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LARRY BURKETT

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Features

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Airing Our Differences

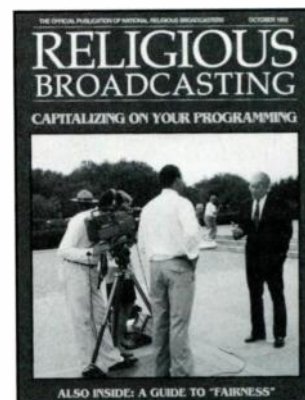
24 — by Joe Brazeal / With proposed reinstatement of the Fairness Doctrine casting a troublesome shadow, *Religious Broadcasting* offers an in-depth look at the history — and the potential future — of what many see as the industry’s most patently *unfair* example of government regulation.

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CAPITALIZING ON YOUR PROGRAMMING

If the religious broadcasting industry is to impact the world beyond Christianity’s comfortable circle, its members must settle for nothing less than excellence. Beginning on page 8, *Religious Broadcasting* examines the role programming and production can play in moving beyond mediocrity.



Cover Photo featuring former congressman Jack Kemp courtesy of CDR Communications, Burke, Va.

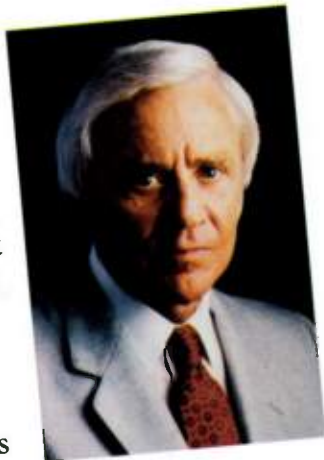
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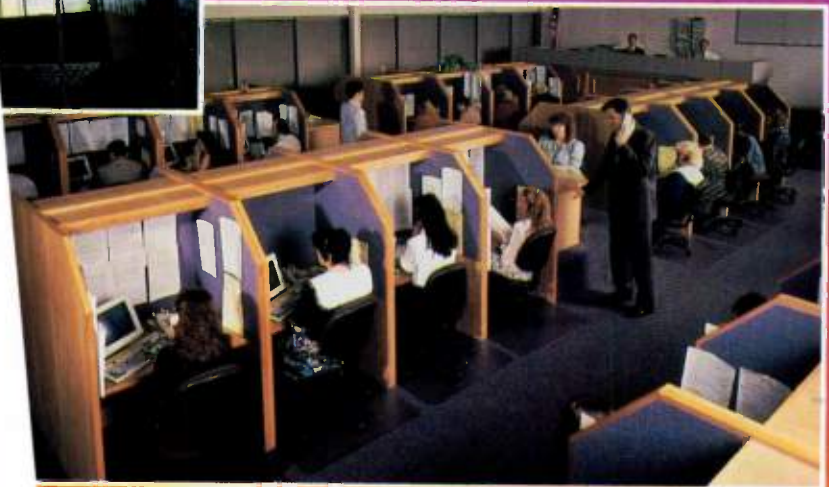
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Signing On

Programming, whether for radio or television, often means something entirely different to the audience than to the producer or the program director. Let me illustrate.

As a professor at Bowling Green State University in the 70s, I served as advisor to many students doing research for their masters and doctoral dissertations. One student had been an undergraduate music major and was interested in determining how the audience perceived the many different music formats commonly used at that time in the radio industry.

The student developed a tape containing examples of ten different music formats and played the tape for a randomly selected sample of listeners. He discovered this sample could only accurately identify and verbally describe five music formats: classical, gospel, rock, MOR, and country — the other formats were not consistently identified.

I think there's an important lesson in this research. Our audiences are not nearly as discerning about some program elements as we think they are. Their ability to discriminate on many program elements simply is not as developed as a broadcasting professional's. Moreover, many production elements which are very important to broadcasters are much less important to audiences.

Christian music may be one programming element about which listeners have developed more discrimination than the general public. This may be because singing music and hearing it performed is a central part of worship. And taste in Christian music varies widely within the community of faith. Any programmer who has had to field calls and letters generated by a music format change can attest to the intensity of music preferences.



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

Another lesson about programming I have learned is that we broadcasters grow bored with content far faster than our audiences. I have found that about the time our audiences are just becoming aware of a theo-

Program To Your Audience, Not Self

David Clark

logical idea or biblical principle we broadcasters want to hear something new. We need to be more patient with content that might be called "God's repeatables." These are truths and principles which need to be regularly repeated if they are to be inculcated into the lives of the audience.

A third lesson is that we should not attempt to disguise the true intent of programming designed to communicate the Gospel. I once conducted a special series of focus groups for a major television ministry. The participants were by their own admission unbelievers and they were recruited and paid to watch the daily program for an entire week.

What I learned is that unbelievers are much more open to the clear and unequivocal communication of the Gospel than to programming whose intent is disguised in the name of creativity. In short, members of our audiences who may be unbelievers are much more aware of the intent of Christian programs than we may know.

A final lesson is the best technology will never produce great programming — men and women with God-given ideas and abilities produce great programs. Yet we in religious broadcasting are captivated by technology. Creativity is not dependent on the latest technology. It's dependent on a knowledge of God's Word and a sensitivity to the needs of our world. [®]

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Tuning In

Looking to the future, where do we go from here? Irwin Lutzer, pastor of Moody Church in Chicago, reminded us that Francis Schaeffer said someday we would wake up and find the America we once knew was gone. That day is now here. We've crossed an invisible line and there are no signs we are capable of turning back. Like a boat caught in a river's mighty torrent, we are being swept along in a powerful cultural current headed for the brink.

We should have noticed some of these dangerous waters as far back as 1963 when the U.S. Supreme Court ruled prayer in public schools unconstitutional. Or we should have seen it in 1973 when the infamous *Roe vs. Wade* decision legalized abortion for any reason. I think these two unmistakable signs were pointing to the fact our Ship of State was heading — yes, veering — off course. Now this precarious stream we have chosen has become a river, and the river now has become a flood.

Today the courts play an increasingly important role in the battle for America. Our founding fathers wrote, "Congress shall make no law respecting the establishment of religion or prohibiting the free exercise

over the air. We are *absolutely opposed* to this proposed new law.

With the First Amendment interpreted in ways that the founding fathers would never have dreamed possible, freedom of speech is systematically being taken away in every area of public life. Lutzer pointed out in a recent booklet that in Decatur, Ill., a elementary schoolteacher discovered the word "God" in a phonics textbook and ordered the seven-year-olds in her class to strike it out, saying it was against the law to mention God in a public school.

In Virginia, a principal requested that a handicapped girl stop bringing her Bible on the school bus. Reading the Bible on a vehicle operating under the auspices of the state was deemed to be contrary to separation of church and state. In Philadelphia, school children were asked to write a paper on the subject of power. One girl received her teacher's approval to write on the power of God, but was barred from presenting her paper publicly in class because other students might be offended.

Where will this all end?

"Of all the dispositions and habits which lead to prosperity, religion and morality are indispensable supports," George Washington said in his Farewell Address. "In vain would that man seek the tribute of patriotism, who should labor to subvert these great pillars of human happiness."

Yet, relentlessly for 30 years, the adversary culture, with its implacable hostility to Judeo-Christian teaching, has subverted those pillars. From the public classroom to the television screen, from the movie theater to the museum.

There is a religious war going on for the soul of America. And just as the Ten Commandments have been expelled from our schools, so are the lessons of history that undergird these truths being erased. In high school history texts, Benedict Arnold's treason at West Point, a betrayal that broke the heart of his commander-in-chief, is being dropped. So too is the story of Nathan Hale, the boy-patriot who spied on the British army and went to the gallows with the defiant cry, "I regret I have but one life to give for my country."

If a country forgets its roots, how will its people know who they are?

For 2000 years the church has almost always existed under political regimes and cultures hostile to the Christian message. For example, the persecutions Christian endured throughout the Roman Empire during the early centuries of the church. In



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

Rome, one was free to believe in whatever god one wished. Believers were not tortured because they believed in Jesus, but rather because Christians believed Christ was the *only true* God.

And because Christians were not willing to confess Caesar as Lord, they were seen as politically subversive. Some Christians reasoned if they had political power, then they could use the sword to impose Christian beliefs on society as a whole. After Constantine became emperor in 312, Christianity became the official religion of the Roman Empire.

As the church grew in power, its corruption increased — becoming politically, religiously, and morally decayed. Many *true* believers tried to break away from the church's authority. For this, they were persecuted and many died. The true church insisted that with the coming of Constantine nothing had changed. In the early centuries, Christians were put to death by pagans; now they were killed by official Christendom.

God, it seems, is humbling the American church. In the early '80s, we looked to the Moral Majority to halt our moral and spiritual toboggan slide. We thought our hope lay in Congress, in the courts, in the White House. Evangelicals held the balance of power, we were told. We should be thankful the church has been awakened to the need to be involved in politics, but we must not be deluded that politics can save us.

Syndicated columnist Cal Thomas, who received the 1993 NRB Distinguished Service Award, says the approach of attempting to change society through politics cannot work because we are living in a post-Christian culture. The majority no longer accepts traditional biblical values. He says to appeal to this majority with the language and values of the past is to invite

Where Do We Go From Here?

E. Brandt Gustavson

thereof." The First Amendment, which was specifically intended to guarantee freedom of expression, is now being used to severely curb religious liberty.

One of the current life or death issues facing us in broadcasting, an issue on which National Religious Broadcasters (NRB) has passed a resolution and taken a firm stand in opposition, is the reinstatement of the Fairness Doctrine (which nomenclature is absolutely erroneous). The doctrine would have to allow — over radio and television stations — any opposing points of view on issues of controversial importance.

Therefore, speaking for God and for the moral issues of God in some U.S. cities would constitute a subject of controversial importance and time would need to be offered for opposing views. Of course, it would be the same on any issue, such as abortion, prayer in public schools, or gays in the military. We feel the Fairness Doctrine is an opportunity to quell conservative public opinion and to eventually stop moral discussions from the Bible and religion

CONTINUED ON PAGE 40

NATIONAL RELIGIOUS BROADCASTERS

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Dr. David W. Clark

President, National Religious Broadcasters



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Washington Watch

After enduring for more than half a year without a permanent chairman, the Federal Communications Commission (FCC) likely will finish 1993 under the leadership of a Washington, D.C. antitrust litigator who has experience in communications law. As of this writing, President Bill Clinton had nominated — but the Senate had not yet confirmed — Reed E. Hundt, 45, for the chairman's post.

Hundt has personal ties to both the president and Vice President Al Gore. Hundt and Clinton attended Yale Law School at the same time and Hundt was an advisor to the Clinton campaign. Hundt's friendship with the vice president dates back to their high school days in Washington, D.C., and Hundt advised his former schoolmate on various issues while Gore was in the Senate. Observers anticipate that, because of his close relationship with the vice president, Hundt will likely share Gore's interest in fostering the development of the nation's telecommunications infrastructure.

Early reaction to Hundt's nomination

Antitrust Lawyer Nominated As FCC Chairman

Richard E. Wiley

generally has been positive. Although he has not had a high profile among communications law practitioners, Hundt reportedly has represented a variety of communications clients, including broadcasters, wireless cable operators, and cellular telephone companies.

As a former antitrust lawyer turned communications specialist myself, I expect — as do many others — that Hundt's antitrust expertise will prove quite useful at the commission. As technology increases the potential for overlap and mergers among providers of video, audio, and telephone services, the FCC has been confronting a growing number of issues involving current ownership restrictions on communications companies.

The agency has been without permanent leadership since January, when Chairman Alfred Sikes stepped down. But acting Chairman James Quello has provided strong interim leadership by guiding the commission through several highly publicized mat-

ters, including rulemakings concerning the rate regulation and mandatory carriage/retransmission consent provisions of the Cable Consumer Protection and Competition Act of 1992. In all, Quello has received universally high marks for his stewardship of the FCC. He will resume his regular duties as a commission member once a new chairman is confirmed.

A fifth seat on the commission remained empty as of press time. The position formerly held by Sherrie Marshall must be filled by a Republican or political independent because the Communications Act permits no more than three members of the same political party to serve on the FCC at the same time. In addition to Hundt, Quello and Commissioner Ervin Duggan are Democrats; Commissioner Andrew Barrett is a Republican.

ATV Update

Among the issues awaiting the new chairman in the coming months is consideration of the technical standards and implementation schedule for advanced television (ATV), including high-definition television (HDTV). The prospects for a smooth introduction of HDTV service to the public increased in May when the proponents of rival systems agreed to join forces to develop a single digital HDTV system, encompassing the best elements of the individual systems. As chairman of the agency's Advisory Committee on Advanced Television Service, I have dubbed this union as a so-called "Grand Alliance."

The commission's attention to advanced television issues began in 1987, when the advisory committee was formed. Initially, more than 20 proposed systems were examined by the committee, a number that over the years has been reduced by mergers and attrition. Ultimately, by early 1993, only three proponents of all-digital HDTV systems remained, and it was these entities that formed the Grand Alliance. The participants are the Massachusetts Institute of Technology, General Instrument, Zenith, American Telephone & Telegraph, North American Philips, Thomson, NBC, and the Sarnoff Laboratories.

The advisory committee is currently studying the alliance proposal and, with some modifications perhaps, will likely authorize the proponents to build the merged system this fall. Construction time will take about nine months. Thereafter, the system will be subjected to rigorous laboratory testing (just as the individual HDTV sys-



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.

tems were). After testing is completed in perhaps the latter part of 1994, the advisory committee will send its recommendation to the FCC. The agency will probably complete the standard-setting portion of its ATV rulemaking sometime in 1995.

Even though the creation of the Grand Alliance has caused an initial delay in the timetable for the commission's decision, the merger of the former technical rivals may mean viewers actually will enjoy HDTV service sooner than they would have otherwise. Membership in the alliance reduces the likelihood that any participant will challenge the FCC's standards decision in court, while also spurring consumer electronics manufacturers to be prepared to produce HDTV sets as soon as the agency acts. Manufacturers informally have targeted the 1996 Olympics as the date by which HDTV equipment will be available.

Formation of the alliance has not affected the commission's schedule for implementation of the new transmission service. Last year, the FCC decided that, once the final technical standard is chosen, broadcasters would have a total of six years to apply for and construct facilities to transmit signals in the new service.

Initial eligibility for ATV channels will be limited to current licensees, who now broadcast under a technical standard known as NTSC. Licensees will be assigned a second channel to be used for HDTV transmissions. Three years after the six-year application/construction period, licensees will be required to simulcast 100 percent of their signal over both channels.

The final conversion deadline (and phase-out of NTSC television) is scheduled to occur 15 years after the date on which the ATV standard is chosen or a final ATV Table of Allotments is effective, whichever is later. The agency has pledged to review this schedule as marketplace developments occur over the next decade or so. ¹

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Never Failed

by Don Gregg

It is now 15 years after the birth of a dream, a dream that has stood the test of time, the doubts of critics, and the attacks of the enemy. It is a dream that has brought the life-changing power of Jesus Christ to 231 nations of the world in 16 languages.

The dream was to become High Adventure Ministries, and the dreamer was George Otis. And the road down which his dream has led him has been marked by numerous examples of the power of the Holy Spirit.

Bringing Otis' dream to life has been costly and difficult. Entering war-torn Lebanon 15 years ago, Otis' team was repeatedly shelled by hostile forces before the first radio station was even built. Life in a war zone scared away would-be on-air ministers and other staff members, and many people questioned whether or not Otis should continue pursuing his goal.

Over the years, 31 mortar and rocket attacks launched by the Palestine Liberation Organization (PLO) have been directed at High Adventure's Middle East stations. A savage terrorist attack leveled the original radio complex in Lebanon in October 1985. The death of seven staff members on the mission field remains a constant reminder of the ministry's vulnerability to unsolicited violence.

Throughout his years of leadership, Otis has been cursed, threatened, shot at, and bombed. What he hasn't been is deterred from his dream of broadcasting the Gospel around the globe. Always a vision has burned in his heart. There have been times of testing, financial pressures, and real spiritual conflict. Incredible sacrifices have been made to advance the



George Otis and James Yan Hau broadcast into China from the Palau station.

Kingdom of God, a God Otis says "has never failed me nor forsaken me on this long journey."

The Birth of a Dream

It was 1979, and George Otis was reflecting on the challenge he had received at the hands of an Israeli Prime Minister. "I had been thinking of a way to strengthen relations between the Jews and the Christians," Otis recalls. "I had set about [building] friendships with the Israelis with whom I had contact. In the course of this search, I found I had opportunities to meet more and more often with Israeli leaders.

"In 1975, I had the opportunity of meeting with then-Prime Minister Yitzhak Rabin. It was during one of our conversations that a seed was planted in my heart that four years later would blossom and bloom as a powerful dream.

"During our conversation, Mr. Rabin spoke of the thousands of Christian Lebanese who were being killed and were

crying out for the Christian community to hear and respond. He challenged my heart and that day planted a seed.

"In 1978, I was given the opportunity to sit down with the new prime

As revival fires burn throughout Central and South America, the Voice of Hope continues to burn with a passion for lost souls.

minister of Israel, Menachem Begin," Otis says. "As I spoke to Mr. Begin about building bridges between the Jews and the Christians, he brought me back to the same question that former Prime

Nor Forsaken

Minister Rabin had addressed — ‘What about Lebanon?’ As I sat and listened to Mr. Begin, the seed that was planted was watered. What was God going to do?

“In just a matter of days, I was going to find out. While I was staying at my hotel in Israel, I received a phone call from a friend by the name of Isaac Gronberg. Isaac asked me if I would be interested in meeting a very special man, Major Saad Haddad — the “George Washington” of south Lebanon. I immediately agreed to meet with him. I now could feel [that] the seed that had been planted and watered was now beginning

*There have been
times of testing,
financial pressures,
and real
spiritual conflict.*

we would begin to pray for the people of Lebanon. ‘Is there anything else we could do?’ I asked. ‘Since you have asked,’ Major Haddad said, ‘I dream of a small

The Focus of the Dream

The vision of this ministry starts with the heart of its leader. In talking with Otis, it becomes clear that he has never lost sight of his dream. He has kept his vision focused and constantly in front of the staff of High Adventure Ministries, now based in Van Nuys, Calif.

Otis has been blessed with the ability to share and incorporate followers into his passion for souls. Wherever there are people hurting, people in pain, people who are lost, there will also be the Voice of Hope, sharing the love and mercy of Jesus Christ. Indeed, this seems to be the battle cry of this tested warrior of the Lord.

Over the years, Otis has built a strong network of people who have been willing to accept his challenge of not only *fulfilling* the Great Commission but of actually believing that they could have a part in *finishing* it.

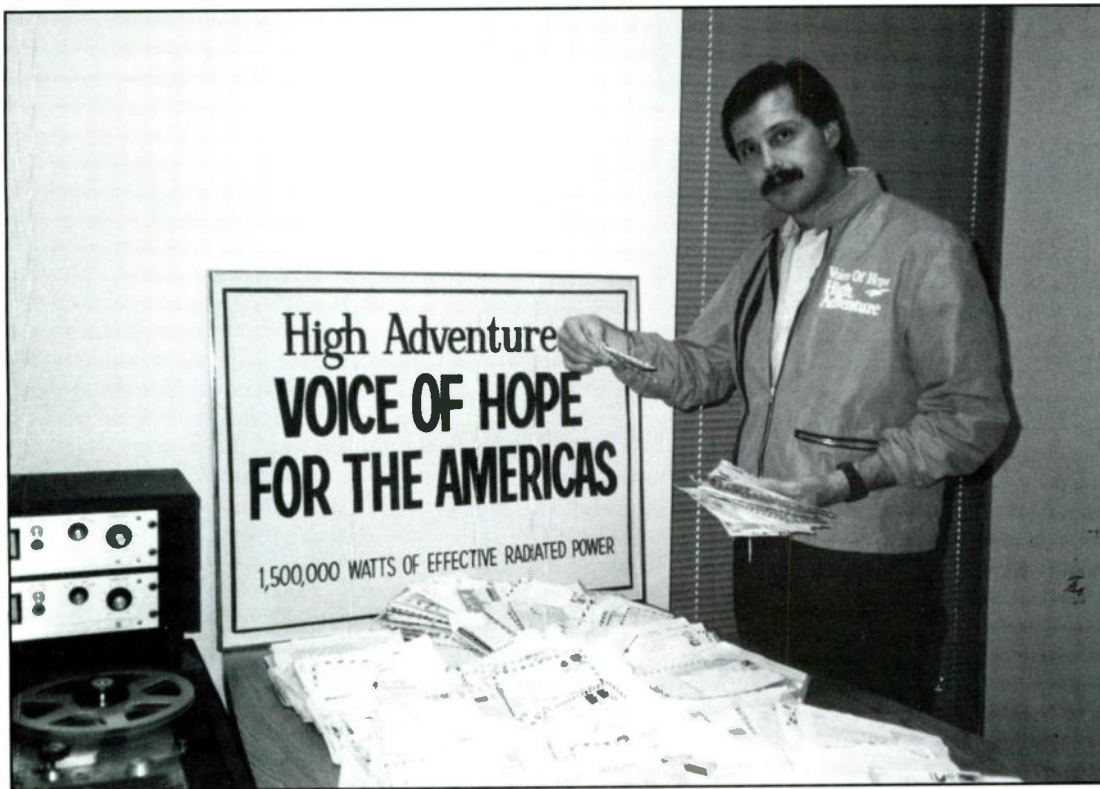
Otis has done what every great leader must do: in some way model Jesus Christ. In doing so, Otis has instilled his vision into the hearts and minds of those who have been willing to accept the call and who are willing to follow.

