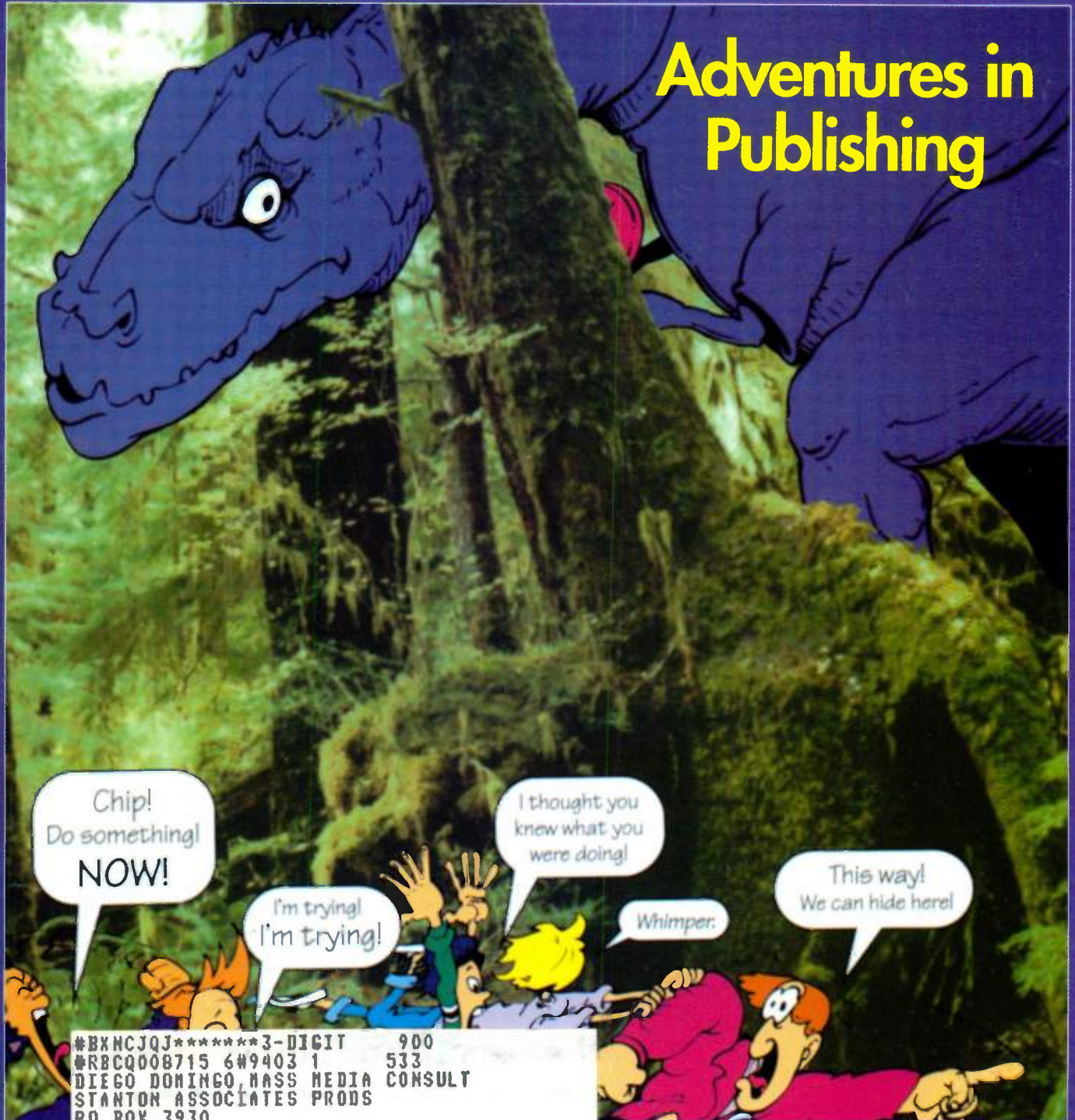


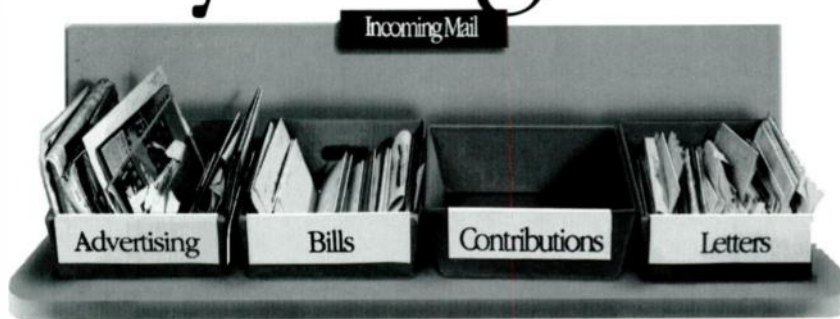
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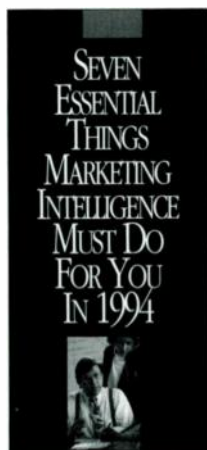
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Lonely Voices

by Mark Ward Sr.
Nearly 5 million Native Americans in the United States and Canada need to hear the Gospel of Jesus Christ. But broadcasters bringing this message to them are rare indeed.

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Life Outside the Catacombs

by Elizabeth Guetschow
Whether through his syndicated newspaper column or on his new television talk show, Cal Thomas daily redefines the concept of "full-time ministry."

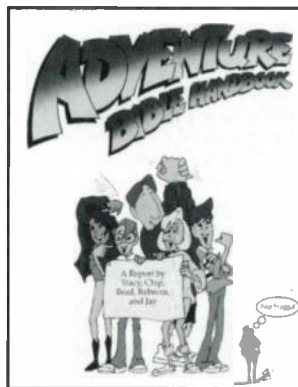
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JUNE 1994

Making a Timeless Message Hip

by Whitney Wyckoff
Where Christian publishing for youth is concerned, graphics are in, "thees and thous" are out, and accessibility — to the unchanging truth of the Gospel — is the name of the game.

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Around the Table

Is there a cross-over trend in Christian publishing today? Where is the industry headed? Representatives from six publishing companies and the Christian Booksellers Association dialogue on these thoughts and more.

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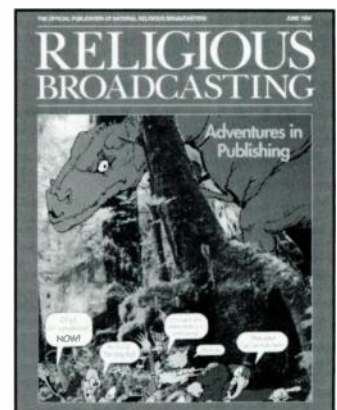
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A Burden Shared by Patricia Avery
They have separate conventions, separate memberships, and separate vehicles through which to accomplish their goals. But the overall mission of the Christian publishing and Christian broadcasting industries is one in the same: to lead people to the Savior.

Adventures in Publishing

With color, creativity, and contemporary language, Christian publishers such as Zondervan Publishing House, whose Adventure Bible Handbook is billed as "a book for kids who know more about Nintendo than Nehemiah," are telling the story of the ages to a new generation. Beginning on page 12, Religious Broadcasting pays tribute to the industry which is to the printed page what Christian broadcasting is to the airwaves: a message of hope and a shining light.



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RELIGIOUS BROADCASTING

June 1994, Vol. 26, No. 6

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Are You A Visionary?

Webster defines a visionary as "someone who imagines how things should be." Proverbs 29:18 (KJV) tells us "Where there is no vision, the people perish." As Christian broadcasters, we face the formidable challenge to develop a vision that will not only benefit our specific ministry, but will help the church here and around the world glorify God through the preaching of His Word.

Recently I was listening to a cassette and one of the phrases replays in my mind: "Take the risk — get out of your comfort zone, stretch, think *big for God*." So many of us are in the comfort zone. We have successful lives, loving families, good health, financial stability, and meaningful ministries.

But have we become too comfortable in our comfort zones? Are we failing to look up, to accept new challenges, to reach out to those as yet untouched by Jesus Christ? Are we complacently sitting, afraid to make waves?

What men and women were the "visionaries" in your life? What impact did they have on you, your family, the people around you, and your ministry? What impact is their vision still having in your life today? And perhaps the most important question — will you be someone's visionary of tomorrow?

I made a list of visionaries in my own life — John DeBrine of *Songtime*, because he is an example of what Christ calls all of us to be; Percy Crawford, because he never feared to attempt a new and seemingly unconquerable challenge; and Walter Bennett and Fred Dienert, founders of Walter Bennett Communications, for whom I began working more than 25 years ago.

These men and so many others I have known forged ahead with the insatiable desire to make Christ known in their respective areas of influence and ministry. All of them had something in common. They were men of extraordinary vision. They were men of supernatural perception. And they were men of complete abandonment to God.

I asked myself, What if these and other men of vision had stayed in their comfort zone? What if they had not dared to think big thoughts, dream big dreams, and then boldly set forth to make them a reality?

We might not have National Religious Broadcasters. Billy Graham might not have taken his crusades to national television. Far East Broadcasting Company might never have been formed to bring missionary radio to Asia. Faith Center Church might never have begun the first all-religious television station. And the Christian Broadcasting Network might not have become the first U.S. religious organization licensed to operate a satellite earth station.

In Proverbs 29:18 (TLB), it says, "Where there is ignorance of God, the people run wild." We can see the truth of this statement every day, just read your newspaper or watch the evening news. Large numbers of people find little attraction to come to God's house to be inspired.

However, as Christian broadcasters, we have the opportunity to bring the Gospel message to these people, wherever there is a radio or television set. Together, we have the potential to reach every human being with the message of salvation. We have the technology, but do we have the vision?

Perhaps this is the time for each of us to re-evaluate our priorities. My challenge to everyone who reads this column is to ask yourself, "Am I a *visionary*? Am I willing to step out of my comfort zone? Am I thinking *big for God*?"



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

Robert H. Straton

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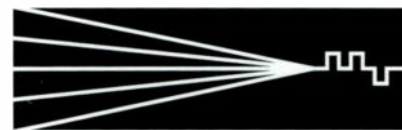
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Bring Concerns to NRB

There are many matters in which National Religious Broadcasters (NRB), your association, plays a part in not only attempting to protect the airwaves of America and narrowcasting for the presentation of the Gospel and the teaching of the Word. But we also get into many other areas of concern to us as Christians and religious broadcasters.

We take a position and stand on these areas, many times at the urging of our members, but at other times because our board of directors and executive committee want us to become involved in carrying your concerns to the government and other communicators. This is an example.

A friend of religious broadcasting and a former member of the Federal Communications Commission (FCC), Ervin S. Duggan recently resigned his position as commissioner to become president and CEO of Public Broadcasting Service (PBS). Recently, I was informed (although not having seen it) about a very offensive program aired in January over PBS. The following is an excerpt from the letter I wrote to my friend Ervin Duggan about this program.

"I want to bring to your attention a matter that is coming to me quite substantially these days. It has to do with the January PBS program *Tales of the City*, which I understand was a six-hour series based on the book by homosexual activist Armistead Maupin.

"It has come to us that there was a great deal of inappropriate matter in the presentation, including nudity, drug use, passionate homosexual kissing and bed scenes, profanity, and adultery. I just wonder if this is the type of programming we have to support by tax dollars on PBS.

"You know me well enough to know that I'm not picking on anybody, and certainly I would say that PBS does many wonderful things, but I am getting questions about this programming from a significant number of people. How could such a thing be offered to the public over PBS?"

In response to my letter and questions, I received a letter from Duggan I want to share with you:

"Since coming to PBS on February 1, I have received many letters about *Tales of the City*. The programming people here who acquired and aired that program tell me that they took extraordinary precautions to alert stations and viewers about the adult themes and controversial nature of the series.

"Stations had the option of not carrying the material at all — and some, like South Carolina's network, did not air it. Stations were also provided with an edited version of the series, with scenes and language obscured that might be particularly objectionable to more conservative viewers. The series was aired at a late hour more appropriate to adults. Finally, an on-the-air disclaimer about the nature of the program was displayed prominently before each episode.

"Despite all these precautions taken to show a responsible concern for the sensibilities of viewers who might object, there has been a sharp, negative reaction, as you know, from many viewers and non-viewers.

"I will consider seriously the issue you raise. And I will tell you that I do have a concern about fairness and balance: Have those who practice and favor a more austere and traditional lifestyle than the one portrayed in *Tales of the City* been given a full opportunity on public television to promote their views? That seems to me a legitimate question."

As you can see, it was a thoughtful response from Duggan, and I think his question at the end about traditional family views being expressed is a very crucial one.

Here again is a way your association is expressing what really appears to be the views of the great majority of our members. I'm grateful to you for standing with us so we might accomplish these purposes of NRB.



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

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ADULT CHRISTIAN HIT RADIO

Response to Myers' Article

Dear Editor:

In the February 1994 issue of *Religious Broadcasting*, fellow broadcaster Ken Myers ["Rush, Bill, & The Culture War"] brought up pertinent points of consideration in light of Christian radio evaluating what [it is] programming and planning in light of an apparent turn in the national leadership away from traditional mores. The thrust of the article seems more toward an abhorrence to the machinations of one broadcaster who has involved himself in the "media elite."

I agree that there is a culture war between the liberal and conservative ideologies. It seems somewhat trite to label the culture war as between the Clinton side and the Limbaugh side. Myers terms both sides as representing *progressives* and *orthodox* rather than liberal and conservative. This is merely semantics as these terms have been used interchangeably. No matter the terms, there is a revival of the mentality of the '60s decrying long-held mores in favor of new mores.

In his article Myers cautioned us to what should be avoided in broadcast schedule planning — pragmatism. . . . He rails against the approach by Rush Limbaugh because he perceives it as negative. . . . Myers encourages the need to promote positive alternatives . . . [by becoming] the cultural elite. . . . Lastly, Myers touches on audience comparisons which leans toward stereotypes. . . .

If the orthodox/conservative/Christians want to impact society, they need to be so in society and operate in the position of offense rather than in the position of defense as dictated by the relatives/progressives/liberals. To this end, Christian broadcasters should be relentless in their pursuit of truth in every facet of life and making it available to the populace, outside our given audiences. In this regard, knowledge is the most strategic resource in this modern culture.

Donald Conklin
St. Paul, Minn.

More Articles on Public Radio

Dear Editor:

I'm a student at Morehead State University getting a degree in broadcast engineering. In the meantime, I'm working at WMKY, the university's public radio station, and I'd like to let you know how much I enjoyed your article ["Singing History," April 1994] concerning *Wade in the Water*. My station is airing it on Saturday nights.

Perhaps what is more refreshing is that *Religious Broadcasting* is keeping an eye on

public radio. I admit that National Public Radio and large public radio stations are known for their slant towards most things non-Christian, but perhaps *RB* readers don't realize there are Christians in public radio. Being one of those people, I was greatly encouraged by the fact *RB* published this story.

Can we see more occasional articles like this in the future? I can vouch for one public radio station that features two hours of CCM [contemporary Christian music] on Sunday nights. I'm sure there are probably other public stations doing similar shows.

Rob Ballou
Morehead, Ky.

Satellite Service Can Localize

Dear Editor:

In the March 1994 edition of *Religious Broadcasting*, Daniel Longmore's article, "Programming — Sans Satellite," touched on many important broadcast principles. The admonition to make sure the needs of the local listener are served is something that all broadcasters would do well to remember.

However, his list of things satellite programming cannot provide is woefully inaccurate. In fact, looking at his list of what local radio can do that satellite programmers cannot, the only thing we [The Word In Music Satellite Network] can't do is show up for the local remotes. We *can* localize. We *can* address the needs of the local community. And contrary to his assertions, we *can* back-time music so that breakaways and rejoins are smoothly facilitated.

Longmore cites the average of two to three mistakes a week he hears on network radio. All I can say is that, Mr. Longmore, you are affiliated with or listening to the wrong satellite network!

As network operators, we are diligently working to find out how to better provide localization and topicality to our programming. To that end, we'll become even better at what we do, so that our affiliates can concentrate on what they do best — meeting the needs of their community.

So Mr. Longmore, the next time you're listening to a satellite network that sounds like a satellite network, instead of sounding like your local station, call us — or better yet, one of our affiliates. They'd be happy to tell you how we're making it possible for them to meet the needs of their local listeners, better than ever before.

Mark Pluimer, president
The Word In Music Satellite Network
Colorado Springs, Colo.

SESAC's Spanish License

Dear Editor:

Within weeks, SESAC will attempt to implement a new license for Spanish language music in its repertory. This presents both an immediate challenge and a possible golden opportunity for the radio industry.

The growing size of its Spanish language repertory has inspired SESAC to seek a substantial increase in the fees stations must pay to play their music. An example used by SESAC is a station performing 27 percent of its music from the SESAC Spanish repertory will have its SESAC fee increased by 800 percent.

Since English license stations will not have to pay these new fees and Spanish language stations' ASCAP [American Society of Composers, Authors, and Publishers] and BMI [Broadcast Music, Inc.] licenses will remain unchanged, Spanish stations will have to pay higher music license fees than English language stations with the same revenues.

Unless the Spanish language broadcasters respond immediately by uniting to negotiate with SESAC, they will be missing a one-time opportunity to address this issue. And, in order to achieve reductions from ASCAP and BMI that should follow from increased SESAC Spanish repertory, Spanish language broadcasters must begin to lay the groundwork now.

Both goals are possible and necessary for there to be even a semblance of fairness for the Spanish language broadcasters.

Jon Marcus
music licensing consultant
Forest Hills, N.Y.

AFRTS Answers Criticism

Dear Editor:

How disappointing to read in your April issue ["NRB 94: The Awakening"] that the National Religious Broadcasters (NRB) business meeting "included a fervent discussion of the reported removal of all teaching and ministry programs from the Armed Forces Radio and Television Service (AFRTS)." This simply is not true, and we've heard from several concerned NRB members, some of whom believed AFRTS has eliminated *all* religious programming.

To set the record straight, all religious programming, both radio and television, is approved for AFRTS distribution solely by the Armed Forces Chaplains Board (AFCB). We are currently providing worship programs, such as *Outreach of Love* and *Hour of Power* in our weekly television program schedule, and have in our radio program schedule the contemporary Bible teaching program *Powerhouse*.

The AFCB approved the new radio program schedule aimed at attracting our target audience, 17 to 28. The programs incorporate the latest trends in music, i.e., religious urban and rock, black gospel, country gospel, and contemporary Christian music.

