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50:
Golden
Recollections**



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Features

Silver Lessons

10 — On the occasion of its 25th anniversary — and armed with the results of “The Great Readership Speak-Out” — *Religious Broadcasting* engages in a little self-examination and considers a few new directions for the future.

From Whence We Have Come

16 — With 50 years of history behind it, National Religious Broadcasters has amassed quite an array of photographic memories. Here, *Religious Broadcasting* presents a sampling of the faces and events which have been a part of that history.

Capital Games

20 — by Sarah E. Smith / If you’re equating the return of NRB’s annual convention to Washington with a sense of tedious familiarity, consider this collection of lesser-known Washington attractions, each just a Metro stop away from NRB 94’s home base.

Of Guides and Guideposts

26 — This month marks the long-awaited release of both the 1994 *Directory of Religious Media* and *Air of Salvation*, the former an expanded and updated version of an industry invaluable and the latter an account of religious broadcasting’s inarguably colorful past.

I Will Pour You Out a Blessing

30 — by Elizabeth J. Guetschow / In secular and Christian circles alike, The Christian Broadcasting Network’s varied pieces and pursuits set it apart as somehow legendary. Less well-known, though, are the pieces which do not set it apart, pieces like faith, prayer, dedication, and submission which must unify all of Christian broadcasting.

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NRB at 50: GOLDEN RECOLLECTIONS

It began half a century ago with the deceptively simple intention of serving a community of broadcasters whose message was the Good News. Today, the images associated with National Religious Broadcasters and its journey of 50 years tell a unique story of dedication, faith, creativity, and perseverance. In this anniversary issue — 25 years for the magazine and 50 for its parent organization — *Religious Broadcasting* offers a glimpse of where NRB and the industry it serves have been and where they will go, of what they have been and what they may become.



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Signing On

RELIGIOUS BROADCASTING

Volume 26, Number 1

Publisher

E. Brandt Gustavson

Editorial Staff

Editor Ron J. Kopczick
Associate Editor Elizabeth J. Guetschow
Assistant Managing Editor Sarah E. Smith
Editorial Assistant Anne Dunlap

Departmental Contributors

Harry Conay • Gary Crossland
Jonathan Petersen • Darlene Peterson
Richard Wiley • Dan Wooding

Business Services

Advertising Manager Dick Reynolds
Advertising Assistant Liz Oliver
Printer Clark Printing
General Counsel Wiley, Rein & Fielding

Design

J. R. Graphics

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Dr. E. Brandt Gustavson
President

Editorial and Advertising Offices:
7839 Ashton Avenue
Manassas, VA 22110
(703) 330-7000 Fax (703) 330-7100

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

The recent controversy raised by the refusal of some local ABC affiliates to air *NYPD Blue* draws attention to the hypocrisy within the television entertainment industry over the effects of violence and explicit sex on audiences. ABC claims such programming has no direct effect on the behavior of viewers, and the networks assure us the viewer can make distinctions between video and reality so no harm results from such viewing.

Yet, while claiming entertainment programs have no effect on behavior, the spot sales departments of the same networks spend millions to convince businesses spot advertising will result in viewers purchasing products. And advertising does affect behavior because it results in product sales and that is purchasing behavior.

It has always been hard to understand why the press seems oblivious to this obvious contradiction in the claims made by the networks. But the evidence television does indeed affect behavior is overwhelming. In a rare admission that a program may have been responsible for influencing behavior, MTV moved its latest contribution to lifting the aesthetic tastes of America's youth, *Beavis and Butt-head*, to a later time slot after a five-year-old boy allegedly imitated an episode in which the main characters played with fire. In the real-life incident, the fire killed the boy's sister and destroyed his family's trailer.

Incidents such as this one, backed by hundreds of studies, demonstrate clearly television and radio not only inform and persuade, but also affect behavior. But in a strange way, this is good news for Christian broadcasters. We have been saying since religious broadcasting began programs inform and change attitudes and behavior.

Yet the viewpoint broadcasting reinforces already held attitudes but seldom converts listeners or viewers to new viewpoints has been accepted as axiomatic by most communication researchers writing about religious broadcasting today. This is true even though there is a large and growing body of empirical research that overwhelmingly demonstrates a high correlation with media consumption and conversion from passive listening/viewing to acting out various anti-social behaviors in children and adults. It is fair to ask those who have built successful academic careers doing and publishing research on Christian broadcasting why religious broadcasting has no effect on behavior when their fellow social scientists seem to be finding abundant evidence of effects on children's behavior.

Television & Radio Influence Behavior

David Clark

In books on Christian broadcasting, the generalization about few conversions or changes as a result of broadcasting is given as though it is based on current research. Broadcast ministries have abundant testimonies from those who claim Christian radio or television was a factor in their relationship to Christ. Yet, I am unaware of any comprehensive research of these testimonies. How can any competent researcher claim Christian broadcasting does not play a part in the conversion process if they have not systematically examined the thousands of testimonies to the contrary?

It is time for those who speak confidently of Christian broadcasting's lack of effectiveness to apply their disciplines to this data. Such research would find compelling evidence Christian broadcasting *is* used in doing the work of reconciling people to God. Radio and television programs inform, persuade, and affect behavior. And because this is true, we can be assured Christian broadcasting can be used by the Lord to change lives. Our role is to produce the highest quality programming appealing to the audiences the Lord has called us to reach. ^{RB}

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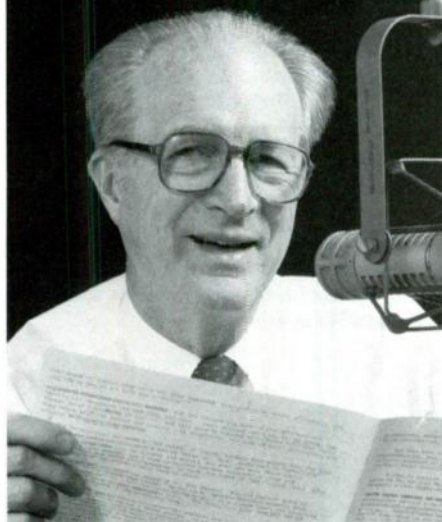
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Tuning In

Toward the end of October, I participated in a "miracle" conference of European broadcasters. The group came together in Brussels, Belgium, under the name Fellowship of European Broadcasters. Harvey Thomas of England is chairman and serves with an excellent committee, including Ger de Ridder of Evangelische Omroep from the Netherlands, attorney Roger Stanway from England, and Hugo Danker of Evangeliums-Rundfunk from Germany.

Gathering for these informative meetings in Belgium, most of the 86 participants were from Europe, but a number came from other parts of the world as well. The speeches, workshops, and discussions gave a good insight into the needs of both Eastern and Western Europe.

The first evening Dr. Arie Oostlander of the Netherlands, who serves on the new regulatory European Parliament, spoke on "Broadcasting in Europe to 2000 and Beyond." He gave concepts in overcoming the complexities of reaching Europe with the Christian message. Europe is essentially a secular society complicated by many national borders with multi-languages.

I was so encouraged by the visual and audio reports of Russian transmissions. Hannu Haukka of International Russian Radio/TV (IRRTV) in Finland told of the response to his ministry's television program. At one time in 1991, 1.4 million letters from children were



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

received in response to an IRRTV offer. The post office asked Haukka to come sort the mail, and just leave the mail out which was addressed to the ministry. How amazed everyone was at the response to IRRTV's programs. It is clear God is calling "many sons home to glory" — not in death, but through a new lasting, yes, eternal relationship with Him. Continue to pray for the people in the Commonwealth of Independent States that they might hear of Christ and come to Him.

European Broadcasters Hold "Miracle" Convention

E. Brandt Gustavson

What a thrill it is to hear of God's Word going to the nations making up Eastern Europe. To be with Dalibor Krupa of Slovakia, Peter Cieslar of Poland, and Lilla Matis of Hungary was refreshing. These are people who lived for Christ under communism and now have the opportunity to witness for Christ freely.

One of the new innovative ideas presented was the new satellite service to Latin America. Through a collaboration flowing out of the World by 2000 project, HCJB and Trans World Radio are jointly developing a program and news service to local and regional radio stations throughout South America.

It is my firm belief if we fail to cooperate in mass media ministry, we will never be as effective. Also, with overseas ministry, we as Americans must be helpers and encouragers. Our role is certainly not to be overlords or bosses — we must be team players. ^{ra}

National Religious Broadcasters Statement of Faith

- We believe the Bible to be the inspired, the only infallible, authoritative Word of God.
- We believe that there is one God, eternally existent in three Persons: Father, Son, and Holy Ghost.
- We believe in the deity of our Lord Jesus Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, in His bodily resurrection, in His ascension to the right hand of the Father, and in His personal return in power and glory.
- We believe that for the salvation of lost and sinful man regeneration by the Holy Spirit is absolutely essential.
- We believe in the present ministry of the Holy Spirit by whose indwelling the Christian is enabled to live a godly life.
- We believe in the resurrection of both the saved and the lost; they that are saved unto the resurrection of life and they that are lost unto the resurrection of damnation.
- We believe in the spiritual unity of all believers in our Lord Jesus Christ.

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Washington Watch

After more than 30 years of sporadic attention to the issue of violence in television programming, Congress now appears likely to act. Observers are predicting legislators will pass some form of restrictions in 1994 to control violence in entertainment programming. However, just what form the legislation may take remains uncertain.

Congressional momentum on the issue has increased since this column last addressed the matter in September 1993. I noted then that the matter began percolating in the spring of '93, when Congress held hearings to monitor voluntary efforts launched by the television industry in response to complaints concerning excessive violence.

The industry came forward with two initiatives. First, ABC, CBS, and NBC devised a set of "joint standards" to govern the use of violence in their entertainment programming. Second, those networks, along with Fox and several cable networks, estab-

Eight different proposals for government-imposed limitations are now pending. Two bills have attracted the most public attention, thanks to their influential sponsors: H.R. 2888, sponsored by Rep. Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee; and S. 1383, sponsored by Sen. Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee.

Markey's Proposal

Markey's bill, the "Television Violence Reduction Through Parental Empowerment Act of 1993," centers on a technological solution to the problem. It would require that new television sets sold in the United States be equipped with built-in circuitry — nicknamed "violence-chip" or "V-chip" technology — to enable viewers to block display of 1) specific channels, programs, and time slots; and 2) "all programs with a common rating." It appears to apply to any television signal transmitted by broadcast or cable.

The Markey bill is silent as to the definition of "a common rating" or rating systems in general. But in hearings held last year, Markey indicated he hoped the television industry would establish a centralized ratings organization, such as the Motion Picture Association of America.

By employing a control mechanism resting on non-governmental actors — i.e., parents and the television industry itself — the Markey bill tries to avoid many of the difficult First Amendment questions other proposals raise.

There is some precedent for limited government regulation of broadcasting in order to protect children because the courts have recognized that broadcasting is a pervasive medium which parents cannot easily control. But government's authority to restrict the content of cable programming is less clear.

Hollings' Act

Hollings' bill, the "Children's Protection From Violent Programming Act of 1993," is patterned after existing restrictions on indecent broadcast programming. The bill directs the Federal Communications Commission (FCC) to establish a late-night "safe harbor" period for airing "violent video programming."

The commission would be required to repeal the license of any broadcaster who "repeatedly violates" the statute. The bill



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.

Congress Appears Likely To Restrict Violent Television Programming

Richard E. Wiley

lished an "advance parental advisory plan" designed to warn parents of programming inappropriate for viewing by children.

The plan calls for a brief advisory message to air immediately prior to certain programs and to appear in all program promotional material. Both the joint standards and the advisory plan were implemented at the beginning of the current season.

However, as 1993 drew to a close, it was apparent that neither of the two voluntary initiatives had slowed the drive in Congress to "do something" about television violence. The imitation by a few teenagers of a scene in the Disney film *The Program* — in which some football players lie down in the middle of a busy street — and a fire set by a five-year-old who allegedly watched MTV's *Beavis and Butt-head* has intensified the call for congressional action.

exempts premium cable channels, such as HBO and Showtime, and pay-per-view programming.

Like the indecency restrictions, the Hollings bill appears likely to come under constitutional attack in at least two ways. First, the problem of adequately defining the term "violent video programming" should not be underestimated. The current version of the bill leaves the task to the FCC, but Hollings' staff reportedly is working on a definition that satisfies constitutional requirements.

Second, the agency may have difficulty in collecting adequate data to support whatever safe-harbor hours it chooses. It is this area, and not definitional problems, which has plagued indecency regulation; courts have on three occasions struck down various hours limitations for lack of factual support regarding children's viewing habits.

However, during a well-publicized October hearing before Hollings' committee, U.S. Attorney General Janet Reno testified certain Senate legislation, including the Hollings bill, would be constitutionally sound. She acknowledged that regulating cable would raise different and more difficult constitutional issues. In addition, the acting FCC chairman, James Quello, has endorsed the Hollings approach in the event the industry does not effectively regulate itself.

None of the television violence bills are necessarily mutually exclusive. Legislators could be persuaded to combine features of various proposals in order to move a bill forward. Any proposal that wins committee endorsement before reaching the full House or Senate is considered quite likely to pass. ⁸

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Global Glances

Evangelist Billy Graham is taking the unchanging message of God's love to the magnificent new Tokyo Dome in Japan, January 13-16, at a time of unprecedented change in the lives of Japan's 124 million people.

Japan, the world's second richest country behind the United States, has dumped its peculiar one-party democracy and has a new prime minister, Morohiro Hosowkawa. He is Japan's first political leader in 38 years to come from outside the ranks of the Liberal Democratic Party (LDP).

Hosowkawa's maiden policy speech in August as prime minister had an overall spiritual quality as he described the Japan he wants to mold, a nation built on traditional Samurai values involving "love of the good and simple" and "hatred of useless luxury and extravagance." The new Japanese leader coined a phrase for his ideal Japan: "A nation of no-frill excellence."

The "Land of the Rising Sun" has now entered a period when working people no

longer rely on traditional values of intense loyalty to their job and company as their parents did. In the midst of material prosperity, the Japanese people are acknowledging the spiritual dimension of their lives. At the same time, they are not practicing Buddhism and Shintoism in the numbers their forefathers did.

Billy Graham Takes Message Of Love To Tokyo

Dan Wooding

longer rely on traditional values of intense loyalty to their job and company as their parents did. In the midst of material prosperity, the Japanese people are acknowledging the spiritual dimension of their lives. At the same time, they are not practicing Buddhism and Shintoism in the numbers their forefathers did.

Increasing contact with the West has brought about unprecedented cultural changes represented in the recent marriage between the emperor's son and American (Harvard University) educated and formerly Washington, D.C.-employed Princess Michiko.

Some believe Japan has been "born again" economically as a nation, and now this could occur in a spiritual way with Graham's Mission 94. Recently, a reporter with Tokyo's *Yomiuri Shimbun* newspaper (the largest in Japan) asked Graham how he evaluated Japanese activities and faith in the post-World War II era.

"In regard to faith in the last half cen-

Five Million Bibles

tury, I am told by experts that there are at least 1 million professing Christian church members in Japan, and approximately 6000 Protestant and Catholic churches in Japan. . . . [While that is not] a large number compared with the total population, I am told that the number is growing," Graham commented.

Graham added, "I was amazed to find out that over 5 million Christian Bibles are sold in Japan every year. I think many Japanese have an interest in the Christian faith, even if they are not Christians. "Many of my friends who have lived in Japan feel the Christian churches of Japan will experience much growth in the days ahead. In America, we have had a secularistic trend in recent decades. But many people who became caught up in that have become disillusioned with purely material values and are now searching for spiritual values. They have discovered that material success or pleasure does not fill the emptiness of our hearts or give us lasting meaning in life," Graham said.

"The same thing could happen in Japan. As a Christian, I believe God loves us and created us for a purpose, and our lives are only fulfilled and happy in a lasting way when we have a right relationship to God and His will."

Graham indicated that to be the reason he accepted an invitation to hold crusades in Japan. He went on to tell the Japanese reporter that a few years ago, a mayor of one of Japan's major cities told him, "Mr. Graham, why is it that the number of Christians in Japan today is not much larger than it was a hundred or more years ago? I believe it is because those of you who are Christians have not made your message clear to the Japanese people."

Japan's Christian Heritage

Christianity initially entered Ji-pen, "the land of the Rising Sun," through the work of Jesuits in the 16th century, who were eventually driven out by persecution. By 1638, Christianity appeared to be extinct in Japan and it was not until the middle of the 19th century, when several Western nations made commercial treaties with the Japanese, that missionary links were restored.

The Catholics were the first to re-enter the land, followed by the British-based Church Missionary School (1869) and the



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

Society for the Propagation of the Gospel (1873) as well as several American organizations. Their work has continued, but still more than 99 percent of Japan's population are not Christians.

Another Perspective

Dr. Koji Honda is Japan's senior evangelist and a former pastor. In 1967, he was counseling and follow-up chairman for the Billy Graham Tokyo International Crusade at the Nippon Budokan and at Korshuen Stadium in Tokyo. He later served as general chairman at the 1980 Graham Tokyo Crusade, one of six nationwide crusade meetings held in Japan.

Honda was asked by Henry Holley, Graham's director for Mission 94, about the spiritual climate of Japan today. "The Japanese people have a spiritual hunger and thirst. Japan does not have a significant number of leaders who are Christians. But the Japanese people are quick to grasp the implications of the Gospel. The coming of Billy Graham provides the people of Japan with a tremendous opportunity to be transformed by the Gospel."

Honda continued, "The moral tone of Japan is low today. . . . This is the day and age when we need to change internally. Billy Graham comes to Japan to proclaim the Word of God. He has a big heart that cares for the entire world."

Billy Graham says, "The secret of each crusade has been the power of God's Holy Spirit moving in answer to the prayers of millions of His people around the world." So to the Christians of Japan, it appears the Son is about to rise in "the land of the Rising Sun." ^{RB}

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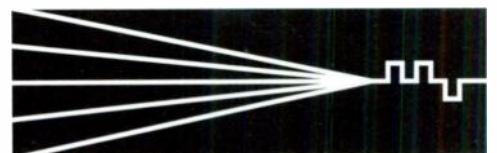
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Editor's note: A quarter of a century ago, Religious Broadcasting magazine was transformed from its three-year-old predecessor, the Radio Telegram. Little information of any specific nature about that first issue can be ascertained since copies of it no longer exist in the magazine's archives.

But perhaps this is not such a travesty, for where Religious Broadcasting came from is probably less important than where it is today, and where it is today is certainly less important than where it will go tomorrow.

It was precisely that question — where will the religious broadcasting industry's premier publication go

in the next 25 years? — which motivated "The Great Readership Speak-Out," Religious Broadcasting's first readership survey in seven years, the results of which we present in the following pages.

Tallying the 143 surveys returned (out of 4886 distributed) was a humbling experience, to be sure. But more importantly, it was a learning experience, a chance to discover your likes and dislikes and to catch a vision for the future. And so we offer this promise: that we will use your comments, suggestions, remarks, and requests to make Religious Broadcasting a magazine of quality and impact within this challenging, powerful industry.

Silver Lessons

A note about the numbers and percentages found throughout this report: due to instances of multiple responses and/or incomplete returns, some results reflect returns of fewer or more than 143 and percentages of above or below 100.

