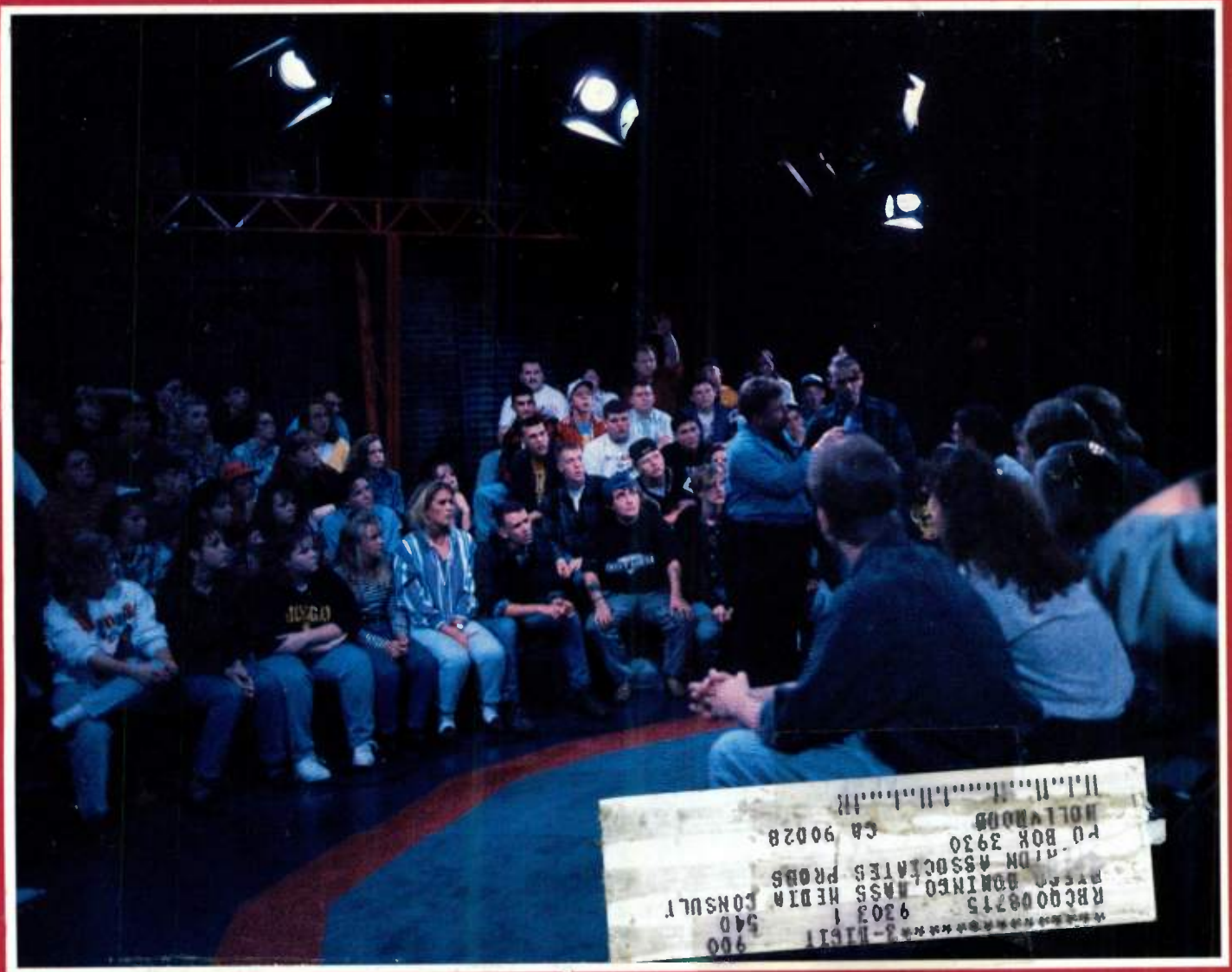


# RELIGIOUS BROADCASTING

## STAGES OF PREPARATION



CHANGING LIVES TO SHAPE THE FUTURE

# High Adventure Ministries

## YOU CAN REACH THE WORLD THROUGH RADIO!



Mark Gallardo-VOH The Americas

### CHINA - SI CHUAN PROVINCE

Dear H.S. Radio Broadcaster, dear bros and sisters,

Good wishes! On June 15, 6:00 pm, I received your broadcasts. Everyday, besides the Central Broadcast & Province Broadcast. I will stay near the radio from 5:00 pm to 12:00 mid-night to listen to your station to listen to all the bros and sisters preaching the gospel of Jesus Christ. I'm very touched by your programs and your songs. I hereby thank you for your teachings and help. To tell you sincerely, when you preach and tell us to say the sinner's prayer sentence by sentence, I followed and now I'm a Christian. May the Lord be with me forevermore.



Ruben Cabral-VOH China/Asia



Voice of Hope Staff-Holyland Broadcast Outreach

I often listen to your radio programs and I enjoy them very much. I have found out about Jesus Christ and about Christianity through your radio station "Wings of Hope." I especially enjoy the Bible study. I am 40 years old. I am blind, and I live with my family. Because I am blind, I cannot go to the Church. So those people like me who have physical problems are grateful to you for the radio programs. The Christian radio stations are a must to have for us. I listen to you every day at 1800 Moscow time, on 25 metres. The reception is very good. I want to convey my gratitude for the radio station and to all the programmers.

May God bless you.

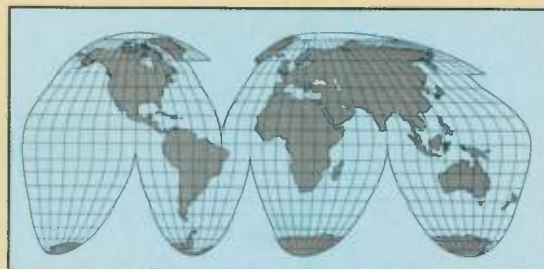
Viauslav Petchelkin (Russia)

## Voice of Hope International Radio Network reaching 203 nations with the Gospel of Jesus

Call today to place your broadcast and reach the world



George Otis



Place  
your own  
broadcast  
today!

- **Voice of Hope** — To all the Americas · 17.775 mHz Shortwave (KVOH-Los Angeles)
- **Voice of Hope** — Holyland · 945 AM
- **Prince of Peace** — Holyland · FM 104.5/FM 105.1
- **King of Hope** — Middle East · 6.280 mHz Shortwave

- **Wings of Hope** — Russia and Europe · 11.530 mHz Shortwave
- **Voice of Holy Spirit** — China and Asia · 9.830 mHz (KHBN-Palau)
- **Voice of Hope** — India and Indonesia · Sign by Dec. 25 KHBN-Palau)

Call **Ralph McDevitt** collect and place your own program today. (805) 520-9460 · FAX (805) 520-7823  
High Adventure Ministries • P.O. Box 7466 • Van Nuys, California 91409

(Circle 103 on Reader Service Card)



# Tele-fund raising without a lot of hang-ups.

Cool receptions? Talk to Regency Communications.  
Jim McKinney, the man who built Mark I, now offers expanded staff, technology,  
and vision through Regency. Same leadership; same innovation. Call us—  
and see how good communication eliminates hang-ups.



REGENCY  
COMMUNICATIONS

1-800-654-1986

(Circle 244 on Reader Service Card)

WRN

# CHRISTIAN TELEPHONE FUND RAISING *Specialists*



**iiC** INFOCISION  
MANAGEMENT

## Telephone fundraising builds strong donor relationships

I have been using InfoCision for outbound telephone fundraising since the very inception of the Christian Coalition in 1989. In our first year, they helped us grow to more than 100,000 new donors, and today our active donor base is almost 250,000 strong.

The cost effectiveness of our program has been extraordinary, and the great thing is that it is all incremental income, over and above what we raise through our highly successful direct mail program. In fact, regularly phoning our donors has significantly increased our direct mail income by dramatically lowering our donor attrition rate.

But perhaps the greatest thing about InfoCision is the peace of mind it gives me to know that the communicators who call on behalf of Christian Coalition share the same pro-family values that my donors have. They will even pray with the donor if the need arises.

Thank you InfoCision for helping to make the Christian Coalition one of the fastest growing and most effective pro-family advocacy groups in America.

THE CHRISTIAN COALITION

Ralph Reed  
Executive Director



Five state of the art outbound centers - over 500 communicators



Close supervision,  
and extensive monitoring



In-depth training

## Christian Communicators Make the Difference

InfoCision's Christian phone centers utilize only Christian communicators who can pray with your donors, and will be spiritually sensitive to their needs. At the same time, InfoCision raises more money for Christian ministries and non-profit organizations than any other outbound telemarketing agency in the world. Let us show you why we are the unquestioned leader in Christian fundraising.



For More Information Call:

Tim Twardowski

Executive Vice President-Marketing



(216) 668-1400



# INFOCISION MANAGEMENT

INFORMATION/deCISION Management

325 Springside Drive • Akron, Ohio 44333 • (216) 668-1400

(Circle 133 on the Reader Service Card)



Page 12



Page 16



Page 27

**Features**

**Of Promises Kept & Freedoms Defended**

10 — by Sarah E. Smith / Two years ago, American Center for Law and Justice chief counsel Jay Sekulow promised God he would work to defend the rights of students across the country. It is not a promise he has taken lightly, and it is not one he has forgotten.

**Education à la HCJB**

16 — by Chuck Christensen and Ruth Ann De Flon / Whether through a new broadcasting program in the Commonwealth of Independent States or through its Christian Center of Communications in Latin America, HCJB World Radio daily demonstrates a commitment to the young people who are religious broadcasting's future.

**"There Are No Teenagers at the Table"**

22 — by Elizabeth J. Guetschow / Making a commitment to programming for young people may not be easy or "safe," says veteran youth broadcaster Ron Hutchcraft, but then neither are most decisions of any significance in the lives of God's children.

**A Forum for the Future**

26 — by Matt Mighell / Maybe young people today *don't* care about "heavy" subjects like death, religion, AIDS, politics, and abortion. But you couldn't prove it by WTLW-TV in Lima, Ohio, where the biggest problem in finding teenage audience members for its live weekly youth program has been where to put them all.

**Centers of Preparedness**

30 — Their programs, course work, and facilities may differ, but each of the 14 institutions of higher education which responded to *Religious Broadcasting's* college survey offers broadcasting students the chance to be educated today in preparation for tomorrow.

**Toward a Common Goal**

36 — by Max Bunch / Drawn together by a shared burden, three major Christian networks — each convinced that America's youth must not be ignored — recently embarked upon a rather uncommon journey.

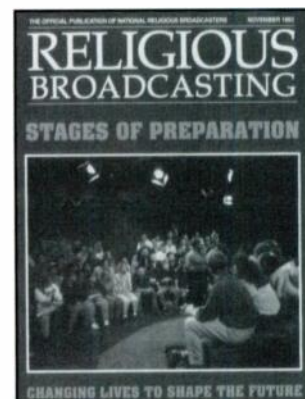
**Departments**

Signing On	5	Socially Speaking	48
Tuning In	6	Music Matters	49
Washington Watch	8	The Book Shelf	50
Global Glances	38	Interview Insights	51
Inside NRB	39	Targeting Technology	52
Trade Talk	40	Classifieds	55
Practical Programming	42	Calendar Close-up	56
Sales Spot	44	Advertising Index	56
Youth Wave	46		

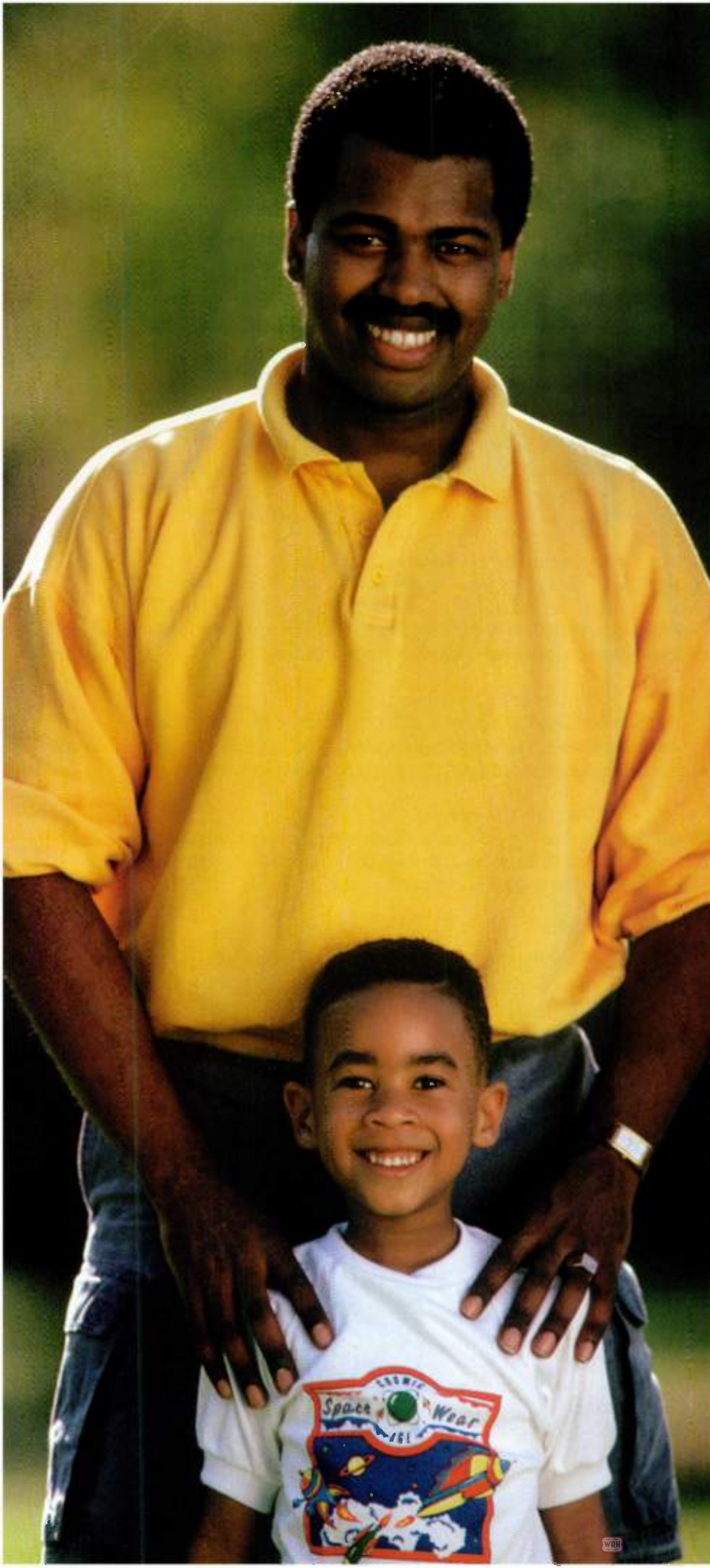
**STAGES OF PREPARATION**

**CHANGING LIVES TO SHAPE THE FUTURE**

Broadcasters who speak the Word of God in the language of youth, schools which offer both quality education and spiritual nurturing, Christian professionals committed to protecting the rights of students — all play a crucial role in influencing the lives of tomorrow's leaders. Beginning on page 10, *Religious Broadcasting* spotlights a collection of individuals, programs, and networks dedicated to impacting the future.



Cover Photo:  
WTLW-TV/  
Lima, Ohio



---

## Join the growing Christian men's movement in America!

---

Back to the Bible presents a  
new radio program featuring  
psychologist and author

## DR. GARY OLIVER



Based on biblical principles. Packed with practical applications. Anchored in real life. **Confident Living** will hit home with the audience it is designed to reach—men between the ages of 30 and 50. Topics such as the myths of masculinity, men and their emotions, and men and their relationships will be covered.

The speaker for **Confident Living** is Dr. Gary Oliver (M.Div., Th.M., Ph.D.), a clinical psychologist with more than 25 years experience in individual, marital and family counseling. Dr. Oliver is at the forefront of the growing Christian men's movement in the United States.

Produced by the same people who give you *Back to the Bible* and *Gateway To Joy*, **Confident Living** is available in a weekly half-hour format with 5-minute daily "drive-time" segments.

For more information and a free demo tape, call Good Life Associates at 402-474-6440.

## Confident Living

*Helping men discover and develop their God-given potential*

(Circle 248 on Reader Service Card)

# Signing On

I am often asked by young people which college I would recommend for a broadcasting education. I usually mention several Christian schools with quality programs in broadcasting. I am also quick to add that what a person does outside of the academics may be more important to a career.



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

College preparation for a career in radio and television is a relatively new development in higher education. Formal courses in broadcasting production, writing, regulations, marketing, and management began appearing in the 1950s. Several Christian colleges were pioneers in broadcasting education, but most programs were developed at large state universities.

It would be wrong to assume an undergraduate or even a graduate degree in broadcasting automatically insures a position in broadcasting. The industry since its inception has valued entrepreneurial initiative more than formal education, and personal initiative is seen as the best predictor of an individual's ultimate success in broadcasting.

A young person considering a career in Christian broadcasting today should observe these guidelines. **First**, seek God's will if you sense a calling into Christian broadcasting. I am convinced there is a definite calling to Christian service in the media just as for the pastoral ministry. Apart from a clear call from the Lord, I would pursue some other aspect of the profession. Unless the call is definite, the sacrifices in Christian broadcasting may seem too great at times.

**Second**, learn everything you can about radio and television as soon as you can. Become media literate by reading voraciously everything you can get your hands on in the popular press and trade publications. You can borrow out of date broadcasting magazines from stations in your community.

**Third**, while still in high school, get practical experience wherever you can. Volunteer to sweep the floors of a station; offer

to run the sound board or television camera at your church. Do anything that will get you into the company of broadcasting professionals where you can learn by observation with little risk of mistakes.

**Fourth**, attend a college that emphasizes the professional as well as the theoretical aspects of broadcasting. Every undergraduate program in broadcasting should require at least one summer internship or employment in a professional setting before graduation. Try to identify a broadcaster who is willing to serve as a mentor early in your career.

**Fifth**, establish goals for yourself in the areas of broadcasting interesting you the most, but be flexible. Early in your career, your goal should be to develop a breadth of experience while identifying areas for future specialization. Be willing to relocate for opportunities to assume more responsibility. Traditionally in broadcasting, upward mobility has been related to moving. Be open to change and have some fun in your work.

**Sixth**, keep in mind technology is constantly changing and broadcasting will have to change with it. Many of the best positions in the year 2000 don't even exist today.

There has never been a more propitious time to consider Christian broadcasting as a career. The opportunities for ministry through this media are unparalleled. The Lord of the harvest is still calling forth laborers to this wonderful harvest field. Will you be one of them? <sup>8</sup>

## RELIGIOUS BROADCASTING

Volume 25, Number 10

Publisher

E. Brandt Gustavson

Editorial Staff

Editor . . . . . Ron J. Kopczick

Associate Editor . . . . . Elizabeth J. Guetschow

Assistant Managing Editor . . . . Sarah E. Smith

Editorial Assistant . . . . . Anne Dunlap

Departmental Contributors

Harry Conay • Gary Crossland

Jonathan Petersen • Darlene Peterson

Richard Wiley • Dan Wooding

Business Services

Advertising Manager . . . . . Dick Reynolds

Advertising Assistant . . . . . Liz Oliver

Printer . . . . . Clark Printing

General Counsel . . . . . Wiley, Rein & Fielding

Design

J. R. Graphics

National Religious Broadcasters

Executive Committee

Chairman: Dr. David Clark, KMC Media Inc.; First

Vice Chairman: Robert Straton, Walter Bennett

Communications; Second Vice Chairman: Sue

Bahner, WDCW-AM; Secretary: Mike Trout, Fo-

cus on the Family; Treasurer: Brian Erickson, Back

to the Bible; Members-At-Large: Stuart Epperson,

Salem Communications; Paul Hollinger, WDAC-

FM; Richard Mason, Radio Bible Class; Paul

Ramseyer, Northwestern College Radio Network;

Jose Reyes, La Voz de Salvacion.

Dr. E. Brandt Gustavson

President

Editorial and Advertising Offices:

7839 Ashton Avenue

Manassas, VA 22110

(703) 330-7000 Fax (703) 330-7100

Feature articles should be sent to the attention of Elizabeth Guetschow while News items should be addressed to Sarah Smith.

Religious Broadcasting is indexed in the Christian Periodical Index and is available on 16mm and 35mm microfilm and 105mm microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Advertising in Religious Broadcasting does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board, or membership.

POSTMASTER: Please send change of address to Religious Broadcasting, 7839 Ashton Ave., Manassas, VA 22110.



NATIONAL ASSOCIATION of EVANGELICALS

Religious Broadcasting (ISSN 0034-4079) is published 11 times a year. To subscribe send \$24 for one year to National Religious Broadcasters, 7839 Ashton Ave., Manassas, VA 22110-2883. Airmail orders outside the United States must add \$36 annually. Second class postage paid at Manassas, Va., and additional offices.

Printed in the U.S.A. Copyright 1993 by National Religious Broadcasters (NRB), all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to Religious Broadcasting, 7839 Ashton Ave., Manassas, VA 22110-2883. Religious Broadcasting assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising material.



## Keeping our Promise!

We promised you good, solid books with a Bible message. We're doing our best to keep our word with books such as:

"Dinosaurs" by Dr. Carl Baugh  
"The Fingerprint of God"

by Dr. Hugh Ross

"New Age Health Care-Holy or Holistic?" by Dr. Jane Gumprecht

### Books for Mormons:

"Speaking the Truth in Love"  
"Sharing Christ With Mormons"  
"Mormon Chronicles"

### Missionary Books:

"The Good Seed"

- Marianna Slocum

"Priority One"

"The Men in My Life"

- Olga Roberston

"Sword and Scalpel"

- Dr. Robert Foster

"They Were Considered Faithful"

- Ken and Martha Hilton/Wycliffe

Promise Publishing Co.

Call today: (714)282-1199

2324 No. Batavia, # 105

Orange CA 92665

Give us your name and address to receive your free catalog!

### Inspirational Books:

Reid Jepson's Devotional Dictionary

Spiritual Gifts

Dare to Be A Daniel

Perspectives in Prayer

Practical Proverbs for Problems

Reviving the Stones

Who is the Messiah?

(Circle 254 on Reader Service Card)

# Tuning In

*All of us have been praying for the Russian people to receive the Gospel message. The work there is obviously multifaceted, but Christian media plays an important part.*

*In a recent letter to me, Michael Morgulis of Christian Bridge in Wheaton, Ill., shared some important insights regarding the fast-changing Commonwealth of Independent States (CIS). The rest of the column is an excerpt from that letter.*

Of course, you are aware of the new law against religious activity in Russia from Westerners. From the beginning, I identified this not as merely a religious problem, but rather a political one. The Russians have always looked for a "guilty" group to blame for the difficult conditions in their country. In the past, this group was the Jews but now it is the Christians.

For a year, the right wing of the Russian government has been telling millions of its people that the West is the cause of Russia's problems. Research conducted by a group of British sociologists cited the chief complaint against Russian President Boris Yelstin by the Russian people is that he listens to those "damned foreigners" (*Izvestia*, 18 May). I am declaring to you that in Russian society a new tendency has begun against everything Western.



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

The law against religious activity was just the first blow. The blows will continue to fall in all areas of Russian life. According to an Associated Press article (3 August), 7015 crimes have been committed against foreigners in Moscow since January. This same article cites a recent wave of murder of Western businessmen.

I am certain this anti-Western campaign will be carried on by the government — the press, television, and radio are already brimming with negative and false articles against Western Christians. I and many of my Russian Christian friends feel a new period of trials has begun for Christians in Russia.

## Insight Into Russian Law Banning Foreign Religious Groups

### **E. Brandt Gustavson**

Frankly speaking, we Christian organizations have been a cause of irritation to Russian society. The rich have been teaching the poor how to be happy and those who are full have been showing the hungry how to be content in their hunger. Many organizations have irritated Russian society with their overconfidence — in their reports and letters, they have written about the many missionaries working in Russia and the numerous missions and churches they have opened.

Much of this information has not been accurate and the Russian Orthodox Church and government opponents have used this against us. Many of the translated and published Christian brochures and books are of very low quality. Bibles have even been printed on newspaper. Many work without the fear of God and have not been "shrewd as snakes and innocent as doves."

I am flying to Russia to meet with several friends in the government. My urgent spiritual feeling is we must think of new strategies for working in Russia. We must pray God will show us new ways and give us new ideas. We must forget our successes and victory reports. We must look for the key to Russian society, government, and the Orthodox Church.

Unfortunately, our faith and works have often taken separate paths when both are part of one spiritual package — "Faith without works is dead" [James 2:20]. These words are important for Russia. Pray for me while I am in Russia for God to give me the right words to say to the government members.

The romantic evangelistic period in Russia has ended. We must understand the changing modern mentality of the leaders of Russian government, the Orthodox Church, the provincial areas, and society as a whole in order to better communicate the Gospel message to the Russian people. <sup>8</sup>



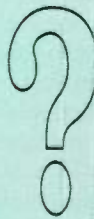
# NATIONAL RELIGIOUS BROADCASTERS

## COMPREHENSIVE BENEFIT PLAN



"NRB has sponsored a plan of group life insurance and medical/dental insurance for our members since the mid-1980's. Our plan is currently underwritten by Travelers Insurance Company, which is one of the oldest and largest insurers in the United States. The plan has paid out millions of dollars in benefits to our members, and to their employees and families. If health insurance is a problem for you and for your employees, or if you would simply like to see if a better health insurance arrangement is available, I urge you to call the phone number shown below and ask about the NRB Plan."

*Dr. E. Brandt Gustavson  
President, National Religious Broadcasters*



**Are Your Group Health Insurance Costs Out Of Control?**

**Are You Tired Of Shopping And Switching Your Group Health Insurance?**

**Are You Interested In Obtaining Coverage With A Major Insurer That Has A Special Negotiated Arrangement For NRB Members?**

**"YES"?**

**Then You Need To Contact The NRB Plan.**

#### **THE NRB PLAN OFFERS REAL VALUE**

NRB sponsors a health insurance plan as a benefit to its members. Benefits include Group Life, AD&D, and Group Health Insurance. Also available are optional benefits such as Dental, Prescription Drug Card, Disability Income, and Maternity Expense. The participating NRB members receive outstanding insurance coverage at a competitive price.

#### **FINANCIAL STABILITY**

The NRB Plan is fully insured by Travelers Insurance Company, a major insurance company. The rate structure for NRB members and their employees reflects an overall favorable level of claims which we believe is the direct result of the fact that a Christian lifestyle promotes good health.

#### **FLEXIBILITY**

The NRB Plan offers a broad range of benefit arrangements which permit each participating employer to structure their program to suit their own special needs. This flexibility in design includes a wide range of health insurance deductibles and co-insurance levels. Preferred

Provider discount arrangements are also available in most major metropolitan areas. Aegis Benefit Administrators is available to assist you in achieving the proper balance between benefits and cost for your group.

