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Mark Gallardo-VOH The Americas

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

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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)

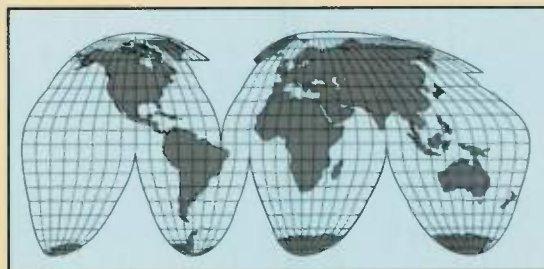
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Features

On the Other Side, You Shall Find Joy

10 — by Elizabeth J. Guetschow / WAZT-TV general partners Art and Ginny Stamler know that, as Christian broadcasters, they are always fighting the devil's plans for the airwaves. But that hasn't stopped them from claiming 300 feet over the Shenandoah Valley as theirs for Christ.

So That All May Hear

14 — by Mark Ward Sr. / In an age when television's every offering — from sporting events to soap operas — is closed captioned, religious broadcasters seem guilty of ignoring an audience whose members need, as much as anyone else, to hear the truth of Jesus Christ in a language they understand.

Entertaining Angels or Dancing with the Devil?

20 — by Perucci Ferraiuolo / A year after it first reported on the controversial ACTS/VISN channel-share agreement, *Religious Broadcasting* asks whether all is well with the merger many in the industry denounced.

The Case for Christian TV News

24 — by Stan Jeter / Every day, says the chairman of the Hispanic National Religious Broadcasters, the secular media offers the public its view of the world. Isn't it time Christian broadcasters offered theirs?

A Capital Return

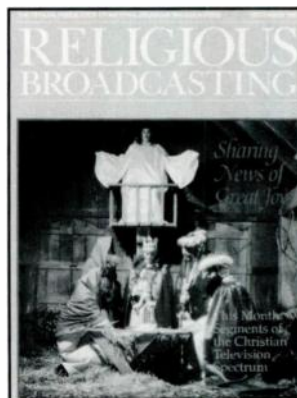
27 — by Ron J. Kopczick / Next month, the National Religious Broadcasters Annual Convention & Exposition will, for the organization's 50th anniversary, return to its old stomping grounds, bringing a prestigious line-up of familiar friends and new faces with it.

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SHARING NEWS OF GREAT JOY

In this season of rejoicing, *Religious Broadcasting* celebrates the good news from which does flow the messages of all who call themselves Christian broadcasters. And, beginning on page 10, the focus turns specifically towards television, in all of its diversity and with all its opportunity.



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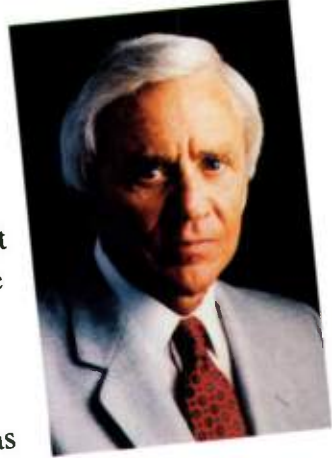
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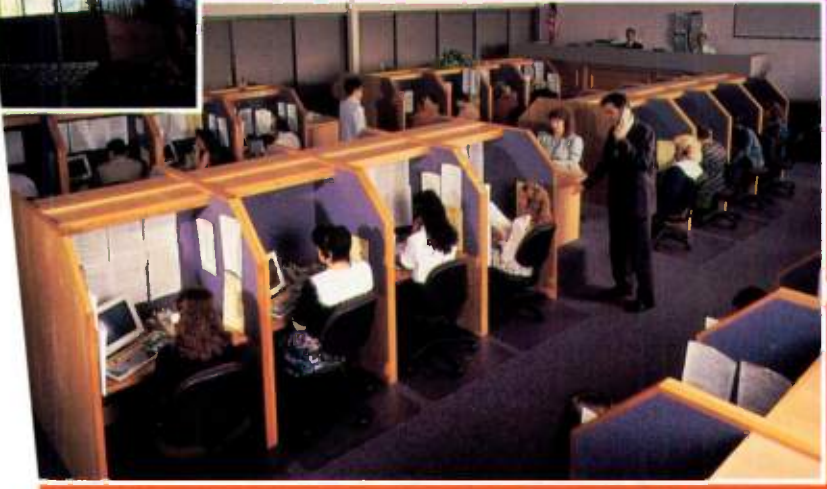
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Signing On

Several emerging trends which will change television in America and impact Christian television in significant ways in the remainder of the '90s are becoming clear. The fragmentation of the audience, which began with the growth of cable in the past two decades, will continue, and cable systems will still offer more program options to the audience.

By the end of the decade, television may resemble radio today with narrow formatting of channels reaching a very specialized and loyal audience. This will make it more and more difficult to reach a mass audience with a single channel. Television programs, such as specials currently designed to reach a large audience, will need to be targeted more precisely to the audiences delivered by each channel.

In many ways, this could prove beneficial to ministry programs. The main issue raised by such "narrow casting" is whether narrowly targeted programs will deliver viewers open to the Gospel.

In 1990, infomercials accounted for the sale of \$2.6 billion in products. An estimated 70 percent of the revenue was from broadcast television and the balance from cable. Production and airtime costs combined are estimated to be about \$800 million. More and more well-known product manufacturers are testing infomercials. While only one in ten is highly profitable, 40 percent are estimated to break even. The production values of these programs will continue to improve significantly and some will emerge as real competitors for audience.

The appetite of infomercials for airtime may make it more difficult for ministry programs to purchase time. But this may be offset somewhat by infomercials directed to Christian viewers.

There is historical precedent for this approach in the launching of Word Publishing. In its early days, half-hour programs featuring Christian artists to recruit members for a record club helped fuel

Television In The '90s

David Clark

Word's rapid growth in Christian music. A Federal Communications Commission (FCC) ruling, which required stations to log such programs as commercials, ended these programs.

I see no reason why such programs will not work today on cable. Already some ministries are finding the sale of tapes proves to be a more effective fund raiser in supporting television programs.

Emerging interactive capabilities may prove to be a boon to organizations seeking to raise friends and funds. It will be possible to target groups of homes as small as 15 or less with specific programs. Combined with direct mail, telemarketing, and home fax machines, Christian organizations may have entirely new ways to build relationships with viewers. Initially costs may prove to be a major limitation of this new technology. Christian ministries must keep abreast of these developments and be prepared to test this new technology as soon as it becomes feasible.

Christian television will become more diverse in content and deliver larger audiences in the next decade. Family oriented programs similar to those already being produced for children are likely. Some of these programs will be commercially sponsored.



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

CONTINUED ON PAGE 42

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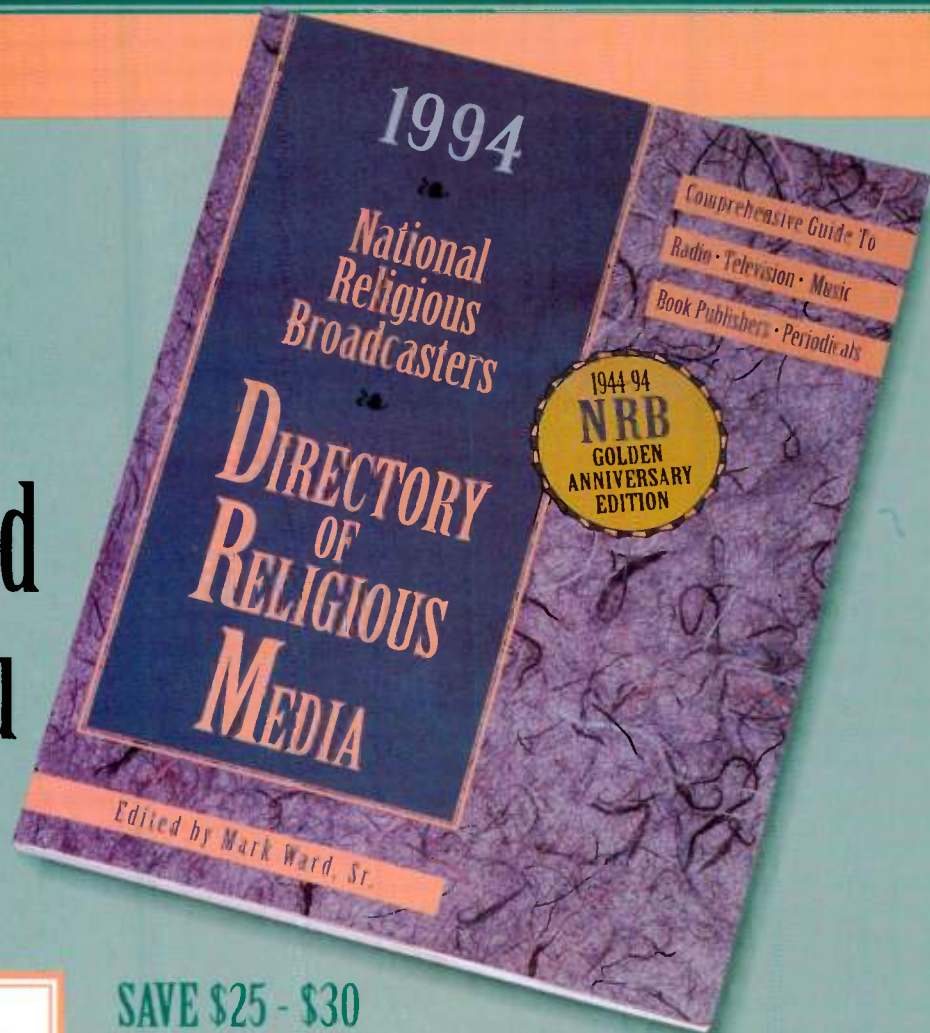
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Readers' Reactions

Fairness Doctrine Not So Fair

Dear Editor:

In the October 1993 issue of *Religious Broadcasting*, Joe Brazeal wrote a masterful and scholarly article on the "Fairness Doctrine: Past and Future, Airing Our Differences." By prayer, by Christlike conversation with our congressmen, and by careful explanation to our listeners, we must all do everything we possibly can to oppose the renewed effort by some liberals in Congress to stifle free speech.

The Gospel is an offense to the unregenerate, but it is not the only target of the misnamed Fairness Doctrine. Many U.S. presidents and congressmen have been wounded by the broadcast industry and would like to see some criticism silenced. The liberal establishment would like to "crush Rush" [Limbaugh]. However, Harry Stein warns us in *TV Guide* that "though it may sound reasonable, the 'Fairness Doctrine' has always been about unfairness, the attempt of those in power to mute nettlesome critics" [September 30 issue].

New York Governor Mario Cuomo and other liberal political leaders and publishers are now beginning to warn the snake ready to bite the conservative right can also bite the radical left. What if millions of fans who have a crush on Limbaugh demanded equal time for their conservative views on the 15,000 secular radio and television stations which program the dominantly liberal views of NBC, CBS, ABC, and CNN? Christians have already sent over 30 million letters to the Federal Communications Commission (FCC), based on a hoax petition [allegedly stating atheist Madalyn Murray O'Hair wanted to get religious broadcasting off the airwaves], even when we begged them not to. The millions of supporters of issues programmers like James Dobson, D. James Kennedy, Beverly LaHaye, Pat Robertson, Marlin Maddoux, and a host of others, could easily generate 30 million or more demands on the FCC for equal time or access to the liberally owned and operated stations. What a nightmare that would be, both to the religious right and the radical left, with no time left for the moderate middle.

Politics makes strange bedfellows. Liberals in the media may yet join forces with conservatives in the media to extend the constitutional guarantees of freedom of the press and free speech to broadcasting as

well as the print media.

Paul Hollinger
general manager
WBYN/WDAC Radio Company
Lancaster, Pa.

Canada Opens Opportunities For Broadcasters

Dear Editor:

We are reading *Religious Broadcasting* and Christian music research ("What Have We Learned About Christian Music?" March '93) with great interest since we anticipated the legalization of Christian radio and television stations in Canada. [Editor's note: See "Media Focus" for related article.] Now we at the Christian Institute of Broadcasting (CIB) look forward to training students for those stations in Canada as well as for our role in supplying syndicated programming for radio and consulting services for Christians without radio broadcast experience.

I was surprised to read how few Christians in the United States stay tuned to Christian radio and how many are not even aware that such music exists. It strikes me you could learn from secular media, which is all we've had in Canada until now. Christian music and book publishers should be advertising or promoting co-op dollars for advertising through the retailers even if it is on a "per enquiry" basis like secular publishers do. They should also be partnering with television and movie producers to have best-sellers cross over to film. Musicals could be produced and would give greater depth to the musicals' songs when played on the radio. But even if movies contained singles from the Christian music charts, you would get greater exposure for the music. And many weak Hollywood films have been saved by the addition of contemporary hits.

Personally, I believe God wants such productions, based on real-life stories, without fiction, as there is a hunger and a need for people with and without faith to rightly understand what God has done and is doing in society.

W. Patrick Bestall
director, CIB
Open Word Bible College
London, Ontario

Different View On Why Program Radio Dominates

Dear Editor:

I could scarcely believe my eyes when I read David Clark's "Signing On" in the September issue of *Religious Broadcasting*. His conclusions as to why program-oriented radio still dominates should have been obvious — stations might have to actually hire a sales force and sell real commercial time. It's so easy to sell time to "Dr. Yahoo" and not have to worry about whether the local [stores] will buy enough time to even [be on the air] the next morning.

Second, I seriously doubt the assertion that the audience is making decisions about what is heard on Christian radio. I know of a station [having] all the advantages — it's been around practically since God made water, a full power FM and high power AM both with mid-dial positions ripe for . . . a decent CCM format. This station has never done any serious music research . . . [and] experience tells me this is the rule rather than the exception.

Thirdly, those attempting to put music stations on the air are often shooting for full power FMs. Try pricing one of those and you'll know why there aren't too many of them pumping out the latest from Rachel Rachel. Trouble is, most don't know how good an AM station can sound . . . [with a] good audio. . . . Most existing AM's don't seem to want to try. I will say I'm heartened stations are opting to be more picky . . . about the programs it does air. Maybe program-oriented Christian radio won't go away entirely by 2000, but hopefully ones like in my first paragraph will be casualties.

Name withheld by request

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Tuning In

One of the results of the recent changes to National Religious Broadcasters' (NRB) Constitution and Bylaws was the addition of an important component of our corporate life as an association. We have long pointed to our goals of protecting the airwaves of our nation for the proclamation of the Gospel as well as fostering and encouraging high standards in our industry leading toward excellence.

Now through the 1993 revisions, we have added this point: "To foster and encourage *fellowship* in our common faith in Christ through the electronic media and especially among our members."

It is clear NRB is doing exactly that. The fall is the season for our regional chapter conventions and though geographically scattered, the same spirit of camaraderie prevails in each chapter.

In July, I participated in the Southwest Chapter Convention in Dallas at the Harvey Hotel near the Dallas/Fort Worth airport, the meeting site for several years. Once again, Phil French and the chapter's executive committee formulated an excellent program featuring Dr. Gene Getz, violinist Maurice Sklar, and Chuck Bolte as well as the chapter's annual auction.



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

NRB Encourages Fellowship With Regional, National Conventions

E. Brandt Gustavson

Fund.

I also attended the Midwest Chapter Convention in Arlington Heights, Ill. There Pastor Erwin Lutzer and The King's Carollers of *Songs in the Night* kept our rapt interest. Several of us — David Mains, Jerry Rose, Lutzer, David Clark, and myself — were asked to speak about God's timing in our lives at the opening session dinner and we moved from table to table, like a progressive dinner, sharing.

Then came the Eastern Chapter Convention to round out my season of chapter visits. The convention meets at the Sandy Cove Bible Conference in North East, Md., each year. Sarah Utterbach, Damaris Carbaugh, Ron Hutchcraft, Alex Leonovich, Chip Grange, and Pastor Leslie Holmes were among the program participants. I came away from the full program of helpful information and rich blessings rejoicing at the warm-hearted "delicious" fellowship there is in NRB. There seems to be such a refreshing breath of God sweeping over us and I cannot imagine how we could be more blessed.

As president of NRB, I have the opportunity of addressing each chapter convention about NRB affairs. I also have the privilege of meeting many members and friends of our organization. These conventions are a good opportunity for the exchange of ideas — much better for me than NRB's annual convention where I am often pulled in too many directions at once.

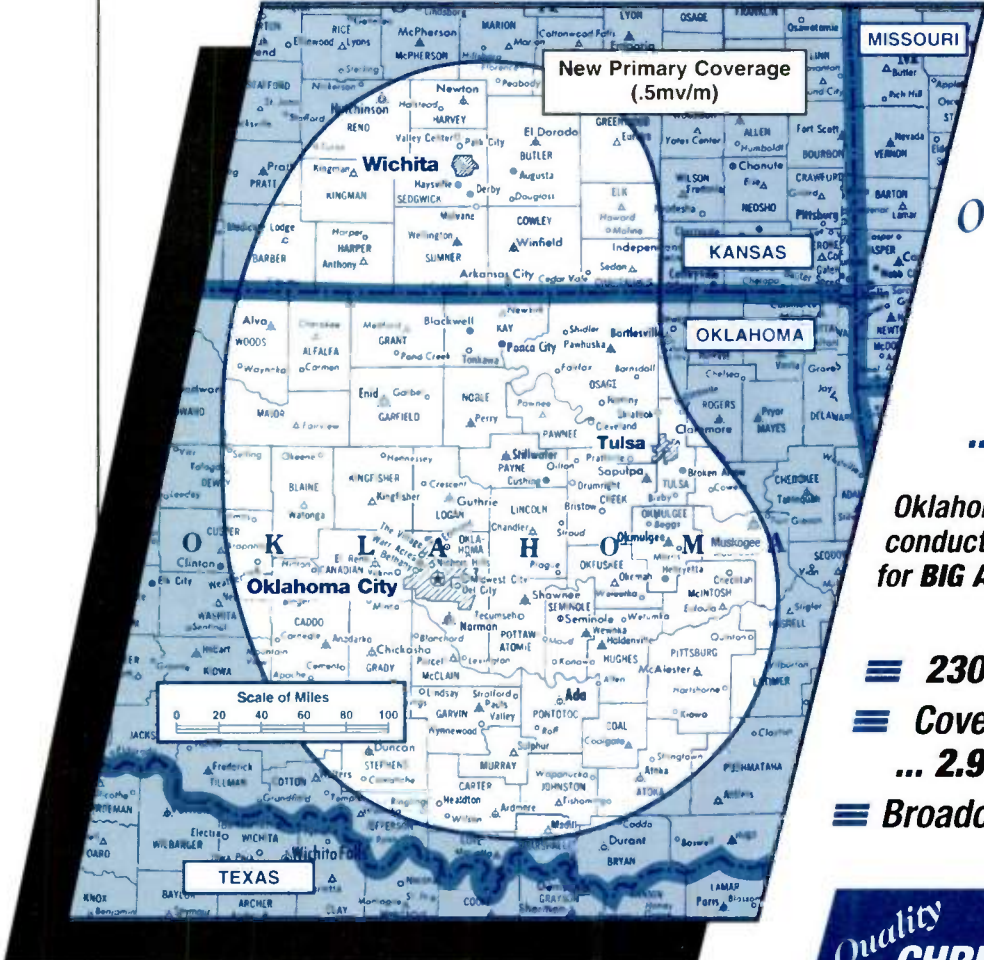
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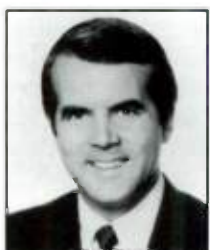
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Washington Watch

Congressional criticism of the "home shopping" format employed by some broadcast television stations has led the Federal Communications Commission (FCC) to consider reapplying commercial limits to all television broadcasters. The commission recently opened an inquiry regarding the need for new commercial restrictions and the form such limitations might take.