STATE REPRESENTATION

(listed from most to least number of responses per state and Ontario)

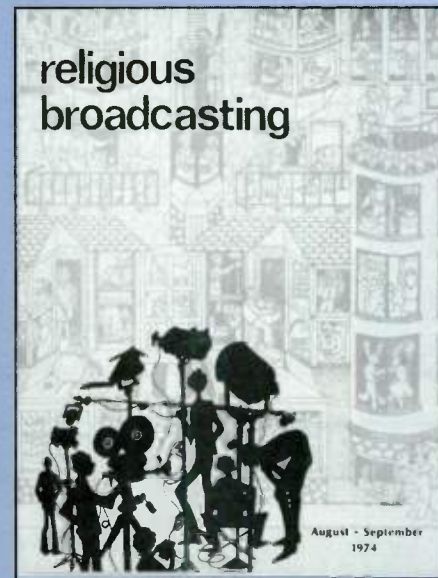
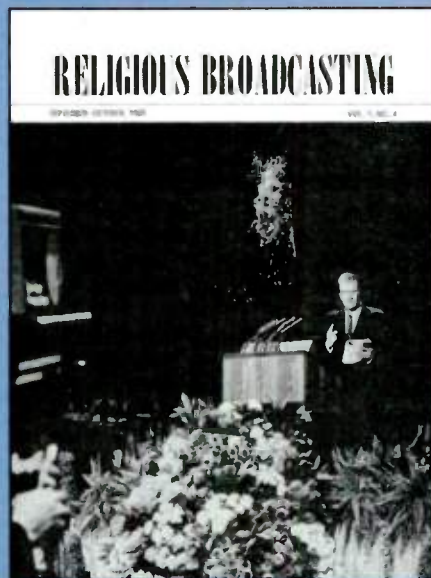
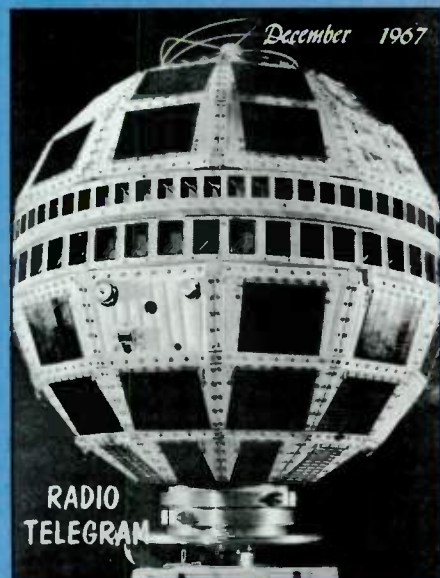
Florida	9	Arizona	3	New Mexico	1
Illinois	9	Colorado	3	Oklahoma	1
New York	8	Indiana	3	South Carolina	1
Texas	8	New Jersey	3	South Dakota	1
Virginia	8	North Carolina	3	West Virginia	1
Michigan	7	Oregon	3	Ontario	1
Pennsylvania	7	Washington	3		
California	7	Georgia	2	States with no respondents:	
Iowa	6	Kansas	2	Alaska, Arkansas, Connecticut,	
Minnesota	6	Louisiana	2	Delaware, Hawaii, Massachusetts,	
Ohio	5	Maine	2	Mississippi, Montana, Nebraska,	
Alabama	4	Maryland	2	Nevada, New Hampshire, North	
Tennessee	4	Idaho	1	Dakota, Rhode Island, Utah, Vermont,	
Wisconsin	4	Kentucky	1	Wyoming	

JOB DESCRIPTION

(The following are ranked from categories receiving the highest percentage of responses to those receiving the lowest. Please note that these rankings, as well as those listed under "type of business," are purely numeric and are not indicative of the importance of one position over another.)

Management	31%
Administration	23%
On-air/Program	
Production	10%
Other (includes student, music minister, public relations, attorney, pastor, writer, consultant, film director)	9%

Promo/Communications	6%
Marketing/Sales	5%
On-air Production	5%
Programming	5%
Technical/Engineering	3%
Advertising	1%
On-air News	1%



EDUCATION LEVEL

High school graduate	6%
Some undergraduate study	20%
Undergraduate degree	36%
Post graduate degree	36%

AGE

under 18	0%
18-24	3%
25-34	19%
35-49	53%
50-65	15%
over 65	5%

SEX

male	87%
female	13%

NRB MEMBER

no	70%
yes	30%

DENOMINATIONAL AFFILIATION

(listed with numbers of responses in each category)

Assemblies of God	11	Evangelical Free	2	Nazarene	2
Baptist (includes various fellowships)	25	Evangelical	2	Non-denom./none listed	13
Bible Fellowship	1	Foursquare International	3	Pentecostal	3
Charismatic	2	Free Methodist	1	Pillar of Fire	2
Christian Missionary Alliance	1	Full Gospel	1	Presbyterian (PCA)	2
Christian Church	2	Grace Brethren	1	Presbyterian	4
Church of God	1	IFCA	2	Protestant	1
Episcopal	6	Independent Bible	1	Reformed	1
Evangelical Covenant	3	Independent	2	Roman Catholic	5
Evangelical Church Alliance	1	Inter-denominational	1	United Church of Christ	1
		Lutheran	2	United Methodist	2
		Mennonite	1		

CONTINUED ON PAGE 12

**GENERAL COMMENTS ABOUT
RELIGIOUS BROADCASTING DEPARTMENTS:**

* "I especially appreciate Jon Petersen's column and insights. Please continue to carry this [department]."

* "Some of the 'news' is great (such as Arbitron and Nielsen ratings information), but some 'news' is just organizational PR."

* "I feel like you're covering the right topics, but the information tends to be too elementary or perhaps it is that the information is not helpful because it isn't anything new."

* "I'd redo the *look* of the whole thing and cut down on articles by people who profit from the topic — they are like *advertorials*."

* "The changes, i.e., past 12 months, have been a good move in the right direction in terms of quality and responsiveness to readers."

* "In seeking recognition and prestige, you have aligned yourselves too closely with politicians, compromising Christian image and integrity."

* "You need female writers — all are male! Strange in a media whose audience is over 60 percent female."

* "You're doing a very good job looking better aesthetically all the time. If anything, you might consider consolidating some of the departments or running some of the monthly columns

bimonthly for variety's sake and to keep perspectives 'fresh' and not to be too 'department heavy.'"

* "Grateful I am for all the departments in *Religious Broadcasting* as it certainly provides the best print tool communicating how we are doing at broadcasting the Lord's will."

* "Needs graphics update — sharper, more eye-catching. Long articles with lots of body text tire the reader. Trade Talk [is the] best part of magazine!"

SUGGESTIONS FOR NEW DEPARTMENTS

1. "View from the Pew" — "I think a view from someone outside the industry which reflects how the industry 'comes across' may be both interesting and helpful to religious broadcasting professionals."

2. "Station Spotlight" — featuring a different station each month

3. Reaching women listeners

4. Missions and broadcasting

5. News and news reporting

6. International audiences — response, anecdotes, demographics

7. "Where are they now?" column — featuring broadcasters such as Tom Netherton, Doug Oldham, Merrill

Womach

8. Advice column relating to radio and television in a question and answer format

9. Women broadcasters

10. College broadcasters

RELIGIOUS BROADCASTING FEATURE ARTICLE EVALUATIONS

General Interest of Articles

very interesting	35%
somewhat interesting	59%
somewhat uninteresting	5%
very uninteresting	0%

Feature Article Rankings (in order of highest to lowest rated)

Theme	# of "5" (always read) ratings	Average Rating
Radio	89	4.37
Programming/Production	60	3.98
Music	45	3.73
Social Issues	31	3.72
Television	29	3.05
Ministry/Evangelism	28	3.42
Fund Raising/Finances	27	3.24
Technology	24	3.46
Education/Youth	22	3.34
Publishing	22	2.83

Feature Article/Theme Suggestions

*How to start an FM station, from getting an FCC license to going on the air

*Is on-air music responsive to listeners' tastes or controlling them?

*Christians involved in mainline churches' communications programs

*101 ways for "Mom and Pop" to improve their radio ministry

*Can a ministry closely tied to one person survive with them?

*Christians in the secular media markets — opportunities and limitations

*Successes and failures of projects, programming, and strategies

*Local church media ministries

RELIGIOUS BROADCASTING DEPARTMENTAL EVALUATIONS

(presented in order of departments rated "most read" to those rated "least read")

Department	# of "5" (always read) ratings	Average Rating			
Trade Talk	56	4.4	Interview Insights	25	3.7
Washington Watch	43	3.8	Funding Management	23	3.7
Practical Programming	42	4.0	Inside NRB	23	3.6
Music Matters	35	3.7	Global Glances	19	3.4
Media Focus	34	4.0	Targeting Technology	19	3.6
Signing On	32	3.9	The Book Shelf	19	3.5
Sales Spot	31	3.5	Youth Wave	18	3.3
Tuning In	28	3.7	Calendar Close-up	17	3.3
			Socially Speaking	17	3.7
			Television Topics	15	3.0

GENERAL INFORMATION

Length of Readership

Less than 1 year	5%
1-3 years	20%
4-6 years	24%
7-9 years	19%
10 or more years	31%

Time Spent Per Issue

less than 1/2 hour	17%
1/2-1 hour	50%
1-1 1/2 hours	20%
1 1/2-2 hours	6%
more than 2 hours	7%

Number of Other People Who Read Each Issue

0	21%
1	32%
2	29%
3	10%
4	2%
5+	6%

Impact on Ministry

very significant	6%
considerable	18%
some	58%
very little	18%

Professional Convention Participation

(numbers listed are response counts, not percentages)

NRB National	30
NRB Regional	11
NAB	7
NAB Radio	3
Other	38

Religious Broadcasting

appearance and readability
 appearance (average rating on a scale of 1 to 5) 3.9
 readability (average rating on a scale of 1 to 5) 3.85

TYPE OF BUSINESS

(These are also ranked according to the general category and specific description receiving the highest percentage of responses to those receiving the lowest.)

Radio/FM station	18%	Agency-Buyer/Radio	2%	Television/LPTV	1%
Radio/AM station	14%	Program Prod./Film-Video	2%	Television/UHF Station	1%
Other (student, church, pastor, consultant, ad agency owner, public interest, ministry, publicist, career development/ placement)	11%	Radio/Network	2%	Television/VHF Station	1%
Program Producer	11%	Television/Network	2%	(Categories receiving no responses: equipment/manufacturer, equipment/sales; equipment/service; government-education/appointed federal post, government-education/elected office; music/booking agency; music/independent producer; production house/video)	
Radio/Educational station	11%	Agency-Buyer/Print	1%		
Program Producer/Television	6%	Agency-Buyer/Television	1%		
Education/School of Comm.	3%	Music/Artist Management	1%		
Publishing/Books	3%	Music/Publishing House	1%		
		Radio/AM Stereo	1%		
		Radio/Cable Station	1%		
		Radio/Shortwave	1%		
		Television/Cable Operator	1%		
		Television/Cable Station	1%		

CONTINUED ON PAGE 14

GENERAL COMMENTS AND SUGGESTIONS

You read *Religious Broadcasting* because . . .

"It's the publication of the industry in which I'm involved on a daily basis."

"It gives me the pulse of religious broadcasting nationwide."

"*Religious Broadcasting* is a vital link between hundreds of diverse ministries. It helps keep me informed as to what others are doing."

"I want to know what other people in my field are thinking and doing."

"*Religious Broadcasting* helps me to stay informed and motivated. I enjoy and learn something from every issue."

"I want to know what media in general is doing to propagate the Gospel and how/who/when/etc. I want to pray for certain issues [and] rejoice for other members' victories."

"It runs articles of interest on a cross-section of subjects relating to Christian broadcasting. It helps keep me "plugged in."

"It gives me insight on other broadcast stations, new ideas, and [the] broader scope of religious broadcasting."

"It has valuable articles on topics I need to know more about. I have only been a manager for one year, and I need all the help I can get."

Things you think we could do better . . .

"*Religious Broadcasting* could use more balanced, investigative journalism. Strive for the truth, the whole truth."

"I could hear more from 'them that's doing.' It's okay to hear from industry representatives, but I'd really rather hear from fellow program directors, announcers, and managers."

"You could include some articles by Christians working out in the secular media as to how they try to be salt and light in their environment."

"I [would like to see] more articles

which contained references on how to help the "little guys" — small churches, small ministries, small radio and TV programs — make the mark. We need to be encouraged to network and pool our abilities, which NRB can do a great deal to promote and encourage."

"I could read the actual, honest experiences of others in areas of: business integrity, vision for creative program initiatives, ideas for breaking the status quo in programming, help in broadcasting to audiences' real needs, rather than to what we think they need to become like us!"

"I'd like to see articles directed toward the local church uses of media."

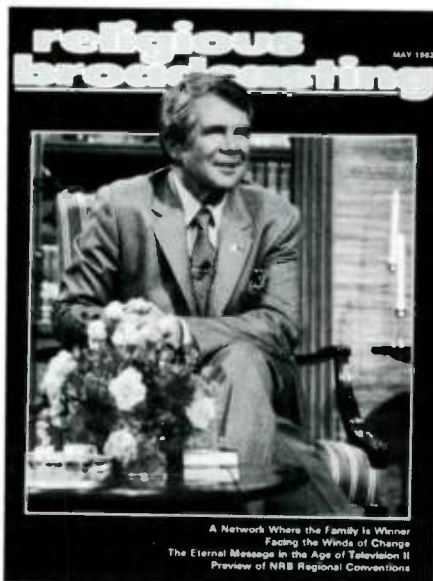
"I recommend more attention to attracting the non-churched listener. Sometimes I think we are talking to each other more than to new 'prospects.' While it is important to train and educate the faithful, it is important to find new ways to reach the lost."

A FEW FINAL THOUGHTS

We, as *Religious Broadcasting's* editorial staff, greatly appreciate the time and effort of each person who participated in "The Great Readership Speak-Out." In the coming months, we hope you'll be able to see your comments, suggestions, and requests in action. We hope you'll notice us updating our look and improving our content. And as always, we hope

you'll feel free to contact us directly with any further suggestions or comments.

Our task as a staff is not finished now that the surveys have been counted and the results tabulated. Indeed, we know that the real task — that of becoming better than we are — lies ever ahead of us. ^{RB}



IN KANSAS CITY

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IS

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Only KCCV delivers the Total Christian Radio Audience with Big AM coverage . . . and 24 Hour FM coverage . . . to give the audience *more* (not different) Christian programming choices!

KCCV Delivers the TOTAL Audience — Kansas City's Only Christian Radio AM/FM DUO!

For over 31 years KCCV has served Kansas City with QUALITY Christian Programming All Day ... Every Day.

Now, a new day has dawned in Kansas City with the advent of KCCV-92.3 FM, a Full Power, Class C³ FM station serving the Kansas City Area 24 Hours A Day.



KCCV-760 AM and KCCV-92.3 FM — Kansas City's Christian Radio DUO ... Families Can Depend On!

With big coverage, **KCCV-760 AM** reaches into 5 states during the day. However, **NOW** with the crystal clear 24 Hour FM stereo signal of **KCCV-92.3 FM**, Kansas City families are **TOTALLY** served by KCCV . . . better than ever before.

THERE IS SIMPLY NO DOUBT . . . **Kansas City's Christian Voice**, KCCV AM/FM delivers the **TOTAL AUDIENCE** in Kansas City.



Dick Bott
President



A Service of
BOTT RADIO NETWORK

KCCV-760 AM
Kansas City

KCCV-92.3 FM
Kansas City

KSIV-1320 AM
St. Louis

WCRV-640 AM
Memphis

KCIV-100 FM
Fresno/Modesto

WFCV-1090 AM
Fort Wayne

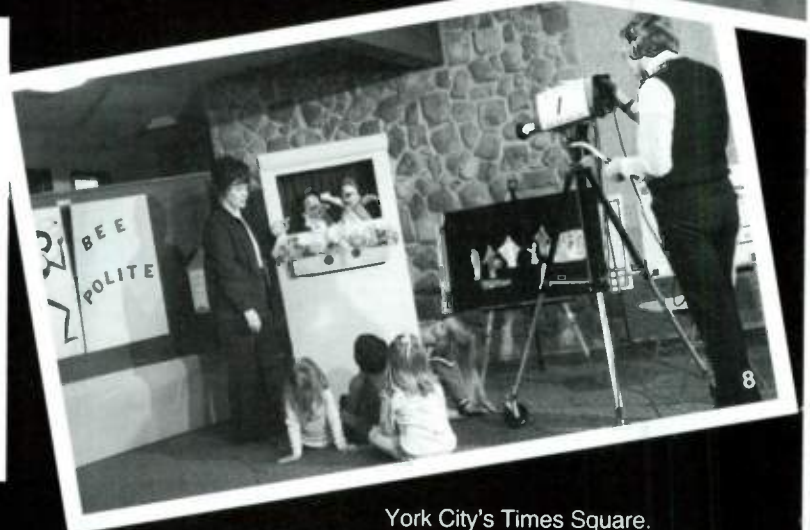
KQCV-800 AM
Oklahoma City



Rich Bott
Vice President

(Circle 108 on the Reader Service Card)

From Whence



(1) The *Old Fashioned Revival Hour* was one of the more prominent programs on radio when National Religious Broadcasters (NRB) was formed in 1944.

(2) Charles Fuller, inducted into the Religious Broadcasting Hall of Fame in 1975, greets World War II servicemen around the time of NRB's inception.

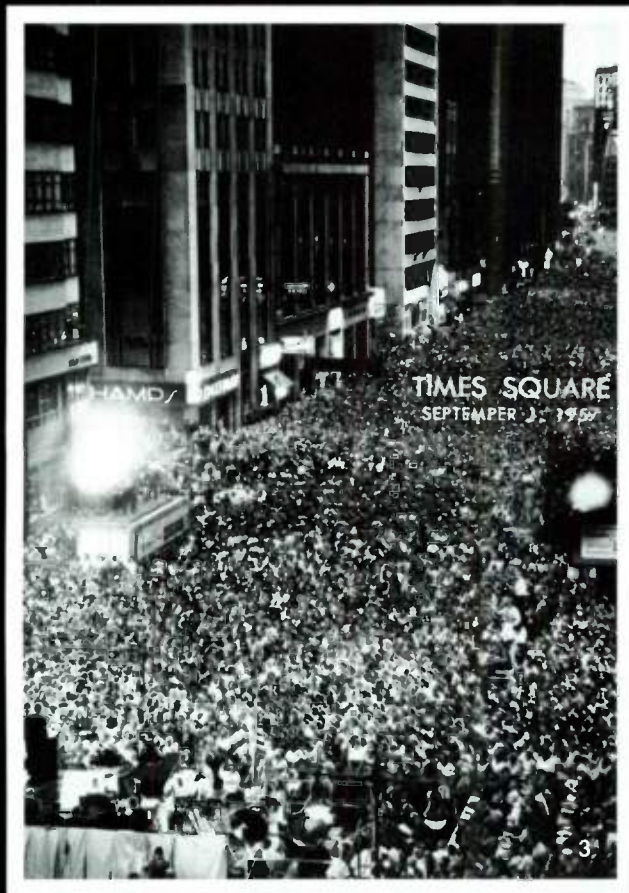
(3) Billy Graham's 1957 open-air meeting was broadcast from New

York City's Times Square.

(4) A *Revivaltime* broadcast from the 1960s.

(5) Eugene Bertermann (right) and Thomas Zimmerman (left) served as NRB president and vice-president, respectively, from 1957 to 1975. Zimmerman, one of NRB's co-founders, also served a term as president during the early '50s. They are pictured presenting a commendation during the 1967 NRB Convention.

We Have Come



A Pictorial Journey Through National Religious Broadcasters' 50-Year History



(6) Federal Communications Commission chairman Rosel Hyde addressed delegates at NRB 68. (Legend has it that Hyde suggested the name National Religious Broadcasters.)

