


# RELIGIOUS BROADCASTING

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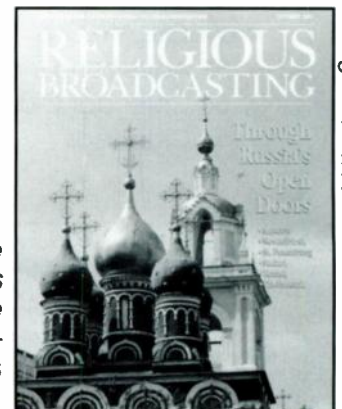
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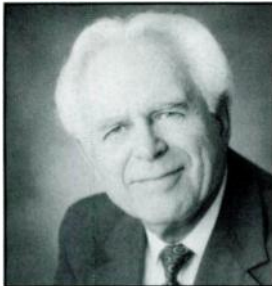
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# RELIGIOUS BROADCASTING

October 1994, Vol. 26, No. 9

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## Shine Your Light into the Darkness

Today, no one lives in isolation. We are constantly affected by impressions from the world around us, not the least of which come through the media. Much has been said about the lack of values and moral messages conveyed in secular television and radio, and this presents both an opportunity and a challenge to all religious broadcasters.

An article in *Naval Institute's* magazine I recently read struck me as a particularly appropriate allegory for National Religious Broadcasters (NRB) members. The story was about a captain of a ship in heavy weather. Being the commanding officer of a large vessel, the captain signaled to an unidentified light to change course to avoid a collision at sea. The light signaled back that the captain should alter his course, to which the captain replied, "I'm a battleship. Change course." In response, he received the message, "I'm a lighthouse." The captain changed course.

For hundreds of years, lighthouses have stood as beacons to guide sailors safely through darkness and storms, and the Scriptures are filled with analogies of the Lord and light. In John 8:12, Jesus told his followers, "I am the light of the world. Whoever follows me will never walk in darkness, but will have the light of life."

As Christian broadcasters, we have been given the challenge and opportunity to tend a lighthouse — to provide a steady, never-changing, rock-solid beacon to those who are adrift in darkness. Jesus said in Matthew 5:16 to be a light for others and to live so that those people will see the good things that they do and will praise the Father in heaven. Perhaps you haven't thought of yourself as providing a beacon; but in today's media-focused world, who is better positioned to keep a light shining in the darkness?

This opportunity also carries with it a great responsibility to carefully and prayerfully select our programming and to deliver a true Christian message. A recent *U.S. News & World Report* editorial on values called for society to "find some way for television to have a higher purpose than making money."

While other broadcasters may be searching, Christian television and radio have already found this purpose. It is up to us to be the immovable force by providing programming above reproach. Let us utilize the powerful voice which God has given us to impact our communities for Him.



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

*Robert H. Straton*

## Weather May Go to Extremes, but NRB Is on Stable Ground

Summer 1994 is now history as we have entered fall. In greater Washington, D.C., it was a very warm and humid three months. But we had the National Religious Broadcasters (NRB) Southwestern Regional Chapter meeting in Dallas, where it was hot. And I had a meeting in Phoenix, where it was 111 degrees.

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

Last winter, we had extremely cold weather for Virginia; we lost our office heat for five days prior to the national convention. It was then we were sure Vice President Al Gore's predictions of global warming were ridiculous, but now we're not so sure.

This summer has been the first in at least two decades when we, as an association, didn't have to borrow money to keep NRB floating through the lean months. That calls for praise to our God! I cannot tell you how our executive committee, staff, and I rejoiced. You are standing behind your association as never before, and it is the most encouraging thing of all.

Our membership is increasing. In fiscal year 1994, we have had a net increase of 29 members. In difficult, even perilous days, we need each other as we never have before. I am surprised each day in the governmental arena to hear the innuendos and threats against religious and other broadcasters.

Even the President of the United States himself cannot hold back from slurring Christian broadcasters, as he did in a recent news conference. Hard days are here and will continue to come. Let us stand together!

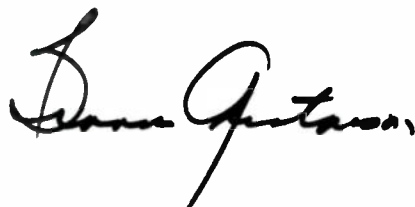
NRB 95 at Opryland Hotel in Nashville, Tenn., February 11-14, promises to be a great convention. Already there is a waiting list for space in our exhibition hall, and nearly all of the sponsorships are spoken for. These are indicators of great enthusiasm for the 52nd Annual National Religious Broadcasters Convention and Exposition. The flow of registrations indicate we should have over-capacity attendance. A word of advice — be sure to register with NRB now and reserve your Opryland Hotel room to be assured a place.

The Sunday night Praise Celebration will feature a musicians' list second to none. I'm already anticipating a fabulous evening. Bill Gaither will host the grand event. And remember to specially order tickets for the Women's Luncheon on Tuesday featuring Elisabeth Elliot.

Also, don't forget the Grand Ole Opry on Friday night, February 10 and Hermitage tours on Wednesday, February 15. Order tickets when you register.

The list of outstanding participants grows: Adrian Rogers, Ben Kinchlow, John DeBrine, Bill Gaither, D. James Kennedy, Jack Hayford, Black NRB and Hispanic NRB events, Michael W. Smith, Phillips, Craig & Dean, Friends IV, the Country Trail Band, Jeremiah People, and The New Tradition.

We'll have a wonderful time of blessing, learning, and fellowship at NRB 95.





### Reader Says Fictitious City Used Faulty Logic

Dear Editor:

In reference to "Finding Music Formats That Work" by Mike Miller ["Music Matters," July-August 1994], I find some very faulty logic. First of all, Miller does not cite the source for his "Fictitious City," so it is difficult to check the facts or refute his statistics. However, despite that luxury, I can say he omitted some important points in analyzing his data.

If there is an 18 share listening to adult contemporary in a city, there are probably four to six radio stations already programming to that audience. Each station receives only a three to four share of the market, all things being equal.

If, however, there is an 8.9 share listening to contemporary hit radio, there are likely to be fewer stations (two or three), resulting in a station share of three to four. The individual share can be just as high with either format. In choosing a music format for an individual station, much more than simply looking at the dominant format in town is required.

As for advertising dollars, Miller suggests that only AC formats reach baby boomers. However, he admits that "not everybody in the same age group likes the same music." My experience in radio indicates many formats, from rock to country to hit radio, garnish their share of the baby boomer's time and money.

If we are to enjoy real success in the market place against secularly formatted music stations, we must have a more sophisticated view of the market.

Linda Tiernan  
general manager  
KBIQ-FM/Colorado Springs,  
Colo.

**Please Address Letters To:**

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### Include Southern Gospel Music in "Recording Reviews"

Dear Editor:

In the "Recording Reviews" column in the July-August 1994 issue of *Religious Broadcasting*, I was both surprised and disappointed to see that of the 11 separate reviews of Christian music, in styles ranging from rap to wedding music, there was no mention of traditional, quartet-style, southern gospel music.

Although I personally have not reviewed *Songs from Albion II*, your selection for "Celtic, . . . progressive rock" music fans, I find it hard to believe more of your readers are interested in *Albion II* than the latest releases from groups [who sang] in the 1994 National Quartet Convention, September 19-24, in Louisville, Ky.; an event unmentioned in this entire issue of *Religious Broadcasting*.

I am sure *Religious Broadcasting* would not intentionally neglect the vast southern gospel market.

Robert W. Lyles  
Jamestown, Tenn.

## STATE OF THE NATION



According to the research of church strategist Aubrey Malphurs, America is emotionally hungry, starved for values, and ripe for revival. In *Vision America* Malphurs presents his survey on the spiritual state of the U.S. and proposes some radical changes the church needs to make in order to reach our nation.

This book will give you a new and hopeful vision for America.

**BAKER**

# Court Invalidates Forfeiture Policy; FCC Reorganized

A federal appeals court recently declared the Federal Communications Commission's (FCC) three-year-old "forfeiture policy statement" invalid. The policy consisted of a schedule of fines generally imposed on licensees for violations of various sections of the Communications Act or the agency's implementing rules. For example, the policy called for broadcasters to be fined \$7500 for failure to maintain a proper public file and \$20,000 for failure to comply with antenna tower lighting and marking requirements.

Other licensees, such as common carriers, were subject to specific (and often larger) fines for similar infractions. The forfeiture policy also provided for reductions or additions to fines depending on the particular circumstances of a case.

Before 1991, the agency calculated fines on a case-by-case basis, justifying the size of the monetary penalty by the facts in question. However, in that year the commission decided to adopt more specific standards for assessing fines and to release the schedule of fines publicly so that licensees would be warned in advance about the consequences of violations.

The court ruled the FCC, in establishing the forfeiture policy, failed to follow proper administrative procedures. Specifically, the judges found the agency should have sought comment from interested parties on the idea of establishing a firm fine schedule before the commission began to implement it.

The court determined the FCC enforced the forfeiture schedule as an inflexible rule rather than a policy. As a result, licensees and other interested parties were blocked from raising objections to fines, either in particular cases or at the time when the policy statement was released. "It seems," the court opinion stated, "that the commission has sought to accomplish the agency hat trick — avoid defense of its policy at any stage."

This judicial decision does not affect the FCC's authority to issue fines;

it merely means the agency must justify the size of any fine it imposes based on the facts of an individual case. The commission also is free to adopt the same schedule of fines — or a revised schedule — in the future, as long as the FCC does so by complying with proper administrative procedures.

## Agency Reorganizations

In an unrelated development, the commission recently announced a major agency reorganization which, among other matters, establishes new bureaus to handle wireless and international communications. In conjunction with this sweeping reorganization, some 15 senior staff officials have been assigned to new positions and three new officials are being hired.

The structural changes are the result of the FCC's effort to "reinvent government" so that, allegedly, the agency will be operated more efficiently and effectively. For several months, the commission has sought suggestions for improvement from both the public and its own staff and, according to FCC chairman Reed Hundt, many of the staff's suggestions are being implemented.

The two most significant changes — the formation of Wireless Telecommunications Bureau and International Bureau — have long been anticipated. The Wireless Bureau's duties include oversight of personal communications services, a generic term for a variety of new, wireless microcell offerings. The International Bureau will regulate satellites involved in overseas services and international treaty issues.

Of all those licensed by the agency, broadcasters may be among the least affected by the structural changes and temporary upheaval to be expected from large organizational change. The Mass Media Bureau, which is directly responsible for radio and television stations, is not slated for reorganization. Roy Stewart, the veteran and highly regarded chief of the bureau, will remain in his post.

However, the Mass Media Bureau



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.

is losing deputy chief Roderick Porter, a longtime FCC official who most recently has overseen enforcement of the broadcast equal employment opportunity rules. Porter has been named deputy chief of the new International Bureau; his replacement at the Mass Media Bureau has not been announced.

Broadcasters also will be interested in personnel changes made in the Field Operations Bureau and the Office of Engineering and Technology (OET). Among other duties, Field Operations officials are responsible for conducting spot inspections of broadcast stations, and OET oversees the implementation of new technological developments, including those in the broadcast field. The outgoing chief of Field Operations, Richard Smith, will head OET while Beverly Baker, former deputy chief of the Private Radio Bureau (which is to be submerged into the new Wireless Bureau), is the new Field Operations chief.

Two other commission veterans will bring useful experience to their new positions as deputy chiefs in the Cable Services Bureau. William Johnson, recently with the Mass Media Bureau, has been deeply involved in implementation of the must-carry rules and other rulemakings stemming from the Cable Consumer Protection and Competition Act of 1992. Gregory Vogt, who has been chief of the Tariff Division in the Common Carrier Bureau, has considerable experience in rate regulation. <sup>15</sup>



# Are You Just Buying Time?

Buying media time the old-fashioned way is fairly simple. You call a station, ask about the rates, and place your order.

But in today's complex broadcasting world, you need more. With KMC Media as your agency, you'll gain the benefit of strategic marketing and planning to assure that your ministry gets the best times at the best rates.

Certainly we buy time on Christian television and radio stations for our clients. But we also go the extra step.

For example, we've negotiated blocks of time on

cable superstations like WGN. And we've gone directly to cable companies to pinpoint highly targeted, low-cost local markets.

That's why many of the nation's most respected television ministries are turning to us—leaders like Adrian Rogers, Charles Stanley, and Ed Young.

We help our clients make sure their television or radio presentation is effective, too. We provide consulting services on format and marketing.

And we often use focus groups and research to give you the feedback you need to make informed decisions.

Our broadcast professionals can direct and produce special fundraising programming for you, as we're doing for such ministries as World Vision and Prison Fellowship. And we can give you turnkey service on daily radio broadcasts like our innovative two-

minute programs for Luis Palau and Mission Aviation Fellowship.

Through our parent company, Killion McCabe & Associates, we can also help you with your fundraising needs.

In short, we're not just buying time. We're helping ministries achieve the mission God has given them by providing the expert media services they need.

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# Warming Up

by Eugene B. Habecker

**W**HEN CHURCH BELLS peal across America on November 20, they will signal an important event in our national life. On that day, churches and Christian organizations from coast to coast will join in celebration of the 53rd annual Bible Sunday — a time when we, as a nation, pause to honor the significance of God's Word and its power to change lives.

*Your station will be reaching around the world to supply Siberians with God's Word.*

As communicators to the Christian community, religious broadcasters can have a tremendous impact on this year's Bible Sunday celebration, as together we work to share God's Word with millions of people in Siberia.

## Providing Kindling

Perhaps more than any other event, Bible Sunday represents a coming together of Christians — a partnership among churches, parachurch organizations, and religious broadcasters. By using the American Bible Society's (ABS) Bible Sunday media kit, Christian stations can play a key role in the success of this year's event.

Stations can use the public service announcements in the Bible Sunday media kit to publicize the event to their listening audience. But there's another way stations can become even more involved in serving the



*Each \$4 contribution will place a copy of God's Word in the hands of one of the 44 million Russians who do not have a Bible.*

Christian community and strengthening ties with local churches.

This year, for the first time, ABS will offer stations the opportunity to serve as a distribution point of the Bible Sunday kits for area churches. If your station chooses, you can order kits for churches in your community and offer the kits over the air. ABS will provide the kits free of charge and church leaders may pick them up at the station.

Because the Bible Sunday

church offering will be used by ABS to provide urgently needed Scriptures to the people of Siberia, your station will not only be serving the local Christian community, but will also be reaching around the world to supply Siberia with God's Word.

## Fueling the Fire

Why is the ABS making a major investment in the 1994 Bible Sunday celebration and why is providing Scriptures to the people of Siberia so

# Siberia



Media kits are available to religious broadcasters from the American Bible Society.

vitaly important?

We stand at a critical moment in time. When I became president of ABS three years ago, we were witnessing one of the most amazing events in world history — the breakup of Communist control in the former Soviet Union. It was as if the hand of God had simply drawn back the Iron Curtain, exposing millions of people to the sunlight of freedom they had never known.

The prayers of Christians worldwide had been suddenly answered. Since that time, ABS and other organizations have rushed to help fill the acute need for Bibles in this land where religious freedom had been suppressed for more than 70 years.

## Keepers of the Fire

I recently met with Anatoly Rudenko, the executive director of our sister Bible Society in Russia. I

told him I had been amazed to learn that when ABS was founded in 1816, the society had received a letter of congratulations from the Bible Society in Russia. Their society predated ours by three years.

We must remember Christianity had a long history in Russia prior to the Communist revolution. Those roots still run deep despite decades of religious repression and persecution. Before 1917, the Bible was a cherished possession of most Russian families.

When it became illegal to own a copy of the Scriptures, many people hid or buried their family Bibles. Still others copied it by hand to preserve it for their children.

With *glasnost*, the deep spiritual hunger of the Russian people and their desire to read and know God's Word became evident. In partnership with ABS, the dynamic Bible Society in Russia has accomplished

a great deal. The Bible Society in Russia is now distributing over 2 million Bibles a year, making it one of the largest distributors in the world. As a result, in major cities like Moscow and St. Petersburg, Bibles are becoming more readily available to the people.

## Thawing the Ice

But in the vast region east of the Urals known as Siberia, the story is different. This region is so enormous that all 50 states and Europe could easily fit within its borders. It took two years for news of the Communist revolution to reach across Siberia. Even today, a journey from Moscow to the Pacific seaport city of Vladivostok is an eight-hour flight or a two-week train trip on the Trans-Siberian Railway.

In addition to distances, Siberia poses other problems in Scripture distribution. One of the coldest inhabited places on the face of the earth, much of Siberia lies within the Arctic Circle. Even in the southern regions, the ground remains

*Christianity had a long history in Russia prior to the Communist revolution.*

frozen much of the year. For many villages in the remote wilderness, access to transportation is still extremely difficult.

Today in Siberia, it is estimated over 90 percent of the people do not have access to God's Word. In some areas, struggling churches must

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## Can you spare 3 minutes for Dad?

At the National Center for Fathering, we know all about dads.

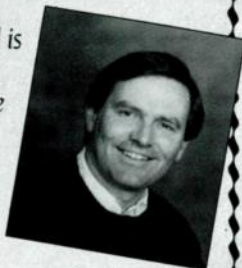
They listen to Christian radio. They want to connect with their kids. And they respond to bite-sized chunks of practical guidance.

Now, fathers nationwide are getting the spiritual direction they need through "Today's Father," a 3-minute radio program we've recently launched with Tyndale House Publishers.

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**For an information packet, call 1-800-593-DADS.**

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  
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Suite 267  
Shawnee Missions,  
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## WARMING UP . . .

*Continued from page 11*

share a single Bible; in other regions, entire villages have never even heard of Jesus Christ.