This followed review of a 1993 AFRTS worldwide audience survey, responded to by more than 13,000 audience members. It indicated the previous religious radio programs were the lowest rated of all programs. If service members are not listening, we are not reaching our audience.

While such radio programs as *In Touch*, *Wonderful Words of Life*, and *Hour of Decision* are no longer carried, we continue to offer the best contemporary programming we can find. The program schedule for 1994 provides many avenues by which faith may be nurtured and religious needs met for our military and family members overseas.

C.L. Haney
Captain, USN, Commander
Sun Valley, Calif.

Oliver North's Involvement

Dear Editor:

[National Religious Broadcasters' (NRB)] decision not to invite President [Bill] Clinton to speak at your annual convention was reported in the March 7 issue of *Christianity Today*. I understand and respect this decision.

What I cannot understand is that you included Oliver North in your program — a man who lied to and deceived Congress, our elected representative body, and who ran roughshod over our constitutional system of government. Even [former] President [Ronald] Reagan has issued a rejection of some of North's recent claims.

Even more difficult to understand was your "hagiography" of North on page 163 [in "Onstage: An NRB 94 Cast List," February 1994] of your magazine. This coverage honored him for his political activities and had nothing to do with the Gospel of Jesus Christ.

NRB risks an unholy accommodation between Christianity and right-wing Republican politics. Such accommodationism, whether with the political right or left, is detrimental to the cause of the Gospel. There is nothing wrong, of course, with inviting candidates and government officials to speak *ex officio*. But on that basis, the President could have been invited irrespective of disagreement with his opinions.

Donald P. Shoemaker
Fellowship of Grace Brethren Churches
Seal Beach, Calif.

Nominees for FCC Vacancies Named, User Fees Probably Due in July

The Federal Communications Commission (FCC) should return to full strength quickly following the nomination of two candidates to fill vacant seats on the five-member panel. President Bill Clinton recently nominated two female attorneys—a Democrat and a Republican—for the positions. Neither candidate has faced Senate confirmation hearings as of this writing, but confirmation is expected in both cases.

The Democratic nominee is Susan Ness, 45, a lawyer and banker who lives in the Washington, D.C. area. A New Jersey native, Ness served on the board of the campus radio station while an undergraduate at Rutgers University. She holds a master's degree from the Wharton School of Business and a law degree from Boston College Law School.

Ness should bring useful financial insights to the commission as the result of her experience heading the communications loan section of a Washington bank. She has reviewed and approved loans to a broad cross-section of the industry, including broadcasters, cable operators, and cellular entities.

Before becoming a banker, Ness was a staff lawyer for the House Banking, Currency, and Housing Committee. If confirmed, she will serve until June 30, 1999.

The Republican nominee is Rachelle Chong, 34, an attorney now in private practice in San Francisco. She specializes in telephone and wireless issues and until recently handled her firm's regulatory law department. Chong's practice has been primarily before the California Public Utilities Commission, but she also has experience representing clients before the FCC. She earned a bachelor's degree (with Phi Beta Kappa honors) and her law degree from the University of California-Berkeley, where she served as editor-in-chief of a specialized communications and media law journal.

If confirmed, Chong would be the first Chinese-American member of the FCC and one of the youngest commis-

sioners ever to serve the agency. Moreover, her experience with common carrier and state regulatory issues should benefit the agency. Her term would run until June 30, 1997.

By the time this column is published, the agency should have announced the due dates for the new annual "regulatory fees"—commonly known as user fees—required by the Omnibus Budget Reconciliation Act of 1993 (the budget act). Beginning this fiscal year, most licensees and other entities subject to commission regulation must pay a yearly user fee that, in the aggregate, is expected to raise approximately \$60 to \$80 million a year for the FCC. Entities subject to the annual regulatory fees include broadcasters, cable operators, and common carriers (collectively, "regulatees").

Payment dates have not been set at the time of this writing, but FCC staff members indicated that the deadlines for this year's fees probably would fall in July. Together with the revenue collected from existing application and filing fees—which the budget act does not affect—the user fees are expected to cover most of the commission's annual budget, set at approximately \$146.5 million for the current fiscal year.

Congress specified the fee size to be collected in fiscal 1994, which ends on September 30. Broadcast licensees are to pay one fee per call sign, with amounts that vary depending on station size and class of service. AM user fees range from \$100 for a construction permit to \$900 for a Class A full-time station, while the range for FM fees is \$500 for construction permit to \$900 for a Class C, C1, C2, or B station.

Television user fees range from \$135 for low-power television stations to \$18,000 for a VHF television station in a Top 10 market. Non-profit entities (i.e., those meeting the requirements for tax-exempt status under Section 501 of the Internal Revenue Code) are exempt from the user requirements.

Beginning in fiscal 1995, the FCC has authority to adjust the fee sched-

ule annually to reflect changes in its appropriations. In future fiscal years, so long as the total fees produce sufficient revenue, the agency may increase or decrease specific fees.

Adjustments are to be based on factors that are reasonably related to the benefits provided to the payor of the fee. The commission announced that it will open a separate proceeding at some unspecified date to consider next year's fee schedule.

The budget act provides the FCC with several significant methods for enforcing compliance with the new fee obligation, including monetary penalties, dismissal of applications, revocation of license, and the remedies available under the Debt Collection Act (such as referring the matter to a private collection agency or the Internal Revenue Service). The monetary penalty for late payments is an additional 25 percent of the fee.

The agency proposes to permit waivers, reductions, or deferments of the fee on a case-by-case basis only in "extraordinary and compelling circumstances." Before it will process such a request, the FCC tentatively plans to require that a regulatee submit his reasons for seeking special treatment together with the required fee.

The fee would be refunded later if the request were granted. Requests for deferred payment would have to be filed and approved before the due date in order to avoid late penalties. ■



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.

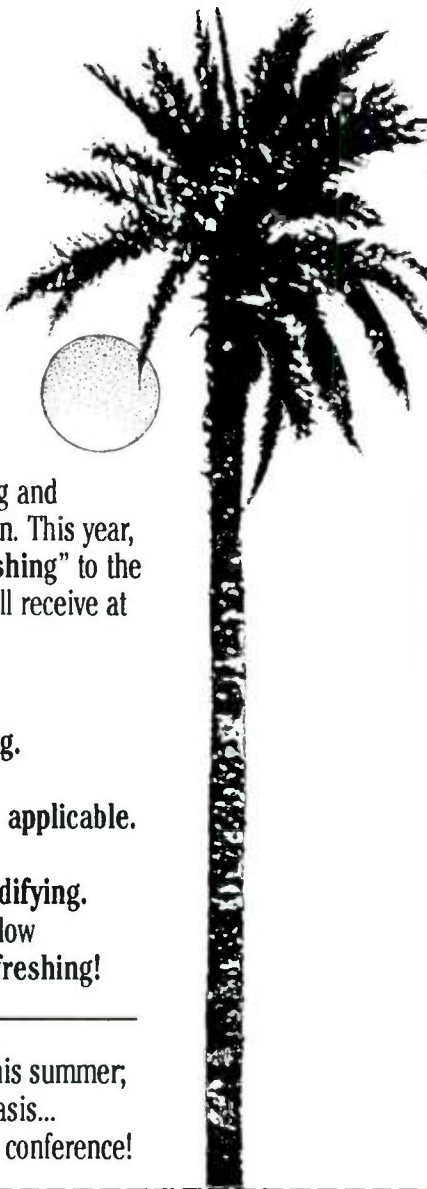
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Urban Alternative and nationally
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WE LIVE IN A SOCIETY in revolt against order, "a society seemingly without rules of conduct, manners, or regard for a humane community," describes Don Eberly, president of the Commonwealth Foundation in Harrisburg, Pa., and author of *Restoring the Good Society*. Americans are calling for a return to values, while politicians look toward new policies and programs to solve what are inherently behavioral problems.

Certainly, renewal of our society, nation, and culture holds an appealing mandate for the Christian community. But as Kerby Anderson, broadcaster, author, and chief executive officer of Probe Ministries in Dallas, points out, many people look neither to religion nor to the local church for the answers to their problems. So how can the Christian community effectively carry cutting-edge information to the world, reach unbelievers, and motivate the body of Christ?

At least a portion of the answer may lie in the link between Christian broadcasters and Christian publishers, one which does not exist between our secular counterparts. What is the extent of that link, and what are its outer boundaries? As alternative media sources bringing information people otherwise would not hear, what is our responsibility to our audience, our readers, and our society? Although the lines of responsibility zigzag and, at some points, disappear, of one thing we can be certain: our common goal is to be salt and light.

Against the Grain

Unlike their Christian counterparts, secular broadcasters and publishers often have as their primary goals entertainment and information. When asked about these goals, Carmen D'Arcy, producer of *Beverly LaHaye Live* in Washington, D.C., remarks, "The purpose of the secular media is so much different than ours. Our purpose is to bring 'the rest of the story' to America. Now that we know about the crime package or the education reform bill, what does this mean? How does it play in Peoria?"

"On our show, we're doing a

A Burden Shared

In Christian circles, the connectedness of broadcasting and publishing



CBN president Michael Little distributes gospel tracts in Timisoara, Romania, where the 1989 revolution began.

great deal more with public policy and legislative issues because we can't turn a blind eye to what the present administration is doing," D'Arcy explains. "Every time you turn around here in Washington, there is some new piece of anti-family legislation coming down the pike. People need information; Hosea 4:6 tells us that people perish for lack of knowledge. At Concerned Women for America, we have been very strong in responding to that call so that God's people will have knowledge to be able to make a bold stand. Today's Christian authors are the ones who have done so much of the relevant research and have so much to bring to the party."

Alternative Views and Cutting-Edge Information

Talk shows, one of the most popular secular formats of the '90s, do much to bring broadcasters and publishers together. Programs such as *Point of View*, *Insight for Living*, and *Open Forum* bring audiences several guests each day. And each year, Christian publishers rigorously screen and edit the writings of the Christian leaders and thinkers who share their ideas.

Likewise, publicists working with authors and publishers present program ideas to broadcasters in hopes of giving the authors the voice they need to reach communities across the country. Talk show discussions and interviews bring alternative views and cutting-edge information to Christian and secular audiences alike.

According to Pat Duemler, publicity director for Baker Book House, "The Christian media bring to the forefront the issues of concern to the Christian community. Interviews allow for a dialogue in the public arena that gives us an opportunity to explore an issue in depth, to see its implications for the future. Secular broadcasters already know this. They know that the content of the material offered by secular publishers keeps them in the forefront; it attracts listeners.

"As Christians, we don't want to be obscure," Duemler continues. "In the Christian market, *Focus on the Family*, *Insight for Living*, and [the] *Minirth-Meier [Clinic]* are popular because their topics are current and personally applicable to the

audience. Otherwise, people would turn away."

Pieces of the Puzzle

"The communication of ideas and God's truth is what it's all about," says Dean Merrill, vice president of periodicals for Focus on the Family. "There is a great synergism between radio, print, and video. Each feeds the other. If you recall, the problem with the American railroads was that they thought they were in the railroad business; they didn't understand they were in the transportation business. We must remember that as broadcasters and publishers, we're in the communication business."

As I Corinthians 12 teaches, the body of Christ consists of many parts. Patty Richardson, media relations manager for the Christian Broadcasting Network (CBN), sees Christian broadcasting and publishing as complementary entities. She describes a media/gospel blitz in

"There is a great synergism between radio, print, and video. Each feeds the other."

the Philippines during the Easter season. "The market was saturated with programs designed for different audience levels: children, youth, adults. At the same time, staffers were going door to door talking to people and giving them printed material. It was very successful because each element of the program worked together. Each is a piece of the information puzzle."

Dual Beneficiaries

"In our biblical call to mission and ministry, Christian publishers and broadcasters must work together to address the needs of the people, our culture, and the issues we face," comments Ted Baehr, an author and chief executive officer of the Christian Film and Television Commission. "Christian publishing is essential to getting the word into print in a contemporary context, and Christian broadcasters have the

means to give the material the exposure it needs. Without cooperation, both will suffer — broadcasters because they will no longer have a national association that gives them the [publicity] they need [and] authors and publishers because they will no longer be able to as effectively minister to the people that broadcasters reach."

Kirby Anderson also mentions the mutual benefits Christian broadcasters and publishers can find when they work together. "Christian publishers have given us access to high-quality resources. When you're ready to do an interview and that book is in your hand, you know that author has done his or her homework. You have the certainty that the individual about to be interviewed knows a fair amount about the topic, and [you have] a greater certainty of keeping listeners interested and informed."

Similarly, Anderson says, "Broadcasting helps extend the sphere of influence and gets people interested in a book they otherwise wouldn't know about or be interested in. An interview has a different effect than a space ad. When a listener hears an interview, they hear the author's heart."

In his forward to *Restoring the Good Society*, William Bennett notes that "social and cultural renewal will require the mobilization of citizens and leaders across all sectors of American life." And Don Eberly himself echoes this sentiment, noting that "restoration can neither be doled out as just another entitlement . . . nor stimulated into existence by tax cuts. Instead it must be achieved through the cooperative efforts of individuals from all sectors of society. Social and cultural renewal is about changing people."

As Christian broadcasters and publishers, we need to do some pioneer thinking. God's people should be among the most creative on the face of this earth, and Christian communicators should be at the forefront of leading and influencing our community, nation, and culture.

Patricia Avery is president of AVERY PR in Fort Worth, Texas, and has worked with Christian authors, publishers, and broadcasters for the past nine years.

Continued on page 14

by Pat Robertson

*Editor's note: Like many religious broadcasters, Pat Robertson has ventured often and with characteristic success into the realm of publishing. As it looks to the connection between Christian broadcasting and Christian publishing, Religious Broadcasting presents an excerpt from Robertson's latest book, *The Turning Tide*, which offers a hopeful message of welcome change.*

WE HAVE COME TO an unprecedented moment in our history — a time when the potential for positive change has never been greater. In the midst of political turmoil and discontent, we are seeing a renewal — a reawakening — of the personal values and beliefs that have sustained this nation throughout its history. This is the true source of America's hope. We have grown through our struggles, and there is a new sense of maturity abroad — a new commitment to the things that really matter.

Can this be what America has been waiting for? Are we finally witnessing a return to common sense in this nation? As we see liberalism, excessive government, planned central economies, and attacks on religious freedom collapsing in country after country, is there hope that the tide is turning in America? Will the dramatic events signaling the fall of liberalism and the rise of common sense all around the globe wash over the shores of the United States? I will attempt to answer that question by examining both the positive trends that are emerging today as well as the dangers that must be overcome.

A War of Words

[In 1993,] I spoke in Los Angeles to the annual convention of the National Religious Broadcasters about the liberal assault on our values. I said that we must mobilize prayer and community support in defense of the values we hold. The next day, an article in the *Los Angeles Times* reflected rather accurately what I had said, but the rewrite by the Associated Press, by someone

who had not attended the convention, editorialized the story to suit the rewriter's own prejudices.

When the AP story ran nationally, it said that Pat Robertson called on the religious broadcasters to use their stations to "wage war in defense of family values," which, the story added, "fundamentalists generally define as being anti-homosexual and anti-abortion" — fundamentalist being a code word in the press for Islamic terrorist.

Of course, that was not what I said, nor was it even what was implied. Furthermore, no sincere Christian is about to suggest that Christians are interested in a "holy war." I immediately wrote my friend Lou Boccardi, president of the Associated Press, and told him that never in my life had I considered family values to be anti-abortion or anti-homosexual. "What they are," I said, "is the love of a man for his wife, the love of a wife for her husband, the nurture and care of children, and a stable home in a stable society." That's what I was talking about in my speech.

But the AP rewriter didn't really care what I had said or what I meant. I can only assume that the anonymous writer believed that evangelical Christians don't care for the poor, or for children, or for families. In his mind, evangelicals are a narrow-minded group who are against abortion, against women's rights, and against gays. He held the liberal viewpoint and was using the nation's major wire service as a tool to deliver it, not presented as an editorial, but as hard news.

The Media Turns

I would be remiss not to point out that, from my perspective, the media's attitude is beginning to turn. I suspect it may be that their disgust and dismay at Bill Clinton is causing thoughtful journalists to explore other political options, particularly traditional, conservative ones. I also feel that journalists who are constantly gathering facts from the world around us see the tragedy

of broken homes, out-of-wedlock babies, an ethical jungle, and some of the same failures of liberalism overseas. Not all journalists have made the switch, mind you, but some of the most thoughtful ones appear to be looking our way.

Nothing gets the respect of journalists faster than victories by an unlikely underdog. When Christians who have either been ignored or stigmatized begin to play a major role in elections, the leading-edge journalists want to know why.

That is why I was asked to attend a very lovely and very cordial luncheon with the senior editorial staff of the *New York Times*. They were interested in evangelism in Russia, church beliefs in America, my personal plans, and how I perceived the Republican party and Ross Perot.

Of Common Sense and Hope

They truly wanted to understand why it is an insult to mislabel a religious leader or to mischaracterize evangelicals. In short, the *Times*, an extremely liberal paper but considered America's finest, is sincerely trying to report the news fairly.

The fact that evangelical Christians now number more than 50 million, and other conservative or pro-family Christians can add at least 20 million more, makes it clear that the press coverage of this numerically significant bloc in our society has been woefully inadequate.

But there is more. The Rush Limbaugh phenomenon has seized everyone's attention. To think that a conservative radio talk show host speaks to more people every day than all those who subscribe to *Newsweek* and *Time* combined is

another dose of reality for all the liberal media out there.

An Eternal Scale of Values

Every human being has enormous potential to God, because all of His creation was meant for us. Now in light of this great truth, common sense would say that it is only natural for people to embrace the Judeo-Christian view of the dignity of men

Throughout history, the liberals have tried to reduce humanity to its lowest form and to identify humanity with the slime and the ooze of the earth, rather than identifying humanity as children of the living God and fellow heirs of the kingdom of heaven. The greatness of mankind is found in the dignity we achieve with God.

the darkest corners of the Third World to the mansions of Beverly Hills, an awakening is taking place in the human heart that before long will sweep the land. There will be plenty of fierce challenges to overcome, but destiny is ours.