#### **SUPERIOR SERVICE**

Our insurer maintains a nationwide network of claim representatives who are available to assist employers and/or claimants with any matter related to the NRB Plan. A toll free WATS line is available to Plan members for this purpose. Plan members have indicated to us that the overall services provided under the NRB Plan are second to none.

#### **NATIONAL HEALTH CARE**

It seems probable that some form of National Health Care program will become law in the next three years, maybe sooner. No one can accurately predict how any such law may affect you and your organization. If legislation is enacted, the Plan's Coordinator will keep participating Members appropriately advised so that they can make informed decisions regarding their health insurance coverage.

***If you would like to find out more about the Plan, please contact:***

**AEGIS BENEFIT ADMINISTRATORS**

**PHONE: (501) 227-8181**

**P. O. Box 25504 • Little Rock, AR 72221**

**(800) 432-8910**

# Washington Watch

Buried in the pages of the Omnibus Budget Reconciliation Act of 1993 (the Budget Act) is an unpleasant surprise for broadcasters — a new annual “user fees” scheme designed to help fund the Federal Communications Commission’s (FCC) operations.

Beginning in fiscal 1994, most licensees and other entities subject to commission regulation (including operators of cable and telephone services, as well as radio and television broadcasters) must pay a yearly fee that, in the aggregate, is expected to raise approximately \$60-80 million a year for the FCC.

Congress specified the size of the initial user fee to be collected from various types of licensees, although the agency has authority to adjust the fee schedule after fiscal 1994 to reflect changes in its appropriations. Broadcast licensees are to pay one user fee per call sign, with amounts that vary basically depending on station size

empties governmental or non-profit licensees from the user fee requirements.

Broadcasters have been the most vocal critics of the user fee scheme since the Budget Act passed. Before the provisions were adopted, neither broadcast licensees nor anyone else had much opportunity to speak out against them — both the House and Senate versions of the legislation, as first passed, were silent on user fees.

The provisions were added to the legislation only after representatives of both chambers met in conference to draft a compromise budget legislation that was adopted during the chaotic week before Congress’ August recess.

However, FCC user fees are not a new idea. Two years ago, the House passed a user fee bill supported by Rep. John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, which oversees telecommunications issues. Although that initiative failed for lack of Senate support, Dingell raised the idea of such fees again this past summer.

Observers say the proposal gathered new momentum (including the support of the Clinton administration) as conferees struggled to find the funds needed to meet the budget plan’s deficit-reduction targets.

Some industry groups hope to persuade Congress to cut back on the fees, if not completely eliminate them, when and if legislators consider making “technical corrections” to the Budget Act. No such legislation was pending at press time.

Opponents of the user fees also will have a chance to air some of their concerns before the FCC, which must open a rulemaking proceeding to establish implementation rules. But the commission’s power to make significant changes to the fee schedule will be limited.

In future fiscal years, so long as the total fees produce sufficient revenue, the agency may adjust specific fees up or down. Adjustments are to be based on factors that are reasonably related to the benefits provided to the payor of the fee.

The Budget Act’s user fee provisions also include several penalties for late payments. The commission is required to charge an additional 25 percent of the unpaid portion for any overdue fee. In addition, licensees who fail to pay user fees or late charge penalties in a timely fashion face the dismissal of any filing and possible license revocation.



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.

## Broadcasters Face “User Fees” Required By Budget Plan

Richard E. Wiley

and class of service.

AM user fees range from \$100 for a construction permit to \$900 for a Class A full-time station, while the range for FM fees is \$500 for a construction permit to \$900 for a Class C, C1, C2, or B station. Television user fees range from \$135 for low-power television stations to \$18,600 for a VHF television station in a Top 10 market.

Together with the revenue collected from existing application and filing fees — which the Budget Act does not affect — the user fees are expected to cover most of the commission’s annual budget, set at approximately \$146.5 million for fiscal 1994.

In August, congressional analysts anticipated user fees collected from broadcasters will amount to approximately \$18 million annually, cable operators will contribute about \$20 million per year, and other telecommunications services will pay about \$44 million per annum. The legislation ex-

### Forfeiture Standards Revised

In separate action, the FCC modified its two-year-old policy statement concerning the size of base forfeitures for various rule violations. The new forfeiture standards for several common operational violations reflect reductions from the previous policy, thus easing the financial burden for broadcasters attempting to come back into compliance with agency rules.

According to the commission, the revisions were devised to ensure forfeiture amounts are consistent for similar types of offenses and that the most significant penalties were attached to violations involving health or safety concerns.

Notable changes concerning operational violations include reducing the base broadcast forfeiture for failure to comply with antenna lighting and marking rules from \$20,000 to \$8000; cutting the fine for exceeding power limits from \$12,500 to \$10,000; and trimming from \$10,000 to \$5000 the penalties for unauthorized discontinuation of service, use of unauthorized equipment, and construction or operation at an unauthorized location. The new policy also reduces the base forfeiture for failing to respond to FCC communications from \$17,500 to \$10,000.

The agency reiterated its policy statement merely gives guidelines for forfeitures, not mandatory directives. The commission and staff have discretion to impose fines that are not in strict accordance with the statement where circumstances warrant. <sup>RB</sup>

# BOTT RADIO NETWORK

## Announces

# New Big Blanket Coverage of OKLAHOMA

≡ 10 Times More Power    ≡ 24 Hour Broadcasting

# KQCV AM 800

Oklahoma's **Quality Christian Voice**

formerly 250 Watts  
... Now 2,500 Watts

Oklahoma has the highest ground conductivity in America...  
for **BIG AM** coverage.

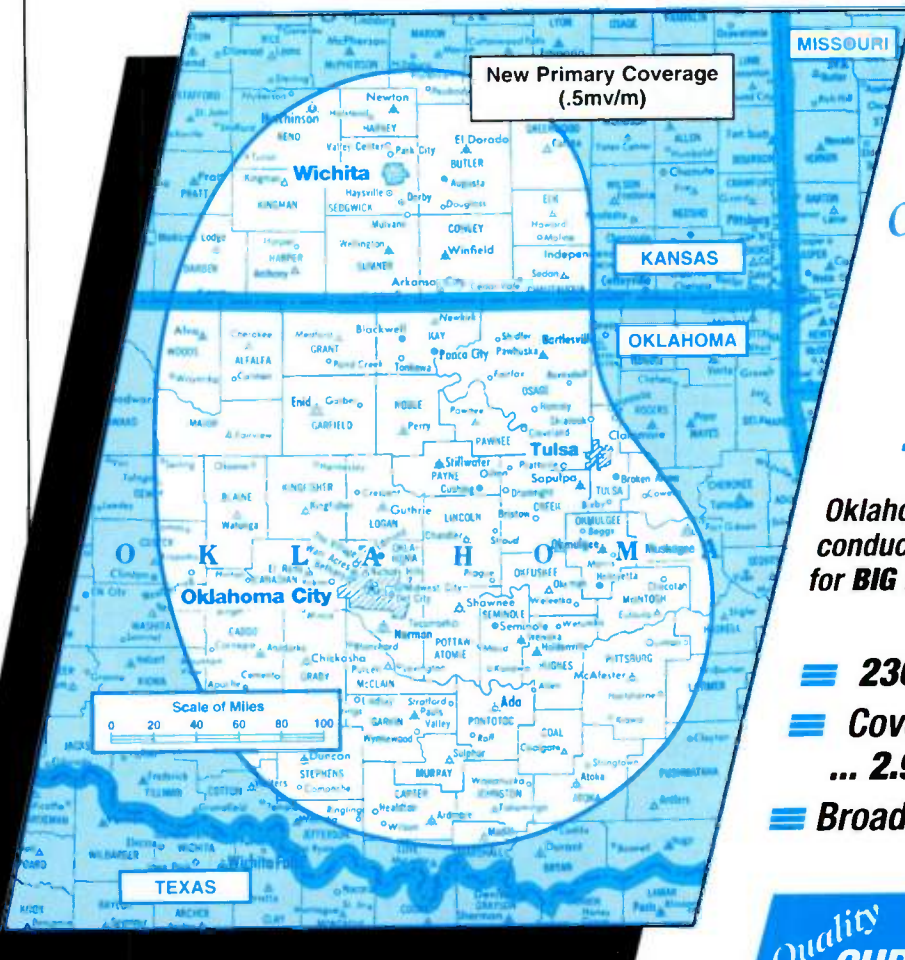
- ≡ 230% Greater Coverage Area
- ≡ Covering twice the Population ... 2.9 million people
- ≡ Broadcasting 24 hours a day

Quality **CHRISTIAN RADIO**  
...you can depend on!



A SERVICE OF  
**BOTT RADIO NETWORK**

**KCCV** Kansas City    **KSIV** St. Louis    **WCRV** Memphis    **KQCV** Oklahoma City    **WFCV** Ft. Wayne    **KCIV** Modesto/Fresno



**Dick Bott**  
President



**Rich Bott**  
Vice President

(Circle 108 on the Reader Service Card)

by Sarah E. Smith

**C**ongress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievance.

— First Amendment, U.S. Constitution

Washington, D.C. June 24, 1990. The U.S. Supreme Court handed down an 8-1

means with which to keep his promise.

As chief counsel for the ACLJ, Sekulow has kept the rights of students high on the organization's priority list. "I [see] the high school as another mission field. My objective initially when I got into this kind of work was to defend the right to proclaim the Gospel, to keep that avenue of communication open. . . . To me, this [the ACLJ] was a natural extension to that."

Nearly a third to 40 percent of the cases handled by the law firm are devoted to student rights. "It's very fair to say that

"The other thing that I think is often overlooked is students have the right to share their faith on campus, and that includes handing out youth-oriented Gospel tracts [and] Christian newspapers written for students. These are rights that are all constitutionally protected and we've litigated these cases time and time again," he emphasizes.

### A Foundation of Precedent

The Supreme Court has consistently protected the free speech rights of students on school campuses, and Sekulow

# Of Promises Kept &

decision in *Westside Community Schools v. Mergens* which upheld the right of high school students to have Bible and prayer clubs on their public school campuses. And Jay Sekulow, who had successfully

*There's this misunderstanding or misconception that students don't have the right to pray on campus. That's just simply not true.*

argued the case before the court, found himself with a promise to keep.

"I made a commitment to the Lord in 1990 that if He saw fit to allow us to have a victory in the *Mergens* case, I would do everything in my power to see that Christian student rights would be protected," Sekulow says.

In July of 1990, Sekulow met with Christian Broadcasting Network's (CBN) Pat Robertson to discuss creating a public interest law firm to defend the rights of Christians, including Christian students, in court. Out of that meeting, the American Center for Law and Justice (ACLJ) was born, and Sekulow had the

six [out of 18 full-time] lawyers commit most of their time to student rights on campus," Sekulow says. "And there are times when it's more consuming than that — it's 50 or 60 percent of our work, especially around graduation time. "See You At The Pole" [a day in September when Christian students across the nation gather before school to pray around their flag poles], and again at Christmas time."

### Unalienable Rights

All students have basic rights, beginning with the right to pray, Sekulow says. "There's this misunderstanding or misconception that students don't have the right to pray on campus. That's just simply not true. Voluntary student-led and student-initiated prayer is protected, not just at the graduation ceremony, not just at the Bible club meeting, but when students are allowed to gather for free time they can pray, they can pray together before the school day starts on the school campus. There can be, if you will, a 'See You At The Pole' every day if the students desire to have it. Student prayer is protected on campus.



American Center for Law and Justice  
chief counsel Jay Sekulow

and the ACLJ have grounded their student rights stance on precedent, such as the *Mergens* case; *Lee v. Weisman* (1992) and *Jones v. Clear Creek Independent School District* (1992) further solidify the ACLJ's position.

In *Lee*, the Supreme Court held only that it violates the Establishment Clause for school officials to invite clergy to give

prayers at commencement. Sekulow interprets the ruling as not prohibitive of *students* from initiating and leading prayer. Clarifying the graduation prayer issue even further, *Jones* (decided after *Lee*) upheld the constitutionality of a school district resolution permitting high school seniors to include a student-led invocation at their graduation ceremony if the majority of the class voted to do so.

The ACLJ, with Sekulow arguing his 11th case before the Supreme Court, won another victory in June with the decision in *Lamb's Chapel v. Center Moriches*

graduation, the ACLJ has litigated a half-dozen or more student evangelism cases involving distribution of literature in Colorado, Georgia, Florida, New York, Illinois, Texas, California, and Arizona with tremendous success. "The Lord's just been very gracious. [We've] never lost an evangelism access case," Sekulow acknowledges.

Although in court Christian students have certain rights, in a public school system where Christianity is often considered illegal, it can be difficult to gain freedom to exercise those rights.

the law is clear, which it is on many of these issues, and school administrators are still asking the students to surrender their rights, which they don't have to do," Sekulow asserts. "The other thing is, students need to remember they do not shed their rights to freedom of speech when they enter the school house. That's been the law in this country for 30 years."

### Course of Action

When a student feels his rights have been violated, Sekulow says the first thing they need to do is speak with their

# Freedom's Defended



Exercising their right to free speech, students at Langley High School in McLean, Va., gathered for "See You At The Pole" on September 15.

*School District.* In this case, the court rejected an exclusion of religious speakers from public schools, stating "[t]he principle that has emerged from our cases is that 'the First Amendment forbids the government to regulate speech in ways that favor some viewpoints or ideas at the expense of others.'"

In addition to defending prayer at

"The problem I feel high school students . . . all across America [come up against] is that they're confronted with either hostile school administrators on one hand or misinformed school administrators on the other. It's hard sometimes to tell the difference between hostility and those who are just misinformed.

"We can tell that it's hostility when

parents about the situation. "Once the parents agree there's been a problem, they contact us [the ACLJ] and we evaluate the situation.

"We have lawyers on stand-by for students all over the United States," Sekulow notes. "If there's a problem, the first thing we do is write a letter to the school district explaining to them that we represent a particular student and that our facts indicate there's been a denial of free speech rights. We give the school generally a seven-day period of time to respond. If they don't respond by correcting the situation, we don't hesitate in filing court actions in the state and federal courts.

"Sometimes we [will opt] for a school board proceeding rather than a litigation," he explains. According to Sekulow, generally only one case in ten results

in a court case. "We resolve a lot of cases without having to go to court through negotiations with school boards or government officials."

Sekulow feels that while every case is different, most can be resolved permanently through a school board decision,

**CONTINUED ON PAGE 12**

## OF PROMISES KEPT . . . CONTINUED FROM PAGE 11

depending on what the ultimate goal is. "If you're trying to establish a principle, you want to be in a court room. If you're trying to rectify a wrong, you want to get it resolved as quick[ly] as you can."

According to the ACLJ, a quicker response is received by going through the school board rather than through the courts. "Graduation prayer was the perfect example. We had 7000 requests for assistance from students in all 50 states. There were only four cases we were actually involved in with litigation. The others we were able to rectify generally at the school board level because we were under such a short time frame," Sekulow says.

### Ceremonial Prayers

The graduation prayer campaign by the ACLJ last spring was the first time the law firm had become heavily involved in students' commencement rights because of the recent *Lee v. Weisman* ruling. The firm distributed nearly 15,000 school bulletins, outlining the legal reasoning for student-initiated and student-led prayer at graduation, to public school administrators and another 500,000 to parents and students.

"We wanted to make sure students understood their desire to pray at graduation was constitutionally protected," Sekulow reveals. "There was probably more attention given to prayer this year in many school districts than before *Lee v. Weisman*."

Sekulow says the responses received from school districts concerning the prayer bulletin were for the most part positive. "We got a lot of very positive letters from school superintendents and school board attorneys all over the country saying they appreciated our participation in this issue and our clarification of the position we took. Even the General Counsel for the National Association of Secondary School Principals not only thought we were right with our legal analysis, but thought that we had the right to participate in the discussion.

"Some school districts resented the fact that we were trying to 'foist our position' upon them, which was not what we were trying to do at all," Sekulow notes. "We were trying to let them know what student rights were and that we were there to defend students if their rights were violated.

"There was an attempt to intimidate students," says Sekulow, referring to the

opposition mounted by the American Civil Liberties Union [ACLU] and other organizations. "But in each and every case involving student-initiated and student-led prayer that ended up in court, the students prevailed."

In Idaho, a federal judge held "that the practice of allowing students to determine whether or not to include prayer in their graduation ceremonies does not violate the Establishment Clause of the United States Constitution." In Iowa, the Eighth Circuit Court of Appeals reversed

will be in position to go to court. And I honestly think it's more widely known now that students have the right to pray."

### "See You At The Pole"

The most recent student rights involvement by the ACLJ was as legal counsel for the "See You At The Pole" prayer rally, held September 15. More than 1 million students across the country gathered around their school flag poles to participate in the national day of prayer. George Barna of the Barna Research



*Langley High School (McLean, Va.) senior Ryan Keith was one of thousands of students across the country who gathered for "See You At The Pole" on September 15 to pray for their schools and communities.*

a lower court order which had prohibited student-led prayer at graduation. And in Florida, a judge refused to issue a restraining order against student-initiated prayer at graduation ceremonies in Jacksonville.

The ACLJ is already discussing plans to assist students wanting to pray at their commencements in '94. A senior staff lawyer at the center told Sekulow they need to start preparing for the graduation ceremony issue now because he feels (as the lead attorney on most of those cases) the response will be twice what it was last year.

According to Sekulow, the reasoning behind the expected expansion of graduation prayer responses is the fact that the "Supreme Court let stand at the end of the term a case allowing graduation prayer if it was student-led. I think this will give us more impetus to take more direct action [next year]. I think there are more school districts hostile to our position and we

Group in Glendale, Calif., has been hired by the ACLJ to gauge the exact extent of involvement in this year's event. The findings were to have been available in early October.

The ACLJ joined with the National Network of Youth Ministries in an educational campaign for the student-led event. Although dozens of national denominations, organizations, and ministries endorse and promote the event, there is no official sponsor in keeping with the grassroots movement of student-initiated prayer.

Since "See You At The Pole" first began in Texas three years ago, students from all over the nation have gathered at their flag poles in mid-September before school to pray for their campuses, communities, and nation. And the morning prayer rally is not limited to the United States — an estimated 50,000 Canadian students joined the movement this year, as well as students in Russia, Mexico,

Australia, Japan, and South Africa.

"I believe we are on the verge of a spiritual awakening among young people in our country," says Paul Fleischmann, executive director of the San Diego-based National Network of Youth Ministries, in a press release on "See You At The Pole" participation. "There is a tremendous need for prayer in this country and students all over this nation want[ed] to begin that school day with prayer."

Sekulow has been involved with "See You At The Pole" since 1991, when

---

*It's hard sometimes to tell the difference between hostility and those who are just misinformed. We can tell that it's hostility when the law is clear . . . and school administrators are still asking the students to surrender their rights.*

---

he did legal work for some of the students who were actually arrested for praying at a flag pole in Metropolis, Ill. "In 1991, we had students . . . put in the back of the police car and threatened with Mace [for praying at the flag pole]. We went to federal court and won that decision for them.

"[This year] we needed to preempt that," Sekulow notes. "In other words, we don't want 17- and 18-year-olds put in the back of police cars and handcuffed for praying at their flag pole." In the case of the Metropolis teenagers, the ACLJ filed suit in federal court and a settlement was reached providing the students with undisclosed monetary damages and a promise from school officials not to interfere with the free speech rights of the students again.

The law firm headed a national litigation education campaign to counteract any school district opposed to "See You At The Pole" being enacted on its campuses. "We would rather educate than litigate them on that issue," Sekulow says. Letters from Sekulow were sent to all 50 state superintendents of schools; 15,000 letter bulletins went to every school dis-

trict superintendent; and almost 16,000 were sent to every secondary school principal. Additional information about the event was provided to school administrators and students via a toll-free "800" number.

The National Network of Youth Ministries coordinated the promotion for the event, and Fleischmann notes that "requests for promotional materials have been 30 percent higher than a year ago, and an average of 1000 calls per day have been coming in about 'See You At The Pole' during the last two weeks [before the event]."

Out of 600 calls for assistance, the ACLJ had approximately 250 open legal files this year, compared to 157 requests in 1992. The center also had 15,000 calls on its toll-free information number.

Opposition to "See You At The Pole" surfaced in 22 states — the event prompted some school officials and the ACLU to try and derail the prayer rally — but the issue was resolved in every case without the necessity of litigation. "There were a few minor legal roadblocks, but the result was clear: students across the country were permitted to pray without interference," Sekulow says.

In Florida, the school board attorney for Pinellas County agreed to allow the prayer rally to go forward after attorneys from ACLJ arrived in Largo, Fla., poised to take action. And in Michigan, Dr. Robert Schiller, superintendent of public education, rejected a request by the ACLU to stop "See You At The Pole."

Ironically, in an about-face move on its part, the ACLU now considers student-led prayer a First Amendment-protected free speech right. "In fact, if schools tried to prevent students from participating, we would probably jump to the students' defense," said the ACLU's Robert Peck in the September 15th edition of *USA TODAY*.

Sekulow views "See You At The Pole" as having the same impact as Bible clubs. "It's another example of young people standing up for Christ on their campus. And it automatically requires their friends to notice and to ask questions."

Students who participated in the "See You At The Pole" agree. "I think ['See You At The Pole'] helped us [Christians] make a stand. It kind of lets everybody know we're there and we're not just sitting dormant," says Amy Haislip, a senior at Clements High School in Sugar Land, Texas, of last year's event. Haislip estimated about 100 students participated in "See You At The Pole" out of the 2500-

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

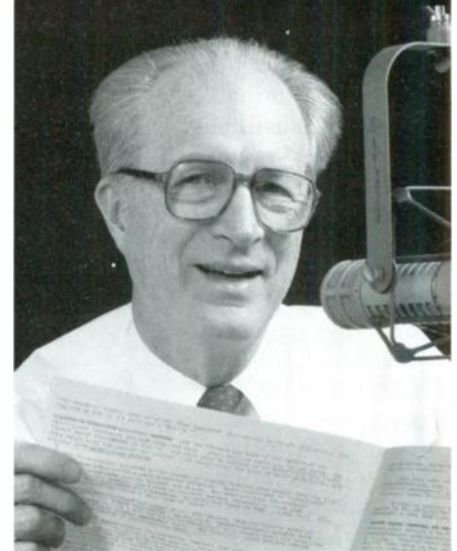
*Dr. Willke's LIFE ISSUES daily five minute broadcast remains even more important than ever before in keeping our listeners informed about all pro-life groups. We highly recommend it."*

Dick Bott,  
Bott Broadcasting Co.

# LIFE ISSUES<sup>®</sup>

with JOHN C. WILLKE, M.D.

The nation's No. 1 five-minute daily commentary with the same message you've counted on since 1984.



 **LIFE ISSUES INSTITUTE, INC.<sup>™</sup>**

SERVING THE EDUCATIONAL NEEDS OF THE PRO-LIFE MOVEMENT

1721 W. Galbraith Rd., Cincinnati, OH 45239  
Phone (513) 729-3600 • FAX (513) 729-3636

For a free audition tape contact:  
Ambassador Advertising Agency  
515 East Commonwealth Avenue  
Fullerton, California 92632  
(714) 738-1501



(Circle 150 on the Reader Service Card)

**CONTINUED ON PAGE 14**

**OF PROMISES KEPT . . .**  
**CONTINUED FROM PAGE 13**

member student body.

"We wanted to show that prayer is very important to us," says Ryan Keith, a senior at Langley High School in McLean, Va. About 50 students out of an enrollment of approximately 1300 gathered around the flag pole this year. "We wanted the community to know that Christian students will be active at this

school."

In spite of all the battles he has fought and will be fighting in court, Sekulow is very optimistic about the future of Christian student rights. "I think if the student issues are poised as free speech cases, there should be tremendous success and students will be able to have prayer, Bible study, and worship right on their campus. We'll be able to address issues from a biblical perspective right in the classroom, as long as they understand their rights and are willing to stand up.

The door is as wide open as it has been in 30 years," Sekulow discloses.

"With all the problems that high school students are facing today, [the ACLJ] feels, and my personal belief is, Jesus is the answer to all those questions. And it's up to the students to convey that message to their fellow high school students. We want to be there to make sure they have the right to do that."

**Sarah E. Smith is the assistant managing editor of *Religious Broadcasting*.**

## See You at the Pole: An Eyewitness Account

by *Norman Berman*

I accompanied my son, Seth, to Kempsville High School in Virginia Beach, Va., early on September 15 for a number of reasons. Admittedly, I wanted to be sure he participated, and he needed a ride anyway since the school buses were not yet running.

Secondly, I was curious. I wondered how many students out of a student body of over 1600 would show up to pray around their school flagpole. I was also apprehensive. Certainly the students were within their constitutional rights to gather and pray before classes at their school, but with some of the challenges the American Center for Law and Justice (ACLJ) was receiving from the American Civil Liberties Union (ACLU) and from various school officials and attorneys, there were no assurances that all would go smoothly.

At 6:55 a.m., there still was no one gathered at the flagpole. I began to wonder if anyone (besides my son) was going to show. But by 7:05 a.m., over 40 students had gathered to talk and then to hold hands and pray.

The experience was moving for me. There were all kinds of kids praying: white, black, Asian, Hispanic, preppies, grungies, jocks. They didn't rush their prayers. They weren't distracted by the school buses pulling up to the curb or by the students passing by to enter the school. They were bold, confident, and assured. And they were exercising their perfectly legitimate right to express their religious beliefs on public property.

The students met and prayed for over 15 minutes. I left at 7:20, a mere ten minutes before the first bell, and the students were still praying. I'm sure they must have lingered for a few moments after praying to chat among each other and to meet newly discovered like-minded students.

Another moving experience for me was the fact that in the school parking lot were parents and non-parents watching and praying for the students themselves. One man in a pick-up truck pulled up to me. He said, "Isn't this great? I graduated from this school in 1976, and I've been praying for it ever since. I just came out here to pray for these kids and to make sure everything went okay."

Norman Berman



*Forty students from Kempsville High School in Virginia Beach, Va., gathered as witnesses to their constitutional rights and their belief in the power of prayer.*

Maybe there were only 40 young men and women who gathered for prayer on this beautiful early fall morning. But those 40 were seen by their 1600 peers, the administration, and the faculty. We are reminded in Isaiah 55:10-11 that God's Word, when expressed and presented, is never wasted. It accomplishes the purpose God wishes it to achieve.

I am firmly convinced that in this place, at this time, 40 courageous students made a statement about their constitutional rights, as well as about their unwavering faith, that will have a profound effect on their fellow students, school officials, and the nations when multiplied by the many other students at other schools across the nation who gathered in the early morning hours to pray.

**Norman Berman is the vice president of the American Center for Law and Justice in Virginia Beach, Va.**



Have you

*If only my station could show a profit...*

ever caught

*If only I could cut operating costs...*

yourself saying,

*If only I could bring major market sound to my home town...*

"If only..."