Often, Americans think of Siberia as a frozen wasteland, dotted by slave labor camps know as *gulags* and populated by peasant farmers. But there is much more to this region and its 25 million people. Many of the future leaders of Russia are in the Siberian cities. For example, Novosibirsk and Tomsk contain some of the largest universities in all of Russia. Tomsk alone has over 50,000 university students. Additionally, many of the most advanced research centers are located in Siberia.

*The Bible Society in Russia is now distributing over 2 million Bibles a year.*

To meet the challenge of supplying Scriptures to Siberia, ABS is assisting the Bible Society in Russia to establish distribution warehouses at both ends of the Trans-Siberian Railway: one in Novosibirsk and another in Vladivostok.

### Spreading the Flame

Good-quality Russian Bibles are now being printed in Russia. But it

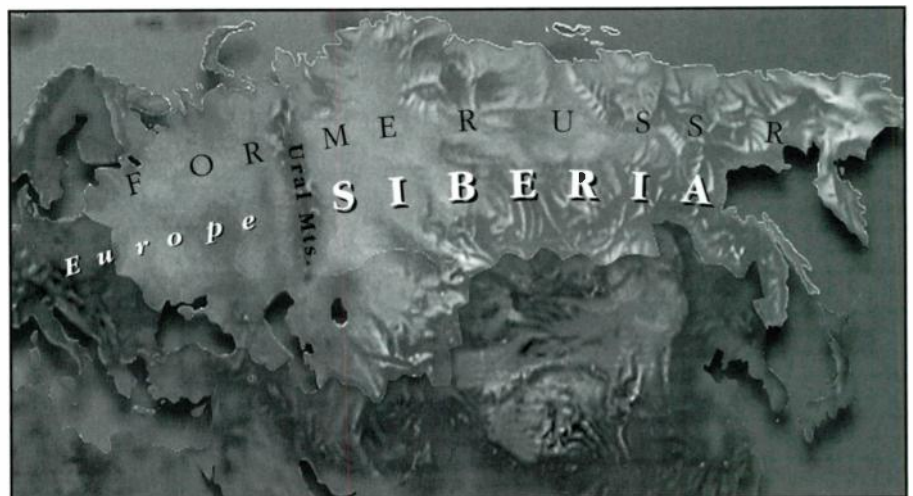
will take an outpouring of support for the need to be met. Every \$4 of the Bible Sunday collection sent to ABS will place a good-quality Russian Bible into the eager hands of a Siberian man, woman, or child. Together we can share the warmth of God's Word with the people of Siberia.

*Today in Siberia, 90 percent of the people do not have access to God's Word.*

Certainly, Bible Sunday is also a time for America's Christian community to rediscover the wonder of God's Word, alive and active, through Bible reading. A challenge exists to all religious broadcasters to take up that banner and remind those within range of influence to rekindle personal passion for studying the Scriptures.

Many Americans have ready access to the Bible and often have multiple copies; we must aggressively share God's Word with people who are not so fortunate. We have a God-given commission to do no less. Help warm up Siberia this Bible Sunday.

**Eugene Habecker has been president of the American Bible Society since 1991.**



*All of Western Europe and the entire United States, including Alaska, will fit inside Siberia—with 300,000 square miles to spare.*

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**L**IVING MUCH OF THE time in Moscow, I always felt reassured by the sight of the Russian White House — until last October.

The building stood stalwart, a symbol of an emerging democratic Russia. It stirred memories of Boris Yeltsin and other courageous Russians who were prepared in August 1991 to use their bodies as barriers to stop the tanks of communist coup leaders.

These days, however, the White House is a sickening sight. Despite new paint slopped over the scars, it is still a reminder of Russia's tragedies — what Russians term the "October events" — when Russians killed Russians, leaving the White House burned and gutted.

My husband, Peter, and I first visited the Russian White House in March 1992. In an opulent room ringed with crystal chandeliers, we and two other Americans met with Ruslan Khasbulatov, the now deposed head of Parliament. We discussed humanitarian and spiritual aid from Western Christian organizations, which Khasbulatov appeared eager to accept.

A year later we met in the White House with Vera Boiko, a member of the Committee on Freedom of Conscience and Religious Belief, Mercy, and Philanthropy, which was at the time revising the 1990 Law on Freedom of Religion.

Boiko told us she had recently been baptized in the Russian Orthodox church and that she was a defender of religious freedom. She also told us that she was alarmed by the flood of foreign religious groups entering Russia.

"Russian people don't know how to live with democracy, and there are conflicts between different confessions," she said. Reaction was building, not just against Western religious workers, but against any foreign influence.

In July 1993 we were back at the White House, little knowing that the halls where we walked would be blasted by tank fire less than three months later.

The day after the parliamentary

Committee on Freedom of Conscience passed an amendment that would have severely restricted freedoms of foreigners and Russian citizens, we were in the office of Parliament member and Orthodox priest Gleb Yakunin. He was a lone voice of dissent who spoke out for freedom and openly opposed the proposed law.

## Blackening the White House

Opponents of the new law had gathered in Yakunin's office to draft a protest statement. He was meeting with foreign politicians and journalists to describe the setback of Russia's religious freedom.

The religion amendment was only one of a blizzard of 20 anti-democratic bills that lawmakers passed before Yeltsin dissolved Parliament on September 21, 1993.

These glimpses from the last two years inside the walls of the charred Russian White House seem symbolic of what has been happening more widely in Russian society.

The Russian people have moved from high hopes in democracy, capitalism, and Western religions to doubt and disillusionment, dramatically highlighted by last December's disappointing election results.

The triumph of the misnamed Liberal Democrats, their intolerant leader, Vladimir Zhirinovskiy, and many other anti-democratic, ultra-nationalist, and pro-communist candidates signified that the road to democracy in Russia is not only rocky, but perhaps impassable.

It is possible that recent reactionary developments are only detours, but Russia's return to totalitarianism remains a dangerous alternate route.

Sadly, this is not a direction that

will be easily reversed. Masses of the population are not sure they want a democratic nation. Overwhelming economic, political, and social problems daunt the efforts of Russian reformers.

In recent months we have repeatedly heard Russians complain that democracy for them has meant inflation, unemployment, inequality, and crime. While suffering may be inevitable in the transition from communism to democracy, many Russians are not convinced that freedom is worth the price.

Although a return to communism seems unlikely, a dictatorship which would promise security appears attractive to many. Nationalism is already the rallying point for would-be dictators such as Zhirinovskiy, who appeal to the trampled pride of millions of Russians.

Although current laws protect religious freedom, ultra-nationalists, along with some Russian Orthodox members and others opposed to foreign religious influence in Russia, are again promoting restrictive legislation against religion, despite the defeat of such laws when the previous Parliament was dissolved.

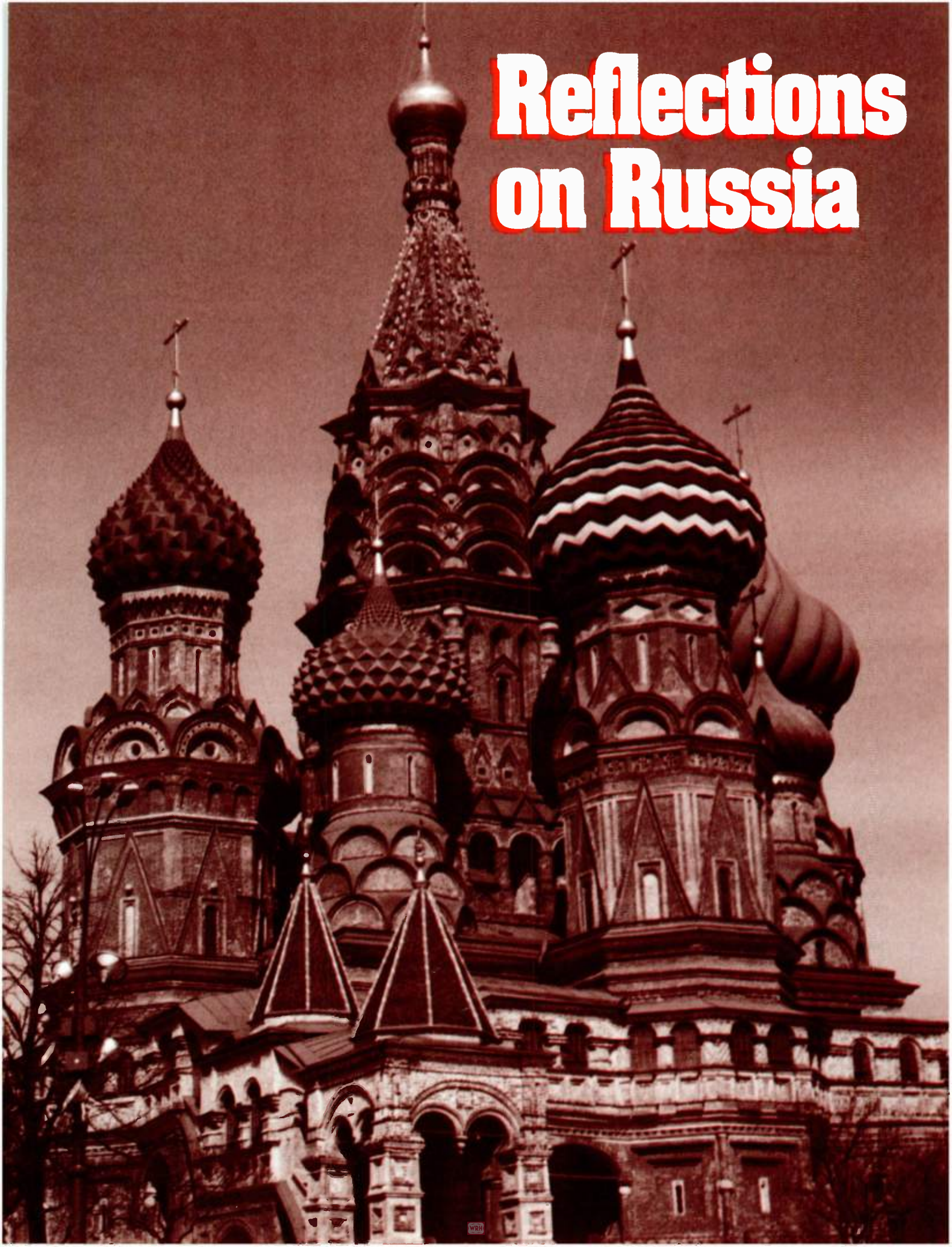
Yet, at the same time a growing number of people distrust both reformers and nationalists, we are witnessing an encouraging movement of new churches being started by nationals across Russia. In this lies Russia's ultimate hope.

For evangelical Christians, the blackening of the White House and its slow renovation are reminders that Russia is not the same Russia of two years ago. As the romantic vision of the West fades, a more realistic partnership between nationals and foreign guests may provide an antidote to extremist nationalists.

Western Christians can most effectively benefit Russia by developing long-term partnerships which build foundational bonds of training and support and bolster Russia's confidence.

**Anita Deyneka is director of research and communications for Russian Ministries, based in Wheaton, Ill.**

# Reflections on Russia





**I** NEVER THOUGHT I WOULD BE IN RUSSIA, sharing God's love and His Word with the people of a country that tried to bury God just as it hoped to bury America. But there I was, flying to Moscow with a group from the International Bible Society (IBS), taking Scripture stories to Russian orphans.

As the general manager of KCBI-FM/Arlington, Texas, I was invited to accompany IBS representatives to Russia when gifts and pledges for the "My First Bible" project poured in from KCBI listeners. My wife, Judy, and I were offered the opportunity to see first-hand the work accomplished by the gifts, and we were grateful to be going.

### Apprehension

I spent the ten-hour flight from New York to Moscow trying to imagine what it would be like talking to people I had once considered enemies. From my youth I had been taught about the threat of communism. I had heard about the philosophies of Lenin and Stalin, had listened to Nikita Khrushchev say his country would bury us, had seen the pictures of Soviet missiles in Cuba, had watched neighbors dig bomb shelters in their yards.

I was thinking of these things when I heard the pilot say, "This is the captain speaking. We have just entered Russian airspace." Warming

relations and *perestroika* aside, my first thought was a nervous reminder of what used to happen when uninvited folks flew into Russian airspace — they were shot down!

But today the U.S.S.R. no longer exists; a huge country has been divided. The people are trying to recover from 70 years of government lies, and the needs are great in every arena: economic, political, financial, and spiritual. God's people are trying to seize the moment to encourage Russian believers and to take His Word to the people of this vast land.



*Bible stories capture the attention of orphans in the village of Sudzol.*

*His name meant "damned." How chilling that he was unloved and unwanted at birth.*

### Action

The "My First Bible" project is one way to meet one need. With hundreds of thousands of orphans in over 3000 state-run facilities, the task of placing the books in the hands of the orphans is monumental. Financial support for the Scripture books allows IBS to provide the only hope many of these children will know.

*Continued on page 16*



*Above photo — Teenagers receiving Bibles and gifts from the International Bible Society. Previous page — Though crosses were visible during the era of communism, many people do not know what the symbols represent and are hungry for the Word of God.*

*Some of the orphans in Sudzol are classified as mentally handicapped. Most of these challenged children were taken from abusive or alcoholic parents.*

The orphans we saw ranged in age from 3 to 17 years. Some of the children were labeled mentally retarded, but many of them were victims of abuse or neglect, born to alcoholic parents who cared little for them. With hopeful hearts and tearful eyes, we spent a few minutes with these children, handing them small gifts to brighten their day and a colorful book of Bible stories in both Russian and English.

*[These] girls have a  
90 percent chance of  
resorting to prostitution.*

### Heartstrings

Many of the children stole our hearts. Nadya, a blond-haired 5-year-old with loving eyes and an engaging smile, was taken from her parents because they were alcoholics. Not long afterward, Nadya's mother murdered her father and is now serving time in prison.

In Suzdol, a village of 12,000, we were greeted by a young boy dressed in folk costume, ready to sing and dance for us. He had been abandoned by his parents. Our translator told us his name, Azat, means "damned." How chilling that he was unloved and unwanted from birth.

While the young children are adoptable and have some years before they must be on their own, the future for the teenagers is just a day away. And that future is not good. Three teenage girls, Natasha, Irina, and Masha, have a 90 percent chance of resorting to prostitution after leaving the orphanage. What hope could we leave with them? Only God's Word.



*Children of Suzdol give a musical presentation of their heritage in traditional dress.*



*A woman from Vladimir receives her personal copy of the Bible in Russian. Few people refused the books and tracts.*

### Thankfulness

Our mission was not only to orphans. We also handed out Scriptures to people on the streets and in shops. Most eagerly accepted the Bibles, books, and tracts we distributed. The occasional rejections were disturbing but not surprising.

One shopkeeper took a Bible and immediately began reading it. An elderly lady on the street looked at a book, realized it was a Bible, and hugged Judy for giving her such a precious gift. Her heartfelt response was translated, "I'll read it tonight. Thank you, thank you, thank you." Such brief encounters were often repeated in our ten days in Russia.

We worshipped side-by-side with Russian believers and were blessed with their hospitality. We were the first American believers to enter the homes of the Suzdol Christians, and we forged an immediate bond with our gracious hosts.

*An elderly lady  
hugged Judy for giving her  
such a precious gift.*

### Memories

The small gifts we brought to Russia will soon be gone, their brightness fading in the harshness of that world. Memories of singing, testimonies, embraces, and exchanging gifts live on in our minds. We reflect on the images of Russia we were privileged to view and continue our prayers of hope and salvation. We cling to God's promise that His word will not return void but will accomplish His purpose.

**Ron Harris is the general manager of KCBI-FM/Arlington, Texas.**

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Now more than ever, we're Christian Radio's Music Source.

by Richard Shumaker

**P**RESERVING THE FREEDOM of Russia's airways and that of the provinces of the Commonwealth of Independent States (CIS) is critical to the Christian broadcaster and the future of that great land and its people.

Christian Bridge, a leading television and radio program producer in the Russian language, is dedicated to keeping those airways open and to enlarging the Christian media outreach into the provinces.

The organization, whose Moscow office consists of three employees and two part-time volunteers, has been able to maintain the respect of the Orthodox Church and the government. Moscow city officials often contact the employees of Christian Bridge when questions of religion and humanitarian assistance arise.

### Weapons of War and Faith

The media arms of any nation are known to be both political and religious weapons which can guide the thoughts of millions of people. Former U.S. President Jimmy Carter, media advisor to the Newly Independent States (NIS) of the former Soviet Union, elaborates, "In both coup attempts that have taken place, mainly in Moscow, the first target for the coup leaders has been TV stations . . . they know that controlling TV is almost as important as controlling the army. Early in

October 1993, if they could have captured the TV transmitters, the entire nation would have

believed Yeltsin had been overthrown."

Media can control elections by favoring and neglecting candidates. The media can be the mouthpiece of the government, to persuade con-

*"Controlling TV is almost as important as controlling the army."*

— Jimmy Carter, former U.S. President

stituents and preserve power. In a land so vast as Russia, where information is scarce and public access rare, information which is broadcast to the public becomes the accepted norm.