Retaining Our Citizenship

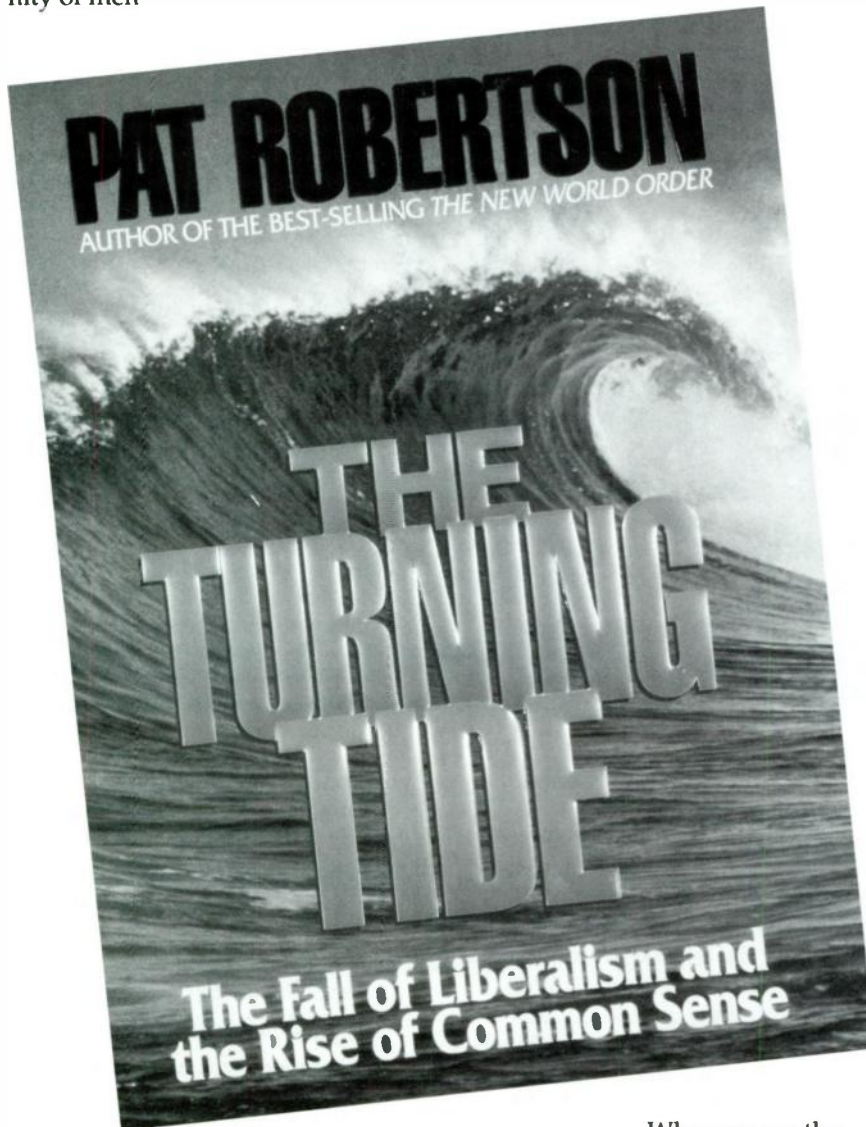
If human beings are made in the image of God, which we are, then we need to realize that God means something in our lives. In his treatises on the *City of Man* and the *City of God*, the fifth-century cleric Augustine showed that we actually live in two worlds, in the civic and secular culture and in the religious and spiritual culture. Popular culture in our time has almost lost its connection with the City of God, and as a consequence, the City of Man has become increasingly dangerous and inhospitable.

Liberals in our society are very concerned about poverty and despair in the world, but they have failed to recognize that sorrow, hopelessness, and despair are the inevitable result of the impoverishment of our souls. We are not culturally destitute and morally bereft because we have lost our passion for the City of Man, but because we have lost our vision of the City of God.

When we have finally been stripped of all moral restraint and the only interests we entertain are prurient, we can be certain that there will be little left of this civilization worth saving. The legacy of deliberate destruction we have witnessed so far is a grim reminder of the dangers to society and to each individual in it when the Creator God is no longer visible in public discourse, but it is also an assurance that there is a greater work to be done if we are only willing to take up the challenge. With God's help, we may yet see a rebirth of moral restraint and wholesome family values in this country. With strength of purpose and moral resolve, we may yet see God's blessing upon this land.

The *Turning Tide*, Pat Robertson, 1993, Word Publishing, Dallas, Texas. All rights reserved.

Pat Robertson is the founder and chairman of The Christian Broadcasting Network in Virginia Beach, Va.



and women. According to the Bible, man is a little lower than the angels, destined to rule and reign with Christ. But the nihilists and the politically correct prefer to say that there is no God, there is no Jesus, there is no salvation, and there is no hope. That, very simply, is why their philosophy goes against the inner yearning of all mankind and *why in a very short time, liberalism is doomed to fall in America.*

When we see the accomplishments of Christian civilization, we have to recognize that those achievements have been nothing short of awesome.

But the incredible thing is that despite the attempts of the nihilists and the leftists, the tide is turning and we are seeing a movement of freedom. We are seeing a worldwide movement toward faith in God and its accompanying liberties — free enterprise and representative government all around the globe. From

IT HAS BECOME A FORMULA for success, this blend of humor, knowledge, and professionalism which has brought Cal Thomas to a place of recognition within secular and Christian circles alike. But as a newspaper columnist, author, and, most recently, talk show host, Thomas has been and continues to be less concerned with the world's applause than he is with its need for Jesus Christ. Here, Thomas talks with Religious Broadcasting about his new book, *The Things That Matter Most*, his new talk show, which began airing this month on CNBC, and about his journey beyond Christianity's safe circles.

In a letter agreeing to this interview, you said that with the book and with your columns, you are "attempting to break out into the mainstream," and to take "the mind of Christ back into the marketplace." Is this a capsule statement of your mission in your work?

It's not that I'm trying to break out; I think that I've managed to do it. The column is 10 years old, and we're in about 350 papers in all 50 states. Most of my professional life has been outside of the catacombs. My role models for this are none other than the Lord Himself and the apostle Paul.

When Paul took the mind of Christ to Mars Hill and debated the intellectual and theological leaders of his day, he didn't invite them down to the First Baptist Church on outreach night to hear his message on his turf; he took the message to their turf. I think we have been far too reticent to do this. We have almost been afraid that somehow our message will be tainted if we get it outside the safe environment where we're with our own people, speaking in our own language. And yet this is what the world so desperately needs right now.

The other "faiths" — including the faith in ourselves — have run their course and have proven to be complete social and personal disasters. Now as we survey the battlefield and see it strewn with the corpses of dead ideologies, we have a wonderful opportunity to re-enter that battlefield — which, by the way, we should never have left in

Life Outside the Catacombs

the first place — and to present not an alternative, but the Truth.

People ask me, "How in the world did you get all these things — the column in regular newspapers, the book with a New York publisher, and now the television show on a so-called secular network?" Well, I never accepted the orthodoxy that the "media" was impenetrable. I just thought that with [ability], hard work, a sense of humor, and by liking these people, you could make progress.

Do you think that Christians in general would rather criticize the mainstream than impact it for Christ?

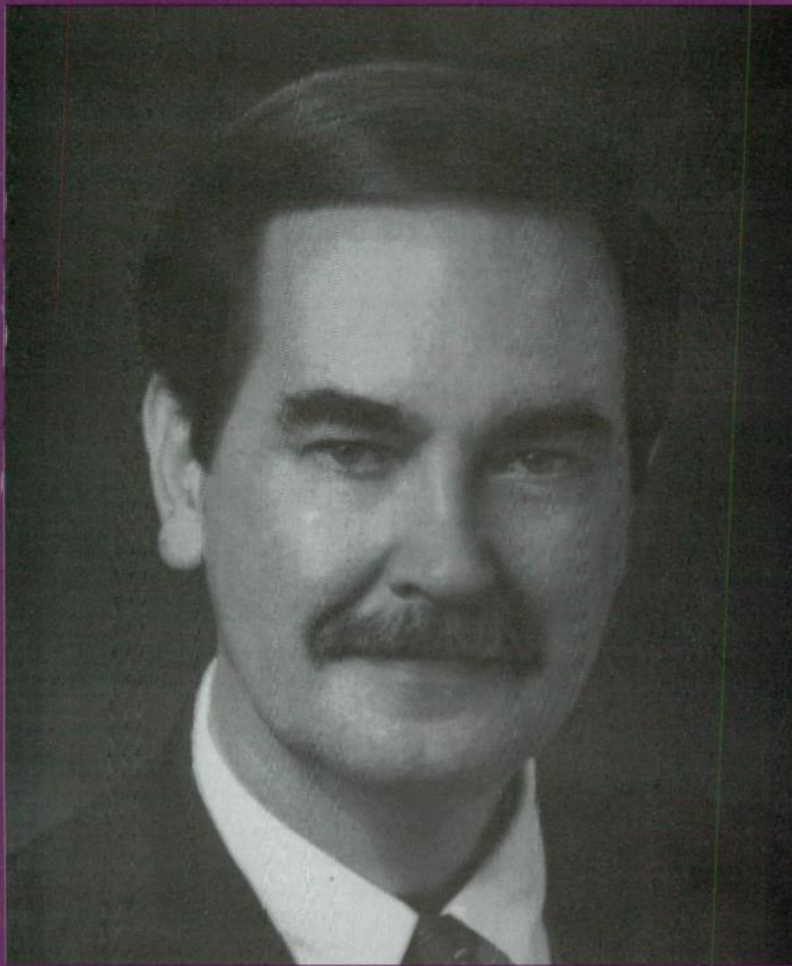
It's always easier to tear down than to build up. It's easier to criticize than to develop a strategy. It takes more work. And it exposes you to failure. I've been set back many times. But I always had this dream in my heart. I always felt that

I was meant for it, and it took me a very long time, but I never gave up.

I think that we live in an age heavily influenced by television. If we can't see problems solved in 56

"We have almost been afraid that somehow our message will be tainted if we get it outside the safe environment where we're with our own people, speaking in our own language."

minutes, plus time for commercials and station breaks, we don't want to get involved. Plus, we're always result-oriented, and God calls us to obedience and [to] leave the result to Him. Too many of us say, "I'll



Cal Thomas

only get involved in this if I can see the answers up front." Well, that's not walking by faith; that's walking by sight.

You mentioned that the strategy for impacting the mainstream takes a great deal of work, and also that Christians may be afraid their message will be tainted if they're outside their comfortable circle. Are there other reasons we've been too likely to stay within our own walls?

I do a little talk in which I debunk the idea of "full-time Christian service" if by that you mean there's an alternative for the believer. I think [there is] a misunderstanding of what the "mission field" is, that if you're in something we call "full-time Christian service," somehow you are doing more for God, [and] He is more approving. I think this tends to intimidate and to construct a kind of caste system

within the church.

People who fall in love with Christ and really desire to serve Him are immediately funneled into this system which says, "If you really love God, the only real way you can do this is to go off to seminary, go to the mission field, and live on poverty wages in a mud hut." That's part of the mission field, and I do not denigrate it, but it's not all of it. I'm on the mission field; my calling is journalism, and my field is the opinion pages of the nation's newspapers, and now television and book publishing.

I think during missions emphasis week, in addition to the traditional missionaries who are invited in, it would be nice to have one doctor, one lawyer, one journalist, one homemaker — whatever — talk about how they have taken the mind and the message of Christ into their worlds where the ordained can never reach. No preacher would be

able to reach some of the people God has given me; they wouldn't even let him in the front door! So I'm a missionary to my people, my fellow journalists, the people in the arts.

You mentioned humor in terms of your relationships with people in the mainstream. Do you have any other suggestions for Christians in terms of establishing those kind of relationships?

The unsaved are not interested in your doctrine; they're interested in whether it works out in your life. Are you still married to your spouse, [for example]? A lot of Christians are getting divorces and writing books justifying it; that's not going to cut it to the unsaved. [Also], certain denominations major in the minors. This just doesn't appeal to the world. I don't drink alcohol for a number of reasons, but I've never had anybody come up to me in a restaurant and say, "Pardon me, I noticed you're drinking a Diet Coke. Would you tell me what I must do to be saved?" They don't care what's in my glass; they care what's in my heart.

I've tried, with my unsaved friends, to let them see the love of Christ before they hear about it. Then they are drawn not to me, but to Him. I try to find out something about them — where they grew up, about their families — rather than unload about me. And [I] try to accept what they tell me, even though I might disagree, without using it for a classic "witnessing opportunity."

The sense of humor part is not just for the sake of being funny; it's the relaxed faith — realizing that God is not relying upon me to usher in His kingdom. That is a tremendously freeing thing. God is in charge. I've learned to relax in my faith and to realize [that] God doesn't need me; He was doing fine, as a matter of fact, before He created the first person. He's not relying on me to achieve His objectives.

I enjoy being a believer. Why are there so many people downcast? There are broadcasters, there are ministry leaders out there walking around with glum expressions on their faces. I saw one at the National Prayer Breakfast who told me, "We don't have a friend in Washington."

Continued on page 18

I said, "Well, even if you accept that as true, which I don't, what a friend we have in Jesus." Maybe God is engineering our circumstances so that instead of looking to political leadership, we'll look to Him. Instead of worrying about our next trip to Washington to be photographed with the president, maybe we'll be about the agenda of Jesus Christ.

What else did you hope to accomplish when you wrote the book? What do you want to give to people who are reading it?

Two things. First of all, to finally bury the broken promises of the past. There's so much in the '90s that continues to exist as a result of the momentum from the '60s: the big government, the so-called free love, which turned out to carry quite a price tag, the broken relationships. All of these things need to finally be buried and done with. We need to come to our senses as a prodigal nation.

But secondly, there's a message of hope near the end of the book. For the first time in 30 years, those we would call liberals and those we would call conservatives are agreeing on the diagnosis of America's ills. They haven't all agreed on the solution, but any doctor will tell you that it is essential for a disease to be diagnosed correctly before treatment can be recommended. So when *Washington Post* and *New York Times* writers are beginning to sing the same tune about the cultural collapse that has come about as the result, mostly, of broken families and about crime [being] less a law enforcement issue than an issue of the human heart, I find that these are enormous strides.

And far from continuing to throw stones at the culture, those of us who are believers, and particularly those of us in broadcasting, need to be conveying positive messages of opportunity and how-to's, not on reclaiming the culture, because that's not our mission, but [on] transforming it from within.

I appreciate your emphasis on positive messages.

We *have* a positive message: that

God exists, that He loves us, that we were in a condition from which it [was] impossible to redeem ourselves, that He sent His only Son to die on the cross and to prove His deity by being the only person in history to come back to life again and intercede for us at the right hand of God the Father, and that if we'll simply confess our sins and accept Him, we'll have eternal life and a purpose for living right now as well as beyond the grave. That is the most positive message ever concocted.

Why are we wasting so much of our precious time and glorious opportunity criticizing the work of Satan? The most important thing the

"When you've got people who are ignorant of the Word of God, they're going to be blind to the way of God and disobedient to the will of God."

devil does, if he loses our soul to Christ, is cause us to focus on what he is doing, and he has a brilliant strategy for doing that. So day after day, a lot of Christian ministries focus on what the devil is doing in the world. He's got us focusing on his agenda instead of Christ's agenda. And meanwhile, the world is going to pot.

We hear so much talk about how bad everything is in modern society, and yet in just the first few chapters of Genesis, there was deception and murder and blatant immorality not unlike that pervading society today. Do you have a perspective on what, if anything, is unique about the problem of sin in modern culture?

Well, you're right: Jeremiah said the heart is deceitful and desperately wicked [17:9], and that was three or four thousand years ago. Debauchery [and] depravity are not modern concepts. I think the difference is television and mass communication. Cities like Sodom and Gomorrah [were] isolated. You would hear stories, you'd get letters after several months about some of the things going on, but they're not

coming into your house, glorified and made to look hip and contemporary and [like] something you should pursue.

The means of communicating debauchery and depravity have increased hundred-fold. It's one thing to read [about] it in a letter coming from somebody in a distant land; it's quite another to see it on your television screen. It's a very complicated culture because we've made it that way. We try to marry Christ to the culture, and the marriage just doesn't work out.

A recent *U.S. News & World Report* poll on religion — talking to people and just seeing where they're at in terms of spirituality — was really very interesting; the majority of Americans still do believe in God. But are they looking just to believe in Him without really caring what He wants?

It's a kind of spiritual shoplifting: they want the benefits of belief without paying for them. Chuck Colson has talked about this disconnect between belief and practice for many years, and he's absolutely right. President Clinton did [a] two-part interview on ABC, and he talked about what he believed, but in terms of his application, he was notably deficient. And it's not just in the political arena; you see this throughout the church. It's clothing the naked, helping the poor, visiting those in prison, or being bold enough to live and speak your faith in the workplace.

Every day, we have these little compromises. We are the most biblically illiterate of nations. A few years ago, a *USA Today* poll found that only 11 percent of the American people read their Bibles every day. So when you've got people who are ignorant of the Word of God, they're going to be blind to the way of God and disobedient to the will of God. It's as simple as that.

In your book, you talk about how people of faith and values today often feel the experts are ignoring them, their values are being criticized, and they're being labeled intolerant. What should those people be doing — actively and constructively — when they feel like that?

Well, first we have to remember

Jesus was called that and much worse. There is a price to pay. The Lord Himself said, "If they persecuted me, they'll persecute you, and if they hated me, they'll hate you" [John 15:20]. But "blessed are you who are persecuted for righteousness sake" — a very important ingredient; if you're persecuted for being boorish, you deserve it — "for so persecuteth they the prophets of old" [Matthew 5:10].

It's part of our culture [to] look for the easy way out. Nobody likes pain; nobody likes criticism. The Lord Himself wasn't looking forward to the cross. I'm not thrilled by the hate mail I get. But it goes with the territory. I don't think we enter this battle looking to avoid persecution.

People ask me, "How do you stand the criticism?" I say it's not difficult once you've decided from Whom you wish to have your ultimate approval. But too many of us are still negotiating; we want the world's approval and God's. You can't have both. You've got to choose. If we go into something and decide the level of our involvement based on the level of criticism, we'll never get involved in the first place.

What practical things should Christians be doing to make an impact on the culture?

I think we start at too high a level. We want to start with the big because that's how we're programmed. If you're not on the cover of *Christianity Today*, if you haven't signed that big book contract, if you don't have a ministry that's on at least 500 radio stations, if you're not being invited to speak in or be pastor of the biggest churches, the image is that you're not really doing anything of any significance. Well, that's a culturally derived and determined philosophy.

I think that we need to start small, with our neighbors, [with] our closest associates in the office. If we're involved in religious broadcasting, I think it's incumbent upon us to join the Rotary, the Lions, the Kiwanis clubs, to know other people in the community and not to be seen as a strange appendage to the culture that doesn't associate with real people. I'm not talking about ignoring sin, but I am talking about being a friend of sinners.

Jesus was a friend of sinners.

Now what does that mean? It doesn't mean that He justified their sin; it [means] that He sought to be their friend. And when He became their friend, many of them wanted what He had. Don't go to people with an agenda of your own. God has an agenda. Just go to them with the person of Christ in your heart and let Him work out His agenda in their lives. The power is in Christ, not in you. Just take Him to them.