Whether it has been in war-torn Lebanon, northern Israel, Simi Valley, or Voice of Hope’s newest and most powerful station on the island of Palau in the South Pacific, men and women have answered the call to bring hope into a hopeless world. And each has been willing to place

their lives on the line in order to serve Christ on a foreign field.

Phenomenal Growth

In 1980, the ministry suffered its first



High Adventure Ministry's executive vice president John Tayloe reads testimonial letters from people who have been touched by the ministry in Cuba and South America.

to sprout,” Otis says.

“After a few hours of conversation, I said to Major Haddad, ‘Is there anything that we can do for you?’ He immediately said, ‘We need prayer. Will you pray for us?’ I assured him that I would meet with a group of Christians that very night, and

transmitter that would bring hope and encouragement into this area of the world.’

“In less than a moment,” Otis remembers, “a dream was born. In a split second, the Voice of Hope [World Radio] Network was born.”

NEVER FAILED . . .
CONTINUED FROM PAGE 9

loss of life when Ragi Ghanoum was killed by the PLO. This was the first time that High Adventure Ministries had to pay the ultimate price for its dreams. Yet the Bible teaches that, "Unless a grain of wheat falls into the earth and dies, it remains by itself alone; but if it dies, it bears much fruit" (John 12:24). Through the death of Ragi, the ministry began to take on global dimensions.

God began to turn the eyes of Otis to the world. The ministry faced many obstacles in starting the first station in Lebanon. Just obtaining permission to build a station in Lebanon took on international proportions, with the United States State Department opposing the proposal, fearing it would interfere with the Middle East peace accords being



A Chinese student from Wu Han listens to High Adventure's Mandarin broadcast.

Christian Radio and a Pattern of Miracles

by George Otis

In 1979, High Adventure Ministries picked a Holy Land site on which to build the first of seven international radio stations. The location seemed perfect to me, but others questioned my choice, for it sat on one of the bloodiest battlefields in the region. Still, I knew that this was the place where God wanted me to begin reaching the nations for Jesus Christ.

Today, several fine Christian broadcasters fill the airwaves with international programming, and the listening audience is legendary in scope. Recently, High Adventure sent a monitor through cities like Beijing, Wuhan, Xian, Shanghai, Hong Kong, and Singapore.

In each of these huge Asian cities, the programming from Voice of Hope came booming in from the station on the island of Palau. There may be no other experience which thrills a broadcaster more than to clearly hear his own station coming in from thousands of

miles away.

The China/Asia station is broadcast daily in Mandarin, Vietnamese, Korean, and English. High Adventure's programming is reaching every continent. Regular correspondence is arriving from more than 200 countries, bearing exciting news from listeners who have found salvation, healing, and the teaching of God's Word through the broadcasts.

The network is providing a way for ministries to reach nearly every people group and nation of the world through their own taped messages. The end results of Christian broadcasting are most inspiring.

Even so, High Adventure is still finding a void in some very important places such as the subcontinent of India and the all-important city of Jerusalem. Plans are under way to commence broadcasting in December over two new stations which will cover both of these locations.

In the vital Holy Land region, High Adventure has placed one FM station on Mount Hermon and another at

Maroun er Ras. An AM station and two shortwave stations were placed on the Hill of the Doves, which sits astride the Israel/Lebanon border. This complex of stations broadcasts in Arabic to the very heavy Muslim population in the lands round about. From the Hill of the Doves, High Adventure also broadcasts to both Russia, Scandinavia, and Africa in English, Arabic, Farsi, and Russian.

High Adventure also operates a large station in Simi Valley, Calif., which broadcasts 17 hours daily in Spanish and English and covers Mexico, Central America, the Caribbean, and most of South America. These broadcasts somehow produce an unusual pattern and volume of miracles as well as salvation.

The power, reach, and effectiveness of international Christian radio is indeed awesome! It has proven to be the most efficient tool to reach the lost beyond our shores.

George Otis is the president of High Adventure Ministries.

negotiated at that time. Yet High Adventure was committed to building and expanding.

In 1986, the High Adventure Voice of Hope Latin American station signed on from the ministry's international headquarters in Simi Valley, Calif. The center beam aimed directly at Cuba, reaching into all of Latin America and the Caribbean. Carrying a full array of programs, that station is now heard in over 70 countries and is the single most listened-to station in many Hispanic communities.

Reports of the miracles being performed as a result of this extension of Otis' dream come in daily, reports of faith and healing. And as revival fires burn throughout Central and South America, the Voice of Hope continues to burn with a passion for lost souls.

The key element in the growth seen in this area of the world is the simplicity with which ministry there is approached. John Tayloe, High Adventure's executive vice president, explains, "The reason for our rapid growth around the world is directly related to prayer and [to] George Otis' ability to utilize his staff to develop key strategies for every area of the world

that we are being heard in.

"We design a plan based upon studies that we have done in each region, then we continually evaluate and upgrade our master plan until we are meeting the needs of our listeners.

"Based upon the tremendous

*Wherever there
are people hurting,
there will also be
the voice of hope,
sharing the mercy
of Jesus Christ.*

response we are receiving on a weekly basis, we can see that our approach [has been] successful," Tayloe says. "So successful that on April 19, 1992, High Adventure Ministries launched its biggest and most powerful station aimed at mainland China and all of Asia. This radio station has the ability to become the greatest

harvester in High Adventure's already powerful arsenal of stations."

And so the dream continues. In September 1992, High Adventure gathered together some of the most respected men in Christian circles today — Billy Graham, Rex Humbard, James Robison, Charles Stanley, Alberto Mottes, Luis Palau, Paul Cedar, Hermano Pablo, Kenneth Copeland, and Reinhard Bonnke — for "Operation Mighty Sickle," an evangelistic outreach that showered the airwaves with nothing but powerful salvation messages for 120 days.

And by the end of 1993, High Adventure plans to have started another station reaching India, all of Indonesia, and eight other countries. "A man with a dream never bows before the impossible," Otis says. "My dream was based upon the infallible command of Matthew 24:14, 'And this Gospel of the Kingdom will be preached in all of the world as a witness to all the nations, and then the end shall come.'"

Dr. Don Gregg serves High Adventure Ministries as the assistant to the president and is a guest speaker at conferences and churches across the country.

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(Circle 103 on the Reader Service Card)

by Curtis Troll

In the opinion of Kevin Hunter, program director for KRLF-FM in Pullman, Wash., the future of Christian radio lies not in talk but in music. According to Hunter, who is the designer of what he calls "praise and worship for the '90s," Christian radio in coming years will devote some 90 percent of its programming schedule to music.

KRLF, a 420-watt non-commercial station in southeast Washington state, has been enjoying early success in its market, due in large part to its mainly music, soft contemporary Christian sound. The station, a member of National Religious Broadcasters (NRB), combines in its format praise and worship and top songs from the adult contemporary and inspirational charts, creating a distinctive sound that is reaching a very broad-aged market. This format, says Hunter, is a sharp contrast to what many have formerly thought of as Christian radio.

Christian radio's traditional image has been one of back-to-back ministry programs with a minor amount of music interspersed. Gradually, stations have begun introducing more music into their formats, but the ministry program remains the mainstay of much of Christian broadcasting today — both for format and funding.

Nevertheless, KRLF decided the main ministry its market of approximately 50,000 needed was the ministry of music. And KRLF offers lots of it — to the tune of approximately 95 percent of its weekly program clock.

"We have chosen our music mix very carefully," says Hunter. "Our desire is not simply to play popular music to gain audience. And we're not just after songs that testify. We're here to lift up Jesus Christ. We have reports from Christians and non-Christians alike that our format is a refreshing addition to their day."

Besides its music format, KRLF is also innovative in its creation of a studio at minimal expense, one that relies on a customized automation system and volunteer operators who perform a few duties at the studio and communicate with the station's computer via a portable cellular phone.

Hunter says that even the station was surprised by early results. "Some survey returns indicate we're already significant-

A Ministry of Mostly Music

ly leading day and night time periods in our market," he says. According to Hunter, KRLF is proof that an excellent, professional radio broadcast is not dependent on unlimited financial resources. The station's staff is convinced that many other churches and Christian organizations could adopt the KRLF format and operating formula and find success in virtually any market across the nation.

Small Beginnings

The process of getting on the air began in 1984 when some pastoral staff members of Living Faith Fellowship Ministry Teaching Center (LFFMTC), a growing 500-member church in Pullman, expressed an interest in supporting a radio station. LFFMTC currently houses the KRLF studio and underwrites much of the station's productions.

Formal application for an FM fre-

quency was made in late 1987 and, following a two-year wait, the Pullman church was notified that it had received its Federal Communications Commission (FCC) construction permit.

Then came the formidable tasks of carving production and broadcast studios out of an existing used-to-capacity church facility and creating a mainly music format on a non-commercial band, with no outside start-up financing — and all of this in addition to providing for continuing operating expenses.

KRLF learned quickly that entering and prospering in the broadcast industry (particularly Christian broadcasting) is a strenuous exercise. The difficulties of overcoming bureaucratic hurdles and meeting the economic requirements necessary to acquire a frequency and establish a radio station can be extreme. However, the station hopes to set an

example and demonstrate to local churches that a radio ministry is possible given committed volunteers and a vision for what the appropriate broadcast ministry can accomplish.

From the small KRLF studio, the broadcast signal is sent by microwave to its transmitter located on a tall butte eight miles away. This allows KRLF to broadcast to a large area with a diverse market. The station serves the young audiences of two state universities: Washington State University, in Pullman, and the University of Idaho, located in nearby Moscow, Idaho.

The market also contains an older, conservative audience found in the surrounding farming communities. The stations' secondary reach includes the blue-collar communities of Clarkston, Wash., and Lewiston, Idaho.

A '90s Kind of Format

Is it possible for a small station to become all things to all people? Not quite. But Hunter faithfully asserts that the popularity of KRLF's music format,

music which is more contemporary in nature in order to better minister to the large college student audience — and all

Christian radio's traditional image has been one of back-to-back ministry programs with a minor amount of music interspersed.

of this while maintaining its praise and worship emphasis.

Many of the station's selected programs are also music-based. *Christian Countdown USA*, *Heartsong Magazine*, and *Let Us Rejoice* come through

Celebrate, hosted by Hunter, who has been involved with radio broadcasting in the region for 20 years. Hunter also hosts what is possibly the longest-running weekly Christian music program in America, *A Time to Rejoice*, which airs on a local rock station. *A Time to Rejoice* has been on every Sunday morning for the past 15 years without breaks or repeats.

Music on KRLF is interrupted only by Jack Hayford's *Living Way*, Larry Burkett's *How to Manage Your Money*, *The Phyllis Schafly Report*, and *Answers for Life*, the Sunday morning message by Dr. Karl Barden, senior pastor of LFFMTC. News is on the hour.

Generous Talent

While the station's mostly music format has been the cause of its increasing listenership, it has been the station's crew of committed volunteers which has accounted for its very existence. Part of the message regularly preached from the LFFMTC pulpit is Every Member Involvement, a belief that every church member can and should find a place in ministry. Pullman church members provide quality assistance for KRLF operations, accepting personal responsibility as a ministry for the Lord.

In the beginning, a local Christian broadcast engineer offered his assistance simply because he wanted to see the station get on the air. He provided crucial advice in wading through federal paperwork and local government bureaucracy. He also steered interested engineers from the LFFMTC congregation toward the knowledge necessary to build and operate a radio station.

KRLF's only actual "employee" is Aaron Atkinson, a 1988 broadcasting graduate from the University of Idaho, who serves as operations manager. Atkinson oversees

the 15-member KRLF technical staff, which is comprised of engineers, computer programmers, a lawyer, building inspector, supermarket produce manager,



For organizational and communication purposes, KRLF-FM operations manager Aaron Atkinson meets with members of the station's volunteer staff following a mid-week church service.

with its praise and worship emphasis, is the foundation for the station's success.

KRLF plays a soft contemporary sound during the day, allowing for a worshipful daytime presence in homes and businesses. At night, the station plays

KRLF's affiliation with the Christian Broadcasting Network (CBN) in Virginia Beach, Va. Word Records supplies *Heartcry*.

In addition, KRLF produces an hour-long Sunday morning program,

CONTINUED ON PAGE 14

A MINISTRY . . . CONTINUED FROM PAGE 13

and various other radio hobbyists.

Homegrown Automation

KRLF has avoided the cost of live radio by employing a computer-driven automation system developed at the station. Hunter spent over a year searching for appropriate programming elements, assuming he would find a dozen satellite systems from which to choose, in addition to tape networks. Although there are more now, there were very few offered at that time and none that fully provided the sound Hunter desired.

The automation system at KRLF is unique, due to the help of some competent computer programmers who worked for the local universities and volunteered time at the station. KRLF programmers developed their own software package, which is run through a NEXT computer, chosen because of its advanced capability for digital audio. The program developed at KRLF was beyond what was available in the industry at that time.

Before the NEXT computer company (unfortunately) went out of business, company representatives visited the station in consideration of purchasing the rights to market the station's radio software.

KRLF's programming mix is made up of a tape delivery system from Broadcast Programming, Inc., in Seattle. KRLF produces its own tapes for a greater praise and worship sound. The combination results in about a 25 percent back-announced format.

The station's computer, known as "Gabriel" to the KRLF crew, is programmed to switch music reels; play internal digital recording, public service announcements (PSAs); and switch to direct satellite feed for the station's news broadcasts. Some program changes are made manually by Atkinson or a volunteer technician after working hours. KRLF volunteers use cellular phones at night to keep in contact with "Gabriel" in the event of problems at the station.

A Local Church Ministry

In addition to his involvement with

KRLF, Hunter also serves as a staff pastor at LFFMTC. Rod Marshall, KRLF business manager, is also a staff pastor and administrator of the church. Both serve with Living Faith Fellowship Educational Ministries, an integrated auxiliary corporation separate from the church which serves as the station's governing organization overseeing the facility's operations.

The Pullman church began in 1971 out of a weekly prayer meeting that met in the home of Barden and his wife, Sherri, who co-pastors the church. Before embarking upon the challenges of a radio station, Barden pioneered other significant ministries in his region, including a K-12 Christian school and a Bible college. Teaching curricula by Barden is used internationally, and the Every Member Involvement principles which have contributed to the formation of KRLF's volunteer staff are described in his book, *The Activated Church*, published by Destiny Image.

It is KRLF's link to a church such as LFFMTC, along with a belief that the makeup of the overall Christian church is changing, which gives the station's team optimism that KRLF's format will succeed.

"Jesus said, 'I will build my church,'" says Barden. "More and more people are returning to a local church. Our vision is to minister to the whole man, and that includes radio to reach our region with the good news of Jesus. We are firmly committed as a local church to filling the air with the glory of Jesus Christ."

Hunter says the KRLF team is more than willing to share with others the specifics of implementing the KRLF format and operating formula. "Any market could benefit from worship to the Lord being broadcast to [that] region," Hunter says. "Music is something that reaches deeply into the soul of any individual. Jesus said, 'If I be lifted up I will draw all men unto me.' Music draws [people] to the Lord."

And indeed, says Hunter, that is what



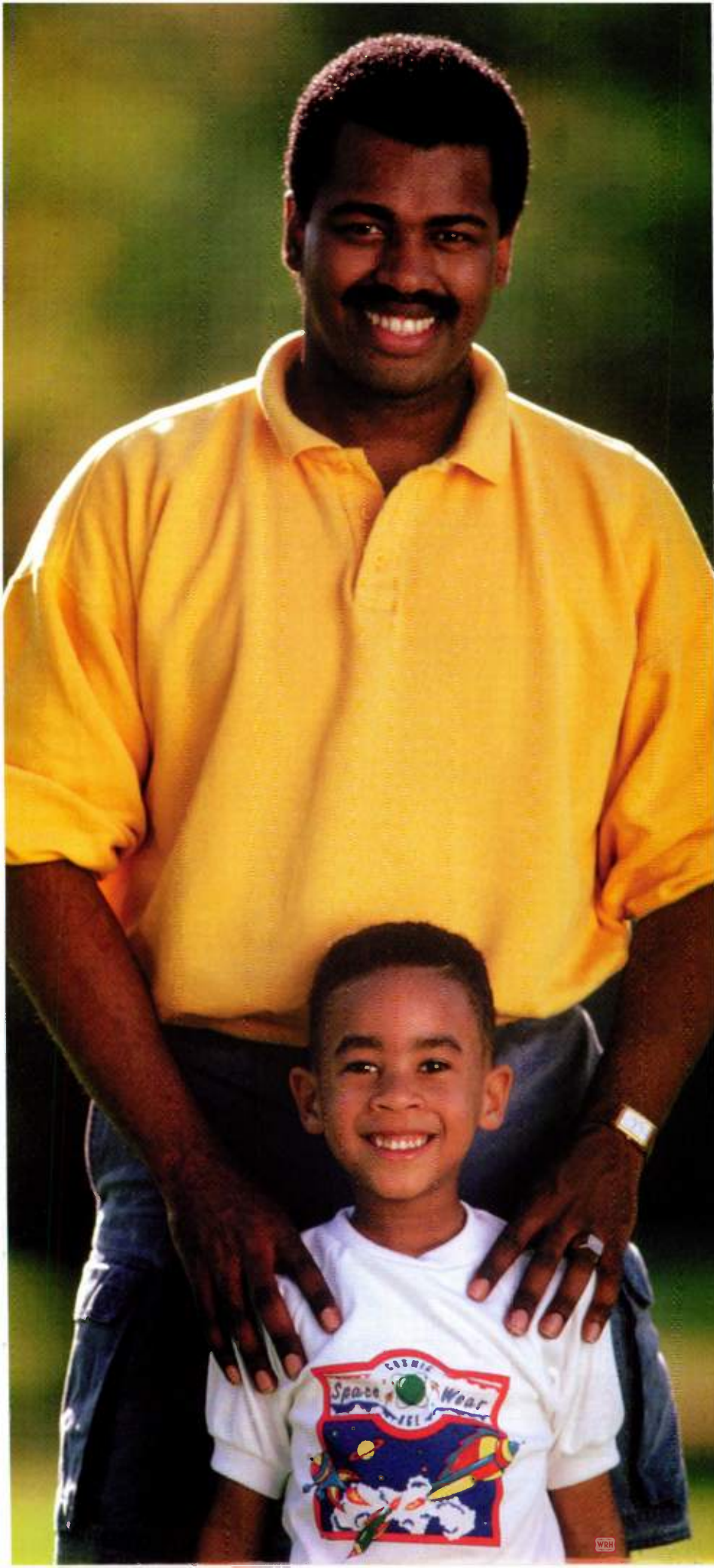
Murton Kinslow, a produce manager for a local supermarket, volunteers time each week to assist in production at KRLF, thereby fulfilling a long-held dream of being involved in Christian broadcasting.

Given LFFMTC's emphasis on worship and music, KRLF is a natural extension of the church's ministry. Acting on a growing membership roster and a belief that excellence in fine arts is being restored to the Christian church, LFFMTC will soon construct a new worship and arts center with a 2000-seat auditorium designed as a performing arts center.

this ministry is all about.