The Word In  
**MUSIC** Satellite  
Network

The Word In Music Satellite Network  
1465 Kelly Johnson Blvd., Ste. 340  
Colorado Springs, CO 80920 • (719) 531-9696 • Fax (719) 531-9697  
Mark Plulmer, President • Jon Hull, Program Director  
Linda Tierman, National Sales Director

(Circle 229 on the Reader Service Card)

**YOU  
CAN.**

CHRISTIAN ADULT HIT RADIO

WRN

# In the Ukraine: A Joining of Two Visions

by Chuck Christensen \_\_\_\_\_

**B**roadcasting as a means of spreading the Word of God — this was the lesson learned by 18 young people in the Ukraine during the 1992-93 school year. A covenant between Svet Evangelia (Light of the Gospel Missionary Association) and HCJB World Radio allowed students in the Ukraine the opportunity to take classes in broadcasting, with Svet Evangelia providing the students and facilities and HCJB supplying the instructors and equipment.

action, sending missionaries all across the newly formed Commonwealth of Independent States (CIS) to plant churches, place libraries, and minister to children and prisoners.

## Glancing Beyond Today

Through its college, which offers one-and three-year Bible programs, Svet Evangelia looks to the future. And the mission's newest vision is the one-year broadcasting program it has established in conjunction with HCJB World Radio.

The CIS presents several opportuni-

ties for broadcasters. Studios can be built to prepare programs for short-wave use. Programs may be prepared for local stations. Application can be made for station licenses, primarily on the FM band. The primary challenge, then, is

one of equipping young people with the necessary skills, namely announcing, writing, production, programming, and station management.

In the broadcast program's short history, class sessions have been spent discussing program ideas and policy matters. Students were assigned announcing tasks simulating the normal broadcast functions of an actual station.

Students also used a ten-watt transmitter to broadcast to the college campus and traveled into the surrounding neighborhoods with surveys to evaluate the degree of penetration of FM radio sets, gaining their first bit of direct experience with radio listeners.

## Overcoming Obstacles

Special challenges await those believers who seek to train and broadcast in the CIS. For years, the church has been subject to intense opposition. That overt hostility has lessened to some degree but has left the church in a sensitive position nonetheless.

Many church-goers do not feel comfortable in their contacts with general society, a problem which has been present in many cultures where the Christian



Students in the Svet Evangelia/HCJB broadcasting program gain some editing experience.



Dr. Chuck Christensen assists broadcast students working on dramatic programming.

An interdenominational Russian mission with a Bible school as one of its ministries, Svet Evangelia began four years ago when the influence of the Soviet system began to wane. With the dissolution of the U.S.S.R., the mission sprang into

ties for broadcasters. Studios can be built to prepare programs for short-wave use. Programs may be prepared for local stations. Application can be made for station licenses, primarily on the FM band. The primary challenge, then, is

church finds it difficult to relate to outsiders. Those who intend to minister to the general public by radio must learn how to be in the world but not of it.

A second concern involves the nature of the broadcasting which is needed in the

CIS. Because the Christian radio station is a para-church organization reaching into the homes of non-Christians, it will present Christian programming in addition to music and material which is not specifically Biblical in nature. The operators of a station need to keep that distinction in mind and make every effort to help perplexed Christians understand the nature of the programming.

The third concern involves financial structure. The economies of many CIS

---

*Broadcasters cannot demand money, but they can provide the kind of ministry that God's people will recognize as coming from Christ and as worthy of their support.*

---

countries fluctuate. Christians in the CIS are not wealthy. Who will support Christian radio stations? Who will support the young people who give their lives in service?

Schools and broadcasters need to build bridges to local churches and trust that God will move His people to support radio. Broadcasters cannot demand money, but they can provide the kind of ministry that God's people will recognize as coming from Christ and as worthy of their support.

One of the CIS' greatest resources is its pool of Christian youth. These young people are ambitious and gifted but in need of skills in publishing, radio, and video, in order that they might be able to reach out to the vast, unsaved regions of the CIS.

**Chuck Christensen, former chair of the Moody Bible Institute communications department, taught audience analysis, programming ideas, and follow-up at Svet Evangelia's Bible college.**

# *In Latin America: Through an Iridescent Window*

by Ruth Ann De Flon

Imagine an unborn child singing to its mother, "I innocently laughed, with the illusion that one day I'd play in the sunlight under your watch care. But in spite of my joy, you didn't care for my song and said, 'I don't want you.' And my song died away." As a young mother proceeds with an abortion, the song fades away.

That image is precisely what a video spot, soon to be aired on Latin American television, portrays. Created in Quito, Ecuador, by HCJB Christian Center of Communications (CCC) student Sandra De la Torre for HCJB's television department, TeleVozandes, this and nine other 60-second spots momen-

tarily bombard viewers with snatches of life in Latin America, then suggest God's solution. The Christian Broadcasting Network (CBN) contracted HCJB to produce the spots, which will be aired on commercial channels throughout Latin America.

Produced by HCJB's TeleVozandes staff, the announcements spotlight themes like abortion, forgiveness of sins, the Bible, superstitions, victory over death, and inner healing. One of CBN's goals was to produce the poignant dramas in a Latin American context, in order to be more relevant than English versions dubbed in Spanish.

De la Torre, who wrote six of the



**CONTINUED ON PAGE 18**

## EDUCATION À LA . . . CONTINUED FROM PAGE 17

spots for her final CCC project, says the abortion episode highlighted the experience. She and her father, a pastor in Quito, wrote the words to the unborn baby's song. She also enjoyed writing the script on inner healing, which took more than two days to videotape. Portraying a young married woman ravaged by harsh words and beatings, the episode ends with a painter, representing Jesus Christ, brushing His finishing touches on a magnificent portrait of her as she is reborn.

HCJB used local professionals for

"Our goal is to extend God's kingdom," Veloz adds, "and I believe that in helping to distribute these spots in Latin America, we're contributing to the fulfillment of a great commandment."

### The Master Craftsman

This is just a glimpse of how CCC students and grads are involved in communicating Jesus Christ to the Spanish-speaking world. Like stained glass, God is piecing together a colorful "window" — a unique breed of Christian communicators for Latin America, infused with His touch, at HCJB's Christian Center of Communications in Quito.

What is CCC? It is a first-of-its-kind

hands-on experience in radio and television.

What are CCC's students and graduates like? Meet Evita, an alumna working as program producer at HCJB. A spark of energy, "involved" is the word that best describes her. Early this year, when Ecuadorian President Sixto Duran Ballen underwent surgery in Washington, Evita chatted with him by phone during an HCJB newscast.

"We're a candle," Evita said in her valedictory speech on graduation night in July 1992. "We're Christian communicators, yeast. Our duty is to transform the world. Utopia? Maybe. But now we will confront the media with the truth of Jesus Christ."



Working hand-in-hand with the HCJB Christian Center of Communications (CCC), TeleVozandes, HCJB's television department, provides hands-on experience for future broadcasters.



Broadcasting students Darli Toncel and Sandra De la Torre worked together to produce HCJB's Christian Broadcasting Network-contracted television spots.

the productions. "They were enthusiastic, open, and positive about their experiences," says Yolanda Veloz, a CCC graduate and talent coordinator for TeleVozandes who is writing the final four spots. She sees the experience with professionals as an open door to witness.

"One of the actresses, an older single woman, is a melancholy person," Veloz says. "She doesn't believe in marriage because she's seen what it's done to many of her colleagues. But I related the other side of the story. I'm happily married because my husband and I have a personal relationship with Jesus Christ."

institution in Latin America. Inaugurated in 1984, the three-year technical school, with approximately 30 students from Ecuador and surrounding countries, uniquely intertwines both biblical and technical knowledge as well as practical hands-on experience in HCJB's studios. CCC director Elsi Peñaranda explains, "Its goal is to mold students into Christian communicators with critical, perceptive mind[s]."

The program has other bonuses as well: professors who model spiritual principles; strong, sincere bonds of friendships; treasure-digging from the Bible; and

"We will be the prophetic voice that demands quality TV programs, that demands respect from our audience," Evita said. "We will be the yeast that leavens the dough. Our duty now: to come face to face with the world, utilizing what we've learned so that, like a pin, we can prick consumer and economic interests with the Truth."

"For years, my aunt and I had a dream," says Milton, another alumnus who also works at HCJB as a program producer. "The dream was to start a Christian radio station on the peninsula of Santa Elena, Ecuador — on the coast —

where I grew up. We began fulfilling that dream by traveling to Quito to visit HCJB. There we found out about the Christian Center of Communications. As a first-year student, I was very reserved. But after three years, I became a communicator — a Christian communicator.

“One develops a critical, evaluating,

---

*Like stained glass,  
God is piecing together  
a colorful “window” —  
a unique breed of  
Christian communica-  
tors for Latin America,  
infused with His touch.*

---

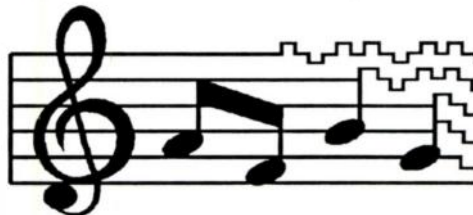
perceptive mind and begins to offer solutions to problems,” Milton observes. “No one leaves the CCC the same as when he came in. Since graduation, I’m working for HCJB full-time and studying journalism at the university. While a CCC student, Latin American theology was probably one of my favorite courses because I enjoyed learning how missionaries first brought the gospel to Latin America. I’m not aware of distinct movements we’re confronting. The key to analyzing those movements is to first sift them through the Word of God.”

Gisela, a third-year CCC student, attended a Catholic school as a child. One day as she was about to bow to Mary, the priest who taught religious classes told her to never bow down to anyone except God Himself. “But, the nun taught us to do it,” she replied. “She was wrong,” he answered.

It was then that Gisela began questioning. Three years later, she became interested in a charismatic Catholic group and soon found Jesus Christ as her personal Savior. She learned about the CCC from a graduate. Now, in addition to her

**CONTINUED ON PAGE 20**

## Coast-to-coast digital audio from \$1,262 per month.



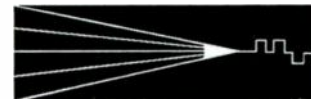
Not a typo. No joking.  
21 Networks up and running in 1992  
prove it!

With VISION from the National Supervisory Network, sending programming via satellite is easy and affordable. In fact a Ku-band, domestic, 24-hour, 20 kHz stereo audio channel costs just \$1,262 per month! And that includes a data channel and relay closures for program control.

We’ll help you put together your own fully integrated VSAT system to centralize programming and production for your radio group or network. Or, up-grade your existing analog system to MUSICAM® digital audio and cut transmission fees up to 70%.

NSN offers ComStream® digital audio equipment and spacetime on GE American Communications Inc and PanAmSat satellites. Look to NSN for network design, equipment, installation, spacetime, and superior customer service. Leasing available for qualified clients.

Take a moment to share our  
VISION for your broadcast  
group or network. Call today.



**NATIONAL  
SUPERVISORY  
NETWORK®**

AVON, COLORADO

(303) 949-7774

**1-800-345-VSAT (8728)**

VISION

**VSAT Intelligent Satellite Integrated Operations Networks**

(Circle 170 on the Reader Service Card)

## EDUCATION À LA ... CONTINUED FROM PAGE 19

studies, she produces a number of programs at HCJB, including *One Way*, a young people's program aired on Saturdays. She also writes and records, in her typical vivacious style, station identification breaks.

### Picking up the Gauntlet

Last July, while on vacation, a number of CCC students labored in HCJB's television studios night after night until 3 and 4 a.m. Why? They had voluntarily accepted a challenge: to compete with commercial television stations and professional production studios from six Latin American countries. The result was a 50-minute television program to enter in a South American children's video contest in Lima, Peru. The purpose? To teach Latin children to take care of their environment.

Beginning by creating their own masks and puppets with latex rubber and transforming themselves into carpenters to build the sets, the CCC students came up with a gigantic trash monster, Chaos, who lives in the future after humans have destroyed nature. According to the story line, Chaos, who is determined to keep the earth a wasteland, must battle Alex, a boy who wants to restore the land.

Student producer Guillermo Segarra and other colleagues got their start in puppetry and children's shows through working in *Armonilandia* (Harmonyland), a series TeleVozandes produced six years ago.

"We had two main reasons for entering the contest," says Segarra. "We wanted to present the message of conservation but [we] also want Latin American producers and directors to recognize the students of the CCC as top-notch producers."

Production for the contest was sponsored by TeleVozandes, which works closely with the CCC, providing hands-on experience for the students. TeleVozandes' programs have delighted Spanish-speaking audiences throughout the continent with a unique flavor of programming. A Spanish version of Charles Dickens' holiday classic, *A Christmas*

*Carol*, produced in 1989 brought hundreds of responses from television audiences when aired in Ecuadorian cities last December.

### Scattered Salt

The image in the stained glass "window" continues to crystallize as numbers of CCC students graduate each year and

---

*We are convinced  
that HCJB, with all  
of its resources, has  
a responsibility to  
Latin America. The  
opportunity to present  
Christ is wide open.  
Our vision is to  
train people so they  
can take advantage of  
this opportunity.*

---

scatter. Dotted throughout a number of countries in Latin America, the United States, and Ecuador are CCC grads, some in secular professions — working with national network television, private video, and publicity agencies — and some in religious organizations such as Medical Assistance Program (MAP) and HCJB.

Recalling his experience training nationals in video production in Paraguay with OBEDIRA, an outreach of the Mennonite Brethren Mission, Marcelo Estrella says, "I went to Paraguay thinking they'd tell me what to do. But they asked me, 'What should we do?'"

"We are convinced that HCJB, with all of its resources, has a responsibility to Latin America," says Peñaranda. "Political and economical problems are causing social unrest, and people are looking for answers. The opportunity to present

Christ is wide open. Our vision is to train people so they can take advantage of this opportunity. We want to prepare Christians capable of using all the resources that modern communication techniques offer in order to aid the Spanish-speaking church in the communications of the Gospel."

Evangelist Daniel Altare from Argentina, who visited Ecuador a few years ago, emphasized, "I believe we're living in the hour of great opportunity. As we look at the great prophet Elijah's last days on Earth, we hear him saying to the king, 'Bring me a bow and some arrows.' Elijah then put his hand over the left hand of the king, his right hand over the right hand of the king, identifying himself with him, transferring his power to fight the battle.

"Where are the new leaders God is raising up in Latin America? They're living in their own countries. But we have to put our left hand over their left hand, our right hand over theirs, identify with them, and teach them to shoot the arrow in the name of Jesus Christ."

Peñaranda reiterates, "This is what we are doing — training young people to 'shoot the arrow' in a meaningful way for the Latin people of today and tomorrow. We feel humbled and thrilled with the quality of young people the Lord has sent us, and we are very aware of the responsibility they represent for us before Him.

"The potential is there, the opportunity is great, and with God's help, we will have a group of fine Christian leaders who will lead us as we continue to tell the Spanish-speaking world that today Christ Jesus blesses."

When will the stained glass picture be complete? Not until the Lord returns. Who can measure the outreach of these graduates who continually pass on knowledge to others throughout the Latin American continent? As God illumines and penetrates these fragile, human communicators, colors begin to shimmer, creating a divine masterpiece, radiating a glow to those inundated by darkness.

---

**Ruth Ann De Flon, a missionary with HCJB World Radio, serves as a writer in the mission's public information office in Quito, Ecuador.**

“WHEN A CHRISTIAN  
VISITS THE LAND OF THE BIBLE,  
IT’S LIKE  
A HOMECOMING.” – Pat Boone



Jerusalem, Mount of Olives



Hear about the Holy Land  
on Pat's syndicated radio show.

“Wherever you go in the Holyland – from Nazareth to the Galilee – you’re struck by how *familiar* it all seems. The ancient place names come right out of the Scriptures. And somehow, to somebody who’s grown up with the Bible, it’s like a spiritual homecoming.

“Often as I visit Israel, I come back feeling richer in my faith. It’s a joy every Christian should experience – at least once in a lifetime.”

If you haven’t been to the Holyland yet, there’s no better time than this year – when record numbers of Christians will be visiting us.

Consult your minister or a local travel agent about special Christian tours for individuals and groups.

And whether you want to organize or join a group tour, or travel independently, call for our free Christian tour kit. It contains highlights of the important sites, a colorful illustrated pilgrimage map and information on tour programs.

For your tour kit, call toll-free: **1-800-456-BIBLE**

For other assistance, contact the nearest ISRAEL GOVERNMENT TOURIST OFFICE:

New York: 212-560-0600 x 245 • Atlanta: 404-875-9924 • Chicago: 312-782-4306 • Dallas: 214-991-9097  
Los Angeles: 213-658-7462 • Miami: 305-539-1919 • Canada: 416-964-3784

Hope to see you soon. *Love, Israel*

(Circle 241 on the Reader Service Card)



by Elizabeth J. Guetschow

**B**y most people's standards — particularly if those people are youth leaders or the parents of teenagers — Ron Hutchcraft is a very brave man. Every so often, Hutchcraft visits "The Mall," that modern mecca of adolescent interaction, where he spends a few hours talking to teenagers, something many other adults couldn't be paid to do.

Hutchcraft's rather unusual pastime is actually an effort to stay "in touch" with his ministry targets — the youth of America. His method is simple: Hutchcraft asks teenagers to give him their immediate thoughts on a rapid series of subjects — parents, dating, sex, school, and, usually near the end of the list when the respondents are theoretically most open, God.

In seeking subjects for his impromptu conversations, Hutchcraft isn't exactly hanging out around the local Christian bookstore. The youth Hutchcraft talks with often sport shaven heads and "Guns N' Roses" t-shirts and may respond to Hutchcraft's mention of parents with, "We hate them," and to God with, "We don't believe in Him."

All this gutsy interaction with the generation he feels called to serve allows Hutchcraft to reach youth with an effectiveness which is unique and relatively rare in Christian broadcasting circles. Religious Broadcasting recently spoke with Hutchcraft about his ministry and about Saturday Night Alive (SNA), his acclaimed radio show which has, for nine years, employed a creative coalescence of young voices, contemporary music, innovative drama, and Biblical straight talk to win the battle for a generation.

**What, in your opinion, is the current attitude — in the Christian community in general and in the religious broadcasting community specifically — toward youth and youth programming? And do you think this attitude is where it needs to be?**

I think there is a growing awareness, and I think that awareness is growing from an almost nonexistent position a few years ago. I think religious broadcasting has, over the years, largely been unintentionally missing or ignoring [youth].

It's easy to forget about young people when you're doing Christian broadcasting. They do not donate. They are not a natural part of your audience. The easiest people to do Christian radio for are the people who probably need it the least.

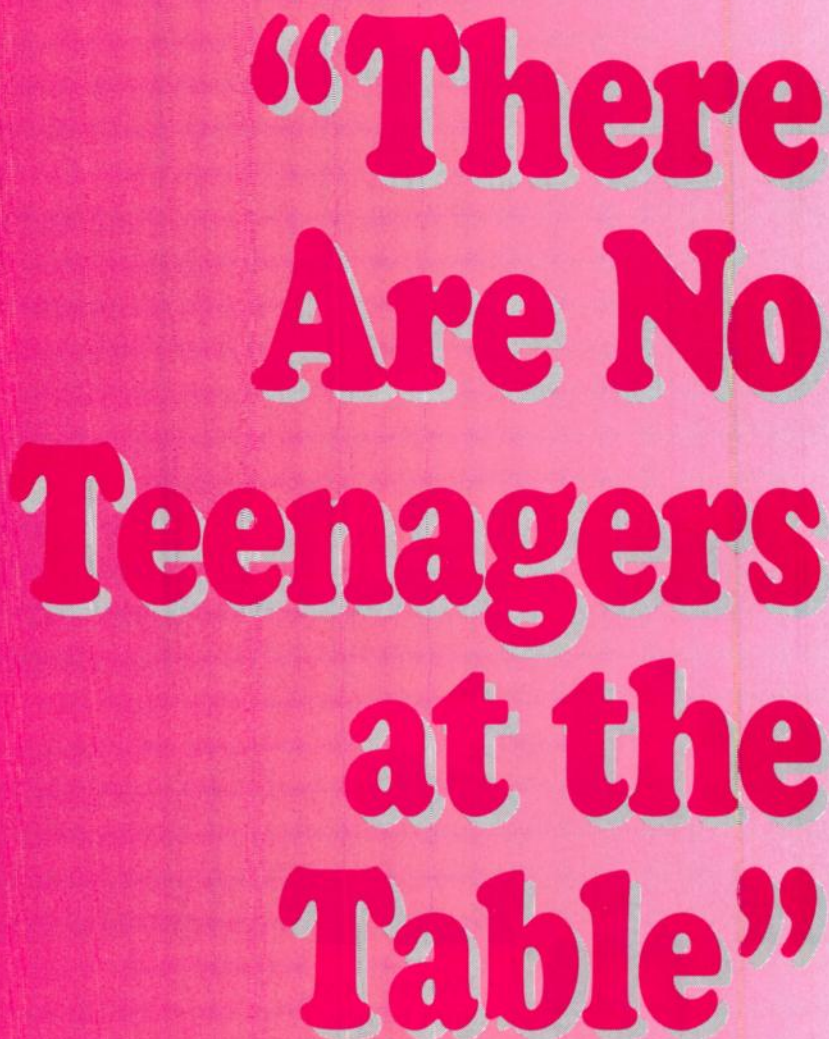
The easiest audience to attract —

probably saints who have walked with the Lord for years — will be blessed and blessed and blessed again. They are the ones you meet when you go to churches, they are the ones who will write to you, support you, pray for you. But they can also be described as the ones who spiritually are the farthest along with Christ. The people who need [Christian radio] the most are young people.

Research [shows] that 97 percent of

mat. There is beginning to be dialogue between networks about how they can increase the number of hours a week dedicated to the most urgent group to reach, and those dialogues are new and very encouraging.

Having said that, with those encouragements, I think we have a long, long way to go. Frankly, as long as we just follow the money, we will probably ignore the mission. Not only do young people



**“There  
Are No  
Teenagers  
at the  
Table”**

American teenagers listen to FM radio a substantial part of the week. That means [radio] is the most influential medium there is for young people. The forces of darkness are using radio aggressively to go after the people who are most shaped by [it].

I see a growing awareness [of youth] that is evidenced in some ways. For one thing, there is an increasing number of stations with a contemporary music for-

not give money, but programming that is relevant for them raises some questions in the minds of the people who do.

**That really is a double-edged sword, isn't it?**

Yes. It takes a great amount of courage and actually not leaving your audience [members] where they are. The comfortable thing to do is leave [them] where they are, just giving them the diet



they like, offering no menu that a teenager would eat.

But, if you point out to your listeners that there are no teenagers at the table, I believe the more mature Christians will say, "Well, we've got to do something about that. We can't just have us at the table."

I think it's important to say that if there is a lack of awareness or concern among many religious broadcasters about

there are youth ministries and youth pastors. We acknowledge that you would do in a youth group what you wouldn't do in the church service upstairs. Why, then, can we not acknowledge that there [should] be youth hours on Christian radio?

Again, if money is our bottom line issue, then if it isn't commercially attractive or "contributionally" attractive, we don't do it. Well, it's hard to find any-

that isn't why I'm doing radio today. Today, I choose radio because I believe it is the most powerful, most penetrating medium for young people.

It is [also] more personal than any other medium. Radio usually catches you alone and therefore is intensely personal. There is an awesome power in what I call a radio friendship. Kids feel close to their DJs. Now that's scary, but they do. This guy they wake up to every morning and go to sleep to every night, whose only claim to fame is that he can talk hyper about hits, has become almost a friend to them. And that's something we want to capture for Christ.

I just believe that radio provides a way for Jesus Christ to surprise a teenager in his or her room or car unlike any other medium.

**So are *Religious Broadcasting* readers who are doing television off the hook?**

No, because we need the one-two punch of Christian radio and television. It

---

*As long as we just follow the money, we will probably ignore the mission.*

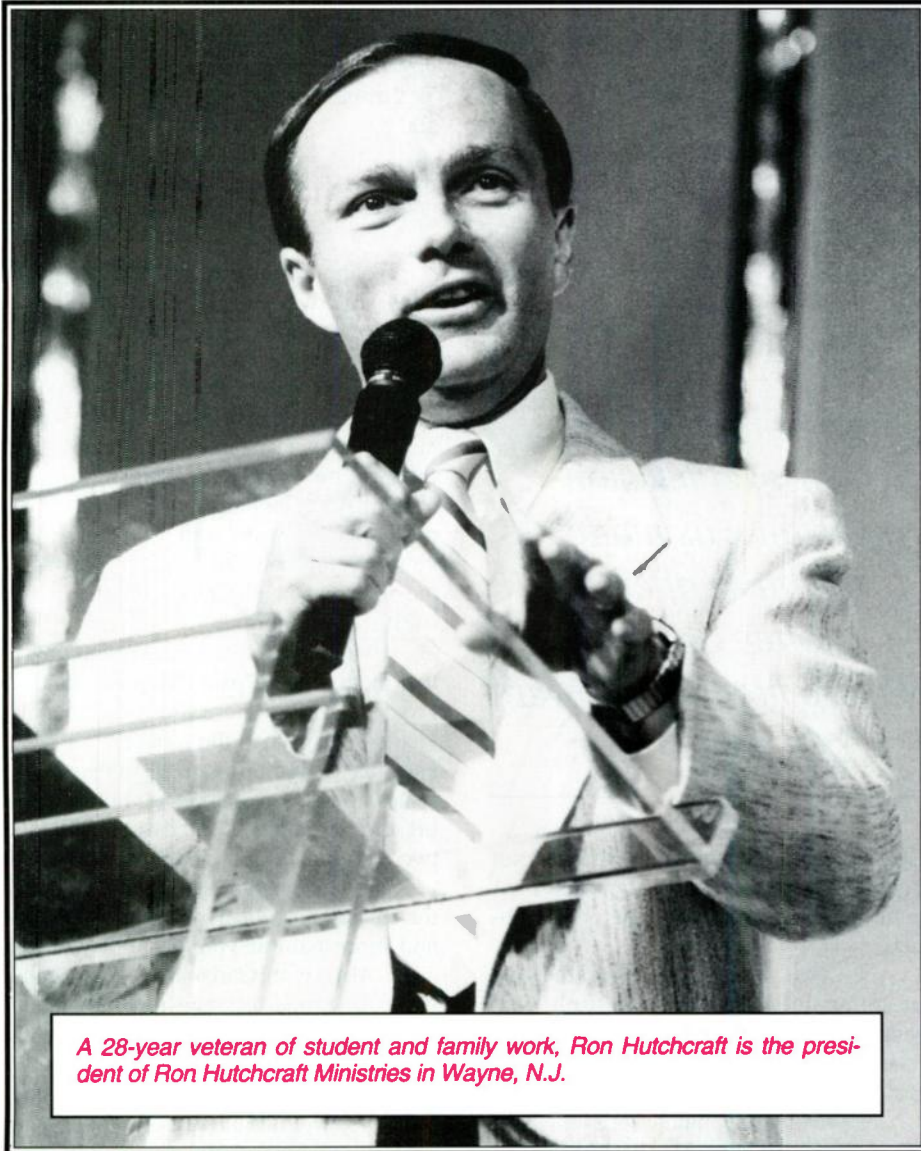
---

isn't either/or; it's both/and. And television, of course, has the power to marry a musical or verbal image with a video, visual image.