What can you share with us about the arrangement with CNBC?

I've been praying for an opportunity like this for years. I've been a guest on many shows, from *Donahue* to *Crossfire*, and that's been fine, but I really wanted a show of my own that wouldn't be preachy but that would unapologetically and unashamedly address some of [the] cultural, social, [and] moral issues I think a lot of people want to see discussed.

When Roger Ailes became president of CNBC a year or two ago, he wanted to improve the fledgling offshoot of NBC, my former employ-

[er]. So he's been tinkering with the programming, and he called me and said, "You know, we have mostly perceived or actual liberals on our nightly programs. Would you like to have a slot?" He thought it would be great to have a conservative in there.

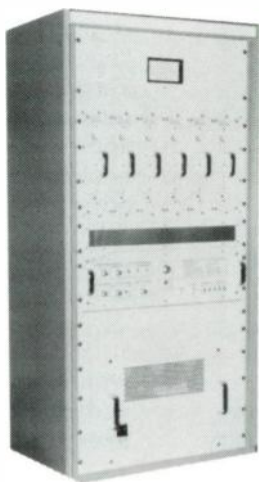
It's a great opportunity. It will basically be a host kind of thing with a guest or two, and [we'll] take some calls. It's a half-hour, and it goes by in a big hurry. It may last one month, and they'll decide, "We made a terrible mistake." I have no idea, but that's part of the joy of this business. I'm going to enjoy it while I can.

The irony is that the offer came almost 21 years to the day after I was fired by NBC in 1973. It's for the glory of God; there's absolutely no other explanation. Nobody could have done what God has [done] in my life with the column, the new book, and the television program. I think probably things cannot get better than this.

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

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LIKE THEIR PEERS IN BROADCASTING, those involved with Christian publishing must daily deal with the dynamic nature of their industry. Here, Religious Broadcasting presents a collection of comments from some of the industry's leaders (Bill Anderson, president, Christian Booksellers Association, Colorado Springs, Colo.; Rich Baker, president, Baker Book House, Grand Rapids, Mich.; Scott Bolinder, vice president/publisher, Zondervan Publishing House, Grand Rapids, Mich.; Gary Johnson, publisher, Bethany House Publishers, Minneapolis; Ken Stephens, publisher, Thomas Nelson Publishers, Nashville, Tenn.; Mark Sweeney, corporate vice president/publisher, Scripture Press, Wheaton, Ill.; Greg Thornton, vice president, Moody Press, Chicago), whose reflections on Christian publishing offer insight into the challenges of today and the opportunities of tomorrow.

As a publisher, how do you view the expanding nature of the local Christian bookstore? How have these changes affected what you do — and what you offer?

ANDERSON: We're an industry of The Book . . . the Bible. Books, music, videos, children's products, gifts, etc., should expound on the Bible, helping people better understand what it says. The typical Christian Book-sellers Association (CBA) bookstore has carried a mix of products for years. (Books and Bibles, however, still make up 40 percent of the total sales of the typical CBA bookstore.) The product mix is very important to serving the customer.

Consumers of Christian books also have viewing, entertainment, and leisure-time activity needs as well. The absence of Christian leisure-time products is automatic default to the secular. In addition, the gift-giving motive runs very high among Christian consumers shopping in the CBA stores. So the consumer is viewing the CBA store not only as a tremendous resource for their personal needs, but also as a gift source.

BAKER: With increased sophistication in marketing and distribution for all Christian products, it is much easier today for booksellers to be full-service superstores

"In publishing cross-over titles, it's important that we not fail to take the Cross over."

than it was in the past. Christian books and Bibles, however, are still the cornerstones around which our industry was built, and the store owner who maximizes trendy trinkets and t-shirts at the expense of books and Bibles will soon see his customer base erode and his business degenerate into a "Christian trinket store." Generally, these outlets do not stay in business very long.

BOLINDER: There will always be a tension between publishers and retailers since their mission statements aren't always completely congruent. For our

Around t

part, we would hope that retailers would continue to share our goal that Christian resources do more than simply entertain, that they would also continue to stretch

and challenge the customers so that the body of Christ is continually being built up.



Bill Anderson

JOHNSON: I would be less than candid if I did not express concern about the expansion of non-book lines in Christian bookstores. Obviously, as a publisher, I would like to see the stores focus primarily on books. However, that is not the reality at this time. Most stores feel they need the other product lines in order to round

out their sales and margins. As publishers, we have to meet this challenge with the best book covers, titles, content, and merchandising aids we can deliver.

SWEENEY: Many of our Christian bookstores today are more "cutting edge" than are their secular counterparts. They have witnessed the trend toward "one-stop shopping" popularized by Wal-Mart, K-Mart, Target stores, and others, and they, too, are adopting those merchandising techniques. Today's consumer appreciates the opportunity to purchase Christian books, videos, CDs, church supplies, gifts, and a host of other products at one store. And I believe that many customers are introduced to and buy our books after going into a Christian bookstore to purchase an album or a gift.

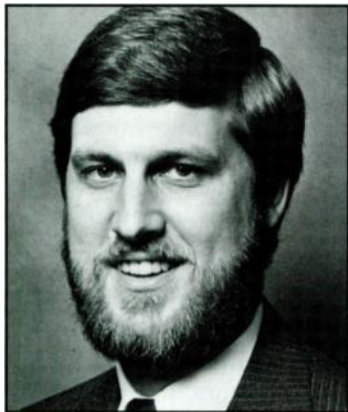
In the past, books with "Christian" themes would have been marketed primarily to Christian audiences. What is Christian publishing doing today to expand its outreach to secular markets?

ANDERSON: Publishing Christian books for cross-over is a fascinating concept — both for increased outreach and enlarged market. But there's also a special skill required. Books written for the cross-over market have to be developed with that audience in mind. We can't hit people over the head with a Jesus bat in chapter one. We have to pick them up where they are and lead them to the Savior.

he Table

But it's also important that cross-over books not water down the Gospel or skirt clear of biblical principles. They must avoid the temptation to fall into lining up with public opinion, rather than Scripture. Jesus was never irrelevant. He addressed and picked up people in his audience where they were and took them to the Truth. But He never compromised the Father's will nor Scripture in order to reach His audience. In publishing cross-over titles, it's important that we not fail to take the Cross over.

Also, we must recognize that a Christian could well use a cross-over book in reaching out to a friend. My hunch is that more cross-over books would be bought by Christians as gifts to unbelievers than by the general population. By and large, most people in the world are not looking to lay down \$10 to \$20 to invite God to meddle in their lives. But a Christian selecting a cross-over book and injecting it into a relationship of love and trust that's been built in a non-threatening environment could well be introducing their friend to Christ and to a whole new resource of Christian reading.



Scott Bolinder

audience than just the core. In other words, we must not only preach to the choir but must also find innovative ways to reach our culture with our products and resources. Based on our growing relationships with people outside the traditional core market, it appears that there is an increasing openness to our products. At Zondervan, this has become a matter of strategic importance, and we have developed a very specific strategy to help us push these boundaries. The bottom line is that we have a great story, and we have to be as aggressive as possible in telling it as widely as we can.

JOHNSON: Whenever we plan a book, we always have the general market in mind, along with the Christian market. We're careful not to overload covers with

Christian jargon: the Christian market doesn't need it, and the general market doesn't want it. We're making modest inroads into the general market, primarily through chains, but I think we still have a long way to go.

STEPHENS: As the management of secular media and entertainment channels drifts further into denial concerning topics of interest to the "family" and the very existence of a "traditional values" market, Christian publishers enjoy a wonderful opportunity. This year, we are publishing books by authors such as Bode Thoene, Hugh Downs, Dr. Kenneth Cooper, Zig Ziglar, and others compatible with our values who will likely be best-sellers in secular bookstores and mass market outlets such as Wal-Mart.

SWEENEY: We are firmly committed to the Christian bookstore, and the CBA marketplace has always been our most important channel of distribution.



Gary Johnson

Having said that, Scripture Press/Victor Books has become increasingly more aggressive in developing other sales channels that enable us to reach the "secular market." What is often referred to as a "cross-over" book or album is really nothing more than a product that meets the felt needs of a wide audience.

Many Americans today are realizing that the moral vacuum in our culture — as well

as in our souls — can only be filled by that which is spiritual. This realization has opened to us a great door of opportunity. We know that not all of our products will be suited for "crossing over," but if we produce quality books that meet the public's demand for excellence, we will continue to see an ever-expanding marketplace for what we publish.

THORNTON: One interesting side note to this issue is that not only are Christian publishers having some success crossing titles over into the secular arena, but secular publishers are having success bringing titles into the CBA market. Rush Limbaugh's books have recently appeared on the CBA bestseller lists. Also, Bill Bennett's *The Book of Virtues* by Simon and Schuster is now the No. 2 bestselling hardback on the Christian bestseller lists. The trend has deep implications for our marketplace.

What, in terms of subject matter, style, genre, etc., is at the forefront of Christian publishing today?

BAKER: I don't believe there is any particular subject matter or category at the forefront of Christian publishing today. Every book has a niche, and it is the publisher's job to target the promotion of the book in the right direction. Regarding style and format, mass-market paperbacks seem to be making a comeback. One of the reasons is that more and more U.S. books are being

Continued on page 22

sold overseas, and the smaller format is still the favorite in most of those markets.

BOLINDER: The trend of men gathering together (as with Promise Keepers) has made for a more viable market for men's topics. I believe there's also a growing market for topics dealing with spirituality and growing deeper in the Christian life. And, we see more openness to juvenile publishing in both fiction and non-fiction.

We also believe there is a broadening of formats in Christian publishing which includes audio publishing,



Ken Stephens

video publishing, and interactive/advanced media. At Zondervan, we are active in all three areas, in addition to our print publishing. Given the technological trends in our culture, publishers have to be ready to deliver ideas on a multiple platform of formats.

JOHNSON: We find strong demand for self-help and personal growth books. Fiction is still a major category for us, and we think this will

continue where publishers have good writers, quality editing, and first-class packaging.

STEPHENS: A publishing program can't go overboard chasing trends. We all need to be aware of what is going on in the market, but we also have to keep firmly in mind our identity as a publishing house, our mission statement, and the kind of books we do well. One particular market that shows good growth promise is fiction. There is a lot of poorly written "sludge" in the market, but fiction readers are demanding better quality, and a well-crafted novel will stand out.

SWEENEY: A quick perusal of the current best-seller lists will indicate that the Christian market is still widely enamored by big-name Christian writers. What is new is a gradual broadening of the subject matter discussed in those best-selling books. The "health and wealth" themes of the '70s and early '80s have given way to more serious spiritual pursuits. This very encouraging sign should tell us that Christians today want materials that will prepare them for the rigors and challenges of their daily walk. Who would have imagined that one of the biggest sellers over the last few years would be the devotional classic *My Utmost for His Highest* by Oswald Chambers!

THORNTON: We have been encouraged recently with the return to books of a deeply spiritual nature. Classics like *Knowing God* and *Spiritual Leadership* have had a resurgence in sales. Also, there's a renewed interest in the unseen things like angels and afterlife. And as always, Christians wrestle with money, parenting, becoming a better spouse, and more.

We have also become aware of the limited reading time many Christians have today and produced a number of 80-page-or-less booklets. These can often be read in one sitting. They can be written, edited, and printed quickly and as such can address timely issues. And given the low retail price of these booklets, they make excellent premiums for radio stations and ministries.

From your vantage point, is a lack of awareness of Christian publishing on the part of many Christians still a prominent concern?

ANDERSON: Awareness is still a major challenge. And this is one of our greatest opportunities for growth. I'm encouraged that retailers are doing a better job of reaching more people. We're seeing brand new customers coming into the store — including baby boomers looking for solid information on raising their kids. One of the best things we can do is get more people into the stores more often. When consumers shop in a CBA store, they become exposed to more books, more music, more gifts, and more Christian products than they were originally aware of.

BOLINDER: We know by empirical research that many of the people in church on Sunday morning never grace the doorsteps of Christian bookstores, and we need to work together to build a stronger bridge to the church in order to let them know of the many valuable resources that are available.

It's encouraging to see the Christian retailers also working hard to build stronger bridges with the local church, as we believe this is the best way to draw the Christian community into the stores that carry our products. But we are also aware that if we can do a better job of getting our products and resources into the other places where "America shops," we will also be improving



Mark Sweeney

our chances of exposing more people to the Good News. Our strategy really needs to be "both/and" rather than one exclusive distribution strategy.

JOHNSON: There are still far too many Christians unaware of our products. I wish we could get pastors to be more book conscious. If we could get them to read more and to recommend books from the pulpit, I think it could make a significant impact on awareness. I believe that pastors should look more at Christian publishers as being in partnership with them: the more their parishioners read good Christian books, the better and more productive church members they will become.

STEPHENS: Nelson has funded a lot of research on this issue, and the results are depressing. Many people in what should be our consumer base are painfully unaware of the products we offer and are not patrons of Christian bookstores in significant numbers. Synergy between publishers and broadcasters is part of the solu-

tion. Promoting our authors and titles in media that reaches outside the confines of a bookstore is a must.

SWEENEY: To be sure, there is still a very large percentage of active Christians who never visit a Christian bookstore. At the same time, it is encouraging to note that the Christian publishing industry continues to grow at a rate of 5 to 10 percent each year both in new product and in sales. CBA reports that the number of Christians shopping at CBA stores has increased from 12 to 15 percent a decade or two ago to 25 percent or more in 1994.

How do you, as a Christian publisher, utilize the religious electronic media to promote your products? And do you consider such formats as book review shows and author interview programs viable promotional outlets?

ANDERSON: The religious electronic media, Christian publishers, and Christian retail stores need to partner in every way possible to make Christians and the general public more aware that there are excellent Christian books available. Author interviews, book reviews, and issue-centered talk shows are all wonderful platforms for exposing people to ideas, broadening their knowledge, and point-

"Many people in what should be our consumer base are painfully unaware of the products we offer and are not patrons of Christian bookstores in significant numbers."

ing them to the resource of a book for additional help.

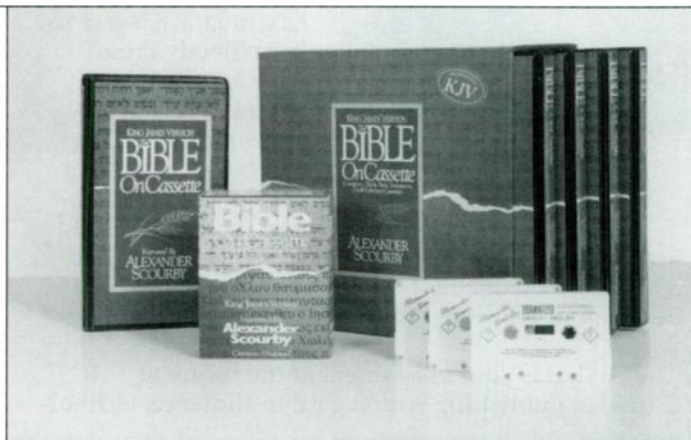
BOLINDER: We use the electronic media very aggressively to promote our products. Over the past several years, we have instituted the Zondervan Radio Network (ZRN), which is a regular service to radio stations to provide programming material that is derived from our authors and products, including author interviews, reviews, etc. While the emphasis is on providing great programming material, there is no question that this exposure is good for our authors and products.

STEPHENS: Publishers partnering with the broadcast media is an idea that is not only viable but mandatory for success. Book reviews and author interviews make up a significant portion of the programming aired by top programs such as *Focus on the Family* and *The 700 Club*. This creates the win-win combination of compellingly interesting programs, because of the huge variety of issues and personalities developed by publishers on the one hand and the successful book promotions driven by broadcasters on the other.

SWEENEY: We're very fortunate in that, from the

Continued on page 24

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beginning, our organization has published many authors already in their own broadcast ministry. Name recognition is a built-in and crucial factor in promoting our products. Opportunities abound for author interviews, providing great publicity for our products and excellent programming opportunities for media. Book review shows appear to be a growing opportunity, and we look forward to getting on board. Also, we have had some success in using radio advertising in some of our key product promotions.

THORNTON: As part of the Moody Bible Institute, which includes the Moody Broadcasting Network, we recognize the significant impact of the electronic media. We work very hard to keep radio stations informed of our new products. We're beginning to work with a number of freelance publicists to help carry

our books and authors to radio stations. Interviews, book review shows, and paid advertising are all critical components of our advertising plan for the future.

A recent encounter emphasizes the importance of radio. Last month, a few of us from Moody Press were in one of the largest Christian bookstores in Atlanta. We overheard a customer ask the assistant manager for a book he had



Greg Thornton

heard about on a radio interview. The information had remained locked in his brain for over a month. What a tremendous influence radio has in the lives of Christians!

What is your assessment of the future of Christian publishing with regard to audience, technology, etc.?

ANDERSON: Today's consumers are extremely busy people and tend to do more activities for smaller amounts of time. But they also want a certain amount of solitude and like to burrow into the privacy of their own homes. Books are an ideal friend for a busy person; they're easily transported, and provide natural breaks at chapters, making them more versatile, for example, than a movie. Furthermore, Christian books are addressing head-on the real life issues people face every day.

BAKER: Technology has changed publishing a great deal in the area of pre-press such as editing, art, design, and typesetting. New sophisticated distribution systems and new economies of smaller press runs have also been a great help to book publishers. Our assessment of the future of Christian publishing is very positive, provided one stays focused and in tune with the world in which we live.

BOLINDER: We simply believe an incredible opportunity exists for Christian publishers to broker the ideas of Christian men and women to a culture desperately in need of the Good News. At Zondervan, everything we do is designed to fulfill the mission of meeting the needs of people with resources that glorify Jesus Christ and promote biblical principles. That includes keeping up with advances in technology, striving for excellence in the resources we publish, and continuing to push the boundaries of our audience so that more people are acquainted with these life-saving resources.

It is important to point out that at the heart of our entire enterprise is the need for Christian men and women authors to continue to communicate ideas and stories that glorify God and are presented and crafted in a way that exudes integrity, excellence, and hope.

JOHNSON: I believe the future will present us with significant opportunities for electronic publishing, primarily in licensing the use of our books by data base services. This will, I think, not tend to diminish the sales of our books but will provide additional uses. I'm definitely hoping for expansion of the audience for our products, although this may not happen unless there is significant spiritual renewal in our country.

STEPHENS: Because Thomas Nelson has diversified and is well-positioned for the future, it is easy to be optimistic. I know that God holds the future, and because of that, as long as we are serving Him, we have wonderful days ahead. Our "market" may change, but the human condition and needs are universal and unchanging. Given this, we must communicate in ways that are relevant, accessible, and understandable. Yes, new media will develop, but as publishers, we package and market ideas, and we can change the way we deliver these as the market changes.