The inquiry marks the FCC's first foray in almost a decade into the difficult legal issues surrounding regulation of commercial time directed toward general audiences. (In contrast, the agency has strictly enforced commercial restrictions placed on children's programming by the Children's Television Act of 1990.) The commission has not been extensively involved in oversight of radio and television commercial practices since 1984, when the FCC approved major "deregulation" of broadcast stations. While the new proceeding is wide ranging with respect to television, it does

FCC Examines Need To Limit Commercial Time On Television

Richard E. Wiley

not involve radio at this point.

The issue emerged from congressional debates over the mandatory carriage provisions of the Cable Television Protection and Competition Act of 1992. In legislative discussions prior to enactment, several members expressed displeasure with the home-shopping format and questioned whether stations using the format deserved the benefit of "must-carry" status.

Rather than undertake prolonged debate over the matter, Congress directed the agency to consider whether, for purposes of must-carry protection, "broadcast television stations that are predominantly used for the transmission of sales presentations or program-length commercials are serving the public interest, convenience, or necessity."

Although these stations attracted notable controversy, they appear to be relatively few in number. According to data provided earlier this year by the Home

Shopping Network, 105 stations carried the network's home-shopping programming for at least a portion of the broadcast day — a figure which represents fewer than 10 percent of the total number of commercial television stations now licensed.

In July 1993, the commission responded to the Cable Act directive by concluding that home-shopping stations did qualify for must-carry rights. However, at the same time chairman James Quello indicated he favored opening a separate FCC proceeding to address the broader concerns expressed during the Cable Act debate with respect to television stations' commercial practices. By conducting a distinct, more general re-examination of the commercialization issue apart from mandatory carriage issues, the agency also would help to eliminate one basis of legal attack on the must-carry rules, Quello stated.

Before 1984, the commission — and its predecessor agency, the Federal Radio Commission — had an unbroken history of restricting or discouraging broadcasters from devoting "excessive" time to commercial matter. The policy was based on the perception that, as the FCC explained in 1960, excessive commercialization "subordinate[d] programming in the interest of the public to programming in the interest of its salability."

Restrictions varied over the years, but a central provision usually involved some limitation on the number of minutes per clock hour a broadcaster could dedicate to advertising. However, at the same time the agency was reluctant to establish rigid caps on commercial time. Thus, the rules in place before deregulation included "staff processing guidelines" that, in effect, induced television broadcasters to air no more than 16 minutes of commercials per hour. (In practice, broadcasters at the time generally aired less than 11 commercial minutes per hour during their programming day.)

In addition, licensees prior to deregulation were required to maintain detailed programming logs, in part to substantiate claims of compliance with the commercial guidelines. The FCC also banned the broadcast of program-length commercials, which were defined as program segments "so interwoven with, and in essence auxiliary to the sponsor's advertising" that they "constitute[d] a single commercial promotion for the sponsor's products or services."

As a part of the 1984 deregulation, the advertising time guidelines and the ban on program-length commercials were elimi-



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.

nated, and the program logging rules were replaced by the current obligation to maintain a "program/issues" list. The FCC determined that market forces, rather than regulation, would work best to control commercial levels.

It is not clear that the agency's new inquiry will alter that conclusion. In a separate statement accompanying the release of the inquiry, chairman Quello noted "the notion of what may be considered 'excessive' advertising has changed over time." He also said the competitive nature of the current video marketplace suggests "the commission's interest in preventing over-commercialization is far different today than we may have considered necessary in the past."

The text of the inquiry asked commenters to address whether, and in what specific ways, an excess of commercial programming might dissuade the public. The FCC questioned whether its old distinctions between commercial and non-commercial matter would still be relevant, given the various forms of commercial programming now being broadcast. With respect to program-length advertisements, the agency asked whether the old ban should be reinstated. The commission also asked for analysis of the implications raised by recent Supreme Court decisions on commercial speech.

One unknown variable in this proceeding is the approach that may be preferred by Reed Hundt, President Clinton's nominee to succeed Al Sikes as permanent FCC chairman. As of this writing, Quello continues to serve as temporary chairman pending a full Senate vote on Hundt's nomination. The issue of reimposing commercial restrictions on television broadcasters did not arise during Hundt's September confirmation hearing. ^{RB}

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by Elizabeth J. Guetschow

It was quite typical that, on a muggy Tuesday morning in August, two members of the local Future Farmers of America (FFA) were scheduled to shoot a public service announcement (PSA) in the studio of WAZT-TV, a Low Power Television (LPTV) station nestled in the Shenandoah Valley.

Later in the day, the students, wearing their trademark blue corduroy jackets, stood around a monitor in the production control room, raptly watching themselves on the screen, anxious to assess their performances.

To be sure, such purely wholesome community involvement seems appropriate at WAZT, where general partners — and just plain lovely people — Art and Ginny Stamler make everyone feel at home, where the Shenandoah County Fair is an event to rival anything offered inside the Beltway, and where there is nearly always a miracle in the making.

Where Ye Are Planted, There Shall Ye Bloom

If WAZT can be described as a small, family-oriented, Christian television station, it certainly cannot be described as uninvolved or irresolute. As the only independent television station in the central Shenandoah Valley, WAZT takes seriously its commitment to God and community, offering 24-hour family-

To have had this experience has been an occasion to prove the faithfulness of God to His nature.

focused programming, a complete in-house production facility with digital optics (“You can,” stresses Art Stamler, “be a Christian station and still be state-of-the-art”), on-location commercial and production facilities, and a full program schedule on several area cable systems.

Today, eight years after WAZT’s first broadcast, Art and Ginny Stamler are familiar and respected faces in the community to which they have endeared themselves — Art with his no-nonsense yet gracious manner, and Ginny with her maternal nature and her way of respond-

ing to good news with “Well, bless God.”

But the terms of Art and Ginny Stamler’s endearment to the community and to their station — one to which they have devoted their lives, financial and otherwise — tell a familiar tale of life in Christian broadcasting, for when the Stamlers first appeared in Woodstock with the intention of starting a Christian station, they were welcomed by almost no one.

“Satan blinds men’s minds and causes them to become rigid in their understanding of things and cold toward one another,” says Ginny Stamler, whose comments on WAZT and a host of other related topics were punctuated by the sound of her husband typing — and later reading over — the evening newscast in his adjoining office.

In the station’s early days, area businesses were antagonistic toward WAZT’s religious orientation, and area churches viewed it as financial competition, fearing church members would redirect their giving away from the local church, toward the station.

Ultimately, though, the Stamlers’ marked determination to serve their community — which included giving prime-time slots to local preachers, not charging area ministers for production time or costs, providing local newscasts twice daily, and doing public service announcements for community organizations and causes — brought them to a place of relative acceptance and respect.

“A presence in the community is the lifeline of a station,” says Harold Wutzal, WAZT’s production manager and program director, who adds that attracting community advertisers is difficult if a station otherwise ignores the community.

Community involvement, notes Art Stamler, also means “being sensitive to the needs of the area when it comes to witnessing.” WAZT’s programming schedule, for example, includes some Spanish programs aimed at reaching the

On the O You Shall



WAZT’s Bill Shifflett, Alan Arehart, and Ginny Stamler (left to right)

area’s English as a Second Language (ESL) population.

A Darker Opponent

Having overcome many of the community’s objections to their presence, the Stamlers note that they must constantly be aware of a less tangible opponent whose influence is manifested in occasional instances of satanic and occult activity. “Just like any other area, there have been active occult practices that have left evidences in some houses that have been ransacked — satanic symbols and so forth,” notes Ginny Stamler.

“I don’t know of anything that’s par-

ther Side, Find Joy

"The other day, my daughter was invited to the local motel by a woman who said that only the most intellectual were being invited to these meetings and that at the last one, they had called up the spirit of a dead Indian," Stamler says. "These people don't understand what they're into. And so, part of the reason for being [on the air] is to educate [about] what the Word of God really does say, and then the Holy Spirit can get a hold of people and change hearts. This is just ignorance. That's all in the world it is."

WAZT's chosen method of dealing with such ignorance-driven opposition has been, simply, to tell the Truth. Scriptures such as Deuteronomy 18:10,11 — "There shall not be found among you anyone who makes his son or daughter pass through the fire or one who practices witchcraft, or a soothsayer, or one who interprets omens, or a sorcerer or one who conjures up spells, or a medium, or a spiritist, or one who calls up the dead" — were, in one instance, read at the end of the evening newscast each night during a Halloween-oriented festival held by a neighboring town.

"For the whole week of this festival," Ginny Stamler recalls, "at the end of the news, Art [read] a Scripture, just telling the Christian community this is not something they ought to participate in."

The battle against the enemy of all light and truth is not unique to WAZT. Stamler notes that if there is one opposing force faced by all Christian broadcasters, regardless of size, experience, or resources, it is "always the prince of the power of the air if you have Christian witness on the airwaves at all. But remember: he's the prince, he's not the King."

Casting the Net

With 24 hours a day of time to fill, WAZT has employed an array of programs designed to attract all ages within

the "family-oriented" framework. Many of the time slots throughout the week feature markedly religious programming — *The 700 Club* with Pat Robertson, *Believer's Voice of Victory* with Kenneth Copeland, *Hour of Power* with Robert Schuller.

But other programming selections point toward WAZT's desire to draw in unbelievers and then present them with the Gospel. WAZT's Saturday programming schedule, in particular, deliberately emphasizes secular programs, from *Winnie the Pooh* to *This Week in Baseball* to *Fishing the West* to a carefully selected Saturday night movie.

"With the secular programs that we have integrated into Saturdays, we are attempting to draw the men of the household," explains Stamler. The real strategy

*If you want to get on
a local cable system,
serve that community.*

in Saturday's line-up surfaces in the Christian witness and teaching programs which immediately follow WAZT's secular offerings.

Program director Wutzal notes that the process of selecting programming, which begins in February for the new fall season, involves a "weighing of many different factors." Wutzal, who came to WAZT with a background as the senior features editor for the Christian Broadcasting Network's *700 Club*, notes that syndication is a key link in the station's overall formula, one which mandates that the station must have an audience with which to share the Gospel, programming to attract the audience, and syndication to provide quality, entertaining programming.

And therein lies the problem: of those behind the syndication process, Wutzal says, "Their standards are not our standards. We have to walk a very fine line. It really helps to be a person of prayer."

Wutzal adds that programming also affects the station financially, explaining that a "sellable schedule" helps overcome advertisers' objections. Sometimes, however, the objections come from the programming distributors themselves who are unwilling to enter into a contract agree-

CONTINUED ON PAGE 12



cover the Shenandoah County Fair at a remote facility.

ticularly come against us, [but] when we came up here, we went to get a tower site, and the people just rose up and said, 'We don't want you here,' " she recalls. "It was in a church that we had this meeting, and when I stepped out into [it], I felt like I hit a brick wall. I didn't know anything about witchcraft, and I'm one of those people [who] says if you don't give place to the devil, he's not around.

"It took some years for me to find out what effect the occult has on the lives of people and how they can, if they're not regenerated, be tools of Satan," Stamler says. "They can work the devil's work without really meaning to.

ON THE OTHER . . . CONTINUED FROM PAGE 11

ment with an LPTV, religiously oriented station in a small market. "So, you just write them off, pray for them, and go on."

A Long, Winding Process

"We're in the heart-changing business. That's why we're here. The rest of it's incidental," says Ginny Stamler, who does sales, producing, directing, writing, and public relations for WAZT. For the Stamlers, the journey into that business began with obedience to God's direction for their lives.

"If God tells you to do something, you better go do it, whether your mind or your finances [say] you can or you can't," Stamler says. "If you hear from God about it, go do it. If you do not hear from God about it, don't do it in the flesh, because what you will have may even be successful, but it will not satisfy the heart. It will not give you the joy of the Lord."

Other steps in the process were more pragmatic: finding a tower site (Stamler has a file on sites where WAZT was rejected); locating an accommodating building (WAZT is housed in a converted clothing factory which the Stamlers found to be "ideal for operation" and regard as a gift from God); talking to people who had already gone through the start-up process; and training a crew.

From the beginning, WAZT's engineer has been Jack Farrance, a 70ish man whom Stamler says is an example of selfless devotion. "Lucy, his wife, said, 'I decided we could grow old and sit on the porch in a rocking chair, or we could be involved in something so exciting we couldn't hardly stand it.' So they made that choice, and they've been faithful to it. They stayed with [the station] every heartbeat, and there hasn't been a wire pulled that Jack didn't pull it."

Ginny Stamler emphasizes that even with the training and experience of staff members such as Jack Farrance and her husband, Art, who holds a doctorate in communications, God's direction and wisdom are needed each moment. Farrance, she explains, may have come to WAZT with engineering experience, "but he'll tell you right now he's in over his head and God's had to intervene for him. He'll wake up in the middle of the night with a solution to a problem because God told him."

Stamler recalls fondly the day "the Lord said the same thing to Art and Jack. We [lived] in town houses about six apart



WAZT production and program manager Harold Wutzal works in the station's production control room, complete with a new video toaster.



WAZT general manager Art Stamler anchors two daily 30-minute local newscasts, which are supplemented by 30 minutes of national news provided by HomeNet.

from each other, and Art got this brainstorm. He said, 'I think this would work,' and he started [that] way, and Jack started this way, and they met in the parking lot between the two houses."

For her part, Ginny Stamler says she found herself on a track of constant learning, particularly where sales were concerned. "I never sold anything in my life except religious books in a Christian bookstore. When they started telling me I was going to sell 30-second spots, I had absolutely no idea what a 30-second spot was. And I couldn't believe anybody would pay me for air!"

Beyond those initial lessons in terminology and the value of air, Stamler gradually developed an approach to selling advertising on a small station. The key, she says, is not to say, "We'll never reach the millions that the major station, the

network station reaches." Instead, advertisers must be made to realize that the person reached by a smaller station such as WAZT "wears shoes, buys cars, and does all the things that everybody else does, and you're not getting them."

Absolute Surrender, Total Dedication

The journey into Christian television has, for Art and Ginny Stamler, been a way sprinkled with miracles and marked by God's grace. But Ginny Stamler testifies that it has also been a period of learning to walk with God through the struggle to what she describes as "the joy on the other side."

Stamler speaks candidly about the process of surrender. "I've stood at so many altars and said, 'Take all of me, Lord.' But if I'd really seen where I was



Federal Communications Commission (FCC) LPTV division chief Keith Larson orients his staff on what to look for during their visit to the WAZT facilities.



The WAZT tower stands 3900 feet above the Shenandoah Valley.

going, I might have said, 'Lord, just take a part of me. I'd really like to keep the house.' "

And so, Stamler notes, being a part of Christian broadcasting has been a lesson in trusting God to fill in the gaps and work a completed work. "I think that's probably why you never really give up when you give it all to God. He gives you back what He always wanted you to have, but He does it with purity, so that you don't engineer and manipulate things.

"I count that as one of the special grace notes to my life, that although we came out here to serve the Lord and to do this thing — and there were times we did not even have money to make long-distance phone calls — He intervened and brought us joy," Stamler says. "So [to] anybody who would be starting out and who would feel the crunch, the crunch

isn't all there is. Stay in the fire.

"I'm nobody to give anybody advice," Stamler offers. "I just know that to have had this experience has been an occasion to prove the faithfulness of God to His nature. And I'm ever learning what that nature is."

A Very Present Challenge

Stamler says that perhaps the most pressing challenge currently on WAZT's plate is getting on a major cable system based in Front Royal, Va. Indeed, WAZT's history is marked by victories over reluctant — even hostile — cable system operators.

"In every instance," Stamler says, "it has been public pressure that has placed us on the cable systems." She cites the example of a system in Harrisonburg, Va., which accepted WAZT after a

Mennonite preacher went to churches and nursing homes with petitions on behalf of WAZT. When the system's representative was instructed to put one Christian station on the system, WAZT was it.

"Our edge [over other Christian network stations] was that we serve the local community. [The others] don't put public service announcements on. They don't give access to local preachers. They don't do local news. That's the edge that low power Christian television has. If you want to get on a local cable system, serve that community."

Stamler tells a similar story about a system in Winchester, Va., whose representative expressed his dislike for Christian television in no uncertain terms. "There's a file of letters [from the Winchester cable company] in here about how 'you don't qualify, you can't do this, you can't do that, we're waiting for must-carry' and all that kind of thing, but even the state senator went to bat for us. We called, the church called, everybody called. [And] one glorious day, [the Winchester representative] picked up the phone."

Not Only For This Day

"I don't have to see the fruit to see to it that people come to salvation; that's the Holy Spirit's job," Stamler asserts. "I'm not out there to count numbers of conversions. But I am obligated by the Lord to [work] as long as God allows me to. That's all we're here for."

The "we" Stamler speaks of goes far beyond herself, her husband, and the staff of WAZT; it draws in each member of the religious broadcasting industry, no matter how they are separated by size and myriad other details.

"I think we're all part of a grander network than we realize. I don't know what God's doing in the last days, but He's got a plan. It's like there's a network that is the Body of Christ that complements and reinforces one another. If that little station out in the middle of nowhere is preaching the Gospel and people are being saved, my Gospel is stronger because they're working for the Kingdom; they're bringing others to Jesus."

The WAZT story is, to be sure, daily repeated at religious stations across the country, stations whose facilities are not necessarily grand, whose staff members are likely not known throughout the world, and whose histories are not told in the annals of Christian broadcasting, but on whose dedication and purpose God in His heaven smiles.

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

by Mark Ward Sr.

The Super Bowl is closed captioned. So are the NBA Finals, the Olympics, and the Indianapolis 500. So is every prime time program on network television — along with most newscasts, soap operas, Saturday cartoons, syndicated talk shows and game shows, and nearly 30,000 television commercials per year.

Altogether, more than 800 hours of captioned programming for broadcast and cable television are aired each week. Broadcasts are beamed to 10.5 million households with caption decoders, a figure expected to grow tenfold now that Congress has mandated decoder circuitry for virtually *all* television sets manufactured after July 1993.

Amid all this activity in the secular arena, the number of religious programs

What is ministry all about? It's hard to measure real numbers when it comes to captioning. Yet we decided the broadcast should not get away from being service-oriented.