We'd really like to capture both media for Christ, because it's important to realize that over two-thirds of the people [who] ever accept Christ do it by the age of 18. So one could almost say, "Well, then, over two-thirds of our Christian broadcasting ought to be aimed at the people who are making life's most eternal decision." Now, I'm not arguing that, but I am saying [that] 10 percent, 5 percent, 1 percent, or no percent probably isn't enough.

**You put together these numbers, and it really does seem so clear. How many broadcasters, do you think, are just afraid of trying to reach out to youth? Do youth scare broadcasters?**

Yes, I think there's the intimidation factor. You hear, "We don't know what to do." Now I think the fact that there are at least some existing programs should



Jim Whitmer

*A 28-year veteran of student and family work, Ron Hutchcraft is the president of Ron Hutchcraft Ministries in Wayne, N.J.*

young people, it is only a reflection of a lack of awareness and concern among God's people at large.

**It's not that religious broadcasters are a specialized group?**

No. They are reflecting a problem of the American church. And yet many churches have acknowledged that we cannot expect our young people to come and eat the food we adults like. Therefore,

where in the Bible where a mission decision was made on the basis of either money or safety. We are not the followers of a safe Savior.

**You mentioned that radio is where you find youth. Are there other reasons you chose to go the direction of radio instead of television?**

I did radio originally because that's what people approached me to do. But

**CONTINUED ON PAGE 24**

## THERE ARE NO . . . CONTINUED FROM PAGE 23

give you a place to start. Moody Broadcasting has a four-hour block on Saturday night that's geared to young people. Then, you [could begin] to involve local youth people in programs that follow up.

Let's say — and this is happening in some communities — a coalition of youth ministers would come on after *Saturday Night Alive* and do a call-in on the same subject. This is do-able, and I know that our ministry — and others, I'm sure — would be thrilled to begin to offer the equipment, training, and resources to help them get into it.

I think another objection [to doing youth programming] is, "What will the adults think about it?" I've often put it this way: let me talk to a grandparent who listens to your station who would like it to stay like it is. Here's how the conversation would go:

"You really appreciate this station, don't you?"

"Yes. It ministers to me every day."

"Let me ask you another question. Does your grandson listen to this station, to Christian radio?"

"No."

"Do you wish he did?"

"Yes."

"Why do you think he doesn't listen?"

"He probably wouldn't be interested in the kind of things they have on."

"Well, what would you think about [this station] devoting a few hours a week to trying to reach your grandson through Christian radio?"

When you bring it down to personal terms, most Christian adults know we don't have a choice; 97 percent of kids are listening to radio — secular radio.

The other frequent objection is, "It doesn't fit our format." Well, I would say that's the problem! That's not an answer, that's the problem. On the basis of the Great Commission, is it acceptable to say, "We don't have a format that's for young people"?

**To be a broadcaster and not have an answer to that question would be very uncomfortable, I would think.**

Ultimately what we're talking about here is a prayer I wish every Christian leader in America would pray — "Go ahead, God, break my heart for the young people around me" — that [broadcasters] would feel as God feels, weep as He

weeps, and care as He cares about the tragedy of lost kids around us *and* the tragedy of Christian kids who live like they're lost.

**Can you tell me a little bit about how, when you were first putting *Saturday Night Alive* together, you decided on the format — the live studio audience, the drama, the contemporary music?**

You've got to have both style and substance to reach young people for Christ, to have life-changing radio. There are some stations that have the style — they have a youth package — but there's not a lot of substance involved. Then you've got stations that have tons of substance but don't have the style that would attract kids.

The good news is, they've acknowledged the need to reach young people.

---

*It's hard to find  
anywhere in the Bible  
where a mission  
decision was made on  
the basis of either  
money or safety.  
We are not the followers  
of a safe Savior.*

---

But having attracted them, they're not confronting them with content and contemporary forms of preaching and teaching.

Now we went into this with the goal of communicating Christian truth, presenting the Gospel, and teaching Christian living in a format where no one would feel like that's what was happening.

We felt like 55 minutes is a long time for a teenager; they hit the button frequently with an instant verdict on what they're listening to. So any format we did was going to have to be high-energy, it had to change pace frequently, and it had to take one issue and hammer home the truth on that issue through several different media.

To tell you the truth, I stitched together in a radio form the very ingredients I had found to be effective working in person with kids; the principles of programming are the same. You take your

issue and whatever the biblical truth is about that and [ask], "How can we say this musically? How can we say this dramatically? How can we say this interactively with the studio audience involved? How can we say this through biblical straight talk?"

And our goal is always to say it in non-religious, non-traditional ways that will present the truth in a fresh way that even the long-time church person will say, "I've never thought of it that way before."

We're never content. [The show] is never where we want it to be ultimately. We're not just sitting back on a format and saying, "This has worked for us for over nine years." The youth culture is dynamic, and we're constantly trying to be better.

**What has changed? Has the audience you're trying to reach made different demands on you?**

The needs have remained pretty constant. In any given year, you really need to deal heavily with relationships, loneliness, sex, music, family, the future. And then we constantly integrate the theme "Go M.A.D.," which stands for "make a difference," always trying to elevate the kids beyond their felt needs to ways that they can make a difference and not just be spiritual spectators.

I would say that what's changing is that there is more pain today in kids than I've ever seen. There are more teenage victims of sin than there have ever been, and that is forcing us to dig deeper into issues, to be sure that we are not just giving them a Bible pill and saying, "Take two of these and call me in the morning."

We're being stretched to try to apply the teachings of the Word of God to more and more pain at younger and younger ages. Also, with Christian young people, we can assume less and less about how much of the Christian life they're living. If you gave them a test on what they believe about premarital sex, they would tell you, "Premarital sex is wrong," and then [they] go out and sleep with their boyfriends Friday night. It's like their behavior and their beliefs have no connection with each other.

So we're having to deal more and more with issues of restoration and repentance. I think ministry to Christian kids used to be more preventive; now there's more curing.

**When you sit down to do a show, what do you hope to accomplish? It would seem that if you were thinking,**

# *Saturday Night Alive:* An Affiliate's Perspective

**On Ron Hutchcraft:** I think two things make *Saturday Night Alive (SNA)* powerful: Ron Hutchcraft is a phenomenal speaker, and he really knows kids. He's high energy. Kids are anything but boring. Ron's energy, his excitement, comes across the radio, and kids are drawn to that authenticity coupled with excitement.

**On SNA's use of contemporary music and young voices:** Ron is smart, [but] he's not egotistical. He realizes, "Hey, I need the kids, and I need the music. And it's got to be music that maybe I don't like, but it's music that kids are going to listen to." Ron realizes that unless he has kids involved in the program, unless he has a connection

with the kids, they aren't going to turn their radio on to hear [him] give his opinion on youth.

**On the religious broadcasting industry's commitment to youth programming:** I really believe that many Christians don't comprehend how quickly we're losing the next generation. If someone told me they didn't really need to carry [youth programming], I would say, "You mean you don't love your sons and daughters?"

If Christian broadcasters don't take the challenge to step out of their tradition, to step out on the edge and say, "We're going to have to take a chance at losing a few adult listeners to save the next generation," I believe we're going

to regret it someday and in eternity as well.

The main concern I have is that broadcasters want to stay safe because adults send the money in, adults support the station. I say we need to look beyond staying safe to being effective, even if it means taking some chances.

**On audience response to SNA:** Response to Ron's ministry is incredible on all levels. We feel like it's a very effective program. The music, the kids, Ron's ability to be relevant, and his intense awareness of where kids are at make the program what it is.

— Gary Forsythe, station manager, KMOC-FM/Wichita Falls, Texas

**"I have to save the lost generation," that would be overwhelming. What are you thinking about in terms of your purpose for each individual show?**

Usually, the issue we're going to deal with has come out of a real-life situation; something has made me aware again of that need. The next step, then, is to say, "What does God say about this?" You don't start with, "What would be a cool drama?" You start with God's Word — and by the way, any verse of Scripture that is used on the program is read by a teenager, so when kids hear the Bible, they're always hearing it from the voice of one of their peers.

The next step is to try to picture one young person who is dealing with this or maybe several who would be coming at it from different perspectives. Then I try to distill what God's Word says into three or four key points that are phrased in a fresh way.

Then I say, "What of this content could be dramatized? What could be said with a song? What could be brought out through discussion with the kids?" See, you really start with the Truth. You don't start with your method, you start with your message. Then you try to figure out which method in your tool kit would be

best for communicating different aspects of this message.

Our last step in the process is to select music, and I don't know if anybody spends more time selecting music than we do. For us, music is a teaching tool, and so we're looking for a song that first of all has uncompromised Christian content, is not vague, and [is] relevant to that particular topic.

**How much of the show is explicitly salvation-oriented?**

I would say that in the vast majority of programs, the Gospel is at least given at the end of the program. We try to bring most every issue around to Jesus and the need of Him.

There are a few programs where the entire [show] is really geared to the unbeliever, but every program is "seeker-friendly" — we don't talk in Christianese. We're always aware of an unbeliever looking over our shoulder.

**Do you have data available on your listenership — Christian, non-Christian, whatever?**

A lot of the stations we're on don't have that kind of sophisticated research. All I can tell you is that whenever we

have a call-in night, which is once a month, our phone lines are jammed; that's one indicator.

Secondly, when a teenager writes a letter, it's a miracle; once they leave school, they're determined not to write again until they go back. So it's amazing that we get a steady volume of mail, and the encouraging thing is that it is life-change mail, not fan mail. What we're hearing is not so much, "You guys are neat, I like the music, and this is a cool program." We are hearing about specific life change that took place.

**Is that what keeps you going?**

Oh yeah. And it's endless; there's always another letter, kids talking about healing from the scars of sexual abuse or suicides averted. We've even had mail from someone saying, "Tonight, I was going to give away my virginity, and your program was on 'sex at its best.'"

So the Lord really intervenes in ways no man could ever take credit for. At decisive moments, it seems like the Lord comes through the program into many, many lives.

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

At 6:45 p.m. EST, a long line of teenagers stands outside the WTLW-TV/Lima, Ohio, studios, waiting for the doors to open at 7 o'clock. Some wait, casually talking, while others press their noses to the glass door of the lobby, anxious to get what they consider to be the best seat in the house. The occasion for all this commotion is *Straight Talk*, an hour-long teen talk show produced by WTLW.

By 7:59, all the visitors have been herded into the lighted studio to their bleacher seats facing five peer panelists. As the lights come up, the panelists fidget nervously with their clothes and hair, anticipating the opening theme music. Just seconds before the show begins, *Straight Talk's* flamboyant host, Kenny Price, hustles onto the production floor to tackle the topic for the evening, "teens and divorce."

It's not by accident that *Straight Talk* has won four Angel Awards and been the subject of numerous articles of recognition. *Straight Talk* is hot, and it reaches the most neglected audience in America — teenagers.

---

*Straight Talk allows parents and other adults to press their ear to the wall and hear what their children are really thinking.*

---

Now entering its sixth year of production, *Straight Talk's* audience recently increased by a potential 61 million viewers when word about the show spread to David Lewis, director of programming for FamilyNet Satellite Network and the ACTS Cable Network. The high-energy show now airs on Saturday at 11 p.m. EST on ACTS, with a potential 21 million viewers, and on the sister company, Family Net, with another 40 million potential viewers.

Lewis believes *Straight Talk* sits on the cutting edge of teen programming. "We're excited about *Straight Talk*. We need good, quality programs for teenagers," he says. "*Straight Talk* is innovative and relevant for teenagers and [their parents]."

### An Ambitious Vision

Produced by independent Christian station WTLW-TV, *Straight Talk* was created in response to a wide-spread need for high-quality youth programming. *Straight Talk* producer Barry Boardman envisioned the program as a local outlet for young people to express their views on current issues while a host upheld an underlying biblical perspective — a pretty tall order for a station in Arbitron Area of Dominant Influence (ADI) Market 200.

"The early *Straight Talk* programs were really aimed at reaching our local teenagers," says Boardman. "Now we have broadened that scope to reach the needs of America's teens in markets across the nation."

Boardman, a graduate of Regent University in Virginia Beach, Va., launched the show with only the basics: a back-alley setting complete with graffiti, eight weathered apple crates as seats for the teen panelists, and a Dick Clark-style host to guide the program's discussion.

Six years later, the show has moved "in-doors" to a colorful warehouse set where a more youthful host, Kenny Price, prompts comments and questions from a wrap-around audience facing a panel of five teens.

### Opinion's Podium

*Straight Talk's* popularity stems at least in part from its basic commitment to giving teenagers a podium from which to speak their minds. One hour each week, young people can hear each other out and debate, accept, or deny their ideas.

In an era of outspoken political,

social, and religious leaders, many teenagers recognize the value of vocalizing their thoughts and the wisdom of listening to another's perspective. Such communication occurs daily in schools,

# A Forum for the Future



Kenny Price's work as the host of *Straight Talk* is his personal attempt to answer the question, "Is your life going to make a difference in anyone else's life?"

on the street, at the local hang-out, but few in the broadcasting world have given the time to take these thoughts seriously and to set up a forum for these future adults.

Many of the questions teenagers ask are hard to answer. And many of the answers teenagers give are hard to accept.

During the live broadcasts of *Straight Talk*, teens have freely admitted to attempting suicide, driving drunk, having premarital sex, or denying the existence of God.

*Straight Talk* allows parents and

### Standing Atop the Springboard

*Straight Talk's* unique arena for teenage discussion allows nearly every avenue of an issue to be examined as opinions are fired in every direction. But

his father, Kenny Price Sr., play with the show's band. Price later toured with his father, and while on the road, made a decision to follow Christ.

"Now I've committed my life to reaching teens," Price says. "I hope to use *Straight Talk* as a springboard for even more ministry through teen conferences, youth pastor seminars, and all kinds of new ideas."

During the course of a show, Price directs the discussion, keeping the original topic the final topic. "What kids don't know is that their 55-minute discussion is making the case for my five-minute wrap-up.

"I'll hear the most intriguing logic or the craziest reasoning from teens who are trying to prove what they believe," Price says. "But after all is said and done, I always refer to a relative instance in the Bible where God is showing us what He wants us to do."



Each Monday evening, *Straight Talk* offers the young members of its live studio audience an opportunity for honest questioning and open discussion.



*Straight Talk's* youth panel, which changes with each show, offers teenage opinion on subjects such as parents, religion, depression, rebellion, abortion, and AIDS.

other adults to press their ear to the wall and hear what their children are really thinking. To many adults, issues such as drinking, sex, music, and dating are taboo. But for most teens, these are very real concerns. Through *Straight Talk*, parents can better understand the pressures their children face daily.

the direction of the discussion and the final word on the subject being discussed are reserved for *Straight Talk's* host, Kenny Price.

A 36-year-old youth pastor and father of three, Price's background is saturated with television experience. He grew up on the set of *Hee Haw*, watching

one night as teens discussed suicide, and she recalled her ex-husband's suicide a few months earlier. At the time, Osborn was living with her boyfriend, Brad Stewart, who accompanied her in a life of continuous partying.

### Lives Broken, Lives Healed

Letters and phone calls directed to *Straight Talk* tell heartbreaking stories of shattered families, loneliness, and young people searching for something of real value in life. Yet lives are also being healed through teens responding to the Gospel message presented during *Straight Talk*.

According to Boardman, one young woman, Jamie Osborn, left a life of drugs, drinking, and premarital sex because of the answers she found on *Straight Talk*. Osborn tuned into *Straight Talk*

CONTINUED ON PAGE 28

**A FORUM . . .**  
**CONTINUED FROM PAGE 27**

Osborn began watching *Straight Talk* on a regular basis, even though Stewart would scream at her to turn it off. She enjoyed listening to the problems discussed by *Straight Talk's* panelists and audience members because she could identify with them.

Gradually, those nights of hearing the answer to life's confusion began softening Osborn's heart toward God. A Christian couple invited her to church, and that day she asked Jesus Christ into her life. Later, Stewart also became a Christian; the two are now married and living for Christ.

**Communication Facilitation**

Boardman says the show has also opened doors of communication between teens and parents. "We hear feedback from people being encouraged and helped by specific *Straight Talk* programs," he says, citing a recent letter. "My two brothers and I watch [*Straight Talk*] with our parents. After the program, our family discusses the show together. My brothers are 12 and 18, and I'm 15." Boardman believes those discussions might not happen without *Straight Talk*.

"The openness of the show encourages people to call in for help," Boardman adds. "I remember a 14-year-old boy who called in confessing that he had raped his nine-year-old sister earlier that evening," Boardman says. "Kids are dealing with heavy issues; we must offer them solid answers." Currently, WTLW offers a toll-free prayerline during the show, and plans are being laid to establish a national prayerline network.

**A Station's Commitment**

Behind the scenes of *Straight Talk*, a nine-member crew pulls off the show with few hitches. The director tackles effects-switching while retrieving his own graphics and calling commands to a floor director and four camera operators. Meanwhile, producer Boardman guides

the show's appearance through the director and the show's content through Price's hidden earpiece.

"Not every station could produce a show like this," says WTLW manager

in place [and] check mics, lights, details. We have a security guard during the evening to help with the 200 teenagers [who] flood the studio and office complex for the night."



*The management of WTLW-TV/Lima, Ohio created Straight Talk in response to what it saw as a lack of contemporary, relevant programming for youth.*

Bob Placie. "We've got some incredibly talented people working on this, and they

---

*The only thing out there was MTV and other negative programming. We had to give [youth] something that would help them as they grow into adults.*

---

all pull their own weight and then some. If everyone just did their job, we'd never be on the air.

"Everybody pitches in to get the set

From WTLW's beginnings in 1981, producing family programming has been paramount. Boardman says the lack of positive television for teenagers left a large void. "The only thing out there was MTV and other negative programming. We had to give [youth] something that would help them as they grow into adults."

The cost of producing high quality youth programming can be staggering. WTLW signed on the air 11 years ago on a shoestring budget, and today a large portion of the station's financial support comes from viewers' gifts.

Because of the station's tight financial situation, new sources for *Straight Talk's* income were explored to allow for increased community involvement. The most popular avenue of support has been an annual auction during which support is raised through items donated by area businesses and private foundations. All proceeds benefit *Straight Talk*.

To the community it serves, *Straight Talk* is a gift.

No admission is charged and no offerings are taken, but an avenue of help is offered at the end of each show: a caring, patient phone volunteer waits to help a hurting teenager by offering a relationship with Jesus Christ.

"I feel confident in approaching the community to help us, because I believe *Straight Talk* is helping families," Boardman says.

*Straight Talk* is currently available through FamilyNet Satellite Network and is transmitted Saturday nights at 11 o'clock EST. Topics to be discussed on upcoming programs include abortion, satanism, peer pressure, dealing with death, and teenage pregnancy.

---

**Matt Mighell is a freelance writer and technical director at WTLW and is a former winner of National Religious Broadcasters' Youth Achievement Award.**



1993 Convention, Los Angeles, California

NRB members have been meeting and praying together for 50 years



NRB

Please Join Us!

Call the membership department at 703-330-7000

(Circle 250 on Reader Service Card)

RELIGION AND THE MEDIA  
An Introductory Reader  
Edited by Chris Arthur

The relationship between religion and the media is often pictured in simplistic terms: either people think of the use of the media to propagate a particular message, or else of a religious critique in which a preoccupation with sex or violence is condemned. This book suggests that much more important and wide-ranging issues are raised when various aspects of the media are examined from a religious perspective.

Students of theology and religious studies, media professionals and those working in the churches will find much food for thought in this book. *Paperback, \$25.00*

UNIVERSITY OF WALES PRESS  
c/o BOOKS INTERNATIONAL INC,  
PO BOX 605, Herndon, VA 22070  
Tel. (703) 435-7064

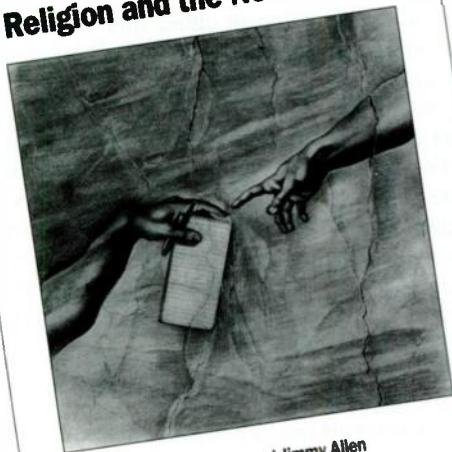
(Circle 251 on the Reader Service Card)

"An unhealthy distrust exists between religionists and journalists ... Religious figures fear being misunderstood ... journalists fear making mistakes and incurring religious wrath."

— *Bridging the Gap: Religion and the News Media*

This groundbreaking new report, based on a survey of nearly 900 clergy and journalists, examines the alienation that exists between the religious community and the news media and makes recommendations for improvement. The study was conducted by Freedom Forum First Amendment Center Visiting Professional Scholars John Dart, former president of the Religious Newswriters Association, and Jimmy R. Allen, former head of the Southern Baptist Convention.

**Bridging the Gap:  
Religion and the News Media**



By John Dart and Jimmy Allen

THE FREEDOM FORUM  
FIRST AMENDMENT CENTER  
AT VANDERBILT UNIVERSITY

Among the findings of the report:

- The study is critical of the press for not giving adequate attention to the complex and emotional subject of religion and also faults organized religion for often resorting to "media bashing" and preferring publicity over probing, analytic coverage.
- It documents a "wide chasm" between "two alien cultures...one rooted largely in a search for facts and the other grounded in a discovery of faith beyond fact."
- The report also debunks earlier studies that erroneously suggested that members of the American media are irreligious.

Please send me a complimentary copy of *Bridging the Gap: Religion and the News Media*

Name: \_\_\_\_\_ Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Mail to: *Bridging the Gap*, The Freedom Forum First Amendment Center  
1207 18th Avenue, South, Nashville, TN 37212

RB

(Circle 240 on the Reader Service Card)

# Centers of Preparedness

At Christian colleges and universities across the country, tomorrow's broadcasters are being trained, equipped, and readied for service to the world in a powerful and ever-changing industry. For this, its annual youth and education edition, Religious Broadcasting has drawn together the following sampling of data from institutions of higher learning which offer broadcast training to those who believe such is the call of God in their lives.

Broadcast communication department chairs were asked to provide answers to the following questions:

- 1) Does your institution have a separate, specific broadcast communications or broadcast journalism program at the undergraduate level?
- 2) How many credit hours does a major in this area require?
- 3) What type of course work is involved?
- 4) Are internships required, and what assistance is provided in arranging these?
- 5) Does your institution have a radio station? a television studio? other broadcast-related facilities?
- 6) Is any job placement assistance offered to graduates of your program?
- 7) How many faculty members are on staff in your department?
- 8) What, in your opinion, does your institution uniquely offer broadcast students? Why should a student who is interested in broadcasting, particularly Christian broadcasting, consider attending your institution?
- 9) Approximately how many students attend your institution? How many are involved in the broadcast program?
- 10) What is the approximate cost of tuition/room & board at your institution?
- 11) Who should students interested in your program contact for more information?

\* \* \* \* \*

**Anderson University  
Anderson, Ind.**

**Specific broadcast program** Yes  
**Credit hours** 52

**Course work** Electronic Media Production, Announcing and Radio Production, Television Studio Production, Broadcast Journalism, Broadcast Management, Broadcast Copy Writing, Advanced Television Production

**Internship** Highly recommended. We treat this as a first job-search task and give students leads, but it is up to them to serve the internship.

**Broadcast facilities** WQME-FM, a 6-kilowatt commercial



Students at Asbury College gain broadcasting experience both in the local community and overseas.

station; Covenant Productions, a TV production house serving clients

**Job placement** Through university's Career Resource Center

**Faculty** 5 full-time, 6 part-time

**Special considerations** Anderson offers incredible experience in the real world of broadcasting in the central Indiana area which is home to Priscilla Engle, Ray Boltz, Sandi Patti, and Bill & Gloria Gaither.

**Overall student body** 2100  
**Broadcasting students** 80

**Cost** \$6500/semester

**Contact** Anderson University Admissions, Anderson University, 1100 E. 5th St., Anderson, IN 46012, (800) 428-6414.

## Asbury College Wilmore, Ky.

**Specific broadcast program** Yes (emphasis in one of four areas: performance, production, management, or film studies)

**Credit hours** 42-44

**Course work** Radio Production, Vocal Techniques, Writing for Radio and TV, Broadcast Management and Ethics, Television Studio Production, Television Directing, Broadcast News, Media Ministries, International Television, Television Graphics, Technical Design and Stage Production, Programming, Promotion & Sales, Introduction to Filmmaking, Inside the Film Industry, Advanced Audio Production

**Internship** Every broadcast major is required to complete at least one internship. Every student either finds an internship on their own or is placed in one by the college. We have standing relationships with organizations such as ABC-TV and local stations who will basically take any interns we recommend.

**Broadcast facilities** Carrier-current campus station, three additional audio studios (one digital), 24-hour cable television station, portable video console, remote production trailer

**Job placement** The department attempts to assist graduates as much as possible. The college aggressively pursues relationships with organizations and cultivates relationships with graduates in the industry. We find that our graduate network is our best source of jobs for our recent graduates.

**Faculty** 2 full-time; one part-time; assistance from faculty in theater, speech, journalism, and business

**Special considerations** Asbury's goal is to prepare the Christian communicator. After a solid foundation in theory, students are given ample experience at applying those skills in real-life situations. Nearly 90 percent of our graduates have been able to obtain either an entry-level broadcast-related position or were accepted into graduate school within the first year after graduation. Asbury's curriculum is designed for the self-motivated student and allows advanced students the opportunity to take as many as three



directed studies which allow students to grow in their area of interest. Asbury is committed to a liberal arts education within a Christian context. Our goal is to allow the students to mature in their Christian faith while working through our curriculum.

**Student body** 1157 **Broadcasting students** 103

**Cost** \$11,000/year

**Contact** Mr. Stan Wiggam, dean of admissions, Asbury College, 1 Macklem Drive, Wilmore, KY 40390, (800) 888-1818.

### **Azusa Pacific University Azusa, Calif.**

**Specific broadcast program** No (journalism emphasis within the communication major at this time)

**Credit hours** 39

**Internship** A professor is assigned to work with internships for credit. Some leads are given; students create their own otherwise.

**Broadcast facilities** Not yet. We are discussing it again.

**Job placement** Through placement office on campus

**Faculty** 4 full-time

**Special considerations** We can offer strong communication theory and practice courses.

**Student body** 2100 **Broadcasting students** 15 (journalism emphasis)

**Cost** \$15,000/year

**Contact** Dr. James Hedges, department of English and communication chair, Azusa Pacific University, 921 E. Alosta Ave., Azusa, CA 91702-7000, (818) 812-3079.

