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Guetschow

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# RELIGIOUS BROADCASTING

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## Mike Trout's Thoughts on Presidential Invitation

*This month, "Signing On" is written by Mike Trout, senior vice president/broadcasting for Focus on the Family in Colorado Springs, Colo., and secretary of National Religious Broadcasters (NRB).*



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

As the final details for the next NRB convention are discussed, the NRB leadership will once again contemplate a familiar issue: should we invite the president to address our gathering? In the past, as now, this has been a nonpartisan choice with both Republican and Democratic presidents participating. Indeed, some would advocate that out of respect and courtesy to the office itself, a blanket invitation be extended the current President, with no consideration given to his administration policy or stance.

By doing so, a tragic mistake would be promulgated, and the heart of the issue skirted. Do we really believe the office can be invited apart from the man and his policies? Of course not, because the issues are inseparable. And in light of our mission as Christian communicators, to provide a platform for the office is surely to grant a hearing, as well as a not-so-subtle endorsement, to the individual and his positions.

A recent *New York Times* article by Gustav Niebuhr entitled, "Clinton working to strengthen ties to clergy," reported on at least eight occasions during the last two years when President Bill Clinton has met privately with religious leaders. According to the story, the President's guests "have engaged him in an informal give-and-take, trading scriptural quotations and discussing big issues like the nation's cultural and ideological divisions, the plague of urban violence." One of the President's guests, a pastor from a large Presbyterian church, is quoted as saying, "We talked about how the church can be a resource in trying to focus on recapturing the sense of the common good in this country and this society."

Who can disagree with that? Every citizen with a modicum of civic responsibility would applaud those goals. But the point is being missed. Where are the challenges to the blatant biblical violations and inconsistencies?

Ours is a President with an avowed desire to "make abortion rare." However, on the third day of his presidency, Clinton lifted the ban on fetal tissue research, removed restrictions on abortion counseling in federally funded clinics, began the approval process linked to the importation of the abortion-inducing medication RU 486, and for the first time in our nation's history, provided funds to cover abortions in military hospitals overseas. By signing the Freedom of Access to Clinic Entrances into law, freedom of expression and conscience has been sacrificed to accommodate the killing of the unborn. And, most recently, the United Nations Population Control Conference in Cairo, Egypt, saw the U.S. administration's plan for a world where abortion is the norm.

History speaks for itself. Given the wide disparity between self-serving utterances and a miserable track record, we've come face-to-face with what has been rightly termed a credibility gap. The chasm is widened as the President and his appointees have openly criticized opponents of abortion and the homosexual agenda as the "extreme conservative movement in America," even going as far as to characterize people of faith as "un-Christian." As a result, the administration's support of troubling issues is changing the face of this country, yet the citizenry retains an amazing capacity to be mollified. Where are those who are willing to confront head-on the individual who is responsible?

As believers, we are admonished to pray for those in authority, and to commit ourselves fervently to that task. However, to lend a platform to a leader who so aggressively supports and promotes policies which are contrary to scriptural views is another matter entirely. The defining feature of Jesus' ministry on earth was that, unlike the leaders of His day, His rhetoric aligned with his actions. In our effort to communicate the integrity of the Christian faith, it's a lesson we can ill afford to overlook. <sup>13</sup>



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# A Glimpse into Broadcasting's Impact



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

How can we ever know what's being accomplished through our radio and television ministries? Only now and then do we get a glimpse of what's really going on in the hearts of people.

A few months ago, my assistant, Anne Dunlap, got a phone call from a man named Zbigniew Bujok, who was from Poland. He was living and serving the Lord in a Slavic church in Philadelphia but expressed his desire to see Poland reached for Christ through the media. Bujok recently visited the National Religious Broadcasters (NRB) headquarters office.

Young (29), bright, and handsome, Bujok had a burden for his homeland and its people. He explored ways with me in which he thought television and radio could be utilized. From Bujok, I heard about how effective an outreach one of our members has and is having in the former Eastern block nations.

As Bujok was growing up under Communism, meetings with other Christians and good Bible instruction were rare. He said his father would awaken the family around 10 p.m., so they could hear the Christian broadcasts over Trans World Radio in Monte Carlo. He said no one was allowed to talk during the broadcast, but that his family listened intently to the Gospel.

Bujok told us he will always be thankful for those broadcasts, what they meant to him then, and how those messages have stayed with him ever since. Praise God for excellent outreach for Christ.

## Convention Update

Don't forget the upcoming convention in Nashville, Tenn., February 11-14, 1995. I don't want you to be disappointed when there's not space available. Register now with NRB and be sure to make your hotel arrangements at the Opryland Hotel without delay.

Recently added to the NRB 95 musician line-up is well-known country artist Ricky Skaggs, who will give his Christian testimony at the Opening General Session. And we can all look forward to the musical impact of The Ralph Carmichael Big Band, which will be a special feature at the Anniversary Banquet.

On Sunday night, Bill Gaither will host a Praise Celebration, which will highlight a variety of musical styles. Confirmed guests include The Gaither Vocal Band, The Martins, Howard & Vestal Goodman, Susie Luchsinger, The Speers, and Ivan Parker.

