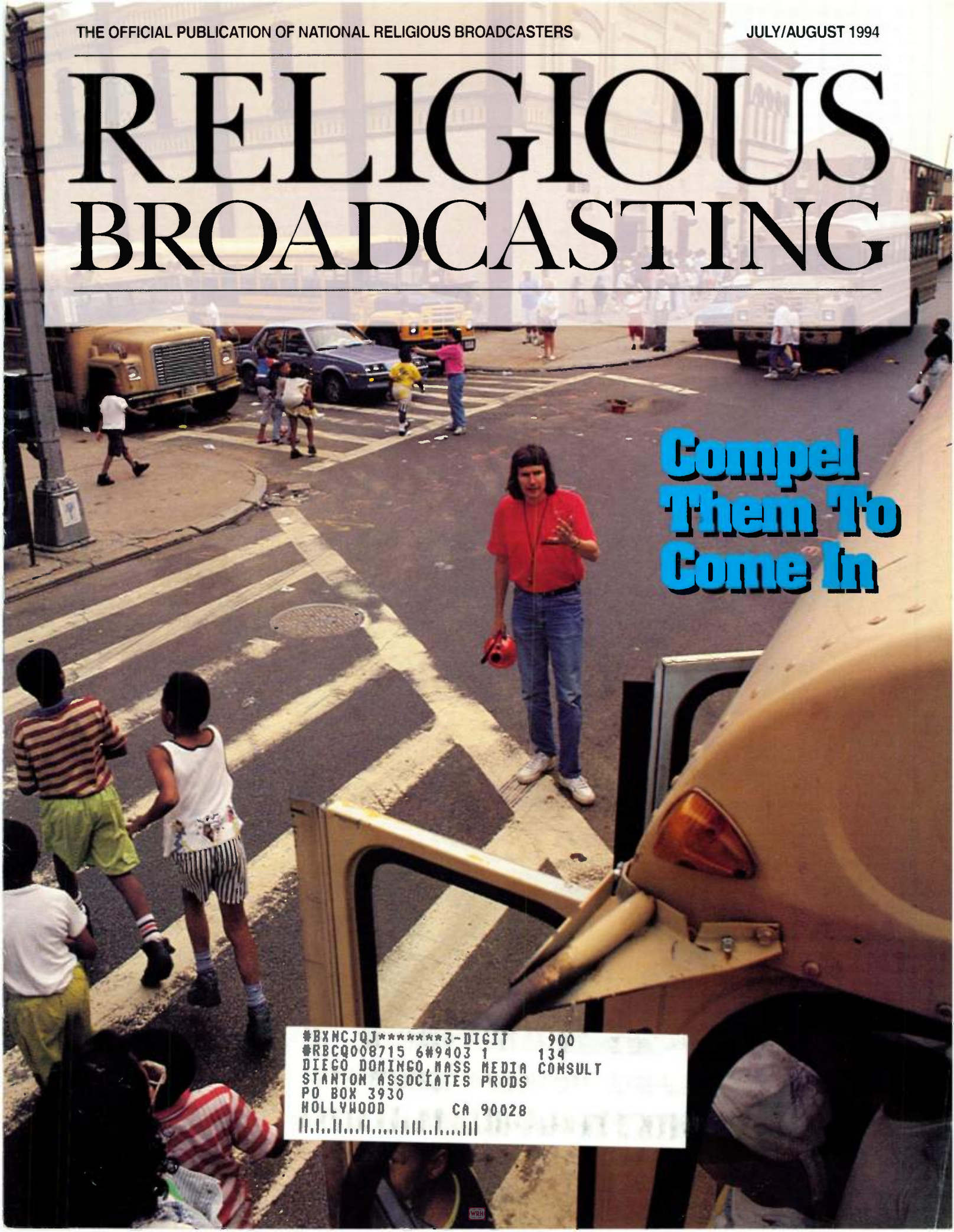


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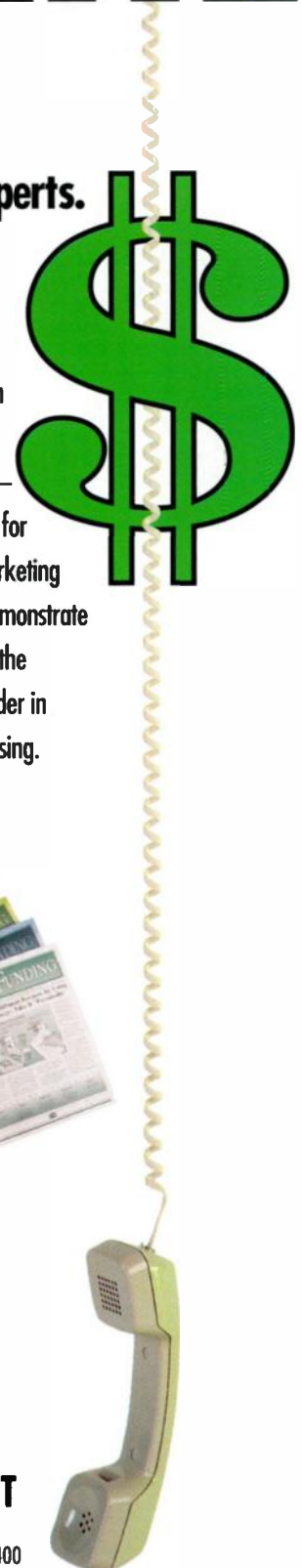


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**A Tree of Life Grows in Brooklyn** by Elizabeth J. Guetschow

*At Metro Assembly of God in Brooklyn, N.Y., 14,000 children each week are given a gift even life in the ghetto cannot take away: hope in Jesus Christ.*

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*Do Americans still believe in God? Oh, they believe in Him, all right, according to a recent U.S. News & World Report poll. They apparently just don't want Him to interfere in their lives.*

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**Making the Most of Media in Your Ministry** by Mark Snowden

*Done wisely and well, integrating media into local church ministry can be a move that moves people closer to the Savior.*

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**Body Building**

by Mark Ward Sr.  
*In an era of a new kind of networking, Christian broadcasters might do well to revisit the time-honored practice of building up the local church.*



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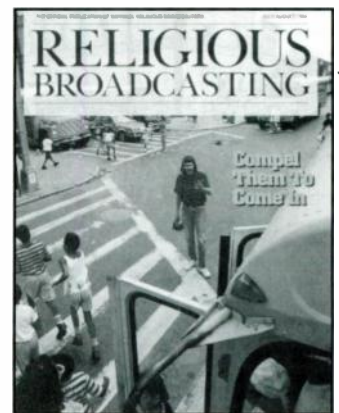
**A Joining of Hands**

by Michael McHardy  
*St. Louis' KSIV-AM considers the 12,000 people who supported last year's Christian Family Day at Busch Stadium a pretty good indication that its joint effort with area churches was not a wasted one.*

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**Compel Them to Come In**

*"And the master said to the servant, 'Go out to the highways and hedges and compel people to come in, that my house may be filled' " (Luke 14:23). For pastors behind pulpits and broadcasters behind microphones, the mission of compelling people to come in — into the fold and into the Kingdom — is a unifying one. This month, Religious Broadcasting considers the historic, mutually edifying connection between Christian broadcasting and the church.*



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

# RELIGIOUS BROADCASTING

July-August 1994, Vol. 26, No. 7

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

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

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

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



# Sue Bahner's Thoughts on NRB Membership

*This month, "Signing On" is written by Sue Bahner, station manager of WDCW-AM/Syracuse, N.Y., and second vice chairman of National Religious Broadcasters (NRB).*



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

I count it a high privilege to be able to speak to you through this column. As I contemplated what to write, I thought of a few ideas. Should I write from a woman's perspective? The gains made in our industry?

Should I use the space to comment on the health of our organization? How it has developed over the years? Perhaps a discussion on the impact of radio and television and cable would serve the purpose.

But I discarded all of those ideas, choosing instead to incorporate all of them into a commentary about an area in which I serve this organization — that is, as chairman of the membership committee. This responsibility gives me the opportunity, in conjunction with my colleagues, to examine the completed membership applications submitted to our Manassas, Va., office.

The procedure is quite stringent. Those of you who joined years ago, and have remained members, would probably be surprised at the depth of requirement used today to process the applications. There is the need to submit references, which preferably will include a current NRB member, the payment of an application fee, a self-evaluation of the dues level, and last, but most important, the personal testimony of the applicant, along with a signed copy of NRB's Statement of Faith. For more than 50 years, NRB has proclaimed the Gospel of Jesus Christ and this is clearly set forth in our Statement of Faith.

We then carefully examine references, and pay the most attention to the applicant's own personal testimony. And that is why I am so honored to serve on this committee. Because I get to see, time after time, how Jesus Christ has drawn to Himself people from various geographical areas of the world through unique circumstances, and in quiet moments of revelation.

These people then become our colleagues in membership, thus strengthening what NRB has as its goal — to boldly proclaim the Gospel. I wish each one of you could read the testimonies; you would rejoice with me to realize that even as I was drawn to Christian radio, others were being divinely tapped on the shoulder to serve in their mission field.

Each of my original topics is interwoven in these comments about the membership committee of NRB. For there are more women involved today in broadcasting. National Religious Broadcasters is very much alive and doing very well. And Christian radio, television, and cable are proclaiming the Gospel in unique and excellent ways.

I rejoice with each new application we receive for processing. For not only does it add to the growth of our association, but it also strengthens those who have had to put into words their encounter with Christ. Our task on the membership committee is an enviable one. We are constantly reminded that the God we love and serve is still drawing sinners to Himself. And that National Religious Broadcasters is being viewed as an organization with which believers wish to affiliate.

We will continue to carefully review those desiring membership in NRB, for our responsibility is not taken lightly. The next time you see a list of new members for this organization, reflect on the fact that these are not only our colleagues in broadcasting, but our brothers and sisters in Christ. <sup>RB</sup>

*Robert H. Straton*



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# Relationship Between Church and Religious Broadcasting



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

**I**t was in the late '40s that I got my first active introduction to broadcasting. Yes, I had visited secular radio stations and seen productions and day-to-day operations at several of them since the love of my life from the age of nine was radio broadcasting.

But now I was encouraged to be involved in the children's broadcast from my home church and Sunday School, the First Evangelical Free Church of Rockford, Ill. It was emceed by Aunt Olga Larson along with Leslie Lofdahl. We boys and girls were the "cast" doing songs, stories, and other special participation. We sang the theme song to sign on every Saturday morning:

We are the Free Church  
 boys and girls  
 We are the Free Church  
 boys and girls  
 Jesus is our captain  
 We are soldiers of the cross  
 We are the Free Church  
 boys and girls.

Those grand days of boyhood memories indelibly impressed on me the great benefit of using the media from within the church. Not only did we have the Saturday children's broadcast, but we also aired our Sunday morning service on WROK/Rockford.

Over the years, beginning in 1921 when Calvary Episcopal Church in Pittsburgh aired its Sunday evening service over KDKA, I believe hundreds of thousands of individual church broadcasts have been aired. I'm sure we cannot measure the benefit and blessing from these airings.

I think of the elderly, the infirmed, and other shut-ins who have been drawn to the Lord and been inspired by these Christian broadcasts. This is no small, insignificant matter, for the Bible clearly indicates the need to care for and mentor such ones.

It must be fully remembered that the impact from black churches in large and moderate-sized cities has been significant. Today, these broadcasters number in the thousands. I think that more black preachers than white use the radio to reach out for Christ.

With the advent of television, churches again rose to the occasion of using the newer medium. Thank the Lord that the larger churches are convinced of the usefulness of television and are using it in increasingly interesting ways.

We must be thankful for the way the Lord has led Charles Stanley, Jack Hayford, D. James Kennedy, Bruce Dunn, Lloyd Ogilvie, and Adrian Rogers. These and a host of others are pastors who have caught the vision of reaching their communities through television.

In these complex — yes, perilous — days, we continue to need pastors of vision who will move forward in the areas of radio, television, and cable.

Permit me to close by emphasizing to pastors and churches having a media ministry that National Religious Broadcasters is a haven of teaching, protection, and encouragement to you. We now have many churches who are members, but there's also a place for you here in membership. Write our membership services to receive more information and a membership application.

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# FCC Broadcast Regulators Review

With the two nominees to the Federal Communications Commission (FCC) confirmed by the Senate, now is an appropriate time to review the complement of officials who will guide the agency's regulation of broadcasters for the foreseeable future. Five of the eight most prominent positions important to broadcasters have changed hands since January 1993.

The leading roles, of course, belong to the five commission members. Chairman Reed Hundt, a Yale Law School graduate and former antitrust litigator in Washington, D.C., took office last November and has become a forceful presence at the agency.

Although Hundt has not yet had an opportunity to shape policy directly applicable to broadcasters, he has directed top FCC staff members to analyze and suggest changes to the broadcast ownership rules and the agency's forfeiture policies. Hundt has urged the television industry to undertake serious voluntary measures to control violent programming, and he also has spoken favorably on the potential for high-definition television.

The two newest commissioners to FCC seats faced the Senate together during a May hearing and were confirmed in late spring. Susan Ness, a Democratic lawyer-banker from the Washington, D.C., area, knows the communications industry well from her experience as a lender to broadcasters, cable operators, and cellular entities. Rachele Chong, a Republican lawyer from San Francisco, should offer significant insights into state regulatory issues based on her representation of common carrier clients before the California Public Utilities Commission.

The two veterans among the commissioners are James Quello, a Democrat originally from Michigan, and Andrew Barrett, a Republican from Illinois. Quello, who has served some two decades on the FCC, joined the agency during my first year as chairman in 1974. Broadcasters have a strong advocate in Quello, who began a radio station career in 1947 and eventually worked his way up to a vice presi-

dency with a major broadcast group before joining the FCC.

Quello's long government experience served him well during his tenure last year as interim chairman of the agency, following Al Sikes' resignation. During Quello's stint as chairman, the commission made impressive progress on several important policy fronts, including implementation of the Cable Television Consumer Protection and Competition Act of 1992 (cable act); revision of rules governing broadcast network participation in syndication; enforcement of regulations governing broadcast indecency; and establishment of initial rules governing the new generation of wireless communications systems known as "personal communication services."

Barrett, who has served effectively on the commission since 1989, is perhaps best known for his expertise in common carrier matters. A graduate of DePaul University's law school, Barrett was a member for nearly ten years of the Illinois Commerce Commission, the agency responsible for regulation of telephone companies and other utilities within that state. He also has held other prominent positions with various Illinois state agencies, the Chicago branch of the National Association for the Advancement of Colored People, and the National Conference of Christians and Jews.

Below the commissioner level, three top staff officials will also have a significant impact on broadcast regulation. To head the Mass Media Bureau (which directly handles broadcast matters), chairman Hundt retained Roy Stewart, who has served in that post since 1989. Stewart has an extensive institutional memory, a keen analytical mind, and considerable expertise in media ownership issues.

After graduating from Cornell Law School, Stewart began his FCC career in 1965 with the Television Application Branch of the old Broadcast Bureau. He formerly headed the old Broadcast Renewal and Transfer Division (during my tenure with the agency) and later became chief of the Video Services Division of the reorga-



*Richard E. Wiley is a former chairman of the Federal Communications Commission and is general counsel for National Religious Broadcasters. He has assisted in the preparation of this article by Rosemary Harold.*

nized Mass Media Bureau.

During Stewart's time as chief of the Mass Media Bureau, he has helped shepherd many critical matters through the FCC, including relaxation of the radio ownership rules and implementation of the Children's Television Act of 1990. More recently, he has been a leader in handling implementation of the cable act, including the establishment of the new Cable Services Bureau.

The new FCC general counsel is William Kennard, a Yale Law School graduate who formerly was a partner in a well-known Washington, D.C., communications firm. Kennard's private practice was focused on representation of broadcasters, cable television operators, programmers, and cellular providers. A former staff lawyer for the National Association of Broadcasters, he also brings a wide-ranging insight into the industry.

Chairman Hundt recently named a permanent chief of the Cable Services Bureau — Meredith Jones, a Yale Law School graduate with extensive experience in business financial transactions. Jones has spent most of her career as an attorney in private practice specializing in public and private debt and equity financing. She first came to Washington last year to serve as general counsel of the National Oceanic and Atmospheric Administration, which is a division of the Department of Commerce. <sup>13</sup>

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# Making the Most of Media in Your Ministry

—by Mark Snowden —

*"How well we communicate is determined not by how well we say things but by how well we are understood."*

— Andrew Grove, chief executive officer, Intel Corporation

*"Companies that have not developed means of conveying their message with clarity are rarely successful."*

— George Barna, *Marketing the Church*

**W**HETHER AS Christian broadcasters or as church leaders, our goal is nothing less — nothing less important, nothing less life-changing — than the effective communication of the Gospel. And increasingly, churches today are realizing that utilizing media — including audiovisual, broadcast, print, and telecommunications — can

Continued on page 14



Charles Ledford

*At a traditional dance ceremony of the Yao people — formerly the least evangelized people group in East Africa — missionary Steve Evans does taping for the Yao radio ministry.*

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Ken Canfield is the executive director of the National Center for Fathering, a research organization founded to "turn the hearts of fathers to their children." A best-selling author, speaker, and spokesperson in all the Christian media, Ken is the featured speaker on "Today's Father."



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## MAKING THE . . .

*Continued from page 12*

bring about more effective communication of the Good News. Each type of media has specific and appropriate uses and can be used to reach congregations with a multiplicity of needs.

### The Utter Importance of a Plan

Used effectively, communications media in an environment of church growth can accelerate the decision-making process. However, church leaders must skillfully apply media if they are to bring about positive responses to the Gospel; used inappropriately, media can also generate undesirable decisions. Great care must be taken to design messages that bring about appropriate responses.

As in the context of foreign missions, where mass communications and interpersonal media are not ends unto themselves but instead accelerate missions causes, media productions or services within the church should be seen not as separate ministries competing with other programs but as integral elements of the church's overall mission. Simply having a media ministry in place does not preclude the need for other aspects of outreach.

Steve Evans, a missionary for the Southern Baptist Convention, articu-

lated this warning in a paper to the Malawi Baptist Mission. "We have the responsibility of following up the response of the listener and supporting the decision that was made. One of the most important things for us to learn is that we cannot expect mass media to do our evangelism for us. Personal contact with an individual can never be replaced by modern methods of mass communications. No mass medium will be sufficient as the sole method of evangelism in the absence of personal contact."

As such, a church's media planner must interpret the importance of communications media in church-wide evangelism. The church's pastor also plays the critically important role of seeing that communications media are included in overall planning and implementation.

Media-related strategies should bring growth! They should evolve from other churchwide strategies. They must be made in cooperation with all other ministries. In an effective strategy, multiple mass and interpersonal media resources should be utilized to accelerate sensitization to relevant messages. Tools such as audiocassettes, radio and television programs, "how-to" books, and videocassettes can package messages geared to reaching people on a personalized level of spiritual growth.

### A Call for Connectedness

For too long, churches have



Charles Ledford

*The first local church for the Yao people was established through the use of media; three others have since been planted using this technique.*



become proficient at using a number of media resources while providing no real connection in their usage. Media planners should not forget that such resources must enable the seeker to take another step closer to Christ.

Media will be most effective when used deliberately in a church-growth strategy. Integrating these resources into such a strategy can be viewed in the light of the following communication planning process:

**Step 1 — Research.**

Understanding how people learn and communicate is critical to church growth success. Communications research is a valuable tool that forms a bedrock of information for message development and media identification. Church leaders may use computers, which simplify data analysis and projections, or the partnership of other Christian groups to do research.

**Step 2 — Plan.** This step must take into account the wide variety of media-related directions a church may choose to go. Start by analyzing media at the end result and work "backward." For instance, identify those people whose lifestyles exhibit Christ and identify any role media might have played in their spiritual journey.

**Step 3 — Implement.** This is the time to employ the communication channels identified in the research

phase and integrated in the planning process as the best vehicles for communicating a strategy's content. These channels are the transport system that carries a message into a culture. It is important at this stage to avoid focusing on only one medium of communication, whether it be radio, television or the printed word.

**Step 4 — Evaluate.** Once implemented, communications strategies must be evaluated for effectiveness. Such evaluation determines how successful a media ministry is in reaching pre-determined goals. Is the ministry producing the desired results? Are needs being met? What can be changed? Quantitative and qualitative measurements need to be a part of the communications process at every stage.

The evaluation process should also take into account the experiences of the entire media ministry team. Subtle differences in team members' perspectives may reveal valuable information on necessary changes or modifications. And above all, a church's media ministry — like all other ministries — must address a congregation's spiritual needs in relevant, life-changing terms.