Editor's note: Persons interested in learning more about the KRLF format or formula can contact Kevin Hunter at (509) 332-3545.

Curtis Troll serves as administrative assistant for the spiritual enrichment and public relations department of Living Faith Fellowship Ministry Training Center in Pullman, Wash.



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(Circle 254 on Reader Service Card)

by Elizabeth Erlandson

Five years ago, on October 3, 1988, Elisabeth Elliot joined the ranks of Christian radio personalities. In a medium dominated by men, Elliot's popularity consistently ranks high. Here's why women — and men — love her.

“You are loved with an everlasting love — that's what the Bible says — and underneath are the everlasting arms. This is your friend Elisabeth Elliot.”

For thousands of *Gateway To Joy* listeners, these words are an invitation to sit down with a cup of tea and take a break with a friend. Women (and even some men) tune in each day to hear what Elisabeth Elliot has to say about singleness, marriage, motherhood, widowhood, femininity, home schooling, sexuality, and a host of other topics.

One Woman's Dream

Jan Anderson Wismer, the original producer and hostess for *Gateway to Joy*, first met Elliot during Urbana 79, a student missionary conference sponsored by InterVarsity at the University of Illinois. She began corresponding with Elliot and couldn't get enough of her no-nonsense Scriptural teaching. “[Elisabeth] seemed to be saying what no one else was saying, in a way that no one else could say it,” Wismer says.

A missionary with HCJB World Radio, Wismer dreamed about returning to her home in Lincoln, Neb., and talking to the producers of *Back to the Bible* about creating a five-minute radio program for women. When Wismer finally approached them in 1987, the producers said they had also been thinking about such a program but emphasized that the right speaker would need to be found.

“What about Elisabeth Elliot?” Wismer asked.

“We'll take her!” *Back to the Bible's* producers replied, specifying only one modification to Wismer's original proposal — that the program be 15 minutes, not five.

Once she got the go-ahead, Wismer spent four days at Elliot's home in Massachusetts, listening to tapes to see if there was a chance that the programs could be made from talks Elliot had already given at conferences around the country. She also scrutinized Elliot and her husband, Lars Gren, as they lived out their daily life. “I wanted to know if what Elisabeth said really worked when it

To Make of the Happening an Offering



Elisabeth Elliot

came down to the nitty-gritty of her life," Wismer recalls

"A resounding 'yes' filled my mind as I headed out the front door and loaded up the car. I didn't know how this whole program idea would work out, but I knew that somehow it would. Lars and Elisabeth had both expressed an interest in pursuing the idea of producing a program — and that was all I needed to keep the dream alive."

Phenomenal Growth

On October 3, 1988, *Gateway to Joy* was released for the first time on 73 selected stations. Back to the Bible had hoped to attract 50 stations during the first few months; instead, 100 stations responded to the new program. Today, *Gateway to Joy* is aired on more than 200 stations in the United States and Canada, 90 translators, and five cable systems.

In an age when popular opinion and an "anything goes" mentality have replaced God's Word, the phenomenal growth of *Gateway to Joy* might be considered something of a miracle. But as producer Linda Meyers points out, the program works because it meets people's needs. "For many 'first generation Christians' who don't have good role models, Elisabeth Elliot fills the role of the godly older woman in their lives," says Meyers.

Women are not *Gateway to Joy's* only listeners. Letters have come from long-distance truck drivers, prisoners, widowers, and a house painter whose entire crew tunes in every day. "We've even heard from farmers who shut off their tractors when *Gateway to Joy* comes on," says Meyers. "And at a recent seminar, several young men told me that Elisabeth's books *The Mark of a Man* and *Shadow of the Almighty* changed their lives."

Powerful, Relevant Messages

What makes Elliot's message so

powerful and appealing? Maybe it is the way she speaks directly, intimately, and sympathetically to her audience. Or perhaps it's the breadth of her life experiences. No doubt it is also the simple, sen-

I believe with all my heart that every experience in life, if offered to Christ, can become a 'gateway' to joy.

sible, yet profoundly spiritual way she looks at life.

"My purpose is to love Christ and to make Him loved," says Elliot. "I believe with all my heart that every experience in life, if offered to Him, can become a 'gateway' to joy. Nothing happens that

that I haven't touched on" she says. "Usually the most important is whatever God seems to be dealing with me about. Recently, I did a series on meekness because God had been speaking to me very clearly and incisively about the fact that I really did not have a truly meek spirit. So I talked about how meekness is not weakness."

Letters from listeners are another source of ideas. "If I get 20 letters on the topic of in-laws or 100 letters from women asking, 'Why doesn't my husband do so and so?', then I might consider doing a program or a series of programs on those topics."

Elliot doesn't claim to be an expert on every issue of life. She steers clear of economics and the environment because she "doesn't understand money" and "people can get very fanatical about [environmental issues]. I'm not as concerned about those topics as I am about abortion and homosexuality, which are so clearly forbidden in Scripture."

She has plenty to say about most other issues but notes that her message can be summed up in words: trust and obey. "The bottom line," Elliot says, "usually boils down to trusting God and doing what He says."

The Challenges

Elliot lives in Massachusetts. Back to the Bible, the parent organization for *Gateway to Joy*, is in Nebraska. And the show's current hostess,

Lisa Barry, lives in Minnesota. Producing a radio program from three locations requires much planning, traveling, and coordination.

About six times a year, Meyers flies to Boston and records 45 programs in 2 1/2 days at the recording studios of Gordon-Conwell Theological Seminary. She sends cassette copies of the programs to Barry, who writes copy for the offers, the openings, and the closings.



Lisa Barry is the hostess for *Gateway to Joy*.



Linda Meyers produces *Gateway to Joy*.

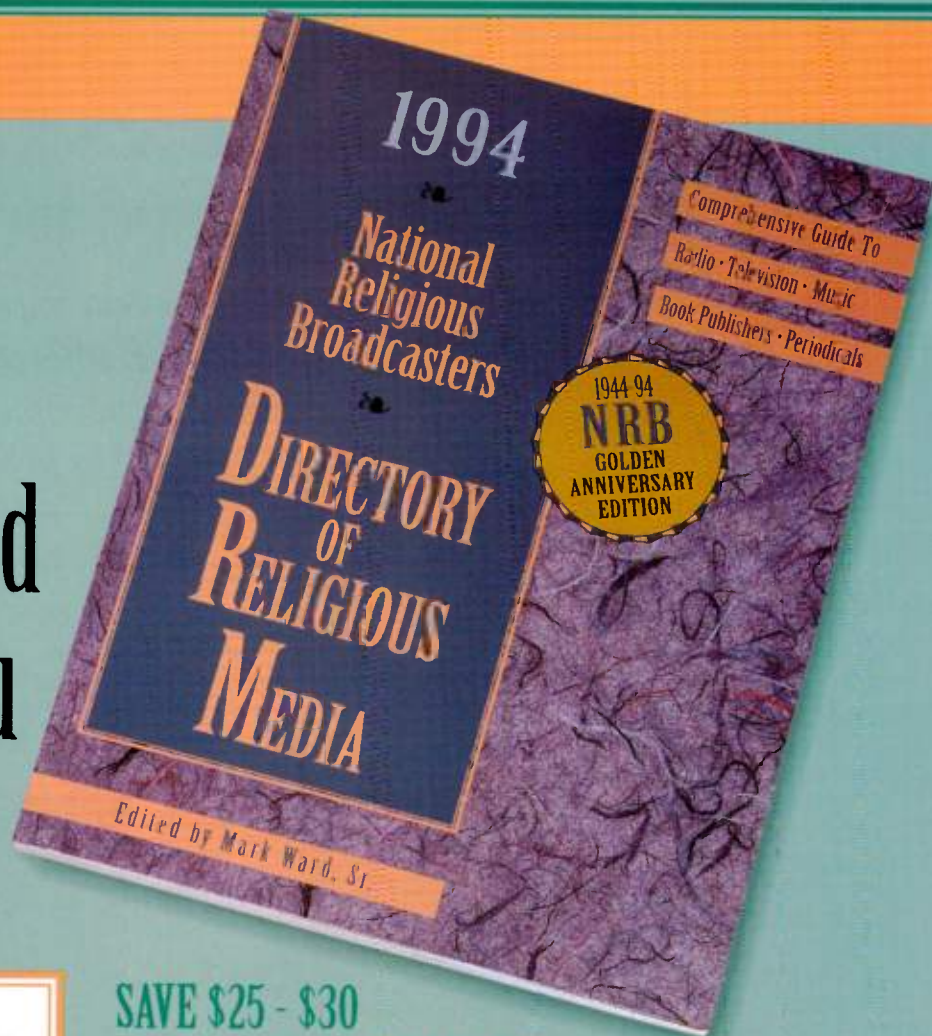
does not constitute God's loving call — to learn to know Him and thank Him, to trust Him, to make of the happening an offering."

Elliot does not say this lightly. She has experienced deep sorrow. Her first husband, Jim Elliot, was killed by Auca Indians in Ecuador, and her second husband, Addison Lietch, died after a grueling battle with cancer.

Gateway to Joy is relevant because Elliot relies on God's guidance to select her topics. "I have a long list of topics

CONTINUED ON PAGE 19

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TO MAKE . . .
CONTINUED FROM PAGE 17

Barry records her portion of the programs at radio station KTIS-AM/FM in Roseville, Minn., and then sends them to Lincoln, where Back to the Bible engineers edit and assemble the tapes. The promotional spots are also produced in Lincoln.

In bed by nine and up by five, Elisabeth and Lars have given up almost all social life in order to keep up their schedule of writing, traveling, speaking, recording programs, and maintaining correspondence.

"I believe that great truth can only come out of great silence," Elliot says. "There has to be silence and solitude in my life. That is the most important preparation for the program. I try to be up early enough in the morning so that I have plenty of quiet time for prayer, for reading the Bible, for meditating, for making notes. And although my first concern each morning is not, 'What can I talk about on the radio?', this is the place in which God speaks to me.

"I have silence and solitude in a sense when we travel. When I'm on a plane, there's no phone that's going to ring, the doorbell is not going to ring, nobody's going to interrupt me with conversation. So I can settle into my seat and study and often just gaze out at the clouds or at the ground below and pray."

Prayer and meditation are only part of Elliot's daily preparation. "My preparation time is my life," she says, and she freely admits to doing the daily chores that fill the lives of her listeners. "My homework is to be doing what God wants me to do each day, and that includes housework. My homework is not only sitting at my desk and answering letters, preparing radio programs, writing a book, but it is also ironing my husband's shirts, baking bread, and cleaning the bathroom — all of those things. And they have an effect on how I come across on the radio."

No Limits

At 66, most people are enjoying retirement, but Elliot doesn't give it a moment's thought. During a recent recording session, she jested with Meyers, "Maybe we can quit in October because that will be the five-year mark. How many separate messages can an individual have in a lifetime? Haven't I said enough?"

On a more serious note, Elliot says,

"Who am I to set limits to God? I think it would be wonderful if the Lord gave me just the biblical quota of life, which is 70 years. But I'm not setting a limit and saying, 'In such and such a year, I'm going to quit the radio program.'

"I don't feel old. I don't feel tired. And I thank God for giving me the strength. My schedule has been particularly crowded in the last six weeks. When I looked forward six weeks ago, I

thought, 'I'm not going to make it. How can I possibly get through this?'

"The answer is, 'I can do all things through Christ, who strengthens me,' and that simple maxim, 'do the next thing.' God only asks me to do one thing at a time."

Elisabeth Erlandson is the managing editor of *Back to the Bible Today* in Lincoln, Neb., and a member of the Evangelical Press Association board of directors.

One-to-One Counseling

When *Gateway to Joy* began in 1988, Elisabeth Elliot and Jan Wismer answered all of the letters from listeners. As the number of stations broadcasting the program increased, listener response also increased. Today, the number of letters requiring counseling averages 220 per month. An additional 40 phone calls each month need an answer from a biblical counselor.

It is Alma Griffin who answers these letters and phone calls. Close in age to

Elliot and with a missionary background, Griffin shares Elliot's commitment to applying God's Word to every area of life. The women talk frequently by phone and through correspondence.

"Elisabeth has a world of wisdom, insight, and knowledge in Scripture and life experience," says Griffin. "So there are times I do ask her what she would say. I find that we have the same biblical perspective on issues, and her added insights bring growth in my ministry as well."



Gateway to Joy counselor Alma Griffin forwards listeners' letters to Elisabeth Elliot and her husband, who read them and pray for the writers.

Demographics of *Gateway to Joy* listeners in the United States:

- *68 percent are aged 20-49 (median age is 42.3 years)
- *88 percent are female
- *Average household size is 3.5 persons (national average is 2.63)
- *79 percent are married
- *66 percent are married and have dependent children at home
- *53 percent list their occupation as homemaker/housewife
- *75 percent have a college or graduate degree
- *80 percent have at least some college education
- *31 percent listen daily

by Elizabeth J. Guetschow

In his homeland of Nepal, where believing in Jesus Christ can get a person arrested, Ram Kharel was a lawyer. In the United States, where Kharel is free to profess and live his Christian faith, he is a television producer, working at, among other things, getting the Gospel into Nepal.

If such a major life change can be called a transition, Kharel made it at CDR Communications, a full-service television production and advertising agency in Burke, Va., where inbred character is valued over inborn skill, God's will is sought faithfully, and genuine humility blends seamlessly with pride and excellence.

"Essentially, we help Christian organizations communicate Jesus to a hurting and lost world," says Chris Rogers, who started CDR "kind of by default" in 1984 after producing a tape for Clarence Thomas as a favor to a friend.

Although Rogers' original vision was "a company that did television and consulting work," CDR's current offering of services includes television and radio programming, video production and post-production, digital audio post-production, duplication, marketing, and distribution. The company's realm of capability also takes in a wide variety of other projects, from advertising and public service campaigns to teleconferences.

Hiring from the Heart

Rogers was joined in 1987 by Mike DeMark, a colleague from his days in Christian radio, and from the beginning, the duo practiced a rather unusual method of hiring staff.

"We just kind of established hiring based on character versus skill, figuring that we can teach skills, but we can't teach character," Rogers explains. "And God has really blessed that philosophy. We've brought a lot of people in here from different backgrounds."

Indeed, CDR's present staff of 21 brings together a diverse array of ethnic, cultural, and societal backgrounds, and Rogers says this diversity gives CDR a unique edge in the pursuit of effective communication. "We try to have different eyes look at the productions," Rogers notes. "If I looked at a production, I wouldn't look at it the same way Ruth [Kachelmyer, CDR associate producer] would, having grown up as a missionary's kid in Honduras.

"You start looking at things differ-

A Quiet Kind



The control room shown above is one example of the technological strength CDR strives to offer its clients.

ently. You look at the Gospel differently. It's kind of like the body; each part has a different function. We're all just trying to figure out what those functions are."

How Attractive Is Thy Excellence

However risky it may seem to some, Rogers' policy of hiring based on character has left him with a staff which is committed to meeting the needs of CDR's clients and to doing so with quality and professionalism. "We go out of our way to do excellent work," says Tom Sullivan, CDR project manager. "We're not just out to make a buck. We go the extra mile and then some. And we have a lot of creative people; it's a creative environment."

Sullivan notes that while "other production companies might have a stagnant pool of resources," CDR is continually looking for new ways to meet its clients' needs, including the use of celebrity talent, animation, computer graphics, original music, and other effects.

DeMark stresses that, both in its production and advertising capacities, CDR endeavors to live up to its "full-service agency" claim. CDR, DeMark says, will arrange for on-air talent, write scripts, provide original art, develop themes, do audience analysis, conduct research — "whatever the project requires. We can basically handle everything, from the idea all the way through."

In addition to the creative provisions it makes for its clients, CDR also offers technological strength in two edit suites, cameras, lighting supplies, recorders, projection systems, and other equipment. "We're [using] some of the best equipment around," Rogers says, "so our tools are very good."

Working With the World For the Kingdom

If it wanted to — and if CDR were that kind of company — the staff of CDR Communications could well boast about its roster of clients, one which is hardly

of Excellence



CDR producer Dave Mercado works in CDR's computerized digital audio editing suite. Among other things, CDR can provide original music for its clients.

unimpressive. In the nearly ten years of its existence, CDR has attracted such companies as the American Telephone and Telegraph Co. (AT&T), the *Washington Post*, Eastman Kodak, and 20th Century Fox, such government

We want to bring an audience from point A to point B. If we're not doing that, we feel like we've produced wood, hay, and stubble.

agencies as the Department of Energy and the Bureau of the Census, and such networks as ABC, NBC, and CNN.

"But that's not really our heart," says Rogers in a statement which does much

to illustrate the uniqueness of the company he founded. "You know, we'd want to do a project for AT&T, but not as much as we want to get the Gospel into all the world. There's a big difference."

And that difference underlies every project taken on by CDR Communications, for while CDR promises professionalism, timeliness, value, and creativity to all its clients, Rogers is honest about the distinction between necessity and opportunity. "We work hard in the secular world, which is about 20 percent of our work, to be able to do other projects that get the Gospel into all the world.

"We don't just want to make a tape," Rogers adds. "If we just made a tape, we could all go home and do something else. But we want to bring an audience from point A to point B. If we're not doing that, we feel like we've produced wood, hay, and stubble."

CDR's burden for the Christian community has as its starting point the servant attitude of each of its staff members. "I

believe that God has me here," says DeMark, echoing the expressed sentiments of his co-workers. "I'm not just here to put in time. We hope to hear God saying, 'Well done. You did what I called you to.'"

For the CDR staff, a large part of honoring God's call is working internationally. "God has now brought us to the point that we're really impressed by Matthew 28 — 'Go into all the world,'" Rogers says.

"We want to go into all the world. We work for Dutch television right now doing documentaries for them. Ruth is working with a Honduras station; we did the opening logo for them. We've had two things on Russian television so far. The bottom line is, we're trying to find some of the best projects to get the Gospel out."

To a certain extent, CDR's ability to "find the best projects" is a result of its flexibility as an independent production company. CDR marketing executive/producer Martin Brown notes that, in the production shops of major ministries, "There's a lot of creativity, but they're kind of limited to the scope of the ministry. We have the flexibility to produce anything God wants us to produce when He wants us to produce it."

This selectivity principle also applies to projects the CDR staff feels God does not want it to produce. Brown remembers one lucrative offer Rogers turned down when he discovered the client was affiliated with a cult. "We just walked completely away from that," Brown recalls. "We have that flexibility."

Turning down a profitable project is not only a testament to CDR's flexibility, however. Such decisions also testify to the integrity of a company which has clearly learned to work with the world without becoming a part of it. "We don't take anything that would violate our conscience," Sullivan says. "I don't know of any commercial firm that does that."

Its independence from a particular ministry also allows CDR another kind of selectivity, one which is less a matter of conscience than of personal preference. "Mostly what we try to do is come up with programming that's different," Sullivan explains. "We really don't have any desire to do 'talking head' shows. We'd rather do things like *Home School Heartbeat*, something that in a short period of time leaves someone with something they can use."

CONTINUED ON PAGE 22

National Disaster In Italy

Did You Know...In Italy!

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

Body of Christ! Italy and Jesus Cares Ministries in Rome, Italy needs your love, caring, sharing, prayers and financial support to help turn this national disaster around. Alone we can not do it. We need you. In the U.S. write or call: Mary Latin, 12 Carmarthen Court, Dallas, TX 75225. Telephone 214-696-2506. In Rome, Martin and Catherine Lombardo, Via del Banco di Santo Spirito, 3; Rome, Italy 00186. Telephone 011 396-686-8233.

(Circle 104 on the Reader Service Card)

A QUIET . . .

CONTINUED FROM PAGE 21

The Cloak of Humility

If it is the promise and delivery of timeliness and quality which draws such secular clients as AT&T and 20th Century Fox to CDR Communications, it is likely the company's unmistakable spirit of humility and servanthood which attracts such Christian clients as the

In this industry, there are a lot of egos. The goal of our staff is to become less so Christ can become more.

American Life League, Focus on the Family, Prison Fellowship, Christian Financial Concepts, and The Rutherford Institute.

"We're really adamant about that."