SWEENEY: I am bullish on the future of Christian publishing. While research shows that our audience has grown significantly, we have truly just begun to tap the market for Christian products. More efficient retailers and distributors, direct selling, targeted marketing, and new technologies will propel our industry to ever greater heights in the years ahead. Interactive video, CD-ROM, and a variety of new communications capabilities will flood all of publishing, including our own. Christian publishers will broaden their focus accordingly. For example, Scripture Press/Victor Books has just established an entirely new corporate division to develop and produce innovative, creative new products.

In spite of all these changes, however, the printed book will not become obsolete. Millions of people around the world have a love affair with the printed page. The potential for reaching people with the Good News has never been greater.

THORNTON: Christian publishing must help retailers be more successful in market penetration. We also must do a better job of producing the best product possible. For many of us, this probably means reducing the number of new titles we're producing based upon the size of our staffs. I believe we need to do fewer, but significantly better books. We also need to be aware of changing trends. At the top of the list has to be the electronic formats being developed for products — although we do, of course, foresee a long and important future for the printed page.^{RB}

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Rich Bott
Vice President

by Whitney Wyckoff

EVERYONE KNOWS WHAT a Bible is: that thick, leather-bound book with a gold-embossed cover, small print, and formal language that sits on a shelf somewhere, never to be touched by children or teenagers. Or at least that used to be the case.

Today, God's word is just as likely to be published in paperback with full-color illustrations and in language that leaves out the "thees" and "thous." And other Christian books — from fiction to devotionals — are also being published in ways children and teenagers can relate to.

New Language, Still the Truth

Billed as "a book for kids who know more about Nintendo than Nehemiah," the *Adventure Bible Handbook* (Zondervan Publishing House, Grand Rapids, Mich.) tells the story of five kids who scan Bible history into a computer, then scan themselves in to experience it. Another youth Bible, *The Message* (NavPress), has Jesus telling his disciples, "Any-

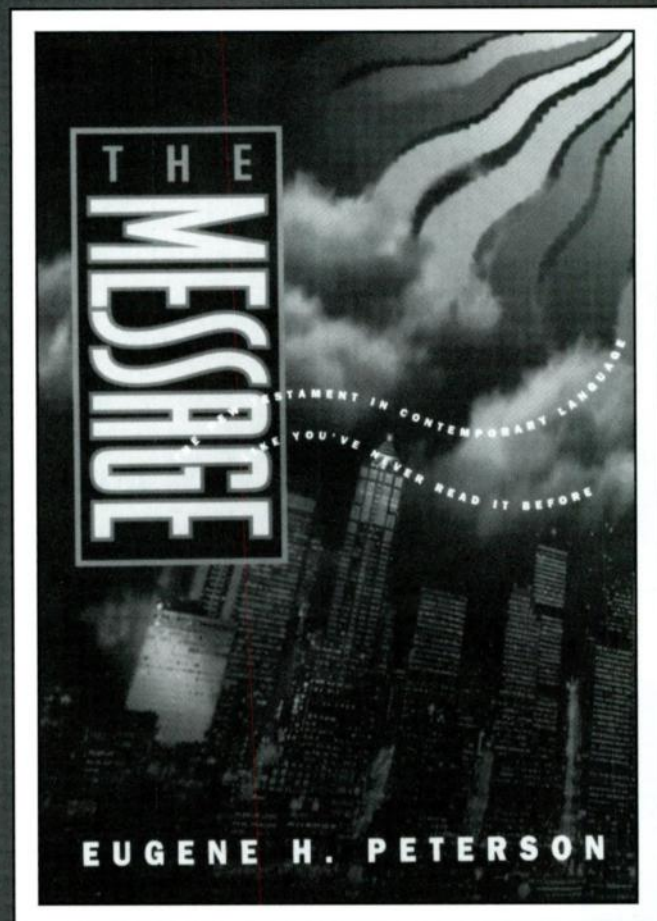
"We didn't alter the truth of the theology at all, just the words to make it more accessible."

one who intends to come with me has to let me lead. You're not in the driver's seat; I am. . . . Self-sacrifice is the way, my way, to finding yourself, your true self. What kind of deal is it to get everything you want but lose yourself?"

Is a Bible really a Bible without the traditional language most of us grew up with? Of course, said NavPress publicist Lisa Frieden. "We didn't alter the truth of the theology at all, just the words to make it more accessible [to youth]," Frieden says. "In every generation, there is a need to put the original message in the vernacular of the day. Our point was not

Making a Timeless Message Hip

Trends in Youth Publishing



just, 'Let's use modern lingo.' It was to express the truth in a way that people could easily understand."

The Bible market now offers versions for every age among the under-18 crowd, including those who haven't even been born yet (Zondervan's *NIV Tiny Testament* is designed as a gift for mothers-to-be). "God's Word transcends age, but we want to do everything we can to make it accessible to everyone and emphasize its relevance to them," says Zondervan Bible editor Dirk Buurma. "We have virtually a Bible for every span of life."

Trendy Technology

Interspersed throughout the text in many new youth Bibles — such

ing more humor than ever before, according to van der Maas. "It's increasingly difficult to publish straightforward theology," he comments. "You don't need to give kids the impression that religion is just about being

"God's Word transcends age, but we want to do everything we can to make it accessible to everyone and emphasize its relevance to them."

solemn. Some things can be weird and totally absurd, and kids love it."

Children and teenagers particularly look for humor and lightheartedness in the fiction they choose to read, says Gwen Weising, a fiction editor at Focus on the Family. "They want to be entertained," she says.

To meet that enter-



as Zondervan's *Teen Study Bible* — are features such as quizzes and advice columns that address various issues in a biblical context, from sex to money to guilt to self-image.

Graphics such as these are the wave of the future in youth publishing, says Ed van der Maas, a Zondervan acquisitions editor who wrote the *Adventure Bible Handbook*. "Kids do not read anything that has long blocks of text," he says. "The graphic element has to be there. If you don't give them something visual, they don't want to read it."

An emerging trend in publishing, particularly in publishing for youth, is books on CD-ROM. That way, van der Maas says, publishers can include more sophisticated graphics than those they can produce on paper. "CD-ROM is a non-static medium," he explains, "so you can do more with it."

Books for youth, even textbooks, are also featur-



tainment requirement, Focus on the Family publishes many youth novels in series, so young readers are able to follow the adventures of their favorite characters beyond the end of a single book. Current series (usually consisting of a dozen books) include *The Daring Adventure Series* (about a family living in Africa), the *Christy*

Continued on page 33

by Mark Ward Sr.

The church in North America sends missionaries around the globe. Within its own midst, however, is one of the neediest people groups in the world. The nearly five million Native Americans in the United States and Canada suffer the continent's highest rates of alcoholism, suicide, family dysfunction, illiteracy, unemployment — and the lowest life expectancy. Yet missionary services to North America's "First Nation" are chronically underfunded and understaffed.

"At one time, we were doing 15 original radio programs for the Navajo and Hopi peoples," says Larry Harper, general director of Western Indian Ministries (WIM). The mission operates two Arizona commercial AM stations, KHAC at its headquarters in Window Rock, and KTBA in Tuba City. "But today," he explains, "Anglo Christians are less interested in being missionaries. The staff we lose by attrition isn't being replaced. Today it's increasingly difficult to do Navajo programs, and we're down to just one person doing Bible programs in Hopi."

As a gospel voice to the Navajo and Hopi Indian reservations, KHAC and KTBA serve some 200,000 tribal members spread across three states in an area the approximate size of West Virginia. And in their work, Harper and KHAC/KTBA station manager Jim Maiorano face a challenge that would daunt any Christian radio operator.

"We have to deliver programs that meet the needs of Native audiences," Harper explains, "but at the same time compete as a commercial station" against a dozen secular outlets in its market of Gallup, N.M. For ministry purposes, KHAC reserves much of its broadcast schedule for original programs that draw Navajo listeners, thus foregoing revenue from the sale of airtime. Yet because Indians are largely poor, the station's demographics can be a tough sell to advertisers. And merchants are less attracted to underwriting KHAC local programs as sponsors when outright advertising is readily available on secular stations.

In addition, Harper concedes

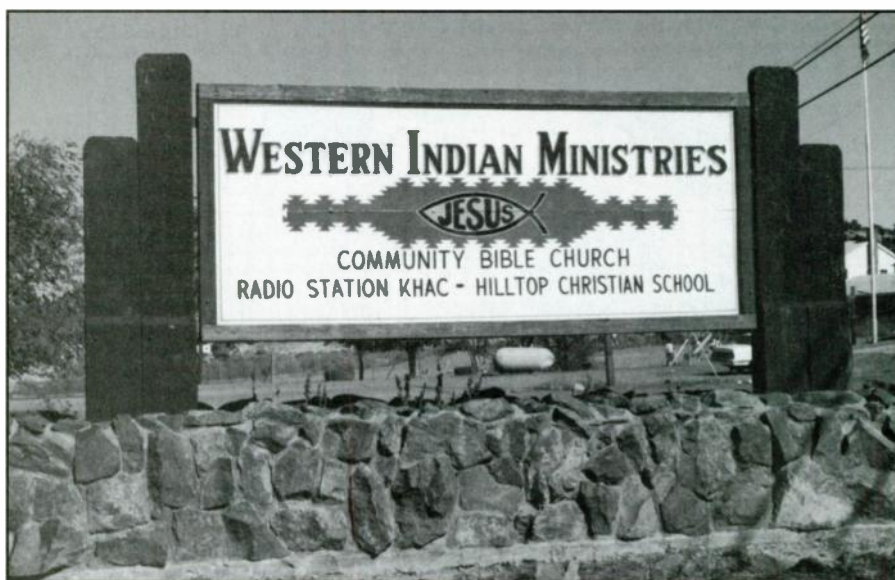
his two stations are not immune from the trends now sweeping over the Christian radio industry. A fellow NRB member broadcaster, station KNMI-FM, owned by Navajo Missions Inc. in Farmington, N.M., recently switched to an automated music satellite service to assure professional programming at an affordable cost. For his part, though, Harper is committed to teaching and evangelistic programs, maintaining that commitment may require a change in strategy.

To that end, Western Indian

cast ministries prefer a teaching and preaching focus, and may even be disinclined to support stations that air contemporary Christian music.

In any case, Harper believes, "More and more, people are listening to FM radio. There are now eight FM stations in our area. And if

Lonely



Radio, including a significant amount of original programming, is an integral part of Western Indian Ministries' outreach to the Navajo and Hopi peoples.

Ministries has received an FCC license to begin an FM station. "One of our options is to broadcast more music and syndicated programs over the FM band, with the support of commercial advertisers," Harper explains, "then switch the AM station to listener support, which is more appropriate for maintaining a teaching and preaching focus."

Harper admits that, in today's Christian radio, it can be difficult to mix elements of both commercial and non-commercial formats on a single station. Advertisers favor Christian stations, he says, that are seen as progressive rather than bound to the old formats of "religious" radio. Yet donors to broad-

the FM listeners are just tuning the dial to find something new, at present there is no Christian FM station they can hear. That's the No. 1 reason we're building a new FM station — to access a listening audience we can't otherwise reach with our AM outlet."

Radio on the Reservation

The importance of simply "being there" on the dial, Harper says, is vital for reaching Navajo and Hopi listeners. As proof, he cites a recent letter from a listener who resides, as do most Native families, on a remote part of the reservation.

"One time I was herding goats," the man wrote, "and listen to a

radio, then I was tired of all those musics [sic]. Then I found someone talking about Jesus, God, the Word of God. And I just turn it off. But I have a question mark. What's he talking about? Then I turn it back on. I think it was a 30-minute Bible study. . . . That was beautiful what I

Though most Navajo know English, he adds, "many prefer their native language." For that reason, the KHAC weekday schedule devotes three consecutive hours, 1 to 4 p.m., to Navajo language programs, plus a 90-minute morning block on Sundays. Original fare such as *Let's Read The Truth, Family Focus, Prayer Time, Words of Hope, Navajo News, and Church in Your Hogan* have proven to be effective outreaches.

Radio not only evangelizes directly, Harper continues, but

centers. Live KHAC coverage of school sports on the reservation has also reinforced WIM's youth work.

For many Navajo believers, points out Harper, "there are no churches and no other Christians for miles around," so radio is a vital link for their spiritual growth. And for those who do attend church, he adds, "the songs and scriptures we teach on the radio help them get more out of the services. They're more receptive to hearing sermons — and for many untrained native pastors in remote areas, radio helps them prepare sermons."

Promoting fellowship among Native Christians is "one of the most important ministries we can

Voices



Thomas Woods is a Navajo radio pastor on KHAC-AM, one of two WIM stations.

hear for the first time. I didn't even know how to read Bible. . . . [So] one day about three years ago I went to the mountain with the goats. I gave myself to the Lord Jesus and pray."

For Harper, that story also illustrates the need to "start our programming where our listeners are at." The KHAC lineup includes numerous syndicated offerings — including programs of teaching, drama, music, news, talk, and children's entertainment — which would be at home on Christian stations across America. But the top selection criteria, he explains, is "whether the program is within the understanding level of the average Navajo person."

also "prepares the soil" for Christian church and missionary activity among the Navajo. Pastors and organizations featured on the air gain a foot in the door for visitations. And when evangelistic meetings or church outreaches are announced on the radio, they enjoy increased credibility and attendance.

Christian music on the radio creates audiences for concert events, says Harper, who notes that "gospel styles are especially popular among Native Americans." At Western Indian Ministries, he has seen firsthand how radio has boosted attendance at the mission's community church, Christian school, and family counseling and crisis intervention

Communicating by radio can make a real difference in bringing Navajo Christians together.

have as a radio station," suggests Harper. He worries, for example, that because the social lives of Navajo believers are limited, they often marry spiritually weaker spouses who hinder or even quench their Christian growth. "That's one of the greatest impediments to training native leaders to carry on the work of the church," he declares, "and yet it's an area where communicating by radio can make a real difference in bringing Navajo Christians together."

A Steep Challenge

Founded in 1937 as the Navajo Bible School and Mission, WIM launched its radio ministry in 1966 when the FCC — after waiting five years to act on its application — gave the mission seven months to construct a station and go on the air. Provisionally, the deadline was met through a donated tower from Denver, a used transmitter sold for \$2000 by the Civil Defense Administration, and copper wire from a defunct California station that offered the cables free to anyone who would dig them out.

A Christian man from Iowa agreed to erect the tower, while a

Continued on page 30

Christian station in Kansas offered to donate the studio equipment. By the time KHAC went on the air in March 1967, all was paid for. The call letters of the 10,000-watt station honor the mission's late founder, Rev. Howard A. Clark, and carry forth his ideal of "Heralding an Abundant Christ." Some years later, KTBA debuted with 5000 watts of power to bring this same message to the Hopi nation and to the western end of the Navajo reservation.

"Now with our new FM station, God's already been at work to get us this far. But it's going to take more of His provision to get us on the air," says Harper. The FCC has granted Western Indian Ministries

the needed license, while the mission has received a donated transmitter, antenna, and 150-foot tower, and volunteers are now erecting a transmitter building. Altogether, WIM has been given \$30,000 in donated equipment and services, and nearly that amount in designated cash donations.

But the challenges that remain are, literally, very steep. WIM still needs much of the studio equipment [see box on page 32] and is seeking donations of used equipment from fellow NRB member broadcasters. And though God has blessed the ministry headquarters site with a mountain ridge ideal for the FM tower — a height that would get the radio signal into the hills and valleys that characterize the Navajoland terrain — the only access across the WIM property is a sheer

cliff. Harper has considered hiring a helicopter, but the fee of \$90,000 would nearly double the total cost for the new station.

"The only access is to build a road across tribal land on the other

*God's already been at work
to get us this far.
But it's going to take
more of His provision
to get us on the air.*

side of the ridge," explains Harper, "and even to build a road that will only be used a few times, the Navajo government requires an archaeological survey to make sure nothing of historical or sacred significance, such

Editor's note: The following is adapted from The Conquering Indian, a collection of testimonies arranged as a Bible study for Native Americans.

Patches of clouds hid the full moon, leaving deep shadows across the trail in front of me. It was difficult to see, yet I had to be careful. To ride in the wrong places meant certain death. I knew, for it was the Navajo way. My parents had taught me well.

I was home from school for the Christmas break. My body had gotten soft while I was away. After a day of rounding up cattle, the insides of my legs were almost raw. It hurt so much I had to ride sideways. Every step the horse took was painful. I thought I would never get home. Then suddenly, about a hundred yards in front of me, I saw something that made me catch my breath — the skeleton of a horse and the remains of a saddle and some broken pottery. Beneath them, I knew, was the body of a Navajo. I was standing in the place of the dead.

Until this moment I had forgotten it was there. Years before, a terrible disease swept through the reservation, killing many Navajos. The spot where they were buried was in front of me, blocking my trail. I felt myself grow cold, and I started to shake. My heart was pounding. What was I going to do? It was too cold to stay where I was and my legs

were too sore to ride around the graves that seemed to stretch forever on both sides of me. My home was about a mile straight ahead, but the only way I could get there was to cross the place of the dead. I knew the moment I tried it, they would come out and grab me and I would be lost. Yet I was in too much pain to fight back. Death was staring me in the face.

My family was deeply rooted in the Navajo ways. Since I was a boy, I had been taught to worship the things around me — the trees, lightning, the moon and stars, and patches of sacred ground. We were told to be careful where we walked because if we stepped on an unmarked grave, we could get sick or even die. Every year to protect us, my parents had a medicine man sing over us. It usually was an all-night event. And they would do this other times, too, when we got sick or had the flu. As a Navajo boy, I respected my parents and my aunts and uncles. They were so much higher than I was. We children went along with whatever they said. I did not really have a religion of my own. I was just part of theirs.

One of the things that bothered me most as I was growing up was the fear of death and of those who were already dead. Our people believed the spirits of the dead could harm us in some way. Fears about

The Testimony of

this used to run in my mind. What if I accidentally stepped on a grave and my parents couldn't find a medicine man to sing over me? Would I die before help arrived? This fear was always with me.

Another thing that worried me was the future. No one seemed to know what happened to a person after he died. "Well, maybe they will live again, but nobody ever comes back to tell us," the old ones would say. Nobody knew what it was like on the other side, and this really scared me.

One day, when I was about 12 years old, I heard a Christian preacher on the radio. He said something that caught my ear. "For sure, I [Jesus] tell you, anyone who hears My Word and puts his trust in Him Who sent me has life that lasts forever. He will not be guilty. He has already passed from death into life" (John 5:24, New Life Version). I thought about this for a long time. Then about two summers later, after I had gone away to school for the first time, the words of that radio preacher came back to me again. I was thinking about these words when someone invited me to attend a Christian camp meeting, and so I agreed to go. I went to find out more

as a burial site, is disturbed." Soon he hopes the permit will be issued. Then engineers can begin work — starting with a \$15,000 charge just for planning the road.