**Mark Snowden is a communications consultant for the Foreign Missions Board of the Southern Baptist Convention in Richmond, Va.**



*Southern Baptist missionary Steve Evans greets a drummer from a Yao village.*

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

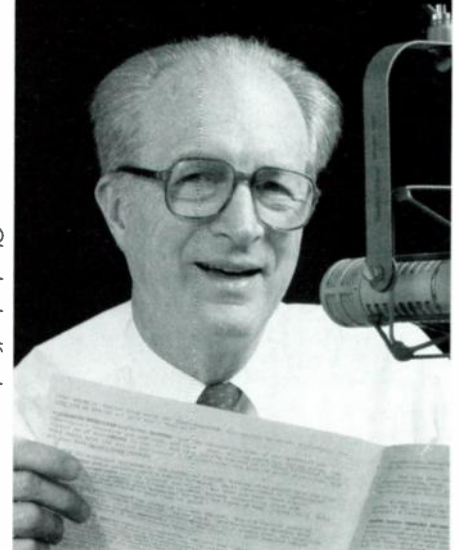
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# Bo Buil

## How Broadcasters Can Str

### What's a Broadcaster to Do?

What then can broadcasters do, in a day when their industry is driven by national networks, to link arms with local churches? The nation's top Christian radio syndicator, Focus on the Family, believes the process begins by "viewing yourself not as separate from the church, but as a ministry that channels people into churches where they can grow and serve," explains Diane Passno, vice president of ministry correspondence.

The key is cultivating this attitude throughout the organization,

*The classic connection between the church and religious broadcasting is exhibited in the ministries of many of religious broadcasting's past and present pioneers. Pictured left to right: Donald Barnhouse, R.R. Brown, Jerry Falwell, Rex Humbard, Charles Stanley, Chuck Swindoll.*

"And we can do that by using the media at our disposal to give local churches a context for exposure and outreach to the community."

At his own church, which he founded in 1976, Evans has seen radio help build attendance and expand local ministries. Today, his congregation supports inner-city programs for housing assistance, job training, business development, literacy and health education, child and senior care, juvenile intervention, prison ministry, and more. "Radio and TV can expose a church's ministry to new audiences," says Evans, who launched *The Urban Alternative* broadcast in 1981, "and also be a catalyst for calling local churches together for joint ministry."

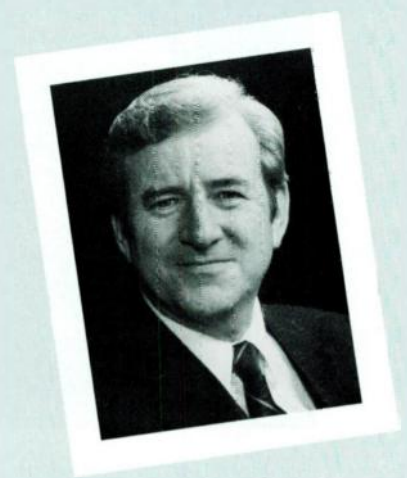
The current challenge for continued partnership between broadcasters and churches, however, is explained by the Christian Broadcasting Network's (CBN) Pat Robertson. He suggests that while radio and television preaching can be a natural extension of pulpit ministry, running a national network is different than leading a local church. When he founded CBN, Robertson saw that the existing local church structure in his home city was "just not capable of what God had in mind" for the network. As he observes in his 1992 book, *The Secret Kingdom* (Word Publishing), "If I had tried to force it upon them, I would have brought about conflict, confusion, and failure."

by Mark Ward Sr.

**T**HROUGHOUT ITS history, religious broadcasting has maintained a vital partnership with the local church. The great voices of early radio — Paul Rader, R.R. Brown, Donald Barnhouse, and Charles Fuller — were pastors of local churches. The pioneering telecasts of Jerry Falwell and Rex Humbard were outgrowths of local church ministries. And many of today's leading spokesmen, from Charles Stanley to Chuck Swindoll, have preached from their own church pulpits.

Yet today the link between broadcasters and local churches may be threatened. Where individual preachers once dominated the action, now the industry is driven by radio and television networks, their growth fueled by market forces and new technology. And as Christian networks become large institutions of their own, the challenge for broadcasters is whether the industry will grow away from its historic roots in the local church.

"God has ordained the local church to advance His kingdom, so as broadcasters we need to serve and strengthen churches," claims Anthony Evans, the Dallas pastor of Oak Cliff Bible Fellowship and speaker for *The Urban Alternative* radio and television ministry.



# dy ding

## ngthen the Local Church

Passno adds. All Focus on the Family employees are expected to be involved in local churches. The same attitude emanates from the top, she points out, "where all our fund raising and constituent communications urge people to support their churches first before they support us."

Focus on the Family, which is headquartered in Colorado Springs, Colo., also works diligently to build its contacts with local churches. "So when, for example, a teenager writes us with a problem," Passno says, "we can refer him first to his parents, second to a church — and only then, with his parents' permission, to a counselor." Parachurch organizations must plug their programs into the local church, she concludes, and not vice versa, because "local churches are the front line."

Another innovative broadcaster working in partnership with local churches is the Denver-based MOPS (Mothers of Preschoolers) International, whose *Mom Sense* daily 2-minute radio program

is aired by more than 300 stations. According to president Elisa Morgan, the basis of the ministry is nearly 800 individual MOPS chapters in nine countries that are chartered to local churches.

Media and ministry each reinforce the other, Morgan says. "As the radio program makes a difference for listeners, they become more aware of MOPS," she points out, "and as listeners contact us, they are channeled into local churches with MOPS chapters." In turn, she continues, an active chapter strengthens a church's outreach to young mothers, "bringing more women from the community into the church and building their

*"We have a unique opportunity to promote local church outreaches and to bring the Body of Christ together in our communities."*

leadership skills for ongoing women's ministry in the church."

MOPS could have chosen to incorporate chapters as autonomous local groups independent of any church, such as the Christian women's clubs found in many communities. Or they might have encouraged meetings in private homes, in the manner of many Bible

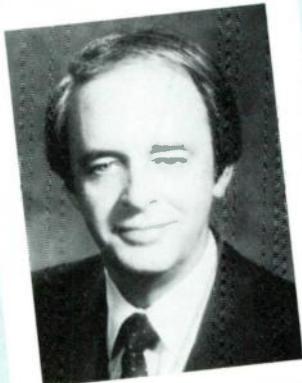
study ministries. "But a church-based approach makes the most sense for reaching the most moms," advises Morgan.

And broadcasters don't need the international outreach of MOPS or Focus on the Family to have an impact in strengthening local churches. If anything, smaller broadcasts survive because they develop audiences that listen loyally to the program speaker. Andrew Wommack's *Gospel Truth Broadcast* is carried by less than 60 radio stations, "but I receive maybe 1600 calls a month, and perhaps 80 percent of them are first-time contacts," Wommack says.

Although radio can reach farther than a local church, Wommack believes "radio is just a way to whet their appetite." He describes three levels of outreach in which, at the bottom level, radio provides an entry, while providing ministry-related books and tapes "has more capacity to change lives," and channeling people into local churches has the most impact.

"Our ministry always stresses the church," Wommack says. For that reason, in his frequent travels across country for speaking engagements, he has carefully built a network of relations with local churches. "That way," he says, "when we get letters because of the broadcast, we can

*Continued on page 18*



refer people to the place where they can get the most help."

Headquartered in Colorado Springs, Colo., Andrew Wommack Ministries is also launching a Bible college this year where students can be trained for Christian service and leadership. New workers are needed in the church today, he believes, and broadcasters have the media tools to publicize the needs and help recruit laborers for the harvest.

### Stations of the Cross

Because Christian radio and television stations are local institutions, "we have a unique opportunity to promote local church outreaches and to bring the Body of Christ together in our communities," suggests Blackie Gonzalez, president of SON Broadcasting Network, which operates New Mexico stations KCHF-TV/Santa Fe and KDAZ-AM/Albuquerque.

For example, during the prime hours of 9 a.m. and 8 p.m., Gonzales hosts a 60-minute *God Answers Prayer* program on KCHF. In this "electronic prayer meeting" for the Christian community, he upholds both individual prayer requests and local churches, interspersed with music and

interviews of local interest. Over the years, Gonzales has also encouraged and enabled local pastors to go on the airwaves, which in turn has boosted their outreach and attendance. Moreover, he works closely with churches to provide airtime for announcements and to develop affordable advertising packages.

"Radio and television [are] relations business[es]," explains Dick Bruso, station manager for KGFT-FM/Colorado Springs, Colo., "and that means staff relations, corporate relations, and relations with clients — including advertisers, program buyers, listeners, and the community." In that vein, he cultivates close ties with local churches, believing the biblical admonition that "if you give, it will be given unto you."

While Bruso says it's true that Christian networks increasingly dominate the industry, he thinks the trend may actually enhance the ability of individual stations to help local churches. KGFT bills itself as "The Talk of the Rockies," and as compelling programs draw more listeners, the station's role as a forum and a catalyst for the community is increased.



Anthony Evans (left) and Van Howard (right) both of The Urban Alternative (TUA), survey a group of townhomes in Dallas, where TUA, via Evans' Oak Cliff Bible Church, worked to minister to the lives of residents.

Christian radio has grown to the point where it can compete for listeners against secular formats. However, today's audiences expect professional quality programming, and that requires the resources of a network. Bruso also warns that Christian stations can no longer afford the stereotype of "religious radio," selling airtime to whoever will buy, but must instead create a marketable identity through targeted programming.

"Ultimately, these will allow us



Robert Dallenback

*Involvement in National Day of Prayer events, such as this 1993 gathering, is just one example of KPOF-AM's outreach to the Denver community; such outreach often involves cooperation with local churches.*

to bring in more listeners and expose them to the message of the local Christian church," Brusco concludes. And as stations rely less on revenues from the sale of airtime and assume more control over their programming, he believes new opportunities for local churches to get on the air may surface. Stations such as KGFT will be giving more of their broadcast schedules to original public affairs programs, and thus looking to local churches for input.

Because they are listener supported, noncommercial stations also enjoy the freedom to air public service programs that involve local churches, points out station manager Roy Hanschke of KWBI-FM/Morrison, Colo. In addition, he suggests noncommercial operations are often the best suited to expand through FM translators, which can help broadcasters link with churches in rural areas.

KWBI and its Colorado sister station, KJOL-FM/Grand Junction, are affiliated with Colorado Christian University. The two stations are now developing a network of FM translators across the state, and Hanschke says, "We don't just go in and install a translator until we first develop a ministry in that community." By building relations in these areas, Christian radio can provide churches a powerful new way to enhance their outreach.

## An Age-Old Link

From the beginning of Christian broadcasting, of course, churches have also owned stations. One pioneer radio station still active today is KPOF-FM/Westminster, Colo., founded by the Pillar of Fire denomination in 1928. Today the group owns two more outlets, WAWZ-FM/Zarephath, N.J., and WAKW-FM/Cincinnati. "Broadcasting is a vital dimension of our work because it provides a service," explains Pillar of Fire vice president and KPOF manager Robert Dallenbach, "and like the Salvation Army, providing services is our focus."

Pillar of Fire must strike a balance in its overall objectives, Dallenbach adds, for "on the one hand, as Pillar of Fire gets older, we need to use radio as a way to build our constituency. Yet on the other hand, we invite all denominations to participate in our broadcast outreach. If our

stations became too propagandistic for our own denomination, it would drive away listeners and perhaps give us problems with the FCC."

Over the years, Dallenbach affirms, this need for balance has caused Pillar of Fire to be less isolated and to work more in partnership with other churches of like doctrine. In turn, these joint efforts have helped the denomination grow in service and outreach. "We don't want to grab each other's constituents," he continues, "but enlarge the local churches in our listening areas."

For example, "Church of the Week" programs and radio publicity for church counseling centers have both enhanced listenership and boosted local churches. Meanwhile, Pillar of Fire takes selected daily opportunities to "cover our key doctrines, not in a way that inflames or emotionalizes, but that edifies people," concludes Dallenbach.

A new entry is Faith Bible Chapel of Arvada, Colo., which last year purchased KRMT-TV/Denver. Station manager Ruben Mendez sums up the opportunities for churches in broadcasting by saying, "We can reach out and meet needs in the entire Body of Christ — from prayers for people in need to discussing important issues, from programs for messianic Jewish believers to programs for black and Hispanic Christians."

Mendez says that his church, in its role as a broadcaster, must ask itself "practical questions such as who watches our programs." But both churches and broadcasters, he concludes, can ask God with one voice, "How can we reach our city for Christ?"

**Mark Ward is a contributing writer for Religious Broadcasting and editor of the NRB Directory of Religious Media. His book, *Air of Salvation: The Story of Christian Broadcasting*, will be released later this year by Baker Book House.**

### Clarification

"Lonely Voices," pages 28-32 of the June issue of *Religious Broadcasting*, included an excerpt from *The Conquering Indian*. The publisher of that volume, which was not included with the excerpt, is Indian Life Ministries of Manitoba, Canada.

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# A Joining of Hands

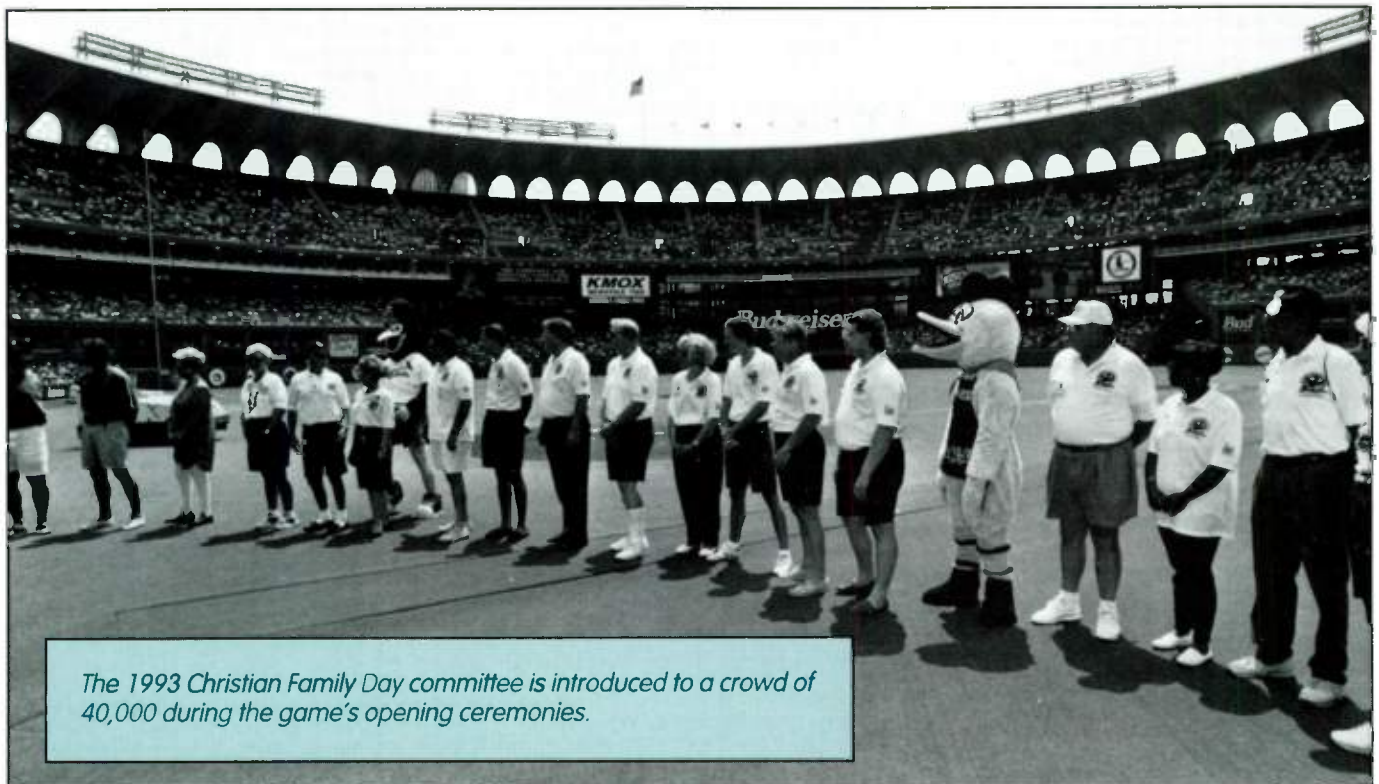
by Michael McHardy

*Editor's note: The local church and the local Christian radio station: theirs is a common burden — the eternities of worshippers and listeners — but too often, it is a burden carried in needless isolation from one another. As it considers the link between Christian broadcasting and the church, Religious Broadcasting offers a story of baseball and belief, one which testifies to the power of unity.*

**F**OR KSIV-AM/ST. LOUIS, our listening audience, and the body of Christ in the St. Louis area and beyond, what took place on July 17, 1993, was an overwhelming success. The event was KSIV's Third Annual Christian Family Day at Busch Stadium, and among the more than 40,000 in attendance were over 12,000 members of more than 300 churches, parishes, and para-church organizations from 11 states gathered for an afternoon of baseball, music, and testimony.

The event received major media attention in St. Louis. ABC, NBC, and Viacom affiliates all covered the event during their sports newscasts, and Sunday evening sports specials featured extended

*Continued on page 22*



*The 1993 Christian Family Day committee is introduced to a crowd of 40,000 during the game's opening ceremonies.*

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interviews with post-game speaker Dave Dravecky, former pitcher for the San Diego Padres and San Francisco Giants. In addition, the extremely liberal *St. Louis Post Dispatch* reported on the event in a favorable article laced with Scripture and built around Dravecky's remarkable story of faith.

## Landmark Beginnings

On KSIV's first Christian Family Day at Busch Stadium, held August 31, 1991, 3712 members of churches and para-church organizations were at the game and were among the thousands who stayed to hear the message of youth evangelist Dawson McAllister and the music of Al Denson. Thrilled by the turnout and the event's well-organized style, the Cardinals gave KSIV a return date for the following year.

The visionary for Christian Family Day was wife, mother, homemaker, and interior designer Judy Boen, a long-time Cardinals fan who had for years urged the team to set a date aside to honor the family and to share Jesus Christ in testimony and music following that day's game. And while such an event is not likely on the priority list of most major league ballclubs, Boen's persistence finally paid off in the winter of 1991, when Cardinal vice president of marketing Marty Hendin gave his approval. Boen then contacted KSIV, and the monumental hands-on work began.

As the major co-sponsors of the event (along with area Chick-FIL-A restaurants, which have consistently supported the cause of Christ on a corporate level), KSIV served as the promotional and networking "linchpin" of the event, working deliberately with local churches and the secular community.

A board of interested and capable volunteers from various churches in the St. Louis area was formed, and specific committee assignments were made in the areas of finance and ticket sales (the Cardinals gave us blocks of tickets to sell, with rebates on each ticket sold to help us underwrite our costs), advertising and promotion, program, and church and Christian community relations. Other committees handled an informal pastors' luncheon, donor solicitation, and secular media relations.

The board also formed a mission statement: to plan and coordinate programs that would combine Christian entertainment and activities with sporting

events. The programs would be an opportunity for the entire Christian community in the St. Louis area and beyond to gather for interdenominational fellowship, to have fun watching the athletic event, to enjoy wholesome Christian entertainment, and to present Christianity in a positive light to the non-Christian community. In short, our goal was to provide our city with the most user-friendly evangelical outreach it had ever seen.

Several months prior to the event, the board began meeting once a week for relationship building, strategy sessions, mapping out details, follow-up, accountability, and prayer. This was an enormous task undertaken by already-busy people seeking nothing for themselves save for obedience.

## Rewarding Returns

Against a backdrop of extremely warm weather and a devastating summer flood — neither of which dampened the spirits of those gathered at Busch Stadium — the 1993 event began with the home-plate introduction of the Christian Family Day committee. A choir from the First Baptist Church of Maryville, Ill., then performed the national anthem, having won the honor by selling the most tickets to the event — over 400. The game's opening pitch was thrown out by Dravecky, whose battle with cancer and subsequent loss of his pitching arm would form the basis for a post-game testimony which was

at once vulnerable and bold. "KSIV Radio" remained on the scoreboard screen throughout the game.

Following the Cardinals' 5-3 victory against the Houston Astros, the sounds of Christian music filled the stadium as Psalm 150, a Christian jazz band, rolled in from the outfield on a decorated flatbed truck prominently displaying the KSIV banner. Event attendees then heard the music of Christian recording artist Randy Mayfield and the testimonies of Kevin Bass of the Astros and Bob Tewksbury, Lee Guetterman, and Brian Jordan of the Cardinals.