"In this industry, there are a lot of egos," Rogers says. "The goal of our staff is to become less so Christ can become more. We are all in the business of decreasing so He can increase. Even in our productions, we're not trying to be out there; we're not trying to be the face behind them. We're kind of transparent behind the thing so the Lord can shine through other people with His voice."

In addition to the humility which is stressed and practiced, much of CDR's work with the Christian community is driven by a belief in service and a vision of partnership. "We want to help [Christian clients] fulfill their call," Rogers explains. "We want to serve them with communications products, whatever the medium — radio, TV, teleconferencing, or a video."

CDR's partnership mentality is even more wide-sweeping. "We like to work hand-in-hand with other ministries," Rogers says. "As soon as we start working with a client, we'll say, 'Can we use this footage for other productions?' There aren't that many people out there doing this. We're trying to work together. Jesus preached that we would all be one, and the world would know that something's



The staff of CDR Communications

says Rogers. "We want to be humble and contrite as opposed to the world's way of being into pride." And in Rogers' case, the "we" he speaks of very definitely includes himself and DeMark. "One day, Mike and myself might be producing — like we did a thing for [President] Bush last year. But the next day, we might be taking the trash out.

happening."

Something does seem to be happening at CDR Communications, and if quality, integrity, and faithfulness can be used as measures, that something is a very good thing indeed.

Elizabeth Guetschow is the associate editor of *Religious Broadcasting* magazine.

Satellite-delivered programming is a proven way to upgrade a radio station's sound, while drastically reducing overhead...

And more and more forward-thinking Christian broadcasters are also discovering that it's simply good stewardship to prepare for the future, while operating as efficiently as possible today. They're taking a good, hard look at their satellite alternatives. Until recently, those choices included hourly news, a variety of talk shows, and a number of delivery vehicles for teaching ministry programs. Then, at the 1992 NRB Convention, the debut of the **Morningstar Radio Network** was announced.

As the economical, high-quality source of a pure Adult Contemporary Christian Music format, Morningstar was immediately and enthusiastically embraced by the industry... Because in addition to its low cost, Morningstar digitally delivers programming *so transparent* that no listener would ever suspect that the music's origination was not at the local station... And that's something every owner and manager appreciates:

"Before I did this, I was really concerned about losing control of our sound. Was this flexible enough to adapt to what we're doing locally? Well, it is... It has freed up our resources and it's making a big difference!"

(Jon Hamilton, WSCF/Vero Beach, FL)

Morningstar was a totally new product-- and in Christian broadcasting, a brand new idea. Dozens of local stations have talked of uplinking their "special format"-- an idea universally rejected by would-be affiliates (few stations are interested in carrying programming built around another station's audience and community). Morningstar, on the other hand, was "custom-designed" from the ground up, to fill the stated need of Christian stations... A presentation so *perfectly seamless* that it allows local listeners to "mentally integrate" the national and local products-- combined with a music mix that's demographically targeted to attract advertiser and donor dollars:

"Our revenues this year are up by 30%!"

(John Wesley, WNAZ/Nashville, TN)

So let's assume that you're somewhat typical of Morningstar's current affiliates (in markets as diverse as Boston and Brownwood!): You may be considering a change as minimal as the replacement of one or two part-time staffers-- or as radical as the switch to full-time network music.

Whatever your situation, the answer to a couple of key questions will confirm the **Morningstar Radio Network** as your choice:

QUESTION 1: *Will Morningstar allow me to integrate all of the local elements which have made me successful-- in other words, can I totally maintain my station's local identity?*

QUESTION 2: *If Morningstar's format will drastically reduce my overhead, will it (on the other side of the ledger!) also give me the best possible opportunity to boost current revenues?*

The answer to both questions is "YES"... But before making this important a decision, *take time to personally talk with at least half a dozen of Morningstar's satisfied station clients...* They'll confirm that Morningstar Radio Network was built by professionals who understand the real-world needs of Christian broadcasters.

Members of Morningstar's management team have successfully managed stations; held executive posts with national radio chains and networks; headed national ad agencies; and served in various leadership roles with the NRB... *They've paid their dues--* to help you save a bit on yours!

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Christian Stations are like most small businesses in America. Now, more than ever before, their biggest threat comes from their government. Even the most frugal operator will soon face new challenges-- from tax increases to mandatory health care plans. It's a good time to take a hard look at productive and cost-saving alternatives... Like the Morningstar Radio Network! With Morningstar's digitally-delivered, adult contemporary Christian music format, you can operate a station competitive with the Nation's best-- for as little as 55¢ an hour!

For more information on how Morningstar's satellite service can help to offset the economic benefits of big government in your local station's operation, please call one of our Affiliate Representatives, **Mike Miller or Tom Penault, at 713 - 871-8485.**



Morningstar Radio Network, Inc.

by Joe Brazeal

Editor's note: Perhaps no other issue weighs heavier on the minds of religious broadcasters today than the potential (at press time) reinstatement of the Fairness Doctrine, that oxymoron of the industry. In this, its annual programming issue, Religious Broadcasting presents an in-depth look at what many view as religious programming's most ominous delimiter.

By the late 1920s, some 50 percent of all United States broadcasters carried some form of religious programming. *Literary Digest* (July 30, 1927) quipped that "the Prince of the Powers of the Air is now being met, very appropriately, in his own field. . . . Radio has got religion, and religion has got radio."

But government was on another wavelength. Detecting strains of intolerance in certain hard-hitting sermons and moral commentaries, the newly formed Federal Radio Commission cautioned stations in its *Third Annual Report* (1929) not to "become mouthpieces for certain . . . religious philosophies to the exclusion of others." Fairness in religious broadcasting was born — even though the official Fairness Doctrine was decades away from codification (1959).

Over the years, coverage of controversial issues like homosexuality and abortion led to heated skirmishes between public access groups and station managers. Various programmers were bounced off the air to make way for opposing views. Some broadcasters were forced to defend or amend the "balance" of religious opinions on their stations as a condition of license award or renewal.

Many stations got caught in a financial and legal net trying to monitor and explain their actions to the satisfaction of individual citizens and the Federal Communications Commission (FCC). To the relief of the entire broadcast industry, the Fairness Doctrine was finally scuttled in 1987.

Unfortunately, it looks as though history may be about to repeat itself. Fairness proponents like Senator Ernest

Hollings, D-S.C., and U.S. Rep. John Dingell, D-Mich., can't wait to get the Doctrine on the books — perhaps to afford certain political groups greater access to the airwaves.

Senator Hollings' latest bill (S.333, *Fairness in Broadcasting Act of 1993*) proposes "to clarify the congressional intent concerning, and to codify, certain requirements of the Communications Act of 1934 that ensure that broadcasters afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

Under the Clinton administration, Hollings' bill has a better-than-average

supposed conflict between the public interest and the interest of individual licensees. Theoretically, citizen access to the airwaves was limited due to the initial scarcity of available broadcast frequencies. (There were only 700+ AM radio stations in the late 1920s.) Therefore, licensees were required to provide time for a representative sampling of ideas.

In essence, the listener's right to freedom of expression took precedence over the broadcaster's right to freedom of speech. Nevertheless, the Fairness Doctrine impressed government officials and citizens alike as a truly democratic notion.

Airing Our Religious Broad Fairness Doctrine,

chance of survival. And while all broadcasters share a keen interest in protecting journalistic freedoms, religious broadcasters and programmers face an additional challenge. We're up against a potentially overwhelming threat to our mission in the marketplace — the legal requirement to bombard our audiences with anti-Christian, immoral views.

The legislative clock is ticking; we need to reacquaint ourselves with the ill-conceived concept of broadcasting fairness so we can fight S.333 with greater knowledge and renewed passion. And if the Doctrine is reimposed? Heaven help us.

The Rise and Fall of Fairness

Early fairness debates centered on a

As articulated in later versions of the Doctrine, the broadcaster possessed a two-fold "public interest" responsibility: 1) He was to devote a reasonable amount of broadcast time to the discussion of controversial issues (his "affirmative obligation"), and 2) He was to do so fairly, in order to afford reasonable opportunity for the expression of opposing viewpoints (his "balancing obligation").

The FCC stated that it would not substitute its judgment for that of the licensee's in a question of fairness unless it was determined that the licensee had exercised unreasonable judgement. (This is circular reasoning at best, a thinly veiled threat at worst.)

The licensee was to be aware of

important public issues as they arose and to include such issues in his overall programming. If a controversial issue had already been given air time, the licensee was to provide a reasonable opportunity to qualified spokespeople for the presentation of contrasting views, thereby attempting to achieve a rough balance.

If an audience member felt that the Fairness Doctrine had been violated, he was to contact the station with substantial proof and try to work out the problem. If he wasn't satisfied, he was to approach the FCC (a kind of "citizen's arrest" of the licensee). The FCC would then contact the station to determine whether it

licensees' fairness records at renewal time (or, later, case-by-case), the FCC transformed the Doctrine into a barely disguised control mechanism. Free speech for the broadcaster soon disintegrated into a government-judged forum with rules and penalties for non-compliance. Following the dictates of the Doctrine became the foremost test of a licensee's operation in the public interest.

Vaguely articulated in the FCC's 1949 *Editorializing Report*, the Fairness Doctrine stood in technical violation of the Administrative Procedure Act, which required that general policies be published separately as codified rules.

own policy. In August 1987, after an intensive review (see the FCC's 1985 *Fairness Report*), the FCC rescinded the Fairness Doctrine in connection with *Meredith*, a fairness case which reached the U.S. Court of Appeals.

In its final opinion, the FCC argued that 1) marketplace forces provided adequate expression of divergent views; 2) the Fairness Doctrine had limited diversity rather than expanded it, and 3) the Doctrine gave government officials a tool to intimidate broadcasters. Disappointed fairness proponents worked hard for the next few years trying to get the Doctrine reinstated, but their efforts fell short.

Now, the pendulum is swinging back the other way. Apparently, the sale wasn't final.

Fairness of Religion

Most high-profile fairness complaints concerned issues such as nuclear power, pension plans, and national security. Lesser-known were instances in which the FCC controlled the nature and source of licensees' religious and political-religious viewpoints, in effect gaining a measure of control over the twin freedoms of speech and religion.

Unfortunately, certain extreme cases during radio's formative years affected the outcome of later, more crucial decisions. In the early 1930s, for example, the Rev. Dr. ("Battling Bob") Shuler, lessee and operator of station KGEF in Los Angeles,

drew the Commission's fire for lack of on-air propriety and general disregard for the young public interest standard.

Critics felt he used very poor judgment in attacking various groups and social institutions on the air. The Commission refused to renew his license on grounds that he had used his broadcast pulpit to "offend the religious susceptibilities of thousands [and] inspire political distrust and civic discord." *Broadcasting* magazine (October 11, 1965) later called *Shuler* "the very first radio case involving freedom of speech."

At about the same time, Detroit-based religious broadcaster Charles E.

Differences casting Under the Past and Future

had used reasonable judgement. In most cases, the FCC agreed that the station had acted in "good faith" and therefore dismissed the complaint.

Despite all the ballyhoo, monitoring, and harassment, only one station — WXUR, a religious organization — ever lost its license on Fairness Doctrine grounds. But instead of preserving an atmosphere in which broadcasters were free to exercise their journalistic discretion in choice of subject matter and editorial slant, the Doctrine fostered a "chilling effect": many broadcasters chose not to cover public issues at all rather than monitor and balance their overall programming.

By reserving final judgement on matters of fairness and by reviewing

During a congressional debate in 1959, the language of the Doctrine was inserted — almost inadvertently — as a brief amendment to Section 315 of the Communications Act. However, the Doctrine was never mandated as a statute, and various factions debated that point right up until the policy was eliminated.

Occasional reaffirmations of fairness goals (see the FCC's 1946 "Blue Book" statement, 1960 Programming Policy statement, 1964 Fairness Primer, and 1974 Public Interest Standards report) underscored the Commission's position.

But times change, and so did the FCC. Under the leadership of chairman Mark Fowler in the early 1980s, the Commission called for abolition of its

CONTINUED ON PAGE 26

Coughlin gained national attention with his highly controversial programs known for "vituperation, condemnation, and innuendo" (*Christian Century*, January 27, 1932).

In direct response to Coughlin's broadcasts, the CBS radio network changed its religious programming policy in 1931, thereafter refusing to sell time to any religious group and confining its religious broadcasts to carefully selected sermons by major denominations. Other networks followed suit. Before long, the FCC determined that the airing of divergent religious views was part of the public interest standard.

In 1938, the Young People's Association for the Propagation of the Gospel applied to the FCC for a new broadcast license, submitting a standard description of its proposed programming service. The Association's license was eventually not granted, in part because:

The facilities of the station are to be used primarily for the dissemination of religious programs to advance the fundamentalist interpretation of the Bible. Where the applicant . . . seeks to extend the use of the station's facilities for religious purposes only to those whose religious beliefs are in accord with those of the applicant, the Commission has heretofore held [that] 'there is no room for the operation of broadcast stations exclusively in the private interests of individuals or groups so far as the nature of the programs are concerned' (Young People's Association for the Propagation of the Gospel, 6 FCC 2d 180-181).

In at least one instance, the Commission decided what is or is not a religion. Robert Harold Scott of Palo Alto, Calif., filed a petition with the FCC in 1945 requesting the license revocation of several California stations.

An avowed atheist, Scott expressed dismay that the stations insisted upon airing religious programming to the exclusion of atheistic or anti-God programming. The FCC ruled against Scott, concurring that "every idea does not rise to the dignity of a public controversy" (FCC Memo and Order, 72:1062).

That was a close one: if the FCC had decided that atheism was a religion due to its controversial nature, Scott's views would have gained instant credibility. Perhaps many stations would be airing atheistic credos today. In later years, the Commission determined that other reli-

gious topics lacked controversiality, including creation vs. evolution, the gender of God, Mahareshi Mahesh Yogi, freethought, and Christian views of repentance and salvation.

The implications are ominous: if a future Commission judges certain religious ideas to be controversial, broadcasters and programmers will have to air religious views which strongly oppose their own beliefs.

Two of the most famous religious fairness cases dealt with "politicking on religious time" and the Commission's personal attack rules. On November 25, 1965, the Rev. Billy James Hargis broadcast an obvious personal attack on Fred Cook, author of the book *Goldwater: Extremist on the Right*. Station WGCB in Red Lion, Pa., (owned by the Rev. John Norris) aired the program but refused

*Fairness proponents . . .
can't wait to get the
Doctrine on the books
— perhaps to afford
certain political groups
greater access to
the airwaves.*

Cook's request for free reply time.

A long legal battle ensued, resulting in a major Supreme Court decision on June 9, 1969. The *Red Lion* controversy ruling supposedly vindicated the constitutionality of the Fairness Doctrine and also directed WGCB to offer Cook free reply time.

Broadcasting magazine (October 11, 1965, p. 98) editorialized that "Bad cases make bad law In the *Red Lion* appeal, the combination of a minister who controls a station noted for program controversy does not provide the ideal vehicle for a constitutional test of the Fairness Doctrine and . . . could go off on a tangent." Significantly, *Red Lion* is still recognized as a definitive statement of the Commission's former position on the Doctrine.

In 1970, religious broadcaster Dr. Carl McIntire was denied license renewal for station WXUR in Media, Pa., in part because the Supreme Court agreed with the FCC that McIntire had violated the Fairness Doctrine and the personal attack

rule. Justice Tamm, writer of the decision, said WXUR had "gone on an independent frolic, broadcasting what it chose in any terms it chose, abusing those who dared differ with its viewpoints."

Shortly thereafter, the National Association of Broadcasters (NAB) code (1971, Part VIII, "Religious Programs") specified that "religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality."

By the mid-1970s, the Commission denied that it sought to review the actual religious beliefs of the licensee when assigning him a license (see *In re KRON-FM*, 59 FCC 2d 339), though it obviously denied the religious licensee the freedom to broadcast his religious viewpoints in the manner he chose. In deciding an early-1980s contest for license between two religious educational institutions, the FCC stated:

Both applicants have a strong religious orientation and their program schedule emphasizes religious programs that are essentially Protestant in viewpoint. . . . Whichever applicant is ultimately successful in obtaining a grant should be admonished, however, that . . . its station is not being licensed to provide an outlet solely for the expression of the religious viewpoints held by the institution to whom the license is issued (Southeastern Bible College, Inc., 85 FCC 2d 959 at 12,15).

Fairness, then, under the Doctrine means religious freedom for the listener, not for the broadcaster.

Politics in the Mix

Consider the astounding conundrum of political-religious issues present today — subjects which in previous generations were solely matters of religious and moral principle but which in recent times have gained political significance as well.

Two of the most volatile of such issues — abortion and homosexuality — are hotter than ever in 1993. Under the Fairness Doctrine, no broadcaster would be able to oppose abortion, gay rights, or similar issues over the air without providing opportunities for contrasting points of view.

To illustrate, let's examine "gay fairness." By the mid-1970s, gay activists discovered that they could effectively wield the Fairness Doctrine to deliver certain political-sexual views to the American public.

In one case, a gay activist complained that KVOF-TV/San Francisco

failed to present pro-gay views in response to a religious program featuring two supporters of anti-gay rights legislation. The complaint alleged that the controversial issue in question was the civil rights of gay people and that the station had not afforded a reasonable opportunity for the presentation of opposing views.

Initially, KVOF-TV disputed the allegation, arguing that discussions "couched in Biblical and religious terms and issued from a primarily religious forum . . . constitute religious views which should not be regulated by civil tribunals." But the station eventually decided to fulfill its Fairness Doctrine obligations by airing an hour-long pro-gay statement (prepared by the pastor of a pro-gay church) at nine separate times.

The legislative clock is ticking; we need to reacquaint ourselves with the ill-conceived concept of broadcasting fairness so we can fight S.333 with greater knowledge and renewed passion.

Although none of the showings was in prime time, the station ultimately devoted more time to pro-gay programming than to anti-gay programming.

In a final statement on the case (Council on Religion and the Homosexual, Inc. 68 FCC 2d 1500), the Commission said:

To the extent that any program, regardless of label, deals with a controversial issue of public importance, the Fairness Doctrine applies. . . . Therefore, we must conclude that the licensee's determination that the discussion on a program did not constitute one side of a controversial issue of public importance or that it failed to fall within the purview of the FD because it was "couched in Biblical and religious terms" constituting "religious views" is unreasonable. In this latter connection we have stated: 'The Fairness Doctrine extends to all expressions of view on controversial issues of public importance whether or not they

may be deemed religious views by some persons' (Brandywine-Main Line Radio, Inc., 27 FCC 2d at 570).

Broadcasters struggled to act "fairly" on the gay issue without creating long-term conflicts. In 1979, for example, WFAA-TV/Dallas removed evangelist James Robison from the air for four months after he preached against homosexuality. The station allowed a gay political caucus to respond over the air while working out a Fairness Doctrine understanding with Robison.

WSOC-TV/Charlotte, N.C., preempted evangelist Charles Sustar in 1981 for delivering a message against homosexuality, giving his pre-paid time to a lesbian minister at no charge. The FCC defended the station's decision, stating that "the Fairness Doctrine has room for interpretation by individual licensees."

If the past is prologue, the Fairness Doctrine will allow far more than individual interpretation. Eventually, it may foster the demise of an entire list of conservative Christian views at the hands of liberal activists.

What's Hanging in the Balance

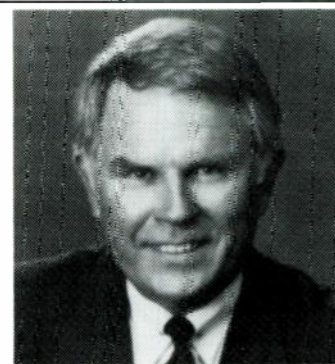
If the Fairness Doctrine makes it into the law books, every religious broadcaster will be forced to exhibit a philosophy of fairness that is acceptable to the current administration. Here's what is truly chilling: broadcasters and programmers may wind up negotiating program content in advance of a broadcast.

Programmers may have to virtually guarantee station management that they will provide balanced coverage of controversial public issues — or risk losing their time slots. The old overall programming argument is not likely to interest a manager whose staff and budgets are too limited to allow for extensive monitoring and special issues programming.

If a programmer brings up the Biblical view — or any view — of abortion during a program, the station would have to arrange a call-in program on which guest panelists present both pro-abortion and anti-abortion viewpoints, allowing members of the broadcast audience to inject a variety of opinions.