Engineers advising WIM have told the mission that the new FM station can, without increasing electricity consumption or requiring new equipment, boost its signal to 26,000 watts from the 6000 watts approved by the FCC. Western Indian Ministries has applied to the agency for a power upgrade and, once the FCC acts, hopes to be on the air by late summer or autumn.

Harper points out the Navajo comprise the largest Indian nation in the United States, both in population and land area. "An FM Christian station here with 26,000 watts could have a great impact," he believes. Because of the tribe's status

in the Native community, building a vibrant Navajo Christian movement could spur Native evangelism across North America.

"There's so much we could do," adds Harper. But like most Native American missions today, he says, "we have less money now than we had 10 or 20 years ago." Yet he daily sees God's provision, and after 40 years of fruitful service to the Navajo people, Harper is convinced the greatest harvest lies ahead. "But where," he concludes, "are the laborers?"

Mark Ward Sr. is a contributing writer for *Religious Broadcasting*, editor of the *Directory of Religious Media*, and author of *Air of Salvation: The Story of Christian Broadcasting*, to be released next month by Baker Book House.

One Changed Life

and before I knew it, at the end of the meeting, I was walking toward the front and giving my life to Jesus.

I meant what I said, but because of my home situation, I was never able to attend a church or read a Bible. It was about two years later when I ran into the graves and all my old fears came back to me. It seemed I had no choice but to ride straight ahead, so I did. As I inched my horse forward I was shaking. I thought I was going to die at any moment. Then the Word of God came back to me. At the camp meeting I learned, "Whoever puts his trust in God's Son will not be lost but will have life that lasts forever" (John 3:16, NLV). That encouraged me, so I prayed, "Jesus, save me. I'm going to die tonight, but I want to be with You."

At that moment, when I whispered the name of Jesus, the fear that had almost been choking me left. It was gone! In its place came a peace that seemed to fill me. I could feel God's presence within my heart. It was like nothing I had ever experienced before. Just then, the full moon broke through the clouds, and it was almost as bright as day. I nudged my horse forward and walked right over the graves with-

out the slightest fear. I knew the Almighty Creator God was with me and I was safe.

After that night, I knew that I should live for Jesus. I began being hungry to know more of God's Word, to talk with Him in prayer, to be with His people at church. One of the first things I did was tell my parents what Jesus had done for me. I also told my dad I could not give him any more money for the medicine man because now I was following the Christian way. He respected my wishes, though he himself still believed the old way. In the years that followed, I finished school and got married, was active in my Native Christian church, and went on to become a pastor myself. All this time I prayed for my parents to become Christians. Then one day my brother telephoned. When he started to talk, he broke down and cried, "Dad is really sick and he is going to die!"

Yet I praised the Lord, for somehow I knew He would bring good out of this terrible situation. It turned out dad had cancer. He tried every kind of help the Navajo religion offered. It cost him most of his sheep and cattle, but it did no good. Finally, when he was on his deathbed and weighed only 110 pounds, he thought of what he had

Continued on page 32

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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.

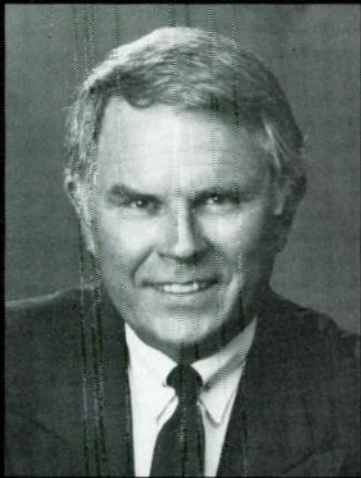
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LONELY VOICES . . .

Continued from page 31

seen of my Christian way. He called for the local pastor and asked for prayer. That day he decided to put his trust in the Lord Jesus.

Dad was expected to die soon, but many people were praying for him. He recovered and his cancer never returned. In the years that followed he became a very respected, very dignified elder and a strong Christian believer always ready to share how Jesus had saved him.

Because of my father, most of his grandchildren came to trust Christ as their Savior.

My heavenly Father has brought me a long way since that night when, as a frightened Navajo teenager, I cried out to Him among the graves. He has taken that burden of fear away from me and given me a deep peace within. What a comfort to know that, when the God of creation is on my side, I can walk straight ahead through life without the slightest fear.

— Mark Ward



Katherine Wayno, one of many faithful KHAC listeners, keeps a radio tuned to the station in her pocket.

God Can Use Used Equipment

Western Indian Ministries has been granted FCC approval to operate an FM Christian station within the Navajo Indian Reservation, the largest in the United States with a land area the size of West Virginia and a population of more than 200,000. To go on the air, the mission needs the studio equipment listed here and must hear from potential donors by July 1994. Broadcasters interested in giving used equipment may contact: Western Indian Ministries, P.O. Box F, Window Rock, AZ 86515, telephone (505) 371-5749.

- Stereo cassette decks; reel to reel tape recorders; CD players; record/play stereo cart machine.
- FM stereo modulation monitor and speakers; FM audio processor and stereo generator; FM exciter.
- Studio microphone, boom, headphones.
- 500 feet of waveguide bridge; transmission line; tower lights and wire.
- Wegener or Zephyrus satellite receiver.
- VRC2000 AccuWatch system.
- EBS tone generator.
- IBM compatible 486 computer and monitor.

MAKING A . . .
Continued from page 27

Graphics such as those shown here are part of Zondervan Publishing House's effort to put the Gospel in the "language" of youth.

Miller Series (teenage romances for girls), and the China Tate Series (about adventures at a summer camp).

Focus on the Family also offers a fantasy series called *Adventures in Odyssey* on audio tape, another alternative to paper that publishers are beginning to use more. "Young people are reading less as they explore the information highway," says Dave Lambert, a Zondervan acquisitions editor. "There will be a lot of changes in Christian publishing for youth as we explore multimedia."

But although there are now more choices than ever in youth publishing, Lambert says parents shouldn't be afraid to venture out and make choices of their own. "Good Christian books are good Christian books," Lambert says. "That will never change."

Whitney Wyckoff is a book and newsletter editor in Fairfax, Va.

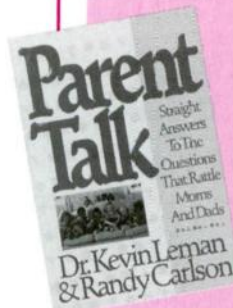


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Calvary Chapel's Oden Fong

It was another amazing Friday evening at Pirate's Cove, a southern California beach once made famous as a backdrop to numerous Errol Flynn swashbuckling films. As the sun began to dip behind the horizon, hundreds of recent converts to the Christian faith were being baptized in the Pacific Ocean by a host of Calvary Chapel of Costa Mesa (Calif.) pastors, including Oden Fong, possibly the church's most extraordinary one.

The Calvary Chapel movement, which began during the hippie days of the late sixties and early seventies, has now spread to nearly 500 churches in the United States, Australia, and Canada as well as parts of Asia, Central and South America, and Europe. Fong oversees them under senior pastor Chuck Smith. Calvary Chapel of Costa Mesa now has a weekly attendance of 20,000.

Of those who waded into the ocean towards the Chinese-American pastor to be "buried in the waters of baptism," few had any idea of the story behind his pilgrimage to becoming a Christian leader at one of America's largest churches.

The son of the late Hollywood actor Benson Fong, he said, "I was raised around celebrities all my life. I would meet people like Gregory Peck, June Allyson, and Jack Lemmon all the time." His father starred in the Charlie Chan film series as well as *Keys of the Kingdom* and *Thirty Seconds over Tokyo*.

"I started to rebel when I was 13," he continued. "My father was very strict [but] he wasn't around much. I was the only son, so he expected a lot from me."

Oden Fong's rebellion began with his drinking whiskey, taking LSD trips, and smoking pot regularly. He eventually became a drug dealer, selling mainly LSD, marijuana, and hashish.

Moving to Laguna Canyon, a notorious Orange County druggie area, Fong became close friends with Rosemary Leary, wife of LSD guru, Timothy Leary (who coined the phrase, "Turn on, tune in, and drop out.") He also delved into Eastern mysticism

and felt his drug use enhanced his "spiritual" experiences.

"One time I fasted for 45 days and nights," Fong recalled. "I used to do yoga for hours, sitting out on the rocks in the high desert at the Joshua Tree Monument [a national park close to Palm Springs] on a blanket and just watch the world turn. I was trying to center myself and realize perfection.

"I had tried everything. And I had finally gotten so frustrated that I decided I really wanted to once and for all become *one* with God. So there at the Joshua Tree Monument in 1970, I took a vial of pure crystal sunshine LSD. I snorted the equivalent of 150 doses and immediately [began convulsing]. I fell over on my back and couldn't breathe. I remember dying, and, according to the testimony of those with me, they knew I was dead.

"I remember my heart flying and then ceasing. I peacefully nodded off into death. Everything started to get dark because I couldn't see any longer. I looked for the light and wanted to head for that light as that was what the mediums and psychics I knew had told me."

Fong said he cried out in desperation, "Jesus, if you're real, save me." Then something extraordinary occurred. "In that darkness, there was light. There were flashing lights that became brighter and brighter and pretty soon I woke up. I could make out a figure of a man in front of me that I couldn't even look at because [of the brightness]. And the sun was shining behind him, but it looked dim in comparison.

"I spun around and tried to bury my head in the sand. I felt like whatever it was could see right through every part of me and there was no place to hide. Then I heard his voice saying, 'I am the Alpha and Omega, the beginning and the end.' That experience had a profound influence on my life."

Shortly after this, a group of his old friends who had since converted to Christianity, took Fong to hear Chuck Smith, labeled by the media as "The Pied Piper of the Jesus Genera-



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

tion," preach in Long Beach.

Fong said, "I remember hearing him and listening to the Word and knowing that's what I had to do. I had to give my life totally and completely over to Jesus Christ." At the altar call, he prayed, asking Jesus to "take complete control over my life and I became a Christian after that."

That marked the beginning of an incredible change in Oden Fong's life. As a part of his "love in" with Jesus, he joined an acoustic trio called Mustard Seed Faith and began playing at evangelistic concerts at which thousands came to know Christ.

When asked if the "Jesus Revolution" could happen again today, Fong replied, "Not as it did in the late sixties and seventies. . . . If there were to be a great revival today, it would affect the converts in a different manner because there is no hippie movement today. . . . It would never resemble what is was for the early days here at Calvary Chapel because we were all basically from the same lost state of hippies and LSD and pot, and our mentors were all the same in the early days."

To Fong, the day when he "tuned in, dropped out, and turned on," was the most important revival day of his life. For it was then his life was "tuned" into the highest force in the universe — Jesus Christ. ■

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AIRWAVE NEWS

NEW YORK — WMCA-AM/Rutherford, N.J., broadcast live from the Easter Parade on Fifth Avenue as hundreds of Christians gathered to pass out Gospel tracts explaining the true meaning of Resurrection Sunday. Drama groups from area churches also participated, enacting various scenes from Christ's life along the parade route.

ATLANTA — Paxson Communications Corp. announced, that along with TV-14 Inc., it has purchased WTLK-TV dual licensed to Rome and Atlanta. Paxson said the station will introduce the programming of the Christian Network to Atlanta. WTLK will continue to carry *CBS Morning News* and *CBS This Morning*, plus local religious programming and other forms of paid programming. The Christian Network will eventually fill about 15 hours of the station's broadcast day.

HOUSTON — WVRP-FM/Ripley, W. Va., signed on March 26 as a full-time Morningstar Radio Network affiliate. The

station simulcasts an adult contemporary format with sister station WMBP-FM/Belpre, Ohio-Parkersburg, W. Va.

FORT WAYNE, Ind. — WBCL-FM/Fort Wayne and Taylor University Easter Dinner Baskets Project provided food for 285 needy families in northeast Indiana and northwest Ohio this Easter. A New Testament was included in each dinner basket, which were



Dr. Robert Nienhuis (left) of Taylor University Fort Wayne, Lynne Fort of WBCL, and Cory Laster of Taylor University Fort Wayne put together one of the Easter dinner baskets distributed in Indiana and Ohio.

collected from WBCL listeners and Taylor University faculty, staff, and students. The baskets were distributed in Indiana through the YWCA Shelter for Women Victims of Violence, the Allen County Jail Ministry Aftercare Program, Arthur J. Blasing Social Services, S.C.A.N. (Stop Child Abuse and Neglect), and the West Central Neighborhood Ministry, and in Ohio through the Reach Up chaplaincy program at the Corrections Center of Northwest Ohio.

CLEVELAND, Tenn. — *La Voz de Salvacion* celebrates its 25th year of Christian service. Broadcast nearly 600 times weekly in over 25 countries, the radio program is hosted by Jose Antonio Reyes. His wife, Olfa Martinez, produces and formats the show as well as reads poetry on-air. Reyes is a member of the NRB board of directors.

CHARLOTTE, N.C. — The Inspirational Network (INSP) has announced it will begin televising a select package of films in September. Movies will be showcased weekly as "The Inspirational Movie of the Week," according to Ossie Mills, vice president of programming for INSP. Mills also said the network has reached separate agreements with World Wide Pictures for an exclusive airing of its extensive film library, and with David Anderson, president of Anderson and Associates, who will serve as producer of the series.

ATLANTA — WNIV-AM/Atlanta has announced a new program addition, a one-hour live talk show airing Monday through Friday from 3 to 4 p.m. The program is produced by Gene Mikell and Dick Bachert, with Mikell hosting and Bachert sharing the microphone.

International Country Gospel Music Association's 38th Annual Gold Cross Music Awards

- Gold Cross** — Randy Coward, Joani Tabor
- W. Lindsey Thompson Founders Award** — Rick Francis
- ICGMA Hall of Fame** — Joe & Lillie Issacs, Billy Walker
- International Award** — Kenneth Ebanks, Grand Caymon Islands
- Male Vocalist** — Ken Holloway
- Female Vocalist** — Judy Deramus
- New Male Vocalist** — David Patillo
- New Female Vocalist** — Paula McCulla
- Country Gospel Group** — The Fox Brothers
- Christian Country Group** — White River
- Song of the Year** — "Middle Man," by David Patillo
- Veteran Performer** — Johnny Harrah
- Top Band** — The Days
- Top Duet** — Margo Smith & Holly
- Top Trio** — Manual Family
- Top Songwriter** — Bruce Haynes
- Top Single** — "Vacation," by Bruce Haynes
- Top Bluegrass Band** — Issacs
- Top Album** — *Let My Faith Begin to Move*, by Billy Walker
- Top Recitation** — *Old Doc Brown*, by Bill Anderson
- Top Television Network** — ACTS
- Top Television Show** — *Homeland Harmony*
- Top Radio Station** — KPBC-AM/Dallas
- Top Syndicated Radio Show** — *Jukebox America*
- Top Radio Directors** — Chris Allen of WCVK-FM/Bowling Green, Ky.; Michele Henry of KLZ-AM/Denver; Richard David of Guardian Network in Cincinnati; and Mike Lee of KFEL-AM/Pueblo, Colo.
- Tops in Public Relations** — Sylvia Harrah
- Top Promoter** — Austin Taylor

The Gold Cross awards were held April 8 in Fort Worth, Texas.

Continued on page 38

STRATEGIC ALLIANCE

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The Gospel Music Association's 25th Annual Dove Awards

Division I

Song of the Year — "In Christ Alone," by Shawn Craig, Don Koch; Paragon Music (ASCAP)
Songwriter of the Year — Steven Curtis Chapman
Male Vocalist of the Year — Michael English
Female Vocalist of the Year — Twila Paris
Group of the Year — 4HIM
Artist of the Year — Michael English
New Artist of the Year — Point of Grace
Producer of the Year — Wayne Kirkpatrick

Division II: Recorded Song of the Year

Rap — "Socially Acceptable"; *Free At Last*; DC Talk; Toby McKeehan, Mark Heimermann; Forefront
Metal — "Psychedelic Super Jesus"; *Snakes In The Playground*; Bride; Troy Thompson, Dale Thompson, Jerry McBroom, Rick Foley; Star Song
Rock — "Jesus Is Just Alright"; *Free At Last*; DC Talk; Arthur Reynolds; Forefront
Contemporary — "Go There With You"; *The Great Adventure*; Steven Curtis Chapman; Steven Curtis Chapman; Sparrow
Inspirational — "Holding Out Hope To You"; *Hope*; Michael English; Joe Beck, Brian White, David Wills; Warner Alliance
Southern Gospel — "Satisfied"; *Southern Classics*; The Gaither Vocal Band; Public Domain; Benson
Country — "There But For The Grace Of God Go I!"; *Love Is Strong*; Paul Overstreet; Paul Overstreet, Taylor Dunn; Word
Contemporary Black Gospel — "Sold Out"; *Start All Over*; Helen Baylor, Logan Reynolds; Word
Traditional Black Gospel — "Why We Sing"; *Kirk Franklin*; Kirk Franklin; Kirk Franklin; GospoCentric

Division III: Album of the Year

Metal — *Tamplin*; Ken Tamplin; Ken Tamplin; Benson
Rock — *Wake-Up Call*; Petra; Brown Bannister; DaySpring

Hosted by Amy Grant, the Dove Awards were held April 28 in Nashville's Grand Ole Opry House.

Contemporary — *Hope*; Michael English; Brown Bannister; Warner Alliance

Inspirational — *The Season of Love*; 4HIM; Don Koch; Benson

Southern Gospel — *Southern Classics*; The Gaither Vocal Band; Bill Gaither, Michael Sykes, Michael English; Benson

Country — *Walk On*; Bruce Carroll; Brown Bannister, Tom Hemby; Word

Contemporary Black Gospel — *Start All Over*; Helen Baylor; Bill Maxwell; Word

Traditional Black Gospel — *Kirk Franklin & The Family*; Kirk Franklin; Rodney Frazier, Arthur Dyer; GospoCentric

Division IV: Album of the Year

Instrumental — *Psalms, Hymns, & Spiritual Songs*; Kurt Kaiser; Kurt Kaiser; Sparrow

Praise and Worship — *Songs From The Loft*; Susan Ashton, Gary Chapman, Ashley Cleveland, Amy Delaine, Amy Grant, Kim Hill, Wes King, Michael James, Donna McElroy, Michael W. Smith; Gary Chapman, Jim Dineen; Reunion

Musical — *God With Us*; Don Moen, Tom Fettke, Tom Hartley, Jack Hayford, Camp Kirkland; Integrity Music

Chorale Collection — *Al Denson Presents The Youth Chorus Book, Vol. III*; Dave Spear, Al Denson; Benson

Children's Music — *Come To The Cradle*; Michael Card; Phil Naish; Sparrow

Recorded Music Packaging — *The Wonder Years 1983-1993*; Michael W. Smith; D. Rhodes, Buddy Jackson; Beth Middleworth; Mark Tucker; Reunion

Short Form Music Video — "Hand On My Shoulder"; Sandi Patti; Jack Clark, Stephen Yake; Stephen Yake; Word

Long Form Music Video — *The Live Adventure*; Steven Curtis Chapman; Bret Wolcott, Douglas C. Forbes; Michael Salomon; Sparrow

TRADE TALK

continued from page 36

AWARDS

COLORADO SPRINGS, Colo. — KBIQ-FM/Colorado Springs has been named a winner in the Colorado Broadcasters Association Awards of Excellence. The "Christmas Cash" promotion won in the "Best Large Market Sales Promotion" category.