### **Biola University La Mirada, Calif.**

**Specific broadcast program** Yes (degree in communication with emphasis in radio/television/film)

**Credit hours** 36

**Internship** Required. We keep a file of internship opportunities and help the students make a good match.

**Broadcast facilities** Radio station, television studio, recording studio, film equipment

**Job placement** Offered through a bulletin board of job opportunities, a class which covers the job search, and the university's job placement services.

**Faculty** 6 (two full-time in radio/television/film)

**Special considerations** Biola offers strength in the area of film and opportunities through the school's location 25 miles from Hollywood.

**Student body** 2900 **Broadcasting students** 80

**Cost** (information not provided)

**Contact** Dr. Tom Nash, Communications Department, Biola University, 13800 Biola Ave., La Mirada, CA 90639, (310) 610-4804.

### **Bob Jones University Greenville, S.C.**

**Specific broadcast program** Yes (majors in mass communication, broadcast journalism, or radio and television broadcasting)

**Credit hours** Mass communication — 42; broadcast journalism — 30; radio and television broadcasting — 37

**Course work** Fundamentals of Broadcasting, Principles of

Communication, Broadcast News, Fundamentals of Motion Picture and Video Production, Oral Communication

**Internship** Required. The majority of students do their internships in the Greenville area in broadcast- and journalism-related duties, with local radio stations or the local network affiliate television stations. Department heads actively solicit internships from local and regional radio and television outlets, and students take the internships for college credit under a supervisory arrangement between the university and the local station.

**Broadcast facilities** WBJU, campus-wide, student-run radio station; WBJU-TV, local campus cable hookup

**Job placement** Through career and job placement office

**Faculty** 3 in radio and television broadcasting; assistance from faculty in other departments

**Special considerations** Our programs in communications and radio and television offer the student a unique opportunity to have hands-on experience on student-run stations from the very first semester the student is enrolled. The programs are strongly career-oriented, and our senior interns have proved to have a "leading edge" in practical experience when they enter the competitive world of internships. Students also receive a solid base of communication theory and a strong liberal arts background, which we feel is necessary in this ever-changing world. Above all, the student receives a solid Christian education, with a strong emphasis on character training and spiritual growth.

**Student body** 5000 **Broadcasting students** 42 — radio and television; 12 — broadcast journalism

**Cost** \$7680/year

**Contact** Mr. David Christ, director of admissions, Bob Jones University, Greenville, SC 29614, (800) 252-6363.

### **Evangel College Springfield, Mo.**

**Specific broadcast program** Yes (major, concentration, minor)

**Credit hours** 36

**Course work** Fundamentals of Speech or Public Speaking, Intro to Mass Communication, Media Writing, Interpersonal Communication, TV Production Theory and Skills, Broadcast Writing, History and Structure of Electronic Media, Radio Workshop, TV Workshop

**Internship** Not required. School does have an internship coordinator who helps locate internships, although the process is usually a cooperative one between the coordinator and the student.

**Broadcast facilities** Controlled, on-campus radio station; television studio (via community-access channel on local cable system and channel on college closed-circuit television system)

**Job placement** Job openings are posted regularly. Faculty often make contacts with prospective employers on behalf of graduates. Some contacts are available through informal network with alumni.

**Faculty** 5 full-time, 3 part-time

**Special considerations** We feel our strengths include a solid academic program that provides students with a good theoretical basis for broadcasting within a larger liberal arts framework. However, we also offer students



*Both the radio and television studios at Evangel College recently received major equipment upgrades. The two studios share a new digital audio production room.*

**CONTINUED ON PAGE 32**

**CENTERS OF . . .**  
**CONTINUED FROM PAGE 31**

real hands-on experience almost from the first class they take in communications. Our stations, although supervised by a faculty advisor, are student operated. Students have the opportunity not only for in-studio work, but also the chance to do field work including coverage of college sports. Through our three regular weekly productions, students have the opportunity to experience all areas of video production; these positions are rotated on a regular basis. We have a constant demand from local media outlets for our interns and graduates. We have also received national awards for both our television and radio productions.

**Student body** 1504 **Broadcasting students** ca. 90  
**Cost** \$10,080/year

**Contact** Shirley Shedd, department chair, Evangel College, 1111 N. Glenstone, Springfield, MO 65802, (417) 865-2815, ext. 7377.

**John Brown University**  
**Siloam Springs, Ark.**

**Specific broadcast program** Yes

**Credit hours** 128 total

**Course work** Performance (announcing), Mass Communications, Programming and Production, Broadcast Copy Writing, TV Studio Production, Media Law, Broadcast Sales, Broadcast Management

**Internship** Not required

**Broadcast facilities** KLRC-FM, 6-kw station in Fayetteville market; full-color TV studio with daily weekday newscasts produced by students

**Job placement** No formal assistance offered; listings (specifically of openings at local stations in Arkansas and Oklahoma) posted

**Faculty** 3 broadcasting, 1 journalism

**Special considerations** We stress practical, hands-on preparation for careers, as well as spiritual and academic preparation. In the broadcasting department, our students experience training in both television and radio performance and production, both on KLRC and in our local news telecast which airs live on local cable systems. We integrate Christian faith with the daily tasks required of broadcast professionals in news, entertainment, and management.

**Student body** 1050 **Broadcasting students** 68

**Cost** \$10,000/year

**Contact** Mike Flynn, John Brown University, Siloam Springs, AR 72761, (501) 524-7192.

**Liberty University**  
**Lynchburg, Va**

**Specific broadcast program**

Yes

**Credit hours** 34-36

**Course work** Writing, Announcing, Audio Production, Lighting, Video Production, Sales, Religious Broadcasting, Programming, Management, News Writing

**Internship** Required. Student is assisted in placement by National Internship Office and Career Center.

**Broadcast facilities** Student-

operated FM and cable FM radio stations; student-operated cable TV station; advanced students assist with *Old Time Gospel Hour* (TV) and *Perspectives* (radio) programs, which are aired nationally

**Job placement** Full-time Career Center staff places students/graduates in positions worldwide.

**Faculty** 4 full-time, 2 part-time

**Special considerations** Specializing in "hands-on" training, Liberty offers students professional training and facilities for the Christian or secular career, in addition to providing opportunities for students to work with the Liberty Broadcasting Network.

**Student body** 4600 **Broadcasting students** over 200

**Cost** \$10,080/year

**Contact** Dr. Carl Windsor, telecommunications department chair, Liberty University, P.O. Box 20000, Lynchburg, VA 24506, (804) 582-2285.

**Moody Bible Institute**  
**Chicago, Ill.**

**Specific broadcast program** Yes

**Credit hours** 27

**Course work** Mass Communications, Intro to Print Media, Intro to Electronic Media, Fundamentals of Broadcasting, Fundamentals of Video, Radio Producing/Directing, Video Producing/Directing, Writing for Electronic Media, Broadcast Announcing

**Internship** Required internship currently being developed. A faculty member will serve as director of internships.

**Broadcast facilities** Student station plus full facilities of WMBI-AM/FM; video studio

**Job placement** Limited

**Faculty** 10 — communication; 2 full-time in electronic media; several part-time from WMBI and crossover from print media

**Special considerations** Moody offers a strong emphasis on broadcasting as a ministry, with excellent missionary radio and WMBI exposure, resources unique to Chicago, good facilities, and experienced faculty.

**Student body** 1400 **Broadcasting students** 175 communication, 80 electronic media emphasis

**Cost** \$4500-5000/year

**Contact** David W. Fetzer, Moody Bible Institute, 820 N. LaSalle Blvd., Chicago, IL 60610.

**Northwestern College**  
**Orange City, Iowa**

**Specific broadcast program** No (communications studies degree)

**Credit hours** 58, including courses in English, philosophy, etc.

**Course work** News writing, Broadcast News, Mass Media and Society, Interpersonal Communications, Ethics in Mass Media, Research and Theory

**Internship** Required. School can provide contacts or students may make their own.

**Broadcast facilities** Radio station, television studio

**Job placement** Through college career center

**Faculty** 2.5 (one shared with English department)

**Special considerations** We offer a broad understanding of the



*Broadcasting students at John Brown University prepare for the half-hour newscast which plays on the local cable system five days a week.*

communications discipline from a Christian perspective.

**Student body** 1075 Broadcasting students 30-35

**Cost** \$12,250/year

**Contact** Ron Dejong, director of admissions, Northwestern College, Orange City, IA 51041.

### **Northwestern College St. Paul, Minn.**

**Specific broadcast program** Yes

**Credit hours** 65

**Coursework** Broadcast Journalism, Broadcast Programming, Broadcast Writing, Broadcast Ministries, International Broadcasting, Television Production, Audio Production, Broadcast Management

**Internship** Not required but strongly encouraged. We have a comprehensive list of all local internships available and have working relationships with many of the broadcast organizations in the market area.

**Broadcast facilities** Full-service radio station (KTIS-AM/FM) on campus as well as a network of stations in the Midwest, separate student-run campus radio station, television studio, editing facilities.

**Job placement** No formal program; university serves as facilitator between students and broadcast organizations seeking employees.

**Faculty** 2 full-time and 5 part-time

**Special considerations** 1) We are located in the 14th largest market in the country; therefore, the number and quality of internships is excellent; 2) We offer the opportunity for students to be involved in international broadcast ministry experiences (Spain, Trinidad, Norway, etc.); 3) Students have the chance to learn about broadcasting in an environment with the very successful and well-respected ministries of KTIS radio and the SkyLight radio network.

**Student body** 1250 Broadcasting students 68

**Cost** \$13,500/year

**Contact** Professor Tim Tomlinson or Richard Long, Department of Communication, Northwestern College, 3003 N. Snelling Ave., St. Paul, MN 55113, (612) 631-5314.

### **Oral Roberts University Tulsa, Okla.**

**Specific broadcast program** Yes

**Credit hours** 30

**Course work** Fundamentals of Motion Pictures, Radio Production, Intro to TV Production, Intro to Technical Production, Writing for Mass Media, Producing/Directing, Advertising and Marketing, Broadcast News, Field Production, Interviewing, News Reporting, Administrative Management in Broadcasting

**Internship** Required. Assistance in finding and completing provided.

**Broadcast facilities** Radio station, television studio

**Job placement** Assistance provided

**Faculty** 18

**Special considerations** We are a non-denominational, charismatic university.

**Student body** 4500

**Cost** \$10,000/year

**Contact** ORU Admissions Office, Oral Roberts University, 7777 South Lewis, Tulsa, OK 74171, (800) 678-8876.

CONTINUED ON PAGE 34

## Finally . . . A TV Talk Show For Teens



**"A teen talk show with a Christian perspective on issues facing America's youth."**

- \* Four-Time Angel Award Winner
- \* One Hour Format
- \* Airs Weekly
- \* Now Available on Satellite
- \* FCC Friendly



For a FREE Sample Program on VHS and T-Shirt, call Jeff Millsagle at 1-800-234-9859

(Circle 242 on the Reader Service Card)

**Southeastern College  
of the  
Assemblies of God  
Lakeland, Fla.**

**Specific broadcast program** As a minor only

**Credit hours** 18

**Course work** Intro to TV, Advanced TV, Communications Theory, Audio Production

**Internship** Required. Faculty assist in placement.

**Broadcast facilities** Television studio, editing suite, on- and off-campus broadcast facility

**Job placement** Offered

**Faculty** 3

**Special considerations** Because we address both the technical and sociological aspects of broadcast, we teach students how to use top-of-the-line equipment in order to impact society.

**Student body** 1200 **Broadcasting students** 40

**Cost** \$6000/year

**Contact** Rick Ramsey, Southeastern College, 1000 Longfellow Blvd., Lakeland, FL 33801, (813) 665-4404, ext. 355.

**Trinity College at Miami  
Miami, Fla.**

**Specific broadcast program** Yes (mass communications studies)

**Credit hours** 48

**Course work** Intro to Mass Communication, Introduction to Audio Production, History and Criticism of the Visual Media, Intro to Video Production, Writing for the Media, Principles of Broadcast Programming, Principles of Radio/TV Announcing, Principles of Advertising and Public Relations, Religious Broadcasting in America, Television Workshop

**Internship** Required; assistance provided. Miami has many internship opportunities with both secular and religious organizations.

**Broadcast facilities** Trinity College owns and operates one of the top ten Christian radio stations in the United States, WMCU-FM; the school also has a small student station, WRFJ

**Job placement** Ideally, internships lead to entry level employment.

**Faculty** 5 (full- and part-time)

**Special considerations** Trinity offers small classes, a great location, personal attention, excellent internship opportunities, cultural diversity, and an excellent faculty.

**Student body** 350

**Cost** \$9000/year

**Contact** James Beggs, (305) 577-4600, ext. 147.

## A Continuing, Educated Stream

by Tom Nash

Religious broadcasting has, over the years, grown to be a sizeable enterprise, involving more than 1400 radio stations and several hundred television stations. But the long term success and viability of this enterprise inevitably depends on a continuing stream of talented and dedicated young people entering the field.

The difference between flat, uninteresting programming and programming that captures and holds interest is not found in the quality of equipment or facilities. It is not found in the salaries paid. It is found in the preparation and dedication of the staff. It is literally true that if religious broadcasting is to continue and even increase in influence, it will do so primarily because of the quality of young people entering its ranks.

The needs of today's religious stations are different than they were a few generations ago. There was a time when religious stations were few. Christians listened to them just because they were Christian. The stations were driven by their founders, pioneers with great vision. Today, many of those pioneers are retiring. Some have passed on. Religious programming is no longer a novelty. If it is to be effective, it must compete successfully with the best secular programming. A new kind of talent is needed.

From whence will this stream of well-prepared and dedicated young people come? Christian colleges and universities, where students can get excellent training in broadcasting at the same time they are learning the principles of the Christian faith, are ideally suited to prepare them.

To coordinate the efforts between colleges and broadcasters, National Religious Broadcasters (NRB) founded Intercollegiate Religious Broadcasters (IRB), which serves sev-

eral functions. Each year at NRB's national convention, IRB presents sessions for students and faculty.

Student sessions at the 1994 NRB Convention and Exposition will focus on careers, bringing a panel of experienced broadcasters to share with students how to get into the field and how to work successfully in it. Students and faculty are also encouraged to attend other NRB sessions to keep up with the trends in religious broadcasting.

To encourage excellence in religious student broadcasting, NRB annually sponsors the IRB student awards program. Students are encouraged to submit their best work in video and audio production or script writing; these submissions are judged by professionals, and awards are presented at the annual convention.

IRB also serves as a forum for faculty to get together and share ideas. Faculty papers — on topics ranging from issues in religious broadcasting to teaching and curriculum practices — are presented as part of the IRB schedule.

The IRB membership, which carries a fee of \$15, includes a subscription to *Religious Broadcasting* magazine, the semi-annual IRB newsletter, discounts on NRB national and regional conventions, information about the annual awards contest, and scholarship opportunities. IRB membership is available to Christian college students and faculty. Further information and an application may be obtained by contacting Pat Mahoney, NRB director of membership, at (703) 330-7000.

**Tom Nash is the president of Intercollegiate Religious Broadcasters and is a faculty member at Biola University in La Mirada, Calif.**

# QUESTION & ANSWER

**QUESTION:** How does a Christian radio station rank number 4<sup>1</sup> out of 21 stations?

**ANSWER:** SkyLight Satellite Network

If you ask affiliate KPCL-FM (ADI 250,000) "Why use SkyLight?" These are some of the reasons you'll get...

- Hosted inspirational music format
- Broader reach with 25-54 year olds
- Mature, ministry-minded announcers
- Tone-generated cut-aways for local breaks
- Exceptionally affordable rates

For more information, call the SkyLight Satellite Network at 612-631-5000.

<sup>1</sup>Adults 18+, 24 Hours—Sunday through Monday

## SkyLight

*A ministry of Northwestern College Radio Network*

(Circle 107 on Reader Service Card)

In the rapidly changing arena of Christian radio, networks, programmers, and stations are all doing whatever it takes to carve a niche for themselves in the marketplace. Exclusivity on the best programs, top-notch news services, and the latest contemporary Christian music are just a few of the tools networks use to insure their competitive edge. By definition, that's the way our American system works.

In the case of reaching young people for Christ, however, *cooperation*, not competition, has proven to be the most effective route to attracting teenagers to Christian radio. Such is the realization of three major Christian networks — SkyLight Satellite, Moody Broadcasting, and USA Radio.

Beginning November 6, Moody's owned and operated stations will begin broadcasting *Dawson McAllister Live*, a call-in talk show for teenagers hosted by national youth leader Dawson McAllister. And so the list of networks carrying the program grows to three, with Moody joining SkyLight and USA to create an estimated youth audience in excess of 500,000.

### A Singular Vision

*Dawson McAllister Live* first aired on the SkyLight Satellite Network two and one-half years ago, and in that relatively short time, the list of stations broadcasting the program has grown from 13 in five states to 205 stations in 43 states, Puerto Rico, and Canada. And much of this growth is due to the increased distribution realized by airing the program on three different networks.

So why would those networks play the same program? The answer lies in

## Toward a Common Goal

# Cooperation (not competition) Key to Reaching Youth



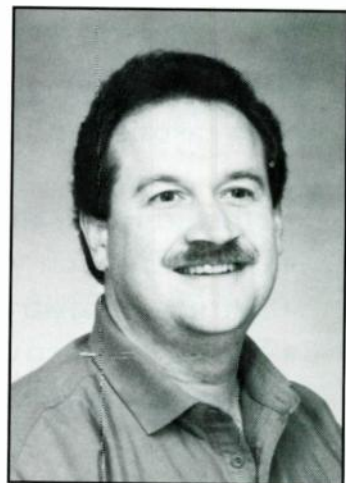
MOODY BROADCASTING



Wayne Pederson of  
SkyLight Satellite Network



John Maddex of  
Moody Broadcasting Network



J.W. Brinkley of  
USA Radio Network

program content, the show's target audience, and a common goal each network hopes to achieve.

Wayne Pederson, executive director of the SkyLight Satellite Network, says his network's involvement in the three-way effort was a common-sense decision based on a common goal. "Even though 97 percent of students listen to radio, only one-third listen to *Christian* radio. We

wanted to reach students, but we wanted to do so within our philosophical parameters.

"For us, the answer was a call-in talk show," Pederson explains. "We began to look for an individual with the right communication skills, knowledge of youth issues, and an on-air presence that was respectful but inviting. Dawson McAllister was the logical choice.

"Dawson has the ability to move a student from a superficial conversation to the heart of a difficult issue in a matter of minutes. For a talk show or counseling show to be effective, a host with this gift is a must."

According to Pederson, the decision to "share" the program with other networks was an easy one. "We knew the problems students were dealing with today were bigger than any one network could tackle. Our intent from the beginning was to get this message to as many teenagers as possible, not build an exclusive audience for our network."

"We also knew Dawson had surrounded himself with a team of men and women that if allowed, could accomplish much more ministry on a national level than any one network with diverse priorities," Pederson adds. "Already Dawson and his team have been able to create a [toll free] Hopeline that is staffed seven days a week for students in need. This free service is in addition to the counsel Dawson provides on the program every Sunday night."

"He has also developed a prayer partner ministry of almost 7000 individuals who have agreed to pray for specific teenagers' needs 20 days out of the month. That kind of innovation and in-depth ministry is worth sharing with other networks."

### Accomplishing a Greater Good

USA Radio Network began carrying *Dawson McAllister Live* in March of 1992. Network vice president J.W. Brinkley says the addition of McAllister's program helped augment an effort to reach the American teenager already underway at USA.

"In *Dawson McAllister Live*," Brinkley notes, "we saw a way to synergistically increase what we were already doing for youth on Sunday night. *Youth Talk USA*, the Sunday-evening show I host, already had a strong base from which we could grow a whole evening of youth programming. By joining the two, we were able to accomplish greater good than either of the shows could accomplish alone."

This fall, Moody Broadcasting Network made the decision to join the family of networks carrying *Dawson McAllister Live*. Like the other networks, Moody carries a burden for teenagers, and its reasons for carrying the program hit close to home.

"This year, right in our own backyard of Chicago, 50 teenagers have been killed in the streets," says John Maddex,

manager of broadcast stations for Moody. "That's up from 35 at this time last year. To us, this was an indication that [the] situation with teenagers isn't just bad, it's desperate."

"Programming that is biblically based and addresses the needs of young people in a practical way is something we want on the air. We already have an excellent youth program in Ron Hutchcraft's *Saturday Night Alive*, and adding Dawson to this line-up gives us an excellent 'one-two punch.'"

Moody has decided to tape delay McAllister's program and air it on Saturday night right after Hutchcraft's *Saturday Night Alive*.

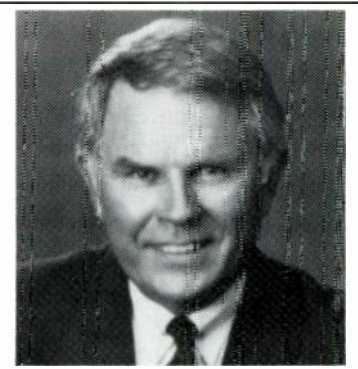
And as for sharing programs with other networks, Maddex notes, "We consider it a joy to be able to work in cooperation with our fellow broadcasters. Already, we work with the USA network to distribute a non-commercial version of [its] news, so further cooperation with USA was a natural. As for SkyLight, not only will we be carrying [its] youth program on our owned and operated stations, but SkyLight is currently considering our youth program, *Saturday Night Alive*, for [the] network."

To date, *Dawson McAllister Live*'s placement on SkyLight and USA has generated almost 3000 calls a month to the show's Hopeline. This is in addition to the 2500 to 3000 attempted calls the program receives each Sunday night. Once Moody begins broadcasting the program on Saturday nights, the program's audience may double, making the above numbers just the beginning of a rapidly expanding ministry.

In addition to their cooperative venture in carrying *Dawson McAllister Live*, Moody, SkyLight, and USA Radio will join forces at the 1994 National Religious Broadcasters Convention and Exposition to present a workshop on reaching teenagers through Christian radio. Panelists will include Dawson McAllister, Ron Hutchcraft, and J.W. Brinkley, along with moderator Chuck Bolte of Focus on the Family.

Today's broadcasters are faced with a tremendous opportunity to both counsel and motivate tomorrow's Christian leaders. And while the task at hand is inarguably immense, Christian broadcasters can play an important role in saving a lost and hurting generation.

**Max Bunch is director of broadcasting for Shepherd Productions in Irving, Texas.**



**Woody Wojdylak**  
(Wo-ja-lack)  
President

## ANNOUNCING *Russian Lapel Pins*

- JESUS  
*in Russian Language*
- JESUS IS LORD  
*in Russian Language*

also available

## BRASS CHRISTMAS ORNAMENTS



## *Polish Lapel Pins* Jesus ■ Jesus Is Lord



5654 EAST WESTOVER, SUITE 109  
FRESNO, CALIFORNIA 93727  
(209) 348-9081/FAX (209) 348-9085

(Circle 239 on the Reader Service Card)

Argentine-born evangelist Luis Palau, who has preached to more than 10 million people around the world, believes America is facing a choice that will shape its future forever. "It's the old choice," he says, "back to the Bible or back to the jungle."

In an interview with Harry Covert, Washington, D.C., correspondent for the National and International Religion Report, Palau stated, "The Revolution has started. There's violence in the streets. When you see Chicago Bulls fans smashing down the city and people getting shot and beaten up during a Dallas Cowboys parade, the jungle is creeping up on us."

A naturalized American citizen, Palau explains why he loves the United States: "Some of us who choose America by personal decision probably love it more than many native born. Having come from a Latin background, where you definitely could not rely on justice and honesty, the reason I choose America was freedom: its Christian roots, Christian institutions, and Christian philosophy of living."

## Palau's Plan To Keep America From The Jungle

**Dan Wooding**

Covert asked the evangelist what he felt America needed most in the '90s. "What we need now is to convert people," he declared. "We've had enough of politics. We Christians have made our point. Let's get people converted or we'll have nothing to work with in ten years."

### Deferring to Billy Graham

Palau said when he first came to the United States in 1960, he felt the day would come when the Lord would use him in a significant way. "I felt that until Billy Graham had considerably slowed down his ministry, that I should concentrate overseas," he revealed. "But in 1989, I felt the compulsion to say to our team and our board that the time has come for a new wave of national evangelism, which the U.S.A. needs to stem the tide of revolution that's taking place."

He spoke with Graham before he even told his board, to ask for the evangelist's blessing. Palau said Graham told him, "Well, you don't need it. But if you want it,

you've got it. We've got to get on. We've got to have fewer conferences on evangelism and more evangelism.'" So Palau and his team began to develop what they call their "America plan," with crusades, rallies, and media programs.

"We seldom get invitations for crusades in America," he told Covert. "Without even letting [people know about their decision], . . . suddenly invitations started coming in. It was really motivating to realize that the Lord was giving us His blessing."

Palau said he had "good crusades" in Phoenix and San Antonio. "We have crusades planned in Fort Worth, Texas; Grand Rapids, Mich.; Tulsa, Okla.; and California's San Fernando Valley; and we're working on metro Chicago, Miami, and a number of other cities. Our goal and our prayer is, that as invitations come, we can get the word out that we really want to concentrate on the United States at least 50 percent of our time."

### Old Glory

Palau says his "goal is to bring America back to the days of glory — spiritual days when there was a joy in the land — so we can destroy the spirit of despondency that seems to permeate America, and rejuvenate the land. America was always seen as full of hope and vibrancy. Now it's beginning to sound like worn-out old Western Europe.

"I think a massive wave of evangelism could return vibrancy and hope to America, and motivate people to believe the promises of God. If we rid America of its confusion about God, we can bring back expectation for the children, so they don't go around feeling like . . . America is finished."

### Simple Answer

He believes there is a simple answer to America's complex problems. "We either have people converted to Christ or America will go down the same path as Western Europe. Political action alone is not going to turn the tide." Many American Christians have come up with their own answer to the malaise in the land.

"I don't think they would say America needs the Gospel. American Christians would say, 'We need to get rid of [President] Clinton or the Democrats,' or 'We need to solve the problem of militant homosexuality and abortion.' I don't think the idea that the Gospel of Jesus Christ is relevant to American social problems truly crosses people's minds."



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.

When asked his opinion of why the nation's moral values have changed so much in the past 20 years, Palau stated, "My own feeling is that Christians have turned from evangelizing the unconverted to feeding on the converted. We haven't learned to distinguish between shepherding and evangelism, between praying and evangelism, and between good works and evangelism."

### Good Advice vs. Good News

"It's good advice vs. good news," he says. "Almost all Christian radio and television programs are geared exclusively to a Christian population, or to a population that thinks it's Christian and doesn't know the difference. So, to me, we're trying to tell the old sow to behave like a kitty cat. Since we haven't changed the sow into another animal, it behaves the way pigs behave."

Palau said America's image has changed drastically in recent times. "America has become known around the world as a confrontational, threatening, angry society. We seem to think that the way to get things done is to wave a fist, show our teeth, and flare our nostrils. I think we can be confrontational, but in the love of Christ, leading people to Him. I do believe in political activism by lay people who are called of God.

