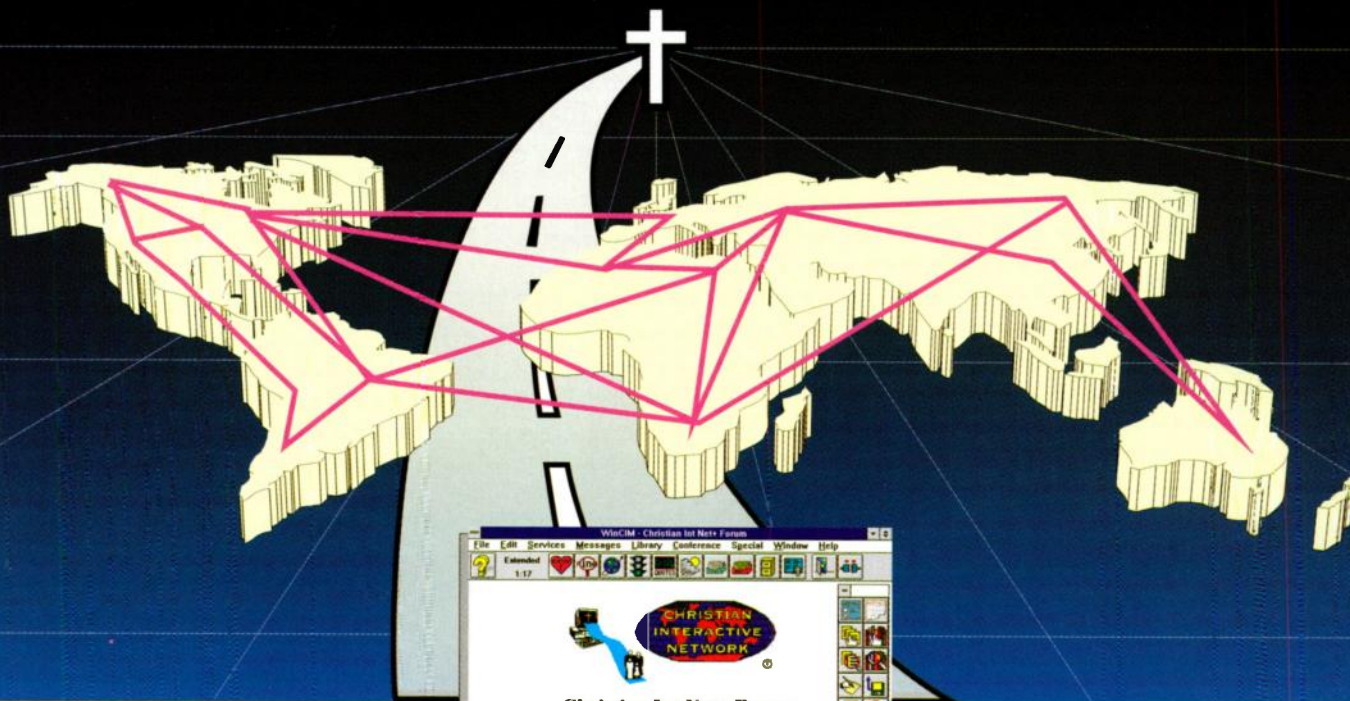


RELIGIOUS BROADCASTING



HDTV: The Image Sharpens
Also Inside — Digital Radio's Evolution



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Throw Not Effort After Foolishness by Mark Snowden

International Christian ministry — broadcasting included — is, at its best, about the business of making a real difference in the daily lives of God's children.

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Coming of Age: Evolution of Digital Radio

by Ray Terrill

According to Focus on the Family's chief engineer, religious radio's technological future can be summed up in two words: digital broadcasting.

MARCH 1994
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Programming Sans Satellite

by Daniel Longmore

For all it does offer, satellite programming simply cannot address the unique needs and interests of individual communities. And therein lies the (often over-looked) beauty of local programming.

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An HDTV Q & A

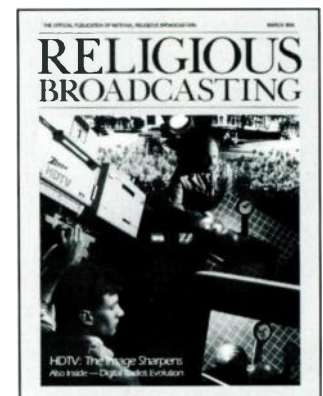
The wait is over if you've been wondering when someone was going to cover high definition television from the local broadcaster's perspective.



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HDTV: The Image Sharpens

Once little more than a technological uncertainty relegated to the distant future, high definition television has become an issue of clear significance in the broadcasting industry. As part of its annual emphasis on technology, Religious Broadcasting provides expert opinion on what HDTV will really mean for Christian broadcasters.



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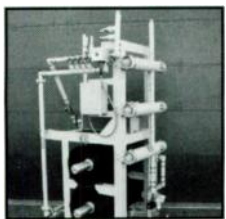
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RELIGIOUS BROADCASTING

March 1994, Vol. 26, No. 3

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Meeting Challenges After 50 Years

Year 51! We're going into the last half of our first century. What a blessed time of celebration we had during the 51st Annual National Religious Broadcasters (NRB) Convention & Exposition in Washington, D.C., but it's time to move ahead to meet the challenges.

Membership — We are seeking upstanding qualified ministries to become full members of NRB. We're actually doing quite well in increasing our membership rolls, but my burden is for the large number of broadcasters not in the fold. Some fell by the way when the Ethics and Financial Integrity Commission (EFICOM) was dissolved into the Evangelical Council of Financial Accountability (ECFA). Others had financial stricture and could not seem to continue even modest membership dues. Others lost interest for different reasons.

Now is the time to encourage such friends to rejoin our association. Please contact two or three potential members. Tell Pat Mahoney, NRB director of membership, to send applications to those people. Together we can build NRB to 1000 full members.

Directory of Religious Media — This NRB publication contains more data than ever and is significantly more useful. The directory has new inclusions in publishing, music companies, and other associated fields. Comments about the super upgrade are coming in. Call NRB to order your copy at \$49.95 for NRB members and \$69.95 for non-members. It's an investment in your work. (You can call and charge on VISA, MasterCard, and American Express.)

Mailing Labels — One more commercial, if I may. For years, we've not been happy with the quality of our label program. Now with the new edition of the directory, we have excellent breakdowns in the categories available.

For example, for radio and television stations, one could order labels by state, zip code, area code, AM or FM, full or low power television, commercial or non-commercial, or program format. For the radio and television program producers, categories include state, zip code, area code, frequency (daily/weekdays/weekly), paid or sustaining time, program length, program format, or program audience. For a more complete listing, please see the NRB Mailing Labels ad on page 25.

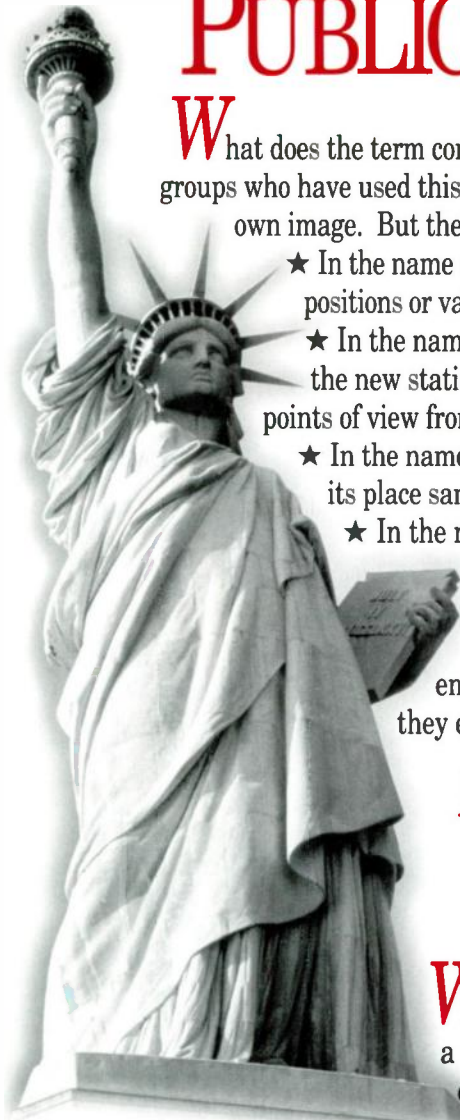
You may order the labels for use in your ministry, and they may be ordered by calling Elizabeth Guetschow at our office. Take advantage of these and the other services NRB offers.

Air of Salvation — This fascinating pre-publication edition of the book by directory editor Mark Ward Sr. chronicles the history of religious broadcasting. Read about such pioneer broadcasters as Paul Rader, R.R. Brown, Donald Barnhouse, and Percy Crawford. Extra features include a complete chronology of 100 events which made religious broadcasting history and biographies of early broadcasters. For a limited time, this edition is offered free with each *Directory of Religious Media* purchased. When ordering your directory, just request a complimentary pre-publication copy of *Air of Salvation*.

The people of the United States need our message more than ever. Who can think when our country has been in more trouble? Let's work at keeping the light of the Gospel bright in our broadcasting.



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



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- ★ In the name of “family” they seek to dismantle the family and substitute in its place same sex unions and relationships of convenience.
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DC Court Strikes Broadcast, Cable Indecency Restrictions

The Federal Communications Commission (FCC) again faces complex legal issues concerning its power to restrict indecent programming in the wake of two decisions by the U.S. Court of Appeals for the D.C. Circuit that invalidated separate indecency restrictions applied to broadcasters and cable systems.

"Safe Harbor" Unjustified

For the third time in five years, the D.C. Circuit struck down commission rules that substantially restricted the hours during which broadcasters were permitted to air indecent material. As in two previous rulings, a panel of three judges ruled the latest FCC "safe harbor" period — permitting indecent broadcasts on most stations from midnight to 6 a.m. — lacked evidence to justify the hours selected.

The court also recognized the agency had essentially no discretion in setting the safe harbor hours. Congress mandated both the latest 18-hour ban and its predecessor, a 24-hour ban rejected by the court in 1991.

Moreover, the panel did not question the commission's general power to regulate indecent broadcasts nor its specific definition of broadcast indecency. Currently, the FCC defines indecency as "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

However, because indecent speech — unlike obscenity — is accorded First Amendment protection, the Constitution requires that any government restriction of it must promote a "compelling interest" and also be the "least restrictive means" to further that interest. The agency claimed the six-hour safe harbor period served the goals of protecting minors from exposure to indecency and shielding adults from intrusions into their privacy.

The D.C. Circuit agreed the protection of children under age 12 was a compelling government interest. But it held that the commission did not have the same interest in protecting teenagers: "The grounds for restricting a minor's First Amendment rights (here as viewer or listener) fade as the minor matures." The panel also rejected the FCC's professed interest in protecting adult privacy rights, stating adults could control their own exposure to offensive material.

Yet even if the safe harbor period was motivated solely by a valid interest in shielding young children from indecent programming, the D.C. Circuit ruled the hours chosen were not the least restrictive means to serve that interest: "[T]here is no evidence at all in the record that the government tailored its protection of children narrowly to avoid unnecessary infringement on the First Amendment rights of adult listeners and viewers."

The court pointed to the scant audience data in the record, which showed the number of young television viewers dropping after 10:30 to 11 p.m. "What [the government] should have been aiming at was a time when the risk of child viewing was low and yet adult viewers could exercise a meaningful choice to view the material while still awake."

As of this writing, the agency had not announced whether it would seek review of the decision or open a rulemaking to refine or better support the restrictions. However, commission officials have indicated they will continue to enforce a shorter safe harbor period — running from 8 p.m. to 9 a.m. — which has been in effect throughout the most recent appeal. The FCC also intends to keep pressing pending enforcement cases.

Cable Restrictions Reversed

The D.C. Circuit also invalidated certain indecency restrictions in the Cable Consumer Protection and Competition Act of 1992 (the cable act) and



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 Harold.

remanded another implementing rule back to the agency for further consideration. The cable indecency provisions focus on two types of access channels: those devoted to public, educational, or governmental uses, known as PEG channels; and so-called "leased access" channels, which, under a 1984 law, cable operators must make available on a commercial, non-discriminatory basis to any entity not affiliated with the operator.

The 1984 statute established both types of access channels to enhance the "diversity of information sources and services" offered to cable subscribers, and the law barred cable operators from exercising any editorial control over access channel programming. However, critics complained that leased access channels were being used to telecast indecent material.

In response, Congress included provisions in the cable act to allow cable operators some options to refuse or limit indecent programming on access channels. Programming containing "sexually explicit conduct" could be banned entirely from PEG channels. With respect to leased access, cable operators could either 1) ban indecent programming from those channels, or 2) divert all such programming to one leased access channel, which would be transmitted to a subscriber only upon his written request.

Continued on page 27

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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

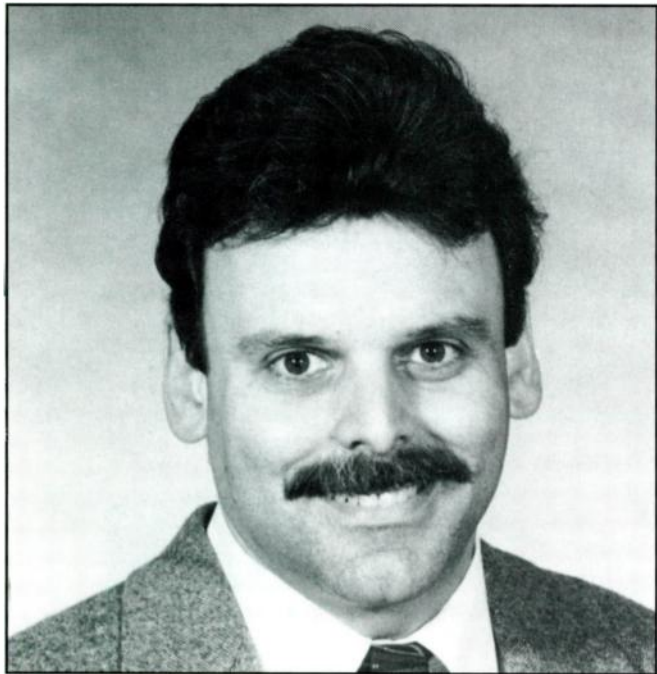
For more information please contact National Right to Life,
419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004, (202) 626-8817.

FOR ALL THE CHANGE INHERENT WITHIN the religious broadcasting industry, there are a few constants to be found. Consider, for instance, the ambiguity surrounding high definition television (HDTV) and the impact this new technology might have on local Christian stations.