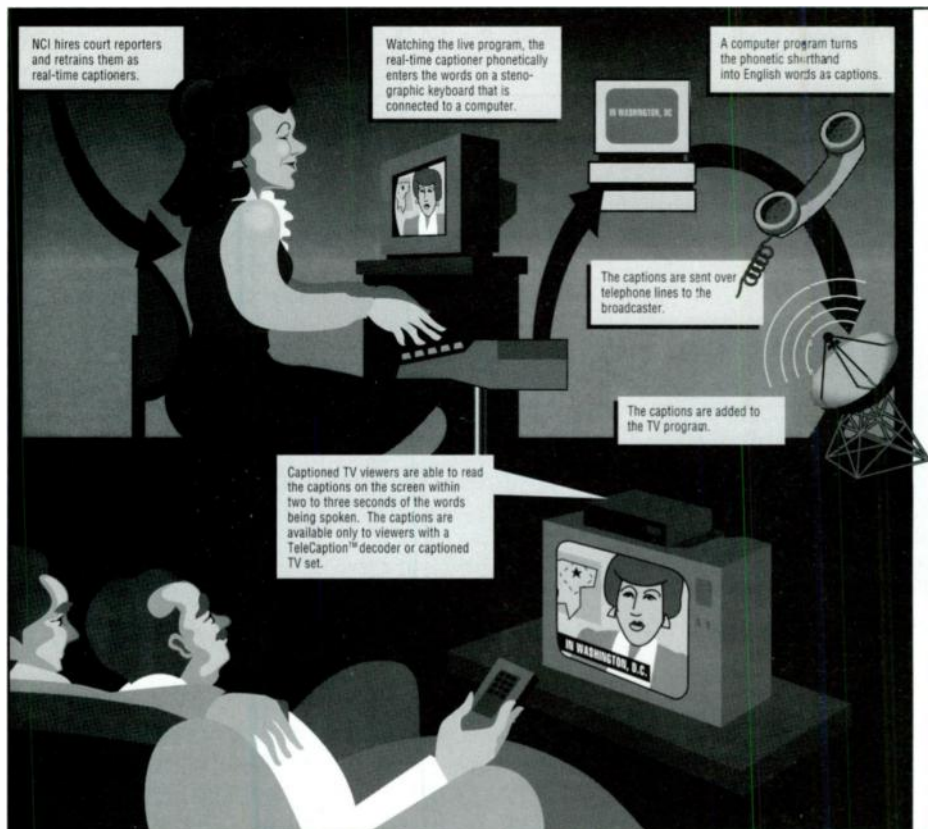
being captioned today for the hearing impaired is only two. Not two religious networks, or two religious stations — just two religious programs.

"Closed captioning is under-utilized, to say the least, by Christian broadcasters," claims Susan Wood, international director of operations and media buyer for Crystal Cathedral Ministries in Garden Grove, Calif. The ministry's weekly *Hour of Power* with speaker Robert Schuller has been captioned since 1983 and is consistently rated by Arbitron and Nielsen as the top religious program in America.

Broadcasters, who have a responsibility to stay abreast of industry trends, instead have a "lack of awareness" about important new developments in closed captioning, says Wood. "They just know

So That All

Religious Broadcasters Inattention to the



All charts and graphics courtesy of National Captioning Institute, Inc. © 1993

The Real-Time Captioning Process

it costs money," she explains, "and while that's true, in recent years the price has come down significantly. It's not cheap, but it's minimal compared to your overall production costs."

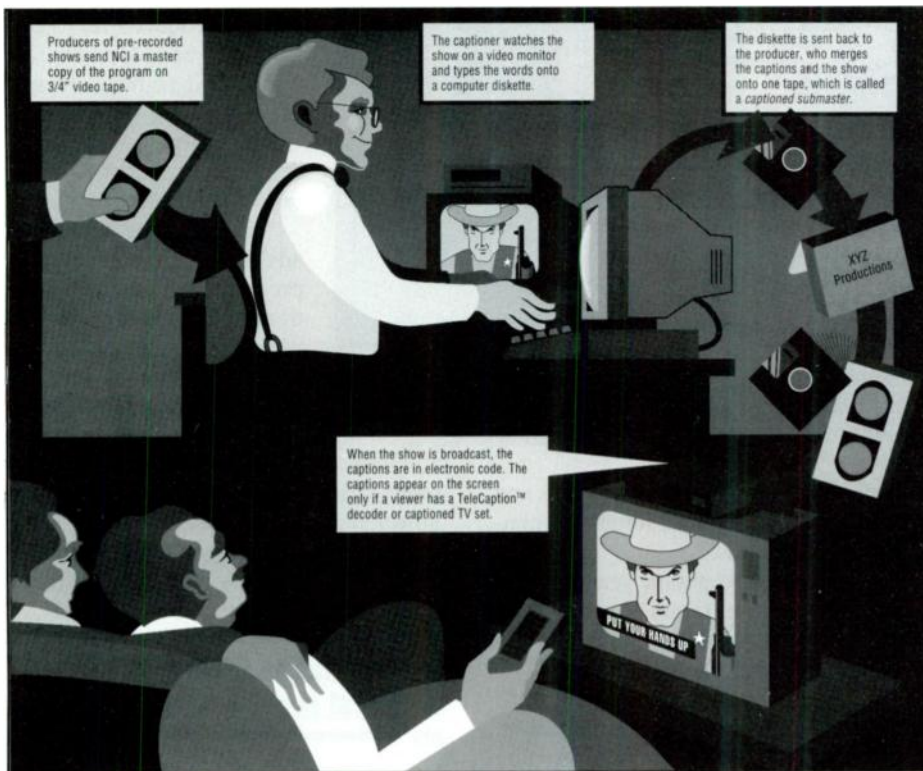
More importantly, the explosive growth of closed captioning means deaf viewers have more television choices than ever before. "Now that prime time is captioned, there is a feeling the service is *expected* from legitimate broadcasters," suggests John Catoir, director and host of

Christopher Closeup, a Catholic broadcast produced in New York for more than 40 years — and captioned since 1990 — by The Christophers. "If you don't caption, [viewers] will just turn the dial to some other show."

Each year some 20 million television sets are sold in the United States, and the Television Decoder Circuitry Act of 1993 requires all receivers 13 inches or larger to have decoding built in. By the end of the decade, observers predict nearly 100

May Hear

roadcasting's Hearing Impaired



The Pre-Recorded Captioning Process

percent of America's television households will be able to receive closed captioning.

"The reality is that our population is getting older," concludes Wood. "That group is a large part of the demographics for religious broadcasting, and hearing impairment will become a bigger problem for them. They will have the TV sets able to receive captioning. But are we going to give them the programs?"

The Hour of Decoded Power

The best way to gauge response for

closed captioning, says Wood, is to make a mistake. "That's when we get letters," she explains, "when one of our 200 stations forgets to flip the switch that sends the captioning signal over the air. Then we get a tremendous response!"

Practically speaking, however, there is no way to measure additional viewers and donations attributable to captioning. Crystal Cathedral Ministries has never done such a study. But neither does the broadcast — aired as a 60-minute Sunday morning worship service — measure success by return on investment. "Dr.

Schuller started the service simply because his philosophy of ministry is to identify needs and meet them," says Wood.

From the start, *Hour of Power* has employed Captions, Inc., a Los Angeles-based service. Each weekly program is taped and sent to the captioners, along with a written script. Once captions are inserted, the program is duplicated and shipped to Crystal Cathedral's distributor for airing the following Sunday.

Wood is pleased enough with her captioning service that *Hour of Power* has dispensed with any formal contract. Pricing is based upon the length of the program. "But with anybody new, I would recommend using a written agreement," she adds. Furthermore, to Christian broadcasters who are considering a caption service, Wood advises they explore several important questions.

"Are they Christians? Or at least do they understand the Christian message?" Wood asks. "Captioning is not a verbatim transcript of your audio. And since it requires some editing, the service must be able to clearly convey the essence of what you're trying to convey."

In addition, Wood says broadcasters must insist the captioners be flexible in making last-minute changes. "Personalized service is also a must," she continues. "For example, if a local station isn't transmitting the captioning signal, our captioning service follows up for us and gets the situation corrected."

Closeup on Captions

At *Christopher Closeup*, John Catoir admits closed captioning "did not bring in a horde of new viewers." He says the service is not likely "to open vast new markets" and that claims of potentially reaching tens of millions of viewers are exaggerated — at least for religious programs.

"But what is ministry all about?" he says. "Is it driven by money? I considered dropping the service, since we got few letters from deaf viewers. It's hard to measure real numbers when it comes to captioning. Yet we decided the broadcast should not get away from being service-oriented."

The Christophers produces 26 programs each year, seen on sustaining time in some 50 markets nationwide, using a talk show format with guests "who are making a difference" from a variety of backgrounds.

Recent appearances include best-selling mystery novelist Father Andrew Greeley; parents Michaela and Augusto

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SO THAT . . .
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Odone whose support for a gravely ill son was portrayed in the movie *Lorenzo's Oil*; actor Mike Farrell of the former network series *M*A*S*H*; and NBC news correspondent Mary Alice Williams.

"We started serving the deaf 20 years ago, when we added a sign language interpreter in the lower left of the screen," Catoir recalls. "Then three years ago, we saw how captioning was growing. We were interested, not only because of our service commitment, but also because sign language has some problems in a broadcast setting."

For one thing, signing does not benefit deaf viewers unless the signer takes up a large portion of the screen — which in turn is a distraction for other viewers. "It surprises me how many religious programs ignore captioning and instead use signers who are too small to be any real help," Catoir says.

Christopher Closeup rents the New York studios, equipment, and film crews of Home Box Office (HBO) to produce its program. Using a sign language interpreter, Catoir notes, meant having to rent four cameras instead of the usual three. And for the set director, it

was difficult to coordinate what amounted to two simultaneous filmings. In addition, The Christophers footed the bill for the signer's travel, meals, and lodging expenses — a costly proposition in New York City.

When Catoir contracted with the National Captioning Institute (NCI), based in Falls Church, Va., those problems were eliminated. Since the nonprofit group could not afford to pay the usual NCI rates for commercial television, the Institute offered volume-discount pricing based

jumped from 16 weekly hours of broadcast television captioning in 1980 to 318 hours today. NCI captioning for cable television has grown in 13 years from 30 minutes to 460 hours per week. Some 156 stations now use NCI live captioning for their local newscasts. And between 1980 and 1993, the annual number of television commercials captioned by NCI has risen from 786 to 22,000, and home videos from three to 3500.

"Altogether, we expect to caption more than 15,000 hours of programming in 1993," reports NCI marketing vice president Jane Edmondson. NCI regional offices serve the broadcast centers of New York, Hollywood, and London. The group introduced its "Tele-Caption" decoder boxes in 1980, and four years ago developed — with the ITT Corporation — the first decoding microchip for built-in television installation.

Continuing technical advances in the process of pre-recorded and live captioning [see accompanying illustrations], says Edmondson, have effected substantial reductions in prices charged to broadcasters. "Captioning equipment is

more efficient, more standardized, more automated, and more PC-based," she explains, "and the larger volume of work we handle lets us spread out our over-



Captions, Inc., based in Los Angeles, is one of several companies currently in the business of assisting broadcasters who want to reach the hearing-impaired community.

upon the number of broadcast minutes and a commitment to use NCI for all 26 annual *Closeup* programs.

"Today I would put the yearly cost as equivalent to a secretary's salary," he says, "which is not cheap but is only a fraction of our total program budget."

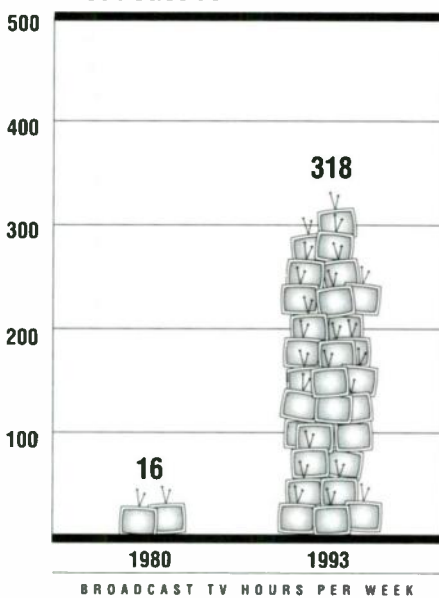
After post-production, Catoir sends each weekly taping to NCI for captioning. A master is returned, which The Christophers duplicate and distribute. Lead time is two weeks, and Catoir says that is "plenty of time" for its captioning service. "It's really pretty easy to use," he concludes. "Religious broadcasters are just behind the learning curve on this one."

The Supplier Side

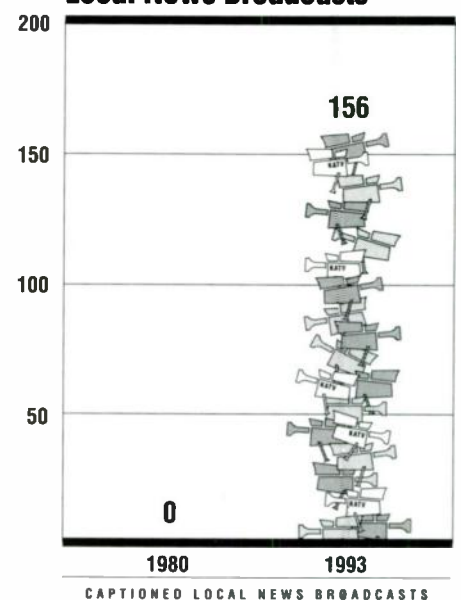
Nationwide closed-captioned television was inaugurated on March 16, 1980, with the broadcasts of *The ABC Sunday Night Movie* (ABC), *The Wonderful World of Disney* (NBC), and *Masterpiece Theater* (PBS). The service was introduced by NCI, a nonprofit corporation established for that purpose a year earlier by the federal government.

Since then, NCI production has

Captioning Growth In Broadcast TV



Captioning Growth In Local News Broadcasts



head costs.”

In 1980 when captioning was more labor intensive, Edmondson says her group charged about \$2200 per broadcast hour for live captioning and \$1500 for pre-recorded. Today, the respective fees are about \$1500 and \$1000.

However, marketing manager Robert Troy of Captions, Inc., believes increased competition has been a driving force behind price reductions. With headquarters in Los Angeles and offices in Chicago and Dallas, the private, for-profit company has furnished captioning services for CBS, NBC, Disney Studios, MCA/Universal, Turner Broadcasting, and Focus on the Family home videos.

“Originally, there were maybe five companies doing all the captioning,” Troy says, “but now there are a lot of companies that have started up to serve special niches — not only broadcast and home video, but corporate accounts and industrial films.” Today he says there are five major players in broadcast captioning — NCI, Caption America, the Captions Center, Real Time, and his own firm —

*It surprises me
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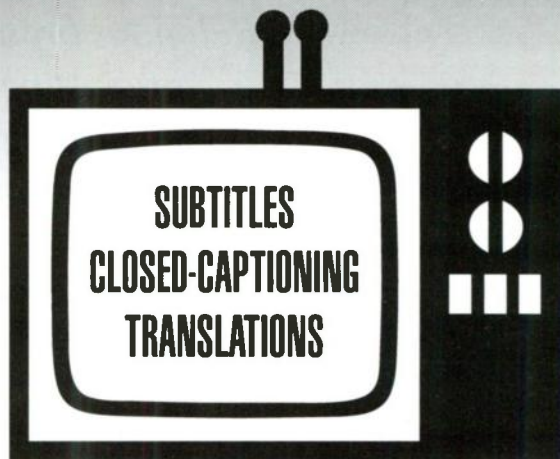
so that competition in recent years has caused prices to decline to between one-half and one-third their former levels.

His own company bases its charges upon each quarter-hour of broadcasting, since it must use tape stock in standard length increments. Most services offer volume discounts, but after that Troy says captioners have very different approaches to their services. “Some services want exclusive contracts,” he points out, “while we don’t use a contract unless the customer requests it.”

Some captioners use a “pop-up” style, best suited for pre-recorded programs, in which captions pop onto the screen underneath the person who is speaking. Others specialize in the “roll-up” format, often used for live programs,

CONTINUED ON PAGE 18

Get the Message Out.



QUALITY CAPTIONING & SUBTITLING

*Utilizing the most advanced technology in the industry,
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*With facilities available around the clock, we meet
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*Our proprietary software speeds the captioning and subtitling process,
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LOS ANGELES: **213/227-8466 (V/TDD)**

NEW YORK: **212/227-8466 (V/TDD)**

CHICAGO: **312/227-8466**

DALLAS: **214/227-8466**

U.S./CANADA: **800/227-8466 (V/TDD)**

(Circle 177 on the Reader Service Card)

SO THAT . . .
CONTINUED FROM PAGE 17

in which captions roll up from the bottom of the screen.

Troy notes that captioners also have significant style differences in the way they edit copy. In evaluating any captioning service, he advises Christian broadcasters to ask eight questions:

1. Can turnaround time requirements be met?
2. How are deliveries charged?
3. Is a disk or tape master acceptable?
4. Must a written script be supplied?
5. Are captions on time, or a few seconds behind dialog?
6. Does the company provide good service and follow-up?
7. What clients has the company served before?
8. Does it understand the Christian message, or has the company demonstrated the ability to serve broadcasters with special editorial concerns? If time allows, will the captioner furnish pre-approved cassettes of each program until you are satisfied with its editorial style?

"I've talked with many NRB members over the past year or so," adds Troy, "and they may be thinking about captioning. But they aren't doing anything right now. I think many Christian broadcasters operate on shoestring budgets, and they worry that response won't justify the cost." He puts deaf viewers at perhaps 0.5 percent of the market and admits televi-

sion programs rarely recoup what they spend on closed captioning.

"Yet advertisers who caption their TV commercials have found that, statistically, deaf people are more loyal to their product than the general population," observes Troy. He believes hearing-impaired viewers realize captioning costs broadcasters money, and they must show their support if the service is to continue.

In addition to the nation's 24 million deaf and hearing-impaired citizens, NCI's

*Religious broadcasters
 are just behind
 the learning curve
 on this one.*

Edmondson suggests another 30 million persons for whom English is a second language could benefit from closed captioning. Christian broadcasters can further boost their response, she says, by spending about \$400 to install TDD telephone service ("It's like a miniature typewriter hooked into the line") that allows deaf viewers to call the program.

"Good will is good business," Edmondson says, "and if you look at the expense of captioning, it's not much to spend for the good will you earn." She remembers NCI exhibited at the NRB annual exposition during the mid-1980s, yet these contacts waned due to cost concerns.

For more information about closed captioning, contact the organizations featured in this article by writing or calling:

National Captioning Institute
 5203 Leesburg Pike
 Falls Church, VA 22041
 (703)998-2400

Captions, Inc.
 2619 Hyperion Avenue
 Los Angeles, CA 90027
 (800)CAPTIONS

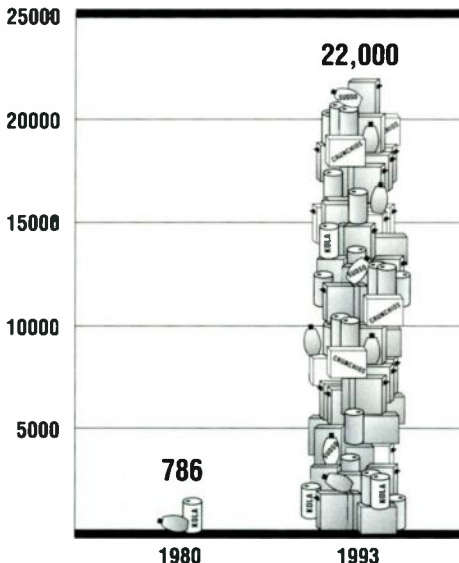
Crystal Cathedral Ministries
 13280 Chapman Avenue
 Garden Grove, CA 92640
 (714)971-4020

The Christophers
 12 East 48th Street
 New York, NY 10017
 (212)759-4050

Now, however, with prices down and the Television Decoder Circuitry Act in effect, "the time is right for religious broadcasters to take another look at closed captioning. The technology is right, the price is right, the audience is right — and serving those who suffer from hearing loss, or who speak another language, fits right in with the Christian Gospel."

Mark Ward Sr. is a contributor to *Religious Broadcasting* magazine and editor of the annual *NRB Directory of Religious Media*, due for release this month.