In addition to the general sessions, workshops, and exhibits, there are also numerous auxiliary functions scheduled. Both the Black National Religious Broadcasters and the Hispanic National Religious Broadcasters will host rallies on Monday evening.

Other NRB 95 general speakers and musicians include Adrian Rogers, Ben Kinchlow, The New Tradition, Friends IV, John DeBrine, Andre Dawson, Alvin Slaughter, Luis Palau, Country Trail Band, D. James Kennedy, Phillips, Craig & Dean, Elisabeth Elliot, Vernon McLellan, Sharalee, Jack Hayford, The Burchfields, and Michael W. Smith.

We'll rejoice together in the Lord, learn from each other, and have warm-hearted fellowship. See you in Nashville!



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## Constructing the Information Superhighway

**B**roadcasters have an opportunity to familiarize themselves with the issues raised by the emerging information superhighway during what appears to be a temporary lull in Congress' efforts to legislate in the area. Although the White House and most Congressional members have agreed generally on the need for a comprehensive revision of the Communications Act of 1934 to establish how telephone companies, cable operators, and wireless entities (including broadcasters) should compete in providing voice, video, and data services in the future, legislation this year has been slowed by several difficult policy issues.

As this column is being written, only a few weeks remain in Congress' fractious 1994 session and the prospects for passage of legislation this year remain uncertain. Yet even if Congress postpones action until 1995, other branches of government may move on related issues in the interim. Most prominently, both the Federal Communications Commission (FCC) and the courts are reviewing a variety of requests from local telephone companies wanting authority to provide video services to customers in their telephone service areas.

The activities on these different fronts underscore the point that the information superhighway [or, as the Clinton administration calls it, the National Information Infrastructure (NII)] will not develop as a monolith. Instead, it is expected to grow as a network of communications networks, so that the nation ultimately is served by an interconnected web of broadband, digital, multimedia, interactive fiber-based networks capable of providing universal access to electronic information.

The underlying social goals certainly are laudable. Planners hope the NII will provide expanded social services (such as access to government information, health care, education, etc.). The anticipated increase in commercial services should also contribute to growth in advanced manufacturing, expansion of electronic commerce, and the development of "telecommuting"

to the workplace, among other developments.

As a practical matter, the appearance of a fully mature NII is likely to affect all sectors of the communications industry. But for broadcasters and other interested parties today, two of the main NII issues are questions of identity: who will be the network providers and who will provide the content.

With respect to network providers, the April 1994 "Washington Watch" column explained how the pending legislation would amend existing laws so providers of fiber-based services — the local telephone companies and cable system operators — would compete for customers. Whatever form the law eventually takes, it is clear the government favors a so-called "two-wire" model; that is, two or more broadband transmission systems into the home, perhaps supplemented by a range of wireless services such as traditional terrestrial broadcasting, direct broadcast satellite (DBS), cellular services, and others.

Given the huge expense of upgrading copper telephone wire or cable coaxial lines to fiber optics, it could be argued the economics dictate a single broadband wire to the home. But that vision also would seem to require such a single network provider be treated as a monopolist and barred from providing content to customers.

There are two problems to this "single-wire" approach. First, the government is aware of its inability to regulate monopolists, such as AT&T (which ultimately led to the break-up of the old Bell System). Second, because upgrading facilities will be costly, the government is likely to yield and allow a network provider to program a certain percentage of its channel capacity — which could lead to competitive abuses in the network provider's treatment of rival content providers.

Accordingly, the two-wire scenario seems preferable and more likely. But it also raises certain problems: must programmers (such as broadcasters), seeking universal coverage of their markets, have access to both wires? Will network providers inevitably fa-



*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.*

vor those channels in which they have a financial interest?

Identifying content providers seems an easier task. The short answer is anyone who wants to provide content may do so. With the proverbial 500 channels available, transmission capacity is likely to become a commodity service. Opportunity will abound for providing many different kinds of electronic information, ranging from video-on-demand to interactive games, shopping and banking services to traditional television programming.

The most important legal issue for would-be content providers along the information superhighway is maintaining control over the fruits of their creative labors — specifically, how to protect their proprietary rights in an era of universal accessibility and digital reproduction. Congress, the administration, and the FCC are all addressing this significant issue.

Clarifications of the copyright law are being sought to ensure protection extends to all forms of digital information, and plans are underway to facilitate the use of encryption technology as the best practical shield against copyright infringement.

Beyond these questions, many other NII issues remain to be settled. Because the information superhighway is likely to dominate Washington's communications agenda for years to come, this column will return to the topic periodically as developments warrant. <sup>2</sup>

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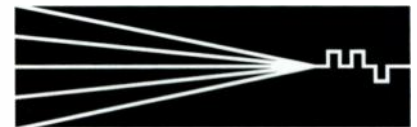
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**D**ON BOGGS DOESN'T mind taking risks. Leery of long-term goals, the Anderson (Ind.) University (AU), professor and broadcasting director admits he enjoys weighing options as they come and watching God work through unexpected connections. Boggs' taste for adventure paid off for the university's Covenant Productions in 1991.