"But I also believe this has become an obstacle to non-Christians hearing us. Churches are seen as wielding political weapons rather than spiritual weapons. Those of us who come from Latin America and Southern Europe have seen what happened to the traditional church when it became too involved in politics. Hoping to be king-makers, the church lost its credibility with the masses," he explained.

"It's back to the Bible or back to the jungle for America." <sup>2</sup>



# Inside NRB

## Salem Communications Acquires CBN Radio Network Rights

VIRGINIA BEACH, Va. — Salem Radio Network, Inc., a division of Salem Communications Corporations (SCC), and Broadcast Equities, parent company of the Christian Broadcasters Network (CBN) Radio Network, reached an agreement for SCC to acquire the rights to all CBN religious radio network operations effective September 1.

With this acquisition, Salem Radio Network has taken a major step toward

entertainment programs, as well as music programs and weekend specials.

In addition to assuming agreement with 200 CBN Radio Network stations, Salem will also acquire two additional satellite channels to add to its existing delivery systems to provide comprehensive, full-service network programming to Christian radio stations across the country.

"Most important to all broadcasters is the fact that Salem will commence operating a radio network that will utilize the Standard News Service with its full team of bureaus, reporters, and writers to provide the best news service in the history of religious broadcasting," said Stuart Epperson, chairman of the board and co-owner of Salem Communications. "We will provide news and features tailored specifically for Christian-formatted stations, hopefully to an extent never before offered."

Dennis Worden, vice president of national programming and network development for Salem, said, "At National Religious Broadcasters [Convention & Exposition in Los Angeles] last February, we announced [our intention] to expand our satellite network to include news, commentary, and talk-oriented programming. Now, as we add a full-fledged news department to our daily network lineup, we are taking a giant step forward in making

that announcement come true."

Worden says specific staff and programming changes will be announced soon. Salem's current network broadcast operation shifted to include the two additional CBN SpaceCom channels by the end of September. In October, the technical operations of CBN Radio Network were transferred from Virginia Beach to a new installation in Los Angeles.

According to Mark Barth, president of U.S. Media Corporation, parent company of Broadcast Equities, "This transaction allows Broadcast Equities to move our non-news programming to Salem Communications so we can focus all of our resources on providing the highest quality and most technologically advanced news and information product available in the market."

The goal of Salem's new network operations will be "to create a network totally oriented to meet the needs of both the Christian formatted station and its listeners," Epperson said. "We want to provide Christian radio stations with a news service that will help them keep their listeners throughout the day with no tune-out factor [from listeners switching to all-news stations]."

Epperson and Edward Atsinger III, president of Salem Communications, formed the corporation in 1986. Salem's network of 17 stations — mostly in the top 20 markets through-out American — currently ranks as one of the top ten radio broadcast groups in the nation.



Mark Barth, (left) president of United States Media Corporation, Stuart Epperson, Salem's chairman, and Shirley Thornton, general manager of CBN Radio and Standard News, complete transactions at the CBN headquarters in Virginia Beach, Va.

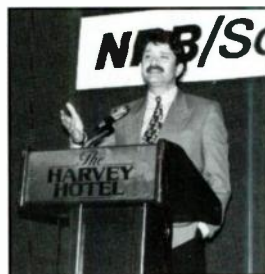
implementing its announced intention of expanding its network operations to include a full-service product specifically tailored to the needs of Christian-formatted radio stations including newscasts 24 hours a day with extended coverage of breaking stories; commentary by well-known personalities; additional public affairs programs; talk and

## Medved Speaks At Southwestern Chapter

DALLAS — The National Religious Broadcasters (NRB) Southwestern Chapter held one of its most successful conventions last July at the Harvey Hotel, with many events filled to capacity. One of the highlights of the meeting was the address of Michael Medved, co-host of PBS' *Sneak Previews* and author of *Hollywood vs. America*.

In discussing the movie industry, Medved said, "The fact is when it comes to portraying America, when it comes to portraying religion, when it comes to the use of sex and violence they are not responding to the marketplace. They're responding to some kind of deep and dark and strange obsession at the very heart of the industry."

"There is no conspiracy. The problem in Hollywood is not greed, the problem is you're dealing with an industry that is sincerely, honestly, profoundly out of touch



Michael Medved

with the country it serves." Medved says his one message to NRB specifically and the religious community in general would be "the time has come for a whole lot less confrontation and a whole lot more communication. It is time we reached out with love and fellowship to try to make the people who run the popular culture aware of this big audience they are missing."

Plans are already under way for the 1994 convention July 27-29 in Dallas. For more information, contact Phil French at (602) 254-5334.

### New NRB Members

CSP Communications  
Wayne Collins/Garland, Texas

Domain Audio Services  
Edward Elliot/Wheaton, Ill.

The Fisher Net Full  
David Hoover/Hiwassee, Va.

KSPM-FM  
Jerry Martin/Brownwood, Texas

Ruarch Associates Limited  
Arthur Stampler/Woodstock, Va.

Rice Capitol Broadcasting Co.  
Barry Thompson/Crowley, La.

The Chaplain, Inc.  
Bob Harrington/Safety Harbor, Fla.

### Patron Members

David Genn/Streamwood, Ill.  
Michael Simons/North Port, Fla.

# Trade Talk

## Airwave News

COLUMBIA, S.C. — Governor Carroll Campbell proclaimed September 3 as “WMHK Christian Radio Day” for the



The staff of WMHK-FM/Columbia, S.C., gathers for a photo: (front row, left) Bob Holmes, Marj VanBoven, Cindy Elmore, Linda White, Sandy McIver; (back row, left) Joe Miller, Mike Spearman, David Morrison, Julie Bowman, and Carolyn Walter.

state of South Carolina in honor of the station’s 17 years of service and in recognition of its award by National Religious Broadcasters as the 1993 Station of the Year. To commemorate the day, Campbell spoke in a chapel service at Columbia Bible College & Seminary.

SPRINGFIELD, Mo. — KWND-FM/Springfield is now carrying The Word In Music Satellite Network overnight Monday through Friday. “The Wind FM” is the new adult hit radio station serving Springfield, Branson, and Republic.

SALT LAKE CITY — The Morningstar Radio Network is now heard full-time on KKBE-FM/Salt Lake City-Ogden-Provo. Garrett Hatson is the general manager of KKBE.

WHEELING, W.Va. — WZAO-AM/Moundsville-Wheeling is now broadcasting The Word In Music Satellite Network from 6 a.m. to 7 p.m. WZAO serves the tri-state area of West Virginia, Ohio, and Pennsylvania, with 5000 watts.

FREDERICKSBURG, Va. — WJYJ-FM is an affiliate of the Morningstar Radio Network. WJYJ is broadcasting the format 19 hours daily.

CRESTVIEW HILLS, Ky. — Media Communications Group of Crestview Hills has announced its signing of a “Limited Management Agreement” with Plessinger Holding company, licensee of WCVG-AM/Cincinnati.

Media Communications took over operation of the station August 1 and is broadcasting 24 hours of black gospel music.

CINCINNATI — Media Communications Group of Cincinnati has signed on a new Christian radio station for the Jacksonville, Fla., market, WBYY-FM. The station, formerly newstalk, changed its format to middle-of-the-road contemporary Christian music August 1.

## Awards

INDIANAPOLIS — Sparrow recording artists Daryl Coley and The Richard Smallwood Singers were among the big winners at the 1993 Excellence Awards held August 14 during the 26th annual

Gospel Music Workshop of America Convention. Coley’s “It Shall Be Done,” from *When The Music Stops* was named Song of the Year (Contemporary) and The Richard Smallwood Singers received honors for Group of the Year (Contemporary).

IRVING, Texas — Word Publishing was lauded with industry-wide awards for exceptional performance in editorial, marketing, and product support by the Evangelical Christian Publishers Association (ECPA) and the Christian Booksellers Association (CBA). The ECPA/CBA 1993 Christian Book of the Year was awarded to *The Body* by Charles Colson (Word, 1992). Word also received four Gold Medallion Awards for outstanding work in the areas of content, significance of contribution, literary quality, and design of Christian books.

ST. LOUIS — The Religious Heritage of America has announced its 1993 national award recipients. Selected from nationwide nominations received, the recipients demonstrate the highest ideals of America’s religious heritage. Some of the winners include Joni Eareckson Tada, president of JAF Ministries in Agoura Hills, Calif. (Churchwoman of the Year); Dr. Theodore Baehr of The Christian Film and Television

## The Arbitron Company: May 1993 Top 20 Syndicated Religious Programs

Rank	Program	Total TVHH	Markets	% U.S.
1.	Hour of Power	1,391,000	157	94.85
2.	The World Tomorrow	1,072,000	119	83.99
3.	In Touch	747,000	90	70.68
4.	Believer’s Voice of Victory (weekly)	597,000	130	87.97
5.	Old Time Gospel Hour	446,000	149	84.22
6.	Coral Ridge	382,000	113	62.97
7.	Fred Price	339,000	38	43.04
8.	The 700 Club with Pat Robertson	286,000	99	66.60
9.	Day of Discovery	275,000	123	73.11
10.	Singsation	209,000	19	32.77
11.	Jack Van Impe	200,000	100	64.08
12.	Insight	168,000	9	16.40
13.	Believer’s Voice of Victory (daily)	166,000	70	66.82
14.	It Is Written	152,000	34	29.84
15.	Lifestyle Magazine	150,000	24	27.90
16.	Oral Roberts and You	149,000	34	31.23
17.	This is the Life	140,000	31	23.81
18.	Jimmy Swaggart Weekly	138,000	66	55.03
19.	Christopher Closeup	134,000	17	11.48
20.	Life Today	126,000	37	30.42

Total Survey Area/Aggregate Cume TV Households; cable and noncommercial viewership not included. © 1993 Arbitron Co.

Commission in Atlanta (Faith and Freedom); and Dr. Carl Henry, theologian, author, and speaker from Watertown, Wis. (Gold Medal for clergyman with 50 years of service). Baehr and Tada are members of the National Religious Broadcasters (NRB) board of directors.

WASHINGTON, D.C. — NRB member station WAVA-FM/Arlington, Va., won the Religious/Gospel Station of the Year by Format at the annual MARCONI Radio Awards during the National Association of Broadcasters' Radio Show in Dallas. The September 11 awards show was emceed by radio personality Rick Dees of Los Angeles and featured a performance by country music star Tanya Tucker.

### Music

NASHVILLE, Tenn. — Word/Epic recording artist Wayne Watson and Mercy Corps International have announced a corporate endorsement pact. According to Watson, "Mercy Corps is an organization [meeting] the physical and spiritual needs of hurting people around the world in a quiet, efficient, Christlike fashion."

JOHANNESBURG, South Africa — More than 50,000 people attended a concert by Sparrow recording artist Carman at Johannesburg's Wanderers Cricket Stadium on August 15, making it the highest attended ticketed contemporary Christian solo concert ever held. Billed as "Music For Peace," the performance was attended by many South African officials.

WASHINGTON, D.C. — Sandi Patti sang "The Star Spangled Banner" at the dedication of Francis Scott Key Park — The Star-Spangled Banner Monument on September 14. Other celebrities participating in the event included E.G. Marshall, Dionne Warwick, and Harvy Purcell. The dedication celebration was the culminating event of a ten-year community-based effort conducted by The Francis Scott Key Foundation, which has worked since 1983 to foster greater awareness of Key's values.

ATLANTA — Intersound Christian Music has signed an agreement to distribute *Heaven's Metal Video Magazine*. The video magazine, featuring over 70 minutes of Christian rock and metal's best artists, is scheduled to release a new issue every four months. The first volume is currently avail-

able for order through Intersound.

### News Briefs

MINNEAPOLIS — The Rev. Thomas E. Trask was elected the 11th general superintendent by delegates to the 45th General Council of the Assemblies of God meeting August 10-15. Trask, formerly the denomination's general treasurer, will succeed the Rev. G. Raymond Carlson.

### Obituaries

CHATTANOOGA, Tenn. — Dr. Neil Macaulay, a worldwide evangelist and accomplished musician, died August 21 in a Chattanooga hospital. Macaulay, 74, founded New Life Ministries in 1957, which was an organization supporting the training and establishment of national workers on radio in foreign countries. A member of National Religious Broadcasters (NRB), Macaulay received the NRB Milestone Award for 50 years of continuous



Neil Macaulay

service in religious broadcasting in 1991.

PHOENIX — Cornelius Keur, pioneer Christian broadcaster and executive director of Northwestern College Radio (1967-80), died in his sleep at home August 17. Keur, 80, founded KAIM-FM/Honolulu, in 1953, Hawaii's first full-time FM station.

### People

NASHVILLE, Tenn. — David Gilman has been named to the new position of regional merchandiser for Sparrow Distribution. In his new position, Gilman facilitates in-store merchandising support and greater consumer awareness for Sparrow. Gilman formerly worked as a music buyer for Baker Book House.

### Publishing

GRAND RAPIDS, Mich. — The Zondervan Corporation has announced its reorganization of corporate structure into two distinct units: Zondervan Publishing House (ZPH) and Family Bookstores (FBS), each reporting directly to Zondervan's parent company, HarperCollins Publishers. The realignment was to have been completed by November 1.

## Nielsen Media Research: May 1993 Devotional Programs

Rank	Program	Ave. TVHH	Stations
1.	<i>Hour of Power</i>	1,115,000	169
2.	<i>The World Tomorrow</i>	674,000	127
3.	<i>Believer's Voice of Victory (weekly)</i>	498,000	130
4.	<i>In Touch</i>	496,000	53
5.	<i>Old Time Gospel Hour</i>	344,000	171
6.	<i>Larry Jones</i>	335,000	88
7.	<i>D. James Kennedy</i>	296,000	105
8.	<i>Ever Increasing Faith</i>	288,000	20
9.	<i>Day of Discovery</i>	239,000	117
10.	<i>The 700 Club With Pat Robertson</i>	234,000	93
11.	<i>Insight</i>	198,000	8
12.	<i>This Is The Life</i>	169,000	19
13.	<i>In Touch Ministry</i>	165,000	33
14.	<i>Christian Lifestyle Magazine</i>	163,000	14
15.	<i>Oral Roberts and You</i>	141,000	36
16.	<i>It Is Written</i>	132,000	31
17.	<i>Believer's Voice of Victory (daily)</i>	131,000	59
18.	<i>Jack Van Impe</i>	128,000	81
19.	<i>Christopher Closeup</i>	119,000	13
20.	<i>Garner Ted Armstrong</i>	94,000	22

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

# Practical Programming

Ever stop and ask yourself why Nike paid major dollars to athlete Bo Jackson and supplies him with a new pair of shoes every time he takes the field or walks into the gym? Of course not. The answer is obvious. Bo knows baseball. Bo knows football. Bo knows what shoes to wear. If Nike's are good enough for Bo. . . .

One of the requirements for a successful advertising campaign is believability. All advertisements make *claims* about their products. If a cynical audience doubts the claim, the product is headed for extinction.

Enter Bo Jackson. Instant credibility. Bo wears Nikes and suggests you do the same. And we figure "Bo ought to know."

Cynical and jaded consumers tune up and down the radio dial each day, hearing about car mechanics who can be trusted or the best place to go for barbecue. Some will decide to put the advertising claim to the test, risking \$3.50 for a sliced beef sandwich and a side of cole slaw. Others who once believed the hype and were burned will decide to pass.

That's where Paul Harvey or Rush Limbaugh comes in. If Limbaugh likes Snapple, it must be good, right? And if Harvey says it's a True Value, how can we doubt him?

## Integrity For Sale

### Bob Lepine

Limbaugh and Harvey have put their credibility up for sale. Both have taken steps to insure their integrity remains intact in the process. Harvey will not lend his distinctive voice to any product he has not tested or does not use. Ditto for Limbaugh.

Presumably, both men had that conviction reinforced a few years ago by actress Cybil Shepherd. She had been hired to tout the joys of beef on television. But when asked by a reporter about her own beef eating, Shepherd admitted she didn't eat much red meat. The beef producers dropped her in a cholesterol-saturated heartbeat.

American consumers are pre-disposed to trust Bo Jackson for advice on shoes, Rush Limbaugh for a recommendation on what beverage to drink, and to eat more beef because Cybil Shepherd told them to. How much more are our listeners pre-disposed to trust what they hear on Christian radio? We become the stewards of a fragile trust relationship with our listeners.

How do we guard that trust? It's not

always easy. Two principles relate to the programming decisions you'll be called to make as a manager.

*First, establish your limits before you're faced with a dilemma.* This is the "set-your-standards-before-you're-in-the-backseat-of-the-car" principle. And if you haven't faced it yet as a manager, you will.

Imagine this scenario, adapted from my experience as a station manager. It's the middle of the month and the station is about \$1000 away from meeting its goal, with no prospects in sight. You receive a call from the pastor of a local church who wants to buy time to do a live, call-in talk show for two hours Saturday night. If he starts this Saturday, you'll meet your goal.

You're aware there is division in the Christian community about his church. Some people consider it a cult because they don't believe in the doctrine of the Trinity and because they believe any true Christian will speak in tongues. At the same time, you know this pastor has a good working relationship with other pastors in town.

Do you sell time? Would you sell it to First Baptist Church? What about a Mormon church? At one time, you'll be called on to make these Solomon-like decisions.

I'm not here to suggest an answer to the dilemma. My challenge to you is to define the boundaries before you're seated across the table from a possible client who is ready to write you a check for the \$1000 you need this month. Then you can manage your programming based on convictions, not what is expedient.

When I was managing a Christian radio station, I required anyone who wanted to purchase air time for a program to submit a doctrinal statement along with their audition tape. I checked the statement to make sure they affirmed the fundamentals of orthodox Christianity without holding to some aberrant theological position. In the process, I probably left some programming money on the table. But I guarded the integrity of the station for those programs we decided to carry and for our listeners. And I slept well at night in the process.

*Second, decide what criteria you will use to evaluate non-religious programming.* At some point, you'll have to decide whether to carry sporting events, infomercials, or public affairs programming. For example, will your station pre-empt regular programming for a presidential news conference? If so, will you do it for all such conferences, whether occurring at 8 p.m. or 1 p.m.? Will you make the decision on a case by case



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

basis? If so, what criteria will you use in making your decision?

A growing trend in both secular and Christian broadcasting is the radio infomercial. In many cases, these programs are designed to raise money for Christian non-profit organizations. Infomercials could be a 30-minute pitch by a Christian company for investments or health products, or a program-length commercial from a company (making no religious pretenses at all) that sells rare coins or exercise equipment.

Will you carry that kind of programming at all? How often will you repeat the same program? Will you set aside certain dayparts for this kind of programming? And again, on what basis will you decide to carry a certain program?

I would urge you to exercise great caution here. I visited recently with one Christian broadcaster who says his ministry still feels the effects of the PTL scandal (this broadcaster had nothing to do with PTL). He had just cut back his budget and staff and had to make a rare appeal to listeners for needed funds. "It angers me that I continue to pay the price for something I had nothing to do with," he told me.

What is the impact on the Christian programs you carry if you also carry programs designed to sell the latest weight loss fad? Remember, even if you air a disclaimer before a program-length commercial, you're choosing to lend your station's credibility to the products advertised. If the product offer sounds too good to be true, the listener may wonder about the credibility of other programs you carry, and your station's believability may slip. Make sure you weigh the short term financial gain against the potential long term loss of credibility.

You can be sure if Bo Jackson started endorsing copper bracelets as a cure for arthritis, Nike would start rethinking their contract with the sports superstar. Even Jackson's credibility has limits. What about your station? <sup>h</sup>

## 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!

### Christian Radio Journal

A new monthly newspaper for Owners and Managers of Christian stations! For FREE SUBSCRIPTION, write:

Christian Radio Journal  
706 East Bell Road, Suite 200  
Phoenix, AZ 85022

### RADIO STATION OWNERS AND MANAGERS:

# Bill Clinton has an Economic Plan to Save Your Country.

WE have a way to Save Your Station from Bill's Plan.

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 Perrault, at 713 - 871-8485.**



**Morningstar Radio Network, Inc.**

# Sales Spot

As one scans the qualitative statistics provided by Simmons Market Research Bureau and Soma Communications, there is often a considerable amount of disparity between the numbers. If the figures are reliable, it becomes apparent there are considerable differences between Christians and other American adults when it comes to demographics and purchasing habits. Sometimes these differences are so vast the numbers seem incredible, throwing doubt on the validity of the studies themselves.

However, these discrepancies, not the result of studies, are incommensurate, since both have a sufficiently sized sample base, and the questions put to each group are virtually identical. Most of the overwhelming variances between Christians and Americans in general can be explained by citing the intrinsic diversity between these two sample groups themselves. That is, almost anytime Christians rank significantly higher than the national average for any one characteristic, it is probably because Christians fall into one or more of the following groups or traits:

## Why Is The Christian Market So Unique?

Gary Crossland

### Larger Families

Christian families are larger than the national average — they have more children. Interestingly enough, their disposable income does not seem to be significantly affected by this fact. Therefore, it makes sense that whatever families buy, Christian families will be likely to buy *more*.

If it appears Christians rank suspiciously higher than most Americans for exhibiting particular traits, all one needs to ask is, "Is this a trait that would be more characteristic of larger families?" If so, it's easy to see why Christians show superlative numbers. This explains why Christians are well above the national average in many

different spending categories. The large family distinctive probably accounts for 50 percent of all discrepancies between Christians and Americans in general.

Christians are more likely to have children in all age brackets than average American adults. The chart shows what percentage of American adults have children in the following age brackets (shaded bars, *Simmons* 1992) and what percentage of Christians have children in the same age groups (white bars, *Soma* 1993).

If Christian families are indeed larger, then the evidence should be seen, especially at the supermarket. Supermarkets and grocery stores are among radio's largest advertisers. Last year more Christian radio stations got a nice share of the available pool of grocery advertising dollars.

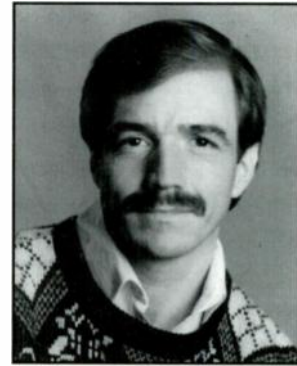
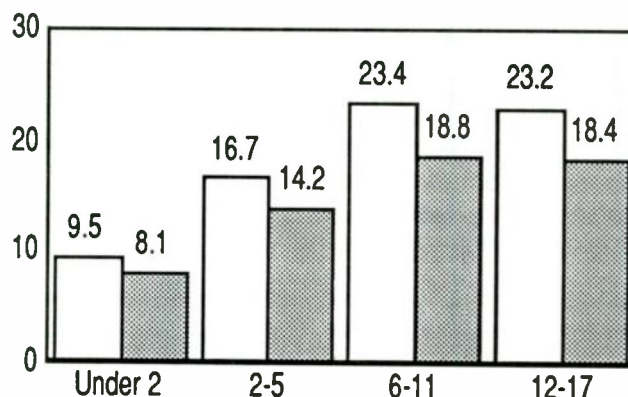
Of all Christian stations, 64 percent signed at least one supermarket to an advertising schedule. We should expect more of this type of business since, when you compare *Simmons* 1992 data with *Soma's* 1993 statistics, you realize Christians are 31 percent more likely than average Americans to do major food shopping at least five times in the last four weeks.

### Women

Among all general market advertising mediums, Christian mediums have very high concentrations of women. In other words, they have more women *per capita*. Once again, this means whatever women buy, Christians will be likely to buy *more*.

Most advertisers want to reach women. Women write 80 percent of all checks in America. The fact that Christian mediums have such a high concentration of women probably explains, in 30 percent of the cases, why these media groups so often come in higher than the national norm when it comes to spending patterns.

Let's look at one example — clothing



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

— and one particular medium — radio. Clothing retailers are one of the most common advertisers on Christian radio today. Last year, 60 percent had a women's clothing store on the air. Likewise, 47 percent of them did business with a men's clothing retailer. Right up there were children's apparel stores, which advertised on 44 percent of all Christian stations last year. And 17 percent of all stations wrote contracts with unisex clothing stores in the last 12 months.

Last year, Simmons Market Research Bureau sampled almost 10,000 women. Among them, 8.2 percent said they had spent at least \$1501 for women's clothing last year. During the same period, Soma Communications sampled over 1000 Christian females, discovering 24.6 percent spent as much for their clothing over the same time frame.

Both sample groups were large enough to be reliable. Both methods of sampling were identical. The questions were identical. The results were so strikingly dissimilar, the only conclusion Soma came to was Christian radio is the most effective advertising medium available to women's clothing retailers.

### Married Couples

Christians are more likely to be married. Anything characteristic of married couples will be even more so for Christians. Because of the strong female element in the audience, 36 percent of all Christian radio stations had a wedding or bridal store on the air last year.

### Social Crowd

Christians are extremely social. They build close relationships with relatives, church members, and friends. Whatever traits social people possess, Christians will be likely to exhibit. The obvious categories to watch here are restaurants, groceries, recreation, and apparel.

### Conservative Americans

Christians are conservative. They have strong family oriented values. Any conservative political or social tendency will be ostensibly observable among Christians.

### Loyal Shoppers

Christians are very communal. They are very loyal to those within their ranks. They support those within their constituency. They buy from businesses which advertise with one of their own mediums.

If a particular trait or buying characteristic is common to any of the above groups, it would make sense, when these characteristics work in combination, that the numbers for Christians go through the roof. For example, Soma would expect Christians to be more likely to buy insurance. After all, this is a trait of large families.

However, when compared to all Americans, even greater disparity should be shown at the supermarket because grocery shopping employs three of these traits: large families, women, and social crowd. There are now three reasons for Christians to excel beyond their American counterparts.

All this to say anytime advertisers want to reach persons who exhibit any of the above traits, Christians will show good numbers. If their ideal target group employs two or three of these characteristics, then the statistics for Christians should be much higher and the differences between all Americans much greater. When the ideal group possesses more than three of these characteristics, triple-digit percentages will appear above the national averages. <sup>8</sup>

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

*The 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.*

# EVERY BODY USES SOMA

Valuable information published monthly for Advertising, Publishing, Music and Ministries. America's Christian Research Company.  
Soma Communications, Inc. 1-800-282-5337.

GARY Crossland

(Circle 234 on the Reader Service Card)

Full-time Christian Radio

## Just for Kids



**THE CHILDREN'S  
SONSHINE NETWORK**



© 1991 Al Hartman

**The Children's Sunshine Network™ ...**

- A full-time FM subchannel ministry.
- A vision for the future.
- An opportunity to expand your outreach to children while protecting your ministry to adults.
- An virtually hands-free radio ministry that will enhance your image and community impact.
- Additional income for your ministry through this subscriber service.

• Adventures in Odyssey (2 times a day) • We Kids • Kids' Music • Children's Bible Hour  
 • Ranger Bill • Adventure Time • Seasonal Music • Critter County • Fables of Faith  
 • Contests • Kid's Praise! Club • Storybook Room • Keys for Kids • Kid's News  
 • Tinyburg Tales, and more!