As it turns its attention toward the industry's technological side, Religious Broadcasting presents a written dialogue on HDTV based on questions submitted by James McLeod of WHCF-FM/Bangor, Maine, who suggested this article in response to "The Great Readership Speak-out." Answers to McLeod's questions have been provided by Dr. Corey Carbonara, director of the telecommunication division at Baylor University in Waco, Texas, and Richard Wiley, senior partner of Wiley, Rein & Fielding in Washington, D.C.

Carbonara currently serves in a variety of positions on various national and international engineering committees, working groups, subcommittees, and panels for the Federal Communications Commission (FCC), SMPTE, and ATSC. Wiley, a former FCC chairman, has chaired the Commission's HDTV Advisory Committee since its inception in 1987.

Of the different HDTV systems available now — Japanese, European, British — some are more adaptable to what we have now than others. When will an HDTV broadcasting standard be established in the



Dr. Corey Carbonara

United States and is there a feeling for what standard will be selected?

Carbonara: At the time of the 1992 National Association of Broadcasters (NAB) convention, Zenith/AT&T was undergoing testing of its Digital Spectrum Compatible system — as the ATTC, Cable Labs, and ATEL continued their test efforts.

In its Fifth Interim Report to the FCC, the Advisory Committee authorized the formation of a spe-

cial panel to evaluate the performance of the tested ATV systems. The panel, comprised of committee leaders and other television experts, was selected to review all the test results and to prepare options for the Advisory Committee before its final consideration.

The FCC Advisory Committee filed its recommendations (FCC Advisory Committee on Advanced Television Service, ATV System Recommendations, Washington, D.C.) on February 24, 1993. After noting the major advantages of digital HDTV systems, the report clearly stated that all four tested digital systems would greatly benefit from further development. Therefore, it was the recommendation of the special panel that the four digital system finalists would imple-

An HDTV



A digital HDTV image (left) shows the fine picture detail achieved by qua broadcasts (right).

ment improvements to be submitted to the FCC Advisory Committee and approved by the special panel's technical subgroup.

This specific directive by the special panel and the Advisory Committee led to the formation of a single proposal, known as the "Grand Alliance," which was announced on May 24, 1993. The Grand Alliance is sponsored by AT&T, David Sarnoff Research Center, General Instrument, MIT, Phillips, Thompson, and Zenith. Basically, the proposed system of the Grand Alliance is an all-digital, interoperable approach incorporating elements of each of the four systems and potential acceleration of HDTV implementation in the marketplace.

The FCC Advisory Committee developed a timetable to set selection dates of variables such as audio format, scanning parameters, and compression and transmission schemes; those selections were to be completed by the end of November 1993. On October 21, 1993, the technical group of the FCC Advisory Committee approved the scanning format, video compression, and audio and transport layer sub-systems of the Grand Alliance system. The transmission selection decision will take place in 1994.

A prototype of the system is to be tested by the Advanced Television Test Center, with field tests planned for late 1994 in Charlotte, N.C. At that time, the Advisory Committee could submit its report to the FCC with a recommendation for adoption of the Grand Alliance system by early 1995.

Wiley: It is currently planned that the FCC's Advisory Committee on Advanced Television Service will recommend an HDTV broadcasting standard to the FCC in early 1995. The Commission could adopt the new standard sometime later that year.

The HDTV broadcasting standards adopted in Japan and Europe are based on analog transmission technology. The transmission technology under consideration in the United States, however, is fully digital. Largely due to the inferior analog technology, HDTV

V O & A



Zenith Electronics Corporation



Richard Wiley

broadcasting initiatives in Japan have not been particularly successful and, in Europe, have been postponed indefinitely. Both are considering the development of digital systems. In addition to an all-digital transmission scheme, the system under consideration for the U.S. standard largely incorporates the so-called "MPEG-2" standard. This will facilitate international

drupling the video information transmitted on current television

Continued on page 10

compatibility and interoperability with other devices, including computers.

What is the HDTV implementation schedule currently envisioned by the FCC? Will stations be required to broadcast side-by-side for a period of time, and when they are moved up to having their second channel on the UHF band, will they step on LPTV licenses or will new channels be opened?

Carbonara: In short, the FCC plan — out for public comment — stated that broadcasters would have a six-year period (beginning in 1994, although most probably 1995, and ending in 2000 or 2001) to apply for (by 1997 or '98) and build (by 2000 or 2001) an HDTV service, with the HDTV station having to simulcast 50 percent of its programming with its older NTSC station by 2001 or 2002. By the year 2003 or 2004, 100 percent of simulcasting of programs would be required by the FCC. By 2009 or 2010, the FCC proposes to have a full transition to advanced television, ultimately requiring broadcasters to give up their NTSC channel and broadcast only in HD — a total 15-year transition period.

In July 1992, the FCC disclosed a draft allocation plan for HDTV, proposing the following major objectives: 1) assignment of HDTV channel to current NTSC broadcasters; 2) assignment of HDTV channel to the UHF band (470MHz to 890MHz); 3) HDTV station service areas to cover a minimum radius of 55 miles; 4) preference to greater HDTV service area over increased interference protection for NTSC; 5) require LPTV stations to convert to HDTV when regular stations are required to convert.

Wiley: The adoption of the HDTV technical standard and table of allotments is the starting point for the FCC's implementation schedule. As noted above, a new standard could be established as early as 1995. From that point, existing broadcasters will have three years to apply for a second channel assignment for HDTV broadcasting, which must begin within six years of the standard-setting. Meanwhile, and for many years to come, broadcasters will continue to transmit current standard television on their existing channel (in order not to make obsolete the nation's imbedded universe of TV sets).

Because the television broadcasting spectrum will be so scarce during the transition period when both the current standard television, known as NTSC, and HDTV will be on the air, LPTV stations will not be specifically protected from HDTV

interference. Although the FCC is taking steps to mitigate any negative impact of HDTV on LPTV stations, some stations may be required to modify or cease operations in areas of the country where spectrum is particularly scarce. LPTV outlets will not be allotted a second channel for HDTV broadcasting, but they will be permitted to commence HDTV broadcasts on their currently allotted channel.

Will capacity be set aside in the HDTV broadcast standard for transmission of ancillary data? If so, how much?

Wiley: Ancillary data capacity is dynamically allocable. This means that the HDTV system's capacity for transmitting ancillary data is constantly changing depending upon the demands from the main video and audio signals. For example, the capacity for ancillary data transmission will be at a minimum during a fast-moving basketball game but will be very high (on the order of 8 Mbits/sec) during a talk show with little motion or during lulls in the basketball game.

What equipment currently in use, if any, will be salvageable; e.g., transmitters, antennas, transmission lines, etc.? Can any equipment be kept and converted or does the station essentially have to be gutted? Will any of the current production equipment be usable?

Carbonara: Most likely, a transitional approach will be taken by broadcasters regarding the production and transmission of ATV signals. Existing production gear will continue to be used to produce news and documentaries in NTSC for quite a while. Like color TV decades earlier, the evolution to ATV most likely will mean retransmission of networked signals first, then playback of HDTV syndicated programming or com-



Digital video compression technology squeezes massive amounts of digital HDTV data into a 6 MHz channel without loss of picture quality. Above, AT&T Bell Laboratories researcher Kim Matthews works on a video compression algorithm developed with Zenith Electronics Corporation.

mercial spots on tape or disc next, followed by eventual studio and then field purchase and implementation of HDTV gear at the station.

Wiley: Remember that the HDTV transmitter facility will be operating in parallel with the current broadcast facility for a number of years. This simulcasting is necessary for upgrading broadcasting equipment to any sort of digital transmission. Therefore, most existing equipment will not be available for HDTV broadcasting until NTSC broadcasting ceases. Transmissions over the HDTV channel sufficient to meet the FCC's implementation schedule will require construction of new facilities, including a transmitter, exciter, antenna, transmission line, and, perhaps, a new tower. Additional equipment for making the full conversion to HDTV will include cameras, switchers, tape machines, and the like.

How will LPTV stations be affected? Will they lose their licenses — will HDTV be so costly as to totally exclude these stations, or will they stand a better chance of making the change because of lower conversion costs and overhead?

Wiley: As noted above, LPTV stations will not be specifically protected from HDTV interference and, in some circumstances, may be required to modify their operations to accommodate HDTV. On the other hand, they will be given the opportunity to convert from NTSC to HDTV.

Is HDTV a benefit to local community television if the economic impact causes small stations to go dark because of the fact that it will cost as much to convert a station in Bangor, Maine, to HDTV as it will a station in Los Angeles or New York, although there is a vast disparity in revenue? Basically, will small, local-market stations be forced off the air?

Wiley: Obviously, the FCC's desire is not to put small stations out of business. Quite the contrary, the Commission's objective is to allow today's broadcasters to enter the digital age without disenfranchising viewers by making obsolete current television receivers. As cable systems are converted to fully

digital transmission, set-top converters are replaced by the cable companies. Likewise, when DBS service becomes available in the next few months, digital receivers will be sold. Terrestrial broadcasters, however, have no way to convert to the digital realm without a second channel, a transition period, and the associated equipment costs.

In sum, broadcasters cannot remain competitive with alternative delivery services without some investment. This need to remain competitive applies to small market broadcasters as well as to those in large markets. Some flexibility in the timetable for small station implementation might be a logical request to make to the FCC.

Will it be possible to do local programming on HDTV? Will all the tapes local stations have in stock be unairable unless they go through some kind of expensive conversion to HDTV?

Wiley: Local programming in full-quality HDTV will require expensive cameras, tape machines, and other studio equipment. In the early years of HDTV broadcasting, however, it is expected that most locally originated programming will be captured and stored in NTSC format and then locally upconverted to HDTV. The quality, of course, will not be as great as full HDTV but will still be higher than the standard NTSC broadcast and reception.

Can an NTSC program be shown on an HDTV monitor? In other words, how will HDTV affect the consumer?

Wiley: For consumers to obtain the full quality benefits of HDTV broadcasts, they will need to purchase an HDTV receiver. A similar situation existed in the 1980s with compact discs (CDs). Most stores carried both LP albums and compact discs. If a consumer was content with the lower quality sound (or did not want to purchase a CD player), he or she could buy the LP version of albums. If the consumer wanted the higher quality version, a purchase of a fairly expensive CD player was required.

Continued on page 12

NATIONAL JUDGEMENT IN ROME AND ITALY

Jesus promised: "There shall be nothing covered, that shall not be revealed, and hid, that shall not be known." (Matthew 10:26)

JESUS' PROMISE IS NOW BEING FULFILLED IN ITALY

...Italian Judge Italo Ghitti, in charge of preliminary national inquiries, says: "The scandal will ultimately touch the whole of Italian society."

...Italy's corruption has reached into the grave; All 21 of the city of Turin's municipal gravediggers are under arrest for robbing corpses.

...Prostitutes and magicians have been removed from National Parliament.

...Judges have filed corruption charges against more than 3,000 politicians, bureaucrats and businessmen in the past 24 months.

...Carlos De Benedetti, head of Olivetti computer company is among the best-known Italian tycoons to be ensnared in the country's huge corruption scandal.

...Cooperation between Italy's Secret Service and the mafia is alarming.

...Former Prime Minister Giulio Andreotti is accused with three former national government ministers to have ties with organized crime.

...God is dismantling the mafia. The most powerful bosses in the mafia in Italy have been imprisoned along with hundreds of others who are directly or indirectly, in the worldwide crime organization.

...251 of the 630 members of National Parliament are under indictment for corruption.

...State-run companies have siphoned off billions of tax dollars to the Italian political parties.

...Prominent Sicilian churchmen are under investigation for alleged mafia ties.

...Because of the national corruption, the political parties that ran Italy for more than 50 years since World War II have practically disappeared.

...The Communist Party is likely to be the strongest party in the spring 1994 national elections. Also, the neo-fascist party with the granddaughter of Benito Mussolini, made strong showings throughout the country in the November 1993 mayoral elections.

PRAY FOR GOD'S MERCY

On December 31, 1993, the President of Italy, sent the following telegram to Rev. Martin Lombardo, President of Jesus Cares Ministries, Inc.: "I have tried to contact you by telephone without success. Thank you for your precious prayers and faith in God."

Oscar Luigi Scalfaro

BE A PART OF GOD'S MAJOR MOVE IN ROME AND ITALY

The harvest in Italy is ripe. The people of Italy need to know that their only hope is in Jesus. We need your help Christian media and the Body of Christ, to share the news, to call for prayer, to send laborers, or finances to help fulfill God's miraculous plan in our heartbroken nation that desperately needs Jesus. *For more information, write:*

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Now, in 1994, it is difficult to buy music in the LP format, and consumers must purchase a CD player (which has become cheaper) to listen to new albums.

Likewise, in the early years of HDTV broadcasting, receivers still will be available to receive the lower quality NTSC broadcasts, while higher quality HDTV signals will be available to those willing to spend more money on an HDTV set. As more HDTV sets are purchased, prices obviously will fall. Although it will not be required, it is very likely that HDTV sets manufactured during the transition years before NTSC broadcasting ceases will be equipped to receive and display programs broadcast over the NTSC channel.

How will public television be affected? Will the government give these stations grants to cover the cost of conversion, or will HDTV have a negative effect on public television? (Obviously, Christian television is viewer-supported as well, but those stations have no hope of government grants.)

Carbonara: Public television has always been at the forefront of leading and implementing technological change. This was true with satellite distribution and stereo TV broadcasts, and it will be the same with HDTV and digital compression in broadcasting. Given this leadership role, and the relationship public televi-

sion has had with the Corporation for Public Broadcasting, government funding has always been one of the givens for public television's survival. However, the extent and nature of the subsidy in this case remains to be seen.

Public TV needs to be into HD to survive competitively, as does Christian broadcasting. Newer revenue streams will need to come from innovative digital services such as ancillary data broadcasts and interactive services to supplement the cost of transition to HDTV.

Wiley: Public television stations have asked the FCC for more flexibility in the implementation schedule. I suppose grants from the Commerce Department's Public Telecommunications Facilities Program (PTFP) will be available for HDTV facilities, but this program certainly lacks the funds to cover any but a very small proportion of the costs of converting public television to HDTV.

One final thought: Christian stations are often seen as being a spur in the side of the liberal media in the way they let issues be known without pulling any punches. Is HDTV in any way a move from "higher levels" to eliminate many of these broadcasts, to silence these "voices of dissent" which are speaking out against the liberal media in favor of traditional biblical values and beliefs?

Carbonara: I do not believe HDTV is being used as a technological weapon to shut out or eliminate Christian television. The move to HDTV is a natural progression toward the next industrial revolution — one that encompasses the use of a computational infrastructure which further accelerates the ubiquitous nature of digital electronic discourse to the home.

