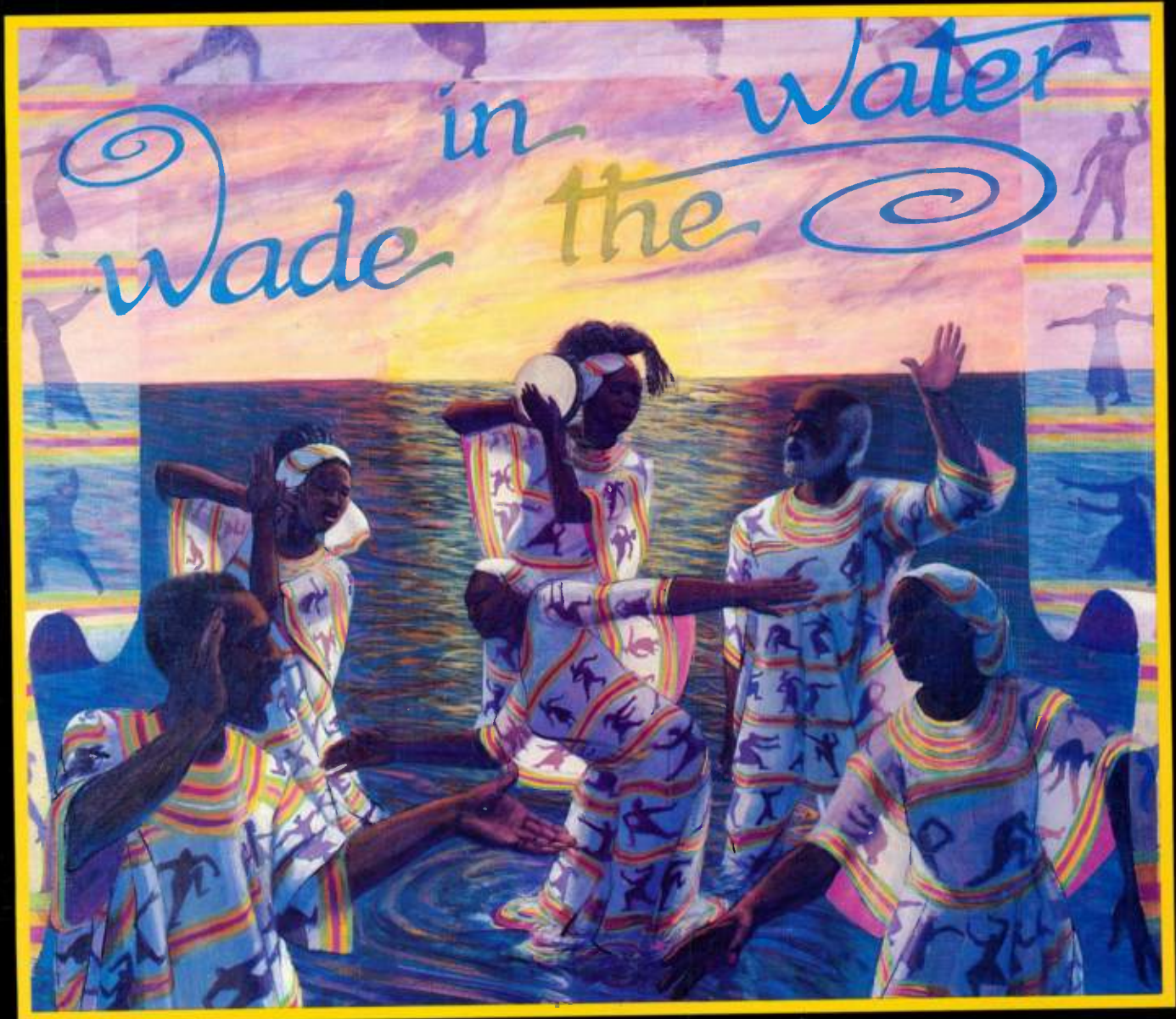


RELIGIOUS BROADCASTING



From Praise to Petition
Gospel Music

rum

Also Inside: NRB 94

1NCJQJ*****3-DIGIT 900
 RBCQ008715 6#9303 1 532
 DIEGO DOMINGO, MASS MEDIA CONSULT
 STANTON ASSOCIATES PRODS
 PO BOX 3930
 HOLLYWOOD CA 90028
 ||.||.||||.||||.||||.||||.||||

How would you go about planning meals for 69 million people?



At The Salvation Army, that's what we did last year, feeding over 69,000,000 hungry people. In addition, we "worked miracles" every day by providing lodging for the homeless, daycare for children and adults, and assistance for disaster victims. But, just as important, we continued to provide a spiritual uplift for the "hungry of heart" through **Wonderful Words of Life**, a 15-minute weekly radio outreach that features inspiring music and messages.



Photo by Rob Banayote

Help us reach out to those who hunger spiritually by sharing a weekly time slot with **Wonderful Words of Life**. Be part of our "miracle team." Call **(404) 728-6727** today for a free audition kit.

Wonderful Words of Life

*...worldwide radio voice of
The Salvation Army*



NRB 94: The Awakening

by Elizabeth J. Guetschow

There was much about NRB's 51st Annual Convention & Exposition that was celebratory and joyous. But there was also much that was urgent and serious.

30



page 30

22

"I Don't Ever Want To Be Satisfied"

by Gordon Ely
Even after 25 years in gospel music, Larnelle Harris isn't resting on his laurels. In fact, he's not resting much at all.

24

A Toe-Tappin', Hand-Clappin', Knee-Slappin' Sound

by Mark Ward Sr.

Fans of southern gospel music are a deeply devoted bunch, and it looks as though their enthusiasm may be catching.

Features

APRIL 1994

Singing History

by Sarah E. Smith
National Public Radio's Wade in the Water series traces African-American history through sacred music.

16



page 16



page 12

12

Avenues of Expression

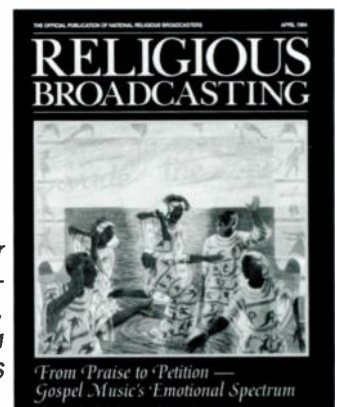
by Bob Darden

She was the Dove Awards' 1993 Female Vocalist of the Year. Her music graces hymnals around the world. So Twila Paris decided it was time for a change.

From Praise to Petition —

Gospel Music's Emotional Spectrum

Whether as a shout of joy or as a cry for freedom, gospel music has long been a window to the souls of those who sing and play it. This month, Religious Broadcasting considers a genre of music distinguished by its varied sounds but unified by the One to Whom it is offered.



Al Smith

BOTTOM LINE

InfoCision.

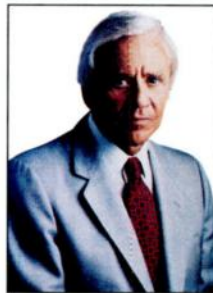
Outbound Telemarketing Christian Fund-Raising Experts.

Is your ministry maximizing your bottom line? Generating bottom line net income with Christian communicators is how InfoCision has become the undisputed Christian

fund-raising leader. InfoCision—the right decision for outbound telemarketing success! Let us demonstrate why InfoCision is the unchallenged leader in Christian fund-raising.

"The work of InfoCision on behalf of our Ministry has proven, through a number of years, to play a very significant role in its growth. We particularly appreciate your communicators' sensitivity, which has enhanced the relationship with our Ministry Friends."

High Adventure Ministries
Dr. George Otis
President and Founder



CALL (216) 668-1400 TODAY.

And talk to Tim Twardowski,
Executive Vice President,
Marketing, to get your free
subscription to TeleFunding...

The fund-raising industry's best
resource for developing successful
outbound telemarketing programs that will
increase your bottom line.



INFOCISION MANAGEMENT

INFOrmation/deCISION Management
325 Springside Drive, Akron, Ohio 44333 (216) 668-1400



Gold Medal Award Winner—Recognizing the highest quality telemarketing organization in America.



Departments

OPINION/COMMENTARY

- 4 Signing On by Bob Stratton
- 6 Tuning In by Brandt Gustavson
- 8 Readers' Reactions
- 56 Socially Speaking by Joni Eareckson Tada
Health care and the handicapped

INDUSTRY INFORMATION

- 50 Practical Programming by Jim Sanders
Information superhighway
- 52 Television Topics by William Hull
Music singles on television
- 54 Youth Wave by Dann Spader
Music and teenagers
- 61 Interview Insights by Jonathan Petersen
With David Molpus, Part II

BROADCASTING NEWS

- 10 Washington Watch by Richard Wiley
Information superhighway ground rules
- 46 Inside NRB
Al Sanders Scholarship winner
- 47 Media Focus
National Day of Prayer
- 48 Trade Talk
Gospel Grammy winners

REVIEWS

- 58 Music Matters by Darlene Peterson
Beyond These Shores by Iona
- 60 The Book Shelf by Harry Conay
Drawing Nearer by John MacArthur Jr.

MISCELLANEOUS

- 46 Advertising Index/Reader Service Numbers
- 64 Calendar Close-up
- 63 Classifieds



page 46



page 58

Religious Broadcasting (ISSN 0034-4079) is published 11 times a year. To subscribe send \$24 for one year to National Religious Broadcasters, 7839 Ashton Ave., Manassas, VA 22110-2883. Canadian orders must add \$6 annually; all other foreign orders must add \$24 per year. Second class postage paid at Manassas, Va., and additional offices. Printed in the U.S.A. Copyright 1994 by National Religious Broadcasters (NRB), all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to *Religious Broadcasting*, 7839 Ashton Ave., Manassas, VA 22110-2883. *Religious Broadcasting* assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising material.

RELIGIOUS BROADCASTING

April 1994, Vol. 26, No. 4

EDITORIAL STAFF

Publisher — E. Brandt Gustavson
 Editor — Ron J. Kopczick
 Associate Editor — Elizabeth J. Guetschow
 Assist. Managing Editor — Sarah E. Smith
 Editorial Assistant — Anne Dunlap
 Designer — J.R. Graphics

BUSINESS SERVICES

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

NATIONAL RELIGIOUS BROADCASTERS EXECUTIVE COMMITTEE

President: Dr. E. Brandt Gustavson; **Chairman:** Robert Stratton, Walter Bennett Communications; **First Vice Chairman:** Stuart Epperson, Salem Communications; **Second Vice Chairman:** Sue Bahner, WDCW-AM; **Secretary:** Mike Trout, Focus on the Family; **Treasurer:** Richard Mason, Radio Bible Class; **Members-At-Large:** David Clark, KMC Media; Brian Erickson, Back to the Bible; Glenn Plummer, Christian Television Network; Paul Ramseyer, Northwestern College Radio Network; Jerry Rose, WCFC-TV.

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

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

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

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

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



New NRB Chairman “Signs On”



Bob Straton is chairman of National Religious Broadcasters and senior vice president of Walter Bennett Communications in Fort Washington, Pa.

As National Religious Broadcasters (NRB) newly elected chairman, I want to take this opportunity to express my appreciation to David Clark, our retiring chairman, and all NRB board and executive committee members with whom I have had the privilege of serving for many years.

The wise and able leadership, combined with our president, Brandt Gustavson, and his staff at NRB headquarters, has enabled the association to successfully deal with several significant problems, obstacles, and opportunities over the last three years. Our leadership has brought us through a difficult time and has charted a course positioning us to move toward the 21st century with the confidence that we *can* and *will* make a positive impact on our country and the world for Christ.

Our recent convention celebrated our jubilee year as an association. We had many accomplishments to celebrate since NRB was founded in 1944, including our headquarters relocation, constitution and bylaws revision, and the establishment of standing committees for special interest groups. However, now is not the time to look back; it is the time to look forward to the next 50 years and beyond, as the future presents not only our greatest challenges but our greatest opportunities as well.

The mass media — particularly the electronic media — play a crucial role in social and political change. A noted sociology professor recently wrote that since the 1970s, evangelical Christianity has been recognized as a vital and growing component of American religious life, partly because of its extensive use of radio, television, and other modern means of communication.

As NRB members, our challenge, as the century closes and we approach a new millennium will be to leverage our talents to extend our influence through television and radio to all segments of the population. We must attract a wider audience by broadcasting quality programming which is relevant and contemporary but which does not compromise our Christian message.

During the next three years, my goal is to communicate the positive impact and important role Christian broadcasting plays in helping to shape the faith, values, and culture of society. Millions of people across the nation are becoming increasingly vocal in expressing their concern about the quality of American broadcasting. We are well positioned to respond to these very valid concerns and provide quality programming which will fill the spiritual as well as the purely entertainment void existing in today's secular broadcast programming.

As an organization, we have emerged from the '80s with integrity and ethics in the forefront of our mission. We are stronger and more united with an even greater commitment to ministry through broadcasting. Our strength lies in our Christian faith which is reinforced by our association as a united voice for Christian values and principles.

I encourage every member of NRB to take an active role in the organization, whether it is on the national or local level, and to seek out others within the broadcasting industry and to encourage them to join. Individually, we can be heard; collectively, we can make a difference.

On behalf of the new executive committee, I pledge to you our support of your ministry. You have entrusted us to seek the Lord and His guidance for this organization. I pray we might be worthy in all that He sets before us as we serve Him and our members. May we all sense God's blessing upon us as we minister together.

Other satellite networks didn't live up to their promises....
Other satellite networks wanted our valuable inventory
Other satellite networks sounded like networks
Other satellite networks cost too much
So we started our own!



5 Reasons we never went satellite.

The Word In
MUSIC Satellite
Network

The Word In Music Satellite Network • 1465 Kelly Johnson Blvd., Ste. 202
Colorado Springs, CO 80920 • (719) 592-0432 • (719) 531-6820
Mark Pluimer, President • Jon Hull, Program Director • Linda Tiernan, National Sales Director • Juanita Schmerbach, Marketing Director

ADULT CHRISTIAN HIT RADIO

Explanation of Presidential Non-Invite



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

A number of you have spoken or written to me voicing your opinions and raising questions about National Religious Broadcasters (NRB) not inviting President Bill Clinton to address NRB 94 in Washington, D.C. Allow me first to give you the official statement prepared by NRB's executive committee concerning the invitation:

"In recent years it has been the decision of the NRB leadership to invite the President of the United States to address the annual convention. This has always been a nonpartisan choice, with both Republican and Democratic presidents participating. However, for the '94 convention, it is the decision of the executive committee that no invitation will be extended.

"As believers, we are admonished to pray for those in authority, and commit ourselves fervently to that task. However, we cannot give a platform to a leader who so aggressively supports and puts forth policies and positions which are blatantly contrary to scriptural views."

Now I'd like to share an excerpt from a letter I wrote to one of our esteemed members who disagreed with this decision:

"I want to comment on your question regarding not inviting President Bill Clinton to speak to our assembled convention. First of all, let me remind you that last year before his inauguration, we had invited the president-elect to attend and speak to the convention. Two invitations were sent from our office about six weeks apart, and we did not have the courtesy of a response to either of those, nor did we even receive a greeting from the White House to be shared with our convention [delegates].

"Through the year of 1993, there were several contacts we attempted to open with the White House concerning a meeting with the president. Our purpose was to discuss our concerns about the Fairness Doctrine and other matters related to religious broadcasting. We were not able to get such a meeting established. . . . In other words, we have taken some initiative in trying to open dialogue or conversation with the White House, but were not successful.

"At [the 1993] convention, the board of directors, very openly and without much counter-comment, urged us not to invite Clinton to address the convention in 1994. . . . It certainly was a factor relative to our not inviting the president for this year's meeting.

"It was also interesting to see the trend of the [White House] on some very basic issues where Christians feel that the president and his administration take opposite opinions on moral, spiritual, and ethical issues. It was primarily this background which also figured into NRB not issuing an invitation.

"I am certainly aware that our membership and other adherents to NRB would not have been rude to the president if he had been invited to address a session. But at the same time, there was evidence that many of our people would not attend such a session . . . addressed by this president.

"I say all of this to you to ask for your understanding and forbearance in us not issuing such an invitation to President Clinton for 1994. As is very clear, we have not wanted NRB to be a partisan association. . . . It is a Christian association which must, of course, keep in mind the wishes, opinions, and attitudes of its membership. In this regard, it was felt that to issue no invitation was far better than to issue [one] which could have been accepted and ultimately caused an embarrassing, sparsely attended session."

High Adventure Ministries

YOU CAN REACH THE WORLD THROUGH RADIO!



Mark Gallardo-VOH The Americas

CHINA - SI CHUAN PROVINCE

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

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



Ruben Cabral-VOH China/Asia



Voice of Hope Staff-Holyland Broadcast Outreach

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

May God bless you.

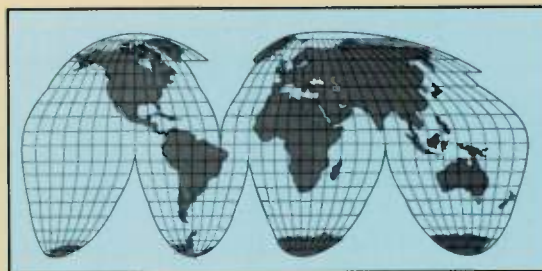
Viauslav Petchelkin (Russia)

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

Call today to place your broadcast and reach the world



George Otis



Place
your own
broadcast
today!

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

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

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

Closed-Captioned Correction

Dear Editor:

Unfortunately, you have erred in your assertion in the December issue that "just two religious programs" are being closed-captioned. The *Praise the Lord* program on the Trinity Broadcasting Network (TBN) is closed-captioned as it is going out live. It's an amazing undertaking, a true asset to the body of Christ, and it needs to be recognized in your pages.

I've had the opportunity to observe the process at the TBN studios, and the woman who provides the captioning is truly gifted for this service. It is a very intense process and she must pay rapt attention to the show in order to transcribe what is being spoken. Indeed, some of the guests get fairly excited and speak very rapidly; still the captioning is amazingly faithful. I'd submit that it's as good or better than captioned NFL broadcasts I've seen.

I would point out as well the programs your article highlighted are post-produced, so the captioning is much easier. *Praise the Lord* is captioned live. Your readers need to know that TBN is on the cutting edge of this process.

Stephen A.D. Bucek
TCI Cablevision of California
San Jose, Calif.

Book Columnist Responds

Dear Editor:

The vehemence of Dennis Alan Miller's letter (appearing in February's "Readers' Reactions") serves to demonstrate that speaking-in-tongues is not only a disputed but often divisive issue among Christians. Rather than deliberately focusing on the controversial, it is *Religious Broadcasting's* general policy to routinely review books which reflect the widest possible range of common undisputed Christian interests — and to occasionally review books reflecting less-inclusive topics, such as tongues.

It should be noted that past reviews have included books by charismatics and non-charismatics, dispensationalists and non-dispensationalists, Arminians, and Calvinists — Christians all.

My major concern is whether or not an author accomplishes his stated purpose which, whenever possible, I directly quote. The author's doctrinal position is noted to the degree that it affects his presentation (my perception of which may not always agree with someone else's).

For this reason, a reviewer of religious material may inadvertently step on a few toes

or arouse a few passions. However, it is not my intention to *offend* but to *inform*, not to *crusade* but to *evaluate*. Not everyone will agree with each and every review, but I trust, as fellow believers, we can disagree without being disagreeable.

Harry Conay
columnist for "The Book Shelf"
West Orange, N.J.

Kudos for February Issue

Dear Editor:

Thanks for a remarkable February issue.

Religious Broadcasting is one magazine I always read from cover to cover the day it arrives, if at all possible, but the February number was so loaded it took me parts of two days to complete. Beverly LaHaye's ["Socially Speaking"] work on government intervention was especially helpful.

As a daily program broadcaster on one station, . . . I am not a "big fish" in the radio ministry field. However, my first license and job came in 1952, and even then I was aware of the need — largely unmet at the time — for a publication like yours and work such as is done by your membership. I have watched with interest and joy as it has developed.

Even your graphics are attractive to me! One slightly negative note: evidently being charismatic does not keep one from being antagonistic! This, of course, is a reference to Dennis Alan Miller's letter in "Readers' Reactions" in February.

Again, my compliments on what many of us "out here" consider a job being well done.

R. Charles Blair
director of missions
West Kentucky Baptist Association
Clinton, Ky.

Please Address Letters To:

Readers' Reactions
Religious Broadcasting
7839 Ashton Avenue
Manassas, VA 22110
Fax: (703) 330-7100

Letters must be signed to insure publication and limited to 250 words or less. *Religious Broadcasting* reserves the right to edit all material for length, grammar, and style. *Religious Broadcasting* will not print material containing personal attacks, insults, or otherwise libelous statements.

Bott Radio Network Announces ...

KCCV ^{AM} / ^{FM} **760 / 92.3**

Kansas City's Christian Voice



Delivering the **TOTAL AUDIENCE** — Kansas City's **ONLY** Christian **AM/FM DUO.**

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

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

With the huge coverage of **KCCV-760 AM** reaching into 5 states during the day ... and the crystal clear **24 Hour FM** stereo signal of **KCCV-92.3 FM**, Christian families throughout the Greater Kansas City Area are now served better than ever before.

Kansas City's Christian Voice, KCCV AM/FM delivers the **Total Audience** in Kansas City.



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



Dick Bott
President



A Service of
BOTT RADIO NETWORK

KCCV-760 AM
Kansas City

KCCV-92.3 FM
Kansas City

KSIV-1320 AM
St. Louis

WCRV-640 AM
Memphis

KCIV-99.9 FM
Fresno/Modesto

WFCV-1090 AM
Fort Wayne

KQCV-800 AM
Oklahoma City



Rich Bott
Vice President

Congress May Reshape Industry

Reports concerning congressional proposals to lay new ground rules for the emerging "information superhighway" usually focus on the roles to be played by local telephone companies, long-distance carriers, and cable operators. But broadcasters, too, are included in what promises to be the most comprehensive overhaul of communications law since the enactment of the Communications Act of 1934.

The long-heralded convergence of telephone, computer, and cable technology has made revision of existing communications laws a priority for Congress and the White House. While the industry essentially has been segmented along individual service lines (e.g., local exchange telephone, long-distance, cable) congressional leaders, White House officials, and key industry representatives now generally agree on policies designed to promote competition in the delivery of interactive voice, data, and video services to homes and businesses.

Congress is now reviewing three bills — two in the House and one in the Senate — that take varied and sometimes divergent approaches to restructuring the industry. All three measures are devoted in large part to lifting legal constraints and protections now applicable to local exchange carriers (LECs), particularly the seven so-called Regional Bell Operating Companies (RBOCs).

Created under the antitrust settlement that dissolved the old AT & T system, the RBOCs currently enjoy a monopoly (or near monopoly) over local exchange service in their regions. But RBOCs are barred from providing long-distance services and, like all LECs, may not provide cable television service within their telephone service regions.

H.R. 3636 [sponsored by Edward Markey (D-Mass.) and Jack Fields (R-Texas)] would permit LECs to enter the market for "video programming services" under certain safeguards. Two conditions in particular should benefit broadcasters. First, a LEC generally would not be permitted to pur-

chase or gain control of existing cable operators in its telephone service area — thus ensuring that many broadcasters should have two video providers vying to carry their signals. (The Senate bill contains a similar provision.)

Second, the Markey-Fields bill would require an LEC's video programming service to make channel capacity available to commercial and noncommercial broadcasters. The bill also would give broadcasters the right to choose either mandatory carriage on the LEC's video programming service or to be compensated for carriage of their signals.

However, any proposal for mandatory carriage protection presumably would be affected by the Supreme Court's impending decision on the constitutionality of must-carry as imposed under the Cable Television Consumer Protection and Competition Act of 1992.

H.R. 3626 [sponsored by Jack Brooks (D-Texas) and John Dingell (D-Mich.)] concentrates on RBOC entry into the markets for long-distance services, equipment manufacturing, and electronic publishing. The definition of the latter term explicitly excludes "video programming" and "full motion video entertainment on demand;" however, and consequently, the bill proposes little of direct significance to broadcasters.

In contrast, the Senate measure, S. 1822 [sponsored by Ernest Hollings (D-S.C.)] contains three provisions designed to help broadcasting remain healthy in a more highly competitive environment. First, it would require the Federal Communications Commission to review current restrictions on television station ownership; presumably this would lead to an easing of the rules that would strengthen broadcasters' economic viability. Second, the commission would be required to consider whether certain broadcast program exclusivity rules now applicable to only cable system carriage should be broadened to cover other multichannel video providers.

Finally, the Hollings proposal would permit stations to use their



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.

assigned spectrum for data transmission and other untraditional services. The provision was promoted by broadcasters who would like to use a portion of their channels (including additional spectrum to be allocated for conversion to advanced television) for commercial services, such as paging and computer data transmission. At this time, the bill permits stations to offer non-programming services only if those uses are "related to" programming services and broadcasters pay a fee to the government comparable to that paid by other commercial service providers.

Despite general accord on the need to remove the legal divisions separating communications services, many details remain to be determined. For example, cable operators and long-distance carriers, who want to enter the lucrative local exchange market, hope lawmakers will set high thresholds for competition in local telephone services before freeing LECs to compete in their market niches.