"On a Friday, Bill Gaither called with some video footage and asked if we could edit it into a tape in two weeks," he remembers. "We were leaving for Germany to shoot the World Conference (of the Church of God [Anderson, Ind.]), but I told

*Radio On*, which was also nominated along with *Reunion* for the Gospel Music Association's Dove Awards. Boggs continues to book Gaither, whose own studios are 15 minutes from Covenant, into the broadcasting facility.

With all of the publicity, one

names listed on the credits of a best-selling video."

### Training: Real Life

Boggs' sensitivity to gaining real life experience for his 60-plus broadcasting students comes from 17 years of a departmental philoso-

# Covenant



*Team Covenant, Covenant Productions' traveling crew, has visited 17 countries, including Russia.*

him I'd figure something out."

Not only did the university-owned television production house finish the project, it won Gaither's confidence — and future work. Covenant has produced over 15 Gaither videos, including the current top ten favorite *Precious Memories*. *Old Friends* is soon to be certified platinum, as is *Turn Your*

might think Boggs would be hiring an all-professional staff to assist his efforts. Think again.

"The big pay-off on the Gaither videos is for our students, who are very involved in every aspect of our work on these and other projects," explains Boggs from his office at AU. "I'm not sure they fully realize the importance of having their

phy that stresses hands-on learning.

"We want students to have a firm grasp on liberal arts, to know what it means to be a Christian in the world," he emphasizes. "But we also want to give them experience. Without the practical experience, the education has no application. At the same time, if you have experience without theory, you

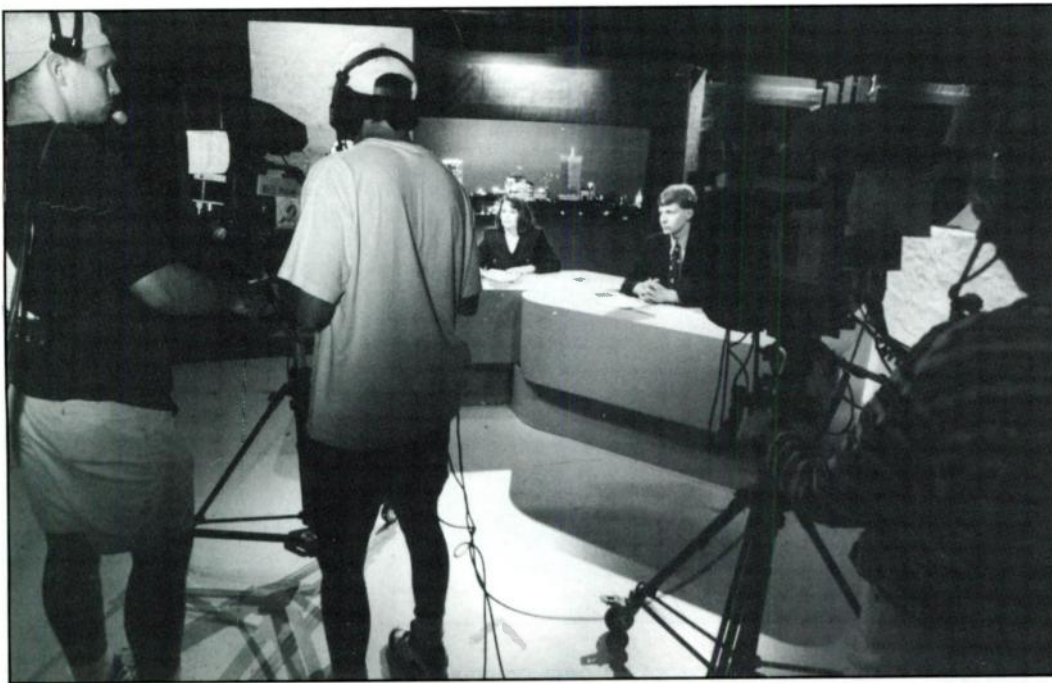
# Promise

can't be truly effective."

Although Covenant's location was a benefit to Gaither, he says his strong belief in AU's broadcasting program was the catalyst for his continued association with the facility. "We've been approached by several other companies over the years,

*"The teachers  
in Gloria and me tell us  
that great, fresh ideas  
come out of  
student minds."*

— Bill Gaither, recording artist



Broadcasting students in AU's electronic media productions class work as reporters and photographers during a simulated newscast.

but I am pleased with Don's approach to our work," Gaither explains. "He is a true professional who understands the technical, artistic, and emotional aspects of what we're trying to accomplish with these videos.

"Also, the teachers in Gloria and me instinctively tell us that great, fresh ideas come out of those student minds," he adds. "Anything we have had to give up in experi-

ence through using students has been well worth it because we believe so much in the future of those kids."

## Specialization: Ministry

Covenant was formally named in 1988, though Boggs and his students have been involved in the video business since the early 1980s. In 1990 the production company moved from cramped quarters to a

refurbished campus building. Increased space allowed for additional ventures into the commercial business and Covenant became able to provide students with even more insight without tying up university budgets. In addition, the university gained an FCC license for a commercial Christian FM station, also operated by students.