As a religious tool the media likewise carry strong persuasive power. Christian broadcasting in Russia has experienced a few short years of unbridled freedom. Christian Bridge is one of several Russian

# Building

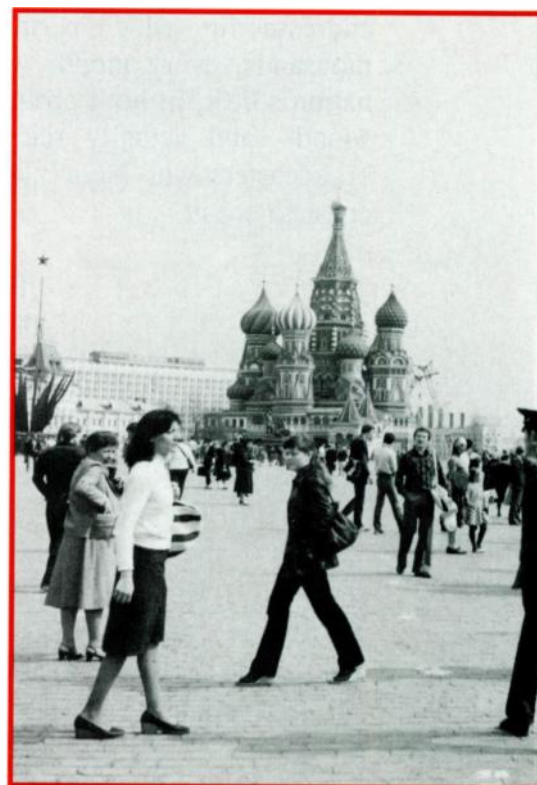
Christian program producers which speak to millions of listeners via satellite from Moscow. Its current programs are: *The Back to God Hour* by Dr. Joel Nederhood; *In Touch* television broadcast by Dr. Charles Stanley; and recent programs of the Lutheran Hour Ministries.

While Christian broadcasting has enjoyed freedom, there are some signs that religious programming may become more restricted. Mikhail Morgulis, president of Christian Bridge, recently reported out of Moscow the following changes:

- Certain Christian TV programs from the West have been taken off the air.
- As of January 1994, all religious programming on national satellite television is restricted to channel 4.
- Air time contracts are much more costly than those of a few



Most of the control room operators in the Commonwealth of Independent States are women.



Moscow is the nerve center of Russia. Until recently, independent States were via satellite from the cap



# a Bridge

causes the NIS to want to do their own programs in their own language. Ukraine is a prime

material is an open invitation to Christian broadcasters.

Each province is increasingly aware of the power of television for information distribution, education, and political and religious influence. The present openness to good religious programming is a call to Christians in media who desire to be involved in world evangelism.

## Surveying the Situation

Christian Bridge is laying plans to research the provinces at the media level. The study hopes to find out what is possible, learn who the gatekeepers are, determine present costs for air time, discover if local provincial medium-wave radio stations are truly for private ownership, track how much religious control from Moslems and Orthodox forces exists over the airways, and build bridges of communication and cooperation with the governments of the provinces for future Christian media development.

The provinces seek good programming of a cultural, scientific, social, or religious nature. Christian Bridge desires to answer their call. It is presently producing "Yeshua," a five-part documentary for television in Russian. It will be ready for viewing this fall.

Reaching the NIS is not the only goal of Christian Bridge. Already

*Continued on page 20*

years ago, which may become a form of restriction.

- Pressure from the Orthodox Church to be granted equal time and free programs may affect evangelical broadcasting, which is currently buying time.

Much of this does not discourage those who believe God is working to change the situation in modern Russia. Man's problem has often been God's opportunity, and God may be limiting certain doors in order to open others more widely.

While Christian broadcasters in Moscow may become more limited, those who hold the latch of the doors of the provinces already cry welcome. The provinces of Russia, which were centrally controlled and received most of their programs by satellite from Moscow, now have the freedom to select what they air. This offers both privileges and challenges.

A new sense of national pride

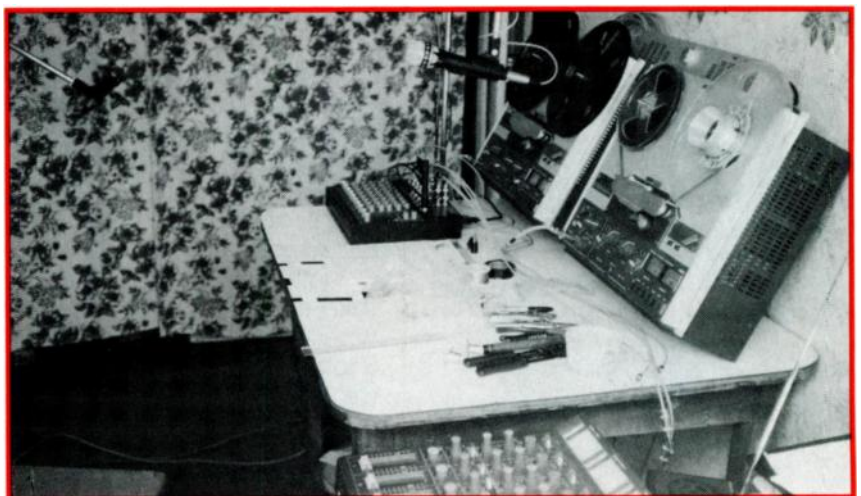
example of this desire. Media managers in Kiev are looking for quality programming in Ukrainian. Those in the West who can fulfill this request will find good prices for good air time. Similar requests have come in from Kazakhstan and Irkutsk.

*Some NRB members are interested in using bases in the provinces to broadcast into nearby countries.*

The economic hardship of the provinces makes them open to fresh Western programming and help in local program origination. The old adage is true: broadcasting has a voracious appetite. Frequent repetition of programs soon affect audience. This constant demand for fresh



many of the programs broadcast in the Newly of Russia.



Pastors travel over 124 miles to use the facility in Zaporozhye, Ukraine. The portable equipment is also used for recording sessions at churches.

# People Like What They're Hearing...

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"... I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*." David Ingram; Ft. Smith, AR

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Wanda Franz Ph.D.

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(202) 626-8817.

## BUILDING A . . .

Continued from page 19

some NRB members are interested in using bases in the provinces to broadcast to nearby countries. Trans World Radio has a station in Irkutsk for broadcasting into the Central Asian countries of Bangladesh, Nepal, Mongolia, India, and Pakistan. If the century of evangelism is

about to begin for the vast Pacific Rim, which includes all of China and much of Siberia and central and eastern Russia, then the provincial welcome mat for Christian broadcasters may well be a welcome mat for lands which still need to be reached for the Lord.

**Richard Shumaker is executive vice president of Christian Bridge, based in Carol Stream, Ill..**

# The Spirit of a Servant

A decade or so ago, when Serhiy Sholokh was working as an underground missionary in Ukraine, the KGB would occasionally "invite" him to its offices for a meeting. It was not an invitation he could turn down. He knew the good-byes he said to his family before such meetings could be his last.

But God spared Sholokh — even kept him out of prison — and instead put him in another situation, out of which grew

Ukrainian Christian Broadcasting (UCB). Working with such organizations as the Christian Broadcasting Network, whose *Superbook* is dubbed into the Ukrainian language, Sholokh's most treasured goal today is to broadcast 24 hours a day of Christian programming on UCB's FM channel (which currently offers 24 hours each week).

Already letters of response to Christian programming in Ukraine number in the millions. In a place where for more than 70 years God was not allowed, freedom of religion has meant the awakening of a hunger for the things of the Lord. But always there is what Sholokh describes simply as Ukraine's "hard economic situation," which renders traditional methods of ministry fundraising pointless. "I don't go to our people and say, 'Help me with money for my radio station,'" Sholokh says. "It's not possible."

Sholokh speaks with gratitude of Guidelines International Ministries (Laguna Niguel, Calif.), which set up Ukraine Christian Broadcasting's studio last year. But Sholokh, who is seeking the assistance of Christian broadcasters from the West, says more equipment is needed, as is additional programming. Specifically, Sholokh points to a need for more contemporary Christian music, which is Ukraine Christian Broadcasting's chosen vehicle for reaching its audience.

In expanding programming to 24 hours daily, Sholokh hopes to take particular advantage of the time between midnight and dawn when secular music stations go off the air. After conquering radio, Sholokh, who has spent the money he had raised for a home on his ministry, looks to television, publishing, and possibly a school which will train future Christian broadcasters. "This," he says matter-of-factly, "is for all my life."

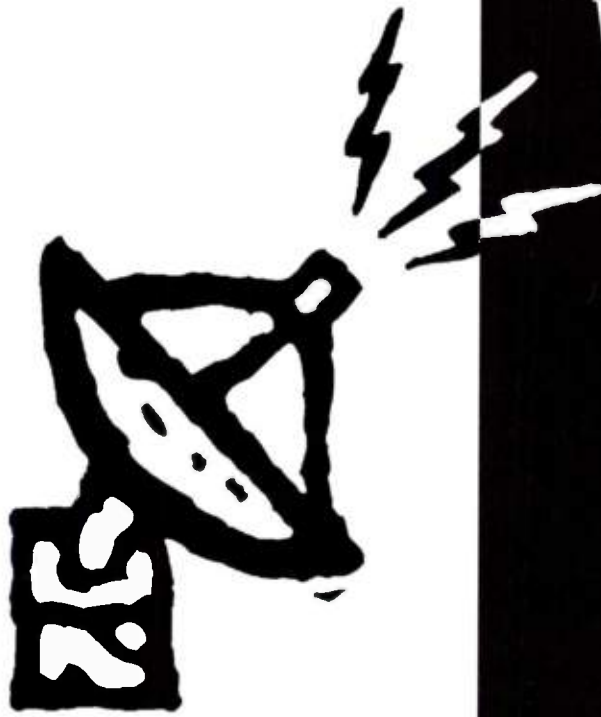
— Elizabeth J. Guetschow

**Elizabeth J. Guetschow is a former associate editor for *Religious Broadcasting*.**



Serhiy Sholokh





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raising the  
standard!

A D U L T C H R I S T I A N H I T R A D I O

**I**T'S NO BIGGER THAN A suitcase. But it has transformed the face of missionary radio — particularly in the former Soviet bloc — and is playing a vital role in bringing Christian programs to small and rural markets across the United States.

"It began in 1989 with the revolution in Romania," explains Mike Axman of the HCJB World Radio engineering center in Elkhart, Ind. "Since we were doing shortwave broadcasts into the country, the Romanian churches asked us to help them set up their own stations. Our staff surveyed the situation and determined a portable FM transmitter was needed, one that could be carried in a suitcase. When we couldn't find any on the market, we decided to build them ourselves."

Today these portable transmitters have enabled the Romanian church to begin a network that is reaching Romanians for Christ. More than 150 units have been placed on every continent of the globe — from Burkina Faso to Bolivia. And because the low-cost units can be fed via satellite, Christian broadcasters in the United States are using them as FM translators to expand their networks into small and rural markets.

### Planning the Trip

The transmitters are assembled in Elkhart under a unique relationship between HCJB and commercial manufacturer Crown International. The latter was founded by a former missionary who saw the need for rugged sound equipment on the foreign field. The two organizations have cooperated since the 1930s, and today the HCJB engineering center is housed in space provided by Crown at its Elkhart plant.

"Once we designed the portable transmitter," explains Axman, the HCJB engineer who headed the unit's development, "we assigned the manufacturing rights to Crown." Mission organizations interested in establishing radio stations overseas, he says, can work through HCJB to obtain the transmitters at subsidized prices. Other broadcasters — including American Family Radio, Family Stations, and Colorado Christian University — purchase the units from Crown, which markets the

equipment commercially through its Crown Broadcast division.

"The first transmitter in 1990 was 10 watts," Axman says, "and then we went to 100 watts in 1992, and recently to 200 watts." Crown markets the three models commercially as the "FM30" (with an output between 3 and 33 watts), "FM100" (10 to 110 watts), and "FM200" (20 to 215 watts). According to Crown Broadcast marketing manager Phillip Sandahl, "the only other equipment you need to go on the air as a translator would be a downlink system and an antenna."

- Local evangelical churches are being sought as partners and provided the means to operate their own radio stations. "We supply the equipment and training," explains Cline, "and the church supplies the people and the facility."

- Young people are being trained in station management and operation. According to Cline, a new center in Donetsk, Ukraine, offers students 1000 hours of instruction through a nine-month, government-recognized certification program.

- Nationals are being trained in radio program production, says

# Have Bags,

### Packed and Ready to Plant

Because "you get everything in one package," says Axman, including built-in audio processing and stereo generation, the transmitter has been a boon to Third World countries and struggling Eastern European nations "since it's easy to ship and sets up quickly with a minimum of engineering."

Until development of the suitcase transmitter, the chief tool for overseas radio evangelism was ultra-powerful shortwave transmitters able to cover entire continents. However, much of the Third World population has migrated to urban areas, where local interference can weaken shortwave signals and residents are more likely to have AM/FM sets rather than shortwaves. HCJB World Radio president Ron Cline believes portable transmitters are part of an evolving strategy to use a combination of all outlets — shortwave, local radio, and satellite — to carry the Gospel message.

In Romania, reports Cline, "there is a tough, excited, zealous church that wanted to reach the people in their own tongue but lacked the facilities." When portable FM transmitters provided an answer, he says, that success has pointed the way to a larger strategy that HCJB calls "radio planting." The campaign now encompasses five parts:

Cline, "and taught how to put unreached languages on tape so HCJB can broadcast these programs to unreached areas over our own transmitters."

- Airtime for Christian programs is being purchased by HCJB on local radio stations. In Moscow, for example, the mission has obtained time on a popular medium-wave outlet with a potential audience of 14 million listeners.

- Portable FM transmitters are being placed in growing numbers, reports Cline, where "sometimes we supply the whole station, sometimes just the studios, and sometimes just the training. The point is these small transmitters can plant Christian radio in a way that wouldn't be possible" with more conventional equipment.

### There's No Place Like Home

In areas of the United States where no Christian radio has existed, FM translators are bringing quality network programming with a Gospel message. "It would have happened anyway," suggests Phillip Sandahl of Crown Broadcast, "but portable transmitters have helped facilitate the installation of translators in many communities."

Sandahl explains that without his equipment's all-in-one packag-

ing, "you'd have to buy the components separately and would need an engineer to put it all together." Not only do the Crown units set up quickly, but they cost much less than purchasing and assembling separate components.

American Family Radio of Tupelo, Miss., the newly created network of the American Family Association, has already placed translators in more than 20 markets. According to documents filed with the Federal Communications Commission, the group hopes to operate 89 translators in 25 states, as well as 20

Family Stations keeps a replacement unit in the back of his Jeep."

At Colorado Christian University, network technical director Al Stewart reports, "When we began considering satellite capability, we started a thorough evaluation process. A package including audio processing, stereo generator, and transmitter was needed. Also, given our logistic and staffing situation, we really needed remote capability."

Purchased individually, Stewart adds, the components could exceed \$12,000 — a considerable sum for a Christian college. Then he heard

parameters, and were on the air."

Stewart also appreciates the "remote monitoring and control capability, especially valuable because of our logistic and manpower situations." He believes remote control "will be even more vital to our network in the future, because we plan to add more translators. With the FM100's versatility and low cost, these goals will be achieved easily within our budget."

Roy Hanschke, manager of Colorado Christian University's flagship station, KWBI-FM/Denver, says the translators "give us a way for new communities to get involved in our ministry, and for us to get more involved in their communities. We don't just go and put in a translator, but we prepare the way by building a local ministry with the people first."

He compares the network concept to concentric circles. "First we fill in Colorado with translators, then we reach into the contiguous states. It's like ripples in a pond."

**Mark Ward Sr. is a contributor to *Religious Broadcasting* and editor of the *Directory of Religious Media*.**

# Will Travel

actual FM stations.

The nation's largest and oldest independent non-commercial network, Family Stations of Oakland, Calif., employs the portable transmitters as part of a national chain that now encompasses more than 40 stations and 90 translators. And one of the newest network entries, Denver-based Colorado Christian University, has placed nearly 30 translators across Colorado, Utah, and Wyoming, serving many remote communities.

## Cost of the Trip

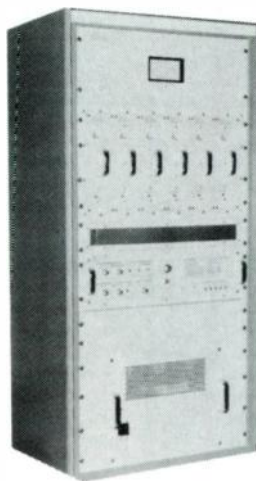
Prices for the company's three models are \$6695 for the FM200, \$5695 for the FM 100, and \$4795 for the FM30. When an antenna and satellite downlink system are added, Sandahl estimates a translator could be on the air for about \$10,000 — though he hesitates to suggest a figure "because there are so many variables."

Portable transmitters are well suited for use as stand-alone stations, perhaps by local churches or Christian colleges. But Sandahl concedes, "They are mostly being used in North America by networks who are expanding through translators. The units are easy to ship, reliable, and let you simplify through standardization. And they're easy to replace if one breaks down. The engineer at

about Crown's FM100, with all the needed components in a single unit. "Installation at the transmission site was simple," he continues. "We just dialed in the frequency, set a few

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by Tonya Reiner

**W**HAT INITIALLY began as one man's vision to motivate Americans to pray for their country via a national broadcast rapidly evolved into what may have been the largest prayer meeting in U.S. history.

The unprecedented cooperative effort between Christian radio and television stations was spearheaded by Bob Bakke, director of National Prayer Advance for the Evangelical Church of America. Through his efforts, religious broadcasting outlets pooled their resources and, for the first time, broadcast a concert of prayer live to a national audience.

*"The thing I liked about this was that people actually prayed."*  
— Steve Camp, recording artist

"The live concert of prayer is just another element to bring the whole concept of praying to the nation," said Joe Battaglia, who wrote and produced the concert's radio broadcast.