Still, given the rare consensus in Washington, it is likely some legislation — probably containing elements from all three bills — will pass this year. As of this writing, the biggest obstacle could be Congress' calendar, which soon will be dominated by health care proposals. If final compromises on the communications bills cannot be settled by September, the matter may be pushed off until 1995. ^{RB}

Tap Into the Most Responsive Christian Lists With Response Unlimited

Many of today's mailers and telemarketers have discovered
evangelical consumers to be one of the most responsive target markets!

Response Unlimited has become a leading supplier of responsive Christian lists. You get next day turnaround on most lists, prompt, courteous and efficient service — and free list recommendations! Call Today!

Active Christian Home School Buyers (17,962)	\$80/M*	Family Rights Donors (21,200)	\$85/M*
Activist Christian Donors (128,932)	\$75/M*	Family Trust (64,582)	\$100/M*
Activist Evangelical Donors (473,992)	\$60/M	Financially Secure Christians (11,266)	\$90/M*
AMG International (33,974)	\$60/M*	Freedom Village USA (57,807)	\$65/M*
American Church Bond Investors (57,840)	\$95/M*	Glory Ministries (15,542)	\$80/M*
American Patriot Donors (189,383)	\$75/M*	Grassroots Pro-Life and Pro-Family Donors (173,018)	\$75/M*
American Portrait Films Video Buyers (43,216)	\$70/M*	Great Christian Books Buyers (95,872)	\$75/M*
Back to God Activists (14,783)	\$70/M	Great Christian Books Prospects (76,753)	\$50/M*
Baker's Plays Religious Buyers (14,941)	\$80/M*	Greenhomes America (4,022)	\$80/M*
Best Political Conservative PAC Donors (234,717)	\$100/M	High Profile Christian Business Men (20,067)	\$60/M*
Bible Literature International (10,000)	\$60/M	Home & Family Causes Donors (491,342)	\$65/M*
Bible Pathway (31,000)	\$90/M	Home School Oriented Christian Families (118,763)	\$60/M*
Bible Prophecy Bookbuyers & Donors (13,051)	\$100/M	Ichthys Books (5,462)	\$75/M*
Biblical Evangelist (25,647)	\$80/M*	In God We Trust (53,304)	\$50/M*
Biblical Perspectives Active Buyers (19,038)	\$85/M*	Inspirational Network Buyers (10,818)	\$85/M*
Biblical Scoreboard Magazine (47,583)	\$65/M*	Keep America Christian Donors (16,453)	\$100/M*
Born Again Doctors Who Donate (3,930)	\$100/M*	Kingdom Kids (2,729)	\$75/M*
Buyers of Christian Bestsellers (3,736)	\$80/M*	Lamb and Friends (80,966)	\$85/M*
California Evangelical Political Givers (23,401)	\$100/M*	Liberation (33,359)	\$90/M*
Canadian Christian Heritage (55,521)	\$60/M	Life Is Precious Donors (18,823)	\$75/M*
Check Writing Evangelical Activists (51,543)	\$80/M	\$1000+ Lifetime Members of a T.V. Ministry (37,657)	\$80/M*
Checks That Bless (39,803)	\$80/M*	Living Truth Ministries (21,372)	\$80/M*
Chicagoland Christian Buyers (16,953)	\$75/M*	Messianic Outreach Donors and Buyers (28,227)	\$85/M*
Christian Action Network (28,107)	\$120/M*	Mickey & Becki Moore Ministry (4,502)	\$85/M*
Christian Communicator Subscribers (3,000)	\$350/F	Mid America Evangelism Donors (94,459)	\$65/M*
Christian Computer Software Buyers (3,335)	\$80/M*	Midnight Call Magazine (133,000)	\$75/M*
Christian Computing Magazine (228,000)	\$90/M*	Minister's Manna (14,456)	\$75/M
Christian Concert Attendees & Buyers (476,781)	\$70/M*	William J. Murray Evangelistic Association Actives (8,810)	\$90/M*
Christian Contemporary Music Buyers (68,281)	\$75/M*	National & International Religion Report (37,160)	\$95/M
Christian Contributor Name Source (504,827)	\$45/M*	National Christian Computing Convention	
Christian Donors for Constitutional Rights (46,810)	\$70/M*	Attendees (5,300)	\$140/M*
Christian Health & Nutrition Bookbuyers (36,103)	\$70/M*	National Citizen Action Network - VIP List (12,505)	INQUIRE*
Christian Home School Product Buyers (89,812)	\$75/M*	News From Israel (10,803)	\$80/M
Christian Information Bureau (32,302)	\$85/M*	North American Renewal Service Committee (33,971)	\$80/M*
Christian Inquirer (42,356)	\$80/M*	Orthodox Churches, Priests and Subscribers (3,553)	\$250/F
Christian Lifestyle Select (400,000)	\$60/M*	Pastor and Church Multiple Responders (77,000)	\$75/M
Christian Music Artists (9,800)	\$60/M*	Pastor and Church Single Responders (110,000)	\$65/M*
Christian Network International (19,087)	\$60/M	Prime Donors to a Christian Prophetic Ministry (37,183)	\$80/M*
\$100+ Christian Political Donors (46,515)	\$85/M*	Prime Evangelical Donors (120,188)	\$70/M*
Christian Publishing Company Buyers (163,658)	\$75/M*	Prime Evangelical Political Donors (38,365)	\$90/M*
Christian Recreation Investors and Donors (45,110)	\$80/M	Prime Music Buyers (57,031)	\$55/M*
Christian World Report (50,178)	\$90/M	Pro-Life Organizations and Crisis Pregnancy Centers (5,573)	\$50/M*
Christian Writer's Database (25,740)	\$85/M*	Pro-Morality Donors Telemarketing File (53,299)	\$130/M*
Christians Seeking Extra Income (7,318)	\$65/M*	Prophecy Bookbuyers (62,118)	\$75/M*
Christians With a Heart for Israel (36,278)	\$60/M*	The Prophecy Newsletter (7,850)	\$95/M*
The Church Moving Forward (53,051)	\$80/M*	Pulpit Helps (142,375)	\$45/M*
Church Music Report (19,300)	\$70/M*	Reap Mission (15,810)	\$55/M*
Citizens United for Morality (212,000)	\$90/M*	Religious Broadcasters (7,500)	\$75/M*
Clergycard International (23,500)	\$90/M*	Religious Collectables Buyers (11,241)	\$70/M*
Could You Not Tarry (4,851)	\$75/M*	Religious Libraries (11,043)	\$60/M*
Cream of the Crop Christian Activists (51,636)	\$85/M	Religious Market Suppliers (3,808)	\$125/M
Cream of the Crop PTL Donors (64,857)	\$75/M	Religious Schools (5,606)	\$60/M*
Cross Mailmart Donors and Buyers (43,549)	\$65/M*	Research and Educational Foundation (11,550)	\$80/M
Cross Mailmart's Bookstores (9,234)	\$65/M*	Responsive Fundamentalist Donors (85,310)	\$70/M
Crusade Donors (253,892)	\$75/M	Revival Donors (17,048)	\$65/M*
Cult Awareness Buyers and Donors (35,333)	\$70/M*	Russian-Speaking Evangelical Churches in the C.I.S. (1,200)	\$200/F
Destiny Image Publishers (28,865)	\$80/M*	The Rutherford Institute (37,434)	\$90/M*
Destiny Image Publishers' Bookstore Customers (4,433)	\$65/M*	Sacred Music News & Review (2,641)	\$70/M*
Donors to a Christian Legal Defense Ministry (4,171)	\$80/M*	Saratoga Press Subscribers (13,877)	\$80/M*
Donors Who Have Contributed Through the Mail to Evangelical Causes (600,000)	\$100/M	7th Day Adventist Churches (3,902)	\$95/F*
Donors Who Oppose Religious Persecution (6,723)	\$125/M*	7th-Day Adventist Pastors, Leaders & Decision Makers (60,215)	\$65/M*
Eagle Systems' Children's Video & Book Buyers (23,138)	\$75/M*	Single Adult Ministry Leaders (5,150)	\$425/F*
Evangelical Churches in Canada (10,035)	\$60/M*	Sound Givers (143,671)	\$70/M
Evangelical Outreach Activists (25,461)	\$80/M	Sparrow Music Buyers (62,539)	\$75/M
Evangelical Political Activists (108,359)	\$60/M*	Texas Christian Activists (42,948)	\$65/M*
Evangelical Pro-Life Donor Masterfile (196,193)	\$95/M*	This Week in Bible Prophecy Product Buyers (19,599)	\$85/M*
Evangelical Pro-Life Donors (17,697)	\$65/M*	U.S. Christian Video Buyers (6,925)	\$85/M*
Evangelical Theological Society (1,914)	\$350/F*	Video Bible Story Buyers (116,803)	\$85/M*
Evangelize the World Donors (38,048)	\$70/M	Voicings Publications (43,732)	\$80/M*
Family Concern (60,078)	\$60/M*	World Help (210,000)	\$110/M*
Family Donors (120,496)	\$85/M	World Library Press (63,998)	\$90/M

*available for tele-marketing!

response
unlimited

c/o The Old Plantation, Rt. 5, Box 251, Waynesboro, VA 22980-9111
Phone: (703) 943-6721 Fax: (703) 943-0841

by Bob Darden

IN BASEBALL TERMS, Twila Paris has had a career year. The diminutive, blonde-haired singer's last three projects, *Sanctuary*, *Cry for the Desert*, and greatest hits package *A Heart That Knows You*, have all set sales records and won critical acclaim.

Furthermore, in the midst of a much-needed sabbatical, Paris won the Gospel Music Association's coveted Dove Award for 1993 Female Vocalist of the Year, breaking a decade-long hold on that award by Amy Grant and Sandi Patti.

And in that decade, award or no award, Paris became one of the best-loved and most admired of all contemporary Christian artists. Her penetrating, clear-eyed lyrics, and haunting, hummable melodies have taken her around the world, performing before ever-larger audiences.

So, refreshed and reinvigorated from her sabbatical, Paris does what you'd expect any highly successful, highly motivated artist to do. She changes directions.

A New Sound

Beyond a Dream is Paris' most aggressive, contemporary album to date. Even the lyrics are different, ranging from prophetic warnings to clarion calls for activism within the body of Christ. Even the artist herself seems a little startled by the passion involved in virtually every track.

"Before we ever started recording, we all knew there was something in the air, but my husband, Jack, was the first to say it out loud, even though I was thinking it too," Paris said. "I think everybody agreed that we needed more guitar-oriented songs this time around. The music called for it, even though I still wrote more on piano than anywhere else.

"So overall, I think this project is a bit more organic than my previous releases. It's pop with a little edge — maybe a tiny bit of an R&B edge and even a tiny, tiny bit of a country and western edge here and there as well. It is certainly more 'up' than anything we've ever done before."

Armed with that sense of musical urgency, pre-production meetings with producers Brown Bannister and Paul Mills saw Paris

Avenues of Expression



Twila Paris is a 1994 Dove Award nominee for Songwriter of the Year and Female Vocalist of the Year.

involved in the studio process to an unusual degree. "It is definitely not like anything you've heard from me before, although it is related to my previous releases," Paris says. "It is definitely pop. And yet, it will be very much accessible to those who perceive it being right down in the middle."

The end result, Paris says, is probably her most "radio-friendly" album in years. "Actually, I think radio [people] will say 'Thank you!' after three-and-a-half years of virtual pop radio silence," she says. "After all, I'm the one who gave them *Sanctuary*, which is not exactly prime drive time or going-to-the-beach-styled music.

a Dream during or just after her sabbatical. "I'm certainly not saying that I'm a prophet, but it is interesting to me that several of the tunes are prophetic in nature," she says. "They feel, lyrically, very current — and current events come to mind — while reflecting a biblical world view."

Some of Paris' new songs and lyric attacks will surprise long-time listeners, especially those expecting another "The Warrior is a Child."

"'God is in Control' begins, 'This is no time for fear, this is a time for faith and determination.' That's one of the real uptempo songs, sort of a pop/rock anthem," Paris says. "It is encouraging to me,

those who are doing these things are really prisoners of war.

"'Watch and Pray' talks about how no one knows the hour or the day of Jesus' return — and what we should do until then," Paris says. "It's interesting, but I'd never written a song about the Second Coming before this one.

"There is also one little simple chorus that stands alone," Paris continues. "I'd never finished it, and when I introduced it at [executive producer] Darryl Harris' urging, everybody said, 'Just do it like that.' So it is the closing for the album. It's titled 'The Light is Shining,' and it is a very helpful, encouraging statement in song."



Putting her composing talents to work, Twila Paris has written every song on her 12 albums and has accumulated 15 No. 1 singles.

"But as we've been working on this project, we've been saying, 'This is car music!' So I have a feeling the radio guys will say, 'Thank you for thinking of us.' I hope it is exactly right for AC [adult contemporary] radio."

Fruits of Refreshment

Interestingly enough, Paris wrote most of the lyrics for *Beyond*

and when I hear that, it is obvious that no matter what all is going on right now in our world and current society, God really is in control.

"'Rescue the Prisoner' is about how when we get very frightened or angry in our country about something, we tear away the principles this nation was founded on. The lyric reminds us that the battle is not against flesh and blood — and that

Visible Changes

There are other changes afoot in the Paris camp. The most visible has been her contract as spokesperson for the giant Parable Book Store chain. It's not a new role for Paris, though: she worked in her parents' Christian bookstore from age 12 through high school.

"It's very easy for me, very comfortable for me to be a spokesperson for Christian retailers," Paris says. "Christian bookstores allow

Continued on page 14

AVENUES OF . . .

Continued from page 13

me to minister. So I'm very aware of that in a personal way."

The Parable association has meant unparalleled visibility for Paris. She's done dozens of photo shoots, recording sessions, and interviews for Parable's quarterly catalogs, in addition to posters, in-store stand-ups, television advertisements, and radio spots.

Parable founder and president Steve Potratz says that the company had been looking for some time for an artist with both growth potential and an overt spiritual statement. "[Paris] has really committed herself to the church, which is our primary audience," Potratz says.

"She's a beautiful lady, and she clearly portrays the largest market we have, which is 18 to 34-year-old females," he adds. "She fits that very well and is a godly example of a Christ-like lady. She very clearly puts forth that example in the media. And we hope people seeing that will follow through in buying Christian products."

Other intriguing avenues of expression have opened for Paris in recent months as well. She has recently joined with *The Chapel of the Air* radio program in support of the organization's month-long 1994 worship celebration, "We Will Glorify: Becoming People of Worship in Church and Home." The September 1994 theme is the focal point of over 65 nationwide conferences.

Paris has already completed a number of radio and television interviews and a conference video, and she will appear in a specially prepared brochure — all of which will be used in local market promotions for the upcoming *Chapel of the Air* events. *The Chapel of the Air* is a 15-minute, Monday-through-Saturday broadcast heard on 500 radio stations across the United States and Canada.

Finally, Paris, who recently was one of the featured vocalists on the "Young Messiah" tour, has even been toying with changing how she tours. "Though nothing has been decided yet," she explains, "I've already been doing some different things. Before I went off the road and took a year off, I usually trav-



The music of Twila Paris, such as "He is Exalted" and "We Will Glorify," can be found in hymnals and songbooks throughout the world.

eled with three other musicians, which meant I could do some things completely live. I'd like to do more.

"The spring of 1993, Wayne Watson and I toured together and

*"No matter what all
is going on right now
in our world and
current society,
God really is in control."*

performed a completely live show with my sister on background vocals," Paris continues. "But I was able to do that partly because I had shorter sets and was able to leave out certain songs and partly because

we had a real band behind us. A full concert would be hard to do with only four players.

"There's a fine line there. People want that live sound, but they also like the song the way they're used to it. It's not fun to hear everything completely different. But if it is exactly [the same], they could have stayed home and listened to the record! So, despite the costs — and we don't tour to raise money — we're looking at adding more players. That's quite a stretch for me."

For long-time Twila Paris fans, it's fun to hear words like "stretch" and "aggressive" and "prophetic" attached to a new project. But if she's worried at all about how the market will accept *Beyond a Dream*, she's certainly not letting it show. "I'm so excited about this project. I always say that, but I really am."

Bob Darden is an editor for *Billboard Magazine*.

YOU'VE PROBABLY HEARD US.

...You just didn't know it.

You probably just thought that Christian Radio is getting better and better; that more and more stations are now able to recruit top-flight air talent to deliver a first-class Christian music format.

...That's because more than 40% of all full-time adult contemporary Christian music stations now carry Morningstar Radio Network programming-- a proven format featuring well-researched music and major market air talent.

...And because it's so perfectly transparent-- so totally localized-- that it sounds completely, naturally local, to even the trained ear.

Morningstar reinforces your station's local identity.

Our air personalities deliver your station's call letters, a dozen times or more each hour.

We highlight our programming with your station's slogans, with your own customized liners... Or with professionally produced custom music beds and jingles.

We can even assist with total walkaway automation-- or with affordable, network-assisted "semi-automation"...

**Without sacrifice of quality,
or compromise of Ministry.**

All that-- for as little as 55 cents per hour!

For a free copy of our brand new Demo, call Mike Miller or Tom Perrault: (713) 871-8485.



Morningstar Radio Network, Inc.

by Sarah E. Smith

*Wade in the water
Wade in the water,
children.
Wade in the water
God's gon' trouble the water.*

FROM GENERATION TO generation, the old passed their wisdom on to the young in song. Songs weaving a rich tapestry of a people shackled with the bonds of slavery and then oppressed in the land of freedom. Songs coming from the souls of the singers who poured out into music a glorious message of love, joy, and eternal hope. Songs forming the battle cries for freedom from slavery recycled to serve as rallying cries for equality.

Through each generation, the sacred music tradition of African-Americans was orally preserved for all to hear of a people who overcame tremendous odds and influenced American music in a way unequaled by any other form.

Wade in the Water: African-American Sacred Music Traditions, a 26-part production by National Public Radio (NPR), takes listeners into a moving, insightful, triumphant 200-year account of a people. The series demonstrates how this rich, diverse, and powerful sacred song tradition sustains, echoes, and nurtures the African-American community — where singers become storytellers chronicling their own history.

Influence Unequaled

"African-American sacred music has, either directly or indirectly, affected every other music form, style, and presentation in this country," explains Sandra Rattley, executive producer of the series. "There are shows within the 26-hour program that focus on the impact of African-American music on the classical music tradition, on the jazz tradition, on the folk traditions, and so forth."

Rattley says the importance of bringing this series to the public was three-fold: "In one way, we're helping to tell an untold story. [In another],

Singing History: Preserving the Culture of African-Americans

er], it is not a black history project, but a focus on American history and an aspect of American life and culture [many] don't know about. And thirdly, [we're bringing it] because this music has such a broad impact on every other music form."

While NPR is constantly doing programs on various music genre, Rattley points out the main reason NPR chose to emphasize this music was because "it's consistent with [NPR's] mission to represent the culture of this country and all of its complexity and diversity — to ensure that multiple voices are heard and to make sure the stories are being told that have not been done before."

The music has a unique place in the African-American experience in that in tracing its heritage, an opportunity arises to also tell the oral history of African-Americans in this country, Rattley adds.

A Massive Project

Five years in production, *Wade*



Horlee Little

Dr. Bernice Johnson Reagon is the host of National Public Radio's Wade in the Water: African-American Sacred Music Traditions series.

in the Water is the brainchild of Dr. Bernice Johnson Reagon, who is also the series' host. Reagon is a curator of the Division of Community Life at the Smithsonian Institution National Museum of American History and founder of the Smithsonian Program in African-American Culture.

For almost 20 years, Reagon has been researching various aspects of African-American sacred songs — from 19th century spirituals to 20th century gospel. One major outcome of her research, *Wade in the Water* is

Wade in the Water



Fisk University Archives

On their 1871 inaugural tour, the Fisk Jubilee Singers became the first group to bring spirituals to the concert stage.

20 years' worth of archival material collected from the Smithsonian, as well as the interviews and original material we recorded."

Production on *Wade in the Water* was probably one of the most complex in terms of the amount of work NPR had to do from five years ago to the present, Rattley admits. "[The work] included the development of an advisory panel of experts, historians, ethnomusicologists, rare musical experts, etc., to help guide and inform the content. It involved doing original research in many instances. It involved reviewing the 20 years of music archives and interview tapes the Smithsonian made available.

"It involved going out in the field all over the United States and [conducting] field recordings of some of the very old traditions as well as contemporary musicians. It involved music searches of rare archives and private collections to get the rights of certain material," Rattley continues. Although about 60 to 70 people contributed to this project, in the day-to-day recording and editing, NPR

worked with a core group of seven.

Each show opens with a version of someone singing "Wade in the Water" (26 variations in all). The programming exposes listeners to the best in new gospel recordings as well as rare archival material enhanced for broadcast by digital processing. *Wade in the Water* focuses on the genres of leading composers and lyricists and on major musical traditions, including spirituals, lined hymns, quartets, and gospels.

The song lyrics convey a sense of what black people were thinking — their philosophies and world views — as they survived slavery

mostly funded by the National Endowment for the Humanities, with additional support from other foundations, donations, and Reagon herself — from the MacArthur Fellowship Award she received in 1989.

Reagon grew up hearing traditional, African-American sacred music in the church where her father was a pastor. "When our ancestors taught these songs, they were teaching history lessons that they never wanted their grandchildren to be without," Reagon says.

With *Wade in the Water*, Reagon,

along with NPR, has attempted to convey to a new generation the old history lessons learned by African-Americans for 200 years. Called by *Time* magazine an "ambitious new series," Rattley says the program is "ambitious because [of] the depth, the scope, and the complexity. . . . We had to present the material in a way that would appeal to people both from that tradition and those who [aren't]. It was very ambitious to actually put together 26 one-hour shows from all the material we gathered — 200 years' worth of history,

Continued on page 18

SINGING HISTORY . . .
Continued from page 17

and moved into this century, Reagon says. For example, Reagon explains the 19th century spiritual "Didn't My Lord Deliver Daniel, Why Not Every Man?" was clearly created by someone who was not free or was in search of freedom. The song, she adds, implies if God could deliver Daniel from the lions' den, then surely He was able to render equal justice to those enslaved.

Other antebellum songs, such as "Steal Away," "Run, Mary, Run," and "The Old Ship of Zion," illustrate the use of coded messages urging slaves to escape and flee oppression. In the period following the Civil War, factors influencing sacred music included the development of historically black educational institutions, the two waves of African American migration to the North, and the civil rights movement.

O Pioneers

Beginning in the 1870s, the Fisk Jubilee Singers, a group of African-

American students from Fisk University, revolutionized what had become known as the spiritual. Prior to the Fisk Jubilee Singers, this type of sacred music had never been performed on a formal stage, but as the singers traveled abroad, their music gained momentum, resulting in an emergence of groups from other black colleges, such as Hampton and Tuskegee institutes.

Local quartets began springing up throughout the African-American community at the turn of the century. A cappella quartets, comprised mostly of men, dominated African-American sacred music, a trend which would continue for more than 60 years.

One pioneering group, the Golden Gate Quartet of Tidewater, Va., is credited with being the first to make the transition from the smooth harmony of the jubilee quartets to the foot-tapping characteristics of quartet singing in the thirties. Their performances, Reagon says, were a big departure from the traditional, European choral-influenced performance style heard during the twenties.

"These kinds of things people



Joe Alper

Gospel singer Clara Ward was the lead singer of the Ward Singers, one of the most popular gospel groups of the 1950s and '60s.

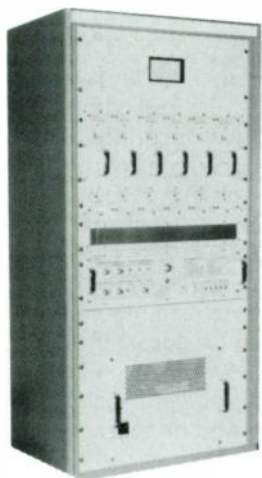
sang about and the message in the songs also changed as a result of the Great Migration in the first half of the 20th century," notes Spencer Crew, acting director for the Museum of American History. The difficulties and obstacles African-Americans faced during the migration were indicative of the music written and produced, he adds.

These themes were reflected in lyrics such as "Courage, my soul, and let me journey on, though the night is dark, it won't be long. Thanks be to God, the morning light appears. And the storm is passing over, the storm is passing over, the storm is passing over, hallelujah." Other songs with similar messages included "We'll Understand It By and By," "Stand By Me," and "God Will Provide for Me."

As African-Americans left their rural communities for urban cities, "the rhythm of the music also changed," Reagon explains. In Chicago during the early 1940s, Kenneth Morris, a gospel pianist and arranger, taught this new style of playing that had a "bounce" to it. Gwendolyn Lightner, a classical-trained pianist, heard the bounce and convinced Morris to teach her to play this new music with rhythm and soul. When Lightner relocated to the West Coast, she took with her this new accompaniment style, which was quickly picked up by

3dbm Solid State LPTV - Transmitters

The 3dbm LPTV Transmitters is Fast Becoming the Most Popular Transmitter in America.



Standard Features:

- 100 to 1000 Watts
- 2 Video Inputs
- 3 Audio Inputs
- Automatic Sync Pre-Correction
- Automatic Station Identifier is Standard
- Automatic VSWR Shutdown Protection
- Automatic Loss or Sync Shutdown
- Individual Power Amplifier Protection Shutdown
- Individual Power Supply Shutdown
- Modular Plug-In Design
- RF Output Monitoring on Front Panel
- Output Monitoring of Modular Outputs

Limited Time Offer
1 KW model 800 39,990.00
100 Watt model 801 15,990.00

Contact 3dbm Factory Direct Sales
17194 Preston Rd., Suite 123-125 Dallas, TX 75248
1-800-279-3dbm



Groups such as The Rickey Grundy Chorale carry on the tradition of African-American sacred music.

other musicians, and the West Coast became the major catalyst for today's contemporary gospel.