(7) Jack Odell (left) and Harry Saulnier produce a taping of *Unshackled* during the 1970s.

(8) A taping of *Aunt Shirley's Schoolhouse*, sponsored by Full

Gospel Tabernacle in Buffalo, N.Y., in 1976.

(9) The masses gather for a meal function at NRB 72.

(10) The control room of Seoul, Korea's HLKX in 1973.

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(11) Then-Vice President Gerald Ford addresses NRB 74.

(12) Then-NRB executive director Ben Armstrong greets Billy Graham following his address at the NRB 74 Anniversary Banquet.

(13) Christian radio traveled new roads in the 1970s.

(14) The expo hall at NRB 77.

(15) *Religious Broadcasting* shares the spotlight with Debby Boone during an NRB 85 autograph session.

(16) NRB president Robert Cook and President Ronald Reagan share a moment during one of Reagan's frequent convention appearances.



13



14



18



17



20

(17) George Palmer is inducted into the Religious Broadcasting Hall of Fame by NRB president Abe Van Der Puy in 1976.

(18) Morley Safer of CBS's *60 Minutes* interviews an exhibitor for "Trade Show for God," a segment on NRB 85.

(19) Prior to their historic NRB 85 debate, Ted Kennedy and Jerry Falwell set aside their differences.

(20) Outgoing NRB president Jerry Rose (center) shares a laugh with incoming president David Clark (left) and executive director Brandt Gustavson during the NRB 91 Anniversary Banquet.

Editor's note: Prior to the revised NRB Constitution and Bylaws of 1993, the association's president carried the title of executive director, while the chairman and vice chairman were designated president and vice president, respectively.

Capital Games

by Sarah E. Smith

IT WAS A DARK AND STORMY DAY WHEN, armed with my city map and an "attractions and tours guide," I ventured into our nation's capital on a mission: to discover and report on points of interest convenient to the Sheraton Washington Hotel, NRB 94's official home. Battling the steady drizzle of rain and what, on a spring day, would be called a gentle breeze, I traipsed around Dupont Circle in search of attractions worthy of attendees at this month's National Religious Broadcasters (NRB) Convention and Exposition.

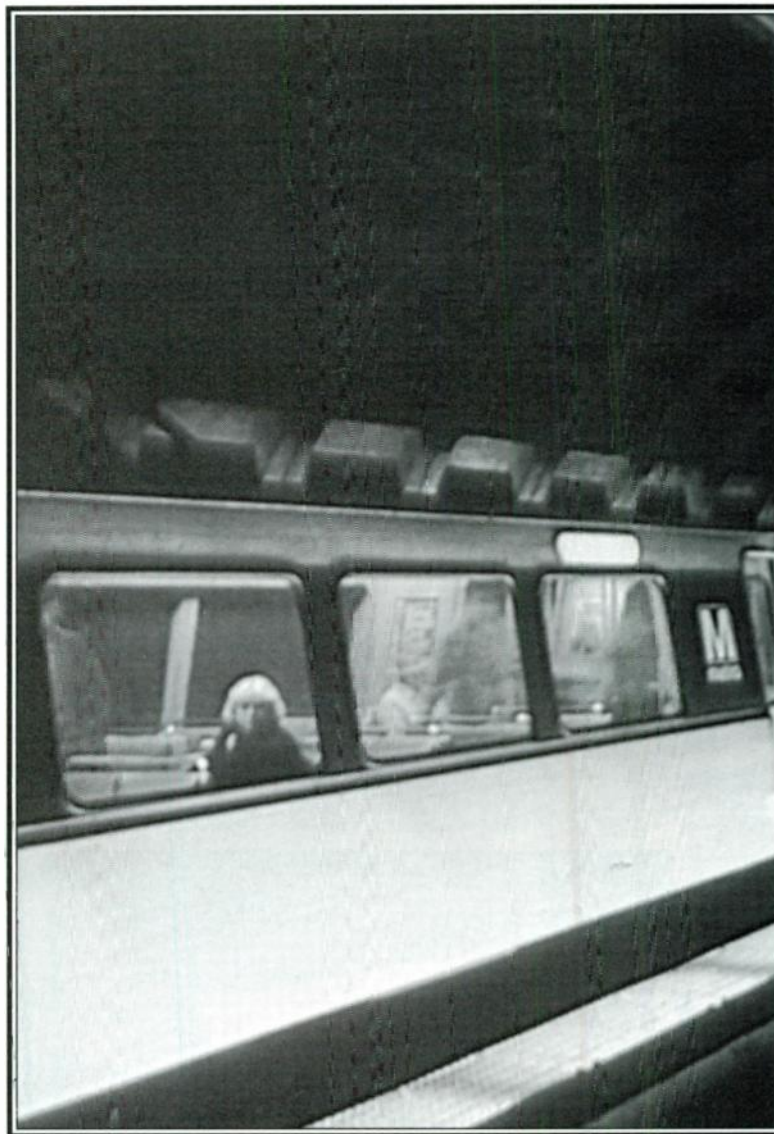
The results of that mission are thus presented in the following tour of sights not usually associated with Washington (no monuments on the Mall or Smithsonian museums) — The Phillips Collection, Textile Museum, Woodrow Wilson House Museum, and Anderson House, all of which are easily accessible by taking the Metro Red Line to Dupont Circle, one stop down from the hotel.

Braving a demonstration by men wearing turbans and shouting at the ambassador of an unidentified country across from its embassy (unnamed because I was not about to risk life or limb to get close enough to read the building's name plate), I personally visited four museums and rated each according to its worthiness of attention, with one star meaning "avoid under all circumstances" and four meaning "to be in Washington and not view this sight is a travesty of justice."

* * * * *

The Phillips Collection

Location: 1600 21st Street NW. **Open:** 10 a.m.-5 p.m., Monday-Saturday; noon-7 p.m., Sunday. **Time allowance:** 1-1 1/2 hours. **Tours:** Free introductory tours every Wednesday



Above: The Washington Metropolitan Area Transit Authority's Metrorail provides an inexpensive, convenient means of getting around the nation's capital and its Maryland and Virginia suburbs.

Right: The National Zoological Park has more than 5000 animals, including the giant panda Hsing-Hsing (a gift from China) and the New Amazonia, an exhibit with a 15,000-square-foot replica of a Brazilian rainforest habitat. Open from 8 a.m. to 6 p.m., the zoo is located approximately three blocks north of the Sheraton Washington Hotel.

and Saturday at 2 p.m. **Admission:** Weekdays, contributions requested; weekends, adults \$5, those over 62 and full-time students \$2.50.

Rating: Three stars — well worth the time for lovers of modern and Impressionist art.

Billed as "America's first museum of modern arts," the Phillips Collection features a renowned assemblage of 19th- and 20th-century paintings in the museum founder's townhouse and modern annex. Founded in 1921 by Duncan Phillips to exhibit the works of living artists against a backdrop of old masters, the permanent collection of over 2500 works of art contains many of the finest paintings of Renoir, Van Gogh, Picasso, Cezanne, O'Keeffe, Degas, Monet, Klee, and Prendergast.



By opening the museum in his family home, Phillips sought to create an intimate and comfortable setting in which to view art — what he called an atmosphere of “intimate contentment.” His influence is still seen today in the strategically placed chairs tastefully arranged in small rooms where various works are grouped by artist or style.

The museum has since maintained and expanded its programs with a schedule of special exhibitions, concerts, educational and community outreach programs, research, and conservation, making the Phillips Collection one of the best-loved museums in the world.

Some of the more impressive pieces on display for public viewing include Francisco Jose de Goya’s “Repentant Peter” (ca. 1820-24); Vincent Van Gogh’s “Orchard with Peach Tree in Blossom” (1888); Paul Cezanne’s “Self Portrait” (1878-80); Claude Monet’s “The Road to Vetheuil” (1879); Pierre Auguste Renoir’s “The Luncheon of the Boating Party” (1881); Pablo Picasso’s “The Blue Room” (1901); Hilaire-Germain-Edgar Degas’ “Dancers at the Bar” (ca. 1900); Paul Klee’s “Cathedral” (1924); Maurice Prendergast’s “Fantasy” (1917); and Georgia O’Keeffe’s “Ranches Church” (1930).

Simply gazing at Renoir’s large painting, a marvel of Impressionism, makes the visit worthwhile. Indeed, to visit the Phillips Collection is, in the words of Duncan Phillips, “To have won the artist’s point of view . . . acquir[ing] a resource within ourselves for resting our minds and souls with a complete change from our own affairs. . . . Art is part of the social purpose of the world and requires appreciation and the bonds of fellowship with all who understand.”

Textile Museum

Location: 2320 S Street NW. **Open:** 10 a.m.-5 p.m., Monday-Saturday; 1-5 p.m., Sunday. **Time allowance:** 1 hour. **Tours:** Guided tours available Wednesdays, Saturdays, and Sundays at 2 p.m. with group tours of four to 40 available with two-week advance reservation by calling (202) 483-0981. **Admission:** Donations requested. **Rating:** Three stars — for anyone remotely interested in

CONTINUED ON PAGE 22

CAPITAL GAMES . . .
CONTINUED FROM PAGE 21

viewing gorgeous examples of textiles from Japan and the Middle East.

Founded in 1925 by textile connoisseur and collector George Hewitt Myers, the museum's entrance building was designed by John Russell Pope in 1913 as a home for the Myers family. The Textile Museum's collections include over 12,600 handmade textiles and 1400 Oriental carpets dating from 3000 B.C. to the present, primarily from non-Western cultures.

Myers originally opened the museum with 275 rugs and 60 related textiles, and for 32 years, he continued to expand his collection. Today, 65 years since its founding, the Textile Museum is internationally renowned for its superb holdings, many of which are the finest of their kind in existence.

The museum presents six to eight exhibits each year covering man's achievements in the textile arts from ancient times to the present. Because long exposure to light is detrimental to the fragile make-up of the textiles, no permanent exhibitions of the museum's collections are on display.

Currently, the Textile Museum has three exhibits: "Beyond the Tanabata Bridge: A Textile Journey in Japan," "What is an Oriental Carpet?" and "Falcons and Flowers: Safavid Persian Textile Arts." In "Beyond the Tanabata Bridge," vibrant Japanese folk textiles

dominated by rich blue colors are explored through their significance to daily life in Japan from the late 1700s through the early 1900s.

The obvious mastery of techniques and the elegant, expressive designs of these garments, banners, futon covers, and other household furniture make the "folk" classification something of a misnomer. On loan from the Seattle Art Museum's collections, most of the pieces are on exhibit for the first time.

The mystery of Oriental carpets is explained in "What Is an Oriental Carpet?" This exhibition provides an easily accessible introduction to the remarkable art form by examining its aesthetic, structural, and cultural components. Sixteen carpets — dating from the 1600s to the 1900s — from Turkey, the Caucasus, Central Asia, India, and Iran are on display.

Among several unparalleled pieces in the exhibit from the museum's collection are an 18th-century Turkman main carpet and an early 17th-century Ushak carpet. Examples of how Oriental carpets are made, complete with a loom set up for you to try your hand at tying a Turkish knot, make this exhibit educational as well as interesting.

But the "Falcons and Flowers" exhibit is by far the most beautiful, with its examples of exquisite Persian carpets and woven silk tapestries. During the Safavid period in Iran (1501-1722), which became a golden age for textile arts, the Persian carpet evolved to its fully developed form, and woven silks and velvets reached the highest technical and aesthetic standards of all time.

With 22 Safavid Persian carpets, woven silks, and velvets from the museum and the Rosenborg Palace in Copenhagen, Denmark, this lavish display captures the exceptional court patronage of the arts during the reign of Shah Abbas (1588-1629). Four large velvet panels from Denmark are shown for the first time in the United States. The textiles on view express themes found in contemporary Persian poetry and painting: falconers with falcons and flowers on sinuous stems.

Woodrow Wilson House Museum

Location: 2340 S Street NW. **Open:** 10 a.m.- 4 p.m.,

Tuesday-Sunday.

Time allowance: 1-1

1/2 hours. **Tours:**

Included in admission

price. **Admission:**

Adults \$4, students

and senior citizens

\$2.50. Rating: Four

stars — touring this

elegant house is like

finding a time capsule

of Washington history

in the 1920s, even if

its former occupant

was a Democrat.

Home of

President (1913-21)

and Mrs. Woodrow

Wilson following their

White House years,

the Woodrow Wilson

House Museum con-

tains original furnis-

ings and decorative

arts depicting the life



The Woodrow Wilson House Museum, the home of President and Mrs. Wilson following their White House years, offers visitors an intimate look at America's 28th president and life in Washington during the 1920s.

and times of the couple. Scholar, educator, governor, statesman, and the only former president to retire in the nation's capital, Wilson moved to the Embassy Row section of Washington in 1921.

As the 28th president, Wilson expanded America's role in international affairs and brought the country into a position of prominence in world leadership by guiding the United States through World War I, as well as working to establish the League of Nations.

The house, designed by architect Waddy B. Wood, was purchased by the President in 1920 as a gift for his second wife, Edith Bolling Wilson. Here the Wilsons entertained prominent visitors, including David Lloyd George and Georges Clemenceau, read books from their extensive library (which Wilson later donated to the Library of Congress), and often went for rides through Rock Creek Park.

After her husband's death in 1924, Edith Wilson continued to reside in the house and carefully preserved its mementos and furnishings. Upon her death in 1961, she bequeathed

CONTINUED ON PAGE 24

People Like What They're Hearing...

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

Angela Hicks; Edmond, OK

"...I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*."

David Ingram; Ft. Smith, AR

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

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



Wanda Franz Ph.D.

Pro-Life Perspective

For more information please contact National Right to Life,
419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004, (202) 626-8817.

(Circle 163 on the Reader Service Card)

CAPITAL GAMES . . . CONTINUED FROM PAGE 22

the house and its contents to the National Trust for Historic Preservation.

Throughout the three-story house, each room affords a glimpse into the former president's life and household in the years following his presidency. Many of the gifts presented to President Wilson by dignitaries and other heads of state are on display; Wilson was one of the last presidents to take his gifts of state with him upon leaving the White House.

The museum also has special exhibits depicting various aspects of Wilson's life: now on display is Wilson's involvement in World War I and the League of Nations.



The majority of the capital's 150 foreign embassies are located along upper north-west Massachusetts Avenue. Many are housed in mansions once owned by Washington's social elite who lost their fortunes during the Great Depression and sold their homes to foreign legation.

Anderson House

Location: 2118 Massachusetts Avenue. **Open:** 1-4 p.m., Tuesday-Saturday. **Time allowance:** 45 minutes. **Tours:**

Guided one-hour tours available by advance arrangement for 20 or more by calling (202) 785-2040. **Admission:** Free. **Rating:** 2 stars — extremely ornate building designed with marble and high, scrolled ceilings perfect for the person who revels in opulent splendor.

Described as a magnificent mansion, the house was built between 1903-06 as the private residence of Ambassador and Mrs. Larz Anderson, and is now used as the national headquarters, museum, and research library of the Society of the Cincinnati,

whose membership consists of male descendants of Revolutionary War officers. Anderson, the U.S. ambassador to Japan

A Connecticut Avenue Feast

The good news regarding sustenance while you're in Washington is that a plethora of affordable dining options — all within easy walking distance of the Sheraton Washington Hotel — await you. The bad news is that with so many choices, you may end up spending your allotted meal-time just trying to decide where to go.

Dining near the Sheraton Washington Hotel is a snap — just go out to Connecticut Avenue, away from the National Zoo, and you'll find beaucoup restaurants for your eating pleasure. Most restaurants have their menus posted in the window for easy perusal



and decision-making based on cuisine and price.

Dining choices include an around-the-world panorama: Roy Rogers (fast food), Panda Gourmet (Chinese), Venice Pizzeria (Italian), Baskin-Robbins (ice cream), Dunkin' Donuts (doughnuts), Rajai Indian Cuisine (Indian), Tucson Cantina (Mexican), Woodley Cafe (American), Taste of India (Indian), Fortune Express (Oriental), Lebanese Tavern (Lebanese), Manhattan Market (American), Cafe Paradiso (Italian), and Thai Town (Thai).

Scarcity of selection is definitely not a problem in Washington, D.C., which has gradually earned itself a reputation as a great food town.

from 1912-13, was a member of the Society for 43 years, and after his death in 1937, his wife gave the house to the society for its permanent headquarters.

The Society of the Cincinnati provides a living link with the Revolutionary War and with the Constitutional Convention. Founded in 1783 by Continental officers, the society has three purposes for its establishment: to preserve the rights and liberties for which its founders fought, to promote the national honor and "dignity of the American Empire," and to reinforce the "cordial affection" among its members by providing aid and assistance to them and their families when needed.

The house contains furnishings from the Andersons' residency and is also a national museum of the American Revolution. Society member portraits by Gilbert Stuart, George Catlin, Ezra Ames, and other early American painters are on display as well as orderly books, personal letters and manuscripts, medals, swords, glass, silver, and china of historic importance.

The second floor is still furnished largely as it was in the years the Andersons occupied the house (1906-37). In the Drawing Room, paintings by Hoppner, Raeburn, and Reynolds from the 1700s are hung and a forest of "Jade Trees" from China and Japan grace the glittering French Salon. The Olmsted Gallery and State Dining Room offer examples of Brussels tapestries of the 17th century. French and Italian religious paintings, and numerous Oriental art objects.

* * * * *

In the late 1800s, Dupont Circle was Washington's most fashionable residential area. So, in between educational sessions and evening general sessions — or even before or after the convention — take the time to explore the bookstores, record stores, restaurants, and elegant Victorian-row houses, remembering the words of Lin Yutang, "If you can spend a perfectly useless afternoon in a perfectly useless manner, you have learned how to live."

Editor's note: Information for this article was taken from the following pamphlets: "Membership at The Phillips Collection," "Exhibitions, Programs, Guided Tours at the Textile Museum," "Woodrow Wilson House," "The Society of the Cincinnati and its Headquarters Anderson House," and "Washington, D.C. Attractions & Tours Guide."

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

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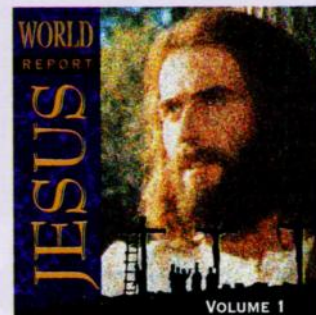
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Of Guides and Guideposts

NATIONAL RELIGIOUS BROADCASTERS (NRB) HAS CHRONICLED the old and the new — from the first religious broadcast to the billion-dollar industry of today — in two new volumes being released to mark the association's 50th anniversary in 1994.

This month, the 1994 *National Religious Broadcasters Directory of Religious Media* comes off the press, with a new name and expanded mission as the standard source for all Christian media including broadcast, film, print, and music. And at the National Religious Broadcasters Convention (NRB 94) in Washington, D.C., a special advance edition of *Air of Salvation* debuts as perhaps the most complete and colorful history of religious broadcasting yet written.

"Both are great tools for Christian broadcasters," explains Mark Ward Sr., NRB directory editor and author of *Air of Salvation*, which will be published as a Baker Book House tradepaper edition in June for the 1994 Christian Booksellers Association International Convention. And while the directory is intended for industry use, Ward points out that *Air of Salvation* [see excerpt] is "written for a popular audience, to give lay people an excitement and understanding for the ministry of Christian broadcasting."