### The Score

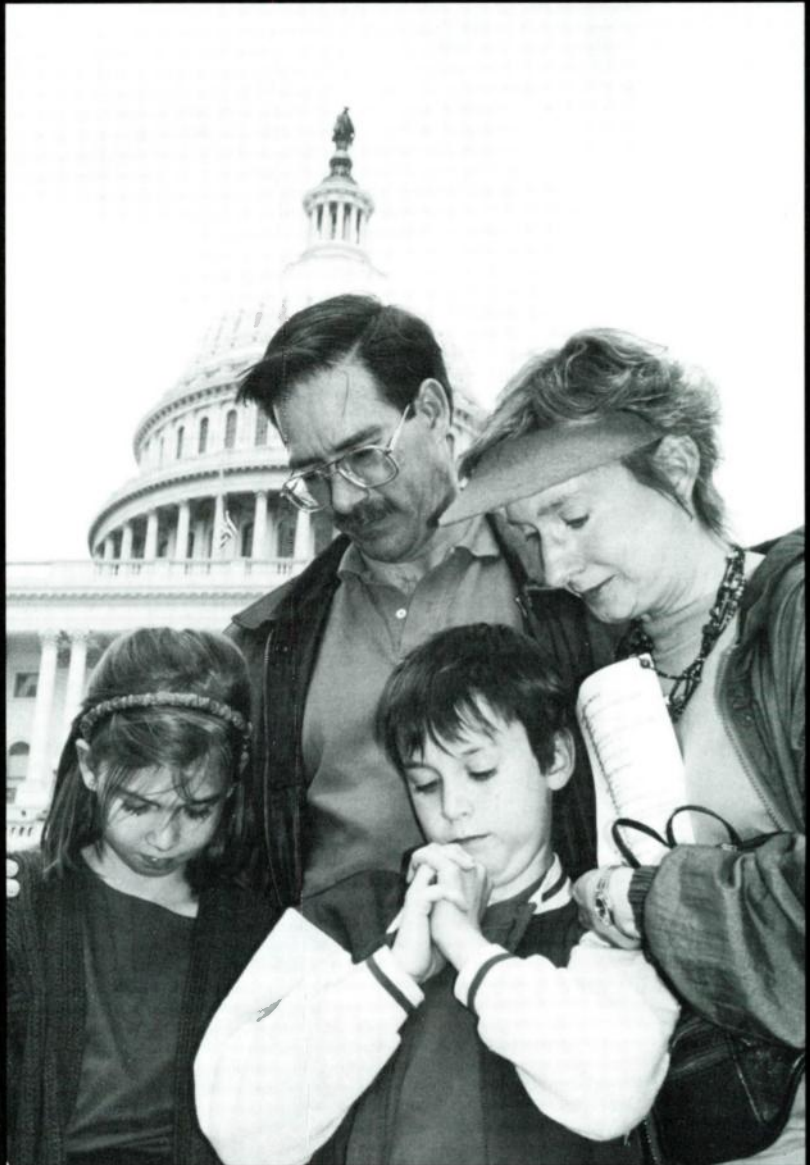
On the evening of May 5, during the National Day of Prayer, congregations across America gathered in their churches and joined the prayer meeting by way of their local Christian television and radio stations. In Chicago, nearly 1500 people attended the concert of prayer at the Moody Church.

The sole item on the evening's agenda was to convey the importance of prayer by encouraging Christians across the nation to pray for reconciliation and revival in their neighborhoods, the nation, and the world.

During the concert of prayer, the music of recording artist Steve Camp and the 200-voice All Chicago Choir fostered a spirit of praise and worship. Through the prayers and messages of various ministry leaders, the audience was urged to take their concerns to the Lord.

Among the speakers were

# Orchestrating a Concert of Prayer



*A family observes the National Day of Prayer on the steps of the Capitol.*

Chicago pastors Erwin Lutzer of the Moody Church and Raleigh Washington of the Rock Church, along with president Joseph Stowell of the Moody Bible Institute. The audience listened with rapt attention as each of these men shared from their hearts about the importance of prayer and how Christians should pray — that God's name would be honored.

At various times during the concert of prayer, the audience was asked to assemble in small groups to pray for God's redemptive power to be unleashed on America. A spirit of reverence hovered over the auditorium as members of the audience broke into groups, joined hands, and sought the Lord. Earnest prayers that served as examples for those watching and listening to the broadcast were ignited all around the auditorium.

The service ended with the All Chicago Choir singing a lively gospel song that brought the audience to its feet.

"The thing I liked about this [concert of prayer] was that people actually prayed," Camp said. "I think in the past we've seen great programs but not great prayer meetings, and this, I think, was a great prayer meeting that was a great program."

### Brought to You By . . .

Steve Bell and David Bryant, both with Concerts of Prayer International, hosted the radio broadcast. Throughout the two-hour show, the hosts vividly described what was going on at the Moody Church for their listeners and encouraged them to pray as well.

The broadcast, aired on WMBI-FM/Chicago of the Moody Broadcasting Network, was made available to other network stations as well as Moody's affiliates. Behind the scenes, network employees supplied technical assistance under

Battaglia's supervision.

"This is not just another event; it is something that is dear to our hearts and it's sort of a fulfillment of doing something that goes beyond the other things I've produced," Battaglia said.

According to Bruce Everhart, WMBI station director, broadcasting the concert of prayer was a rare opportunity for Moody Broadcasting Network to build a sense of unification with other Christian broadcasters.

On the television side of the broadcast, all involved worked

major networks, ACTS and FamilyNet, took the feed and made the telecast available to their affiliate stations.

"This is really a high mark achievement for us — we were all over America," said president Jerry Rose of WCFC. "We feel very honored that we were able to participate in it and now we are looking to do a lot more of these."

### A Crescendo of Interest

Bakke had originally envisioned a regional prayer meeting propelled by a live radio broadcast of a concert

of prayer on the annual National Day of Prayer. As time went on, Bakke's aspirations grew. Last year, Bakke shared his vision with the Denominational Prayer Leaders Network, an organization promoting the movements of prayer among denominations, and proposed the network be the one to issue a nationwide call to united prayer. "They loved the idea, but decided 1994 was premature for them and they really could-

n't see mobilizing their people in time," Bakke said.

However, his desire to communicate the heart of the church only increased. After encouragement from close friends, Bakke met with various ministry leaders and representatives of the Moody Broadcasting Network and WCFC-TV in Chicago. They discussed Bakke's proposal and voted unanimously to pursue broadcasting a concert of prayer to a national audience.

When Sindorf returned from the meeting, he told Rose that WCFC needed to broadcast the concert of prayer. Rose agreed, postponing the station's telethon scheduled to begin May 4. According to Sindorf, those at WCFC viewed the coverage of the



*Small groups gather in Lafayette Park, Washington, D.C., for the "Prayer for the President" event on the National Day of Prayer.*

*"We are looking to do a lot more of these."*

— Jerry Rose, president,  
WCFC-TV/Chicago

together to produce a high-quality program. "The program came off technically excellent," said executive producer Joe Sindorf of WCFC-TV/Chicago, which produced the televised version of the concert of prayer. "It looked good, sounded good, and we were very proud of it."

WCFC's broadcast was simulcast by satellite all over the United States and was made available free of charge to any television network wanting to broadcast the concert of prayer, according to Sindorf. Two

*Continued on page 26*

## ORCHESTRATING A . . .

Continued from page 25

event not as a commercial enterprise, but as something that would bless the body of Christ.

"Within 24 hours, both Moody Broadcasting and WCFC had cleared their agendas and said, 'We're going to [broadcast the concert of prayer] regardless of cost, regardless of what we have to invest,'" Bakke said.

### Fanfare

The detailed planning then began. The Moody Church was chosen as the site from which to broadcast because of its centralized location and Concerts of Prayer International, which had just opened its offices in Wheaton, Ill., became the vehicle through which the event was publicized.

As word spread, local churches began pitching in. In the end, two major television networks, more than 50 independent television stations, and nearly 300 radio stations cleared their regular program sched-

ules in favor of simultaneously issuing a call to prayer to their viewers and listeners.

"Never before has . . . an event been simultaneously carried by all these radio and television networks," Battaglia said. "It's great to see this kind of cooperative effort."

According to Sindorf, a broad-

*Two major television networks, 50 independent television stations, and nearly 300 radio stations cleared their program schedules.*

cast of this scope could not have been pulled off without the exceptional cooperation between these Christian media organizations. "We had the right pieces together," Sindorf said. "We had a great church willing to host the event, excellent radio coverage, an excellent televi-

sion outlet, and tremendous support from local pastors."

### Encores

Although it was unable to be involved in promoting the first nationwide concert of prayer, the Denominational Prayer Leaders Network has agreed to host a concert of prayer once a year from 1995 until the end of this century, according to Bakke.

Next year's concert of prayer is already being planned with great anticipation. Bakke hopes future broadcasts of the concert of prayer and the National Day of Prayer will appeal to a wider audience and cause people to sincerely pray for America.

"Prayer is what's going to change the country, not political systems or political action," Battaglia said. "And the more we have believers praying, the more we will see our land liberated from what currently is going on."

**Tonya Reiner is a student at Moody Bible Institute in Chicago, Ill.**

## Highlights from the 1994 National Day of Prayer

The National Day of Prayer Task Force Office has received over 1000 reports of observances held throughout the nation on the National Day of Prayer (NDP). Some of the reports are featured here:

- Ohio — a total of 688 observations were reported, with each of the 55 state prisons hosting prayer events.
- Tennessee — 30 employees of DuPont Special Chemicals in Memphis gathered for 20 minutes at the flagpole during their lunch break.
- Louisiana — the governor announced he would be proposing legislation to reinstate prayer in the public schools and urged participants to support this effort.
- Mississippi — CNN covered the state capital observance and replayed segments throughout the day.
- Texas — in Dallas, 150 personnel from four colleges located in the city gathered for prayer. In Baird, the public school superintendent extended the lunch hour to enable the students to leave campus and participate in courthouse observances. In Pasadena, 2000 young people

joined in a concert of prayer, and more than 1500 homeless people were fed at a picnic in Houston.

- Illinois — nearly 300 students, parents, and teachers gathered to pray at a Champaign high school's flagpole. The teachers attended despite a memo from the principal regarding participation as a breach of school district policy. A local attorney is offering free assistance for any teacher who is cited for the violation.
- Florida — a choir of 250 children led 3000 people in worship and prayer in Tampa, despite the mayor's refusal to issue a NDP proclamation. In Jacksonville, 6700 people joined in a concert of prayer.
- New Mexico — a crowd of 1700 braved possible opposition from the ACLU in Las Cruces.
- California — nearly 6000 participants gathered at Quakes Stadium in Riverside.
- Pennsylvania — volunteers in Greencastle created and distributed more than 2500 NDP bumper stickers.
- Michigan — 1000 people in Detroit joined hands in prayer.

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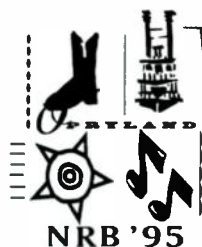
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## Learning to Walk Worthy at NRB Eastern Regional Convention

NORTH EAST, Md. — With a theme of "Walking Worthy of Our Vocation," the National Religious Broadcasters (NRB) Eastern Regional Convention is scheduled for October 13-15 at Sandy Cove in North East. Steve Bell will lead a concert of prayer on Thursday evening, to be followed by the annual ice cream social.

Other main speakers include Pastor Bob Phillips and Beverly LaHaye, president of Concerned Women for America. The group Truth will be featured during Friday's evening session.



**Beverly LaHaye**

Non-commercial workshop topics and speakers include "Vision for Promotion" by Peggy Campbell, "Hiring and Training Announcers" by Carl Miller, and "Airing Controversial Subjects" by George Vacca. Commercial workshop topics are "Total Performance Sales," "Data Based Marketing," and "Interactive Voice Response," while program producer workshop topics are "Developing and Maintaining a Successful Program," "Production Techniques and Technology," "Constituency Communication," and "Time, Talent, and Treasure."

Following Phillips' address Saturday morning will be a panel discussion on "Compelling Issues of Our Day" with LaHaye and NRB president Brandt Gustavson.

For more information, contact Steve Cross at (703) 534-2000.

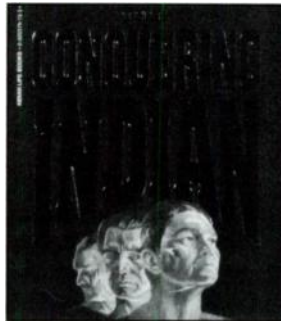
## 1995 Directory in Production; Editor Mark Ward Has New Book

MANASSAS, Va. — Production is under way for National Religious Broadcasters' (NRB) 1995 *Directory of Religious Media*, the most comprehensive listing of the religious broadcasting industry to date. "Your Bible never changes, but the directory — which is the bible of our industry — changes every year," says editor Mark Ward.

In addition to updated listings with new addresses and key contact names, the 1995 edition will boast a number of new features, including more radio and television stations and program producers, translator coverage, group owners list expansion, and improved market indexes. One major change is to list stations in the main geographical section under their city of license rather than mailing address.

The 1995 *Directory of Religious Media* will also feature a "Year in Review" section, covering what happened in the industry from July 1993 until June 1994. Ward said he plans to include the "Top Ten Issues of 1994," "The Top Ten Trends of 1994," significant broadcaster anniversaries and obituaries of the year, and possibly a listing of top Christian programs based on responses to directory surveys.

In addition to being editor of the directory and author of NRB's *Air of Salvation*, Ward has recently had another book published, *The Conquering Indian*. Published and commissioned by Indian Life Ministries in Winnipeg, Manitoba, the book focuses on the personal testimonies of 70 Native American Christians and has Bible studies incorporated into each of its ten chapters.



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

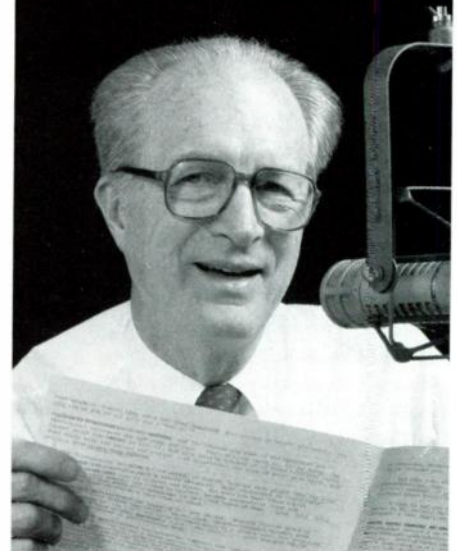
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## AIRWAVE NEWS

NASHVILLE, Tenn. — The Morningstar Radio Network's pure AC music format is now heard 18 hours daily Monday through Friday and full-time on weekends via WRXT-FM/Roanoke-Lynchburg, Va. Also added to the network is WJQ-FM/Grand Rapids, Mich., which will play its programming 12 hours during the week and several weekend evening hours. WDCT-AM/Fairfax, Va., has dropped its predominantly Christian talk format in favor of Morningstar's contemporary Christian music format, playing music for seven hours daily and overnights during the week as well as nearly all weekend. WXHL-FM/Newark-Wilmington, Del., has become a 24-hour affiliate of Morningstar.

Correction: WPFJ-AM/Franklin, N.C., was on the air as a Morningstar affiliate, but subsequently had trouble with the computer automation system. Thus, the station won't carry the network's programming until the problem is corrected.

NASHVILLE, Tenn. — Z Music, the contemporary Christian music television network, has completed its headquarters relocation from Lake Helen, Fla., to Nashville. In addition to relocating its administration and production facilities to Nashville, Z Music's affiliate relations office has moved from Coppell, Texas, to Dallas.

DAYTON, Ohio — WFCJ-FM/Dayton celebrated July as National Ice Cream Month in cooperation with the Dairy and Nutrition Council and Dayton's Gospel Mission. For the second straight year, WFCJ listeners donated money to purchase ice cream sandwiches for the city's needy children. This year, 10,280 ice cream sandwiches were purchased through money donated by the station's listeners.

DALLAS — New radio receivers equipped with Radio Data Systems (RDS) reception capability can now not only hear KCBI-FM/Arlington, but the digital readout on those radios can inform listeners of the call letters, frequency, program format, and time/temperature of the RDS. KCBI is the first in its market to fully utilize what is a relatively new American technology providing a special digital subcarrier on their transmitter to supply specialty information and promotional messages.

NEW YORK — Salem Communications Corporation of Camarillo, Calif., has purchased WWDJ-AM/Hackensack, N.J. The station retains its Christian format and will be moving shortly to New York City.

WASHINGTON, D.C. — WAVA-FM/Arlington, Va., and the Salem Radio Network broadcast the True Love Waits Rally live from Washington. More than 200,000 cards signed by teens pledging to remain abstinent until marriage dotted the west lawn of the U.S. Capitol. The rally and concert, the largest gathering of sexually abstinent teens in history, was attended by more than 25,000. The Inspirational Television Network also aired the event as well as coverage by local television stations, national networks, news magazine programs, and the *Washington Post*. More than 1 million teens have signed the pledge, which is coordinated by the Southern Baptist Convention and Youth for Christ.

CARY, N.C. — Trans World Radio has received a gift of \$10,020 from the Student Mission Fellowship of Moody Bible Institute. The money will be used for the Songagh Project in India.

KANSAS CITY, Kan. — KCNW-AM/Kansas City has dropped its affiliation with the Morningstar Radio Network. After two years with the network, KCNW's program director Luke Stephens said the station plans to produce 100 percent local programming.

CALIMESA, Calif. — Billed as the only 60-second national health program on Christian radio, *Got A Minute For Your Health?* debuted on CD in September. Hosted by Christian physician Dr. David Grellman and syndicated by Broadcast Innovations, the program covers such topics as nutrition, exercise, diet, and other general medical areas.

SOUTH BEND, Ind. — WSBT-AM/South Bend and WHME-FM/South Bend have signed exclusive contracts to air *The Magical Forest*, a 20-part educational series designed to reach children ages 4 through 8. The stations are simultaneously broadcasting each half-hour program on Sundays beginning at 8 p.m.

ST. LOUIS — In an effort to promote quality family relationships, Lutheran Hour Ministries has created a series of public service announcements to draw attention to the importance of the family. Produced by PSA USA, the television PSAs come in 30-, 20-, and 10-second versions, and portray real-life families interacting with one another on a variety of topics, such as spending time together. Since the first series, *Family Time*, was distributed to more than 400 television stations in January, more than 160 stations have aired the series. The second installment, *Forgiveness*, was targeted to air in the summer.