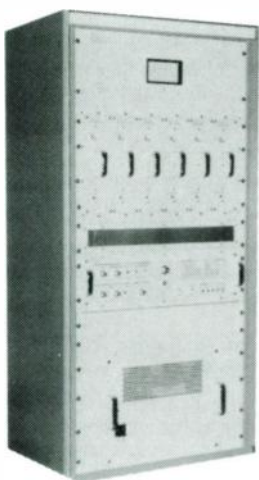
"The move to HDTV is a natural progression toward the next industrial revolution."

With the potential for thousands of channels integrating both wire and wireless services to the home, more — rather than fewer — voices should be able to be heard, even those proclaiming the good news of our Lord and Savior Jesus Christ. And that is a high definition message that needs no further resolution.

Wiley: I believe there is no such plot behind HDTV. I certainly would not support plans for this technology if there were. ^{RB}

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Wilbur Nelson
Martin DeHaan
Dan Betzer
J. Vernon McGee
D. James Kennedy
David Jeremiah
Chuck Smith

by Ray Terrill

THE SUBJECT OF DIGITAL radio has been with us now for several years, and a desire to replace conventional AM and FM analog technologies with higher quality — and inherently more stable — digital systems appears to be driving the decision-making process forward at a deliberate pace, albeit not a particularly rapid one. Answers to the questions of when digital radio will actually be a reality and of how that reality will look seem to be forthcoming. In any case, there is little doubt that we will face a changeover to this new technology before the end of the decade.

At Home and Abroad

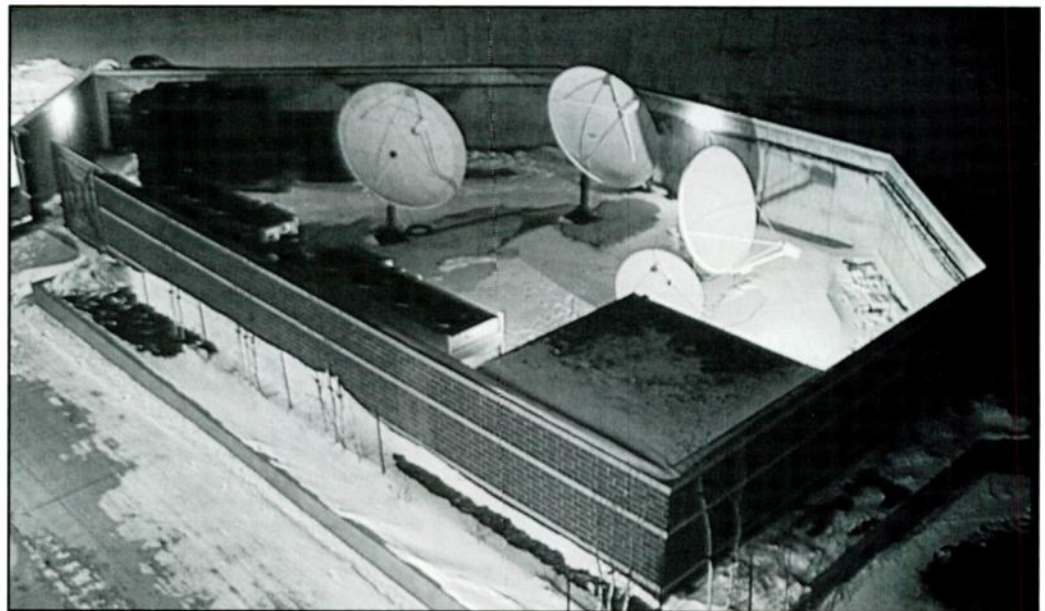
In Europe and Canada, it appears that the die is cast with Eureka-147 (described in some detail for *Religious Broadcasting* in a March 1991 article), as government-operated broadcasting organizations jump on board. Pioneer Electronics has announced that it is prepared to commit to building receivers for that system, and other manufacturers such as Kenwood and Sony are close to the same decision.

Meanwhile, in the United States, the Yankee go-it-alone tradition has taken over the debate, with what appears to be a foregone conclusion that we will seek our own approach to the matter. At issue here are several objectives: defending the financial investments of countless station owners; conserving the frequency spectrum on both the AM and FM bands in order to maintain and improve the robust, mobile reception we currently enjoy; and insuring the local character of American broadcasting.

Alphabet Soup

Over the past several years, we

Coming of Age: The Evolution of Digital Radio



Focus on the Family's (Colorado Springs, Colo.) satellite antenna enclosure includes digital VSAT uplink and various downlink units.

have seen acronyms referring to this new technology expand to cover several competing methods of accomplishing the same goal — that of fully digital, ultra high-quality

radio. DAR has become the preferred general term for digital radio. DAB is now applied mostly to the Eureka-147 process. IBOC refers to the in-band, on-channel process

whereby an FM or AM broadcaster would continue on his present frequency, with a compatible analog and digital signal sharing that frequency (with the possibility of different programming for each signal). IBAC refers to the in-band, adjacent-channel method which would sandwich the digital channels between the existing analog channels, using guard bands and operating at lower power to prevent interference.

At present, testing is under way by the Electronic Industries Association (EIA) at NASA's Lewis Research Center to recommend a system which will meet the needs of receiver manufacturers while at the same time assuring consumer service and acceptance. Once this testing is completed (likely around September of this year), recommendations will be made to the Federal Communications Commission (FCC) for a system which will serve the future needs of broadcasters and listeners here in the United States.

Regardless of the recommendations made by the EIA, it appears that the conversion of our transmission systems will occur in the next

five to ten years. It also appears that, unless you are actively involved in advocating a system for technical or financial reasons, the process will occur without your participation. This is not necessarily a negative, but rather an indication that the decisions are being made at a level which does not, for the most part, involve individual station ownership.

Nonetheless, until these decisions are out of the way and the FCC and industry leaders and manufacturers have launched the new system, there is a great deal you *can* be doing.

For religious radio broadcasters, the real story in the digital radio realm is the rapid conversion of the studio, STL, and networking operations to all-digital systems. Even now, major quality improvements can be heard in every market as more and more stations introduce digital technology into their operations.

Significant numbers of stations — at this point, probably a majority — are using digital editing systems; digital studio transmitter links are being installed at a rapid pace as well. There are already fully digital

audio consoles on the market, and, given falling sales, virtually no new analog tape equipment is being developed. The major national equipment dealers are selling R-DAT machines at the rate of several hundred per week, as stations race to keep up with each other in quality competition. In addition, small V-SAT networks, offering low-cost, compressed digital satellite transmissions, are springing up across the country.

Meanwhile, the penetration of digital technology is beginning to reach the point where experienced users are seeing the downside. Last March, at the National Association of Broadcasters (NAB) convention in Las Vegas, Herb Squire, chief engineer of New York City classical music station WQXR-FM, stunned a mostly technical audience by demonstrating that the arbitrary cascading of compression algorithms can very quickly make even a CD-quality recording unlistenable.

By the time the music on a mini-CD was played through a compressed digital studio line to the

Continued on page 16



The main control room of Focus on the Family's Family News in Focus utilizes a hybrid of digital and tape editing for fast track production of daily news features.

COMING OF . . .

Continued from page 15

satellite uplink, transmitted using a different compression algorithm, received, and sent to a transmitter site using yet another method of compressed digital transmission for the STL, the music was virtually unlistenable. The CD would have sounded far better over a simple AM transmission than it did as a product of cascaded digital compression schemes. At this time, it does not appear that cascading the *same* compression scheme would cause similar problems, but even there, caution is the watchword.

The above is extremely important since most digital recording methods and practically every transmission method use compression to increase capacity. These techniques have names like Musicam, APT-X, and AC-2, and perhaps a dozen more. Used singly, the impact of

each system is virtually undetectable by even professional listeners when compared to the original recording. In addition, each of the above systems, and many others like them, make it possible to retain the highest audio quality while at the same time greatly reducing the cost of recording and transmission.

There is a price to be paid, however. When considering any digital equipment or system, it is important that the use and type of compression be carefully considered. Many digital formats, such as R-DAT and CD, do not use compression; thus, that concern is eliminated.

However, mini CDs and digital compact cassettes (DCCs) do use compression, as do almost all STL's and most satellite transmission systems such as V-SAT SEDAT. And, at the time in the not too distant future when we make the transition to digital radio transmission, that system will definitely use compression. In other words, careless decision-mak-

ing now will put you in the position of spending a great deal of money upgrading your facility, only to hear your audio quality decline. If that happens, you will be faced with replacing some rather expensive equipment before your last payment on it is due.

Words to the Wise

Using origination devices with compression, such as mini-CDs and DCCs, will work for now, but at some point in the future, it may be necessary to change formats in order to restore quality to your system. Certainly equipment such as standard CD players and R-DAT machines, as well as most digital reel to reel machines, are a good bet. But note that some floppy disk cart machines are compressed, while others are not.

At present, a good rule of thumb is to avoid using digital editors and recorders which use compression schemes. Regardless of



A main control room (shown above), three additional control rooms, and 16 tape editing rooms support daily production of the Focus on the Family radio program. Eventually, all are slated for upgrade to a digital workstation environment.

what system ultimately becomes standardized — or at least dominant — many others will become orphans. In a production environment, where signals might pass through the system several times during the course of a project, the loss of quality caused by cascaded compression systems might greatly restrict the usefulness of a system in the future.

Use of editors and recorders which allow for both uncompressed and various compression choices gives you the best of both worlds, but at a premium price. Also, look closely for such terms as "Musicam compatible" or "proprietary system." They might not be the standard systems such phrases would indicate them to be.

In transmission systems, such as V-SAT systems and Switched-56 (the long distance telephone carriers' digital dial-up network), Musicam is dominant, but not alone. In STLs, there are several methods

in use, including Musicam and AC-2 (by Dolby Labs). Look for a system which allows you a variety of schemes.

The bottom line, it would seem, is this: if you have a good transmitter plant, whether AM or FM, keep it that way, realizing that a major

"There is little doubt that we will face a changeover to this new technology before the end of the decade."

investment in transmitter equipment at this time might require serious upgrading or replacement five or so years from now. If you want to get the most for your money now,

begin the conversion to digital studios and interconnection systems. A well-informed management team can head off bad investments by knowing the basics of digital audio. A well-educated chief engineer can guide you through the decision-making process. This is a good time to invest not only in digital conversion, but also in the training of your technical staff, in order that your investment might pay off.

Digital technology is very different than the technology most broadcasters grew up with, and many of the old rules do not apply. Ten years from now, the answers to many of today's most pressing questions will have become common knowledge. But for now, those answers can be found only through educating your technical staff and wisely planning your conversion.

Ray Terrill is the chief engineer for Focus on the Family in Colorado Springs, Colo.

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Editor's note: In its January 1994 issue, Religious Broadcasting presented the results of "The Great Readership Speak-Out." Included in those results were themes and topics survey respondents said they would like to see the magazine address in its monthly features. With this article, Religious Broadcasting thus begins a regular practice of offering articles based on those suggestions and, as is the case here, often written by those who made them to us.

YOU HAVE ARRIVED AT church on a Sunday morning, have quietly taken your seat, and are preparing for worship. Throughout the sanctuary, organ music plays over a loudspeaker. Then the music stops, and a church elder announces that, in an effort to cut costs, the pastor has been dismissed. The elder further explains that in place of the pastor, the church will now offer SermonNet. A TV set is wheeled to the front of the room and comes to life. "We welcome you to our service. Before we turn to our message, here are some announcements. A potluck dinner is set for tonight at the First Church of Pittsburgh; the Second Church of Atlanta has revival services this evening at half past the hour. And we want to especially welcome the Third Church of Denver, joining SermonNet for the first time today. Now let's open our Bibles to. . . ."

Admittedly, this type of service would be extremely impersonal, but consider all the benefits to your church: much money would be saved by not having to pay a pastor and a church staff; congregations would be spared those occasional unprofessional sermons; the vast majority of denominational feuding would come to an end since no one could claim they had a better pastor than anyone else.

Of course, this whole idea is outrageous, perhaps even laughable. Yet I submit that station managers are playing out this same scenario each time they make the decision to carry satellite programming exclusively. In this article I would like to address the need for more local programming, and I would

Programming

like to share some ideas on how this can be accomplished.

First, however, let's look at the benefits of using satellite programming. Using satellite is a good way to cover those hard-to-fill time slots such as overnight, weekends, and holidays. Using a satellite network will allow your station to broadcast talk and interview programs your station could not afford to produce on its own. Broadcasts from national conventions, sporting events, and national and international locations are important offerings which satellite services are uniquely able to offer. And satellite is probably the

live in different areas of the country. These services will never be able to address the local problems or politics your community faces because they necessarily need to keep their programming generic in order to cover a larger geographical area. For this same reason, it would be impossible for satellite networks to broadcast specialized programming featuring local celebrities or local Christian music artists.

The basic truth here is that there are no two markets alike. For example, our station serves a predominantly Catholic population which is highly influenced by an Italian cul-



Local news and public affairs programming are offerings local stations are uniquely qualified to make.

most cost-effective way for a teaching ministry and a station to work together.

That Personal Touch

But for all the benefits to be found in using satellite, there are simply some things a national service cannot provide. Satellite services cannot know or meet the various, specific needs of listeners who

ture. Just 100 miles west of us is a market very different from the one we cover, an Amish and Mennonite area with many evangelical churches. That market is served by a thriving CCM station which is locally programmed.

As further evidence that each market is different, consider the thousands of dollars spent by businesses on market research and the

- Sans Satellite

many different churches found in each community. Generic satellite programming cannot possibly meet the diverse needs of an individual local market. This is not the fault of the programming; rather, it is the nature of the industry.

A common assertion within the "to use satellite or not to use satellite" debate is that local station managers who use local announcers instead of satellite programming do so out of pride and out of some inflated opinion of the resources available to them. In actuality, this is seldom the case.

Furthermore, there is nothing

ing announcers and programs. While this holds true for the most part, the networks are not immune to the same mistakes that affect local-level programming; the difference is that when these mistakes occur on the networks, they affect hundreds of stations.

Working in radio these past several years, I have heard an average of two to three mistakes a week on network radio, including programs being cued on the air, voice tracks that are out of sync with the music, programs aired at the wrong times, and others. Some networks even fail to backtime their music, a cardinal

and local levels, many announcers are no longer allowed to share Scripture or biblical applications. Some stations are even afraid to air programs dealing with critical issues for fear of hurting the overall sound of the station. There simply must be a balance between professionalism and ministry. Neither should be emphasized at the expense of the other.

As we look at the ministry of Jesus, we can see that His primary emphasis was not on large crowds nearly as often as it was on small groups of disciples. Jesus' practice of meeting people one-on-one should be our example as broadcasters.