Broadcasters can therefore help themselves, Ward believes, by getting *Air of Salvation* into the hands of their constituents. The volume is being designed not only for bookstore sales, but for use as a donor premium or listener giveaway. Its 256 pages and extensive photo section offer readers lasting quality, while its paperback price, with large discounts to broadcasters who buy books in quantity, makes it an affordable option.

According to NRB president Dr. Brandt Gustavson, the association is distributing an advance edition at nominal charge so broadcasters can review the volume and prepare for its June release. He adds that Baker Book House, in its general marketing campaign for *Air of Salvation*, is counting upon NRB member stations and program producers to schedule author interviews. These may be arranged, he says, by contacting either NRB headquarters or Baker Book House.

"When people read *Air of Salvation*, it's the kind of book that will fascinate and inspire them, and leave them saying how God has been at work in Christian broadcasting," Gustavson suggests. "Gospel [broadcasting] has been around for nearly 75 years, so people can take it for granted. *Air of Salvation* shows them how access to the airwaves has only been won, and can only be preserved today, through the diligence of every Christian."

Telling the Larger Story

No general history of Christian broadcasting has been published for 15 years, Gustavson says, since former NRB executive director Ben Armstrong authored





The Electric Church. "A lot has happened since then," he observes, "from the Moral Majority to Robertson for President. Or the terrible scandals of the late 1980s. And whole new areas of broadcasting such as cable and satellite, ethnic Gospel programming, and the emergence of major national Christian television networks."

Gustavson further explains that *Air of Salvation* differs from past volumes in one important respect. "The book is not organized by topic. Instead, it tells the story of Christian broadcasting as a single chronological narrative, something no other book has done. That way the book can read like a true story, yet organize the material so that the overall development of the industry is clear to the reader."

Air of Salvation uses the inspiring stories of individual broadcasters to illustrate the larger story of how the industry developed: how the first religious broadcast in 1921 was concocted by a corporation to sell radios; how Paul Rader started the first radio ministry after being roped into a publicity stunt by the mayor of Chicago; how Charles Fuller began modern syndication when the networks would only give time to religious liberals; or how Billy Graham refused to enter broadcasting unless God put \$25,000 in a shoebox by midnight.

The book recounts seven historical periods in religious broadcasting, then concludes with a provocative final chapter that charts the pattern of development of existing media, as a way to predict how religious broadcasters will use the new "interactive" media of tomorrow. "We hope that by chronicling the past, the book will be a guide — and a warning — for the future," Ward says, "showing how God has historically advanced Christian broadcasting, and what manner of men He has used."

Bringing the Industry Together

As an editor and writer, Ward brings 15 years' experience to the task of preparing *Air of Salvation* and the new *Directory of Religious Media*. Following ten years with national membership associations, he was for five years the publications manager of an international ministry, before joining NRB early last year. Altogether he has edited six magazines, authored more than 300 articles, and is a frequent speaker at Christian writers conferences.

Ward believes his background in print has helped not only in producing the 1994 *Directory of Religious Media*, but also in expanding the volume to cover Christian publishing and music, as well as broadcast and film media. "Today, religious broadcasting has increasing ties with publishing and music," he explains, "as each serves and reinforces the other. NRB believes an expanded *Directory* is needed to bring together all the facets of what is now becoming the larger Christian communications industry."

In addition to exhaustive sections on Christian broadcast, print, and music media, Ward cites several new *Directory* features designed to bring various segments of the industry together:

* **Radio and Television Stations.** Each section begins with an index that lists stations by Metropolitan Statistical Area (MSA) along with basic information: call letters, format, signal strength, and rates. Thus users can size up major markets "at a glance" in making their media buying decisions.

Information is also provided on stations which produce original local programming and seek talk show and interview guests, in order that Christian authors, artists, publishers, and ministry leaders may make contact with those stations. In addition, station listings — as well as listings of program producers and networks — include descriptions of any freelance creative services the organizations may need.

For 1994, NRB has made a special effort to solicit secular stations with an interest in selling air time for religious programs, providing sustaining time, or in booking Christian guests for their interview programs.

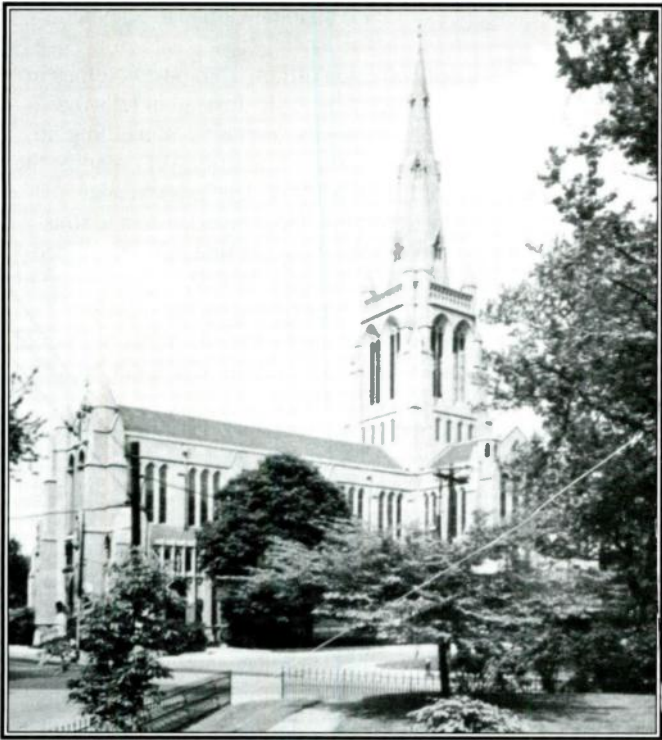
* **Periodicals.** The list has been edited to exclude publications that are chiefly in-house or promotional organs, producing instead a comprehensive listing of generally circulated national journals in the evangelical, denominational, mainstream, and Catholic traditions. Local and regional Christian newspapers, an exciting and growing field, are also included. Listings state whether publishers accept advertising, article submissions, and news releases, and to whom these materials should be sent.

CONTINUED ON PAGE 28

The Engineers Wore Choir Robes

An excerpt from *Air of Salvation*

By Mark Ward Sr.



The Rev. Lewis B. Whittemore was only a little bit nervous. It was only a normal Sunday evening vesper service, he told himself, even if it was the first Sunday of the New Year 1921. Of course, it was somewhat unusual for a junior associate to take the pulpit on such a significant date, especially at Calvary Episcopal Church. It ranked among the best known institutions in Pittsburgh, and the soaring Gothic Revival steeple was a city landmark. Yet the senior pastor had confidence in him, and Whittemore wanted to prove that trust was not misplaced.

Nevertheless, he admitted his own presence in the pulpit was not the only unusual thing about this service. At seminary, they had not prepared him for the two radio engineers, one Catholic and the other Jewish, who were setting up some odd-looking equipment in the front of the church. But the service must be as normal as possible — those were the senior pastor's instructions — so Whittemore dressed the engineers in choir robes and hoped for the best. If they could only stay quiet, and if those machines of theirs did not make too much noise, maybe everything would be all right.

From the look of the wires and tubes, not to mention the big, ungainly microphone on the pulpit, Whittemore admitted the senior pastor might be right. Maybe radio was just a passing fad.

Calvary Episcopal Church in Pittsburgh was the site of the first religious radio broadcast in the United States.

OF GUIDES . . .

CONTINUED FROM PAGE 27

*** Book Publishers.** An exhaustive list of evangelical, denominational, mainstream, and Catholic publishers has been assembled. To facilitate interaction, listings describe whom broadcasters should contact for manuscript submissions and for purchasing products to use as donor premiums or giveaways. Listings also state the types of book products published, and the audiences and topics each publisher serves.

*** Music Companies.** Among the hundreds listed, individual company descriptions state the types and formats of music recorded or published; whether demos from new artists are being accepted; and who the contacts are for submitting demos and making ministry purchases for premiums or giveaways.

*** Agencies and Suppliers.** The 1994 directory contains the largest listing ever presented. This year, the section begins with a master index in which company names are listed under the various products and services they provide. All agencies and suppliers, along with addresses, telephone numbers, and key contacts, are then conveniently listed in alphabetical order.

*** Religious Media Phonebook.** This unique feature allows any user to quickly locate telephone numbers without having to look up and thumb through individual listings in the main directory. Every organization and ministry is listed here in alphabetical order, along with phone number and reference to the directory section in which it is located.

In this way, users can instantly find phone numbers for: stations by call letters (with city and state provided); networks and group owners; program producers by ministry name; radio and

television programs by program name; program hosts; periodicals; book publishers; music companies; and agencies, service providers, and equipment suppliers and manufacturers.

In addition, the directory's front editorial section will feature — on the occasion of NRB's 50th year — perhaps the most comprehensive "Chronology of Religious Broadcasting" ever published, listing nearly 100 significant dates in the development of Christian radio and television. The chronology required some six months of research, Ward says, "but we believe it will greatly enhance the reference and keepsake value of the directory for its NRB Golden Anniversary Edition."

The 1994 *Directory of Religious Media* retails for \$69.95 but is available to NRB members at \$49.95, for a savings of \$20. A record number of copies were ordered prior to the Directory's publication, and copies of the 1994 Directory will be sold on site at NRB 94. Telephone, fax, or mail orders for the book can be handled at the association's national headquarters.

Moreover, the directory's distribution is being enlarged through marketing agreements with Tyndale House Publishers to reach the church and ministry market, and with Morgan-Rand, Inc., a leading secular directory publisher, to reach the library and institutional markets.

"With the 1994 directory," claims Gustavson, "we are breaking new ground in serving our members, the industry, and the greater Christian community. Even more than before, this will be the one tool you'll use every day, and the one resource you can't do without."^{RB}

And anyway, how could the hookup work when the radio station was nearly ten miles from the church? He couldn't blame the pastor for taking the night off, especially after the busy Christmas season. This radio business was all a bunch of advertising hype. The management at KDKA just wanted another marketing triumph by broadcasting the "first" radio church service.

Whittemore remembered when the matter first came up. It started, like a lot of other troubles, with the church choir. One of the men was an engineer for Westinghouse, the company that owned KDKA. The station had been in regular operation for only two months. But what a start! When KDKA came on the air to broadcast returns of the Harding-Cox presidential election, fewer than a thousand radio operators across the country could pick it up. The program itself originated from a hastily rigged, makeshift studio. But the broadcast created a national sensation, almost as much as the election itself. Newspaper editorials were calling it the beginning of a new era.

However, KDKA had competition. Most observers gave the station credit for being the first to offer regularly scheduled broadcasts. But that didn't stop WWJ of Detroit from claiming it started more than two months earlier. And WBZ of Springfield (later Boston), Mass., was aiming by September to be the first station licensed for regular broadcasting by the Department of Commerce. The University of Wisconsin also claimed the nation's "first" broadcast station, since its operation had grown from an experimental station established in 1915, a year before the predecessor of KDKA began tested transmissions.

So KDKA was in a race, and scoring "first" was part of the Westinghouse marketing plan. The giant electrical company, aware that most radio sets then in use were amateur jobs built at home, wanted to drum up demand for its ready-made models. Regular broadcasts over KDKA were the basis of its strategy, and creating public excitement about new programs was the key to finding an audience.

Whittemore had already heard the announcements, urging listeners to start the new year on January 2 with the inspiration of a Sunday vespers service. They made it sound like a big event. But of course, he was under orders to handle things just like a normal evening service.

And that's what Whittemore did. Once the music started and he could concentrate his attention on the service, the big microphone on the pulpit and the two engineers in choir robes weren't so bad. Even the radio equipment was quiet enough. The congregation did not seem to mind, but took everything in stride. When it was over, KDKA said the hookup worked fine. Later the station said response was so favorable they wanted to make Calvary Episcopal a regular Sunday night feature. Imagine that!

Of course, Whittemore knew he was just filling in. He wasn't surprised to learn the senior pastor would be resuming the pulpit in the future. After all, Sunday services should be kept as normal as possible.

Mark Ward Sr. is editor of the *Directory of Religious Media* and author of *Air of Salvation*.

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I Will Pour You Out a Blessing

by Elizabeth J. Guetschow

Bring ye all the tithes into the storehouse . . . and prove me now herewith, saith the Lord of hosts, if I will not open you the windows of heaven and pour you out a blessing, that there shall not be room enough to receive it.”

— Malachi 3:10

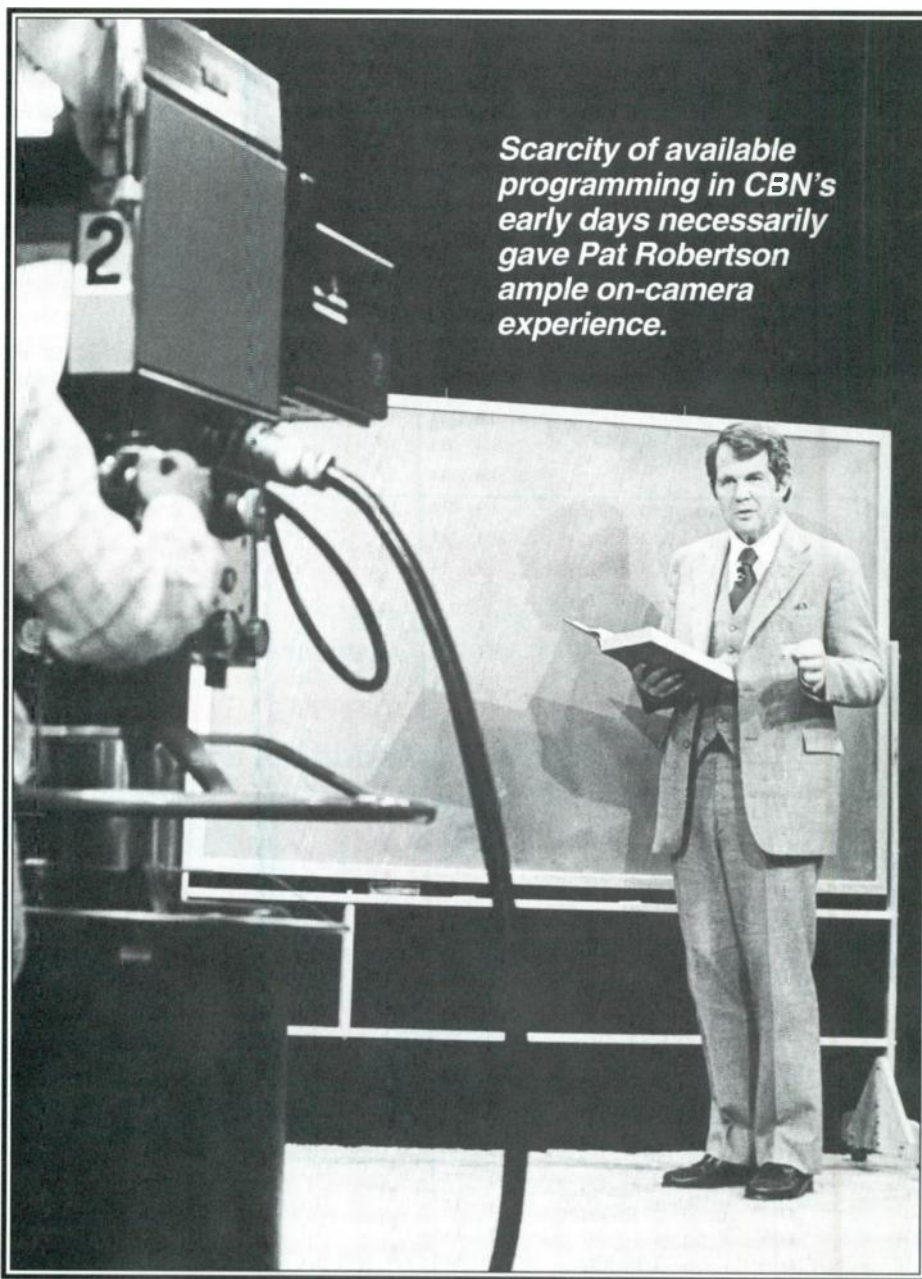
This is the story — albeit a necessarily condensed, selective version — of The Christian Broadcasting Network, Inc., the first Christian television network in the United States and, today, the largest television ministry in the world. It is also the story of Pat Robertson, CBN's founder and chairman, whose influence within the religious broadcasting industry few can deny.

But this is not the story of grand, immediate achievements. Contrary to what secular society — and even a few of CBN's partners in religious broadcasting — might see as a tale of success which bears little resemblance to what the industry is really about, the CBN story is not one of some prodigious leap from a \$70-dream to a multimillion-dollar reality. Rather it is a story like most of those written by the Author of life, a story of minute-by-minute uncertainty, of steps forward and, sometimes, of steps back, of wisdom provided, needs supplied, help sent, and contacts established.

It is a story of endings one day, beginnings the next, and of God asking those who love Him for faith during the night in between.

There Must Be Something More

It was, not atypically, during a season of discontent that God first began to reveal His direction for Pat Robertson's life. At the time, Robertson and his wife, Dede, were living in a chauffeur's cottage on an estate overlooking the New York Harbor — the perfect setting, they



Scarcity of available programming in CBN's early days necessarily gave Pat Robertson ample on-camera experience.

thought, for the sophisticated, jet-setting life they hoped to lead.

But, as Robertson recounts in his autobiography, *Shout It from the House-tops*, the lifestyle he had once considered ideal was without fulfillment. Inter-

persed, though, throughout those recurrent feelings of emptiness was a strange certainty: *God has a plan for your life.*

Robertson credits his mother, Gladys Churchill Robertson, for providing a connection to life's deeper meaning, and so,

having informed his wife that he believed God wanted him in the ministry, he awaited his mother's jubilant reaction. What he got was a lesson in total surrender, for his mother informed him that he could not truly be a minister of Jesus Christ if he did not actually, personally know Jesus Christ.

And come to such a knowledge he did after some time, which eventually led him to New York Theological Seminary. But it wasn't until a former classmate

ate the history of The Christian Broadcasting Network. And with this first example, a formula of faith and prayer, of seeking God and waiting for doors to open and others to close, and of finally taking action developed. It was a formula from which Robertson seldom wavered, and when he did, it was one to which he always returned.

Convinced that God was indeed in the notion of buying the Portsmouth station, Robertson moved his family to the

Bright, the station's owner, was an exercise in resoluteness, with Bright listening incredulously as Robertson informed him of God's terms and the price He had established. Ultimately, though, Bright could do little more than concede that Robertson's Boss was quite a businessman. And Pat Robertson could do little more than agree.

Step by Tiny Step

Those who dismiss the CBN story as



Pat and Dede Robertson and CBN directors Harald Bredesen, Bob Slosser, and S. Tucker Yates participate in ground breaking ceremonies for a new world communications center on June 5, 1976.



During The 700 Club's early days, Pat Robertson and co-host Henry Harrison share a moment of prayer, a practice which is still central to the daily life of The Christian Broadcasting Network.

wrote him about a defunct television station in Portsmouth, Va., that Pat Robertson — who didn't even own a television set — began to catch a glimpse of what God would eventually do.

Bits and Pieces of Grace

George Lauderdale, Robertson's classmate, was quite confident that God would take care of the small details involved in purchasing and running a television station — details like the station's \$300,000 supposed worth and the programming it would eventually air. At that point in his life, however, such reality-detached confidence was new to Robertson.

Nonetheless, he found himself asking the Lord for a figure which would indicate that buying the station was indeed what He willed. The \$37,000 price Robertson "received" was, to be sure, significantly less than the original \$300,000 figure, but the amount was still a practical impossibility for the penniless Robertsons.