GEORGETOWN, S.C. — WLMC-AM/Georgetown is now on the air broadcasting jazz, blues, gospel, and rhythm and blues from the sixties, seventies, and eighties.

CHARLOTTE, N.C. — A new half-hour television special on the Seventh Day Baptists is available free-loan through the Walter Klein Company, which produced the program. Entitled *A Choosing People: The Seventh Day Baptist Story*, the special covers these "sabbathists" throughout one dusk-to-dusk Sabbath. Viewers see their home life, work, and ways of observing their religion.

LOS ANGELES — Solid Gray Information Group has a new company called Guiding Light Productions. Guiding Light's first program is called *REACH!* — *The Young Adult Christian Talkshow*. The show, an MTV-styled format, has young African-Americans (18 to 30) talking about how they deal with today's problems and issues, offering solutions and positive alternatives. Some topics covered throughout the year will include violence in schools, teenage crime, drugs, and teenage pregnancy. In between the rap sessions, a variety of music videos from some of the top gospel and inspirational artists will be aired, including BeBe & CeCe Winans, DC Talk, Take 6, and Point of Grace.

## AWARDS

DALLAS — Word Publishing received two Gold Medallion Awards and five Impact Awards at the International Christian Booksellers Association convention in Denver. *A Dance With Deception* by Charles Colson (published by Word) won one of the Gold Medallion Awards.

COSTA MESA, Calif. — Fashion Digital, a subsidiary of Group 7 Advertising, has been named a National Finalist in two categories in the Silver Microphone Awards for 1994. The awards competition is designed to select the best local and regional radio commercials created by advertising agencies, production companies, and radio stations in the United States. One of the award-winning commercials in the "Public Service" category was *Somebody Loves You Crusade* featuring Raul Riess of Calvary Chapel of Golden Springs in Diamond Bar.

## MUSIC NEWS

ORLANDO, Fla. — Contemporary Christian recording artists Michael W. Smith and DC Talk hosted the first national people's choice Christian music awards show, America's Christian Music Awards. The show aired on The Family Channel live September 18. Part of the new Contemporary Christian Music Week at Walt Disney World in Orlando, America's Christian Music Awards honored top contemporary Christian musicians in 12 categories similar to the Dove Awards.

NASHVILLE, Tenn. — R.E.X. Music has finalized a distribution agreement with Platinum Entertainments' new Christian distribution network, Light Distribution. The new network owns and began distribution for both Light Records and CGI Records last month.

NASHVILLE, Tenn. — Initial transmissions of scans from the sales of sacred music in Christian retail outlets, originally expected to be available in national sales charts by mid-July, was reflected in the charts early last month. As of July 31, 400 stores have committed to the SoundScan program, which is the baseline for statistically relevant data. According to Mike Fine of SoundScan, with the reports from those stores, combined with existing mainstream market reports, over 60 percent of the overall Christian music retail business is now represented.

NASHVILLE, Tenn. — The Sparrow Corporation and Marantha! Music, a division of The Corinthian Group, have ceased negotiations on the agreement by which the ownership of past and future Marantha! Music, Kids Praise! Company, Colours, and Arcade Records masters would be transferred to Sparrow.

## NEWS BRIEFS

MEADE, Kan. — KJIL-FM/Dodge City-Meade bused 170 men to the Promise Keepers men's conference in Boulder, Colo., July 29-30. A capacity crowd of 52,000 attended the event at Folsom Stadium. Six Promise Keeper events were

held this year with a total of 230,000 men participating.

## PEOPLE

NASHVILLE, Tenn. — Joe Thomas heads the newly created Light Distribution network. Jim McKenna, formerly with Sparrow Records and Benson Music Group, has been appointed vice president. Joe Arant, previously with Diadem Distribution, is in charge of telemarketing.

NASHVILLE, Tenn. — Suzanne Holtermann has been named marketing coordinator for Z Music. Prior to joining Z Music, Holtermann served as director of marketing and promotions for A.C. Entertainment.

Tim Mercer has been appointed director of creative services for Z Music. With more than 20 years of experience in radio and television, Mercer previously served as manager of programming production for Outdoor Entertainment.

COLLEGE PLACE, Wash. — KGTS-FM/College Place has two new staff members — Chris Gilbreth and Julie Sanders, who both began working at the station in July. As newly appointed program director, Gilbreth is also the evening drive announcer. Gilbreth was most recently at KWHT-FM/Walla Walla.

News director Sanders is the news announcer during the morning drive. Her journalism and broadcasting experience comes from internships at a weekly newspaper and KIRO-TV in Seattle.

PENSACOLA, Fla. — Mark Anthony Cleveland is the new gospel music host for WRNE-AM, Monday through Friday, from 9 a.m. until noon. A former advertising specialist for the *Pensacola News Journal*, Cleveland has experience in marketing, radio broadcasting, and public speaking.

DALLAS — David Reeder has been appointed vice president and general manager over network operations for the USA Radio Network. Reeder comes to USA after several years at the Marsh Broadcasting Company, where he was concurrently general manager of stations KYCR-AM/Minneapolis and WDCT-AM/Washington, D.C.

GLENDALE, Calif. — Dave Armstrong has been named the new general manager of KKLA-FM/Los Angeles. A veteran broadcasting executive, Armstrong said one of his goals is to expose more of the Los Angeles listening audience to the inspirational and educational programming airing over KKLA.

Ken Gaines, the station's former general manager, was appointed to vice president of operations at the Salem Communications corporate offices in Camarillo. Gaines shares responsibilities with Don Cartmell.

CARY, N.C. — Werner Kroemer was officially installed as the regional director for Trans World Radio (TWR) Europe in Bratislava, Slovakia, on June 19. Kroemer was formerly general manager of the broadcast division of Ericsson Schrack AG in Vienna, Austria.

# Managing Moral Dilemmas in Ministry Organizations: Punitive or Redemptive

*Editor's Note: Due to the sensitivity of this column, the author has requested to remain anonymous.*

## Dilemma Number One

It was a typical Wednesday morning at 8:20 as an employee walked into my office. Motioning toward a chair, I invited him to be seated, although realizing it would be a brief visit since he was due on the air at 8:30.

His voice trembled as he blurted out in one breath, "I'm a homosexual. I'm sorry, I don't know why I'm choosing to tell you this now after three years, but I can't go on the air this morning."

Trying to act very composed (while my management mind was frantically searching my mental library for just the right quote from some author somewhere who must have written a gem for just this moment), I found my mind nearly blank.

## Dilemma Number Two

At first while noticing that their studio and office doors were closed for long periods of time, I tried to recall what extensive assignments Tom and Janet (not their real names) were working on together. Next I observed both were working overtime together, yet I could identify no projects requiring extended hours.

Then a phone call for Tom from his wife early one evening confirmed my suspicion. When trying to transfer the call, I could not locate Tom in his office or studio. Certainly there must be a book in my vast library of management resources to assist me in determining the first step to take when spouses are naively led to believe that work loads require overtime, while the two employees are together somewhere outside the work place. Whether Tom and Janet were still at an emotional affair level or having an actual physical affair, it was apparent that management intervention would be necessary.

## Management Action

Since I could find no "how to"

books for either of these dilemmas, I thought back to situations described by other ministry leaders. Unfortunately, most of the cases of which I was aware ended by the employee being asked to resign so as not to offend "constituents" or advised to find employment elsewhere to get a "fresh start."

As I pondered a solution for these difficult personnel situations, it was obvious the easy way out would be to release the employee for other reasons, i.e., staff cut backs, or reorganization of responsibilities. I would quickly be rid of the people and the problem.

But at home lying awake and staring at the ceiling, I was haunted by the thought that Jesus might manage more for restoration of people than convenience of ministry. When the alarm sounded, reminding me I had to face the day ahead with wise decisions, I wished that "restoration thought" hadn't hit me so hard. Terminating the employee certainly would be easier.

But driving to the office, I wondered if perhaps it could work His way. If we really were the body of Christ in ministry, couldn't we work together toward redemption? Was not the employee worth the work and risk it would take to help him or her through the crisis, using it as a productive time of repentance, forgiveness, and growth?

Scared? You bet I was. The fear was not that God was insufficient, but that my management skills were. This was no trial run; this was the real thing. I would only get one crack at successfully managing the restoration process.

So, determining that redemption, not punishment was my goal for the employee, I decided to move toward that end. In an attitude of prayer and a desire to see God glorified, we set out to plow the ground of restoration. Step by step it felt as though we were turning the ground deliberately with a one-horse drawn plow. It never felt like a slick operation with guaranteed, state-of-the-art cultivators. But God was faithful.

I don't have all the answers. I only

know what proved successful for our ministry. Should you walk through your office door one sunshiny morning to be greeted with such a personnel dilemma, perhaps the steps we followed will assist you. For that reason I have shared our confidential story and process.

**1. Be aware of the legal rights for the situation.** Know your legal options as an employer. Know the legal rights of the employee. Taking the time to gain this information first could save you time, and possibly a lawsuit, in the future.

**2. Firmly, but with an attitude of caring, confront the employee with reality.** Gain insight into their repentance and commitment to behavioral change. It is impossible for restoration to take place and highly unlikely that the employee should be retained if repentance and commitment to change is not evident.

**3. Determine what additional staff should be involved in the process, i.e., supervisors.** Include only those who *must* be in the process. The employee has a greater possibility of defeating the sin and growing through the situation if fewer people are aware of the problem. When many know, it creates a pressure for the employee, who then wonders who is talking about his situation.

**4. Define the guidelines clearly so the employee knows what changes need to be made, what progress pace is expected, what is not acceptable behavior, and what the consequences will be for continued sin.** It may require that an employee be removed from direct air ministry and placed in behind-the-scenes assignments while restoration is taking place.

Individual counseling therapy by a Christian professional will no doubt need to be required. (We included money in our employee training budget for assistance with the fees.) One caution: Do not counsel the employee

*Continued on page 53*

## Encounter Dr. Stephen Olford

by Mark Boorman

He had just completed a three-week Summer Institute, during which he had preached 15 messages. He had participated in question-and-answer sessions, counseled with nearly every one of the 21 men who attended, and lost himself in the glory of worship and prayer times which overshadowed the program and took on a life of its own.

Dr. Stephen Olford, along with his son, Dr. David Olford, had also critiqued the attendees as they preached. The senior Olford says this takes more out of him than preaching himself, as it involves active listening and trying to offer constructive criticism.

In the wake of Summer Institute, Olford says he has never known such a time of blessing. And though he is weary, he is full of praise to God for what was accomplished in the lives of those who attended.

Yet the ministry wheel keeps turning. Olford has a book manuscript deadline to meet. During the July meeting, he also spoke twice to outside groups: in the Sunday evening service at Germantown (Tenn.) Baptist Church and to a group of golfers and their families at a Professional Golfers Association Tour chapel service prior to the FedEx-St. Jude Golf Tournament.

Meanwhile, he must complete preparations for a weekend in St. Louis ministering to prison chaplains and rescue mission workers. Then, on to the 70th anniversary of the Victorious Life Conference at America's Keswick, in which he will give seven messages.

In the midst of his busy schedule, Olford reminds his staff of Isaiah 40:31, saying "That after the greatest attestation comes the greatest testing. Therefore, we need to be alert against our spiritual enemy, to pray even harder that we might be preserved from anything that would spoil what has been accomplished." Charging the staff not to faint, but to exchange their weariness for all the Lord is, he said, "The secret is waiting on Him."

It is this sense of urgency and expectancy which drives Olford, keeping him active in the work of training pastors in the art of expository preaching. Since 1986, men and women from all over the world have come to the Stephen Olford Center for Biblical Preaching in Memphis, Tenn., to participate in week-long institutes, workshops, or internships, which may last from a week to a couple of months. Not infrequently, these events have guest speakers, but the three constants on the host team are Olford, his wife, and their younger son, David.

Watching the Olfords at an institute is a study in synchronicity. David serves as the master of ceremonies and also handles the nuts and bolts of sermon preparation. His father preaches once or twice a day on core subjects, such as the essentials of expository preaching, evangelism, or leadership. Mrs. Olford provides music at every session.

While Olford pours his soul into these events — and they are the focal point of Encounter Ministries, which he founded in 1970 — the borders of his ministry are ever-widening.

The outreach includes the *Encounter* radio program, a 25-

minute weekly broadcast featuring his fiery brand of alliterative, balanced, biblical preaching. The program is currently carried on 30 stations, six of which are overseas and one in Canada. (Olford received the National Religious Broadcasters Distinguished Service Award in 1987.)

There is also a book and tape ministry. At present Olford has written 21 books, scores of booklets and poems, and a definitive seven-volume set of expository preaching outlines. The volumes encompass some 3500 pages and, preached at the rate of one message per week, provide seven years' worth of sermons.

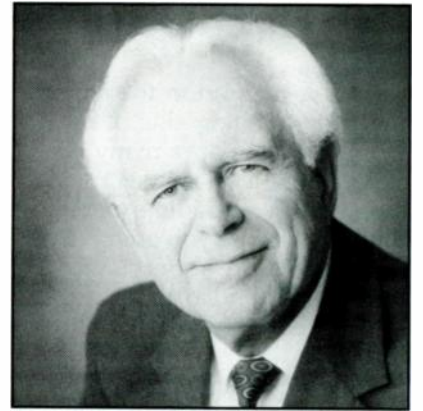
New books or projects by or about Olford are in the offing, including a release this month of *Only One Life* by Dr. John Phillips, a biography of Olford published by Loizeaux Brothers.

A host of cassette and video series by Olford are available from Encounter Ministries, with some of this material being used in recent years to supplement the teaching not only at the institutes, but to extend his preaching and teaching everywhere. Videos of core institute series, for example, have been used to establish similar programs in Australia, Poland, Italy, Korea, and India.

Olford is not ready to retire from the pulpit quite yet. He's still willing to go anywhere, anytime, and at any cost — to proclaim that Jesus Christ is Lord. In 1993, he preached 172 times and traveled to six foreign countries. Through July 1994, he had preached in ten different states, and made preaching trips to the West Indies and the United Kingdom.

After more than 50 years of pastoral and global ministry, Olford believes the only answer to the problems of this world today is the anointed expository preaching of God's inerrant Word in the power of the Holy Spirit. Such preaching, he insists, must be restored to the contemporary pulpit.

At 76, Dr. Stephen Olford is still walking and not ready to faint.



Dr. Stephen Olford

Mark Boorman has been director of ministries for Encounter Ministries in Memphis, Tenn., since 1989. He lives in Collierville, Tenn., with his wife, Sharon, and step-daughter, Gini.

# Re-evaluating Your Sales Tactics

**S**tarting out in the announcing and programming side of our industry, I can remember many years ago when a high-level manager said to me, "Son, with your radio experience and ability, when are you going to get into sales where there's opportunity to make more money and to get the experience you'll need to become a manager or owner?"

What the gentleman didn't tell me was I would have to take a pay cut to start in sales while I was being trained. But his vision of my meeting my potential (and his need) led me down the path of generating revenue for radio. I could hardly wait to make the big bucks.

Why does it always take longer than we think it should? Because making professional sales to satisfied customers on a consistent basis is an art form — and it's hard work. I learned what many of you did: that asking someone for their money the *first* time is relatively easy. The second time is the nightmare.

How many reasons are there why a client won't renew or refuses to spend more money on your station? And why did I have to hear every one of them before my real training began? And under these conditions, who would want to continue?

Only someone who knows they are directly in God's divine will, or someone who is hungry and has to pay bills, or maybe someone who catches the vision and senses how the magic of the message can powerfully influence a customer, an audience, a city, or a nation.

That is what happened to me. I came to *believe* and then to *know* it is impossible for an ad on the radio not to work. Sixty seconds of air time on your station will do one of two things: 1) cause immeasurable damage to a client, or 2) cause a powerful influence for decision in favor of your client. Either way, it works.

Advertising on radio does have impact, and therefore, my job as a salesman is not to prove to a business Christian radio works, but rather how

to work with my client on creating the message that determines how many listeners become his customers.

If your client doesn't think any of your listeners will come into his business, or if he doesn't seem to be interested in asking them to, ask him to picture this scene: All of KXXX's listeners are in your local sports arena. A special elevated platform in the very center holds a podium. You are invited to speak to all of the listeners for 60 seconds about how shopping at your business will benefit them.

What this prospective client says, in that message (or what you say for him), and the number of times he speaks to that audience, will almost totally determine whether you turn this prospect into a consistent advertiser with your station, or not. If the client announced to KXXX's listeners all this week he would be giving away free suits, computers, health club memberships, etc., we could all envision the listeners emptying the stadium.

This exact same thing takes place in sufficient numbers when we announce a stimulating message including both the benefits of the product or service and the appropriate emotional appeal to our daily listening audience. The correct message for a qualified prospect on your station is guaranteed to work.

So as I see it, the number of opportunities you make for yourself to demonstrate this to prospective clients will determine your degree of sales success. Your productivity will improve if you spend your effort on educating your client on how to talk to your listeners about buying his product than on trying to prove the success of a radio ad campaign before one commercial runs.

Our listeners cannot be persuaded to try our client's business if he doesn't advertise. Is there any reason why your client wouldn't want some of your listeners to become new customers — right now? Your ideas, creative marketing approach, and ability to make appointments with qualified prospects while building and maintaining rela-



*Kenneth Gaines is vice president of operations for Salem Communications Corp., in Camarillo, Calif. Formerly general manager of stations in Chicago and Los Angeles, he has 30 years' experience in broadcasting.*

tionships will provide the necessary ingredients for your ultimate sales success in radio.