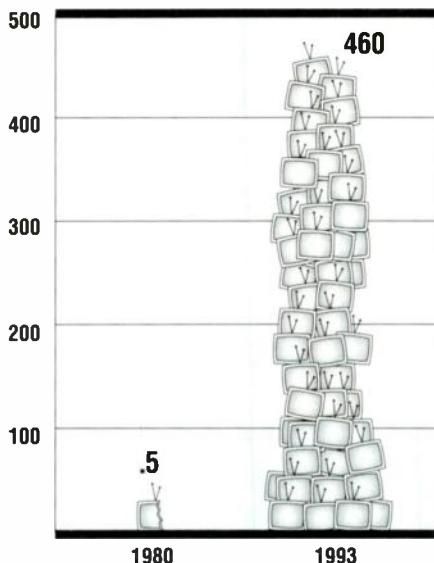
**Captioning Growth In
 TV Commercials**



CAPTIONED TV COMMERCIALS

Source: National Captioning Institute, Inc. © 1993

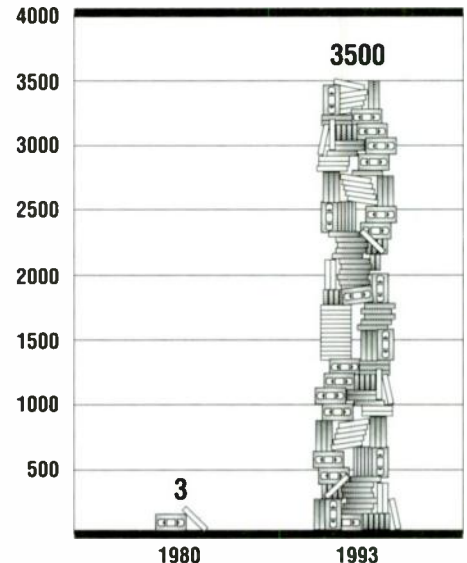
**Captioning Growth In
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CABLE HOURS PER WEEK

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WRN

The July 1992 announcement that the American Television Systems (ACTS) network and the Vision Interfaith Satellite Network (VISN) would share a common channel brought a dichotomy of reactions, from wide-eyed anticipation of ACTS reaching more than 1000 additional cities and VISN stretching its expanse to include the strongly Baptist "Bible Belt" to cries of "foul" by many conservative evangelicals who likened the accord to choosing friendship with the world and, therefore, animosity with God (James 4:4).

In *Religious Broadcasting's* November 1992 issue, several broadcast leaders expressed apprehension at what seemed by many to be the birth of an unholy alliance between a Christian network and one which ameliorates a religious melting pot of ideas such as Mormon, Christian Science, and Islam.

Interestingly, most of the recalcitrancy came from the ACTS camp, with both sides fighting, as the general manager of one evangelical broadcast put it, to "keep the network pure. The Bible clearly warns us to beware of false teachers, yet it appears the ACTS network will be working together with those whom many would consider to be false teachers."

Wounds As Yet Unhealed

Feelings seem to have changed little in the past year, as evidenced by an exodus of personnel from ACTS and a feeling of ambivalence over the "non-merger." Nonetheless, newly appointed ACTS vice president and general manager Deborah Key says her network is moving ahead in spite of such concerns. "Certainly there are those people who see our agreement with VISN as a compromise of beliefs, and [who feel] we're endorsing other [religious] teaching. We don't see it that way. We entered into this arrangement with a

missions perspective, and we're moving ahead."

When the channel-sharing agreement came about, ACTS was available to approximately 8 million cable homes but was, admittedly, at a stalemate of sorts in the face of new cable technology and channel positioning. VISN was also experiencing expansion problems; however,

our survival, and it has worked well.

"Suddenly, we're available in 11 states we've never reached previously," Key continues. "We're in markets we never dreamed of cracking before, and we look at it with the philosophy of 'reaching out' to others and fulfilling our obligation relative to a missions perspective. On our programs that give phone numbers, the

The ACTS/VISN Merger One Year Later

Entertaining Angels or Dancing with the Devil?

the network's ongoing financial relationship with cable giant TCI enabled it to capture a large share of the religious marketplace.

For ACTS, which found itself losing revenue and relegated to broadcasting in the southeast and southcentral United States, the merger agreement was nearly necessary. "We saw an opportunity to get our programming and our message into more homes than we could have on our own," explains Key. "This was vital to

calls have increased significantly. And even though some of our programmers were leery at first, they were far-sighted enough to realize that we were at the threshold of reaching more people than ever before, and they're very happy now."

Key acknowledges that ACTS' relationship with VISN has been met with some resistance. "There are those who see this relationship as harmful or at least [as] a compromise. That is why we want

to clarify that the channel-share agreement was not a merger. We still continue to operate the ACTS network as an autonomous entity.

"Simply put, VISN is more ecumenical, and ACTS has an evangelical emphasis," Key says. "We sort of take the same philosophy Paul did when he preached to people who had all kinds of religious philosophies. He was not shy about standing up and preaching his message. The Gospel can stand in any setting where any other message is being taught, so our feeling is that we're simply presenting a way to draw all people to God."

VISN president and chief executive officer Nelson Price echoes Key's exuberance and says the relationship between the networks is getting stronger as time goes on. "It's been a very tough year for cable networks because of the new cable law," he says, "but by coming together and sharing one channel, ACTS was able to bring about 5 million subscribers into the relationship, and VISN brought over 13 million in. By the end of 1992, we had over 19 million households accessed."

Creative Compromise

For all the good will expressed by leaders of the two networks, however, battles do exist. "I guess you could say there are creative differences between us," admits Price. "But it's a healthy competition. We're both trying to gain audience share, and we expected that."

"Over and above the competitiveness, we're working together to find out how we can program our respective time periods to carry audiences from one network into the other's time slot and not counter-program," Price says.

Price, too, says that there was, at least initially, strong opposition to the channel-share concept but that it was more of an issue with ACTS than with VISN. "We tell our member faith groups to present their faith as attractively and as strongly as they can, and as entertainingly as possible, without maligning other faith groups. They have to present their faith in 'positive' terms," Price says.

Key and Price disagree, however, regarding descriptions. "We're not ecumenical at all," asserts the VISN executive. "We don't have a universal statement of faith or a common creed like ACTS, but we believe in God, and we want to share it. All of our members are willing to sit down at a common table and discuss differences and work out the day-to-day problems of running a network. But VISN and ACTS must work

together to respect each other's faith principles."

The "M" Word

Currently, ACTS and VISN are brainstorming their first joint production venture — a move that has both networks humming. "We're excited about it," says Key. "It'll give us the opportunity to solidify our relationship and allow us the creative latitude we all like."

"Co-producing projects is one of the best ways to get to know each other," offers Price. "It can do nothing but make our relationship stronger and bring a much-needed cohesiveness to it."

In terms of outward appearances, a renaming of the venture will be the most obvious sign of the changes being planned. "We're talking about renaming

The Gospel can stand in any setting where any other message is being taught, so our feeling is that we're simply presenting a way to draw all people to God.

it the 'Faith and Values Network,' or FVN," reports Price. "It'll be less confusing and more easily listable than ACTS/VISN. And, it will bring the two networks together on the screen in more cohesive fashion."

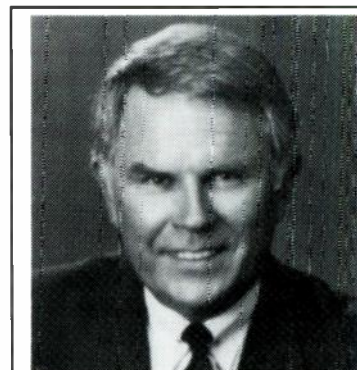
Inaugurally, ACTS, which began in 1984 as a 24-hour network, lost about two-thirds of its original programming to the eight-hour share it was allotted in the agreement. VISN, which began transmitting in 1988, dropped from the 24-hour schedule it reached in 1990 to 16 hours.

For her part, Key says ACTS does not view its loss of time as a detriment. "The other 16 hours of programming were mainly repeats," she says, "so we're not particularly upset at that, though we do hope to air more when our initial agreement comes up for renewal."

The Silence of the Dissenters

While they may be vocal about their opinions in some settings, many of those who do not agree with the ACTS/VISN merger are hesitant to express them-

CONTINUED ON PAGE 22



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THE ACTS/VISN . . .
CONTINUED FROM PAGE 21

selves publicly. As expected, those who support the agreement are more willing to comment.

Bob Blue, network advisor for Calvary Chapel's *Word for Today* broadcast, asserts that ACTS/VISN is on the right road. "For all intents and purposes," he warrants, "you just can't reach people spiritually by slamming another religion.

*We're all interested
in promoting
faith and values,
and it doesn't seem
legitimate to balk
at that.*

It's shoddy evangelism. What ACTS/VISN is accomplishing is commendable. Committed Christians of an evangelical or charismatic persuasion seem to want to 'preach to the choir.' ACTS has the right idea in offering their message to those who haven't heard it — even those who are on the same network."

Roger Yarrington, communications director for The Reorganized Church of Jesus Christ of Latter Day Saints, which produces programming for VISN, says he's heard of the ACTS controversy but thinks that the standing agreement is a win-win proposition.

"I felt, from the beginning, that the channel-sharing idea was a good one," Yarrington says. "We're all interested in promoting faith and values, and it doesn't seem legitimate to balk at that. We feel

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*For all intents
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that our audience share has gone up markedly and positively.

"I can see how many people held a negative view of the venture," Yarrington concedes. "After all, ACTS and VISN had two totally different faith views. That's why we all wanted a two-year agreement — not to bring them on board on our terms but to iron out the conflict and grow together positively."

For now, the relationship between ACTS and VISN seems to be taking hold, gaining endorsement from those behind the individual networks. "It's been adventurous," says Price, "but I think we've got a winner. Everything points to a very prosperous relationship far after the original two-year agreement expires." Key offers her agreement, adding, "More and more people are seeing the fruits of our labor and I really think they feel it's positive."

Perucci Ferraiuolo is a syndicated journalist specializing in personality interviews and investigative reporting. His articles have appeared in such national publications as *The Washington Post*, *Christianity Today*, *CCM Magazine*, *World*, and *Cornerstone*.

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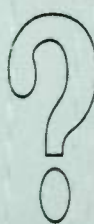
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We had gathered as a family to watch the evening news, and once again, our living room was filled with sounds and images of the war and the wounded in the Balkans, the fight over "gay rights" in America, and the victims of typhoons, tornadoes, earthquakes, and floods around the world. And once again, a cloud of depression seemed to settle over us.

I suppose what bothers me most about such a daily dose of tragedy and heartbreak is the fact that I'm subjecting myself and my children to an incomplete, biased view of the world as seen by secular journalists, most of whom have rejected biblical truth and are blind to the activity of God.

But the world is much more than just the events shown on the evening news; even in the midst of tragedy, it is a world marked by life-giving, healing works of God. In fact, the very stories neglected by the secular media are the stories modern society most desperately needs to see.

Invisible Stories

From time to time, we do see stories of encouragement, like that of a black church in Houston involved in providing special classes for the educationally handicapped. Against the dark and discouraging background of the customary news, a report such as this gives the audience a ray of light, a reason for hope.

It seems odd that this kind of news has become "insignificant" to television journalists, for these stories of the triumph of love and faith, of believers in action, of the church at work are ultimately more important to viewers than accidents or murders or government decisions.

Such "Christian" news does not only appeal to believers; non-Christian also are drawn to human interest stories which are relevant to important issues of the day. And while it is true that reports produced for a Christian audience use an in-house language and style, many of these stories can be adapted to blend into secular newscasts or magazine shows.

Furthermore, reports showing Christians in action can soften prejudices and function as pre-evangelism tools, helping persuade non-Christians of the reality and love of God. At the very least, providing these reports to secular television can improve the way the church is perceived by the general public. (And the church could certainly use some good PR!)

Convincing the Skeptics, Revitalizing the Church

The church can be strengthened by specialized reporting. Remember Thomas, the doubting disciple who wanted to touch the wounds of Christ before he would believe? The church is often affected by the skepticism of the world and, like Thomas, needs visible evidence to reaffirm her faith.

As believers, we are strengthened by seeing Christians distributing food and New Testaments to Muslims in Bosnia, by

images of Cuban churches full of joyful believers, by examples of Russian believers thronging their newly planted churches, or by Peruvian pastors standing firm in the face of terrorism.

Christian news helps to develop well-informed, well-balanced believers. The church needs this visual, eye-witness testimony of what God is doing today. It needs this for the sake of its:

*Faith, which grows as we witness God in action.

*Methods, which are learned from watching the examples of others.

*Vision and perspective, which improve as Christian news exposes us to God's world and the priority of the Great

The Case for Christian TV News

*I'm subjecting myself
and my children to an incomplete,
biased view of the world,
the world as seen by
secular journalists, most of whom
have rejected biblical truth and
are blind to the activity of God.*

Commission.

*Motivation, which is stimulated by what we've seen and heard, driving us to action and involvement.

*Unity, which is strengthened when we see other believers at work, breaking down barriers of distance and separation.

Without evidence of the power of God in the world today, the church will remain segmented and isolated in groups and denominations and through personal loyalties. Fragmentation simply does not allow believers to experience the power and success that comes when the Body works together.

In many instances, such simple barriers as distance, lan-

despair increase.

A Deficit of Balance

Unfortunately, Christian television has lagged behind in developing Christian news. The Christian program schedule is filled with church services, talk shows, preaching, and music, but cameras and reporters seldom go beyond studio walls to gather visual evidence of God at work in society today.

As we head toward the "500 channel" television future, and as competition for viewers intensifies, Christian television executives must consider the enormous audience-drawing potential of



Cameraman Dan Johnson and correspondent Lisa DiGiovanni film Capital News in Washington, D.C. The half-hour weeknight newscast syndicated nationwide at 7:30 p.m. EST is produced by the Capital Television Network, based in Manassas, Va., which began the service in order to offer independent stations a source of factual, non-biased, cost-effective news. Capital News' format consists of national/international news with a natural emphasis on federal government activity.

guage, or culture keep believers apart. A steady flow of news will acquaint believers with the rest of the Body, in order that they may appreciate each other and work more effectively together.

The knowledge uniquely provided by Christian news enables believers to "know the times," like the Old Testament tribe of Issachar (I Chronicles 12:32). Christians gain a broader perspective for understanding people, events, and trends.

They can carry on intelligent discussions about world events. They can make informed decisions about the missionary mandate. They can gain new insights on difficult questions such as, "Why does God allow suffering?" And this "Issachar" kind of understanding will only become more crucial as confusion and

news. *USA Today* calls newsmagazines "TV's hottest programming genre." Ted Turner's Cable News Network (CNN) has built an entire media empire out of news. The growing appetite for news is a world-wide phenomenon.

If television lives or dies by the size of this audience, let's assure the future of Christian television by using the audience-attracting power of news. A growing audience will generate greater income and help boost Christian television to solid financial ground. And in fact, reality-based, news-style programming should be a "natural" for Christian television, which stands on

CONTINUED ON PAGE 26

THE CASE . . .

CONTINUED FROM PAGE 25

Christ's promise that "You shall know the truth, and the truth shall set you free" (John 8:32).

Christianity's CNN

Christian television today needs a reliable, independent news operation, the only job of which is to report on the church world-wide. The challenges here are great, for while Christian-oriented news is too important to be developed in a fragmented, serendipitous way, the challenge of building a Christian reporting network for television is one no single ministry or denomination can — or should — handle on its own.

As such, the foundation for a Christian news operation is already being laid by a number of cooperating ministries. Christian reporters already distributed by the Holy Spirit around the world are getting involved, showing that a "news cooperative" run by believers is an achievable, practical goal.

It seems that while Ted Turner was spending millions to build CNN, the God of the Gospel — indeed, of the "good news" — was directing believers to build a Christian news network. The coverage potential of this network already exceeds that of commercial news networks, with hundreds of Christian television producers and reporters located in virtually every area of the world.

One segment of this Christian television news network has been up and running for the past six years. Developed and provided monthly to subscribers by the Christian News and Information Institute in Chesapeake, Va., the Features Digest television news service supplies video reports from ministries, denominations, independent Christian broadcasters, and producers world-wide to Christian television stations.

As it developed this monthly news feed, the Institute became part of a grass roots television news movement linking many visionary producers and groups such as Youth With a Mission, Campus Crusade for Christ, the Southern Baptist Convention, the Assemblies of God, Mennonites, and others.

Affordable Information

Global vision is fine and exciting, but grand schemes often fail to satisfy the financial demands of turning a vision into a reality. Yet today, field Electronic News Gathering (ENG) production is more affordable than ever, thanks to rapid technical advances.

In the past few years, broadcast-quality field camcorders resembling home video units have helped revolutionize the television news industry. Hi8s were used extensively in the Gulf War, and even the British Broadcasting Corporation (BBC) is reportedly using Hi8s for field acquisition of documentary footage.

Last fall, Time-Warner launched NY1, a 24-hour cable news channel covering New York City, with 16 reporters on the street working individually and using Hi8 camcorders to shoot their own footage. Thirteen of those reporters had never picked up a video camera before they were hired!

In the Christian community, ready-made Christian news reports are occasionally available to television producers through some denominations and through ministries such as the Billy Graham Evangelistic Association. Footage exchange agreements are often possible between ministries. And as mentioned previously, monthly collections of stories from most of these sources are available inexpensively through the Features Digest television news service.

Television producers can also tap fresh resources through computer bulletin boards, including ICMCNet, with its on-going "television video conference." This newly installed service of the International Christian Media Commission (ICMC) allows producers with a computer and modem to inexpensively dial up a tailor-made electronic information exchange from practically anywhere in the world.

Producers utilizing ICMCNet can find out who's shooting where (and perhaps piggy-back a project of their own), share experiences and suggestions relating to equipment and production, and place information requests before the international community of Christian producers.

Such is the kind of networking which can link Christian broadcasters to a broad array of ideas and resources for every area of production and broadcast strategy.

Reporter Luke

The Christian news concept is not without biblical precedent. Saint Luke, a first-century doctor, was turned into a reporter by the Holy Spirit and commissioned to write a journal of the growth and challenges of the early church.

Today, nearly 20 centuries later, the Lord is calling Christian broadcasters to the same reporting ministry but with the provision of much more powerful tools. Luke worked with parchment and quill, but television has the proportionally greater reach and impact needed to affect a vastly larger world population.

Christian news will someday be understood as an essential ministry of the modern church, just as it was for first-century believers. In fact, I believe we will soon be seeing a new phenomenon in short-term missionary work: a growing number of young, trained television journalists spreading out over the globe with compact, state-of-the-art video equipment for a year or two of voluntary reporting. Following the trail of the Holy Spirit, they will use the power of television to "make known among the nations what He has done" (Isaiah 12:4).

Christian television must focus fresh energy and resources on catching up with the television news revolution which has taken place over the past 12 years. Then, as we develop reporting channels from the spiritual battlefield, the church will be better prepared for its critical role in these end times.

The challenge of gathering and broadcasting Christian news is not easy, but for all its complexity, our task is motivated by a simple biblical command: "Declare His glory among the nations. His marvelous deeds among all peoples" (Psalm 96:3). And no other medium allows Christian broadcasters to fulfill this command more powerfully than television.

Stan Jeter is the founder and president of the Christian News Institute in Chesapeake, Va., and the chairman of Hispanic National Religious Broadcasters.

The Christian program schedule is filled with church services, talk shows, preaching, and music, but cameras and reporters seldom go beyond studio walls to gather visual evidence of God at work in society today.

by Ron J. Kopczick

After venturing to the City of Angels in 1993, the 1994 National Religious Broadcasters (NRB) annual convention and exposition returns next month to Washington, D.C. Big deal, you say? Well, in fact, it is. The last time NRB returned to the nation's capital for a convention following a year away from the city was January 1968.

Remember January 1968? Lyndon Johnson was beginning his final year in the White House, a controversial war was raging in Southeast Asia, the Green Bay Packers ruled pro football following their second Super Bowl triumph, the United States was still shaking off the effects of a summer of racial unrest, and a record-number 300 delegates converged upon the nation's capital to attend NRB's "Silver Anniversary" convention.