**The Children's Sunshine Network™ is:**

- A Positive Influence
- A T.V. Alternative
- A Learning Experience
- Affordable
- Biblical Values
- Mind Stretching
- A Parental Reinforcement
- Challenging
- "Theatre" of the Mind
- Entertaining
- Unique
- Fun!

**For free information and video, call 1-800-530-9779**

A Broadcast Outreach of the Grand Rapids Baptist College & Seminary

(Circle 115 on the Reader Service Card)

# Youth Wave

Our dog, Missy, is easily entertained. All it takes is a two-liter Coke bottle.

Just leave the plastic bottle within her reach and our otherwise mellow Shih-tsu becomes an aggressive attack dog. She pounces on her "prey," pushing the bottle along the wall and making it airborne with her nose. As soon as it lands, this crazy dog pounces all over again. For a long time afterwards, you can hear the combat sounds of a Coke bottle bouncing in our kitchen.

Then it stops. And so does Missy. You will find her lying on the kitchen floor, totally exhausted. Frankly, it's pretty amusing to see Missy use all her energy on "plastic wars" that don't really matter.

However, it's *not* amusing to see us Christian radio folks put all our energy into our own "plastic wars." Format, market share, state-of-the-art equipment, sharathons, sponsors, promotion—they all have a part in our mission. But they're not *the* mission. If we spend ourselves on just the plastic, we may have no energy for the battles mattering most.

One such battle is for the young people

in America *do* have a young audience. These contemporary-formatted stations have blazed a trail with music programming attractive to young people. They have joined the battle, but *having* a young person listen is not necessarily *changing* his life.

Music conveys an audience, but does not generally confront or close. Teenagers scan the dial for a sound they like and relevant music is a deciding factor. We can be grateful there are Christian stations capturing their attention. But if music is all there is, we could gain the whole youth audience and lose their souls.

Scripture tells us lives are ultimately changed by "the foolishness of preaching" [1 Corinthians 1:21]. Peter and the apostles didn't sing 3000 people to Christ at Pentecost. And while Paul and Silas' singing attracted attention in jail, it took *some* explaining to lead the jailer to Christ.

At some point, you have to talk to the kids you play music for all day. Or they will be, as most Christian teenagers in America already are, over-entertained and underchallenged.

Contemporary music stations fail their listeners if there is not teaching, preaching, and closing. No, the talk doesn't have to be the traditional radio sermon. If the one doing the talking is caring, relevant, high-energy, and creative, young listeners will connect. We tragically underestimate a young person if we think he bails out when someone stops the music for a few minutes of biblical straight talk in their language.

Music prepares a heart and plants truth there. But it is teaching, explaining, and challenging that confronts a teenager with the whole truth on any issue—and brings him to a commitment. Even at a contemporary concert, the artist cannot rely on his music alone to bring people to Christ. Christian music radio needs to do the same at several points in their day. When a music station breaks the "talk-phobia" mold, it can become a powerful force in winning the battle for a generation.

## Mistake 2 — Not Enough Music

Traditional Christian stations are committed to content. While playing music, they also protect major time slots for teaching and preaching God's Word. The older the listener, the more of a ministry this menu seems to be. Conversely, the younger the listener, the less likely he is to stop at that station. The children of the '60s through the '90s are music people. And not just any music—the sound of their generation.



Ron Hutchcraft is an author and the host of Moody Broadcasting's *Saturday Night Alive* and *A Word With You*. Ron Hutchcraft Ministries is located in Wayne, N.J.

Since the older listener feels strongly that this is "my station," his financial support is tied to the format and music being "what I like." Sometimes it goes beyond preference to believing "my way is the only way." Afraid of losing its audience and support, a traditional station often yields to this limited thinking and in doing so, forfeits the young whose lives are up for grabs.

The unsettling result is recorded in George Barna's research showing over two-thirds of Christian teenagers have not listened to Christian radio in the last year. Not only are we leaving the lost kids, we are not even reaching our own!

More and more traditional stations are deciding they have a responsibility for the radio-shaped young people of their area. With the unique power to go into their rooms through radio, how can a station *not* have a responsibility?

So, the station which has the teaching but not a young audience has to *build* that audience. And that takes music—contemporary Christian music. It does not require dropping one audience to gain another. It does mean a well-advertised block of programming everyone understands is missionary radio to reach teenagers. In that time block, you do what it takes to capture young hearts by convening them with music, confronting, and closing with biblical straight talk.

Ask the supporting grandparent, "Does your grandchild listen to this station?" The best guess is no. "Don't you wish they did?" The best guess is yes. "Then pray for us every [time slot] because we're fighting for lives like theirs."

If a traditional station is willing to bite the music bullet (while explaining its mission to its listeners and supporters), its power can finally reach young people. And those are the people who need the station most because they're probably settling their

CONTINUED ON PAGE 48

## Two Expensive Mistakes With Youth Programs

### Ron Hutchcraft

in our area. Since almost 70 percent of the people who ever come to Christ do so *by the age of 18*, the war for their souls is our "Desert Storm." And more than any other age group, they are radio people. Why have all the equipment, market shares, and income sources if we miss the most important people to reach?

There are two ways for a Christian station or broadcaster to lose this life-or-death battle. One is simply to fail to show up for the battle—to take the easy road of just catering to whatever adult will send us money and ignoring the teenagers. The other way to lose is to program for young listeners but not use all the weapons that can change their lives.

One way or another, we are losing a generation even if, in some cases, we have them listening. The challenge is to avoid two expensive mistakes.

### Mistake 1 — Too Little Talk

Some of the largest Christian stations



# BRINGING YOUR IDEAS TO

# Life

**CDR Communications can provide you the tools to reach the world:**

- **TELEVISION PROGRAMMING**

From award winning documentaries shot around the world to inspirational news features, CDR goes on location to create a wide variety of innovative television programming.

- **RADIO PROGRAMMING**

CDR is a leader in producing national short feature radio programs, using state-of-the-art digital audio recording and editing. Our products have aired on over 3,000 radio stations.

- **VIDEO**

CDR produces videos encompassing many areas—retail, promotional, and inspirational. Each production is tailored to clearly communicate your message and have an impact on your viewers.

- **ADVERTISING**

From corporate to election advertising, CDR can get your message out.

- **TELECONFERENCES**

CDR can handle everything from small corporate meetings to large coast-to-coast conferences with professionalism and excellence.

- **FULL-SERVICE CAPABILITIES**

Our experienced staff will also assist you with:

- Post-Production
- Graphics/Animation
- Original Music
- Multilingual Translation
- Syndication/Promotion
- Distribution



**Bringing you titles like**

- **Homeschool Heartbeat**
- **Consumer News Update**
- **Window of the World**
- **Just the Facts**
- **How to Manage Your Money** video series by Larry Burkett
- **and more!**

**For a FREE Demo Video or Cassette call 1-800-729-2237**

**CDR COMMUNICATIONS, INC.**

9310-B Old Keene Mill Road, Burke, VA 22105-4204 • Phone: 703-569-3400 • 1-800-729-2237 • Fax: 703-569-3448

# Socially Speaking

In a recent poll by the *Los Angeles Times*, only half as many people as in 1985 thought the media is doing “a very good job.” More devastatingly, nearly 70 percent agreed with the statement, “The news media give more coverage to stories that support their own point of view than to those that don’t.”

Intriguingly, Christian journalists are just as disparaged. Pete Hammond, the national director of InterVarsity Christian Fellowship’s Marketplace ministry, has observed, “Journalism is a somewhat abused profession, both in terms of Christians not having a high calling into it, and secondly from the church being a little too critical of it, and not helpfully critical.” I want to suggest there is an important lesson to learn, particularly for Christian journalists, in thinking through how we do our jobs.

Common reporting practice is to “present all sides of an issue.” Now, that might work fine if the story is on a zoning meeting or highway construction, but it becomes dangerous when reporting on an ethical or moral matter with a clear right and wrong. In those issues, reporting all sides neutrally teaches our consumers “truth” is

porters cling to the maxim of *Dragnet*’s Joe Friday, “Just the facts, ma’am, just the facts,” as their supposed bottom line. And arguably those stories need to be reported with the facts. But when it comes to ethical and moral issues, today’s reporters suddenly replace the facts with divergent opinions, as if those opinions were indeed fact. The subtle lesson to a consuming public is ethical and moral issues have no factual basis and therefore no absolute truth, leaving you with one opinion against another.

When we report neutrally the homosexual community’s claim of being a deprived minority and contrast it with the pro-family community’s rhetoric of homosexuality as perverse, abhorrent, and as such not a protected right, have we done our job as journalists? No, we haven’t — in fact, I would suggest we’ve given the deceptive lie of the homosexual a powerful opportunity to deceive our culture. We have simply reported two contrasting opinions as “facts,” but have missed the real Truth in the discussion. Are there legitimate facts we should include in our stories which will expose the baseless, empty speech of the homosexual community for what it is? Yes, and to conclude our story without those facts is to fail in our jobs as journalists.

“You shall know the truth and the truth shall set you free” (John 8:32) is one passage of Scripture used by those who favor giving the deceptive lies of the world, in the reporting of ethical and moral issues, an equal footing with the values of the Bible. They suggest when a good reporter presents all sides of an issue, the truth will — by its very power — win out and set us free. Sadly, I think my brothers and sisters who cling to that rationale are not taking as seriously as they should the Scripture’s companion teaching that there is great power and deceptiveness in the lies of the enemy.

For example, Colossians 2:8 warns us about being taken captive by the “hollow and deceptive philosophy” of the world. Yet, as journalists, we report hollow and deceptive philosophy on an equal footing with the truth, and call it balanced reporting. I Peter 5:8 warns Satan is like a roaring lion,

Fighting for them is the most important battle any Christian in radio can fight. It is too expensive to be caught up in smaller “plastic wars” — we miss the decisive battle. If we lose, a generation is lost.

Like any significant battle, there is risk involved: risking a little more talk where you’ve only felt safe with music; risking a



Rob Gregory is the senior director of public policy for Focus on the Family and the host of the radio broadcast *Family News in Focus*.

looking for someone to devour. How often does he devour people because his lies are given an equal footing with God’s truth? Second Corinthians 11:14 warns us Satan masquerades as an angel of light. I wonder how many times this masquerading angel’s “truth” pulled the wool over some unsuspecting sheep’s eyes because it has been inappropriately presented on the same footing as God’s truth?

So what can we do? Communication theory teaches the communicator, in this case the journalist, is not only responsible for what he writes or says, but for how his communication is received. If that is so, then for a reporter to ignore the fact there is a spectrum of opinion on any given moral and ethical issue, is to do a disservice to the consumer. However, the rub comes when we examine how the divergent sides of an ethical or moral discussion are presented.

If we are reporters who are really interested in reporting the *facts*, then we need not be afraid of diverse opinions on ethical and moral issues. However, too often we reduce our “reporting of facts” to equal-time reporting of the rhetoric from each side. When we do, we miss the point.

Contravening God’s absolute truth, we are told, has consequences. As we openly report those, who by God’s standard, are liars and deceivers, can we fairly and openly show the consequences of their opinions? I believe we can, and should as reporters — and as we do, a watching world will see the truth for what it is. And as they do, that truth can set *them* free. What better goal could we have as reporters? <sup>RB</sup>

## Use Of Opinion As Fact Not Right

Rob Gregory

somewhere in between the extremes, but remember, in an ethical or moral debate, one of those sides is Truth.

By this kind of reporting, the media has quietly persuaded most of us that moral people are “extremists” and “tolerance” is the one true virtue. But doesn’t the Christian journalist have a responsibility to expose the lie? The real tragedy is how we as Christian journalists have aided the moral confusion in our culture by non-critically equating lies and deception with truth.

Let me put it another way — on issues like zoning controversies, natural disasters, law and order, and a thousand others, re-

## YOUTH WAVE

CONTINUED FROM PAGE 46

eternity before they turn 18.

There just aren’t enough youth pastors or Christian young people to bring Christ to America’s 20 million teenagers. We’re losing too many. But radio can reach them faster and farther than any other medium.

little more relevant music where you’ve only felt safe with talk and risk-free music. But the greater risk is a generation of lost teenagers who will never know Jesus and “found” kids who don’t live for Him.

General Dwight Eisenhower said it well — “There are no victories at discount prices.” This victory is worth the price. <sup>RB</sup>

# Music Matters

## *A Christmas Tale, Celebration*

all reviews by Darlene Peterson

### FAMILY ADVENT CELEBRATION

creators: Don and Lorie Marsh  
writer: Sharon Odegaard  
Brentwood Music

Have you ever wanted to keep your family's Christmas Christ-centered, but lacked ideas or inspiration? Children are bombarded by Santa Claus and the materialistic "I want" side of Christmas. Adults face inane office parties, frantic schedules, and the temptation to go into debt — all in the name of Christmas.

Why not start a new tradition this year: a family advent celebration. Brentwood Music offers a kit to get you started. *Family Advent Celebration* consists of an audio cassette tape and booklet with instructions, stories, music, and activities that can help your family focus on the true meaning of Christmas.

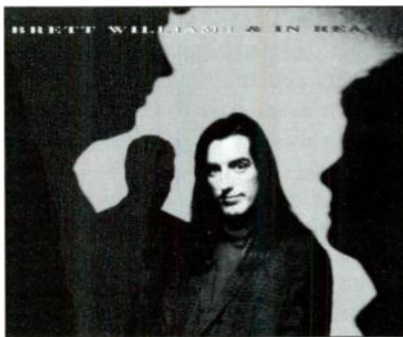
What impressed me most about this kit is the variety of activities each week. Initially making the advent wreath itself is a fun preliminary. Each week's candle lighting incorporates making symbolically-shaped cookies and tree ornaments, Scripture reading, a contemporary story emphasizing the week's theme, Christmas carols, a devotional, and activities such as word puzzles and coloring. Of course, how much you do is up to you, but who would want to miss out on any of the fun?

### SILENT NIGHT: A MOUSE TALE

authors: Betsy Hernandez,  
Donny Monk  
musicians: Frank and Betty Hernandez  
arrangers: Don Wyrzten,  
Frank Hernandez  
producer: Frank Hernandez  
Sparrow

If you're tired of watching your children focus more on Santa, Rudolph, and Frosty than Jesus, this book and audio tape provide a great alternative. This charming children's book and dramatically narrated audio tape gives a mouse's perspective on the events surrounding the writing of the classic carol "Silent Night," by Franz Gruber and Joseph Mohr in 19th-century Austria.

While there probably isn't any evidence Gruber and Mohr were as fond of mice as their church choir's soloist detested them, the theme running through the tale is quite valuable — what is the best way to worship the Lord on the day we celebrate His birth? Does He demand a big, showy production? Or will a simple song straight from the heart do just as well (or better)? A good question for all Christian Christmas shoppers to ponder.



### POWER AND PROMISE

*Brett Williams and In Reach*

producer: Davide Zaffiro  
executive producer: Dez Dickerson

Humility, an astute understanding of the human heart, and the ability to connect the trials of biblical heroes with the everyday experiences of a modern-day believer characterize the lyrics of this recording. Brett Williams has the ability to be humble yet intimate with God, a delicate yet desirable balance. He communicates this passionately through a powerful, inventive pop sound. The instruments are clean and deliberate — there's no mush or mud here.

Two songs grabbed me: "Run" and "Savannah." "Run" points out the glaring inconsistency of a Christian abandoning his family to pursue a ministry. Far-fetched as this may seem at first, it no doubt happens more than we realize as immature or driven believers use ministry as a "justifiable" escape.

"Savannah" paints a sadly accurate portrait of a large chunk of today's youth — "She's got to wear all the symbols/But she don't know what they mean/Oh, got a crucifix that's dangling from her ear/And a pentagram just below her cold stare/Still she cries when no one's there." Williams and In Reach are clearly in touch with our hurting world.

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*

For more information please contact National Right to Life,  
419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004  
(202) 626-8817.

(Circle 163 on Reader Service Card)

# Christian Best Sellers!

## CLOTHBOUND

1. **He Still Moves Stones**, by Max Lucado, Word
- (2) 2. **Whatever Happened to the American Dream**, by Larry Burkett, Moody
- (1) 3. **My Utmost for His Highest, Updated Edition**, by Oswald Chambers and edited by James Reimann, Discovery House (Nelson)
4. **When God Doesn't Make Sense**, by James Dobson, Tyndale
- (4) 5. **The Body**, by Charles Colson, Word
- (5) 6. **Don't Let the Jerks Get the Best of You**, by Paul Meier, Nelson
- (3) 7. **Christianity in Crisis**, by Hank Hanegraaff, Harvest House
- (17) 8. **Ashamed of the Gospel**, by John MacArthur Jr., Crossway
- (6) 9. **Love for a Lifetime**, by James Dobson, Multnomah (Questar)
10. **Janette Oke: A Heart for the Prairie**, by Laurel Oke Logan, Bethany House
- (9) 11. **Laugh Again**, by Charles Swindoll, Word
- (7) 12. **Quiet Times for Couples**, by H. Norman Wright, Harvest House
- (10) 13. **His Needs, Her Needs**, by Willard Harley, Revell (Baker)
- (11) 14. **The Wonderful Spirit-Filled Life**, by Charles Stanley, Nelson
- (8) 15. **The Hidden Value of a Man**, by Gary Smalley and John Trent, Focus on the Family (Word)
- (16) 16. **The Anointing**, by Benny Hinn, Nelson
- (14) 17. **Finding the Love of Your Life**, by Neil Clark Warren, Focus on the Family (Word)
18. **My Utmost for His Highest**, by Oswald Chambers, Barbour, Discovery House (Nelson)
19. **A Cry in the Wilderness**, by Keith Green, Sparrow
- (20) 20. **The New Dare to Discipline**, by James Dobson, Tyndale

## PAPERBACK

- (7) 1. **Heart of the Wilderness**, by Janette Oke, Bethany House
2. **To This Mountain**, by Bodie Thoene, Bethany House
- (1) 3. **Pack Up Your Gloomees in a Great Big Box, Then Sit on the Lid and Laugh!**, by Barbara Johnson, Word
- (3) 4. **Normal Is Just a Setting on Your Dryer**, by Patsy Clairmont, Focus on the Family (Word)
- (2) 5. **A Bride for Donnigan**, by Janette Oke, Bethany House
- (4) 6. **Stick a Geranium in Your Hat and Be Happy!**, by Barbara Johnson, Word
7. **The Valiant Gunman**, by Gilbert Morris, Bethany House
- (6) 8. **The Third Millennium**, by Paul Meier, Nelson
- (5) 9. **Abaddon**, by Bob Larson, Nelson
- (9) 10. **Splashes of Joy in the Cesspools of Life**, by Barbara Johnson, Word
- (8) 11. **Prophet**, by Frank Peretti, Crossway
- (10) 12. **The Bondage Breaker**, by Neil T. Anderson, Harvest House
- (11) 13. **This Present Darkness**,<sup>+</sup> by Frank Peretti, Crossway
- (16) 14. **The Blessing**, by Gary Smalley and John Trent, Pocket
- (14) 15. **Victory Over the Darkness**, by Neil T. Anderson, Regal Books (Gospel Light)
- (13) 16. **God Uses Cracked Pots**, by Patsy Clairmont, Focus on the Family (Word)
17. **The Hawk and the Jewel**, by Lori Wick, Harvest House
18. **The Financial Planning Workbook**, by Larry Burkett, Moody
- (15) 19. **Becoming a Woman of Excellence**, by Cynthia Heald, NavPress
- (18) 20. **Land of the Brave and the Free**, by Michael Phillips, Bethany House

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

# The Book Shelf

## Bible Difficulties Solved

by Larry Richards  
Revell, 1993

all reviews by Harry Conay

*Bible Difficulties Solved* presents an unresolved difficulty of its own, causing one to ponder how many different ways the same information can be repackaged by one author. That is, how many times can one person explain the entire Bible, necessarily imparting the same basic data and discussing the same key issues, from the same doctrinal perspective, and still produce a new *and vital* volume? Lawrence Richards seems to have reached that limit.

That's a shame because Richards has written many informative, popular-level volumes for students of the Bible. He has authored one-volume commentaries specifically for teachers and for women and is the editor of *The Revell Bible Dictionary* (1990). His *Expository Dictionary of Bible Works* (Zondervan, 1985) is tremendously useful for those unfamiliar with the original Hebrew or Greek, and his *Word Bible Handbook* (Word, 1982 — most recently reprinted as *Richards' Complete Bible Handbook*) is arguably one of the best currently available. It is extremely well-organized, informative, literate, and free from photographic glitz.

Richards' handbook is a tough act to follow, and his subsequent efforts — the present volume included — are highly derivative. For instance, the excellent "Theology in Brief" sections of the handbook seem to have evolved into *The Dictionary of Basic Bible Truths* (Zondervan, 1987) and *The Bible Reader's Companion* (Victor, 1991) imparts the handbook's information re-formatted as one-page chapter summaries with annotations.

*Bible Difficulties Solved* also echoes the handbook, but now the overview is repackaged within a question-and-answer format. Unfortunately, too few questions are addressed, and many answers are not detailed enough to fully inform or "solve."

The unsophisticated reader may not be able to recognize the inadequacy of some of the responses or be able to distinguish between biblical fact and Richards' dispensational opinions. (Also, I'm not convinced every "question" is truly a "Bible difficulty" as in "Who wrote this book and what themes and issues does it deal with?") Thus, those who already own Richards' handbook won't need this latest effort, and those who don't might well consider purchasing the handbook instead.

## The Beauty of Spiritual Language: My Journey Toward the Heart of God

by Jack Hayford  
Word, 1992

Dr. Jack Hayford (pastor, author, composer, and *Living Way* television and radio personality) writes in praise of glossolalia (which he calls "spiritual language" rather than "tongues" to avoid negative connotations). Although it is a warm, personal, and sincerely written book, Hayford's "arguments" in favor of contemporary glossolalia and prophesying are not apt to change the minds of non-charismatics to whom his passionate advocacy of such doctrinally questionable practices will probably be more alarming than alluring. While I cannot recommend this book to everyone, there will be those who will enjoy it.

## If Only God Would Answer: What To Do When You Ask, Seek, & Knock — And Nothing Happens

by Steven Mosley  
NavPress, 1992

An alternative sub-title for this vital book might have been "The Power of Positive Prayer," for within it Steven Mosley (author and writer for Christian television) explains the scriptural "tools that turn prayer into something consistently joyful and rewarding." This is *not* a trite book of magic formulas promising health and wealth under the guise of prayer, but a series of doctrinally sound, Bible-based strategies which, taken together, "build momentum and help turn prayer into the leading edge of our relationship with God." All Christians should read this book — and then apply it to their daily lives.

## Selling Jesus: What's Wrong with Marketing the Church

by Douglas Webster  
InterVarsity, 1992

Responding to a number of recent church-growth books advocating elaborate marketing strategies, pastor Douglas Webster urges readers to seek biblical standards of excellence, achievement, and success for a "Christ-centered philosophy of ministry" rather than a "market-driven, consumer-oriented" one (lest we forget that Jesus is to be worshipped as Lord — not peddled as a product). Many practical suggestions are included in this timely book.

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

# Interview Insights

## On Religion And News Media Study

by Judy Waggoner

**Editor's note:** Columnist Jonathan Petersen will return in December.

A nine-month study, "Bridging the Gap: Religion and the News Media," was recently released by The Freedom Forum First Amendment Center. Conducted by John Dart, religion writer for the *Los Angeles Times* and former president of Religion Newswriters Association (RNA), and Jimmy Allen, founder of ACTS television network and past president of the Southern Baptist Convention, the study pinpoints the sources of tension between organized religion and the news media.

The report, released at the RNA annual meeting in Chicago, is based on more than 50 interviews with journalists and religious leaders, a survey of previous research, and on a questionnaire answered by more than 500 clergy in six denominations, 550 newspaper editors, and 150 RNA members.

Of the religion writers, 92 percent surveyed said religion was somewhat or very important to them while 72 percent of the newspaper editors agreed. In contrast, the 1980 Lichter-Rothman study, which consisted of interviews with 240 members of the news media in New York City and Washington, D.C., found that 50 percent "claimed no religion" and 86 percent seldom or never attended religious services.

Because the misperception created by the Lichter-Rothman study is so widely held, Dart and Allen said they fervently hope the news media will circulate this refutation to as broad an audience as possible. They believe the public needs to know journalists do not harbor ill will toward religion.

The 1993 study does reveal the existence of an unhealthy distrust between religionists and journalists. "Religious figures fear being misunderstood and misrepresented," say Dart and Allen. "Journalists fear making mistakes and incurring religious wrath."

Religion and journalism both seek truth, yet their goals and perspectives seem to be at odds. According to Dart and

Allen, "Faith draws heavily on revelation and intuition; news reporting strives for verifiable information. Churches bring the good news; the press bears the bad news."

In a significant step toward better understanding, the report offers recommendations to bridge the gap between U.S. journalists and religious communities. To journalists, the report suggests:

- \* Take religion seriously, not limiting coverage to pageantry or scandal.

- \* Increase the number of writers to more adequately cover the surplus of religion stories.

- \* Provide journalists with opportunities for continuing education in the area of religion.

To the religious community, the report recommends:

- \* Learn what journalists consider newsworthy and communicate religious actions and events fitting that description.

- \* Provide the news media with easy access to an informed religious viewpoint.

- \* Commit greater financial resources to an effective communications office within the religious institution.

- \* Take responsibility for correcting misinformation.

The Freedom Forum First Amendment Center, located at Vanderbilt University in Nashville, Tenn., is an independent operating program of The Freedom Forum. The center was established December 15, 1991, on the 200th anniversary of the ratification of the Bill of Rights to the U.S. Constitution. It does not solicit or accept contributions and is supported by an endowment established by Frank Gannett in 1935 that has grown to more than \$720 million in diversified, managed assets.

The First Amendment Center's mission is to foster a better public understanding and appreciation for First Amendment rights and values, including freedom of religion, free speech and press, and the right to petition government and to assemble peacefully.