Believing and knowing that it works will increase your passion to hone your abilities day after day. After all, isn't that why we get paid the big bucks?

Speaking of money, if you are a manager or decision-making executive in our industry, I would encourage you to consider offering a little more seed money in the recruitment process along with additional support for continued professional sales training. Providing these affirming conditions not only helps attract quality individuals, but also allows us to continue to count on their daily labor in the marketplace.

Alleviating some of the concerns of these individuals by sustaining and developing them will free them to catch a vision. These are the ones who are on the front lines, helping to raise the revenues to operate the stations, which in turn provide for the spreading of the Gospel and maintaining one of the remaining platforms of good in America. <sup>1b</sup>

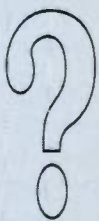
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*Dr. E. Brandt Gustavson  
President, National Religious Broadcasters*



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#### **SUPERIOR SERVICE**

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#### **NATIONAL HEALTH CARE**

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

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# Donor Mailings — When is Enough Enough?

**W**hen it comes to mailing to your donor file, how often is enough — and how often is too often?

Not long ago, I ran into the head of a large regional broadcasting ministry at a trade show. Though he is a wonderful, godly man with a clear vision for his ministry, he was missing the mark in raising funds through direct mail to support those efforts. "I mail to my file every two weeks," he said.

I mulled over our conversation for several weeks. I knew where his misguided direct mail plan came from — the old School of Ministry Direct Mail. It *wrongly* assumes that:

- \* The universe is unlimited. Wear out one donor and replace him with two more.

- \* People don't remember when they last gave or when you last mailed.

- \* Nothing is more important than this week's cash flow.

But the reality is:

**The universe is very limited.** There are only a certain number of households who receive any religious broadcaster's signal, are Christians, and give to Christian television and radio. The lost donors will be very difficult to replace.

**People have a limited amount of funds to give to causes they care about.** They budget that money very carefully. When the direct mail piece arrives in donors' mail boxes from a ministry they are loyal to, they place it on their "bill stacks." If they receive two or three letters from that ministry between the times they pay bills, they *do* notice and they don't like it. It is viewed as a gross waste of funds, and poor stewardship, and is one of the biggest reasons many people stop giving to an organization.

**Nothing should be more important to a ministry than building long-term relationships with its donors.** Receiving a mailing every two weeks, an average donor will most likely only remain actively giving — two or three gifts at best — for a year.

In a healthy donor file, prospective

donors are nurtured into being donors for five or more years. They increase the number of gifts and the size of their gifts each year. And when they die, they leave funds for the ministry in their will.

When an organization is mailing to donors every two weeks, rarely will it receive gifts from more than 3 percent. That low percent of response would be symptomatic of an overmailed file.

The goal of any ministry which seeks to raise a substantial amount of money through direct mail (and thus be less dependent upon telethons), should be to find out the right frequency of mail to donors to maximize *net* — not gross — income annually.

For an organization mailing every two weeks, this will not be an easy transition, as the gross income will drop. But as the right balance is achieved, the lift in net income — real, spendable income — makes it well worth the effort and investment.

If a file is mailed properly, a ministry can maintain and even increase its annual net revenue without acquiring another name. And further, the new names it does acquire will net even more than before.

While figures vary from organization to organization, the industry standard measurement of response to a mailing of an in-house, healthy donor file would be in the 6-9 percent range. Further, most strive for an average of 1.5 gifts per donor per year (excluding monthly pledges).

If your organization is seeing a response rate much lower than this, perhaps you are mailing too often. And, if you are not seeing a much higher response rate, you may not be mailing often enough, and are not getting the most out of your donor file.

After much thought, I wrote to this ministry leader and told him what steps I would take if I were in charge of his donor file.

**1. Segment the file.** There is no such thing as a donor file; there are many files within a donor list. Utilizing



Mary Hutchinson, an award-winning creative director and fund-raising professional, is currently vice president of Newport Creative Communications in Groton, Mass. During her 15-year career, she has worked with Jerry Falwell, Rex Humbard, and SuperChannel 55.

one of the available fund-raising software packages, I would segment the file by how recently each donor gave, how many times per year, and how much each gave at a time.

**2. Look at how each of these segments perform to any given mailing.** Without knowing anything about a file mailed every two weeks, I know there are large cells of the file losing money each mailing. These donors should only be mailed lapsed donor packages or other specially designed packages to reawaken their interest. There are some cells that will be only profitable if mailed two or four times each year. By identifying these cells, a ministry can build a master mailing schedule generating as much net money as it currently receives and saving money in printing and postage while protecting the file from being abused.

**3. Develop a mail plan based on the giving trends of donors — and not old myths about "being in home before the first of the month."** The competition in the mail box has become so fierce that ministries can no longer rely on folklore fund raising. The donors will tell you, through their patterns, how often and when they want to be mailed.

**4. Develop a test plan to increase net revenue from each of the profitable files.** This would involve trying

*Continued on page 38*





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# Overseas Use of Electronic Technology

*Editor's note: This month, Religious Broadcasting is introducing a new department, "International Interests," to its readership. The column will run on a regular basis and is coordinated by National Religious Broadcasters' International Advisory Committee on International Broadcasting.*

**A**re you working on the information superhighway yet? Rush Limbaugh is; he first met his present spouse on it. President Bill Clinton is; this is the first administration to have E-mail addresses. People from the whole political spectrum may be found somewhere along this route.

The Christian community has not been far behind. Two of the largest commercial services — CompuServe and America Online — have specific centers for Christians beyond "chat areas." The Christian Interactive Network has been operating this year on CompuServe and Christianity Online began last month on America Online. Christian television producers in North America and Europe are also using this technology to share their itineraries when they are going out on special assignments around the world.

While many people are still trying to find the "on-ramp," nearly 15 million people use bulletin boards. Nearly half of all home computers have modems and one only needs to scan the computer ads in the local paper to see the modem has become almost as *de rigueur* as the mouse. So if, as some claim, this technology is the fastest growing telecommunication system ever built, where are we going?

The answer to that question is both simple and complex. People are going to the library or to the store through this technology. They are reading the news, buying stock, planning trips, and writing relatives and friends. In other words, everything they were doing before, only differently.

Where are we *really* going with this new technology? It is clear there is a paradigm shift taking place in the way communication occurs. It is happening so quickly even the industry leaders are scrambling to keep up with the

innovations. The fact is, no one really knows where all of this is heading.

Of course, predictions abound. Those keepers of the technological assets promise much. But those who follow the history of innovation diffusion remember the predictions for the telephone and its inception: someday, no city would be without *one*.

This technology caught my attention several years ago when the cold fusion controversy broke. A friend told me about the fast and furious debate that, within hours of the announcement, began taking place on the Internet by scientists around the world.

I thought of this technology again when Eastern Europe began to change. What if we had an inexpensive and immediate way of electronically gathering the appropriate Christian leaders from around the world? Both commercial and non-profit services have brought us to the point where such a gathering is more feasible.

Whether you are cruising the Internet or count yourself among the growing majority of people who have never even found your way onto this highway, you need to know what a group of Christian leaders in both the commercial and non-profit sectors have been developing.

This group of specialists announced in September the start of a new service called CrossConnect. The purpose of this service is to be the international "automobile club" for the Christian information superhighway. It is not an online service, but rather provides the educational and technical "glue" to turn disparate services and products into a cohesive whole, tailored to the church and missions community.

The International Christian Media Commission is involved in this as the coordinating structure, but more than a dozen groups are partner organizations, providing a strong backbone to the CrossConnect reality.

Whether or not you are fascinated with gadgets, consideration of this new technology will be tied to its positive influence on your bottom line. One way I've heard this careful consideration expressed is that this new tech-



Bill Thatcher is executive director of The International Christian Media Commission and is on the executive committee of the NRB International Advisory Committee.

nology needs to reduce rather than increase the paper on your desk.

We do need to be involved with the information superhighway. I am sure National Religious Broadcasters will be in the forefront, using this technology, in the coming years.

But our involvement needs to be against the backdrop of reflection and assessment. After all, as broadcasters, we are using one of the most powerful communication tools of this century. Wouldn't you expect us to be involved in the most powerful tool for the next century? <sup>®</sup>

## FUNDING MANAGEMENT

*continued from page 36*

new mail packages to certain cells of the files that already do well, and see if, for example, multiple stamps on the reply envelope, or closed face envelopes lift the net revenue per thousand mailed.

**5. Create a special mailing program for \$100-plus donors.** Message them differently, more affirming of what they have already done. Nurture them. *The top 20 percent of the file provides 80 percent of a ministry's income.* Treat these donors very distinctively.

My final word of advice to this ministry leader was to not be afraid to spend money investing in his donor program. Whether it is the purchase of fund-raising software or the help of a qualified fund-raising professional, it is an investment that will pay off for years to come. <sup>®</sup>

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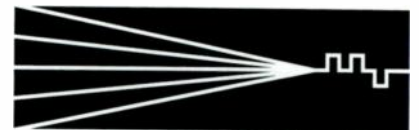
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# Music Licensing Fairness Bill Modified, Introduced by Rep. Jack Reed (D-R.I.)

**W**ASHINGTON, D.C. — The “Fairness in Musical Licensing Act of 1994,” originally reported in the May issue of *Religious Broadcasting*, took a different turn on August 10. Drafted for comment by Rep. William Hughes (D-N.J.) following testimony by the National Religious Broadcasters Music License Committee (NRBMLC) and several other user groups, the bill was shortened and introduced as HR 4936 by Rep. Jack Reed (D-R.I.), a member of chairman Hughes’ Subcommittee on Intellectual Property.

According to Russ Hauth, NRBMLC executive director, “Reed’s bill deletes the all-important ‘per programming period’ section of the Hughes draft, favored most by the NRBMLC. Parts of HR 4936 will benefit all users of copyrighted music — most importantly, Reed’s bill mandates on-line disclosure of repertoires to prospective users.

“However, in its present form, HR 4936 would have less appeal to specialty broadcasters than the Hughes bill did. Its major beneficiaries are restaurants and other commercial establishments which are now required to have music licenses to cover not only music entertainment, but also the incidental music that occurs over radio and television sets in their stores. HR 4936 would exempt restaurants, etc., from paying music licensing fees for music that is incidental to the customers’ purpose for visiting the establishment,” Hauth said.

As originally drafted (see “Inside NRB” in the May edition of *Religious Broadcasting*), the Fairness in Musical Licensing bill would have assisted NRBMLC stations and other specialty broadcasters because, in addition to the above, it would have required ASCAP (American Society of Composers, Authors, and Publishers), BMI (Broadcast Music, Inc.), and SESAC to not only disclose their repertoires on-line, but offer reasonable per program period licenses.

Hauth observed “the per program

and repertoire disclosure issues have been at the heart of the decade-long impasse and court battle between the NRBMLC and ASCAP.”

As proposed by chairman Hughes, the bill would have obligated the performance rights organizations (the PROs — ASCAP, BMI, and SESAC) to offer licenses based on 15-minute programming periods and would offer fees tied to, and directly proportional to, the applicable blanket license fee on the basis of music use.

NRBMLC chairman Ed Atsinger, who led the panel of broadcasters in testifying before Hughes’ subcommittee, characterized the original Hughes bill as “a major breakthrough against ASCAP’s and BMI’s long-standing abuses.”

The shortened bill as introduced by Reed “is not a setback for broadcasters but provides a good vehicle upon which to attach important per program licensing language critical to our fight with ASCAP,” Atsinger observed. His testimony had described how ASCAP and BMI squelch competition by imposing barriers to blanket license alternatives.

Hauth added that the Reed bill “will force the PROs into the computer age through on-line repertoire disclosure requirement — though processing the technology to offer this essential service to their users for years, ASCAP and BMI have rebuffed our long-standing requests to make it available.”

## Action for Broadcasters

According to Hauth, “the fact that the bill was even introduced even in this limited form is a very positive and gratifying outcome for our stations against the long-standing abuses of the PROs. It places the PROs on notice that they must leave the dark ages and move towards free market economics.”

Now that HR 4936 has been introduced, it is critical that all broadcasters

— radio, television, and programmers — take several immediate actions:

**First**, see if your local U.S. representatives or senators are members of their respective judiciary committees. If so, immediately write them a letter describing the opportunity created by HR 4936, giving appropriate appreciation. Then point out the problem which broadcasters have with the exclusion of “per programming period” language.

**Second**, follow the letter with a phone call. The Capitol switchboard number is (202) 225-3121.

**Third**, if you do not have members of the judiciary in your district or state, you should still contact your representatives to communicate concern and to educate them about the pressing problem of music licensing. Point out how HR 4936, appropriately amended, would play a critical role in leveling the playing field for stations with specialized formats.

Hauth urged broadcasters to be resolute: “Even though the bill as introduced does not have all we want, it is an important step towards music licensing reform. The education process of senators and house members is essential *at the local level*, in order to ensure both sides of the issue are communicated.

“Remember, the opposition to this bill is being sounded loudly by an entrenched music licensing lobby and PRO members,” Hauth concluded. <sup>23</sup>

*Editor’s note: This column was provided by the National Religious Broadcasters Music Licensing Committee (NRBMLC). For additional information about the Fairness in Musical Licensing Act, please contact the NRBMLC at (805) 987-0400, ext. 112 or 113.*

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## Media Magic or Media Ministry?

**T**he magical influence of the media is all around us. Is it just media magic or can it be media ministry?

Let's start with the question, *why* should the church communicate? What is the mission of the church? First, to evangelize unbelievers: the Great Commission calls us to "Go into all the world and preach the gospel to every creature" [Mark 16:15].

Second, to edify believers: God calls some of us for the work of "Equipping the saints & building up the body of Christ" [Ephesians 4:12].

Next, *what* is it that the church should be communicating to the world? What is the message of the church? Jesus said "I am the light of the world" [John 8:12]. We need to share the light of Jesus Christ with the rest of the world.

And last, *how* should the church communicate? Media ministry is the method which carries the message from the sender to the receiver. Media ministry can range from improved use of the church's sound system to enhance and not hinder worship services, to using radio and television to reach out to the community.

Effective use of media ministry can result in qualitative as well as quantitative church growth. When the church has a mission, a message, and a method to communicate to its congregation and community it is involved in media ministry.

Even though all of this may sound like something new to us, it really isn't because many local churches are currently active in using different mediums to communicate. We are already involved in what can be called media ministry.

Every week in almost every church in America, the church bulletin is used as a medium to communicate the order of service, prayer needs, and upcoming events. Many churches record Sunday worship services on audiotape, which is then distributed to satellite churches, shut-ins, and even missionaries. Some churches also record on videotape.

Every Saturday in the newspaper

next to the church listings you'll find display advertising which announces special services and featured speakers at various churches.

Many churches have welcome packets for newcomers containing printed literature about the church and its ministries, even an audiotape of one of the pastor's sermons. A few churches are taking this one step further using the medium of distributed video.

A local church can produce a promotional video showing the ministries and ministers of the church and make it available to various video outlets, as a free rental, in the community. This is another way to open the doors of the church to those who might never have visited before, or to newcomers wishing to learn more about the church.

In addition to a church using local commercial television for ministry, public access television is also being used by some churches to reach out to their community. What is public access? Public access is a cable channel created especially for use by citizens to produce non-commercial television programs for and about their community.

This valuable community resource has often gotten bad press, many times deservedly so. The poor production value of some programs has caused many churches to shy away from public access. But, if your knowledge of it is limited to what someone told you, or to viewing a few bad shows, please research this medium for yourself. There are many talented producers with many fine programs. And most communities that have public access channels are loyal viewers of the programming.

But you may ask, How do you get started in media ministry? Here are some tips: **First**, appoint a media minister, either a part-time volunteer or a paid staff person. Empower someone to initiate action and provide leadership. Just as it is fairly common today to have youth ministers and music ministers, churches need media ministers.

**Second**, evaluate the appropriate



*Rick Kneller is establishing a training center for Media Ministries in Cincinnati.*

medium. There's an old Japanese maxim: "Don't shoot a sparrow with a cannon." Effective media ministry is evaluating and using the most appropriate medium for your particular church to communicate to your particular audience.

**Third**, get the needed training and education. Whether it's college classes/workshops, denominational resources, or professional associations, training is essential for media ministry. Although most denominational communication departments are downscaling their operations, they are a source of valuable advice since they are looking to the local church to develop creative ways to use media for ministry.

How will the church of the 21st century look at media for ministry? My wife is an elementary school teacher in a Christian school. In one of her fourth grade classes, I taught the students in a few minutes how to use a camcorder, then let them videotape each other doing presentations.