We also introduced the crowd to 625 children — including 225 underprivileged inner-city youth, 50 homeless children, and 90 children and teenagers with cancer — who had been provided free tickets, Chick-FIL-A meals, and soft drinks. One member of each group represented was selected and given an autographed baseball, a Christian Family Day t-shirt, and a bag of Cardinal souvenir gifts by Dravecky.

In his testimony, Dravecky shared about his personal life, his conversion experience, and the struggle of losing his arm to cancer. And he told of God's faithful-



*Dave Dravecky acknowledges the standing ovation given him by the Busch Stadium crowd as he prepares to throw out the game's opening pitch.*

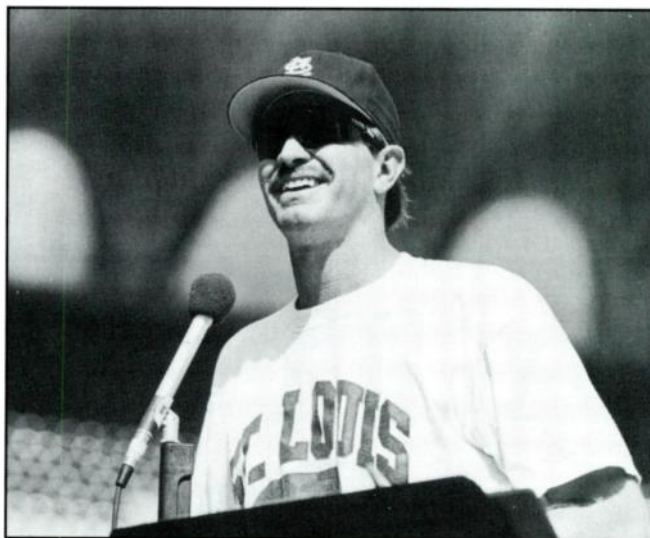


ness in bringing him victory over both his circumstances and his attitude, a story of triumph he followed with an invitation to which thousands responded.

After a 1993 event which exceeded all hopes for success, the Christian Family Day committee eagerly anticipates the July 23, 1994 event, which will feature the music of Todd Proctor and speaker Tommy Herr, a former all-star second baseman who played on three championship Cardinal teams in the 1980s.

Christian Family Day has been well received by the Cardinals, who have honored the event's board each year at their annual community event banquet, calling the event one of their top draws. And, KSIV's presence in the community has been amplified, resulting in increased awareness, support, and listenership. But above all, as we have partnered with the local church in pursuit of a common goal, God has been honored and lives have been changed.

**Michael McHardy** is the general manager of KSIV-AM in St. Louis.



*Cardinals relief pitcher Lee Guetterman beams as he talks about the importance of Christ in his life.*

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# Success Steps

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## *How to coordinate a Christian Family Day-like event in your area*

**1. Know your station's ambassadors.** These are the people who have a profound love and respect for your station and are willing to be your "arms and legs" as event volunteers. Network intimately with these people.

**2. Build credibility with the local church.** Have a pastors' and youth pastors' luncheon months before the event to create awareness, enthusiasm, involvement, and individual church "ownership." Use giveaways, music, and the participation of professional athletes to bear witness to the event.

**3. Obtain mailing lists for all local churches and denominations.** Use these to contact them on a regular basis with flyers and follow-up phone calls.

**4. Use phone banks to contact the local church.** And get the news about your event out to all local churches, not just those you consider evangelical or "Bible-believing." There could be a witness here.

**5. Know that the local church or its pastor may feel threatened by your event.** He is probably overwhelmed by his own job. Identify key lay people within the church to facilitate the event in their congregation and to serve on various planning committees.

**6. Be professional.** Make sure all printed materials such as flyers, posters, and t-shirts look sharp. Don't be sloppy or do things half-way; this only reinforces negative Christian stereotypes.

**7. Solicit promotional support from other Christian radio stations.** If the event is big enough, mail a promotional packet including radio spots to all Christian stations in surrounding states. Many stations, especially those outside your listening area, will support large-scale events they see as "win-win" situations for everyone involved.

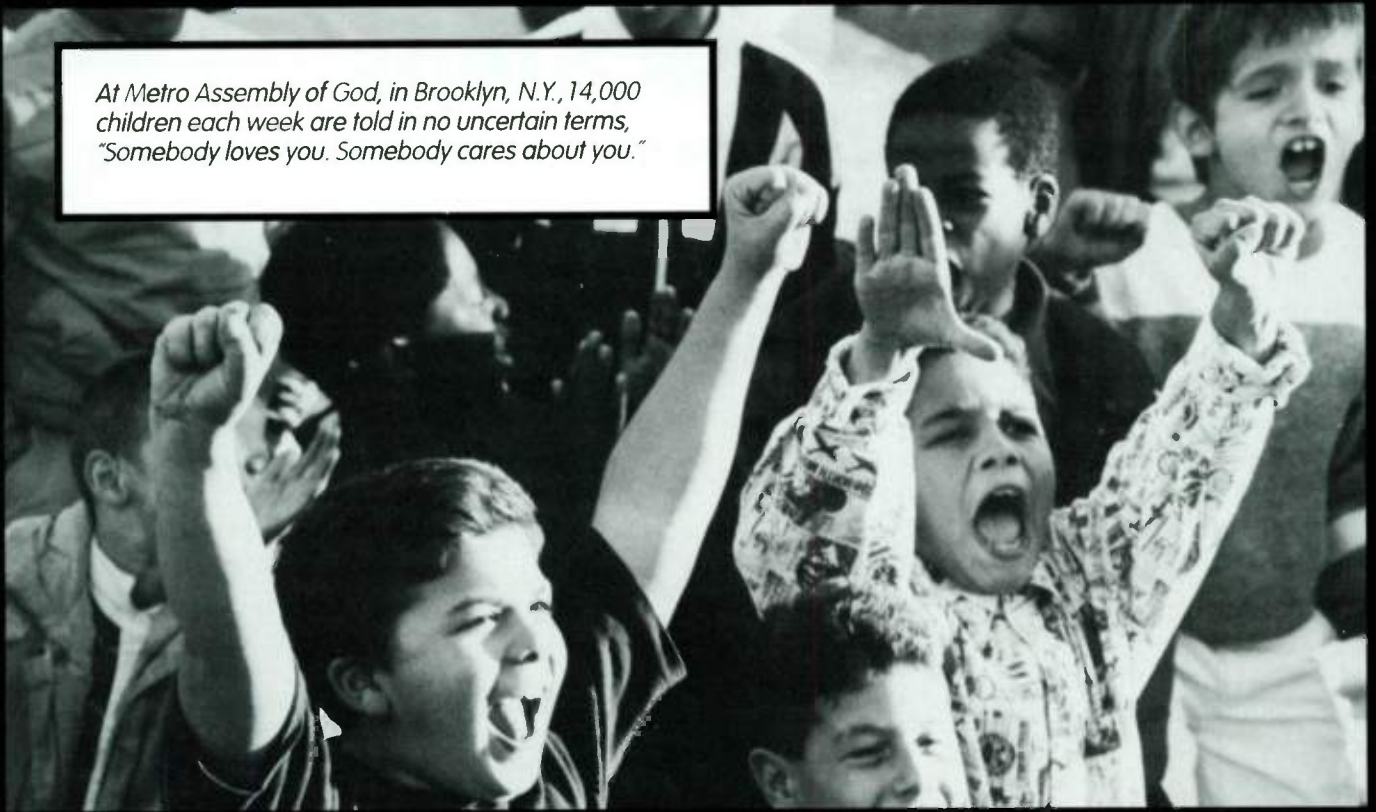
**8. Earn the right to be heard.** Build friendships and promotional bridges with secular print, radio, and television outlets. Those folks can really help your event along.

**9. Avoid Christian buzzwords.** Don't talk "evangelical talk." Do as Christ did and meet family entertainment organizations — sports teams, theme parks, zoos, etc. — where they're at.

**10. Be persistent, creative, industrious, and prayerful.** Plan your work and work your plan, and leave the results to God. He'll generally surprise you with outcomes far beyond your limited imagination.

# A Tree <sup>of Life</sup> Grows in Brooklyn

At Metro Assembly of God, in Brooklyn, N.Y., 14,000 children each week are told in no uncertain terms, "Somebody loves you. Somebody cares about you."



by Elizabeth J. Guetschow

**T**HE YELLOW- AND CREAM-COLORED buses rumble laboriously down garbage-strewn streets, past drug dealers, junkies, and young mothers who shoot up while their children watch. The buses come every week and are a familiar sight. They are driven, some of them, by young men who rode them as children and might not

be alive if they hadn't. They are, in a place of drugs, despair, and death before life, symbols of hope.

The buses — nearly 50 of them — belong to Brooklyn's Metro Assembly of God, and they are, quite literally, the vehicles by which 14,000 children each week are brought to Metro's "Saturday Sunday School" and are told something they have possibly never heard before in their lives: somebody loves you, and somebody cares about you.

## To See the Difference

These are, in fact, *the* life-changing Metro messages. And in these messages lies the power of Metro's ministry, because the children of Brooklyn are not hearing them from anyone else.

Abandoned by his alcoholic mother when he was 14, Bill Wilson, Metro's founder and pastor, knows something of from whence these children come. As such, he also knows that the Metro method cannot be about one-time involvements and limited "rescue efforts." The Metro method must instead be about the slow, painstaking work of building relationships, of going back week after week, of simply staying in a place others have come to and left.

"It has to be a long haul," Wilson says, his perpetually raspy voice showing signs of a wearying schedule. "This is an endurance race. That's all it is. Most people never stick around in an inner-city situation to see the difference. They're criticized. They can't raise support. They can't get help from their denomination. All of those things are true for us."

Wilson recalls that when he came to Brooklyn 13 years ago, he was told, "We don't need Sunday school in the inner city." At Metro Assembly of God, where Sunday school is a marvel of energy, color, creativity, and — always — the Gospel without apology, 14,000 children prove that wrong every week.

Perhaps they come (and it seems this must be the reason) because Metro's is a one-on-one, "*you* are special" ministry. The staggering numbers of children who each week crowd into the converted brewery that is Metro's home don't preclude such personalized ministry. The numbers are because of it. "It's a people-on-people thing. That's what has always made the Gospel relevant," Wilson says. "You're building a relationship that can't be built any other way. There's no shortcut to it."

In fact, the entire Metro method is something that cannot be accomplished in anything less than many steps. Among the most unique and effective of these is

Metro's home visitation practice, moments during the week when staff members and volunteers step into the lives of the children of the ghetto. They go to meet parents and to remind them of when the bus will be stopping by on Saturday. They go to see firsthand the homes from which the children come. They go because they know of no better way to show that they care.

"Because we're in the homes every week," Wilson explains, "we've earned the right to be heard." And children are not the only ones listening to what Metro has to say; some 1200 adults who see staff members and volunteers coming into their lives have also been drawn to Metro's message of hope in Jesus Christ. The church currently offers three Sunday services to accommodate this growth.

A recent Mother's Day-related event is typical of Metro's relevant, "do it up right" outreach to inner-city families. In this case, Metro coordinated a sponsorship program between suburban and inner-city mothers. Each sponsored inner-city mother was taken via luxury bus to the Mark Hotel in Manhattan while Metro provided child care. The mothers were fed, entertained, encouraged by Wilson, and given gifts. "But what we really want are their little souls," says Metro's Lisa Dolab, and in the lives of many who participated, that goal — a constant in everything Metro does — was accomplished.

Wilson admits unabashedly that reaching entire families is part of Metro's ambitious intent, for when it comes to the lives of Brooklyn parents and children, Wilson says he is not satisfied with merely being a peripheral element. "Most churches are just a small part in someone's life," he says. "We set out to be a major factor. Our whole teaching is based on brainwashing, because you have to here, because you've got everything working against these kids.

"This is not a cute little Sunday School. This is life or death every day," Wilson says fiercely. "Our teaching is very hard, very dramatic, very visual. We are pushing to be a major influence in these kids' lives, and we're going to do whatever it takes."

## Systematic Stupidity

Wilson says that the right to be heard has not come easily. "It took us seven years, between the stabbings, the fights, the shoot-outs." And the Metro staff members, all of whom live where they work, have not merely observed this violence from some safe sideline; it was and is happening to them, "allowing" them to experience what the children of Brooklyn live each day. "It's a normal thing," Wilson says, still somewhat incredulously. "The kids grow up with that being normal."

The system of the inner city — the system Wilson and Metro Assembly must fight — seems frustratingly bent on rewarding the bad and, at best, ignoring the good.

*Continued on page 26*



Three times each Saturday, Metro's fleet of nearly 50 buses goes into the neighborhoods of Brooklyn, where the children await.

# A Nation Under God

## Are We Indeed?

**W**E HOLD THESE TRUTHS TO BE SELF-evident — that America is a nation of faith, that the spirit of belief which drove our forefathers undergirds us yet today, that some part of the spirituality once an intrinsic part of daily existence remains intact. But in believing these truths, are we ignorantly looking away from a reality we do not wish to see? Just exactly what do Americans believe? Do they in fact acknowledge the existence of something — Someone — “higher” than themselves? And are there any evidences of such faith in the small, ordinary moments of their lives?

In search of answers to these and other related questions, U.S. News & World Report recently conducted a survey of 1000 registered voters and presented the intriguing results in its April 4 issue. As it assessed that which it had uncovered, U.S. News theorized that “Americans are as religious as ever but aren’t sure how to ‘walk the walk’ in a pluralistic and secular society.” To religious broadcasters — and to the Body of Christ at large — the disparity between “faith” and action manifested in the following responses delivers a weighty reminder: your message is necessary and your mission is urgent.

(Survey notes: \* indicates less than one percent. Some percentages may not add up to 100 because some respondents answered, “Don’t know,” or because some response categories have been omitted for space reasons.)

**1** At the present time, do you think religion as a whole is increasing its influence on American life or losing its influence?

Increasing	21%
Losing	65%
Neither	4%
Both	2%
Unsure/refused	8%

**2** Personally for you over the last few years, has religion as a whole been increasing or losing its influence in your life?

Increasing	62%
Losing	16%
Neither	18%
Both	2%
Unsure/refused	2%

**3** What is the church or synagogue you or your family attend most often?

African Methodist Episcopal	*
Amish	*
Assemblies of God	1%
Baptist/American	4%
Baptist/Missionary or Independent or Primitive or other	5%
Baptist/Southern	11%
Bible Church	1%
Christian Church	7%
Christian Reformed Church	*
Church of Christ	2%
Church of God	*
Disciples of Christ	*
Eastern/Greek Orthodox	*
Episcopalian	2%
Evangelical	*
Friends/Quaker	*
Fundamentalist	*
Jewish	2%
Lutheran	7%
Mennonite	*
Methodist or United Methodist	8%
Mormon/Latter Day Saints (LDS)	1%
Nazarene	*
Non-denominational	3%
Other Protestant	6%

## To See the Difference

These are, in fact, *the* life-changing Metro messages. And in these messages lies the power of Metro's ministry, because the children of Brooklyn are not hearing them from anyone else.

Abandoned by his alcoholic mother when he was 14, Bill Wilson, Metro's founder and pastor, knows something of from whence these children come. As such, he also knows that the Metro method cannot be about one-time involvements and limited "rescue efforts." The Metro method must instead be about the slow, painstaking work of building relationships, of going back week after week, of simply staying in a place others have come to and left.

"It has to be a long haul," Wilson says, his perpetually raspy voice showing signs of a wearying schedule. "This is an endurance race. That's all it is. Most people never stick around in an inner-city situation to see the difference. They're criticized. They can't raise support. They can't get help from their denomination. All of those things are true for us."

Wilson recalls that when he came to Brooklyn 13 years ago, he was told, "We don't need Sunday school in the inner city." At Metro Assembly of God, where Sunday school is a marvel of energy, color, creativity, and — always — the Gospel without apology, 14,000 children prove that wrong every week.

Perhaps they come (and it seems this must be the reason) because Metro's is a one-on-one, "*you* are special" ministry. The staggering numbers of children who each week crowd into the converted brewery that is Metro's home don't preclude such personalized ministry. The numbers are because of it. "It's a people-on-people thing. That's what has always made the Gospel relevant," Wilson says. "You're building a relationship that can't be built any other way. There's no shortcut to it."

In fact, the entire Metro method is something that cannot be accomplished in anything less than many steps. Among the most unique and effective of these is

Metro's home visitation practice, moments during the week when staff members and volunteers step into the lives of the children of the ghetto. They go to meet parents and to remind them of when the bus will be stopping by on Saturday. They go to see firsthand the homes from which the children come. They go because they know of no better way to show that they care.

"Because we're in the homes every week," Wilson explains, "we've earned the right to be heard." And children are not the only ones listening to what Metro has to say; some 1200 adults who see staff members and volunteers coming into their lives have also been drawn to Metro's message of hope in Jesus Christ. The church currently offers three Sunday services to accommodate this growth.

A recent Mother's Day-related event is typical of Metro's relevant, "do it up right" outreach to inner-city families. In this case, Metro coordinated a sponsorship program between suburban and inner-city mothers. Each sponsored inner-city mother was taken via luxury bus to the Mark Hotel in Manhattan while Metro provided child care. The mothers were fed, entertained, encouraged by Wilson, and given gifts. "But what we really want are their little souls," says Metro's Lisa Dolab, and in the lives of many who participated, that goal — a constant in everything Metro does — was accomplished.

Wilson admits unabashedly that reaching entire families is part of Metro's ambitious intent, for when it comes to the lives of Brooklyn parents and children, Wilson says he is not satisfied with merely being a peripheral element. "Most churches are just a small part in someone's life," he says. "We set out to be a major factor. Our whole teaching is based on brainwashing, because you have to here, because you've got everything working against these kids.

"This is not a cute little Sunday School. This is life or death every day," Wilson says fiercely. "Our teaching is very hard, very dramatic, very visual. We are pushing to be a major influence in these kids' lives, and we're going to do whatever it takes."



Three times each Saturday, Metro's fleet of nearly 50 buses goes into the neighborhoods of Brooklyn, where the children await.

## Systematic Stupidity

Wilson says that the right to be heard has not come easily. "It took us seven years, between the stabbings, the fights, the shoot-outs." And the Metro staff members, all of whom live where they work, have not merely observed this violence from some safe sideline; it was and is happening to them, "allowing" them to experience what the children of Brooklyn live each day. "It's a normal thing," Wilson says, still somewhat incredulously. "The kids grow up with that being normal."

The system of the inner city — the system Wilson and Metro Assembly must fight — seems frustratingly bent on rewarding the bad and, at best, ignoring the good.

*Continued on page 26*

Teenagers know that, in this system, they can make \$100 a day selling drugs. Unwed mothers know that each illegitimate child means more welfare money. "It's almost a reward for stupidity," Wilson says. "And it's hard to overcome that."

In overcoming, Metro seeks to draw in children *before* they get caught up in the system which claims so many. Wilson notes that putting a name to the problem driving the inner-city system is difficult "because you've got a city so rooted in problems that go back so far." While drugs would appear to be the form the Enemy has taken on the streets of Brooklyn, Wilson asserts that drugs are more a manifestation of the larger problem than they are the problem itself.

"When you get something this big with this many people" — 8.5 million in a 15 by 32 mile area — "the tentacles reach so far down. You have one thing that feeds another that feeds another." The horrors of the inner city, Wilson says, are really just manifestations of people responding to a way of life they were not created to live. "The kids see it played out in front of them over and over and over again. And the cycle repeats itself."

Part of Metro's complex task, then, is to break this cycle and to place within "its" children some hope for tomorrow. But Wilson notes that tomorrow is of little concern to those who only hope to live through today. "People are not consequence-oriented because there's a good possibility there is not going to be a future," he explains. Indeed, in areas such as Harlem and the South Bronx, the average black male faces a life expectancy of only 37 years.

## Street Stories

With 14,000 children, 500 youth, and 1200 adults attesting to the impact of the Metro method, which is now being taken to the streets in the form of more than 30 "Sidewalk Sunday Schools," one would anticipate across-the-board acclaim for Metro from the rest of the Christian community. But Wilson says he's heard his share of charges that ministry such as Metro's "doesn't work, doesn't stick."