The station also won in the "Best Promo - Small Markets" category by the *Radio and Production* magazine awards. The winning entry was the promo explaining in a humorous way the station's winners rules.

DETROIT — The U.S. International Film and Video Festival

has announced William H. Smith, chairman of Allied Film and Video, will be presented with the "Lifetime Achievement Award" on June 2 in Chicago. Smith, who is only the fourth recipient of this honor worldwide since the award was originated in 1990, founded Allied Film Laboratory (a professional video post-production and videocassette and film duplication service) in 1960. The festival is one of the world's leading international events devoted exclusively to the yearly selection of outstanding sponsored, business, television, and industrial film and video



William H. Smith

tape productions.

GREENVILLE, S.C. — *Mama Jo*, Dove Broadcasting's half-hour children's series, recently received an Angel Award honoring "excellence in Christian media." The award went to an episode titled "Lost and Found." The program debuted last September in three television markets in the United States and last December on TVR 1, the national television network in Romania.

WASHINGTON, D.C. — WAVA-FM/Arlington, Va., won a 1993 *Radio and Production* magazine award in the category "Best Feature Production All Markets." The winning entry, *Unto the Least of These*, tells the story of an encounter with a homeless man in Seattle.

PEOPLE

CARY, N.C. — Trans World Radio (TWR) officially announced the election of Thomas Lowell as its new president in March. The unanimous decision by TWR's board of directors came after a two-year presidential search. Lowell served as TWR's acting president for the past year until the board's decision was announced. He succeeds Paul Freed, TWR's founder and chairman, as president.



Thomas Lowell

HOUSTON — Morningstar Radio Network has hired Phil Lawrence as network account representative/central states. Lawrence was the former sales manager at KAHZ-AM/Fort Worth.

ANAHEIM, Calif. — Sylvia Nash, CEO of Christian Management Association (CMA), resigned during CMA's annual convention. Nash, who served 13 years as CEO, is now president of the Christian Healthcare Network in La Mirada. Nash's husband, Tom, is the past president of Intercollegiate Religious Broadcasters.

NASHVILLE, Tenn. — Since entering into a joint venture with Bertlesmann Music Group in January 1993, Reunion Music has undergone a time of growth, which necessitated the addition of six new staff writers and two new staff members. Acclaimed songwriter/producer Michael Omartian, songwriter Grant Cunningham, songwriter/artist Judson Spence, Connie Harrington, Dennis Patton, and Scott Parker joined Reunion in 1993. Linda Bourne will spearhead Reunion's future efforts as director of creative and professional management and under her supervision is Kevin Brenneman as the newly appointed manager of licensing and administration.

DALLAS — Broadcasting Partners, Inc., has announced the appointment of Scott Korb as general manager of KSKY-AM/Dallas, replacing William Simmons, whose responsibilities change to salaried consultant. Korb is a veteran of

both secular and Christian radio.

WASHINGTON, D.C. — Mike Anthony has been appointed director of news services for StandardNews and ZapNews Wire. Anthony joined StandardNews over a year ago to develop the structure for White House coverage and to serve as senior correspondent. He was promoted last fall to director of affiliate relations.



Mike Anthony

COLORADO SPRINGS, Colo. — Tim Marx, midday announcer at KNTL-FM/Oklahoma City, has been hired as the evening satellite host for The Word In Music Satellite Network. Marx is hosting the 7 p.m. to midnight show Monday through Friday.

COLUMBUS, Ohio — Glenn Moore, who for the past two years was the morning on-air personality at WCLT-FM/Newark, N.J., has taken the helm as new operations manager at WRFD-AM/WRZR-FM/Columbus. One of Moore's goals is to plan special events that will be entertaining and uplifting for the community and to include a morning drive show. Moore has worked in both secular and religious formatted radio stations.

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To receive more information on this month's advertisers, please circle their corresponding reader service numbers (RS#) on the enclosed card. For advertising opportunities in Religious Broadcasting, please contact Dick Reynolds at (704) 393-0602, or his assistant, Liz, at (703) 330-7000.

If I Were a GM Again

From 1984 until 1992, I worked as a manager for two Christian radio stations. Both stations included nationally syndicated Christian programs as a significant part of the programming.

In 1992, I moved to the other side of the desk. I began working as the director of radio for FamilyLife, producing and co-hosting a nationally syndicated daily radio program.

All of a sudden, instead of wishing Christian radio programs could be more *this* or more *that*, I was face to face with a new responsibility. We were starting from ground zero, and I had the opportunity to see just how hard it really is to turn all those wishes into a finished product.

Now, instead of wondering why so many new programs were saying "we'd be happy to be on your station on a *shared* basis," I was pouring over an air-time budget and wondering how I could get what money we did have to stretch any further.

And now, I found myself with a new appreciation for what it means to have a station "carry your program" and what it means when a station really joins with you in partnership.

Things I'd said as a manager were coming back to haunt me. I found myself feeling a little like Ebenezer Scrooge, hearing my thoughts or words from my old life as a manager ring in my ears.

Thanks to my new duties, I found myself with a new sensitivity for the challenges facing any ministry trying to be faithful to what they believe God has called them to do. I knew if I were ever to find myself back managing a station again, there would be a few things I would do differently.

I had the chance to spell out a few of those ideas one day over the phone to a friend who had just been named manager of the station where he had worked for a few years. His station was one of seven or eight Christian-formatted stations in the market and he had the challenge of trying to carve out a niche for himself in the face of some tough competition.

"What would you do if you were

me?" he asked. Here's what I told him.

Build alliances. Your job is to serve your audience and to see it grow numerically. One strategy for ministering to your current audience and at the same time reaching new listeners is to team up with those people who are already doing the job.

Cat, Dog, and Pig learned the hard way you cannot share the bread if you aren't willing to help with the work. In their case, the Little Red Hen had the recipe and the ingredients. She was looking for allies and her motto was "share the work, share the reward."

So, instead of waiting for the Little Red Hens to show up on your doorstep and then deciding whether to join with them only if they have some money to spend, a smart manager will go looking for the bread bakers in his community and ask how he can help.

The first place I'd go as a manager is to the churches where my current listeners were going on Sunday. I'd take their pastor to lunch and ask him to tell me about his vision for his church and his city. I'd ask him to look back over the last 12 months and to describe the three most effective ministry events in which he had been involved, either at his church or somewhere else in the city.

I'd also ask him how he thought the radio station could do a better job or how we could help him in his work — no strings attached. I might not be able to do everything he mentioned but I'd have a better understanding of how he viewed our station.

I'd target 20 active aggressive churches in my city and make it my goal to have lunch every other week with a pastor from that church. If the senior pastor wasn't available, I'd ask the Christian education director or the youth pastor to go instead.

In the off weeks, I'd try to arrange a lunch with the leaders of the most effective para-church ministries in my community. I'd call the head of the Crisis Pregnancy Center, the Youth for Christ director, the person running the rescue mission or homeless



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

shelter. I'd want to talk with the people involved with Habitat for Humanity, Campus Crusade, Young Life, Teen Challenge, and Prison Fellowship.

In short, I'd take the advice of pastor and author Henry Blackaby — I'd try to find out what God is already doing in my city, and then take my station there. That's where I would look to build alliances.

Without trying to over-spiritualize, I believe if my station can be in the middle of what God is already at work doing in a city, if I exercise wisdom and prudence as a manager, I can count on His provision for our station's needs.

Know your partners. Your station is a platform on which ministry happens. You control who gets on the platform and who doesn't. It's your public address system, your microphone, your stage, and you're the emcee.

But those you invite on the platform are the ones who minister to your audience. Whether they do it in a 3:28 song or a 26-minute program, what they say is what your audience is tuning in to hear.

How well do you know the people you've invited onto your platform? Do you know what drives the team at *Chapel of the Air* to press on? Do you know what *Back to the Bible* has as its purpose statement? Can you explain if the staff at *In Touch* has a different objective than the staff at *Insight for Living*?

Continued on page 48

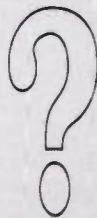
NATIONAL RELIGIOUS BROADCASTERS

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

How to Build Long-Term Relationships with your Clients

"I just knew he would become a client," KKLA-FM/Los Angeles marketing consultant Carla Martinez told me recently. It took four months of appointments, follow-up calls, needs analysis, presentation, two spec spots, and a visit by our afternoon talk show host to finally attain a long-term contract with this optometrist.

Every day, radio sales representatives all over America wonder if all the time and effort put into prospecting certain businesses will pay off. Over the past eight years, we at KKLA have had the opportunity to discover when persistence pays off and when it is fruitless.

"How did you know this client would come around?" I asked Martinez, anticipating her answer. "This client matched every one of the criteria on our Prospect Checklist," she said.

Recently, we took inventory of advertisers who not only signed long-term agreements with our station, but received the results needed to justify a multi-year advertising relationship with us. Current clients renewing for their third to seventh consecutive years on KKLA include auto, bookstore, counseling, financial, grocery, humanitarian relief, law, medical, mortgage, restaurant, retreat center, and shopping mall accounts.

What do these myriad of businesses have in common? Obviously, it's not the same product or service. Although what they offer must be of interest to our listeners, it has equally to do with the size of the business and the type of person who runs it.

Here are the top ten criteria currently making up our Prospect Checklist:

1. Is there a match in demographics and purchase intentions between our listeners and their customers? Do we have success stories of advertisers in related fields?

2. Are they currently advertising somewhere besides the yellow pages? A radio or moderate print advertiser is

preferred.

3. Can we develop a "sale-able" offer for our listeners? In addition, is the price point of their offer high enough to justify the advertising investment based on a conservative number of sales per week?

4. Is there a single decisionmaker? Is he/she able to be reached frequently?

5. Do they want to make it happen? Are they postured for growth? Are they risk takers? Are they willing and able to track the response to advertising?

6. Do they understand how marketing works? For example, do they understand that marketing is a conservative investment, requires commitment, and must be consistent?

7. Are they ready to advertise now? Do they have a compelling need to grow their business? Do they have sufficient budget for a successful radio schedule?

8. Is it an established business?

9. Can they sell/service listeners throughout our coverage area?

10. Have they ever heard of our station?

Of course, not every successful advertiser meets all these criteria. However, we know if a prospect ranks a "7" or better, usually they are worthy of our aggressive, creative, and long-suffering support.

It took three years for us to close one medical services advertiser (who ranked a "9"). Now that advertiser is in their third consecutive year with KKLA. Was it a long and grueling prospecting experience? You bet. Was it worth the pursuit? Absolutely!

Recently, we stopped our pursuit of what originally had looked like a great prospect — a furniture company with two locations in the heart of our coverage area and an aggressive advertiser in multiple Pennysaver/Shoppers with a desire to expand (an "8" on the checklist). This minority-owned business wanted to expand into the Anglo-market. However, the company did not have a sales representative



Terry Fahy currently serves as general sales manager at KKLA-FM/Los Angeles.

fluent in English to service the new customer base they were trying to reach on our station.

Our recommendation was obvious — with all the other ingredients in place for a successful radio campaign, they simply needed to hire a bilingual sales representative. Unfortunately, the owner was unwilling to hire any additional help. But without a bilingual sales representative, the radio campaign would have been a waste of money for them, and a short-term sale, at best, for us. We decided to walk away from the business.

Not all prospect checklists will be the same. Because most of our clients are "direct accounts" (i.e., not placed by advertising agencies), we have to write and produce most of the ads ourselves. So it is critical that the offers in the advertisements be believable and compelling and that the client's expectation of the results be reasonable given the budget, frequency, and flight of the campaign.

To develop your checklist, do an inventory of successful advertisers on your station. What characteristics do they most have in common — short- or long-term campaigns, retail or service businesses, direct response or image ads, agency or direct, higher or lower ticket items offered on the ads, prospected from other media, if other radio stations, what format, etc. The better profile created to characterize successful advertisers on your station, the easier it will be to identify which prospects are worthy of your best efforts and follow-through.

If your station is new, consult a national trends publication, such as

Continued on page 48

Gifts that build the Kingdom.

Ministries, broadcast stations, program producers, and Christian companies all have the need for quality Christian gifts and premiums. Tyndale House, one of the world's largest Christian publishers has products that will top any readers' list of favorites.

Authors like Dr. James Dobson, Josh McDowell and Larry Burkett, can provide you with noteworthy gifts for regular donors, gifts to say "Thank you," "Welcome Aboard," or even "Thinking of you."

For more information on ways to say "Thanks," contact Tyndale Ministry Sales, at 800-323-9400. Ask for Charlie Swaney (ext. 270). And turn your next building project over to the Master Carpenter.



TYNDALE

Tyndale House Publishers
351 Executive Drive
Carol Stream, IL 60188



Standards, Mercy, and Freedom

The Standard (video)

Carman

producer and director: Stephen Yake

executive producer: Carman

Sparrow

Carman's *The Standard* video offers some creative relief from standard music video fare. This collection of six videos exhibits quality production, creativity, variety, and a clear message. Although Carman is the "star" of each video, he *does* put a great deal of effort into directing attention to his message.

The music ranges from '50s style rock 'n' roll (filmed in black and white as a "period" television hit parade show) to rap (featuring some great, athletic dance moves) and there's a balance between these fun, celebrative, upbeat places and more serious, thought-provoking songs.

One of the latter exhorts us to "put God in America again" to a backdrop of images and words contrasting the ideals of the "founding fathers" with the violence and woes of today's youth. Another, called "Serve the Lord," is the most visually poetic, cutting in farm scenes of sowing seeds and clearing weeds with Carman singing about spiritual rebirth and serving the Lord. The last video features the song "Great God" amid what amounts to a mini-movie about the Spanish Inquisition.

Where Mercy Begins

Steve Green

producer: Greg Nelson

Sparrow

Everybody who knows even a little about contemporary Christian music has heard of Steve Green. His well-trained, thoroughly professional voice, and powerful delivery have brought us dozens of moving and thoroughly scriptural songs and hymns. Many of the songs he's introduced through his performances have, in turn, been performed by our own soloists in our own churches.

Not resting on his musical laurels, Green brings us another fine collection of inspirational Christian songs. As usual, all are based on Bible passages and scriptural principles. One of the things that impresses me the most is his passion for choosing just the right songs to sing — songs that communicate biblical truth powerfully and accurately. He wants to make everything he sings really count. And this recording reflects that.

The thing that makes me view this recording as Green's best yet is the blossoming of musical variety. The music explores a wider range of styles and textures than any of his

other recordings, allowing him to really let loose and show us what he can do with his voice and his expression of the lyrics. His other recordings were great (or they wouldn't have been so well-received!), but this one enables him to more fully explore his own capabilities — much to the benefit of the listener!

The song themes cover praise, encouragement, exhortation, and God's mercy. One tender, acoustic song, "God Causes All Things To Grow," is destined to become a classic wedding and marital anniversary song. Overall, this is one rousing, inspiring recording!

Walk into Freedom

Allison Durham

producer: Paul Mills

executive producers: Dez Dickerson and

Jackie Patillo

Star Song

In contrast to Green, people are only just starting to hear about Allison Durham. But with such a strong debut album, it's unlikely that her name will remain unknown for long. Like Green, she is primarily a vocalist, although she did compose two of the album's songs. Also like Green, she's got a great voice and sings a variety of well-written songs performed by talented musicians.

As the album's title suggests, a main theme of the recording is accepting God's grace. Says Durham, "It seems difficult for people to fully accept the grace of God offered in Christ. Our tendency is to accept it just enough to believe that we're somewhat forgiven, but not enough to allow ourselves to let go of guilt and the fear of punishment. If we could only live in the understanding that the work of Christ on the cross was sufficient . . . , then we could fully release that guilt and truly experience that freedom."

Another theme is reaching out to those who are hurting. "We must begin to look beyond the smiles and masks of those who surround us in our daily lives," she says, "and begin to take note of their very real hurts, pains, and needs. . . . It is a key part of our divine calling."

Add to these themes some strong, upbeat songs of encouragement and you've got a powerful mixture. In Durham's interpretation of the emotional content of the lyrics, her voice ranges from tender, delicate, and almost fragile to strong and upbeat. Durham has proven herself a promising new pop vocalist. I look forward to future releases.

Darlene Peterson is the music reviewer for Religious Broadcasting magazine.

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Get a Preview Edition of...**

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- *Reads like a THRILLING adventure, as the incredible stories of Christian broadcast pioneers show the larger story of God at work on the airwaves.*
- *Consider it for a donor PREMIUM! The published edition will be paperback priced with big discounts for ministry purchases, yet gives your supporters 256 pages of lasting value and quality.*
- *AIR OF SALVATION will be introduced in June by Baker Book House at CBA with a full marketing campaign.*

FASCINATING STORIES!

How the first religious broadcast was concocted by Westinghouse to sell radios . . . How the first radio ministry began with a publicity stunt for the Mayor of Chicago . . . AND MANY MORE!

FASCINATING PEOPLE!

Paul Rader, first radio ministry . . . R.R. Brown, first radio church . . . Donald Barnhouse, first preacher on network radio . . . Percy Crawford, first on network TV . . . AND MANY MORE!

FASCINATING FACTS!

How the networks started . . . How advertising got on radio . . . How NBC, CBS, ABC banned Gospel broadcasts . . . Why it took the FCC to get television started . . . AND MANY MORE!

EXTRA FEATURES!

Complete chronology of 100 events that made religious broadcasting history . . . Biographies of pioneering religious broadcasters . . . and extensive 16-page historic photo section!



MARK WARD is editor of the NRB annual Directory of Religious Media and author of two books and more than 300 articles for national business and religious publications. To schedule Mark for an AUTHOR INTERVIEW on today's new media technologies and their impact on church and society, you may call him directly at NRB, (703) 330-7000.