With the sacred music incorporating a "beat" common to secular music, the presence of such elements created a controversy among many church people, Reagon notes. This controversy was not a new phenomenon because historically, there were always critics whenever new musical elements or performance styles were integrated into more traditional sacred repertoires.

For example, members of the Golden Gate Quartet received criticism when they took the spirituals into a new rhythmic percussion style of singing. Thomas Dorsey, who emerged in the thirties as one of the principal figures in gospel, was criticized when he introduced blues and jazz styles into his music.

Morris became the target of criticism when he played the first Hammond organ, which had been used in secular bands, during a Chicago church service. And more recently, Aretha Franklin and Ray Charles had their dissenters when they moved from gospel and the performance of sacred music to major careers in popular mainstream music.

However, this new music form has always resulted in an expanded audience, Reagon observes, pointing to the overwhelming popularity of

contemporary gospel groups, such as The Winans and Take Six. Interestingly, in 1988 BeBe and CeCe Winans' album *Heaven* became the first gospel album to crack *Billboard's* rhythm and blues Top 10 chart.

Reagon herself has been involved in singing sacred music with the critically acclaimed ensemble Sweet Honey in the Rock, which she formed in 1973. She sees the group as an extension of her commitment to be true to the continuance of her people.

"What African-Americans have created is central to what is precious and treasured about American culture. I feel that I am responsible for helping to tell the complete story," Reagon stresses.

NPR relied on its panel of advisors and Reagon to tell its version of African-American sacred music history, Rattley says. For every one of these programs, NPR had a story meeting with the advisors, in which each hour would be mapped out. Benchmark events, developments of different songs and styles, people to be interviewed, and specific pieces of music to be heard were all discussed.

Rattley says the underlying theme of *Wade in the Water* is the sense of mission the music has instilled over the years. "Even though

People Like What They're Hearing...

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

Angela Hicks; Edmond, OK

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

David Ingram; Ft. Smith, AR

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

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



Wanda Franz Ph.D.

Pro-Life Perspective

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

Continued on page 20

Wade in the Water Program Listings

Program One: Songs and Singing as Church
Program Two: Sing Till the Power . . .
Program Three: In Search of the Sacred
Program Four: Songs, Singing, and Stories About the Slave Community
Program Five: The Power of Communal Song
Program Six: The Lined Hymn and Shaped-Note Tradition
Program Seven: Post-Slavery African-American Education and the Fisk Jubilee
Program Eight: The Concert Spiritual Tradition
Program Nine: The Struggle for a New American Classical Music Concert Tradition
Program Ten: The Legacy of the Golden Gate Quartet
Program Eleven: The Regional Quartet Tradition: Jefferson County, Ala., Spreads Its Wings
Program Twelve: From Local Community to Nation: The Post-World War II Quartet Tradition
Program Thirteen: Sacred Songs as History
Program Fourteen: African-American Migration: The Song Ministry of Charles Albert Tindley
Program Fifteen: Something Within: Lucie Campbell,

the First African-American Woman Gospel Composer
Program Sixteen: William Herbert Brewster: The Eloquent Poet of Gospel
Program Seventeen: The Chicago School of Gospel: Thomas Dorsey
Program Eighteen: The Chicago School of Gospel: Roberta Martin and Kenneth Morris
Program Nineteen: The Pentecostal Shout
Program Twenty: The Many Ways of the Crossover: Shared and Contested Boundaries
Program Twenty-One: Beyond Text: Instruments in the Service of the Lord
Program Twenty-Two: Jazz and the Wider World of the Sacred
Program Twenty-Three: California Gospel Movement
Program Twenty-Four: Pushing the Boundaries: Contemporary Gospel Choir
Program Twenty-Five: Pushing the Boundaries: Contemporary Gospel Composers
Program Twenty-Six: A Community Weekend in the Sacred Life of Washington, D.C.

HEAVENLY MUSIC FOR YOUR AUDIENCE

Good News Radio Network is a full-service source for all your radio programming needs. We offer:

- Quality Traditional/ Inspirational music.
- A highly customizable format.
- A turn-key package for unattended operation.
- Big market quality at a small market price.

 **Good News Radio Network**SM

11498 Pierce Street
 Riverside, California 92505
 (800) 321-5746



SINGING HISTORY . . .

Continued from page 19

we're talking about something having a particular function and role in a ritual setting, the impact and strengths of the music go beyond the physical structure of the church and the capacity to create a sense of community," Rattley remarks.

"It's just phenomenal that these songs in themselves, the words and lyrics, have such emotional impact and establish such a statement of high ideals, regardless of whether it's practiced inside or outside of a church. I think that that level of artistry is something that really needs to be celebrated," she concludes.

According to Rattley, everyone is listening to *Wade in the Water*. "I think the emotional impact of this music is that it has universal appeal — in the themes and ideas expressed. . . . Even though we're presenting information, this is largely not what you'd call an intellectual experience; it is an emotive experience."

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



TURNING POINT PRODUCTIONS

SAYS

THANKS SALEM!!

**KKLA WMCA WYLL WAVA
WRFD KPDQ WORD KGNW KFAX
KGER KPRZ KRKS KAVC KLFE
KDAR WEZE KGFT WPHY**

SALEM COMMUNICATIONS made
TURNING POINT PRODUCTIONS
their #1 choice for ID jingles for all of their stations...

SHOULDN'T YOU??



Find out how you can make your station **SIZZLE!**
With jingles from Turning Point Productions.

Turning Point Productions: P.O. Box 1358: Placerville, CA 95667: 800.748.5658

This is an anniversary year for Larnelle Harris, and as his career reaches the 25-year milestone, it is no exaggeration to call him an institution in contemporary Christian music.

But on the heels of continued No. 1 records, five Grammy awards, ten Dove awards, packed concert houses, international touring, and a new album, *Beyond All Limits*, Harris seems far too busy to pay much mind to things like institutions and anniversaries.

"I'm one who moves on," says Larnelle. "If you asked me right now how old I am, I'd have to take a pencil and add it up. I don't think about it very much. I just do what I do. I'm growing musically. I write much more now than I ever did before, and I'm exploring areas in my heart and places in me — who I am — where I've never been before."

Helping Larnelle on that exploration this time out are some of the hottest producers in contemporary pop music. Robert White Johnson and Bill Cuomo bring to the table impressive resumes that include work with Barbra Streisand, Celine Dion, Steve Perry, and Kim Carnes, as well as their production of Christian artist Pam Thum's debut album.

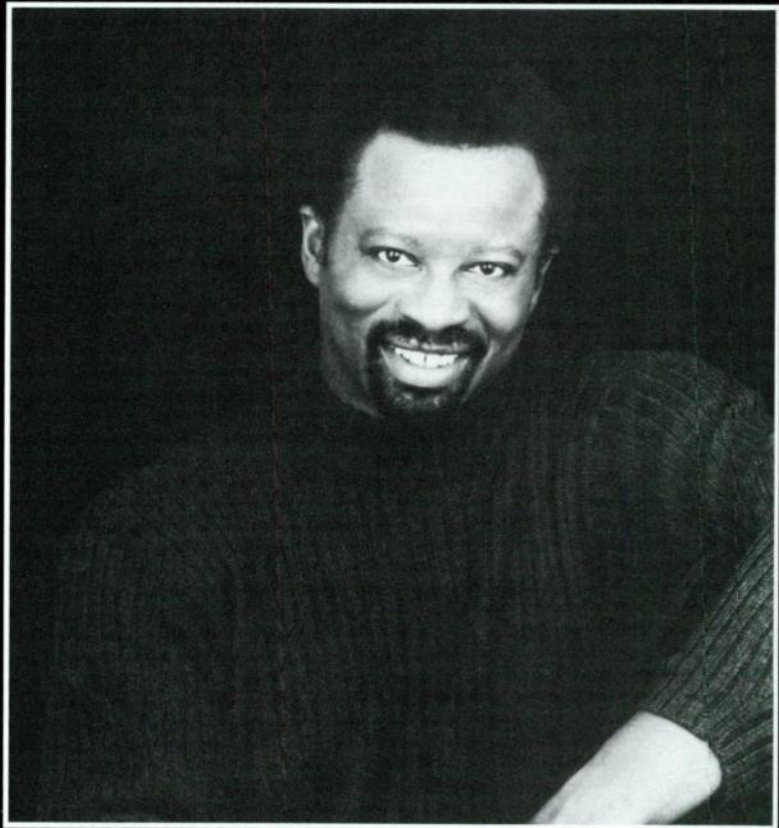
Producer Joe Hogue has been the man behind the boards for newcomers Angelo & Veronica and produced Harris' critically acclaimed *I Choose Joy* release, and Michael Powell is best known for his hit work with Anita Baker.

Lyrical Power

Beyond All Limits places Harris' unmistakable, trademark vocals in bold — even edgy — contemporary pop settings as he sinks his teeth into some of the best lyrics of his career. "This album has a lot of heart," says Harris. "I'm not locked into any one style of music. I want to write or find the greatest lyric I can and then wrap it in the kind of music that makes it live. If that turns out to be R&B, a majestic ballad, pop, or rock, that's what we do."

Johnson and Cuomo's sure-handed touch shines on the album's title song, a mid-tempo pop/rock anthem in which Harris implores the Lord to take him "beyond all the limits, beyond all the walls I've built

"I Don't Ever
Want To Be
Satisfied"



Larnelle Harris

around my heart. Beyond all the limits, somehow, somehow I always knew that this was the life you called me to, 'cause beyond all the limits is where I find You."

"I wanted to remind myself that God is always calling us beyond our limitations," Harris explains. "He's calling us to love more, to care more, and to be more involved in every area of life as the salt of the earth."

Clearly close to Harris' heart is "The Other Woman," a touching ballad with a smooth R&B groove.

"My daughter, Teresa, is 14 now," he says. "She's growing and has become the other woman in my life. She's beginning to stretch out on her own, and my wife and I are going through our own little traumas and adjustments watching our kids grow up."

"I'll Help You Cry" is a powerful, dramatic ballad, and Harris gives it one of the strongest performances of his career. Growing from a whisper to a cry, he pours out both pain and a determination to conquer adversity through the power of

friendship and faith in the Lord: "I have no words to ease the pain and I don't know how this all will end, but I'm your friend and I'll help you cry."

"Many times as a deacon in my church, I've gone to families in times of need, really not knowing what to say," Harris relates, "and I've realized I didn't have to say anything. Just being there — offering them someone to lean on — was enough."

A Transforming Process

Far from resting on his laurels, Harris has spent much of the '90s traveling around the world, ministering and performing. In what might be described as combination concert tours and evangelistic crusades, Harris visited Russia, South Korea, and South Africa and found himself and his faith transformed in the process.

"I've found such an openness and [a] hunger for the Lord as I've

"I want to write or find the greatest lyric I can and then wrap it in the kind of music that makes it live."

traveled this world," says Harris. "In South Africa, in the summer of '93, we played in halls in the big cities as well as traveling to the more remote townships for people who wouldn't have been able to get to a city to hear us. I sang my songs, and people just opened their hearts and danced and shouted and rejoiced. It was an incredible experience.

"In the former Soviet Union," Harris remembers, "we were passing out Bibles in the streets. Kids would take them and tear them up and pass the pieces around for each of them to read and then trade later. I've never seen anything like that . . . and you can't see that and not have your life changed because of it.

"We opened our shows in Korea with a song in the Korean language," he continues. "The people responded immediately. I saw the joy come over their faces night after night and realized that people the world over are not that different.

We speak different languages, and the miles that separate us can make us feel uncertain and threatened, but people are really very similar. They all just need a touch of the Lord Jesus Christ."

Barely slowing down long enough to even note his silver anniversary, Harris is already looking toward the next 25 years and beyond. "What's left to do is what was left to do when I started 25 years ago," he says, "and that is to continue to grow in every way that I can,

to open my heart and my life up to Jesus and allow Him to continually shave away the rough edges in my life. I don't ever want to be satisfied.

"I learned long ago that my life doesn't depend on singing or making records. It depends on serving the Lord and being in the place where He can do His work in my heart on a daily basis."

Gordon Ely is an entertainment columnist for the Richmond Times-Dispatch in Richmond, Va.

OVER SIXTY MINUTES OF CHRISTIAN MUSIC • LIMITED COLLECTORS EDITION

FEATURING

MARGARET BECKER
 CARMAN
 MARK FARNER
 FIRST CALL
 4HIM
 OUT OF THE GREY
 TWILA PARIS
 PETRA
 RACHEL RACHEL
 BILLY SPRAGUE
 RANDY STONEHILL
 PAM THUM
 MATTHEW WARD
 WHITE HEART

● COMMUNITY FUNDRAISER
 ● VALUE-ADDED SALES PROMOTION
 ● CUSTOMIZED FOR YOUR MARKET

● YOUR STATION LOGO HERE!

PRESENTS
 A CHRISTIAN COMPILATION
 BENEFITING

● YOUR BENEFICIARY'S LOGO HERE!

● FIND OUT MORE ABOUT THIS UNIQUE AND CREATIVE WAY TO INCREASE YOUR BILLING AND COMMUNITY AWARENESS WHILE RAISING FUNDS FOR YOUR DESIGNATED CAUSE. "LIGHT+SOUNDS" IS OFFERED ON A MARKET-EXCLUSIVE BASIS BY GLADSONGS, A DIVISION OF MCLAUGHLIN MEDIA GROUP, INC. FOR A FREE DEMO AND INFORMATION PACKET, PLEASE CALL 602 742-0543

A Toe-Tappin', Hand-Clappin', Knee-Slappin' Sound

by Mark Ward Sr.

WHILE THE SOUNDS ARE BOLD AND boisterous, southern gospel has quietly moved to the top of the charts. For religious music stations, southern gospel now outranks contemporary christian (CCM) as the nation's No. 1 format. And among the 68 formats ranked in the *Broadcasting Yearbook*, southern gospel is played on more stations than any other format except country and adult contemporary.

"Southern gospel is unique because it's one of the few formats that stations mix with their dominant format. Over half of the 2500 radio stations with a country format include southern gospel," says Rick Swett, national sales manager of the gospel-only Reach Satellite Network (RSN), Boone, N.C. That compatibility, he claims, explains why nearly 2300 stations program some southern gospel each week, including 850 that feature the music for 30 to 100 percent of their broadcast schedule.

By contrast, Swett notes that while religious programs are No. 4 in the *Yearbook* format rankings, the 1000 stations that air such programs are less than half the penetration of southern gospel. "Each week more than 31,000 hours of southern gospel music and 385,000 songs are played on American radio," he concludes, citing RSN statistics.

The emergence of southern gospel music, reports *Radio Business Review* [June 28, 1993], is seen in a recent telephone survey of 2800 stations commissioned by the Country Music Association (CMA). Among the 451 outlets identified as religious music stations, southern gospel was the favorite format (157 stations), followed by CCM (133), black gospel (108), and more traditional sacred music (53).

The CMA survey found 78 stations had recently dropped the country music format, prompting the *Review* to comment: "Where did they go? A surprising number switched to Talk . . . [but] many of the rest have latched onto the fast-rising southern gospel music phenomenon." The journal noted the common roots of country music and southern gospel, while CCM on the other hand gets comparatively little play on secular AC or Top 40 outlets.

"Most of these changes are at AM stations in the very smallest markets" where owners face keen competition from nearby big-city music stations, points out Robert Unmacht of the M Street Corp., Washington, D.C., the research firm which conducted the poll. In many of reported format changes, stations switched to an automated satellite service — and according to Swett of RSN, that's just the point.

In a day when both competition and costs are high, satellite programming has been the answer for



Over 12,000 southern gospel music fans attended the 12th Annual Opry



Gold City, southern gospel's No. 1 group for the past five years, receives an accolade at the 1993 Singing News Fan Awards.

many stations. For example, Swett says RSN can provide daily southern gospel Top 80 music with professional deejays at minimum cost. In 1993 RSN picked up 50 stations, bringing its total to more than 70, because as Swett believes, "You can cut your costs, or maybe turn a simulcast station into a separate profit center, while offering a southern gospel format that is popular and growing."

New Sound, New Demos

At least geographically, however, southern gospel remains close to its

roots. For example, the genre's primary journal, *The Singing News*, draws 95 percent of its 153,000 circulation from southern and border states. Of the 71 concerts listed in the magazine's 1994 major events calendar, all are slated for southern or border states. And in one issue's monthly personal appearances directory, only two of the 71 listed singing groups are based outside the southern and border area and only eight had scheduled travel outside the region.

Nevertheless, within its territory, southern gospel music is reaching out to new and younger fans. As a result, the genre is building an impressive demographic profile as older listeners are joined by the under-40 audience drawn to southern gospel's evolving diversity of styles.

"The typical southern gospel music customer is younger than you think," reports *Singing News* editor Jerry Kirksey. "Fifteen years ago the average age of a concert-goer was 60," he says, but now a recent Barna Research Group study suggests "the average age is under 41, including 47 percent of concert audiences who are under age 40." Six of ten survey respondents, including 72 percent of those under age 35, agreed with the statement, "Southern gospel music is more important to me than it was ten years ago."

The Barna study also yielded an audience profile that Kirksey believes is attractive not only for his own advertisers, but for radio station owners as well. "The average southern gospel music buyer is under 40," he explains, "relatively well educated, married, is a middle-income earner, and has adolescent children. They are heavily involved in personal and group Bible studies and church activities, are heavy readers, and 74 percent buy recordings from Christian stores."

Recently *The Singing News* conducted its own survey of 1647 southern gospel singing groups — and



land/Singing News Gospel Jubilee in 1993.

Continued on page 26

SPOTLIGHT ON THE CATHEDRALS

WHEN THE CATHEDRALS QUARTET JOINED National Religious Broadcasters' (NRB) 50th Anniversary Celebration in January, their concert was a homecoming. Not only has the group been a southern gospel pioneer, but The Cathedrals claim an important place in the early annals of Christian television.

The year was 1964, and evangelist Rex Humbar was beginning to build an innovative new approach to television ministry. His "Cathedral of Tomorrow" church near Akron, Ohio, had been constructed with studio facilities to produce a weekly broadcast.

And having grown up in a family singing team, Humbar understood — better than the radio preachers of the day — how the visual medium of television needed motion and excitement to draw audiences to the Gospel message.

One of the young singers featured on the broadcast was Glen Payne, whose salary from the Cathedral of Tomorrow allowed him to travel and sing with the Akron-based Weatherford Quartet. He had come to Ohio seven years earlier after performing with the famous Stamps Quartet, but in 1964 faced another change in his life. The Weatherfords had just moved to Oklahoma, but Payne felt compelled to stay with the Humbar ministry.

And so, he formed The Cathedral Trio, taking the name from Humbar's church. When bass singer George Younce joined later that year, the group became a quartet — and has never looked back. Through television, The Cathedrals helped build an audience for southern gospel music even as they played a vital part in Humbar's pioneering broadcasts.

The Akron evangelist was always trying new ways to win viewers, so The Cathedrals performed many "firsts" that are now mainstays in southern gospel music. They were the first quartet to record an album with strings in 1965, and the first with brass a year later. When Humbar's *World Outreach Ministry* went into national syndication in 1969, The Cathedrals became perhaps the first southern gospel group to appear on national television.

Though their TV appearances continued

through the 1970s, Payne and Younce in 1969 felt God calling The Cathedrals into a full-time music ministry of their own. Times were tough as the group traveled in a converted egg truck. But by 1979, The Cathedrals could claim four Dove Awards and three Grammys.

That year, however, the careers of Payne and Younce took a sudden and unexpected turn when the rest of the group departed for solo pursuits. The two original Cathedrals decided to keep the group going, adding a new tenor and baritone to complement the distinctive lead and bass of Payne

and Younce. Since then, The Cathedrals have gone on to seven more Dove Awards — including five consecutive honors for Album of the Year.

Today, their careers have come full circle, as The Cathedrals are back on national television through their appearances on The Nashville Network. And according to Payne, who in 1994 cele-



The Cathedrals

brates his 50th year in southern gospel music, something else has also stayed the same.

"Musically, the key is maintaining a distinctive, recognizable, quality sound," Payne explains. That's important for radio station managers, he adds, who want to build loyal audiences by playing music that has staying power while reaching out to new listeners. "With The Cathedrals," he says, "our sound and phrasing revolves around George and me. The other guys know that and fit in. Yet we don't want to be labeled, either. With our foundation, that also lets us branch out and do singing that appeals to the middle-of-the-road (MOR) audiences."

The production values and creative arrangements in southern gospel have "really advanced," says Younce. But spiritually, he points out, the most lasting music comes from "making the message clear. Diction is important. You just can't throw the words out the window. Jesus must be made clear, so people know Who we're singing about." While in honesty The Cathedrals are entertainers, he admits, "Everything we do is meant to point the way to praising and worshipping Him. That's what it all leads up to."

— Mark Ward Sr.

the numbers quickly added up. The groups reported performing 86,450 church concerts seen by 16 million fans and 37,050 concerts with paid admission that drew 19 million attendees for a total gate of \$220 million. In the process, the groups sold 3.5 million tapes worth \$25 million.

Album sales of more than 100,000 units are not uncommon to southern gospel music in recent years, a figure topped by such names as The Cathedrals, The Kingsmen, The Nelons, and The Chuckwagon Gang. "The southern gospel style isn't static," remarks George Younce, bass singer with The Cathedrals [see sidebar article] since 1964, "but is alive and changing. The best groups keep an identifiable sound and keep the Christian message first. Then with that as a foundation, you can broaden your outreach by varying your repertoire."

Developing a "sound" that has staying power yet also keeps up with the changing tastes of new fans, Younce says, is vital both for artists and for the radio stations that play their music. Kirksey agrees, and adds that station owners whose impression of southern gospel comes from old 78s should consider that "the production values have soared over the last five years. The artists' skills and technological advances have combined to catapult southern gospel recordings to new levels of quality."

These recordings are easily comparable in production quality to CCM projects — which shouldn't be surprising since, as Kirksey points out, "This genre, with groups such as The Imperials, The Oak Ridge Boys, and The Statesmen, actually helped pioneer the use of electric guitars and drums, and developed the art of live performance which is now many contemporary artists' mainstay."

The dynamism of the southern gospel music industry, adds Kirksey, is seen in the fact that "many of today's top acts feature members who are in their 20s and early 30s." In 1993 southern gospel alone, he reports, more than 30 major groups had personnel changes. Thus, he believes that "even if your music

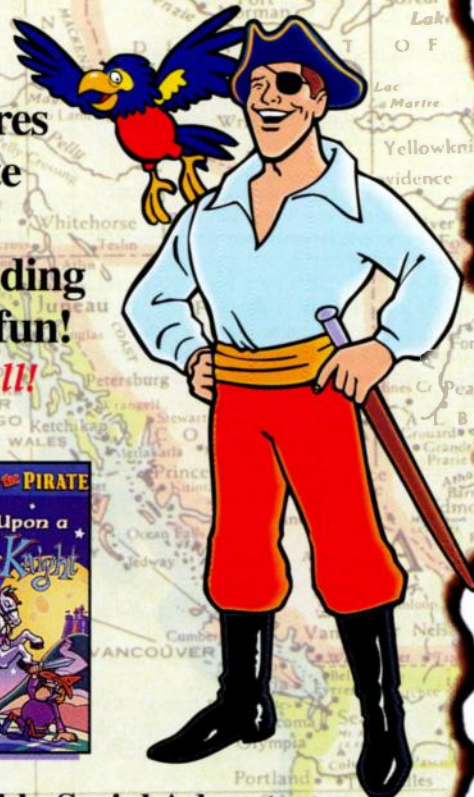
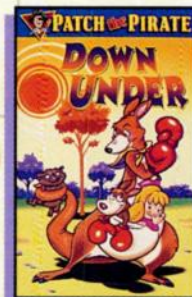
CHART A COURSE

with

PATCH the PIRATE

Listen to the Musical Adventures of Patch the Pirate and help families discover how building character can be fun!

15 Adventures in all!



- 15-minute weekly Serial Adventures
- Filled with delightful characters
- Godly Character-building Emphasis
- Outstanding Stories and Songs
- Fully-orchestrated Music
- Digital Sound EFX
- Nearly 1 Million recordings in homes
- Custom Promos with each new series



Call 1-800-GO-PATCH for a free demo and materials.

The Adventures of Patch the Pirate is a non-commercial, non-profit, listener-supported ministry, provided free to broadcast stations. In our first year we are currently carried on over 210 outlets. Fax us your request today.

Come join our Crew!

The Adventures of Patch the Pirate

P.O. Box 6524 • Greenville, SC 29606

1-800-334-1071 or FAX 1-803-370-3877

Continued on page 28

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:

JESUS CARES MINISTRIES, INC.,
P.O. Box 670164, Dallas, TX 75376-0164 or
Phone 214/696-2505 or FAX 214/696-5840.

A TOE-TAPPIN' . . .

Continued from page 27

clientele is quite young, you have southern gospel sales potential."

Numbers That Multiply

According to Kirksey, the southern gospel musical heritage began with a Tennessee school-teacher, James Vaughn. In 1883, he and his brothers formed a quartet to perform southern sacred songs, adopting a new seven-tone "shaped note" scale that had recently been developed and produced a unique new sound.