While we may not always be able to meet literally one-on-one with our audiences, we need to get as personal as possible with our listeners, and this can only happen on a local level as station staff members pray with listeners and develop programming to meet their specific



Remote broadcasts from church or community events can allow a station's listeners to see the faces behind the voices they hear each day.

wrong with taking pride in the local programming you are able to offer your audience. And who knows the needs and tastes of local listeners and viewers better than the managers and announcers who live and interact with them in the same community?

Margin of Error

Among the benefits networks claim to offer is professional-sound-

sin in the broadcast industry.

At a most basic level, a broadcast is only as good as the person behind the mic, whether they are national or local. A professional on-air presentation is important, but recent over-emphasis on this smooth, practiced sound has detracted somewhat from the ministry aspect of Christian broadcasting.

For example, on both national

"There simply must be a balance between professionalism and ministry. Neither should be emphasized at the expense of the other."

needs. This "personal impact" is not even a realistic goal for satellite programming since national programmers cannot meet the individual, local needs of thousands of listeners on a daily basis. Again, this is not a fault, only a fact.

The Local Game-plan

Successful, cost-effective local programming is possible using a few time-tested practices. First, involve area churches in the work and mission of your station. Christian radio at its best interacts with other ministries. Get to know area pastors and church officials. From these contacts, recruit a few people who are willing to volunteer time to either host or produce programs. One of the greatest needs of many people today is that of being wanted and needed. Get people involved at your station, and you will have

Continued on page 20

instant supporters.

Use interested individuals in areas where they are uniquely able to meet the needs of a particular segment of your audience. Christian women are great resources for women's issues programs. (This type of broadcast is extremely popular on many stations since the majority of Christian radio listeners are female.) Or, why not carry music or programs for young people and invite area youth leaders to develop a program to address special issues relating to youth in your area.

Local pastors to whom your station gives air time are another source of community programming. One of our most successful programs here at WRGN-FM is *PrayerTime*. Each week, a local pastor voluntarily hosts a daily 15-minute devotional broadcast during which he prays for listener requests he has taken prior to air time. This not only promotes the pastor's particular church, but also helps to promote our station's ministry within the local body. A local body of Christ — its activities and its members — should be a primary source of programming for the local station.

Another way for Christian radio stations to develop cost-effective programming is through a cooperative effort with a local television station. Some secular stations began this concept years ago when they were unable to afford their own news staff and thus began "sharing" with other stations. There are many struggling television stations that would be happy for the exposure gained when your station promotes their newscast. This also prevents your listeners from tuning elsewhere for local news.

An inexpensive way to form your own news staff, should that be a goal of your station, is through the use of college interns. These eager students can be taught the how to's of news gathering and reporting and can bring to your station fresh insight and creativity. Working with students may demand a little extra time, but it is, for all involved, time well spent. And do not limit your selection to only students from

Christian colleges; utilizing students from secular colleges can present a unique opportunity for evangelism.

Out and About

Add a face to your announcers' voices by getting your staff involved in remote broadcasts from pro-life events, area church rallies, or other community activities. Working with disaster relief organizations, sponsoring food drives, and supporting other causes will convey your concern to your audience in a more effective way than mere words.

Play-by-play sports coverage of local high school athletic events is a big audience attraction for many stations. At a station I worked for in Arizona, a volunteer church member's play-by-play high school basketball coverage was one of our most popular broadcasts and drew in many non-Christians. We used these sports broadcasts to reach the unsaved and aired one-minute gospel messages during break times. As a commercial station, this was also a good source of revenue for us.

music rotation to meet market needs. Your staff will be doing the voice tracks rather than someone on the other side of the country. Breaks between songs can focus on items of interest to local listeners.

Automation will also allow you to pick and choose programs from satellite services and record them for playback at a time best suited to your audience; this frees you from preformatted programs and sudden changes in satellite scheduling. Finally, break times and lengths can be varied during music blocks; you are not saddled by the same thirties and sixties that are offered by satellite each hour. Automation — used creatively and efficiently — is a valuable tool to stations who offer local programming.

The choice is yours. Do you want your station to sound like SermonNet, cold and impersonal, or are you willing to spend time meeting the needs of your listeners? Reviewing all your options before plugging in a satellite service would be a great benefit to you and those



Involvement in community activities is one example of local outreach which increases a station's visibility.

There are many other ways to create cost effective local programming, but I want to complete this list by encouraging stations to use automation. WRGN uses automation on a daily basis, and when all goes well, I find that it is hard to distinguish automated programming from live radio. With automation, you can voice track music day parts. The difference between this practice and satellite is that you control the

to whom you minister. As a medium which is an ambassador for Christ, Christian broadcasting and those who work in it have a duty to do more than just punch up a network. We need to be actively and creatively involved in the lives of our listeners and viewers.

Dan Longmore, a 17-year broadcast veteran, is the production director at WRGN-FM in Sweet Valley, Pa.

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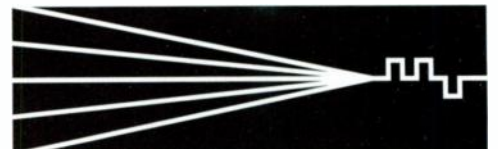
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**NSN NETWORK
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by Mark Snowden

LOUDSPEAKERS MOUNTED ON THE STEEPLE blasted the canyon late into the night. The flimsy stucco homes shuttered as the preacher's voice railed against sin after sin. Before midnight, the evangelical caravan shut off the generators, and the rural community returned to darkness. The frustrated Christians wondered if they had made an impact.

Is God involving you in ministry to those of another culture, whether overseas or stateside? Indeed, Christian broadcasting has in recent years taken on a decidedly more international and multicultural flavor as those involved with religious radio and television seek to carry a message of hope to all the peoples of the world.

But this increased outreach brings with it some weighty challenges which must now be recognized, for Christian broadcasters involved in missions ministries can no longer afford to be *blindcasters*. Too often, multicultural broadcast ministries are established blindly, without a clear guiding picture of who the ministry will try to reach or of how this outreach will be accomplished.

Broadcasting should be used within the Lord's ministry to people of other nations and cultures for two primary reasons: 1) to bring change in those who do not know Christ; and 2) to enhance the faith and lifestyle of believers. Whether you believe various communications efforts have limited or powerful effects, the facts show that such efforts do have a cumulative effect over time. The Holy Spirit is working one person at a time. As Christians with a burden for the lost and with a desire to disciple the saved, we have great potential for effectiveness.

Peeling Back the Blinders

Several steps should shape your ministry's plans for crosscultural communications.

* **Think long term.** The targeted group should be able to sustain and/or improve on any progress which results from your communications project. When members of a thriving Asian church were asked why they could not start a new church, they replied, "Oh, we don't even own a VCR!" The group you target must be equipped to take what you give them and repeat it after your ministry has left. "Reproducibility" — the ability to recreate the lessons they have been taught for others in their culture — brings accelerated reproduction among those your ministry seeks to disciple.

* **Expect change.** Ministry projects should positively change the relative position of the recipient people. Members of the target group should not be allowed to feel comfortable remaining where they were when you first begin working with them. Growth and change in areas of evangelism, nurturing, or discipleship is best accomplished within the local or national system and should happen during a set time period.

* **Pro-actively share information.** The recipient group should be made aware of the subsequent responsibilities, obligations, and economic implications — as well as the "risks" — of any given project. Such open-

Throw N After Foo



Warren Johnson

The ministry of Radio K'ekchi in the mountains of Guatemala is strategically integrated into the development of the indigenous K'ekchi-language churches. Above, station director Gilberto Sun Xicol and, at the controls, Carlos Pop respond to local callers.

Not Effort Lishness



Warren Johnson

Southern Baptist missionaries Charlie and Darlene Williams, who work to respect traditional Japanese values while communicating the Gospel, canvass a high-rise apartment community in Yokohama, Japan. Such personal visits assist in planning approaches and bridging crosscultural gaps.

ness on the part of your ministry will facilitate crucial communication and exchange. Various public relations approaches, such as video or print news releases, can greatly augment this necessary element of your project.

*** Know your responsibilities.** The initiators of your project must be aware of their accountability to the recipients in terms of decision-making and agreed-upon objectives, as well as to project sponsors.

*** Partner with leaders.** National colleagues should participate fully and increasingly throughout the implementation of the project, both in decision-making and in personal and material contributions. The old missionary stand-by of "working yourself out of a job" sparks the need for quality training and partnership early in the communications process.

*** Involve the locals.** The target group will "buy into" your project when they see you identifying real needs as they are *locally* perceived, not as you perceive them. Involve nationals, encourage their suggestions, and agree to appropriate ways of meeting their expressed needs.

*** Keep the main thing the main thing.** The communications project planners must respect local cultural values while at the same time maintaining their own spiritual emphases.

*** Explain everything.** The underlying motivations, goals, and evaluation criteria for the project must be made known to the nationals involved. In fact, the entire project may require the invitation of the nationals. Teamwork fosters an atmosphere of trust and enhances credibility.

*** Think globally; act locally.** The project should keep its focus on the message which is for all peoples while utilizing local resources whenever possible to spread that message.

*** Integrate resources.** Projects must be strategically and totally integrated to meet spiritual, mental, and physical needs, rather than emphasizing certain areas to the exclusion of others. Mass media and interpersonal communication should also be integrated for continuity.

*** Avoid prejudice and favoritism.** Projects must be inclusive of the entire community, regardless of religion, race, or creed.

*** Cooperate.** Projects must take into consideration government or denominational planning, as well as communications planning being done by other groups. This may mean networking with other Christian outreaches.

*** Meet people where they are.** Projects must be appropriate both in methodology and in technology to meet members of the target group at their levels of individual need.

Continued on page 24

THROW NOT . . .
Continued from page 23

***Develop relationships.** Encourage response and follow-up in a timely fashion. The rapport you establish will serve as an early model for Christian lifestyle expectations.

After investigating how best to reach the impoverished canyon community, several freshwater wells were drilled, and a nutrition supplement program was implemented. The little church building was used by a team of local Christians and missionaries as a springboard to the community.

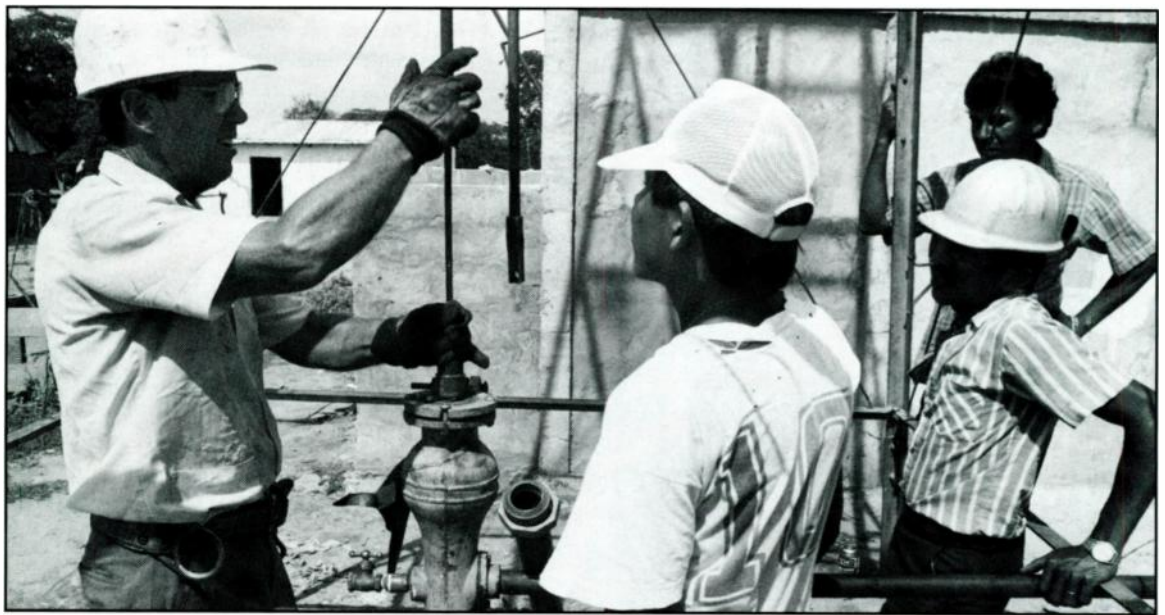
Radio receivers brought families instruction, correspondence courses, and announcements in their "heart" language. Those responding to film showings received their choice of literature or audiocassettes. Bible studies were conducted in four different homes throughout the week. One of

the groups "storied" the Bible for the non-readers. The evangelical caravan knew the spiritual condition of most of the villagers and prayed for them regularly. The canyon was being reached for Christ.

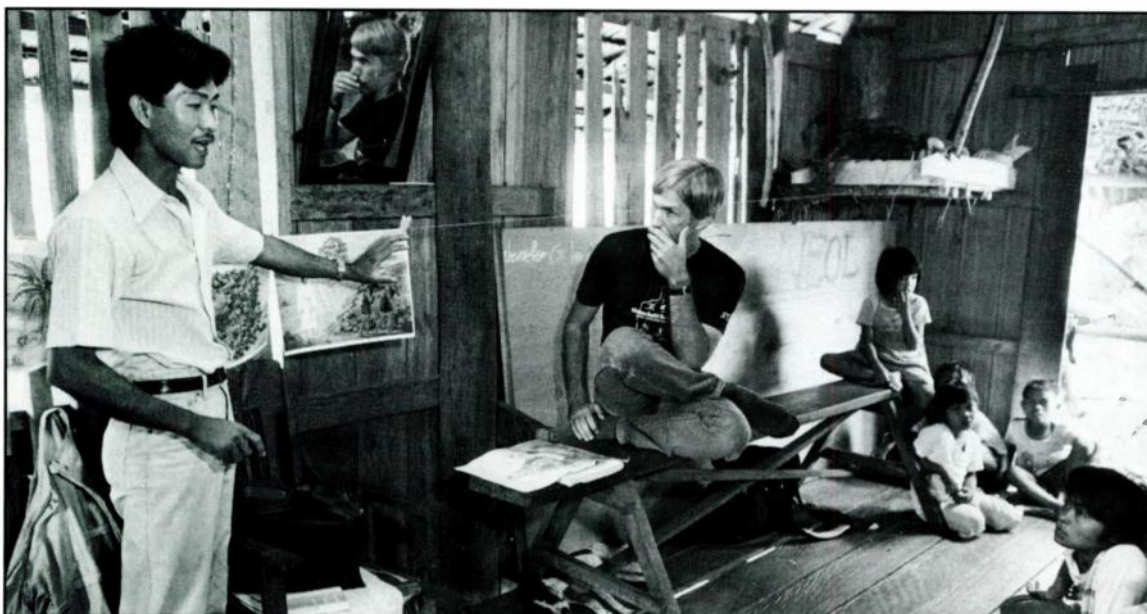
Mark Snowden is a communications consultant for the Foreign Missions Board (FMB) of the Southern Baptist Convention. Dr. John Cheyne, FMB associate director of research and planning, also contributed to this article.