None of them had ever touched a camcorder before. They weren't afraid, they were eager to try and quick to learn. If we could free that fire of creativity within each of us and set an example for them to follow, we could pass on to them a church with a vision of how to use media for ministry. <sup>13</sup>

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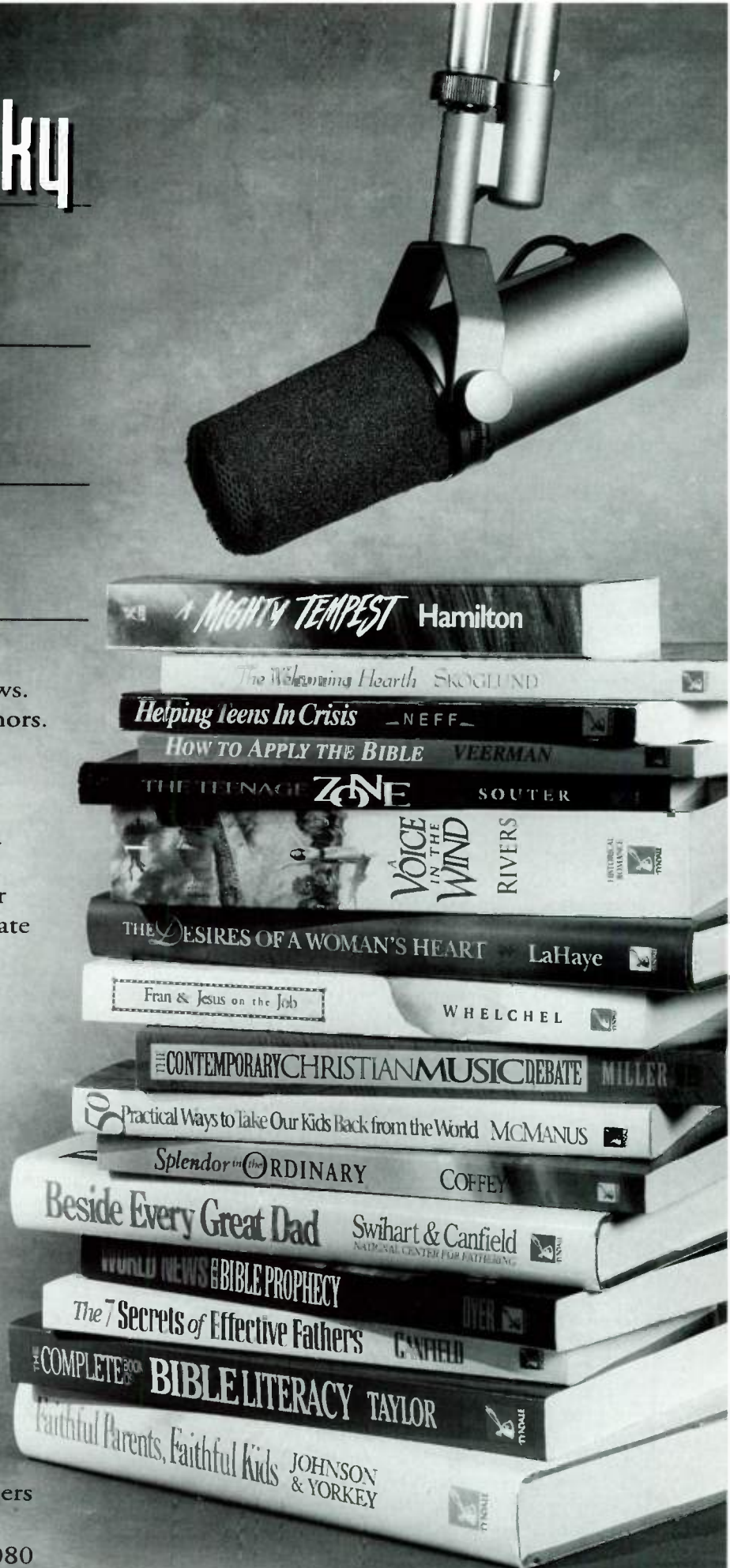
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# Satellite Automation and the College Station

If someone had said back in the sixties we would someday see automation on a student-operated radio station, we would have likely questioned their sanity. If anything, most such stations often have too large a staff of deejay "wannabees" to be manageable — not the typical "lean and mean" operation requiring an automation system to stay on the air. But that, like many other aspects of radio broadcasting today, is rapidly changing.

We were recently confronted with such a decision at Liberty University's new student radio station, WWMC-FM/Lynchburg, Va.: how to satisfy Federal Communications Commission requirements to stay on the air during school vacation breaks given our minimal budget and non-existent staff.

We quickly ruled out a conventional tape automation system or paid staff as being too expensive for us. Simulcasting our sister station, WRVL-FM/Lynchburg, was briefly considered, but we felt its format of traditional music and teaching programs would not attract and hold our largely youthful contemporary music audience.

Makeshift automation systems using HiFi video decks were rejected as there would be no one to change tapes, even every eight hours. (Fortunately our transmitter meter readings were being automatically read by a Burk ARC-16 system located at WRVL, which is staffed 24-hours-a-day.) Thus, the search for a suitable programming source was launched.

Although there are any number of high-quality Christian radio networks now available by satellite, WWMC focused its attention on two which feature primarily contemporary Christian music: Morningstar and The Word In Music (TWIM) radio networks.

Both deliver digitally encoded stereo programming for outstanding sound quality, and although both utilize an AC format targeted to a slightly older demographic than WWMC's college audience (CHR format), our student staff felt our audience would re-

late well to either network. When we discovered Morningstar had already signed an affiliate in our market, we focused on TWIM with still one major hurdle to overcome: we had no budget for programming.

Given this obstacle, our talks appeared hopelessly stalled until TWIM's Mark Pluimer contacted us and offered to provide programming for 90 days at no cost if we could come up with funds for the necessary satellite receiving equipment. In addition, he offered the services of his professional production staff to create spots to motivate listeners to support our non-commercial station. We agreed, with the prayerful hope by the end of the 90 days, the station would have raised sufficient funds from listeners to cover the network's monthly service fee.

Given this incentive, WWMC quickly located a listener who was willing to purchase the satellite dish and receiver and donate it to the staff as a tax write-off. With the help of Liberty's engineering staff, a few well-used, but serviceable cart machines (for the customized DJ liners), and a sound board for mixing the network and tape inputs, we were on the air with TWIM.

Now, after nearly a year with TWIM, we have found its ministry ownership and emphasis to be very compatible with our goals of training *Christian* student broadcasters. In addition, having TWIM's professional announcers on WWMC has raised the standards for our student announcers as well.

We have found TWIM to be particularly understanding of the needs of the non-commercial broadcaster, such as filling stopsets with PSAs and other non-commercial features. (Note to producers: An urgent need exists for more such short-form programming in one to two minute lengths, as four stopsets an hour, 24-hours-a-day quickly uses up a lot of material.) Our listeners appreciate TWIM's high-quality sound and consistent production, the several hosted shows with toll-free contest



*The founder of Intercollegiate Religious Broadcasters, Dr. Carl Windsor has been actively involved in college broadcasting for over 25 years. A former NRB board member, he has headed the telecommunications program at Liberty University in Lynchburg, Va., since 1979.*

lines for listener call-ins nationwide, and much more recent music than WWMC could obtain on its own.

During the school year, WWMC utilizes TWIM for overnight and weekend coverage, as well as other periods when student announcers are not typically available. And when an announcer is sick (or "forgets" to show up for his/her shift), we simply carry network programming instead.

(In the latter case, we occasionally remind the offending party we can replace them with the best music and announcers in the business for *less than 50 cents an hour*. To date, we have yet to encounter even a hard-pressed college student willing to work for wages that low.)

Our recommendation? Go for it. We would highly recommend the choice of a satellite music network for any station needing to stay on the air with a high-quality, consistent sound at minimal cost. Your listeners will love you for it, the boss will appreciate its professional sound, and the student station's faculty advisor will enjoy the peace of mind away from the station which vacation breaks are supposed to bring. <sup>RB</sup>



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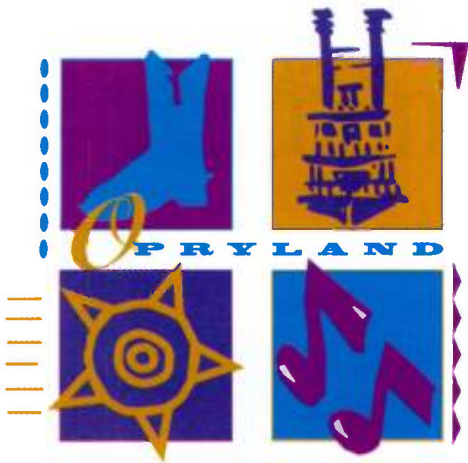
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*"In my opinion, the annual National Religious Broadcasters Convention is a spiritually strategic moment for Christian leadership in America. It is a time when influential Christian communicators meet to compare, to share, and to plan. The 1995 NRB convention will be no different, and I don't believe any serious Christian broadcast professional can afford not to be in the thick of it. As always I look forward to being there — to being refreshed, encouraged, and educated."*

*Marlin Maddoux, USA Radio Network*



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# RECORDING REVIEWS

BY DARLENE PETERSON

## **I Predict A Clone: A Steve Taylor Tribute**

*As Interpreted by Some Bands*  
executive producers: Alex Parker and  
Tyler Bacon  
R.E.X. Music, Inc.

In this collection, a marvelous potpourri of mostly alternative bands — Circle of Dust, Hot Pink Turtle, Starflyer 50, Sixpence None the Richer, Dighayzoose, Fleming and John, Argyle Park, Deliverance, The Wayside, Bride, and Sanctified Glory Mountain Revival Family (this last band marries the lyrics to a tune suspiciously like the *Beverly Hillbillies* theme) — interpret Steve Taylor classics. Creative interpretations and Taylor's great lyrics make this a winner.

## **Now the Truth Can Be Told**

*Steve Taylor*  
producer: Steve Taylor  
Sparrow

This boxed-set recording boasts 34 Taylor songs: a selection of his most popular songs through the years and some select unreleased material. The set features highlights from Taylor's *I Want to be a Clone*, *Meltdown*, *I Predict 1990*, *On the Fritz*, and *The Best We Could Find*. It also includes a couple of songs by the critically acclaimed group Chagall Guevara, for which Taylor is lead singer. It's great to have so much good stuff together in one package.

## **Crystal Lewis: The Remix Collection**

*Crystal Lewis*  
mastered by Steve Hall  
Metro One

Although several of the songs appear twice (different versions) on this recording, there's more creativity in interpretation and delivery than on most recordings with a dozen different songs. Urban dance/pop, rap, hip hop, and other styles bounce through these tunes, delivering simple, powerful, lyrics. Crystal Lewis' petite stature belies a dynamic, show-stopping voice that can out-belt the best of them — yet she can sensitively deliver a tender song. T-Bone raps along in one track. Overall, the sheer energy of this recording provides a great antidote for anyone having a glum or lethargic day.

## **The Fatherless and the Widow**

*Sixpence None the Richer*  
producer: Armand John Petri  
R.E.X. Music, Inc.

What's in a name? This alternative duo chooses one based on a C.S. Lewis quote from *Mere Christianity*. That grabbed my interest and I wasn't disappointed. I expected intellectual, poetic lyrics and found them here. But I also found a refreshing lack

of pretentiousness: these songs are from the heart and have a childlike openness and innocence about them. They're songs of a Christian pilgrimage, not platitudes and pat answers.

Leigh Bingham's clear, ethereal vocals convey the heart-baring openness quite distinctively. A heavy-handed, showy musical backdrop would kill Bingham's sensitive delivery. But Matt Slocum (guitars, keys) and the other musicians weave just the right settings, with intricate passages exhibiting mastery of their instruments without getting ostentatious. Gourmet listening with down-to-earth communication.

## **Beyond All the Limits**

*Larnelle Harris*  
producers: Bill Cuomo and  
Robert White Johnson  
Benson

Larnelle Harris' expressive, well-trained voice and thoroughly professional, pleasing pop backdrops have earned him frequent airplay and a strong following. This new recording carries on the tradition he's established. Every track boasts solid, inspirational lyrics featuring themes such as faith, God's grace, and God's protection. Several get quite personal, such as "The Other Woman," in which he reflects on his daughter's growth to maturity and "I'll Help You Cry," which offers sensitive advice on giving comfort to the hurting. He concludes the recording with an uplifting rendition of "All Hail the Power of Jesus' Name."

## **Refreshing**

*Carlis Moody Jr.*  
producers: Carlis Moody Jr. and Oliver Wells  
executive producer: Joe Thomas  
CGI Records, Inc.

With a distinctive, tender yet energetic voice (that the arrangements and production actually allow us to hear), Carlis Moody Jr. shows much promise in this, his debut, recording. Sincerity and a humble servant's heart permeate his singing and lyrics. Mellow jazz/pop settings with just the right amount of choral accompaniment offset his relaxed, unhurried delivery nicely. This isn't to say the recording lacks energy, for there are plenty of dynamic moments, but it just doesn't seem to be Moody's style to knock you off your feet. And that's just fine.

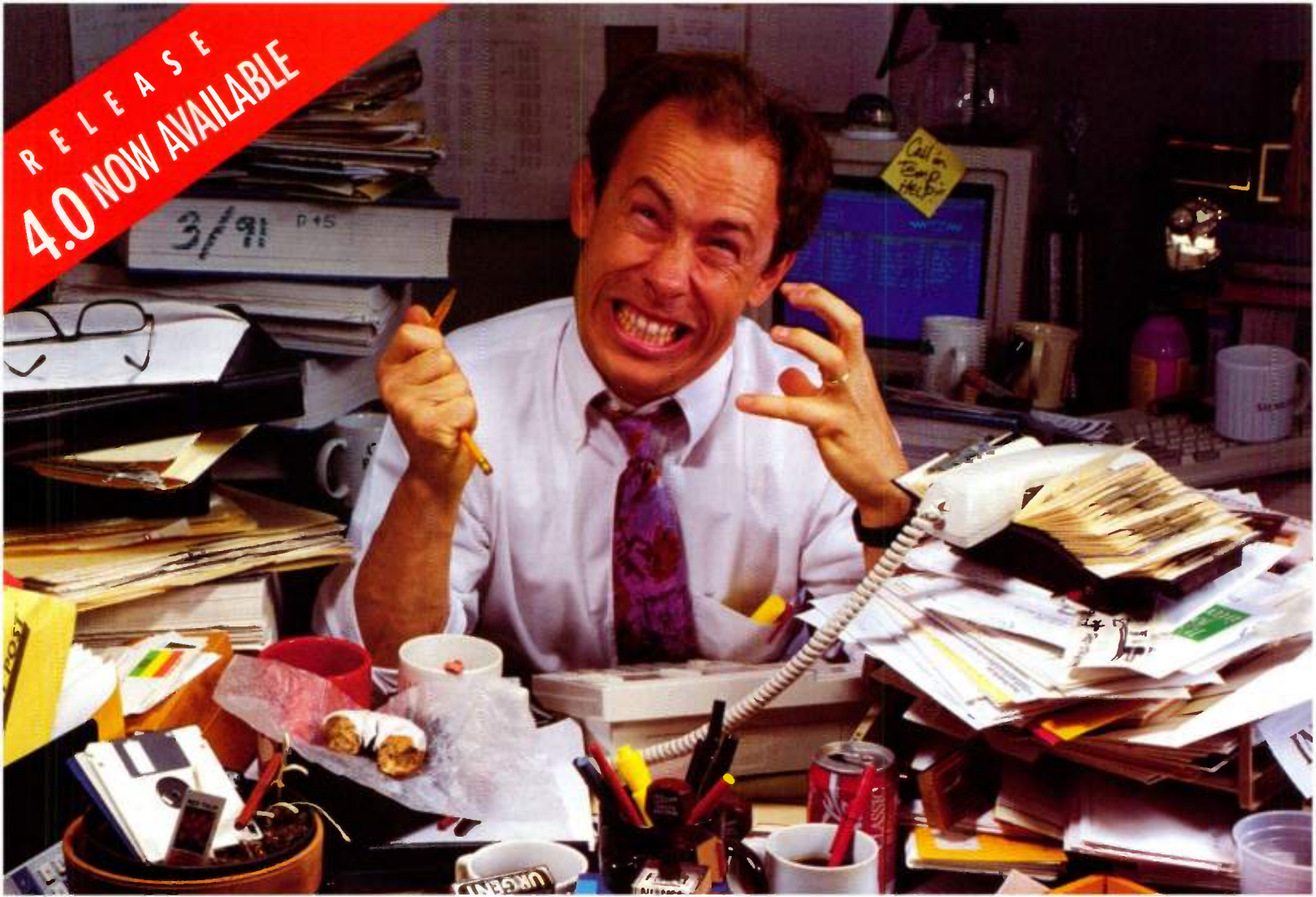
## **Liberty Road**

*Steve Grace*  
producer: Phil Buston  
Storyville

Get set for some down-home, country/pop/rock tunes from down under. Aussie Steve Grace brings

*Continued on page 53*

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## Faith on the Line

by Charles Colson

Victor, 1994

Updated from speeches originally delivered and published in the 1980s, this slim volume, set in extremely large type, consists of three parts ("Dare to be Different, Dare to be Christian," "The Role of the Church in Society," and "Presenting Belief in an Age of Unbelief"), which succinctly recap major themes present in Colson's longer works. An advocate of one-to-one discipleship, Colson has here produced a deceptively simple-looking, quick-to-read volume which challenges us not only to rediscover our Christian identity, but to actively do something about it.

## Surprised by the Power of the Spirit

by Jack Deere

Zondervan, 1993

Sub-titled "A former Dallas Seminary Professor Discovers that God Speaks and Heals Today," this captivating book presents Jack Deere's personal, scripture-based inquiry into the nature of charismatic gifts of the Spirit. Sharing "the biblical and theological objections," that he once staunchly held regarding the "present-day supernatural ministry of the Holy Spirit and the answers that removed those objections for me," Deere provides a gentle rejoinder to critics such as John MacArthur (of *Charismatic Chaos* fame). This well-argued treatment (to which a sequel is promised) also imparts insights for pursuing and experiencing spiritual gifts today. I urge everyone who believes such gifts have ceased to read this book. Your personal views may not change, but your tolerance level might.

## The Gift of Blessing

by Gary Smalley and John Trent

Nelson, 1993

This is a revised and expanded edition of a well-received work originally published as *The Blessing* in 1986, in which the authors effectively demonstrate "that the blessing is perhaps the most powerful parenting concept in the Scriptures." Providing many anecdotal lessons for lovingly building a child's self-esteem within the family unit, the authors build upon the Old Testament concept of bestowing a blessing, identify the elements of scriptural blessings, and provide keen insights for incorporating these elements into the daily routine of parenting. This warm and insightful book should be read by all parents and grandparents.