Twenty years later, in 1902, Vaughn decided to quit teaching and start publishing songbooks. To boost lagging sales, he put America's first professional all-male southern gospel quartet on the road in 1910.

Later, a school of music became the birthplace of most harmonies and styles that still exist today.

And Vaughn Phonograph cut the very first southern gospel record in 1921 — a year before the first country music recording was made.

Today the world of southern gospel music revolves around several major organizations and events. *The Singing News* is the genre's "printed voice" for fans and artists and also publishes a monthly *Trade Review* that carries the industry's national charts. The genre is promoted by the industry-supported Southern Gospel Music Guild, based in Nashville. Musicianship and new artists are encouraged through the National Quartet Convention each September, and the International Quartet Association Championship and Convention in February.

In addition to its millions of fans, southern gospel music may boast perhaps 8000 amateur and professional singing groups — and possibly as many as 40,000 artists — according to estimates by *The Singing News*. The magazine's surveys suggest quartets alone travel a combined 100 million miles per year

and perform 123,500 concerts before 36 million fans.

For radio station owners, the key southern gospel numbers are ratings and return on investment. "Statistics show the more quality music a station plays, the more advertisements it sells," claims Rick Swett of RSN. While the sale of air-time to local and syndicated preachers "can give your format some diversity and local identity and generate revenue for your station," he advises, "it's the music that will bring in the revenue from advertisers." Thus, he suggests a satellite music network can boost income even as it reduces labor costs.

However, host Paul Heil of *The Gospel Greats* syndicated radio program warns, "There must be something more than music.

Otherwise you're a jukebox and folks might as well play tapes."

"The southern gospel style isn't static but alive and changing."

The key is always seeking ways to broaden the appeal and "grow" the station's audience. Toward that end, he suggests, "Look

first at the music. Are you playing only the best southern gospel songs? Is it quality music that would catch the ear of someone hearing for the first time? Or would it be a turn-off?"

Once the music is in shape, Heil adds, "work on what comes between. Your deejays must be professional, entertaining without being silly, friendly without sounding phony, and informative without being dull. News, weather, and sports are vital." Any station must provide a "floor" of services that give listeners "some reason other than the music to come to your station," he concludes, "or if not, they'll be gone — and won't come back."

Mark Ward Sr. is a contributor to *Religious Broadcasting*, editor of the annual *NRB Directory of Religious Media*, and author of *Air of Salvation: The Story of Christian Broadcasting*, to be released by Baker Book House in July.



Anniversary Logo

Left to Right, Sarah Smith, Communications
Elizabeth Guetschow, Communications



Mike Kisha, Accounting



NRB Anniversary Souvenirs

Beautiful, Excellent Quality Products
Very Limited Quantities -- Order Now!

- Sweatshirts, Very Heavy Lee 9oz., 50/50, Large and Extra Large (Sale) _____ \$ 21.60
- Polo Short Sleeve Shirts (Outerbanks 50/50 Pique), Large and Extra Large (Sale) _____ \$ 22.00
- Hats with NRB logo (very few left) _____ \$ 7.00
- Lapel Pin, 50 year logo, beautiful black and gold _____ \$ 4.00
- Key Chain, 50 year logo (Sale) _____ \$ 5.00
- Charm, 50 year logo (very few) _____ \$ 4.00
- Book - NRB's Air of Salvation, (price includes postage) _____ \$ 7.50

Order Form Credit Card No: _____ Expiration Date: _____

Payment Method: VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Check <input type="checkbox"/>				
Name: _____	Sweatshirt	Qty.	Size	Price
Organization: _____	Polo	_____	_____	_____
Address: _____	Hat	_____	_____	_____
City, State, Zip: _____	Lapel Pin	_____	_____	_____
Phone: _____	Key Chain	_____	_____	_____
	Charm	_____	_____	_____
	Book	_____	_____	_____
	Shipping/Handling Jewelry: \$1.50			
	Shipping/Handling Sweatshirts/Polos: \$5.00			
	Total Cost with Shipping & Handling			\$ _____

by Elizabeth J. Guetschow

IT WAS TO BE A TIME OF celebration. The 51st Annual National Religious Broadcasters Convention and Exposition (NRB 94) was, as far as anyone could see, mainly supposed to be about milestones marked and achievements acclaimed, about five colorful decades of service to an industry which gave it that color.

Of course, the convention's 4012 registrants — a record number befitting the occasion — knew NRB 94 was also to be an intense opportunity for education and refocusing. But mostly, it was supposed to be a celebration — rather like a large birthday party with a really impressive guest list.

"What America needs most are men and women who love God and hate evil."

—Dan Coats

And indeed, NRB 94 was a celebration. Back in the familiar stomping grounds of the nation's capital, the convention's four high-energy, high-activity, high-spirited days were marked by a sometimes-unspoken, sometimes-verbalized recognition that National Religious Broadcasters (NRB) — as an organization and as a body of professionals committed to the cause of Christ — has survived not a few crises in its 50 years of existence and has emerged as something perhaps more and better than it has ever been before.

And as far as anniversary celebrations go, NRB 94 was positively quintessential. There were people everywhere: the Sheraton Washington Hotel was packed (just ask those attendees who tried to book rooms at the last minute); the general sessions were standing room only; the exhibit hall was teeming; extra exhibit space was nonexistent (as those exhibitor-hopefuls wait-listed for a full month before the event could testify); and in the educational sessions, even the

formidable front-row seats — normally avoided at all costs — were snatched up early on.

There was a sense of anticipation. There was an air of excitement. There was a dynamic coalescence of attendees who could recall the organization's incipient gatherings, those who remembered conventions of a more tumultuous time, and those whose knowledge of past meetings could only come from the memories of others.

But there was something more than merely celebration — more than merely recollection and reminiscing — to this convention. That something was almost uncanny; technically, NRB 94 had no established theme other than that commemorating its half-century of service.

But into the workshops and general sessions and auxiliary events crept an undeniable sub-theme, one so certain and consistent it might have been deliberately planned. This sub-theme was a call to re-entry into a battle some seemed to have already counted lost. It was, at a most basic level, a clarion call to being who we are.

The Business at Hand

Operating under the "get it all

NRB 94:



Top: Among NRB 94's invaluable offerings were numerous opportunities for fellowship, encouragement, and the sharing of ideas. Above: The NRB 94 expo floor was a popular setting for live-from-the-convention broadcasts.

out of the way at once" theory, meetings — first that of the board of directors, and, later, that of NRB's voting members at the organization's annual business meeting — comprised much of NRB 94's first official day, January 29.

NRB chairman David Clark, act-

The Awakening

must bring us into the very presence of God. And we must leave these meetings with a fresh call to ministry."

Those new to NRB, who would before the convention's end witness many moments of sincere humility and deep reverence, might have wondered at Clark's

words. But that NRB conventions have not always been this way was verified by one of the association's long-time supporters, who recalled that some past conventions had been a "circus" of egos and self-inflation.

Individual committee reports further testified to the vitality of the organization and of the religious broadcasting industry in general. "Isn't the Lord interesting in the way His sovereignty works?" asked Clark in response to the international committee report. Membership committee chairman Paul Hollinger updated board members on the success of a recent membership solicitation drive and noted that the effort "has brought a greater interest in NRB," but added that such success does not warrant complacency. "We don't just sit back and get comfortable," Hollinger said.

Representatives from NRB's black, Hispanic, and intercollegiate arms (BNRB, HNRB, and IRB, respectively) brought news of expansion and development. BNRB president Glenn Plummer reported on the status of Operation S.O.F.T. (Save Our Families, Too!), a three-pronged effort to reach black families involving the overall campaign, a directory of family-oriented ministries in black communities, and a television special. Plummer also noted that BNRB has regionalized, having become aware that many local Christian broadcasters are totally unfamiliar with the parent organization.

HNRB chairman Stan Jeter

Continued on page 32

April 1994 / Religious Broadcasting 31



Top left: "We are awash in relativism," Chuck Colson told a standing-room-only opening general session crowd. Top right: Max McLean's deeply moving Scripture readings quickly became an anticipated part of the general session programs. Above: Joined for a duet by wife Marijean, Steve Green returned to what he called his favorite convention of the year.

ing in official capacity for one of the last times of his term, reflected on his three years of service from the perspective of one who has seen the industry move in welcome new directions.

"Perhaps the greatest thing that has happened has been a restoration

of confidence and credibility in Christian broadcasting and in NRB," Clark observed. "[We are] called to ministry rather than to the glitz and glamour of show business. NRB's role is to lift up Christ and hold forth the word of life; it's not to create media stars. Our conventions

explained that the NRB's Latin American arm, which seeks to encourage and support Hispanic broadcasters, has as its ultimate goal developing an "available group of communicators who can lead in Latin America as NRB has in the States."

Following a report of growth and of a "resurgence of interest" within IRB's ranks, Clark called for the encouragement of those who tomorrow will guide and shape the industry. "As an organization, we must identify those men and

comments. The NRB president urged radio stations to air the tape and its accompanying spot announcements during each day part, in order that all segments of the listening audience be aware of the potential impact of the doctrine, the fight against which has found NRB in agreement with such unlikely figures as New York Gov. Mario Cuomo.

The subject again surfaced at the board meeting in the form of a resolution which reiterated NRB's unequivocal stand against the proposed ruling. Other resolutions spoke out against television violence and urged entertainment leaders to "exercise self-control and restraint in the depiction of violence on TV;"

Doctrine had at one time planned to move quickly toward recodification, little action has actually taken place. This apparent dragging of legislative feet, Wiley said, is possibly a sign that "NRB, principally, has had a big impact in this area. Our testimony [before a Senate sub-committee] was good. Our white paper was very effective. We've made good contacts on the Hill. We have had an impact on slowing down that legislation."

Wiley, a former Federal Communications Commission (FCC) chairman, also pointed to initial, tentative signs that some minds are being changed, including — possibly — that of the president.



Workshops and educational sessions offered convention attendees the opportunity to learn from the experiences and expertise of industry leaders.

women and give them an opportunity to emerge as leaders."

Not unexpectedly, the board spent much of its time together in some kind of consideration of the Fairness Doctrine, a subject which would surface at nearly all convention venues, from coffee tables to workshop sessions.

Gustavson first introduced the subject to the board in his president's report, noting that NRB had, in conjunction with its legal counsel, drawn up a "strategic plan" of action toward the doctrine. "This is an intrusion on our freedom and our right to speak up for the Gospel and to speak forth on the issues of the day," Gustavson asserted.

Gustavson specifically highlighted "The Unfairness Doctrine," a half-hour radio program produced by Focus on the Family (Colorado Springs, Colo.) featuring Gustavson's

expressed to the nation's leaders a "great concern for the future because deliberate, national policy is eroding the moral structure of our nation" and urged those leaders to "renew the moral force of the nation by their precepts and example;" and offered a word of rejoicing, later presented to Russian president Boris Yeltsin's personal secretary, for the relative freedom of religion in Russia, where a significant number of NRB organizations have already taken their ministries.

If there were encouraging words to be heard on the subject of the Fairness Doctrine, they came from NRB general counsel Richard Wiley, whose esteemed place in Washington's inner circles makes his "friend of NRB status" invaluable and his words reassuring.

In his legal update, Wiley commented that while proponents of the

"Legislation which seemed pretty clear is now questionable." But, Wiley was quick to note, if there is any cause for restrained rejoicing, it is only because the pressure of Doctrine opponents is having an impact, pressure which must not cease out of some false, self-congratulatory sense of security.

The board's discussion of new business included a concern voiced by international committee chairman Jerry Rose over the NRB executive committee decision not to extend a speaking invitation to President Clinton. (NRB's official statement on the matter explained that the organization felt it could not "give a platform to a leader who so aggressively supports and puts forth policies and positions which are blatantly contradictory to scriptural views.")

Rose, who emphasized that he

was not introducing a motion but was simply setting the matter on the table, encouraged the executive committee to rethink its decision as it might apply to future conventions. "We are called upon by Scripture to support leadership," Rose said. "That does not mean blind obedience or agreement. It may mean public disagreement. It could perhaps mean civil disobedience when public policy causes us to choose between that policy and biblical law.

"That does mean, however, that we support those in leadership with our prayer and [that we] be willing to influence them with the Gospel. To not invite the president is to sep-

chairman), Mike Trout (secretary), and Dick Mason (treasurer).

The business meeting also included a fervent discussion of the reported removal of all teaching and ministry programs from the Armed Forces Radio and Television Service (AFRTS). Discussion over the abrupt removal of such programs as *Haven of Rest* (host Ray Ortlund reported that he was not informed that his program had been cancelled until he called to inquire about sending another set), *In Touch*, and *Hour of Decision* by AFRTS Chaplain Major David Smith ultimately resulted in a resolution that NRB president Gustavson draft a letter to the Chaplain.

opening of the 1994 Media Expo such an anticipated — and well-attended — event.

The expo hall itself was a complex maze of aisles and rows, a colorful patchwork of balloons, flowers, greenery, make-shift studios, and enticing "freebies," from CDs to Florida grapefruit (these given out, appropriately by the Sunshine State's SuperChannel 55).

And in amongst the exhibitors taking advantage of the opportunity to broadcast "live from our nation's capital," attendees could find a varied assemblage of products and services — from rare books and Bibles to Christian cruises, from digital storage systems to financial man-



Without exception, attendees greeted NRB 94's speakers with rapt attention and enthusiastic support during the general sessions in the Sheraton-Washington Ballroom.



The NRB 94 anniversary banquet, with speaker Chuck Swindoll, was a celebration of the association's past, present, and future.

arate this association from any potential influence on [him]," Rose said, concluding his comments with a call for prayer upholding those evangelicals who are in a position to offer spiritual counsel to the president, that they would "offer uncompromising truth and that the truth would have an impact on his life and on his leadership and thus on our nation."

NRB's annual business meeting opened with a prayer from Christian Broadcasting Network (CBN) president and chief operating officer Michael Little, who petitioned God for "wisdom to know the right decision from the wrong decision, to bring forth your people to positions of responsibility." Among those elected to "positions of responsibility" were Robert Straton (chairman), Stuart Epperson (first vice chairman), Sue Bahner (second vice

The letter was to express NRB's "grave concern" over the changes and the manner in which they were made and to request a meeting with Smith. The programs were reportedly removed because the chaplain's audio-visual advisory committee was "concerned about the 'Jesus language' quite prevalent in the meditations of such programs."

Of Grapefruits and Give-Aways

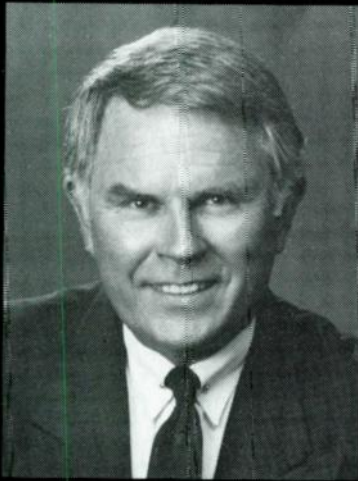
Perhaps it was the security guard stationed outside the door, taking very seriously his job of ascertaining that only a select few passed by. Perhaps it was the sound of pounding and moving and constructing which could occasionally be heard coming from behind the doors. Or perhaps it was the slight glimpse of what lay behind those closed doors which made the grand

agement programs.

While exposure to the single largest gathering of religious broadcasters anywhere played a common role in attracting more than 200 purveyors of products, programs, and premiums to NRB 94, individual exhibitors came with more specific goals in mind.

That NRB offers, in a sense, "one-stop shopping" attracted many exhibitors. "The NRB convention delivers to us a wonderful array of potential clients for our personalized devotional program, which is a program that helps them minister to their constituents," said Walk Through the Bible (Atlanta) executive vice president Calvin Edwards. "We minister through other ministries, and those ministries we minister through are here. We find them

Continued on page 34



Woody Wojdylak

77,777

**Imprinted Gift
and Award
Items to
Choose
From**

- Mugs
- Clocks
- Key Chains
- Magnets • Mugs
- Pens • Bumper Stickers
- Printing 4-color Brochures
- Desk Accessories • Lapel Pins
- Hats • Jackets • Shirts • Plaques
- Calendars • Wall • Desk • Pocket
- Christmas Ornaments and Cards

Call or Write for Free Catalog
5654 East Westover, Suite 109
Fresno, California 93727
(209) 348-9081
FAX (209) 348-9085



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

all in one place."

For some exhibitors, participating in an NRB convention was both a way to support the organization and an opportunity to reach a select interest group not found at other trade shows. "Over the years, we as a company have supported NRB," said Don Eger of Crown International in Elkhart, Ind., whose founder, Clarence Moore, was involved with NRB from the beginning. "One of the ways we can help support is just by being here and displaying.

"But it also has to be economical-ly reasonable for us," Eger acknowledged. "So we have products that are applicable to the broadcast industry, and [NRB] gives us a chance to see people we don't see at other shows — NAB, NAB Radio, AES."

And according to Karen Heal and Dundee Zimpel of the Christian Legal Society in Annandale, Va., exhibiting at NRB conventions has simply been an excellent way to "get our name out there and show people what we're about."

Continuing Education

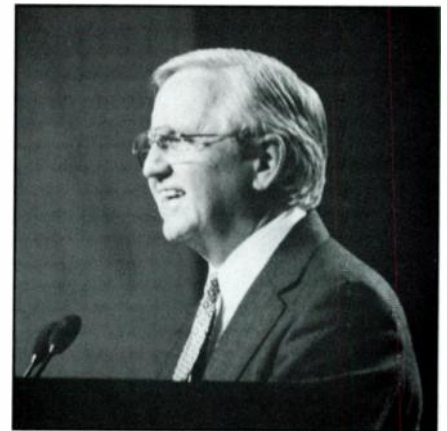
"Training is everything. The peach was once a bitter almond; cauliflower is nothing but a cabbage with a college education," Mark Twain once wrote. Operating under the similar premise that knowledge and education have the power to equip, NRB 94 offered its participants 42 educational sessions organized under 11 general tracks — radio, television, technical, business management, music, professional development, fund raising, legal, international, Hispanic, and film.

"Hispanic Christian TV of the Future," moderated by CBN freelance producer Omar Morillo (and presented in Spanish, much to the surprise of any unsuspecting unilingual soul who happened to wander in), focused on the need for specifically, uniquely Hispanic programming, as opposed to American programs dubbed into Spanish, which are often "irrelevant to Latin American audiences."

Morillo asserted that Christian producers must confront the challenge of reaching unsaved members

of the audience. "Take off religious clothes," he suggested, citing newscasts, music videos, talk shows, sporting events, and family values programming — rather than the more traditional "pastor behind the pulpit" — as the most effective vehicles for using television to reach Hispanic non-Christians.

A prestigious panel of attorneys who have seemingly answered Francis Schaeffer's charge that "to



"We want people who live privately what they proclaim publicly," outgoing association chairman David Clark told NRB 94's opening general session audience.

be a Christian attorney, you need to do more than just put *Christianity Today* in your reception area" — offered a glimpse into the future of religious freedom in a legal workshop on the subject.

Moderator Ashton Hardy, of Hardy & Carey in Metairie, La., noted that "religious freedom is slowly being taken away from Americans" and asserted that religious broadcasters must "call [their] listening audiences into this battle."

As proof that today's culture considers just about anything grounds for restricting religious freedom, American Center for Law and Justice (Virginia Beach, Va.) chief counsel Jay Sekulow offered the case of a local congregation whose plans to build a family life center on property it owned — and which was zoned for that very purpose — were stalled for four months by the local design and reviews commission. Such instances, Sekulow said, are an example of

Continued on page 36



a new look...

a new vision...

BRENTWOOD
— M U S I C —

a timeless message...

"When I listen to your tapes I can close my eyes and in vision my God standing next to me and taking all of my burdens off of my shoulders onto his, unloading **my** heart and mind.

Diane Padgett

Statesville, North Carolina

"God bless you all and your great ministry to comfort souls."

Sister Victoria Krupinski

Buffalo, New York

"Your tape '*Baby Bible Promises*' has been a blessing. My *baby* is my autistic son, Jeff. He loves this music.... It has such a peaceful effect. We are both blessed beyond measure! May every perfect gift be yours."

Billie Sue Conner

Asheboro, North Carolina

"...I was faced with a personal choice of listening to secular jazz or surrendering another part of my life to God, the music I listen to. I asked God to introduce me to some Christian jazz... Thank you for being an answer to prayer."

John Bolton

Knoxville, Tennessee

"...I played (one of your tapes) and the healing warmth of Jesus came in deep warm tears, which lead to shouting, crying, praising - Oh friends, I shall never forget this personal time with God - and suddenly it was finished...the black numbing depression and oppression I noticed was gone, "eternally gone through my Jesus"...Oh Bless God and thank you Jesus for Brentwood Music!"

Joanne Masser

St. Peters, Missouri

"It's nice to know 'Brentwood Music' is not just a business. It's people...real people with real feelings."

Kathy Lewis

Covenant Methodist Church

BRENTWOOD MUSIC...*Making A Difference*

One Maryland Farms
Brentwood, TN 37027

800-333-9000 (Ordering Information only)

615-373-3950 (General Information)

615-373-0386 (Fax)

modern culture striking out against God. "I think it's a major attack on religious liberty," he stated.

Steve McFarland of the Christian Legal Society said the battle for the removal of God from public life is being fought primarily in America's "culture-defining institutions" — its universities, schools, and in its political system. "That these need to be sanitized of religious influence is ludicrous," McFarland commented.

According to McFarland, the best news on the religious liberty front is the November 16, 1993, passing of the Religious Freedom Restoration Act (RFRA), which he called "the most important religious liberty legislation of our lifetime."

Urging Christian broadcasters to make "proper use of this tool," McFarland said that RFRA "pro-

vides a federal legal basis for respecting conscience."

Each of the workshop's panelists stressed that Christians must be well *aware* of the influence they

*"How do we
rescue the culture?
We don't.
Our job is not
to rescue the culture.
Our job is to
proclaim the Gospel
of Jesus Christ."*

—Chuck Colson

can have in mainstream society and well-informed about the rights which are legitimately theirs. "The pressure you can exert in a godly way can be very positive," Sekulow com-

mented. (Rutherford Institute attorney Brad Davis noted that Christians are spending far too much time fighting a "rear guard action" because they simply are not aware of their rights.)

Religious broadcasting's double-edged sword — with the need for quality programming on one side and the need for inexpensive programming on the other — formed the basis for a television workshop titled "Creative Programming on a Low Budget."

Presenting her time-tested "3-E" (entertain, evangelize, edify) formula for television programming, Cornerstone TeleVision's (Wall, Pa.) Oleen Eagle, who knows whereof she speaks, asserted that "we have no need for television if we do not have good programs." Eagle shot down the idea that "there's no room for entertainment in the Lord's work," explaining that "it's not enough to gather an audience; it must be held."

Carman's Campaign

ADMITTEDLY, THE SPARROW PEOPLE WERE A little nervous about the Carman press conference scheduled for Monday afternoon of the convention — not about what the successful contemporary Christian artist had to say, but about whether or not there would be anyone there to hear him say it. Things had been put together rather quickly, and there was no guarantee invitations had reached potential press conference attendees in time.

They needn't have worried. More people than the room could hold showed up for the official unveiling of Carman's campaign to put prayer back in America's schools.

The artist noted that in 1962, "America took its first public stance against God. And we have suffered the damage." The main cause of that action, Carman noted, was that while only 6

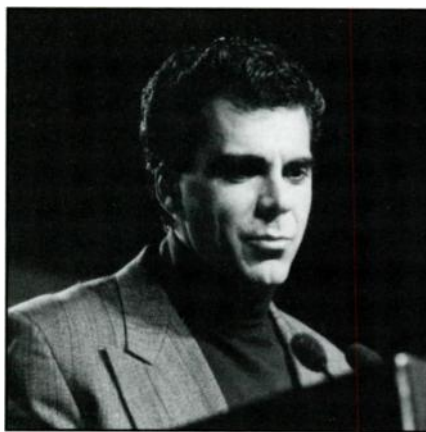
percent of Americans supported the ban on prayer, "94 percent assumed someone else would take care of it."

Carman warned that "a country does not receive its judgment or its blessing in the hereafter. Right now, it's being judged." Specifying an allotted time for voluntary prayer as the campaign's first goal, the artist called on radio and television broadcasters to publicize and help garner names for a petition which will be presented to President Clinton as evidence that America wants prayer back.

"Evil will always prevail as long as good men allow it to prevail," Carman said, echoing the same call to responsibility and action voiced by other convention partici-

pants. "We must rebuild the walls that surround our country."

— Elizabeth Guetschow



With quiet determination and humility, contemporary Christian artist Carman unveiled his campaign for the return of prayer to public schools.

Beyond the entertainment requirement, Eagle warned that Christian programs must also be relevant to spiritual needs and social trends. "They have to touch people where they are. They have to be today. They have to be now."

Admitting that CBN's idea of "low budget" programming likely differs from that of a local Christian television station, *700 Club* producer Norm Mintle encouraged broadcasters to "use what God's got in your hand." Mintle explained that 60-second spots are one of CBN's most-used forms of budget-conscious programming and emphasized that "you can communicate a lot in 60 seconds, and if you can't, you don't know how to communicate. It takes some planning, it takes some thinking, and then you go out and shoot the thing."