Top: Teaching the vital skill of being able to maintain a water pump serves as the basis for communication between Southern Baptist missionary Bob Caperton (left) and Guajiro men in Poromana, Colombia.

Bottom: The chronological storying of the Bible is the chosen methodology for this village in the Philippines. Here, Cebuano-speaking Filipino James Gorrie (left) tells the creation story to Manobo tribesmen as Southern Baptist missionary Stan Smith listens.



Don Rutledge



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AIRWAVE NEWS

HOUSTON — The Morningstar Radio Network's pure AC music format is now heard full-time on south central Indiana's only Christian radio station, WJLR-FM/Seymour. In addition, KGDP-FM/Santa Maria-Lompoc, Calif., has been a network affiliate since December.

ARLINGTON, Va. — WABS-AM/Arlington was the only Washington, D.C.-area station to broadcast live the entire ceremonies from the 21st annual March for Life on January 21. The program featured speeches from Sen. Jesse Helms (R-N.C.), Rep. Bob Dornan (R-Calif.), and other pro-life leaders. "As our nation enters its second year under an administration that promotes abortion on demand, we at WABS are proud of the opportunity to show support for the sanctity of all human life," said general manager Steve Cross.

WASHINGTON, D.C. — A television show highlighting new books, Bibles, videos, and software premiered on cable, local broadcast, and network affiliate stations in February. *Bookview* aims to broaden the exposure of Christian products beyond the current radio and print media. The program itself demonstrates products, shows video clips, and provides an opportunity for authors or hosts to discuss the books and other materials.



Executive producers Dale Hanson Bourke (right) and Bruce Barbour on the set of *BookView*.

AKRON, Ohio — InfoCision Management Corporation became one of only four northeast Ohio companies to receive the prestigious Weatherhead 100 Award for all six years since the award's inception. InfoCision placed 33rd on the list, which is compiled by the Weatherhead School of Management at Case Western Reserve University. The school recognizes the 100 fastest growing companies in northeast Ohio each year.

Music

TUCSON, Ariz. — The McLaughlin Media Group announced in January the release of *Lightsounds*, the first offering from its GLADSONGS Records Divisions. *Lightsounds* is a contemporary Christian compilation album featuring 14 hits by the most popular artists in the industry. "GLADSONGS was formed to creatively meet the



fund raising needs of non-profit organizations, while increasing community awareness for the participating radio station," says Alan McLaughlin, president of the organization.

NEWS BRIEFS

WHEATON, Ill. — Media & Technology Resources has been contracted by the Billy Graham Evangelistic Association (BGEA) to translate and lip sync dub *The Hiding Place* into Swahili for distribution in East Africa. *The Hiding Place*, winner of numerous awards from around the world, is one of the BGEA's best-loved films in Africa. The book by the same name has already been translated in Swahili.

DALLAS — An estimated one million teenagers are expected to participate in the largest, evangelistic live-by-satellite pizza party ever on March 5. Christian students across the United States and Canada will host "See You At The Party" pizza parties for their peers locally while becoming part of the larger event by tuning in to the international satellite broadcast.

SHAKOPEE, Minn. — SHARE MEDIA, an established consulting firm working with Christian radio stations, announced the release of *His Prepsheet*, a bi-weekly information service for Christian DJs, program directors, and station managers. Each issue contains daily lists of famous birthdays, special and historical events, trivia, quotes, Scripture verses, and prayer thoughts. Additionally, there are "clean jokes," industry news relating to Christian artists and their music, and marketing/promotional ideas.

FULLERTON, Calif. — The merger of the Minirth-Meier Clinic and New Life Treatment Centers, forming the world's largest provider of Christian inpatient and outpatient psychiatric care, was announced January 3 on *The Minirth-Meier Clinic* national radio broadcast. Drs. Frank Minirth and Paul Meier co-founded the Minirth-Meier Clinic in 1976 and their practice has grown to include branch clinics in 33 cities. Founded in 1988 by Stephen Aterburn, the New Life Treatment Centers are located in 16 cities.

PEOPLE

BURBANK, Calif. — Phil Cooke Pictures, Inc., announced Cathy Koke has recently joined the production company in the role of executive producer, assisting in the supervision of Christian television programming for a wide range of clients. Koke has extensive experience producing and directing Christian programs, including those of the Oral Roberts Ministry.

LOS ANGELES — Charles Austin has been appointed director of marketing for First Light Video Publishing, the world's leading producer and distributor of media arts training videos. Austin is also vice president of the International Interactive Communications Society, the 3700-member professional associa-

tion in the interactive multimedia and digital arts and technologies.



Andrew Carter

CEDARVILLE, Ohio — Andrew Carter is the new Columbus Marketing Representative for the CDR Radio Network. Carter has served as a weekend announcer for the network since June 1992.

PITTSBURGH — Oleen Eagle is the new president and chief operating officer for Cornerstone TeleVision,

Inc. Eagle, who has worked for the station for 17 years, was general manager and executive vice president. Tom Scott, former vice president of finance and treasurer of Cornerstone TeleVision, was named senior vice president. Founder Russ Bixler will remain as chairman of the board and CEO.

NASHVILLE, Tenn. — Word Records has announced the appointment of Jim Chaffee to the newly created position of vice president and general manager of the Myrrh/WAL division. Chaffee has been responsible for the success of the Christian Artists organization, as well as its annual music seminar in Estes Park, Colo.

WASHINGTON, D.C. — Christine Phillips has been promoted from account executive to senior account ex-

WASHINGTON WATCH

continued from page 6

On the issue of banning indecent programming, the court ruled the First Amendment prevents the government from "deputizing" cable operators to bar all such material from access channels. The panel took a more cautious approach to the question of segregating indecent programming on one block-ade channel.

Because the restriction applied only to leased access channels and not to other cable channels (such as traditional cable programming networks) where indecent material might appear, the court questioned whether the restriction unconstitutionally favored some speakers over others. The panel remanded the issue to the commission to justify the differential treatment. ^{8b}

ecutive at WAVA-FM/Washington, D.C. Phillips is the first senior level sales executive at the station and has been employed there since 1992.

Pam Bassett has also been promoted to sales associate. Bassett has been with WAVA since 1992 as an announcer and sales assistant.

WHEATON, Ill. — Billy Melvin has announced he will terminate his services as executive director of the National Association of Evangelicals (NAE) on March 31, 1995, completing 28 years in the association's top position. Under his leadership, the association has grown by 70 percent.

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Starting Right

As Christian radio continues to lead the way in new start-up statistics, it is imperative we all continue to address the importance of signing on with a quality product. The first three months of a new station or a newly formatted existing station are the most important in its history. Any contractor knows how critical the foundation is to the overall structure. More thought and planning often goes into the foundation than the remaining structure to be built. I believe the foundation, or the first few months of any radio station, are critical to its future success or lack thereof.

Christian radio can no longer hide behind the "ministry" excuse we've been hearing for decades. You have heard those statements before, "Oh, we're just doing this for the Lord and He doesn't want us to resemble the world in any way." Somehow, resembling the world is often translated to mean our stations cannot sound like normal radio. If that were true, many Christian stations are doing a good job of not sounding like the secular stations in town. It may sound harsh, but dead air and DJ errors are heard mostly on the local Christian stations. How this honors the Lord is very difficult to explain.

As new Christian stations sign on across America, I think our industry must continue to sound the alarm and challenge those who are at the helm to aim for a higher degree of quality and professionalism during the initial early stages of the operation. Let's evaluate a few of the most important aspects of the new station or the newly switched formatted station.

Programming Format

Be sure your new Christian station selects the best-suited format for the market you are about to serve. Format selection is going to be based on a combination of determining factors — including present market condition which involves evaluating the other Christian stations that may already be present and through research by determining the greatest need or

void in the market. If the proposed station is going to be music intensive, you may be wise to seek some outside help in selecting the best music format.

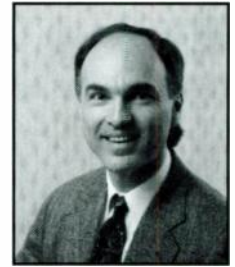
In addition to the needed market analysis, non-commercial stations are usually governed by an organization that must weigh every decision, including station format, mission statement, or sense of God's call on its life. All of these factors must be considered, but be on guard: some board members or large donors have a personal agenda they may try to push through using God to justify their own prejudice or bias.

Once a format has been determined, evaluate your realistic ability to pull off the format. Take a painfully honest look at your budget, and available managerial and programming talent. Honestly try to ascertain if you can at least come close to matching the professionalism of the average secular station in your market.

If you are unable to afford the caliber of air talent required on the local level, you should explore your satellite options or utilize outside voice drops. Too many Christian stations still use volunteers for on-air board and announcing work. Though operations like these are often run by great people who love the Lord, the lack of experience and professionalism lowers the overall image and credibility of Christian radio.

If your ultimate goal is to present local programming, that's fine and commendable. However, if you are unable to start off in a quality manner, it is better to begin with a professional satellite source. Then, once funding becomes available, you can gradually bring on the kind of local talent needed and start replacing satellite dayparts.

Make sure from the first day your station signs on, you are able to deliver a quality product comparable to the kind of radio people are hearing in your city. Don't wait to add jingles, production libraries, and voice sweepers in the future. Begin on your first day with these important sound ele-



Bob Augsburg is president of Programming Plus, a company offering production services and fund raising assistance to Christian radio stations. He is also CEO for the WAY-FM Network, a four-station group headquartered in Nashville, Tenn.

ments. You will not regret the initial relatively small investment.

Staffing

Your start-up staff will undoubtedly be small. Even most well established Christian stations are understaffed. Your first consideration and most important decision will be the selection of a station manager. You do not want to pinch pennies here. Your station manager *will* be the radio station in the minds of your future listeners. This position requires experience and maturity, and can make or break your new radio station.

Even a small market operation requires an individual with at least six years of practical radio experience. Your candidate should also be at least 28 to 30 years old and outgoing, warm, and personable.

Managing Christian stations requires even more public relations skills than mainstream operations, in my opinion. He or she will be calling on pastors, community leaders, and business owners prior to sign on. Your station manager should be actively involved in speaking to various church congregations weekly, communicating the vision of the future station. So make sure your manager is capable and comfortable in addressing groups of people.

Continued on page 35

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I have heard that someone once asked Mario Lemieux, the famous hockey player, why he is so successful in his sport. He responded that most hockey players go where the puck already is, but he goes to where the puck will be. His response is not only true for success in hockey, but for all who want long-term success in Christian radio.

Over the past five years, many involved in advertising sales for Christian radio have been looking for new ideas that can generate money in untraditional ways. For myself, vendor, or manufacturer programs, is one area with great potential, but has hardly been tapped by Christian radio.

A "vendor program" can have many different forms. However, in every case it involves using the funds of a manufacturer to generate interest in its product. The food manufacturing category has been one of the biggest money makers for secular radio, and for our sales team at WAVA-FM/Washington, D.C.

Food manufacturer targets for vendor programs include about every company having products in the larger grocery stores in your city. Large manufacturers are the best. In this category are companies such as Oscar Mayer, Campbell's, Coca Cola, Keebler, and Kellogg's. These companies do national and local advertising campaigns, but that is not in the same category of funds as a vendor program would be.

If you call on food manufacturers and ask them who handles their advertising decisions, they will usually send you to their ad agencies. And when you call an agency, at some point in the sales process, the buyer will start to discuss targeted demographics for the client and how your station may or may not have enough Arbitron numbers to justify their spending money. This is a great secret of vendor programs — cost per point, cost per thousand, and Arbitron ratings in general rarely ever come up.

When targeting food manufacturers, you will usually be calling on someone who is paid to make sure their product has good distribution in

area stores, to manage the sales people selling to those stores, and to promote according to the success of his products. Their titles may be regional sales manager, district sales manager, or account manager. These managers are often given hundreds of thousands of dollars to spend promoting their companies' products.

The most money is given to new products getting first-time market exposure. These funds, which do not fall into an "advertising" budget, are spent on promoting the products to be sampled and sold in stores. Some of the key goals of the decision maker in buying into a vendor program include having media exposure and product samples and coupons distributed.

The managers will usually look at any ideas introducing their product to people in an exciting way. Many radio stations run contests for cash or vacations where you must register to win at the aisle space of the product. Some stations ask you to send in a proof of purchase from the product and then have a drawing for winners.

A station in Washington, D.C., recently ran a contest with a major food manufacturer where entrants had to send a three-by-five card with the manufacturer's name written on the card. The station drew the winning cards and the prize was tickets and a trip to an NFL Washington Redskins away game. One winner even received \$10,000 in cash.

In most cases, cash prizes are built into the cost of vendor promotions. What you must do to get vendor money is to have creative ideas/promotions that will generate great exposure of food products to a lot of people.

Let me share an idea WAVA does, called "Meet You At The Metro." Every Friday morning starting at 7:30, three to five members of the WAVA staff drive our van into Washington and park next to the exit of a major downtown Metro train station. We set up a table with coffee, donuts, and samples of different food items. The coffee and donuts are provided to WAVA in exchange for on-air promotional announcements and the food



Tom Moyer is general sales manager of WAVA-FM/Washington, D.C. He has been in radio sales for nine years and was named a Certified Radio Sales Manager by The Radio Advertising Bureau.

vendors pay WAVA to have their samples and coupons distributed at the Metro stops.

It is not only good for the paying vendors, but it also is an excellent way to promote WAVA programs. We have our program schedule, window stickers, and promotional pieces on specific programs available as well. A true win, win, win promotion making the clients and listeners happy, as well as generating money and new listeners for WAVA.

Our food vendor success so far has included Nabisco Snack Wells and fruit Fig Newtons, Tropicana's Pure Premium and Homestyle orange juices, and Pepperidge Farm cookies. You might be thinking, that's a lot of staff to commit to a regular promotion and you cannot afford to do something like that.

But with the revenue generated in doing sampling-oriented promotions with food vendors, you cannot afford not to think about these opportunities. Many vendors get budgets exceeding \$100,000 per quarter and they will spend the money promoting new products. The only thing they have to decide is where to spend it.

I don't want to pretend food vendor money is easy to get — it's not. The other radio stations in your city are fighting for this money, too. But as long as you can come up with an idea

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Voices from Hell — No Voices from Heaven?

In my teenage world, we were singing about being a “hound dog” and seeing “a one-eyed, one-horned flying purple people eater.” In the world of a ’90s teenager, you turn on MTV and listen to a demon-like figure sing he will “pray to the god of sex and drugs and rock and roll” to go “all the way” with a girl. The video version of this number one Top 40 hit later shows the girl mostly unclothed with grotesque women licking their lips over her.