"People say, 'Well, what are [these kids] going to grow up to be? Are they all going to be lawyers?' No. They're not going to be white. They're not going to be socialized into the mainstream of American Christianity. But they [also] are not going to be what they would have been. That's the primary focus. And that's where this thing begins to make sense," Wilson says. "We've had to come to the [place] where we're not nearly as interested in what these kids become as we are in what they do not become."

Some of the children who are not what they would have been are

today Metro staff members. And Wilson says that when they stand up in front of a Sunday school gathering and tell thousands of Brooklyn children, "I sat in that seat right there," they bring a living, breathing testimony of hope. "The kids just need to know that somebody is actually being honest," Wilson says. "And when they see the reality actually lived out in front of them, it's amazing what that will do."

## The Mission Field Is Here

Of all the battles he fights as a minister of Jesus Christ, perhaps none angers Bill Wilson more than the one he fights against what he sees as American Christianity's concept of the mission field, a concept he says reflects a classic way of thinking about problem-solving.

"To me, it's the age-old conflict of prevention versus intervention," he says pointedly. "We are very much an intervention-oriented society [and] as Christians even more so. We wait until people have destroyed themselves." Wilson says he constantly battles the mind-set that helping people before they are ruined — such as Metro does with the children of Brooklyn — is a less-worthy pursuit than is assisting people already in the midst of ruin — Somalian refugees, for example.

Beyond the prevention-intervention conflict lies another deep-seeded attitude about which Wilson speaks almost angrily. "Americans are instant-oriented," he says. "Everybody says they want to see a difference. Everybody wants to see something happen. Everybody says they're behind it. But they're not willing to pay the price to make it happen. It's taken 30 years for our cities to get the way they are. [They're] not going to change overnight. It's going to take somebody sluggin' it out year after year."

Wilson spends 50 Sundays a year speaking in churches across the country, trying to raise support for the ministry of Metro Assembly. It is something he frankly wishes he didn't have to do. But time away from Brooklyn is necessary, he says, because many churches and individual Christians outside the inner city are



Taking a message of good news to the streets, used moving trucks convert into open-air stages for Metro Assembly's Sidewalk Sunday Schools.



*Into a place where messages of destruction and despair abound, Bill Wilson and Metro Assembly bring a message of hope.*

unaware that their lives, too, can be involved.

"What we're doing here is nothing new," he says. "It's just a lot of people [who] think the same and are working for the same thing. People are getting intimately involved in inner-city kids' lives. Everybody can play a part." Mainstream Christianity can, Wilson says, impact the ghetto by sponsoring existing ministries such as Metro's — by, as he puts it, "get[ting] behind somebody that's doing something."

Churches and individuals can sponsor children through Metro's "Won by One" child sponsorship program, which is not unlike established programs involving needy

*"This is not a cute little Sunday School. This is life or death every day."*

children overseas. Metro's innovative and totally original curriculum is also available to churches wanting to start similar programs in their cities; already, several churches have begun their own "Sidewalk Sunday Schools."

And Wilson says that Christian radio and television "can be a tremendous way of communicating" the work of churches such as Metro

Assembly to listeners and viewers across the country. Wilson cites the participation of several Christian broadcasters who have stayed with the ministry from the beginning and who have, for example, aired Metro's 30-minute special, "Who

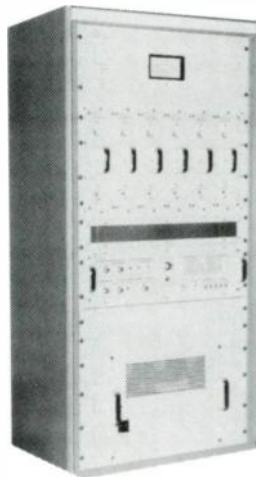
Will Save the Children?", a difficult journey into the horror which is daily life for thousands of inner-city children. The half-hour program, which Metro will provide to stations upon request, has been turned down by some broadcasters who found portions to be too offensive. "They don't want to see a guy shootin' up," says Wilson. "They don't want to see babies being buried in boxes. You bet it's strong. But it's real life."

To be sure, real life for Bill Wilson and the staff of Metro Assembly of God is often bleak and frightening and discouraging. But very often, it is joyous and celebratory and marked by lives placed on the foundation of Jesus Christ. And these are lives into which the Body of Christ can enter. "I think people in America need to realize that they may never come to Brooklyn, they may never go to the ghetto, but they can still play a part," Wilson says. "They can make a difference."

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

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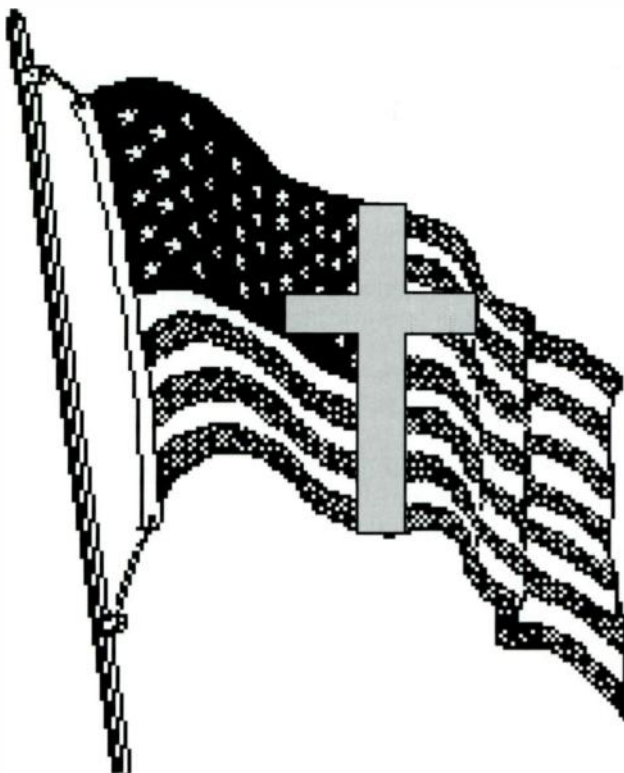
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Baptist/Southern	11%
Bible Church	1%
Christian Church	7%
Christian Reformed Church	*
Church of Christ	2%
Church of God	*
Disciples of Christ	*
Eastern/Greek Orthodox	*
Episcopalian	2%
Evangelical	*
Friends/Quaker	*
Fundamentalist	*
Jewish	2%
Lutheran	7%
Mennonite	*
Methodist or United Methodist	8%
Mormon/Latter Day Saints (LDS)	1%
Nazarene	*
Non-denominational	3%
Other Protestant	6%





Pentecostal/Charismatic	2%
Presbyterian or United Presbyterian	4%
Reformed Church in America	*
Roman Catholic	21%
Seventh Day Adventist	*
United Church of Christ	1%
Muslim	*
Buddhist	*
Other	2%
None	9%

**4** Was either of your parents the same religion as you?

Yes/same	74%
No/different	21%
No/were not religious	3%
No/I am not religious	2%
Unsure/refused	1%

**5** Would you say that you have been born again or have had a born-again experience — that is, a turning point in your life when you committed yourself to Jesus Christ? If yes, was this a sudden experience, a gradual experience, or both?

Yes/sudden	13%
Yes/gradual	20%
Yes/both	13%
No	51%
Unsure/refused	3%

**6** Do you ever attend religious services apart from occasional weddings, baptisms, or funerals?

Yes	70%
No	29%
Unsure/refused	1%

**7** If yes in question 6: Do you go to religious services every week, more than once a week, almost every week, once or twice a month, or a few times a year?

Every week	50%
Almost every week	16%
Once/twice a month	18%
Few times a year	14%
More than once a week	*
Unsure/refused	2%

**8** How important are the following reasons for attending religious services to you personally: of primary importance, extremely important, very important, somewhat important, or not at all important?

	<u>pi</u>	<u>ei</u>	<u>vi</u>	<u>si</u>	<u>ni</u>
A. To bring families together	20%	25%	35%	13%	5%
B. To teach children values	21%	32%	38%	5%	2%
C. To be involved in community service	11%	17%	36%	26%	8%
D. To communicate with God	24%	28%	34%	9%	5%
E. To worship God	36%	30%	28%	4%	1%
F. To reflect on values and decisions	16%	24%	40%	14%	4%
G. To learn the Scriptures	22%	23%	30%	17%	5%
H. To obtain eternal salvation	23%	25%	27%	13%	8%

**9** Do you believe in God or in a universal Spirit?

Yes	93%
No	5%
Unsure	2%

**10** Do you believe in God?

Yes	95%
No	3%
Unsure	2%

**11** Do you think a person can be a good Christian or Jew if he or she does not attend church or synagogue?

Yes	82%
No	11%
Unsure	7%

Continued on page 30

**12** Which of these statements comes closest to describing your feelings about the Bible?

- A) The Bible is the actual word of God to be taken literally, word for word.  
B) The Bible is the inspired word of God, but not everything in it can be taken literally.  
C) The Bible is an ancient book of legends, history, and moral precepts, recorded by man.
- |               |     |
|---------------|-----|
| Actual word   | 34% |
| Inspired word | 46% |
| Legends       | 16% |
| Other         | 2%  |
| Unsure        | 3%  |

**13** Which of the previous statements comes closest to describing how you think most Americans feel about the Bible?

- |               |     |
|---------------|-----|
| Actual word   | 27% |
| Inspired word | 51% |
| Legends       | 16% |
| Other         | 1%  |
| Unsure        | 5%  |

**14** Which of the following best describes your beliefs about God?

- A) God is a heavenly father who can be reached through prayers.  
B) God is an idea, not a being.  
C) God is an impersonal creator.
- |               |     |
|---------------|-----|
| Father        | 76% |
| Idea          | 11% |
| Creator       | 8%  |
| None of these | 2%  |
| Unsure        | 4%  |

**15** Which of the previous selections best describes how you think most Americans view God?

- |               |     |
|---------------|-----|
| Father        | 64% |
| Idea          | 17% |
| Creator       | 9%  |
| None of these | 3%  |
| Unsure        | 8%  |

**16** Has God ever led or guided you in making any kind of decision in your life?

- |        |     |
|--------|-----|
| Yes    | 77% |
| No     | 19% |
| Unsure | 4%  |

**17** For each of the following set of circumstances, do you always, sometimes, or never have a personal experience or communication with God?

	<u>A</u>	<u>S</u>	<u>N</u>
A. Personal crisis	33%	23%	2%
B. Something good happens	30%	25%	15%
C. Life-changing event (death, birth, etc.)	35%	21%	13%
D. During holidays	20%	30%	14%
E. During daily business transactions	19%	27%	21%

**18** Some people describe themselves as having traditional moral values and as accepting God's authority as recorded in the Bible. Others describe themselves as having moral values drawn from a more individualistic search for meaning. Which of these best describes you?

- |                 |     |
|-----------------|-----|
| Traditional     | 51% |
| Individualistic | 38% |
| Both            | 5%  |
| Neither         | 2%  |
| Unsure          | 5%  |

**19** The following is a series of statements some have made about various aspects of religion. Please indicate whether you agree strongly, agree somewhat, disagree strongly or disagree somewhat.

	Agree Strng.	Smw.	Disagree Strng.	Smwt.
A. We have to keep church and state completely separate.	34%	19%	23%	19%
B. There is no one set of right values.	27%	21%	18%	26%
C. Each individual must determine right and wrong.	52%	18%	10%	15%
D. The Bible is literally true	43%	21%	17%	14%
E. We need to return to traditional values.	64%	20%	6%	5%
F. Values in America have been seriously declining.	69%	21%	5%	2%
G. Religious values should play a role in everyday decisions.	55%	26%	8%	6%
H. The president should be a spiritual and moral leader for the country.	55%	23%	11%	6%
I. Our government would be better if policies were more directed by moral values.	59%	25%	6%	3%
J. Individual freedom is critical to democracy in this country.	70%	21%	3%	1%
K. God is the moral guiding force of American democracy.	29%	26%	19%	16%
L. People who are religious or spiritual are happier and more content than people who are not.	46%	23%	13%	9%
M. Religion should promote a code of discipline to lead people through life.	56%	28%	6%	4%
N. Religion should advance a philosophy of tolerance among all faiths and beliefs.	62%	26%	4%	3%

**20** In each of the following situations, please indicate whether your religious beliefs play a major role, a minor role, or no role at all in how you respond.

	Major	Min	None
A. Teaching children the difference between right and wrong.	79%	12%	6%
B. Interacting with co-workers.	51%	32%	14%
C. Interacting with neighbors	53%	32%	13%
D. Determining who to support in an election.	38%	33%	25%
E. Determining what to do with money.	39%	34%	25%
F. Interacting with spouse or other family members.	69%	19%	11%

**21** The following is a set of hypothetical situations. Please rate them on a scale of one to ten, with one meaning "one of the worst things that could happen," and ten meaning "one of the best things that could happen."

A. The courts rule a moment of silence for prayer in public schools is unconstitutional.

Worst that could happen					Best that could happen				
1	2	3	4	5	6	7	8	9	10
45%	8%	5%	4%	15%	2%	4%	3%	1%	12%

B. The courts rule schools cannot teach creationism as a form of evolution.

Worst that could happen					Best that could happen				
1	2	3	4	5	6	7	8	9	10
36%	7%	7%	4%	21%	3%	1%	4%	2%	11%

C. The courts rule schools can teach that God created the world in seven days as described in the Bible.

Worst that could happen					Best that could happen				
1	2	3	4	5	6	7	8	9	10
14%	4%	4%	2%	15%	6%	5%	5%	3%	38%

D. The courts rule prayers cannot be said at school-related functions like graduations and sports activities.

Worst that could happen					Best that could happen				
1	2	3	4	5	6	7	8	9	10
51%	9%	7%	4%	11%	2%	2%	3%	2%	9%

E. The courts prohibit religious symbols such as Nativity scenes or crucifixes from being displayed on public property.

Worst that could happen					Best that could happen				
1	2	3	4	5	6	7	8	9	10
50%	8%	9%	3%	12%	2%	1%	2%	1%	11%

F. Churches take a more active and outspoken role in offering solutions to our country's problems.

Worst that could happen					Best that could happen				
1	2	3	4	5	6	7	8	9	10
9%	3%	3%	3%	19%	6%	7%	10%	5%	32%

G. The courts rule abortion is the taking of human life and is unconstitutional.

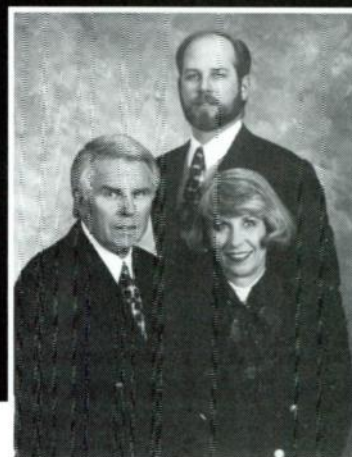
Worst that could happen					Best that could happen				
1	2	3	4	5	6	7	8	9	10
28%	4%	5%	3%	20%	1%	3%	2%	2%	29%

H. The courts rule abortion is legal and is protected in the Constitution.

Worst that could happen					Best that could happen				
1	2	3	4	5	6	7	8	9	10
32%	4%	4%	2%	17%	4%	3%	8%	3%	19%

Information adapted from a U.S. News & World Report survey of 1000 registered voters. Used by permission.<sup>RB</sup>

## Put Your thoughts into Lasting Impressions



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## Sarah Smith Promoted to Managing Editor

MANASSAS, Va. — Sarah E. Smith has been named managing editor of *Religious Broadcasting* magazine, according to National Religious Broadcasters (NRB) director of communications Ron J. Kopczick. Assistant managing editor for the past year, Smith joined the NRB communications staff as an assistant editor in July 1992.

"To my knowledge, Sarah becomes the youngest managing editor in the 25-year history of *Religious Broadcasting* magazine," said Kopczick, who became the periodical's editor in May 1991. "Even though she is only 24, I believe Sarah has the capabilities to handle the responsibilities and challenges of the position.

"Since joining NRB, Sarah has demonstrated a remarkable ability to take on new tasks and produce work of a high quality. Not only has she raised the level of the magazine's departments through ongoing development, Sarah has also proven to be an invaluable asset in the daily operation of the publication as the assistant managing editor."

As managing editor, Smith becomes more involved with the day-to-day oversight and functions of *Religious Broadcasting*. She will work closely with Kopczick in decision-making areas for the publication, such as editorial development, circulation growth, printing needs, and personnel management. In addition, Smith shall continue to oversee and edit the magazine's departments.

"With the loss of a valuable associate editor like Elizabeth Guetschow from our staff, Sarah's ability to step into an expanded management role will be extremely crucial," added Kopczick. "I expect Sarah to handle her new position with the same enthusiasm and performance she has demonstrated during her first two years with NRB."

Besides her expanded duties with *Religious Broadcasting*, Smith will continue to serve as the associate director of media relations under Kopczick.

## Southwestern Regional to Feature Auction

DALLAS — The National Religious Broadcasters Southwestern Regional Convention is July 27-29 in Dallas. Speakers include Gene Getz of *Renewal*, Jack Graham of Prestonwood Baptist Church in Dallas, Dennis Rainey of *Family Life Today*, Michael Horton of *White Horse Inn*, Tony Evans of *Urban Alternative*, and Joel Belz of *World Magazine*. Music will be provided by Brent Talent & Co., pianist Anna Jean, T. Bob Davis, Philip Sanderfer, Cheri Keaggy, South Dallas Community Choir, and Paul Smith.

On July 28, the annual auction and barbecue, with Norm Seaton as the auctioneer, will take place, and an ice cream social sponsored by Concerned Women for America will follow.



Tony Evans

Among the workshop topics this year are "Federal Communications Commission Questions and Answers" with attorney Ashton Hardy, a special video viewing of *Seven Habits of Highly Effective People* by Stephen Covey, "What Do Our Listeners/Viewers Think of Us?", and "Building Successful Innovation Teams" with Charlie Boyd.

For more information, contact Phil French at (602) 254-5334.

## Operation S.O.F.T. Conducts First Conference, Seminar

NEW YORK — Operation S.O.F.T. (Save Our Families, Too!) is conducting its first Eastern Regional Information Conference and Educational Seminar on July 14-16 at the Park Inn International in New York. Featured speakers for the event are Dr. Ernest Simo, senior consultant for Space 2000; John Winston, director of the Federal Communications Commission's Office of Small Business Affairs; and Joseph Profit, chairman of American Wireless Communications Corporation.

The conference is geared to assist in establishing a clear understanding of various segments of wireless, cellular, mobil, and personal communications. This information superhighway conference will address such topics as what is PCS?, business opportunities for blacks and minorities, how to get started with PCS, government legislation and its effects on PCS, and government set-a-side options.

An organization known nationally for its positive stand against poverty, illiteracy, drugs, violence, and unemployment

in black and minority communities around the country, S.O.F.T.'s primary objective extends beyond the borders of its founding group, Black National Religious Broadcasters (BNRB).

As an organization, S.O.F.T. members believe that spiritual and economic viability are the first steps toward saving families with honor. The conference will center on information, education, and communication as the means to achieve these objectives.

"S.O.F.T.'s primary focus is on families which make up communities; and as we all know, many communities are in trouble. It is our endeavor to bring together broadcasters, black and minority business owners, and other community organizations and leaders who can catch the vision and flow in the spirit of S.O.F.T.," said Bishop Johnnie Smith, national chairman of Operation S.O.F.T.

For more information about the July conference and Operation S.O.F.T., call (800) 659-6243.

## Elizabeth Guetschow Leaving Religious Broadcasting

MANASSAS, Va. — Elizabeth J. Guetschow, *Religious Broadcasting's* associate editor, will be leaving the magazine on August 5. Guetschow, who joined National Religious Broadcasters (NRB) in July 1992 as assistant editor in charge of features, will be moving back to Michigan to plan her 1995 wedding. As of press time, her position had not been filled.

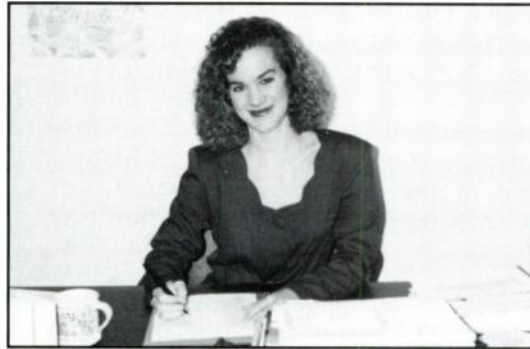
"Working with NRB has afforded me the experience and opportunity to grow personally and professionally," Guetschow said. "The people I've worked with have been wonderful and I will miss the daily contact with people whose faith is evident in their lives."