## Jack: A Life of C.S. Lewis

by George Sayer

Crossway, 1994

This absorbing biography was originally published in 1988 as *Jack: C.S. Lewis and His Times* (Harper). The present, revised, quality paperback

edition was released to capitalize on the popularity of the motion picture *Shadowlands*, which depicts Lewis' relationship with Joy Gresham, who died of cancer a mere four years and three months after their marriage. George Sayer, a personal friend and colleague of Lewis, objectively covers this event in its proper place, but in his "Afterward" is critical of both fellow biographer A.N. Wilson's contention that their "relationship was consummated before the Christian marriage in the Churchill Hospital" (which he disproves) and the mistaken impression one might derive from the film that "as a result of Joy's death, Jack lost his faith in God."

Rather than dwelling on this one episode, Sayer chooses to emphasize Lewis' early years, which he calls "the most interesting." Perhaps, but this reader found most areas of Lewis' life interestingly depicted, particularly those related to the shaping of his character, the machinations of university politics, his conversion and subsequent outspoken defense of Christianity, his radio broadcast talks, and his numerous literary accomplishments. Striving "to present the factual background to the motivation and character of a remarkable man," Sayer has produced a warm and highly readable, popular biography that I heartily recommend.

## William Booth

by David Bennett

Bethany House, 1986 (reprinted in 1993)

This biography, originally published in 1986 under the title *William Booth and the Salvation Army*, is now reprinted as a rack-sized paperback in the "Men of Faith" series. Because David Bennett admits that "on occasion the sequence or nature of events has been slightly altered," that he has invented names for a few minor characters, and that "some of the dialogue is imagined," the reader can never be quite certain to what extent the depiction of a particular incident has been fictionalized. Though the overall presentation of Booth's life is dramatic, inspirational, and moving, given the stated liberties with truth, this book should best be regarded as a biographical *novel*.

## 75 Years of Blessing and the BEST is Yet to Come

by Fred and Edith Pankow

edited by Gerald Perschbacher

International Lutheran Laymen's League, 1992

Only by honestly and thoroughly assessing its past can any organization realistically confront the present and plan for the future. Hence, the very real and vital need for histories such as this. However, such books, though important to the sponsoring organization and its members, do not ordinarily make for popular reading by those outside the

*Continued on page 53*

# Broadcasters Should Inform, Inspire

Why are you on the air? That may seem like an elementary question, but for some it might be just what you need to remember why you started broadcasting in the first place. Let me suggest two reasons: to inform and to inspire.

Newscasts, interviews, teaching programs, time and temperature, announcements, public affairs shows — all inform your audience on how to prepare themselves for the day, to be productive and engaged citizens, and to vitally grow spiritually. Music, preaching, and general encouragement inspire your audience to reach for new heights in their lives and to become better people.

Unfortunately, secular broadcasting doesn't always exhibit these same ideals. Sensuality and sensationalism often seem to control what gets air time and what doesn't. And with that, the eternal view of life is left out.

Perhaps this is simply a reflection of the other institutions of our culture. Yale law professor Stephen Carter, author of *The Culture of Disbelief* (HarperCollins), believes American society is not hostile to religion, but that the nation's law and politics have trivialized it.

While Carter says religion is deeply ingrained in American life, recent court decisions indicate "a theme that values religion as a relatively unimportant part of human experience." Politicians, judges, journalists, and philosophers who believe they must separate their religious beliefs from their public lives make a mistake, he says, because "it assumes such splitting is not only desirable, but even possible."

In his book *The Things That Matter Most* (HarperCollins/Zondervan), syndicated columnist and broadcaster Cal Thomas writes, "It was once believed that a healthy appreciation of God, the Ten Commandments, the Sermon on the Mount, and the Golden Rule were essential building blocks in a child's education and an adult's life."

When he was president of Harvard College, Nathan Pusey observed, "The least that should be expected of a Harvard graduate is that he learn to pronounce the name of God without embarrassment." Now, Thomas says, religious intolerance is a pervasive part of public life. He concludes, "There is a connection between the state's antipathy toward God and the great social problems that have resulted from our divorce of Him."

Whether religion is discounted by our societal institutions on purpose or out of ignorance, the results are the same. Faith is not taken seriously, despite the fact 96 percent of Americans believe in God and describe their religious beliefs as important to making moral decisions.

A recent study on television's attitudes toward religion says, "It is clear that Hollywood ignores religion far more than it demeans it." Titled "Faith

in a Box: Television and Religion," the study found only 116 treatments of religion out of more than 1000 hours of original entertainment programming broadcast annually. It concludes, "Hollywood could, and should, play a major, positive role in the restoration of morality."

Also calling for more serious discussion of religion on television is journalist Bill Moyers. He says that unfortunately, "for broadcast executives, news of the soul is no news at all."

Speaking at the 60th anniversary of Religious News Service, Moyers told members of the Religion Newswriters Association they are covering "the most important beat in American today." He criticized the way non-religion journalists seek comment from "almost anyone but a member of the clergy, or a philosopher, or an ethicist, or a theologian" when reporting on topics involving basic issues of life.

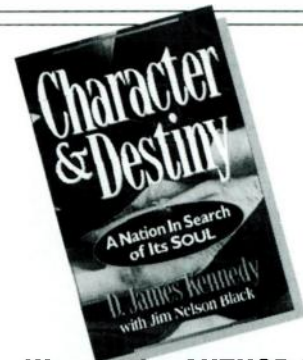
According to Paul Marshall, professor of political theory at the Institute for Christian Studies in Toronto, the Harvard Law School *Guide to Human Rights Research* lists "rights to housing and food, the rights of refugees, children's rights, women's rights, the environment, but nothing at all on religion."

Writing in *News Network International's World Perspectives*, he says, "This omission trivializes the plight of hundreds of millions of believers around the world who suffer for their faith. The single largest factor in persecution in the world today is religious belief."

Marshall believes "religion shapes culture and civilization," and

*Continued on page 53*

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



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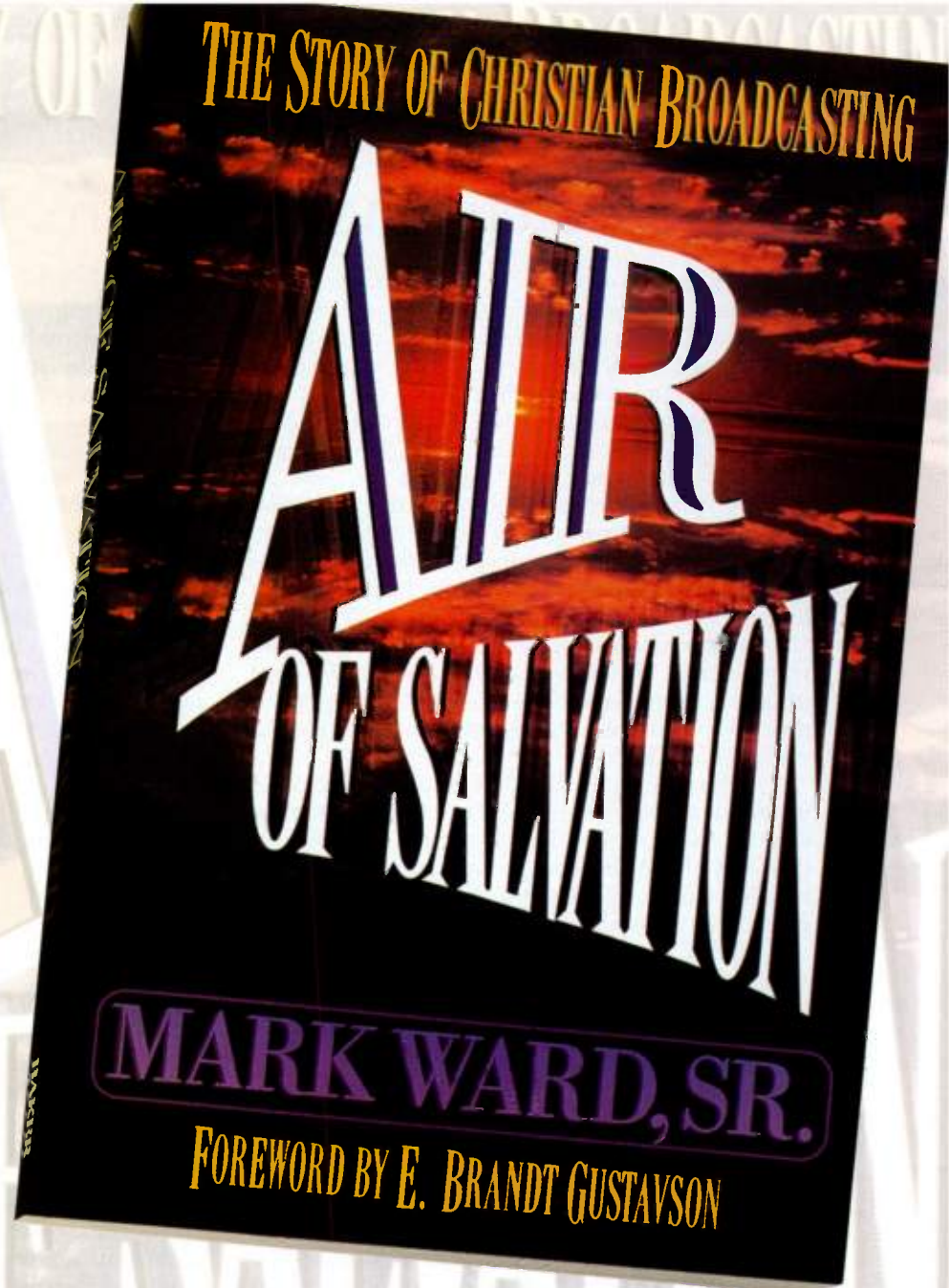
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## PRACTICAL PROGRAMMING

continued from page 32

yourself. In addition to the fact you may not be a qualified therapist, you clearly need to be the manager in this situation. Blurring the lines of your responsibility can create confusion for both you and the employee.

**5. Keep records of all meetings, requirements, and guidelines.** Have the employee sign the notations of each meeting, confirming what is recorded as a correct account of what was discussed and decided.

**6. Have an in-house accountability procedure in place.** The employee should report to the manager (or to the immediate supervisor) on a weekly basis. This is not for additional counseling, but for accountability on continued cessation of the undesirable behavior.

**7. Recommend an on-going support group to the employee.** A support group specific to the employee's area of temptation can supplement the individual therapy.

**8. Support the employee with your prayers and words of encouragement.** The journey for some will be long and hard. A reminder that you care can give hope on a day when temptation abounds in the life of the employee.

I have noted that in most sexual problems, the toleration of Christians to "hang in there" with the one desiring restoration is about three months. That may only be the beginning in the above situations. While it would be wonderful if three months were the limit, be prepared for the recovery to consume a longer period. God is not indulgent, but He is long-suffering and we are called upon to display this grace also.

There is no guarantee in the business of redemption. But I celebrate with thanksgiving because I see the potential for restoration, transformation, and great glory to God in the lives of employees. If we commit to standing by them when they desire to be victorious over moral sin, we may just learn this grace we proclaim via the airwaves really works. <sup>2b</sup>

## RECORDING REVIEWS

continued from page 48

us pointed reflections on the believer's journey through life, often using images of droughtland, rain, roads, and wide open spaces to convey his thoughts. In "Song of America" and "Texas," he offers a unique and loving perspective on our country's problems and promise. Gutsy music exhibiting skillful musicianship sets the mood for each song. Grace emphasizes the essentials with heart.

### Ambiance: Soundtrack for Christian Living

Cello/Piano/Saxophone/Guitar  
executive producer: Robert Beeson  
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With all the interesting theme products it comes up with, Brentwood has become the King of Concept in my mind (and I mean that as a compliment). With the *Ambiance* series, Brentwood brings us what is essentially Christian background music: pleasant, contemporary instrumental recordings of familiar hymns and choruses. Some of you might raise an eyebrow, asking "Is God into subliminal advertising?" I'd have to refer to Philippians 4:8, "Whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely. . . think about such things." Better this

playing in the background than network television. Choose your favorite of four solo instruments and relax.

Darlene Peterson is the music reviewer for Religious Broadcasting magazine.

## THE BOOK SHELF

continued from page 50

organization, and predominately appeal to those who are, or have been, affiliated with it. Such is the case of this handsomely bound, detailed history of the International Lutheran Laymen's League (the text of which is supplemented with black-and-white and color photographs; reproductions of emblems, symbols, and theme logos; and numerous biographical appendices), though portions should also be of interest to Christian broadcasters and historians of religious broadcasting.

### The Mark of the Beast

by Peter and Paul Lalonde  
Harvest House, 1994

After citing Revelation 13:16-17, the authors (hosts of the television program *This Week in Bible Prophecy*), "take the entirety of this book to document how precisely those words have foreshadowed the modern-day, computerized, global economic structure." Talking about credit cards, debit cards, cash cards, smart cards, optical cards, national ID cards, ATMs, MACs, Mark VI IDs, TVs, PCs, and related topics, the authors conclude, from the perspective of biblical prophecy, that the technological stage is now set for a New World Order and the coming of the Antichrist. Whether or not you agree, who can argue when they warn us that *now* is the time to get right with God? A thought-provoking book.

One final word of warning regarding *The New Bible Dictionary*, 2nd. edition, edited by J.D. Douglas (Tyndale/IVP, 1982). There ought to be a statute of limitations on the use of "new" in a book title, even in a work as excellent as this. In its most recent *reprinting*, only the dust-jacket has been dramatically reworked, an alteration which may lure some into thinking that this is a new *New Bible Dictionary*. Don't be fooled. This is merely another reprint of the old *New Bible Dictionary* from 1982, with not one jot or tittle (or for that matter title) changed. The same holds true for its offshoot, *The New Concise Bible Dictionary* edited by Derek Williams (Tyndale/IVP, 1989).

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

## INTERVIEW INSIGHTS

continued from page 51

that "for most human beings religion is the core of existence." He continues, "Throughout the world, religion is interwoven with human life and human rights. The role of religion is key to addressing conflict, persecution, political order, and economic development. It is germane to almost every human rights question," and as such, ignoring religion in the media is "tragic, even dangerous."

Religious broadcasters have the serious responsibility to guard the open presentation of the Christian faith through information and inspiration. May we not trivialize that obligation. <sup>2b</sup>

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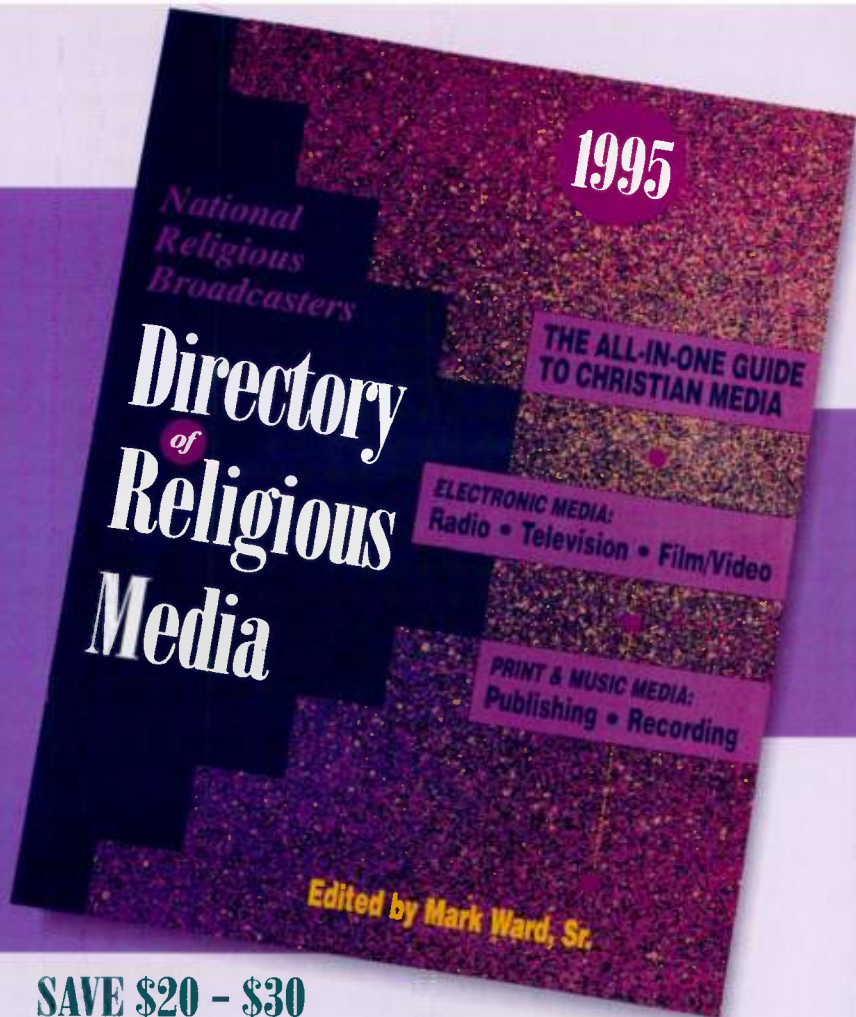
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## October 8-10

*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.

## October 30-November 6

*1994 White Ribbon Against Pornography Campaign*. Information: (212) 870-3222.

## November 10-13

*97th Audio Engineering Society Convention*; Moscone Center, San Francisco. Information: (212) 661-8528.

## 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.

## March 5-6, 1995

*53rd National Association of Evangelicals Conven-*

*tion*; Galt House, Louisville, Ky. Information: (708) 665-0500.

## April 10-13, 1995

*National Association of Broadcasters Annual Convention*; Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

## April 23-27, 1995

*Gospel Music Association Week*; Stouffer Hotel and Nashville Convention Center, Nashville, Tenn. Information: (615) 242-0303.

## May 8-10, 1995

*Evangelical Press Association Convention*; Hyatt Regency, Bethesda, Md. Information: (804) 973-5941.

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