from print, trade shows, etc.

Over the last ten years, Christian radio's dependence on program revenue has dropped by about 20 percent. Its depen-

billings. Stations in markets ranking 101 or smaller saw increases of only 12 percent. Stations in all markets which make most of their money from program sales saw the smallest (10 percent) increase in billing.

## Ministries

The staple revenue enjoyed by Christian radio today obviously comes from affinity advertisers. These include churches, parachurch ministries, Christian bookstores, Christian concert promoters, and Christian-owned businesses. All combined, these programmers and advertisers constitute at least 80 percent of the average Christian station's income.

Almost one-fifth (18 percent) of the average Christian station's revenue comes from local churches, either in spots or programs. What's more, during 1992, the average Christian station sold spots to 6.4 percent of all churches in its market. This means the average Christian station had 48 churches advertise by way of 30 or 60 second spots during this 12 month period.

Fortunately, 34 percent of all church spots on Christian radio are also purchased on a long-term basis. In addition to selling 18 percent of its inventory to churches, Christian stations also sell another 13 percent of their spot inventory to nonprofit ministries. All totaled, a great portion of the average station's revenue (perhaps one-fifth) is still tied up with ministries.

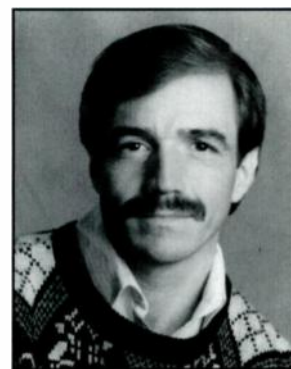
## Christian Businesses

While ministries dominate a large share of the average religious station's revenue base, Christian-owned businesses do so even more. In this study, 52 percent of all commercial businesses promoted on Christian stations today are owned by believers.

However, Soma researchers feel safe in speculating that this number is decreasing. But for now it appears Christian stations should still actively prospect within the parameters of the local church. This fact goes a long way toward proving that, all other things being equal, friends buy from friends, and brothers buy from brothers.

## Agencies

Christian stations are always addressing the question of how to sell to agencies — not the Christian accounts, but the secular ones. The truth is only 12 percent of the spot business done on Christian radio is agency-driven, and only 40 percent of that is for secular accounts. This means only 4.8 percent of all business done on Christian



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

radio today is purchased by agencies for secular accounts.

While this is large enough to provide incentives to make attempts to acquire this business, it's not enough to worry about it if you don't have it. The numbers can be easily replaced by client direct business. Once again, agency business is not a vital part of the life of Christian radio, but direct sales is.

It is interesting to note that the percentage of agency business did not depend on market size. In other words, the percentage of secular agency business in small markets was virtually identical to that of larger markets. In fact, while the percentage of agency business in smaller markets was slightly lower than larger markets, the percentage of *secular* agency business done in those markets was larger.

## Arbitron

This is another molehill. While Christian stations are constantly addressing the question of how to get their Arbitron numbers up, the reality is that only 1.3 percent of all buys made on Christian radio today was the result of someone who studied an Arbitron survey.

Now it may be true Christian radio is often overlooked because of Arbitron, but it is certainly not bought because of it. And while getting numbers up may be a solution, it should not be a major point for consideration when we are discussing sales methodology.

One might say, "If we get our numbers up, this percentage will increase." While this is probably true, the increase will probably not be enough to warrant whole new sales strategies.

What does this mean? It means stations should still be trying to increase audience size. This will have positive benefits regardless of what Arbitron says. But this new little fact also gives Christian stations

## An Abundance Of Sales Statistics for Christian Radio

### Gary Crossland

dependence on spots has grown by almost as much. Incidentally, 22 percent of all program revenue today comes from local ministries.

Obviously, the larger the market, the greater the revenue from spots. For example, the average Christian station in a Top 10 market will bill \$74,508 in spot business alone. However, in markets ranking 11-25, that figure falls to \$25,141.

## Changes in Billing

Between 1991-92, 30.7 percent of all Christian stations saw virtually no change in their billings. However, 56.8 percent report increases of 29.7 percent over the previous year while 12.5 percent say their incomes decreased by 13.4 percent. All in all, Christian radio took a 15 percent pay raise over the previous year.