"During her tenure with *Religious Broadcasting*, Elizabeth has done a remarkable job in the continued growth of the magazine feature section," commented Ron Kopczick, NRB director of communications and editor of the magazine.

NRB president Brandt Gustvason, remarked that, "Elizabeth has been an excellent editor at *Religious Broadcasting* magazine over the past two years. She leaves us with our best wishes and prayers for the future."

"In coming to NRB straight from Anderson (Ind.) University, she has handled her responsibilities as a seasoned veteran during her first two years as a professional," Kopczick added.

"Elizabeth added an important element to our cohesion



Elizabeth Guetschow

as a magazine staff with her quick wit and her journalistic abilities," acknowledged Sarah E. Smith, *Religious Broadcasting's* managing editor.

"We've been good friends, like kindred spirits, since the day Elizabeth and I started at NRB. One of the things I will miss most about her is her loving outlook on life and her laughter," Smith confessed.

In a letter to Guetschow, NRB chairman Bob Straton said, "You have been a great joy and inspiration to the executive office and also to the executive committee. Thank you for your faithful service during the many months that you have been with us."

"Obviously, we are going to miss her presence not only on the magazine staff, but also in the communications department and in the entire headquarters office,"

Kopczick said.

Guetschow said one of the things she will miss most is Dairy Queen runs with Smith and getting wise counsel from advertising assistant Liz Oliver. "I'll also miss the sports education Ron has given me, and, of course, his famous 'Peter Potamus Roar.'"

As to her future plans, Guetschow said, "I would like to continue writing, perhaps on a free-lance basis, possibly be involved in volunteer work, and to assist my future husband (a lawyer) in a paralegal capacity."

## Western Regional Offers 150 Musical Tickets

COSTA MESA, Calif. — The National Religious Broadcasters Western Regional Convention is scheduled for August 28-30 at the Westin South Coast Plaza in Costa Mesa. As a special incentive, the first 150 registrants will receive one free ticket for the matinee performance of Andrew Lloyd Webber's *Phantom of the Opera* on August 28. The performance will be at the Orange County Performing Arts Center in Costa Mesa, which is within walking distance from the hotel.



Greg Laurie

The schedule of speakers include Archibald Hart, the dean of the graduate school of psychology at Fuller Theological Seminary; Greg Laurie of *A New Beginning*; John MacArthur of *Grace to You*; and Al Sanders of Ambassador Advertising.

For more information, contact Mike Trout at (719) 531-3344.

## New NRB Member List

(All memberships effective January 1994.)

### Full Members

Paul Tharp  
Sonora, Calif.

Gary Underwood  
Beech Street Communication  
Texarkana, Ark.

James Manning  
Bethelite Community Church  
New York

Steve Smith  
Calvary Baptist Temple  
Savannah, Ga.

George Harris  
Castle Hills First Baptist Church  
San Antonio

Roger Charest  
CKER Radio  
Edmonton, Alberta, Canada

Continued on page 45

## AIRWAVE NEWS

**COLUMBIA, S.C.** — WMHK-FM/Columbia expanded its coverage area by 64 percent when it began broadcasting from a taller tower in April. Mounted 1400 feet above average ground level, the station's new antenna improved the signal to the east and north, making reception stronger in cities like Sumter, Florence, Kershaw, and Kingstree.

**HOUSTON** — The Morningstar Radio Network has added several new affiliates: WRZR-FM/Columbus, Ohio; WCFL-FM/Chicago; WQFL-FM/Rockford, Ill.; WYLO/AM-Milwaukee; WOLY-AM/Battle Creek, Mich.; and KZKZ-FM and KFSA-AM/Fort Smith, Ark.

The network, which celebrated its second anniversary in May, is relocating its entire operation from Houston to Nashville, Tenn., this summer. Most of the current Morningstar staff members plan to move with the network to an as yet-undisclosed site.

**ORLANDO, Fla.** — *The Spoken Word of God* is now being broadcast to the Ukrainian people via Radio Tochka after many months of negotiation, according to the ministry's founder and president, Jack Turney. The program, aired weekly, is narrated by Peter Kolibaiev and has a potential audience of 60 million Ukrainians.

**LIBERTYVILLE, Ill.** — A new one-minute program entitled *The Marriage Minute* made its syndicated debut in April, airing daily on 50 stations nationwide. Hosted by Bob Moeller, an author and frequent speaker on marriage and family issues, the program challenges couples to stay together for a lifetime, resolve issues in a loving manner, and keep God the focus of their relationship. Formatted as a 60-second public service announcement, the program is offered free of charge to any Christian radio stations who want to air it.

**CINCINNATI** — WAKW-FM/Cincinnati teamed up with the Christian AIDS Network (CAN) to provide 100 comfortable



*WAKW general manager Gerald Croucher (left), CAN co-director Jerry Armelli, and WAKW projects coordinator Nancy Huffine display sample sweat shirt and packet distributed to patients.*

sweatsuits to people living with HIV/AIDS. The final total of 200 sweatsuits was handed out, along with a Christian Scripture booklet explaining the redemptive love of God, to those with the AIDS virus at University Hospital and Carricole House, a hospice center for HIV/AIDS patients.

**COLORADO SPRINGS, Colo.** — Christian programming is now

being heard two hours daily over a local FM radio station in Bucharest, Romania. HCJB World Radio, in partnership with the Romanian Missionary Society and the Evangelical Alliance of Romania, brought the programming to the station, which is part of the Christian FM radio network, Voice of the Gospel.

**FORT WORTH, Texas** — Lighthouse TV is producing a new program for the youth of the Caribbean called *Fast Forward*, which won a 1994 Angel Award. A "radical for Jesus" 30-minute weekly broadcast and produced entirely by young people from the region, the program is now reaching into Jamaica, Puerto Rico, St. Kitts-Nevis, St. Martin, Antigua, St. Lucia, Dominica, Monserrat, St. Vincent, Barbados, Trinidad, and Grenada.



*Fast Forward presenters Nikki (left), Rachie, Heather, Carrine-Dale, David, Terry, KC & LP, and producer/editors Roy and Robin gather on the set.*

**CARY, N.C.** — Trans World Radio (TWR) celebrates its 20th year of broadcasting from Cyprus to the Middle East. Since 1974, listenership has grown steadily, and as a result of the 19 hours of Christian programming in Arabic aired weekly, approximately 200,000 letters were received last year by TWR and its cooperating broadcasters.

**LINCOLN, Neb.** — *Back to the Bible*, a worldwide radio ministry founded by Theodore Epp in 1939, celebrated its 55th anniversary in May. Now headed by Dr. Woodrow Kroll, *Back to the Bible* has programs on 754 stations in 18 languages. The ministry also produces *Gateway To Joy* with Elisabeth Elliot, *Confident Living* with Dr. Gary Oliver, and is enhanced by literature, videos, counseling, and missions work.

**NEW YORK, N.Y. (EP)** — Religious programming is the third most common radio format in the United States, according to *The New York Times*. Only adult contemporary and country music formats are more common. The number of religious radio stations has increased by one-third since 1980.

**CARLINVILLE, Ill.** — Illinois Bible Institute has purchased WCFL-FM/Morris. On May 16, the non-commercial station became the seventh signal in the New Life Radio Network. The 50,000-watt station's outreach serves northern Illinois and western Chicago with contemporary Christian music and lifestyle-relevant programming.

**CHARLOTTE, N.C.** — The Inspirational Network (INSP) has created a new division specifically to provide programming to broadcast stations. Called INSP program syndica-

tion, the division is headed by INSP vice president-marketing John Roos. Available programs include more than ten daily and weekly programs, such as *Signal Exchange*, *The Winning Edge*, and *The Donut Repair Club*.

NASHVILLE, Tenn. — Gaylord Entertainment Company has joined hands with Z Music to manage the contemporary Christian music television network. Z Music is relocating from Lake Helen, Fla., to Gaylord's Nashville offices. "Our new association with Gaylord . . . allows Z Music to maximize its potential as a network," said Ken Yates, Z Music's president.

FORT LAUDERDALE, Fla. — The Rev. Hugh Ferguson marks 50 years as a radio pastor and evangelist. Ferguson, who began broadcasting *Country Church of the Air* (now *Church of the Air*) from WICA-FM/Ashtabula, Ohio, in 1944, is still heard on WFUN-AM and WREO-FM in Ashtabula.

IRVING, Texas — Beginning July 12, *Dawson McAllister Live*, National Religious Broadcasters' Talk Show of the Year, will be available on the new Salem Radio Network (SRN) and on selected Salem-owned and operated stations. Currently, the weekly talk-show for teens is broadcast on 225 stations Sunday night. Although SRN will take over the task of broadcasting the program to commercial stations from the USA Radio Network, the program will still be available live to non-commercial stations via the SkyLight Satellite Network and on tape delay on Saturday nights to the Moody-owned and operated stations via the Moody Satellite Network.

### AWARDS

BIRMINGHAM, Ala. — Citing the powerful spiritual imagery in *Schindler's List*, the Religious Public Relations Council (RPRC) has honored the film with its 1994 Wilbur Award during its annual awards banquet, co-hosted by *Christy* executive producer Ken Wales and lead actress Kellie Martin, on April 9. "As far as 'positive portrayals of religion' are concerned, I'm thankful that this past year has been one of Hollywood's best — and [director Steven] Spielberg's newest labor is clearly the winning achievement," said RPRC president David R. Smith.

COLUMBIA, S.C. — The Society of Professional Journalists recently recognized the WMHK-FM/Columbia news department for outstanding contributions to journalism. The station garnered the "Best Radio Newscast" award. In addition, news reporter Bob Holmes received first place honors for "Non-Deadline News," "Commentary," and "Feature" in the radio category.



Bob Holmes

### MUSIC NEWS

NASHVILLE, Tenn. — Gospel singers BeBe & CeCe



Speed skater Dan Jansen (left), recording artists BeBe & CeCe Winans, and country music singer Wynonna participated in the annual Saturn Homecoming.

Winans participated in The Saturn Homecoming, a two-day customer appreciation event held June 24-25 in Spring Hill, Tenn. Also joining the Winans were Saturn president Skip LeFauve, U.S. Olympic gold medal speed skater Dan Jansen, and country music singer Wynonna.

NEW YORK — Broadcast Music Inc. (BMI), a major U.S. performing rights organization, announced it has signed a new license agreement with Sonshine Music Company, a commercial music service devoted to instrumental Christian music. Under the agreement, Sonshine's subscribers are granted authorization to use any BMI music provided by Sonshine.

NASHVILLE, Tenn. — Sparrow Communications Groups has joined forces with the SOAR Corporation to form a new gospel label, whose mission will be "to create opportunities for unique music ministry in black communities and model Christ-centered, cross-cultural cooperation." Initial signings to the label include The Alliance Gospel Choir (comprised of 90 African-American AT&T employees), and Heart, Soul & Mind.

NASHVILLE, Tenn. — Recording artist Amy Grant was honored by Saint John's University in Collegeville, Minn., with the school's prestigious Pax Christi Award on May 1. "We are honored to present the award to Grant," said Dietrich Reinhart, the university's president. "The Christian values she incorporates into her life and music career have reached millions of young people. She is a contemporary Christian role model for today's generation."

### NEWS BRIEFS

WASHINGTON, D.C. — A group of 12 religious leaders sent an open letter to President Bill Clinton in April, urging him to rescind the State Department March cable to all diplomatic and consular posts that asked them to pressure foreign governments to support greater abortion availability in the United Nations population-stabilization plan. Through their organizations, the co-signers (NRB president Brandt Gustavson among them) of the letter represent 75 denominations and over 25 million people. Led by Prison Fellowship chairman Charles Colson and Focus on the

Continued on page 36

## TRADE TALK

continued from page 35

Family president James Dobson, the group called the cable an "unprecedented misuse of our diplomatic corps for political ends."

### OBITUARIES

SPRINGFIELD, Mo. — Richard Champion, editor of the *Pentecostal Evangel*, died of a malignant brain tumor May 14. Champion joined the magazine's staff as advertising/circulation manager in 1955, where he worked for two years. In 1964, he returned to the publication as managing editor, a position he held until becoming editor in 1984. John Maempa, the magazine's current managing editor, is interim editor.

### PEOPLE

CARLINVILLE, Ill. — Jay Greener is the general manager and morning drive announcer for WCFL-FM/Morris, a new contemporary Christian station owned by the New Life Radio Network. Greener has been with the network since 1981.

Doug Hannah, formerly music director and afternoon drive announcer with WBGL-FM/Champaign, Ill, is continuing his previous positions with WCFL. Jana Garner, formerly music director and afternoon drive announcer with WIBI-FM/Carlinville, is now evening announcer and director of promotions for WCFL.



*Sparrow recording artists were introduced to sumo wrestling as they officiated while radio personalities from across the country "hit the mat" at the annual National Christian Radio Seminar Artist/DJ Reception, held in Nashville, Tenn., during Gospel Music Association week. General manager Jim McDermott (left) of KCVO-FM/Camdentown, Mo., and program director Dave Gorden of KSLR-AM/San Antonio show off their strength while the artists cheer them on.*

ANNANDALE, Va. — Samuel Casey is the new executive director of the Christian Legal Society, succeeding Julius Poppinga who served as interim executive director since November 1993. Casey is presently in private practice as a partner with Larson & Casey, a professional law corporation.

VIRGINIA BEACH, Va. — The Christian Broadcasting Network (CBN) has announced the appointment of three vice presidents: Gene Kapp, vice president of public relations; Daniel Olson, vice president of international group; and Jon Kubiak, vice president and general counsel. Kapp, who has an extensive background in broadcast journalism, joined CBN as manager of public relations in July 1992. Olson began his work at CBN seven years ago as regional director for the ministry's activities in Central and South America. Kubiak was formerly vice president and general counsel for Prestolite Electric, Inc., in Toledo, Ohio.

CHARLOTTE, N.C. — Dan McKenrick has been appointed vice president-operations for The Inspirational Network (INSP). McKenrick, formerly senior lighting director for WETA-TV/Washington, D.C., oversees all production activities for INSP, including Media Communications, Inc., INSP's wholly owned production subsidiary.

WASHINGTON, D.C. — Craig Brown has been promoted to senior account executive at WAVA-FM/Washington. Brown generated the highest sales activity during the past six months.

IRVING, Texas — Tony Bollen recently joined Salem Radio Representatives (SRR) as its western regional manager. Bollen is in charge of SRR's western region, which ranges from Seattle to San Diego.

### PUBLISHING NEWS

EUGENE, Ore. — Harvest House Publishers celebrates its 20th year in the Christian publishing industry. Founded by Bob Hawkins Sr., in 1974, the company became one of the top-ten Christian publishers by the mid-1980s.

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To advertise in *Religious Broadcasting*, call (703) 330-7000.



## Paul Ramseyer, Northwestern College Radio

*Editor's note: This month, Religious Broadcasting is introducing a new department, "Personality Profile," to its readership. This column will run as often as there are suggestions of broadcasters (living or deceased) to profile.*

*If you would like to see a religious broadcaster profiled, please send the person's full name, phone number, organization/program affiliation, and reason you feel he/she should be highlighted. If the person is deceased, indicate who should be contacted, along with the contact's phone number.*

*Send your submission to Sarah E. Smith, managing editor, Religious Broadcasting, 7839 Ashton Ave., Manassas, VA 22110, or fax to (703) 330-7100.*

by Sharon Rorem

**R**eaching and discipling people for Christ is a strong motivational force in the life of Paul Ramseyer. That drive to minister and spread the Gospel was instilled in him as a child.

His parents were musical evangelists who traveled across California in the 1930s, often doing live broadcasts over local radio stations, working with such early radio notables as Paul Rader and Charles Fuller.

Ramseyer was intrigued by the black box microphones, producing his own imaginary radio programs at home. His early ambition was to be a sports announcer.

Though he had accepted Christ at the age of ten, Ramseyer grew in his commitment to Christ during his college years through the influence of InterVarsity and the Navigators. Personal discipleship in the basics of the Christian life set the course for the years that followed. After a stint in the Army, he joined the staff of KTIS-AM-FM/Minneapolis and attended Northwestern Seminary part time.

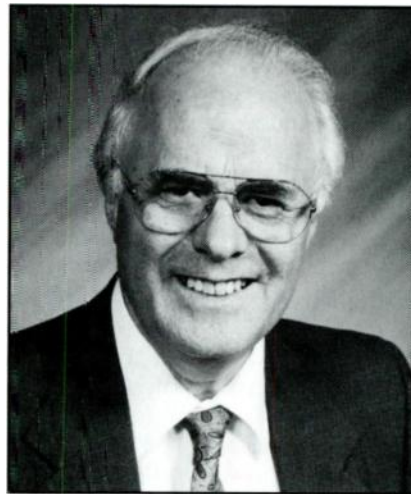
For nearly 41 years, Ramseyer has been with Northwestern College Radio, seeing the network grow from one to 11 stations. He has been instrumental in the development of the SkyLight Satellite Network, which now reaches over 300 markets nationwide.

His first love is program planning and production. Working with the network has been the fulfillment of a dream to enable stations to broadcast quality Christian programming.

"I believe we should be constantly looking for new and creative ways of presenting the old, old story on radio. It's such a marvelous medium for appealing to the imagination," he comments.

In past years, he has serialized stories for children and adults. Recently, Ramseyer has been in on the ground floor of programs such as *Marketplace Voices* and *Concerts of Prayer* with David Bryant. He has produced several program specials and short features aired on SkyLight and other networks.

Mentoring others with ambitions to produce unique Christian broadcasting has been another aspect of Ramseyer's radio career. For example, he assisted Dawson McAllister in starting a talk show for teenagers and young adults. *Dawson McAllister Live*, which won National Religious



*Paul Ramseyer is the vice president of radio and outreach for Northwestern College Radio/SkyLight Satellite Network. He is also an executive committee member of National Religious Broadcasters.*

Broadcasters (NRB) 1994 Talk Show of the Year award, began on the SkyLight Satellite Network and is now broadcast across the country.

Another program he is continuing to develop is a variety program called *Sunday Nite*. This unique program, featuring actor Richard K. Allison, mixes drama, music, and humor.

The spiritual disciplines of a daily quiet time, Scripture memory, and Bible study have strongly shaped his radio ministry. "If we aren't spending quality time with the Lord, it will soon become evident in our airwork," Ramseyer explains.

"We can't communicate effectively from an empty spiritual well," he adds. Memorized Scripture has been a source of personal spiritual growth, as well as a ready reservoir from which to draw material for various programs he has produced over the years.

"One of the primary responsibilities of a Christian station is to challenge listeners to share their faith with people in their area of influence," he says. "I don't believe we can do that with integrity unless we as Christian broadcasters are faithfully sharing Christ with our neighbors and other non-Christian friends.

"Brennan Manning, author and teacher, made a statement that stirs me deeply: 'If we don't commit ourselves with urgency to the task of evangelization, we are guilty of an inexcusable lack of compassion. The greatest gift we have ever received is the exalted privilege of knowing Jesus the Lord. To be indifferent, nonchalant, and uncaring that others do not know Him is a prostitution of the Gospel.'"

*Sharon Rorem is an announcer at KNWC-AM-FM/Sioux Falls, S.D., where she has been for 14 years.*

# Elements of Successful Programming

**T**here are three important considerations in evaluating real estate: location, location, and location. Along similar lines, in planning a music program, there are at least four important factors: prayer, planning, promotion, and performance.

**Prayer.** Ask God to put His words in your mouth and to give you a sensitivity in what music to play and when to play it. Ask God to guide you and help you present the right music at the right time, and to follow it up or introduce it with words complementing the music.

**Planning.** Failure to know where to go and how to get there is a sure sign we will end up just filling the time allotted. "No one will do a program or communicate well in any context for broadcasting without adequate preparation," said Dick Lee, station manager at WCRF-FM/Cleveland.

"Anytime we have the opportunity to open that microphone and go on the air, we need to know where we're going. Planning and knowing what elements you're going to use and how you're going to use them is very important," Lee added.

As host of a late afternoon program I find the biggest challenge in planning is blocking the time to do so. As is true at most stations, I wear a variety of different hats and there are many things clamoring for attention. Still, I find I *must* make time to think about the program I will present to our listeners. This means planning what features to use, and how to tie in the music with Scripture.

For planning purposes, I use the Scripture, the daily newspaper, *Chase's Calendar of Events*, and other resources. I also use pre-produced comedy bits, giveaways, and items of human interest to help round out the program. I find, too, that putting listeners on the air is something that works well.