Referring to a moving example



NRB paid special tribute to Bill Gaither, Bill Bright, C.M. Ward, and Dale Evans for the Christian witness of their remarkable lives.

of a spot based on the story of the prodigal son, Mintle stressed, "The script is the thing. It's hard to beat the writer of the Gospel who told that story. You put it in pictures and you tug the heart."

Representing the New Inspirational Network (INSP) in Charlotte, N.C., Ozzie Mills recommended the

use of a financial model to determine if a show will pay for itself. Additional money, he added, can be saved with careful pre-production planning. "Before you get into it, think through every element," Mills said.

A standing-room-only crowd gathered for a discussion on reaching America's youth through Christian radio. "If we don't open the airwaves for this to happen, somebody else will open their airwaves for something else to happen," warned moderator Chuck Bolte of Focus on the Family.

A panel consisting of J.W. Brinkley (*YouthTalk USA*), Ron Hutchcraft (*Alive! with Ron Hutchcraft*), and Dawson McAllister (*Dawson McAllister Live*) offered six key steps in the youth programming

Continued on page 38

Jonathan Byrd's Rare Books



- * SPECIALIZING IN DONOR EDUCATION
- * SUCCESSFUL SOLICITATION OF LARGE GIFTS
- * DONOR APPRECIATION GIFTS

Talk to the people who have raised over **two billion dollars** in the last 19 years.

You and/or your ministry are leaving millions of unclaimed dollars on the table. Why? Because you do not know how to successfully solicit the money without intimidating your donors.

Jonathan Byrd's creativity is tried and proven. . . to this extent. **5% of your list could give large gifts (\$1000 or more)**, but because of archaic fund raising methodology that money is not forthcoming.

FOR FURTHER INFORMATION CALL CRAIG LAMPE AT (317) 881-8888.

process: 1) commit a block of time to young people and let the adult audience know about it; 2) program for where kids are; 3) blend music and talk; 4) pick up the pieces; 5) let youth know when the station is deliberately theirs; and 6) don't play defense with the constituency.

Hutchcraft emphasized that "contemporary stations need to risk [having] some talk and traditional stations need to risk [having] some music because they understand that the greater risk is losing a generation of kids."

The panelists asserted that Christian broadcasters must abandon the practice of offering programming they believe young people *should* like and of speaking only in the language they believe youth *should* understand. "That would be like me going to Peru and saying, 'I think these people ought to speak English. I like English,'" Hutchcraft said.

McAllister spoke of directing young callers out the back door of their homes to escape abusive parents and of stopping suicides over the phone (leaving one to wonder at those who dismiss youth broadcasting as irrelevant and a "waste of time"). McAllister stressed the need for an immediate response mechanism, such as a staff of trained counselors, which deals with the needs uncovered by a show.

"For every one kid who calls and is considering abortion or [is] suicidal, there are 1000 others in the same boat," he said. McAllister does not claim such intense ministry is simple. "If it was easy, everybody would already have done it. Wrestling with kids' lives is hard."

Brinkley urged Christian broadcasters not to underestimate the ability of either segment of the audience — youth or adult — to accept youth programming. "We look at youth as this group that is not intelligent enough to be confronted by Christian radio," he said, noting that "by adding youth shows, you will not lose your adult audience. They want to hear what youth are saying."

Time Around the Table

NRB 94's meal functions

The Awards

- Carl E. Smith, Cleveland, Ohio; Religious Broadcasting Hall of Fame Inductee
- Bruce W. Dunn; Grace Presbyterian Church, Peoria, Ill.; Religious Broadcasting Hall of Fame Inductee (posthumous)
- Jay Sekulow; the American Center for Law and Justice, Virginia Beach, Va.; Board of Directors' Award
- Jerry Rose, WCFC-TV/Chicago; William Ward Ayer Distinguished Service Award
- KCMS-FM/Seattle; Radio Station of the Year
- WTCT-TV/Marion, Ill.; TV Station of the Year
- Insight for Living, Fullerton, Calif.; Radio Program Producer of the Year
- Focus on the Family (*McGee & Me*), Colorado Springs, Colo.; TV Program Producer of the Year
- *Dawson McAllister Live*, Irving, Texas; Talk Show of the Year
- James Quello; Federal Communications Commission, Washington, D.C.; Chairman's Award
- Michael Little; Christian Broadcasting Network, Virginia Beach, Va.; International Ministry Award
- Horst Marquardt; Trans World Radio, Germany; Individual Achievement in International Broadcasting
- *Back to God Hour*, Palos Heights, Ill.; Milestone Award
- *Christian Hour*, Onalaska, Wis.; Milestone Award
- *Voice of Prophecy*, Newbury Park, Calif.; Milestone Award
- Al Sanders; Ambassador Advertising, Fullerton, Calif.; Milestone Award
- *Radio Bible Hour*, Newport, Tenn.; Milestone Award

seemed to employ a foolproof formula for fellowship: take several hundred strangers, set up some tables, serve a meal, provide some music, invite a couple of speakers, and let such communion work its bonding magic.

The international flavor of Monday's luncheon was decidedly enhanced by the unique instrumental/vocal sounds of Munakuy, whose members seemed more intent on playing their music than on "performing" per se, content to let the audience respond — or not — to what it was hearing. Musical entertainment was also provided by Straight Company, offering luncheon attendees a flurry of vocal activity.

Speaker Ravi Zacharias of Ravi Zacharias International Ministries in Norcross, Ga., spoke of violence and relativism — themes echoed by nearly all other convention speakers — while urging broadcasters not to dismiss such evils as the problems of solely someone else. "It's all right

to look at the violence, injustice, and evil out there," Zacharias said in his distinctive style, "but have you ever looked at the violence, injustice, and evil in your own heart, because that's where it starts."

Zacharias wondered at the decline of moral standards which is a sad distinction of modern society. "The usual moral distinctions between good and bad," he explained as he offered his definition of relativism, "are simply drowned in a maudlin emotion in which we feel more sympathy for the murderer than for the murdered, for the adulterer than for the betrayed, and in which we have actually come to believe that the real guilty party, the one who caused it all, is the victim and not the perpetrator."

But Zacharias also reminded attendees that in the face of decay and despair, those who place their faith in God must not forget "the enormity of His presence. In this equation, it is indispensable that we

not forget God still is!"

Observing those early risers who gathered for Tuesday morning's All-Media Breakfast, moderator Jon Campbell of Ambassador Advertising in Fullerton, Calif., quip-pishly observed four distinct sub-groups: those attendees from southern California, who Campbell noticed were "hugging the walls;" those from the West Coast who were hanging onto chairs; the Midwest contingent, able to make decisions (Yes . . . yes, I definitely want cream in my coffee); and the bright-eyed representatives from the East Coast.

Several politically affiliated guests attended the breakfast, among them Rep. James Talent (R-Mo.), whose words to attendees were an affirmation of their mission. "I want to thank all of you for what you do. Keep doing it. It makes an enormous difference," Talent said,



NRB 94 attendees flocked to the expo hall, where purveyors of hundreds of products and services awaited their interest.

illustrating the clear influence of such familiar names as Bott Broadcasting, Luis Palau, and James Dobson on his conversion.

"I knew a lot *about* God, but I didn't *know* God," Talent said in an eloquent summary of the faith of too many.

Following former FCC chair-

man James Quello's self-labeled "pre-posthumous" acceptance of his chairman's award and music from Wayne Watson, who reminded attendees in song that "sometimes a rough and rocky road can take you to a beautiful place," Sen. Dan Coats (R-Ind.) spoke of a "crisis of misplaced hope."

Coats, too, encouraged the church to be active in its mission. "Compassion and mercy and rebirth have never been spectator sports," he said, his words coming from the heart of a believer, not merely from the practiced lips of a politician.

By the time James Dobson approached the podium, the pre-dawn wake-up call already seemed a small price to pay for the morning's offerings. And Dobson's comments made sitting for the final

Continued on page 40

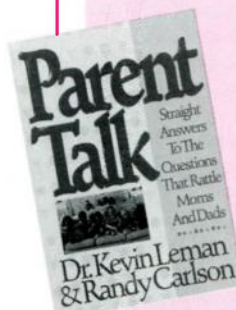


PARENT TALK

Do your listeners ever wonder what the best path of marriage and parenting is for their family? Randy Carlson and Dr. Kevin Leman are family experts who lean on God's Word to help support hundreds of callers and thousands of listeners nationwide.

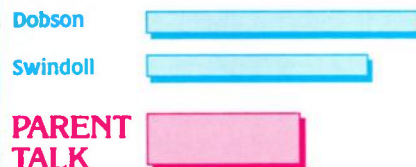
"The best tag team on radio. . ."

-John Trent, Ph.D
Author, Speaker



For a demo tape and FREE copy of the new book Parent Talk, call Warren Bonesteel, Today's Family Life Marketing Manager at 1-800-776-1070. Other programs are also available.

In an independent survey of a nationwide radio network, Parent Talk was ranked number three among listeners' favorite programs.



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

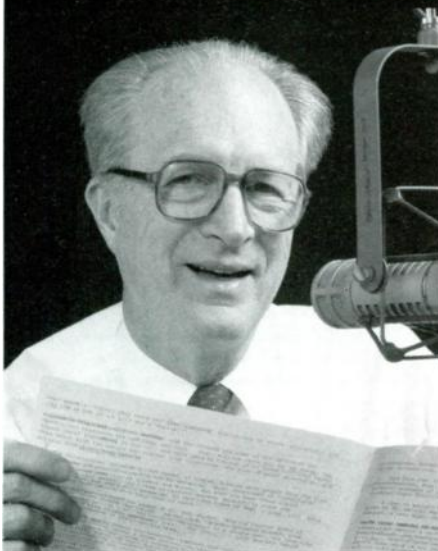
Dr. Willke's LIFE ISSUES daily five minute broadcast remains even more important than ever before in keeping our listeners informed about all pro-life groups. We highly recommend it."

Dick Bott,
Bott Broadcasting Co.

LIFE ISSUES[®]

with JOHN C. WILLKE, M.D.

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



 LIFE ISSUES
INSTITUTE, INC.[™]
SERVING THE EDUCATIONAL NEEDS OF THE PRO-LIFE MOVEMENT

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

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



NRB 94 . . .

Continued from page 39

hour of three insignificant at most.

After telling the story of "Shirley and the Super Bowl" — certain to find a place in the annals of NRB history — Dobson spoke passionately about the effects of a violent America on children. "It's unbelievable what is happening to children," Dobson said incredulously. "It must break the heart of God." Dobson, whose stories of abuse toward America's young must certainly have broken the hearts of some listening, talked of the "consciousness" of some children who begin life in violently dysfunctional families.

"These kids are not like the rest of us," he said, citing evidence that during their first year of life, children are extremely vulnerable to chemical changes in the brain caused by stress. "They don't feel. They can't feel. And their brutality is a reflection of the rage they have inside [which is] not linked to the governing authority of conscience that keeps it in check.

"Society is going to pay an incredible price for the neglect of this generation of kids," Dobson continued. "God will not hold blameless a nation that abuses its children in this way."

Treading with equal passion on more sensitive ground, Dobson addressed the issue of Christian political involvement. Dobson asserted that the notion that all people have the right to comment on government except Christians, who are "duty-bound" by Scripture to remain silent, is "ludicrous."

If there were those in the audience not entirely in agreement with Dobson's comments — and it was not readily apparent that there were — there were likely none who doubted the sincerity of Dobson's declaration of commitment to the cause of Christ. "I am prepared to pay with my life," he said. "God has not called me to be popular. He has called me to be faithful."

We Were One in the Spirit

The fact was pretty much inarguable: NRB 94's "line-up" of speakers and musicians was impressive. With such guests as Chuck Colson,

Steve Green, GLAD, Jim Dobson, Oliver North, and Chuck Swindoll scheduled to appear, it could hardly have been anything else.

But as it turned out, it *was* something else, something more than just impressive, for NRB 94's speakers and musicians did not merely entertain and offer a few eloquent thoughts. They challenged. They moved boldly. They pushed out boundaries. They broke hearts. They stirred souls. And with uncanny affinity, they proclaimed a single, stirring message: the church must *be* the church.

More people than there were seats gathered for NRB 94's opening general session in the Sheraton Washington main ballroom, appropriately set up for the occasion with the already-familiar "50 Years of Service" banners and a proscenium arch-style stage which might have seemed pretentious had its stateliness not been earned over the course

*"The problem we're facing
in our country today is
that the church is not
being the church.
The challenge we face today
is being the people of God."*

—Tony Evans

of 50 years, some of them dark.

The opening session began with a reading from Colossians by Max McLean of the Fellowship for the Performing Arts in Morristown, N.J., whose interpretive Scripture recitings would become a highlight of the convention.

Declaring NRB's gathering his favorite of the year, Steve Green offered a collection of hymns and contemporary songs which signaled a subtle shift in style from previous releases. Joined by his wife, Marijean, for a duet, Green proclaimed with typical humility, "We are trophies of His grace. We stand before you as examples of what He can do with broken people. He is good."

Keynote speaker Charles Col-

Live Recordings From The 51st Annual Convention of The National Religious Broadcasters
NOW AVAILABLE ON AUDIO CASSETTE!

If you were unable to attend NRB's Annual Convention, or may have missed a particular session, here is another chance to hear this year's topics!

**** Several Titles Listed Below Are Available On Video Tape. Please Call For Further Details ****

\$8.00 Per Cassette

- ___ 011-2 Opening General Session with speaker Chuck Colson
(2 Cassette Session - \$16.00) ****Also Available on Video****
- ___ 021-2 Sunday Morning Worship Service with speaker Anthony T. Evans
(2 Cassette Session - \$16.00) ****Also Available on Video****
- ___ 030 RADIO -- Ideas That Sell
- ___ 040 RADIO -- Non-Commercial Station Managers Roundtable
- ___ 050 RADIO -- Promotion: A Vital Ingredient to Your Future
- ___ 060 RADIO -- Donor Development: Ideas and How To's -
- ___ 070 RADIO -- Thinking Creatively in Management: From Programming to Personnel
- ___ 080 TELEVISION -- How to Fund and Manage Your TV Ministry for the 21st Century
- ___ 090 TELEVISION -- How Religious TV Can Survive Under the Cable Act of 1992
- ___ 100 TELEVISION -- Creative Programming on a Low Budget
- ___ 110 TELEVISION -- New Opportunities for Creating and Distributing Children's Television
- ___ 120 TECHNICAL - Emerging Technological Trends
- ___ 130 MUSIC -- Christian Music Video and Christian Television
- ___ 140 MUSIC -- Radio Music Formats That Work
- ___ 150 BUSINESS MANAGEMENT -- What Ever Happened to the American Dream?
- ___ 160 BUSINESS MANAGEMENT -- Developing the Right Workforce for Your Ministry
- ___ 170 BUSINESS MANAGEMENT -- Financial Planning for Ministry Success
- ___ 180 BUSINESS MANAGEMENT -- What You Need to Know About Choosing a Software System
- ___ 190 PROFESSIONAL DEVELOPMENT -- Breakthroughs for Broadcasters to Beat the Odds
- ___ 200 PROFESSIONAL DEVELOPMENT -- Ministry Leadership: Are You Meeting The Challenge?
- ___ 210 PROFESSIONAL DEVELOPMENT -- Public Speaking for Broadcasters
- ___ 220 FUNDRAISING -- Using the Telephone to Contact Current, Lapsed, and New Donors
- ___ 230 FUNDRAISING -- The Skill and Art of Major Gifts
- ___ 240 LEGAL -- Religious Freedom: What Does the Future Hold?
- ___ 260 INTERNATIONAL -- Understanding American Christian Broadcasting
- ___ 271-2 INTERNATIONAL LUNCHEON with speaker Ravi Zacharias
(2 Cassette Session - \$16.00) ****Also Available on Video****
- ___ 280 INTERNATIONAL -- New Frontiers in International Ministries?
- ___ 300 HISPANIC -- Radio Strategies for the Future
- ___ 310 IRB FACULTY -- Teaching for the Emerging Technologies
- ___ 321-2 Evening General Session with special guest Oliver North, U.S.M.C., retired, and speaker John Hagood
(2 Cassette Session - \$16.00) ****Also Available on Video****
- ___ 340 RADIO -- Open Forum

- ___ 350 RADIO -- Reaching the Youth of America Through Christian Radio
- ___ 360 TELEVISION -- Getting License for LPTV, Full Power, and Radio/The Impact of HDTV/Dealing with EEOC Regulations
- ___ 370 TELEVISION -- How to Fund, Create, and Sell Quality Programming for Syndication
- ___ 380 FILM -- Evangelizing with Christian Film
- ___ 390 MUSIC -- Gospel Music Isn't Just for Sundays Anymore
- ___ 400 BUSINESS MANAGEMENT -- Ten Tax-Exempt Tripwires for Your Ministry
- ___ 420 PROFESSIONAL DEVELOPMENT -- Public Relations: A Necessary Part of Every Ministry
- ___ 440 LEGAL -- Current FCC Issues
- ___ 450 INTERNATIONAL -- Islam: The World Challenge
- ___ 460 HISPANIC -- Strategic Planning for Communication Ministries
- ___ 470 SPECIAL SESSION -- How to Deal with TV Music Licensing Issues
- ___ 480 Status of the Nation Briefing with speaker William Bennett
- ___ 491-2 Anniversary Banquet with speaker Charles R. Swindoll
(2 Cassette Session - \$16.00) ****Also Available on Video****
- ___ 500 All Media Breakfast (per his request, Dr. Dobson was *not* recorded)
****Also Available on Video****
- ___ 599 COMPLETE SET OF NRB'S 51ST ANNUAL CONVENTION & EXPOSITION AUDIO CASSETTES - **ONLY \$352.00**

Total Amount Enclosed \$ _____
 (Please Include Postage) (Md. Residents, Please Add 5% State Sales Tax)

TWO WAYS TO ORDER:

1. By Phone or FAX: Chesapeake accepts credit card orders via phone (410) 796-0040 • or FAX (410) 379-0812.
2. By Mail: Send this form with your payment (Please include postage) to: Chesapeake A/V Communications, Inc. • 6330 Howard Lane • Elkridge, MD 21227

***Postage & Handling**

For orders within the USA add the following amounts: 1- 2 Cassettes \$3.00; 3-5 Cassettes \$5.00; 6-10 Cassettes \$7.50; 11 Cassettes and up \$10.00.
All Foreign orders add 15% , or the minimum \$10.00 (whichever is greater) to the Grand Total. Any overage will be billed at the time of shipment.

Name _____		
Address _____		
City _____	State _____	Zip _____
Telephone (W) _____ (H) _____		<small>Please include area code.</small>
Please bill my:	<input type="checkbox"/> VISA	<input type="checkbox"/> Master Card
	<input type="checkbox"/> AMEX	
Card Number: _____	Expires: _____	
Cardholder's name: _____		
Signature: _____		

Please Make Checks Payable to Chesapeake A/V

Payment: Check # _____ Credit Card Money Order

son, chairman of Prison Fellowship Ministries in Washington, D.C., received an enthusiastic reception with what appeared to be genuine appreciation.

Commenting that his visit during the past year to Buckingham Palace to receive the Templeton Prize for Progress in Religion had been preceded by a visit to a London prison — “So this past year, I went from the prison to the palace, which is a lot better than the way I did it 20 years ago” — Colson began his address with laughter, which, balanced always with issues of awesome solemnity, was to become a common element in NRB’s general sessions.

Colson presented as his topic “the abolition of truth” and the inevitable consequences of such on society. “When truth retreats, tyranny advances,” Colson said. “And in American life today, truth is retreating and tyranny is advancing.”

According to Colson, a Barna

Research (Glendale, Calif.) study showed that 67 percent of Americans believe there is no such thing as truth and, far more disturbing, that 52 percent of evangelical Christians believe the same. The study further showed that 80 percent of American people believe

*“This is cultural decline.
This is real. This is serious,
and if we do not correct it,
this republic will not stand.”*

—Bill Bennett

there are no moral absolutes.

Colson warned that the void left by the absence of moral absolutes will not long remain empty. “It’s not that there won’t be anything at all; it is that tyrants move into the vacuum when people turn their back[s] on God.” Such tyranny, Colson said, has been present in America before, “but what’s happening right now is

different. You have to understand.

“What we are witnessing right now in America is a breakdown of conscience.” Colson noted that this breakdown is perhaps the most frightening trend of all. Referring to the crisis of violence in modern society, Colson observed, “Historically, there was a motive; there was some cause for crime. Today, there’s none.

“Crime is the result of a breakdown of moral values,” he continued. “It springs from the human heart. And only the Gospel of Jesus Christ and the moral reformation of our society can do anything about crime.

“We know what the answer is,” Colson declared, shifting his focus to the unplanned theme of NRB 94 which he would be the first to deliver, “but the answer is something the church has to provide. That’s the business you and I are about, not the government.

“How do we rescue the culture?” Colson asked. “We don’t. Our job is not to rescue the culture. Our job is to proclaim the Gospel of Jesus Christ, to be the church, to be faithful to God’s holy word, to make men and women holy and righteous. *Then* they witness the kingdom of God. *Then* the culture is rescued.

“It is when the people in the pews are disciplined in Christ, and they go out and work one person, one block, one neighborhood, one school district at a time. That’s the way society will be changed,” Colson said. “How do we rescue the culture? By being what God has called us to be — His people.”

NRB 94’s participants needed not shift their focus when they attended Sunday morning’s worship service, for this continued to carry the same tone and theme which had seemingly been established as definitive of NRB 94.

Following a reading of the Beatitudes by Max McLean, whose gifted style made speaker Tony Evans’ comment that “we could have pronounced the benediction after the Scripture reading” an echo of what most in the audience were feeling, musician Helen Baylor came forward as a soulful example of the transforming power of Christ. NRB 94 attendees also heard the amazing a capella sounds of GLAD, whose performance was aptly introduced as “a celebration about to begin.”

HAPPY 35TH ANNIVERSARY

THE WONDROUS STORY RADIO (DAILY)

15 MINUTE DAILY DEVOTIONAL BROADCAST

HIS MUSIC PLACE (WEEKEND)

30 MINUTES GOSPEL D.J. BROADCAST

WOW!! IN 35 YEARS

7 DAYS A WEEK • 365 PROGRAMS A YEAR
22,775 BROADCASTS • 255,500 MINUTES (APPROX.)

A LOT OF TALKING, NEWS, MUSIC, NEWS, BIBLE STUDY
AND...INFO ON RANCH HOPE FOR BOYS

•
REV. DAVE BAILEY, ORIGINATOR AND HOST

**RANCH
HOPE**
FOR BOYS
ALLOWAY, NJ
08001

Represented by Walter Bennett Agency • Bob Straton



The Cathedrals' brand of southern gospel music brought the Monday general session crowd to its feet.

For the remainder of NRB 94's second official day, a great many conversations between attendees began with the inquiry, "Did you hear Tony Evans speak?" Those who hadn't wished they had. Those who had were thankful.

Evans, the founder of Urban Alternative, began his morning address with a personal assessment of contemporary society's moral breakdown, "The primary reason for decay in our culture, the deterioration of our nation, and the breakdown in our cities is not that sinners are doing a good job of sinning; sinners are supposed to sin. Granted, some do it better than others. But the challenge today is not fixing what sinners do, but fixing what saints do.

"The saints, who are not supposed to be like the sinners who sin, are often more sinful than the sinning sinners who sin," Evans said in the incredible, polished, never-take-a-breath style that had attendees eagerly anticipating every word — and those taking notes struggling to develop im-promptu shorthand.

"The greater problem we're facing in our county today is that the church is not being the church. The challenge we face today is being the people of God," Evans said, himself articulating NRB 94's unpremeditated theme. "Stop depending on everything *but* the church to *be* the church. The issue today is not trying to fix the world. The issue is being the church in the world."

Evans' "political interest" com-

ments leaned toward unity: "God doesn't ride the back of donkeys or elephants," he said in a quote reprinted around the world. Citing a passage from Joshua, Evans said that God's message is " 'I did not come to take sides. I came to take over.' He has come to create a whole different agenda by establishing the strength of the people of God."

Like Colson the night before, Evans asserted that the church must realize that it does have the answer to what ails modern society and, furthermore, that it has been placed in a position of influence by the One Who is that answer. "The question," Evans said, "is what is the church doing to demonstrate that we have the answer?"

Evans told the story of a boy in his Dallas church's community who had been caught shoplifting and was on his way to juvenile detention. Evans said he told the judge to turn the boy over to his church, promising that they would give him a job, garner his wages to pay back what he had stolen, provide a father figure, and return to the courts a "new kid in six months." The judge agreed, Evans' church held up its end of the bargain, and "the judge called back two weeks later and said, 'Will you take 20 more?'"

"Only the church has been so constructed and empowered by God to demonstrate how a culture can be preserved," Evans said. "What we need today is a renewal of the church that is no longer dependent on the world letting us

be the church. The fact that our culture is deteriorating doesn't mean we give up," Evans asserted emphatically. "It means we become the church. It is the failure of the church to be the church that has allowed the world to be the world. We must infiltrate the world as the people of God."

A crucial step in "becoming the church," Evans said, is deciding that "Christian" — not black, white, Hispanic, or anything else — will describe who we are. "Christianity must always be in the adjectival position of our lives so that if anything changes, it's our culture and not our Christ.