**Judy Waggoner is manager of print media for Zondervan Publishing House and managing editor of the Zondervan Press Syndicate in Grand Rapids, Mich.**

## Statement of Ownership, Management, and Circulation

Statement of Ownership, Management and Circulation  
 (Required by 39 U.S.C. 3685)

Publication Title: RELIGIOUS BROADCASTING  
 Issue Date: 03/14/93  
 Issue Frequency: MONTHLY EXCEPT JULY & AUGUST  
 Number of Issues Published Annually: 11  
 Annual Subscription Price: \$24.00

Publication Office: RELIGIOUS BROADCASTING, 7839 ASHTON AVENUE, MANASSAS, PRINCE WILLIAM COUNTY, VA 22110-2883  
 Complete Mailing Address of Known Office of Publication (Not printer): NATIONAL RELIGIOUS BROADCASTERS, 7839 ASHTON AVENUE, MANASSAS, PRINCE WILLIAM COUNTY, VA 22110-2883  
 Complete Mailing Address of Headquarters or General Business Office of Publisher: E. BRANDE GUSTAFSON, PUBLISHER, RELIGIOUS BROADCASTING, 7839 ASHTON AVENUE, MANASSAS, VA 22110-2883  
 Full Name and Complete Mailing Address of Publisher: ROW J. KOPCEK, EDITOR, RELIGIOUS BROADCASTING, 7839 ASHTON AVENUE, MANASSAS, VA 22110-2883  
 Complete Mailing Address of Principal or Managing Editor: SARAH J. SMITH, ASSISTANT MANAGING EDITOR, RELIGIOUS BROADCASTING, 7839 ASHTON AVENUE, MANASSAS, VA 22110-2883  
 Complete Mailing Address of Business Manager: NATIONAL RELIGIOUS BROADCASTERS, 7839 ASHTON AVE., MANASSAS, VA 22110

1. List the names, titles, and other positions of all persons holding a 1% or more of total ownership of this publication, and their full names and complete mailing addresses.

2. List the names and titles of all persons who are officers, directors, or managers of the publication, and their full names and complete mailing addresses.

3. List the names and titles of all persons who are owners, proprietors, or partners in the publication, and their full names and complete mailing addresses.

4. List the names and titles of all persons who are contributors to the publication, and their full names and complete mailing addresses.

5. List the names and titles of all persons who are advertising salesmen, and their full names and complete mailing addresses.

6. List the names and titles of all persons who are circulation agents, and their full names and complete mailing addresses.

7. List the names and titles of all persons who are carriers, and their full names and complete mailing addresses.

8. List the names and titles of all persons who are printers, and their full names and complete mailing addresses.

9. List the names and titles of all persons who are distributors, and their full names and complete mailing addresses.

10. List the names and titles of all persons who are subscribers, and their full names and complete mailing addresses.

11. List the names and titles of all persons who are agents, and their full names and complete mailing addresses.

12. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

13. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

14. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

15. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

16. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

17. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

18. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

19. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

20. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

21. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

22. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

23. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

24. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

25. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

26. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

27. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

28. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

29. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

30. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

31. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

32. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

33. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

34. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

35. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

36. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

37. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

38. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

39. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

40. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

41. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

42. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

43. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

44. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

45. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

46. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

47. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

48. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

49. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

50. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

51. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

52. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

53. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

54. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

55. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

56. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

57. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

58. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

59. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

60. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

61. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

62. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

63. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

64. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

65. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

66. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

67. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

68. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

69. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

70. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

71. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

72. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

73. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

74. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

75. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

76. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

77. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

78. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

79. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

80. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

81. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

82. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

83. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

84. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

85. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

86. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

87. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

88. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

89. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

90. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

91. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

92. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

93. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

94. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

95. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

96. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

97. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

98. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

99. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

100. List the names and titles of all persons who are other persons, and their full names and complete mailing addresses.

**The Cross Burns Brightly**  
 A Hall-of-Famer  
 Talks Faith, Life, and  
 Authority  
 to Help  
 Troubled Boys  
 Mel Blount

**We put the AUTHOR in AUTHORitative interviews!**

**Interview this Football Hall of Famer**

Mel Blount is the four-time Super Bowl champion for the Pittsburgh Steelers. Let him tell your audience about his football days as well as his spiritual battles against the Ku Klux Klan, a small town's fear of change, and the media. And how, today, he changes lives with his homes for boys.

**Interview questions:** How was your life changed during your football career? Why did you decide to start a home for troubled boys? What were some examples of racism you encountered as you lived out your Christian faith?

**AUTHOR AVAILABILITY:** Pittsburgh, Penn., and by telephone.

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

**Zondervan Publishing House**  
 A Division of HarperCollins Publishers

(Circle 197 on the Reader Service Card)

# Targeting Technology

## VIEWCAM Makes Videotaping Easier

With its revolutionary four-inch (diagonal) color LCD view screen and variable angle rotating lens, the new Sharp VIEWCAM, model VL-HL100UP, is easy to use in a multiple of corporate, educational, professional photographic, and sports coaching uses. The VIEWCAM combines Hi-8mm camcorder performance with a host of "first-ever" features, enabling it to function as a complete, professional quality video recording/playback system.

The VIEWCAM is ideal for use by corporate trainers, sales managers, educators, coaches, and professional photographers and videographers who need on-site



Sharp VIEWCAM

videotaping ease. The small size and light weight of the VIEWCAM make it highly suitable for on-the-spot videotaping with its built-in large-format color LCD view screen. The camcorder is portable and compact with its unique fully integrated design and its rotating lens and view screen make getting difficult shots easier. The view screen can be rotated 180 degrees and the wireless remote control can be used to include oneself in the video while simultaneously monitoring the recording.

For more information about VIEWCAM, contact Sharp Electronics Corporation, Sharp Plaza, Mahwah, NJ 07430-2135.

## Fujinon Reveals New Hand-held Cameras

Fujinon has revealed its newest hand-held cameras, the A15X8EVM for 2/3-inch cameras and the S15X6.1EVM for 1/2-inch cameras. These cameras incorporate all of Fujinon's latest advancements in television lens design, including Aspheric Technology (AT), inner focus, V-Grip servo design, and user-adjustable zoom speed. The use of AT delivers improvements in several areas of lens performance, such as reduced spherical aberration, higher magnification, improved corner resolution, and lighter weight.

The inner focus design allows filters to be mounted directly on the lens, and graduated, star, polarized, and other types of filters to be set once without readjustment after refocusing. Both cameras are compatible with current Fujinon hand-held lens accessories.

The A15X8EVM and S15X6.1EVM also employ Fujinon's exclusive V-Grip, which incorporates comfort and convenience features not found in other lenses by allowing quick adjustment of the grip's angle from



A15X8EVM

three to 17 degrees. In addition, the cameras allow the user to adjust zoom speed in five steps from seven seconds to a one second wide-to-tele.

For more information about the A15X8EVM and S15X6.1EVM, contact Fujinon, 10 High Point Drive, Wayne, NJ 07470, or call (201) 633-5600.

## GE Offers New Retro Rear Projectors

GE Projection Display Products Operation has announced the availability of two new self-contained rear projection units — The Imager 601 Retro and Imager 901 Retro projectors. The two are ideal for use in areas with high levels of ambient light.

Both are identical in every way except that the 601 Retro houses an Imager 601 Video/Super Data Projector and the 901 Retro includes an Imager 901 Video/Data/Graphics Projector. In each case, the projector is contained within an easy-to-assemble two-piece unit with a 67-inch diagonal, black stripe, high gain, rear projection screen.

They feature 1000 lines of resolution, more than 800 lumens of brightness and are constructed for wide viewing angles. Images appear bright, sharp, and clear for audiences of varying sizes, regardless of where they are in relation to the screen. Because of the rear projection design, the

## INLINE's V-Net High Resolution Video Network

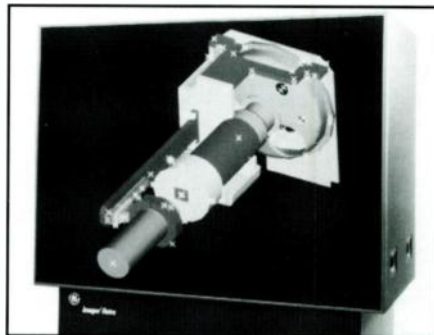
INLINE's newest prodigy in training technology is the IN40000 high resolution video network. Similar to a local area network (LAN), V-Net lets everyone share video information. Connect the video from each computer and the local monitor to a V-Net node and that video signal is on the network. This enhances traditional computer training methods, allowing a combination of lecture halls and training labs into one facility.

V-Net's technology works with most computer platforms and requires no software. The video network can function with up to 120MHz bandwidth without image degradation and the wide range of bandwidths includes video standards from CGA to Sun Sparc, allowing the expansion into future video standards without large financial re-investment.

For more information about IN40000 high resolution video network, contact INLINE, Inc., 625 S. Palm St., La Habra, CA 90631, or call 1-800-882-7117.

GE Retro projectors are ideal for use at trade shows, status displays, control rooms, or wherever the presenter can't control ambient light levels.

For more information about the GE Retro projectors, contact GE Projection Display Products, Electronics Park 6-338, P.O. Box 4840, Syracuse, NY 13221, or call (315) 465-2152.



GE Imager Retro Projector

## Montage Frees Users With PC-Based Digital Editing Systems

Montage has introduced the M20, a PC-based, ready-to-go digital desktop editing VideoStation. This turnkey video editing station is a personal picture processor designed to run on 486-compatible PCs running Windows 3.1.

The M20's PC-compatible design enhances the editing capability in desktop terms, giving the ordinary PC new life as a highly adept, superior quality, non-linear, real-time editing solution. Because of the scalability of the Montage architecture, which permits using lower-end and higher-end systems on the same project, the M20 is ideal in mixed editing environments.

The M20 combines the productivity of non-linear editing with the low-cost functionality and scalability of a PC desktop system. Users can capture and digitize im-

ages and sound from any source including full motion images, stereo sound, computer graphics, animation, or compressed digital images. These images and sounds can be edited, cut, copied, sliced, trimmed, supplemented, reassembled, and output for final presentation in all video formats, with as much ease as a word processing program.

The M20 is ideal for cutting documentaries, commercials, industrial, and business videos. Editors can "scrub through media" either forward or reverse at any speed, compare multiple playbacks, create "personalized" organizational flows of the material, and printout reference story boards.



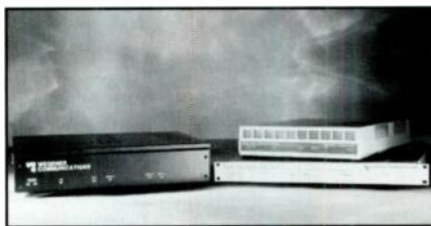
**M20 VideoStation**

For more information on the M20, contact Montage Group, Ltd., 1 W. 85th St., Suite 3D, New York, NY 10024, or call (212) 769-4100.

## Wegener Adds Series DR 180 Receiver To Digital Product Line

Wegener Communications' new Series DR 180 Receiver is the most recent addition to Wegener's expanding Digital Audio Subcarrier Receiver product family. These receivers implement MPEG compression technology to provide high quality mono or stereo digital audio at up to three times the channel efficiency of standard analog products.

The primary benefit of the series is that it provides near CD quality audio in a fraction of the bandwidth required by standard analog products. In a stereo application where dual 15 kHz audio channels with



**DR180 Product Family**

180 kHz channel spacing are utilized, Wegener digital audio can transmit three stereo channels in the same space as one channel transmitted by analog technology and still have near-Compact Disk audio quality.

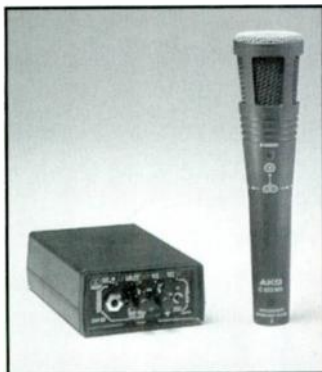
The Series DR180 provides high quality audio channels with capability for mono, dual mono, or joint stereo transmission. The receiver is compatible with the FM2 subcarrier or subcarrier above video transmission formats. The DR180 offers synthesized channel tuning and an auxiliary data stream.

For more information about the Series DR180, contact Wegener Communications, Technology Park/Johns Creek, 11350 Technology Circle, Duluth, GA 30136-1528, or call (404) 623-0096.

## AKG Acoustics Introduces M/S Stereo Microphone System

AKG Acoustics has introduced an M/S stereo microphone and matrix box designed for location production of television, film, and music. The mic is ideal for EFP, ENG, and SNG applications.

The rechargeable C522/MS outputs independent M/S (mid and side) signals which can be discreetly recorded and later combined to XY (matrixed stereo) in post-production. In the field, the optional battery powered UM 52 matrix box can be used to monitor the mid or XY signal through headphones while selectively gen-



**AKG C522MS**

erating M/S or XY at the balanced outputs.

The C522/MS microphone uses three matched condenser capsules to capture clarity in speech and provide full bandwidth detail for music recording and the mic balances in the hand to prevent fatigue during prolonged use. With a compact design, rugged all metal body, and steel wire mesh grill, the C522/MS is powered by a ten-year, rechargeable battery (phantom power to DIN 45596 will automatically trickle charge the battery) and can interface with any recorder input (balanced or unbal-

anced, with or without phantom power).

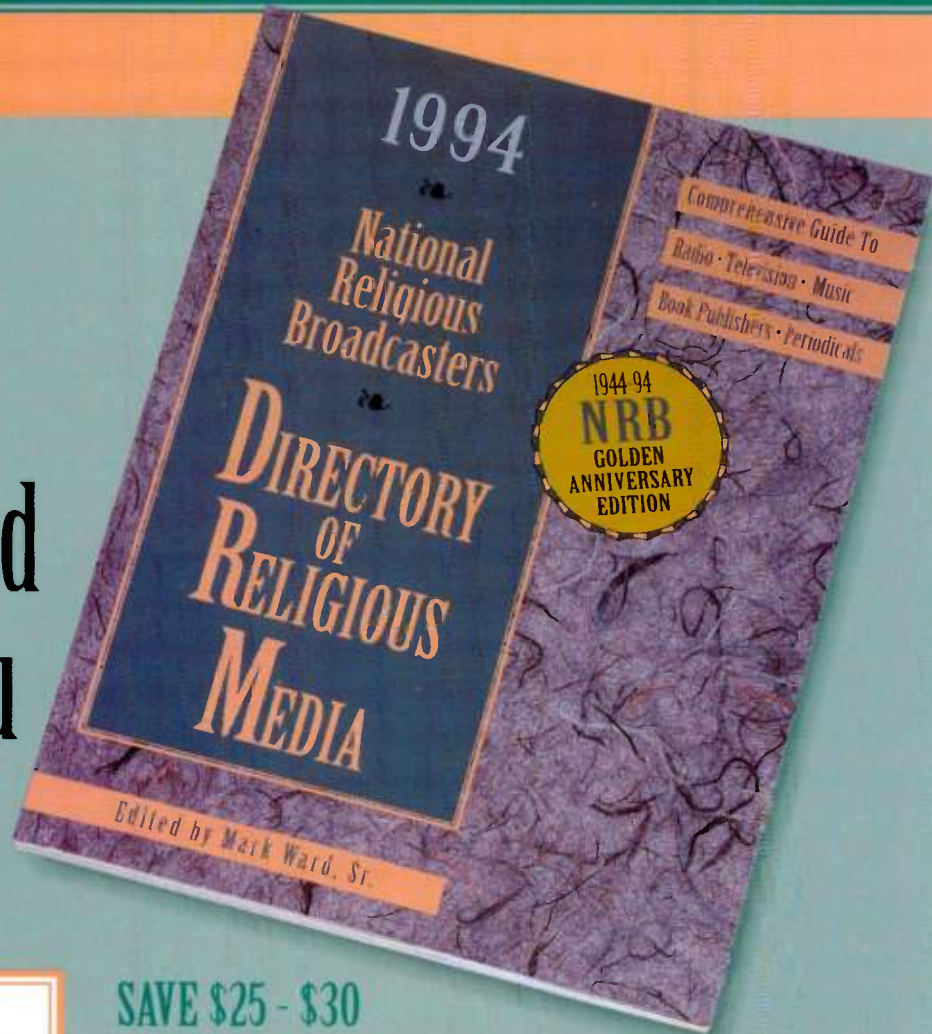
For more information about the M/S stereo microphone system, contact AKG Acoustics Inc., 1525 Alvarado St., San Leandro, CA 94577, or call (510) 351-3500.

### **New or Improved Products?**

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

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

**E**xpanded.  
 Up-to-date.  
 And jam-packed  
 with names you  
 need to know.



**YES!** Please rush me \_\_\_\_\_ copies of the new 1994 **DIRECTORY OF RELIGIOUS MEDIA** immediately upon its release in December 1993.

My special Pre-Publication Price is \$39.95.  
 (\$44.95 for non-members; Foreign mail add \$20.00;  
 Virginia residents add 4.5% sales tax.)

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Method of Payment:

Check     Visa     MasterCard

Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Clip and mail or fax by December 31, 1993 to:  
 National Religious Broadcasters  
 7839 Ashton Avenue • Manassas, VA 22110  
 (703) 330-7000 FAX (703) 330-7100

**SAVE \$25 - \$30**  
 off the list price of \$69.95 ISBN # 1-880040-03-4

**Now Available until December 31, 1993**  
**at the Pre-Publication Price of Only ...**  
**\$39.95 NRB Member Price**  
**\$44.95 Non-Member Price**

**F**or 20 years, NRB has published the industry's standard guide to Christian radio and television. Now in honor of NRB's 50th anniversary, we have expanded this invaluable reference tool to include exhaustive sections on Christian print and music media as well.



The 1994 **DIRECTORY OF RELIGIOUS MEDIA** will be a daily source of leads, contacts, suppliers and on-target information for anyone who works inside or alongside the Christian print or broadcasting community. It's a must for Christian media professionals and all growing ministries and churches.

Exhaustive Sections Include: Radio & TV Stations and Networks

- Radio & TV Programs • Film and Video • Book Publishers
- Periodicals • Music Companies • Agencies • Vendors and Suppliers



# Classifieds

## HELP WANTED

PRODUCTION MANAGER NEEDED for Grenada's only 24-hour Christian, family, and educational broadcast television station. Must be self-starting, committed, and motivated leader with people management and detail skills. Duties include production scheduling and management. Mail or fax resume to Lighthouse Television, Box 63, St. George, Grenada West Indies (air mail). Fax (809) 440-6633.

WRITER/PRODUCER for national financial radio program. Will write scripts, research topics and guests. Must be well-read, knowledgeable of current events and economic issues. Broadcast writing experience essential. In beautiful north Georgia mountains. Send writing samples and resume to: Christian Financial Concepts, Steve Moore, 601 Broad St. SE, Gainesville, GA 30501.

FAMILYLIFE TODAY is searching for a professional audio production assistant who is career-oriented and ministry-minded. Digital production experience and "motion picture-style" dialogue editing skills are a must. Send demo of production and editing work with a resume to: Personnel, FamilyLife, 3900 Rodney Parham Road, Little Rock, AR 72212. FamilyLife Today is a production of FamilyLife of Little Rock, a ministry of Campus Crusade for Christ, International.

CHIEF ENGINEER for Midwest Christian broadcast company. Responsible for technical operations of two FM stations. Must have experience in FM, studio automation, PCs, and FCC rules and regulations. Send resume and salary requirements to: Chief Engineer, Box 7, New Albany, OH 43054.

WSOR-FM/FORT MYERS, Fla., is looking for strong, warm personality for two-person morning team and promotions. Inspirational format, people-person, creative writing, and multi-track production skills are a must. Experienced applicants only. Rush tape and resume to: Bill Simon, 940 Tarpon St., Fort Myers, FL 33916-1198.

BROADCAST MINISTER. Words of Hope, a world-wide radio ministry of the Reformed Church in America, is seeking a full-time radio minister to succeed Dr. William Brownson. Responsibilities will include preaching, teaching, and leadership of a radio missionary effort now broadcasting in 40 languages. Consideration of candidates will begin January 3, 1994.

## TRANSMITTER-ANTENNAS

FM — TV — LPTV  
contact Jimmie Joynt  
Factory Direct Sales  
(214) 335-3425

## TIME AVAILABLE

EXPAND YOUR MINISTRY. Prime radio time available on highly rated full-time 5000-watt Detroit AM. Strong coverage. Reasonable rates. Call general manager at (313) 581-8110.

Send resumes and references to: Marilyn Houting, Christ Memorial Church, 595 Graafschap Road, Holland, MI 49423.

AS A NEW INSPIRATIONAL Christian radio ministry serving north central Iowa and set to begin "on-air" broadcasting in February 1994, we are currently looking for a qualified air personality/assistant PD who has the gifts and talents to grow into greater levels of ministry and responsibility with a beginning salary of \$16,000 plus full benefits. We are looking for quality, ministry-oriented communicators. Please submit your resume and tape to: Michael Bayliss, Operations Manager, KJYL Radio, P.O. Box 325, Eagle Grove, IA 50533.

## FOR SALE

CLOSEOUT SALE. All new, five-year unconditional guarantee, battery or electric cassette players only or player-recorders \$16 each. Also video cassette players only \$150 each. Hachiyo Electric, 601 W 61st St., New York, NY 10036. (212) 581-4150 or fax (212) 581-4152.

## POSITIONS WANTED

SEEKING POSITION IN TELEVISION/video production where my experience and creativity can be used to help spread Christ's Gospel. Strong writer/production skills. Currently director of operations for video production company. Send inquiries to: Christopher Olson, 1111 Vista Valet #1714, San Antonio, TX 78216, (210) 492-0975.

EXPERIENCED GENERAL MANAGER seeks position where his skills can be best utilized. Major strength in personal sales of media and sales management. Comfortable with p & l responsibility; familiar with all radio operation; dependable, accountable, a leader with a strong service orientation, will represent your company well. For a resume, phone Edward Abels at (201) 790-6633 (days) or (201) 835-0429 (nights).

## UNUSED CALL LETTERS

### MAILING LABELS

AM • FM • TV

# dataworld

301-652-8822 800-368-5754



- MANAGEMENT
- FUNDRAISING/DONOR DEVELOPMENT
- SALES & MARKETING
- STATION IMAGING
- RESEARCH
- ENGINEERING/START UPS
- VIDEO PRODUCTION

**TOM LEWIS**  
PRESIDENT  
815-227-5234  
FAX: 815-397-6237

## STEVE TAYLOR PRODUCTIONS

PROGRAM PRODUCTION and editing. Specializing in smaller broadcasters. Reasonable rates, 15 years' major market experience. Write P.O. Box 433, Fairview, OR 97024, or call (503) 661-7461.

## NATURE FOOTAGE

SEASONAL STOCK FOOTAGE. Excellent quality. Reasonably priced. No per use fees. No hassles. Seasonal and yearly subscription plans available. NO RISK. Write PRAISE Stock Footage Division, P.O. Box 5331, Woodbridge, VA 22194, fax (703) 494-5969, or call (703) 430-7313.

## EQUIPMENT FINANCING

### ON ALL BROADCASTING EQUIPMENT

- Easy to qualify
- Fixed rate, long-term leases
- Any new or used equipment
- 100% financing, no down payment
- No financials required under \$50,000
- Refinancing existing equipment

EXCHANGE NATIONAL FUNDING  
**ENF**

Call Mark Wilson (800) 275-0185

## FOR SALE

HONOLULU LOW POWER TV Station. FCC license. Transmitter & antenna only. Price discounted to \$100,000 for Quick Sale. Call (615) 370-1182.

## BROADCAST DATABASE

# dataworld

MAPS

Coverage/Terrain Shadowing  
Allocation Studies • Directories  
P.O. Box 30730 301-652-8822  
Bethesda, MD 20814 800-368-5754

# Calendar Close-up

## November 1-7

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

## November 11-14

*National Association of College Broadcasters 6th Annual Convention*; Brown University, Providence, R.I. Information: (401) 863-2225.

## November 18-20

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

## November 20-24

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

## November 21-28

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

## December 6-10

*Image World Orlando* (Video Expo & The Cammp Show); Orange County Convention Center, 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.

## 1994

### January 29- February 1

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

## February 14-17

*Christian Management Institute Convention*; Anaheim, Calif. Information: (800) 727-4CMA.

## March 6-8

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

## March 21-24

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

## April 12-14

*REPLItech International Munich*; Sheraton Munchen Hotel & Towers, Munich, Germany. Information: Benita Roumanis, (914) 328-9157.

## April 24-28

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

## April 25-29

*Video Expo/Image World Chicago*; ExpoCenter Downtown, Chicago. Information: Janet Vargas, (800) 800-5474.

## May 9-11

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

## June 14-16

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

## June 25-30

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

## July 27-29

*National Religious Broadcasters Southwest Regional Convention*; Dallas. Information: Phil French, (602) 254-5334.

## September 19-23

*Video Expo/Image World New York*; Jacob K. Jarvis Convention Center, New York. Information: Janet Vargas, (800) 800-5474.

## Advertising Index

Aegis Benefit Administrators . . . . .	7
BAC & Associates . . . . .	37
Bott Radio Network . . . . .	9
CDR Communications . . . . .	47
Children's Sunshine Network . . . . .	45
Freedom Forum . . . . .	29
High Adventure Ministries . . . . .	IFC
HomeNet . . . . .	IBC
InfoCision Management . . . . .	2
Israeli Ministry of Tourism . . . . .	21
Life Issues Institute . . . . .	13
Morningstar Radio Network . . . . .	43
National Right to Life . . . . .	49
National Supervisory Network . . . . .	19
New Inspirational Network . . . . .	BC
NRB <i>Directory of Religious Media</i> . . . . .	54
NRB Membership . . . . .	29
Promise Publishing . . . . .	6
Regency Communications . . . . .	1
SkyLight Satellite Network . . . . .	35
Soma Communications . . . . .	45
Straight Talk . . . . .	33
The Word In Music Satellite Network . . . . .	15
University of Wales Press . . . . .	29
Zondervan Publishing House . . . . .	51

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.



## HomeNet Really Grows On You.

In three short years, HomeNet has welcomed over 150 affiliates and is rapidly becoming America's leading cooperative network of independently-owned Christian TV stations. By the time this directory expires, that figure could double.

Why the giant strides? In part, it's due to programming such as *The 700 Club* and *The American Times*, our highly-rated daily newscast, co-produced with Conus, the largest U.S. satellite news gatherer. Plus a roster of blue chips and classics featuring comedy, nostalgia, action/adventure, westerns and ministry programs.

But the main reason for our success is the way we treat our affiliates. From our affiliate consulting board to the most generous split of avails in the industry, everything we do is aimed at your growth as well as ours.

If you want to attract Christian and non-Christian viewers thirsty for high-quality alternative programming, you can't do better than HomeNet. Give us a call today at: 1-804-523-7313.



(Circle 249 on Reader Service Card)

# The Viewers You Want, The Response You Need, And At Rates You Won't Believe.



## No Wonder *INSP* Is The Best Value In Television.

More than ever, successful television ministries are finding The New Inspirational Network to be an essential part of their media buy. It's easy to see why:

- **INSP IS THE MOST COST-EFFECTIVE STEWARDSHIP OF YOUR MEDIA DOLLARS.**
- **INSP'S AUDIENCE IS LOYAL, RESPONSIVE, AND GROWING.**

We offer a solid base of frequent viewers in 6.5 million homes across the country.

- **INSP IS BUILDING ITS AUDIENCE.**

We work hard to make sure our audience keeps growing, through aggressive advertising, promotion, and public relations.

You simply can't afford *not* to be on INSP. So call Judd Jackson, V.P. Sales & Marketing, at 1-800-725-INSP to get your free copy of our Programmer's Media Kit. And discover the best value in television for yourself.

  
**The New  
Inspirational Network**  
*Where America Turns For Inspiration.*

(Circle 252 on Reader Service Card)