Certainly the times, to some extent, have changed. However, to its participants, the significance of an NRB convention continues to grow. And like its long-ago ancestor of 1968, NRB 94 will indeed be monumental. Besides marking a return to Washington, D.C., the upcoming meeting will also commemorate the 50th anniversary of NRB.

Hope-filled Anticipation

This "Golden Jubilee" convention and exposition is one NRB president E. Brandt Gustavson is looking forward to. "I've never seen a stronger program for one of our conventions," says Gustavson of NRB 94, which will run from January 29 through February 1. "The level of speakers, musicians, and educational sessions is outstanding. We'll have major speakers like Chuck Colson, Tony Evans, Ravi Zacharias, John Hagee, James Dobson,

A Capital Return

and Chuck Swindoll."

In addition to the keynote speakers mentioned by Gustavson, those making special appearances during the various general sessions include Oliver North, Shirley Dobson, Sen. Dan Coats of Indiana, and Jack Kemp. Musical guests for the conference will be Steve Green, GLAD, Helen Baylor, Munakuy, The Cathedrals, Twila Paris, Wayne Watson, Gaither Vocal Band, and Greg Buchanan. Add in the 40-plus educational sessions and you have a potentially great convocation. But it's much more, according to Gustavson.

"Since one of the goals of NRB is to foster fellowship among its members, the annual convention is a major way to do this," he explains. "Our

members, friends, and exhibitors come from all over the nation to be instructed and inspired during the convention. But they also look forward to warm-hearted fellowship.

"There seems to be a refreshing breath of God's Spirit sweeping over us. I've noted this in the regional chapter meetings. Our members are staying together in order to protect our work and they're looking forward to the anticipated joy and camaraderie of fellowship at the national convention."

Another NRB leader who greatly anticipates next month's gathering is chairman David Clark. He notes, "Our program is one of the best we've ever had. And all the early signs — registration figures, sponsorships, exhibitors — point to a very successful event. I think this convention is historic in the sense that it's the 50th anniversary of the association and we're back in Washington, D.C."

Clark also feels the 1994 meeting represents a mix of the old

CONTINUED ON PAGE 28



Twenty-four years apart, in 1968 and in 1992, NRB convention delegates gathered together in Washington, D.C., to be encouraged, refreshed, and challenged toward greater effectiveness in the religious broadcasting industry.

A CAPITAL . . .
CONTINUED FROM PAGE 27

and new for NRB. "It's a new type of convention because of the changes we have begun to experience, yet it is the last of the old kind because we're going back to the Sheraton Washington," he notes. "But our growth is causing us to look outside of Washington for future convention sites."

Familiar Territory

The upcoming event is NRB's 13th at the Sheraton Washington Hotel. No other facility, except for perhaps Washington's Mayflower Hotel, has hosted as many national meetings. Thus, there is probably no more appropriate place to commemorate the association's 50th anniversary. In addition, the familiarity with the hotel should offer a homecoming-type atmosphere for attendees and could be contributing to the early enthusiasm regarding NRB 94.

"There's a sense of excitement regarding the upcoming convention," says Mike Glenn, director of NRB con-



Although in different decades and at different venues, both NRB 68 and NRB 92 pre-

ventions & exhibits. "Perhaps it's due to the fact that we're going to be back in D.C. and it's the association's 50th anniversary. Registration and exhibit sales are a month ahead of last year's and we're seeing a return of people to the

convention who haven't participated in several years.

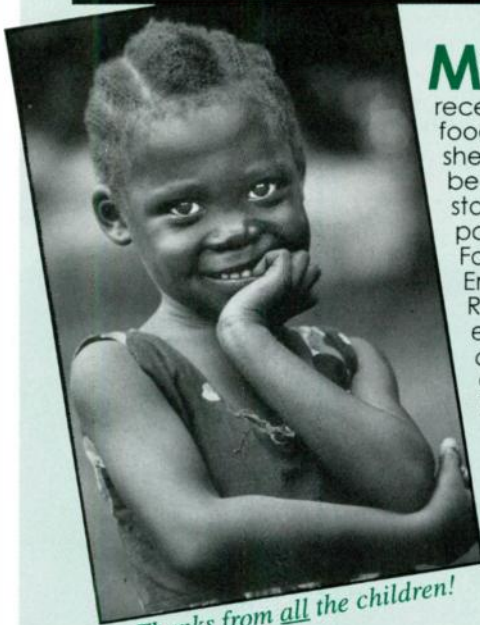
"I think the content of this convention is very appealing. We've increased the number of educational sessions to over 40. We have specialized the topics and are dealing specifically with the needs of the Christian communicator — legal issues, music, fund raising, public relations, and other key aspects of running a broadcast ministry. During this convention, we'll be serving [not only] meat, but a balanced diet."

Registration for the four-day conference opens at 9 a.m. on Saturday, January 29. In a twist from past years, the annual business meeting for NRB members will be held Saturday afternoon beginning at 2:30. The opening general session commences at 7 p.m. on Saturday in the Sheraton Washington Ballroom. Chuck Colson of Prison Fellowship Ministries will be the featured speaker, with Steve Green providing music.

Anthony Evans, pastor of Oak Cliff Bible Fellowship in Dallas, will deliver the sermon during Sunday morning's worship service. Musical guests during the 10 a.m. session are scheduled to be the acappella group Glad and recording artist Helen Baylor. Sunday will also offer two other special events.

On Sunday afternoon, a sold-out NRB 94 Exposition officially opens with a ribbon-cutting at one o'clock. The expo hall will also be open Monday and Tuesday, featuring the displays of more than 200 organizations. Sunday evening, the Black National Religious Broadcasters (BNRB) will hold its 20th Anniversary program from 5 to 8 p.m. in

Thanks to 53 great stations!



More than 850 children received lifesaving food, medical care, shelter and clothing because these stations participated in the Sudan Famine Disaster Emergency Response Team effort. And in cooperation with Christians in Sudan and Uganda, they also received a powerful testimony of God's unfailing love.

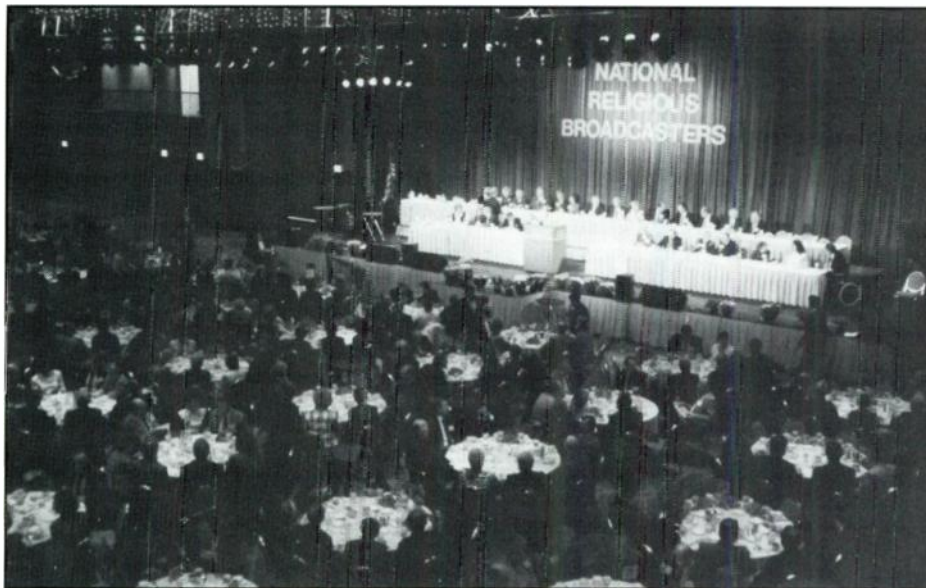
Thanks from all the children!

For information on how you can be involved in a Christian response to disasters like Somalia and Sudan, call (206) 780-1000 or circle X on the Reader Service Card.

- | | |
|--------|---------------|
| KADV | KROA |
| KBBO | KSGL |
| KBBW | KTIG |
| KCDS | KTIS |
| KCGN | KUGT |
| KCIS / | KUYO |
| KCMS | KVMV |
| KDNO | KXEG |
| KDOV | WAFG |
| KGBI | WAKW |
| KGCR | WCCD |
| KGMS/ | WCDR |
| KVOI | WCSG |
| KGNN | WCVC |
| KGNO | WPBA |
| KGRD | WFCA |
| KHAC | WGRC |
| KHCS | WGSL |
| KIAM | WHCB |
| KIRV | WMHR |
| KJAK | WNOV |
| KJLY | WOLW/ |
| KJTY | WPHN |
| KLLF | WPRZ |
| KLYN | WRVM |
| KPNO | SKYLIGHT |
| KPOF | RADIO NETWORK |



(Circle 173 on the Reader Service Card)



ented attendees with unique opportunities for fellowship.

the Sheraton Washington Ballroom. Featured during the three-hour session will be special music, various speakers, and an awards presentation.

Some 14 educational sessions, set for 10:15 a.m. and 2:45 p.m., will be among the key events on Monday, January 31, and will sandwich the International Luncheon scheduled for noon. Speaking during the luncheon will be Indian-born evangelist Ravi Zacharias. Music is to be provided by the Bolivian folk group Munakuy.

The featured speaker during the Monday evening general session at 7 o'clock will be John Hagee, pastor of Cornerstone Church in San Antonio. Scheduled to offer special remarks during the session are Oliver North and National Day of Prayer chairwoman Shirley Dobson. The Cathedrals will provide the music for the evening.

Tuesday, the final day of the convention, kicks off with the All Media Breakfast at 7:30 a.m. James Dobson of Focus on the Family will give the main address, following special remarks by Sen. Dan Coats. Music during the breakfast is to be presented by a pair of award-winning soloists, Twila Paris and Wayne Watson.

A third group of educational sessions is set for 10:15 a.m. on Tuesday. During the afternoon, a special informational session will be held. Capping off the day and the convention will be the Anniversary Banquet beginning at 6:30 p.m. Chuck Swindoll, pastor of the First Evangelical Free Church in Fullerton, Calif., is the scheduled speaker. Music is to be provided by the Gaither Vocal Band and Greg

Buchanan.

Serving as main sponsors of various NRB 94 functions are The New Inspirational Network, Killion McCabe & Associates, Cornerstone Tele-Vision, CBN International, Rapha Treatment Centers, Campus Crusade for Christ International, KMA Companies, SpaceCom Systems, and FamilyNet.

NRB 94 attendees submitting their full registration by December 31 can save \$50 off the on-site fee. Further details regarding the registration procedure for the convention can be obtained by calling the NRB office at (703) 330-7000. Official lodging establishments for NRB 94 are the Sheraton Washington and the Connecticut Avenue Days Inn. Additional lodging and travel information can also be obtained from the NRB office.

"I would encourage everyone to think seriously about coming to this convention," says Gustavson regarding those who may still be undecided about NRB 94. "It's the golden jubilee convention and it will be special in every way. No one should miss it."

The president's sentiments are being echoed by NRB Chairman Clark, who adds, "NRB has become healthy once more, and this is reflected in the enthusiasm and preparations for NRB 94. We're really looking forward to this convention."

Remember January 1994? Perhaps someday that will be the question asked in fond recollection by the participants of NRB 94.

Ron Kopczick is NRB director of communications and editor of *Religious Broadcasting*.

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

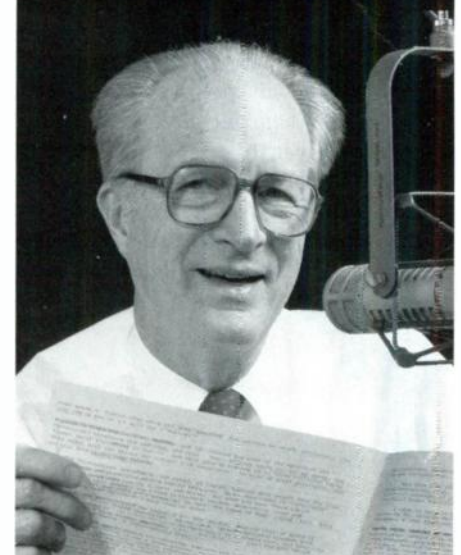
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(Circle 150 on the Reader Service Card)

Inside NRB

Michael Little Succeeds Pat Robertson As President Of CBN

VIRGINIA BEACH, Va. — The board of directors for the Christian Broadcasting Network (CBN) appointed Michael Little president and chief operating officer of the ministry effective October 1. Little, a 21-year veteran of CBN, was also named to the board of directors, filling a newly created seat.

CBN founder Pat Robertson steps down as president, but retains his role as chief executive officer and chairman for the board of directors of the organization. "I will continue to be in charge of the long-range vision of CBN," said Robertson, who started the ministry in 1960. "However, increasingly it is my plan to turn over the day-to-day operations of CBN to Michael Little, who has proved to be a very popular and highly capable executive."

Robertson said Little is uniquely qualified for the position. "Michael has a rich blend of experience in all areas: the ministry, broadcasting, and international relations. His youth, expertise, and enthusiasm is crucial as we focus more on the international scene."

Robertson will continue to oversee the long-range strategic planning for CBN and remain actively involved in the ministry. He will continue to host CBN's flagship program, *The 700 Club*, a daily news/magazine show which has been on the air continuously

since 1967.

"I am not leaving CBN, but I am thinking about the future of CBN, and that future looks very bright with Michael in this very important management position," Robertson stressed. He said he is relinquishing control of the day-to-day management of CBN because of a heavy workload.

"I am finding that my many organizations are demanding more of my time," Robertson explained. In addition to his positions at CBN, he serves as chairman of the board of Interna-



Michael Little

tional Family Entertainment, Inc., parent company of The Family Channel. He is also founder and president of the American Center for Law and Justice; the Christian Coalition; Broadcast Equities, Inc.; and NorthStar Entertainment Group, Inc. In addition, Robertson is founder and chancellor of Regent University in Virginia Beach.

"I'm honored and excited about this new opportunity," Little said. "I look forward to working with the very talented CBN family as the ministry continues to grow here and abroad."

Little most recently served as group vice president in charge of CBN International. His responsibilities include producing and marketing television programming and coordinating follow-up ministry in 75 countries. Also, Little is general manager of Middle East Television, CBN's broadcast station in Israel, as well as overseeing Operation Blessing International Relief and Development, which provides humanitarian aid to millions worldwide.

During his years with CBN, Little's extensive broadcast experience includes serving as executive producer of *The 700 Club* and as news director of CBN News. In 1988, he received an Emmy award for Outstanding Children's Special honoring his work as executive producer of *Never Say Goodbye*, which was broadcast on CBS-TV as an after-school special. Little has received a number of other awards, including recognition from the New York International Film Festival.

Robertson said it was fitting for Little's new position to have taken effect on October 1, which marks the 32nd anniversary of CBN's first televised broadcast. "There [was] no better time for this change. This anniversary mark[ed] another important milestone in the history of CBN. We are grateful for the past and excited about the future," Robertson said.

CBN is a long-time member of National Religious Broadcasters with Robertson and Little serving on its board of directors.



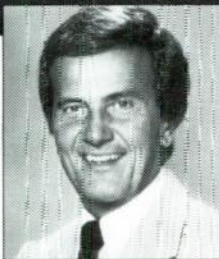
Wishing you a
Merry Christmas and
a joyous New Year
from the staff of
Religious Broadcasting.



“WITH THE PROMISE
OF PEACE, WHAT A GLORIOUS
TIME TO VISIT
THE LAND OF THE BIBLE.” – Pat Boone



Jerusalem, Mount of Olives



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

“What a magic moment this is! Throughout the Holy Land, and the lands of its neighbors, they're celebrating the first stirrings toward peace. From Nazareth to the Galilee, there's a joyous new spirit in the air.

“There's nothing quite like a visit to Israel to enrich and deepen your faith. And there's *never* been a time like this to go there.”

If you haven't been to the Holy Land yet, visit this year – when the historic movement to peace will make your visit uniquely memorable.

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

And whether you want to organize a group tour or travel independently, send for our free Christian tour kit. It contains highlights of the important sites, an illustrated pilgrimage map and information on tour packages, modern hotels and other attractions.

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

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Los Angeles: 213-658-7462 • Miami: 305-539-1919 • Canada: 416-964-3784

Hope to see you soon. *Love, Israel*

Media Focus

Canada Changes Programming Policy For Religion

OTTAWA/HULL, Ontario — In June, the Canadian Radio-Television and Telecommunications Commission (CRTC) opened the door for Canadians to have access to a wider range of religious programming. Changes to the CRTC's 10-year-old religious broadcasting policy stemmed from public hearings during October 1992 in Hull and Winnipeg, Manitoba.

"Our public consultation clearly showed that religious values play an important role in the lives of many Canadians," said CRTC chairman Keith Spicer. "We believe our policy allows the freest possible communication of these values."

The CRTC's emphasis on the provision of balance, achieved through the offering of diverse points of view on issues of public concern, will remain a cornerstone of CRTC's new religious broadcasting policy. Also, religious programming services are expected to be entirely religious in nature.

According to the policy, radio stations could offer more religious music to help satisfy the demand expressed during the public hearings. In addition, recognition was given of the important role played by the national multi-faith specialty service (Vision TV) in promoting tolerance and co-operation among different faith groups.

New guidelines on ethics for religious programming, which deal with solicitation of funds and programming practices, must be adhered to by any broadcasters offering religious programming.

"Our decision rests on a Canadian-style compromise: it strikes the vital balance between supporting freedom of expression and safeguarding against our broadcasting system being used to promote intolerance," Spicer said. "Being tolerant surely means a willingness to let others express their values and opinions. Canadian society is not so fragile that, in the name of state-imposed 'tolerance,' we need to suppress a free and mutually respectful contest of religious ideas."

Nielsen Media Research: July 1993 Devotional Programs

Rank	Program	Ave. TVHH	Stations
1.	<i>Hour of Power</i>	1,090,000	185
2.	<i>The World Tomorrow</i>	644,000	117
3.	<i>In Touch</i>	467,000	56
4.	<i>Believer's Voice of Victory (weekly)</i>	461,000	130
5.	<i>Larry Jones</i>	349,000	76
6.	<i>Ever Increasing Faith</i>	277,000	21
7.	<i>Coral Ridge</i>	275,000	115
8.	<i>Old Time Gospel Hour</i>	242,000	167
9.	<i>The 700 Club With Pat Robertson</i>	203,000	93
10.	<i>Day of Discovery</i>	202,000	119
11.	<i>Jack Van Impe</i>	185,000	91
12.	<i>Insight</i>	154,000	9
13.	<i>In Touch Minister</i>	144,000	31
14.	<i>Christian Lifestyle Magazine</i>	142,000	17
15.	<i>It Is Written</i>	139,000	29
16.	<i>This Is The Life</i>	134,000	19
17.	<i>Oral Roberts and You</i>	131,000	34
18.	<i>Crossroads</i>	113,000	7
19.	<i>Believer's Voice of Victory (daily)</i>	97,000	59
20.	<i>Jimmy Swaggart</i>	90,000	53

Ranked by ave. household audience. Cable and noncommercial viewership not included. © 1993 Nielsen Media Research.