**Promotion.** Use your on-air program to promote events the station is sponsoring, such as concerts, seminars, and remotes. Get listeners actively involved in the radio station by use of giveaways, contests, opportunity for service, and listener-supported-

challenges to help provide resources.

At WUFL-AM/Detroit, we are constantly promoting concerts, seminars, and other events in the Christian community. This helps us build a bridge to other ministries by giving them exposure, and keeps us plugged in to events happening in our listener area. When a church sees how your promotion of their concert helped turn it into a successful event, they are more willing to work with you in the future.

**Performance.** When executing, or performing, your program, pay close attention to the music and flow. Bob Devine, longtime morning host of *Clockwatchers* on WCRF-FM/Cleveland, said, "One of the major mistakes of (announcers) is that they let their minds get distracted from what they're doing. For example, who is singing and what is the message of the song." By paying attention to the message of the song, we can use appropriate Scripture to reinforce the music's message.

Be mindful of segues, both verbal and musical. For example, you should not follow a song having a strong ending with something slow and down *without* some kind of transitioned bridge. Learn to follow up songs with appropriate comments, without sounding preachy.

Dave Kersey, director of broadcasting for the Family Life Radio Network and a music program host, said we need to be relevant to Christians in all their different areas of interest, and relate to listeners as individuals, not as a "mass" of people. "Christian radio should be personality driven, but announcers or hosts should not preach," Kersey advised.

We need to constantly remember who our target audience is, and make sure all your on-air staff knows it too. As an example, if your on-air announcers know the typical listener is female, age 25 to 55, they probably should not be talking a lot about their golf game or last night's football game. However, they might relate a funny incident their toddler did or something in the news about family issues.

Remember to identify the music and artist. One of the most common



David Ficere is the host of the daily music program *The Good Life*, heard weekday afternoons on WUFL-AM/Detroit. He has worked in Christian broadcasting for the past 16 years at several Christian stations.

complaints I hear from radio listeners in both secular and Christian formats is the lack of announcers identifying the music and/or artists enough. One of the casualties of programming uninterrupted music sweeps has been the lack of artist or title identification, which produces listener frustration. Often by the time the particular piece of music is identified, the listener has forgotten it, since the song they were interested in was song two in a five-song block.

**Evaluation.** We can stay fresh, by evaluating and having others critique our program. Run weekly airchecks on yourself and listen to them. In doing so, examine ways to improve weak areas, and watch for phrases or cliches you may be overusing. Have others listen and offer suggestions.

Airchecks are invaluable in helping us hear ourselves as others hear us. Watch for areas where you are falling into a rut. Try new or innovative ways of doing/saying the same thing. Airchecks help us become aware of those problems and areas needing improvement and give us a sense of what is working.

In summary, we need to take seriously our calling as program hosts, and really think through what we would like the Lord to accomplish through us as we share with our listeners music, devotional thoughts, Scripture, and other information. Our listeners deserve the best we can give them. So does our Lord. <sup>Rs</sup>



MEN OF ACTION

Radio Highlight

A new 90-second daily radio program for men from Promise Keepers featuring conference excerpts from respected Christian leaders including: Chuck Swindoll, Dr. John Maxwell, Rev. Bill Hybels, Gary Smalley, Rev. Jack Hayford, Greg Laurie, Luis Palau, Dr. Ed Cole, Coach Bill McCartney, Rev. E.V. Hill, Howard Hendricks and many more!



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KEEPERS

NETWORK: 190 stations



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*Hosted by: Allen Hurley and Jim Houser*

NETWORK: 95 stations



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

NETWORK: 57 stations

For program demos contact:



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# Not One of "Them" Again

*Editor's note: This month, Religious Broadcasting is introducing a new department, "College 'Casters," to its readership. This column will run on a bi-monthly basis and focus on issues faced by students studying to become broadcasters and how professionals can assist in their preparation.*

*Michael O'Brien is the first contributor to "College 'Casters" with future columnists including Carl Windsor of Liberty University and Timothy Detwiler of Grand Rapids College.*

**F**or most organizations, having an intern for the summer has all the anticipation of the pollen season. You know it's coming, but you are not looking forward to it. Since most colleges and universities have intern requirements in their programs, there are a lot of eager, young students out looking for that special two or three month work experience.

For a small number of interns, it will be just another requirement they will have to fulfill for their degree. For most of them, it will be the greatest experience of their life.

Internships are the real-world experience of the college career. No matter how realistic professors make the classroom situation, they are still teachers. Our goal is to tell, show, observe, correct, and build confidence. In the end, the worst we can do is fail a student. In the real world, people have to work and produce, with the best organizations taking the time to correct and build confidence. And the worst supervisors can do is fire them. Internships are a way for students to make that transition from the classroom setting to the professional setting.

Because of this transition from class to career, many conflicts arise. There is something about the label "student" that seems to evoke the idea of incompetency. Most of my career in broadcasting has been with professional organizations working within a university. Being pegged as a "student" meant much lower expectations as a worker and higher expectations as an idiot, no matter what prior experi-

ence the student may have had.

On the other hand, no professor has ever told a graduate, "There. Now you know everything. Go out and tell your supervisor how to do his job." Professors usually spend their time trying to debunk this idea. Still, some interns spend their time "advising" the professional about a better way to do their job, which I am sure endears that student to everyone's heart.

How can you make better use of an intern so that student can get the most experience and the organization the greatest benefit? After 20 years of experience on both sides of the issue, I have a few theories.

\* **Students and syllabus.** Most students are used to working with a syllabus in their classes. So give them a syllabus (job description) of their own. A clear job description allows the student guidelines about not only what they are going to do, but where they are going to fit in. It also allows the other members of your organization guidelines on what they are supposed to do with this summer help.

And most intern programs will require an agreed upon contract between the organization and the student. The contract should spell out responsibilities and goals for everyone.

\* **Interview the intern.** Like any employee, students come with experience and special skills prior to working for you. Learn what the intern may have that you can use. Also a growing number of students today are not just high school graduates, but are in school to start a second career. You may be getting an intern who has just the right skills you need for some special jobs.

\* **Assignments.** Everyone has those stupid, organizing-the-back-room jobs no one wants. Of course, it would be great to give that lousy assignment to the intern. You get a dirty job done and the intern stays out of everyone's way. If that is what is needed, then use the intern for that job.

However, the whole purpose of internships is to give the student a real



*Michael O'Brien has been a professor of broadcasting at Toccoa Falls (Ga.) College for nine years. He is also president of Intercollegiate Religious Broadcasters.*

life experience in something they want to do in the future. Along with that back room assignment, also let the intern work some location shoots, write some public service announcements, or help arrange some interviews for news reporters. You can meet the intern's needs and your own at the same time.

\* **Expectations.** The intern is coming from a college organization used to doing things one way. Your organization does things another way. A conflict usually arises as the intern is learning a different set of procedures and methods.

Is this really different from any other new employee? Allow some time for the intern to learn your ways and procedures. (Note to the intern: no one cares how you did it at school. Listen and learn and you can compare notes with your professor later.)

\* **Problems.** The Bible says, "All have sinned and come short of the glory of God" [Romans 3:23]. Any employee will, from time to time, fall short. Rather than making this a ringing indictment of the entire American educational system, realize your intern will occasionally fail like any other employee.

If problems arise, talk to the intern or let the supervising professor at the student's college know there is a conflict. Make sure you have a name and number to call in case things don't work out.

\* **Salary.** Pay for the intern is always a problem. Some of the largest

*Continued on page 50*

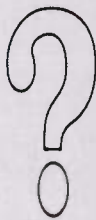
# NATIONAL RELIGIOUS BROADCASTERS

## COMPREHENSIVE BENEFIT PLAN



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



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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.

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# Ten Basic Rules for Gaining Revenue

**A**cross the country, revenue for radio is up, according to the Radio Advertising Bureau and *Radio Ink* magazine. So there should be no better time to attract business support to your Christian radio station, right?

Well, there's one slight problem. As Christians, we tend to ignore the fine art of selling in favor of low-key appeals for support. Unfortunately, that mind-set generates big results for secular stations, but the Christian stations get the crumbs.

In this article, I will address ten basic rules of selling radio. Whether you're a non-commercial station looking for business underwriters or a commercial station looking for advertisers, you can successfully apply these techniques.

**Rule Number One — Set realistic goals for yourself.** How many people will I call today? How many stores will I visit? How many written proposals will I make? How many networking groups will I contact?

Figure out your goals ahead of time, before leaving the station. Each day, put them in writing and on a daily basis, review and refine them. Goals keep you focused and help you manage your time.

**Rule Number Two — Know your product.** Radio is a powerful medium, reaching 98 percent of Americans who are at least 12 years old. The average household has 5.6 radios. The average time spent listening to radio in the United States is 3.2 hours daily.

Did you know those facts? You should. In fact, you should read trade publications like *Broadcasting & Cable* and *Radio Ink* to learn more.

**Rule Number Three — Learn how to communicate.** (Notice I did not say "Learn how to talk.") Communication is a two-way process. The most common mistake made in sales is talking too much. When dealing with prospective business underwriters or advertisers, see them as people and let *them* tell you what they want.

Devote your first sales call to learning as much as possible about your prospect. Don't spend this time telling them how great your station sounds.

Apply this rule instead: for every minute you talk, allow the prospect to talk for three minutes.

**Rule Number Four — Do your homework.** If you've applied rule number three, then you know a fair amount about your prospect. Now do some research into his industry.

Soma Communications (214) 307-7000) is an excellent place to start because it has information on virtually every type of business. Also, I'd highly recommend joining the Radio Advertising Bureau (RAB), which exists to help stations sell air time. The RAB (800-232-3131) can assist you in finding out about your prospect's industry and competition. Do enough research and you will know what the prospect wants and you can offer it.

**Rule Number Five — Before you make an offer, know your competition.** Research other advertising options available to your prospect. Is he using billboards, television, or newspaper? Understand the strengths and weaknesses of these mediums. Focus on other media, not other radio stations, as competition. Your format and service each make your station unique enough to avoid other radio stations as competition.

**Rule Number Six — Make a written proposal.** Don't use an unrehearsed speech offering ten spots for \$50. Instead, design a marketing plan and put it in writing. Be prepared to answer objections. In your plan, offer solutions and sell results. Don't sell spots. Paint yourself as a marketing consultant, not a salesperson.

**Rule Number Seven — Understand how to negotiate.** Everyone wants and deserves a good deal. Make sure they get a good deal, but also protect your station. Don't grant concessions to get the sale. Instead, offer to reduce service to lower the price. If you are constantly dropping your rate, you are devaluing your product.

**Rule Number Eight — Ask for the order.** This is the simplest thing to do and yet the primary reason most sales are not made. Sales people just do not ask. After you make your presentation, suggest an immediate



Scott Bourne works for Share Media, a fund raising company in Minneapolis. He is also a certified radio marketing consultant.

start date. Offer the prospect a choice.

Your close might go something like this, "Now that you have seen the benefits of supporting Christian radio, when should we start your schedule? Early next week or would tomorrow be better?" Notice that *not* starting is not one of the options. Start closing your sale from day one and you will have a better chance of getting the support you need.

**Rule Number Nine — Sell benefits, not features.** People do not buy certain cars just because they have anti-lock brakes. They buy them because they're safer. Your sister will not buy a chair because it has a cushion, she'll buy it because it's comfortable. Show your prospect how underwriting or advertising on your station will benefit them.

**Rule Number Ten — Take care of your clients.** Don't just take the money and run. Call your clients and ask them how things are going. Occasionally send them notes. If you see their picture in the paper, cut it out and send it along with your congratulations. Invite them to special concerts or banquets sponsored by the station.

Make them feel a part of your team. Remember, the station providing customer-oriented service gets the sale. Treat people like you want to be treated and you will have a strong supporter for years to come.

Selling radio can be fun and rewarding. Keep in mind you have a unique audience, excited about dealing with businesses whose owners share Christian values. Follow these ten basic rules, keeping Jesus at your center. It's a recipe for success. <sup>®</sup>

# Tap Into the Most Responsive Christian Lists With Response Unlimited

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evangelical consumers to be one of the most responsive target markets!

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

\*available for tele-marketing!

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# Donor Fatigue Avoidable

**D**onor fatigue doesn't happen when we have the right relationship with our donors. I am disturbed when the "inactive" files for a good ministry are growing more rapidly than the file of active donors. More donors are lost out of the back door than are coming in the front door. After observing this for many years, I am convinced it has a lot to do with the way donors are thanked and affirmed following a gift.

Again this week, our household received appeals from a variety of worthwhile ministries. Unfortunately, most letters were thrown away before they were even opened. Some of the unopened letters came from good ministries we have supported in the past. Other letters were opened and read with interest. And again this week, more than one check was written to advance "God's work."

Our response to appeals has more to do with our relationship to the ministry and the way we were treated after our last gift than with the attractiveness or compelling message of the most recent letter. Some ministries thank us in a way that we *want* to give again. For others, the thank you is about as warm as the monthly credit card statement. When donors are informed, affirmed, and thanked appropriately, they want to strengthen the relationship.

In a recent feasibility study for a major ministry, we interviewed their donors from 23 states. About 70 percent of those interviewed had actually visited the ministry in person. I recognize this was a select list, but about 75 percent of these donors have been supporting the ministry faithfully for more than ten years. And 67 percent of these donors said they put a high priority on continuing their support. This ministry knows how to thank donors and to make them feel they are a vital part of this important work.

Recently, I interviewed a person another ministry had identified as the source of one of the largest gifts they have received during the past five years. The ministry is preparing to launch a new major fund-raising ef-

fort. This man, who gives very large sums away each year to many causes, said there was not a chance of this organization receiving another gift.

"I was not looking for any kind of praise when we gave that large gift," he said, "but because the thank you and report was handled in such a sloppy way, I lost all confidence in the leadership. If they treat all donors that way, they will not be in business very long."

This happened to be a ministry having an operating deficit for each of the last three years. And they cannot understand why there is donor fatigue.

Here are some guidelines which should drive our efforts to thank donors:

**First**, make sure we communicate that we don't own the ministry. We never take anything away from donors for our ministry. Rather, we help our donors advance causes which they believe are very important. We are their partners, more than they are "our" partners.

**Second**, our responses to gifts must be immediate, personal, appropriate, and center on how God will bless their involvement in the ministry of advancing His work.

**Third**, all donors should be thanked and informed as to what happened as a result of their gift. Not all donors should be thanked in the same way. We need to think clearly about the most appropriate way to thank donors. Among the ways we have to thank our donors are through newsletters and annual reports; on the air; printed messages with receipts; personal letters; events; telethons; the unexpected personal phone call from management; an invitation for donor volunteers for ministry involvement.

**Fourth**, premiums and gifts may be important, but the best way we can reward our donors for their support and gain their long-term loyalty is to produce evidence that their funds are used wisely. Donors must know their gift did what it was supposed to do.



*Norman Edwards heads his own Seattle-based company, Counsel in Resource Development, which specializes in capital campaigns, major donor and planned giving programs, and strategic planning in fund raising.*

**Fifth**, be up front with donors and let them know this appeal will not be our last. Their continuing support is important. Parents do not resent feeding their children, even though they had three square meals yesterday.

**Sixth**, there must be an openness and candidness in our business practices and reporting. We cannot tolerate anything but the highest ethical practices.

**Seventh**, we must have a sincere desire to meet spiritual needs of our donors through opportunities for shared prayer requests. What an encouragement to get a hand-written note from a staff person saying my need was remembered during staff prayer time.

**Finally**, let's admit we are not the only worthwhile ministry. Most of our faithful donors give to many causes. Donors today want ministries to cooperate and avoid duplication of effort.

Your donors' response to the next appeal may be determined most by the way they were treated after their last gift. <sup>RB</sup>



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Luis Vazquez  
Cristianos En Marcha Ministry  
San Juan, Puerto Rico

Rex Bullock  
Dayspring Ministries, Inc.  
Olathe, Kan.

Nathaniel Cole  
God's Revealing Tabernacle  
St. Louis

Randy Becton  
Herald of Truth  
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Roland Lundy  
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WVID-FM  
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Our Master's Video  
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SpaceCom  
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Mark DeMoss  
The DeMoss Group, Inc.  
Duluth, Ga.

Timothy Foland  
Woodland Park Baptist Church  
Chattanooga, Tenn.

# Finding Music Formats That Work

*Editor's note: This month, Religious Broadcasting is introducing a new department, "Music Matters" (the former name for Recording Reviews), to its readership. The column will run on a monthly basis and focus on music issues for radio stations, such as play list selection and recording company philosophies.*

Mike Miller is the first contributor to "Music Matters" with future columnists including Russ Hauth of NRB's Music Licensing Committee, Gina Adams of Benson Records, and Jon Hull of The Word in Music Satellite Network.

Looking for just the right music format? The one in your market which maximizes both listenership and revenue potential?

While attempting to identify the music format which would reach the most listeners, one used to simply look at a market, see which age brackets comprised the bulk of the population there, and then program music to meet the tastes of that age bracket. If the bulk of a market's population was 40 years and older, an inspirational to traditional format was chosen. If it was under 25 years, a rock format was chosen.

There was an inherent problem with this, though — not everybody in the same age group likes the same music. One 45-year-old likes the Rolling Stones. One prefers classical music. Another may like Integrity/Hosanna praise music. Still a fourth only listens to news/talk radio.

This difficulty led radio away from straight demographic analyses of markets and into very complex research methodology called "cluster analysis." For tens of thousands of dollars, cluster analysis projects would measure the most prevalent music tastes in the market across all age brackets. The result was the ability to program a music format based on predominant music tastes, not on predominant ages.

A simplified, yet effective outgrowth of this in Christian radio has been to determine the most popular musical tastes already being reached by the market's radio stations, and then to develop similarly styled Chris-

tian music programming. This process is based on an understanding that most Christians in a market are not listening to Christian radio. Rather, most of your Christian radio station's future listeners are right now listening to similarly programmed secular stations.

In practical application, if you were to do a Christian AC format, your listeners would primarily come from Christians who currently listen to secular adult contemporary stations. If you did a Christian inspirational/middle-of-the-road format, your listeners would primarily come from Christians who currently listen to secular middle-of-the-road music.

So the big question is, Which of all the available formats offers the greatest potential listenership? In answering that, begin by looking at the current audience sizes attracted by each format in a given market. (Note: Don't look for the number one station in the market, but rather the number one overall format.) Audience shares for a fictitious city are shown in the chart.

In the chart, the adult contemporary (AC) format offers the biggest piece of the pie to draw from. On average, during any 15-minute period, 18 percent of listeners are tuned to AC radio. If a station programs Christian AC, it's going to be pulling from this population.

On the other hand, if a station



Mike Miller is director of syndication/affiliate services for the Morningstar Radio Network, a 24-hour adult contemporary Christian music network.

programs Christian inspirational music, it draws from the 4.8 percent of the market listening to middle-of-the-road secular music — a much smaller pie piece. Thus, in this example, by offering a much larger pie slice to draw from, Christian AC offers a far greater potential for total listenership.

## Potential Revenues

Once you've determined the Christian music style with the largest listening potential, it's important to determine whether that style offers adequate revenue potential. If you are a non-commercial station, listener donations are your lifeblood.

According to the Tri-S Christian Media Report (Volume 6, 1992), the percent of the audience which regularly donates to a radio or television ministry varies little between southern gospel, black gospel, contemporary, and inspirational formats — 29 to 33 percent of each format's audience regularly donate. Furthermore, albeit surprising to some, the size of the donation also varies little between these formats. For instance, 21.7 percent of AC donors make gifts in the \$10 to \$20 range with 23.7 percent of the inspirational donors doing the

Format	Combined Audience Share *
Adult Contemporary	18.0
Rock (Album and classic)	16.9
Country	14.0
News/Talk	11.2
Contemporary Hit Radio	8.9
Easy Listening	4.8

(\*percentage of average quarter-hour share.)