"The typical university academic experience in broadcasting has been non-commercially oriented and students do not get much of an education outside of the classroom in terms of the realities of commercial broadcasting and how market driven the business is," Boggs says.

In addition to the Gaither videos, Covenant maintains a heavy schedule with Indiana companies looking for promotional videos, missionary organizations taping orientation or promotional pieces, and AU's need for recruiting and development programs. In September, the facility was booking work for summer 1995.

Not surprisingly, Covenant has developed a niche with church organizations. Since the early '80s, Boggs and his students have visited over 17 countries taping church-related videos for AU's sponsor, the Church of God. Last summer, a Covenant team traveled to Russia for the Wesleyan International Church and to Haiti to work with a Christian radio station, Radio Lumiere, which has welcomed AU students for seven visits.

"I could have gone to another video company but I found Covenant's mission to be exemplary in wanting to serve the church," says E. Raymond Chin, the Church of God's vice president for church relations, who has hired Covenant for three videos on Africa, Haiti, and Russia. "They will do my work in

*Continued on page 12*

# INTERVIEWS WITH *impact!*

## PRODUCER'S CHOICE

### Spiritual Warfare & Teenagers

Have you seen the scary stuff kids are reading these days? Bill Myers, co-creator of the award-winning *McGee & Me!* video series, responds with a new Christian fiction series for teens called *Forbidden Doors*.

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## COVENANT PROMISE . . .

*Continued from page 11*

the future."

"The exposure to missionaries and working in a different culture is a wonderful experience for our students," says Boggs. Photos of smiling students lugging camera equipment through the Egyptian desert and Alaskan tundra on Boggs' office wall endorse his sentiments.

### Application: Practical

Boggs' theory on an equal dose of studies and experience has paid off for many of his students, who find themselves in exciting internships and challenging careers.

"A few years ago one of our stu-

had been doing at Covenant that he wanted to work there as well.

"One major issue in broadcasting is the tension between broadcasters and editors in what should be happening in the classroom," he

*Boggs and his students  
have visited over  
17 countries.*

shares. "Broadcasters say teachers don't train students enough and educators say broadcasters don't pay enough to get the best students. It's a real Catch-22."

Boggs maintains close ties with



*Team Covenant is all smiles after landing in Alaska.*

dents was chosen for a six-month internship at CNN in Washington, D.C.," says Boggs. "He was the only intern there who was allowed to run a camera or edit — because he was the only one who had significant experience.

"Another student's intern supervisor told me that the student came into the internship at the level that most students leave the internship," he adds, pulling from his file another example: a letter from an intern supervisor who was so impressed with what the student

many of his former broadcasting students, several of whom live in the Anderson area and assist as freelancers on Covenant projects. A few of those alumni have joined the staff on a full-time basis: Scott Fritz ('85), hired in 1988 as Covenant's operations director; David Armstrong ('84), who joined Covenant last year as a producer; and Jon Mellinger ('93), recently hired as an editor. The staff also includes Jerry Morton, who serves Covenant as a part-time engineer.

"It's extraordinary from an edu-

cational standpoint for students to get their hands on that equipment, to get experience working with real clients," says Fritz, a former producer/director in Springfield, Mo., and Dayton, Ohio.

Fritz admits that trying to run a professional business on student schedules can be frustrating. "If I worked at a regular production house, I'd just go call up whoever's on staff and say, 'Hey, we've got a shoot here at this time,' and they'd be there," comments Fritz, who also teaches in the broadcasting department. "Here it's a lot more difficult to schedule crew."

Covenant hires four students on financial aid stipends whose availability covers the business day with the exception of a few hours. Other students fill in as needed for specific projects. Still others are hired by outside companies, most recently an Indianapolis film crew shooting in Anderson which was looking for short-term staff.

### Professionalism: Paramount

Because Covenant mixes the youthful world of college with the business world of discerning clients, professionalism is paramount. "The students working on our projects have always been well-supervised and extra creative," states Marlene Carey, vice president for corporate communications at Saint John's Health System in Anderson, who has returned several times to Covenant for public relations videos.

"The quality of what we receive has not been diminished in any way by student involvement. Our videos continue to get rave reviews, which reflects positively on us but ultimately on Covenant," she adds.

The projects for Saint John's caught the attention of Eric Poland, now a senior, who visited AU from Medford, N.J., when he was looking for a college that could further his dreams in broadcasting.

"I saw the amount of projects that students were involved in, like the Saint John's and General Motors videos, and I liked that I could be involved from the beginning of my freshman year," explains Poland. An aspiring producer/director, Poland was responsible for a segment in the May edition of Emmy award-winning *Across Indiana*, and served as

floor director for the taping of Gaither's traditional gospel video *On My Way to Heaven*, an event also captured by a crew from the *NBC Nightly News*.

"I think in some sense I felt overwhelmed in regard to my ability to handle it," Poland recalls about directing the gospel video. "But Don [Boggs] assured me that I could do it, that he had confidence in my ability and training. That meant a lot."