Thus began the first of many instances of achieving the impossible, instances which would regularly punctu-

area which was, at the time, little more than a spiritual wasteland, gripped by demon power and billed as the psychic capital of the world.

The Robertsons' first visit to the station they hoped to buy offered yet another opportunity to look beyond reality toward a bright vision of what could be. The couple found "their" station in total disrepair, vandalized beyond belief, though they would later recognize God's perfect protection in the midst of destruction, for the most expensive elements of the station — the transmitter and the live camera — stood unharmed.

As he awaited a meeting with the station's owner (a period of time during which the Robertson family regularly dined on soybeans provided by a local farmer, who had never figured them for human consumption), Robertson decided to enlist the prayer support of local believers, saturating the Tidewater, Va., area with cards requesting prayer for wisdom, God's blessing, favor with the Federal Communications Commission (FCC), and, eventually, a nationwide radio and television ministry.

Robertson's first meeting with Tim

unrelated to the struggles daily fought by most Christian broadcasters would do well to consider the painstakingly slow, often uncertain journey which brought the first segment of Robertson's dream to fruition.

Agreeing on a price and terms with Tim Bright was one in a series of hurdles Robertson would encounter before that first broadcast, the greatest of which was raising the initial \$37,000. In fact, the strain of accomplishing that goal would, at one point, bring Robertson to issue God an ultimatum: provide absolute proof that a television ministry was divinely ordained or release his family from the life of despair and intense poverty it found itself living.

And thus Robertson realized an important lesson, one he believes all broadcasters must realize: without absolute blessing from God, a television ministry cannot survive and neither can those involved with it.

God responded to Robertson's "request" with confirmation, and Robertson moved on to the next hurdle:

CONTINUED ON PAGE 32

I WILL . . . CONTINUED FROM PAGE 31

dealing with the station's \$40,000 debt to the Radio Corporation of America (RCA). Here, Robertson gained some wisdom about God's timing, recognizing that God sometimes closes one promising door in order that He might open a better one. In the case of RCA, the company turned down Robertson's offer of \$22,000 to cover the station's debt but later accepted an offer of \$11,000 — exactly half the amount Robertson originally — desperately — hoped it would agree to.

Having established a plan to clear his station, which the novice broadcaster had decided would be called WTFC (Television for Christ), of its indebtedness, Robertson began the process of raising the money owed RCA. This time, the funds came via an arrangement with the manager of a local FM station, who wanted to rent space on WTFC's antenna and who offered, as part of the agreement, to turn over the station's facilities and equipment after its planned relocation.

It was against this backdrop of relative prosperity and encouragement that Robertson came to understand the danger of moving ahead of God. Needing a \$31,000 commitment to convince the FCC of the station's viability, Robertson entered into what appeared to be a God-sent relationship with a wealthy businessman who expressed a desire to assist Robertson.

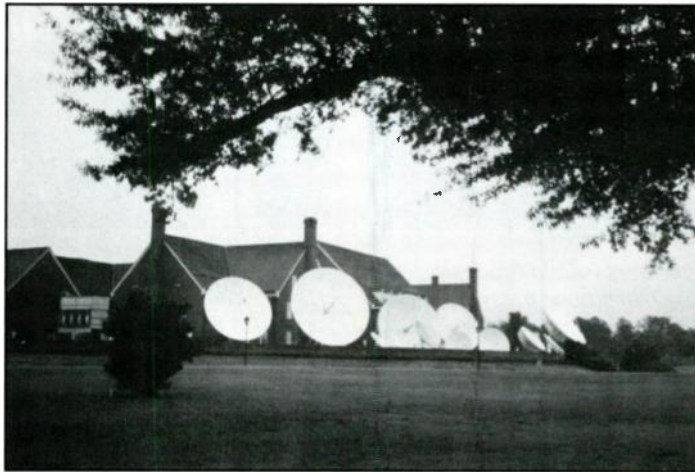
Later, when Robertson realized that the man actually expected total control of the station — and after his "benefactor" declared their contract agreement dead because Robertson had put up partitions at the station without consulting him — Robertson gleaned another bit of wisdom. This piece was delivered by his wife, who reminded him that operating alongside one wealthy supporter would likely have shut off the prayer and financial support of thousands of area residents and, more significantly, would have been contrary to God's apparent will that His children live by faith every moment.

Sometimes Forward, Sometimes Back

Though relieved to be free from what he knew would have been a detrimental

association, Robertson was forced to admit that all potential sources of revenue had seemingly been exhausted. And so, the lessons he had learned and the miracles he had witnessed notwithstanding, Robertson again found himself questioning God's blessing on his vision of a television ministry.

In the midst of continued financial strain, and following a walk-out by the station's engineer and discrimination against the family by a local congregation, Robertson made a decision: sell the station and get out of the television ministry business. His decision might have meant the end of the CBN story had his fellow board members — men who had supported the station and Robertson's dream from the beginning — not rejected their friend's "plan."



The CBN journey has taken the organization from a Portsmouth, Va., station with broken windows and a rotting front door to its current state-of-the-art facilities.

Others in the community rejected it as well, writing letters to the editor urging Christians to stand behind Robertson and his dream and, in one instance, sending a promise of financial support via a telegram which was signed only, "A Repentant Procrastinator."

In the end — or perhaps it was really in the beginning — Robertson glimpsed another truth: that he could not be used of God until he had totally died to his own motives and pride and until he allowed God to carry the burden of that which He had ordained.

Soon thereafter, God began to supply a staff for the station. With an October 1961 on-air goal, Robertson also set out to find a new name for his dream, having been advised that WTFC was already in use. Weeks later, the name approved by the FCC was WYAH, for *Yahweh*, meaning "He who causes everything to be."

And on October 1, 1961, just two hours after receiving the final money needed to pay off its debt to RCA, Pat Robertson stood in front of a cardboard cross and, praying, went on the air.

Most who have since heard the story of WYAH's first broadcast know about the two equipment failures and about how the film got stuck in the projector. But they also know that on that day, The Christian Broadcasting Network was born.

No Comfort Allowed

In the more than 32 years since that first broadcast, the lessons, struggles, and triumphs leading up to it have been revisited again and again by Robertson and by those who have made the journey with him. And that journey yet continues.

"We see our mission as servants of the King Jesus to the world about the King's message," says Michael Little, CBN's newly appointed president and chief operating officer. Indeed, the process of fulfilling that mission has inarguably made The Christian Broadcasting Network the most visible broadcasting entity in the world.

Today, the CBN/Pat Robertson (for separating the two is difficult) umbrella covers such broadcasting institutions as *The 700 Club*, an outgrowth of a 1963 telethon during which Robertson asked 700 viewers to pledge \$10 a month, and The Family Channel, a commercial cable

network founded by Robertson in 1981 which provides family-oriented programming to more than 55 million cable subscribers.

Robertson's vision has also expanded to include such diverse enterprises as:
* The Founder's Inn and Conference Center, a four-diamond hotel and conference center which daily earns its reputation for extraordinary hospitality and which has brought healing and renewal to guests through such events as marriage seminars and its annual Vietnam Veterans Conference.

* *Heads Up*, a literacy program which recently sponsored a campaign to elevate the state of Mississippi from the bottom of national literacy rankings to the top.

* Operation Blessing, CBN's

CONTINUED ON PAGE 34

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■ Speakers are accomplished professionals working with media ministries and the fundraising community.

■ 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 noon on Friday, January 28, and end by noon on Saturday, January 29.

■ Registration is \$129 in advance or \$159 at the door.


Many Christian broadcasters and stations have experienced a decrease in donations. But there are strategies and actions which will help restore donor confidence and giving.

The CSA seminar will share these strategies and the experiences of ministries who have seen increases in donor support.

I know it will be a valuable experience for you, and I urge you to attend.

David W. Clark, Ph.D.
President, National Religious Broadcasters and KMC Media, Inc.

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humanitarian arm which has, in conjunction with other relief organizations, distributed more than \$364 million to the needy in the United States and overseas since its inception in 1978.

* Regent University, a fully accredited graduate school with an enrollment of more than 1300 students from the United States and 44 countries around the world.

* NorthStar Entertainment Group, which began in the late 1980s as an in-house production facility and which has since released several award-winning productions.

* The American Center for Law and Justice, a pro-life, pro-liberty, pro-family public interest law firm whose staff of 14 lawyers has won every case it has argued before the United States Supreme Court.

* The Christian Coalition, a political lobbying group currently claiming more than 850 chapters and 450,000 members.

* Home Entertainment Network, which provides free programming to independent television stations airing *The 700 Club* and which has as its vision a co-op of commercially licensed Christian broadcasters bringing new life and vitality to Christian-oriented television broadcasting.

"We've got to get away from the easy path, which too often is boring, and show the truth, which is challenging. [And] I think we have to find more creative, bold ways," says Little, adding that simply proclaiming the Gospel does not necessarily mean people are being reached. "It's too easy to think, 'We've got the greatest message, so they'll come to us.'"

From the start, CBN has emphasized creativity and boldness in its programming. In the summer of 1968, Robertson hired Scott Ross, a former drug addict, to direct programming for teenagers. Realizing that area youth could not be reached without innovation and programming relevant to their culture, Robertson allowed Ross to bring in a rock combo from the drug scene on Virginia Beach and to put them on television. As the group played and the camera focused in on their faces, Ross presented the Gospel message in youth-sensitive language.

CBN also produced what it touts as perhaps the most-watched religious television program special in broadcast history, *Don't Ask Me, Ask God*, which used dramatic vignettes and commentary to share God's answers, through His word,

to America's questions.

Even *The 700 Club*, which enjoys a rather comfortable position as one of the longest-running television programs in broadcast history, continues to demonstrate a commitment to relevance and boldness. In 1992, CBN News provided live coverage from both the Democratic and Republican national conventions. Viewers also witnessed reports on religious liberty violations and were exposed to the dangers of the RU-486 abortion pill in a special series from France.

Where From Here?

Perhaps no phrase better capsulizes CBN's vision for tomorrow than *international outreach*. "I'm challenging my fellow broadcasters to really have a world vision," says Little, who notes that all

*We think just because
we have a frequency
or a broadcast,
we're impacting
our community.
We're not hard enough
on ourselves.*

Christian broadcast ministries, regardless of size, can reach out to people "who've never had a living, real manifestation of Christianity."

Little, who is a member of the National Religious Broadcasters board of directors, explains that radio stations can, for example, adopt an unreached people group, help plant a church in a former Communist country, or support a pastor overseas. Little's passion for international ministry is perhaps best explained by the thick stack of worn envelopes he keeps in his office containing the letters of people who have been touched by CBN's international programming.

For all it has already accomplished, this international emphasis is an indication that CBN is not resting on its laurels. *The International 700 Club* airs five days a week with Christian ministry and teaching and a package of news, information, entertainment, and inspiration. CBN International has dubbed *Superbook*, its popular animated series, and *The Flying House* into German, Japanese, Russian, Spanish, Arabic, and French.

The Russian government recently

began broadcasting *Superbook* over the entire country's television network, reaching a potential audience of more than 200 million people. And Middle East Television, a CBN-owned station in Southern Lebanon, celebrated its 10th year of broadcasting the Gospel to the Mideast in 1992. It is somehow ironic that, following the installation of cable television in most of Israel, the salvation message is now being seen and heard for the first time ever in some parts of the Holy Land.

Impacting Where We Are

If The Christian Broadcasting Network, as represented by Little, has any other overriding burden, it would seemingly be for the local community. This, however, is a burden Little believes all Christian broadcasters must share.

"We think just because we have a frequency or a broadcast, we're impacting our community. We're not hard enough on ourselves," Little says, asserting that any "gap in our service is what should challenge us."

Calling for "more creativity, more boldness, rooted in the heart of a servant," Little stresses, in particular, a need for broadcasters to develop relationships with local churches. "We're not pro-active enough toward the local church," he says. "We have a lot we can do, and it's not all in selling them more time. We say we're helping the community, but I believe people are most built up and strengthened by the local church."

Little does not view the station-church relationship merely as a nicety; in his view, it is a necessity. "I'd like to see a greater commitment to unity," he says, noting that the current anti-Christian climate facing all believers is not likely to fade away any time soon. "We have to find ways, in humility, that we can agree with each other."

Those who view The Christian Broadcasting Network as an entity entirely apart from the reality most Christian broadcasters face daily may dismiss this call to unity. But in doing so, they miss the point of the CBN story, for while The Christian Broadcasting Network tapestry is indeed unique, the strands woven into it — faith, prayer, hope, commitment, integrity — are found throughout the larger work of Christian broadcasting which God has designed, beautifully and wisely, for His purpose.

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

A black and white photograph of a man in a dark suit, a striped shirt, and a dark tie. His face is obscured by a large, semi-transparent grey oval. The background is a dark, textured wall.

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by Sue Bahner

MENTION NATIONAL Religious Broadcasters (NRB) to your average industry involvee, ask them what comes to mind, and you're likely to hear one phrase: the convention. Indeed, NRB's annual gathering does much to summarize what the organization is about. But across the country, at meetings equally important and with the support of those devoted to religious broadcasting, NRB's regional chapters play a crucial role in the organization's work in the United States and around the world.

Attending a regional chapter meeting was my personal introduction to NRB. There, the warmth of the fellowship combined with practical help from the workshops provided a strong base of support and friendship which remains to this day.

A New Attitude

I looked up the word "chapter" in the dictionary and discovered that, after the primary definition of "a main division of a book," the next definition was "the regular meeting of the canons of a cathedral or collegiate church, or of the members of a religious house." In spite of the staid gathering one might picture based on that definition, I had always regarded our chapter meetings as pleasant working interludes.

Further dictionary delving brought me to the conclusion that the NRB chapters, as we know them today, do indeed match up with the latter half of the above definition, inasmuch as "a religious house" would be a wonderful way to define those of like faith who are part of National Religious Broadcasters.

Today, six chapters function under the jurisdiction of the national office. These include the Eastern, Western, Southwestern, Midwestern, Southeastern, and Hispanic Caribbean. These chapters hold individual conventions throughout the year, and are designed to be geographically accessible for broadcasters across the country.

In addition to the peer fellowship they facilitate, the chapter meetings offer opportunities to learn from and participate in various workshops. For broadcasters

A Time Apart



Sue Bahner presents Robert Straton of Walter Bennett Communications with the Percy Award at the 1993 Eastern Chapter convention, held in North East, Md. The award is named in honor of broadcasting pioneer Percy Crawford.

who are often asked to speak at such industry events, chapter conventions offer the chance to simply come as delegates. Finally, the chapter conventions occasionally draw in that most important segment of the religious broadcasting industry — the audience — through community-accessible events such as concerts or special sessions.

A Cooperative Venture

Most who attend the regional meetings would not consider missing NRB's national convention. NRB 94 will see thousands of delegates descending upon Washington, D.C., and the Sheraton

Washington Hotel for four days of general sessions, workshops, receptions, and meal functions.

At these national conventions, the speakers edify, the musicians inspire, the workshops provide new "how-to" insights, and the meals offer unparalleled fellowship opportunities. Attendees return home, pleased to have participated . . . but perhaps wishing they had been able to spend more time with other delegates or to have slowed the pace just a little.

And therein lies the beauty of the chapters, which are like miniature conventions with similar dynamics. It is at the chapter level that the novice broadcaster or station owner and the seasoned professional can interact with each other and come away refreshed from this time apart from their daily responsibilities.

Being in possession of some minutes from the October 9, 1967 meeting of the Eastern Chapter, I was fascinated to read the names of some who had participated there — Paul Hollinger, Alex Leonovich, Robert Straton — men who are still active in NRB and in the Eastern chapter today. (It is also interesting to note that the cost for registration was \$5 per person, and the cost for the banquet only, featuring pot roast, was \$3.50! Although prices have admittedly increased, it is still possible to enjoy the benefits of the national convention on a regional scale for a very reasonable cost.)

Plans are being made right now for 1994's cycle of chapter meetings. I would encourage

you to contact the chairman of your regional chapter (see accompanying list) and ask to be placed on the chapter mailing list.

If you are able to attend a regional meeting, you will have the chance to meet new people, greet familiar friends, and return to your place of service relaxed, refreshed, and rewarded.

Sue Bahner is the station manager of WDCW-AM/Syracuse, N.Y., NRB second vice chairman, and the NRB executive committee liaison to the chapters.

CONTINUED ON PAGE 38

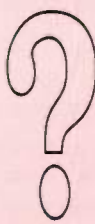
NATIONAL RELIGIOUS BROADCASTERS

COMPREHENSIVE BENEFIT PLAN



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

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



Are Your Group Health Insurance Costs Out Of Control?

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

FINANCIAL STABILITY

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

FLEXIBILITY

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

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SUPERIOR SERVICE

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

NATIONAL HEALTH CARE

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

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

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NRB Chapter Chairmen



Al Sanders, speaker at the 1993 Southeastern Regional convention, and his wife, Margaret, enjoy one of the meal functions at the chapter's Clearwater, Fla., meeting.

Eastern Chapter — Steve Cross, WABS Radio, 5545 Lee Highway, Arlington, VA 22207, (703) 534-2000.

Southeastern Chapter — Dick Florence, WKES Radio, Box 8888, St. Petersburg, FL 33738, (813) 391-9994.

Midwestern Chapter — John Maddex, Moody Broadcasting Network, 820 North LaSalle Drive, Chicago, IL 60610, (312) 329-2041.

Southwestern Chapter — Phil French, Mid-America Gospel Radio, 1817 North Third Street, Suite 202, Phoenix, AZ 85004, (602) 254-5333.

Western Chapter — Mike Trout, Focus on the Family, 8605 Explorer Drive, Colorado Springs, CO 80920, (719) 531-3344.

Hispanic Caribbean Chapter — Luis Vazquez-Elias, LEVE Enterprises,

P.O. Box 363542, San Juan, PR 00936-3542, (809) 753-6490.



Gene Getz of Renewal Ministries autographs books with associate Mike Gendron at the NRB Southwestern chapter convention.

Religious Broadcasting Back Issue and Reprint List

Religious Broadcasting now has available an updated list of back issues from 1983 to the present. The chronological list is organized by year and month and provides author names and article titles for each issue.

Where available, entire issues may be purchased for the following rates: one copy — \$3.00 each; 2-10 copies — \$2.00 each; 11-50 copies, \$1.50 each; more than 50 copies, \$1.00 each. Photocopies of articles from issues in limited supply may be purchased individually for \$1.00 each.

Religious Broadcasting's thematic back issue list is organized according to prevalent themes covered since January 1983 and provides article titles, author names, and issue dates.

Themes identified include:

- * audience
- * finance
- * government
- * industry (news about, comments on, events in, etc.)
- * international

- * management
- * marketing
- * outreach
- * programming
- * radio
- * social issues
- * technology
- * television
- * youth/education

Copies of both the chronological and thematic back issue lists — either entire lists or portions thereof — will be mailed or faxed upon request. Please direct list requests, back issue orders, and general questions regarding either to: Elizabeth Guetschow, *Religious Broadcasting* associate editor; 7839 Ashton Ave., Manassas, VA, 22110; (703) 330-7000; fax (703) 330-7100. Payment (check or credit card) must be received before orders are shipped. All prices include shipping and handling.

Clarification

In the October 1993 issue of *Religious Broadcasting* magazine (pages 20-22), associate editor Elizabeth Guetschow reported on the work of CDR Communications, Inc., a full-service television production and advertising agency located in Burke, Va. Based on information provided by CDR and verified during an on-site interview with mem-

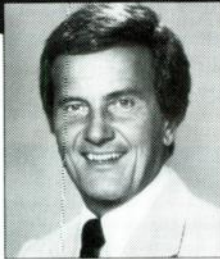
bers of the agency's staff, the piece, entitled "A Quiet Kind of Excellence," listed American Life League as a satisfied client of CDR.