Continued on page 50

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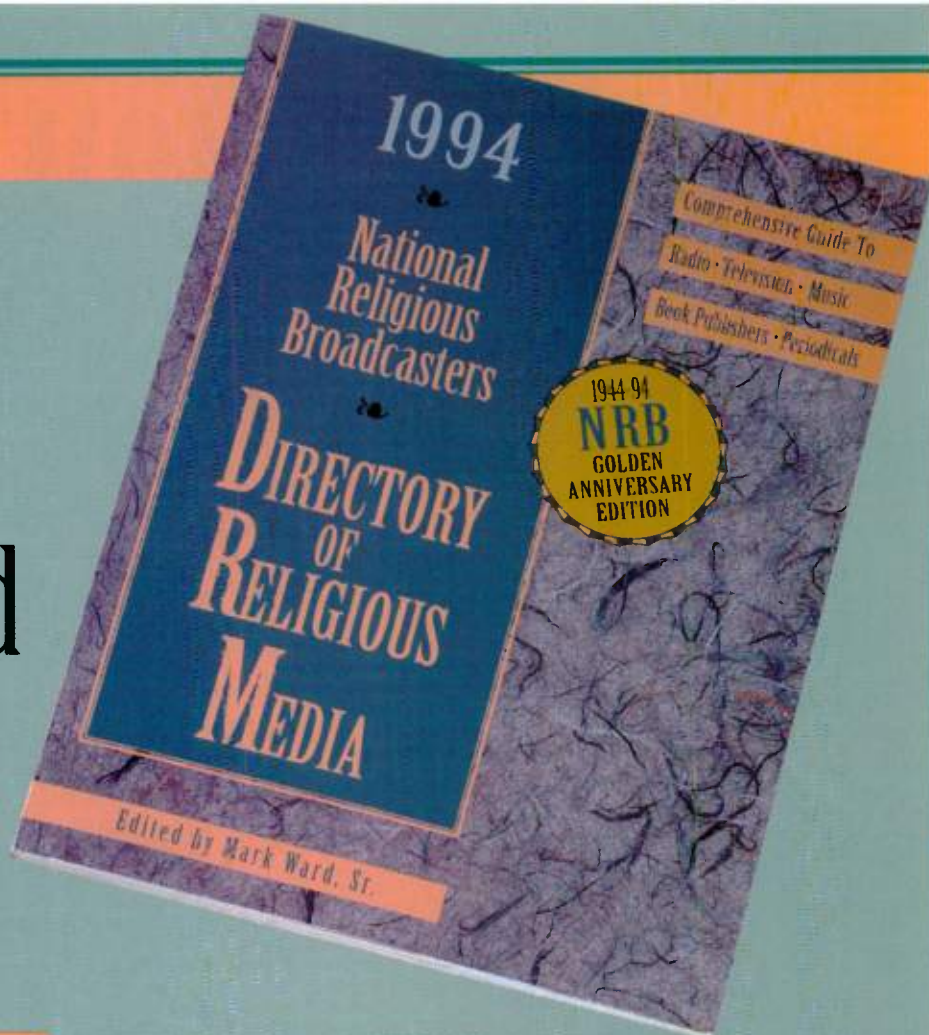
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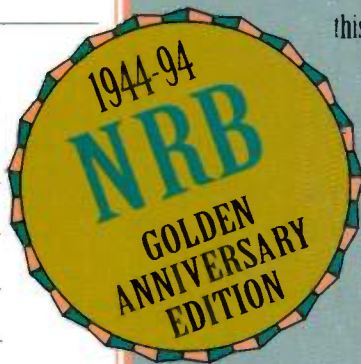
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# Hope Beyond Us

*Editor's note: This month, Religious Broadcasting is introducing a new department, "Foreign Focus," to its readership. This column will run on a monthly basis and focus on international broadcasting and missions-oriented broadcasting.*

*Greg Parsons is the first contributor of "Foreign Focus" with future columnists including Mark Snowden of the Southern Baptist Convention and Rick Kneller of Servants in Faith and Technology.*

**A** well-known Christian magazine has an annual issue on the status of world missions to help its readership get a broader idea of the growth and activities of the church on a global level. A few years ago, the publication asked a world research office to prepare a continent-by-continent summary for this issue.

As the research group gathered the information from other continents, the team found amazing accounts of God working in each area. Then it was time for North America.

The files contained little information. Realizing most of their information came from areas outside the United States, the team didn't give up hope. Instead, they began to contact various ministries in America and Canada to flesh out the data they had.

Little by little, they found interesting similarities. All these leaders were indeed excited about what God was doing through their ministries. But what they shared in actual results paled in comparison with other parts of the globe. It was like "amateur hour" in contrast to events in the non-Western world.

This didn't mean God was not doing anything here in North America. But it made me ask several questions:

**How limited is my information base?** In other words, how broad are my sources of knowledge.

**Have I grown to accept meager results as the normal working of God?** Do I only know or see what I accomplish or is being accomplished close to me?

**Do I think I'm making a bigger impact on the world than is realistic?**

Am I being honest with myself and others?

When I share information about other parts of the globe, people often have a hard time believing it. They cannot imagine that God is really moving somewhere else in proportions so much greater than they have seen. This comes, in part, from the media they see, both secular and Christian. Let me illustrate.

In the early '80s, when reports were beginning to trickle out of China about amazing church growth, we wanted to share some of the information in one of the largest Christian magazines in the United States. After sending in the copy for a paid advertisement, we were informed the magazine wouldn't print the ad because the editors didn't believe the information. They "didn't want to make either of us look bad."

That hurt. Not because so often advertising is much less believable, but because of the reluctance to inform readers about reality. It didn't fit into the magazine's view of the world, so it wasn't true. Later we found out our estimates were too low, not too high.

Where can you receive this kind of information? One source is Patrick Johnstone's recently updated country-by-country prayer tool, *Operation World*. This fifth edition (with a first print run of 330,000 plus) has 5000 prayer requests from all over the world. It gives an account of God's handiwork.

For example, on China, Johnstone writes, "The growth of the church in China since 1977 has *no parallels in history*" (italics added) and, "the State Statistical Bureau in China confidentially estimated 63 million Protestants . . . in 1992." Their growth rate is more than 7 percent, or six times as fast as the general population. The details in this book and other researchers' work add up to about 28,000 people *per day* becoming Christians in China.

Do we believe this? Do we fully comprehend this? Shouldn't all believers know this?

This type of information must be



*Greg Parsons is the executive director of the U.S. Center for World Mission in Pasadena, Calif. He and his wife have been on staff there for almost 12 years.*

reported to turn the tide of misinformation and the "woe is me" syndrome that believers in this country have about what is happening around the world. Naturally, sensitivity must be used. In many cases, things cannot be reported at all because of the safety of those involved. Yet we must change the pattern of having the mass media we produce (or absorb from still other media) be the only source of information.

With all the "bad news" that seems to sell ministries in the United States these days, we need to ask: How much hope should we communicate about what God is doing in the midst of the great needs and challenges of our time? The balance is delicate and the responsibilities heavy. <sup>h</sup>

# What is God Trying to Say?

The language of God is heard by every creature, everywhere in every culture by every tribe or ethnic community. From the "posh" oil-rich billionaire to the little boy with his fishing pole sitting on the bank of a brook awaiting a nibble, God's speech is clear.

The Psalmist heard and caught a glimpse of the majesty of God in Psalm 19:3: "There is no speech or language where their voice is not heard!" Again, he picks up the tempo in Psalm 139:7-8: "Where can I go from your Spirit? . . . or where can I flee from your presence? If I ascend into Heaven, you are there."

We all hear His speech, but what is He trying to say? The problem is not that God did not supply us with enough evidence of His presence or that He did not manifest His deity and power to all mankind. The problem lies in our inability to help people rightly understand *what* He is saying.

When an earthquake shakes California and people perish in their sleep, who is blamed? Many reason God is the "bad guy" who indiscriminately decreed a death wish.

When a child contracts a deadly disease and slowly succumbs to the fatal illness, who do the unbelieving

parents blame? Who else, but the one they understand to be God.

By the same token, when joy is experienced by parents at the birth of a perfect infant, when an unexpected bonus was given and bills were paid, or when a friend's life was spared by missing an ill-fated plane flight — somehow one knows a loving God just spoke, but exactly what was He trying to say?

The local church is a powerful, living organism throbbing with life, offering the only message of transforming power which can right a spiritually upside-down world, expressing clearly what God is trying to say.

But herein lies the dilemma. God's Spirit is everywhere, speaking out His language of love and power. Everyone hears, but where does the non-Christian go to interpret what he sees and hears through God's language (through nature).

Nature cannot save, or God wasted His time inspiring men to convey His plan of salvation in the Bible. The Bible alone does not always reach people. If it did, everybody in America who stays in a motel would be saved.

What is God trying to say?

Television and radio are going into the remote "nooks and crannies"

of the world where the local church cannot reach, revealing the very thing God is trying to say through His daily nature lesson. It is refreshing to me as president of the Christian Television Network to see hundreds of people come to Christ each year — those who wouldn't dream of attending a local church in any manner.

As part of the spoken and visual Christian media, we once again commit ourselves to Jesus Christ and to the winning of souls into His kingdom and to giving them to the local church and its pastors. We'll help you win them if you, the local church, will disciple and equip them. Together, let's tell the world what God says. <sup>RB</sup>



Robert D'Andrea and his wife, Molly, founded the Christian Television Network (CTN) in 1979. They also co-host *The Good Life*, a daily program aired on CTN stations.

## COLLEGE 'CASTERS

*continued from page 40*

organizations taking interns will pay them nothing for the privilege of working at their company. While experience is important, adding the burden of support to the internship means the student has less time to work at your job.

Just providing room and board plus a small stipend means the student will be able to concentrate on the learning experience. Yes, everyone has to pay for their dues, but does working two jobs at the same time mean the student is "dues paying" or just overworked?

Most people have some sort of horror story about an intern who worked for them and destroyed the

place. Most professors have the same stories. However, with a few guidelines and some reasonable expectations about the students, interns can be a valuable and timely resource for any organization. <sup>RB</sup>

## MUSIC MATTERS

*continued from page 46*

same. Thus, with the giving tendencies being so close, the format choice reverts back to which music format will offer the biggest portion of the listenership pie.

If you are a commercial station, the AC format lends itself best to advertising dollars, simply because today's advertisers continue to concentrate their efforts on the baby boom generation reached by this format. In

most markets, older listeners (and the discretionary dollars they hold) are still given lesser consideration by advertisers. Third on the totem pole are formats targeting 18 to 34 or 12 to 17 year olds. Right now, there are only 10 or so commercial Christian music operations targeting these ages. Virtually all have monthly shortfalls underwritten by a sister station or a non-broadcast parent organization.

In conclusion, choosing a music format doesn't have to be based on personal preference or on guesswork. Empirical data and methods are available to put your music station in the best position for success. <sup>RB</sup>

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# The Blurring Line Between Pornography and Mainstream Businesses



*Robert Peters is president of Morality in Media, a national, interfaith organization based in New York, which is working to curb the explosive growth of obscenity.*

In its 1986 report, the attorney general's Commission on Pornography noted that in the 1950s, "sex-related materials" generally depicted scantily-clad women in seductive poses and "were not generally available to the public." More explicit material existed, but it was only available in "adults only" outlets in major cities or through mail order operations.

The reasons were twofold. First, as noted by the U.S. Supreme Court in a 1954 obscenity case, there was a "universal judgment that obscenity should be restrained." Second, obscenity laws prior to the 1960s encompassed a broader range of sexually oriented materials and were easier to enforce.

During the 1960s, the content of pornographic materials became more explicit and distribution expanded significantly. Three reasons for this were the growth of *Playboy*, which set out to make porn acceptable "entertainment for men" and was marketed in "mainstream" businesses; the death of the Motion Picture Code, which rejected rather than rated lewd films; and the U.S. Supreme Court, which made it virtually impossible to prosecute obscenity cases from 1966 to 1973.

Yet, during the 1960s, it was still "secondary channels" of distribution (i.e., "adult" bookstores and theaters), not mainstream businesses, that undergirded the "adults only" market.

Since 1970, there has not only been an explosion in the amount of hardcore pornography, but also a degeneration in its content — i.e., more explicit, degrading, and violent. And the line between mainstream businesses and the porn industry has blurred to the point where for some "mainstream" businesses, the only line (if any) is the word "adult" or the letters "XXX" found somewhere in the store or on an advertisement.

Today, "mainstream" video stores have an "adults only" section with

hardcore pornographic videos or "cable versions" of such videos, and other "mainstream" neighborhood retail outlets offer hardcore porn on their magazine racks.

Today, "mainstream" cable television companies provide "cable versions" of hardcore pornographic videos on a pay-per-view basis, and "mainstream" hotels and motels are doing the same.

Today, "mainstream" commercial on-line computer services allow "bulletin boards" which provide hardcore pornography, and "mainstream" computer magazines carry advertising for hardcore "CD ROMS."

Today, "mainstream" newspapers carry ads for "XXX" theaters and other "adult entertainment," and "mainstream" credit card companies allow dial-a-porn businesses to utilize their cards.

Today, "mainstream" book companies publish books with hardcore pornographic content, and "mainstream" music companies produce recordings with hardcore pornographic lyrics. And the list goes on.

Why has this line been blurred? First, the 1970 Presidential Commission on Obscenity and Pornography issued a slanted and biased report in favor of protecting the business of obscenity. Second, the "sexual revolution" promoted "freedom" from moral restraint. And third, the communications revolution offered new technology to distribute pornography.

There are those who say the porn industry is thriving because it is providing what people want. Certainly some do "want it," but opinion polls repeatedly show most Americans are concerned about the proliferation of hardcore pornography, and they do support responsible measures to combat it. However, to effectuate their concern, citizens must become better informed — and act.

A first lesson is the U.S. Supreme Court has rejected arguments that

enforcement of obscenity laws constitutes "censorship," that the term "obscene" is vague, that availability of pornography is the same as community acceptance of it, and that there is not harm when "consenting adults only" view obscenity.

A second lesson is constitutional federal and state obscenity laws don't "discriminate" between sleazy, organized crime controlled "adults only" businesses and "mainstream" businesses. As one court said, "If it's obscene, it's obscene. It doesn't matter whether it's sold in an adult bookstore or a drugstore."

A third lesson is citizens must take complaints and insist that the FBI, the U.S. Postal Service, and U.S. attorneys investigate for possible violations of the federal obscenity laws, and that the police and district attorneys investigate for possible violations of state and local obscenity laws.

A last lesson is that effectiveness grows with numbers, and there is no better institution in the community to lead the fight against pornography than churches and synagogues. What congregations need is to "hear it" from the pulpit, and what the law enforcement agencies need is to "hear it" from the congregations. <sup>5</sup>



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# RECORDING REVIEWS

BY DARLENE PETERSON

## **U and Me and God Makes 5**

*AVB*  
producer: Keith Lancaster  
Word

This youthful, energetic, upbeat a cappella recording is packed with encouragement, exhortation, and inspiration. These five guys just don't seem to run out of words, creativity, or vocal variations. Most of the music could be classified as a soulful, melodious cousin of rap, with a little straight rap thrown in. Words pour forth in all sorts of harmonious combinations, spotlighting and using to advantage the differing qualities of each voice.

The voices belong to Wes McKinzie, Max Plaster, John K. Green, Brishan Hatcher, and Steve Reischl. AVB belongs to a high-quality family of a cappella recordings. To any listener's amazement, "all music [is] vocally or anatomically produced."

## **Generation**

*Ben Okafor*  
engineers and producers: Bob Lamb  
and Ben Okafor  
R.E.X. pop-u-li

Not since my college days have I heard such authentic reggae as this. When I gave my heart to Jesus, I developed a desire to listen primarily to Christian music. The wealth of styles performed by Christian artists kept me content, but until Ben Okafor's tape came my way I hadn't heard a Christian reggae artist.

The authentic reggae style isn't the only thing that has me excited. Nigerian-born Okafor's lyrics offer insightful, hard-hitting observations on social injustice, the trials and pain of life, and the need for real love, mercy, and redemption. This recording can and should break your heart and motivate you to pray for a Christ-like love for the hurting.

## **Diamond Days**

*Out of the Grey*  
producer: Charlie Peacock  
executive producer: Peter York  
Sparrow

Since their debut as Out of the Grey

several years ago, Scott and Christine Dente have never failed to impress me with their songwriting and musical talents. Christine vocally ballet-dances through each song with trained precision and heart-felt nuance. Scott's skillful guitar builds the pleasingly wide array of moods and textures found throughout. The musicians in the backup band also are top notch.

Major themes are how God exhibits His tender, personalized care for us (especially) during trials and the importance of our reaching out to others in love. The one song that floored me with the depth of its creativity was "Love Like Breathing," which is a prayer asking that our love for others be as automatic and natural as breathing. The slow waltz meter of the song, phrasing, and pitch of the notes mimics the act of breathing: each line is grouped into two phrases, suggesting inhaling and exhaling. Details such as this speak of great craftsmanship!

## **In This House, On This Morning**

*Wynton Marsalis Septet*  
producer: Steve Epstein  
executive producer: Dr. George Butler  
Columbia

One of the world's top performers of jazz and European concert music, Wynton Marsalis has painted a stunning musical portrait of the African-American church experience. Marsalis has proven himself not only the greatest trumpet player of the last 30 years, but one of the greatest bandleaders. He now adds to this a remarkable compositional achievement.

Marsalis premiered this two-hour piece in Avery Fisher Hall at Manhattan's Lincoln Center to a standing ovation. The next day, he and his band went into the studio to record it. The piece is broken into segments expressing the various elements of a church service, such as "Call to Prayer," "Scripture," "Sermon," "Altar Call," and even "Local Announcements." Jazz, blues, swing, gospel, spirituals, and other contemporary styles all are used to convey the spirit and content of the worship service, from jubilation to solemnity and everything in between. Stunning!

## **Let's Come Together**

*Willie Davis*  
producer: Joe Hogue  
Star Song

Willie Davis discovered his love of music at age seven, and the day he got hold of his sister's toy piano, there was no turning back. During high school and college, he made a



**Ben Okafor**

name for himself as one of the Detroit area's youngest and most aggressive session players.

Davis discovered his heart for evangelism and ministry during several years of touring with his siblings as The Davis Singers. Then Carman discovered Davis.

Impressed by Davis' musical talent, heart for worship, and commitment to the church, Carman asked him to play on *Radically Saved* (1989). Since then, Davis has played on Carman's *Revival in the Land* and *Addicted to Jesus*, and traveled throughout the world as Carman's musical director.

His first solo effort, *Let's Come Together* showcases Davis' musical gifts in a variety of styles, ranging from rhythm and blues to pop, rock, and ballads. As the recording's title suggests, a main theme of his lyrics is the need for unity in the body of Christ. Our increasingly fragmented "melting pot" society would benefit from heeding Davis' message of brotherly love and unity. I was impressed by his musicianship and I was equally impressed with his message and ministry.

## Gospel's Greatest Hits

*Various Artists*

executive producers: Joe Thomas and  
Telisa Stinson  
CGI Records

This two-disc collection contains a variety of top-notch soloists, groups, and choirs, such as The Clark Sisters, the Chicago Mass Choir, Commissioned, Andrae Crouch, Dannibelle Hall, Walter Hawkins, the L.A. Mass Choir, the New Jersey Mass Choir, and The Winans. These artists plumb the height and depth of the human soul and spirit, and their performances are sure to uplift, encourage, and inspire all who listen! The liner notes give some background information on each artist and group and would provide an excellent introduction to those who are unfamiliar with this uniquely American form of music.

## Songs From Albion II

*Jeff Johnson and Brian Dunning*

producer: Jeff Johnson  
R.E.X. Music/Ark Records

It's Celtic, it's progressive rock, it's acoustic, it's (mostly) instrumental, it's a soundtrack for a book (?!), and it's thoroughly enchanting! Based on *Silver Hand, Book Two of The Song of Albion* by Stephen Lawhead, these compositions pull you in and speak to you, regardless of whether you've read the book. The flutes, pan pipes, pennywhistles, uilleann pipes, fiddle, and tablas will bring you back centuries to the Christianity of a different age and culture.

## Songs From the Open Door, Vol. 1

*The Church of the Open Door*

producers: Dan Adler and Brad Johnson  
Open Door Music

Home-grown isn't necessarily ho-hum! This collection of praise and worship music from The Church of the Open Door in Minneapolis offers simple, scriptural lyrics sung in a pleasing variety of musical settings featuring male and female soloists and small ensembles. This Christian and Missionary Alliance Church makes worship a focal part of its ministry, and the songs were written and recorded by individuals who are a part of the church's worship ministry. This peaceful, reverential recording certainly ministered to me!

## Hallelujah Hop

*Brentwood Kids Company*

producer: David Huff  
executive producer: Dale Mathews  
Brentwood

Clearly targeted for the children of baby boomer parents, this charming project puts Christian lyrics to hits of the '50s and '60s and features the vocals of a children's choir. The choir and its individual soloists have well-trained voices and the effect is often as tender and moving as it is playful and fun. Featured tunes include "At the Hop," "Put a Little Love in Your Heart," "Lean On Me," and "Shout."

