

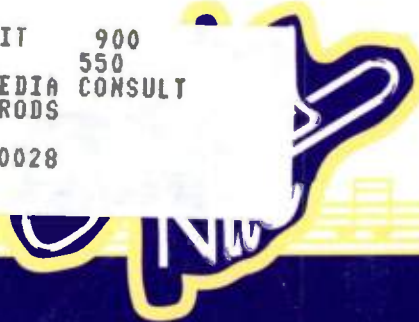
RELIGIOUS BROADCASTING

Dial Diversity — The Many Sounds of Christian Radio
... Plus, the 1994 Buyers Guide



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**Bible Sunday is
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Brandt Gustavson
 President
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 Manager
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O, Pioneers!

by Elizabeth J. Guetschow

It could be described as "A Prairie Home Companion meets Saturday Night Live meets Jesus Christ." It's Sunday Nite, and for nine years it has urged Christian radio listeners to get ready for something different.

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Steps in the Search

by Don Otis
Sometimes, as Christian broadcasters, having wisdom means knowing when to ask for help.

24 The Coming Shakeout in Christian Radio

by Mark Ward Sr.

If industry indicators can be believed, Christian radio is headed for an era when professionalism is non-negotiable, group owners abound, and satellite networks are the programming suppliers of choice.

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SEPTEMBER 1994

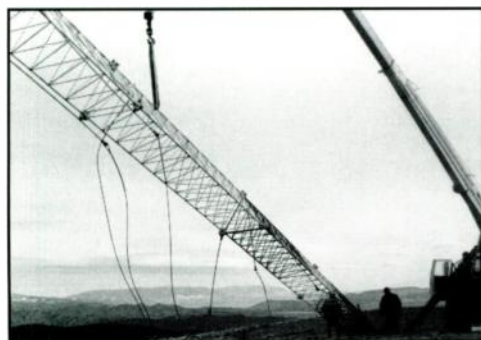
Riding the Rush

by Perry Ferraiuolo
What conservative talker Rush Limbaugh started in the secular realm, growing numbers of Christian broadcasters are continuing in their own.

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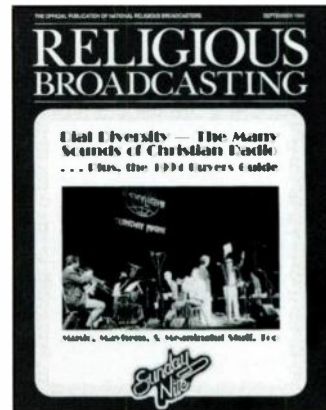
The ABCs of WXYZ

by Roger Lonnquist

There are at least 2638 things to think about if you're planning to start a Christian radio station. Here, an industry insider boils those down to a few of the most important.

Dial Diversity — The Many Sounds of Christian Radio

There are, among Christian radio's ranks, more than a few pioneers to be found. Some have dedicated decades to a continually changing industry. Some are bravely learning the lessons of station start-up. Some are stepping beyond the bounds of the familiar. Beginning on page 12, Religious Broadcasting pays tribute to the pioneering spirit which has shaped Christian radio's past and which must guide its future.



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Wayne Pederson,
Executive Director
SkyLight Satellite Network

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History in the Making

Statistics abound on the problems, challenges, and lack of moral and spiritual guidelines in the lives of the "X-Generation." Such statistics include:

* More than 3 million crimes a year are committed in or near the 85,000 U.S. schools.

* A recent *Washington Post* article related stories of children as young as ten who talked of planning their own funerals.

* According to the *Congressional Quarterly Researcher*, in 1940, teachers cited problems in schools such as talking out of turn, chewing gum, making noise, running in the halls, cutting in line, and littering. In 1990, the problems included drug and alcohol abuse, pregnancy, suicide, rape, robbery, and assault.

* Children watching Saturday morning cartoons are exposed to a violent act every 47 seconds, and on primetime television, violent acts average more than ten per hour.

* *USA Today* reported that in 1992, 60 percent of young men and 50 percent of young women ages 15-19 were sexually active.

* *Time* magazine has reported that after a decade of decline, drug use — specifically marijuana and LSD — is increasing.

You have no doubt read these or similar statistics in your local newspapers, or heard them on local and national newscasts.

Earlier this summer, the Billy Graham Evangelistic Association took a historic step — it dedicated one Cleveland crusade meeting to young people. And not just a token five or ten minutes of music by a recognized contemporary Christian artist, but an entire evening dedicated to youth, who filled the stadium to hear the Grammy award-winning rap group DC Talk (DC stands for Decent Christian) and American Music Award winner Michael W. Smith.

As I observed the response of the more than 65,000 young people at the stadium that night to their generation's music and Billy Graham's timeless message, I could not help but think of the millions of young people, here in the United States and around the world, who are searching for meaning in their lives.

To promote this history-making event in Cleveland, the Graham organization purchased spots on MTV, the youth-oriented programs on the FOX network, and rock 'n' roll radio stations WZAK-FM and WJMO-AM-FM. But, more importantly for religious broadcasters, the local inspirational stations — WHLO-AM/Akron, Ohio; WZLE-FM/Lorain, Ohio; WTOF-FM/Canton, Ohio; WCRF-FM/Cleveland; and WRDZ-AM/Cleveland — also played a vital part in promoting this event.

Most of us can only relate to young people through our grandchildren and maybe our great-grandchildren. But according to the 1990 census, there are 55 million youths and young adults between the ages of 10 and 24 — that's 22 percent of our population. Looking back on this one single crusade meeting, I think history was made. More than 6500 people, mostly teens, came forward to commit their lives to Christ that night.

I watched as these young people were rejuvenated in the knowledge that they can find meaning in their lives through faith in Jesus Christ and I wondered, if history can be made in a stadium in Cleveland, can it not also be made through our broadcasts?

How many of us minister to this generation through music, words, and programming that is meaningful to the young? If you minister specifically to young people, I would appreciate hearing from you so that we can encourage our fellow broadcasters.

May our goal be that the Lord will lead us to minister to this lost generation, as Proverbs 22:6 says, to train up a child in the way he should go, when he is old, he will not turn from it.



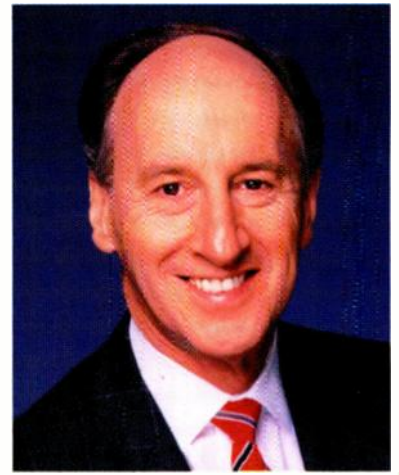
Bob Straton is chairman of National Religious Broadcasters and senior vice president of Walter Bennett Communications in Fort Washington, Pa.

Robert H. Straton

Wrap Up Your Christmas Programming

with

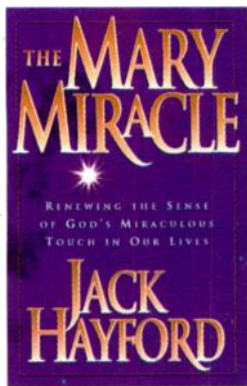
Jack Hayford



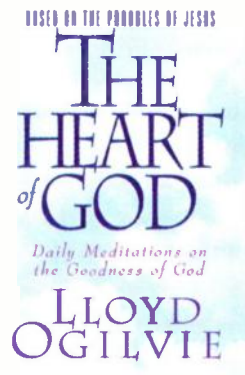
Nobody can bless your listeners like Jack Hayford—and now he's on call 24 hours a day! Gospel Light's **Real to Reel Interviews** is offering a very special compact disc containing 40 of Jack Hayford's Christmas reflections from his new book *The Mary Miracle*, each no longer than 60 seconds. You can use this recording for segues, sign-on and sign-off—any time you need a short, inspirational message. These are perfect for the Advent season! All you have to do to get Jack Hayford's **Real to Reel** compact disc is call us—at **1-800-235-3415, ext. 165 or 202**. Ask for Gloria Moss or Nancy Collins.



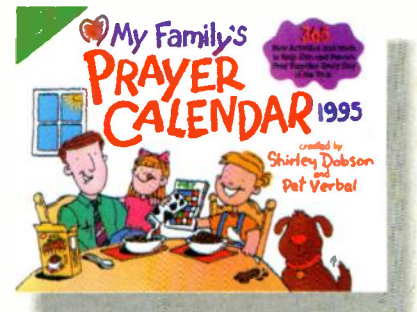
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Top 11 Reasons To Attend 1995 NRB Convention



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

Among the dozens of letters we received at National Religious Broadcasters (NRB) commenting on the 1994 convention, one theme came up repeatedly — how are you going to match this convention? There was the implied thought it could not be done.

I think there are several reasons why you'll come away from the 1995 convention in Nashville, Tenn., with the same thought:

Reason number one — Nashville is a wonderful city, perfect for taking a few additional days for rest and relaxation.

Reason number two — The program is coming together exceedingly well, with Luis Palau, John DeBrine, D. James Kennedy, Adrian Rogers, Richard Lee, Ben Kinchlow, Elisabeth Elliot, and Sarah Utterbach scheduled as participants.

Reason number three — The music program will be fabulous. Bill Gaither is producing and emceeing the Sunday evening concert program. The New Tradition, Friends IV, and the Country Trail Band from Holland will provide additional music.

Reason number four — Our educational sessions are being upgraded and improved again. We're putting extra effort into this, also adding a full fourth workshop track. Come to learn!

Reason number five — The exhibition hall is one of the best and most functional we've ever used. The space has been filled since July, with a waiting list to fill any cancellations.

Reason number six — People are already registering for the convention and making hotel accommodations. Expect to see your friends there. The Opryland Hotel is without question one of the finest convention properties in the world. Be sure to bring your spouse.

Reason number seven — A new feature is a Women's Luncheon on Tuesday, which will feature Elisabeth Elliot and Sarah Utterbach.

Reason number eight — The *Convention News* will give updates on the convention as it's happening to keep you posted on key changes and to provide advertising coupled to exhibit floor giveaways and promotions.

Reason number nine — It will be a *spiritual* time under the banner theme, "An Unchanging Message to a Changing World." You'll be blessed to go back home with a new vigor and determination to serve the Lord.

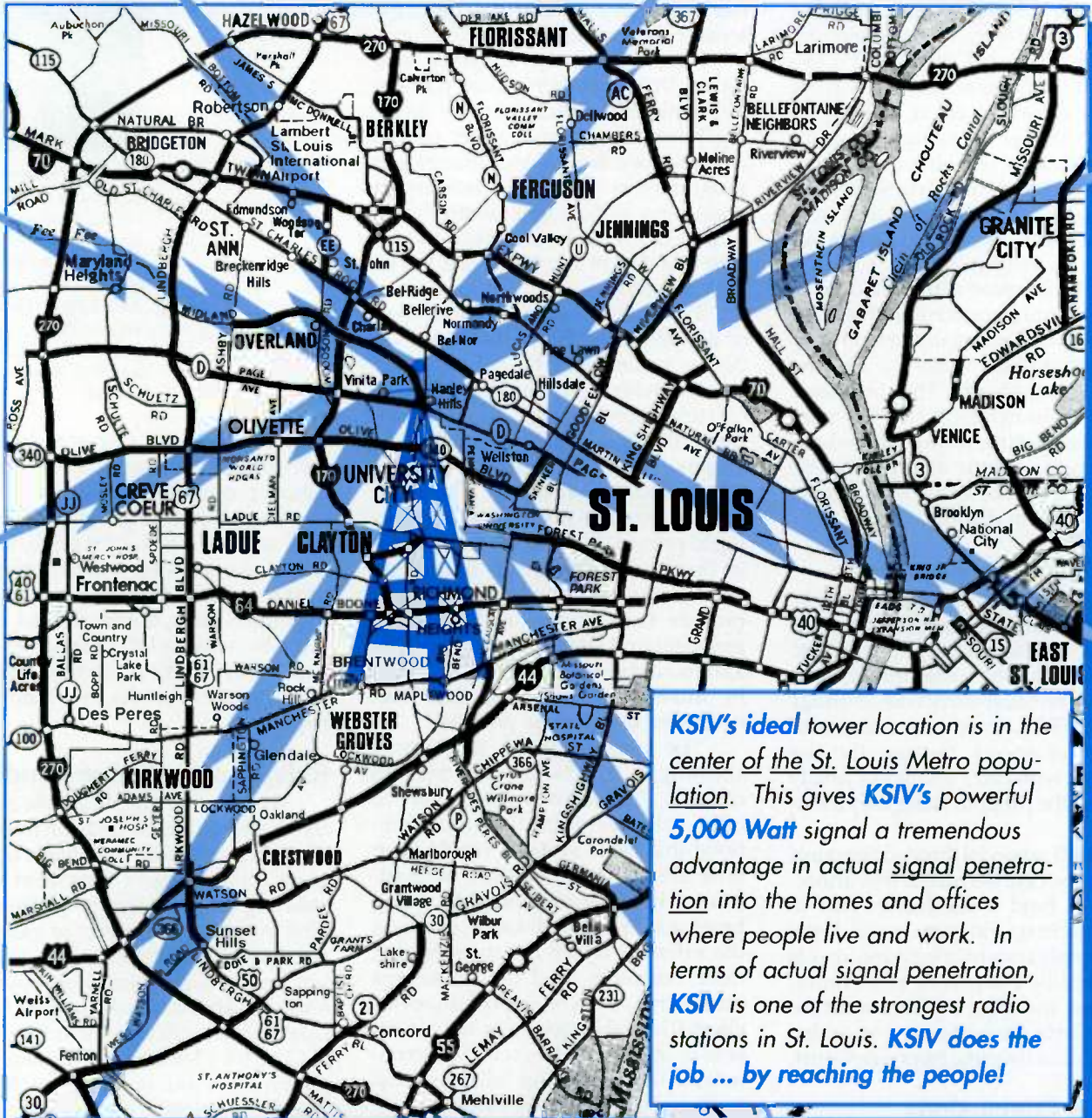
Reason number ten — The Television Program Showcase, another new feature, will run on Sunday afternoon from 2 to 6 p.m. This is a wonderful opportunity to see new television programs and talk with the producers.

Reason number eleven — Sponsored events, such as breakfasts, receptions, and hospitality suites, will be in abundance. You'll have some difficult choices to make.

Do you see why I urge your prompt registration for NRB 95? We'd love for you to be present to share in the substantial benefits and blessings.

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Supreme Court Rules on Must Carry

In an important decision for broadcasters, the U.S. Supreme Court ruled that the mandatory carriage requirements of the Cable Consumer Protection and Competition Act of 1992 (cable act) may remain in effect, at least for the time being. However, the court stopped short of reaching a final resolution of cable operators' constitutional challenge to "must-carry," and sent the case back to a lower court for further proceedings.

For broadcasters, the good news is that — until a court rules otherwise — cable operators are unlikely to drop broadcast stations while the case remains unresolved. The Supreme Court's decision affects only the mandatory carriage rights guaranteed under the cable act; the ability of broadcasters to opt for retransmission consent was not in dispute.

Procedural Background

The cable industry challenged the cable act within hours after Congress overrode President George Bush's veto of the legislation. Cable interests argue that the must-carry rules infringe on their First Amendment rights to freedom of speech because the law interferes with cable operators' ability to choose the programming they transmit.

In 1993, a special three-judge panel hearing the case decided it was unnecessary to hold a full-blown trial to review factual evidence. Instead, the panel simply reviewed legal arguments submitted by the parties and eventually ruled the cable act was constitutional. Cable interests then appealed the case directly to the Supreme Court.

Court's Conclusions

In a 5-4 decision, the justices held that the must-carry provisions "in the abstract" did not violate the First Amendment rights of cable operators and cable programmers. However, the court ruled that the final determination of must-carry's constitutional status could not be made until evidence presented in a judicial proceeding proves cable poses a real threat to

the broadcast television industry and the must-carry rules are no more extensive than necessary.

Importantly, the majority also found the must-carry rules did not impermissibly discriminate by favoring the content of broadcasters' speech over the speech of cable operators and programmers. The court determined must-carry is "content neutral" and was designed only to ensure the future viability of the broadcast television industry.

The opinion noted that 40 percent of the people in the United States do not, or cannot, pay for subscriptions to cable television. For them, broadcast television, which has been historically distributed at no cost to the viewer, is the only source of mass communication available. The court said Congress is justified in attempting to protect the "free TV" industry if its financial health is truly in danger.

But the government will have to provide facts at trial to prove that proposition. Defenders of must-carry also must show the burdens imposed by must-carry are no greater than necessary to solve the problem.

The court outlined the factual showing it expects the trial court to consider. Government lawyers are to offer evidence regarding the likelihood that cable systems would drop broadcasters in the absence of must-carry, the financial dangers facing broadcasters denied cable carriage, the extent to which the rules burden cable operators, and the limitations must-carry places on opportunities for alternative cable networks to gain access to systems. The factual determinations of these issues will be crucial to the resolution of the case.

Even though the must-carry challenge remains pending, cable interests did win a significant determination for their industry. The court made it clear cable operators merit greater First Amendment protection than do broadcasters. Traditionally, courts have held radio and television stations are subject to less First Amendment protection (and thus can be more heavily regulated) than other media because



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

broadcasters use a scarce, publicly owned resource, the airwaves, to distribute programming.

The justices held the same "scarcity" was not a factor for cable, which is carried over wires and may provide nearly unlimited channel capacity in the future. Thus, the court ruled, cable must be accorded the higher level of First Amendment protection given to "non-broadcast media," such as newspapers.

Religious Challenge Pending

At the same time the cable industry challenged must-carry on freedom of speech grounds, a coalition of religious programmers also filed suit, claiming the provisions violated its First Amendment rights to religious freedom. As reported in this column last year, the religious programmers, known as the National Interfaith Cable Coalition, Inc. (NICC), include a group of Christian, Jewish, and Moslem programmers who operate the Vision Interfaith Satellite Network and the Atlanta Interfaith Broadcasters, Inc.

NICC asserts religious programming on broadcast television stations tends to concentrate on fundamentalist Protestant views, often at the expense of other religions or denominations. As a consequence, NICC argues, because must-carry requires cable operators to give up channel space to

Continued on page 79



Hidden costs could be chewing your fund-raising budget to shreds

The hidden costs of fund raising can be dangerous. They may start out small. But if you don't take action, they grow and multiply. Before you know it you've got a big problem on your hands.

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No one else has such a powerful waste-fighting arsenal under one roof. You might just say we've built a better mousetrap.

If you suspect you may have a problem with marketing waste, just say the word. We'll share our experience with you. You'll find out how your results stack up against industry standards.

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by Elizabeth J. Guetschow

IN THE BEGINNING — WHICH would have been September 1985 — it was something of an experiment. It seemed like a good idea, this notion of creating a Christian variety show featuring comedy, music, and drama — sort of a sanctified *Prairie Home Companion* — and so Paul Ramseyer, vice president for radio and outreach at Northwestern College Radio Network (St. Paul, Minn.), stepped into a new arena in search of something “different and innovative.”

That something was *Sunday Nite*, and it turned out to be a very good idea. Employing a seamless synthesis of music, humor, monologue, and drama, the show has for nine seasons aired locally on St. Paul’s KTIS-FM and nationally on more than 200 stations through the SkyLight Satellite Network, a ministry of the

Holy Joe, and he’ll tell you that church is a weekly dress-up party on hardwood benches that you spend the rest of the day sleeping off. Ask me, and you get a hymn of a different tune. I look at a church, and I see a tough, gritty world of cold metal folding chairs and day-old doughnuts where problems aren’t solved at the benediction and where life can be as hard as the gum under the pews in the balcony. Let me introduce myself: I’m Elsie

ties with the Northwestern College Radio Network. “We wrote some scripts ourselves, Judy [Hannestad, the show’s associate producer] even acted in some, I was the MC, we had a choral group and a small stage band, and we had some guests.”

It wasn’t long, though, before Ramseyer realized that his dream of offering affiliates of the then newly formed SkyLight Satellite Network

O, Pioneers!



Creating the sound *Sunday Nite*’s radio audience hears requires the participation of numerous unseen players.

Northwestern College Radio Network. And while it has something of a home-town, gather-round-the-radio feel to it, there is nothing amateurish about *Sunday Nite*. Music moves to monologue back to music and on to drama without interruption, creating an energy and liveliness which have become *Sunday Nite* hallmarks.

Ask the average Tom, Dick, and

Bjornstead, and I’m the church secretary.

Sunday Nite sounds professional because it is; all of the show’s actors, writers, musicians, and technicians are experts at what they do. This was, however, not always the case. “We started out using the typical Christian radio backstroke approach,” recalls Ramseyer, who serves as *Sunday Nite*’s executive producer in addition to his responsibili-

ties something “innovative” would not be realized without professional assistance from “people who were gifted in that field.”

“We needed people [who] were better than us,” Hannestad explains. “We needed specialists.” *Sunday Nite*’s first deliberately sought “specialist” was Richard K. Allison, an actor, storyteller, and musician who Ramseyer says “was being led of the Lord at the time to take a step of

faith" away from the professional path which had led him to theater, television, and even — ironically — to several appearances on Garrison Keillor's *A Prairie Home Companion*.

Allison "agreed to try it for a couple shows," and when he ended up staying on as *Sunday Nite's* host, he also brought on Jeffrey S. Miller and his radio dramatists, The Refreshment Committee, and

ing battle with Hodgkin's disease, and Donley recovered from a bout with cancer a few years ago. But they do not focus on this, and neither does *Sunday Nite*, although the show's commitment to creative communication of the Gospel does include serious moments when the Word of God is brought powerfully to life.

Palm Sunday, Maundy Thursday,



Sunday Nite's Don Malley — known to radio audiences as "Honey" — performs with show host Richard K. Allison.

Michael Pearce Donley, who created the New American Standard Band for the show. "It's been marvelous ever since," Hannestad says. "It was an easy team that just landed in our laps, and we've become a family."

Like any other family, *Sunday Nite's* core group of 14 (the show's team totals 40 with volunteers and its production staff) has walked through some pain in the lives of its individual members; Allison faces an ongo-

Easter, Good Friday thrown in. You know, this story began untold eternities ago in the heart of God. There was never any doubt in His mind what the outcome would be, but for a few days — a few awful days — evil prevailed, and the eternal fate of mankind hung in the balance.

Even *Sunday Nite's* mission statements — two variations on a theme — are indicative of the show's blend of humor often just for the sake of

humor and seriousness always for the sake of glorifying God. Officially, the purpose of the show is to "provide a creative broadcast format for communicating Christian truth. Tools of music, humor, drama, and monologue are employed, often entertainingly, sometimes pointing out our foibles, gently prodding the Church into allowing the Holy Spirit to make us more effective in our witness and influence on society." The other version of this mission is a bit easier to remember: "music, mayhem, and some meaningful stuff, too."

Sunday Nite's unique approach to Christian radio programming has garnered it an enthusiastic following; some 1100 fans gather each month in Maranatha Hall on the Northwestern College campus for *Sunday Nite's* live broadcast, which is preceded by the taping of another show to be aired later in the schedule. A steady stream of letters calling the show everything from "refreshing and creative," to "awesome" attests to the program's popularity among Christian radio audiences.

"This is, for me, one of the few artistic risks that the broad Christian community has gotten behind, and that's no small thing," says Jeffrey S. Miller, *Sunday Nite's* co-creative director. "When it comes to the arts, people have such diverse tastes and yet so little tolerance. It's God's blessing and nothing short of a miracle that allows *Sunday Nite* to succeed."

Ramseyer and Hannestad note that the subjects of *Sunday Nite's* humor have been areas of controversy, as has the idea of "frivolity on a Sunday." Chosen because it provided consistent access to Maranatha Hall, allowed professionals to arrive back in town after engagements on Friday and Saturday nights (all of *Sunday Nite's* principles are freelancers with other jobs), and created an extension of believers' morning worship, Sunday is, in fact, not a day of rest for members of *Sunday Nite's* team, which begins gathering at 7 a.m. to pull everything together.

Hannestad says the pressure is "tremendous because we do it all on Sunday, with one rehearsal on Saturday . . . not to mention the fact that you've rehearsed all day and then you've got to be at your best for two shows."

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The *Sunday Nite* crew has, however, developed a system for dealing with this pressure. "Our favorite time of day is about 7:20 [p.m.], when we gather backstage for about a 10-minute prayer time before the pre-show," Hannestad explains. "We just come empty-handed. We know what effort we've put in, and it's an exciting moment because we know we're about to experience miracles. It's very rewarding at the end of the night to look back at the last two hours and [at] what the Lord's done with our meager talents."

Ramseyer echoes this spirit of humility and of dependence on God. "We've always felt just a little over our heads. Any cockiness was surely knocked out of us — to keep us on our knees." Also keeping Ramseyer, Hannestad, and company on their knees have been a few critical comments about the show's music style, which Ramseyer says "pushes the envelope, as does the whole show."