If that doesn’t disgust you enough, watch a few more minutes and you may see the popular video in which a Christ-figure hangs on a cross behind the band and is pecked to death by crows. It sickens me to even report the levels of blasphemy and depravity that are everyday input for the young people around us. Satan has taken off the gloves and is going for a knockout punch with our kids — and radio and television are the enemy’s primary delivery system for his darkness.

As Christian broadcasters, we can just express our shock and shake our heads. Or we can marshal our influence to *fight back*. Any *passive* response is, in effect, surrender. And fighting back must be more than just attacking the music and media of the youth culture. We must provide a Christ-centered alternative they will watch or listen to.

While we debate over methods and music, we are forfeiting an entire generation. While we focus our choices on donor opinion or a profitable bottom line, we can end up AWOL (absent without leave) for the greatest spiritual battle of our time.

The stakes are high. Over *two-thirds* of the people who ever come to Christ do so by the age of 18. And even if we are only concerned about our church kids, we have reason to take action. For example, Josh McDowell’s (of Josh McDowell Ministry) research on our conservative church young revealed nearly half of the youth group has had premarital sex by the time

they’re 18. With radio and television shaping young people around the clock, with the constant presence of darkness on the dial and the absence of Light, is it any wonder a generation is dying around us?

As urgent as this battle is, it is all too easy for us as broadcasters to miss it. Even as you read this, you probably have more call slips to return than you have time to return them, more bills to pay than you have money to pay them, or more “to do’s” on your list than you have day to complete them. So while our hearts may be momentarily stirred by the desperation of the kids in our town, it is hard to know how to respond — how to get beyond the business-as-usual.

What we need are some practical action steps for a heart that cares. Here are six such steps.

1. Let God break your heart for young people. His heart is already broken. Dare you pray, “Go ahead, Lord; break my heart”? When Nehemiah heard about the need of his broken city, he “sat down and wept” (Nehemiah 1:4). When Jesus “saw the city, He wept over it” (Luke 19:41).

Today we drive by young people who know nothing about our Jesus, who are products of media messages from hell, and who often just want to die. Ask the Lord to break your heart for them. He’s been hoping you would ask.

2. Pray regularly and passionately for young people. Nehemiah said, “For some days I mourned and fasted and prayed before the God of heaven” (Nehemiah 1:4). He was a man who was separated from the need by a great distance and a busy schedule — but he committed himself to a regular prayer crusade on behalf of the need. If you can do nothing else, you (and your staff) can begin to pray boldly for the kids in your area. And to open your heart to any orders that may come from heaven in the process.

3. Listen to where teenagers really are. As one teenage girl recently



Ron Hutchcraft is host of the international youth broadcast, *Alive!* with Ron Hutchcraft, which is currently heard in English and Spanish in over 50 different countries. He is also a speaker, author, and president of Ron Hutchcraft Ministries in Wayne, N.J.

said to her mom, “You have *no idea* what we’re facing.” Most of us adults really don’t. It is nothing like our own teenage experiences, or even like that of teenagers a few years ago. We cannot reach young people as they were; we must reach them as they *are* in the ’90s.

Interview your children or grandchildren and let them teach you about their generation. Turn on MTV for a few minutes and sample the mental diet young people live on. Read every article and book you can find on the subject. Our ministry has tapes that can help you feel what it means to be 13 or 16 or 20 today — just ask us for them (P.O. Box 1818, Wayne, NJ 07474). The more you listen to where kids really are, the more your heart will break.

4. Make a commitment to make a difference. Somewhere in the middle of his praying, Nehemiah must have heard from God that *he* was to be the difference-maker. He refers to “what God had put in my heart to do” (Nehemiah 2:12). Be open to God showing you a way you can use your influence, your position to rescue some young people.

5. Put mission ahead of money. If money is how you make all your broadcasting decisions, you will never make a difference in the battle for a

Continued on page 35

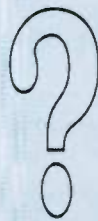
NATIONAL RELIGIOUS BROADCASTERS

COMPREHENSIVE BENEFIT PLAN



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

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



**Are Your Group Health Insurance Costs Out Of Control?
Are You Tired Of Shopping And Switching Your Group Health Insurance?
Are You Interested In Obtaining Coverage With A Major Insurer That Has A Special Negotiated Arrangement For NRB Members?**

"YES"?

Then You Need To Contact The NRB Plan.

THE NRB PLAN OFFERS REAL VALUE

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

FINANCIAL STABILITY

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

FLEXIBILITY

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

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

SUPERIOR SERVICE

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

NATIONAL HEALTH CARE

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

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

AEGIS BENEFIT ADMINISTRATORS

PHONE: (501) 227-8181

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

(800) 432-8910

Clinton's Health Care Plan: Dangerous to Our Health

American politics is not a motion picture, but rather a series of snapshots — the Clarence Thomas hearings, a presidential election, the budget battle, NAFTA. What will be the picture emerging from 1994? While it is an election year, 1994 will most likely be remembered for an epic struggle over health care.

The Clinton administration has staked out its ground. It proposes erecting a massive government bureaucracy that will control one-seventh of the entire U.S. economy. The Clinton plan marks the largest expansion of government power in peacetime in our nation's history. Its scope will encompass over \$750 billion a year in taxes and mandates, a size larger than the economies of all but seven nations on the earth.

The rationale for such a radical program is that America is experiencing a health care "crisis." The advocates of the Clinton plan point out that 37 million Americans lack health insurance. They argue health care costs are too high and are increasing at twice the rate of inflation.

But the facts do not support this apocalyptic vision. Those who lack health insurance usually do so by choice, not due to hardship. For example, 27 percent of those without insurance are 18 to 24 years old, the healthiest segment of our population, who are usually holding their first job and seeking to hold down personal expenses. Another 40 percent make over \$20,000 a year. And two-thirds of the uninsured are without insurance for one year or less, usually while they are changing jobs. This hardly constitutes a crisis and could easily be solved by allowing portability of policies from one job to the next.

What about price controls? Here the free market appears to be doing an adequate job of self-correction. According to the U.S. Department of Labor, price inflation for medical goods and services fell to only 5.5 percent in November 1993, the lowest level in 20

years. Private health insurance premium increases were cut in half between 1988 and 1992.

These are the facts. America has the finest health care system in the world. Fully 86 percent of Americans have insurance and the majority of the remaining 14 percent are without it for only a brief period of time. The Clinton plan is really a Trojan horse for a not-so-hidden agenda to expand government bureaucracy, pay for abortion with tax dollars, and promote a radical social agenda.

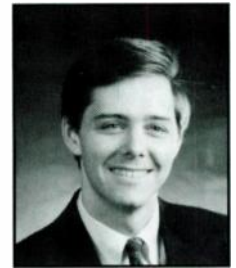
The Clinton plan includes abortion in its "basic health care benefits package." Millions of Americans will be forced to subsidize the taking of innocent human life with their tax dollars. For example, employees of the Catholic Church will be forced to pay into a system providing for abortion on demand.

Those who resist will be treated like violent criminals. The Clinton proposal creates a whole new category of "federal health care offenses" and "health care frauds," including bribery and unauthorized use of medical services with punishment to up to ten years in federal prison. This is a nation in which the average prison term for a convicted murderer is six years.

Families with children will be herded into massive government co-operatives, limiting their real choice in selecting a family physician. They will be forced to pay the same rates for health insurance as everyone else in their community, regardless of their health or lifestyle.

Secretary of Health and Human Services Donna Shalala testified before Congress that as many as 100 million Americans could pay more for health care as a result. A Public Opinion Strategies poll in October 1993 found 56 percent of Americans expect to pay more under the Clinton plan; only 7 percent expect to pay less.

The Clinton mandate-tax forces every small business in America, the engines of job creation, to provide



Ralph Reed is the executive director of the Christian Coalition, a non-profit national organization dedicated to mobilizing and training Christians for effective political action.

insurance to every employee. Many of these small enterprises are family businesses or sole proprietorships. They make it possible for families to meet the mortgage and car payment or save for college. Many will simply go out of business or lay off employees when saddled with a 7.9 percent payroll tax. Studies show a plan similar to the President's resulting in a loss of between 1 and 3 million jobs.

These are the consequences of the Clinton plan — loss of genuine choice in selecting a family doctor, taxpayer-funded abortion, draconian criminal penalties for middle-class citizens, higher health care costs for millions of families, and lost jobs.

Health care policy under the Clinton administration is quiet literally dangerous to our health. Surgeon General Joycelyn Elders, who has brought the bully pulpit of her office into disrepute, recently suggested we consider legalizing illicit drugs. She has advocated the distribution of condoms that failed the Food and Drug Administration guidelines, ridiculed pro-life citizens as "very religious non-Christians," and called for sex education beginning at the kindergarten level.

It has been amateur hour at the Department of Health and Human Services (HHS), where a tasteless condom advertising campaign came unraveled within 48 hours of its unveiling. One spot featured Anthony Kiedis of the rock group Red Hot Chili

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PRACTICAL PROGRAMMING

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It is also probable your manager will need to host a drive time slot on your new station. Most managers of small and even medium market Christian stations host either morning or afternoon drive at least during the early development stage.

Even if your manager will not be on the air, it is wise to select someone who has previously functioned in that role and has done it well. They will be better suited to make choices for other staff openings. Of course, other requirements will differ depending on your operational status (whether yours will be a commercial or non-commercial station).

Promotions

Your new station must also have an adequate promotions plan ready to implement. No matter how appealing your programming is, it will not make a difference if no one knows you are there. Promotional budgets are often overlooked in start-up operations.

The WAY-FM group of which I am a part has signed on three new stations in the last two years. With WAYM-FM/Nashville, Tenn., WAYG-FM/Sarasota, Fla., and most recently WAYF-FM/West Palm Beach, Fla., we found ourselves with very little left over for promotions, and yet we had to get the word out.

Fortunately, we had been building solid relationships with key pastors and youth pastors. In many cases, we were given the open door to speak in their services about the coming station. Sometimes we would even play a 90-second sample of our proposed programming. This proved to be extremely effective.

Developing positive relationships with pastors before sign on will prove to be invaluable later. Once on the air, you can go back to the churches who are behind you and provide them with bulletin stuffers, posters, and bumper stickers.

Developing in advance good relationships with your local television stations and newspapers should also be on your manager's to do list. Since many Christian stations do not have a budget for television spots (which is unfortunate, but nonetheless true), a news story about your sign-on day is very helpful. [®]

SALES SPOT

continued from page 30

delivering the people wanting to sample new products and some creative media, there is a lot of money to be made.

Here are some things to know when calling on food vendors. Many of them are putting hundreds of thousands of dollars into "in store" sampling and advertising in grocery store weekly flyers. I have been told by many vendors they are increasingly unhappy with their investments in these areas.

The companies actually selling in-store sampling services to the food vendors are not doing a good job. The people handing out samples are often unenthusiastic and are not aggressive. These people are often paid minimum wages and are merely doing the sample work temporarily.

Advertising in grocery store flyers is expensive. One vendor even told me that grocery stores no longer make their main profits from groceries, but make more profit from their flyers and in-store advertising.

Food vendors spend money to promote their products. But they want to know the money invested is really making an impact on product sales. If you can show in a very tangible way your promotional way will be heard, seen, and tasted by many, you will have a winner.

At WAVA, we have been using pictures and audio tapes to show how well our "Meet You At The Metro" promotion works, and are in the process of producing a video. One vendor told me he would be sending his area sales people to watch how we do the sampling at the Metro stops. Some would call that spying, but we welcome it. [®]

YOUTH WAVE

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generation. Kids don't send much money. Programs with a young audience don't have a lot of money with which to buy time.

For Christian broadcasting to fight for young people will require fresh thinking and real courage. Our "business-as-usual" has obviously not nurtured the development of tools to reach kids, awakened our constituencies to the war for young hearts, or empowered youth-targeted programs

to get on the air. But a modern Nehemiah, one committed enough to put "must" ahead of money, could help change that.

6. Check out the tools that could make a difference. Increasingly, there are missionary broadcasting tools available in the language of teenagers. Those ministries should not have to call a station or a network which cares about kids. Caring adults should be calling those ministries to say, "Come over into our Macedonia and help us get started with your program and to know how to develop tools of our own." A world of kids, bombarded with darkness and about to "close" spiritually, requires action, not just a passive burden.

In a moment you will return to the demands and responsibilities that often define your day. But it is my prayer you will commit yourself to this agenda for people who care and it will be a different you who does your work. And you'll be a man or woman with a broken heart for broken kids and a commitment to be part of the answer as God directs.

We just cannot leave young people listening to voices from hell — with no voice from heaven in their world. You can make a difference. [®]

SOCIALLY SPEAKING

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Peppers. Kiedis informs his listeners: "I'm naked whenever I have sex. But now I'm on the radio. So I might as well get naked again. Now I'm naked. With a condom." This ad was produced by the public relations firm Ogilvy and Mather. But neither the firm nor HHS bothered to find out what any criminal background check would have revealed — Kiedis was convicted in 1989 of sexual battery and indecent exposure for exposing himself to a fan outside his dressing room following a concert.

Kiedis is clearly not ready for prime time. More to the point, the American people should give pause before handing over the most efficient health care system in the world to government bureaucrats who cannot even successfully manage a condom ad campaign. [®]

Kids' Stuff, Praise Music, and A New Artist on a New Record Label

SPIN - Truth, Tubas, and George Washington

creator, writer, and producer: George
Taweel and Rob Loos
director: Jim Drake

executive producer: Dan Johnson
Broadman & Holman Publishers/Taweel-
Loos & Company

Watch out, Nick and McGee! A spunky teen-aged girl who talks to toasters and has animated "secret adventures" with the children she babysits is about to share the limelight with you! From the producers of *McGee & Me* comes an equally top-notch series featuring seventh grader Drea (short for Andrea) Thomas, whose escapades are designed to communicate biblical truths to kids ages 6-13.

SPIN, the first episode, features the theme of honesty and personal integrity. Drafted unwillingly (at first) into the race for class president by Kimberly, her overly zealous best-friend-turned-campaign-manager, Drea is up against the most popular girl in the school. It's in the heat of the campaigning that Drea learns a valuable lesson, which results in a surprise ending for the election. The honesty theme also carries through into a subplot involving the children Drea babysits - communicated in an animated segment.

Animation, mixed with live action, imaginative writing that emphasizes biblical truth, strong acting, and the overall high quality make this video stand out. Its eccentric and whimsical touches will especially captivate young and old alike: the talking toaster, Drea's music professor father who awakens her each morning by playing the tuba, Drea's thrift-shop wardrobe, and other fun details.