But the broadcaster can never be certain of just how balanced his coverage is. In the event of a complaint from an aggressive access group, the broadcaster would have to provide strong evidence that a variety of opposing views was aired, or that opposing views would be aired in continuing coverage of the issue.

CONTINUED ON PAGE 28



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Either way, he has opened a Pandora's box.

The Truth about "Fairness"

Odds are, the Fairness in Broadcasting (FIB) bill will not produce great fairness in broadcasting. If marketplace forces currently keep broadcasting fair, government intervention could easily upset the balance, bringing with it many burdensome side effects. Nonetheless, the FIB bill handily dismisses expert opinion that scarcity no longer exists.

It characterizes "new audio and video services" (satellite, cable, etc.) as largely unsuccessful and limited in reach, arguing that "they do not provide meaningful alternatives to broadcast stations for the dissemination of news and public affairs." In other words, no matter how numerous our delivery channels, we're stuck with scarcity.

The bill goes on to deny current marketplace realities, suggesting that "the Fairness Doctrine and its corollaries . . . have enhanced free speech by securing the paramount right of the broadcast audience to debate on issues of public importance" and that the Doctrine "has no chilling effect on broadcasters." FIB's sponsors merely serve up the worn-out wisdom of the past, hoping that other legislators will forget how far we've really come.

At the moment, opposition to the Fairness Doctrine is losing ground in Washington. Initial hearings have given new weight to the Doctrine; legislators on both sides of the Hill talk of eventual passage. Very soon, President Clinton will have the opportunity to veto the bill or sign it into law.

What can you do to fight it? Call your senators and congressmen, find out their positions on the Doctrine, and let

them know how you want them to vote. (If you don't have the numbers, simply phone the Capitol Hill switchboard at (202) 224-3121 and ask the operator to transfer you.)

Various groups, including the Radio-Television News Directors Association, the American Society of Newspaper Editors, and the National Association of Broadcasters, have joined National Religious Broadcasters (NRB) in organizing opposition to S.333.

Be advised that NRB has published an excellent legal brief (dated June 8, 1993) which established in part that "reenactment of the doctrine would present a grave danger to the free exercise of religion" and also contains NRB's strong resolution against the Fairness Doctrine. Check *Religious Broadcasting* or contact one of the above-mentioned organizations for updates.

If the Fairness Doctrine becomes law, the good news is that you can go on airing your differences. The bad news is that you can't stop there: you'll have to dredge up contrasting views to reach an elusive balance. Now more than ever, we must join together to derail the Doctrine and preserve our religious mission in the marketplace.

For further reading:

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Powell, John T. and Wally Gair, eds. *Public Interest and the Business of Broadcasting*. Greenwood Press, Westport, Conn., 1988.

Rowan, Ford. *Broadcast Fairness*. Longman, Inc., New York, 1984.

Simmons, Steven J. *The Fairness Doctrine and the Media*. University of California Press, Berkeley, Calif., 1978.

Joe Brazeal holds an M.A. in broadcast management and has worked for several broadcast stations. His master's thesis, "Religion, The Fairness Doctrine, and the FCC," provided background for this article.

Key Points in the Doctrine's Development

1927 Public interest standard devised by Federal Radio Commission

1929 Fairness philosophy expressed in *Great Lakes* decision and *FRC's Third Annual Report*

1934 Federal Communications Commission (FCC) formed; commissioners begin monitoring program content

1940 FCC bans editorializing (*Mayflower*)

1943 FCC begins reviewing programming decisions (*NBC vs. US*)

1946 FCC issues "Blue Book" statement on airing of "offensive viewpoints"

1949 Fairness Doctrine officially articulated in "Editorializing by

Broadcast Licensees" — reversal of the *Mayflower* ban

1959 Doctrine codified as amendment to Communications Act of 1934

1960 FCC issues *Programming Policy* statement re performance standards

1964 FCC issues *Fairness Primer* on the Doctrine, personal attack, and equal time rules

1969 Supreme Court affirms constitutionality of the Doctrine in *Red Lion*

1971 FCC revokes license of WXUR on Fairness Doctrine grounds; FCC announces inquiry into effectiveness of the Doctrine

1974 FCC issues *Fairness Doctrine and Public Interest Standards Report* to

reaffirm importance of the Doctrine

1976 FCC issues *Reconsideration of the Fairness Report* to review the Doctrine's progress

1978 FCC issues *Notice of Inquiry* into alternative ways to satisfy requirements of Fairness Doctrine

1979 FCC issues *Report and Order* to affirm traditional requirements of the Doctrine

1981 FCC votes to abolish Fairness Doctrine for the first time

1985 FCC issues *Fairness Report* urging repeal of the Doctrine

1987 Fairness Doctrine abolished in connection with the *Meredith* case

1993 Senator Ernest Hollings introduces S.333 to reinstate the Doctrine

A Listener's Perspective on the Fairness Doctrine

Dear Religious Broadcasters:

I heard about Senate Bill 333 — reimposition of the "Fairness Doctrine" — yesterday. I certainly do not want to hear pro-gay, pro-abortion, or pro-atheist propaganda on any Christian station.

Your commitment to remaining on the air to fulfill the Great Commission must come first. Your commitment to truth must not be lost, but you will be forced to obey secular laws as long as God permits this government to stand. How can these all be brought together?

I suggest that you write your senator and tell him that any non-Christian programming he mandates on Christian stations will be introduced with this announcement: "The following (pro-homosexual, pro-abortion, pro-atheist, etc.) broadcast is brought to you at our expense by Senator (name of local senator who voted for S.333), who voted for Senate Bill 333. He/she thinks your values need to be clarified.

It will last for ___ minutes. If you are offended, you are still allowed to voice your opinion to your senator. Senator ___'s local phone number is ___, and the mailing address is the U.S. Senate, Washington, D.C. 20510."

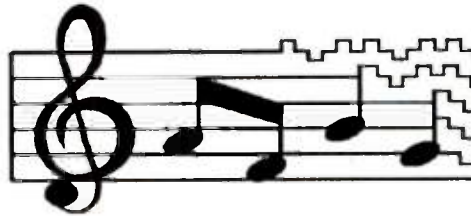
You as Christian broadcasters would thus be obeying secular laws while at the same time telling the truth about what is being broadcast and why. Parents who wish to protect their children's values will be warned and will be able to change stations if their children are listening or watching.

And voters will be able to take whatever action is consistent with their values, making certain that their wishes are accurately understood by their elected officials.

Sincerely,

William A. Coates
Cascade, Colo.

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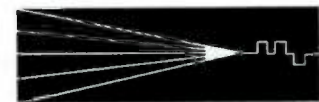
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A collective sigh of relief was heard around the Western World and from millions of Protestants in Russia when Russian President Boris Yeltsin refused to sign or veto the controversial amendments to the country's law on religious freedom of conscience. But the battle is far from over.

Father Gleb Yakunin, an outspoken opponent of the restrictive new law on religion passed by Parliament on July 14, said from Moscow, "There is much uncertainty as to the fate of the law."

I had joined thousands of Christians in faxing Yeltsin, who had aligned himself with the Russian Orthodox Church (which is behind this law), urging him not to sign the amendments, pointing out that religious freedom is part of what democracy is all about.

Now, many are gearing up for further pressure on Yeltsin, who met on August 3 with Father Vyacheslav Polosin, chairman of the Parliamentary Committee on Freedom of Conscience (which had originally

publishing or advertising-propaganda activity" unless first accredited by the state and approved by a yet-to-be formed Russian religious organization. On the basis that article 14 contradicts international human rights agreements, Yeltsin presented Khasbulatov, the leader of the Russian Parliament, with changes which the president's legal advisors had proposed.

"We believe that the fact that Yeltsin did not approve the law, but is striving for a more democratic version is directly related to the surge protests from Russian and Western Christians following the passage of the law by Parliament," said Peter Deyneka, who along with his wife, Anita, moved to Moscow in January 1991.

"However, the struggle is far from settled and not only over the new law on religion, but also over democracy, human rights, and religious freedom in Russia. It is more important than ever that Christians in the West pray and also work together with believers in Russia to help preserve religious freedom there," Deyneka added.

Although the Parliament is now in its customary summer recess, Khasbulatov has recalled its members for weekly meetings. Since Parliament has many urgent issues to consider and is also engaged in several conflicts with Yeltsin, Yakunin said he is not sure when the law on religion will be raised, although Yeltsin's revisions were presented on August 6 to Parliament.

Polosin, the leading proponent of the new law, continues to express support in public media statements. For example, the August 4 issue of *Pravda*, the pro-communist, anti-Yeltsin newspaper, carried an interview with Polosin in which he called Western protesters "blackmailers."

If Yeltsin and the Parliament, who are in conflict in many areas, are not able to reach agreement on the law, Yakunin said he thinks it is likely Parliament will pass the law without Yeltsin's approval.

"Should this happen, Yakunin said that he and other parliamentary members who oppose the new law will appeal to the constitutional court to have it repealed," Deyneka stated. "Their cause for this will be strengthened by Yeltsin's objections and the international protest which is occurring."

Anita Deyneka said she feels part of the reason for the law has been the great influx of cults into Russia. "A few weeks ago, there was a conference that brought 20,000 Jehovah's Witnesses to Moscow. Western cults, sects, Eastern religions, and



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

every form of spiritual expression is entering the country. However, if Russia is to have true religious freedom, I don't believe this is divisible.

"The way to counteract false teaching is with truth—not with diminishing human rights and freedoms. Restrictions of religious rights will eventually encroach not only on extremist groups, but on all groups except those who dominate and have special status," she explained. "In Russia, the Orthodox hierarchy seem to be seeking a dominant position [and] there is no question that [they are] actively lobbying for this new law and have prodded the politicians to enact it."

Anita Deyneka also believes some Western Christians have not been culturally sensitive to the situation in Russia and have had a negative influence, although the activities of the majority of Western groups are beneficial. "Western Christians need to be wise and the behavior of some has been detrimental and damaging. However, I am not convinced that the new laws are aimed at such groups," she continued.

"I have heard Billy Graham criticized as frequently as extremist groups from the West by the Orthodox Church. Sadly, the Orthodox Church seems to regard any Christian groups who are non-Orthodox as competitive and the legislation may be aimed as much at curtailing the activity of responsible, recognized Christian groups as of cults," Anita Deyneka emphasized.

A century ago, the Russia writer Dostoevsky said, "The secret of man's being is not only to live, but to have something to live for. . . . Our church should be in us, not merely in our words but in our entire life."

The battle for the soul of Russia continues. Who will win is anybody's guess, but we as Western Christians can play our role in this life and death struggle. ¹⁸

Behind-The-Scenes Of Yeltsin's Refusal To Sign Amendment

Dan Wooding

proposed the restrictive law). At that meeting, Yeltsin gave an explanation for his decision as an effort to comply with international standards of human rights, but that he and his advisers are making further revisions to the law.

According to several reports from Moscow, Russian nationalists and Orthodox factions are pressuring Yeltsin to sign the amendments. Government officials from around the world as well as several international Christian human-rights activists have urged Yeltsin not to sign the proposed legislation. Protests from Protestants within Russia continue, including increasing opposition from church leaders and laity outside of Moscow.

Yakunin reported to Peter Deyneka of Russian Ministries in Wheaton, Ill., that Yeltsin's objections specifically included article 14, the most controversial amendment which states non-Russian citizens cannot "engage in religious-missionary

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Inside NRB

NRB's 51st Convention Commemorates 50 Years Of Service

MANASSAS, Va. — National Religious Broadcasters' (NRB) celebration of its golden anniversary begins January 29 and continues through February 1 during its 51st Annual Convention & Exposition (NRB 94) at the Sheraton Washington in Washington, D.C. With a theme of "Jubilee! 50 Years of Service," NRB 94 will commemorate the anniversary with special events as well as its regular convention fare.

Officially kicking off the convention at the Saturday (January 29) evening General Session will be Chuck Colson, founder of



Chuck Colson speaking at NRB 91

Prison Fellowship Ministries and host of *Breakthrough*, and recording artist Steve Green. Dr. Tony Evans of the *Urban Alternative* in Dallas will deliver the message, with GLAD and Helen Baylor ministering in song during the Sunday morning worship service.

On Monday, January 31, evangelist Ravi Zacharias of Ravi Zacharias International Ministry will punctuate the International Luncheon. Pastor John Hagee of Cornerstone Church in San Antonio, musical guests The Cathedrals, and Marine Lt. Col. (ret.) Oliver North will be featured during the Monday evening General Session.

Dr. James Dobson of Focus on the Family in Colorado Springs, Colo., recording artist Wayne Watson,

the Gospel Music Association's Female Vocalist of the Year Twila Paris, and Sen. Dan Coats (R-Ind.) will highlight Tuesday's (February 1) All Media Breakfast.

Speaking at the annual Anniversary Banquet Tuesday evening will be Chuck Swindoll of *Insight for Living* with music provided by The Gaither Vocal Band. The banquet, with optional black tie, will also feature a special tribute to the organization's 50 years of service.

"In 50 years, NRB has served the cause of religious broadcasting. Now is the time to give thanks to God and the effective leaders of the past who have made it all possible," commented E. Brandt Gustavson, NRB president.



Tony Evans

Over 40 educational sessions will be available to attendees Monday morning and afternoon plus Tuesday morning. "Attendees will see some new features in the education sessions — all



Twila Paris

have been consolidated from Saturday Super Seminars and one track each on Monday and Tuesday to three tracks," explained Michael Glenn, NRB director of Conventions and Exposition.

"Also a more broadened topic base was designed to meet the growing needs of the Christian communicator. Of course, we still offer the cutting edge staples of television, radio, and film but have added or expanded fund raising, legal, international, business management, professional development, music, technology, and Hispanic tracks as well," Glenn added.



Chuck Swindoll

The Media Exposition offers the latest products, programs, and services for the communication professional and will showcase more than 200 organizations. Already 90 have reserved space in the exhibit hall, including The New Inspirational Network, KMA Companies, Marantha! Music, USA Radio Network, and Zondervan Publishing House.

"We are looking forward to having a full convention with something for everyone involved in Christian media. It promises to be a time of learning and inspirational uplifting," Gustavson emphasized.

On Wednesday, February 2, special tours of Washington, D.C., will also be available for NRB 94 attendees. For more information about NRB 94 and hotel and special air fare rates, call the NRB Convention Department at (703) 330-7000.

Fund Raising Survey Of Broadcasters Directed By KMC Media

DALLAS — Directed by National Religious Broadcasters (NRB) Chairman David Clark, KMC Media of Dallas will participate in a survey of fund raising in Christian broadcasting throughout the United States.

Funded by the Lily Endowment, the study will also probe and survey other areas, including social services, denominations, foreign missions, Christian education, rescue missions, and Christian youth camps.

The grant is under the direction of Dr. Wesley Wilmer, vice president for advancement at Biola University in La Mirada, Calif.

The study will be a summary of current fund raising techniques used throughout the country and a book will be written for each major focus of the study.

As director of the Christian broadcast media study, Clark will co-author a book with Dr. Paul Hunsinger, assistant director

of the project. Sources of information will include radio and television stations, program producers, and fund raising agencies.

"We're hoping to discover new methods and approaches to Christian broadcasting fund raising that will strengthen both non-profit stations and program producers," Clark said.

"POINT OF VIEW" MIDDAY MATCHES DRIVE TIME, BIG TIME.

For over 280 stations across the country "Point of View," with the talk power of Marlin Maddoux, is rating big time. Even music-intensive formats like popular KSBJ in Houston score Arbitron ratings that match 3 out of 5 mornings and every weekday afternoon.

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Monday	20,728	14,693
Tuesday	28,719	21,845
Wednesday	27,345	17,591
Thursday	41,828	26,589
Friday	31,535	19,535

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Media Focus

Groups Assist Victims Of Midwest Flood With Supplies, Hope

The following is a report about those who assisted in helping the flood victims of the Midwest. This is in no way a comprehensive report, but merely a collection of news releases Religious Broadcasting received concerning the recent natural disaster. Because of Religious Broadcasting's long lead time, much of this will be old news, but these groups deserve to be commended for their part in aiding those left desolate by the floods.

— Sarah E. Smith, assist. managing editor

MANASSAS, Va. (NRB)—As the waters recede from the flood-ravaged Midwest, residents of the flood zone continue the task of rebuilding lives, homes, and businesses destroyed by the great flood of '93.

When the first rain fell, no one could foresee the danger that was to come when the rain didn't stop with a few inches — instead, inch after inch was dumped on the ground, filling the rivers to overflowing.

The mighty Mississippi River surged over its protective dikes, dams, and sandbags, submerging whole towns and numerous farms in a torrent of murky water. The Missouri, Des Moines, and Mississippi rivers exceeded all expectations in height — breaking through levees designed to counteract the rising waters from St. Louis to Des Moines, Iowa, to Kansas City.

Covering eight states, the flood claimed more than 40 lives, uprooted 31,000 people, and caused an estimated \$10 billion in damage, according to *Newsweek* magazine. For weeks the nation watched, read, and listened in horror at the devastation and desperation seen in the flood zone — workers frantically relaying sandbags to reinforce the levees; townspeople, including school children, pulling together to save their city from the river's grasp; and people from across the country offering money, prayers, support, and help to those caught by one of the worst floods in recent history.

From the East Coast, the Christian Broadcasting Network (CBN), which had given nearly \$70,000 in assistance to the flood victims by the end of July, provided food, clothing, drinking water, and toiletries to those in need through its humanitarian subsidiary, Operation Blessing. "The devastation is tremendous," said Pat Robertson, chairman of CBN. "We are reaching out to do what we can. But the need is overwhelming."

From Texas, KCBI-FM/Arlington

collected more than 500 cubic feet of cleaning items to help in the massive clean-up effort. The Missouri Baptist Disaster Relief group distributed the supplies to homeowners and volunteers who will be working to clean up the homes, businesses, and churches that were under water.

"We [called] the drive 'A Flood of Help and Hope,'" said Ron Harris, KCBI director of broadcast operations. "I think it's fitting that we help folks who are suffering as a result of the flooding with the substantial physical, material, and emotional needs they have."

From Illinois, an estimated \$35,000 worth of non-perishable food items, bottled water, and health/hygiene aids as well as over \$4000 in monetary donations were collected for flood victims along the Mississippi through WQFL-FM/Rockford. Called the "Quad Cities Flood Line," the station had program director Jim Beeler camp out on the top of a semi-truck, broadcasting live for 75 hours until the truck was filled with donations.

And closer to the disaster, from Liberty, Mo., KEXS-AM/Excelsior Springs



Troy Kriechbaum, development associate of KCBI, loads cleaning supplies into the truck.

held a benefit gospel concert in conjunction with Majestic Outreach Ministries for flood victims in Missouri City, Orrick, and Hardin. Featuring Fishers of Men, New Creation, Forgiven, and God's Country, those attending were asked to bring a non-perishable item (food, cleaning supplies, clothes, bedding, etc.) with all proceeds to be given to those in need.

But the work is far from being over — even when the waters completely recede, the task

of rebuilding levees, houses, businesses, and towns, as well as cleaning up after the devastation, will continue for months to come for many of the flood's victims. As in the case of Hurricane Andrew last year, the great flood of '93 brought to the foreground a nation's generosity. But somehow, it seems almost poignant a natural disaster must occur to bring people together in one accord, working in harmony for others and not themselves.

Information in this article came from the July 26 and August 2 issues of *Newsweek* and press releases received by Religious Broadcasting.

Survey Shows Cable Bill Choice Results

WASHINGTON, D.C. — More than 80 percent of U.S. television stations and 90 percent of television affiliates (ABC, CBS, FOX, and NBC) have chosen to negotiate for retransmission consent with at least one cable system in their local television market or "area of dominant influence" (ADI). The figures are taken from a new survey released in July of commercial broadcast stations by the National Association of Broadcasters.

The survey found 80.3 percent of the nation's commercial television stations will seek retransmission consent agreements with at least one cable operator in their ADIs. By network, 89.5 percent of all ABC affiliates will seek retransmission consent agreements; 93.8 percent of CBS

affiliates; 98.2 percent of FOX affiliates; and 92.7 of NBC affiliates. The figure for independents is 20 percent.

Local television stations typically serve markets with many local cable systems, in some cases as many as 200 or more. This means separate negotiations must take place between each television station and often dozens of local cable systems for cable carriage.