Poland's feeling of being overwhelmed is typical of Covenant students, who are busy squeezing in work hours and class projects while they assist on major paid assignments. Full-time staff juggle student crews in an effort to get projects done.

*"It's extraordinary  
for students to get  
experience working  
with real clients."*

— Scott Fritz, operations director,  
Covenant Productions

### Reflection: What If?

Boggs, in the midst of all the hubbub, wonders, "What if?"

"If I had said five years ago that we would be doing eight or ten national videos, people would have thought I was crazy," he reflects. "But there are high payoffs to being a risk taker. I often wonder where Bill Gaither would have gone that day he needed some editing if we hadn't agreed to help. Whoever he would have chosen would probably have eight or ten national videos now, instead of us."

He pauses for a moment. "I find it's difficult enough to visualize this operation a year from now, much less five years from now. I just hope we can continue to follow God's will, educate students, and take the opportunities as they come our way."

**Christy Allen is director of public information for Anderson University.**

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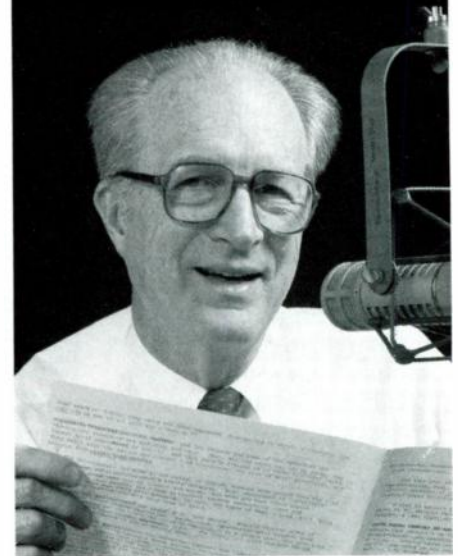
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by Mark Ward Sr.

**A**MONG CHRISTIAN COLLEGES HARD HIT by the baby bust, recruiters face keen competition for the shrinking pool of eligible students. For institutions that own radio outlets, the airwaves offer a promotional edge — and that can mean tough questions for station managers who value their independence and integrity.

“There’s going to be more emphasis on promoting our institution over the air, because of the demographic and economic pressures all colleges are facing,” says station manager Roy Hanschke of KWBI-FM/ Morrison, Colo., the flagship station of the Colorado Christian University (CCU) network. “So we may start a CCU signature program or start covering CCU basketball and soccer games.”

However, progressive-minded institutions understand that “if we’re good broadcasters, providing quality and ministry to our listening areas, then the public relations aspect will take care of itself,” explains general manager Paul Gathany of the CDR Radio Network, a chain of three stations and three translators owned by Cedarville (Ohio) College.

“The college sees our station as a prime vehicle for public relations, but they know we do that best by being a full-service radio ministry to the community,” agrees Tom Sommerville, station manager of KGBI-FM/Omaha, Neb., one of two stations owned by Grace College of the Bible. For his part, founder Paul Carpenter of the six-station Toccoa Falls (Ga.) College Radio Network adds, “Since we’ve made [its] name so recognizable, the college is very supportive of our programming.”