I hope to see more children's videos of this quality. One that addresses a teen's life in the inner city would certainly fill a void — there's so much that can be done! But this new series is a welcome addition to the world of wholesome viewing.

Totally Outrageous!

concept by Ken Bible
producer: Tom Fettke
Crystal Sea Recordings

Cleverly using a wide variety of contem-

porary music styles (with a liberal dose of drama, exaggeration, and special audio effects), this recording takes a wacky view of family life from a kid's perspective. With songs such as "O Chili Bean," "Socks," "My Sister's Been Cooking Our Dinner," and "Chicken Lips and Lizard Hips," it's designed for ages 8 through 11, but in my testing, it caused parents, grandparents, and *even my teenaged nephew* to crack a smile. His younger brother, who really enjoyed the tape, especially related to the song "Waitin' for the Bathroom Blues," which isn't surprising because he, his three siblings, and his parents all share one bathroom. This collection would be great for broadcast programming for families and children.

Goldie's Last Day

PFR

producer: Jimmie Lee Sloas
executive producer: Brown Bannister
Sparrow

Maybe it's because I've worked as a technical writer in the telecommunications field and seen more acronyms and abbreviations than most people (CO=central office, LAN=local area network, SONET=synchronous optical network, etc., etc.), but I do lament Pray For Rain's decision to become PFR.

But I still like their music a lot. Their light-hearted, almost child-like spirit makes this review the perfect transition between the children's stuff and the more "serious" projects that follow. The title track of this recording is a sort of tribute to bassist Patrick Andrew's labrador retriever (Goldie) — and musically is the most playful. The other songs mostly focus on searching for Truth, finding it, and what it does or should do to your life.

For those who missed PFR's well-received debut, their style is a quirky and catchy sort of pop/rock. Listening to it is a lot like looking at a clothing catalog or strolling in the mall these days: there are hints of the '60s everywhere, but they've been incorporated into a definite '90s style. PFR recalls certain elements of The Beatles, The Turtles, The Zombies, and others but they've created a sound all their own.

CORAM DEO II: People of Praise

producer: Charlie Peacock

executive producer: Peter York
Sparrow

In 1992, the original CORAM DEO project introduced a new concept in praise and worship music: thoughtful, focused, devotional lyrics coupled with contemporary, yet thoroughly reverential and worshipful music performed by a variety of leading artists. The project was well-received and Charlie Peacock has again teamed up with a group of artists to produce a sequel.

The music and lyrics reflect the same creativity, high quality, and sincere devotion to God that made the original project stand out. According to Peacock, this new recording specifically focuses on God, who "inhabits our praises and sovereignly draws others to Himself as their eyes are opened to His presence among His people." For those who don't know latin, *coram deo* means "in the presence of God." A fitting title to a beautiful recording.

Blazing Call

Joe Stricklin

producer: Michael Demus

executive producers: Eddie Huff and Tom
Newman
Salt Inc. Music

A veteran musician who began his musical career in the mid-1970s and veteran youth evangelist (since 1983), Joe Stricklin has been ministering through music and teaching for years. His experience and deep commitment to service shine through on this debut recording. His lyrics reflect the perspective of someone who has travelled around (he's toured in the former Soviet Union as well as in the United States) and understands the struggles and needs of Christians and non-believers alike.

Musically, Stricklin was influenced by major rock acts of the mid-1970s such as Kansas and Emerson/Lake/Palmer — music that is now considered "classic" rock. *Blazing Call* exhibits his experience and versatility with everything from tender ballads to no-nonsense rock. The recording is aptly named as it focuses on what really counts in life and what it means to have a calling — themes that can be properly addressed only by someone with a track record of service.

With Stricklin's debut comes Salt Inc. Music's debut. It is distributed through Diadem's new distribution company, have a variety of projects lined up for release, and, in

the label's words, "we plan to be around for a long time."

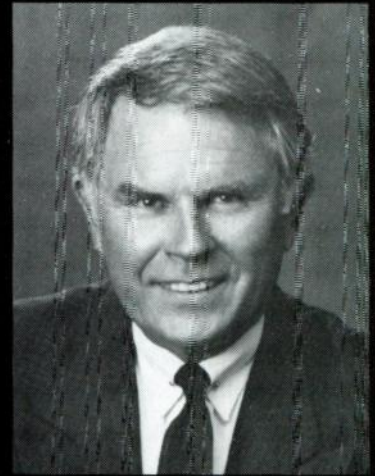
Echoes of Love

Holli and Christi
Banks

producer: Joseph
Cassell
Benson

As the nimble fingers of these two talented sisters dance across their harps, stress melts away and the tunes of a varied array of love songs warm the heart. Up-to-date, this instrumental collection takes three memorable songs from the movies: "Beauty and the Beast" from the Walt Disney animated cartoon of the same name, "A Whole New World" from the Disney cartoon *Aladdin*, and "When I Fall In Love" from *Sleepless In Seattle*. The collection also includes two songs by Steven Curtis Chapman, one by Dino Kartsonakis, one by Wayne Watson, the "Eighteenth Variation" from *Rhapsody on a Theme of Paganini*, and more.

Darlene Peterson is the music reviewer for Religious Broadcasting magazine.



Woody Wojdylak

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

Mine Eyes Have Seen the Glory

by Randall Balmer

Oxford University Press, 1993

If you've ever wondered how the Amish like being gawked at by hoards of inquisitive tourists, this book (subtitled "A Journey into the Evangelical Subculture in America") will give you some idea — only it's not about the Amish, it's about *us*. Or at least it's *supposed* to be about us, and therein lies the problem.

A former evangelical himself, Randall Balmer (associate professor of religion at Columbia University's Bernard College) claims not to be "a theologian, either by training or by temperament," but a "cultural historian." He writes: "My purpose in undertaking this project . . . was neither to vilify nor to vindicate American evangelicalism, and the reader will early on detect my own ambivalence toward the subculture and all it represents." Perhaps, but along with it comes more than a modicum of smugness.

While *Mine Eyes Have Seen the Glory* (expanded from the original 1989 edition to accompany the three-part PBS-TV series of the same name) is undoubtedly of value insofar as it allows us to see ourselves as others see us, within Balmer's kaleidoscope of evangelicalism, I don't necessarily see myself (and those of like ilk) being adequately or honestly depicted. I grant that Balmer has depicted real people as he sees them, but open for debate is whether his selections constitute the essential reality of the variety of evangelicalism.

Worth noting: Chapter 3 ("On Location") mirrors a Christian filmmaker and radio host, and Chapter 10 ("Bible Bazaar") looks askance at Christian media, Bibles, books, and the sale of religious gewgaws. Additional comments about "the affinities between evangelicalism and the medium of television" appear in the epilogue.

Though I've no doubt some readers will marvel at characters and situations which may seem quaint or eccentric to them, the rest of us can at least take comfort in the fact that Balmer has not depicted us all as a bunch of snake-handlers.

The Extermination of Christianity: A Tyranny of Consensus

by Paul Schenck

Huntington House, 1993

Reminiscent of Michael Medved's *Hollywood vs. America*, this revealing book is a

compendium of incidents (many of them media related) depicting "the new intolerance" against Christianity and traditional Judeo-Christian values. Although his title is a bit hyperbolic, Paul Schenck does not feel this "false consensus" (though "pervasive in contemporary culture") represents "a conspiracy in the technical sense of the term."

Thus, unlike recent books by Pat Robertson, Gary Kah, and Jeffrey Baker, Schenck does not see a "shadowy cabal meeting behind closed doors in smoke-filled rooms, plotting to expunge every vestige of faith from the face of the earth." This is credible, unexaggerated, and frightening.

Heresy Hunters: Character Assassination in the Church

by James Spencer

Huntington House, 1993

James Spencer's defense of such controversial figures as Benny Hinn, Kenneth Copeland, Bob Larson, and Mike Warnke against the charge of heresy strains credulity when he links criticism of the great Jonathan Edwards to that of the much-less-than-great televangelist Robert Tilton (as if these two had anything in common, even among their detractors).

Admitting that Hinn and company have frequently misspoken and acted irresponsibly, Spencer (according to his definition of heresy) feels it is unfair, uncharitable, and un-Christian to label them "heretics." He urges "heresy hunters," such as John MacArthur who is highly critical of what he perceives to be charismatic excesses, to be more objective, forgiving, and less critical of fellow evangelicals. My advice: Hate the sin, love the sinner, and skip this book.

A Generation Betrayed: It's Time to End the Sexual Revolution

by Randy W. Kirk

Huntington House, 1993

In these sexually permissive times, few books proclaim as forthrightly and persuasively as this that the sexual revolution has gone too far. More importantly, Kirk offers sound practical advice for taking America back from those who have corrupted our youth. Must-reading for all parents.

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

On Good Radio

David Moipus is the southeastern United States correspondent for National Public Radio (NPR). His gentlemanly soft Southern accent is noticeable in the penetrating and well-reported features he produces from his Chapel Hill, N.C., base for the network's news programs *All Things Considered* and *Morning Edition*. I spoke with him recently about NPR's strong reputation for emphasizing the importance of sound in its presentations.

Moipus is a 20-year veteran of NPR, having begun first as a newscaster. He became a general assignment reporter, labor correspondent, news producer, weekend host of *All Things Considered*, and defense correspondent at the Pentagon. He moved into his current position three years ago and he travels from Mississippi to Kentucky and from Virginia to Georgia to fulfill his reporting responsibilities.

"Good radio is a very active medium," Moipus says. "Listeners see your story in the mind's eye. Good radio takes the listener somewhere. It's really taking the listener to the places where the events are unfolding; bringing the listener the voices of those affected."

Moipus says NPR's in-depth reports strive to capture the total experience of the story. "It's more than just giving the facts. It's also the recording of natural sound and presenting the texture and perspective of what the story is about through detailed descriptive writing."

When given an assignment, he plans ahead. "I try to think what I'll need in the way of interviews, sound, and production. I'll ask myself, 'What kind of action does the story have? What lends itself to the listener?'"

He includes even the smallest aspects in his preparation. "If I'm going to a rural area, I may record the sound of the gravel road to get there. I may not use it, but at least I'll have it."

Moipus says many reporters consider sound an afterthought. "To me, that's missing the point of using sound. Sound is integral to the story; as much a part of the story as gathering interview tape. It adds more power to the scene you're trying to communicate."

It has been said reporters are trained observers. Moipus takes that definition seriously. "I look for the sounds, smells, all the details of the story I'm covering. I notice the person's posture and dress; what's on the wall; anything that tells about the mood and attitude of the person that's speaking. I look for the poignant elements of the story. Of course, I'll only use what's pertinent in the end."

He seeks to search out the average person interview, "not just the big cigars, as I call

them," Moipus reveals. "Officials will give you one perspective on a story, but anecdotes from real people provide the powerful image that will usually be what listeners remember when they talk about your report."

Sound gives a context to the story. "Think of it in terms of bridges to take the listener from one scene to the next. Help the listener move with you," he explains.

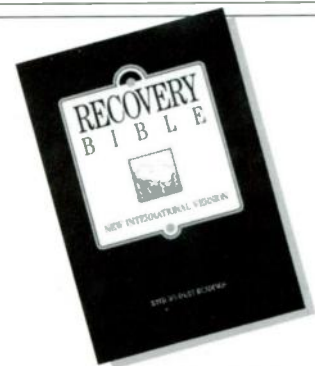
According to Moipus, sound also helps the listener digest complex messages. "Use it to break up numerous facts and figures; it helps listeners absorb what they've just heard." He cautions, though, that "sometimes you have to tell listeners what they're listening to. Sound can be confusing at times."

NPR's successful use of sound gets results. "Listeners write in with comments that say, in general,

they feel like they were taken to the place of action," Moipus says. "They compliment us on the use of sound that draws them into the story and keeps them listening. They say it helps them imagine vividly about the story and, so, helps them understand what is being presented. Sound, such as a flag flapping in the wind at a parade, or a woman carrying a baby, sets the scene and helps listeners see it."

How does your station handle sound? As an afterthought? Or as a seamless part of the message you are conveying? There's a place for top-of-the-hour headlines with brief actualities; but there's also a place for radio at its best.

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



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Interview the editor of this Bible

Codependency and recovery are buzz words in our culture. Here is a new Bible that is a day-by-day guide connecting Twelve-Step programs with Scripture. It is the only Bible of its kind that uses the popular New International Version text. Interview its general editor, Verne Becker, who is also the author of the book *THE REAL MAN INSIDE*.

Interview questions: How is this Bible different from other devotional Bibles? Why is a Bible for people going through recovery necessary? How does the 12-step program fit in with Scripture?

AUTHOR AVAILABILITY: Piermont, N.Y., and by telephone.

CONTACT: Zondervan Media Relations, 800-727-8004

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Fujinon Introduces A36X10.5ERD Lens

Fujinon's Broadcast & Communications Product Division has introduced the A36X10.5ERD, a 2/3-inch format lens designed for news gathering, sports, and other applications requiring a small lightweight telephoto zoom lens.

The A36X10.5ERD combines a maximum focal length of 378 mm (756 mm with built-in extender) with a wide angle of 10.5 mm to make it the most versatile portable telephoto television zoom lens ever offered. The lens is the



A36X10.5ERD

latest member of Fujinon's line of premium ENG lenses which incorporates Fujinon's revolutionary aspheric technology (AT). When compared more conventional-designed lenses, lenses employing AT have reduced spherical aberration and improved optical performance.

The use of AT in the A36X10.5ERD plays an integral part in keeping the weight of the lens under ten pounds. Other features such as inner focus, lens support plate, carrying case, and full servo control of both zoom and focus promise to make the A36X10.5ERD a new standard for portable telephoto zoom lenses.

For more information about the A36X10.5ERD, contact Fujinon Inc. at 10 High Point Drive, Wayne, NJ, 07470, or call (201) 633-5600.

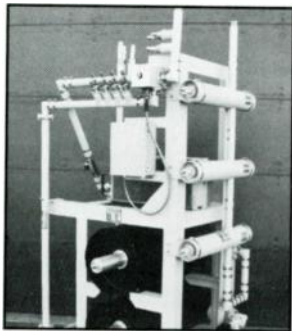
PESA-MCI Releases Integrated RF Systems

PESA-MCI has released its new Integrated RF Systems, which are designed to simplify installation and to minimize space requirements. Each system comes packaged with a visual intermod filter, visual/aural combiner, harmonic filter, coax switch, and station test load.

Models are available for VHF and UHF, from 2kW to 30kW peak (visual). Directional couplers are provided on all inputs and outputs.

A thru-line wattmeter for the station load is optional. For power levels over 10kW, the station load is located external to the unitized frame.

For more information, contact Pesa Micro Communications at Grenier Field, P.O. Box 4365, Manchester, NH 03108-4365, or call (603) 624-4351.