The Arbitron Company: July 1993 Top 20 Syndicated Religious Programs

Rank	Program	Total TVHH	Markets	% U.S.
1.	<i>Hour of Power</i>	1,378,000	157	94.81
2.	<i>The World Tomorrow</i>	1,021,000	106	78.27
3.	<i>Believer's Voice of Victory (weekly)</i>	710,000	127	87.02
4.	<i>In Touch</i>	684,000	95	73.92
5.	<i>Coral Ridge</i>	418,000	119	72.60
6.	<i>Old Time Gospel Hour</i>	395,000	150	81.17
7.	<i>Fred Price</i>	357,000	39	43.54
8.	<i>The 700 Club with Pat Robertson</i>	283,000	101	70.52
9.	<i>Jack Van Impe</i>	280,000	106	70.16
10.	<i>Day of Discovery</i>	277,000	128	76.14
11.	<i>Singsation</i>	190,000	17	32.59
12.	<i>Believer's Voice of Victory (daily)</i>	181,000	71	69.25
13.	<i>Insight</i>	165,000	12	17.86
14.	<i>It Is Written</i>	146,000	35	31.89
15.	<i>Lifestyle Magazine</i>	128,000	24	28.55
15.	<i>Oral Roberts and You</i>	128,000	33	30.92
16.	<i>La Frontera</i>	123,000	19	11.51
17.	<i>This Is the Life</i>	120,000	29	23.09
18.	<i>A Gift of Love</i>	116,000	5	10.95
18.	<i>Life Today</i>	116,000	43	33.31
19.	<i>Jimmy Swaggart</i>	113,000	62	49.52
19.	<i>With a Clear Voice</i>	113,000	16	11.80
20.	<i>Christopher Closeup</i>	109,000	16	12.15

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

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.

Trade Talk

Airwave News

TORONTO — *A Visit with Mrs. G* celebrated 20 years on the air this past fall. Begun in 1973, the program originally was a part of Dr. Gerald Griffiths' weekly expository sermon broadcast. Griffiths terminated his own radio program in order to release the funds to launch wife, Kitty Anna's, storytelling program. *A Visit with Mrs. G*, a 15-minute weekly broadcast, is also aired in many foreign countries. Mrs. G received the International Award from National Religious Broadcasters in 1989.



Mrs. G

ORLANDO, Fla. — R.B. "Jack" Turney and Paul David Freed of the Spoken Word of God Ministry announced an historic contract with Radio Tochka for the broadcast of the Ukrainian Bible to the Ukrainian people. Radio Tochka, the Ukrainian government station and the most listened to of all radio stations in Ukraine, has been airing a broadcast of the Bible since October 1.

NEW YORK — The 41st television season of *Christopher Closeup* kicked off October 10 with such guests lined up for future shows as journalist Charlayne Hunter-Gault, novelist Andrew Greeley, and noted pollster George Gallup Jr. Program host Father John Catoir said, "After 40 years on the air, we know how important the right blend of information and inspiration is for our audience. With such a variety of interesting guests this year, there is guaranteed to be something for everyone."

SOUTH BEND, Ind. — WHME-FM/South Bend celebrated its 25th year as a Christian

station with a Silver Anniversary Banquet and its annual free concert this year, which featured The Imperials, Phillips Craig & Dean, Lisa Beville, and Billy Crockett. Over 5000 attended the festivities.

VIRGINIA BEACH, Va. — The Christian Broadcasting Network (CBN) expanded *The 700 Club*, its daily news/magazine show, from 60 to 90 minutes with its October 5 program. While the entire 90 minutes will be known as *The 700 Club*, the first 30 minutes focuses on the day's news events and the remaining 60 minutes is devoted to Christian teaching, prayer, interviews, and inspirational stories.

ST. LOUIS — Last summer's 3rd Annual Christian Family Day at Busch Stadium was an overwhelming success for KSIV-AM/St. Louis. Built around a July 17 National League baseball game between the



Michael McHardy (left) of KSIV, Dawn Meadows of Dawn Meadows Productions, and Dave Dravecky gathered for a photo before the game at Busch Stadium.

St. Louis Cardinals and the Houston Astros, the event featured the First Baptist Church Choir of Maryville, Ill., singing the national anthem and former pitcher Dave Dravecky, sharing his testimony after the Cardinals' 5-3 victory. A total of 10,578 tickets were sold by more than 300 churches in 11 states.

ATLANTA — Genesis Communications has announced the addition of radio station WVNF-AM/Alpharetta, Ga. Genesis will primarily simulcast WNIV-AM/Atlanta over WVNF. The acquisition gives Genesis the largest interference-free signal for inspirational music and talk in the Atlanta area.

HOUSTON — Morningstar has added three new stations: KXPZ-FM/San Antonio with full-time hookup; KADI-FM/Springfield, Mo., with over-

night access; and WWPN-FM/Cumberland, Md., also full-time.

WASHINGTON, D.C. — National Public Radio (NPR) and the Smithsonian Institution will premiere a 26-part exploration of African-American sacred music and its influence on American life. Entitled *Wade in the Water: African-American Sacred Music Traditions*, the hour-long programs will be distributed by NPR starting in January. The programming will expose listeners to the best in new gospel recordings as well as rare archival material.

Awards

VENTURA, Calif. — Harold Segard of Kearney, Neb., is the winner of The 1993 Henrietta Mears Sunday School Teacher of the Year, sponsored by Gospel Light Publications. Gospel Light President Bill Greig Jr. said, "Segard is a Sunday School teacher who truly has the ability to inspire and influence his pupils to do great things for God."

SANTA CRUZ, Bolivia — Charles and Jean Ramsey received an award of Distinguished Citizen for their 40 years of service in Bolivia from mayor Percy Fernandez of Santa Cruz. Fernandez said the recognition was given because of contributions the Ramseys had made to the region and its people during the past 40 years.



Mayor Percy Fernandez (left) gives Charles Ramsey a Distinguished Citizen award for his work in Bolivia.

WASHINGTON, D.C. — National Religious Broadcasters' general counsel Richard Wiley was inducted into the Broadcasting & Cable Hall of Fame at the awards dinner November 9 during the seventh annual Interface Conference. Wiley, a former Federal Communications Commission chairman, was honored along with Gene Autry, Phil Donahue, John Hendricks, Don Hewitt, Bruce Morrow, Ralph Roberts, Lucie Salahany, and Barbara Walters.

ATTENTION ALL TELEVISION STATIONS

An NRB member-television station in the Midwest recently contacted *Religious Broadcasting* reporting the denial for publication of its program listings in *TV Guide*. *Religious Broadcasting* is seeking other television stations who have had listings denied or successfully published in *TV Guide*. Please send your story to associate editor Elizabeth Guetschow at 7839 Ashton Ave., Manassas, VA 22110, fax (703) 330-7100, or call (703) 330-7000 for more information.

ST. LOUIS PARK, Minn. — National Religious Broadcasters executive committee member Paul Ramseyer received the 1993 Minnesota Broadcasters Association Pioneer Broadcasters award. The award is given to broadcasters who have made singular contributions to the industry. Ramseyer is with Northwestern College Radio Network and the SkyLight Satellite Network in St. Paul, Minn.



Paul Ramseyer (left) receives his Pioneer Broadcaster award from John Mayasich, president of the Minnesota Broadcasters Association, during its fall convention.

News Briefs

JERUSALEM — Author Joyce Starr is writing a special book based on Bezeq director general Isaac Kaul's successful fax-line-to-the-Western Wall service. Kaul said, "This special book of hope, which represents the longing of people of all faiths for peace and for a closer connection to God, could become a symbol of a new era of spiritual ties with Israel."

Obituaries

WHEATON, Ill. — Muriel Dennis, co-founder with husband, Clyde Dennis of Good News Publishers, died September 30 at 79. Good News was founded in 1938 by the Dennis' with only \$20. Mrs. Dennis assumed the presidency of the company after her husband died in 1962 and was active in the business until her health began to decline a few months before her death.

People

DALLAS — The Criswell Center for Biblical Studies has appointed Ron Harris as the new general manager of its broadcast division, KCBI-FM/Dallas, and the Criswell Radio Network. Harris was previously director of broadcast operations for KCBI and the network as well as co-host of the drive-time program with Johanna Fisher.

CARY, N.C. — Thomas Watkins has been named director of Donor Relations for Trans World Radio (TWR). Watkins, who was

with the *Henderson (N.C.) Daily Dispatch* as city reporter/photographer, will oversee direct mail communications and supervise the mission's efforts to expand its U.S. donor base.

Also, Gregg Harris has been promoted to director of North American Broadcaster Relations with TWR. Harris, formerly assistant director in the Broadcaster Relations Department, is now responsible for the department's personnel and will continue to interface with broadcasters and explore new partnerships.

Mark Christensen has been transferred to Wetzlar, Germany, to assume the responsibility of TWR's ministry coordinator for the Commonwealth of Independent States. Christensen will coordinate the expansion of Russian broadcasts produced within the former Soviet republics.

GREENVILLE, S.C. — WGGG-TV/Greenville announced the addition of Doug Butts as production manager. Butts, who most recently was with Kenneth Copeland's ministry as an editor, will oversee the pro-

duction of live and taped programming.

Kathy Newell has been named producer of *Youth Alive!*, the station's new half-hour program aimed at teenagers. Newell formerly worked in sales and as a producer of *Nite Line* and will continue her work in sales.

Dolly Lynn has been promoted to producer of a new half-hour medical series hosted by Dr. Bill Hannouche of Spartanburg. Lynn has been with the station since 1990 as assistant to the vice president.

HOUSTON — Bill Kramer has been appointed to the newly created position of director of program operations at Morningstar Radio Network. In addition to his management duties with the network, Kramer will host Morningstar's PM drive-time program.

FORT WORTH, Texas — Deborah Key is the second woman to become a vice president with the Southern Baptist Convention's Radio and Television Commission (RTVC). In 1979, Bonita Sparrow became RTVC's first woman vice president.

The International Country Gospel Music Association's Trail Blazers Awards

Male Vocalist — David Patillo

Female Vocalist — Barbara Cox

New Male Vocalist — Roy West

New Female Vocalist — Krickett Brasher

Songwriter — Brian Elliot

Top Song — "The Middle Man" by David Patillo

Top Album — *All I Really Need* by Pam Walker

Top Single — "Cowboy For Christ" by T.J. Smith

Top Group — 1 A Chord

Top Trio — Manual Family Band

Top Duet — The Menders

Instrumentalist — Bobby Terry

Top Producer — His Ministries

Top Promoter — Austin Taylor

Top Public Relations — Tom Thrasher

Top Christian Country Radio Station — WTSJ-AM/Cincinnati

Top Radio Directors — Robin Dykes of KECO-FM/Elk City, Okla.

Mike Lee of KFEL-AM/Pueblo, Colo.

Darrell Alexander of WCNW-AM/Fairfield, Ohio

Virginia Lafara of KBYE-AM/Oklahoma City

Tim Peters of KDAZ-AM/Albuquerque, N.M.

Top Television Personality — W.C. Taylor

Top Syndicated Radio Show — *Christian Country Show*

International Radio Director — Haan DeHaan

The 1993 Trail Blazers Awards were held October 8 in Paris, Texas.

Practical Programming

I shall never forget the day in 1962 when a half dozen of us young Turks imprompted National Religious Broadcasters' (NRB) Executive Board to allow us to be a part of NRB or we would form our own association of Christian station owners and operators.

The conventions at the Mayflower Hotel in Washington, D.C., had about 100 speakers, and it felt like each speaker was a program producer who took his turn preaching at us — three every morning, three every afternoon, and a biggie with Bev Shea or Bill Pearce in the evening. There were no workshops, owners or operators on the board, and everything was about radio, not television.

Most radio program producers used only AM community stations since the newly begun FM Christian-owned stations of the '50s had so few FM sets in use. Since the station owners were demanding entrance, David Hofer, owner of KRDU-AM/Dinuba, Calif., was the most acceptable of

young generation of television broadcasters. To their credit and NRB's effectiveness, the television broadcasters stayed and formulated the television track of workshops, besides becoming members of the board and executive committee. Two went on to become NRB chairmen — Jerry Rose and David Clark.

In the early '60s, my wife, Sylvia Hofer, Faith Mains, and Aunt Bertha from the *Children's Bible Hour* were among the few women attending the all-male NRB conventions. Over the 30 intervening years, there was a growth in the attendance of both spouses and of *women* involved in all aspects of Christian broadcasting.

During succeeding years, NRB welcomed and embraced *international* broadcasters like Abe Van Der Puy, president of HCJB and the successor to Berterman after his 18 years of service; *Black* Broadcasters, *Hispanic* Broadcasters, *students*, and *women* in broadcasting with Kay Arthur and Sue Bahner serving on the executive committee.

If you are a recent college graduate, newlywed, or just starting your family, you will find this generation of leadership sympathetic to *your vision* for communicating Christ. NRB President Brandt Gustavson and NRB Chairman David Clark will receive you with open arms as we forge ahead into the 21st century.

NRB has introduced many of us to a wider field of Christian fellowship than our own limited confessions of faith. We have learned we can have evangelical unity in the essentials, interesting diversity in the non-essentials, and exercise charity to one another in all matters.

In the *essentials* at NRB, we have a unique commitment to an essential statement of evangelical doctrine which makes us distinct from the secular National Association of Broadcasters. In this, there is unity.

In the *non-essentials*, NRB has embraced diversity, whether as a program producer, owner-operator, international, radio/television/cable operator, white/black/Hispanic, male or female, young or old, agency or exhibitor, dispensational/covenant/fundamentalist/charismatic, and in all of these, *charity* has been demonstrated.

My wife, Sylvia, and I have used vacation time for 20 years to attend the NRB conventions, chapter meetings, and to provide housing for many NRB members in our farmhouse. If your heart and mind are open to the fellowship of believers, you too



Paul Hollinger is the general manager of WDAC-FM/Lancaster, Pa., and WBYN-FM/Boyetown, Pa., as well as a National Religious Broadcasters executive committee member-at-large.

will find NRB not only a professional broadcasting association, but also a center for your deepest friendships with fellow broadcasters who know and love the Lord.

This article has been about my unabashed joy in NRB for the last 30 years. But *my vision* and calling are not about the past, it is about the remaining years the Lord has for each of us and *a vision* for the year 2000.

It is my conviction personally and professionally, as Christian broadcasters, we should do more than disseminate information on the issues. We do *not* want to curse the darkness of sin around us — we want to shed the light of Christ instead. We do *not* want to light a raging fire to scorch this evil earth — we want to be the salt of the earth to preserve righteousness.

We have worked hard to establish over 1000 full-time Christian radio stations in America, sometimes 30 and 40 in a market area. Now the Lord has opened new countries, cultures, and languages to Christian radio never before available. The Lord has given me the *vision* to adopt sister stations in parts of the world where there is no full-time Christian radio today.

Ten years ago, there was a need for a Christian radio station in Vermont. Where there was none, now there are four full-time Christian stations.

A year ago, no Christian radio station was in Estonia, but by God's grace and with the assistance of Back to the Bible, HCJB, my station's listeners, and others in America, there are now two full-time Christian stations operating in Tallin, Estonia, the nation's capital, and in Kuresaare, an island off Estonia's coast.

What is *your vision* for Christian broadcasting by the year 2000? Will you share your vision with NRB? Your vision can become our vision and we welcome you to share it. ^{RB}

A Welcome To Your Program Vision For The Year 2000

Paul Hollinger

us to serve as the representative board member. Later, Hofer became the first and only owner of a radio station to become chairman of NRB.

Three decades ago, before Ben Armstrong was employed as president of NRB, Thomas Zimmerman and Rudy Bertermann admitted a group of recent Bible school graduates who were young fathers and career *radio* station managers, including Bob Ball, Dick Bott, Jack Willis, Tom Wallace, and myself, to the NRB board.

A decade later, when I was chairman of the nominating committee, a new generation of leaders who had the vision of Christian *television* also demanded entrance. A delegation, led by a young man representing Christian television, asked for representation on the board and at the NRB conventions to make their vision relevant. They, too, suggested they would form their own broadcasting association if NRB was not open to their vision and concerns.

I appealed to the board to include this

You could go to the factory to buy an automobile...



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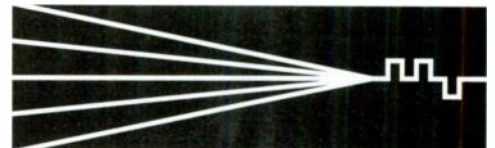
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Sales Spot

An affinity advertiser is one who thinks of Christian media first when advertising. Christian organizations and Christian-owned businesses make up the bulk of these. A non-affinity advertiser is just the opposite. These are the clients whom you would not expect to choose Christian radio first when designing their media plan.

However, many general market *non-affinity* advertisers are spending serious money with Christian radio, and with surprising success. For pure qualitative reasons, it just makes good sense.

Here are just a few examples.

Soft Drinks

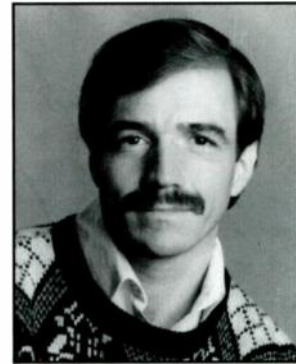
One-fourth of all Christian stations advertised for a soft drink bottler in the last year. The most popular of these was Pepsi (11 percent of all stations). Coke was second with 7 percent of all stations claiming they had done business with this bottler.

When these companies were advertising on their local Christian station last year, they had probably not seen the 1993 statis-

a lot of business with these listeners. According to Simmons (1992) and Soma (1993), Christians are 12 percent more likely than all Americans to shop at department and discount stores. What's more, they are 33 percent more likely to shop at malls during any given four-week period.

Thirty-seven percent of all stations had a department store on the air in the last year, 40 percent promoted a discount store, and 41 percent did business with a shopping mall.

As far as Christian radio is concerned, the largest department store advertiser is Sears, with 17 percent of all Christian stations having its advertisements on the air last year. J.C. Penney had 12 percent and 8 percent signed Wal-Mart. Even more Chris-



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

on the average how many.

Many secular colleges and universities are using Christian radio. Once again, this is positive proof Christian radio *does* perform when it comes to delivering students to schools which are not necessarily religious in their orientation. Last year, 12.4 percent of all Christians applied to a secular institution of higher learning.

According to the 1993 *Soma Media Report* (Vol. 3), 35.1 percent of all Christians have graduated from college (compared to 23.9 percent of all radio listeners in general). And 19.4 percent requested college, uni-

versity, or graduate school information by mail or phone last year while 37 percent requested an application for a trade school.

U.S. Military

Over the past year, 9 percent of all Christian radio stations ran ads for at least one branch of the U.S. military. While there is movement already underway to restrict married persons from enlisting in the armed services, it is comforting to note no one has yet decided to discriminate on the grounds of religious preference.

Christian Radio And Non-Affinity Advertisers

Gary Crossland

tics regarding Christian radio and soft drinks. As it turns out, Christians are big cola drinkers, ranking 10 percent about average for drinking Pepsi and 19 percent higher for drinking Coke. Virtually all of the other major soft drink manufacturers have also done business with Christian radio in the past 12 months, including Seven-Up, Sprite, and Dr Pepper.

Convenience Stores

One-fourth of all Christian radio stations had a convenience store on the air in the last 12 months. Most of these were local or regional stores. However, almost every national convenience chain (except for Circle K) did business with Christian stations last year, which includes AM/PM Mini Markets, Convenient Food Mart, 7-Eleven, and Stop 'n Go.

Department Stores

This is big business for Christian radio. And for good reason. Department stores do

Educational Institute	A	B
Secular college or university	29	1.9
Trade school	20	1.1
School for exceptional children	3	1.0
Extracurricular school/tutoring	20	1.2
Business/secretarial/accounting school	12	1.0
Art/acting/voice lessons	8	1.0
Adult education	17	1.0
Non-religious private school	11	1.3
Home school course	17	1.3
Day care center	42	1.8

tian broadcasters saw business from other department store chains, including Kmart, Service Merchandise, Target, and Woolworth's.