"If we're going to do good works," Evans said, "we're going to have to come to grips with this racial issue. When you're in a war, you don't care about the color or the class or the race or the culture of the man fighting next to you as long as he's shooting in the same direction you are. We are all fighting the same war. We may have come over on different ships, but we're all in the

Continued on page 44

REMOTE PRODUCTION TRUCK

\$2500 PER DAY
ANYWHERE IN THE U.S.A.
 (*discount for multi-day productions)

STANDARD EQUIPMENT

4 SONY 537 CCD Cameras w/Studio Kits, CCU's, Tally & RTS • 2 AMPEX 1" VTR's
 • 2 SONY Beta-SP VCR's
 • 2 SONY VO-9600 3/4 inch-SP VCR's
 • GRASS VALLEY 1600 Switcher
 • DUBNER 10k Graphics • TASCAM 24-Channel Stereo Audio • SONY High Resolution Monitoring • Wireless RTS Floor Manager Headsets • ELECTROSONICS Wireless LAV • HME Wireless Handheld (SM 58) • Time Code Window Dub • ISO Switching • Video Engineer • Audio Engineer

OPTIONS

• Digital Effects • Still Store
 • Up to Six Cameras
 • Long Lenses (24x - 55x)
 • Jimmy-Jib Camera Boom • Steadicam
 • Betacam Packages • Lighting Packages
 • House Audio PA Systems

CCN Productions

CALL STEVE BARNARD
(619) 997-9750

same boat now, [and] we are either going to rise together as brothers or fall together as fools."

Monday evening's general ses-

sion began with the rich harmonies of the Maranatha Singers and their soul-stirring message in song: "For me He was forsaken."

NRB 94 attendees gave an enthusiastic reception to Oliver North, who encouraged them in their work. "You do not know who

you are touching," North said. Another warm reception — this one as to familiar friends — awaited the Cathedrals, whose toe-tapping brand of southern gospel probably could have gone on forever without anyone complaining.

Like those who had gone before

Of Family and Freedom

THE 20TH Anniversary Program of the Black National Religious Broadcasters (BNRB) was an evening packed with music, testimony, and worship. Held Sunday night at the Sheraton Washington Hotel, the event, part of BNRB's Operation S.O.F.T. (Save Our Families, Too!), featured local and national artists and speakers.

Dr. Ben Carson, author and chief of pediatric neurosurgery at Johns Hopkins University, spoke about his past and about the importance of correct priorities. According to Carson, who said his career in medicine started through the example of medical missionaries, more emphasis needs to be placed on knowledge and on God's gifts.

The featured speaker for the program, Dr.



BNRB's current campaign for the restoration of family within the black community was a focal point of its anniversary celebration.



Dr. Ben Carson told his remarkable story of faith and transformation during BNRB's 20th anniversary program.

Myles Munroe, spoke about the restoration of family and the responsibility of freedom.

Munroe, international speaker and founder of Bahamas Faith Ministries, said the family is being destroyed because of confusion and lack of knowledge. "Ignorance is the source of destruction," he said. "Our planet is suffering from the consequences of the ignorance of purpose."

According to Munroe, the lack of knowledge concerning God's intended purpose for His creation has created disorder and abuse. Munroe also said the modern family problem is not related to drugs or infidelity, but to disorder. To correct the difficulties within the

family structure, Munroe asserted that the family has to "go back to the original blueprint" provided by God.

him, keynote speaker John Hagee was not afraid to label modern times an "evil day" nor to ask those gathered what they planned on doing about it. "It is time for us to speak up with righteous fury and righteous indignation," Hagee declared. "Whenever the government condones what God condemns, we stand with the God of heaven because His law is absolute. Why be politically correct when you can be right?"

"The voice of America should be the church of Jesus Christ," Hagee said. "Let the redeemed of the Lord say so." And on that night, in that place, a roomful of thousands of voices said so.

On Tuesday afternoon, as NRB 94 was coming to an end, one might have expected a "status of the nation

*"How do we order
our society when there's
disorder in our souls?
Faith is a source of
public strength — not
a cause for public fear."*

—Jack Kemp

briefing" to be sparsely attended. But the crowd which extended to the back of the Cotillion Ballroom and up the stairway appeared eager to hear the thoughts of William Bennett, co-director of Empower America and former secretary of education under Ronald Reagan.

Bennett, too, spoke of the decay in modern society, citing a 1991 statistic that 71 percent of births in Detroit were illegitimate, only one of millions of such examples. "This is cultural decline," Bennett said. "This is real. This is serious, and if we do not correct it, this republic will not stand. Let us return to the language of morality without embarrassment."

Bennett provided attendees with a "wish list" — an entertaining and not entirely impractical answer to the question of how America might get out of decadence: "Less abortion, more adoption. Less television, more reading. Less divorce, more commitment. Less time on the

phone, more time with your spouse. Less health club with the guys, more playing ball with the kids. Fewer condoms, more abstinence. Fewer handguns, more fishing poles in the hands of kids. Less psycho-therapy, more prayer. Less whining, more counting our blessings. Fewer public confessions, more private repentance."

Bennett asserted that Americans cannot expect to find meaning in government or in the political system. "You want meaning?" he asked before taking as many questions from the crowd as time would allow. "Try marriage, try children, try reading, try Bach, try belief in God."

If other NRB general sessions focused appropriately on the seriousness of being Christian broadcasters and God's servants, the NRB 94 anniversary banquet focused equally appropriately on the joy and blessing of those roles.

Empower America co-director Jack Kemp spoke of the religious and spiritual threats which have always been woven into American history and insisted that the effort to "squeeze men and women of faith into silence, while the real dangers multiply, must not happen. How do we order our society when there's disorder in our souls? Faith is a source of public strength — not a cause for public fear."

There seemingly could not have been a better musical choice for the evening than the Gaither Vocal Band, whose rock-solid harmonies, undeniable humor, and utterly comfortable stage presence won them an encore request. And when the quartet sang "The King Is Coming," most in the room probably would not have been surprised

if He had chosen that very moment to return.

Speaker Chuck Swindoll of Insight for Living (Fullerton, Calif.) sent NRB 94 attendees out with a message of hope and perseverance. Swindoll reflected on the faith of early believers and noted that "we would do well to return to such a spirit" — one that in the face of the enemy's worst offers our best.

"It is the spirit of our origin I want to emphasize," Swindoll said, "a spirit of renewed determination, fresh commitment to faithfulness, to constancy, to endurance, no matter how somber the road or how grievous the cost. Be steadfast, immovable, thankful," Swindoll urged. "Demonstrate the disciplines of durability."

A Glimpse of Tomorrow

On the morning after it all, a strange quietude filled the Sheraton Washington Hotel (save for the main lobby, which was a flurry of guests checking out and good-byes being said and luggage being carted). But up on the deserted first floor, in his first press conference as NRB chairman, Bob Straton was looking forward, offering a vision for the future which would not rest on the achievements of the past.

"It would be my desire for this coming year that we [do] much to improve on what we have accomplished. We want," Straton stated simply, "to keep centered on why and who we are" — and always on to Whom it matters that we do either of those things.

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

CHURCHES IN AMERICA



Choose from over 360,000 by
membership size, denomination
and more.

AMERICAN CHURCH LISTS, INC.

P.O. Box 1544, Arlington, Texas 76004-1544
800-433-5301

“Why I Believe I Can Make a Difference for God in the Media”

Editor's note: Bonnie McPherson, a 22-year-old senior at North Central Bible College in Minneapolis, received the 1994 Al Sanders Scholarship Award, announced during the 51st Annual National Religious Broadcasters Convention and Exposition in Washington, D.C. The \$1000 scholarship is sponsored by Focus on the Family in honor of its long-standing relationship with broadcaster Al Sanders. Her winning essay is reprinted below.

“I heard you're planning to go into secular media, and I've been praying that God will speak to your heart and keep you from that sinful stuff.” That statement, spoken to me by a family friend in the bread aisle of a grocery store, reveals the perception that too many Christians have about secular media.

As a mass communications major at a Christian college, I have seen the evangelical bias against secular media. Although Christian media have a definite purpose in God's plan, many assume that God can only use Christians in a religious medium.

The secular media have attacked nearly every aspect of Christian values, and in response we as Christians have opted to complain among ourselves or to just abandon the secular media.

The media have a tremendous effect on Americans. Members of the media not only report the devastating effects of our nation's value system, but they also shape our views by choosing the stories they will report and the angles in which they report them.

America has come a long way since the early 1950s, when broadcasters were not allowed to say the word “pregnant” over the air. Today, Americans are bombarded with safe sex ads that try to explain the impracticality of abstaining sexually.

Statistics have proven that a person adapts to the values to which he or she is exposed. Sometimes we don't even notice the gradual change in our value systems because we are slowly desensitized against our former values and mores. Some things that were not socially acceptable in the United States ten years ago are today because they have become commonplace.

Americans, including secular broadcasters and journalists, are afraid of the ongoing deterioration of our society. Many leaders in media sit in meetings trying to decide what the truth is so they will know how to report it, but they don't have a measure by which to judge truth.

God has revealed truth to Christians. The media need people who will report information in a fair, objective, and accurate way. God expects that from Christians in media. Too many radical left wing groups have chosen an agenda to go by and have run with it. And we've let them by standing around hoping someone else would do something about it.

We cannot expect to have our voices heard in the media if we shun Christians from entering this field. We need

Christians to plunge into all areas of media. We will become more important in the eyes of society if we keep drawing back from the controversies in the media.

Members of secular media are making efforts to accept more and more sub-cultures in America, while at the same they are trying to devalue the views of the conservative Christian. The answers to America's problems are not found in accepting alternative lifestyles and perverted values. But how will people know the truth if we are not willing to proclaim it?

I think I can make a difference for God in the media because I have chosen to look beyond the veil of the comfortable Christian setting. I am willing to be the salt God has asked me to be. Anyone who serves and honors God, whether he or she is a pastor or a journalist, is a full-time minister of Truth.



Bonnie McPherson

Advertising Index/Reader Service Guide

RS# — Advertiser	Page
101 — Aegis Benefit Administrators	53
128 — American Church Lists	45
209 — B.A.C. & Associates	34
146 — Bott Broadcasting	9
123 — Brentwood Music	35
112 — CCN Productions	43
185 — Chesapeake Communications	41
188 — Christian Interactive Network	IBC
189 — CRT Custom Products	BC
119 — Factory Direct Sales	18
184 — Family Life Radio	39
142 — Gadsongs Records	23
134 — Good News Radio Network	20
190 — High Adventure Ministries	7
187 — High Altitude Communications	57
133 — InfoCision Management	2
203 — Jesus Cares Ministries	28
141 — Jonathan Byrd's Rare Books/Bibles	37
150 — Life Issues Institute	40
183 — Majesty Music	27
181 — Morningstar Radio Network	15
163 — National Right to Life	19
170 — National Supervisory Network	55
114 — Ranch Hope for Boys	42
186 — Response Unlimited	11
180 — Salvation Army	IFC
182 — Turning Point Productions	21
201 — Word in Music	5
197 — Zondervan Publishing House	61

To receive information from this month's advertisers, please circle their corresponding reader service numbers (RS#) on the enclosed card.

May 5 — National Day of Prayer to “Heal Our Land”

COLORADO SPRINGS, Colo. — Thursday, May 5, marks the 43rd consecutive observance of the Annual National Day of Prayer (NDP). Americans are encouraged to set aside time for concentrated prayer at work, school, church, and home in recognition of this year’s official theme, “Heal Our Land.”

The National Day of Prayer Task Force, a non-sectarian group with no political affiliation, says it is the right, privilege, and responsibility of citizens to pray for America, its leaders, churches, businesses, schools, and families.

“Government is a powerful institution, but in the face of the crime, violence, family disintegration, and racial divisions that are running rampant in our society, it can only do so much,” said Shirley Dobson, chairman of the task force. “Our forefathers recognized this fact by placing their ultimate faith in God and in a regular reliance on prayer as they oversaw the painful and difficult birth of our country. If we are to overcome the ills that plague us today, our only hope is to return to the humble practice of our predecessors and to pray for divine mercy, guidance, and blessing in our personal and corporate affairs and to petition God to ‘Heal Our Land.’ ”

From all over the United States, volunteer state and local coordinators, along with clergy and lay leaders in hundreds of churches and synagogues, will be sponsoring special services and gatherings for the NDP. The task force has issued specific suggestions for promoting the day in each community:

***Spread the word.** Contact radio and television stations and newspapers in your area, asking them to promote the day and publicize your event.

***Urge churches and synagogues to be open all day for prayer.** Coordinate ringing church bells at noon. Arrange a “Pray Until Dark” rally with a potluck picnic at your church following a time of worship.

***Obtain permission from administrators or principals to devote time before school for teachers and parents to meet and pray for the students.**

***Organize a company-wide prayer breakfast.** Use your computer mail to advertise and urge participation.

A national day of prayer has been an American tradition since the Continental Congress first declared one in 1775. The historical significance of a day of prayer dates back to the Declaration of Independence, which stated “the Laws of Nature and of Nature’s God” make the foundation of the United States of America. The document further asserted people have inalienable, God-given rights.

Fifteen years later, the First Amendment to the U.S. Constitution gave a preeminent position to the right of “free exercise” of religion and to the protection of that right by prohibiting any “law respecting an establishment of religion.”

Thomas Jefferson wrote, in his Virginia Bill for Establishing Religious Liberty, that a person’s religious faith does not disqualify him from holding public office. Moreover, contrary to popular belief, Jefferson never maintained federal officials could not open meetings with prayer or call

the public to prayer on a specific day.

Civic prayers and national days of prayer have a long and venerable history in our constitutional republic and the Supreme Court has affirmed the right of state legislatures to open their sessions with prayer as recently as *Marsh v. Chambers* (1983). The Supreme Court and U.S. Congress both begin each day with prayer.

The founders also understood one other fundamental principle concerning our religious liberty. It is, in the words of the Virginia Declaration of Rights, that religion is a “duty which we owe our Creator” rather than to man, “according to the dictates of conscience.” Religion must not, therefore, be required or enforced by the civil government. Yet the government may encourage its citizens to pray without compelling them to do so.

In 1952, Congress passed a joint resolution (signed by President Harry Truman) establishing an annual National Day of Prayer. Amended in 1988 and signed by President Ronald Reagan, the law permanently set the day as the first Thursday in May. “As we join in a brotherhood of prayer for our country, we can be sure that God is anxious to bind our wounds, renew our strength and bless our nation,” Dobson said. “We’re inviting all Americans to come together for this purpose on May 5.”

First Prayer in the Continental Congress

by the Rev. Jacob Duche in 1774

O Lord, Our Heavenly Father, high and mighty King of kings and Lord of lords, Who dost from Thy throne behold all the dwellers of the earth, and reignest with power supreme and uncontrollable over the kingdoms, empires, and governments, look down in mercy, we beseech Thee, on these American States, who have fled to Thee from the rod of the oppressor and thrown themselves on Thy gracious protection.

Desiring to be henceforth only dependent on Thee, to Thee have they appealed for the righteousness of their cause: to Thee do they now look up for that countenance and support which Thou alone canst give. Take them, therefore, Heavenly Father, under Thy nurturing care: give them wisdom in council and valor in the field. Defeat the malicious designs of our adversaries, convince them of the unrighteousness of their cause; and, if they still persist in their sanguinary purpose, oh! let the voice of Thy unerring justice, sounding in their hearts, constrain them to drop the weapons of war in their unnerved hand in the day of battle.

Be Thou present, O God of wisdom, and direct the councils of this honorable assembly; enable them to settle things on the best and surest foundation, that the scene of blood may be speedily closed; that order, harmony, and peace may be restored, and truth and justice, religion and piety prevail and flourish among the people.

Preserve the health of their bodies and the vigor of their minds; shower down upon them and the millions they represent such temporal blessings as Thou seest expedient for them in this world, and crown them with everlasting glory in the world to come.

All this we ask in the name and through the merits of Jesus Christ, Thy Son, our Savior. Amen.

AIRWAVE NEWS

JOPLIN, Mo. — An estimated viewing audience of 100 million people saw a Christmas program broadcast on Indian national television Christmas Eve, according to David Lall of Mid-India Christian Services. The film, entitled *The Birth*, was aired in prime time between India's two top-rated weekly shows. This is the third program produced by the Media Production and Training Centre in Damoh, India, that has been accepted for broadcast on Indian national television.



Indian children view a program produced by the Media Production and Training Center.

WASHINGTON, D.C. — WAVA-FM/Washington, D.C., has begun a new, innovative talk show combining talk hosts in Washington and Boston discussing contemporary issues each afternoon. *Gilman and Graf* features the host of the *Jeanine Graf Show* heard on WEZE-AM/Boston and WAVA's Mark Gilman. The experimental program is the only talk show of its kind with a man and a woman in separate studios in different cities.

MCCOOK, Neb. — Lutheran Radio Incorporated is now offering three new radio programs for national syndication: *Basic Faith*, *Gospel Thoughts*, and *The Reformation Pulpit*. *Basic Faith* is a daily, two-minute program which discusses basic, fundamental Christian doctrine in a question-and-answer format. *Gospel Thoughts* is a daily, four- to six-minute

devotional show using excerpts from Martin Luther's sermons on the Gospels. *The Reformation Pulpit* is a weekly half-hour program featuring a Bible-based sermon from the Rev. R.H. Redal, chancellor of Faith Evangelical Lutheran Seminary. All three programs are being offered free of charge to any Christian radio station wishing to air them.

DENVER — The first Sunday of Advent 1993 marked the official opening and dedication of the first Christian radio station in Tallinn, capital of Estonia. The 24-hour FM station is housed in the 13th century Olevisele Cathedral, where Billy Graham has preached. Tallinn Family Radio features gospel and classical music, programs for children, youth, and the community as a whole in the Estonian language, as well as *Back to the Bible* in English and some programming in Russian.

TEANECK, N.J. — Universal Broadcasting of New York, Inc., has a new station serving the Christian community — WVNJ-AM. The 10,000-watt station began broadcasting in December and offers program time to local and national ministries as well as playing the best in gospel music.

HOUSTON — The Morningstar Radio Network has acquired four new affiliates: KEEP-FM/Kerrville, Texas; WWLT-AM and WWXL-FM sister stations in Manchester, Ky.; and KBBO-AM/Yakima, Wash. KEEP signed on in January while the Manchester stations dropped their southern gospel formats for the network's programming in February. Signing on in February also, KBBO is airing Morningstar's format an average of 15 hours per day.

ST. PAUL, Minn. — KTIS-AM-FM/St. Paul marked its 45th anniversary February 7 with special-day programming. KTIS, flagship of the Northwestern college Radio Network, aired "Voices of the Past," featuring the first sign-on announcement and comments by Billy Graham, Northwestern College president from 1948-52.

COLORADO SPRINGS, Colo. — The Word In Music Satellite Network has added four more affiliates to its stable. WCLQ-FM/Wausau, Wis., carries the network programming full time except for morning drive. KNMI-FM/Farmington, N.M., signed up for programming 18 hours a day Sunday through Friday, and 22 hours on Saturdays. KTWM-FM/Billings, Mont., has also joined the network. KHLL-FM/Monroe, La., signed on April 1 as a full-time affiliate.

ATLANTA — *Leading the Way* with Dr. Michael Youssef expanded nationwide in selected cities on March 7. The radio broadcast is produced in a daily, 25-minute format

36th Annual Grammy Awards Gospel Winners

Best Rock Gospel Album — *Free at Last* by DC Talk

Best Pop-Contemporary Gospel Album — *The Live Adventure* by Steven Curtis Chapman

Best Southern Gospel, Country Gospel, or Bluegrass Gospel Album — *Good News* by Kathy Mattea

Best Traditional Soul Gospel Album — *Stand Still* by Shirley Caesar

Best Contemporary Soul Gospel Album — *All Out* by The Winans

Best Gospel Album by a Choir or Chorus — *Live . . . We Come Rejoicing* by the Brooklyn Tabernacle Choir

The Grammy Awards were held March 1 at Radio City Music Hall in New York.

from Youssef's sermon messages. Youssef is the founding pastor of The Church of The Apostles in Atlanta.

CARY, N.C. — Trans World Radio (TWR) celebrated the 40th anniversary of the airing of its first broadcast on February 22. In English and Spanish, *The Voice of Tangier* went on the air in Tangier, Morocco, in 1954.

LAKEWOOD, Colo. — Faith Bible Chapel International of Arvada, Colo., purchased Colorado University's full-powered television station KWBI-TV 41. Renamed KRMT, the station signed on the air in January and will continue to serve the Front Range area with a wide variety of Christian programming, including nationally syndicated programs by Charles Stanley, Jack Hayford, and John Hagee.

MADRID, Spain — Medios De Comunicacion Evangelica (MECOVAN), which currently produces four radio programs (*Horizonte, La Mujer Total, Cinco Minutos, and Fronteras*), has started a 30-minute television program covering the area of Malaga, Costa del Sol, and North Africa. MECOVAN also produces the national television program *Tiempo de Creer*.

AWARDS

MOBILE, Ala. — Susie Luchsinger was named Christian Country Top Female Vocalist of the Year by *Cashbox* magazine. The artist's first single ("I Saw Him in Your Eyes") from her debut album *Real Love* has held the No. 1 position on Christian country charts nationwide since December 1 (as of January 14).

COLUMBIA, S.C. — WMHK-FM/Columbia once again garnered the top newscast award in the annual competition sponsored by SCRIBE newsletter. UPI Radio Network religion reporter Bill Clough won the top feature award for a report on a tent revival meeting in San Antonio. Because of the intense competition and high quality of the entries, the judges awarded an honorable mention to a series of reports on the black church, produced by David Paul of WRBS-FM/Baltimore.

ANDERSON, Ind. — Covenant Productions, the television production company at Anderson University, received two gold video awards, presented by StarSong Moving Pictures. The awards, marking over 50,000 copies sold, were for 1991's *Homecoming* and 1992's *Reunion* — both taped in Bill and Gloria Gaither's Pinebrook Studios in Alexandria. Covenant completed post-production work on the videos.

SPRINGFIELD, Mo. — The news department of KWFC-FM/Springfield, a southern gospel formatted station, placed third in story contributions to the Missouri Associated Press in 1993. News director Greg Brock, the only news employee, submitted 187 stories for the placement.

MUSIC NEWS

COLUMBUS, Ohio — Living Edge Communications has

announced the publication of the nation's premiere Christian music trade tipsheet, *The Pure Rock Report*. The report is designed exclusively for the needs of radio stations and programmers airing Christian rock music as part of their format. Begun in 1989, the publication is now faxed to its subscribers.

NASHVILLE, Tenn. — *Billboard* magazine has named Sparrow Records the Top Contemporary Christian Label of 1993 and Sparrow Distribution the Top Contemporary Christian Distributing Label of the Year. The results are based on the publication's Top Contemporary Christian album sales charts.

NEW YORK — The American Bible Society (ABS) has joined forces with contemporary Christian music group 4HIM in an unprecedented Bible distribution effort to Central and Eastern Europe and the former Soviet Union. 4HIM will be actively involved in helping ABS to encourage Christians to join in the massive effort to reach the former Soviet Union with God's Word.



Lewis Wolfgang

OKLAHOMA CITY — The Dawson McAllister Student Conference in Tulsa, Okla., drew over 9000 students and their leaders recently. KQCV-AM/Oklahoma City, which airs *Dawson McAllister Live*, sponsored an information table.

OBITUARIES

DENVER — The Rev. Lewis S. Wolfgang, 98, died January 11 in Lakewood, Colo. Wolfgang began his radio ministry in 1927 when he purchased KGEY with Pillar of Fire as licensee. The station subsequently became KPOF, the oldest outlet of the longest-existing network of religious stations in the world. Wolfgang, honored in 1963 for being the oldest living broadcaster in the world, was on the air from 1927 until 1993.

PEOPLE

PHILADELPHIA — Salem Communications announced the appointment of 20-year radio veteran Russ Whitnah as general manager of newly acquired WPHY-AM/Philadelphia. Whitnah comes to WPHY after a three-year term as general sales manager at KWQC-TV/Davenport, Iowa.



Russ Whitnah

MCCOOK, Neb. — Dr. R.H. Redal, speaker on *The Reformation Pulpit*, has been promoted to the position of chancellor of Faith Evangelical Lutheran Seminary in Tacoma, Wash. Dr. Michael Adams has assumed the office of president.

Is There Data in Your Future?

The "information superhighway" — next to health care reform — is the single most discussed issue from the Clinton administration. It's the White House's vision to form a massive system of exchanging data.

This may be as simple as a note to a friend, or as complex as a full motion video with associated graphs to be reviewed in a tele-conferenced business meeting. This information highway, while some years away and with a great deal of work still on the table, will even further revolutionize our broadcast industry.

If you're in broadcast production, either audio or video, you've already faced the question of *when* (not *if*) to transition to some application of digital hardware. No doubt you already have a CD player, a DAT machine, other PCM equipment, digital video editors, or digital-based special effects. A digital work station may be in your production suite or digital automation used in your broadcast facility. Those applications are to say nothing of the fact life would not be the same without a computer for billing and accounting purposes.

Just as we could not imagine life today without a fax machine or personal computer, neither will we in five years be able to live without future data paths. Satellite, terrestrial HF, fiber-optic, and RDBS are just a few of those roadways on the information superhighway of tomorrow.

Already many broadcast facilities depend less and less on analogue telephone circuits for backhaul of their program material and are transitioning to switched data channels such as Switch 56, Switch 64, and ISDN. These data alternatives provide high-quality audio at a minimum of expense.