Integrated RF System

AKG Offers New C3000 Microphone

The AKG C3000 marks a new era in microphone technology both for its intelligent design and its price. The C3000 offers AKG's large diaphragm, multi-pattern studio quality sound at about half the price of the recording industry standard, the AKG C414.

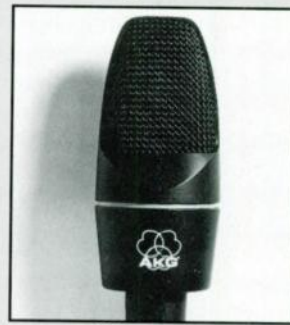
The C3000 has a wide range of applications for vocals and instruments, both on stage and in the studio. The mic offers switchable polar patterns, cardioid, and hyper-cardioid for added versatility. An internal windscreen helps make the microphone effective for wind instruments, open air events, etc.

This advanced technology is contained in a sleek, but rugged housing with sophisticated internal shock mount. This design feature ensures optimum mechanical and cable noise rejection by floating the dual capsules in a specially developed elastomer suspension.

"For live applications, the C3000 brings the large diaphragm sound to the stage when it was once reserved for only big budget tours," explained AKG product specialist Joey Wolpert.

Other electronic features of the mic include a switchblade -10 dB pre-attenuation pad to provide extra headroom for close miking of loud instruments. A bass rolloff switch compensates for proximity effects or optimizing attenuation of footfall noise and rumbling.

For more information about the C3000 microphone, contact AKG Acoustics at 1525 Alvarado St., San Leandro, CA 94577, or call (510) 351-3500.



AKG C3000

Acoustical Solutions Reveals Sound Barrier

The Audioseal Sound Barrier is a highly efficient material that blocks the airborne transmission of sound (STC 27). This dense limp-mass barrier is made of tough, high temperature fused vinyl.

The Audioseal Barrier is commonly used in new and existing construction of walls, floors, and ceilings to block the transmission of sound. The material comes in 54-inch wide rolls and can be cut with scissors or a utility knife.

For more information about the Audioseal Sound Barrier, contact Acoustical Solutions, 2720 Enterprise Parkway, Richmond, VA 23294, or call (800) 782-5742.

DVD-7100 Latest Technology in Digital Videodisc

Optical Disc Corporation (ODC) has developed the world's first low-cost, broadcast-quality recordable digital videodisc — the DVD-7100 Digital Videodisc Recorder. Breakthrough storage capacity and digital compression make possible the permanent storage of as much as four hours of CCIR 601-resolution digital video (8-bit, 4.5 MHz bandwidth) on a single side of a 12-inch recordable disc.

In addition to producing directly recordable digital videodiscs, the DVD-7100 can be replicated using standard LaserDisc manufacturing equipment and is designed as a "universal" recorder capable of addressing an array of storage requirements. Later models will be capable of recording up to one hour of digital HDTV, or up to 10 gigabytes of digital data.

Using a single host computer control interface, the DVD-7100 is designed to accommodate either continuous machine-to-machine, cascaded recording, or multiple-ma-



DVD-7100

chine, parallel recording configurations.

Introduced at the Society of Motion Picture and Television Engineers (SMPTE) conference in Los Angeles last November, the recorder's applications include delivery for satellite uplink, video-on-demand, interactive television, mass-storage video servers, and commercial video displays.

In his remarks at SMPTE, ODC president Richard Wilkinson stressed the reliability and cost-effectiveness afforded by the new technology. "For the first time, it will be possible to source high-quality digital video using low-cost media. Low-cost playback decreases system costs substantially for delivery to multiple users, while utilizing enhanced services such as

random access and viewer interactive control."

For more information about the DVD-7100, contact Wallace/Van Barneved at 10020 Pioneer Blvd., Suite 103, Santa Fe Springs, CA 90670.

Multichannel Monitor-Receiver Now Available

A unique, multi-channel monitor-receiver is now available from Eventide Inc. The wide-band receiver can be used to monitor AM, FM, municipal, and aviation frequencies, and covers the range of 50 to 905 MHz.

The user can tune eight separate channels from a front LCD panel. The receiver can also be programmed and tuned by a PC to allow monitoring of different channels at different times.

Eventide's monitor-receiver can be coupled with a logging recorder for the simultaneous monitoring and recording of up to eight channels. (The system is pre-configured for use with the Eventide VR240 or Dictaphone 9800 digital logging recorder.) Broadcasters can monitor and record programming of competitive radio and television stations.



Multichannel Monitor-Receiver

"The multi-channel monitor elegantly solves a ubiquitous problem," said an Eventide spokesperson. "If you need to monitor more than one or two

channels, you require either a rack full of expensive equipment, or an untidy pile of scanners that interfere with each other, and the attendant rats nest of wiring. The individual receiver modules in the Eventide monitor re-

ceiver are shielded from each other and from other sources of interference."

For more information, contact Eventide at One Alsan Way, Little Ferry, NJ 07643, or call (201) 641-1200.

VideoCube® Assists in Editing Process

The ImMix VideoCube® digital video post production workstation is the first disk-based nonlinear finishing system to provide true realtime editing and processing of 60 field-per-second video and CD-quality stereo audio.

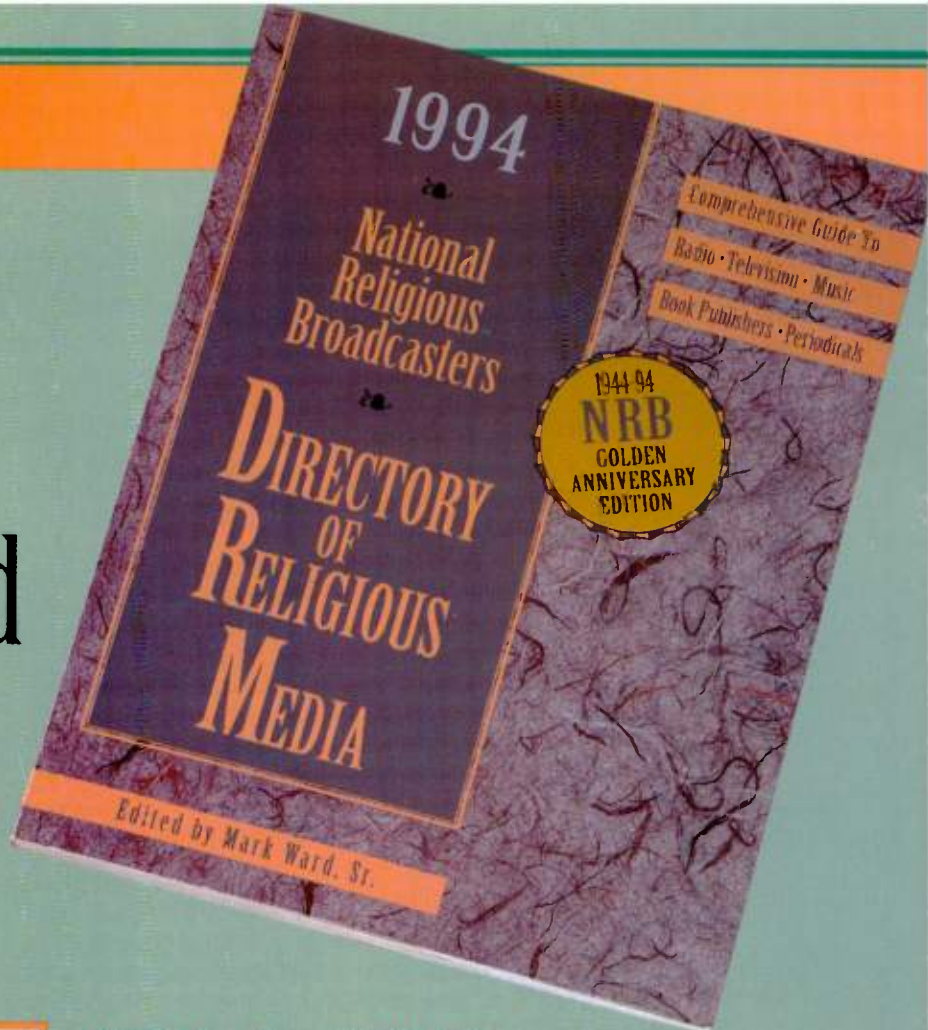
The workstation's capabilities include random-access nonlinear editing, realtime digital video effects creation, high resolution anti-aliased character generation, and editing and mixing of multi-channel digital audio. In its basic configuration, the VideoCube offers storage for one hour of online-quality video and two hours of CD-quality audio.

"The VideoCube allows us to create much more sophisticated openers and effects than we can produce in our conventional tape-based edit suite," said Rose Aloï Russo, TeLicare director of production. TeLicare Inc., the cable-television ministry of Long Island's (New York) Diocese of Rockville Centre, uses the ImMix VideoCube workstation.

"The finished programs look much crisper because we're not going down multiple generations of tape anymore. The VideoCube is also an incredible time-saver," Russo explained.

For more information about the VideoCube, contact Helen Shortal at 644 E. Fort Ave., Suite 207, Baltimore, MD 21230, or call (410) 783-0600.

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GENERAL MANAGER for established, non-commercial Reformed Christian FM station in Top 15 market. Applicants should have a minimum of five years' management experience and preferably a broad knowledge of both traditional and contemporary music. Send cover letter, resume, and tape to: WAFG Commission, 5620 NE 22nd Ave., Fort Lauderdale, FL 33308.

CHRISTIAN MINISTRY SEEKS writer/producer for national financial radio program. Must be well-read, knowledgeable of current events and economic issues. Will write scripts, research topics and guests. Please send resume and writing samples to:

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Steve Moore
601 Broad St. SE
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PROMOTION MANAGER NEEDED for established nationwide radio and educational ministry. Skills and personal traits needed include creative writing, multiple task management, extensive marketing experience, team leadership, strong commitment to Christ. Broadcast experience preferable. Mail response only please. Send resume to Rod Robison, Today's Family Life, 7355 N. Oracle Road, Tucson, AZ 85704.

GENERAL MANAGER NEEDED for well-established Word in Music station in beautiful Spearfish, S.D. Send resume, along with salary history, to Mark Pluimer, The Word in Music, 1465 Kelly Johnson Blvd., Suite 202, Colorado Springs, CO 80920.

EXPERIENCED TELEVISION editor wanted for a worldwide, charismatic Christian ministry. Will operate and have comprehensive knowledge of the video signal flow through the edit facility. Must operate the GVG-151, 200 switcher, Kaleidoscope DVE, Zaxcom, GVG router, 1-inch Beta, and 3/4-inch tape machines. Prefer college degree with three to five years' experience. Send resume to: Morris Cerullo World Evangelism, Dept. NB, P.O. Box 85277, San Diego, CA 92186, Attn: Personnel.

EXPERIENCED SENIOR PRODUCER needed for a worldwide, charismatic Christian ministry. Strong management experience required. Main on-line director/producer for daily program. Responsible for scheduling, budget management, archive maintenance and development, transcription coordination, and weekly management meetings. Prefer college degree with five years' experience. Send resume to: Morris Cerullo World Evangelism, Dept. NB, P.O. Box 85277, San Diego, CA 92186, Attn: Personnel.

APPLICATIONS, RESUMES, and tapes are being accepted for several staff positions at a new Chicagoland Christian AC format. Ministry-minded professionals with at least three years' experience should send information to IBI Radio Ministries, P.O. Box 140, Carlinville, IL 62626, or call (217) 854-4600. EEO.

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EXECUTIVE ADMINISTRATOR with a pastor's heart, evaluates effectiveness, conceptualizes solutions, designs better methods, and improves systems and processes. Broad expertise in increasing a ministry's operational efficiencies to produce greatest impact. Call Torrey Barcanic at (914) 238-7807.

FORMER GROUP GM AVAILABLE. Eleven years Christian radio management. Broad knowledge of the industry. Strong FCC skills, including engineering. Photojournalism experience. Ministry oriented and a former senior pastor. Function well in large ministry structure. Contact Ted Sauceman at 39297 Highway 74, Gonzales, LA, or call (504) 647-8907.

DRIVE TIME HOST with a proven track record of building listenership and increasing station revenues in Top 10 markets is seeking an opportunity to host a two to three hour talk show in afternoon or evening drive. Focus would be on current social, political, and economic issues from a biblical perspective. Contact Mike Ryan at (714) 528-7830.

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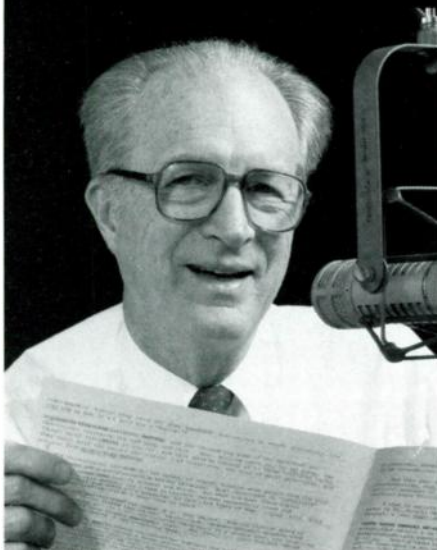
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CALENDAR CLOSE-UP

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 7-9

1994 National Religious Public Relations Council Convention; Wynfrey Hotel, Birmingham, Ala. Information: (805) 373-7745 or (215) 642-8895.

April 7-14

Knoxville '94 Institute on the Church and Disability; Knoxville, Tenn. Information: Linda Green, (818) 707-5664.

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 24-26

Washington Insight Briefing; Washington, D.C. Information: (708) 665-0500.

April 25-29

Video Expo/Image World Chicago; ExpoCenter Downtown, Chicago. In-

formation: 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 19-22

Annual International Christian Visual Media Conference; Radisson Hotel, Denver. Information: Brice Fennig, (303) 694-ICVM.

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; Maranatha 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.

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

Religious Broadcasting
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Carlson Travel Network/Media Travel USA is the official agency of the 1994-95 National Religious Broadcasters conventions. Specializing in the travel needs of broadcasters, Media Travel USA is teaming up with Delta, Northwest, and American airlines to provide for the travel needs of attendees and exhibitors at all NRB and other broadcast industry conventions. For further travel information and airline reservations, call (800) 283-TRIP [in Florida (407) 575-7600]. A percentage of the travel agency commission paid by the airlines will be donated to NRB by Media Travel USA.

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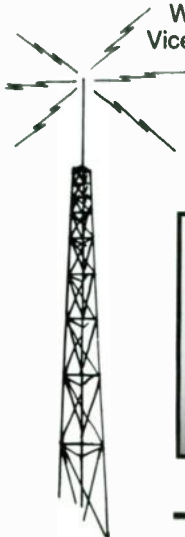
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