At the time of the article's composition, American Life League, Inc., was a CDR client. However, American Life League ceased to be a CDR client on August 10, 1993.

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TIME TO VISIT
THE LAND OF THE BIBLE.”** – Pat Boone



Jerusalem, Mount of Olives



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

Hope to see you soon. *Love, Israel*

Trade Talk

Airwave News

HOUSTON — Three new stations have signed on with Morningstar Radio Network (MRN): Salem Communications' WPHY-AM/Philadelphia with primarily talk/teaching and MRN's Don Burns and Paul Baker hosting AC music shifts during mid-mornings and overnights; KKCQ-FM/Fosston, Minn.-Grand Forks, N.D., with MRN's pure AC format 16 hours daily; and KHCA-FM/Manhattan, Kan., with Burns heard mid-mornings and MRN's music Sunday afternoons.

FREEPORT, Maine — Listener-supported WMSJ-FM successfully concluded its first sharathon fund raiser October 19. The three-month old Morningstar Radio Network affiliate retained Share Media in Shakopee, Minn., to produce the two-day live event. The station raised \$41,000, one thousand more than its goal.

OKLAHOMA CITY — KQCV-AM/Oklahoma City received authority from the Federal Communications Commission to broadcast ten times more power and to operate 24 hours a day effective October 29. With the power increase, KQCV's new signal reaches all of central Oklahoma and from Wichita, Kan., to the Texas border. Part of the Bott Radio Network, the station broadcasts Bible teaching and Christian news/information programming.

CLEVELAND, Tenn. — On November 1, *Got A Minute For Your Family?* debuted over 50 Christian radio stations from coast to coast. The 60-second daily program is hosted by Dr. Kay Kuzma, a noted child development specialist, author, speaker, and radio personality. Kuzma, who is president of Family Matters based in Chattanooga, focuses primarily on parenting topics each day.

CHAMPAIGN, Ill. — WBGL-FM/Champaign beat its own record by finishing Breakthrough '93, its fall fund raiser, in just 12 hours and 37 minutes. The non-commercial station, which relies on listeners for financial support, reached its goal of \$28,500 24 hours early. The time broke Breakthrough '91's record of finishing two hours early.

LOS ANGELES — IDB Broadcast, the domestic and international radio/television transmission services unit of IDB Commu-

nications Group, Inc., announced a new, one-year agreement in November with Country Music Television (CMT) for transmission services to Europe. IDB has been providing these services to CMT since November 1992. Under the new agreement, IDB provides full-time service to CMT by transmitting their programming from the CMT master control center in Nashville, Tenn., to Staten Island, N.Y. From New York, the 24-hour programming is uplinked to customer-provided transponder space on Intelsat 332.5° AOR.

EVANSVILLE, Ind. — Listener-supported WBGW-FM/Evansville successfully concluded its fourth sharathon on September 15. The three-day live event was produced by Share Media in Shakopee, Minn. The goal of \$130,000 was exceeded by nearly \$20,000, with the additional money earmarked for station expansion.

Awards

ROCHELLE PARK, N.J. — *Powerock* received the 1993 Cape Award for Best Television Series — Religious from the New Jersey cable television industry at its 10th annual award ceremony. *Powerock*, which is hosted and produced by Steven Planata and directed by Paul Bruker, is a contemporary Christian music video program in its ninth season and is cablecast over the Cable Television Network of New Jersey.

AKRON, Ohio — InfoCision Management Corporation was named the 1993 Gold Winner of the MVP (Marketing Via Phone) Quality Award by *Telemarketing* magazine. The MVP Quality Award was created to recognize the industry's highest quality telemarketing company.

BROADWAY, Va. — Jim Snavely of WBTX-AM/Broadway was recently presented the DJ of the Year Award for Class A radio stations (determined by the size of city of license) by Showcase Media at the recent National Quartet Convention in Nashville, Tenn. As music director, Snavely determines which southern gospel songs are featured on WBTX and creates a weekly chart, which is faxed to music industry

magazines and various music promotion agencies.

Music News

NASHVILLE, Tenn. — A new trade association, the Christian Music Trade Association (CMTA), was formed in September in order to meet the increasing needs of the gospel/contemporary Christian music industry. The announcement came after a year-long strategic planning process conducted by the Gospel Music Association, which has long seen the need for a trade association. CMTA will work primarily to increase growth in the Christian music industry, conduct studies, and undertake projects which will be supported by member companies.

NASHVILLE, Tenn. — Christian recording artist Amy Grant, who has won multiple Grammy and Dove Awards, will host the 25th Annual Dove Awards on April 28 at the Grand Ole Opry in Nashville. On this special silver anniversary of the awards, the Family Channel will once again carry the telecast live.

News Briefs

BRANSON, Mo. — During the past two years, 1523 people from 45 states and three foreign countries have traveled to the former Soviet Union with Revival Fires Ministry to conduct Gospel programs and distribute Bibles in Russian schools, colleges, prisons, hospitals, and city-wide crusades. In its two-year Russian Report, Revival Fires announced over 1.5 million New Testaments were distributed by its teams in Russia, 25 new congregations started, one Bible training school organized, city-wide cru-



Gen. Vaycheslav Borisov (left), Cecil Todd, singer Dana Talley, Col. Michail Kuznesov, and Col. Eugene Ivanovich gather for a photo after Todd spoke at a military academy near Moscow in September.

sades conducted in 55 cities, and over 25,000 believers accepted Christ.

GREEN LAKE, Wis. — At a special meeting September 17, the directors of the American Baptist Assembly elected by unanimous vote Kenneth Giacoletto as its next president. Giacoletto, who is the former treasurer of the American Baptist Churches of the Pacific Southwest, will succeed Paul LaDue, who retires this spring after serving as president since 1982.

HOLLYWOOD, Calif. — CBS will bring Christian author Catherine Marshall's novel *Christy* to primetime this month. The weekly drama about a Christian schoolteacher in the Appalachians will focus on Christy's search for a purpose in her life.

Obituaries

DALLAS — Raye Nell Thomas, former member-at-large for the National Religious Broadcasters Southwestern Chapter, died November 13 at 64 of unknown causes.

Thomas, who was the general manager of KVT T-FM/Dallas, had a special gift for recruiting people for the southwest regional conventions, according to chapter president Phil French. Her husband, Eldred, owns Christian radio and television stations in Texas.



Raye Nell Thomas

TITUSVILLE, Fla. — Katherine Welty Jones, wife of HCJB co-founder Clarence Jones, died October 7 after suffering a heart attack. Jones, 89, served for nearly half a century with her husband as a missionary to Ecuador and is described by HCJB President Ron Cline as the "great woman who stood behind Clarence Jones." Clarence Jones, who died in 1986, is a member of the Religious Broadcasting Hall of Fame.

People

HOUSTON — Carla Rogers has joined the Morningstar Radio Network as a national

account representative. Rogers formerly worked for KZFX-FM/Houston, where she had been an account executive since 1986.

VIRGINIA BEACH, Va. — Shirley Thornton has been promoted to vice president of sales and development at Broadcast



Shirley Thornton

Broadcasting Radio Network.

COLORADO SPRINGS, Colo. — Randy Young has joined the staff of KBIQ-AM/Colorado Springs as an evening personality. Formerly with a station in Great Falls, Mont., Young will also host the evening shift on The Word in Music Satellite Network.

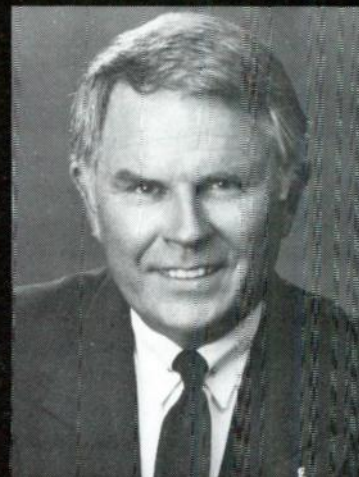
Also with The Word in Music Satellite Network, Juanita Schmerbach has been named to the position of marketing director. With an extensive background in retail marketing and management, Schmerbach assumes the position from Bob Bates, who left the network to pursue other interests.

CINCINNATI — Eli Luevano is the new vice president/creative director of Paragon Communications, a full-service advertising agency to broadcast ministries worldwide. Luevano, is a former staff member of Youth for Christ/USA and missionary in southern Africa with Youth for Christ/International.

LOUISVILLE, Ky. — Jim Lawson has been appointed general manager of WHKW-FM and WFIA-AM, both in Louisville. Lawson was most recently associated with the Morningstar Radio Network in Houston. Former general manager Joyce Kincer was promoted to vice president.



Jim Lawson



Woody Wojdylak

Have you been looking for something to give away to your donor base, and haven't been able to come up with one. Stop looking. We love the challenge. Please give us a call and we will do our best to come up with the right item and at a low price.

Yours
in
Christ Jesus,
Woody Wojdylak

P.S. — Christmas is just around the corner. We can put your logo on Calendars, Christmas Cards, Christmas Ornaments.



"The Promotion Specialists"
"Programs and Products that Work for You"

(Circle 209 on Reader Service Card)

Television Topics

As a teenager, I was required to accompany my father on Saturday afternoons when he conducted street meetings in two or three nearby towns. These one-hour revival campaigns were mounted from the car using the hood for his podium and a tube-type amplifier system sitting in the back seat powering large, roof-mounted loud speaker horns.

We would ride through towns with my father blasting his itinerary over the loud speaker with a Chuck Wagon Gang record playing in the background, serverly testing my teenage ego. I usually tied my shoes during that phase. When he found the right parking spot on Main Street, I would set up the equipment and disappear, usually walking around the block and buying a Zero candy bar and a grape Nehi.

Looking back, it's easy to see his strategy — he went on the day most people were in town and parked where most people

cast rights to a channel in a very limited spectrum. We are looking for that parking spot on Main Street or that spot by the Sea of Galilee from which we can reach people.

Access to influence people is what MTV, ABC, NBC, CBS, and all the other networks and cable stations have in mind. Secular broadcasters have two main points in their agenda — profit and social influence. Television programs like *Maude*, *All in the Family*, *Married with Children*, and scores of others have generated social change.

Recently, two children burned down their houses in unrelated incidents after reportedly seeing similar scenes on secular television (*Beavis and Butt-head* cartoon on MTV). [Editor's note: This month's "Washington Watch" discusses congressional action on television violence.]

As Christians with a knowledge of God's word, we have a fantastic and soothing ability to look beyond the obvious and see the big picture. The simple truth is God is reaching out through His church body to redeem mankind, and Satan is still trying to deny, disturb, or destroy the sources of truth.

It doesn't mean all secular broadcasters are bad or all Christian broadcasters are perfect, but it does help us to focus on our purpose. Purpose is the key to longevity in Christian television. I believe the three main purposes are: 1) building up the body of Christ; 2) challenging unbelievers to come to Christ; and 3) challenging and restoring the backslider to fellowship with God.

Our financing and bottom line should not be determined at the expense of our purpose. Now, if we can develop a healthy financial structure around our purpose (and we can), then we have a winner. When our purpose, access, and financial goals are in sync, we are on our way to using our television allocation to the max.

There are two major streams of thought prevailing in Christian television today relating to the balance between bottom line, programming, and audience share. One approach is committing the station and its resources to full-time all-Christian programming with a mixture of preaching, teaching, singing, and interview programs. Airtime is sold to local and national programmers and the gaps are filled in with the station's programs featuring staff members as hosts and local personalities.

This can be successful only if the market size will generate real dollars from program buyers, with supplements from a



Claud Bowers is president and CEO of WACX-TV/Orlando, Fla. The station has won numerous awards, including four consecutive Angel Awards for Outstanding Programming.

limited number of local telethons and from donors who care enough about the station to support it with their money. Quality and balance is the key to long-term support.

Another approach is to "go for the ratings." This requires buying or securing non-Christian programs which will generate competitive ratings which generate advertising dollars. In many cases, this destroys the donor base because donors simply don't receive the diet of Christian programs they are willing to support.

However, this can be successful if you educate your donors. They must know your purpose is to generate maximum viewership and to preach the Gospel through selected Christian programs, which are reaching viewers who would not normally watch a "Christian" station or network.

There are two Scriptures which give balance to our strategy once we have access to the viewers. "For the wisdom of this world is foolishness with God. For it is written, He taketh the wise in their own craftiness" (I Corinthians 3:19). "It pleased God by the foolishness of preaching to save them that believe" (I Corinthians 1:21b).

With HDTV and 500-channel cable systems coming soon, we must count the cost and refocus our thinking. It won't be long until viewers will no longer switch by our station and accidentally stop to watch. They will simply order the channel they desire through interactive television. Let's be sure we keep our spot on Main Street. ²

What MTV, HBO, & ABC Have In Common With Christian Television

Claud Bowers

shopped. It appears to be the same strategy also employed by Jesus in the New Testament. He spent most of His ministry life around the Sea of Galilee, encountering tourists, fishermen, officials from Jerusalem, and traveling merchants from the many trade routes along the seashore and area.

When I left the telecommunications field in 1977 to start a Christian television station in my city, I was motivated by knowing the whole city could be touched by one television channel. Later we reached the entire county, then five counties, then all of central Florida, and now one-third of the households in Florida, including the tourist, political, military, and educational capitals of the state.

Christians became salt and light to our world. Christian television and radio become as leaven which leaveneth the whole lump (I Corinthians 5:6).

As Christian television broadcasters, we dare to compete and secure the broad-



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- Lifestyle Magazine
- Edward McDonough
- Fred Price
- Lloyd Ogilvie
- Fatima
- Philadelphia Church of God
- Health Rider
- Dr. William Crews
- Drawing Men to Christ
- Natural Trjrn
- Bethany Hour
- Redeemer Lutheran
- Salvation Christian
- Personal Power
- Perfect Smile
- Jim Harman
- Save America's Forests
- Robocut
- World in Chaos
- American Religious Townhall



VIDEO PROGRAM NETWORK STATIONS

New York, NY	Washington, D.C.	Fresno, CA
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Chicago, IL	Cleveland, OH	Marin, CA
Philadelphia, PA	Atlanta, GA	Tacoma, WA
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Practical Programming

Opening my eyes to greet the morning while simultaneously reaching to turn on the bedside radio, I heard the voice of our news director delivering the morning's top local story — "Allen County is out of money and there are two and a half months left in the fiscal year."

Another empty till.

Scanning the daily newspaper, I read the governor's comments: "There may be points in the next couple of years at which the state of Indiana won't be able to pay its bills."

More diminishing funds.

While discouragement and anxiety tends to be my knee-jerk response, a closer look reveals an abundance of exciting ministry opportunities for WBCL-FM/Fort Wayne and all Christian radio and television stations. Opportunities are increasing daily for mobilizing the body of Christ to meet community needs which otherwise might be red-penciled in the intense scrutiny of government funding.

The time for reaching out in love with practical help is *now*. How many times have you heard in the past months of agency

are in the full-time business of helping people opens otherwise closed doors.

Fourth, Christians meet non-believers through these "touches of mercy," and have the privilege of showing how God behaves through His children with gifts of love and concern. It is certain the need is huge and the station staff hours are limited, but I am reminded of the grade-school boy, who, after seeing homeless people, was burdened as to what *he* could do. He began collecting blankets to give to them, and, although he was only one small person, he was determined to do what he could. Even though the total problem was enormous and he could not solve it himself, he touched people.

At WBCL, our hearts have been filled to overflowing during this fourth year of LIKEWISE MINISTRIES. Many of you are involved in similar projects of caring, and hopefully, additional stations will find the same excitement and reward. Perhaps this article is the perfect nudge to encourage you to connect your listeners with those in need.

Begin by identifying a staff member who has a heart for outreach and is willing to assume the additional responsibilities of organizing the outreach. Two or more staff members may want to share the work as a team.

Either in a total staff meeting or with a few staff members serving as a volunteer committee, decide which of the established agencies in your community you want to minister through. Established agencies are already expert in the logistics of distribution as well as in the methods for recipient selection. Mail an application letter to each of the chosen agencies to gain their openness to your assistance and the areas where your involvement would be welcomed.

Expect some of them to be reluctant to accept your offer as they will be certain you have ulterior motives and will want to proselytize their clients. Given time and the authenticity of your actions, trust will be gained.

The next step is to meet with the personnel of the agencies, either by visiting their facilities or inviting them to your station. During your time together, you can outline the first ministry project your station will initiate for the agency. We found agencies to be enthused about many projects; the following is a list of suggested projects.

Children in need can use school supplies at back-to-school time. Give your audience a list of needed items and collection places. Arrange for the supplies to be



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

given to local children's homes, shelters, or neighborhood centers for distribution to their clients.

Expectant mothers in crisis pregnancies can receive layette items for their babies. Fight for life by showing love and giving practical assistance. Arrange with your local crisis pregnancy center or home for single mothers to receive the layette items donated by your listeners. You could tie in the collection to another event, and use the items as part of the admission price.

Organizations can receive good used and new books. Neighborhood centers, jail ministry libraries, shelters and homes, and other agencies will appreciate receiving good reading materials. Self-help, how-to, wholesome fiction and non-fiction, and children's books, either new or in excellent condition, can be rounded up western-style. A theme for your project can make it more memorable in the minds of your audience members. (We specify new or slightly used books with no markings or torn pages.)

The children of migrant workers can receive new clothing and Bibles. Through health clinics around the country serving migrant workers, you could give a "Christmas in July" gift of new clothes, a small toy, and a Bible in the child's first language.

Children of prisoners can receive Christmas gifts. Perhaps your community already has an Angel Tree program you could hook into, or you could work directly with the chaplain of your local jail. Children of prisoners aren't the ones in prison, but they *are* suffering. Use gift-giving as an opportunity to show you care about *everyone* in your community. This can also be used as an opportunity for friendship and evangelism with the prisoner and his or her family.

Families in need can receive baskets of food at Easter. Local social services agencies are pleased to receive and distrib-

Out Of The Studio And Into The Street

Char Binkley

budgets being cut in your area? Life already hurts for many people, and it's going to hurt for even more.

We have a powerful tool to help. We have a *voice*. Our unique opportunity is one of being able to rally our listeners to reach out to those in need of practical assistance. The rewards for the stations who seize these opportunities are tremendous.

First, we are being obedient to the instructions of Jesus as He spoke of feeding the hungry, giving drink to the thirsty, and clothing to the naked [Matthew 25:25-40]; or as in the story of the good Samaritan, He instructs us to do likewise [Luke 10:37]. Second, we give our listeners opportunities for collective ministry in ways they may not find individually.

Third, the station becomes known as a caring, serving force in the community rather than an isolated Christian media outlet. Maybe you don't have to work to overcome that stigma in your market, but we do. Cooperating with many organizations who

ute food baskets to needy families in your community. Ask your listeners for specific food items that can be used to put together a real Easter meal. Another nice touch is to make the basket a durable plastic laundry basket and include a Bible. All of these items can be sponsored or donated.

An ideal basket could include: a canned ham, boxed potatoes, cans of vegetables, boxed macaroni and cheese, muffin mix, cake mixes and frosting, and cans of fruit. Bible societies and Bible publishers are able to offer discounts on Bibles and listeners can be invited to send donations to cover the wholesale cost of the Bibles.