Also reported in the survey, 25.1 percent have opted for retransmission consent with every cable system within their ADI. Nationwide, of those stations opting for retransmission consent, the average television station has chosen to negotiate with 65.8 percent of the cable systems within its ADI.

The New Inspirational Network To Rebroadcast Night Of Joy

CHARLOTTE, N.C. — The New Inspirational Network (INSP) will rebroadcast *Night Of Joy*, a four-hour Christian music special from the Magic Kingdom at the Walt Disney World Resort, (originally telecast September 11) in one-hour segments for four consecutive Saturdays at 8 p.m. beginning October 8. Celebrating its ten-year anniversary, the annual event aired for the first time on television with performances by Carman, Steven Curtis Chapman,



4HIM

4HIM, Susan Ashton, Bruce Carroll, and Shirley Caesar. Mac Heald and Pamela Brady co-hosted the special.

Night Of Joy features performers on four separate stages placed in different ar-

reas throughout the Magic Kingdom Park. INSP's coverage includes live performance segments, tours of Epcot Center, Disney/MGM Studios, and the Magic Kingdom, as well as live interviews with the featured musical guests by Cory Edwards of INSP's *Signal Exchange*.

"We are thrilled to play a major role in bringing *Night Of Joy* to cable," said David Cerullo, president and CEO of INSP. "Affiliate and non-affiliate systems can access four hours of the highest-quality family entertainment programming for local carriage."

Ossie Mills, INSP's vice president of programming, said the network approached Disney about obtaining the television rights to the *Night Of Joy* because a large portion of the nation wouldn't get to see the perfor-



Steven Curtis Chapman

mances. Mills stated the venture became an almost co-production with Disney personnel assisting in the television production.

"The response from the commercials [about *Night Of Joy*] has been nothing but positive accolades. [People] are excited that a Christian organization is doing something like this — [offering] purely Christian entertainment," Mills commented.

INSP has already syndicated the program to 15 independent television stations. "There is a hunger and a need for this type of programming as shown by the response [of these stations] to carry the program," Mills explained.

The network plans to include more things like this in the future. Mills said the next live special will be Bill Gaither's *Julibaté!*, a gathering of 24,000 in the Charlotte area on New Year's Eve featuring 15 recording artists.

In Survey, Viewers Say Television Adds To Violence In America

VIRGINIA BEACH, Va. — An overwhelming majority of Americans believes television contributes to violence in the nation — especially among children under 18, according to the latest Family Channel/Gallup Survey of Television Viewing Habits released in July.

Also in the survey, the majority said television plays up negative values and does a poor job of representing their own personal values. And 85 percent (both male and female) don't like the way women are portrayed on the programs either. As a result of these and other factors, 54 percent say they watch television either "somewhat less" or "much less" than they did a year ago.

Overall, 57 percent of those surveyed believe the quality of television programming has become "somewhat" or "a lot worse" compared to last year while 54 percent report they are either "somewhat more" or "much more" offended by what they see on the screen this year than last, indicating a strong belief that the quality of television shows is slipping.

Their chief concerns are excessive emphasis on sex, violent behavior, and foul language. What do they do when they are

offended by a television program? Fifty percent switch channels while 29 percent say they turn off the set.

With the current concentration on television violence in the media and Congress, the poll showed 79 percent are convinced television shows either "strongly contribute" or "somewhat contribute" to violence.

And they are even more convinced today's television programming lends itself to promoting violence among children under 18 (86 percent say it "strongly contributes" or "somewhat contributes"). By contrast, fewer than 1 percent believe it "strongly helps prevent" violence overall, and virtually no one says they feel it prevents violence among kids under 18.

As to the values on television, a greater than 2-1 majority of viewers says it depicts negative values over positive ones (65 percent vs. 29 percent). This is up from the 1992 survey response of 62 percent and even further beyond the 1991 figure of 52 percent. Fewer than 2 percent said television portrays "very positive" values.

An even larger percentage of respondents feels television programming does not represent their own personal values — 69 percent of Americans say television

represents their own values "not too well" or "not at all." This figure is also slightly higher than the 1992 study in which 66 percent held this belief.

When asked how well television programming represents family values, once again a majority of those polled (64 percent) said "not too well" or "not at all." This is an increase of 4 percentage points over last year.

George Gallup Jr., head of The Gallup Organization, cited the fact that Congressional concern over increasing violence on television has prompted the broadcast networks just recently to notify audiences of unusually violent programs.

"The fact that 79 percent of Americans believe TV violence contributes to violence in America overall, and 86 percent believe TV violence contributes to violence for children under 18 does suggest that parents should pay close attention to what children are watching," Gallup commented.

The Family Channel/Gallup Poll was conducted among a random nationwide sample of 1015 adults 18 and older during May 1993. According to the Gallup Organization, the margin for error could be plus or minus 3 percentage points.

Trade Talk

Airwave News

ST PAUL, Minn. — KLGTV-TV, a Christian station in St. Paul, has introduced a new on-air system to rate its own television programming for appropriate audiences, similar to motion picture industry ratings. The system (implemented in July), believed to be the first of its kind in the nation, will have three ratings beginning with GV for general viewing, PS for parental supervision, and PS-13 for parental supervision for children under 13. In addition to Christian programming, the channel airs some syndicated programs for general audiences and a graphic appears on-screen to indicate the program's rating.

LAGUNA HILLS, Calif. — *Guidelines*, a five-minute commentary on living, turned 30 years old last month. Begun September 2, 1963, by Harold Sala, who still writes and produces the program, the commentary is released in 16 languages. Airing five days a week on 670 radio stations, the commentary is currently the longest-running five-minute program on radio.



Harold Sala

BURLINGTON, Vt. — Morningstar Radio Network's Shair Evans is now heard during the evening drive time on WGLY-FM/Burlington, which has switched its evening drive time from inspirational to pure AC.

WARWICK, R.I. — WARV-AM/Warwick celebrated 15 years of Christian broadcasting in July. "From the very beginning, our goal has been to present the Gospel of Christ, and to show how Christianity relates to daily living," says founder Bill Blount, who also owns two other Christian stations: WFIF-AM/Milford, Conn., purchased in 1982 and WVNE-AM/Worcester, Mass., started in 1991.

LINCOLN, Neb. — The newest member of the Back to the Bible's family of broadcasts is *Confident Living*, a 30-minute weekly program featuring Dr. Gary Oliver. In addition to the 30-minute Saturday broadcast, five-minute segments of the program

will be aired during "drive time" throughout the week. Oliver's goal for the program is to give men a biblical foundation for their relationships with their wives and children and help them to become the godly leaders they desire to be.



Gary Oliver

ATLANTA — Genesis Communications has announced the addition of WVNF-AM/Alpharetta to its radio group. Genesis is primarily simulcasting WNIV-AM/Atlanta over WVNF. This acquisition gives Genesis the largest interference-free signal area for inspirational music and talk in the Atlanta area.

HARTFORD, Conn. — Lloyd Parker, vice president and general manager of WLIX-AM/Long Island, N.Y., has announced the sale of sister station WLVX-AM/Hartford to Ital-Net Broadcasting Corp. The transfer took place in August and the new owners planned to broadcast (call letters WRDM) a combination of Spanish/Italian programming and other foreign language blocks on the weekends but to keep the Christian format during the weekday daypart.

GRAND RAPIDS, Mich. — The Children's Sunshine Network launched a live after-school program early in September. Program director



Dodd Morris

Dodd Morris is hosting *Sunshine Safari*, a daily two-hour period of music, news, giveaways, and various short features just for kids.

JACKSONVILLE, Fla. — WBYB-FM/Jacksonville began broadcasting Morningstar Radio Network's AC format 23 hours daily on August 2. Previously the station was airing mainstream news/talk.

DETROIT — On August 23, WWON-

AM/Detroit debuted as the Motor City's new 24-hour all-gospel station. With a format makeup of 75 percent music, the station will initially cover Flint, Saginaw, Pontiac, and 60 percent of Detroit at 1000 watts.

SPRINGFIELD, Ohio — WEEC-FM/Springfield recently broke ground for its first new building since signing on in 1961. A new 479-foot tower was erected in 1990 and the new facility will be the second phase of the station's upgrading.

OKLAHOMA CITY — Held on July 14, "Wheels For The World," sponsored by Bott Broadcasting's KQCV-AM/Oklahoma City, received in donations over \$20,000 worth of medical equipment, including



KQCV staffers Kip Beach (left) and Terry Pratherman the registration tables for wheelchair and medical equipment drop-off.

wheelchairs, walkers, and crutches. Joni Eareckson Tada's JAF Ministries circulated the items to those in need, both in the United States and overseas.

Awards

NASHVILLE, Tenn. — For the second consecutive year, the Christian Booksellers Association has given the Impact Award for Total Promotional Campaign-Music to the Benson Music Group. This year's total campaign entry was the marketing plan for 4HIM's *The Basics of Life* project. The Impact awards are given in recognition for innovative merchandising and promotional achievement in Christian retailing.

GRAND RAPIDS, Mich. — Three books by Zondervan Publishing House were recipients of this year's highest publishing honors for excellence in content, design, production quality, and consumer acceptance, the Gold Medallion Awards. Sponsored by the Evangelical Christian Publishers Association, the awards' winners were *Reliving the Passion* by Walter Wangerin

Jr., *Boundaries* by Drs. Henry Cloud and John Townsend, and *Hollywood vs. America* by Michael Medved.

PHILADELPHIA — According to the Spring 1993 Arbitron Rating Service Report, WDAS-AM/Philadelphia has retained its title as the number one religious station in the Delaware Valley area. WDAS has been rated number one by Arbitron for the past three-and-a-half years.

Music News

NEW YORK — Wes Farrell, president of Music Entertainment Group (M.E.G.), and Jim Buick, president of the Zondervan Corporation, announced in August that Benson Music Group, the second largest Christian record company and music publisher in the world, has been acquired by M.E.G. Music Entertainment Group was formed by Farrell in 1992 to acquire significant music-related assets.

NASHVILLE, Tenn. — Word recording artist Janet Paschal has announced the signing of a full management agreement with Wayne Erickson, who will be focusing primarily on Paschal's career development as a recording artist, songwriter, and author. Although this will be his first exclusive full management agreement with a recording artist, Erickson has worked with Sandi Patti, Bill Gaither, and Carman.

ANDERSON, Ind. — Brent Alan Henderson, former member of the group ONE and new artist for the Impact label, recently signed a copyright/licensing administration agreement with Addison Music Co. Addison Music is a full service copyright/licensing agency.

NASHVILLE, Tenn. — Twila Paris, Gospel Music Association's Female Vocalist of the Year, is the official spokesperson for The Parable Group. Paris' duties as spokesperson include being featured in all ad campaigns (store posters, shelf-talkers, television commercials, radio spots) and each bi-monthly catalog published during the six

Parable bookstore "seasons." The Parable Groups is a marketing association of inde-



Dino (left), Cheryl Kartsonakis, Andy Williams, and Dino's manager Rendy Lovelady take a photo break while taping Dino With A Branson Touch.

pendent Christian stores and has approximately 300 member stores.

NASHVILLE, Tenn. — Dino Kartsonakis, world-renowned pianist, debuted his own television show last month. *Dino — With A Branson Touch*, which airs exclusively on the Trinity Broadcasting Network and is

hosted by Dino and his wife, Cheryl, features interviews and performances from some of the top artists currently headlining in Branson, Mo. Scheduled to appear in the first few episodes of the half-hour show are Roy Clark, Glen Campbell, Bobby

Vinton, and Andy Williams. This winter Dino will headline in the Ozark resort town for his third consecutive year.

News Briefs

ANAHEIM, Calif. — During the Orange County Harvest Crusades with Greg Laurie (pastor of Harvest Christian Fellowship in Riverside) in July, 13,300 people registered a decision to accept Jesus Christ. This was the fourth consecutive year Laurie conducted a crusade in Orange County, which broke all the previous attendance records by averaging 44,000 a night at the adult crusade.

NEW YORK — President Bill Clinton and local district attorneys have been targeted by Morality in Media (MiM) for this year's Pornography Awareness Week, October 31 - November 7. The White Ribbon Against Pornography campaign sponsored by MiM is held in conjunction with Pornography Awareness Week.

Obituaries

PEORIA, Ill. — Dr. Bruce W. Dunn, 74, speaker on the *Grace Worship Hour*, died July 15 from a heart attack. Dunn, who was senior pastor of Grace Presbyterian Church in Peoria for 40 years, began his radio ministry in 1951 and television outreach in 1974.

People

NASHVILLE, Tenn. — Scott Chancey has been appointed to the newly created position of national accounts manager with Benson Music Group. Chancey has over five years of experience in the Christian music industry, having worked for both Diadem and Spectra as accounts manager.

CARLINVILLE, Ill. — Jana Garner, music director and evening announcer for WIBI-FM/Carlinville, was recently promoted to afternoon drive announcer. Garner maintains her music director's position in addition to her new responsibilities.

Steve (Krampitz) Ericson was recently hired by WIBI as production director and evening announcer. Ericson was formerly a master producer at WMUZ-FM/Detroit.

COLORADO SPRINGS, Colo. — Bob Bates has been named marketing director for The Word in Music Satellite Network. Bates has been involved in national and international marketing in the United States, the Far East, and Europe for the past 25 years.

Publishing News

VENTURA, Calif. — This year marks the 60th anniversary of Gospel Light Publications. Founded by Henrietta Mears in 1933, Gospel Light has grown from its beginning in a Hollywood garage as publishers of Sunday School and Vacation Bible School curriculums to a Regal Books division and Gospel Light Video.

Practical Programming

I was on my way to the dedication at Family Life Radio's new building for KFLR in Phoenix on a bright, warm Sunday afternoon in January. We were showcasing, for the first time to the public, the project we'd worked so hard to fund and complete. It was unquestionably one of the nicest stations in Phoenix.

But it was much more than that — it also housed our new Today's Family Life Counseling and Educational Center, a place where families and individuals with emotional and relational needs could receive one-on-one help and where the community could attend Bible-based seminars on a variety of marriage and family issues.

The board of directors would be there for the dedication and I hoped (and maybe even prayed) the listeners would be there, too. As I approached the building, I saw hundreds of people standing in line for a tour with hundreds more inside. These were the ones who had called with their pledges and sent their gifts a few months before.

Creative Capital Campaigns — Steps Toward The Victory Line

Rod Robison

They were now coming to see what their offerings to the Lord had wrought and to rejoice with us. I breathed a sigh of relief and stepped up to join the station staff in thanking them for sharing our dream.

Crossing the victory line of a capital campaign requires more expertise and detail than can be expressed in this article, but following are several tips we at Family Life Radio have learned over the years from our campaigns.

Have Reasonable Goals

Before you run this race, you need to know where the finish line is. In other words, how much do you need to complete the project? How much time have you allotted yourself? It's better to have reasonable goals than to find out after the starting gun fires you've underestimated the project.

Once you've committed yourself publicly, there's no turning back without undermining your constituency's faith in your ability to lead them to victory. Your donors

deserve to know you've taken the time to properly plan the use of their hard-earned donations.

Jesus offered sound advice in Luke 14:28-30 for those in development work. "Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it? For if he lays the foundation and is not able to finish it, everyone who sees it will ridicule him, saying, 'This fellow began to build and was not able to finish.'"

There is really no magic formula for determining your time and dollar goals. If there were, the element of faith might be eliminated from too many projects. In addition to faith, you'll want to factor in the size and giving history of your current donors, whether your project is adequate to meet the needs of your organization, and a reasonable variance between stretching out the campaign too long and not giving yourself enough time.

Have a Written Plan

One of the most critical needs before you say anything to your audience about the campaign is to put the entire plan down on paper. This master plan, which will be used in-house by your staff, will be your owner's manual for the duration of the project. It will keep you and others involved accountable. And it will help keep you on course and on time.

These sections should be included in your master plan:

*Campaign Title — Give your campaign a vibrant name using action words. Some of the campaign names used at Family Life Radio have been "Shout for Joy," "Victory '92," and "Vision for the Future."

*Overview — This is basically a pep talk to focus the staff on the needs and direction of the campaign.

*Key Players — A roster of who is responsible for what aspects of the campaign is essential.

*Aspects of the Campaign — How the overall goal will be reached using various aspects of campaigning including direct mail, publicity, major donor contacts, committees, prayer, gifts in kind, on-air promotion, on-air share-a-thons, banquets, etc.

*Goals — A breakdown of the overall goal into smaller goals for each aspect of the campaign. For example, raising \$30,000 with banquets, \$20,000 with the first appeal letter, \$15,000 with the second appeal letter, and \$25,000 from the major donor



Rod Robison is director of development for Family Life Radio Network and Today's Family Life headquartered in Tucson, Ariz. He's also a free-lance fund raising consultant for independent stations.

committee.

By breaking down the overall goal, each aspect of the campaign becomes a mini-campaign in itself. Small victories can be celebrated and missed goals made up. By not breaking down the overall goal, you run the risk of coming up short and not knowing why with no time to make corrections in your course.

*Monthly Cash Income Projections — This will help you project and track your cash flow throughout the fund raiser.

*Development Budget — In addition to planning a budget for the building or other projects itself, you'll want to put together a budget for your fund raising needs like printing, postage, banquets, etc. You may want to include this amount in the overall goal.

*Calendar of Events — A "count-down to victory" including when each aspect of the project will take place is another must.

Planting the Seed by Selling the Need

I would recommend spending at least a month on-air informing your audience about the need for the project and soliciting their financial support. For instance, if your project is a new building, paint a vivid picture for your audience of what it will look like, why your current facility is not adequate, and what the new facility will do to help you accomplish this, subsequently helping your donor affect his world for Christ.

When Moses spearheaded the Tabernacle Campaign, response was so overwhelming, he finally had to tell the donors to stop giving. Why? I suspect in part because the Israelites caught the vision of what this new house of worship would mean to their families, community, and progeny. You can do the same with your listeners or viewers.

Share by the Foot

For years many organizations have encouraged giving to their building campaigns by offering donors the opportunity to sponsor the project in square foot sections. This approach has worked extremely well for us at Family Life Radio. We set the value of the square foot based on all costs — equipment, development, closing, land, and the building itself. We make it clear to our listeners all project costs are included in the square foot "cost."

On a recent campaign, a square foot was \$88 with ten square feet being \$880. Everyone who sponsored any portion of the building had their names calligraphied in a book which is now on display in the new building's lobby. The result was that we received hundreds of gifts in multiples of \$88. I'm certain many of those people would have given far less had they not been challenged to take "ownership" of the project through square foot sponsorship.

Invest in Quality Printed Pieces

I say "invest" because, if properly planned, your print and mailing portion of your campaign should return many times over what you spend on it. The kingpin of your printed material should be a well-designed brochure. If your project is a building, feature an eye-catching cover with title and slogan, a concise synopsis of the campaign including a strong case for why the project is needed, a floor plan with a "blow-up" of a square foot with the sponsorship dollar amount, and an artist's rendition of the new building.

Whether the building is new or existing, an artist's rendering will give the brochure a cleaner, more professional look. It's well worth the cost. If you are replacing a worn-out, old building, include a photo of it to show contrast.

As important as your brochure is, don't expect it to do the solicitation of the gift by itself. When mailing the brochure, always include a cover letter detailing the project and asking for the gift, a response device with suggested amounts, and a business reply envelope. For a short-term capital campaign, I usually plan two or three mailings prior to the campaign share-a-thon then at least one after to those who have not responded.

Have Fun With Your Share-A-Thon

A two or three day on-air event can be very successful if you've done a good job building the perceived need and excitement for the project. Even those who have not

responded with a gift to this will have heard about it on the air or through the mail.

The share-a-thon can be a joyous event for your audience as together you build something that will benefit your community for years to come. Here are some of the things we've developed to add excitement to our project share-a-thons.

Live remotes from the new facility or site can add dimension to your share-a-thon and help give your audience a picture of what they are helping you purchase. We've conducted open houses during these remotes. People love to come by and see what they are investing in and many bring their gifts with them.

Giving a name to the group of people who sponsor the building lends a specialty to the project. We've used the name "Cornerstone Members" and at a couple of share-a-thons, have formed the "Kids Cornerstone Klub" to encourage biblical stewardship in our future donors.