Hannestad adds that *Sunday Nite* purposely seeks a music style which



Sunday Nite's cast members have a heart for their audience, and based on responses to the show, the feeling is mutual.

swings from classical to contemporary and hits much of what lies between. "We don't ever promise to be contemporary or traditional. We just do what we do," she says. Part of doing what *Sunday Nite* does involves bringing in the talents of guests, musical and otherwise. Included on the long list of those dropping in on *Sunday Nite* over the past nine years are piano partners

Nielson & Young, harmonica wiz Buddy Greene, contemporary Christian music pioneer John Fischer, and a cappella experts GLAD.

This world is not my home, I'm just a passin' through. My treasures are laid up somewhere beyond the blue. The angels beckon me from heaven's open

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Along the *Sunday Nite* way, Paul Ramseyer and Judy Hannestad say they have discovered the following keys to success in radio programming.

1. Professional talent — "the best talent you have access to," Hannestad says. "There are better people than all of us." Ramseyer adds, "Not that we aren't professionals; we're professional broadcasters. But we're not doing drama and music. We needed to get specialists who were really good at what they did." Professional talent — specifically, professional acting talent — is especially important given *Sunday Nite's* hectic production schedule. "With our particular writers, creativity occurs at the last minute," Hannestad explains. "That's why it's so important to use professional actors."

2. Good writers. "The word 'skit' is one of the greatest differences between professionals and non-professionals," Hannestad explains laughingly. "The professionals just about want to laugh us out of the room when we use the word 'skit.' It's 'sketch' to them." Much of *Sunday Nite's* writing is done by Richard K. Allison, Jeffrey S. Miller, and Michael Pearce Donley, who lend the show their writing abilities as well as their dramatic and musical talents.

3. A knowledgeable production team. "We're bare bones, but those involved really [know] what they're

doing," says Hannestad.

4. A well-balanced set of personalities. "We balance each other out and have a wonderful working relationship," Hannestad says. "Not growing up in the performance world, I gather that it's uncommon for this kind of group to stay together this long."

5. A tie-in with an existing radio facility. *Sunday Nite* began as a show for a satellite network, which was owned by a college, which also owned several radio stations. Ramseyer and Hannestad note that this connection has provided the show with financial support, business office service, and radio

staff involvement as needed, and Ramseyer says the partnership between the show and North-

western College has for nine years meant a "marvelous, ready-made platform for producing *Sunday Nite*."

The show currently faces an ownership/sponsorship transition and is in the meantime doing independent productions. Presently, *Sunday Nite* is continuing its weekly, hour-long commercial release on the Salem Radio Network, and its 53-minute, non-commercial version began airing September 1 on the Focus on the Family Satellite Network.

6. Prayer and perseverance. "Because it's been new territory, we've bathed this thing in prayer," Hannestad says.

Lessons They Have Learned

IN THE MID-1980s, A NON-PROFIT BROADCASTING ministry was facing a dilemma. It was almost completely dependent upon direct mail income. Its \$3 million budget was growing 20 percent a year. Its top donors were growing older. The challenge: discover new sources of income to support the swelling operating budget, locate younger donors, and find creative ways to attract and keep these younger donors.

The organization chose to hire a development consultant who promised to raise "millions of dollars in the first year." His enthusiasm was understandably contagious. It pumped new life into the tired leader, who would at last have the help he needed to keep the ministry afloat. In exchange for a promise of "raising millions," the consultant asked for complete control of the direct-mail process.

Whenever anyone asked a question, the consultant would say, "If you don't do as I say, I can't help you." Whenever anything went wrong, the ministry was at fault. The consultant would say its employees hadn't followed his explicit instructions.

Ultimately, the ministry lost tens of thousands of dollars in time and experimental expenses and ended up in disastrous shape.

How can you protect your organization from a similar error? Should you hire a large consulting agency? Do consultants do more harm than good? The remainder of this article will explore the answers to these questions.

Skill and Objectivity

First, let's examine the advantages of hiring a consultant.

- A consultant can offer your organization specialized experience, education, or skills. He or she can provide services for a fraction of what it would cost to hire someone with the same skill or knowledge full-time.

- A consultant can add a fresh perspective to a problem and can do it without the biases that are naturally resident within an organization.

- A consultant can help settle disputes and disagreements and can arbitrate on matters that benefit from the perspective of an outsider.

- A consultant brings an industry-wide perspective about how other similar organizations function. This can be called "ministry intelligence." There is an organizational advantage in knowing how your ministry compares with others doing similar work.

- A consultant can confirm (or refute) proposed policy or direction.

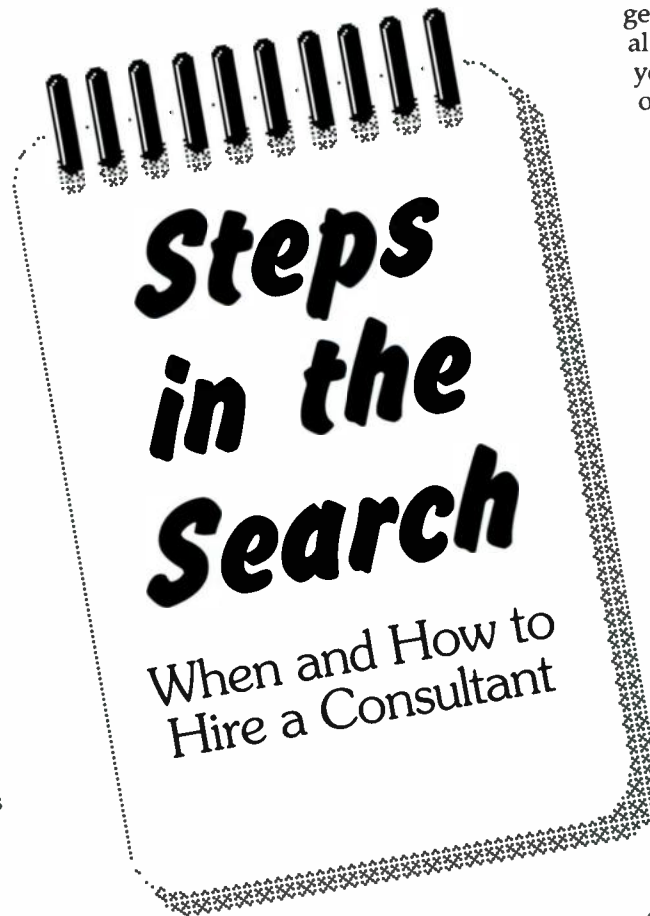
- A consultant can handle the "hard jobs" no one else in your organization wants to do, such as staff evaluations.

In his book *Understanding Leadership* (Emerald Books), Tom Marshall makes an astute observation: "When things are going well, anybody can lead. Leaders can even feel superfluous. It is when things are going badly and everybody else is ready to call it a day and go back to Egypt that leaders come into their own."

A good leader recognizes his or her own strengths and weaknesses. Well-run Christian organizations are those whose leaders have surrounded themselves with people who possess skills they do not. These leaders understand that the vitality of their organization depends upon every member working within his gifting.

Shifting and Shuffling

Within a smaller organization, a leader is more likely to come up short in the skills necessary for efficient operation. Conversely, a larger organization can become over-managed and under-led. The tendency is to become too bureaucratic and more specialized. Perhaps this is the reason author Tom Peters says excellent organizations are "reorganizing all the time." In the process of organizing or reorganizing, consultants can play a pivotal role. Let's examine some of the circumstances under which you should hire outside help.



"A good leader recognizes his or her own strengths and weaknesses. Well-run Christian organizations are those whose leaders have surrounded themselves with people who possess skills they do not."

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1. Are you plowing new ground? A consultant's services here fall into two categories: technical help and practical experience or intelligence. *Technical help* includes computing, electronics, or accounting. *Practical experience* generally means development (fundraising), marketing, or management.

2. Are you in trouble? Unfortunately, many Christian organizations don't consider using outside services until they're in a crisis, which is usually when resources are low and anxiety is high. This is also when an organization is most vulnerable to charlatans.

When an organization is in a crisis, it needs to "diagnose the illness." What's wrong with the organization? How can the situation be remedied? Most often we ask only the second question while ignoring the first. This is the reason so many organizations fall into the same patterns of crisis year after year.

3. Do you need a facilitator? A good management consultant will help you think through the important issues. These include problem solving, problem identification, strategic plans, and organizational focus. A consultant can help you clarify your sense of mission.

A friend and colleague, Mike Aldrich, is one of those rare development consultants who actually came out of a successful secular career. Once a division marketing head with the Carnation Company, Mike now heads the Fourteen Four Group. He says, "An organization must be specific about its problem. Don't just say, 'I'm running out of money.'"

He also warns, "Never use a consultant to manage people or the organization will disintegrate." Aldrich believes a Christian organization must "develop people." The tendency is to settle for short-term results rather than to demand long-term solutions. As management pioneer George Alton Mayo wisely noted, our organizations should be run on the basis of "sustained cooperation."

Investment Insurance

By now, you know whether a consultant can be helpful to your organization. Now let's consider what you need to do to protect yourself from incompetent consultants. First, examine the consultant's credentials. Let me offer a word of caution here: just because an agency

has big ministry clients does not mean they have the skills to help you. Are they equipped to do the specific job your ministry needs them to do? Do they have the right experience? Have they been successful with other similar organizations?

Secondly, be careful of consultants or agencies who promise too much. Look for honesty and measurable results (and set goals, deadlines, and expenses ahead of time). Outline performance expectations. Thirdly, control all unnecessary expenses. A creative consultant can help you get the most for the least. Be sure to monitor travel, phones, printing, and hours (if you're paying on an hourly rate).

Another temptation is letting a consultant stay on too long. This practice can drain your resources and can also create dependency. Have your consultant train your staff. If a consultant has skills you don't want to lose, negotiate a retainer or hire them on as a contractor.

Finally, beware of advice in unrelated matters. As a professor of mine once said, "Doctors are notorious for thinking they know everything about anything." The same can be true of some consultants. If you hire a consultant, use them in their area of expertise.

How do you find a good consultant? Ask other similar ministries or broadcast stations for a recommendation. A poor consultant's reputation will eventually catch up with him. When you plan to hire for outside services, interview the individual or agency you want to do the work. Can they provide referrals for you? What kind of problems have they dealt with before? How do they approach problems? By asking a few poignant questions before signing a contract, you can save your organization both money and heartache.

Peter Drucker says the product of the non-profit is a changed human being. As Christian broadcasters or ministries, our mission is changing the lives of the people we serve. If we are not doing this in some very tangible ways, we shouldn't be in business. If we're doing it poorly, we need to get help. As Solomon said in Proverbs 24:6, ". . . with good counselors there is safety."

"Unfortunately, many Christian organizations don't consider using outside services until they're in a crisis."

"As Christian broadcasters or ministries, our mission is changing the lives of the people we serve. If we are not doing this in some very tangible ways, we shouldn't be in business."

Don Otis, president of Creative Ministry Resources in Sandpoint, Idaho, has spent nearly two decades working with Christian non-profit and broadcast organizations. He specializes in media relations, writing, arbitration, problem-solving, and management issues.

The ABCs of WXYZ

How to Start a Radio Broadcast Ministry

by Roger Lonnquist

Editor's note: It is one of the questions most frequently asked by callers to National Religious Broadcasters' headquarters office: "How do I start a Christian radio station?" The answer would fill a book and as such cannot be given here in its entirety. What follows, then, is a condensed version of the manual "How to Start a Broadcast Ministry" and is intended to serve as a beginner's guide to the basics.

"GO, AND MAKE DISCIPLES of all the nations, baptizing them in the name of the Father, the

Son, and the Holy Spirit." This command, given by Christ over 1900 years ago (Matthew 28:19), has been fulfilled through many mediums, perhaps the most exciting of which is radio. But starting a radio broadcast ministry is no simple task. There are myriad considerations to address, including decisions on programming, fund raising, music, and more.

None of these issues should be addressed without first consulting God, through prayer, on His will for the station. The Bible says, "Unless the Lord builds the house, they that build it labor in vain." Seek God's wisdom as you make the many necessary decisions. Be sensitive to the

Holy Spirit's leading and then watch as God does His work through you.

Critical Choices

The question of exactly how to bring Christian radio to a community can be answered in three primary ways:

AM or FM station: Establishing a full-power AM or FM station will allow you to cover the largest area with your signal. It is the only option which gives you full control of the programming to be aired. Building a full station requires a substantial financial commitment at the start and

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Among radio station start-up's key steps are selecting a transmitter site and ensuring access during inclement weather.

on a continuing basis. This option is a major undertaking which will require many committed participants.

Translator: Translating the signal of an existing FM station is an inexpensive and relatively simple way to bring Christian radio to your community. The translator simply takes the signal of a distant FM station and rebroadcasts it in your area.

Translators require only a small investment to build and maintain. Power restrictions limit the area that can be served by a translator, but in many communities, a translator station is an ideal way to provide Christian radio programming.

Satallator: A satallator is a low-power FM station which rebroad-

casts a satellite-delivered signal. The number of Christian stations broadcasting via satellite is growing steadily, so you may want to consider this option as you make your plans.

AM or FM station, a translator, or a satallator will markedly affect the steps that follow, certain initial tasks are common to the formation of any radio broadcast ministry. The first of these is to officially organize your ministry. Seek competent legal advice as you decide what type of organization to form — a non-profit corporation, an association, etc.

The secretary of state's office can provide you with information concerning the establishment and regulation of all types of legal entities in your particular state. Make use of information services such as the local Chamber of Commerce and the Small Business Administration office in your area, as they can provide you with a great deal of free information which may help you get started.

If donations are to be part of your ministry's funding, you will need to file for tax-exempt status

begin the process of obtaining a construction permit from the Federal Communications Commission (FCC), authorizing you to build your station. This can be a lengthy and complex part of the project, and careful attention to many details will be necessary. The first thing you will have to do is select a transmitter site. As you make this decision, consider the following important items:

- **Location.** For an FM station, seek a site that "looks at" the area to be served. FM signals are primarily "line of sight" and will be adversely affected by obstructions between the transmitter site and your listeners. Solicit help from a local radio station's engineer, if possible, in locating the best sites in your area.

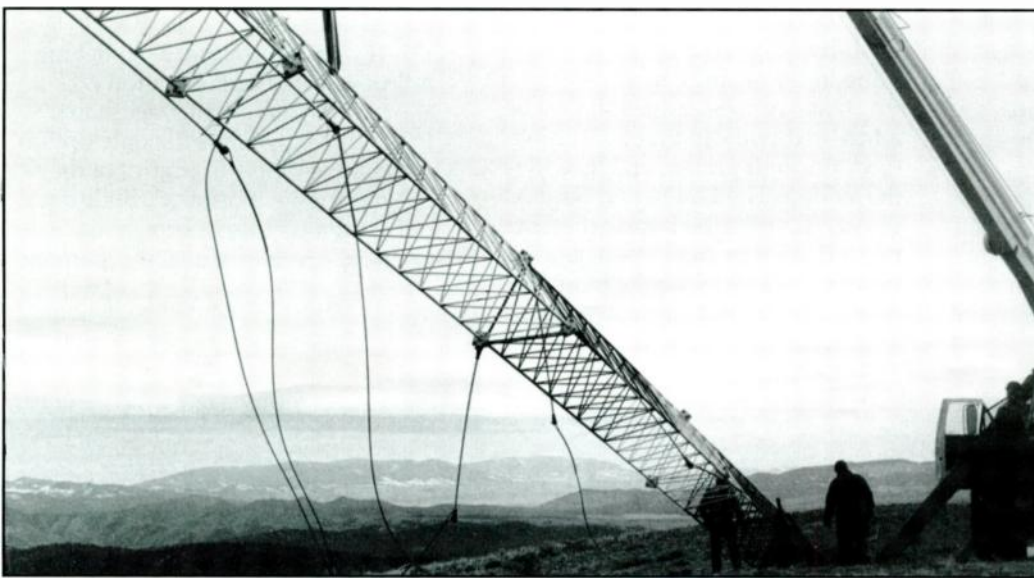
- **Availability.** Before proceeding with your FCC application, you will want to make sure the proposed site is available for use as a transmitter

site and that you have a written agreement with the owner for its use. Also, thoroughly research any zoning ordinances or restrictions which may affect your ability to use the site. If a special use permit or zoning variance is required, you may want to obtain this prior to filing your FCC application.

- **Access to utilities.** Take the time to discuss your project with an engineer from the power company as you secure a site. Find out if adequate power for your transmitter is available, and find out what costs you may be liable for in getting power to the site.

- **Accessibility.** Some of the best transmitter sites can be the worst in terms of accessibility. As you look for a site, consider any problems you may have reaching it during the winter months or in severe weather. You may need to factor the cost of snowmobiles or four-wheel drive vehicles into your budget.

The decisions you make in selecting a site may considerably impact your station's start-up costs as well as the on-going costs of maintenance and operation. Thus, the importance



Although "doing it yourself" may seem a good way to save money, there are some steps in the start-up process, such as tower construction, for which professionals should be consulted.

with the Internal Revenue Service (IRS) by submitting a request for tax exemption on IRS form 1023. Check with the revenue department in your state to learn what is required of you at the state level. Competent advice should be sought as you go through these steps and establish a bookkeeping system (realizing that financial orderliness and integrity are important elements of any ministry).

At the Starting Line

Although the choice between an

A Red Tape Parade

Once organized, you are ready to

of obtaining input from qualified people cannot be overstated.

Patience and Permits

With your transmitter site secured, you are now ready to apply for an FCC construction permit. Many excellent consultants are available to prepare your FCC application; contact radio stations in your area to obtain references. In choosing a consultant, it is also wise to interview several candidates.

Once your FCC application is filed, the long wait for your construction permit begins. Processing time for FCC applications varies widely, depending on what type of service you are applying for and various other considerations. The FCC's workload is sizeable, so patience is a

helpful virtue to exercise as you await a grant of your application.

During this waiting process, update your future audience on the station's progress through promotional activities. This is also an excellent time to continue fund-raising work and to make other preparations for the construction of the station. National Religious Broadcasters' *Directory of Religious Media* can provide information on fund-raising organizations, programming sources, equipment distributors, and more.

Once a construction permit is received, the process of building and establishing your broadcast ministry can begin in full. At this stage — and throughout the ministry's life — it is wise to remember that "plans fail for lack of counsel, but with

many advisers they succeed" (Proverbs 24:6). The Christian broadcasting industry is full of men and women who love the Lord and will be able to assist you as you begin your ministry.

And always, it is important to claim God's promise in Isaiah 55:11: "My Word goes forth out of my mouth, it will not return to me void, but will accomplish what I desire and achieve the purpose for which I sent it." As a Christian radio broadcaster, rest assured that the work you do in spreading the Word will not return void.

Roger Lonnquist is director of the Christian Media Foundation in Helena, Mont.

O, PIONEERS . . .

Continued from page 14

door, and I can't feel at home in this world any more."

A comfortable, toe-tappin', southern gospel-style sound welcomes *Sunday Nite's* audience and listeners in, but before the show is over, they will likely hear everything from multi-layered a cappella and reverent praise choruses to hushed spirituals and contemporary original music. This is inclusive radio programming, even if it didn't set out to be — which it didn't.

"We set out to get the young adult audience, the young professionals, the young marrieds," Hannestad says. "We ended up with families that listen together [letters to the show describe a weekly "gathering around the boom box"], a huge kids audience, and senior adults. So we set out for one audience, [but] we ended up with four or five."

Sunday Nite also did not set out to get a secular audience. "It's a tricky thing to do both," Ramseyer says, referring to the industry-old challenge of simultaneously encouraging the saints and winning the lost. But he notes that *Sunday Nite*, which has never tried to sound like a church service, has attracted the attention of some in the secular community. "We've found that a lot of Christians have invited their non-Christian friends," who, Ramseyer adds, have been "amazed that we can laugh at ourselves."

"One of the highlights for me is surprising people and saying something at the same time," says Miller. "We see

God in a new and fresh way every time we do the show, and it crosses all age barriers like nothing else I know."

That's right, we're going to try it again. It's Sunday Nite, I'm your host, Richard K. Allison, and tonight we're going to celebrate. Jeff Miller and the Refreshment Committee are here, Michael Pearce Donley and the New American Standard Band, and tonight, a glut of talent, a plethora of musical ability, a cornucopia of performance skill not equalled since Buffalo Bill's Wild West Show. So don't go away; you might hear something you like. But better yet, get ready for something different."

Providing "something different" has always been *Sunday Nite's* self-defining goal. But the accomplishment of that goal has not come without cost, what Ramseyer describes as "the price of pioneering. It's been quite an adventure," he says, recalling moments in the early days when the *Sunday Nite* team found itself "limping along to keep the thing going."

God's blessing on the work has, however, been a constant throughout, and Hannestad says that without it, the *Sunday Nite* team would have moved on. "We've never sensed the Lord really closing a door. There have been hurdles to overcome, but we've

been called to go through them." And so, for *Sunday Nite* and those who connect themselves with it, the adventure continues.

Italicized sections are excerpts from actual Sunday Nite programs.

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

EVENT SHOWS	TIME	EVENT SHOWS	TIME
This World	10:00-10:15	Ch Sec I	10:20-10:35
Cubany Nite	10:15-10:30	Announce/letters	10:35-10:50
Welcome	10:30-10:45	Sketch: Two Sketch	10:50-11:05
Prayer & School	10:45-11:00	Intro w/ Marti	11:05-11:20
Intro	11:00-11:15	Marti's Agency	11:20-11:35
NASB I Sing	11:15-11:30	Sketch: Prayer Attire	11:35-11:50
Ch Sec I	11:30-11:45	Rich's PKG	11:50-12:05
Intro	11:45-12:00	'Leave It There'	12:05-12:20
Glenland Band	12:00-12:15	Thankyou's	12:20-12:35
Remarks Rich	12:15-12:30	Reprise	12:35-12:50
I'd Like to	12:30-12:45	Out	12:50-1:05
Columbo	12:45-1:00		

Every radio show has a time board; this one was for a Sunday Nite performance done on-the-road in California.

by Perucci Ferraiuolo

AT ANY GIVEN MOMENT, according to many figures floating around the world of broadcasting, talk radio's dean of discourse, Rush Limbaugh, captures up to 75 percent of the Christian radio listening audience which prefers Limbaugh's subjects de jour over fire and brimstone.

Admittedly, Limbaugh has colared a huge share of the radio market by any standard. His nationally syndicated radio and television programs continue to build on an already-impressive base due, in part, to millions of Christian "ditto-heads." In addition, his two best-selling books have broken into and sold well in Christian bookstores. And his propensity for political palaver has, by his own admission, sent liberals running for relief.

But Rush Limbaugh is not the only example of the industry's seemingly insatiable desire for talk-show programming. *CNN and Company* and *Sonja Live*, two of television's most popular call-in talk shows, maintain their place among CNN's most successful ventures. C-Span's most-watched programming continues to be its live coverage of talk radio shows.

With the realization that market trends are increasingly bent toward the talk show format, Christian broadcasters are positioning themselves for their fair share. Sensing the significance and momentum of Christian talk radio, Marlin Maddoux and his USA Radio Network have, for example, organized Christian TalkNet, an all-talk package featuring such shows as Maddoux's *Point of View*, Jim Paris' *Christian Consumer Advocate*, and Don Wildmon's *AFA Report*, to name a few.

Christian talk radio's influence has even attracted the attention of CBS News, on its nightly "Eye on America" segment, and ABC-TV's *Nightline*, both of which filmed Maddoux's *Point of View* show for a

report on the unprecedented impact of conservative Christian talk radio programming.

Pick a Little, Talk a Little

Warren Duffy, host of KKLA-FM/Los Angeles' *Live From LA* morning talk show, attributes talk radio's rise in popularity to an "awakening" among the Christian community. Believers, he says, have begun to see that "their Christian values are being attacked in the political arena on many levels [and] that an active faith requires involvement in the political and social causes that affect our freedom to live godly lives."

Seattle's Stuart White, whose *On Line* talk show on KGNW-AM has whetted a major share of the city's appetite for chatter, says that Christians today want to be more informed about issues in and out of



Rush Limbaugh

their church life. Talk radio, he says, has become the primary means of getting this information. "I think when people are confronted with the moral atrocities going on in this

Riding t



Warren Duffy

country and when the government's attitude of not caring about them is solidified by shameful laws and policies, it spurs them into action," White says. "Part of that action is voicing their views live on talk radio."

White, though, goes even further in categorizing why his show and others like it are literally transforming Christian radio. "For so many years, no one had to worry about Christians and [their] views," says the self-styled, Limbaugh-influenced host.

"Christians didn't have to worry about who was in the White House or if being politically incorrect was a crime. But now, it's a whole new ball game. We're being assaulted, discriminated against, and are subject to a hypocritical, liberal values system that promises to all but destroy

America, and Christians are saying, 'Enough is enough' and getting involved. Part of that involvement is picking up the phone and giving [their] views and assessments."