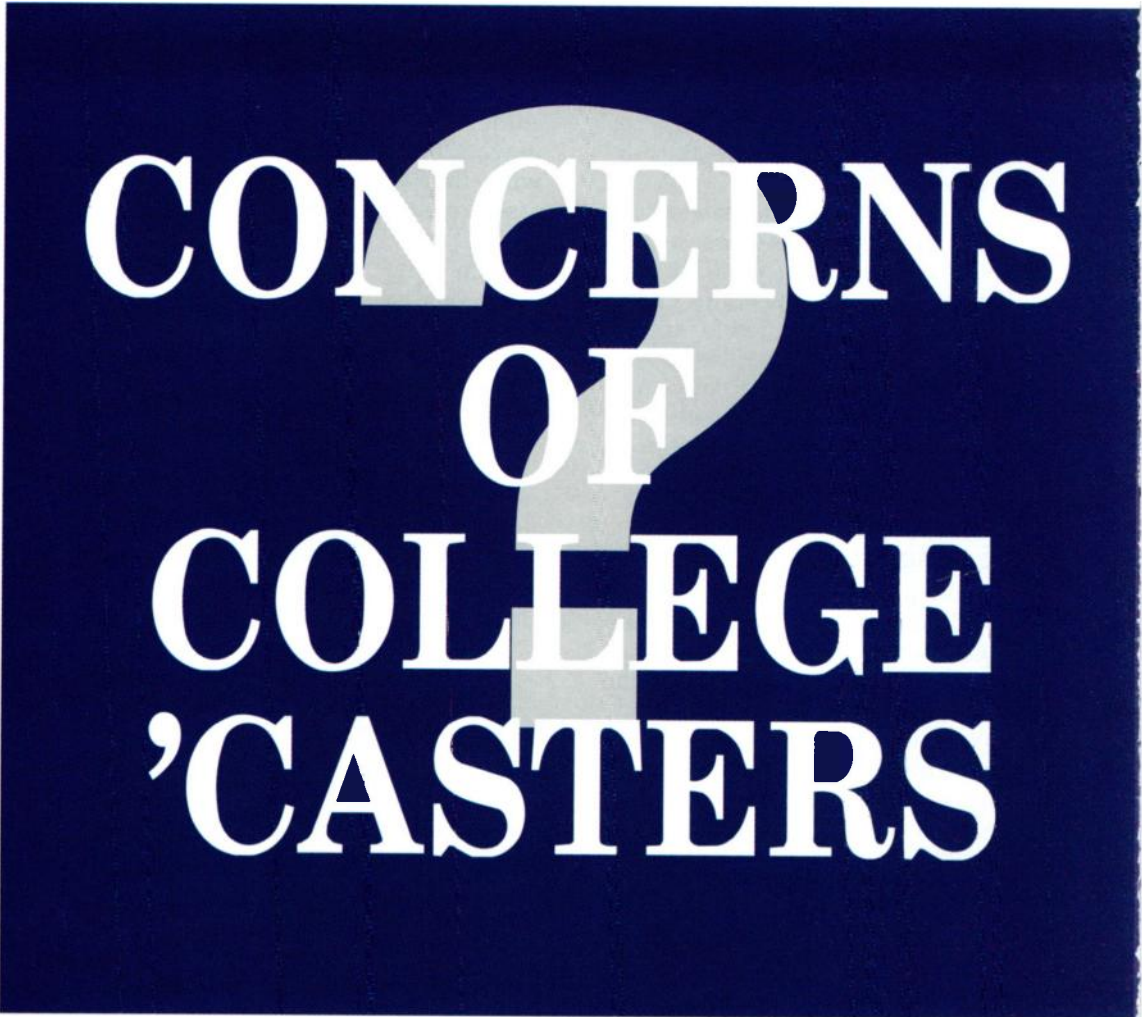
### The Station Relation

The relationship between station and sponsor begins with the radio manager’s spot on the organization chart. At Toccoa Falls, for example, Carpenter’s college title is vice president of broadcasting and he reports directly to the institution’s president. The role reflects his longtime association with the college as founder of the flagship station and Toccoa’s view of its network as a separate aspect of its ministry.

On the other hand, Gathany answers to the Cedarville vice president of development who heads the

college’s fund-raising and donor development efforts. And at Grace, Sommerville reports to the vice president of college advancement, the institution’s office for public and community relations.

Despite their differing positions in the college hierarchy, all three men share a common mandate. Their noncommercial stations receive no funds from, nor are underwritten by, their sponsors. Instead the radio outlets are expected to develop their own support base,



# CONCERNS OF COLLEGE 'CASTERS

*“If we’re good broadcasters,  
the public relations aspect  
will take care of itself.”*

*— Paul Gathany, general manager,  
CDR Radio Network/Cedarville, Ohio*



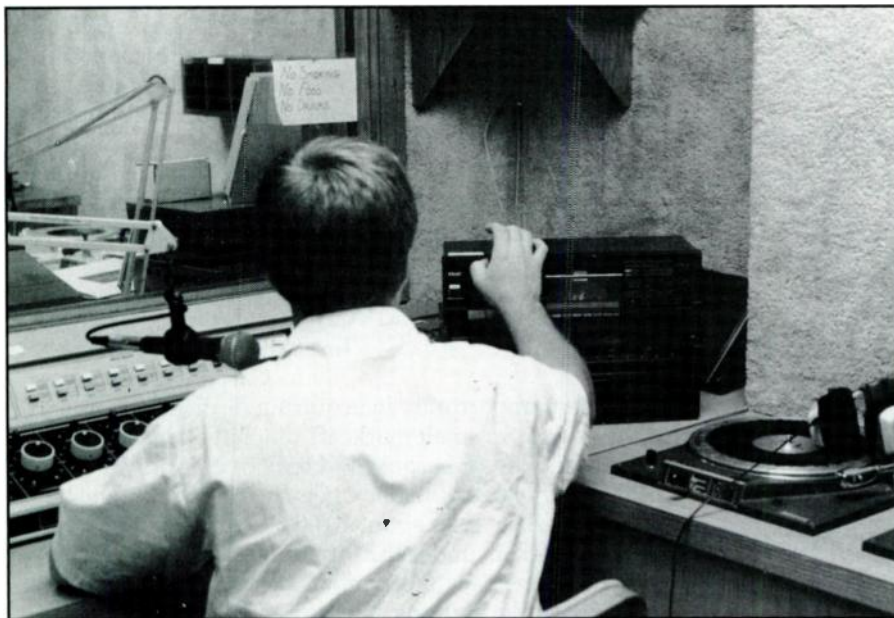
prompting Carpenter to quip, "The biggest pressure I get from the college is to use my mailing list!"

At all three schools — Toccoa Falls, Cedarville, and Grace — the list of station donors is kept separate from college donors. "If someone donates only to KGBI," explains Sommerville, "they don't start getting

*"Since we've made [its] name so recognizable, the college is very supportive of our programming."*

— Paul Carpenter, founder,  
Toccoa Falls (Ga.) Radio Network

*Below. Students acquire practical hands-on experience at Christian college radio stations.*



*On-air experience is one of many benefits of working in a student-run radio station.*

mailings from the college. Our donor base is our own and is separately maintained."