YES! Send me the preview edition of AIR OF SALVATION for just \$5.
(Includes book rate postage; add \$2.50 per copy for 1st class.)

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THE BOOK SHELF

BY HARRY CONAY

Air of Salvation

by Mark Ward Sr.

Baker Book House, 1994

In his preface to *Air of Salvation*, Mark Ward [editor of National Religious Broadcasters' (NRB) annual *Directory of Religious Media*] reveals that he deliberately sought to create a book that "would read like a story — with all the excitement, the personalities, and the often incredible events, that have made Gospel broadcasting what it is today." He has succeeded. The opening paragraph is typical:

"William Ward Ayer found it hard to believe. Hard to believe only 20 years ago he had listened to a radio broadcast for the very first time. Hard to believe 20 years later he was now preaching by radio each week to a quarter of a million people throughout the largest city in America. And hard to believe it would all be gone, suddenly, along with all the other radio Gospel preachers, driven off the air not by a lack of funds or listeners but by men who professed to name the name of Christ."

That's what I call a grabber!

"From the historic development of radio, television, cable and satellite broadcasting," *Air of Salvation* takes a look backward to the early pioneers of the 1920s and progresses forward to an interactive, electronic future. But this is not a dry recitation of facts, dates, and technical data.

Rather, it is a drama about sincere, dedicated people struggling, not only with their own humility in the service of God, but with the technological idiosyncrasies of emerging media, with daunting financial constraints, and with the imposition of often unfair regulatory prohibition. Such was the case in 1944 when NRB was founded to combat restrictions to paid, religious radio programming, and it remains so today as NRB strives to keep the airwaves available to religious broadcasters.

The key figures in this drama are too numerous to mention, but they include Lewis Whittemore, Charles Fuller, Walter Maier, Rex Humbard, Paul Freed, Jerry Falwell, and Pat Robertson. Ward is to be commended including both the "saints" (such as Billy Graham) and the "sinners" (such as Jim Bakker), the famous and the less-well-known, members of NRB and non-members, to achieve a well-rounded, easy-to-read introductory history of religious broadcasting.

With regard to the future, Ward notes "the prospect for reaching the world through interactive Bible studies, on-demand Christian music and video, and many more innovations are limitless." Citing four vital issues which must be addressed and identifying six phases in the

evolution of any new medium, he concludes by sounding the call for "Servants of Vision," "Servants of Faith," "Servants of Action," "Servants of Heart," and "Servants of the Book" [my emphasis].

Supplement by 16 pages of photographs and useful appendices (providing brief, historical overview and chronology, biographical sketches, and lists of those inducted into Religious Broadcasting's Hall of Fame, NRB founders, and NRB chairmen), *Air of Salvation* entertainingly informs without overwhelming and is thus suitable for popular reading. Moreover, by dramatically depicting the struggles and lessons of the past to make evident their relevance to the present and future, Ward provides a vital service to broadcasters, listeners, and/or viewers everywhere.

Heritage and Hope

by Howard and Wanda Jones

Victor, 1992

In recent years, many "Christian family survival books" have been published — several of them very good. But the difference between those and *Heritage and Hope* is essentially one of perspective — and the perspective offered in this book (namely that of struggling families in the African-American community) — is long overdue.

Written by Howard Jones (past president of the National Black Evangelical Association, visiting lecturer at St. Paul Bible College, and board member of National Religious Broadcasters) and his wife, Wanda, this book is a penetrating analysis of the problems facing all families, but most especially, the African-American family.

With anecdotes, statistics, and sound biblical insights, the book dramatically analyzes the diminishing role of the historically strong and influential black church, the breakdown of traditional family values, and the negative impact of chronic unemployment, welfare abuse, substance dependency, sexual promiscuity, rebelliousness, lack of motivation, and the absence of positive role models.

While emphasizing the plight of African-Americans, the Joneses remind us that, "obviously, the crisis in the family is not limited to the black community, or even the poor. Fatherless children, pregnant teenagers, divorce, drugs, AIDS, child abuse, abortion — these tragedies cut across all economic levels, races, and classes in American. Other social forces are at work: permissive attitudes toward sexuality; scorn for religious values; a breakdown in community; and an increase in individualism and materialism. But coupled with a long

history of racism and poverty, the impact on the black family in particular is devastating."

With regard to racism, the authors' purpose is not to blame but to reform. Not allowing racism to become the scapegoat for all the ills of black society, their major force is on identifying positive elements within the rich heritage of both the black church and the black family from which sound values may be reclaimed. For instance, it is noted that there is "among minority peoples a strong sense of responsibility and caring for one another even beyond the ties of blood and marriage," such that failures in the nuclear family can often be remedied or at least mitigated by members of the extended family.

There are practical suggestions, too, for effective parenting, raising children, building family unity, and (in my favorite chapter) applying the moral precepts of the Ten Commandments. Each chapter concludes with a list of "Some things to think about and do," and the book contains both a bibliography of suggested readings and a list of support organizations.

While (to quote from Billy Graham's foreword) Howard and Wanda Jones "convincingly demonstrate why there can be no lasting solution to the social and moral crises of our time apart from the renewal of the family unit," the authors recognize this cannot take place apart from God. "Today," they write, "we desperately need to witness a moral and spiritual awakening in black America, and this must start with the church."

Hence the book's universality: while it offers keen insights into the unique problems of the African-American community, its message is not solely for or about blacks. As Jones reminds us, "Christ is the hope for the whole world. Christ is the hope for the black family, and all other families. We must rebuild the family on a spiritual foundation, with Christ as the chief cornerstone."

This is a revealing, spiritually uplifting, and practical book which should be read by everyone — regardless of ethnic background — engaged in the struggle to restore traditional family values.

The God Makers II

by Ed Decker and Carly Matriciana
Harvest House, 1993

"Mormonism stands in direct opposition to evangelical Christianity, yet it deliberately uses Christian terminology to mislead people," write the authors, who ply us with shocking and revealing details of heresy, seduction, and paganism. Pulling no punches, they remind us

that "the Mormon people are not the enemies of God, but victims of a horrible and wicked hoax fed to them by evil teachers, who are of their father, the devil." Not exactly subtle, this is a real eye-opener.

Introduction to Biblical Interpretation

by William Klein, Craig Blomberg, and Robert Hubbard Jr.
Word, 1993

Correctly interpreting Scripture should be the concern of every student of the Bible. Unfortunately, some "popular" hermeneutic treatments are so shallow as to raise more questions than they answer, and most "scholarly" treatments are too difficult for the general reader. Happily, the present volume (accurately described by its authors as "a comprehensive yet readable text") is neither shallow nor too difficult. On the contrary, it provides such a wealth of understandable explanations and well-chosen examples (covering "all key issues in interpreting the Bible") that it is fascinating reading in its own right. This is an excellent volume which I heartily recommend.

Escape from America

by Wallace Henley
Hannibal, 1993

This political-suspense novel depicts a former Muscovite's plight in a United States dominated by politically correct values. The book is sincerely written and thought-provoking, but it lacks stylistic polish and tends to be plodding. In short: light, escapist fare, this isn't.

Cheque Mate

by Jeffrey Baker
The Baker Group, 1993

Highly reminiscent of Pat Robertson's *The New World Order* and even more so of Gary Kah's *En Route to Global Occupation*, Baker reveals what's going on behind-the-scenes to advance one-world government. Do we really need another book on this subject? Recommended only for conspiracy lovers.

A Deeper Shade of Grace

by Bernadette Keaggy
Sparrow Press, 1993

"Sometimes you need someone who can help to recognize a deeper shade of grace," writes author Bernadette Keaggy, wife of performing artist Phil Keaggy. She does just that

Continued on page 48

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

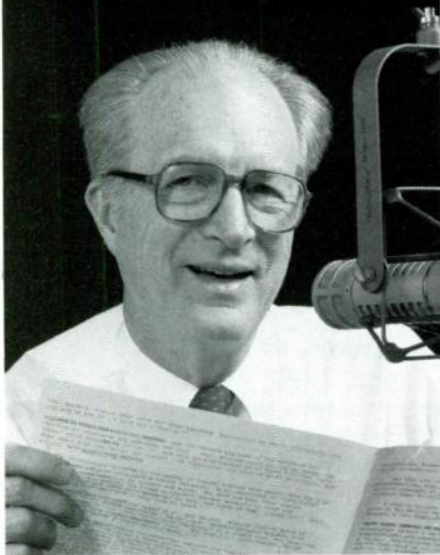
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PRACTICAL PROGRAMMING

continued from page 40

As the keeper of the platform, part of your responsibility is to do all you can to help your guests accomplish what God is calling them to accomplish. You cannot do that unless you ask them to outline their strategic objectives for their ministry.

It may be you've asked those questions and received blank stares. Shame on the ministry that has failed to clearly articulate its goals, objectives, and strategy for implementation.

But in the year and a half I've been on the other side of the desk, no one has asked me about our goals or objectives. None of the stations carrying our broadcast has ever said, "I want to better understand your ministry so that I can more effectively serve you in what you're trying to do."

If you have never asked those questions, you are not alone. I never asked them when I was managing a station. But if I were back at my old job, I'd become an expert on the ministry objectives for each of the people I invited on my platform.

I do not know if I will ever be a general manager again, but I'm saving my copy of this article just in case. In the meantime, you might want to give these ideas a try. [®]

SALES SPOT

continued from page 42

Soma Communications' *Radio Report* and Tri-S1 sheets, for information about Christian radio stations, listeners, and advertisers.

We started the marketing department at KKLA with the kind of commitment we now look for in good prospects: we wanted to make it happen, we were risk takers, and we were willing to invest the time and energy to learn how marketing principles apply to radio advertising to get optimum results for our clients. We have never been interested in just "selling spots." With that kind of commitment at your station, you can also build long-term, successful advertising relationships with your clients! [®]

THE BOOK SHELF

continued from page 47

in this touching, biographical account. Incorporating quotes and events from C.S. Lewis' life, Keaggy details her despair as a young mother who found her dream of having a child shattered

five times by miscarriage or premature birth. Questioning how a loving God could allow such suffering, Keaggy nevertheless retained her faith and eventually gave birth to two daughters and a son. "We had grown up — and learned strong lessons about life and faith in the midst of pain," all of which she shares with us in this uplifting book.

Common Sense, Intuition, and God's Guidance

by C. Christopher Knippers
Nelson, 1993

Christopher Knippers (an assistant pastor, psychotherapist, and director of Capistrano Community Christian Counseling Services in California) provides an upbeat, Christian pep talk aimed at developing a better understanding of how God communicates "to accomplish His will in our lives." Taking into account the effects of mind, body, and spirit, Knippers outlines a variety of practical ways in which one can learn "to recognize God's voice" as "the source of true guidance." This self-help book really helps.

Understanding the New Age

by Russell Chandler
Zondervan, 1993

Originally published by Word in 1991, and now revised and updated, this is a comprehensive analysis of the New Age. Russell Chandler (former religion writer and award-winning journalist for the *Los Angeles Times*) systematically covers the New Age mindset, premises, personalities and teachings, the infiltration of New Age thought into all areas of American life, and methods for Christian discernment and response. Replete with glossary, study guide, and a detailed index.

When the Almond Tree Blossoms

by David Aikman
Word, 1993

David Aikman, a foreign affairs expert, has written a political thriller depicting America in the midst of a civil war between radical collectivists (who wish to abolish Constitutional rule) and those who aren't (and don't). This is a well-written and entertaining novel.

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

On Interviewing Experts

What insights could you glean if you were able to interview people widely known for their own interviewing abilities? The book *Interviewing the World's Top Interviewers* (S.p.i. Books, 1993) by Jack Huber and Dean Diggins provides many.

Nineteen journalists tell how they go about their business. In this column, and in future ones, we will explore what some of these interviewers have to say.

In introducing the book, authors Huber and Diggins comment on the staggering power these journalists have. PBS's Robert MacNeil is quoted as saying, "Television has created this animal who is permitted by society, encouraged, and very well paid to be everybody's . . . surrogate. And the license is extraordinary. A television interviewer . . . has a license to ask virtually anybody in the world to let him or her come in and ask them anything. Incredible!"

Most of the 19 people quoted in the book agree that "a good interviewer is naturally curious, is persistent in going after interviews, loves asking questions, listens intently, shifts gears with the responses, and prepares carefully" for the talk with his or her subject. All complain of the chronic lack of time in conducting an interview.

Diane Sawyer describes interviewers as those who "walk into people's lives and ask them anything. For a moment, you have available to you the whole universe of a person's life — the pain and suffering and the joy and the struggle. You can learn from it and take it with you."

Mike Wallace prepares for his interviews by getting "all my material on my desk so it's all in front of me. I digest it, then I keep looking. I write down questions, but of course I know I'm not going to use them all. I cross them out. Then I talk to the producer and he suggests questions and we knock it around. Of course, I choose the final questions because I have to be comfortable with them. But a big thing is that there's more than one person feeding into it."

Known for his aggressive interviewing style, Wallace is quoted as saying in 1985 that he was "simply not as comfortable with my old style as I used to be." He feels he has matured, become wiser.

Ted Koppel says, "I've learned to listen very carefully. I'm more likely to miss a nuance in the written word than I am in the spoken word."

Commenting on his *Nightline* success, he says, "A good general background is necessary. I really didn't start this kind of interviewing until I'd been a network correspondent for

17 years, and before that I had worked in journalism and before that I had been a teacher and before that I had studied political science and history. All of these things somehow provide a reservoir."

Koppel believes the basis of a good interview is conveying information, whether it is bare facts or personal revelations. "A most useful technique that I can recommend to anybody for almost any kind of interviewing is that you listen. It's amazing how few people do it. Frequently people reveal something about themselves in an interview, but if you don't follow up on it, it will be lost."

He also suggests that in interviewing "you need to be able to sublimate your own opinions and sometimes even your own personality. Remember that you're a representative of a vast audience."

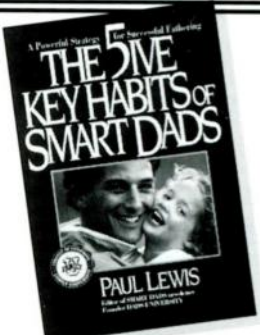
John Chancellor says, "I don't know that interviewing can be taught. Mainly it comes out of our own

curiosity and the knowledge of what we need from an interview to make a news story. . . . Interviewing has to produce clear responses."

Chancellor summarizes the elements going into a good interview: "Home-work, courtesy, and a determination to get as much as you can out of a person without becoming a bully."

We may never have the opportunity to interview international celebrities or world leaders, but the skills of these interviewers can be incorporated into any interview situation, whether it be in front of a microphone or among friends at the next church social.

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



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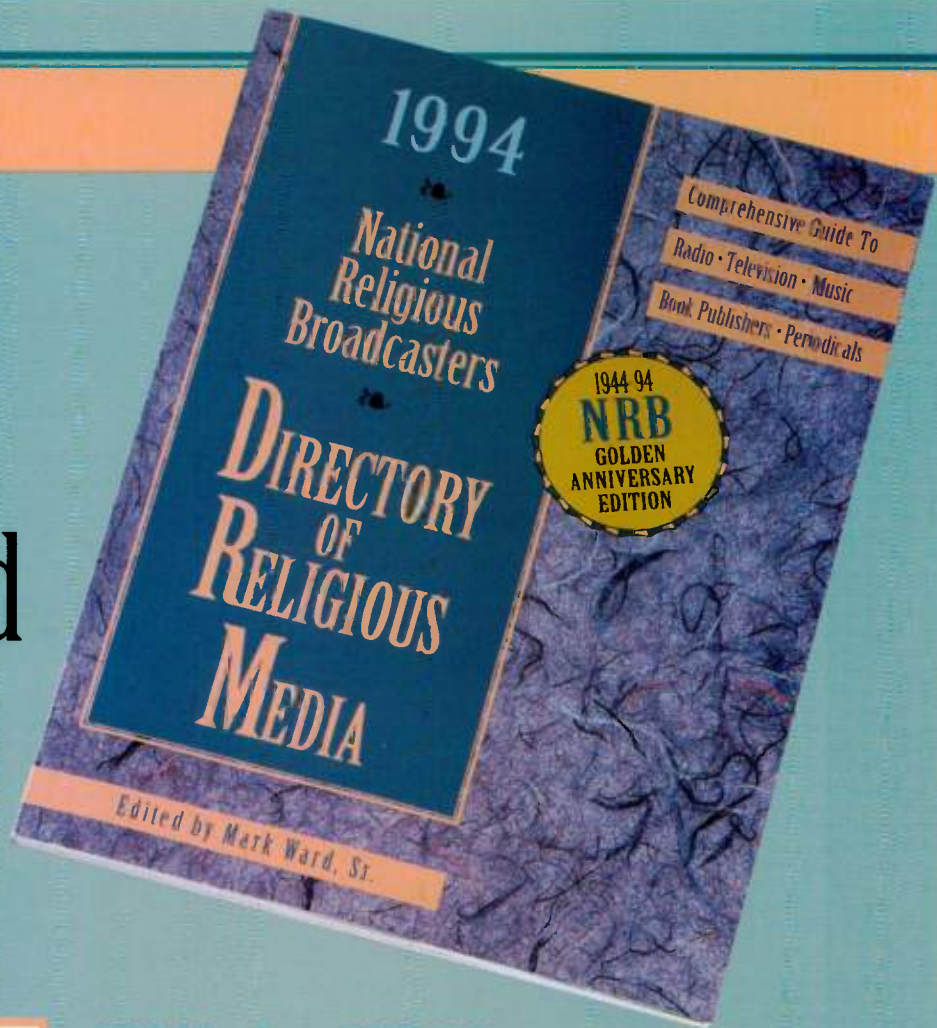
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June 12-17

Radio 2000 — The Jerusalem International Conference on Local Radio; Jerusalem. Information: 02-618-070, or write Omega Conventions, P.O. Box 8550, Jerusalem, Israel 91083.

June 15-16

REPLtech 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 9-14

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

September 15-17

National Religious Broadcasters Midwestern Regional Convention; Maranatha Bible Confer-

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

September 18

Religious Freedom Week. Information: (202) 534-6404.

September 19-23

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

September 19-24

National Quartet Convention; Louisville, Ky. Information: (800) 846-8499.

September 29-October 1

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

October 12-15

National Association of Broadcasters Radio Show; Los Angeles. Information: (202) 429-5350.

October 13-15

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

November 10-13

National Association of College Broadcasters; Rhode Island Convention Center, Providence, R.I. Information: (401) 863-2225.

December 5-9

Video Expo/Image World San Jose; San Jose Convention Center, San Jose, Calif. Information: Janet Vargas, (800) 800-5474.

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:

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