On one of White's shows, he announced to shocked and incensed listeners that he was "coming out of the closet," blurring out that he was tired of people, governmental agencies, and religious groups discrimi-

Duffy agrees that those involved in Christian talk radio must ask themselves, "What uniquely Christian perspective can we bring to the table on local, statewide, national, and international issues?" What subjects are not being talked about by other liberal or conservative talk shows?"

Duffy's program, for example, was instrumental in turning public

After listeners up and down the state reacted against what they saw as an invasion of their personal beliefs, funding for the test was withdrawn from the 1995 state budget.

"In large part," Duffy says, "the defeat of the CLAS test was a great victory for [those] conservative Christian talk shows in California which introduced the controversy to parents, motivated them to action, and reported on the ongoing skirmishes until the final victory — when funding for the test was withdrawn by Governor Pete Wilson — was won."

Kresta says the Christian talk radio phenomenon continues to grow at astounding proportions due to a craving for truth — and one other factor. "My fix on the popularity of talk radio is that there are a lot of Limbaugh wanna-be's out there trying to fit into the niche Rush has created," he explains.

Maddoux, too, credits Limbaugh with having an effect on both secular and Christian talk radio. "I think Rush Limbaugh has revolutionized radio," says the 20-year veteran of the talk format. "He has brought talk radio to the forefront and has been good for my program and for others all across America."

Duffy, however, asserts that while "Rush Limbaugh exposed the nerve, his national program doesn't deal with local issues. And, it omits a Christian perspective. So local Christian talk shows [were] the next natural phase in the evolution of conservative talk radio."

'Somebody Is Saying What I Believe'

If there is one factor other than the "mighty *rush* of wind" to which talk radio's rise can be attributed, it is perhaps that it gives voice to a segment of society which frequently feels ignored by the mainstream media. Those involved with talk radio say the medium offers a platform for expression to a previously

The Rush

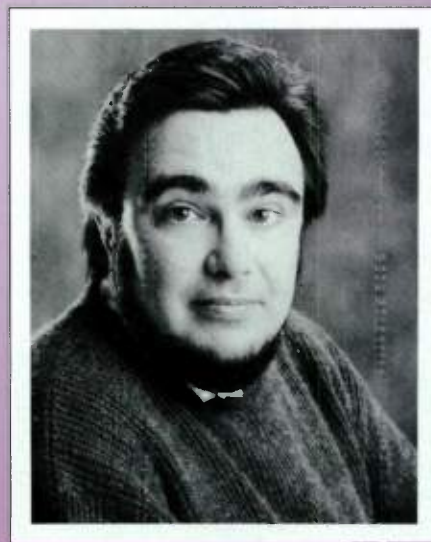
Christian Talk Radio's Rise to Prominence

nating against him because of his chosen lifestyle. It wasn't until ten minutes into his broadcast that he explained he was talking about his prayer closet and about his lifestyle as a Christian.

"We continue, to this day, to get calls on that program," muses White, whose main premise was to prove that inference and innuendo can be powerful tools in the hands of the ill-informed. "I didn't mention the word 'homosexual' once, but people ran with the buzz words and jumped to erroneous conclusions. As Christians, can we afford to do that until all the information is in? This is a prime example of why Christian talk radio is vital."

Talk show host Al Kresta, who can be heard on Detroit's WMUZ-FM, says Christian talk hosts have a unique responsibility when they discuss issue-oriented topics. "It really comes down to this: Jesus is the Lord of all areas of my life," he says. "Whether I'm talking about war and peace, AIDS, sex, or politics, I try to understand these things [through] a Christian world view."

attention toward the secrecy-shrouded California Learning Assessment (CLAS) test, which asked highly personal questions about family and home life and which cast certain minority groups in a negative light.



Al Kresta

Continued on page 22

mute majority, leaving many liberals perplexed and stunned by the growing market for a conservative media.

"Talk radio is sort of a liberation of people in this country," says Maddoux, whose own show has passed the 300-station mark and is projected to reach 600 stations in the next few years. "The major press in this country is liberal, and liberalism does not express the views of the vast majority of American people. So when someone comes on the radio and begins to say things from a conservative viewpoint, people become excited, saying, 'At last, somebody is saying what I believe.'"

Maddoux, like other talk show hosts, believes that talk radio is a vehicle for empowerment, allowing the general public to express its opinion and to act on it. Talk radio insid-

political sonic boom felt around the nation and especially in Washington," says Maddoux of his show's role in the bill's defeat. "House members' phone and fax lines were jammed. Some offices reported thousands of calls in one day, and the liberals retreated, leaving the bill to die. Do I believe talk radio is affecting this nation for the

*"Do I believe
talk radio
is affecting
this nation
for the better?
Without a doubt."*

better? Without a doubt."

"I think talk radio raises questions people can get excited about," Kresta adds. "Let's take health care for example. Are we happy with the way the federal government has handled Social Security? Are we pleased with a government that each year increases in size, despite the government-limiting rhetoric of Reagan and Bush? These are the questions that talk radio raises — questions that rightfully demand an answer."

Kresta says he envisions Christian talk radio as the primary means by which religious and moral ingredients can be reintroduced into future public policy. "We haven't yet gotten to the point [of] understanding that all political discussion presupposes a vision of what it means to be a moral society," he says. "But I hope and think that day is coming."

An Ever-Present Threat

To be sure, conservative talk radio has turned up the heat in the liberal kitchen enough to be blamed at least in part for several recent liberal political defeats. But will this trend continue, and more succinctly, can the powerful liberal political machine strike back?

If there is one weapon left in the liberal arsenal, say most conservative talk show hosts, it is the ominous

Fairness Doctrine. And while these broadcasters agree that the likelihood of the Doctrine being resurrected in Congress is slight, the possibility still lurks in the shadows. "If the liberals can get the Fairness Doctrine back," says Maddoux, "it would virtually shut down Rush Limbaugh, G. Gordon Liddy, Pat Buchanan, Michael Reagan, and myself."

The Fairness Doctrine threat notwithstanding, White says the future of Christian talk radio is resplendent. "Our audience continues to grow," he says, "and there is no indication that conservative talk shows will be on any decline soon. As long as the people are informed and the issues [are] substantive and fresh, call-in talk shows will continue to prosper."

Maddoux echoes this optimistic viewpoint. "Christian talk radio is headed right for the top," he says. "I believe that there will always be a platform for truth, and people can and do recognize the truth when



Marlin Maddoux

ers say their format can inform people quickly, introduce them to all the arguments, and give them the information to act. One such example of "mobilizing the masses" involved Maddoux, a home-school parent from New Jersey, Rep. Dick Armey (R-Texas), and the since-defeated HR-6 bill, which would have forced home-school parents to be certified by the state educational system.

"I watched our program and others amplify [one] parent's call into a



Stuart White

they hear it. In a nutshell, that's the real reason for conservative Christian talk radio being the overwhelming success it is."

Perry Ferraiuolo is a nationally syndicated journalist specializing in personality interviews and investigative reporting.

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The Coming Shift in Christian Radio

by Mark Ward Sr.

THE SONG SAYS, "GIVE ME that old time religion." But a growing number of broadcasters are suggesting the stereotype of "religious radio" must be left behind if the medium is to have a future. And because professional quality programming can't be done without resources, explains Mike Trout, senior vice president for broadcasting at Focus on the Family in Colorado Springs, Colo., "in the future I believe we will see more stations but fewer owners."

The notion of "putting on programs," adds Trout, is "old phraseology and old Christian radio." Stations today, he advises, need identifiable formats. His view is seconded by others in the industry, from station managers to network executives, who say current trends are leading to an eventual shakeout in Christian radio.

Now that Christian formats account for one in ten of all U.S. stations, religious broadcasters are competing for audiences against secular outlets — and producing the professional sound listeners expect often requires the resources of a network.

Several major Christian chains have stepped into the gap during the past 18 months, with a flurry of acquisition and construction activity by such groups as Salem Communications, Camarillo, Calif.; Crawford Broadcasting, Blue Bell, Pa.; Bott Broadcasting, Kansas City, Mo.; Bible Broadcasting Network, Charlotte, N.C.; Positive Radio Group, Smithfield, Va.; and Children's Radio Group, Minneapolis.

Other networks have sprung up or added stations, including American Family Radio, Tupelo, Miss.; Family Life Ministries, Bath, N.Y.; the Good News Network, Augusta, Ga.;

The Word in Music, Colorado Springs, Colo.; and the Criswell Radio Network, Arlington, Texas. During 1993-94, networks were also established or expanded by institutional broadcasters Cedarville (Ohio) College; Toccoa Falls (Ga.) College; Colorado Christian University in Morrison, Colo.; and Illinois Bible Institute of Carlinville, Ill.

According to preliminary research by National Religious Broadcasters for its upcoming 1995 *Directory of Religious Media*, more than 50 Christian radio group owners serving at least three markets are now active. These groups own nearly 400 outlets, or about one-fourth of all Christian stations nationwide. "We're seeing many stations that were founded" as the ministries of lone individuals, says Trout, "and as they depart through attrition, those stations are either going down or being picked up by networks. And I don't think that's a bad thing."

Fewer But Larger

In major markets, competing efficiently for new listeners means targeting an audience niche with an identifiable format. As a result, believes Jon Hull, program director for The Word in Music network, "stations are taking more control over their programming, rather than the old dollar-for-a-holler approach of selling airtime to whoever buys it."

Given the popularity of news/talk and music programming, many Christian outlets are airing more of these two formats. At the same time, station managers are becoming more selective about syndicated programs. For that reason, these stations are relying less on funds from the sale of airtime and more on local advertising.

"I know several stations," says Hull, "that [formerly] got 70 percent

of their revenues from selling airtime and 30 percent from advertising, and now their percentages are reversed." At that point, he explains, the pattern reinforces itself. Advertisers expect reliable demographics, and so stations are compelled to work even harder in following a consistently targeted format.

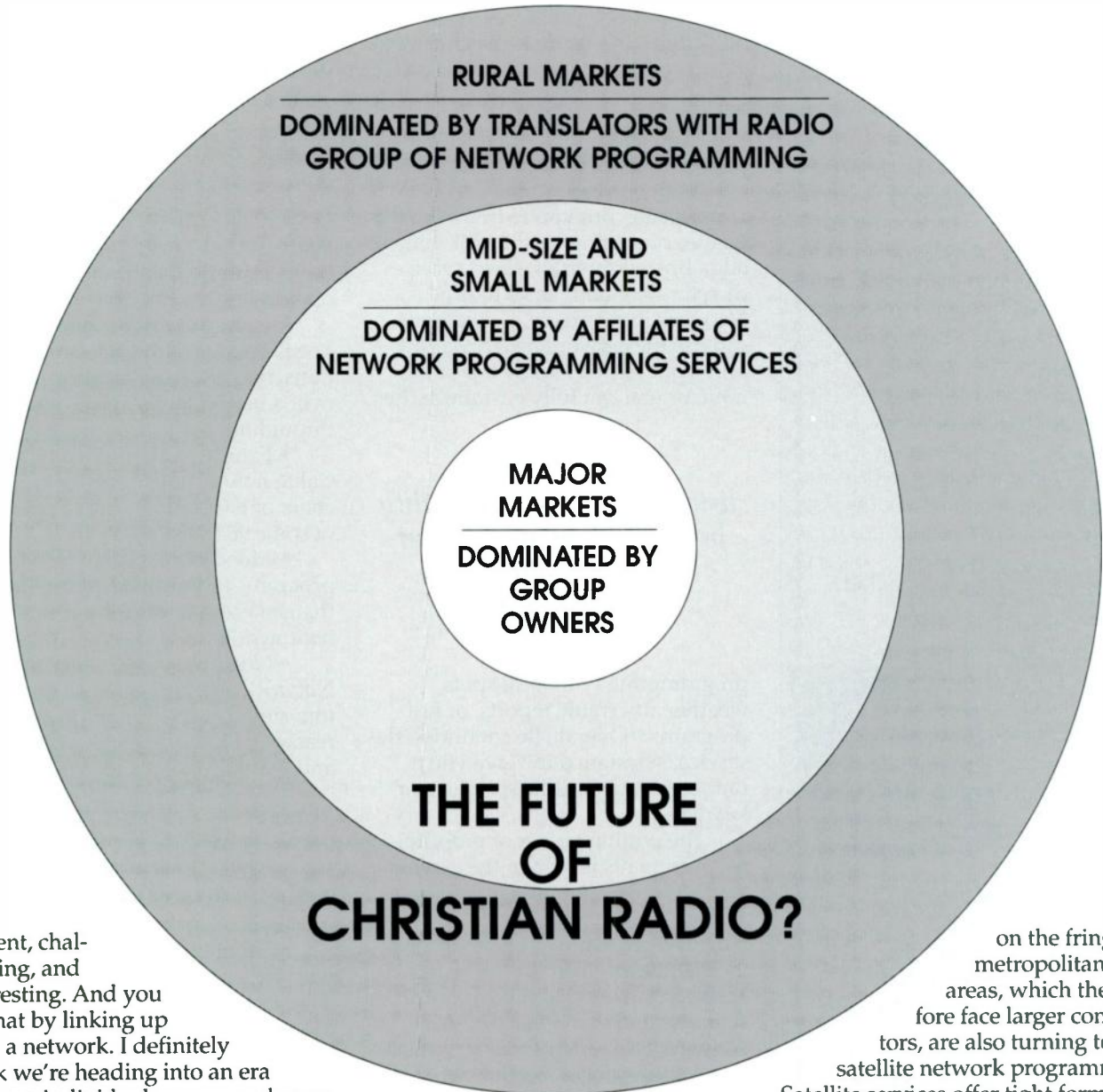
The emphasis by Christian radio stations on tighter control over their programming is borne out by research done for the *NRB Directory*. In 1991, the directory counted 742 radio program producers, but this year only 383 are listed, nearly a full 50 percent decrease.

"Yes, it's harder to get on every station you want," attests Andrew Wommack, speaker on *The Gospel Truth Broadcast* in Colorado Springs, Colo., which airs daily on some 50 outlets nationwide. "Stations are more selective, and with the popularity of music and talk, I can get kicked off the best time slots, which can hurt us. Yet on the other hand, if stations are more consistent in their formats and schedule similar programs adjacent to mine, that helps me."

If producers are fewer, though, programs are larger. Six years ago, in a *Religious Broadcasting* [April 1988] survey, only 25 ministries had programs on 50 or more stations; today the number exceeds 125. And since 1988, when the top ten syndicated programs were carried on between 200 and 750 stations, so much growth has taken place that now a program would need 900 outlets to make the list — and nearly 1500 to be rated No.1.

"Christian radio has the image of being an amateur operation," explains Dick Brusó, manager of KGFT-FM/Colorado Springs, a Salem-affiliated station. "To survive, we have to give listeners professional-quality programs that are relevant,

takeout io



current, challenging, and interesting. And you do that by linking up with a network. I definitely think we're heading into an era of fewer individual owners and more group owners and networks."

The Satellite Solution

What happens to Christian stations that don't belong to a radio group? Rather than being left behind in what some might view as the ghetto of stereotyped "religious radio," more outlets are becoming affiliates of Christian satellite programming networks. One measure of this phe-

nomenon is the growth of satellite program services which, according to the *Directory of Religious Media*, have doubled from less than a dozen audio services three years ago to about 25 today. These include "automated" services that can allow radio stations to be run with minimal staff or even unattended.

Many smaller Christian stations

on the fringes of metropolitan areas, which therefore face larger competitors, are also turning to satellite network programming. Satellite services offer tight formats and professional quality sound, while still allowing time on the hourly clock for local announcements, news, or advertising. Rates are surprisingly low, and stations can cut their labor costs sharply.

"You can cut your costs, or maybe turn a simulcast station into a separate profit center, while offering

Continued on page 26

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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."



National Center for Fathering
10200 W. 75th,
Suite 267
Shawnee Missions,
KS 66204 913/384-4661



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Publishers, Inc.
Wheaton, IL 60189-0080

THE COMING . . .

Continued from page 25

a targeted Christian format that's popular and growing," claims Rick Swett, national sales manager for the music-only Reach Satellite Network in Boone, N.C. Word in Music's Jon Hull agrees that satellite offers a "major market sound you can afford" and points out that his service works best in mid-size markets lacking the listener base of a major urban area.

"You get the advantage of a proven music format with big-market quality programming and announcing. But you're free from the hassles of staffing hard-to-fill shifts," adds Bruce Potterton, client services director for Good News Radio Network in Riverside, Calif. "You can use the network as-is, inserting only your local ID at the top of the hour, or you can fully customize the

"We have to give listeners professional-quality programs that are relevant, current, challenging, and interesting."

programming with local spots, weather and traffic reports, or full programs." Overall, he continues, the service is designed to "give you a unique identity with a specific market niche."

The pulling power of pro-satellite arguments is seen in the explosive growth of stations signing up as affiliates. In the past year, for example, Reach Satellite has gone from 20 to 70 affiliates; Word in Music has jumped from zero to more than 20 stations; and Morningstar Radio Network has added some 30 outlets.

And the major satellite networks continue to grow. According to information reported to NRB for the *Directory of Religious Media*, USA Radio Network now supplies programs to 1050 affiliates; Moody Broadcasting to 346; VCY America to 211; and Salem Radio Network to 200.

Not Lost in Translation

Beyond the major and medium-sized markets, of course, are vast rural areas that need Christian radio.

Here again, the trend toward more stations and fewer owners is evident. Through the technology of FM translators, several strategically placed broadcasters are rapidly building networks of their own:

- American Family Radio has within the past year assembled a network of some two dozen translators throughout 14 states.

- Bible Broadcasting Network of Charlotte, N.C., has continued to build its network in the southeastern United States with nearly 30 translators.

- Colorado Christian University's two FM stations are now rebroadcast over some 30 translators across Colorado, Wyoming, and Utah, as the ministry attempts to build a full-fledged radio network operation.

- Faith Communications of Las Vegas operates four broadcast stations, two of which are now repeated over a network of some 40 translators throughout seven western states.

- Family Stations of Oakland, Calif., now supplements its national chain of FM stations with a network of some 90 translators.

- Moody Broadcasting Network programs today are aired by more than 60 FM translators and satellites nationwide.

- Northwestern College Radio Network operates some 15 translators aimed at the upper Midwest reaches of Iowa, Minnesota, North and South Dakota, and Wisconsin.

- Western Inspirational Broadcasters, with two FM stations in Casper, Wyo., and Carson City, Nev., reaches four western states through a chain of some two dozen translators.

- Other radio group ownerships with regional translator networks include Enterprise Network (serving Montana), Family Broadcasting Network (Vermont), He's Alive (Maryland/Pennsylvania), Illinois Bible Institute (Illinois), Mars Hill Broadcasting (New York), Sound of Life (New York), Wisconsin Voice of Christian Youth (upper Midwest), and Word in Music (Plains States).

Christian radio, then, is seen by many as dividing into three concentric circles: major markets dominated by group-owned stations; suburban and mid-size markets under increasing pressure to affiliate with radio program networks; and rural mar-

kets served by group-owned translators. And to keep up, stations are being compelled to take more responsibility for their programming and format themselves more tightly — or be typecast as “religious radio” and be left behind.

“Many Christian radio stations are very innovative, but others are still doing the same things they did 20 years ago,” concludes Focus on the Family’s Mike Trout. “Either their community hasn’t changed, or their station is losing it.” Though not a believer in “just competing for market share, because after all our goal is to reach more people,” Trout warns that “neither can you simply toss out

programs and say God will bless them.”

The biggest issues facing Christian radio, Trout suggests, are “finding and training qualified people, positioning ourselves as credible information sources, and doing everything we do creatively and professionally.” That’s the strategy, he believes, which will enable stations to be survivors rather than dropouts in the coming Christian radio shakeout.

Mark Ward Sr. is editor of the NRB Directory of Religious Media and author of the August 1994 Baker Book House release Air of Salvation: The Story of Christian Broadcasting.

SIX TRENDS IN CHRISTIAN RADIO

1. Christian radio has grown to the point of competing with secular stations. Listeners expect a professional sound, and that requires sufficient resources. For that reason, Christian radio groups are coming to dominate the major markets. The number of radio groups that serve at least three markets has grown to more than 50.
2. The same need to compete requires stations to format more tightly in reaching their niche audience, so that stations must exercise more control over their programming. This development, together with the popularity of music and talk, means less reliance on the sale of airtime to syndicated programs.
3. Less reliance on syndicated programs that purchase airtime, therefore, compels stations to rely more on local advertising revenues. In turn, advertisers’ expectation of consistent demographics increases pressure to format more tightly.
4. In medium and smaller markets, stations still face listener expectations of a professional sound, but with less of an economic base to achieve it. Thus, many outlets are affiliating with radio satellite program networks that allow greater automation and reduced cost with a big-market sound. Satellite program services have doubled from about a dozen to two dozen over the past three years.
5. To bring professional-quality Christian radio to rural areas, radio group owners are building expanding networks of FM translators and satellators.
6. As stations exercise more control over programming to achieve tighter formats with a quality sound the number of program syndicators is declining. However, the remaining syndicators are growing larger. In 1988, some 25 ministries had their programs on 50 or more stations; today the number is about 125. Six years ago the top ten syndicated programs ranged from 200 to 750 outlets; now the range in the top ten is 900 to 1500.

— Mark Ward Sr.

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

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Wanda Franz Ph.D.

Pro-Life Perspective

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NACIE 94 Convention Summary

About 2500 evangelists from 85 denominations (including 67 female evangelists) and their spouses, seminary and Bible school students, and pastors gathered for the first North American Conference for Itinerant Evangelists (NACIE 94), held in Louisville, Ky., from June 28 to July 1. The NACIE 94's theme was "The Message, the Messenger, and the Methods."

The Billy Graham Evangelistic Association and the Institute of Evangelism at Wheaton College, Ill., had joined in partnership with leaders of 40 denominations and fellowships to train a new generation of evangelists. Billy Graham, the conference's opening keynote speaker, addressed "The Evangelist in a Changing World: It's a New Day."

Graham said he believed America was experiencing "a great revival. . . . Historians will look back, if we live that long, and say, this has been a great period of revival — wouldn't it be awful if you slept through it? All that we see happening in the world is a preparation for the Gospel."

Graham also emphasized that people today are disillusioned as secular answers "have failed them" in materialism, politics, drugs, alcohol, sex, and false philosophies and religion. "Seldom has the soil of the human heart and mind been better prepared than today. . . . I've never seen so many people come to salvation in such short a time."

Prison Fellowship founder Charles Colson also addressed the delegates. "You cannot preach the Gospel if you do not understand the culture in which you live. . . . We live in a time when many believe that there is no absolute truth."

Colson said in 1976 America it was "fashionable to be born again." But now, evangelicals are one of the most "feared groups" in the country. He closed by reminding the evangelists that "the great issue today is truth. . . . We need to present truth boldly to our culture."

All the plenary sessions and inter-

views conducted during the gathering were carried for two hours each night across the United States and parts of Canada on the Moody Satellite and SkyLight Satellite networks. The program's host was Wayne Shepherd of Moody.

Franklin Graham, president of Samaritan's Purse and Billy Graham's eldest son, gave a seminar entitled "The Evangelist's Ministry Among Situations of Human Need." Graham said during his seminar that he had offered a job to Jim Bakker, who was released from prison in July to stay at a Salvation Army halfway house in Asheville, N.C. The proviso of the job offer, he explained, was that Bakker had to move to Africa.

The conference also focused on new technologies available to evangelists to preach the Gospel. The Christian Interactive Network (CIN), one of the conference exhibitors, offers ways to connect ministries and Christians in the digital marketplace.

Other exhibitors showed tools of evangelism, like the "SOS" pin in Morse Code, Bibles, music tapes, and Christian books donated by various publishers. In the weeks following the conference, preachers from all over North America were mailed a pamphlet entitled "Biblical Standards for Itinerant Evangelists," in which they were being asked to pledge to stick close to the Bible, be faithful to their families, and to have integrity in their finances and ministry.

The 13 affirmations listed in the pamphlet are an effort by the NACIE 94 to address the issues of credibility and lift itinerant evangelism to a new level of accountability. The "contract" is expected to be incorporated into the evangelist accreditation process of many denominations in the coming years.

It acknowledges, among other things, the authority of the Scriptures, salvation effected by the grace of God through Christ as the way, the truth, and the life, and also the power of the Holy Spirit to bring conviction of sin. The importance of follow-up and dis-



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

cipleship of those who have made a commitment to Christ were also indicated as a high ministry priority.

Dr. Sterling Huston, chair of the conference, said at its conclusion, "NACIE 94 is a new beginning for itinerant evangelism in North America. Evangelists have been challenged to a new relevancy in their ministry. They have been equipped with new methods and material and they have committed themselves to a new level of accountability to God and the church.

"I believe the results of this conference will greatly enhance the effectiveness of preaching evangelism in fulfilling the unfinished task of world evangelism," Huston concluded.