Any sharing of mailing lists at Cedarville is subject to mutually agreed guidelines, adds Gathany. If a radio listener hears an offer to receive the institution's *Torch* magazine and replies, for example, then the name may be shared because it was generated by the station but is serviced by the college.

"We provide all our own funds," continues Carpenter, "and indeed, our listeners have had to save us many times. When we had to raise \$120,000 to construct a tower, it came from our listeners and not the college." Not only does radio receive no funds from Toccoa Falls College, but rather the network gives a tithe back to the institution.

### The Old College Tie

Another arm's length transaction between colleges and stations is the allocation of airtime for college-related teaching programs and promotional spots. Of course, all stations prominently mention their owners during local IDs. But otherwise, Gathany notes, "at Cedarville we make an internal transfer of funds to charge for the college's use of airtime."

Sommerville reports that Grace College is not charged for airtime on KGBI, "but we have a requisition form each department has to submit, specifying either a heavy or medium load of spots. If several requests for time are submitted, I have the prerogative to decide the allocation."

As for the types of college-related programs aired by these broadcasters, selections depend upon the distinctives of both the institution and the station:

- Mission is emphasized on the 15-minute *From the President* program hosted at 9:05 each morning

*Continued on page 16*



*College broadcasters are constantly striving to hone interviewing skills. Many media personalities, such as Dawson McAllister of Dawson McAllister Live, understand the value of allowing students to practice, learn, and grow.*

by Toccoa Falls president Paul Alford. The segment fits nicely with the college's profile as an independent institution "in the middle of Southern Baptist country" but which draws 70 percent of its 1000 students from the Christian & Missionary Alliance faith. Mission is close to the heart of the media ministry, as Carpenter also oversees three "Hope Radio" stations in Chile.

- In the "basketball belt" of the Midwest, Cedarville's radio outreach has broadcast its hoop schedule play-by-play since the first station went on the air in 1962. But the CDR Network also capitalizes on its college president, Paul Dixon, whose reputation draws nationally known speakers to student chapel services. Aired daily on a one-hour tape delay at 11 a.m., and again at 8 p.m., the broadcast is ranked among the network's top four programs in listener surveys.

- Because KGBI strives for "a balance of information and inspirational music," says Sommerville, the outlet emphasizes compelling coverage of current issues.

Three times each week, the station airs interviews with Grace College students and faculty. Also well received by listeners is a weekly evening call-in and guest interview program hosted by college president Neal McBride. And on weekends, the institution's academic dean leads an *Issues in Perspective* segment.

Sommerville and other broadcasters agree that, even if a station is college-owned, its demographics must be market driven. At KGBI — which is a 100,000-watt outlet licensed to Omaha, and not a carrier-current campus station — he gets no pressure to target the 12-to-17 or 18-to-25 age brackets. Though this comprises the pool of eligible student recruits, "it's not an age bracket that's financially viable for a radio station. Student ages are just not donors to a ministry."

Instead, KGBI, which subscribes to Arbitron, targets the 25-to-54 age bracket. Those demographics provide a sound donor base, allow the station to operate within its "community ministry" philosophy — and if these adult listeners happen to be parents of college-aged young people, so much the better.

"We build a great rapport with the communities we serve," says Carpenter of Toccoa Falls, so that even without much overt promotion "the college has gotten good results." He points out that surveys rank Toccoa Falls College among the 20 most recognized names in Christian higher education, and that enrollment has grown every year since 1978 — about the time Toccoa Falls' flagship WRAF-FM went on the air.

While some of those new students will end up as broadcasting and communications majors, Sommerville says station managers must make a choice. To maximize listenership and donor support, he observes, the outlet needs quality professional programming, which limits

the opportunity to be a training ground for students. "The college's communications department is separate from the station," he remarks, "and though we do a few internships for students, hiring is strictly on a competitive merit basis."

Carpenter reports that, although WRAF is on college property, it is considered as off campus. And at Cedarville, Gathany has several student interns and part-timers, but says the college's communications department has constructed its own carrier-current campus station and studios.

## Opportunity Knocks

Backed by the educational resources, credibility, and dynamism of a Christian college, affiliated broadcasters enjoy a unique opportunity. Beyond the major metropolitan markets dominated by large commercial Christian chains — such as Salem Communications, Crawford Broadcasting, and others — are smaller markets where "college 'casters" are filling the need for Christian radio by establishing regional networks.

Colorado Christian University retransmits the signals of KWBI and its sister station, KJOL-FM/Grand Junction, through a chain of some 30 translators across three states. Cedarville College is planning soon for satellite operation. And the Toccoa Falls College Radio Network — which already offers satellite delivery — now boasts broadcast units in Georgia, Florida, South Carolina, Tennessee, and Texas.