Direct Home Sales

Persons within the Christian market were 24 percent more likely than the average American to purchase home sales products at least three times in the last year. This will be of interest to those organizations selling products in this fashion. Today, 5.9 percent of all advertisers on Christian radio are direct homes sales companies.

Education

What sort of grades does Christian radio get when selling to educational institutions? The first column in Chart 1 defines the type of school under consideration. Column A shows the percentage of Christian stations which advertised for this type of school over the last year. If any station did have a particular type of school on the air last year, Column B shows

Type of Political Advertising	A	B
A Republican political candidate	90	4.6
A Democratic political candidate	53	3.6
A committee for legislation passage	60	1.8
A judicial candidate	24	1.9
A mayoral candidate	24	1.5
A state senatorial candidate	56	1.9
A national senatorial candidate	45	1.3
A congressional candidate	56	2.0
A gubernatorial (governor) candidate	20	1.3
A presidential candidate	32	1.4

Politics

Let's move on to political advertising via Christian radio. With the national statistics for Americans in general hovering around 55 percent of all eligible voters voting in the last election, 91.1 percent of all Christians did. In Chart 2, the first column defines a particular type of candidate or cause.

Column A shows the percentage of Christian stations which had advertising for this type of candidate or cause over the past 12 months. If any station did have a particular type of candidate or committee on the air last year, Column B shows how many. Note that virtually one-third of all Christian stations advertised for a presidential candidate in the last election.

Real Estate

The following organizations in Chart 3 have advertised on Christian radio in the last year. Column A shows the percentage of Christian stations which advertised for this type of client over the last 12 months. If any station did have a particular type of client on the air last year, Column B shows how many. ^{R_B}

Chart 3		
Type of Real Estate	A	B
A home builder/developer	62	2.7
A realtor	79	2.5
An apartment/town house complex	12	1.4
A mobile home dealer	29	1.6

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

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


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GARY Crossland

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Youth Wave

Teens today are immersed in the media. The major source of this influence is television — an unbelievable seven hours per day, according to one study.¹ What are teenagers learning from these television programs? Certainly not the Judeo-Christian values of the evangelical community.

What is the “gospel” according to MTV? I mention this network because 48 percent of teenagers in America said they watch over two hours *per day*. MTV is striving to meet young people’s deep felt need for intimacy and identity.

Christian speaker and author Tony Campolo once said, “They are not merely viewers but religious devotees who look to their electronic gods and goddesses to tell them everything — from who they are to what they wear.”² Surprisingly, when MTV surveyed their viewers, 91 percent professed to believe in God or a higher power. Yet there is a great gap between their actions and their beliefs.

As I travel the country, I survey local Christian television stations and am dismayed at the lack of programming geared

audience for the evangelistic message. As a Christian community, we should be striving to reach them using all the resources, money, talents, and creativity possible. We’ve found over two-thirds of Christians in America made their decision for Christ prior to their 18th birthday. We need to do everything we can to reach today’s teens with a clear presentation of the Gospel.

We have the strong conviction that television and the power of that medium can be used mightily by the Lord if we would dream big dreams for Him. Zechariah 4:6 says “‘Not by might, nor by power, but by my Spirit,’ says the Lord Almighty.”

There is a movement of God’s spirit among his people, giving them vision to evangelize the media. Sonlife Ministries and Josh McDowell Ministries saw the power of the medium with the Trinity Broadcasting Network broadcast of “See You At The Party ’93.” Over 1 million teens participating invited over a half million non-Christian friends. More importantly, over 88,000 teens accepted Christ with many being led to Christ by their peers. That’s power!

“It was the most exciting television I’ve ever done,” said Sasha Cole, producer for Crossroads in Ontario. “We held two pizza parties in our studios — one with 350 teens from across Canada and one with 15 teens. We were excited to see almost half of the teens in attendance were non-Christians. We did on-the-spot interviews [with] teens and their friends to ask why they came to the party. Crossroads provided the satellite link to all of Canada for the pizza party. The kids were blown away when they saw themselves on television that night. It was incredible.”

Powerlink ’94 will feature the video production work of Street Jam at the next “See You At The Party ’94” on March 5. Street Jam uses relevant and contemporary video techniques to present a clear Gospel message to teenagers.

“We believe that Christian broadcasters have a powerful tool at their disposal that can be mightily used to give teens a positive Christian message of reality,” said Larry Keefauver of Street Jam. “The danger of [networks] like MTV is that they change a teen’s perception of reality.”

Keefauver works with the Trinity Church in Lubbock, Texas, which advertises its youth service outreach on MTV utilizing 30 second local spots. The outreach uses the MTV-style to communicate Christian truths to teenagers. The Street Jam radio show has also invited the local



Dann Spader is founder and director of Sonlife Ministries, a Wheaton, Ill., based-organization geared toward developing discipling leadership in local churches. He has also written nine leadership training manuals.

high school newspaper’s entertainment editor to attend and review the Street Jam program for the paper.

“Media can be a critical rallying point since it is a neutral, non-threatening medium that teens can tune in or turn off at will. Through Street Jam, we portray Christian kids who are struggling with the same things non-Christians deal with daily. Then we leave them with the message of where they can turn — Jesus Christ,” Keefauver says.

Joseph Sindorf of WCFC-TV/Chicago told of two programs his station broadcasts for the teen market: *Solid Rock VDO* and *Awakenings*, a Christian continuing drama for black teens. These programs, one of which recently went national, were created specifically to reach young people.

“Recently at the Chicago Gospel Festival our booth was mobbed by teens who wanted to get an autograph from *Awakenings* actors and actresses. We knew the program was among the highest-rated on our station. However, we didn’t know how devoted the audience was until then. That program, produced by a Chicago church, has addressed black teen issues, such as gang involvement, staying in school, drugs, sex, prostitution, and abuse. It hits these kids right where they live every day of their lives — and it offers them hope through Jesus Christ,” Sindorf said.

There are many other creative and unique ways North American Christian broadcasters are meeting the needs of today’s youth. It is my belief the most effective programs for reaching the incredible hunger of teens have yet to be developed. There is enough vision, creativity, and power available to reach every teen in North America tomorrow — if we put into action the dream we dream today. ³

¹ Nielsen Media Research, 1992.

² Campolo, Tony, “Christianity for Alienated Teenagers: Meeting the Needs of the MTV Generation,” *Youthworker*, Summer 1991, p. 32-35.

Why Does The Devil Have All The Good Television?

Dann Spader

to teens. There are very few Christian programs designed to reach the “MTV Generation.” Television is a medium well-received by this age group, but what can be done to meet this need?

Last March, Josh McDowell and Sonlife Ministries teamed to create a vehicle to present a clear, effective, relevant Gospel message to teens across Canada, America, and Puerto Rico. The results from that broadcast were astounding with over 1.5 million youth in 47,000 evangelistic parties across North America.

The “See You At The Party” broadcast raised to a new level of awareness youth evangelism in the church. It helped Christian young people succeed in reaching their friends for Christ through the medium of television. Dan Jones, a student from Vandalia, Ill., said, “Our group is entirely student-led. We caught the vision for peer evangelism and saw six students meet Christ during the training.”

Young people of America are a key

Music Matters

The Twelve Days of Christmas according to Darlene Peterson

This month I'd like to put my own spin on "The Twelve Days of Christmas" as a fun way of showcasing the wonderful diversity of musical styles now available in Christian Contemporary Music. Who needs all those birds and pear trees anyway?

1 RAP artist — T-Bone, *Redeemed Hoodlum*, Metro One, executive producers: Brian Ray and Michael Sean Black. A true wordsmith, T-Bone's lyrics are meaty and full of inventiveness as well as sincerity. A good variety of hard-edged and smoother musical backdrops.

2 Jazz collections — Brentwood Jazz Quartet, *Living in the Here and Now* and *Something to Believe (featuring Sam Levine)*, Brentwood, producer: Jack Jezzro. These collections take a wide array of Christian classics, from favorite hymns to more informal praise songs, and weave them into jazz settings. Clean, skillful musicianship.

3 Alternative/Pop artists — *Code of Ethics*, Forefront, producer: Barry Blaze, executive producers: Eddie DeGarmo and Dan Brock. Inspired by "New Romantics," such as ABC and Human League, this group throws in just enough current rave, jack swing, and hip-hop to keep the sound fresh. Introspective, insightful lyrics.

4 Pop singers — *Point of Grace*, Word, producers: Scott Williamson and Robert Sterling. This new, dynamic quartet of female vocalists offer an energetic, uplifting sound.

5 Rock veterans — REZ, *Reach of Love*, Grrr recordS, producers: REZ and Tom Cameron. Their 20 years of performing shine through every aspect of this recording. The lyrics are guaranteed to shake everyone out of his complacency and blast away pat answers to society's sins and problems.

6 Gospel dynamos — The Richard Smallwood Singers, *Live*, Sparrow, producer: Richard Smallwood, executive producer: Roger Holmes. Richard Smallwood and his five Singers sizzle in this joyous live performance. A powerful celebration of the goodness and mercy of our Lord.

7 Soul singers — *Soul Mission*, Myrrh. Along with a group of seven gifted singers, Darrell Brown and David Batteau have created a moving, powerful collection of authentic soul. It'll grab you by the heart.

8 awards for Country artist Bruce Carroll — Bruce Carroll, *Walk On*, Word, producers: Brown Bannister and Tom Hemby. Two Grammys and six Doves add up to eight awards (as I stretch to keep my "Twelve Days" theme going) that Carroll has earned in his career. His new recording features more of the down-to-earth, true-to-life lyrics that make his work so appealing.

9 (ty-nine) Southern Gospel classics — *Turn Your Radio On*, executive producer: Bill Gaither, and *All-Time Southern Gospel Favorites*, executive producer: Alex MacDougall, both from Star Song. There may not be exactly 99 artists involved in these two projects, but there are quite a few and the lists on both recordings read like a "Who's Who" in southern gospel — to name a few: The Blackwood Brothers, The Cathedrals, Doug Oldham, the Gaither Vocal Band, The Talleys, The Bishops, and The Nelons, etc.

10 (a perfect) R&B/Motown voice — Helen Baylor, *Start All Over*, Word, producer: Bill Maxwell. This woman's voice is so rich and expressive, it sends chills down the spine. Teamed with compelling lyrics, the results are explosive.

11 Big Band musicians — Celebration Band, *Celebrate!*, Intersound, producer: Thurlow Spurr. Aptly named, this band will put joy in your heart and set your toes to tapping as they interpret an assortment of hymns and Christian songs.

12 Classical gems — *Glorious (featuring Larry Dalton and the National Philharmonic Orchestra of London)*, Integrity, executive producers: Michael Coleman and Don Moen. Gorgeously performed Christian classical music and classical interpretations of hymns.

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



Point of Grace



Soul Mission



Bruce Carroll



Helen Baylor

Socially Speaking

"Nearly half of the U.S. population are poor readers, survey says."

"Two-thirds of U.S. children read below their grade level, study finds." Those September headlines reveal a supreme American tragedy.

The National Adult Literacy Survey, which was commissioned by the U.S. Department of Education, found that 90 million American adults — almost half our adult population — possess only the most rudimentary reading skills. That means they can't read street signs, instructions on medicine bottles, or fill out a job application.

This was not a casual public opinion survey of the type which typically asks questions of only a thousand people nationally. Conducted by the Educational Testing Service of Princeton, N.J., and Westat, Inc., of Rockville, Md., the in-depth study tested more than 26,000 adults.

The study ranked Americans into five levels and related actual reading skills to daily life and work. According to their

where the best they can do is to identify two facts in an article. But they will never be able to read the great books written in English that are part of our heritage.

The economic consequences of this lack of reading skills are massive. Those who can't read find it very difficult to hold a job at all, and when they do, they earn a median weekly income of under \$250.

Many of these unfortunate illiterates are bitter about their plight and blame society for their poverty. But the fault should be placed squarely with the public schools which failed to teach them how to read in the first grade, even though taxpayers have generously provided an average of \$5000 per first grade student.

Just as depressing as the lack of reading skills is the failure of these illiterates to realize their own handicap. The survey found most adults who placed in the lowest literacy levels described themselves as reading/writing English "well" or "very well."

Three-fourths of adults in the lowest literacy level and an overwhelming 95 percent of those in the second-to-lowest said their grasp of the English language was acceptable and they didn't need further help or knowledge. They didn't seem to have a clue as to why they were unable to get a better job.

It sounds as if those people were taught "self-esteem" in school instead of how to read. There could be no greater indictment of the public school system and of the people who run it.

The ones who realize they can't read are usually too embarrassed to admit it and go through life trying to hide it. Based on actual cases of adults who have come forward, they resort to dozens of subterfuges to conceal their handicap, such as getting their spouses to fill out their job application.

A week after receiving the bad news about adult illiteracy, we were hit with further news about children, which proves the illiteracy problem will get worse in the next decade, not better.



Phyllis Schlafly, founder of Eagle Forum, writes a monthly newsletter and syndicated column as well as a daily radio commentary and weekly radio talk show on education.

A just-released U.S. Department of Education study disclosed that more than two-thirds of U.S. children can't read up to their grade level (even though "grade level" expectations have been dumbed down by about two years from what they were 50 years ago). This new study was based on the testing of 140,000 students.

The education department found only 25 percent of fourth graders, only 28 percent of eighth graders, and only 37 percent of 12th graders have mastered reading material for their grade levels.

Don't be under the illusion the higher percentages in the upper grades mean some of the kids who couldn't read fourth grade books suddenly caught up and, eight years later, were able to read 12th grade books. Most of those who couldn't read in the fourth grade just dropped out and are no longer in the count.

The study tentatively implies long hours of watching television may be to blame for the abysmal reading skills. But it's just as likely the kids watch television because the schools failed to teach them how to read and they didn't have anything else to do with their time.

Unless we are willing to become a society where only the elite can use the written language, parents will have to assume the responsibility of teaching their own children to read — obviously public schools either cannot or will not do so.^{8b}

How Public Schools Have Betrayed Our Children

Phyllis Schlafly

findings, 49 percent of adults (90 million Americans) fall into the lowest two levels.

Don't think these illiterates are mostly foreigners just off the boat. Only 25 percent of those in the lowest two levels are immigrants just learning to speak English. And get this: 4 percent of the illiterates in the lowest two levels had graduated from high school and been to college!

The survey found 31 percent of adults (61 million Americans) in the middle level,

SIGNING ON CONTINUED FROM PAGE 3

While growth of nationally syndicated Christian programming has leveled off, growth of locally produced programming will continue to grow dramatically in the years ahead. This suggests national ministries must develop a presence at the local level if they are to be represented in locally produced programs. More programming will come from mega churches. They have

the technology, personnel, financial resources, and a clear sense of mission.

The unique television consumption patterns of evangelical Christians are not well understood today. It may be that as the content of television increases in violence, explicit sexuality, and anti-Christian bias, these patterns will become more distinct and more easily identified. Clearly if evangelicals are to be reached with television we must know more about how their

viewing compares to the general population. A comprehensive working knowledge of these viewing patterns is needed. Also needed is an understanding of the kinds of programs "seekers" of spiritual help are more likely to view.

While the days ahead promise to be challenging for those in Christian television, God will still call some to this special area of ministry and promises to anoint those sent to minister.^{8b}

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■ The conference is a joint presentation of NRB and the Christian Stewardship Association, an NAE affiliate which provides service and stewardship identity to the evangelical community.


■ Especially targeted for leaders

and those involved in the funding of media ministries, the workshop will be held at the Sheraton Washington Hotel and is scheduled to begin at


8 a.m. on Saturday, January 29.

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*David W. Clark, Ph.D.
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- (2) 2. **He Still Moves Stones**, by Max Lucado, Word
- 3. **Flying Closer to the Flame**, by Charles Swindoll, Word
- (3) 4. **Rise & Walk**, by Dennis Byrd with Michael D'Orso, Zondervan
- (4) 5. **Whatever Happened to the American Dream**, by Larry Burkett, Moody
- 6. **The Turning Tide**, by Pat Robertson, Word
- 7. **Sacred Honor**, by David Roth, Zondervan/HarperSanFrancisco
- (5) 8. **My Utmost for His Highest, Updated Edition**, by Oswald Chambers and edited by James Reimann, Discovery House (Nelson)
- (8) 9. **The Body**, by Charles Colson, Word
- (7) 10. **Christianity in Crisis**, by Hank Hanegraaff, Harvest House
- (13) 11. **Ashamed of the Gospel**, by John MacArthur Jr., Crossway
- (15) 12. **Love for a Lifetime**, by James Dobson, Multnomah (Questar)
- (11) 13. **Quiet Times for Couples**, by H. Norman Wright, Harvest House
- (14) 14. **The Wonderful Spirit-Filled Life**, by Charles Stanley, Nelson
- (10) 15. **Janette Oke: A Heart for the Prairie**, by Laurel Oke Logan, Bethany House
- (12) 16. **Laugh Again**, by Charles Swindoll, Word
- (16) 17. **Finding God**, by Larry Crabb, Zondervan
- (18) 18. **His Needs, Her Needs**, by Willard Harley, Revell (Baker)
- (20) 19. **Halley's Bible Handbook**, by H.H. Halley, Zondervan
- 20. **Boundaries**, by Henry Cloud and John Townsend, Zondervan

PAPERBACK

- (*) 1. **Heart of the Wilderness**, by Janette Oke, Bethany House
- (5) 2. **Stick a Geranium in Your Hat and Be Happy!**, by Barbara Johnson, Word
- (3) 3. **Say to This Mountain**, by Bodie Thoene, Bethany House
- (15) 4. **A Dance With Deception**, by Charles Colson with Nancy Pearcey, Word
- (13) 5. **Joshua**, by Joseph Girzone, Macmillan
- (7) 6. **The Third Millennium**, by Paul Meier, Nelson
- (4) 7. **Pack Up Your Gloomees in a Great Big Box, Then Sit on the Lid and Laugh!**, by Barbara Johnson, Word
- (10) 8. **The Bondage Breaker**, by Neil T. Anderson, Harvest House
- (11) 9. **Becoming a Woman of Excellence**, by Cynthia Heald, NavPress
- (8) 10. **The Valiant Gunman**, by Gilbert Morris, Bethany House
- (6) 11. **Normal Is Just a Setting on Your Dryer**, by Patsy Clairmont, Focus on the Family (Word)
- (2) 12. **A Bride for Donnigan**, by Janette Oke, Bethany House
- (18) 13. **No Wonder They Call Him the Savior**, by Max Lucado, Multnomah (Questar)
- (17) 14. **This Present Darkness***, by Frank Peretti, Crossway
- 15. **God Came Near**, by Max Lucado, Multnomah (Questar)
- (14) 16. **Splashes of Joy in the Cesspools of Life**, by Barbara Johnson, Word
- (16) 17. **Prophet**, by Frank Peretti, Crossway
- (12) 18. **Victory Over the Darkness**, by Neil T. Anderson, Regal Books (Gospel Light)
- 19. **Mere Christianity**, by C.S. Lewis, Macmillan
- 20. **Under the Eastern Stars**, by Linda Chaikin, Bethany House

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

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The Book Shelf

1994?

by Harold Camping
Vantage Press, 1992

all reviews by Harry Conay

In this last month of 1993, let us take note of a book which claims the incoming new year will be our very last. Despite the failure of a host of similar claims down through the ages, Harold Camping (founder, president, and general manager of Family Radio and Bible teacher on such programs as *Family Bible Show* and *The Open Forum*) makes the startling assertion in his book *1994?* that "the month of September of the year 1994 is to be the time for the end of history."