"Initial contacts with evangelists had indicated they felt they were laboring alone. Through NACIE 94 and prayer that was part of the program, evangelists realized they do have people who care and support them in the most vital way possible for their ministry," said Tex Reardon, administrative director of NACIE 94.

"I feel that NACIE 94 has accomplished its goal of encouraging, equipping, and strengthening the evangelists in their ministries," Reardon declared. ^{Rs}

Religious Broadcasting

1994 Buyers Guide to Products and Services

The idea of producing a buyers guide — a listing of resources directed toward the needs of religious broadcasters — was a new one for Religious Broadcasting, and as such, there was the question of response — namely, would there be any? But the more than 200 suppliers of products and services who mailed and faxed us their completed listing questionnaires answered that question affirmatively — and in doing so indicated their desire to serve the religious broadcasting community.

Those who responded to Religious Broadcasting's survey offer broadcasters expertise in everything from album pressing to animation, from jingles to job placement. Indeed, this diversity would seem to reflect the complexity of the task of being a religious broadcaster.

The following listings are intended as a starting point in the process of seeking assistance for that task. Further information can be obtained from the companies themselves and from other broadcasters who have used their services.

In gathering information for the guide, Religious Broadcasting sent listing surveys to 465 agencies and suppliers — taken from the 1994 Directory of Religious Media database — requesting names, addresses, contact information, product/service category designations, and product/service descriptions. The information gathered is presented below in alphabetical order by company name.

A

Access TeleCom

2217 Princess Anne St., Suite 101B
Fredericksburg, VA 22401
(703) 371-0441
Dan Donehey, vice president

- Telephone services

Telecommunication brokerage providing free services to businesses and organizations to help lower costs on long distance, 800 numbers, and other telephone-related expenses.

Acoustical Solutions, Inc.

2720 Enterprise Pkwy., Suite 101
Richmond, VA 23294
(804) 346-8350

Terri Murphy, advertising/marketing

- Sound control products

Full line of acoustical sound absorbers and barriers for all types of applications, including recording studios, churches, and teleconferencing rooms.

Acrodyne Industries, Inc.

516 Township Line Rd.
Blue Bell, PA 19422
(215) 542-7000 FAX (215) 540-5837
Joe Wozniak, marketing and sales mgr.

- TV transmitter/translator mfr.

UHF and VHF television transmitters and translators for low-and high-power applications for U.S. and international standards.

Advanced Designs Corporation

804 N. College Ave.
Bloomington, IN 47404
(812) 333-1922 FAX (812) 333-2030

Andrew Adams, marketing mgr.

- Weather programming/weather radar Doppler weather radars and radar display products, including data and NWS products for broadcast markets.

Albany Music Distributors

98 Wolf Rd.
Albany, NY 12205
(800) 752-1951

Susan Bush, president

- Music distributor

Classical music distributor specializing in liturgical music with repertoire ranging from Gregorian chant to modern-day spirituals. More than 85 exclusive import and domestic labels.

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7025 Regner Rd.
San Diego, CA 92119-1941
(619) 460-4837 FAX (619) 460-6160
Dr. Stephen All, CEO

- Broadcast production services

- Consulting services

- Promotion production

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Alma Tower Company, Inc.

P.O. Box 2806
Vero Beach, FL 32961-2806
(407) 567-3423 FAX (407) 567-3432
T.E. Gotty, vice president

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- Mobile van towers

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portable, mobile towers used in communications, remote broadcasting, and other applications requiring easy, quick erection of equipment. Towers available up to 100 feet.

Ambassador Advertising Agency

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Fullerton, CA 92632
(714) 738-1501 FAX (714) 738-4625
Jon M. Campbell, president

- Advertising agency/representative

- Fund raising

- Marketing & promotion

Amek U.S. Operations, Inc.

10815 Burbank Blvd.
North Hollywood, CA 91601
(818) 508-9788 FAX (818) 505-8619
Carl Reavey, general mgr.

- Audio recording

Manufacturer of automated audio mixing consoles for music recording and audio-video post production.

American Church Lists, Inc.

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Arlington, TX 76004-1544
(800) 433-5301 FAX (817) 861-0167
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346,890 churches selectable within broadcast area by size, denomination, 23+ activity selects, pastor names. Also Christian schools and Canadian churches. Continuous on-line updates guarantee 100 percent deliverability.

Continued on page 30

1994 BUYERS GUIDE . . .

Continued from page 34

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Steven W. Warnecke, mgr.

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7 Music Circle North
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Wendy Holt, p.r. and mktg.

- Professional association
- Publishers of the *Christian Music Networking Guide*.

Go-Tell Communications

P.O. Box 1213 Gardenview
2047 South Africa
27-11-622-4608 FAX 27-11-455-3946
Keith D. Strucinell, dir.

- TV brokerage services
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Gottry Communications Group, Inc.

10700 Normandale Blvd., Suite 220
Bloomington, MN 55437
(612) 884-9505 FAX (612) 884-9455
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The Great American Market

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David Passon, advertising mgr.

- Special effects
 - Video/theatrical color correction and filters
 - Lighting effects and expendables
- Manufacturers of electrical tools and testers for 20 amp and XLR lines. Lighting control consoles, projectable patterns, color correction and diffusion filters, theatrical lighting accessories.

Group X, Inc.

P.O. Box 65
Reynoldsburg, OH 43068-0065
(614) 755-9565 FAX (614) 866-2636
Eddie Powell, president

- Advertising agency/representative
 - Broadcast production services
 - Satellite uplink/comms services
- A full-service, Christ-centered media marketing company focused on results. Advertising, marketing, PR, radio, TV, music publishing, and satellite communications and distribution.

H

Hachiyo Elee Sound Company, Ltd.

601 West 47th St.
New York, NY 10036
(212) 581-4150 FAX (212) 582-6852
B. Freidman, president

- Audio, videotape cassette duplication
- Manufacturer of audio cassette recorders.

HALL ELECTRONICS, INC.

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- Television promotion production

Continued on page 38

Bob Larson. No-holds-barred, reality radio.

The voice on the other end of the phone line bristled with bitterness. "I don't believe in God," raged the 12-year-old self-proclaimed Satanist.

In the studio, Bob Larson, host of *Talk-Back*, America's top live radio show, asked patiently, "Why don't you believe in God, Justin?"

Venom spewing from every syllable, Justin replied, "If there was a God, why does He let so many bad things happen?"

Larson decided it was time to set the kid straight. "It amazes me that God gets blamed for what man does. Evil exists not because God doesn't do His job, but because Christians don't do theirs," he hammered.

After a heated exchange, Larson knew Justin wasn't going to change his mind anytime soon. So he went on to the next caller. Maybe he could help this one.

And so it goes. Day after day. Reaching out live to people in need. Witches, warlocks, Satanists, skinheads, crackpots, crack addicts. They all call Larson. They call to harass, to threaten, to argue. Some call desperately, with nowhere else to turn. And he takes them head-on in what he calls "no-holds-barred, reality radio."

It isn't always pretty. It isn't meant to be.

"We're trying to reach people who will never go to a pastor, never go to a counselor, who will never seek out emotional or spiritual assistance anywhere...but they will listen to a talk show. Especially if it's exciting enough," Larson said.

Just who is the man behind the microphone? This man who is loved by some, hated by some, and hunted by others?

Contemporary and controversial,

Bob Larson is first and foremost the host of *Talk-Back*. He has also established several off-shoot ministries that give help to those in need in a hands-on, taking-it-to-the-streets way. And, Larson is the author of 22 books. His latest two,

Satanism: The Seduction of America's Youth and *Dead Air*, have been nationwide best-sellers. His current novel, *Abaddon*, has already reached best-seller status on the basis of advanced sales alone.

So how did it all begin?

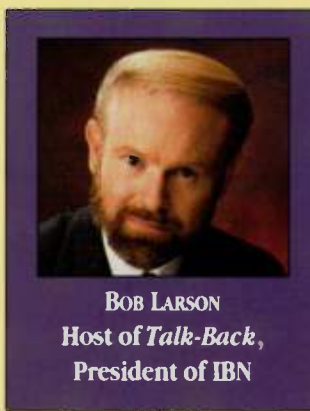
Former rock musician, radio announcer and disc jockey, Larson became a Christian at age 20 while studying pre-med at the University of Nebraska. Answering a call from God, he began traveling to high schools and college campuses, speaking on behalf of lecture companies in the early 70s. Then one day in 1980, a Dallas radio station owner called him out of the blue and offered him three

to four hours a day of free air time.

Although Larson planned to just "talk," as luck would have it, the Dallas station was set up to take calls. So he took a few.

Larson received such tremendous response he decided to take his show on the road, traveling city to city. Forty radio stations agreed to give him free air time for his local live call-in show. But Larson knew the only way he could reach all those hurting people out there was to cover as much ground as possible at one time. The only solution: satellite.

In 1983, Larson formed the International Broadcasting Network



BOB LARSON
Host of *Talk-Back*,
President of IBN

(IBN) to distribute *Talk-Back* via satellite. Unfortunately, at that time very few religious stations had satellite technology. Putting together a group of Christian investors, Larson took his show on the road once again. "We (IBN) loaded up this truck with satellite dishes (you can buy them cheaper by the

dozen), hired an engineering crew and went city to city with the dishes, installing them, and explaining to the local stations what satellite technology was, how it worked...and how they could get my program with it," Larson explained.

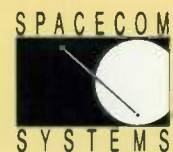
They found a lot of takers.

These days IBN no longer sets up satellite dishes door to door to get *Talk-Back* on the air. Although still the flagship program, *Talk-Back* is one of many live, cutting-edge radio programs IBN distributes to affiliate stations carried live by satellite to about 200 cities across America and Canada.

Because all IBN's broadcasts are live, their survival depends on giving their affiliates a proven, stable delivery system. And in keeping with his pioneering spirit, Larson was among the first to use the unprecedented delivery capabilities of SpaceCom's FM Squared technology introduced in 1987.

"We wanted a satellite company that understood how vital our ministry is to people's lives every day, and would make sure we always had a deliverable signal," Larson explained. "SpaceCom gives us that and more."

Just keep reaching out to people who are hurting, Bob. We'll make sure you get there.



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Ruben Cabral-VOH China/Asia



Voice of Hope Staff-Holyland Broadcast Outreach

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

May God bless you.

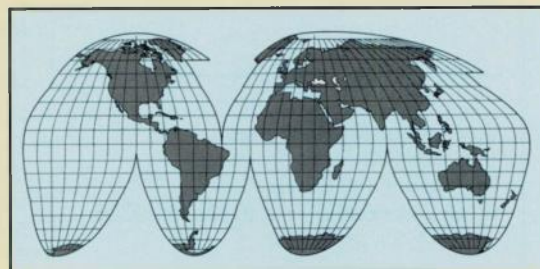
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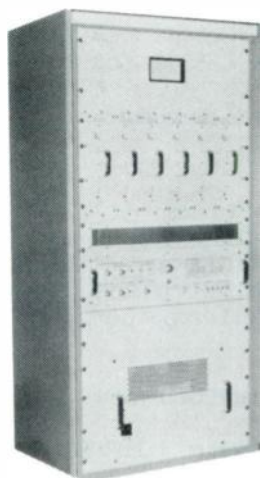
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Continued on page 40

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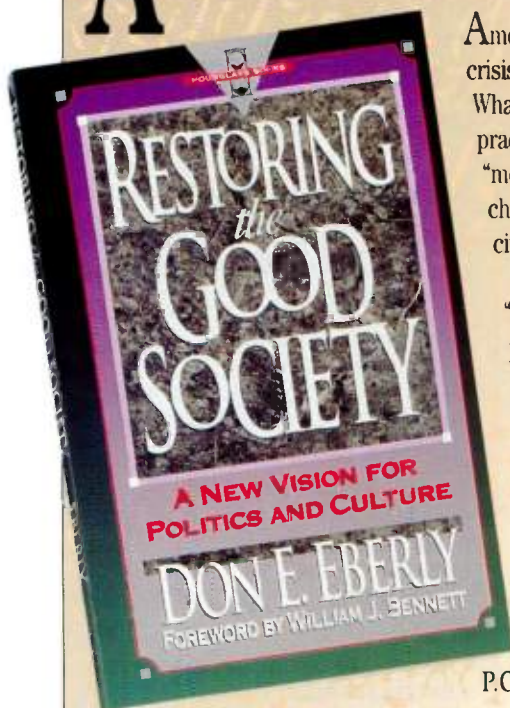
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Morning Star Cassettes

5415 Mariposa NW
Albuquerque, NM 87120
(800) 607-1222 FAX (505) 899-9209
Marvin Hamilton, president

- *Duplicating services*
Supplier of blank, custom-loaded audio and video cassettes and accessories.

Murphy Studio Furniture

4153 N. Bonita St.
Spring Valley, CA 91977
(619) 698-4658 FAX (619) 698-1268
Dennis Murphy, president

- *Facility design & planning*
- *Studio facilities*
- *Studio furniture design/mfr.*
We design and produce modular and custom studio furniture for radio, production, and multimedia facilities.

N

Nady Systems, Inc.

6701 Bay St.
Emeryville, CA 94608
(510) 652-2411 FAX (510) 652-5075
Howard Zimmerman, sales dir.

- *Audiovisual equipment*
Wireless microphones and assistive listening devices.

Neumade Products Corporation

P.O. Box 5001
Norwalk, CT 06856
(203) 866-7600 FAX (203) 866-7522
Lori Sciortino, acct. representative

- *Audiovisual equipment*
- *Film/TV/video library*
Manufacturer of audiovisual equipment, opaque and overhead projectors, film editing equipment, photographic and motion picture equipment, storage facilities for slides, reels, cans, cassettes, CDs, laser disc, and video.

Noah's Ark Outreach Ministries, Inc.

P.O. Box 30382
Charlotte, NC 28230
(704) 392-6055
Bishop Queen E. Thompson

- *Broadcast production services*
- *Consulting services*
- *Editing services*
Television, movie production and writing.

Norman Fischer & Associates, Inc.

2201 N. Lamar, Suite 204
Austin, TX 78705
(512) 476-9457 FAX (512) 476-0540
Norman Fischer

- *Brokerage services*
- *Promotion production*
Media brokerage, consulting, and appraisals for broadcast properties.

On Video, Inc.

2435 Southwell Rd.
Dallas, TX 75229
(214) 406-9292 FAX (214) 406-9595
Melanie Bailey

- *Audiovisual production service*
- *Editing services*
- *Graphic effects*
On Video, Inc., is a full-service video production company specializing in custom videotape programs, standards conversion animation, CD Rom recording, and videotape duplication.

Options Unlimited

P.O. Box 206
Fort Myers, FL 33902
(813) 772-0202 FAX (813) 772-0202
Ron Maxwell, president

- *Audiovisual production services*
- *Broadcast production services*
- *Promotion production*
Creative artist introduction promos for promotional packets. Artist interviews, concert and new album radio spots. Audio programs/voice overs for radio, TV, film, and video.

Packaged Lighting Systems, Inc.

P.O. Box 285
Walden, NY 12586
(800) 836-1024 FAX (914) 778-1286
Lee Daniels, sales/mktg. mgr.

- *Audiovisual equipment*
- *Broadcast, production & related equipment*
Manufacturer of lighting equipment with related dimmer/chaser controls and accessories, including low-voltage and black light fixtures.

Pan American Broadcasting
 20410 Town Center Ln., Suite 200
 Cupertino, CA 95014
 (408) 996-2033
James Manero

- Advertising agency/representative
- Media sales
- Radio promotion production

Pesa-Micro Communications, Inc.
 P.O. Box 4365
 Manchester, NH 03108-4365
 (603) 624-4351 FAX (603) 624-4822
Dennis Heymans, sales and mktg. mgr.

- TV/radio antenna manufacturer
- Complete line of passive RF equipment for TV and radio: antennas, coax switches, solid state transmitters (TV), coax and waveguide.

Praise
 P.O. Box 5331
 Woodbridge, VA 22194
 (703) 590-0214
Tim Shields, president

- Stock footage/tape
 - Worship arts
 - Prayer ministry
- Video production and worship arts ministry providing nature footage library, praise & worship videos, banner-making videos, worship dance ministry, and prayer ministry for broadcasters.

Promusic, Inc.
 941-A Clint Moore Rd.
 Boca Raton, FL 33487
 (800) 322-7879 FAX (407) 995-8434
David Walters, account exec.

- Sound effects
 - Music/sound effects library
- Over 1200 discs of the most diverse music styles and orchestrations of production music; 15 new releases per month; sound effects and production elements also available.

Pro Video & Film Equipment Group
 11419 Mathis St.
 Dallas, TX 75234
 (214) 869-0011 FAX (214) 869-0145
Bill Reiter, president

- Audiovisual equipment
 - Broadcast, production, & related equipment
 - Equipment leasing & rental
- The largest and most-respected used equipment dealership in the USA, specializing in video, audio, film, and lighting production equipment.

Q

QUALITY DIRECT MARKETING SERVICES (QDMS)
 12001 N. Central Expwy., Suite 750
 Dallas, TX 75243
 (214) 383-7040 FAX (214) 383-7094
Evan Powell, sales account exec.

QDMS offers printing and mailing services with an emphasis on personal. A CASS-Certified Vendor, QDMS provides high-tech personalization, addressing, barcoding, handmatching, and more.

Quark Video
 109 W. 27th St.
 New York, NY 10001
 (212) 807-7711 FAX (212) 807-7016
Michael Levin

- Broadcast production services
- Editing services
- Post production facilities/services

R

Radio Resources
 1201 S. Sharp St.
 Baltimore, MD 21230
 (800) 547-2346 FAX (410) 783-4635
Steve, Chuck, or Mike, sales reps.

Dealer in new and pre-owned radio broadcast and video production equipment.

RadioWriters (A Division of Group X, Inc.)
 P.O. Box 65
 Reynoldsburg, OH 43068-0065
 (614) 755-9565 FAX (614) 866-2686
Eddie Powell, president

- Broadcast production services
 - Consulting services
 - Promotion production
- Creative services for radio stations and advertisers, also serving artists and programs that target radio stations. Also, programming and marketing services from conception to on-air.

Radmar, Inc.
 1263-B Rand Rd.
 Des Plaines, IL 60016
 (708) 298-7980 FAX (708) 298-1248
Richard M. Davidson, president

- Animation
- Duplication services
- Post-production facilities/services

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 Fresno, California 93727
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Complete video and audio duplicating services, animation and post-production services, and table-top/informal studio production.

Reliance Plastics & Packaging

217 Brook Ave.
Passaic, NJ 07055
FAX (210) 473-1023
Diane Schipsi, sales/service mgr.

- Packaging services
- Sleeve printing

Manufacturer of stock and customized albums, binders, slipcases, mailers for audio and video cassettes and other electronic media products. Also, custom-engineered packages available.

Religious Public Relations

P.O. Box 296
Wernersville, PA 19565
(610) 373-1067
Robert Lear, national coordinator

- Book distributor
- Professional association

A professional association for communicators in the field of religion.

Renaissance Communications

P.O. Box 31
Wyckoff, NJ 07481
(201) 790-6633 FAX (201) 790-8007
Joseph Battaglia

- Consulting services
 - Radio promotion production
- Renaissance creates and produces "special" programs for Christian radio and television.

Rhema Tapes

P.O. Box 18826
San Antonio, TX 78218
(210) 657-0047
Gary Brown, president

- Audio/videotape duplication
- Supplier of custom-loaded audio and video cassettes, and a lending library of cassettes featuring world-renown preachers.

Ron King Productions

208 Verona Dr.
Washington, PA 15301
(412) 225-2030
Ron King, president

- Audio recording
- Consulting services
- Audio cassette duplication

Full audio production services, cassette duplication, ASCAP music publishing, booking agency, and concert promotion.

Rose Studios

1098 Rose Ave.
El Centro, CA 92243
(619) 352-5774
Danny Berg, chief engineer

- Audio recording
 - Duplicating services
- Thirty-two track digital recording, album production, demos, CDs, cassette and video duplication.

S

SAIC/Information Display Systems Division

1710 Goodridge Dr.
McLean, VA 22102
(703) 827-4935 FAX (703) 356-7085
Scott Williams, division mgr.

- Large screen video projection (Eidophor)
- SAIC/IDS is the exclusive North American distributor for Gretag Eidophor projection systems. SAIC provides sales, lease, rental, and engineering services for the Eidophor.

Salem Radio Network (SRN)

545 East John Carpenter Freeway,
Suite 450
Irving, TX 75062
(214) 831-1920
Greg R. Anderson, vice president

- Broadcast production services
 - Satellite uplink/comms services
 - Syndication/program sales
- Full-service radio network specializing in music and talk program syndication. 24-hour daily newscasts, top and bottom each hour. Advertising targeted to Christian audience.

Samuelson Computer Services Co.

350 S. Schmale Rd.
Carol Stream, IL 60188
(708) 668-1598
Katherine Samuelson

- Computer services
 - Donor management
- Providing donor development software, including station tracking and premium/product inventory and fulfillment. As the software developers, we provide customization and support.

SESAC, Inc.

55 Music Square East
Nashville, TN 37203
(615) 320-0055 FAX (615) 329-9627
Tony Petrone, manager/licensing admin.

- Licensing services
- A performing rights organization in its 64th year of operation, SESAC represents songwriters and publishers across the nation.

Sescom, Inc.

2100 Ward Dr.
Henderson, NV 89015
(704) 565-3400 FAX (704) 565-4828
Franklin J. Miller

- Audiovisual equipment
- Broadcast, production & related equipment

Sescom produces over 350 audio accessories for professional and semi-professional uses. A free catalog is available upon request.

Share Media

1934 11th Ave. E.
Shakopee, MN 55379
(612) 496-3359 FAX (612) 435-8055
Todd Isberner, director

- Consulting services
- Share Media provides assistance for Christian radio stations in the areas of fund raising, revenue development, direct mail, donor management and programming.

Shelby Systems, Inc.

65 Germantown Ct., #303
Cordova, TN 38018-7277
(901) 757-2372 FAX (901) 757-0011
Pat Faudree

- Computer services
 - Donor management
 - Fund raising
- Computer software to manage donor information, track fund raising campaigns, and handle financial records using fund accounting. Allow user-designed screens and reports.

Skywatch Weather Center

347 Prestley Rd.
Bridgeville, PA 15017
(800) Skywatch FAX (412) 221-3160
Dick Mancini, president

- Weather programming (radio/TV)
- Custom-formatted, localized weathercasts, live or taped. Top-notch forecasters with experienced radio voices. Multi-station package discounts. Comrex available. Call for free demo.

Sound of Birmingham Productions

3625 5th Ave. South
Birmingham, AL 35222
(205) 595-8497
Don Mosley

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- Audio recording
- Broadcast production consulting
- Studio facilities

Sound of Birmingham is a complete production and recording facility. We have three studios and a digital audio workstation room.

Sound Video Corp.

3125-A Gateway Dr.
Norcross, GA 30071
(404) 448-5020
Billy McDaniel

- Videotape duplicating services
- Duplication, packaging, and fulfillment service for videotape.

SpaceCom Systems

One Technology Plaza
7140 S. Lewis Ave.
Tulsa, OK 74136-5422
(800) 950-6690

Dave Bennett, audio services sales dir.

- Satellite comms equipment
 - Satellite uplink/comms services
- SpaceCom Systems serves more Christian broadcasters than any other satellite communications company, providing satellite network services and equipment to a long list of industry leaders.

Special Broadcast Services (a division of Advertising Productions)

203 Westville Ave. Ext.
Danbury, CT 06811
(203) 743-7433 FAX (203) 748-4847
Francis M. Reagan, advertising and production dir.

- Advertising agency/representative
 - Audio recording
 - Broadcast production services
- Production and advertising to media, industry, and retail on a consulting level. We write and recite by way of fax and return finished audio in a day or two.

Specialized Media Sales

502-90 Eglinton Ave. E.
Toronto, Ontario M4P 2Y3
(416) 480-2300 FAX (416) 480-2749
Will Hawkins, president

- Advertising agency/representative
- SMS provides sales and marketing services to national cable networks. SMS uses software systems provided by Specialty Data Systems to present clients with sales proposals that contain detailed market information on behalf of national cable television networks in North America.

Specialty Data Systems

502-90 Eglinton Ave. E.
Toronto, Ontario M4P 2Y3
(416) 480-9550 FAX (416) 480-2749
Will Hawkins, exec. vice president

- Computer systems design and management
- SDS provides advanced computer software products designed specifically for cable networks, sales presentation software for complicated multiple market calculations, a cable network traffic system, and an audience analysis system.

Standard Communications Corp.

P.O. Box 92151
Los Angeles, CA 90009-2151
(310) 532-5300 FAX (310) 515-7197
Donald K. Ebeling

- Satellite comms equipment
- Standard Communication Corporation's satellite and broadband products division is the leading supplier of rebroadcast quality satellite TV receivers.

Stanton Electronics, Inc.