Agencies making clothing can receive fabric, notions, and patterns. Contact the agency (a home, shelter, or center) to find out specific needs. Collect the items at several locations over a period of time. We found that local crisis pregnancy centers had numerous volunteer seamstresses, but lacked materials. We even found that, while a few of the donated fabrics were inappropriate for maternity clothes, they were perfect for the animal shelters to use as blankets. While the animal blankets would not result in evangelism, it did give the shelter staff an awareness of our station and our desire to be of help to our community.

The elderly and women in shelters can receive cheer baskets. Collect toiletries and hygiene items along with "pretty" things, such as magnets, small picture frames, bookmarks, and small floral and craft items. The purpose of this project is to give practical and needed items in small baskets or cheerful parcels to encourage people who need to know that someone cares about them.

Jails, abused women's shelters, parenting classes, etc., and others can receive education or enrichment through video tapes. Choose such service agencies to be the recipients of your collection of quality new and lightly used materials donated by listeners.

Children in need can receive mittens, gloves, underclothing, and socks in winter. You can make it a fun project! Building something out of the items you collect (i.e., the tallest mitten tree, the biggest sock castle) or fill up a large container — such as a sleigh or semi. Children at shelters, homes, and neighborhood centers benefit from this project.

Children can receive games and sports equipment. Agencies working with abused and neglected children may benefit from a collection of non-violent games and

standard sports equipment. This is a project for any season, as what agency doesn't need more equipment than they have dollars to purchase.

Cleaning supplies can benefit any agency and help take a chunk out of its budget. Laundry soap, household cleaning fluids and sprays, and paper towels are some of the items that could be used either directly for agencies or for its parenting classes.

Teenagers in group homes can receive personal hygiene items. This project is so simple for your audience and so helpful for group homes. Disposable razors, shampoo, conditioner, blow dryers, mouthwash, toothbrushes, toothpaste, and deodorant are items always needed by group homes. This is also a great idea as a ticket for a concert.

Senior citizens can receive electric fans in the heat of summer. Sponsorship or donations of fans can help the elderly beat the heat.

Donated blankets and coats can help keep someone warm. Rescue missions, homeless shelters, and soup kitchens as well as battered women's and children's shelters can benefit from this collection. Arrange for several drop-off points to collect the blankets and coats, and then deliver the supplies to the agencies.

Tools can be collected for Habitat for Humanity or other benevolent building projects, such as ramps for the handicapped. A collection of tool boxes, hammers, saws, nail aprons, levels, goggles, and other construction musts is a worthwhile project.

Nursing home residents, armed service personnel, and prisoners can receive greeting cards and letters. Your local nursing homes are filled with people who would enjoy hearing a cheerful word from one of your listeners. Service personnel away from family would appreciate correspondence. Prisoners would be shown someone still cares about them.

Food banks can receive supplies for the "lean" season. Wintertime can be a real strain, not only on food banks, but on agencies where clients live and eat on-site. Talk to them and find out what their needs are and when, and then arrange a project accordingly.

Summer card shower for police officers. Recognizing the heat of summer can often be a time of increased violence, encourage listeners to send notes of encouragement to local police officers. (This project met with great appreciation — our police chief said it was an onslaught of encouragement whereas most other correspondence is critical.)

All types of social agencies can benefit from a gift certificate shower. Ask listeners to donate gift certificates for grocery stores, restaurants, department and discount stores, and gas stations. These gifts are tailor-made for the convenience of the recipient.

The words of a listener who dropped off an Easter ham summed it up best: "We really want to give, we just often don't know where to give or who to trust. Thanks for directing us toward such fulfilling giving via these outreach projects!"

Now go and do likewise. ^R_b



WBCL general manager Char Binkley and Likewise director AmyLu Rice pack material and notions for crisis pregnancy centers in Indiana and Ohio. Listeners donated material, thread, zippers, patterns, etc., to be made into maternity clothes.

Sales Spot

The following is a short list of advertisers who did particularly well during 1993 in selling to the Christian market. If these trends continue, they will be prime prospects as Christian radio advertisers in 1994.

Car Dealers

Selling cars will always be an uphill battle. Fortunately, there are a few ways a car dealer can level the playing field, and that's to support their newspaper ads with the right broadcast advertising. According to Simmons Market Research (1992) and Soma Communications (1993), the best new market for car and truck retailers is the Christian market.

When asked what type of vehicle they personally drive, 73.8 percent of all Americans said "an automobile," while 89.3 percent of the Christian market answered likewise. Nearly 85 percent of all Americans said they owned a car. Among Christians, that figure jumps to 90.7 percent. With these numbers, the Christian market beats not only all general advertising mediums,

audience owns this same equipment, and 11.7 percent report having made purchases in the last 12 months. With a compact or console stereo, 15.8 percent of all American adults own one, but among Christian radio listeners, 33.3 percent do.

It boils down to one thing — Christian radio listeners are twice as likely to buy high-fidelity equipment as the average American adult. And that puts them right in the bullseye.

Gas Stations

According to Simmons (1992) and Soma (1992), the type of people who tune to Christian radio are 12 percent more likely than the average American adult to buy 20 or more gallons of fuel each week. One of the reasons is that they are 47 percent more likely to drive more than 30,000 miles per year.

But that's not all. Christian listeners are 16 percent more likely to have a gas station change their motor oil, and 6 percent more likely to take their cars in for repairs at gas stations. They are 73 percent more likely to buy tires from gas stations, and 3 percent more likely to buy gas additives from them as well.

There's more: Christian radio listeners are 34 percent more likely to buy car batteries at gas stations, and 18 percent more likely to buy oil filters at the same location.

All of this says one thing — Christian radio has a traditional audience. They do things in a traditional way, including scheduling pit stops at local gas stations.

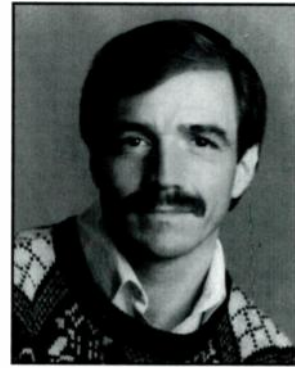
Hospitals

Think of Christian radio like *air rescue*. Some hospitals do really well with radio spots. Some do it all wrong — they should select their format more carefully. If they do, they will probably choose Christian radio.

According to Simmons (1992), Christian radio listeners were 17 percent more likely to stay in a hospital overnight in the last year. And 13.6 percent of them will do just that in the next year. They were 53 percent more likely to use in-home health care services (ranking number one among all local media groups, including all other radio stations).

And they were 11 percent more likely to visit an internist or specialist. The nice part is that these listeners are more likely to carry health or hospitalizations insurance than the average American adult.

Bottom line — Christian radio listen-



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

ers are going to check into the hospital. They have the reason and the money. The question is, which hospital will they have on the top of their minds when they're in need?

Employment agencies

According to Simmons (1992), 10.2 percent of all adults changed jobs last year. However, according to Soma, it was revealed that during the same period, 24.6 percent of all Christian radio listeners did the same. All in all, 29.8 percent of all Christian radio men changed jobs last year. So did 20.2 percent of the women.

If an agency is looking for job applicants, or if they need someone to fill a special position, they should remember that this year one-fourth of all Christian radio listeners will be in the job pool.

Real Estate

According to Simmons (1992), 5.4 percent of all adults sold or changed homes in the last 12 months, and 5.3 percent of all newspaper readers did the same. Soma research indicates 14.6 percent of Christian radio listeners sold or changed their residences in the same period of time.

When you run the math, it means these listeners are almost three times as likely to move. And in the same study, there is virtually no difference in the percentages of home-ownership between Christian radio listeners and most Americans.

Amusement Parks

The thrill isn't gone the minute you become a hard-core Christian radio listener. In fact, according to Simmons, our listeners are more likely to attend theme and water parks than almost any other media group.

In its 1992 study, Simmons research discovered 20.7 percent of all Christian radio listeners attended a theme or water

Hot Christian Radio Advertisers For 1994

Gary Crossland

but all radio formats for car ownership.

Here's the bottom line: people within the Christian market are 7 percent more likely to own cars than average American adults. This means the average dealership sold 7 percent more cars to Christians than to Americans in general.

Audio Equipment

Newspapers constitutes the bulk of audio equipment campaigns. But instead of taking aim at potential audio consumers, they should target *real* audio/video customers.

According to Simmons (1992) and Soma (1992), the type of listeners who tune to Christian radio are more likely to buy audio gear than almost any other media group. Surprised? Here are the facts: 26 percent of all American adults own record, compact disc, or cassette tape playing equipment. What's more, 6.4 percent bought this type of equipment in the last year.

However, 48 percent of the Christian

park in the last 12 months. That's 32 percent higher than the national average. Only 15.9 percent of newspaper readers visited such a park, and 15.5 percent of all television viewers did the same.

It is a well-known fact the number one attendees of theme and water parks are listeners to album rock, classic rock, and Top 40 stations. What you probably don't know is that the percentage of adults in these audiences who attended a park in the last year were 21.6, 21.2, and 21.1 percent, respectively.

But there is one more thing to consider: when Christian adults visit theme parks, they bring the children. After all, Christian radio delivers more parents per capita than almost any advertising medium (42.5 percent are parents). Do the rock station listeners bring kids? Do they have any?

What's Soma's advice? Next time, use Christian radio — the number one, fun-oriented, kid-tote'n format for the '90s.

Soma Communications serves as a Christian advertising bureau for broadcasters, advertisers, publishers, and music companies seeking statistical information about the use and selling of all Christian mediums. [®]

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.

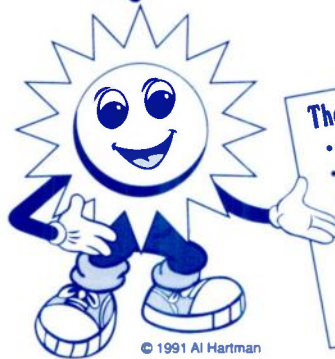
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GARY Crossland

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A Broadcast Outreach of the Grand Rapids Baptist College & Seminary

(Circle 115 on the Reader Service Card)

Youth Wave

The world has figured it out. Teenagers want to talk and they want someone to listen. And it's our obligation as Christian broadcasters to give them that chance. If we don't, you can bet someone else will — and they already are.

What's Los Angeles' number one evening show in its two-hour slot? *Loveline*, which is heard on KROQ-FM five nights a week. The station — and its program — appeal mostly to listeners in the 12 to 24 age bracket.

Nearly a decade ago, *Loveline* was born by accident. A late-night disc jockey began rambling about his personal love problems and then asked for listener advice. The response and the idea, explained *Loveline* producer Ann Wilkins, became huge and a show was born.

A DJ and a doctor, who heads up a drug rehabilitation program as a part of his practice, host the program each night along with a special guest. And the topics vary greatly, from how to ask someone to the prom to questions about sexually transmitted diseases.

"Whatever the listeners want to talk about," said Wilkins of the topics discussed

tant."

Eight phone lines into the station are flooded each night. Wilkins said. Some callers start trying even two hours before the show and are willing to be put on hold if they can eventually get on the air.

It's unbelievably popular. But the most discouraging thing to me is the reason Wilkins gives for the show's success. "Things are being talked about openly on the air that you're not going to hear anywhere else," she explained. "We've had kids call ready to commit suicide in their room, while their mother is across the hallway. You don't hear that anywhere else.

"The reason we're so successful is there's nowhere else for these kids to turn. That's sad," Wilkins acknowledged.

Loveline isn't alone. In New York City, *Lovephones* on WHTZ-FM follows a very similar format. An article in *Mediaweek* magazine describes the New York and L.A. shows as "nightly call-in forums featuring sexually and romantically explicit conversation. . . . Both shows play to teens and young adults, and both are hugely successful" [August 23, 1993].

All the evidence stacks up. The secular world is catching on: amid all the rock music, trash, and hoopla out there grabbing for our teenagers, there is still something deep within them, saying, "I have to talk. I'm in pain. I'm lonely. I need someone to talk with me honestly."

Teenagers are hurting and they want to talk. The world has figured it out. And they're the ones trying to give our teenagers answers to their problems. And that's scary.

"Every night, we've helped somebody," Wilkins said of *Loveline*. "Somebody's been crying, been abused. We don't let someone go until we think we've helped them. That's our job, to help people."

No, that's *our* job. And we've got to do it. We cannot let the world beat us to the punch. Their answers aren't God's answers.



Dawson McAllister is a nationally known youth speaker, evangelist, author, and host of the weekly call-in radio show *Dawson McAllister Live*. The show is broadcast on the SkyLight and USA radio networks.

Their answers aren't the truth. Their answers don't point teenagers to God — they do just the opposite.

"In whose case the god of this world has blinded the minds of the unbelieving that they might not see the light of the Gospel of the glory of Christ, who is the image of God" [II Corinthians 4:4].

It's our responsibility as Christian broadcasters to present that image of God to our teenagers. We can accomplish that goal through talk radio. It is working — *Dawson McAllister Live* is proof. The two-hour weekly program is on 213 stations across the nation on Sunday evening. And week after week, more kids are finding our show as they scan for music, stopping when they hear other teenagers talking. They stop because they are craving to talk and have someone listen.

Christian broadcasters need to give America's troubled teenagers the chance to talk and be heard, regardless of their format or target audience. America's youth culture is self-destructing. Rescuing our kids is not a job for *some* Christian broadcasters — it's a job for *all* Christian broadcasters.

The world has discovered talk radio for teenagers works. In time, wherever we don't meet the need for teens to talk, the world will do it for us.

And I think we all know the end result if we let that happen. "a

The World Has Figured It Out

Dawson McAllister

on the show. "You never know. . . . We cover everything. There are so many problems out there in the community. We're in L.A., we talk about gangs. And the more we progressed, the more we started dealing with different topics. We talk about everything."

Need to guess what are probably the most-discussed topics on the show? "People always want to talk about love and sex. Safe sex," she added, "has become so impor-

A Station Dedicated To Youth

by Douglas Martin

The youth are the future. In effect, the youth of today are survivors of a holocaust — 1.5 million teenagers per year have been exterminated over the last 20 years. Satan is trying to wipe out the survivors with sexually transmitted diseases, violence, drugs, and suicide. The church, along with Christian radio and television, is positioned to

reach our youth for the greatest revival of this century.

However, we have not sown the seeds to minister to the youth. In Tucson, Ariz. (population 700,000), there are only 24 full-time youth pastors. Most youth groups have no funding, relying instead on car washes and bake sales. Most Christian radio stations have only token programming for them. We need to promote youth ministry and have a focus on youth evangelism.

KGMS-FM/Tucson was built three years ago for the purpose of reaching the teenagers of our city for Christ. With contemporary Christian music, specialty programming on weekends, and Christian rap, rock, and alternative music on weeknights, our format is not supposed to be profitable. In fact, KGMS has been funded by revenues from sister station KVOI-AM/Tucson and our newspaper *Good News*.

CONTINUED ON PAGE 50



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Socially Speaking

Like the poor, it appears the debate about religion and politics we will always have with us.

The November 2, 1993, "off year" election produced a bitter, and some say bigoted, clash in the Virginia lieutenant governor's race between incumbent Democrat Don Beyer Jr. (the eventual winner in an otherwise Republican sweep) and newcomer Michael Farris, a constitutional attorney who has worked for religious broadcasters Pat Robertson and Jerry Falwell.

Farris attracted 46 percent of the vote, which was more than Mary Sue Terry, the loser in the governor's race, received. Some analysts said Farris' strength proved the so-called "religious right" is alive and well.

Beyer's campaign ran attack advertisements that included pictures of Robertson and Falwell and said because Farris was once "their lieutenant," something terrible might happen to Virginia if he became lieutenant governor.

My view is that Farris should have wrapped himself in the mantle of John F. Kennedy, saying something like this: "I thought we settled this question in 1960 when some suggested Kennedy might be

detectors to keep knives and guns out a requirement? Whose values have been imposed on whom these last 30 years? Do the opponents of biblical principles have a track record to which they can point and of which they are proud? They certainly have a track record, but they cannot possibly be proud of it. Neither will they be able to defend it if required to.

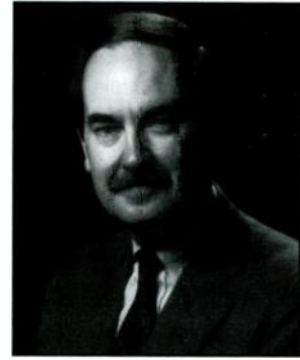
We don't need less of God in our country and culture. We need more of Him.

When the Pope came to Denver last year, the press largely ignored the substance of what he said, but he spoke as much to our culture as he did to American Catholics. The Pope asked a profound question, which candidates who have faith in God and are serious followers of Christ might employ: "Is not the history of mankind deeply marked by a frantic and tragic search for something or someone able to free it from death and guarantee life?"

Then the Pope got to the point more candidates for public office should quickly get to (and find receptive ears for) — "In a culture which holds that no universally valid truths are possible, nothing is absolute. Therefore, in the end . . . objective goodness and evil no longer really matter. Good comes to mean what is pleasing and useful at a particular moment. Evil means what contradicts our subjective wishes. Each person can build a private system of values."

This is precisely what has occurred in America. Each person is his or her own god, building one's own private system of values. Autonomy, independence, doing one's own thing — not submission to a God who exists — is considered the highest goal and the greatest good of man. But this view has produced disastrous results no one seems to have the will or expertise to fix. Even those who reflexively call for more spending and bigger government know in their hearts these things don't work. If they did, they would have by now.

Rather than tentatively and sheepishly



Cal Thomas is a syndicated newspaper columnist and radio commentator. His latest book, *The Things That Matter Most*, will be co-published by HarperCollins and Zondervan in May.

broaching the subject of religion in politics, candidates who are believers should boldly, but humbly, advance an agenda that has not been tried in more than three decades. They should put their opponents on the defensive, requiring them to defend *their* record and agenda. You can only score when you have the ball!

Appeals to "religious bogeymen" or the suggestion that candidates will take orders from prominent religious figures should be met head-on and exposed for what they are: leftover bigotry from another era. The issues of teen pregnancy, teen suicide, record levels of crime, debt, and so much else have moral and spiritual dimensions. To leave them out of political discussion and debate is like trying to bake a cake without all the right ingredients.

We are in a new and sophisticated age and the old methods of the '80s will not succeed in the '90s. Followers of Jesus Christ must know as much as the world does and their facts and figures must be correct. Then they can bring the added dimension of spiritual power into the arena, where it will not be welcomed by all, but where it is much needed. If given a chance by the voters, biblical values can give our nation what it is desperately searching for, but has been unable to find anywhere else.

After all, it is still true that "righteousness exalts a nation, but sin is a reproach to any people" (Proverbs 14:34).¹

Religion And Politics (Again)

Cal Thomas

the Pope's representative in Washington." Farris, and anyone else who takes his or her faith seriously, also might have noted it hasn't been the imposition of religious values and a knowledge of God that has caused the cultural breakdown, but their absence. He, and other candidates like him who will be running in future elections, should put the secularists on the defensive.

Do Americans believe the country is now better off with the Ten Commandments banned from public schools and metal

and alternatives are given to the teens, as well as bumper stickers and small posters saying "KGMS — Say Yes To Life" with references to our 24-hour prayer/counseling line, Hopeline Ministry.

I encourage other Christian broadcasters and pastors to heed the call for youth outreach and to pour their efforts into the next generation. We at KGMS are praying about starting a youth-oriented satellite network. Maybe your community or company

could invest in doing its own FM station or youth ministry. I believe God is going to bring revival to America's youth. We all need to have a vision for youth, a heart for youth, and an investment in youth. It's time to crusade for our youth — please, won't you join us?

Douglas Martin is the general manager and president of Good News Communications, Inc., in Tucson, Ariz.