Make certain the ringing phones can be heard on the air. Every time a listener hears a phone ring, he knows someone else is getting involved.

Set hourly or other short-term goals. Little victories keep the level of excitement high and are an encouragement to the staff and audience.

Matching gifts can be a major boon to any share-a-thon. These should be solicited prior to the share-a-thon through a major donor banquet and/or personal contact.

Don't be afraid to get a little offbeat during your share-a-thon. In Albion, Mich., we were replacing an ancient mobile home with a new brick building for our station there. The mobile home was worse than bad. To express just how bad it was and what our staff had to put up with every day, I wrote new lyrics to Barry McGuire's classic "Eve of Destruction." The new song, "Eve of Construction," (which we sang impromptu during the share-a-thon) poked good-natured fun at the old facility but got the message across in a way people remembered.

The share-a-thon is usually best conducted as the culmination of your campaign. There is a synergism between your staff and audience that can develop into a ground swell of phone calls as you approach the goal and deadline.

With a great deal of planning, a commitment to excellence, and the assurance that God is your campaign chairman, your capital campaign can cross the victory line. In short, your entire campaign can be a moment in your ministry's history your donors will thank you for allowing them to be a part of. [®]

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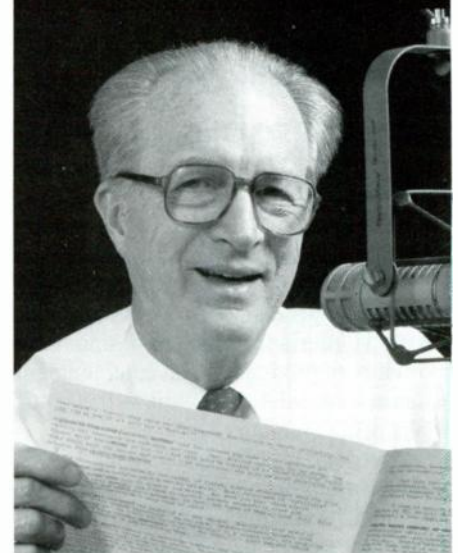
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Television Topics

We've all heard the lament, "There's nothing to watch on television tonight." The irony is that the television invariably remains on and we proceed to ingest whatever is available. The real problem is not the lack of appealing programming, but rather the conspicuous absence of appealing Christian television.

Why is there a lack of constructive family programs teaching solid, moral values? The answer is obvious—the individuals who produce the bulk of programming for television do not possess these Christian values and therefore, they do not create wholesome entertainment. Very few of the shows seen on television today deal with moral families or build strong character. Instead, the abnormal is paraded as ordinary and we are taught to admire that which is perverse and offensive.

The question then is a pressing one. What alternatives do we offer to American families?

This situation is of grave importance

Christians Need To Produce More Mainline Programming

David Lewis

and in dealing with it, we must covenant to be honest with ourselves. The majority of programming produced by Christian broadcasters is inferior to secular programming in quality of production and entertainment value and appeal. Let's face it—their stuff looks better than ours.

But don't jump to conclusions. A good Sunday morning worship service has its place and the multitude of talking heads that do provide excellent information may even have some entertainment value. However, we cannot ignore the fact there is a tremendous void when one searches for quality programs in the situation comedy, drama,

TUNING IN CONTINUED FROM PAGE 4

a rejection. Russian author Alexander Solzhenitsyn is quoted as saying to a friend that the scorn he received when giving a speech at Harvard hurt him more than his years in the Gulag. So much for America's respect for God and morality.

news, and entertainment arenas which hold forth biblical standards so desperately needed.

We must address this need. There is a great deal of hardware at the disposal of religious broadcasters that could be used to produce much more than the ordinary fare of church services and talk shows.

But we who have the opportunity must catch the vision and do what it takes to produce quality, appealing Christian alternatives to the perversions offered by mainstream media. Nothing worth attaining will come easily and achieving this goal will require sacrifice. A quality comedy or drama cannot be produced without spending great amounts of time, money, and energy. Producers must have such a commitment to the quality necessary to achieve a standard worthy of the name of Christ and they should do what it takes to engage top-notch writers, directors, actors, and technicians.

What are the practical ramifications of this commitment? Each of us may not be able to produce all of our own programming. It may be that we will be able to produce just a few quality programs which we can share with our partners in Christian broadcasting. They, in turn, may produce the types of shows they are best equipped to create and, as a team, we will be able to produce a large amount of quality Christian programming of all varieties for every market.

One more bit of honesty. It just is not wise to keep reinventing the wheel. There's room for only a limited number of church services on television. Many of us will have to diversify, stepping out, in spite of the pain of growth, to meet the new challenge which God has given us.

We at the ACTS Network for cable and FamilyNet for broadcast stations are working hard to produce such quality programs as the *Family Enrichment Series*, featuring guests such as James Dobson of Focus on the Family, Chuck Colson of Prison Fellowship Ministries, Larry Burkett of Christian Financial Concepts, Florence Littauer of CLASS Speakers, and others. We also enjoy working with local stations

America faces a growing crisis in moral and spiritual leadership. Thankfully, many have not bowed before the gods of this age, but all the restraints are increasingly cast aside. People compromise important principles for the sake of expedience. We must remember—God still reigns.

A second thing to remember is that the



David Lewis is the program director for ACTS network and FamilyNet as well as the national marketing director for FamilyNet.

and independent houses that produce high quality programming such as *Straight Talk from Teens* and *Talk To Me*, an interactive program for the mid-night audiences.

We are also pleased to offer and syndicate excellent programs such as *Sunshine Factory*, *Act It Out*, and *You Need To Know*, and to air an outstanding national news show called *Capital News*. Our live call-in counseling show, *COPE*, recently dealt with family topics in a series entitled "Families Under Fire," with special guests Drs. Paul Warren of Minirth Meier Clinic in Dallas, John Trent of Today's Family in Phoenix, Frank Minirth of Minirth Meier Clinic, psychologist Joyce Buckner in Arlington, Texas and Ted Baehr of The Christian Film and Television Commission in Atlanta. In spite of these, we have a tremendous need for more quality programming, especially in the entertainment field.

We hope we can all join together to fill the gap and help each other provide alternative viewing for America's families. We must not lose sight of the goal. The answer lies in the dreams of those who are willing to invest their resources, coupled with the creative efforts of writers and directors, to give birth to a new generation of Christian programming that will attract viewers of all ages and walks of life, proclaiming the Gospel without apology.

We must never compromise the Gospel message nor the standard of excellence it deserves. Be a part of the solution that will build the family up rather than tear it down. Let's talk, share, work together, and determine to build the kingdom of God. ^{RB}

church is still precious. Peter, who died for his faith, wrote, "But you are a chosen race, a royal priesthood, a holy nation, a people for God's own possession; that you may proclaim the excellencies of Him who has called you out of darkness into His marvelous light" [1 Peter 2:9]. ^{RB}

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Sales Spot

Approximately 80 percent of all advertisers on Christian radio today are affinity clients. Affinity clients fall into five categories: Christian bookstores; churches and ministries; Christian concerts and conferences; Christian publishers and product manufacturers; and Christian-owned businesses. Here are some of the latest statistics published by Soma Communications from its May 1993 survey of 120 Christian radio stations and 2900 Christian listeners.

Christian Bookstores

Of the average Christian station's billing, 8.13 percent is attributable to Christian bookstores. We believe this is excessive not because Christian bookstores should not spend money, but because stations are billing too little from all other clients. In the last year, 98.7 percent of all Christian radio stations supported an average of 4.1 bookstore accounts.

Churches

According to the *Soma Media Report* (1993), 3.8 percent of all persons within the Christian radio audience are actively looking for a church while 6.6 percent are

Christian record publishers. In addition, 6.3 percent of all Christian stations did deals with Christian toy manufacturers.

When it comes to Christian radio, many record companies think, "Why buy the cow when you can get the milk for free? I don't have to advertise to Christian radio listeners. Theirs is a forced buy anyway. Where else are they going to get their music?"

That sounds really logical; that is until the facts whack you right in the face like a wet washcloth. According to *Simmons Market Research Bureau* (1992) and Soma, Christian radio listeners are 76.5 percent more likely to buy CD's than the average American adult. That's good news. They are also 123 percent more likely to buy a prerecorded tape. More good news.

So what? Here's the bad news: less than half of all Christian radio listeners bought a recording last year and only 22.5 percent of those who did bought a Christian recording. There's no free lunch. Our advice to publishers — advertise!

Christian Concerts

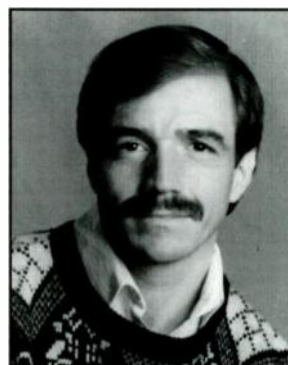
Last year, 84.8 percent of all Christian radio stations advertised an average of 9.52 concerts. Christian concerts constitute about 90 percent of this business. In the chart are the results of the question, "What type of concerts have been advertised on your station in the last year?"

Christian Conferences

The 1993 *Soma Media Report* reveals that 60.8 percent of our audience attended a Christian seminar or conference within the last year. Nearly 45 percent have spent one to two days at Christian conferences, while 11.9 percent have attended three to four days, and 4.8 percent have attended five or more days. One-third made overnight accommodations to attend the conferences of their choice. One out of four have requested conference or seminar information by mail or phone after being exposed to an advertisement.

Christian-owned Businesses

According to Soma, the Christian audience



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

takes a special interest in Christian-owned businesses. When they are in need of a specific product or service, 26.7 percent said in a recent survey they will shop at a store 100 percent of the time, no questions asked, just because it is Christian-owned.

Over two-thirds (87 percent) said they will shop there more than 50 percent of the time and one-third said they will always shop at a Christian-owned store first. And 82.7 percent said more times than not, they will end up buying what they need from these same businesses. No other advertising medium has this type of loyalty.

Shallow penetration

There is an interesting trend among Christian broadcasters. While Christian stations may support different types of advertisers, they do not generally sell to many businesses of any specific type. In other words, while a station's list of business types may be wide, it's generally not deep. Often, there will be only one or two car dealers, jewelers, or any other type of mer-

Recent Statistics On Affinity Business

Gary Crossland

considering looking for a church within the next year. This means more than one out of ten persons within this audience are prime prospects for any church advertiser. Here's the nice part — 9 percent of all Christian radio listeners credit radio with helping them locate their present church.

In the less than once a month attendance, 4.7 percent go to church and 9 percent go two or three times per month. Almost 18 percent are presently dissatisfied with their spiritual life, 12.4 percent read the Bible less than once or twice a month, and 5.2 percent pray less than once or twice per week. One might contend all of the "part-time" Christians aren't really prospects. That is, they are not really searching. If that's the case, why are they listening to Christian radio? Think about it.

Christian Publishers

During the last 12 months, 68.8 percent of all Christian radio stations wrote contracts with 2.7 Christian book publishers, and 46.8 percent did the same with 2.9

TYPE OF CHRISTIAN CONCERTS ADVERTISED ON CHRISTIAN RADIO STATIONS IN THE LAST YEAR

TYPE	PERCENTAGE
Christian AC	84.8
Christian Traditional/Insp.	60.7
Southern Gospel	50.6
Christian Rock	48.1
Christian Rap	27.8
Christian Comedy	18.9
Contemporary Black Gospel	15.2
Christian Metal	13.9
Traditional Black Gospel	8.8

chant. The only real benefit here is one for the advertisers themselves. Without much competition, each advertiser enjoys a considerable amount of exclusivity on each Christian station.

This shallow penetration into various retail industries is probably due once again to the fact that Christian radio advertisers are most often Christians themselves, and there may not be many Christian advertisers among, say, hardware retailers or florists.

These Christian-owned businesses are "easy pickings" for Christian sales representatives, and once they are secured as clients of the station, salespeople are faced with the task of either targeting other businesses of like genre or targeting Christian owners of other business types. The latter option generally offers the most appeal.

Format Prejudice

Format prejudice is a formidable hurdle for Christian salespeople. However, let us not forget other formats have historically had strong prejudices associated with their audiences as well. Country, Urban, and Spanish formats have long since overcome the seeming insurmountable stigma of playing to a non-desirable crowd.

Christian radio can, in like fashion, overcome these obstacles by adopting a "play-to-win" mentality. (I often refer to this as the "Holy Ghost killer instinct.") This outlook is the element which has been the single-most responsible factor for determining the success curve of any Christian broadcaster. [®]

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 Soma Media Report is compiled monthly by Soma Communications Inc. via 98 field representatives who administer a written survey to approximately 2900 people nationwide (135 markets). The margin of error of the survey is 4 percent.

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GARY Crossland

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Youth Wave

I am not ashamed of the Gospel of Jesus Christ, because it is the power of God for salvation of everyone who believes: first for the Jew, then for the Gentile [Romans 1:16, NIV].

Something is happening with today's Christian youth and it could potentially change the course of history for this generation — a generation tottering on the brink between spiritual apathy and spiritual revival.

A movement is springing up — a movement of young men and women who are not ashamed of the Gospel of Jesus Christ. It's sweeping across the nation and into the world.

I've seen it — young men and women are introducing their friends to the person of Jesus Christ. A new generation of young people are beginning personal relationships with Jesus Christ all because their friends have not been ashamed of the Gospel. That is the power of God for salvation.

It is thrilling to be alive today and see God at work in this generation. Christian youth are being empowered to take the Gospel message to their peers. And their peers are responding.

For I Am Not Ashamed

Josh McDowell

One of the avenues through which kids are sharing Christ with their friends (and in which I have had the privilege of being a part) is Operation PowerLink's "See You At The Party." Conservatively, we estimate more than 800,000 teenagers have been trained to share their faith through the "See You At The Party" video training series.

On March 6, more than 40 parachurch organizations and denominations participated in the world's largest live-by-satellite evangelistic pizza party. Based on the limited information received, we believe more than 85,000 teens trusted Christ as Savior in one night. Here's some of what happened:

* In Kansas City, Mo., more than 5000 teenagers went through the training. More than 700 of them led a friend to Christ for the first time during the party. More than 800 teenagers in all trusted Christ that night.

* A youth group of 20 in Chicago had 70 come to their party and 16 students made fresh decisions for Christ and another 35 made re-commitments to Christ.

* One young man in Huntington, Ind., went as a guest of his friend on Saturday night, but did not indicate a decision to put his trust in Christ. On the following Tuesday, he stopped his friend's parent at a swim meet and stated, "Tell Jeremy I read that booklet ("Would You Like To Know God Personally?" — a Gospel tract) and Jesus and me are friends now."

* Pete, a teenager from Syracuse, N.Y., went to the "Concert of Prayer" held on the afternoon of the party. He had been through the evangelism training. That evening Pete knew he wanted to share his faith. Not having brought a friend, he walked up to a young man and asked if he could share with him. For the very first time, this high school senior led someone to Christ.

* Two high school girls in San Diego had a burden to reach out to their peers who were in honors classes with them. At first, they thought no one was coming, but four boys arrived. One of the four, Jeremy, was an atheist and had stated he'd come to debate Christianity with them. The girls had been outspoken about their faith in class and welcomed his questions. That evening, after the video message and a long, convincing discussion, Jeremy asked Christ into his heart.

* On the Monday night after the "See You At The Party" event, two seventh grade boys from Hot Springs, Ark., went to the home of two brothers, Doug and Brian, with their youth pastor to share their faith. The two invited the brothers, whom they knew from school, to church. Meanwhile, the youth pastor saw the opportunity to share the Gospel. He asked them if they had ever asked Jesus into their hearts.

Doug said, "Yes, two nights ago . . . at the party." Two boys had shared Christ with him at the outreach and he had prayed to invite Christ into his life that night. Answering the same question, Brian indicated he had as well; a friend had shared Jesus with Brian during their second class period during school. Brian had placed his faith with Christ just that morning.

* As a youth group in Kansas City, Mo., were learning how to use the evangelist booklet, the youth pastor decided to model the presentation in front of the group. He asked for a volunteer and chose a guy who was new. As they read through the tract, the leader became convinced the student had never placed his faith in Christ. Then he prayed to receive Christ and said, "Boy, this is just what I needed."

* In Canada, 34 denominational and



Josh McDowell is an internationally known speaker, author of 49 books, and traveling representative for Campus Crusade for Christ. He also heads the Josh McDowell Ministry international organization, based in Dallas.

para-church groups in all ten provinces were involved. Ten thousand youth, many between the ages of 15 and 16, were trained to share their faith. Almost 40,000 teenagers participated in the evangelistic event with approximately 1000 making first-time decisions for Christ.

Can you imagine? If God used the Operation PowerLink "See You At The Party" strategy to draw more than 85,000 teens to Himself in *just one day*, can you imagine what we might see Him do if we could train and excite teens to share their faith the other 364 days of the year?

I want to challenge you as a father, mother, concerned radio announcer, as a station manager looking for ways to get involved in the community — we have a tremendous opportunity before us. Get involved and stand with the courageous teenagers of your community.

March 5 has been set as the date for the 1994 "See You At The Party" live-by-satellite evangelistic party. If you are not already involved, would you prayerfully consider joining the thousands of teenagers who will be proclaiming the Gospel message to their friends that evening?

Here's show you can get involved: First, if you have teenagers, get them involved. Second, support your local youth pastors by finding out what churches in your area will be involved in the party and help them with the actual party. Offer information packets on the event to other churches through your station. Advertise the parties and the Concerts of Prayer in your area. Or better yet, on March 5 become the local "See You At The Party" headquarters by letting the teens in your community know where all the parties are being held. There are hundreds of ways you can get involved.

Let me challenge you to be a part of the movement that is sweeping our country — a movement of young men and women who are not ashamed of the Gospel of Jesus Christ. ²

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Socially Speaking

Disability prevention. A noble cause. Right? After all, who wouldn't want to see children born with fewer birth defects? And our country would be wise to follow the aggressive prevention strategies other nations have used for years — better prenatal care to early childhood intervention can go far in the prevention of handicapping conditions.

"Prevention" became a buzz word several years ago when I served on the National Council on Disability (NCD). In fact, back then the NCD contracted the National Institute on Health (NIH) to study various strategies to prevent injuries and illness and then present to our council a report with its recommendations. We were heartened to receive an excellent report outlining the strengths and weaknesses of our nation's campaign to reduce disabilities through prevention.

But the report did not arrive without controversy. One NIH researcher wanted to include a recommendation to accept abortion as a viable way of preventing disabilities. In other words, reduce the number of people born with Down syndrome, spina bifida, or cystic fibrosis by aborting them. Let's address the cost and inconvenience of dealing with disabilities by preventing the birth of handicapped individuals.

The NIH disavowed this researcher's recommendation. And every member on the NCD lambasted the idea as well. There was no way our council — a bipartisan group of disability advocates — was even going to permit the idea to be placed on the table for discussion. Abortion was not to be suggested as a way of putting a lid on disability statistics.

We are in a dangerous new era. The idea of abortion as an effective strategy to prevent injury and illness is off the table of discussion and now being proposed as a rational and appropriate plan — a plan to accommodate the inconvenience disabled persons place on society as well as address limitations on health care costs.

How popular is this strategy? Just take a look at the stance Dr. Joycelyn Elders,

President Bill Clinton's choice for U.S. Surgeon General, has taken in her statements before the Senate's Labor and Human Resources Committee. (*Editor's note: As of this writing, Elders had not been confirmed by the Senate.*)

Disability Prevention

Joni Eareckson Tada

In her testimony and also in her prepared statement, Elders raised questions regarding the value she places on persons with mental and physical impairments when she stated, "Abortion has reduced the number of children afflicted with severe defects. The number of Down syndrome infants in Washington state in 1976 was 64 percent lower than it would have been without legal abortion."

Elders appears to be saying the state of Washington had done a great service by reducing its population of children with Down syndrome through abortion. Not only was the National Down Syndrome Congress alarmed, but every disability advocate is shocked that Elders purports abortion as a major and successful strategy to reduce the number of people with disabilities. What does this say to the thousands of able adults with Down syndrome today — they shouldn't have been born?

Elders also describes children with Down syndrome as those with "severe defects." To every disability advocate, this language reveals a negative bias toward everyone who is not "normal." Being a doctor, one would think if she were up-to-date in her field, she would also know that Down syndrome is not an "affliction." I am concerned Elders may approach every health care decision involving disabled people with this same quality of life ethic which bases life value on one's functioning ability.