101 Sunnyside Blvd.
Plainview, NY 11803
(516) 347-1425 FAX (516) 349-0230
Ed Maidel

- Audio recording
 - Sound effects
- Distributor of Stanton-Vestax professional mixers, CD players, and accessories.

Steen Productions

1975 Linden Blvd.
Elmont, NY 11003
(516) 285-3900 FAX (516) 285-3904
Norman Steen, president

- Audiovisual production services
 - Consulting services
 - Post production facilities/services
- Fully staffed marketing/communications company with in-house 20,000 sq. ft. audio and TV production facility.

Stereo Religious Communications, Inc. (SRC)

P.O. Box 8003
Athens, GA 30603
(706) 549-8003 FAX (706) 549-8000
Jim Hutto, exec. vice president

- Broadcast production services
 - Consulting services
 - Music library
- Since 1922, originator and producer of licensed music services, "Sounds of Faith" and "Masterful Music," and devotional series "Mustard Seeds," also programming and technical consultant services.

Storeel Corp.

3337 W. Hospital Ave.
Atlanta, GA 30341
(404) 458-3280 FAX (404) 457-5585
R.D. Lauter, sales mgr.

- Storage systems
- Full-line supplier of high density storage for all audio and video formats; i.e., video tape and audio tape.

Studio 5 Productions

5 TV Place
Needham, MA 02194
(617) 433-4124 FAX (617) 433-4198
John Rice, exec. producer

- Audiovisual production services
 - Broadcast production services
 - Consulting services
- Studio 5 is a full-service television and corporate video production company which develops, produces, and facilitates high-quality programming for a wide range of broadcast, cable, corporate, and commercial clientele.

T

Taylor Made Communications

7201 East Camelback Rd., Suite 222
Scottsdale, AZ 85251
(602) 994-1000 FAX (602) 994-3161
Sheri Toomb, client services

- Advertising agency/representative
 - Audiovisual production services
 - Broadcast production services
- Taylor Made Communications is a full-service marketing and video/television production company. With over 17 years experience and over 3500 productions to its credit, Taylor Made has assisted many ministry and non-profit projects.

Tom Jones Recording Studios

1620 Greenview Dr. SW
Rochester, MN 55902
(507) 288-7711 FAX (507) 288-4531
Aaron Manthei, studio manager

- Broadcast production services
 - Duplicating services
 - Studio facilities
- We provide blank cassettes and cassette duplication, compact disc recording and replication services, digital and analog recording and production facilities, and remote recording services.

Trinity College of the Bible/Trinity Theological Seminary

4233 Medwel Dr., P.O. Box 717
Newburgh, IN 47629-0717
(812) 858-6595
Dr. Susan J. Shaw

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All His Son Really Wants To Be Is A Reflection Of The Man In The Mirror.



Kids today look for role models in all sorts of places. Hollywood. Music videos. Pro sports. Sneaker commercials.

But the best role model a boy can ever have is a father who shares his life with the people he loves most. A man who faithfully meets his family responsibilities. A dad who shows his boy what it means

to be a man.

Devoted fathers rarely attract public attention. But they often attract the watchful eyes of children — even during routine, day-to-day activities.

In the ordinariness of life, a man's true character is revealed. And a child learns who is really worth looking up to.

Being A Dad Is Important Business



For more information, call 1-202-783-HOME. Or write: Family Research Council, Fatherhood Campaign, 700 13th St., N.W., Suite 500, Washington, DC 20005.

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• Education

Trinity offers degree programs by extension which are designed to permit students to study at their own pace without leaving home, profession, or ministry.

Tri-State Media Ministry, Inc.

74 Trinity Place, Suite 604
New York, NY 10006-2083
(212) 425-4787 FAX (212) 425-4787
Reuben H. Cums, president/CEO

- Broadcast production services
- Consulting services
- Public relations & publicity

Assistance to local churches/congregations in conducting mass media projects with their ministry of proclamation with a concentration in the New York broadcast market.

TriWest Insurance Services, Inc.

4340 Fulton Ave.
Sherman Oaks, CA 91423
(818) 906-3350 FAX (818) 783-6154
Jeff Jones, exec. vice president

• Insurance agency

TriWest has available a wide range of special products and services to meet all of your personal and business insurance and risk management needs. Please call us to discuss your insurance requirements.

Truth In Crisis

P.O. Box 228
Mobile, AL 36601
(205) 626-1124 FAX (205) 621-0507
Dr. A. Shorrosh, president

- Audio recording
- Duplicating services
- Book distributor

Books on the Middle East, Islam, prophecy, and videotapes on the Holy Land. Debating Muslim scholars and lecturing and writing on Islam is a new outreach.

TYLER PRESS

1221 W.S.W. Loop 323
Tyler, TX 75701
(903) 581-2255
J.A. Johnson, president

- Graphic design/creative services
- Marketing & promotion
- Publishing services

Publishing and promotion services for authors/speakers and self-publishers.

Tyndale House Publishers

P.O. Box 80

Wheaton, IL 60189
(800) 323-9400
Charlie Swaney, national accounts mgr.

- Book distribution
- Premiums

Complete line of books, Bibles, inspirational calendars, and videos. Ministry discounts available upon request. Call for product recommendations for all donor needs.

U

Ultimate Support Systems, Inc.

2506 Zurick Dr.
Fort Collins, CO 80524
(800) 525-5628 FAX (303) 221-2274
Doug Towne, national sales mgr.

• Manufacturer

Manufacturer of support stands for music and lighting products: keyboard, mic, speaker, guitar, music, and band/orchestra instrument stands.

V

Valiant IMC

195 Bonhomme St.
Hackensack, NJ 07602
(201) 487-6340 FAX (201) 487-1930
Rose Marie Cassell, mktg. mgr.

• Audiovisual equipment

Free catalog of audio, video, and AV equipment accessories from name-brand manufacturers.

Vacuum Tube Industries, Inc.

506 N. Warren Ave.
P.O. Box 2009, Dept. RB
Brockton, MA 02405-2009
(508) 584-4500 FAX (508) 584-0096
Gene Tosti, general mgr.

• Rebuilt power amplifier tubes

Vacuum Tube Industries rebuilds power amplifier tubes. Rebuilt tubes carry a new tube warrantee, with a substantial savings over the price of a new tube.

Van Zandt Engineering

15 Walnut Hills
Springfield, IL 62707
(217) 487-7711 FAX (217) 487-7722
Richard Van Zandt, president

• Technical/engineering consulting

Broadcast engineering, FCC applications; specializing in non-commercial, educational FM, and FM applications.

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

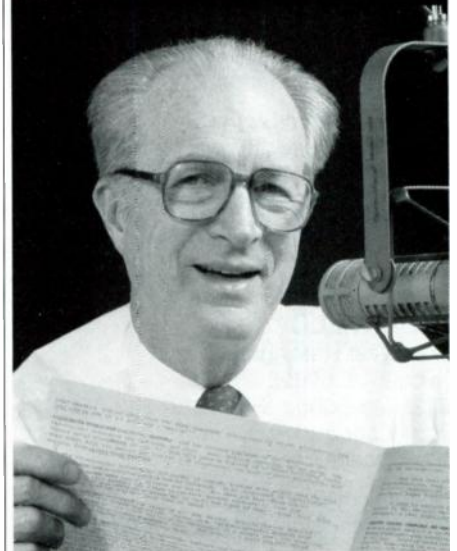
Dr. Willke's LIFE ISSUES daily five minute broadcast remains even more important than ever before in keeping our listeners informed about all pro-life groups. We highly recommend it."

Dick Bott,
Bott Broadcasting Co.

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with JOHN C. WILLKE, M.D.

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



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



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VCY/America Network

3434 West Kilbourn Ave.
Milwaukee, WI 53208
(800) 729-9829 FAX (414) 935-3015
Vic Eliason, exec. dir.

- *Satellite uplink/comms services*
A satellite-fed program distribution network with mobile uplink service available on K-1 and Spacenet 3. Multiple program offerings including *Crosstalk* and *Music 'Til Dawn*.

Video I-D, Inc.

105 Muller Rd.
Washington, IL 61571
(309) 444-4323 FAX (309) 444-4333
Sam Wagner, president

- *Broadcast production services*
- *Editing services*
- *Music/sound effects library*
A full-service telecommunications company producing training, marketing, sales, and documentary videos for broadcast and industrial facilities.

Videomedia, Inc.

175 Lewis Rd., #23
San Jose, CA 95111
(408) 227-9977 FAX (408) 227-6707
Stan Suit, product mgr.

- *Video manufacturer*
- *Edit control and animation systems*
V-LAN compatible products for professional video editing, desktop video, and single-frame animation control.

VINYLWELD

2011 West Hastings St.
Chicago, IL 60608
(312) 243-0606 FAX (312) 942-0693
Doug Engebretson, vice president/sales

- *Album cover printing*
We manufacture vinyl vacuum-formed packaging for multi-media and software, as well as carrying a stock line of audio and video cassette albums.

Vision Publishing, Inc.

P.O. Box 404
Reynoldsburg, OH 43068-0404
(614) 866-2636 FAX (614) 866-2636
Denise Powell, general manager

- *Marketing/pr/promotions consulting*
- *Periodicals printing*
- *Print publishing*

Creation and development of newsletters/periodicals and printing of flyers and small booklets for clients; or choose from our standard selections written by our staff writers, all non-denominational and Christ-centered.

W

Warmus and Associates, Inc.

P.O. Box 807
Bath, OH 44210-0807
(216) 659-4440 FAX (216) 659-9234
Al Warmus, president

- *Technical/engineering consulting*
Provide engineering services to AM, FM, TV and LPTV stations throughout the U.S. Also provide complete installation services for tower and antenna systems.

The Warren Duffy Organization

16052 Beach Blvd., Suite 125
Huntington Beach, CA 92647
(714) 847-8835
Terry Duffy, vice president

- *Consulting services*
- *Marketing & promotion*
- *Public relations & publicity*
Promotions "R" us! A full-service communications team, specializing in telling your story. Strategic marketing, creative public relations, media campaigns, fund raising, special events, bookings.

WGGS TV-16

P.O. Box 1616
Greenville, SC 29602
(803) 244-1616
James Thompson, president

- *Broadcast production services*
- *Editing services*
- *Studio facilities*
Christian television station with studio and remote production facilities.

The Whittle Agency

12716 Lindley Dr.
Raleigh, NC 27614
(919) 848-3596 FAX (919) 848-0519
Gary L. Whittle, president

- *Brokerage services*
For the last nine years, The Whittle Agency has provided professional and confidential services to religious broadcasters in the sale of radio and TV stations.

Windstar Studios, Inc.

525 Communications Circle
Colorado Springs, CO 80905
(719) 635-0422 FAX (719) 635-7119
Pat McGuire

Award-winning film, video, and audio productions for industrial and broadcast purposes.

Winsted Corporation

10901 Hampshire Ave. So.
Minneapolis, MN 55438
(612) 944-9050 FAX (612) 944-1546
G.R. Hoska

- *Broadcast, production & related equipment*
Modular video consoles, space-saving film and videotape storage systems, vertical 19" racks and equipment cabinets, and multimedia work stations.

World Media Group, Inc.

8472 Brookville Rd.
Indianapolis, IN 46239
(317) 353-1113 FAX (317) 353-0750
Mary Schatz

- *Duplicating services*
- *Post production facilities/services*
A full-service audio/video duplicator with pre-press graphics department, serving the needs of music, educational, and training industries.

Worldwide Television News

1705 DeSales St. NW, Room 300
Washington, DC 20036
(202) 222-7889 FAX (202) 222-7891
Paul Sisco, Washington bureau mgr.

- *Audiovisual production services*
- *Broadcast production services*
- *Stock footage/tape*
WTN is a worldwide television news service primarily owned by ABC News. Crews worldwide and freelance crews throughout the U.S. Extensive stock footage.

WRS Motion Picture and Video Laboratory

1000 Napor Blvd.
Pittsburgh, PA 15205
(412) 937-7700 FAX (412) 922-1020
David Simpson, customer service mgr.

- *Audio recording*
- *Duplicating services*
- *Satellite uplink/comms services*
Full-service motion picture and video laboratory, film to tape, tape to film. Duplication of all video formats. Standards conversions fulfillment services. ^{RB}

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What stations are saying:

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CROSSTALK deals with the crucial issues that face our society and that is why we carry CROSSTALK.

WDFB - Danville, Kentucky

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WPTH - Olney, Illinois

CROSSTALK is filling a very important need in providing information on the timely events and situations that exist in our nation and therefore in our communities.

WSEB - Englewood, Florida

VCY'S CROSSTALK with Vic Eliason has daily and consistently enlightened the listening audience with information on all levels and strata in an attempt to "rouse up" the "sleeping Christian Giant" in our country to intercessory prayer and action. It is absurd that the battle fought and won for our freedoms by our Godly forefathers would again need to be waged in the 1990's. We, as Christians must take our rightful places and responsibilities and raise up the Christian flag in this ONE CHRISTIAN NATION UNDER GOD!

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Understanding International Audiences

Missions zeal is the kind that wakes producers at 2 a.m. to write scripts, sketch graphics, or pray for the lost or hurting. This is not like bleary-eyed insomnia, but sharply focused inspired-of-God work. That same holy fire is also beginning to prick those producers' hearts to dig deeper than superficial knowledge of the people to whom they broadcast — especially in an international context.

This new quarterly column has grown out of that need to be "white hot" in our missions broadcasting. It is meant to help you plan and think in new ways as the Lord leads. Don't we want to do so much more than get it in the can and shove it out the door?

Ten questions will help you augment (or begin!) new efforts to probe your overseas audiences. You will notice right away that the thinking starts at the point some would consider the finish. However, by starting with strong Christians that have been touched by the Lord through your ministry and moving back through their salvation experiences, then a "path" or certain trends may become evident to you.

Inside the Ministry (Internal)

1. What is the completed communications path that led active, "ideal" Christians to the desired behavior of a mature Christian? Most Christians will point to another Christian explaining the Gospel to them. If probes don't search deep enough, it will stop at this level. However, there are often "fuzzy" influences that, over time, include not only your broadcasts, but also things like the Bible, prayer, medical caravans, water projects, etc., that are often overlooked. Try to identify at least four stages: desired behavior, partial commitments, attitudes, and networks.

2. What media are used to maintain desired participation in your ministry, their local church, and in outreach to others? This is to determine what not only motivates the most mature Christians and can also be used to "close the backdoor." The

media in this stage are generally for in-depth discipleship and evangelism. These can be fairly extensive if expanded to include songbooks, Sunday School curriculum, etc.

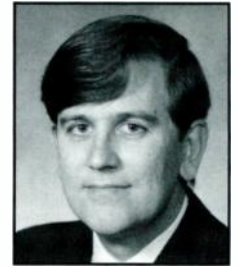
3. What means of communications are used just after conversion to move into consistent discipleship? This would require study of both "almost" Christians (see number 4) and those that are very new believers. These materials tend to be inter-personal in nature like tracts, audiocassettes and other hand-to-hand media. Preaching and interaction with other Christians take on new importance and "sight."

Church/Community Combination (Blended)

4. What communications vehicles or media are used to help those under conviction make a decision for Christ? This would require study of "almost" Christians and those that are very new believers. Like number 3 above, the media used are very inter-personal, but usually require much more face-to-face interaction. Good interpersonal communications skills are usually needed regardless of literacy levels.

5. What communications vehicles or media are used by non-Christians — WITH local church or Christian contacts — that shape their attitudes about Bible-based beliefs and Christian lifestyle? (Compare with number 6.) Determine how non-Christians come in direct contact with Christians or local groups of believers. An understanding of who evangelicals are can be formed at this stage. Attitudes about Christianity vary according to the culture, but may be important to identify early in the study.

6. What media are used by non-Christians — with NO local church or Christian contacts — that shape their attitudes about Bible-based beliefs and Christian lifestyle? Define what secular society communicates about Christianity. Seek the influences on their non-Christian attitudes. Those in the study *must* dig below the super-



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

ficial *and* consider the timing involved, too. It may be possible to do a newspaper search (content analysis) and interview leaders in the society about their attitudes concerning evangelical Christians, the church, and Christianity.

Community (External)

7. Why do non-Christians choose Christianity over other religions or secular distractions? Identify several "networks" that exist among your faithful audience, casual listeners and especially those you hope to attract. Study something other than religion and politics that your target audience does regularly — exercise, holiday travels, even transportation trends. Specify the greatest competition to Christianity and various primary choices available to non-Christians within their society. Note: this changes over time.

8. How homogeneous are communications efforts in the city, village, or people segment being studied? Determine the unique characteristics of various population segments. By examining communications efforts of marketers, broadcasters, and newspapers, your ministry team should reveal unique approaches that enable mass media a certain credibility and voice. Most people point to their acquaintances as most influential, but when you dig, there will probably be something other than friends that influenced them to go in a certain direction early in the process.

Continued on page 79

New Assistant Editor Joins Magazine Staff

MANASSAS, Va. — Christine "Christy" Pryor is the new assistant editor (in charge of features) for *Religious Broadcasting* magazine. Pryor, who joined the magazine's staff in mid-August, takes the place of associate editor Elizabeth J. Guetschow, who is returning to Michigan to plan her 1995 wedding.

Pryor, a 1991 communications graduate of Evangel College in Springfield, Mo., had been secretary to *Pentecostal Evangel* editor Richard Champion since early 1993 until his passing this May. She worked for the weekly publication since 1991 and was also editor of its book reviews.

A native of Brownstown, Ill., she has also worked on promotional materials for Christian pianist Dino Kartsonakis and as an editorial advisor for Christian comedian Mark Lowry's newsletter, *Remarks*.

"We look forward to having someone of Christy's recent experience as part of the *Pentecostal Evangel* joining *Religious Broadcasting* as assistant editor," said editor Ron J. Kopczick. "The skills she has acquired working with Dick Champion I believe will be extremely beneficial to our publication."

"I'm excited about joining the organization," Pryor said. "I feel the job will be very challenging. I want to be accessible and to be of service to the membership."

"We are certainly glad to have Christy on staff with *Religious Broadcasting*," added managing editor Sarah E. Smith.

Atlanta Site of NRB Southeastern Regional

ATLANTA — "Goin' Underground" is the theme of the National Religious Broadcasters Southeastern Regional Convention. The convention will be held September 30 and October 1 in the Suites Hotel at Underground Atlanta.

The featured speakers are Larry Burkett of Christian Financial Concepts and Chuck Bolte of Focus on the Family. Workshop leaders and topics include Bolte on creativity in production and Intercollegiate Religious Broadcasters president Michael O'Brien on working with different personality types. Steve Bell of Concerts of Prayer, International, will give a mini-workshop on prayer during each session.

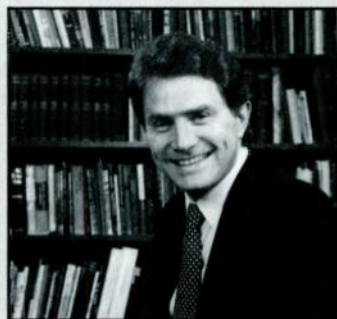
For more information, call Dick Florence at (813) 391-9994, or Joe Emert in Atlanta at (404) 841-0100.



Larry Burkett

Midwestern Regional To Be Held in Michigan

MUSKEGON, Mich. — The National Religious Broadcasters Midwestern Regional Convention will be held September 15-17 at the Maranatha Bible Conference grounds in Muskegon. Speakers include Dr. Joseph Stowell, president of the Moody Bible Institute; evangelist Luis Palau; Kerby Anderson of Probe Ministries; Quentin Schultze of Calvin College; Chuck Bolte of Focus on the Family; and Dave and Claudia Arp, family counselors and radio hosts.



Luis Palau

Music will be provided by Radio Bible Class ministries, featuring Damaris Carbaugh and Chris and Diane Machen. To register, contact Stu Johnson, c/o Wheaton College, Wheaton, IL 60187. For more information, call John Maddex at (312) 329-2041.

NRB International Committee Update

by Jerry Rose

In March of 1992, an historic meeting was held in Hannau, Germany — the first official meeting of the National Religious Broadcasters (NRB) Advisory Committee on International Broadcasting (ACIB). It represented a significant expansion in the magnitude of the association. Present at the meeting were those from major radio and television ministries around the world.

From its beginning, NRB membership has been involved in international ministry. However, the association itself has focused, by design, on matters of national concern. But with the rapid growth of international participation in NRB and the explosion of opportunities in various parts of the world, especially in Asia and Eastern Europe, it became obvious there was an urgent need for NRB to expand its vision to include international concerns.

In 1991, NRB chairman David Clark called for the establishment of the ACIB and assigned a chairman, whose responsibilities were to organize and develop the committee. An organizational meeting held during the 1992 convention in Washington, D.C., was attended by media ministry representatives from the major regions of the world.

Three things made clear at that meeting helped to set the future course for NRB international involvement. First, it was the desire of NRB to encourage its membership to partner with indigenous ministries to spread the Gospel in other countries.

Second, the objectives of the ACIB were not based on the assumption that American Christian broadcasters had the answers for the rest of the world. And third, the international committee would function only within the parameters of NRB membership.

The Washington meeting concluded with unanimous agreement for the need of the ACIB and that time was of the essence. During the Hannau meeting, the participants made a significant amount of progress.

First, the broad purposes of the committee were established: to foster Christian broadcasting worldwide; to help insure freedom to broadcast the Gospel; to represent international concerns at NRB's annual conventions; and to share information about broadcasting around the world.

Second, there was agreement on several fundamental points, including immediate focus on the opportunities in Eastern Europe because of the urgency of the hour. Long-term goals should include all the world.

There is a need for cooperation between regional broadcasting groups rather than involving the full range of available media. The principles of interdenominationalism, visible and credible accountability, stewardship, and a concern to serve, cooperate with, and support other ministries are central to the international interest of NRB and to those attending the consultation.

The long-term goal should be to establish an international consortium, of which NRB should be one member, as means of gathering and distributing information, offering support to Christians in broadcasting, encouraging high ministry and professional standards, and establishing principles of accountability.

A subcommittee was named to prepare a statement for public release to be presented to NRB as a recommended guideline for international ministry. The statement, which has become known as the Hannau Statement, has been presented to NRB and is available to NRB members. (See sidebar for statement text.)

The ACIB is still in its development stages. It has, however, already made substantial progress, as evidenced by the Hannau Statement.

It is true the time has come for NRB to lift its eyes to the world and move to the harvest. But as we do, we must be sensitive to the needs of the people we want to reach.

Isabelle Redman, the former religion director for the CBS television network, said something every Christian broadcaster should live by: "As Christians we are evangelists, and as evangelists we should step lightly into every man's heart."

It is the goal of the National Religious Broadcasters Advisory Committee on International Broadcasting to assist the membership in accomplishing that worthy objective.

Jerry Rose is a member of NRB's executive committee and heads the Advisory Committee on International Broadcasting.

Hannau Statement (1992)

Recommendations for International Broadcast Ministries

(adopted by National Religious Broadcasters [NRB] and the Fellowship of European Broadcasters)

Recognizing the sovereignty of God in the emergence of new freedoms and unprecedented opportunities for Christian broadcasting throughout the world, we also recognize the challenge of profound cultural and legal differences.

Sending Country

The following principles will increase the effectiveness of religious broadcasters who are currently ministering internationally or who plan to do so in the future.

1. Ministry activities need to be part of a long term strategic plan, shared by, and developed in cooperation with, indigenous co-workers.
2. The strategy should include specific focus on the national or regional culture and indigenous needs.
3. An integral part of the strategy should be a plan, in cooperation with local churches, to follow-up those who have responded to the ministry.

4. To increase effective Christian communications, monitor and analyze local response to your ministry, both formal and informal.

Receiving Country

The strength and stability of an international broadcast ministry will depend, to a significant degree, on the choice of indigenous co-workers. Therefore, we offer the following recommendations.

Choose co-workers:

1. With a strong biblical foundation, consistent with NRB's Statement of Faith.
2. Who have an appropriate accountability structure or who will make a commitment to develop one.
3. Who have a proven ministry with a broad base of cooperation and support, preferably interdenominational.
4. Who are committed to accepting long-term responsibility for the continuance of the ministry.

These principles will help enable Christian broadcasters to fulfill, with dignity and sensitivity, their objectives of sharing the Gospel with all people and making a constructive contribution to society.

AIRWAVE NEWS

WASHINGTON, D.C. — The 1994 MARCONI Radio Awards nominees were announced in early July. The MARCONIs will be awarded on October 15 during the National Association of Broadcasters' annual Radio Show in Los Angeles. Nominees for station of the year by format in the religious/gospel category are KCMS-FM/Seattle, KKLA-FM/Los Angeles, WCOA-AM/Baltimore, WYLL-FM/Chicago, and WVEL-AM/Peoria, Ill.