## Giving You My Life

*Various Artists*

Sparrow

Getting ready to tie the knot? This collection of 13 contemporary Christian classics just may have a song that would fit nicely in your ceremony. Love songs by top artists, such as Steven Curtis Chapman, Susan Ashton, Steve Green, Michael Card, Annie Herring, and, of course, Noel Paul Stookey ("The Wedding Song") give you plenty to choose from. Even after the honeymoon's over, this music would make a great background to a romantic evening!

## Bride's Guide to Wedding Music

*Various Orchestras and Soloists*

Angel Records

This recording covers the classical side of wedding music: everything from Wagner's "Wedding March" to Pachelbel's "Canon in D" to Bach's "Jesu, Joy of Man's Desiring." Prominent orchestras and soloists perform these 18 selections, which offer a range of composers, instrumentation, and moods.

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

# THE BOOK SHELF

BY HARRY CONAY

## Are You Ready?

by Harold Camping  
Vantage Press, 1993

This sequel to *1994?* (reviewed in *Religious Broadcasting*, December 1993) provides further so-called "evidence" that Christ will return in *September 1994* and the world will come to an end. A misguided effort (since date-setting is clearly contrary to the intent of the yet-to-be fulfilled prophetic Scripture), Camping's speculation does, at least, serve to remind us that since "not one of us can know that we will be alive tomorrow . . . we must be ready *now* for eternity." But will Camping be ready for the backlash come October?

## Say Yes to Tomorrow

by Dale Evans Rogers  
with Floyd Thatcher  
Revell, 1993

This insightful little volume reminds us that, despite the bad news which seems to surround us, God is still in control, and He comes to us amidst the difficulties of change and growth, through joy and laughter, friendship, prayer, faith, hope, and love. This is a book to brighten dark days.

## The Collapse of Evolution, 2nd edition

by Scott Huse  
Baker Books, 1993

This revised and expanded edition of a book initially published a decade earlier reveals "the scientific fallacies of the theory of organic evolution," provides "scientific evidence for biblical creationism and catastrophism," and "prove[s] that evolution and biblical creationism are mutually exclusive and cannot be reconciled." With useful appendices and directions for programming two computer demonstrations, this is one of the best overviews on the subject currently available.

## The First Book of Self-Tests

by Rich Buhler and Gaylen Larson  
Nelson, 1993

Are you a shopaholic? Does someone in your family have a problem with alcohol? Do you have an eating disorder? A variety of short tests (actually checklists) allows you to find out about these and many other habits, addictions, negative feelings, and disorders to identify, better understand, and deal with such situations in ourselves and others. This book passes with flying colors.

## Fran & Jesus on the Job

by Mary Welchel  
Tyndale House, 1993

Based on a series of radio broadcasts, this charming book contains 15 stories about contemporary, work-a-day situations in which the recently widowed Fran routinely converses with Jesus. Fictional Fran's characterization rings true and the situations she confronts seem equally realistic. Excellent "Think About It" questions allow for self-pondering and group discussion. Altogether, this is a delightful reminder that Jesus is always with us.

## When a Leader Falls: What Happens to Everyone Else?

by Jan Winebrenner and Debra Frazier  
Bethany House, 1993

Sexual infidelity affects not only the offending and offended parties, but (since "the bride of Christ is sullied") the church as a whole. In this book, "written . . . to minister to the church, to wage war against the sin of adultery, and to issue a call to moral purity," the authors provide anecdotal accounts of sexual infidelities and their far-reaching consequences. Imparting sound, practical advice for identifying, coping, and handling such situations, they remind us that sin is a *choice* — and so too are repentance, restoration, and forgiveness. Worth a look.

## Keeping Your Family Together When the World Is Falling Apart

by Kevin Leman  
Focus on the Family, 1993

While the title pretty much reveals the tenor of this book, the reader should be advised that he will find more practical psychology (and what Leman calls "Reality Discipline") than Scripture in this volume (originally published in 1992 by Delacorte Press and now revised and adapted for Christian consumption). The book belies its secular origin by obvious scriptural tack-ons, and at least one unfortunate statement such as this piece of advice: "Go over your family's priorities, and be sure you can say accurately, 'Our family is more important to us than anything else.' " Than *anything* else — even our Lord Jesus Christ? While the book contains some fine, practical, and much-needed advice, spiritual discernment is recommended.

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

# On Working With Christian Bookstores

Christian radio stations and Christian bookstores have the potential of creating a strong alliance. Both want to minister to the local church with life-enriching resources. Both want to spread the Gospel. Both want to be seen as being relevant to the Christian in the '90s. Both stay alert to exploring new ways of penetrating their markets.

Join forces with your local Christian bookstore. Look for ways to work together. For example, offer to place your program guides near the cash register for free customer pick-up in exchange for mentioning the store's name on the air as a location where listeners can get a guide.

Ask the store for books to be used as on-air promotion; again, in return, mention the store in connection with your listener-building campaign. Conduct live remotes from the store. Go to the store to interview an author who is there autographing his or her book.

Another idea is to ask the store owner to conduct a weekly book review program on your station during morning drive time. Here are a few examples. Bill Mead, president of Christian Words and Works Bookstore in Lufkin, Texas, hosts a six-year-old book review program called *Read All About It* over KSWP-FM/Lufkin.

"I call the station every Monday through Friday, and give a five-minute review, usually focusing on one book per program," Mead said.

Everett Greathouse, bookstore manager of Grace Bookstore in Omaha, Neb., co-hosts *Bookstore Chat Time* on KGBI-FM/Omaha every Tuesday at 10 a.m. for 15 minutes. "I've been doing it for over two years and I love it," Greathouse explained. "I don't prepare a script; I just dialogue with the announcer. Sometimes we'll discuss one book per program, sometimes several books. We select products at random."

Karen Hicks, owner of Fellowship Book Store in Worcester, Mass., buys time on WVNE-AM/Worcester, a local commercial Christian station. "Once a month I tape a two-minute book review spot titled *Booknotes* that airs Monday through Friday at 3:55 p.m.," she said.

"The spots are rotated so I only feature four books per month. For example, I review book one on Monday, book two on Tuesday, book three on Wednesday, and book four on Thursday. Then book one is repeated on Friday, book two is rebroadcast on Monday, etc.," Hicks concluded.

Whether it's scripted or ad-lib, a formal selection of books representing certain categories or an off-the-cuff selection of those books which you think are currently hot, the program brings information to your listeners that they want and need.

Even non-book information can be fun to include during the program. "I've telephoned in

from the Christian Booksellers Association's annual convention to do the show," Mead said. "I report on the convention itself, relating all the events and speakers that I think listeners would want to know about."

If you interview authors, consider teaming with a local bookstore owner to do them. He knows what your listeners are buying, what topics are currently on the bestsellers list, and what trends are appearing in publishing.

"The announcer and I interview authors together by telephone," Greathouse offered. "We usually record them rather than do them live."

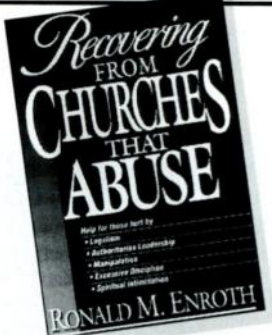
Bookstores and stations working in tandem "make listeners aware of important material," Hicks observed. According to Greathouse, "It's a service of information to the Christian public. It informs them of what's available."

Along with becoming a team with your local

Christian bookstore, subscribe to the Christian publishing trade magazines *Bookstore Journal* and *Christian Retailing*. Each covers the latest news in the publishing trade, including information on Bibles, books, software, audio and video products, calendars, gifts, T-shirts, and more.

Produce on-air features based on these magazines' articles. Call their editors and interview them on their publishing observations. Read their printed book reviews on the air (of course, crediting each magazine appropriately). In other words, become a full service station for your listeners' benefit: the best in listening, the best in reading.

*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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**AUTHOR AVAILABILITY:** Santa Barbara, CA, and by telephone

**CONTACT:** Media Relations, 800-727-8004

**Zondervan Publishing House**  
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## Sony Develops Recordable CD for Professional Use

Sony Electronics has developed its first write-once CD-R (compact disc recordable) media for professional audio applications. Designed for use with professional compact disc recorders, the new CD-R line-up includes the CDQ-74, which has a 74-minute audio capacity (650 megabytes), and the CDQ-63, which contains 63 minutes of audio (533 megabytes).

The increase in custom compact disc recording by broadcast and recording studios has created a demand for reliable recordable discs with stable physical characteristics that are ideal for long-term storage. Both Sony CD-Rs make it easy to record customized materials that can be played on any standard CD player.

The CD-R media is ideal for a wide range of professional applications, including broadcast facilities for use in compiling discs for library music, station identifications, commercial spots, and news actualities; and video post-production facilities for building sound production and effects libraries.



CD-R

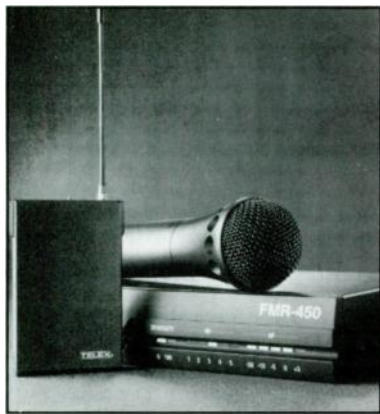
The disc conforms to the Orange Book standard specifications for recordable CDs, and is fully compatible with the Red Book format for write-once CDs. Both the CDQ-74 and the CDQ-63, which have an estimated shelf life of more than ten years, record at a constant linear velocity of 1.4 meters per second and 1.2 meters per second, respectively. Recorded materials can be appended to both discs.

For more information about the CDQ-74 and the CDQ-63, contact Sony Electronics at Corporate Communications Department, 1 Sony Drive, Park Ridge, NJ 07656, or call (201) 930-6981.

## UHF Wireless Mic Added to Telex Line

Telex Communications, Inc., has added a professional UHF wireless microphone system to its product line. The FMR-450 is a high performance, broadcast-quality UHF wireless microphone system that operates from 524 MHz to 746 MHz (UHF TV channels 23-60).

The system is designed to operate up to 50 simultaneous systems, using handheld or belt pack transmitters, without compromising operating range or audio quality.



UHF Microphone System

The FMR-450 includes patented Pos-i-Phase true diversity circuitry for highly stable RF performance. Telex's exclusive Pos-i-Squelch II provides a greater degree of integrity in maintaining overall system quieting, and the new compandor design results in flawless audio response with a signal-to-noise

ratio of greater than 110 dB.

Other unique features include a specially-matched, 1/2-wave collinear ground independent antenna system, which offers a substantial gain improvement over 1/4-wave designs. The receiver features RF, audio and diversity LED indicators, and a transformer isolated balanced mic level output with attenuation control.

For more information about the FMR-450, contact Telex Communications, Inc., at 9600 Aldrich Ave. South, Minneapolis, MN 55420, or call (612) 887-5576.

## Sharp Releases Latest VIEWCAM Addition

Sharp Electronics Corporation has introduced the latest addition to the award-winning Sharp VIEWCAM line. The second generation stereo Hi-8mm VL-H400UP camcorder incorporates all the features of the original Hi-8mm VIEWCAM (VL-H100UP) with additional options to make recording and playback easier and more efficient.

The VIEWCAM enables users to see everything being recorded on a four-inch, full color, LCD (liquid crystal display) view screen. The screen also allows groups of people to watch on-the-spot playback with audio. The camcorder has a weight of 2.2 pounds without tape and batteries.

The VL-H400UP camcorder features Hi-Fi stereo recording and digital image stabilization, instant playback with slow motion, 8x power zoom, 16:9 wide screen compatibility, world clock on-screen menu, back light compensation, and remote control capability.

"The stereo Hi-8mm VL-H400UP brings professional video use to a new level, whether in the field or office, for videographers or professionals in education, training, and a multitude of fields," explained Ron Colgan, general manager of Sharp Professional LCD products division.

The camcorder also has the innovative variable-angle rotating system enabling the view screen and lens sections to rotate 270 degrees, making it easy to record at any desired angle. By rotating the view screen 180 degrees, users can even record themselves. The Sharp VIEWCAM can be placed on a tripod and operated at a distance with an infrared remote control.

For more information about the Hi-8mm VL-H400UP, contact Sharp Electronics Corporation at Professional LCD Products Division, Sharp Plaza, Mahwah, NJ 07430-2135, or call (201) 529-8731.

## Orban Designs First Processor for Analog, Digital Television Audio

The programmable OPTIMOD TV DIGITAL 8282 Audio Processor by Orban is the first digital audio processor designed specifically for the demands of both analog and digital television audio. At the same time, it meets the special requirements of the various stereo and dual-language systems in use around the world.

The processing in the 8282 improves upon the techniques applied in the analog Orban 8182A OPTIMOD-TV now in use by thousands of television broadcasters worldwide. The 8282 controls dynamic range to keep it within a comfortable range for the typical domestic viewer, peak



8282 Optimod TV Digital

subjective loudness to prevent highly processed commercials from becoming obtrusive, and peak modulation and bandwidth to prevent over-modulation of the transmitter.

For more information about the OPTIMOD TV DIGITAL 8282 Audio Processor, contact AKG Acoustics at 1525 Alvarado St., San Leandro, CA 94577, or call (510) 351-3500.

## Matrox® Unveils Illuminator-PRO® Videographics

Matrox® and Miranda have unveiled the first all-digital solution for combining video and graphics on the PC platform. The *tocatta*-PRO from Miranda Technologies provides serial digital 4:2:2 (D1) input and output capability for the Matrix Illuminator-PRO® videographics card.

This totally integrated solution enables video professionals to combine digital component video with true 24-bit color graphics — with no signal loss or degradation. The



Illuminator-PRO Videographics Board

products were demonstrated during the National Association of Broadcasters Convention last March.

The Matrox/Miranda team has provided the basis for the only af-

fordable all-digital video-graphics system. Maintaining the integrity of the digital system throughout production ensures image fidelity and eliminates the noise and signal distortion common in analog video devices.

To achieve this, the *tocatta*-PRO features two multiplexed serial 4:2:2 digital inputs and two serial 4:2:2 outputs; one for video and one for the alpha key signal. All inputs and outputs meet SMPTE 125 and 259M specifications. The 8-bit serial 4:2:2 architecture supports 525 and 625 line formats and CCIR 601 and 656 standards.

One key feature of the *tocatta*-PRO is its auto-timing capability. Incoming serial digital signals locked to the Illuminator-PRO and within a window of +/-20 seconds of the Illuminator reference are automatically timed and synchronized. Grabbing an image is much easier because retiming of the source is not required. The inputs of the *tocatta*-PRO can also equalize for cable lengths of up to 300 meters making integration easy.

For more information about the *tocatta*-PRO, contact Matrox Electronic Systems, Ltd., at 1055 St. Regis Blvd., Dorval, Quebec, Canada H9P 2T4, or call (514) 685-2630.

## Otari Announces New CD Auto Changer

Otari Corporation has announced the introduction of the CDC-600-2C CD Auto Changer, a broadcast-oriented product. Designed for radio broadcast, effects and library storage, or as a background music system, the CDC-600-2C is a two-disc changer capable of storing up to 350 CDs, and features RS-422 and RS-232C interfaces which permit external control operation of automated track selection and alternate or simultaneous playback.

Each of the two CD players and changers can be controlled independently of each other with a Mix output for a combined signal output. A fail-safe EEPROM back-up system is standard, allowing for operation during power failure.

Separate dedicated connectors are provided for TOC and subcode information output. Multiple CDC-600-2C systems can be daisy-changed together to create a centrally controlled system. Optionally, the CDC-600-2C can be fitted with an instant-locating RAM board, which provides non-delayed audio start up.

For more information about the CDC-600-2C CD Auto Changer, contact the Otari Corporation, Sales and Marketing, at 378 Vintage Park Drive, Foster City, CA 94404, or call (415) 341-5900.

# CALENDAR CLOSE-UP

## July 14-18

*Operation S.O.F.T.'s Eastern Regional Information Conference and Educational Seminar*; Park Inn International, New York. Information: (800) 659-6243.

## 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 3-6

*STEPS 94* (annual conference of the National Association for Christian Recovery); Westin Hotel, Seattle. Information: David Wilkinson, (818) 956-5552.

## August 26-28

*Steeling the Mind of America*; Dobson Arena, Vail, Colo. Information: (800) 977-2177.

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

## September 19-23

*Video Expo/Image World New York*; Jacob K.

Javits Convention Center, New York. Information: Janet Vargas, (800) 800-5474.

## September 19-24

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

## September 23-26

*COICOM 94*; Holiday Inn Crowne Plaza, Santiago, Chile. Information: (804)424-5950.

## September 25-28

*Christian Stewardship Association Convention*; Louisville, Ky. Information: Brian Kluth, (800) 475-1976. (NRB member discount available.)

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



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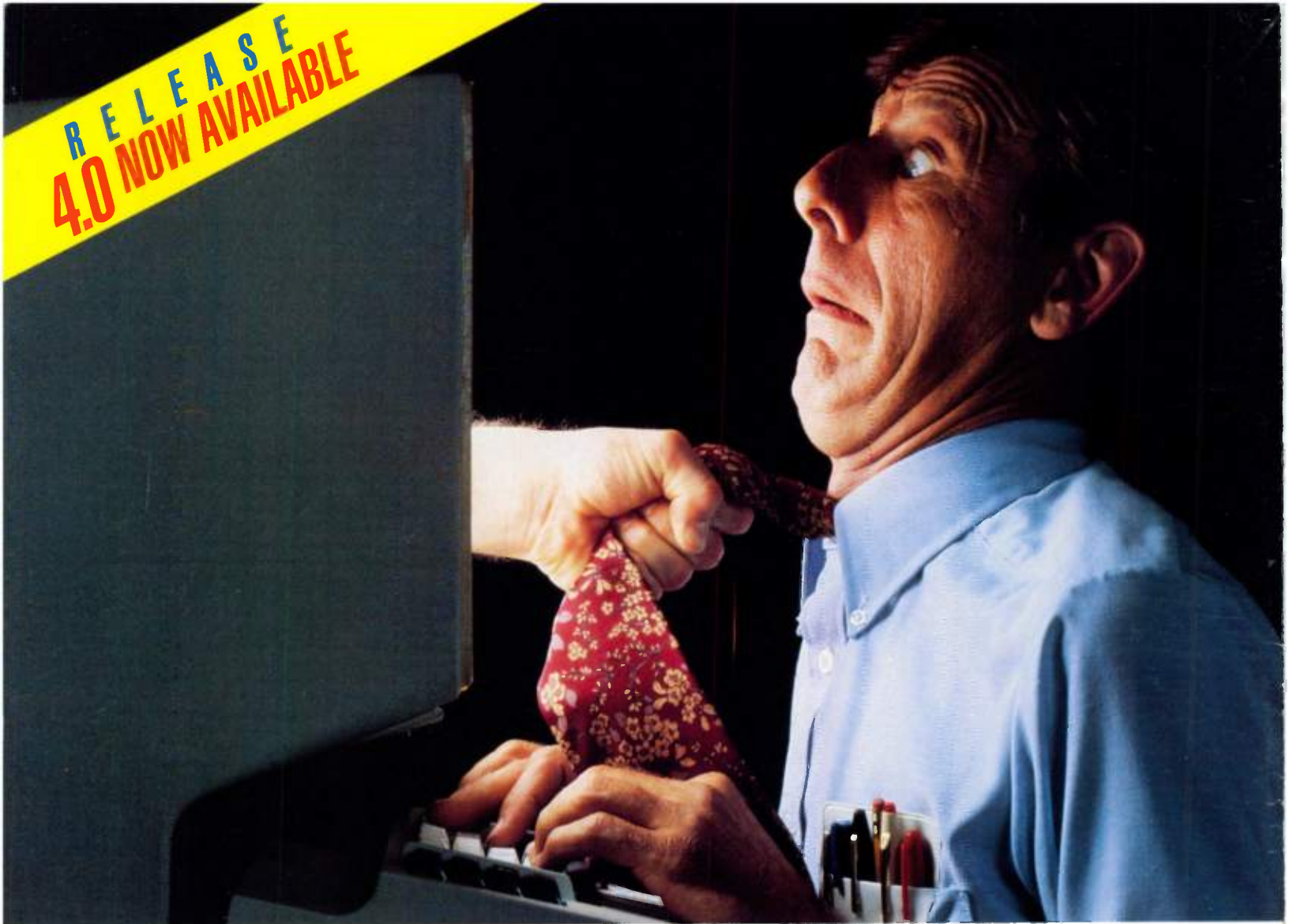
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