The question mark in the title gives Camping an "out" should Christ not return on schedule; this and brief, cautionary notes in the introduction and again near the book's end demonstrate a modicum of humility in a tome that, otherwise, leaves itself open to a charge of hubris.

Because Camping (doctrinally a Calvinist) espouses an amillennial view of end times, criticism from readers holding different views is to be expected. But this complicated book will probably upset even those who might otherwise agree with him.

Despite Camping's use of a figurative, "spiritualized" hermeneutic elsewhere, he suddenly becomes inconsistently hyper-literal concerning the crucial passages of Matthew 23:36-37 and Mark 13:35. Though he concedes that man "will not know the day nor the hour of His return," (and obediently avoids citing a specific *day* and *hour*), incredibly he feels he is not in violation of the intent of Scripture by predicting a specific *month* and *year*!

This (and his inference from I Thessalonians 5:2,4 that a careful study of Scripture can reveal the time of Christ's return) results in a series of scriptural manipulations and numeric computations which lead him to ultimately conclude that "the last day could possibly take place any time between September 4 and 27, 1994." One is tempted to add: "Believe it — or not."

Despite Harold Camping's integrity, sincerity, enthusiasm, and scriptural virtuosity, I am afraid this book will (effective October 1, 1994) prove to be personally damaging to his reputation as a Bible teacher, financially damaging to his radio stations (which depend on listener contributions), and — far worse — spiritually damaging to

those who, failing to distinguish between his errors and the essential truth of Scripture, may reject them both.

The Myth of Safe Sex: The Tragic Consequences of Violating God's Plan

by John Ankerberg and John Weldon
Moody Press, 1993

This is another in an excellent series of extremely informative and well-researched books authored by John Ankerberg (host of the *John Ankerberg Show*) and John Weldon (senior writer for the program). Introduced with shocking and revealing statistics, the problem of sexual promiscuity in an age of AIDS, value-free education, and abortion-on-demand is addressed from a Christian perspective.

Of note, the secular media's liberal sexual attitudes and bias against absolute moral values are cited as "the major cause of the current sexual tragedy stalking our nation." This is an important book everyone should read.

Hurt People Hurt People: Hope and Healing for Yourself and Your Relationships

by Sandra Wilson
Thomas Nelson, 1993

As a therapist, Dr. Sandra Wilson has treated many people bearing the oft-time invisible scars of "physical, sexual, emotional, intellectual, verbal, or spiritual neglect or abuse," who, in turn, tend to inflict similar harm on those around them. The "origins and effects" of this painful, replication process — reflected by the book's main title — are addressed within the first half of the book.

The second half — reflecting the subtitle — offers practical, biblically sound advice (for help and healing) which is remarkably insightful, refreshingly noncondescending, and fully cognizant of God's grace. Altogether, this is an outstanding self-help book.

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

Interview Insights

About Fiction Reviews

by Jonathan Petersen

People love to hear a good story. From children all the way to adults, storytelling is an effective way to communicate information, whether it is a story problem in mathematics or abstract concepts in philosophy. Nowhere is this better exemplified than in the Bible. The Old Testament is replete with story after story of people learning hard lessons about life and God's desire for a relationship with them. The New Testament revolves around the story of Christ and describes the stories of the early church. Stories are important because they give us a better understanding of life.

Fiction is a fast-growing category among Christian publishers, primarily because people now realize the power of a good story. That power can be harnessed by you when you effectively interview novelists and review their books.

John Gardner, in his classic book *The Art of Fiction*, says, "Fiction seeks out truth." With that in mind, let's explore what Christian fiction is and how to review it.

Ken Gire, author of *Intimate Moments with the Savior* and *Instructive Moments with the Savior*, has also written the new novel *McKinney High 1946*. He says fiction "is a way of incarnating the truth; of putting flesh and blood to the principles that we hold to be important and timeless." He says fiction is a better way of arriving at truth than non-fiction because "it can explain in depth the characters and their motives, something you can't always do in real life."

Since themes can be fully developed in novels, they have a great ability to inspire. "Non-fiction is good at informing and sometimes stirring the reader. But fiction can build into itself that inspiring and uplifting element right from the beginning."

Gire gives as a personal example the ideal of fatherhood as expressed in the book *To Kill A Mockingbird*. "The character with the highest principles and the most patience is Atticus Finch," says Gire. "He vividly portrays . . . what is important in life: standing up for right even when it is not popular; supporting the underdog; embracing justice and fairness; exhibiting quiet resoluteness. To

see this in a life, it never has left me."

Harold Myra, president and CEO of Christianity Today Inc., is the author of such novels as *The Choice*, *Children in the Night*, and *The Shining Face*. He says our whole culture is driven by fiction. "Entertainment has captured the culture," he says. "When you think of which movies and television programs are having the impact, it's almost entirely those whose storylines are fictitious."

According to Myra, Christians "unfortunately have a history of telling stories only to make a point, instead of carefully weaving their total worldview into the complete work." He says good fiction is authentic and rings true, causing the reader to think on various levels.

When interviewing novelists, ask such questions as Why do you write fiction? How do you feel called to do it? How can a person discern between good and bad fiction? What is the central theme you are expressing in your novel? Why did you develop a certain character the way you did? What are the conflicts you have created and how are they resolved? What are you saying in general about the human condition through your book?

What do you hope readers will take with them after they read your story? How do you keep from being obviously didactic or heavy-handed in your writing? What authors have influenced you? What are your reference points as a writer? How do you get your ideas? How do you view writing as a Christian task? How do you authentically present a Christian worldview without preaching?

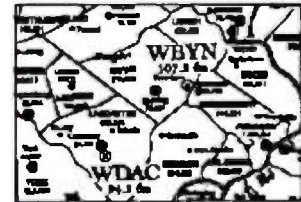
When reviewing works of fiction, consider such critical observations as plot believability and development, the element of constituency throughout, whether characters and scenes are realistic, how truth is presented, if the Gospel is laced through the book or dumped in at the end, and whether the writing is flowery or subtle, powerful or weak, smooth or choppy. Also comment on your emotions after having read it: are you inspired, depressed, upset, frustrated, angry, motivated? And finally, why would (or wouldn't) you recommend this book?

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



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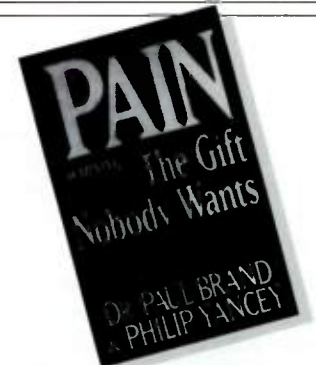
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*To be presented
at the 51st Annual
National Religious Broadcasters (NRB)
Convention & Exposition
in Washington, D.C.,
January 29-February 1, 1994*

The purpose of the National Religious Broadcasters (NRB) Annual Awards is to recognize outstanding service and merit in religious broadcasting. Through these Annual Awards, it is the desire of NRB to provide a standard of excellence for the industry.

Through the years, it has been traditional for religious broadcasters to nominate their colleagues who have significantly advanced the quality of programs and stations to communicate the gospel.

As was done in previous years, *Religious Broadcasting* magazine readers were invited to offer nominations for each award and also vote on who should be honored in selected NRB Annual Awards categories. The procedure for voting is given below:

1. The 1994 NRB Annual Awards Official ballot appears here in the December 1993 edition of *Religious Broadcasting* magazine. The finalists for each category are listed on the ballot.

2. Voting ends December 20, 1993. Votes will only be tabulated from the actual ballot contained here in the December 1993 issue of *Religious Broadcasting*. Ballots must be mailed, not faxed, to the NRB headquarters office by December 20. Any reader of *Religious Broadcasting* is eligible to vote.

3. Only one vote is allowed per category and a vote must be submitted for each category. Ballots not meeting this criteria

will not be counted. For an explanation of each category, please see the September 1993 issue of *Religious Broadcasting*.

4. When all selections have been made, the ballot should be removed from the magazine and mailed in a #10 business envelope to:

NRB Annual Awards
c/o National Religious Broadcasters
7839 Ashton Avenue
Manassas, VA 22110

Please remember: Ballots sent by fax will not be counted.



NRB and its Awards Committee would like to thank you for helping make the Annual Awards a significant part of religious broadcasting.

The following are recipients of the 1994 NRB Milestone Award (presented to an individual or organization for 50 years of continual service in religious broadcasting):

Back to God Hour (Palos Heights, Ill.)
Christians' Hour (Onalaska, Wis.)
Radio Bible Hour (Newport, Tenn.)
Al Sanders (Ambassador Advertising)
Voice of Prophecy (Newbury Park, Calif.)



NRB Past Award Recipients

*Active Categories since 1986 and
Religious Broadcasting Hall of Fame*

Distinguished Service Award

- 1986 Patrick Buchanan
Paul Bearfield
Bishop Samuel L. Green Jr.
- 1987 Steve Allen
Joseph Barbera
Ted Engstrom
Paul Freed
John D. Jess
Ralph Montanus Sr.
Stephen Olford
Luis Palau
- 1988 Robert Cook
George Sweeting
- 1989 Oswald C.J. Hoffmann
- 1990 Thomas Zimmerman
Robert A. Cook
E. Brandt Gustavson
- 1991 Ralph Carmichael
- 1992 John Olson
- 1993 Cal Thomas

Religious Broadcasting Hall of Fame

- 1975 Charles Fuller, *Old Fashioned Revival Hour*
Clarence W. Jones, HCJB
Walter A. Maier,
The Lutheran Hour
John Zoller, Christ for Everyone
- 1976 R.R. Brown, *World Radio Congregation*
George Palmer, *Morning Cheer*
Paul Rader, Chicago Gospel Tabernacle
- 1977 Lois Crawford, KFGQ Radio
Paul Myers, *Haven of Rest*
- 1978 William Ward Ayer, NRB
Founding President
Donald Grey Barnhouse, *Bible Study Hour*
- 1979 Herman W. Gockel, *This Is the Life*

- 1980 Myron F. Boyd, *Light and Life Hour*
- 1981 Billy Graham, *Hour of Decision*
- 1982 Percy Crawford, *Young People's Church*
- 1983 Richard DeHaan, *Radio Bible Class*
- 1984 Eugene R. Bertermann, Lutheran Laymen's League
- 1985 Jerry Falwell, *Old-Time Gospel Hour*
- 1986 Theodore H. Epp, *Back to the Bible*
M.G. (Pat) Robertson, CBN
- 1987 Thomas F. Zimmerman, NRB
Co-Founder
- 1988 Charles Stanley, In Touch Ministries
- 1989 J. Vernon McGee, *Thru the Bible*
- 1991 James Dobson, Focus on the Family
Rex Humbard, Rex Humbard Ministry
- 1992 Bill Pearce, *Nightsounds*
- 1993 Lester Roloff, Roloff Evangelistic Enterprises
C.M. Ward, *Revivaltime*

Radio Station of the Year

- 1988 KFIA-AM/Carmichael, Calif.
KJNP-FM/North Pole, Alaska
- 1989 KKLA-FM/Los Angeles, Calif.
KURL-AM/Billings, Mont.
- 1990 WIHS-FM/Middletown, Conn.
- 1991 WMIT-FM/WFGW-AM/Black Mountain, N.C.
- 1992 KTIS-AM-FM/St. Paul, Minn.
- 1993 WMHK-FM/Columbia, S.C.

Television Station of the Year

- 1988 WCFC-TV/Chicago, Ill.
- 1989 WPCB-TV/Pittsburgh, Pa.
- 1990 WACX-TV/Orlando, Fla.
- 1991 WCLF-TV/Clearwater, Fla.
- 1992 KYFC-TV/Kansas City, Mo.

Radio Program Producer

- 1988 Focus on the Family
International Media Services
- 1989 Hope for the Heart
- 1990 Money Matters
- 1991 Family News In Focus
- 1992 Northwestern Productions
- 1993 USA Radio Network

Television Program Producer

- 1988 There's Hope
- 1989 Love Worth Finding
- 1990 Billy Graham Evangelistic Association
- 1991 CBN-The Family Channel
- 1992 John Ankerberg Show
- 1993 In Touch Ministries

Board of Directors Award

- 1988 Richard E. Wiley
- 1989 Sen. Bill Armstrong
- 1991 Paul Harvey
- 1992 Dave Dravecky
- 1993 Chuck Colson

Chairman's Award

- 1988 Charles Colson
- 1989 Billy Graham
- 1991 Maranatha! Music
- 1992 Gary Bauer
- 1993 Robert Ball

Talk Show of the Year

- 1993 Concerned Women for America

Television Topics

The letters pour into my office. "It's horrible!" "Getting worse and worse!" "They're destroying our children!" "I can't watch it any more!" "Did you see the program where . . . ?" "When are Christians going to wake up?" "Can't somebody do something?"

Have you found yourself asking the same questions about what's happening in television and movies today? Have you ever got that sinking feeling in the pit of your stomach at the sight of a child watching television? I have almost every day.

Everyone has an opinion about television. But, ironically, their opinion may change depending on the day and program.

One day, television is the "boob tube," or "the devil's tool," as we react to an especially explicit or inane program. The next day, it's the most important resource we have, a source of national pride or motivation by broadcasting events like the Super Bowl, a presidential inauguration, the rescue of a little girl who fell into a well, or man's first step on the moon.

In the few years I have been in media ministry, the images captured by television have helped shape the attitudes and opin-

ions of most of our society. Who can forget those pictures — Los Angeles police officers beating Rodney King, evangelist Jimmy Swaggart's quivering lips and tears as he appealed for forgiveness, the live coverage of the young man in front of the tank in China's Tiananmen Square, scud missile attacks carried live from the Middle East, or most recently, the violence in the streets of Moscow?

What About The Children?

Jerry Vreeman

ions of most of our society. Who can forget those pictures — Los Angeles police officers beating Rodney King, evangelist Jimmy Swaggart's quivering lips and tears as he appealed for forgiveness, the live coverage of the young man in front of the tank in China's Tiananmen Square, scud missile attacks carried live from the Middle East, or most recently, the violence in the streets of Moscow?

How do we make sense of it all? More importantly, how do our children understand any of it?

Most Christians who are enthusiastic about television, including many televangelists and their supporters, often don't see the selfishness behind much of the television industry, or the sinfulness of its viewers. They seem to think television by itself is the key to evangelizing the world or "educating" people out of their problems.

At the same time, television's critics, evangelicals included, are often too fearful of the wickedness of television. In their

eyes, television is the devil himself and completely untouched by the transforming power of Christ. TV is an acronym for "too violent" and must be oppressed at all costs. Somehow we must find the balance between these perspectives both as consumers and producers of television. I am thankful for the increasing numbers of ministry organizations, churches, schools, and homes who are calling for a greater awareness and biblical approach to how we watch television.

But is there really any hope we can change the negative side of mainstream television programming to something positive for the kingdom of Christ? Dr. Quentin Schultz, in his latest book, *Redeeming Television*, says, "Television can be 'redeemed' when producers and viewers alike hold the medium up to standards of spiritual, moral, and artistic integrity. . . . We do not simply need more televangelism or even necessarily more 'Christian TV' — if by such a term one means only programs that proclaim the Gospel or are produced by evangelicals. Rather, we need a much clearer sense of the many ways that television can glorify God and serve humankind."

If Schultz is right (and I believe he is), our agenda as religious broadcasters must become broader. And nowhere is that challenge more important than in the production of creative television programs for children. With sets turned on in the inner city for up to 11 hours per day, with video, pay-per-view, and multiplying cable channels, television has become the closest and most constant companion for American children. It is often their mother, father, chief storyteller, baby sitter, teacher, and preacher.

You've heard the statistics, but think about them again for a moment. Our children have watched an astonishing 5000 hours of television by the first grade and 19,000 hours by the end of high school — more time than was spent in class, and, in the case of Christian homes, far more time than was spent in church. The question more and more concerned parents, psychologists, public officials, and television producers must ask is, "What is all this viewing doing to them?"

The education and psychology experts say the greatest impact is on preadolescent children who do not yet have the capacity to gauge reality and make-believe. That means, television is a report of how the world really works to these precious little minds. God help us all if those perceptions persist in the



Jerry Vreeman is vice chairman of the National Religious Broadcasters Television Committee and the executive director of Multimedia Ministries International.

years to come.

Many of my friends and colleagues in National Religious Broadcasters (NRB) talk about these issues, but often seem to answer them like eight of the ten spies who first scouted out the Promise Land — "We seemed like grasshoppers. We don't have the money! We can't! We'd like to, but . . ." (Numbers 13).

The time has come for us to step forward in faith and act decisively on behalf of our children. We must take up the creative challenge to compete head to head and program for program with commercial and public television for the hearts, minds, and eternal souls of our youth.

I believe there are organizations, stations, and individuals in NRB who are on the leading edge of redeeming television. For example, at Multimedia Ministries International (MMI), we are committed to creating new series and specials, which can be appropriately aired on both religious and secular stations. We have only just begun with our new *Kids' Corner* pilot, but we believe we are on the right track!

I'm dreaming of a day when television is more than the "national jester," as Schultz describes it. Let's commit ourselves to using television as an effective, biblically directed "storyteller." Let's take the lead in reaching the children of this generation with new programs designed to reveal a Creator and Redeemer God who has given us the mandate to cultivate and care for His creation.

Television is more than a diversion or amusement. It's a tool, used properly, that can help others, particularly children, to critically understand the world and the importance of Christian faith. Used improperly, it becomes an attractive window to a world of dead ends.

It's not an easy job we face, but an exciting one. Christians *can* change television. Let's pray God will use NRB in some way to be a part of that change. **▀**



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Great response! Program fits our format and image perfectly.
WJIG-AM Tullahoma, TN

Excellent production and content on PSAs, great creativity with Biblical advice! Timely, concise information on "How to Manage Your Money" is much appreciated. Keep up the good work.
KBHL-FM Osakis, MN

Your "Money Minute" PSAs are Great! Great! Great!
KLWJ-AM Umatilla, OR



LARRY BURKETT

Discover why so many responded so positively to our annual station survey. For a free demonstration tape of "How to Manage Your Money," "Money Matters," or "A Money Minute," call Robert Sutherland, 404/534-1000.

(Circle 102 on Reader Service Card)

Calendar Close-up

December 6-10

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

December 27-31

URBANA 93 — God So Loves the World; University of Illinois. 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 Marriott, Anaheim, Calif. Information: 800-272-4CMA.

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 15-17

National Religious Broadcasters Midwest Regional Convention; Marantha Bible Conference, Muskegon, Mich. Information: John Maddox, (312) 329-2041.

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For more information about advertising, call Dick Reynolds at (704) 393-0602.

Take 2: Hope Is in the Air

National Religious Broadcasters has a marketing tool that can help you sell and promote value-oriented programming in your local community. Thanks to the NRB Television Committee, *Take 2: Hope Is in the Air*, a half-hour, documentary-style program on video, is available to religious broadcasters. The video, produced at NRB 93 in Los Angeles, surveys the forces impacting broadcast media today — for good and bad. *Take 2* includes comments on the value of religious broadcasting in today's media environment from many of the featured speakers at the NRB 93 convention, such as singer/actor Pat Boone, Michael Medved of PBS' *Sneak Previews*, and Pat Robertson of the Christian Broadcasting Network. This highly professional video is available for \$14.95 plus postage and handling. To place your order, please call NRB representative Tim Shields 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.

...and they
that hear
shall live.
—John 5:25



They listen because you care. You talk about their needs and interests and play their music to show you care, to build trust and gain support. For over a century, we've been caring for the hurting and bringing companionship to the lonely. Each year, millions find us to be a trustworthy friend. They support what we do.

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Wonderful Words of Life

. . . radio voice of The Salvation Army

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