The Bell companies are dramatically interested in this technology. The reason is simple — since virtually every home in America has a telephone, the groundwork is laid for a huge pathway to deliver information. Once information is converted to a data stream (it could be anything: text,

pictures, stereo audio, software, x-rays, and paging information), the potential services which flow from that pipeline are virtually unlimited.

Just one of the many on-ramps in the radio broadcast lane of the information superhighway is the use of digital equipment for audio transmission from remote sites, i.e. STLs, backhaul, live remotes. In making a change from analogue to switched terrestrial data lines, there are a few things to consider:

1. Compare the cost of installing a standard analogue broadcast line to that of digital. In the case of a southern California broadcast circuit, installation is \$800, plus a daily mileage charge. Remember, data services can pay for themselves in rather short order.

2. Are digital services widely available in your area? Will you have access from any potential remote sites?

3. Is there a knowledgeable contact with the phone company? You'll want to speak with a "business services" representative from your local dial tone provider. Many of the typical POTS (plain-old-telephone-service) support staff have little knowledge of Switch 56, Switch 64, and ISDN services. To further complicate things, these data services are many times called by different names.

4. Consider the cost-per-minute of operation. For instance, a three-line frequency extender will run anywhere from 15 to 25 cents per minute, per line. With three lines for 7.5 kHz bandwidth of operation, an average minute will run from 45 to 75 cents. Expect to find Switch 56 technology, for instance, costing 12 to 15 cents per minute.

5. How important is bi-directional communication? Digital backhaul systems are fully duplex. The analogue alternatives are half-duplex or a fourth IFL line is necessary.

All applied digital technologies face the same issue: how to jam more information traffic into one lane on the superhighway. Consequently, they all find the answer in some kind of "bit



Jim Sanders is senior producer and director of satellite services for Ambassador Advertising Agency in Fullerton, Calif.

rate reduction" which minimizes the size of the data channel required.

This is where we must stay informed. It is imperative to become familiar with the variety of broadcast bit rate reduction schemes (i.e., MUSICAM, APT-X, DOLBY AC2, etc.) and their respective pitfalls. Some will no doubt be problematic as we travel down the digital highway.

The pothole is something called "trans-coding error." When material is converted back and forth, to and from the digital domain numerous times, unwanted audio artifacts are introduced. Now you may not be interested in fully understanding the technology, but you certainly can stay informed on those data reduction issues at hand. Be appraised of what impact they have on the amount of storage and trans-coding hurdles.

We are being thrust onto the information superhighway. (Perhaps more rapidly than some of us would like.) There will be great return on an effort to keep your ear to the ground. Let's pay attention to the sign posts along the way as we merge onto this new high-tech roadway. ⁵

Now Available!

Mailing Labels From the NRB 1994 Directory of Religious Media

**To obtain an order form or
place your order, contact:**

**National Religious
Broadcasters**

**7839 Ashton Avenue
Manassas, VA 22110**

Phone: (703) 330-7000

Fax: (703) 330-7100

- **MINIMUM ORDER \$100**
- **ONE-TIME RENTAL USE ONLY**
- **PAYMENT IN ADVANCE REQUIRED**
- **PRICE INCLUDES CHESHIRE (PAPER)
LABELS IN ZIP CODE ORDER**
- **PRESSURE-SENSITIVE LABELS \$10 EXTRA**
- **PRICE INCLUDES NORMAL DELIVERY**
- **EXPRESS DELIVERY CHARGED TO USER**

**1566 RADIO STATIONS (\$15 PER 100)
274 TELEVISION STATIONS (\$15 PER 100)**

**You may select stations by the following criteria
at an additional \$20 for each criterion selected:**

- By States, Zip Codes, or Area Codes**
- AM Radio or FM Radio**
- Full Power TV or Low Power TV**
- Commercial or Noncommercial Stations**
- Signal Strength (in watts)**
- Program Format:**
 - News/Talk** **Teaching/Preaching**
 - Southern Gospel** **Contemporary Christian**
 - Sacred Music** **Black Gospel/Urban**
 - Hispanic**
- Paid Time or Sustaining Time**
- Hours of Daily Operation**
- Hours of Religious Programming Per Week**
- Networks Carried**
- Advertising Rates or Program Rates**
- Job Function:**
 - President** **Vice President**
 - Treasurer** **General Manager**
 - Sales Manager** **Station Manager**
 - Engineer** **Office Manager**
 - News Director** **Program Director**
 - Music Director**

**383 RADIO PROGRAM PRODUCERS (\$15 PER 100)
212 TV PROGRAM PRODUCERS (\$15 PER 100)**

**You may select producers by the following criteria
at an additional \$20 for each criterion selected:**

- By State, Zip Codes, or Area Codes**
- Frequency (Daily / Weekdays / Weekly)**
- Paid Time or Sustaining Time**
- Program Length (in minutes)**
- Program Format:**
 - News/Talk** **Teaching/Preaching**
 - Southern Gospel** **Contemporary Christian**
 - Sacred Music** **Black Gospel/Urban**
 - Hispanic**
- Program Audience:**
 - General** **Women**
 - Men** **Young Adult/Teen**
 - Juvenile** **Non-Christian**
 - Black** **Hispanic**
- Job Function: Host/Speaker or Producer**

OTHER LISTINGS (ALL \$15 PER 100)

- 100 Film/Video Producers**
- 500 Periodicals, 300 Book Publishers/Imprints**
- 275 Music Publishing/Recording Companies/Labels**
- 500 Broadcast Industry Agencies and Suppliers**

Criteria Available (Each \$20 Additional):

- By State, Zip Codes, or Area Codes**

Opportunities for Television Music

"Sing them over again to me, wonderful words of life," are familiar words to people who attend church frequently. When you read the lyrics, the tune comes to mind. When you hear the music, the lyrics come to mind.

That is one example of music power. If, at times, you cannot recall words to a song in order to speak them, you can hum the melody and the words will come to mind.

Even though Marshall McLuhan's oft repeated words, "The medium becomes the message" [from *Understanding Media*], were not in reference to music they are applicable. Music is its own medium. It conveys a message with or without words. The message is expanded, enhanced, and directed when words are added to carry a particular thought.

Evidence of its effectiveness is in the success of the recording industry. Singles made the charts and collections made up libraries. Radio stations built their formats on music libraries. That same need exists in Christian television.

Someone said that God gave us two ears and one mouth so we would listen twice as much as we talk. But likewise, He gave us two eyes — the power of visual observation is evident. If we remember twice as much of what we see than what we hear, it then becomes elementary to use more visual aid.

To illustrate or demonstrate visually should then increase the retention amount of information. This has been demonstrated in education for several decades. The expansion of television testifies to the acceptance. There is power for making impressions, stimulating thought, molding attitudes, and leaving lasting images on the mind through use of pictures.

This power is evidenced by such things as remembering what you were looking at and where you were standing at the moment you heard some significant news. Many experienced this when they heard the news of President John F. Kennedy's assassi-

nation. Americans "experienced," for the first time, a funeral of a president by the medium of television.

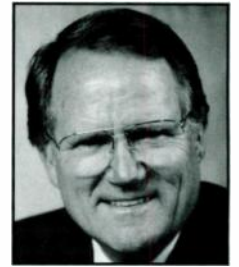
Personnel living in Hawaii near or at Pearl Harbor on the morning of December 7, 1941, can describe years later minute details of the surprising events of the bombing attack they observed. Likewise, those who heard the shocking news by radio can relate where they were at that moment. We have been able to "live" that attack by the aid of pictures captured on the motion picture camera and shown as news features in movie houses. Actual film and re-enactments shown in the film *Tora-Tora* has made significant impressions on those who viewed it.

Reaction and concern regarding civil rights in America were stirred more by vivid scenes of the dog attacks and the beatings accompanying the marches in the South during the early 1960s. Newspaper reporting of the happenings has always been enhanced by pictures showing the scenes from the event described by words.

One of the strengths of television is the proximity factor. Seldom are we as close to a person's face when we visit or listen in an audience as we are able to be through the aid of the television camera lens. This creates the concept of familiarity beyond reality. We feel we know the person because we have "visited" so closely.

I remember well the speech Dr. Martin Luther King Jr. gave on the steps of the Lincoln Memorial in Washington, D.C. I was watching on television so that I could see him better than those in the vast audience stretching nearly one quarter of a mile. I could see his expressions accompanying each thought. I could almost count the hairs in his eyebrows. The visual observation adding to the sounds of the words made a tremendous impression on me. That is the power of television!

Sports have become so much more interesting and imaginative since television cameras zoom in on the action and expressions. Replay at a slow speed makes it possible to observe



William B. Hull, a member of NRB's television committee, is developing a television station in Boise, Idaho.

each minute segment. Seeing registers the event in the memory.

Advertisers know the effect visual observation has on the behavior of young people and they spend millions advertising on television to gain direct acceptance of their product. Listening to music is pleasurable and music molds thinking. Using visual observation of the singer or instrumental player along with illustrative scenes has made music a more effective medium for conveying thought and influencing thinking. Just look at how successful MTV has been.

Even though you can purchase a music concert video, watch MTV, or CTV, there is a need for "singles" in television programming. Singles can be drawn from a library, and with proper residual arrangements, used in a production.

At present, in most cases, for a musical number to be placed within a television production, a recording artist must be brought into the studio (at great expense) to do a rendition that has been recorded on another television production. There needs to be an effort by someone to arrange for "clipping" those musical productions or producing them for a library. If radio has been able to do so throughout the years, isn't it about time for television?

There should be a growing market for videos of religious background music with appropriate scenes. Since music is used to create atmosphere, video music could be used as well in the home, school, waiting room, or event. The sky is still the limit. ♪

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

Music — the Good, the Bad, and the Ugly

While touring Eastern Europe recently to learn of the needs of youth ministry in those recently opened countries, I was struck by one startling thing—the music! Everywhere I went, European teens were singing, in English, the Top 10 American songs from MTV.

When I asked our host about this, Dave Patty of Josiah Venture, he said, “The two major English programs received throughout Eastern Europe around the clock are MTV and CNN. The teens are absorbing every single word of the popular songs, committing them to memory, and singing them every chance they get.”

What was startling to me was that most had no understanding of the words they were singing. Secular words and phrases were coming out of the mouths of these Eastern European teens without them even knowing their meanings. That showed me the power music has in the lives of youth today.

Music is a doorway into the heart of a generation. Unfortunately, music more often than not is a gateway to all that is impure and immoral. God did not create music to be used for this purpose. He has given us the abilities and potential for influencing an entire global generation using the medium of music. I’d like to share some successes we’ve personally seen using music to reach teens.

In 1994, Sonlife Ministries and Josh McDowell Ministry are hosting Operation Powerlink’s “See You At The Party.” In 1993, there was a trans-continental satellite broadcast, which featured such performers as Petra, Al Denson, and Michael W. Smith, who provided the environment for non-Christian teens to hear the message of testimonies for Christ.

Teens today do not appreciate being preached to, but are very open to hearing the message through modern, relevant channels, such as music. Doug Warren, director of live events

for McDowell, said, “Christian music must *not* be viewed as wholesome entertainment. When music both communicates and reinforces a biblical message, it has a powerful impact.”

Another broadcaster who is utilizing music as a gateway for biblical programming is the Moody Broadcasting Network before its show *Alive! with Ron Hutchcraft*. Producer Todd Busted stated, “We have a two-fold approach to the music we provide for the hour prior to *Alive* and the two hours afterwards. The music before the program acts as a spider web of relevant, enticing music to catch that dial-hopping teen who is cruising the band, looking for good music.

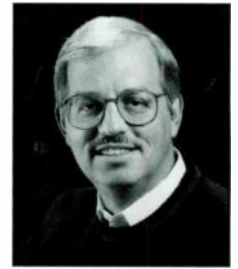
“We intentionally look to increase the audience for *Alive* by utilizing the avenue of music to get them to listen. We’ve been told there is a potential audience for this teen programming of 87.5 million across the country,” Busted pointed out.

He mentioned, “Music is important because of its emotional aspect. It makes you listen to words and music and says things that couldn’t be said elsewhere. Because of the repetition and the recall, music is something that can potentially stay with you forever.

“The programming geared to teens may challenge the true blue constituency of your station,” Busted explained. “I ask them to consider my program a missions project that is reaching teens in a relevant format. We get letters from teens who said they were dial hopping and came across our program, which eventually caused them to give their lives to Christ. It works!”

Dan Zimelman of Jor-Dan Recording Studios in Wheaton, Ill., said, “Music is nothing more than a vehicle to communicate a message. That message can be sex, drugs, or Jesus Christ.”

“We need to reach the teens really young, before they are 13, in order to have them listen to the music’s message,” emphasized Mark Rider, pro-



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

gram director of WAYM-FM/Nashville, Tenn. This station has committed to airing programs reaching young people for Jesus Christ.

“The station may lose them by 17 when they go to college, but then they come back again. We are not the church, but trying to be a helpmate to the church and its mission. WAYM-FM takes the approach that our programming is a mission field that is reaching teens — we’ve had many letters telling us,” Rider stressed.

The baby buster generation is reachable by broadcasters around the world who are willing to utilize their best to reach them through relevant music. We need to champion those who are effectively reaching this generation.

Currently less than 5 percent of programming on Christian radio or television is targeted specifically to the teen market according to the Christian Research Report of Atlanta. We must communicate God’s unchanging message in a manner youth can hear. I think we must do a better job of touching this critical generation for Jesus Christ by using the powerful resource of relevant Christian music. **▀**

Miles Above Your Competition!



As authorized distributors for multiple lines of satellite communications products, we'll make sure you have the right system for your needs. Then we'll handle the implementation details: from licensing & lease financing; satellite selection & space segment; to turnkey installation & training. But we don't stop there — NSN maintains a 24-hour Technical Support Center because your network doesn't stand still after five.

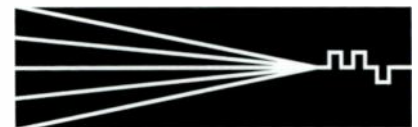
Experience and service is why NSN Network Services is the nation's leading distributor of SCPC digital VSAT audio and data networks.

Look to us for:

- ☒ *Audio & Data VSAT Network Equipment*
- ☒ *VSAT Network Design*
- ☒ *Domestic & International Spacetime*
- ☒ *Integrated Operations Networks*
- ☒ *24-Hour Technical Support*
- ☒ *Installation & Training*
- ☒ *Disaster Recovery*
- ☒ *Lease Financing*

Put yourself above the rest with a satellite system from NSN Network Services. NSN's digital VSAT audio and data distribution systems have enabled broadcasters around the world to reach new heights in program and spot distribution, while keeping costs grounded.

If you want to program distant stations, centralize commercial production and billing, start your own programming network, or expand your existing operation, call us. NSN has established and supports over 60 digital satellite audio systems, with over 1,000 receive sites worldwide.



**NSN NETWORK
SERVICES**
SM

Avon, Colorado USA

303 ♦ 949 ♦ 7774

800 ♦ 345 ♦ VSAT
8 7 2 8

Fax 303 ♦ 949 ♦ 9620

NSN is an authorized distributor of ComStream, Gilat, Audisk, Crown, and other fine satellite and broadcast communications products.

Health Care Reform: a Danger to People with Disabilities

Can you take it? Can you handle one more article about the health care debate? I hope so, because we in the disability community need your voice. You may not be an expert on the technical aspects of health care, but you are the most important person in this debate — a grassroots consumer of health care.

That's why it bears repeating in one more article: President Bill Clinton's proposal to change the American health care system places in jeopardy people with disabilities. Hillary Clinton said less than several months ago, "People will know they are not being denied treatment for any reason other than it is not appropriate . . . that treatment will not enhance or save the quality of life." I may be totally paralyzed, but such words send shockwaves down my spine.

Why the nervousness? It's that phrase "quality of life" used by Mrs. Clinton. And I'm not the only one. My friend Robert Powell, who is vice president of the National Right to Life, has a unique perspective because of his ability, so allow me to paraphrase here a few of his concerns.

First, it troubles me the plan would cover abortions if fetal tests indicate a child would be born with a congenital defect or some other sort of disability. But here's the switch — the plan would not necessarily cover long-term therapy if the mother carried her handicapped unborn child to term. Physical, occupational, and speech therapy would be covered only to restore functional capacity or "minimize limits on functions as a result of an illness or injury."

Of course, we all know that a child born with a disability is neither ill nor injured. Would that mean the child would be ineligible for therapy? Reading the fine print, it appears so.

Even when disability results from an illness or injury, therapy will be stopped after six days unless "function is improving." Does that mean

anyone who has reached a plateau in his therapy will be denied treatment? It appears so again. To put it bluntly, the Clinton plan is parlaying a trade-off: cheap drugs for the general population for no drugs for disabled children.

The plan also includes an indirect but devastating limitation on the specialized treatment many people with disabilities need — the Clinton plan would drastically cut back on the number of specialists whom medical schools would be allowed to train and this would slash the number of those qualified to deal with a disabled person's specialized needs. Cutting back on the number of specialists today means fewer new treatments tomorrow. If we need to expand the number of primary care generalists, let's do that — but let's not cut the specialists.

Now let's say, in the worst of all worlds, this plan becomes law. If our government puts into motion a health care system that decides certain disabled persons do not merit life-sustaining treatment, a further step may be taken to actively terminate their lives.

It's interesting to note that just weeks after the Oregon legislature gave final approval to the state's new rationing plan which limits a severely disabled person's access to Medicaid dollars, the Hemlock Society introduced a new ballot initiative to legalize euthanasia in Oregon this year. Coincidence? I don't think so.

The rationing plan took effect in February of while the euthanasia initiative, if passed, would take effect in November. The combined impact sends a message to Oregonians with serious illnesses, such as those with AIDS, certain kinds of cancer, or Lou Gehrig's disease, that a lethal injection is probably the only treatment they can afford.

So watch out, you who are disabled. It's clear there's only one word for the "denial of potentially beneficial



Joni Eareckson Tada is president of JAF Ministries, an organization which exists to accelerate Christian ministry in the disability community.

health care" and that word is "rationing." One more thing is clear: health care rationing is aimed at those most vulnerable — disabled persons, the handicapped unborn, and the elderly.

The Clinton plan pretends it can reduce everyone's costs and expand everyone's benefits; but a system expanding coverage and controlling cost simply *must* reduce health services for a significant number of Americans. And again, those Americans comprise the disabled, the handicapped unborn, and the elderly — those fragile and unprotected ones — whose lives a compassionate health care system should be committed to safeguard.

We in the disability community are sounding the alarm and we're looking for voices to join ours. Rationing health care on the basis of presumed quality of life is neither a socially responsible nor an effective way to control health care costs. Agreed? Then write your elected officials in Washington, D.C. They need to know the disabled, the elderly, and even unborn handicapped children *do* have a voice! ^{ra}



MEN OF ACTION

Radio Highlight

A new 90-second daily radio program for men from



featuring conference excerpts from respected Christian leaders including: Rev. Jack Hayford, Greg Laurie, Gary Smalley, Luis Palau, Dr. Ed Cole, Coach Bill McCartney, Rev. E.V. Hill, Gary Oliver, Howard Hendricks and many more!

Launch date: April 4, 1994

NETWORK: 69 markets



A weekly 1-hour Christian music and entertainment program featuring the most popular CCM hits in America combined with exciting program elements like: **Album Spotlight** with Bob DeMoss, **Time Out** with Dana Key, **Music Video News** with Graham Barnard of Z-Music TV, Artist Interviews, **Power Flashback**, Top 5 International CDs and much more!

Hosted by: Alan Hurley and Jim Houser

NETWORK: 76 markets



A new 60-second daily radio program designed to reach today's generation by providing Christ-centered answers to life's issues and problems based on the Word of God. This short feature is hosted by evangelist **Steve Russo**, author of the new book *The Devil's Playground* (Harvest House).

NETWORK: 28 markets

For program demos contact:



HIGH ALTITUDE
COMMUNICATIONS

**Production
Syndication
Marketing**

1885 Manning Way • Colorado Springs, Colorado 80919

Voice 719.594.4454 • Fax 719.598.7461



The next level...

New Video Adventures & Audio Ventures

Star Quest

Adventures in Odyssey

writers: David N. Weiss and Rob McFarlane
animation producer/director: Mike Joens
and Les Shaw

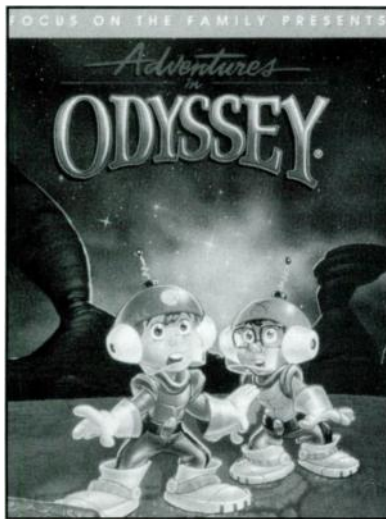
producer/director: Robert Vernon and
Stephen Stiles

executive producers: Stephen Stiles and
Rolf Zettersten

Focus on the Family Films / Word Inc.

When an episode of "Star Quest" is to be filmed in their town, Dylan and his friend Sal are excited because it's their favorite television show and they rush to the site of the shoot to watch. They discover that their friend Whit was asked to build a giant robot for the show and the director chooses Sal to operate it. This makes Dylan envious and angry. When Sal is late to a shoot, Dylan gets in the driver's seat, with near-disastrous results and a lesson about the destructiveness of jealousy.

High-quality animation, an action-packed storyline, and memorable characters make this



another great addition to the animated *Adventures in Odyssey* series. A strength to this animated series is that its characters also are featured in an excellent radio series, the episodes of which are available on audio tape. This enables radio listeners to build familiarity

with the characters and their relationships and gives them a context for the animated video series (although you can enjoy the video without having heard the radio show).

An entertaining touch to this episode is that the characters on "Star Quest" bear a suspicious resemblance to certain characters on the *Star Trek* series, but enough said!

A Day at the Farm

Mother Goose Gospel

producer/director: Ricky Blair
Brentwood

Perhaps the most well-traveled goose in history, Mother Goose takes a group of children to visit a farm in this latest video of her adventures. Preschoolers will enjoy the multitude of songs (14) the group of children sing as they explore the farm and learn about the animals and daily chores. Many of the songs are based on the tunes of familiar traditional children's songs but with words that fit the scene taking place: "Paint, Paint, Paint the Fence" is based on "Row, Row, Row Your Boat."

The pacing, humor, and content are all ideal for the preschool age group and Christian principles are woven throughout. My two-year-old son has already watched this video several times and it continues to fascinate him.

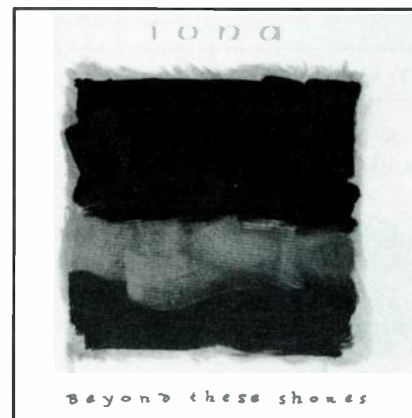
Beyond These Shores

Iona

producer: Dave Bainbridge
co-producer: Nigel Palmer
Forefront

A theme of travels and spiritual journeys loosely ties together the songs of *Beyond These Shores*, the third release of Iona, a band whose members hail from the shores of England and Ireland. Influenced by their homeland and its history, Iona's members (Nick Beggs, Mike Houghton, Joanne Hogg, and Terl Bryant) get much of their inspiration from the lives of great Celtic saints from the sixth and seventh centuries.

Several of the tracks on this release are based on the story of the voyage of Saint Brendan, an Irish monk who had a vision and believed that God was leading him on a journey



on the unexplored Atlantic Ocean. To the sixth century Celtic monks, the southwest tip of Ireland was the edge of the world, so following his vision required great faith and courage. And history records suggest he made it to the Canary Islands.

"We draw a great deal from Celtic Christian subject matter," says Bryant, "purely because the people, time, and events have wonderful parallels for us to identify with. We want to be influenced by lives where humility, service, and commitment, alongside an adventurous, pioneering spirit, are the great values to be sought after."

History and literature can offer bands and songwriters such a rich resource from which to draw inspiration and yet so few explore these areas. It's what's helped establish Iona as a "thinking person's" band. Add to that a progressive rock sound blending Celtic and European styling and Joanne Hogg's rich, haunting vocals and you've got music that's truly distinctive and engages both heart and mind.

Through Iron Walls

Ji Lim

producer: Craig Hansen
executive producers: Brian J. Smith and
Fred McNaughton
Intersound

The son of Korean immigrants who worked hard to make a new life in the United States, Ji Lim took an early interest in music, learning to play the violin when his older brother lost interest in it. After years of classical study, Lim realized he was drawn more to contemporary music and songwriting. And so his debut recording has nothing to do with classical violin music but it's a strong foray into contemporary Christian song-writing.

Leaving tired platitudes behind, Lim's lyrics are insightful and his delivery adds force and meaning to every phrase (the lyrics are good when read, but take on another dimension when he sings them). Backed by guitarists Jimmy A, Jerry McPherson, and Scott Dente (Out of the Grey) and background vocalists



Ji Lim

Bob Carlisle and Vicki Hampton, this recording has a textured, meaty pop/rock sound.