PASADENA, Calif. — The Narramore Group, an organizational psychology consulting firm, has completed a two-year personnel research project to identify personality characteristics of top producing sales people in both large and medium markets. Commissioned by Salem Broadcasting, the study involved testing over 100 sales people along 16 well-known personality dimensions in order to create profiles to separate and predict "tigers" from "talkers." According to Dr. Kevin Narramore, the best producers for the markets have low nervous tension, average assertiveness, high "ego strength," and a strong desire to "do the right thing and do it right."

DALLAS — Syndicated newspaper columnist Cal Thomas launched a three-hour weekly Saturday night call-in radio show on the Salem Radio Network (SRN) on August 13. *The Cal Thomas Show* is aired live from studios in Washington, D.C., from 9 p.m. to midnight (ET). "Cal Thomas is one of the most refreshing and provocative conservative communicators on the scene today," said Greg Anderson, vice president of SRN. "He brings a totally new dimension to talk radio."

COLORADO SPRINGS, Colo. — The Word In Music Satellite Network has announced the creation of a new division, Word In Music Creative Services. The division provides an award-winning staff of writers, producers, and voiceover talent to both affiliates and non-affiliates.

New Word In Music affiliates include KDUV-FM/Visalia, Calif., and KRSQ-FM/Billings, Mont. KDUV, a contemporary hits reporter, is currently carrying network programming during middays, overnights, and up to 18 hours per day on the weekends. KRSQ, owned by the Jubilee Radio Network, is carrying network programming 24 hours a day.



Mel and Dick Tunney

DALLAS — KCBI-FM/Arlington celebrated 18 years of broadcasting on May 21. Recording artists Dick and Mel Tunney performed a few of their songs while hundreds of KCBI listeners toured the studios, met staff, and signed up for giveaways. Listeners also donated several boxes of baby items and clothing and maternity clothing to area Crisis Pregnancy Centers.

On June 6, KCBI launched *Metro Watch*, a new daily news presentation featuring news director Bob Morrison



Richard Bode of the Lutheran Hour (left), Vladimir Trusov, and Mikhail Morgulis of Christian Bridge present an award for an international broadcasting program to Oleg Poptov, president of All-Russian Television and Radio, in Moscow. The ceremony, broadcast over Russian national television, was also attended by officials from Russian television and radio.

and general manager Ron Harris. The goal of the five-minute program is to bring attention to issues of local concern, and to give listeners practical information so they can make a difference in their communities.

SPRINGFIELD, Ohio — Christian radio station WEEC-FM/Springfield held an open house at its new broadcast center on June 18. The new communications building is across from its old location and is the second phase of a long-range plan, which has included a new transmitter/storage building along with a 479-foot tower erected in 1990. Phase three would be a large auditorium attached to the rear of the new building.

DALLAS — New Morningstar Radio Network full-time affiliates include KREB-FM/Fayetteville, Ark.; KROL-FM/Las Cruces, N.M.-El Paso, Texas; and WSRX-FM/Naples, Fla. The network's AC music format is also heard part-time on WPFJ-AM/Franklin, N.C.; KMFC-FM/Columbia-Jefferson City-Centralia, Mo.; KCFY-FM/Yuma, Ariz.; WBSN-FM/New Orleans; WCTL-FM/Erie, Pa.; and KDKD-AM/Clinton, Mo.

ANAHEIM, Calif. — *The White Horse Inn*, a theological discussion call-in program, began its second year of nationwide coverage over the Salem Radio Network in July. The program is broadcast live each Sunday night from the studios of KKLA-FM/Los Angeles.

SHAKOPEE, Mich. — WFOF-FM/Covington, Ind. held its annual sharathon in early June with Share Media services producing the broadcast. Nearly \$135,000, exceeding the \$130,000 goal, was pledged or received during the three-day event featuring a closing banquet and concert by Steve and Annie Chapman.

WBSN-FM/New Orleans held its semi-annual sharathon at the end of May with Share Media consulting firm assisting. The sixth-month goal of \$70,000 was exceeded by \$46,000, with a grand total of \$116,000.

HOUSTON — KSBJ-FM/Houston gave away "Concerts for the Century," meaning the winner (and his family) would

receive tickets to the station's concerts through the year 2000. Each year, KSBJ produces an average of eight contemporary Christian music concerts.

OKLAHOMA CITY — KQCV-AM/Oklahoma City concluded its second Wheels for the World campaign on June 25. Along with Kerr-McGee, Ryder Trucks, and The Sabolich Family of Oklahoma City, the station collected over \$100,000 worth of wheelchairs, walkers, and crutches. The donations are refurbished and redistributed throughout the world by Wheels for the World, Joni and Friends Ministries, and World Vision.



The KQCV crew on location at a Kerr-McGee gas station, which helped sponsor the event, for its second annual Wheels for the World campaign.

NASHVILLE, Tenn. — Recent Federal Communications Commission rule changes now allow some AM stations to increase their daytime power levels to improve their coverage area. WNQM-AM/Nashville is the first AM station to do so, doubling its daytime power to 10kw non-directional and 5 kw directional at night.

FORT WAYNE, Ind. — Media Communications Group has purchased WLYV-AM/Fort Wayne. According to Media president and chairman John Pierce, the station's format will be contemporary Christian music with a balance of local and national ministry programs. WLYV plans to affiliate with the Morningstar Radio Network.

ATLANTA — Lowell Paxon of Paxon Broadcasting purchased WTLK-TV/Atlanta from Woody Sudbrink for \$9.5 million. Brokers for both the buyers and sellers were Force Communications and Consultants of Florence, Ky.

FLORENCE, Ky. — Paragon Communications is sponsoring Bobby Cartwright productions in developing a nationally syndicated program called *America's Gospel Top 20*. The program, to be hosted by Bobby Cartwright and Mekka Johnson, can be heard on over 60 stations nationally plus 28 foreign U.S.O. stations.

ST. LOUIS — *On Main Street*, a new television show, premiered this summer on 13 stations nationwide and the VISN/Faith and Values Cable Network. Produced by Lutheran Hour Ministries, the 30-minute program features discussions of timely issues from a Christian perspective with a studio audience. A pilot program with 13 episodes scheduled for broadcast, *On Main Street* is hosted by Dr. Dale Meyer, principle speaker of *The Lutheran Hour* radio show.

HOUSTON — CDX Positive Country in Nashville, Tenn.,

and Tom Carter Productions in Houston have teamed up to produce *The Best Country Countdown*. Hosted by Tom Carter, this new weekly nationally syndicated radio show will feature the Top 20 positive and Christian country songs.

AWARDS

SOUTH RIVER, N.J. — Alex Leonovich was recently awarded the first honorary doctorate degree ever given to a foreigner by the People's Friendship University in Moscow. Leonovich received the degree because of the key role he has played in the spiritual direction of the new Russia.

MUSIC NEWS

SMYRNA, Ga. — Trac Records, created and directed by Winton Cobb, is a new record company based out of Atlanta. Its initial two releases are by inspirational artists Bernard Sterling and Criss "Righteous" Johnson. The company also plans to release rhythm & blues, jazz, and blues recordings.

NASHVILLE, Tenn. — Recording artist Steven Curtis Chapman, Prison Fellowship, Sparrow Records, and the Parable Group have joined forces to provide complimentary cassettes of Chapman's *Heaven In The Real World* to children of incarcerated parents through the Angel Tree program, a ministry of Prison Fellowship. For every *Heaven In The Real World* CD or cassette purchased in any Parable Group member Christian retail store between July 12 and November 26, Sparrow will donate the same cassette to the Angel Tree program. In addition, concert promoters in select cities are donating a cassette for every Chapman tour ticket sold on the first day of availability. In December, the cassettes will be included in gift packages presented to Angel Tree recipients.



America's Christian Music Awards (ACMA) co-producer Dan Johnson (left), ACMA co-hosts Kevin Smith and Toby McKeehan of DC Talk, Steve Gilreath, ACMA co-host Michael W. Smith, and Duane Ward of The Ward Group gather after a press conference announcing the Disney events.

NASHVILLE, Tenn. — Walt Disney World Resort will be the sight of several music activities this month surrounding the 11th annual *Night of Joy* celebration. Disney has expanded the event this year to include a fourth night and Steve Gilreath Productions has created a series of events to extend the Contemporary Christian Music Week from September 9-18.

NASHVILLE, Tenn. — Spring Arbor Distributors planned to begin transmitting data scanned by Christian SoundScan from sales of Christian music in Christian retail outlets in mid-July. Currently, agreements have been reached for

Continued on page 58

continued from page 57

Bookstore Journal to publish a monthly national sales chart and a chart for each CBA region in the country based on Christian retail sales only. Other publications to use the information in chart form are *CCM Update*, *CCM Magazine*, *Worship Leader Magazine*, and on CCM TV. *Billboard Magazine* has also indicated it will switch to SoundScan data.

NASHVILLE, Tenn. — Benson Music Group has signed an exclusive distribution deal with Liberty Records. This alliance enables Benson, the largest independently held Christian record company and music publisher, to expand its marketing and sales effort. The first albums to be distributed under the agreement will include Michael Sweet, Larnelle Harris, DeGarmo & Key, Dino, Pam Thum, and 4HIM.

INGLEWOOD, Calif. — Street Gospel, a combination of scripturally sound lyrics, smooth rapping energy, and funky beats, has been added to Born Again Records. The new division will feature positive, non-profane rap coupled with soul-stirring inspirational vocals.

NEWS BRIEFS

ATLANTA — Representatives of Episcopal and Anglican churches met in late May to discuss the formation of a new fellowship of churches. Dr. Michael Youssef, host of the meeting, said, "After a great deal of deliberation and prayer, God has led in the forming of a fellowship of evangelical Anglican churches across the U.S. and around the globe." Youssef, who is heard daily on the national radio ministry *Leading the Way*, is the founding pastor of The Church of The Apostles in Atlanta, where the meeting took place.

ORLANDO, Fla. — On June 14, 130,000 True Love Waits



Charlie Maxwell of Interlinc (left), Jimmy Hester of True Love Waits, Mike Keil of Mike Keil & Associates, John James of The Newsboys, Geoff Moore of Geoff Moore & the Distance, Richard Ross of True Love Waits, Robert Michaels of Lord & Michaels, and Eddie DeGarmo of DeGarmo & Key pose amid 130,000 covenant cards with the commemorative plaque.

James (The Newsboys), and Geoff Moore (Geoff Moore & the Distance) presented a commemorative plaque to True Love Waits founders Richard Ross and Jimmy Hester. The

artists and their groups have played a significant role in helping to promote the biblically based sexual abstinence campaign.

CLEVELAND — The Northeastern Ohio Billy Graham



Crusade in early June reached out to today's young people with the Gospel on June 11 with a rally especially for youth. More than 65,000 young people filled the stadium to hear Cleveland Cavalier Mark Price give his testimony and Christian recording artists DC Talk and Michael W. Smith perform. The event, billed as "The First Concert to

Benefit Its Own Audience," was promoted by radio and television ads on MTV, youth-oriented programs on the FOX network, and WZAK-FM, and WJMO-AM-FM.

ST. LOUIS — A nationwide conference devoted to the topic of sex education from a Christian perspective will be held October 21-23 in St. Louis. The dual-track conference is being sponsored by Human Life International and will present such topics as the history of modern sex education, the theology of chastity, and the Catholic church's official stance on sex education and related issues.

ANAHEIM, Calif. — The Orange County Harvest Crusade, a three-day outreach in July, drew 144,000 to Anaheim Stadium. Greg Laurie of *A New Beginning* spoke at the crusade, the first in a series of '94 Harvest Crusades.

PEOPLE

DALLAS — Jim Cress has been named the new host of *The Minirth-Meier New Life Clinic* radio broadcast, a live one-hour Christian counseling call-in program. Cress also hosts the clinic's weekly show, *Family Foundations*.



Jim Cress

DALLAS — Scott Thunder has joined the Morningstar Radio Network in an as-yet-undetermined time slot as well as a leadership role in the programming realm. A veteran air personality and programmer, Thunder was previously at KCMS-FM/Seattle.

Dick Marsh has joined Morningstar in the newly created post of director of network syndication. Marsh was founder of the Marsh Broadcasting Company and former

CEO of the Minneapolis-based Children's Radio Group.

MEMPHIS, Tenn. — Encounter Ministries has announced Stephen Olford has handed over the presidency of the organization to his son, David Olford, who was previously vice president. Olford continues his work with the ministry as founder and chairman of the board, and world-wide lecturer and preacher, but plans to devote more time to his writing.

CHAMPAIGN, Ill. — WBGL-FM/Champaign recently hired Tajhia Lynn to assume the responsibilities of music director, replacing Doug Hannah, who is now serving as music director for WCFL-FM/Morris. Lynn is also the evening announcer at WBGL.

Other changes at WBGL include promotions director Maria Wells moving from evenings to afternoon drive and production director and midday announcer Joel Ruppert adding operations manager to his list of duties.



Lorrie Carey

MOBILE, Ala. — Lorrie Carey has joined Integrity Music as trade marketing coordinator. Carey was previously with the Country Music Foundation in Nashville, Tenn.

NEW YORK — Robert Davis II has been appointed sales manager for WMCA-AM/New York. Davis has been with the Salem Communications station since June 1990 as a sales producer.

NASHVILLE, Tenn. — The Sparrow Communications Group has many personnel changes. Promotions include Lucy Diaz to the newly created position of vice president of artist development; Bonnie Campbell to vice president of information technology; and David Caldwell to vice president of finance.

Scott Hughes has been named director of special markets, a newly created position, and Amy Macy has been named director of sales.

ST. LOUIS — Sandi Brown has returned to WCBW-FM/St. Louis as operations manager as well as producer and co-host of the station's morning show. Most recently, Brown has been a producer and co-host of the morning show on KBIQ-FM/Colorado Springs, Colo., the flagship station of the Word In Music Satellite Network.

ANDERSON, Ind. — Steve Fultz has joined WQME-FM/Anderson as a full-time account executive. Fultz was an account executive with WLHN-WHUT/Anderson in the early 1980s.

Michael DeLon, formerly a part-time account executive with the station, was named sales manager. DeLon was previously a sales representative for Guyer the Mover.

COLUMBIA, S.C. — David Morrison has been named director of network systems and Linda White as general manager of WMHK-FM/Columbia for Columbia Interna-

tional University. Morrison was general manager of WMHK since its inception in 1976. White worked for the station as news director, public relations director, and director of programming before her promotion.

DALLAS — Doug Price has joined KCBI-FM/Arlington as director of development. Price previously worked as minister of media and outreach for First Baptist Church in Houston.



Doug Price

PUBLISHING NEWS

NEW YORK — The Ballantine Publishing Group has announced the creation of a new imprint to be called Moorings, which will initially publish approximately 25-30 new hardcover and trade paperback titles per year for the Christian, inspirational, and motivational markets. Bruce Barbour, former vice president and publisher of Thomas Nelson, has been named vice president and publisher of Moorings, which will be based in Nashville, Tenn.

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

News: a Spiritual Resource

The postcard was blunt and accusatory. "Why do you have to imitate the world and bombard us with news so often, like the worldly television. Are you truly Christian?"

Obviously this particular listener felt news was getting in the way of Jesus, as "the press" kept Christ's mother and brothers from seeing Him in Luke 8:19. Of course, it wasn't the first century press corps that got in the way but rather the press of the crowd. But does news really belong on Christian radio?

Luke 13 indicates Jesus himself kept up on the news of the day and effectively used it in his evangelism. Some familiar Scriptures testify to the importance of being properly and accurately informed. (See John 8:32, Hosea 4:6.)

Perhaps the disgruntled listener objected to the professionalism of the network newscasts. Too good to be on Christian radio? Thankfully, those days are past and today there is a variety of high-quality networks and other specialized news products for Christian radio stations to choose from. The availability of current and accurate information about religious developments and family concerns makes a good Christian radio station stand out from its secular competitors.

Most Christian broadcasters give lip service to the importance of news coverage, but it's in local news coverage where they show their seriousness. Local news coverage can be expensive and misunderstood, but it makes a good radio station into a great radio station (Matthew 20:26).

Some Christian radio stations have made a deliberate decision to emphasize local news because their audience surveys have shown that news was cited as one of the top reasons listeners chose to switch to other radio stations.

A typically understaffed Christian radio newsroom can compete with large staffed competitors by a fine-honed sense of the stories important and significant to listeners and concentrating resources on those. While the telephone is a great interviewing

tool, getting out into the community to report on what's happening shouldn't be disregarded.

It gives a station community visibility and sends a clear message that it's concerned and involved. It also allows the Christian radio reporter to develop friendships with other reporters, an important and under-evangelized people group.

Christian radio stations should address important local issues of all natures. Although secular media have been criticized for thinking they've covered an issue when contrasting viewpoints have been aired, getting more than one perspective is important (Proverbs 18:17).

Local news coverage also means keeping on top of local religious news developments, which are often ignored or downplayed by other local media. This encourages listeners to inform their friends about the unique features of their Christian radio station. (Word of mouth is the best advertising.)

It also may allow the reporter to generate some welcome extra income by passing along the more significant local stories to national news programs. However, the biggest reason news reporting is misunderstood and under-appreciated in Christian broadcasting is the failure by many to grasp its role in spiritual warfare.

About ten days after that post card arrived, I was attending and reporting on the InterVarsity student missions convention at Urbana, Ill. During a news conference at this massive Great Commission event, one of the speakers noted that Christians need to be educated about the spiritual opportunities in news.

"CNN is a great resource," said Glandion Carney, pastor of the Central Community Church in Minneapolis, "because it brings the world into your living room. The connection though is that we don't pray for the things we see that are happening in the world."

Christian broadcasters have traditionally played an important role in



Gordon Govier is news director at WNBC-FM/Madison, Wis. He also publishes SCRIBE, a newsletter for Christian radio news directors and station managers, and QV, a newsletter for Christian journalists in secular media.

the National Day of Prayer and related events. Perhaps now it's time to take a leadership role in teaching listeners how to pray by using news as a resource. More regular prayerful attention to the news of the day could have powerful international implications.

Although howls of protest may rise from both camps, I believe Christian broadcasters should strengthen ties to the Radio Television News Directors Association (RTNDA), the professional organization for broadcast journalists. While National Religious Broadcasters (NRB) & RTNDA have worked well together combating the Fairness Doctrine, there are opportunities for more cooperative efforts.

Journalism as a discipline is grappling with issues of ethics and morality that are becoming more pronounced as new technologies are introduced and social change intensifies. At the same time, Christian broadcasting has a deficit of skilled and experienced news professionals to efficiently inform listeners and viewers.

I would recommend a broadcast news council be formed within NRB, to encourage journalistic professionalism and training, with a representative on the RTNDA board. ⁸

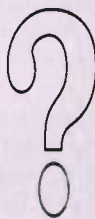
NATIONAL RELIGIOUS BROADCASTERS

COMPREHENSIVE BENEFIT PLAN



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

Dr. E. Brandt Gustavson
President, National Religious Broadcasters



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

"YES"?

Then You Need To Contact The NRB Plan.

THE NRB PLAN OFFERS REAL VALUE

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

FINANCIAL STABILITY

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

FLEXIBILITY

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

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

SUPERIOR SERVICE

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

NATIONAL HEALTH CARE

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

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

AEGIS BENEFIT ADMINISTRATORS

PHONE: (501) 227-8181

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

(800) 432-8910

NRB Celebration on Television

For all the right reasons, we need a made-for-television "National Religious Broadcasters (NRB) Celebration" — top quality, high visibility, well-promoted, fully financed, and beautifully produced. We have the talent, the occasion, and the reason.

With promotion, we've got the viewers and with the viewers, we've got sponsor dollars to answer the first question generally raised: How do we pay for it? We can continue to talk about it, or we can do something about it.

As most of you know, this is not a new idea, and certainly not my idea. For years, members of NRB's Television Committee and friends of Christian broadcasting have suggested a special celebration broadcast under the NRB banner. A celebration highlighting radio and television work done for the Lord. An event to encourage and enrich the family while allowing others to see God's active involvement across a nation that could use a little help.

We have the talent. Every year, awards are presented for outstanding work.

And there is such a cornucopia of recording artists, statesmen, speakers, and world-wide representatives that the leadership of NRB is hard-pressed to select the few who will highlight the limited number of sessions available during each convention. Where else do these talented witnesses to God's grace and power gather in such numbers?

We have the equipment. Uplinking is not a problem, nor is distribution through existing satellite networks a problem.

We have the promotion. With time, coordination, and concentrated effort, we can spread the word and encourage the excitement such an event deserves. Churches could be linked as never before to an event designed to hit the ball over the fence.

We have the finances. With the vast number of Christian-owned and -operated businesses, there is plenty of money. Develop and produce a

high-quality event giving honor and glory to the Lord and you'll find the audience and sponsors can justify spending advertising and marketing dollars.

We have producers, directors, camera operators, graphic artists, audio technicians, script writers, set designers, prop creators, lighting experts — it's all there. Creativity, ingenuity, exceptional ability — it's all there, God-given, for His honor and glory.

So why haven't we done an NRB-sponsored and -supported celebration featuring NRB members and activities? The mega-ministry and personality broadcasts from previous conventions aren't the same.

Hollywood has its awards (made for public consumption) for music, soap operas, and movies with very creative categories. And the reason it's done is to spread the word.

Win an award, and the box office cash registers ring more often. And all the while, Hollywood conceptions and ideas spread. A win-win situation.

Our challenge is also to spread the word. For a different reason, perhaps, but also a different Word. The charge to go into all the world and preach the Gospel is not an advisory (Matthew 28:19, Mark 16:15).

For that matter, why not simulcast on radio? And does it have to be carried only on Christian or religious air? If it's good, and the premise is that is must be, there are a lot of secular outlets that would jump at the chance to carry the signal.

Lively, upbeat, warm, friendly, and filled with joy. So where are we?

Take 2: Hope in the Air was produced to highlight the 1993 NRB convention in Los Angeles and to provide a timeless reflection of NRB and its members. How many of you have seen it? The NRB headquarters office has copies.

The program was done through the cooperation of the Christian Broadcasting Network and the NRB Television Committee. We all hoped it would be a beginning of other televisable



Sam Wagner, who has worked in commercial television since 1959, is president and CEO of Video I-D, Inc., a full service production company in Washington, Ill. He has also been a member of the NRB Television Committee since the early eighties.

products. Hasn't happened.

Where's the excitement, the commitment and even the competition to let people know what's really going on? Here's a chance to start something with far-reaching effects.

Should we do it? Sure. Can we do it? Of course. Will it honor God? It better. The first of the annual NRB celebrations — on-going, far-reaching, high-impact, around-the-world — and this is just the beginning. Wait until it gets going, has a little history, and some precedent to flavor things.

Pray about it, then act on it. We don't have a lot of time. Please address any comments to Michael Glenn at NRB headquarters. ♪

WXAN-FM/Ava, Ill., a Southern Gospel Station

Editor's note: This month, Religious Broadcasting is introducing a new department, "Station Spotlight," to its readership. This column will run as often as there are suggestions of radio, television, and cable stations to profile.

If you would like to see a specific station or network of stations profiled, please send the station's call letters and frequency, general manager's name (or other contact name), phone number, and reason you feel it should be highlighted. Also indicate if you are willing to write the profile.

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

by Doug Apple

"You say you run a Christian radio station? I've never heard of it."

The words every general manager hates to hear. I'd rather have someone say we are a Jesus Freak, right-wing, homophobic, anti-choice, fanatical broadcasting hub for religious nuts. Tell me anything about my station *except* you've never heard of it.

At WXAN-FM/Ava, Ill., we do everything we can (with limited funds and manpower) to get the word out about who we are and what we do. In this case, I'm strictly talking about off-the-air promotion. Here are a few things we've done successfully you could adapt to your station's situation.

Each month we publish a 16- to 24-page newspaper, *The Southern Gospetality News*. (WXAN's nickname is "The Home of Southern Gospetality", which is a cross between southern gospel music and southern hospitality.) We mail the papers free of charge to anyone who attends a southern gospel concert and fills out one of our cards.

This puts information about WXAN into the hands of our target audience. We also pass out the paper at concerts and community festivals and put them in business waiting rooms, restaurants, check-out counters, and, of course, local Christian bookstores.

The newspaper is supported through paid advertising. To be honest, we've not actually *made* money with the paper, but it more than pays for itself in promotional value. In addition to stories and pictures on our contests, special programs, concerts, and music charts, we include national, state, and local articles of interest to all Christians, such as information on the recent March for Jesus.

In addition to our own literature, we distribute various publications from Focus on the Family. Focus sends us bulk amounts of *Brio*, *Break Away*, *Clubhouse*, and *Focus on the Family* magazines, as well as other pamphlets. Before giving the publications away, we put stickers on them which tell about WXAN programming.

I believe bumper stickers are also a must. A few years ago, we had 10,000 printed and paid for them with a special bumper sticker contest. Giving away prizes gives people the incentive needed to pick one up and place it on their vehicles. Make sure you have high-quality printing that is simple, easy-to-read from a distance, and easily identified as your station's sticker. Always include dial numbers so



WSIL-TV, a southern Illinois ABC-TV affiliate, did a story on WXAN when the station was voted number one in the nation by the Southern Gospel Music Guild.

people can tune in immediately.