A STATION . . . CONTINUED FROM PAGE 48

But now, KGMS is a commercial station, bringing in enough money to cover expenses. Last fall, a new, non-profit youth ministry was started, called "Say Yes To Life." The ministry holds public school assembly/remotes weekly and the schools welcome us. The teenagers are open to the Gospel message in their language and music. Christian music cassettes in rap, rock,

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with Marlin Maddoux

Marlin Maddoux is one of America's founding fathers of Christian Information Radio.

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The AFA Report

with Don Wildmon

The AFA Report keeps an eye on anti-Christian trends, exposing the deception and immorality in today's news and entertainment.

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Michael Phillips, Bethany House

*Last month's position on the paperback list

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The Book Shelf

Dictionary of Cults, Sects, Religions and the Occult

by George Mather and Larry Nichols
Zondervan 1993

all reviews by Harry Conay

Given the ambitious intent of this new dictionary to present "a wealth of data concerning unconventional religious organizations, both old and new, as well as comparative analyses of traditional Christian teachings and practices," the user should reasonably expect three things: widest possible coverage, accurate information, and user-friendly accessibility. Disappointingly, none of these expectations is fully realized.

While one cannot argue with the need to be selective (since "there are thousands of religious cults and sects in America today, from which we have selected only a small percentage for inclusion in this volume") and because this 384-page dictionary (a mere 1.25 inches thick and printed on heavy paper) could easily have increased its content by using lighter paper and/or expanding its thickness, there is no excuse for either the "small percentage for inclusion" or articles so brief as to be misleading or of dubious value.

For example, since the book includes Christian groups, I looked under *Quakers*—and found nothing! Under *Friends* I was merely informed this is a term used by Jehovah's Witnesses to identify fellow members; there was no mention of the Society of Friends or Quakers. Because *Armageddon* was identified solely as another term used by Jehovah's Witnesses, and *Devil* was labeled "occult," I might be misled to conclude that Christians don't use these terms.

I found nothing under *Halloween* except a cross reference telling me to see *Witches' Holidays*—but there was no such entry. The nearest to it was *Witches' Calendar*, giving me the date of Halloween. Only when I thought to look under *All Hallow's Eve* did I find a brief article which, incredibly, told me to see also *Witches' Holidays* and *Halloween*!

Although this dictionary contains much valuable information, the type of problems noted (reflecting careless preparation and sloppy editing) casts doubt on the book's overall reliability and thereby places a heavy burden on the user to be extremely cautious and discerning. I look forward to publication of a revised and expanded second edition as soon as possible.

Nelson's Complete Book of Bible Maps & Charts

Nelson, 1993

This paperback reference volume combines the main features of a Bible handbook (i.e., basic data, outlines, surveys, diagrams, charts) with the key component of an atlas (i.e., maps). Printed in black-and-white and specially bound to lie flat to facilitate photocopying, this utilitarian book grants readers the right to reproduce its contents (previously "used in many of Nelson's Bibles and reference books") for "nonprofit, non-commercial use in classrooms and seminars." Though not as illustrative or as inclusive as one might have wished (and some of the maps are rather small), it is still a very useful Bible teaching tool which will be greatly appreciated by many.

Angels of Deceit: The Masterminds Behind Religious Deceptions

by Richard Lee and Ed Hindson
Harvest House, 1993

Written by two well-known Bible teachers affiliated with the national television ministry *There's Hope*, this little book succinctly tells "about the dangers of false religion [and] . . . the spiritual conflict that goes on behind the scenes of the human struggle with false prophets, extremist cults, and fanatical leaders." The first part ("The Process of Spiritual Deception") examines the nature, appeal, and *modus operandi* of cults; the second part ("The Masters of Deception") describes selected cultists and their doctrinal errors. As a popular, introductory overview (or as a general review) this book is particularly worthwhile.

Delighting God: How to Live at the Center of God's Will

by D. James Kennedy
Servant Publications, 1993

Reminding us that "Christianity is both a faith to be believed and a life to be lived," the prominent D. James Kennedy here tells us "how to live God's way" and "what it means to walk in His will." This is not a unique theme in Christian literature, and reading this book, I experienced a sense of *deja vu*. Still, Kennedy's insights on Christian living, being scripturally based, will certainly benefit all who apply them.

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

Interview Insights

With Carl Ramsey of Family News in Focus

by Jonathan Petersen

Family News in Focus (FNIF), the news analysis arm of Focus on the Family, is heard on 950 radio stations. The Washington, D.C., bureau chief is 32-year broadcast veteran Carl Ramsey. In the course of his day, he produces several stories and interviews, all using sound bites from interviews he conducts.

"A good sound bite augments the story with succinct facts," Ramsey says. "It brings the story to life, gets people's attention, and helps them better understand the issues involved. It also conveys the emotion of the story."

The two types of spots he files are classified as "Breaking News Story" and "Series Piece." Taking the breaking news story first, Ramsey says he goes into action when a timely report comes across his desk.

"We track down leads to get sound for the story by using a variety of sources," he reveals. "The report itself will usually have a name to contact, but I also look for other experts on the subject through leads in wire service stories, other media reports, and our own resource file."

FNIF keeps a directory of experts on its computer, each name with several key words attached to it, so that a search can be made using the topic of whatever story is being followed. Other techniques of finding the right person for a breaking story include calling people interviewed in the past and asking if they can recommend someone fluent in this particular subject.

"Work through the press offices at organizations," Ramsey recommends. (I would add publishing houses as well.) "They have good contacts themselves, and they can refer you to others they know about elsewhere."

When tracking a lead for an interview, you may have to do some detective work. Look at the dateline of the wire story and call Information in that city to locate the person quoted.

"You can also call the wire service itself," Ramsey adds. "The more you can expand your sources, the more credibility you will have in your reports."

Once you get through to the person you want to interview, it may require a bit of persuasion to convince him to talk with you. "Sell the person on the importance of

the interview," Ramsey says. "Briefly explain who you are and why it is in their best interest that they tell their side of the story to you for your report."

Communicate whatever clout you might have (i.e., a network of stations, an appropriate audience to reach). And be sure to mention how much time the interview will take. People are more willing to interrupt their schedule for only ten minutes than if they think it will be for an hour.

It is difficult to prepare for an interview when it is a breaking story. Gather as many facts as you can, but don't delay needlessly. When you call the newsmaker for reaction, be upfront about your ignorance. Tell the person you just heard about this and ask for his interpretation.

"About the best you can do is listen during the interview," Ramsey offers. "Adapt your questions appropriately. Follow where the person goes."

Ramsey's preparation when producing a series piece includes prayer, which he says is also used on the breaking story. "I pray for God's direction and wisdom when I approach an interview. It is amazing how God leads in getting through to the right person at the right time."

On series pieces, covering such issues as education and fetal tissue research, Ramsey prepares by investigating as much background information as possible. He formulates questions as he goes and decides who he needs to interview to cover the issue from all sides.

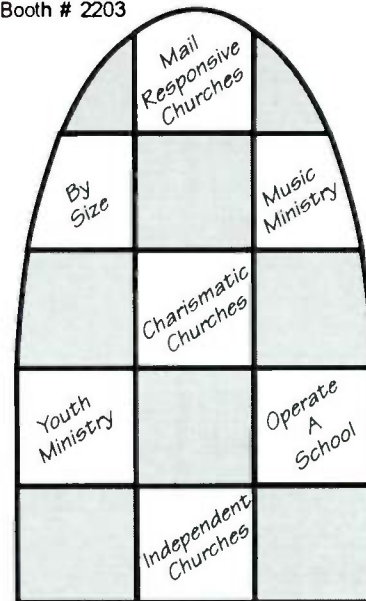
"During the interview, I try to be courteous, even when pressing a question," he says. "Showing respect pays off. We all like to be treated politely." Ramsey says don't burn your bridges if you can help it: if for no other reason than you might have to cross them again in another interview. Respecting a person's time is part of that as well.

According to Ramsey, along with the "Five W's and H" being basic to all interviews, another fundamental rule is to ask, "Is there anything else I haven't asked you?" "I can't tell you how many good quotes I have gotten from asking that," he reveals. "It usually results in a useable sound bite."

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

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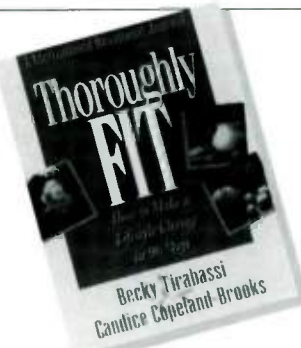
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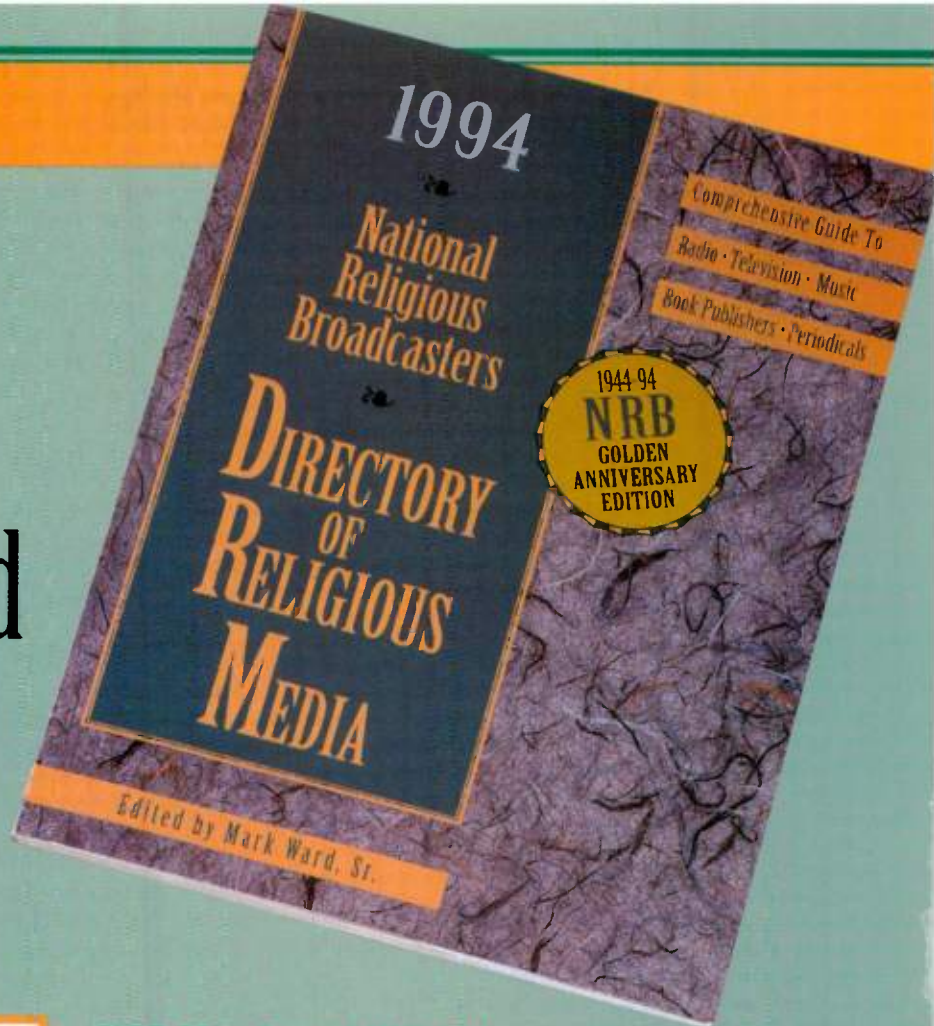
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Calendar Close-up

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 20-24

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

April 4-9

The Public Expression of Religion in the American Arts conference; Indiana University-Purdue University at Indianapolis, Indianapolis. Information: 425 University Boulevard, Room 344, Indianapolis, IN 46202-5140.

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 Southwestern Regional Convention; Dallas. Information: Phil French, (602) 254-5334.

August 28-30

National Religious Broadcasters Western Regional Convention; Westin Hotel, Irvine, Calif. Information: Mike Trout, (719) 531-3344.

September 15-17

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

September 19-23

Video Expo/Image World New York; Jacob K. Javits Convention Center, New York. Information: Janet Vargas, (800) 800-5474.

September 29-October 1

National Religious Broadcasters Southeastern Regional Convention; Atlanta. Information: Dick Florence, (813) 391-9994.

October 13-15

National Religious Broadcasters Eastern Regional Convention; Sandy Cove Bible Conference Center, North East, Md. Information: Steve Cross, (703) 534-2000.

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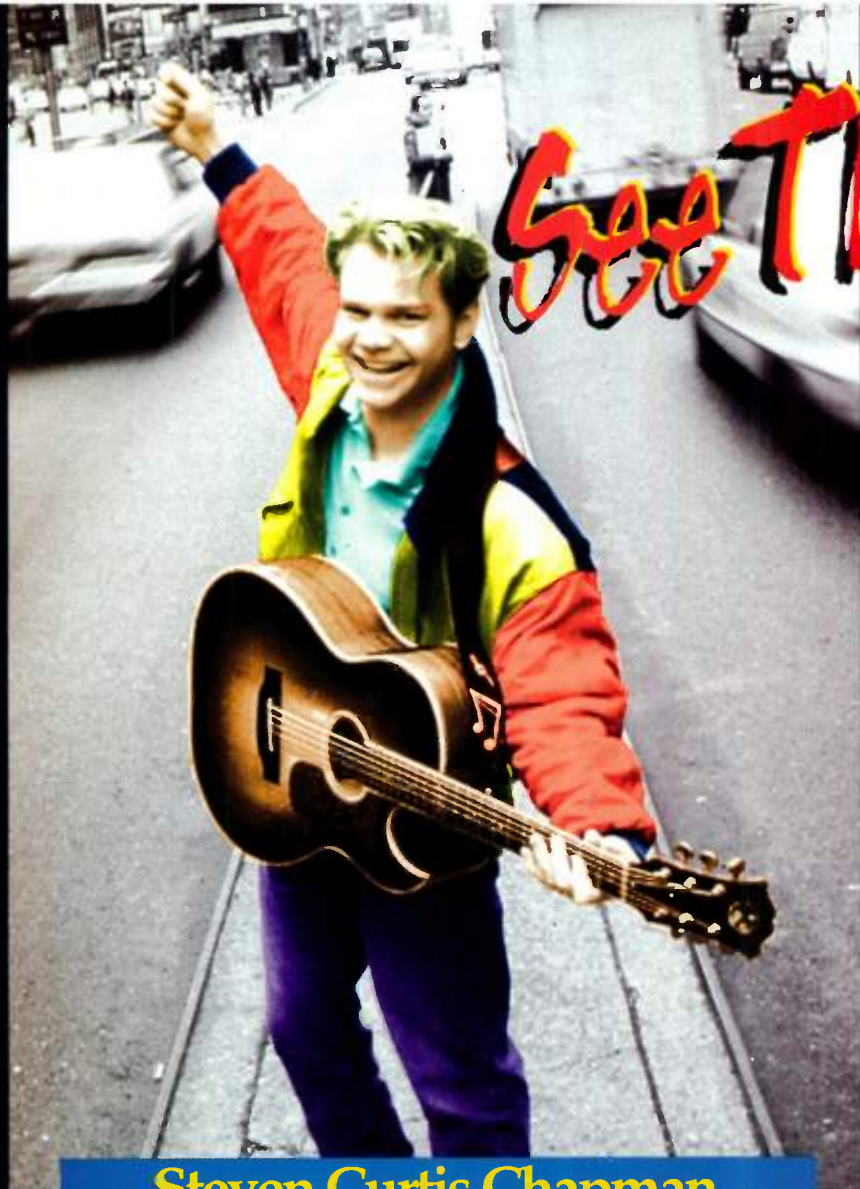
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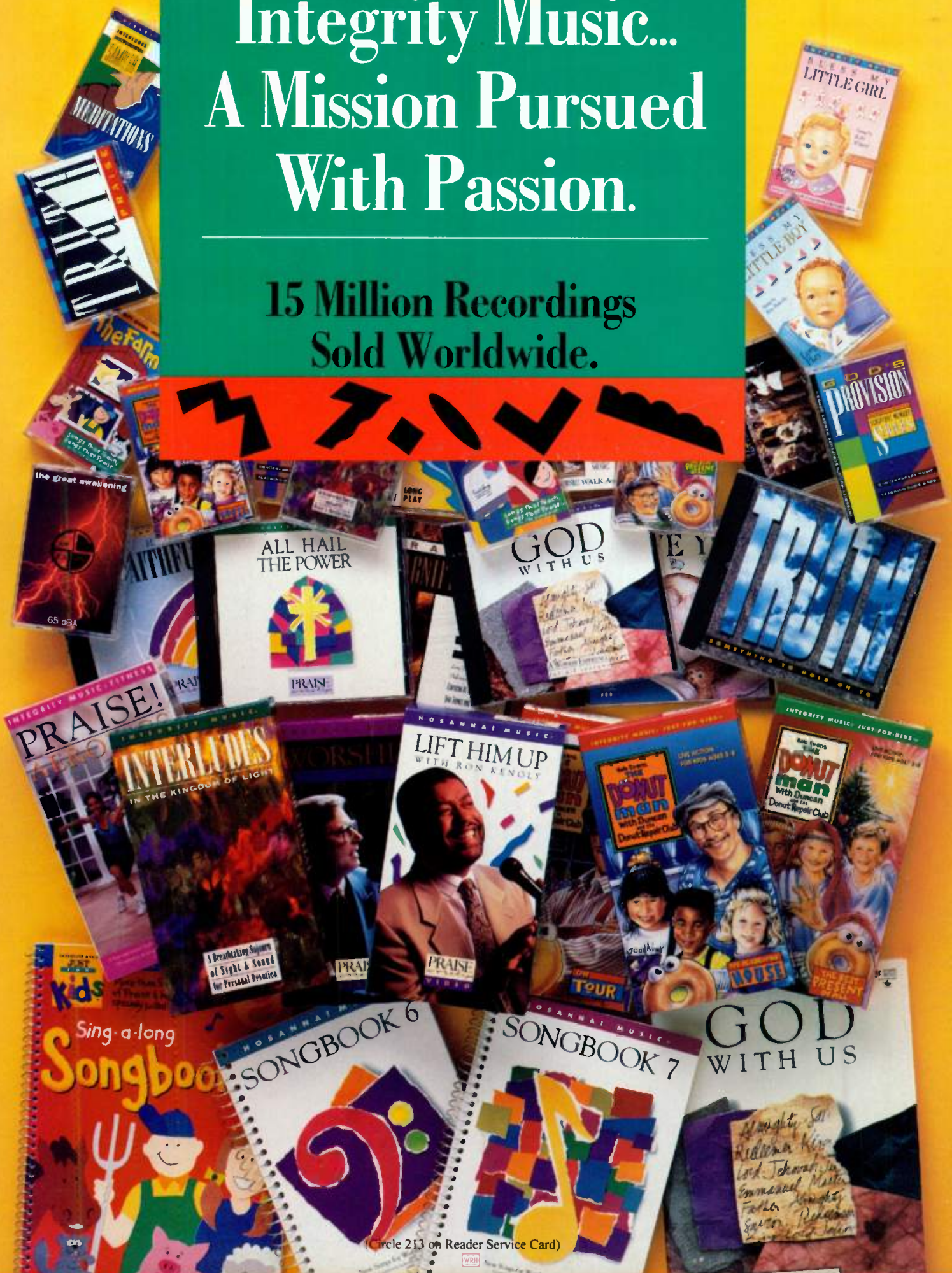


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