With his expressive, youthful voice, thoughtful yet pointed lyrics, and varied, inventive music (performed by gifted musicians), Lim has made a strong debut and his recording should appeal to adults and teens alike.

Shine On

John Mehler and Kenneth Nash

producer: Kenneth Nash
Salt Inc. Music

A potpourri of instrumental styles permeates this latest release of the acclaimed duo of John Mehler and Kenneth Nash: jazz, calypso, new worldbeat, easy listening, and a hint of funk. Six original tunes written by Mehler and/or Nash are interspersed with five dynamic arrangements of well-known contemporary Christian hits: "Awesome God," "Sacrifice of Praise," "Shine Jesus Shine," "You Have Been Good," and "Lord I Lift Your Name on High."

An accomplished drummer and percussionist, Mehler's roots extend to the beginning of contemporary Christian Music. From 1970 to 1975 Mehler was the drummer for Love Song, considered by many to be the "first" contemporary Christian rock band. When Love Song disbanded, Mehler went on to perform with Wing and a Prayer and then The Debbie Boone Band and in 1983 went to work for Maranatha! Music, which is where he met and became friends with Nash.

Like Mehler, Nash is a gifted drummer and percussionist. And he also is a songwriter and producer. He's played with quite a few prominent musicians: The Pointer Sisters, Weather Report, Herbie Hancock, Sergio Mendes, Dizzie Gillespie, B.B. King, Bobbie McFerrin, and Andre Crouch. He also has film and television credits, including writing and producing the soundtrack for *The Black Stallion*. Nash has produced several projects for Maranatha! Music, including the *Light the Night* and *Jazz Praise* albums with John Mehler.

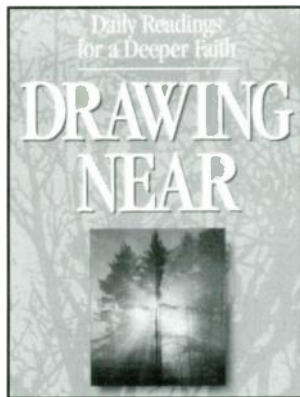
Shine On shines with its pleasing mixture of old favorites and new, original material, variety of musical styles, and overall creativity and musicianship. The arrangements of the familiar tunes don't merely rehash them, but instead give them new life and a new musical perspective.

Darlene Peterson is the music reviewer for Religious Broadcasting magazine.

THE BOOK SHELF

BY HARRY CONAY

Drawing Nearer by John MacArthur Jr. Crossway, 1993



By "drawing from the main passages" of Scripture he has "taught over the years," the prolific John MacArthur Jr. has written a daily devotional he feels "offer[s] significantly more than the typical thematic or topical anecdotes that make up the majority of devotionals." The result I would subtitle "Daily Doses of Systematic Bible Exposition According to MacArthur." (I admit this may make each dose sound about as inviting as castor oil, but they should be regarded as nectar.)

The usefulness of this volume is enhanced by the inclusion of scriptural and topical indexes, but hindered by references to *dates* rather than to *page numbers* (a criticism I extend to the 1992 Discovery House updated edition of Oswald Chambers' classic *My Utmost for His Highest*). Informative and inspirational, *Drawing Nearer* is an exceptional, systematic, expositional devotional — try saying that five times fast — which few readers will be able to wait 365 days to finish.

The Oxford Companion to the Bible edited by Bruce Metzger, Michael Coogan Oxford University Press, 1993

When a new reference book is published, we approach it with certain expectations based, in part, on how it chooses to label itself. There is a certain content we will look for in, say, a handbook which we would not seek in an atlas or a commentary. But in the case of a Bible "companion," what do we look for? What should we expect? Just what is a *companion* anyway?

For instance, the short, Bible chapter overviews in *The Bible Reader's Companion* by Lawrence Richards (Victor, 1991) are quite different from the exposition provided in *The New Bible Companion* by Robert Hughes and J. Carl Laney (Tyndale, 1990). Though both are arranged in canonical order, one companion functions as a handbook, the other more as a commentary. Yet the content of *The Oxford Companion to the Bible* resembles neither and is

arranged alphabetically.

Sounding like a dictionary, it describes itself as "an authoritative reference for key persons, places, events, concepts, institutions, and realities of biblical times." Yet it claims that many of its articles are "more comprehensive than the usual Bible dictionary."

Indeed, its major strength lies in some 20 major articles on topics such as the Bible and African-American traditions, ecology, feminism, Freud, etc., seldom covered in Bible dictionaries. But overall, since it contains only 700 entries — compared to the thousands of most equally sized, one-volume Bible dictionaries — when used as a dictionary its omissions will disappoint.

More significantly, this is an ecumenical work whose 250 contributors display a "consciously pluralistic attitude," even to the point of using such "neutral terminology" as BCE (Before common Era) and CE (Common Era), instead of B.C. and A.D. Its often erudite literary style seems oddly suited to a work meant for popular use, and conservative users will be disturbed to find in many of its politically correct articles an attitude of scholarly contempt toward the traditional, the miraculous, and the supernatural.

So what is a Bible companion? I'm still not certain, but whatever it is, be advised *The Oxford Companion to the Bible* is a theologically liberal one.

Eerdman's Handbook to the World's Religions Eerdman's, 1993

This is the first North American paperback edition of an extremely informative yet understandable reference book initially published in hardcover in 1982. Though it would benefit from updating and the inclusion of a bibliography, its intent "to present the reader with a comprehensive, clear, and stimulating introduction and guide to the world's religions" — past and present — is fully realized.

Generally objective, its treatment of Christianity (titled "Religion: or the Fulfillment of Religion?") properly assumes a point of view which does not denigrate Christianity by equating it to merely one of a number of seemingly acceptable choices when, indeed, it is the only acceptable one. With colorful, illustrative material, this outstanding volume is every bit as useful as it is visually impressive.

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

With David Molpus, Part II

Editor's note: Last month, the first part of an interview with David Molpus, the southeastern U.S. correspondent for National Public Radio (NPR), was featured.

After 20 years in the business, David Molpus has a definite opinion about what constitutes exemplary broadcast journalism. "Radio reporters should strive to join good sound with good writing to elicit emotion and comprehension in listeners," he stresses. "Unfortunately, most radio networks and stations don't emphasize good sound gathering techniques."

He says most reports seem to be produced quickly and only verbally, and even then with not necessarily an accurate or descriptive choice of words. Molpus recognizes radio is an immediate medium, but along with getting the message quickly to the listeners, he advocates having clarity and acuity in context.

"Much of radio journalism is satisfied with reading from scripts in a sterile studio. That can be said of most Christian radio, too. The religious broadcasting I hear uses very little sound."

He asks, "Why isn't there an ethic among religious broadcasters of raising the level of good sound? In stories of spiritual matters, sound is a powerful way to move people in telling the story."

Perhaps this could be a rallying cry for readers of this column to take seriously their positions to creatively use sound whenever possible. As Molpus says, raise the "production value of religious reporting" for the benefit of your listeners.

"I look at events as pegs on which to hang ideas," he continues. "I try to use events to bring listeners into a broader discussion of the news to include those ideas."

As for his own recording technique and journalistic style, Molpus gathers much more sound than he ever uses when covering a story. "I may have ten hours worth of tape to produce a ten-minute story. That's for a highly developed report."

More commonly, he gathers "more like two hours of tape for a two-minute piece." He records the sound as he goes, logging the tape counter in a notebook. Before he heads out to cover a story, he plans ahead as much as he can on what sounds to look for and record.

"Most of the time I bring raw tape back to the office. I write my script and select the actualities and ambient sound cuts I'll use in the story; then, over the telephone, I play that

to an NPR editor in Washington, D.C. Once approved, I send the pieces to NPR on Switch 56, an optical phone line, and they mix it there," he reveals.

He sends all actualities on one tape; all ambient sound on another tape; his voice on a third. NPR uses up to six tape machines to mix the report, laying down sound upon sound. Molpus says voice cuts are recorded in the studio on digital recorders, but field recorders are all analog.

Molpus is quick to turn his recorder on when he's in the field preparing a story. "I record as I come upon the sound. Sound, interview, sound, sound, interview, etc." He organizes his tapes by locale; labelling them by source used, action involved, date, and location.

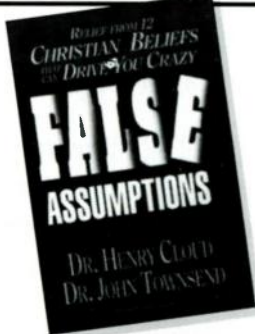
"I try to be the first one at a news event and

the last one to leave," he confesses. "The people who linger at an event may have a special story to tell, and if you linger with them, you'll get it."

When he conducts one-on-one interviews, Molpus asks permission to tape the person before starting. But in group events where he wants to record ambient sound, he just starts the recorder and keeps it rolling.

As with good writing good sound avoids cliches. Molpus emphasizes, "You shouldn't use a tired approach to the use of sound. "Forexample, you shouldn't start a story about the church with the ringing of church bells."

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.



**We put the AUTHOR in
AUTHORitative interviews!**

Interview these Minirth-Meier psychologists

Some well-meaning Christians are teaching false assumptions to others, such as "If I have God, I don't need people," and "Guilt and shame are good for me." Drs. Henry Cloud and John Townsend of Minirth-Meier Clinic West dispel these assumptions in their new book. Help your audience see their faith honestly.

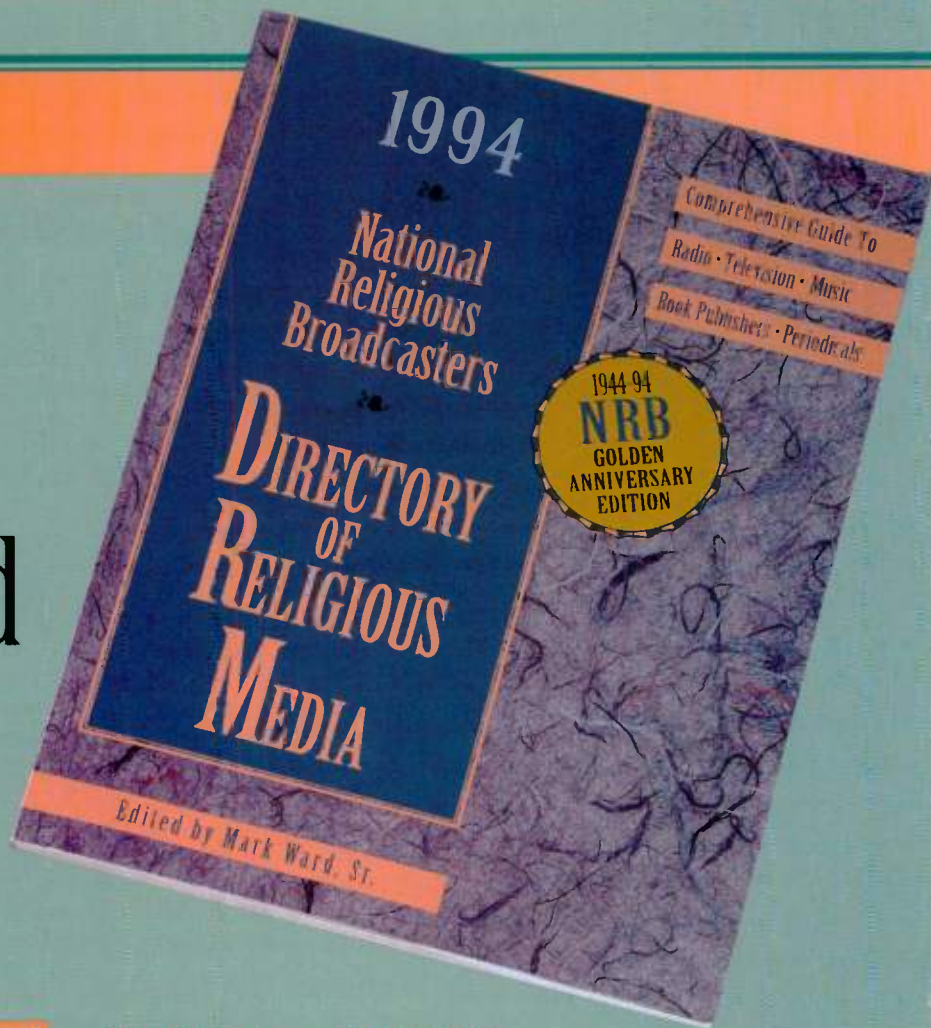
Interview questions: What are the 12 "Christian" beliefs that you tackle in your book? How is true spiritual and mental growth achieved? How important are relationships in a person's life?

AUTHOR AVAILABILITY: Newport Beach, CA, and by telephone.

CONTACT: Media Relations, 800-727-8004

Zondervan Publishing House
A Division of HarperCollins Publishers

Expanded.
 Up-to-date.
 And jam-packed
 with names you
 need to know.



YES! Please rush me _____ copies of the new 1994 **DIRECTORY OF RELIGIOUS MEDIA**.

My special NRB Member Price is \$49.95.
 (\$69.95 for non-members; Foreign mail add \$20.00;
 Virginia residents add 4.5% sales tax.)

Name _____

Organization _____

Address _____

City _____

State _____ Zip _____

Method of Payment:

Check Visa MasterCard

Total Purchase Amount: \$ _____

Card No. _____

Exp. Date _____

Signature _____

Clip and mail or fax to:
 National Religious Broadcasters
 7839 Ashton Avenue • Manassas, VA 22110
 (703) 330-7000 FAX (703) 330-7100

NRB Members SAVE \$20
 off the list price of \$69.95 ISBN # 1-880040-03-4

**Now Available to NRB Members
 at the Special Price of \$49.95
 \$69.95 Non-Member Price**

For 20 years, NRB has published the industry's standard guide to Christian radio and television. Now in honor of NRB's 50th anniversary, we have expanded this invaluable reference tool to include exhaustive sections on Christian print and music media as well.



The 1994 **DIRECTORY OF RELIGIOUS MEDIA** will be a daily source of leads, contacts, suppliers and on-target information for anyone who works inside or alongside the Christian print or broadcasting community. It's a must for Christian media professionals and all growing ministries and churches.

Exhaustive Sections Include: Radio & TV Stations and Networks

- Radio & TV Programs • Film and Video • Book Publishers
- Periodicals • Music Companies • Agencies • Vendors and Suppliers

CLASSIFIEDS

FOR SALE

CONSTRUCTION PERMIT for sale in Greensboro, N.C. Flexible financing for gospel network. 1470 WWBG-AM station with daytime power of 5 kw and nighttime power of 3.5 kw. For inquiries, call Walt Cockerham at (910) 273-4485.

HELP WANTED

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.

PRODUCER NEEDED to research and develop new programs for the daily *Focus on the Family* radio broadcast. Candidates will have at least three years' radio experience, a bachelor's degree, competency in written and oral communication, an ability to analyze and summarize significant bodies of information and a keen awareness of social, political, and religious issues that impact the family. Fax resumes (no calls) to John Fuller, Managing Producer, Broadcast Programming, (719) 548-4503.

MORNING DRIVE CO-HOST and operations manager wanted for non-commercial, inspirational FM network in upstate New York. Enjoy the best of both worlds with a major market size audience and the beauty of rural living. Applicant must have minimum of four years' experience, be a team worker, and ministry minded. Competitive salary and benefits available.

Send tape and resume to Family Life Network, P.O. Box 506, Bath, NY 14810.

DUE TO THE RETIREMENT of its executive director, the National Association of Evangelicals (NAE) is seeking a new leader. NAE represents 50,000 congregations from 75 denominations and over 200 parachurch ministries and schools. Individuals interested may apply in confidence by submitting a resume and a one-page statement of their personal theology and view of Christian unity to Dr. John White, P.O. Box 28, Wheaton, IL 60189.

POSITIONS WANTED

CHRISTIAN RADIO SALES with on-air experiences seeks general manager position. Master of business administration degree with a bachelor's in telecommunications. Address: P.O. Box 2871, Broken Arrow, OK 74013-2871. Phone: (918) 266-2678.

CHRISTIAN COMMERCIAL RADIO station manager with 21 years' experience is now available. Has run successful major market Christian stations. Experience in the development of both ministry and commercial spot accounts. Your station will be a success with a quality sound, quality accounts, and produce a profit — all done on a reasonable budget with integrity. Reply now to Box 3A, *Religious Broadcasting*, 7839 Ashton Ave., Manassas, VA 22110.

SITUATION WANTED

SEEKING OWNER-OPERATOR of Christian radio station in or near metropolitan Phoenix, Denver, or Seattle to take me in as investor/partner and co-worker. Contact J.D. Pershall at P.O. Box 4040, Yuma, AZ 85366.

HOW TO PLACE A CLASSIFIED ADVERTISEMENT

1. Type all copy.
2. Indicate category, i.e., Help Wanted, For Sale.
3. Employment-related ads are \$40 per column inch.
4. Other ads are \$60 per column inch.
5. Six or more ads receive a 20 percent discount when prepaid.
6. Advertise in 11 consecutive issues and receive a prepaid 35 percent discount.
7. Write, call, or fax NRB, 7839 Ashton Ave., Manassas, VA 22110, (703) 330-7000, or fax (703) 330-7100. An NRB box number is available for an additional \$25.

BROADCAST DATABASE® dataworld

MAPS
Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

WANT TO BUY

FMs/CPs/Commercial/NCE
Donald E. Wildmon
American Family Association
Tupelo, MS 38803
(601) 844-5036

TRANSMITTER-ANTENNAS

FM — TV — LPTV
contact Jimmie Joynt
Factory Direct Sales
(214) 335-3425

EQUIPMENT FINANCING

ON ALL
BROADCASTING EQUIPMENT

- Easy to qualify
- Fixed rate, long-term leases
- Any new or used equipment
- 100% financing, no down payment
- No financials required under \$50,000
- Refinancing existing equipment

EXCHANGE
NATIONAL
FUNDING

ENF

Call Mark Wilson (800) 275-0185

UNUSED CALL LETTERS MAILING LABELS

AM • FM • TV

dataworld™

301-652-8822 800-368-5754

FOR THAT BIG MARKET SOUND

- * Quality voice talent/radio-tv-film
 - * Commercials, IDs, promos, narration
 - * Small market rates
- For a free demo call: Boston
Quality Voice-overs at 1-800-775-0712, ext. 1002, NOW!

FOR SALE

Full Power Television Stations
Top 50 Markets
On air/CPs
MediaOne, Inc./ (615) 259-4607

CALENDAR CLOSE-UP

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 7-14

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 25-29

Video Expo/Image World Chicago; ExpoCenter Downtown, Chicago. Information: Janet Vargas, (800) 800-5474.

May 9-11

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

June 14-16

REPLItech International; Santa Clara Convention Center, Santa Clara, Calif. Information: Benita Roumanis, (914) 328-9157.

June 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 18-20

Summer Institute for Radio (presented by Northwestern College and Radio and the SkyLight Satellite Network); St. Paul, Minn. Information: Tim Tomlinson, (612) 631-5314.

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 Center, Muskegon, Mich. Information: John Maddex, (312) 329-2041.

September 19-23

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

September 29-October 1

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

October 13-15

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

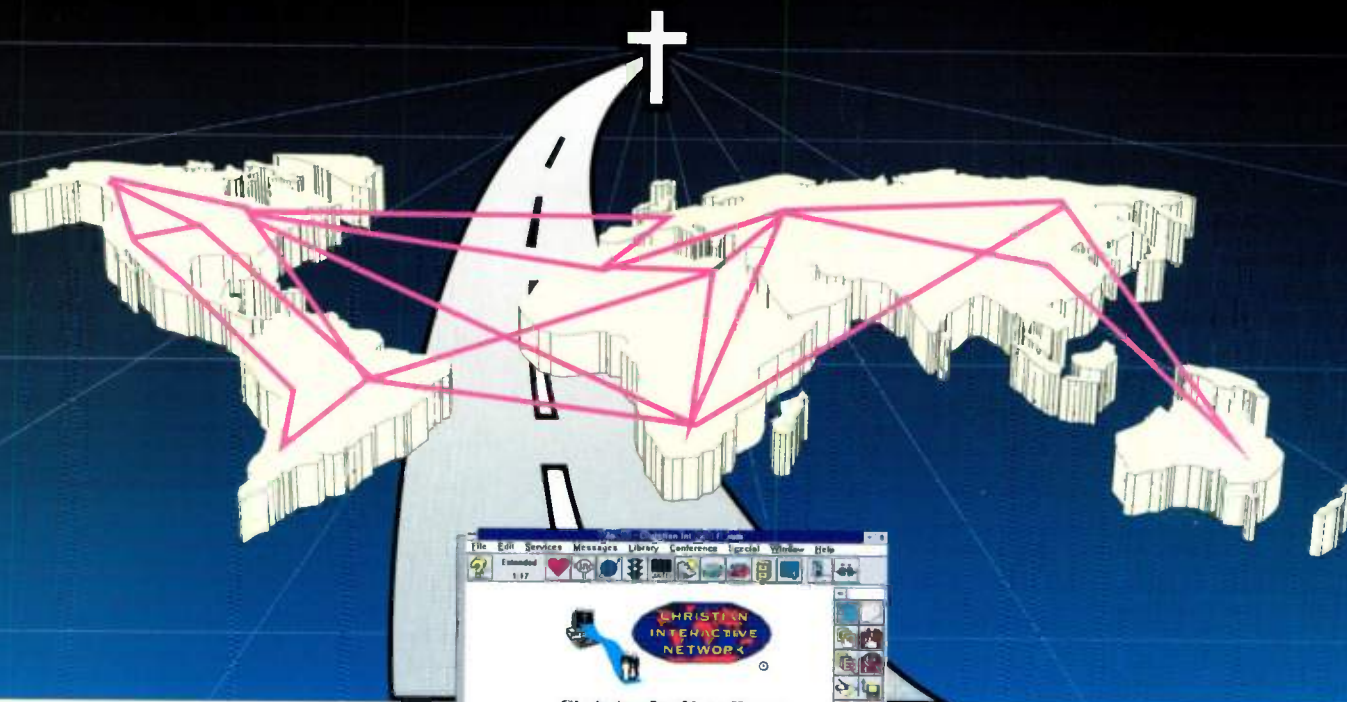
February 11-14, 1995

52nd Annual National Religious Broadcasters Convention & Exposition; Opryland Hotel, Nashville, Tenn. Information: (703) 330-7000.

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

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

Carlson Travel Network/Media Travel USA is the official agency of the 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.



Access to Leading Ministries

The Christian Interactive Network provides immediate access to the leading ministries, support groups and information resources. Users can communicate via E-mail, view or download to their computer the latest reports and issues that affect the Christian community, or participate in discussions in online meeting rooms.

Biblical Research

There are numerous libraries of biblical information including topical studies, multiple bible versions, including translations in many languages, and bible study programs. In addition to the reading of existing files users can upload files from their computer to appropriate areas for viewing by others.

Calendar of Events

An exciting nation-wide community calendar is available to post your churches special activities and concert series information. Imagine the opportunity to review activities by city and state for times that fit with your vacation and business travel schedules!

Communication

Utilize the latest technology to communicate with your friends, associates and ministries! Send E-mail across the street or across the world. Not only is it cost effective, in most cases it is immediate! Missionaries can communicate and send reports to their home church, family and supporters.



Proven Dependable Service

The Christian Interactive Network is a private forum accessed via a strategic alliance with the CompuServe Information Service. With access in 100+ countries, the CompuServe / CIN alliance provides the user with current, friendly interfaces that facilitate access and communication.

CompuServe membership provides immediate access to a world of services at your fingertips. Services like news, sports, weather, electronic mail, shopping, financial information, online reservation systems and entertainment and games.



Affordable

The cost for access to the Christian Interactive Network is a monthly fee of \$6.00 / month. No more hourly connect times! This fee is in addition to the standard CompuServe connect rates of \$8.95 / month for unlimited access to the CompuServe Basic Services. An alternate connect rate is available at \$2.50 / month for pay as you go services.

If you are not presently a member of CompuServe, there is a one-time membership fee of \$15.00, and includes the latest access software.

Sign up today!
1-800-279-LORD

or type

Go CIN

(for existing CompuServe Members)

Opening Early April 1994

Please, send me the Membership Kit, so I can be online with Christians around the world to further the Great Commission!

\$15 Sign up fee, includes
1st month free and \$15.00
usage credit!
(please add \$5.00 for shipping)

Name _____

Address _____

City _____

State _____ Zip _____

Day phone () _____

Disk Size: 3.5" 5.25"

Version: Windows DOS Mac



Christian Interactive Network, Inc.
P.O. Box 70808
Fort Lauderdale, FL 33307



CUSTOM PRODUCTS INC

MAKING

MUSIC

LOOK

GOOD

COMPLETE PREPRESS
ART & DESIGN
DESKTOP PUBLISHING
COLOR SEPARATIONS
COMPLETE BINDERY
DIE CUTTING • FABRICATING
SPECIALTY PACKAGING
SIX COLOR PRINTING

MANUFACTURING
COMPACT DISCS
HIGH SPEED CASSETTE
REAL TIME CASSETTE
MASTERING STUDIO
CD INTERACTIVE
CD ROM
CD+ GRAPHICS



**CRT CUSTOM PRODUCTS INC • 7532 HICKORY HILLS COURT • WHITES CREEK, TN 37189
1-800-453-2533 EXT. 89 • IN TENNESSEE CALL (615) 876-5490 • FAX (615) 876-4260**