Our country needs a surgeon general who will safeguard and protect the lives of those most vulnerable and not regard them in terms of their cost and inconvenience to society. I watched Sen. Mark Hatfield (R-Ore.) introduce Elders to the sub-committee on C-SPAN and was relieved that, at least, the senator stated his differences with her regarding abortion. But Hatfield and all of us need to be very clear on this critical issue: Elders includes abortion as a key disability prevention strategy.

How tragic and sad. And how quickly we've changed. ^{Rs}



Joni Eareckson Tada is president of JAF Ministries. The Christian Institute on Disability, a new department of JAF, tries to influence public disability policy with a Christian perspective.

Music Matters

From The Heart

all reviews by Darlene Peterson

MOTHER GOOSE GOES TO SCHOOL

producer/director: Ricky Blair
executive producer: Ed Kee
Brentwood Music

Introducing children to the excitement of learning and what it's like to go to school, this video is one of the best I've seen for the preschool age group. Through a series of well-performed and choreographed songs and skits, six talented children demonstrate various aspects of learning and the school day at Mother Goose's cheerful schoolhouse — riding the school bus, learning to write, show and tell, recess, etc. And this school is obviously Christian because the children pray and learn about God in the process. Colorful, imaginative, and fun, this video has enthralled my 19-month-old son (and I don't mind watching it either!).

COWBOYS FOR JESUS

The Flying W Wranglers

producer: Ed Kee
Brentwood Music

"Gather 'round you buckaroos — I'll share with you the Word," sings one of the Flying W Wranglers in the song "Circuit Ridin' Preacher." That line sums up the tone of this utterly authentic collection of cowboy songs. Steel guitar, banjo, fiddle, vocal harmonies as clear as the prairie sky, and expert yodeling combine with lyrics chock full of the imagery of life on the range to communicate the message of salvation and what it's like to live the Christian life. Written and sung by a group of seasoned cowboys who are also seasoned performers, this recording is as honest and sincere as it is entertaining.

A REASON TO LIVE

Cindy Morgan

producer: Mark Hammond
executive producer: John Mays
Word

Cindy Morgan has followed up a great debut with another great recording. She performs high-energy, urban-style pop (written by Grant Cunningham and Mark Hammond) with great gusto yet easily shifts gears to the generally more quiet, reflective songs from her own pen. The power and

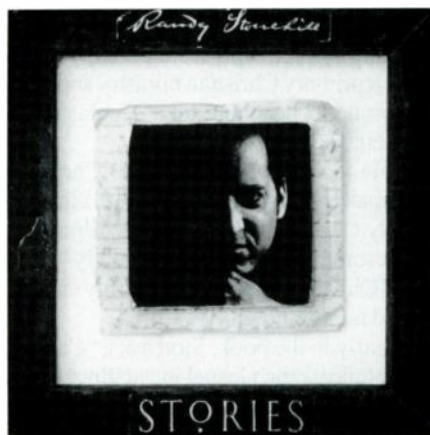
creativity of the Cunningham/Hammond material is undeniable and lyrically fits in well with Morgan's own material, but I especially enjoyed the latter. Morgan has a poet's gift for capturing the nuances of relationships and the Christian life — the two major themes of this recording.

STORIES

Randy Stonehill

executive producer: Mark Maxwell
Myrrh

Beneath the specific details, the stories we all tell about our childhood, people we knew, turning points, and rites of passage all share common threads and universal truths. That's how this latest Randy Stonehill recording manages to be deeply personal, yet moving to all. To listen is to put yourself in touch with your own (often buried) memories and emerge with a fresh perspective on your own life and faith.



ALL THAT I AM

Annie Herring

producer: Buck Herring
Sparrow

By simply repeating the two words "stay true" in the chorus of one of her songs, Annie Herring can motivate, inspire, gently chastise, and *communicate* more than many a preacher giving a wordy sermon. Simple, direct, scriptural lyrics cause me to fondly think of her as the type of modern-day psalmist. Her exceptionally expressive voice, combined with lyrics chronicling her continual quest for purity, humility, honesty, and reverential worship, always teaches me something more about my walk with the Lord.

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

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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(Circle 163 on Reader Service Card)

Christian Best Sellers!

CLOTHBOUND

- (1) 1. **My Utmost for His Highest, Updated Edition**, by Oswald Chambers and edited by James Reimann, Discovery House (Nelson)
2. **Whatever Happened to the American Dream**, by Larry Burkett, Moody
- (2) 3. **Christianity in Crisis**, by Hank Hanegraaff, Harvest House
- (3) 4. **The Body**, by Charles Colson, Word
- (17) 5. **Don't Let the Jerks Get the Best of You**, by Paul Meier, Nelson
- (6) 6. **Love for a Lifetime**, by James Dobson, Multnomah (Questar)
- (8) 7. **Quiet Times for Couples**, by H. Norman Wright, Harvest House
- (5) 8. **The Hidden Value of a Man**, by Gary Smalley and John Trent, Focus on the Family (Word)
- (4) 9. **Laugh Again**, by Charles Swindoll, Word
- (19) 10. **His Needs, Her Needs**, by Willard Harley, Revell (Baker)
- (7) 11. **The Wonderful Spirit-Filled Life**, by Charles Stanley, Nelson
12. **Boundaries**, by Henry Cloud and John Townsend, Zondervan
- (11) 13. **And the Angels Were Silent**, by Max Lucado, Multnomah (Questar)
- (10) 14. **Finding the Love of Your Life**, by Neil Clark Warren, Focus on the Family (Word)
- (16) 15. **The Coming Economic Earthquake**, by Larry Burkett, Moody
- (14) 16. **The Anointing**, by Benny Hinn, Nelson
17. **Ashamed of the Gospel**, by John MacArthur Jr., Crossway
18. **Le Voyage**, by Sandi Patti, Word
19. **In the Eye of the Storm**, by Max Lucado, Word
20. **The New Dare to Discipline**, by James Dobson, Tyndale

PAPERBACK

- (1) 1. **Pack Up Your Gloomes in a Great Big Box, Then Sit on the Lid and Laugh!**, by Barbara Johnson, Word
- (2) 2. **A Bride for Donnican**, by Janette Oke, Bethany House
3. **Normal Is Just a Setting on Your Dryer**, by Patsy Clairmont, Focus on the Family (Word)
- (3) 4. **Stick a Geranium in Your Hat and Be Happy!**, by Barbara Johnson, Word
- (8) 5. **Abaddon**, by Bob Larson, Nelson
6. **The Third Millennium**, by Paul Meier, Nelson
7. **Heart of the Wilderness**, by Janette Oke, Bethany House
- (4) 8. **Prophet**, by Frank Peretti, Crossway
- (6) 9. **Splashes of Joy in the Cesspools of Life**, by Barbara Johnson, Word
- (5) 10. **The Bondage Breaker**, by Neil Anderson, Harvest House
- (7) 11. **This Present Darkness**,* by Frank Peretti, Crossway
12. **Sons of An Ancient Glory**, by B.J. Hoff, Bethany House
13. **God Uses Cracked Pots**, by Patsy Clairmont, Focus on the Family (Word)
14. **Victory Over the Darkness**, by Neil T. Anderson, Regal Books (Gospel Light)
- (13) 15. **Becoming a Woman of Excellence**, by Cynthia Heald, NavPress
- (15) 16. **The Blessing**, by Gary Smalley and John Trent, Pocket
- (19) 17. **The Measure of a Heart**, by Janette Oke, Bethany House
- (8) 18. **Land of the Brave and the Free**, by Michael Phillips, Bethany House
- (16) 19. **My Utmost for His Highest**, by Oswald Chambers, Barbour, Revell (Baker)
- (14) 20. **Mere Christianity**, by C.S. Lewis, Macmillan

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

This list is based on actual sales in Christian retail stores in the United States and Canada during July. All rights reserved. Copyright 1993 CBA Service Corp. and Spring Arbor Distributors. Distributed by Evangelical Christian Publishers Association

The Book Shelf

The Contemporary Christian: Applying God's Word to Today's World

by John Stott
InterVarsity Press, 1992

all reviews by Harry Conay

John Stott's *The Contemporary Christian* is a companion volume to his *Issues Facing Christians Today* (concerning social issues). The present work, "which relates to questions of doctrine and discipleship," is a thick, wordy tome which will be both thought-provoking and controversial (as, for instance, his interpretation of Scripture in favor of women's ordination). Its use by church study groups is anticipated with a 30-page study guide handily appended.

The book's strength is Stott's emphasis that, "The Word of God always demands a response of obedience." He stresses the need for evangelism, discipleship, and social responsibility among all "Christian men and women who see their daily work as their primary Christian ministry and who determine to penetrate their secular environment for Christ."

He feels, for instance, that "Christian film-makers are needed to produce not only overtly Christian or evangelistic films, but wholesome films which indirectly commend Christian personal and family values, and so honor and glorify Christ."

Early in the book, Stott asks, "Can we communicate the Gospel in exciting, modern terms, without thereby distorting and even destroying it? Can we be authentic and fresh at the same time, or do we have to choose?" His intended response is "Yes" to both, but the answer he demonstrates is something akin to "No."

For example, in a very detailed index the subject of *Hell* will not be found. Yet earlier, in his *Basic Christianity* (IVP, 1958), Stott wrote, "Hell is a grim and dreadful reality. Let no man deceive you. Jesus himself spoke of it." Strange that such a "dreadful reality" should not be mentioned once within the present volume. What are contemporary Christians saved from?

Despite such omissions and the unfortunate underlying implication that contemporary Christians are somehow incapable of coping with traditional orthodox doctrine and terminology, Stott's new book should provoke thought, comment, and discussion.

Second Wife, Second Life: A Love Story

by Marjorie Holmes
Doubleday, 1993

Author Marjorie Holmes was 70 years old; Dr. George Schmieler, a year older. Each had had a long and happy marriage, but each had suffered the loss of a beloved spouse. Schmieler, greatly comforted by one of Holmes's books, decided to telephone her. The result? A second marriage made in heaven. This book describes the relationship of two sensitive and perfectly matched individuals for whom life together (except for a few "serpents in the garden") was ideal. Fans of Marjorie Holmes will especially love and treasure this book, but everyone will benefit by its upbeat, positive outlook on life.

Jumping Hurdles, Hitting Glitches, Overcoming Setbacks

by Steve Brown
NavPress, 1992

Steve Brown (founder of and teacher on the Key Life Radio Network as well as author of *When Being Good Isn't Good Enough*) describes his current book as "a series of meditational thoughts on this central fact — Christ [is] in us." The author's easy-going, conversational style is engaging and the selections are inspiring. A great many subjects are touched upon in short, inviting pieces that make this the perfect book to read before going to bed and upon waking in the morning — except you might want to stay up all night to finish it.

Happily Ever After (and Other Myths about Divorce)

by Ron Durham
Victor Books, 1993

Ron Durham (a minister and former associate publisher at Regal Books) writes to "protest the colossal fallacy of assuming that because divorce is sometimes necessary, it is *usually* the best route toward escaping unhappiness." Although the bulk consists of a variety of illuminating case studies, Durham shares his own personal marital difficulties and how he and his wife managed to resolve them. This book should be read by anyone who thinks divorce is a viable alternative to a troubled marriage.

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

Interview Insights

About NIV's Anniversary

by Jonathan Petersen

The most significant publishing event to occur in this half of the 20th century could arguably be the publishing of the New International Version (NIV) Bible translation. In the 15 years since this happened (October 27, 1978), the NIV has become the most popular modern-English Bible translation today with more than 90 million copies distributed worldwide.

The NIV's refreshing clarity, its official embrace by more than 30 denominations, its status in outselling the King James Version (KJV) since 1986, and its use as the foundation for countless books and reference texts make it a publishing, and spiritual, milestone, fundamentally influencing the global Christian church. Because October 24-30 has been declared "New International Version of the Bible Week," this month's column is devoted to discussing the history of the NIV and ways you can participate in its celebration.

It all started with one businessman, fueled by frustration and anger. Howard Long enjoyed sharing his faith with anyone who would listen. One evening over dinner, he was discussing Christianity with a business associate and began reading directly from the KJV. "The words I read struck the fellow as amusing," says Long. "He exploded with laughter saying that was the funniest thing he had heard in years."

Long became angry that a readily understood English Bible translation didn't exist. Together with his pastor, a resolution he drafted was presented to his denomination, the Christian Reformed Church (CRC). In 1956, the CRC and the National Association of Evangelicals began working together to create the new Bible version.

By 1965, a team of over 100 international evangelical Bible scholars and English stylists were chosen to work on the project. The goal of the translators was to produce an accurate, readable, and dignified translation suitable for personal devotions, memorization, and study as well as public reading and worship. In 1967, the New York International Bible Society undertook financial support of the NIV project and in 1970 Zondervan Pub-

lishing House was selected as the publisher.

The translation team, believing the Bible is the inspired and wholly reliable Word of God, used four levels of committee review to insure a system of checks and balances. They worked 13 years before the Bible was released in 1978 with an initial press run of 1.2 million copies. Today the NIV is the first new translation in over 350 years to seriously challenge the dominance of the KJV.

During October, take advantage of "NIV Week" to encourage Bible reading in general among your listeners and viewers. Interview local Christian bookstore owners on what features to look for when purchasing new Bibles. Produce a series of public affairs spots with local clergy on Bible reading. Review the many study and devotional Bibles now featuring the NIV version. Broadcast the special radio documentary on the NIV produced by Zondervan Radio Network. And select your daily "Good News Verse" from the NIV, always being careful to say "NIV" after the reference for the benefit of your audience.

Another opportunity is "National Bible Week" November 21-28. Interview its sponsor, Tom May, executive director of Laymen's National Bible Association (LNBA) in New York City. Produce public service announcements on the subject, organize a local Bible reading marathon in your community, conduct a poster contest for children showing what the Bible means to them, invite local dignitaries to your studios to record their favorite Bible passages, and broadcast an editorial on the importance of the Bible.

The LNBA will also help you ask your local mayor and governor to proclaim Bible Week in your city and state. "The Bible has changed lives, influenced social reform movements, and shaped Western culture," May says.

The Bible remains a bestseller. Nearly every American household owns a Bible. Dedicate yourself to the goal of making every American a Bible reader.

Jonathan Petersen is director of media relations for Zondervan Publishing House and executive producer of the Zondervan Radio Network, Grand Rapids, Mich. A former religion news editor of UPI Radio Network, he is a requested speaker on media practices.

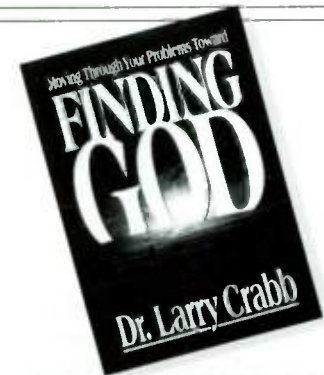
To Err Is Human

In the September issue of *Religious Broadcasting*, the following corrections should be noted:

In "A Prayer-Sharing Genesis," the correct telephone number for the Jerusalem Christian Review's California offices is (619) 745-4000, or fax (619) 745-4100.

In the NRB Past Award Recipients, the 1993 Radio Station of the Year is WMHK-FM/Columbia, S.C.

November's issue will focus on youth and education, and feature an interview with Ron Hutchcraft of Ron Hutchcraft Ministries in Wayne, N.J..



We put the AUTHOR in AUTHORitative interviews!

Interview Dr. Larry Crabb, Jr.

Dr. Larry Crabb is the nationally known psychologist and bestselling author of *MEN AND WOMEN*. In his latest book, *FINDING GOD*, he says we shouldn't use God to solve our problems; we should explore how our problems can lead us to a deeper relationship with God. This is a message to all in search of spiritual maturity.

Interview questions: What crisis in your life led you to write *FINDING GOD*? Why do you say life is not working as it should? Should we expect God to solve our problems? What do you believe to be the purpose of our lives?

AUTHOR AVAILABILITY: Morrison, Colo., and by telephone.

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Calendar Close-up

October 2-3

The Leadership Institute's Broadcast Journalism Seminar; Washington, D.C. Information: Kari Winkler, (800) 827-5323.

October 4-8

Image World New York (Video Expo & The Camp 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 Hispanic Caribbean Convention; San Juan, Puerto Rico. Information: Hector Perez, (809) 754-2592.

October 21-24

The European Convention of Christians in Broadcasting; Sofitel, Brussels Airport, Belgium. Information: 011 44 707 649910 (London).

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 Camp Show); Orlando, Fla. Information: Benita Roumanis, (800) 800-5474.

December 27-31

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

January 29- February 1, 1994

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

March 6-8, 1994

52nd National Association of Evangelicals Convention; Hyatt-Regency, Dallas. Information: (708) 665-0500.

March 21-24, 1994

National Association of Broadcasters Annual Convention; Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 24-28, 1994

Gospel Music Association Week; Stouffer Hotel, Nashville, Tenn. Information: (615) 242-0303.

Hotel, Nashville, Tenn. Information: (615) 242-0303.

May 9-11, 1994

Evangelical Press Association Convention; Red Lion Inn, Costa Mesa, Calif. Information: (804) 973-5941.

June 25-30, 1994

Christian Booksellers Association International Convention; Denver. Information: (719) 576-7880.

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For more information about advertising in *Religious Broadcasting* magazine, please contact advertising manager Dick Reynolds at (704) 393-0602 or his assistant Liz Oliver at (703) 330-7000.

If your organization is planning a major meeting, seminar, conference, or convention which would be of interest to religious broadcasters or related professionals, *Religious Broadcasting* would like to include it in Calendar Close-up. Please send the information at least three months prior to the event c/o:

Religious Broadcasting
Calendar Close-up
7839 Ashton Avenue
Manassas, VA 22110

Carlson Travel Network/Media Travel USA is the official agency of the 1993-94 National Religious Broadcasters conventions. Specializing in the travel needs of broadcasters, Media Travel USA is teaming up with Delta, Northwest, and American 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]. A percentage of the travel agency commission paid by the airlines will be donated to NRB by Media Travel USA.

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Des Moines/Ames, Iowa	9/26 to 10/3/93
Kansas City, Missouri & Kansas	10/3 to 10/10/93
Omaha, Nebraska/Council Bluffs, Iowa	10/10 to 10/17/93
Sioux Falls, South Dakota/Sioux City, Iowa	10/17 to 10/24/93
Chicago, Illinois	10/24 to 11/7/93
Little Rock, Arkansas	11/7 to 11/14/93
Dallas/Ft. Worth, Texas	11/14 to 11/28/93
Houston, Texas	11/28 to 12/5 /93

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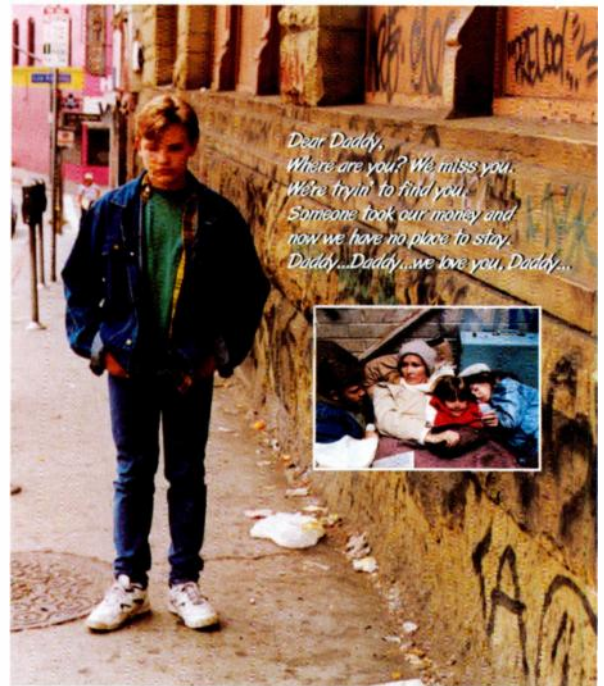
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Susan Howard

Travis Knight

Heather Ramsay

Kenny & Chuckie Gravino



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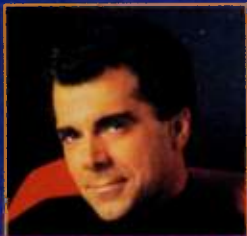
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