Whether or not a station saw increases was slightly affected by market size. For example, Christian stations in Top 10 markets saw an 18 percent increase in their



a line of defense for those tire-kickers who still feel they need to ask, "What are your Arbitron numbers?"

The answer is, "Mr. Prospect, virtually no one buys our station because of Arbitron. They buy us because they are impressed with the results other advertisers have gotten. There is no reason to subscribe to Arbitron since we are a niche, concept-oriented medium."

In other words, let's stop trying to learn how to sell with Arbitron, since virtually no one is buying us with it. The efforts put into trying to sell agencies who are mandated to buy by the numbers can be more profitably spent on businesses that are under no such mandate.

### Local Economy

Almost a third (32 percent) of all Christian radio managers polled believe their local economies have improved over the last 12 months. While 24 percent believe business in their markets has declined, 44 percent believe their economies are static.

However, many stations polled are optimistic about the future — 59 percent believe their local economies are going to improve, 29 percent thought things are going to remain the same, and 12 percent believe things will continue to decline.

Market size influenced how Christian managers felt about their local economies. Only 22 percent of those in the top 50 markets felt like their economies had improved over the last year while 39 percent of all others felt things had improved. Smaller market stations were slightly more optimistic about the future.

### Salespersons

Here is a curiosity. The average Christian radio sales force consists of 3.8 persons. This is up by one person from a survey taken five years ago.

When asked, "How many appointments does it take to make your average spot sale?" the average Christian station again said 3.8. While the number of sales calls will most likely not increase with the size of the sales team, it does make a memorable rule of thumb. <sup>18</sup>

*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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"Almost everything I know about Christian radio comes from Tri-S. It has helped me close many sales." Bronna Kahle, WOLC, Princess Anne, MD

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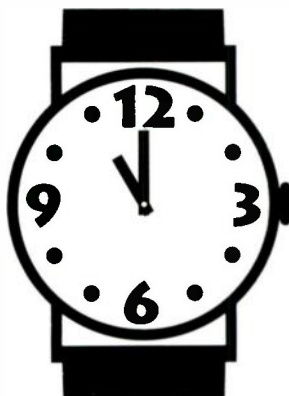
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- WPVA — Charlottesville/Waynesboro area, Va.
- WPGB — Kingsport/Johnson City/Bristol, Tenn.
- WPVB — Culpepper/Manassas, Va.
- WPBI — Martinsville/Danville, Va./Eden, N.C.
- WPRH — Galax, Va./Mount Airy, N.C.

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# Calendar Close-up

## 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 Yakligian, (310) 947-4651.

## May 10-12

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

## May 19-23

*American Women in Radio and Television's 42nd National Convention*; Orlando, Fla. Information: (202) 429-5102.

## June 6-9

*National Cable Television Association's Annual Convention*; San Francisco, Calif. Information: (202) 775-3669.

## 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 5-7

*Christian Country Music Association Con-*

*vention*; Tennessee Performing Arts Center, Nashville, Tenn. Information: Gene Higgins, (615) 344-4442.

## August 28-30

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

## August 29- September 4

*14th Congress of the International Leprosy Association*; Buena Vista Palace Hotel, Orlando, Fla. Information: Susan Kastner or Jim Gittings, (803) 271-7040.

## September 8-11

*Radio 93 Convention* (sponsored by National Association of Broadcasters); Dallas. Information: (202) 429-5350.

## September 16-20

*International Broadcasting Convention*; Amsterdam, The Netherlands. Information: 44 71 240-3839.

## September 23-25

*National Religious Broadcasters Southeastern Regional Convention*; Tampa Bay, Fla. Information: Dick Florence, (813) 391-9994.

## September 26-28

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

## 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: Philip 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 24-31

*1993 White Ribbon Against Pornography Campaign* (during Pornography Awareness Week). Information: (212) 870-3222.

## 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 6-10

*Image World Orlando* (Video Expo & The Cammp Show); Orlando, Fla. Information: Benita Roumanis, (800) 800-5474.

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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