At WXAN we also use contests to attract attention to our station. For example, each fall we have a one minute, 39 second shopping spree at a large supermarket. We set up a registration table just inside the front doors with our logo prominently displayed. Registration lasts one month, meaning for a month, thousands of people see the table, WXAN's logo, and the contest.

Southern gospel stations have the unique platform of September as Southern Gospel Music Month. We have had the governor of Illinois make a state declaration the past few years. The last declaration even mentioned Illinois as the home to one of the nation's top southern gospel stations, WXAN. Now that's publicity!

We use September to attract new listeners by giving away thousands of dollars in prizes. WXAN won the only contest the Southern Gospel Music Guild conducted for the best radio station promotion of Southern Gospel Music Month.

We also offer special advertising deals for each business that will put our station information on its marquee. There is no out-of-pocket expense on our part, yet thousands of people will drive by and are invited to tune in WXAN. We do have a regular billboard on a local highway, which we secured through a sign company trade-out.

Each week, the area's largest newspaper (the *Southern Illinoisian*) prints our top ten song list as a public service in the religion section. Many papers print all other styles of musical charts. Why not approach them about printing your gospel chart?

WXAN is heavily involved in sponsoring southern gospel concerts, with an average of 12 per year. It not only cements our relationship with current listeners, but introduces us to new ones. A large banner bearing WXAN's name and logo is hung above the concert stage. Flyers are placed all over southern Illinois to promote these concerts, which are billed as "Evenings of Southern Gospetality."

Our largest public event takes place at the state fair. Each year, four of the best-known southern gospel groups perform a free concert in the main grandstand. WXAN promotes the event, welcomes the audience, hangs its banner, and passes out its newspaper.

WXAN also broadcasts local prep sports play-by-play, thus building recognition in the community and tuning in

Continued on page 79

O.E.S. Key to Advertising Success

Among the myriad of questions I faced as a rookie radio representative on the mean streets of Seattle, one proved to be particularly nasty: How many commercials does it take for a radio campaign to be successful? This question burned deep holes in my belly, not to mention my wallet, until one day I stumbled upon three unassuming letters — O.E.S.

O.E.S., or Optimum Effective Scheduling, is a revolutionary system designed to achieve astonishing results for our advertisers. It is a series of simple formulas that translate into very high weekly spot levels, generally in the 40 to 60 spot-per-week range.

These higher levels of frequency allow the message to "do its thing." That is, to be heard by a great number of listeners enough times to make a strong impact and stir them to action. Advertisers receive excellent response from their ads, becoming extremely happy from all the business, renew their schedules, and pay their bills.

O.E.S. is based on the premise that repetition is not only the key to learning, but the key to successful advertising. In today's over-communicated society, advertising impressions hit us at every turn. The only way to break through all this clutter is to focus one's advertising dollars on an appropriate market and then dominate that group.

The authors of O.E.S. must be on to something because a nationwide research study commissioned by the National Association of Broadcasters reports, "Overall, 20 percent of typical advertisers rated their recent radio campaigns as excellent. In sharp contrast, 43 percent of the advertisers utilizing O.E.S. rated their recent campaigns as excellent."

The actual number of spots required to achieve the O.E.S. is derived from a simple, three-step formula: first, calculate the turnover ratio for a broad demographic, Monday through Sunday, 6 a.m. to 12 a.m., by dividing your station's cume by its average quarter-hour for that period.

Second, multiply the turnover ratio by 3.29 to determine the number of spots per week. And third, run the spots with a guaranteed even distribution across all dayparts.

Although the system may sound too simplistic to be effective, it's based on sound principles and a track record of fantastic results.

By formula, the O.E.S. reaches 46 percent of your station's Monday through Sunday, 6 a.m. to 12 a.m., weekly cume three-plus times with the message. An even stronger impact is made with your station's primary listening audience (somewhere between 30 to 43 percent of that weekly cume figure). These lucky listeners are really getting the message — when they need the product or service advertised, that advertiser has top-of-the-mind awareness and an excellent chance of being the first one they call.

You will face resistance when pitching this non-traditional scheduling pattern. The high spot levels and corresponding high weekly investments intimidate some, and seem completely outrageous for others.

My advice is to refer the skeptics to other advertisers who've already used this system effectively. If you don't have a successful O.E.S. track record yet, try this: take an advertiser who lines up ideally with your listening audience, has an excellent message incorporating urgency with a great offer, but who isn't running at an O.E.S. level.

Assuming you have the available inventory, run this advertiser at an O.E.S. level for a week at no additional charge. Odds are you will simultaneously create a very happy advertiser, a renewal at an O.E.S. level, and the beginning of your O.E.S. Advertiser Hall of Fame.

When you find a prospect who cannot afford to run at an O.E.S., keep the theory of focus and concentration in mind. As noted business strategist Peter Drucker states, "Concentration is the secret to all economic success."

The authors of O.E.S. use the analogy of a gentleman and a lady



Rob Evans is the general sales manager for KGNW-AM/Seattle.

walking down a freshly paved asphalt driveway. He's wearing wingtips and she a pair of high-heeled shoes. The gentleman weighs 200 pounds while the lady weighs 100 pounds. Although the lady weighs half as much, as they walk away, the concentrated effort of the lady's high-heeled shoes leaves a much stronger impact in the soft pavement. Concentration of stations, message, and schedule proves to be a key to success.

By using O.E.S. at our station we've had fantastic results. Thanks to the system, a dental clinic we work with has had months where they've added 50 new clients. We've employed O.E.S. successfully with jewelers, travel companies, carpet retailers, ministries, and attorneys, to name a few. And while the standard advertising variables remain, O.E.S. takes at least one "How many commercials does it take for a radio campaign to be successful?" out of the mix. [®]

Editor's note: To purchase a copy of Radio Advertiser's Missing Ingredient: The Optimum Effective Scheduling System, call the National Association of Broadcasters at (800) 368-5644.



NRB ANNUAL AWARDS

*To be presented
at the 52nd Annual
National Religious Broadcasters (NRB)
Convention & Exposition
in Nashville, Tenn.,
February 11-14, 1995.*

The purpose of the National Religious Broadcasters (NRB) Annual Awards is to recognize outstanding service and merit in religious broadcasting. Through these Annual Awards, it is the desire of NRB to provide a standard of excellence for the industry.

Through the years, it has been traditional for religious broadcasters to nominate their colleagues who have significantly advanced the quality of programs and stations to communicate the gospel.

As in previous years, *Religious Broadcasting* magazine readers are invited to offer nominations for the awards and to vote on the recipients. Below is the procedure for the 1995 NRB Awards nomination and voting processes:

1. Nomination forms for the NRB Annual Awards appear in this edition of *Religious Broadcasting* magazine. Any *Religious Broadcasting* reader is eligible to submit nominations for those categories appearing on the page 66 Nomination Form. However, the nominator must give his name, organization (if applicable), address, and telephone number. Nominations for the categories of Radio Station of the Year and Television Station of the Year can only be made by an official representative of the entering station.

2. All nominations must be submitted by September 30, 1994. The NRB Awards Committee will screen the nominations and select finalists for each category by October 15, 1994. The Religious Broadcasting Hall of Fame inductee(s), along with the Radio Station of the Year and the Television Station of the Year, will be selected based on information submitted on the following pages. Choosing the 1995 Hall of Fame inductee(s) will be the NRB Executive Committee of the Board of Directors. For the very first time, the NRB Radio and Television Committees will select respectively the radio and television stations of the year.

3. The official NRB Annual Award voting ballot will appear in the December 1994 edition of *Religious Broadcasting* magazine. Finalists for the categories of NRB Milestone Award, William Ward Ayer Distinguished Service Award, Radio Program Producer of the Year, Television Program Producer of the Year, Board of Directors' Award, Chairman's Award, and Talk Show of the Year will be listed on the ballot.

4. Voting will end December 20, 1994. Votes will only be tabulated from the actual ballot contained in the December 1994 edition of *Religious Broadcasting* magazine. Any reader of *Religious Broadcasting* will be eligible to vote.

The qualifying criteria for all categories, except the Radio and Television Station of the Year awards, appear on the page 66 Nomination Form. The Radio & Television Stations of the Year nomination form is on page 67. All completed forms should be mailed by September 30, 1994, to:

NRB Annual Awards
c/o National Religious Broadcasters
7839 Ashton Avenue
Manassas, VA 22110

Nomination forms may also be faxed no later than September 30, 1994, to: (703) 330-7100.



NRB and its Awards Committee would like to thank you for helping make the Annual Awards a significant part of religious broadcasting.



NOMINATION FORM

Religious Broadcasting Hall of Fame

(Presented to a living or deceased individual who, for a significant period of time, has made an outstanding contribution in the field of Christian broadcasting with the highest of standards and faithfulness of Christ, of whom it can be testified or who can testify . . . "I have fought a good fight, I have finished my course, I have kept the faith." 2 Timothy 4:7)

Religious Broadcasting magazine readers are invited to make nominations. The inductee(s) will be chosen by the NRB Executive Committee of the Board of Directors.

NRB Milestone Award

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

William Ward Ayer Distinguished Service Award

(Presented to an individual or organization for outstanding contributions to the field of broadcasting)*

Radio Program Producer of the Year

(Presented to the most deserving U.S. religious radio program producer)

Television Program Producer of the Year

(Presented to the most deserving U.S. religious television program producer)

Board of Directors' Award

(Presented to a distinguished individual who, while an avowed Christian, may not necessarily be in the field of electronic communications)*

Chairman's Award

(Presented to an individual, organization, agency, music or publishing company, etc., that has made a deserved contribution to religious broadcasting)*

Talk Show of the Year

(Presented to the Christian talk show for outstanding achievement in stimulating and leading the discussion of moral, political, social, and religious issues relevant in the Christian community with significant listener call-in participation)

*Award may be presented to a non-broadcaster

PLEASE NOTE:

Nominees do not have to be confined to one award category.

Name of Nominator _____
 Organization (if applicable) _____
 Address _____
 City/State/Zip _____
 Telephone () _____

Please submit nominations by September 30, 1994, to:
 NRB Annual Awards,
 c/o National Religious Broadcasters,
 7839 Ashton Ave.,
 Manassas, VA 22110
 or fax: (703) 330-7100.



Radio & Television Stations of the Year

Nominations for either Radio Station of the Year or Television Station of the Year can only be submitted by an official representative from the entering station.

If a station should be among those considered for either the Radio Station of the Year or Television Station of the Year Award, please provide the requested information.



.....

CATEGORY: Radio Station of the Year
 Television Station of the Year

Station (Licensed Call Letters): _____

City/State: _____

Telephone: () _____

Band (Radio only/check just one):
 AM FM AM/FM
(Radio stations may not be nominated as combos, unless they simulcast over 75 percent of the broadcast week.)

Format (check just one): Religious/Talk
 Religious/Music Religious/Talk/Music

Years on Air _____

Percentage of Live/Local Programming: _____

Community Projects: _____

Service Unique to Coverage Area: _____

In the space below, please type a 100-word profile of the nominated station. Profiles exceeding the 100-word limit may be cut by NRB to 100 words or less. Station submitting information is liable for any and all information contained therein, and agrees to hold harmless and indemnify NRB against any and all claims or costs in that regard.

Nomination certified by: _____
 General Manager's signature

General Manager's name (please print)

Radio/Television Station



NOMINATION FORM

Fund Raiser's Tool Box

Those of you who have worked with your hands know the value of having good tools. Whether at the workbench, under the car, or in the kitchen, using the proper tool can eliminate wasted time, energy, and money. For many jobs, the proper tool may mean the difference between success and failure.

Two of the best such tools for broadcasting marketers and fund raisers are traditional marketing research and fund-raising data analysis (a.k.a., response analysis). For years the secular for-profit sector has capitalized on the benefits of marketing research and response analysis. Now, in increasing numbers, Christian organizations are realizing its power. This article briefly describes two types of marketing research — surveys and focus groups.

Surveys

Surveys can be geared to whatever purpose is needed. The types most often used by broadcasters are 1) The Listener/Donor Survey and 2) The Prospective Listener/Donor Survey. The donor survey seeks to learn how the listeners (donors) feel about a number of a ministry's aspects. The prospective donor survey seeks to learn who the non-listeners (non-donors) are and what would motivate them to become listeners (donors).

Sometimes several ministries combine resources and conduct a cooperative prospective listener survey for a specific market. The most common of these is the Listener/Donor Survey. It can provide a host of information including:

Awareness — How aware are listeners/donors of your organization? Other similar organizations?

Perceptions — How do they perceive the organization? What do they like/dislike?

Motivations to Give — What causes them to give? What kind of information do they consider when making their decisions to give?

Communications — How satisfied are they with the communications they receive? What would they like to learn more about? What do they think

about the program content, the newsletter (if any), the direct mail appeals, other fund-raising efforts, the organization's spokespeople, etc.?

Demographics — Age, education, marital status, religious affiliation, income, etc.

Cross-tabs — Cross-tab analysis indicates how various sub-groups compare. For example, how do current donors differ from lapsing or non-donors, or how do older/mature donors/listeners compare with newer donors/listeners, etc.

Focus Groups

Surveys are excellent when the types of answers are already known (eg., yes/no, excellent/average/poor), and the questions can be answered by the respondent without in-depth thinking. There are times, however, when the marketer/fund raiser would like to learn people's feelings at a deeper level, or learn about things that are not easily described in a survey. In these instances focus groups can provide a wealth of guidance.

Programming preference determination and fund-raising offer design are good examples of activities that can be greatly enhanced by focus group research. In designing a new monthly pledge offer, for example, there are many factors that need to be considered. What service/product will the organization render on behalf of the donor? To whom will it be rendered? What kind of feedback will the donors receive? What should be the price structure of this offer? Because these are open-ended questions requiring more in-depth thinking, focus groups are more helpful than surveys.

Focus groups are usually comprised of eight to a dozen people from the target market. In the example above the most appropriate people would probably be the broadcaster's current listeners/donors. They meet in a room with a moderator, who leads them in a discussion regarding the issues that the organization would like to learn about. In order to increase objectivity it is best if the moderator is a neutral person and not a member of



Bruce Campbell founded Marketing Solutions, based in Glendora, Calif., in 1991. The company specializes in surveys, focus groups, and data analyses.

the organization.

However, most focus group facilities have comfortable chairs behind one-way mirrors from which the staff can view the discussion. Sometimes the sessions are even videotaped for later review.

To obtain a representative sample of the target market's feelings, usually several focus groups are conducted. If the organization is national, accuracy of results is improved by conducting these in different regions of the nation.

Execution: It is critical that both surveys and focus groups be conducted by one with sufficient experience. Obtaining *accurate, actionable* data is not as easy as it looks. If a kitchen or auto repair tool doesn't work, it is usually quickly apparent. When gathering marketing/fund-raising intelligence, mistakes are much less apparent.

Many well-meaning people have gathered skewed data and made major, and unfortunately, costly decisions based on it. There is a long list of catastrophes in this area. Don't be the next one!

Summary

Some of the fund raiser's best tools are surveys and focus groups. These allow the fund raiser or ministry provider to learn to what the listeners/donors are saying. This is the information age. The better your information tools, the better will be your fund-raising and ministry success. ^{1b}

NRB EASTERN REGIONAL CONVENTION



Steve Bell

*Executive Director
Concerts of Prayer, International*

OCTOBER 13-15, 1994

SANDY COVE CONFERENCE CENTER NORTH EAST, MARYLAND



Rev. Bob Phillips

*of the "Come Up Higher"
Radio Broadcast*



Truth
Special Music

Beverley LaHaye

*of Concerned Women
For America*

*Workshops for
Commercial Broadcasters,
Non-Commercial
Broadcasters and Program
Producers*

*In addition to Speakers, Panel Discussions
and Workshops you will enjoy
delicious food, beautiful surroundings &
warm fellowship!*

CONVENTION PRICES

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Using Praise and Worship Music

If you have not added praise and worship music to your format, you might be missing your core audience. A quick review of product sales and church demographics proves the broad hunger of Christians for this type of music.

Not only has consumer demand created new music companies, labels, and songs, but it is bringing a new program of participation to listeners everywhere. The inherent attraction is found in the music's ability to focus and direct the listener to God, giving listeners the opportunity to put their minds and hearts on the Lord and enjoy His presence.

According to the book *A Generation of Seekers* by Wade Clark Roof, a high percentage of baby boomers feel that in order for religion to be valid, some type of deep, spiritual, or mystical experience needs to be present. And those surveyed within the church and highly active, unanimously agreed the spiritual side was more important than an organized religion.

While praise and worship is scripturally sound, it also facilitates the kind of spiritual experience the aforementioned book referred to. Maybe this is part of the reason praise and worship music continues its rapid growth. The songs redirect our focus toward God, pull us away from ourselves, and help create intimacy with God.

At Integrity Music, the success and continued growth of this genre of music has been nothing short of phenomenal. To date, the live praise and worship recordings of Ron Kenoly remain on *Billboard's* Top Contemporary Christian chart, contending for the number one position with artists like Michael W. Smith, Steven Curtis Chapman, and DC Talk.

In both traditional and contemporary churches nationwide, Integrity's first choral musical *God With Us* (with nearly 200,000 copies sold) is being performed weekly, bringing hundreds of letters of testimonies on how the songs have changed lives.

If there ever was an opportunity for programmers to expand their lis-

tening audience and grow, now is the time. Give careful programming considerations to music from Integrity, Maranatha!, Vineyard, Word's HeartCry, and others who continue to harvest songs and artists in this diverse format.

One Station's Use

Praise and worship music is the fastest growing segment of the music library at KWBI-FM/Denver. The station management is concerned with finding that sensitive mix of the new and the traditional in order to continue ministering to the older ages of its target audience without the younger ones losing interest.

Primarily by design, praise and worship music provides solid scriptural songs produced in a fresh style (mostly upbeat, yet unoffensive), and is able to minister to KWBI's target demographic (ages 30-55). Praise and worship music in churches is growing and is recognized as a valuable worship instrument for today much in the same way hymns have for years. Companies such as Integrity's Hosanna! Music, Maranatha! Music, Star Song, and Vineyard have provided the station with a way of ministering to these

Glenn Wagner is the trade marketing manager for Integrity Music, based in Mobile, Ala. Clint Holden is the director of music and afternoon drive-time music host for KWBI-FM/Denver.

uplifting, encouraging, fun to listen to, and easy to sing along with. Image songs are played out of the top and bottom of the hour and at two to four other locations per hour.

With the heavier rotation of the praise and worship, hourly segments from the station's Sunday programs are added, such as the Haven Quartet, Back to the Bible Quartet, and Azusa Pacific Choirs. Current and recurrent selections have assumed a less frequent rotation, with oldies and power olds filling the remaining slots on the hourly playlist. (See chart for an example.)

Without a doubt, praise and worship music has helped provide a link between the younger and older generations because of its familiarity. Praise and worship music will never replace hymns and their significance to listeners, but it does provide a side of contemporary worship which does not alienate any one segment of the

Sample Afternoon Drive Shift for KWBI

Song	Artist	Category
Raise Up An Army	Hosanna! Music	Image
I Will Praise the Lord	Ray Boltz	Power Gold
Even If	Dawn Smith-Jordan	Current
We Celebrate	Voices of Praise	Sunday
Call Upon the Lord	Steve Amerson	Power Gold
Humble Yourself as a Child	Jim Cole	Recurrent
Victory Song/Call To War	Maranatha Singers	Image
Standing on the Promises	Damaris Carbaugh	Image
That's Why the Lord Made Us Friends	Bret Cook	Current
Takin' the Easy Way	Second Chapter of Acts	Oldie
Christ the Lord Is Risen Today	Glad	Image

same individuals on a daily basis.

KWBI plays four to six praise and worship cuts per hour. For the station's use, these songs are classified as "image" songs — songs to be primarily identified by listeners as the KWBI sound. These cuts are God-focused,

audience.

As the companies producing praise and worship become more aware of the great impact their music is having on stations such as KWBI,

Continued on page 79

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- 275 Music Publishing/Recording Companies/Labels
- 500 Broadcast Industry Agencies and Suppliers

Criteria Available (Each \$20 Additional):

- By State, Zip Codes, or Area Codes

Being a Parent to Teenagers

It is surprising every week to find out how many parents discover they have exceptional children and also how many young people become aware that Mom and Dad are not as old-fashioned and dumb as they first thought.

My daily program, *Young World* (formerly *Tips for Teens*), has been geared for the past few years toward bridging the gap between parents and their young people in the home, school, church, and community. I recently had a series which included "The Ten Worst Discipline Mistakes Parents Make — and Alternatives."

Then I shifted gears to grab the kids' attention with "How To Keep From Being a Square in the Family Circle." It wasn't preachy, just ten simple rules to help a teenager manage his parents and get along famously.

Most of us like to be heard. Expressing an opinion is like putting mustard, ketchup, and pickle on a hot dog — really necessary. Keeping parents informed will not only help, but make life richer for the special duo who know more about their offspring than anybody else — or they should. Parents are the headline story. Angle players, corner cutters, sharp shooters, and goof-offs are misfits in the family circle.

Dave Branon in *Discovery Digest* says it well in describing what society is throwing at young people. "It's a busy world where the average 'working mother' spends only 11 minutes a day with her child. It's a noisy world that bombards you with 850,000 television commercials by the time you graduate from high school. It's a secular world where you sit in front of a TV for 19 times the amount of hours you'll spend in Sunday school. It's a turned-on world in which one of every ten American girls between the ages of 15 and 19 gets pregnant outside of marriage."

Listening by looking and listening by hearing. Too many of us listen, but don't pay attention. One of my pet peeves is to be talking to someone and

have them gazing all over the place while I am at center stage, at that moment, talking with them. My mother made me listen and it has proven to be one of the greatest lessons I ever learned. She made me look her in the eye and with her firm and loving voice would say, "Look at me. I'm talking to you."

Our radio program is bridging the gap in information and inspiration as well as instruction. Young people need an ally today to get a message to their parents. A 14-year-old wrote me and asked for my program entitled, "Hit the Humor Button." He wanted it for his father, who was always "too serious."

Parents are relying on us to echo many things which they have been trying to tell the family. An almost 16-year-old wrote and said, "I'm ready to drive a car now, but my dad says, 'Ask Mel and if he says okay, you can drive a car.'" I'm glad they are listening together. I sent them my "Earning the Right to Drive a Car," informing both father and son this is a good place to start.

Another 16-year-old writes, "Whenever my mother is in the car and I am driving, she bugs me until I am ready to flip out. I have never had an accident or a ticket, but I still get bugged. Please help me. She'll listen to you."

Bridging the gap by radio. Listening together brings out discussion — and maybe arguments. I always remind my audiences that "argument is the exchange of ignorance" and "discussion is the exchange of intelligence."

The closest bond between parents and young people will be the spiritual bond. Never be ashamed to discuss spiritual matters with them, but be sure the time is right and there is no embarrassment before their peers. Parents should show interest in the teen crowd and pray with their son or daughter about their friends who need to be won to Christ. Make it a family affair.

That may sound old-fashioned, but it sure helps keep young people



Mel Johnson is the host of *Young World Radio and Action* and the chairman of the board of trustees for *Northwestern College and Radio in St. Paul, Minn.*

on the right path. Add to that understanding, patience, loving firmness, and faith. If you trust God to answer prayer and use the Word that has been taught, then you have every reason to believe your teenager will come through the gap crisis successfully.

Joshua said it well, "As for me and my house, we will serve the Lord" [Joshua 24:15]. I am not always convinced that all ages sit down in front of a radio program together and listen. Neither am I convinced young people and their parents will always sit down together for a few moments and listen to the counsel of a broadcaster. But I do believe that we continue to bridge the gap by sharing what we hear, asking questions of each other, discussing with maturity, and provoking each other to thought and action.

We aren't always going to agree, but when the Bible becomes the rule book and Christ becomes the authority, we can together walk down the path of happiness and peace. Christian radio and television then become tremendous assets to a family's togetherness. ³

HELP WANTED

EXPERIENCED MANAGER wanted for two established Christian AM radio stations. Skills/personal traits needed: multiple task management; marketing and on-air experience; bilingual (English/Spanish); and strong commitment to Christ. Contact Calvary Evangelistic Mission, WIVV/WBMJ, Box 367000, San Juan, PR 00936-7000.

DIRECTOR OF ENGINEERING for Voice of Hope Global Broadcasting Network wanted. We are looking for experienced engineer with RF and World Band experience to oversee nine missionary radio stations around the world. For more information, please contact Mr. John Tayloe at P.O. Box 100, Simi Valley, CA 93062-0100, or call (805) 520-9460.

CRISTA MINISTRIES, a non-denominational Christian organization headquartered in Seattle, is seeking a general manager for its three radio stations. The right candidate should have a background in commercial Christian broadcasting, a minimum of five years' management experience with a major market station, and a track record of developing a strong market position while maintaining a clear ministry focus. Qualified inquirers should send a resume by mail to: General Manager Position, CRISTA Human Resources, 19303 Fremont Ave. North, Seattle, WA 98133; or by fax to: General Manager Position, CRISTA Human Resources, (206) 546-7535. Deadline for application is September 15.

SALES MANAGER WANTED. Large, music intensive St. Louis radio station is seeking an experienced sales manager to lead a large retail sales staff. Minimum of two years' management experience required. Send resume and compensation requirements to: Greg Lhamon, WCBW-FM, 4121 Union Road, Ste. 201, St. Louis, MO 63129.

BROADCASTING MARKETING Director wanted. East Coast-based ministry dedicated to family values seeks talented, results-oriented professional to lead broadcast division. Will supervise and coordinate live radio programs, select and screen potential

guests/offers, design programs and on-site production, and hire and manage radio technician/engineer. Send resumes in confidence via fax or mail only to: D. Clark, The Domain Group, 720 Olive Way, Suite 1700, Seattle, WA 98101, or fax (206) 621-0139.

AFTERNOON DRIVE HOST and news director are needed for growing, inspirational network in upstate New York. The Family Life Network, consisting of seven FM stations, is seeking hard-working, committed professional people to join its quality team. Individuals must be dedicated to excellence, out-going, and desirous of ministry. Two years' prior experience is necessary. Send resume and demo tape to: Family Life Network, P.O. Box 506, Bath, NY 14810. EOE.

STATION MANAGERS NEEDED for Christian radio stations in Omaha, Neb., and Macon, Ga. Experience required. Salary \$400 per week plus commission — negotiable. Please mail resumes to Wilkins Communications Network, Inc., P.O. Box 444, Spartanburg, SC 29304, fax (803) 597-0687, or call (803) 585-1885.

SITUATION WANTED

SEEKING THE LORD'S WORK. 54-year-old, married, BSEE, MBA candidate, FCC license. Experience includes engineering, computer, management background with a broadcast mix of engineering, production, and air time, AM-FM automation, station rework, repair, and sales. Help me serve the Lord at your station. August Hoecker, 224 Vista Bonita, Newbury Park, CA 91320, home (805) 498-4453, or office (805) 498-9611.

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Religious Broadcasters Need to Accentuate the Positive

Some years ago at the annual convention of National Religious Broadcasters (NRB) in Washington, D.C., a prominent commentator/author gave a very surprising, even shocking, illustration.

He suggested you take a pan of water and put it on the stove to boil. As you do this, sprinkle in a few little frogs and see what happens. The water will simmer and the frogs will shrivel and eventually die.

I remember he pointed a finger at us with the statement that this illustration parallels what has happened to our civilization today and that broadcasters must accept the responsibility for this decline. He led us to conclude we are "down the tube" and there is no hope for the future.

Every broadcaster knows of the problems existing in the media, but there are countless numbers of us who are determined not to condemn our communications peers but to work diligently to accentuate the positive. How can America be strong if negativism rules?

We hear the call for greater secularism and less emphasis on moral, ethical issues. Our nation was not founded solely on secular principles, but was established primarily on faith in the Creator.

Some years ago, when I was national president of American Women in Radio and Television (A.W.R.T.), the negative cry was about the shameful, underpaid, overworked treatment given women in the broadcast industry. A.W.R.T. is the organization of women executives and broadcasters in both radio and television. We stepped out in faith and honorably addressed this issue.

Today, we have a far more equal status than we did 20 years ago, in producing, writing, directing, acting, and commenting. We women have come a long way.

What a small group of women achieved, certainly we as broadcasters can in our field. The doomsayers will

be around always, but we can be diligent, not disillusioned, and neither compromise nor surrender.

We as religious broadcasters haven't changed. We are as inspirational to viewers/listeners as we ever were. What has changed is the growing toleration of many to the brazen, flaunting, utter disregard of all morals and principles, an acceptance as a norm this way of living, as illustrated by the political atmosphere today in our nation's capital.

Many are good people who "go along," friends and neighbors who have been frightened into silence, overwhelmed by the shock of this drastic change in our society. They hide their feelings, their beliefs. As an example to this "silent majority," we ourselves need to speak out, to be bolder, to take on these dragons who have descended upon us, take them on with all of the crusading spirit of the knights of the Middle Ages.

WE must be realistic. As communicators, we cannot escape the facts. Every 17 seconds, a violent crime is reported to the police. By age 18, the average American child will have watched 15,000 murders on television. More than 33 million children are unsupervised at home during the day, including 10 million latch-key children. The number of youth age 14 to 17 arrested in 1990 was more than 30 times the number in 1950.

A friend of mine told about a young waitress who overheard two diners bemoaning the scandalous conduct of public officials. She said, "Forgive me for interrupting your conversation. I agree with you. It's shocking and shameful, but there is nothing we can do about it — it's just the American way!"

Shortly afterwards, I read the American Ortho-Psychiatric Association had pronounced the American family dead. But hold on there. No funeral had been scheduled, no last rites given. This "silent majority" that we can turn into a "roaring majority"



Mary Dorr is the founder and producer of Hollywood's Angel Awards show and founder/president of Excellence in Media.

will become a media blitz for good.

Our challenge is a very personal one. We realize that "I am only one but I am one." Edward Everett Hale put it so succinctly — "I cannot do everything but still I can do something. And because I cannot do everything I will not refuse to do the something that I can do."

We need to make a conscious effort to support the young writers, producers, directors, actors, and other creative persons who are turning out good works, who are struggling to make this a better world. They are a part of our American family that will exert tremendous influence in the years ahead.

And then, one small but effective way we can all help, whether we are broadcasters or truck drivers (and it only costs 29 cents) is to write a letter to someone in authority when we see a television show or movie we like, or hear a record, or read a book. The networks estimate one letter represents an audience of 5000.

With the fall season underway this month, we will get to "vote" on programs like *Christy* and other outstanding shows. Michael Landon's *Highway to Heaven*, the movie *Chariots of Fire*, and other productions would never have survived without this kind of grass roots support. We must remember that if a worthwhile program drops off the airways, the next one may have the explicit sex and brutality we all decry.

We need those who campaign

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Gregorian Chant

Various Recordings
Studio SM

Albany Music Distributors, Inc.

If you ever wonder what it was like to be a believer during the early centuries of Christianity, you might also wonder what kind of music was used for worship services. Gregorian chant is believed to have developed in the Mediterranean basin during this time. The bulk of it was composed between the eighth and 10th centuries A.D. The beginning of the 20th century saw the final stages of its development. Vatican II's withdrawal of Latin liturgy helped begin its decline.

Enter Studio SM. This French record company has been specializing in sacred music for more than 40 years and has earned an outstanding reputation in France for its Gregorian chant catalogue. Founder Maurice Robereau, realizing there were almost no recordings of France's sacred musical treasures, performed daily for centuries in monasteries, convents, and churches, traversed France collecting samples of the best. Studio SM has recorded Gregorian chant everywhere it is sung since 1947.

Lately there's been a resurgence of interest in Gregorian chant, for the mood it sets as a unique musical form and even for use as a tool for achieving relaxation. However, for believers it takes on the extra dimension of inspiring awe, reverence, and worship. Cathedrals were designed to do the same visually; add the chant and it's not surprising that this form of sacred music has lasted for centuries.

Way Back Home

Phil Keaggy

producer and arranger: Phil Keaggy
Sparrow

This warm, homey recording from the master of guitars (both acoustic and electric) celebrates hearth and home, God's love, and personal faith. The continuity between generations gets special emphasis with touching and delightful results. We're treated to "Father-Daughter Harmony," a duet with Keaggy and his daughter; "She's a Dancer," whimsically capturing the pretending and growing up of a child; and "The 50th," which incorporates excerpts from a 78 r.p.m. record containing highlights from the 50th wedding anniversary of Keaggy's grandparents (primarily voices of family members, including his mother and siblings, wishing the couple well). A great tribute to an institution — the family — that has taken a beating in recent years.

Aaron Jeffrey

Jeffrey and Aaron Benward

producer: Jeff Silvey, Billy Simon, and
Brian Tankersley

Star Song

Speaking of family ties and spanning generations, father and son Jeffrey and Aaron Benward have teamed up to create a promising adult contemporary vocal duo. Long respected for having one of Christian music's most focused and fruitful ministries, Jeffrey has attained a reputation as an accomplished singer/songwriter and is known for such songs as "Let the Church Rise" and "A Man of God."

When Aaron expressed an interest in following in his father's footsteps, Jeffrey was impressed by his son's motivation: "He didn't say we can do a record or we're going to travel. . . . He said, 'I'm really convinced that God can use us to touch people's lives.'" Their living demonstration of a bridged generation gap, meaty lyrics, and vocal ability add up to a strong debut.

Spontaneous Combustion

Glenn Kaiser

producer: Glenn Kaiser and Tom Cameron
GrrrrecordS/R.E.S. Music, Inc.

Combine 20 years as leader of foundational Christian rock band REZ with a life-long love of (and identification with the heart of) the blues and years of pastoral ministry among the inner-city poor and you've truly got *Spontaneous Combustion*. Lamentation, catharsis, and affirmation expressed through simple, heart-felt lyrics, intense guitar work, and an absolute harmonica decathlon make this recording smoke.

The music doesn't just support the lyrics; it elaborates and expands on what they say — it speaks volumes. Regardless of what your position in life, as long as you live in this world of sin and pain, the blues can speak to your heart, too.

The Redeemed Hoodlum Video

T-BONE

Metro One

Pastor's son turned hoodlum and then redeemed, rapper T-BONE exploded on the scene in 1991, winning the Gospel Music Awards' New Talent Showcase. He's used his verbal gymnastics and bilingual tongue-twisting to lead hundreds of kids to the Lord.

In this half-hour video, the Phoenix Suns'

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THE BOOK SHELF

BY HARRY CONAY

The IVP Bible Background Commentary: New Testament

by Craig Keener
InterVarsity Press, 1993

The Victor Bible Background Commentary: New Testament

by Lawrence Richards
Victor, 1994

Two recently published books with strikingly similar titles currently vie on Christian bookstore shelves for the attention of those who want cultural and background commentary on the New Testament. Both attractively packaged volumes list for under \$30, with Craig Keener's tome of 831 plus pages being over twice as thick (due to heavier paper and larger print) as Lawrence Richards' with 636 pages. Those with tired eyes may appreciate the one; those with limited shelf space, the other.

Keener writes "the sole purpose of this commentary (unlike most commentaries) is to make available the most relevant cultural, social, and historical background for reading the New Testament the way its first readers would have read it." His book is designed to be "used for reference or in conjunction with one's regular Bible reading."

In contrast, Richards' purpose is "to provide enrichment information for the communicator of God's Word." Since his "goal is to serve the lay Bible teacher and the preacher, special attention is paid to those passages which are most teachable and preachable." Richards thus organizes his content into 174 "teachable units" corresponding to the content of his *Teacher's Commentary* (Victor, 1987), which this volume (though it certainly can stand alone) supplements.

Keener's initial introduction of some 29 pages is wordy compared to the terse commentary which follows. The bulk of his text consists of straight-forward, canonically arranged, scripturally sequenced information easily accessed via scriptural headings atop each page and bold print subject divisions on the pages themselves.

Despite the absence of an index (a serious flaw in a reference book), the great strength of this book is the relative ease with which one may locate information — but only if one begins with a specific scriptural citation.

If one wants to know about the Pharisees being labeled "white-washed tombs" by Jesus, the reader will have to consult a concordance to first ascertain the appropriate book, chapter, and verse. A detailed subject index would

have mitigated this need.

Richards, on the other hand, devotes a mere page-and-a-half introductory matters, but is more expansive in his commentary. Despite the inclusion of a general index (of little assistance with regard to a topic as specific as "white-washed tombs"), the content of this book is far less readily accessible than Keener's.

A heading atop every right-hand page merely indicates which of the aforementioned 174 "teachable units" is being covered. Even if one begins with a particular citation in mind, one must still wade through three distinct, scripturally sequenced sections (labeled "Exposition," "Word Studies," and "The Passage in Depth") as well as occasional boxes containing "quotes from primary historical sources or relevant research." (Typographical variations throughout the text do aid the search somewhat.)

While not suited to the quick resolution of reference questions, this arrangement does allow Richards opportunities for fuller commentary, doctrinal interpretation, and didactic digression which his targeted audience will appreciate.

Representative of their differences, notice what each says about "Raca" from Matthew 5:22. Keener writes: " 'Raca' is Aramaic for 'empty-headed one'; the insult is about the same as the one that follows it, 'Fool!' " Richards says: " 'Raca' is from the Aramaic word *rak*, which means 'to spit.' Most quarrels in the Middle East are started by spitting, a most insulting act. Strikingly, the epithet 'you fool' was less insulting." Here we notice not only a hint of their stylistic differences, but interpretational ones as well.

It should also be noted that Keener's volume has bibliographic references, a short glossary, and some perfunctory maps and charts. In lieu of a glossary, Richards often quotes or refers to his own *Expositional Dictionary of Bible Words*; he does not provide a bibliography or maps.

While I am not fully convinced that Bible background was hitherto as difficult to obtain as Keener claims, both authors have succeeded in making the task easier — one creating a useful reference book, the other a more didactic tool.

Because each does its job so well, the reader who heeds the old adage regarding commentaries ("Better none than just one") may desire to acquire both. On the other hand, if one has tired eyes or limited shelf-space . . .

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

On Filler Information

Radio and television significantly contribute to our lives everyday. More than mere entertainment, these media have the power to inform and influence each member of their audience. Listeners and viewers are hungry for information and will arrange their lives around it.

Among other examples, people will wait to get dressed in the morning until they hear the forecast for the day; and they constantly use the radio as a clock, listening for the time every few minutes. To a degree, every broadcaster knows this. Yet, not every broadcaster makes full use of this power that can go beyond time and temperature.

How frequently have you heard a DJ incessantly repeat nonsense between tracks? How often does an announcer pass off fluff and banter as communication? With the tremendous amount of resources available, there is no excuse for not keeping your listeners and viewers charged up with interesting, important, timely, and entertaining information.

Don't assume that your wire service is only good for the top-of-the-hour newscast. Print out features and stories that fit well into your entire shift. Read them as kicker or information spots.

Use book publishers as a resource. Edit and read the news release they prepare on new books, allowing your listeners/viewers the opportunity to become aware of new topics they should be exploring in their Christian lives.

Quote from books (giving proper attribution to the title, author, and publisher) that have touched you personally. Expand your audience's consciousness of material available to help them.

One way of doing that is to sign up to receive the free fax newsletter, *Express Lane*, from Zondervan Publishing House. It is designed as a script service for announcers, providing information in ten- to 20-second portions.

Subscribe to magazines and newsletters and read portions of them (again giving proper credit) on the air. According to the national distributor of Christian periodicals, the Top Ten Christian magazines by sales volume in early 1994 were (in popular order): *Today's Christian Woman*, *CCM*, *Christian Parenting Today*, *Charisma*, *Virtue*, *Christianity Today*, *Christian Calendar*, *Discipleship Journal*, *Guideposts*, and *Heaven's Metal*.

Other important magazines include *A Better Tomorrow*, *Campus Life Magazine*, *Christian*

Century, *Christian Computing*, *Christian Home & School*, *The Christian Reader*, *Decision*, *The Door*, *Focus on the Family*, *Group*, *Leadership Journal*, *Marriage Partnership*, *Ministries Today*, *Moody*, *New Man*, *Parents of Teenagers*, *Today's Better Life*, *TQ Magazine*, *Vital Christianity*, and *World*. Church denominational periodicals are another good source of information.

A few important newsletters and services you should be aware of are:

* EP News Service in Minneapolis, (612) 339-9579, fax (and on-line number to download to your computer) (612) 339-6973, e-mail: doug.trouten@tstation.mn.org.

* National and International Religion Report in Roanoke, Va., (703) 989-7500, fax (703) 989-0189, CompuServe: 71736,702.

* News Network International in Santa Ana, Calif., (714) 775-4900, fax (714) 531-6228.

* Pulse, Evangelical Missions Information in Wheaton, Ill., (708) 653-2158, fax (708) 653-0520.

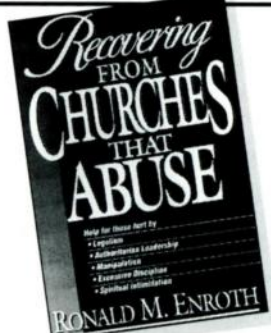
* Religious News Service in Washington, D.C., (202) 463-8777, fax (202) 463-0033.

* Zondervan Press Syndicate in Grand Rapids, Mich., (616) 698-3209, fax (616) 698-3585, available online from EPNews Service.

One publication that gleans information from the above magazines and other sources is *Current Thoughts & Trends* in Colorado Springs, Colo., (719) 531-3585. In brief articles, it summarizes news that has been previously published in a wide variety

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



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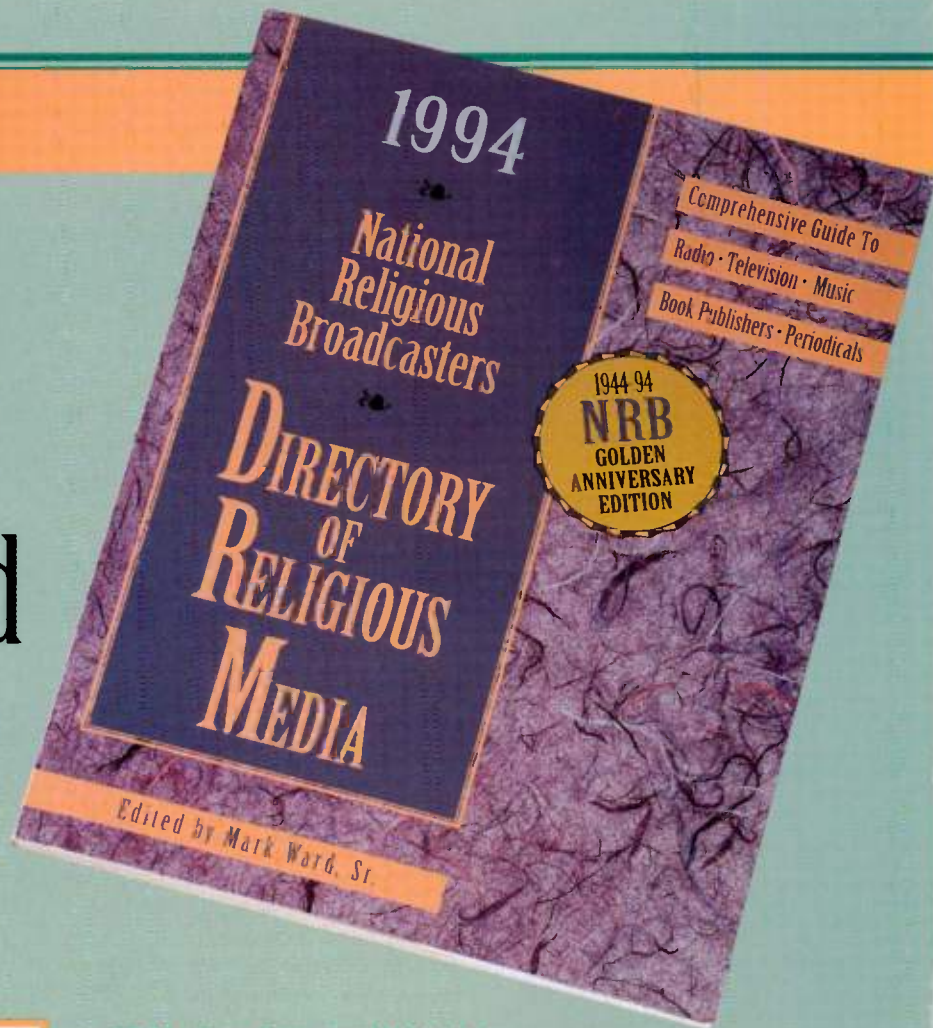
Interview questions: How do people become involved in spiritually abusive environments? What problems do people encounter when trying to leave abusive churches? How can they learn to trust their faith again?

AUTHOR AVAILABILITY: Santa Barbara, CA, and by telephone

CONTACT: Media Relations, 800-727-8004

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WASHINGTON WATCH

continued from page 10

such religious broadcasters (among others), operators are dropping alternative religious networks.

The three-judge panel which rejected the broader free speech challenge to must-carry also ruled against NICC's freedom of religion claim. The Supreme Court declined to fully consider NICC's challenge.

Instead, it simply vacated the panel's decision and sent the case back for trial along with the free speech challenge. As of this writing, the lower court had not set a trial date for either matter. ^{RB}

FOREIGN FOCUS

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Media Mapping (Integration)

9. What media can complement a church growth strategy at EVERY step of the spiritual decision process? Until now, specific media have been identified to apply at different stages of a spiritual decision process. It was reversed from some studies that start with non-Christians. Beginning with active Christians and working toward the unbelievers as we have just done, awareness of influences should have revealed how God may have been working overtime. Determine how these can be linked or interconnected.

This may provide the opportunity to "partner" with another Christian ministry in the area. For example, radio spots might promote an event where a medical or film team can have an opportunity to personally distribute literature or audiocassettes. The seekers could be involved in a Bible class for non-readers or local church resulting in strong personal contacts that can usher them into the Kingdom. New Christians would then have the appropriate materials to enable them to mature rapidly and share their faith.

10. What needs to be changed in the present communications or media approach to be more efficient and effective? Research, Planning, Implementation of a Media Mix, and Evaluation are the usual four steps in a communications strategy. However, it helps to use input from experienced media users. However, don't just stop there, but include those in community development, chronological storying of the Bible, and other appropriate communications approaches to blend the academic study with practical applications over time. Through prayer and study, many miracles will happen as God moves in a mighty way! ^{RB}

STATION SPOTLIGHT

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people who otherwise may never listen to the station. It also brings in a nice amount of money.

There are many other things you can do to attract listeners. Yes, it's more work, but it's worth it as new listeners tune in and are blessed by your on-air ministry. Don't keep the Gospel you broadcast to yourself and your faithful. Go to the highways and byways and let them know your station broadcasts the Good News!

Doug Apple is the general manager of WXAN, a Southern Gospel Music Guild "Station of the Year" winner.

MUSIC MATTERS

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the result may be more emphasis on producing "radio friendly" praise and worship songs, i.e., less live mixes and shorter medleys. No longer is the Pentecostal church the primary outlet for the creative expression of praise and worship music — inspirational Christian radio's audience is starving for a new sound, but not willing to throw away the old. ^{RB}

SOCIALLY SPEAKING

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against the evil about us, but we equally need those who accentuate the positive. That is what the Angel Awards is about, to honor those creative people in all forms of the media whose works are of moral, spiritual, or social impact. We started small in Hollywood 18 years ago, but now we have the participation and support of many in lands far distant.

Nearly 100 years ago, when author Robert Louis Stevenson was about ten, he was in his living room peering out into the darkness. He had made a circle in the heavy condensation on the window. His mother thought because he was so quiet, he might be up to some mischief, so she asked him what he was doing. Without turning his head, he said, "I'm watching the lamplighter. He's poking holes in the darkness."

That is our mission. To poke holes in the darkness. ^{RB}

RECORDING REVIEWS

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A.C. Green interviews T-BONE, drawing out his testimony and ministry goals. The interview segments are broken up with concert footage and the "Lyrical Assassin" video. Those used to some of the artsy, surreal music/interview videos on the market won't find that type of production here; the interview is very simple and straightforward, as is most of the concert footage.

However, this isn't necessarily a drawback because it makes T-BONE's testimony easy to understand even for younger fans. And the "Lyrical Assassin" video segment offers all the energy and wit you'd expect from T-BONE.

Darlene Peterson is the music reviewer for Religious Broadcasting magazine.

INTERVIEW INSIGHTS

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of periodicals.

And a book you should refer to often is *Chase's Annual Events*, (312) 540-4500. This is a day-by-day directory to special events during the year. It is packed with fun information of commemorations, celebrations, and activities you can read as a daily almanac. ^{RB}

CALENDAR CLOSE-UP

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 18

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

September 19-23

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

September 19-24

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

September 22-24

Black National Religious Broadcasters Fall Meeting; CTN-TV, Detroit. Information: (804) 928-0018 or (313) 559-4200.

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. (Note: a special NRB member discount coupon is available.)

September 29-October 1

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

October 2-8

World Prayer Movement 1994; sponsored by Protect The Children. Information: (703) 471-6071.

October 8-10

National Religious Broadcasters Hispanic-Caribbean Regional Convention; Santo Domingo, Dominican Republic. Information: Luis Vazquez-Elias, (809) 753-6490.

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.

May 8-10, 1995

Evangelical Press Association Convention; Hyatt Regency, Bethesda, Md. Information: (804) 973-5941.

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

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

Carlson Travel Network/Media Travel USA is the official agency of the 1994-95 National Religious Broadcasters conventions. Specializing in the travel needs of broadcasters, Media Travel USA is teaming up with 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 airline will be donated to NRB by Media Travel USA.

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