Carpenter also sees abundant opportunity in acquiring or programming AM stations in small markets "that have gone dark for lack of money, or because FM took over. And yet in small markets, AM usually gets the higher ratings. I'd say in markets with about 10,000 to 15,000 population — or say, markets under the top fifty — are a real open door. As long as you can retain a station's local flavor, network programming can work well."

Gathany concurs, but cautions broadcasters to be selective. His network has declined broadcast invitations in several communities, he adds, "because we only want to install facilities where our format fills a need that is not being met."

That opinion is echoed by Carpenter, who says the Toccoa Falls network "has more invitations to participate with radio stations than we can handle." Yet because people are hungry for Christian radio, he looks forward to selective expansion of the college's media outreach. "If you're doing good Christian radio," he concludes, "word of mouth gets around and communities often come to you."

*Even if a station is college-owned,  
its demographics  
must be market driven.*

**Mark Ward Sr. is editor of the NRB Directory of Religious Media and author of *Air of Salvation: The Story of Christian Broadcasting*.**

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by Tom Nash

**I**NTERNSHIPS CAN BE A win-win situation for the station and the student. Many colleges require them, others encourage them. Many stations use interns regularly, and eagerly seek them.

An internship is a chance for college seniors to get practical experience in their future career fields as part of their college experience. The student goes to the place of employment for a pre-arranged number of hours per week, usually about 12. The employer gives the student work that will benefit the business and the intern, who is getting real-life job experience.

*[Interns] will learn that life isn't always as simple as it seems through the pages of a textbook.*

### What the Station Gets

- Competent, free help for about 12 hours per week.
- A chance to get acquainted with possible future employees with little risk. You can keep in touch with the ones that impress you.
- An opportunity to touch the future by helping to mold today's students.
- Energy and ideas. College students often see the world through different, more optimistic eyes than the rest of us do. You may pick up a useful idea or two.

### What the Student Gets

- Realistic, on-the-job experience that will help them make a smoother transition from classroom to work place.
- Contacts for networking.
- A possible letter of recommendation.
- Job experience to list on an otherwise thin resume.
- College credits.

# Winning with Internships



*One of the benefits of an internship is the interaction that occurs between employer and student. Generally, both sides can learn a thing or two.*

- Maturity and wisdom. They will begin to learn that life isn't always as simple as it seems through the pages of a textbook. Real life experience is often the best teacher.

## How to Get an Intern

Most schools with courses in broadcasting (also called communication, telecommunication, and radio-television-film) have internship programs. Contact colleges in your area. If you are willing to take interns whether or not they are Christians, state universities and other nearby colleges are good sources. If you require Christian interns, Christian colleges are a better source.

Timing is critical. Most colleges are on semesters, and internships must be started and completed within one semester. Fall semester usually starts in late August or early September. Spring semester usually starts in January or early February. Many schools also have semesters during the summer. The best time for the college to receive information about the internship you offer is a few weeks prior to the semester's start.

It would be good to contact the school by phone to discuss your internship idea, but follow up with a letter or flyer describing it. In some areas, including the one where I teach, there are far more internship opportunities than students available, so students are more likely to seek those that are attractively described.

Some organizations that regularly use interns send mailings out twice a year describing opportunities in detail. After the student reads the details of your internship opportunity, he or she will usually call you to inquire further and work out the details.

## Supervising an Intern

As much as possible the intern should be treated like any employee, beginning with a clear job description. Expect to spend some time explaining your expectations.

Regularly check on the progress of the work the intern is doing, offer praise (publicly) when appropriate and correction (privately) when needed.

Although the intern is usually not paid, the student still has a strong motive for performing well—the grade. Your recommendation to the supervising professor will strongly influence the grade the student earns. The grade becomes a permanent part of the student's record.

*Internships are win-win situations.*



*Students gain valuable experience in the working world through internships.*

## What to Expect from an Intern

- Reliable attendance. If the student is sick or has a family emergency, the absence should be handled the same as an employee absence. Occasionally, field trips or

other learning opportunities may come up, and the student may ask to reschedule hours. The choice to reschedule is up to you. If the student fails to show up, the faculty supervisor should be notified.

- Promptness. The student should arrive at or before the agreed upon time. You will need to be flexible as to what hours you schedule for the intern since the student must work around other courses and employment. But whatever hours are agreed to should be held to rigorously. It's an important part of the learning experience. If your employees punch a clock, have the intern do so.

- Professional dress. Today's norm for college students is to dress very casually. Let the student know what your dress requirements are and expect compliance.

- Professional attitude. Students are not there to goof off, cut up, or distract others. They are there to work. You have a right to expect productivity in exchange for your investment of time in the student.

## What an Intern Expects from You

- Clearly communicate expectations. If you don't tell the student what to expect, you won't get it.

- Meaningful work. Students are not there simply to observe. They will become frustrated if there is little or nothing meaningful to do. The work should be related in some way to their career objectives. It's okay to have them do some menial tasks, such as filing or typing, but the majority of the work should be challenging and meaningful.

- Professional attitude.

One of my students came back after her first day of internship at a local television station to report that two of the crew members had made obscene propositions to her. No employee or intern should be

*Continued on page 20*

subjected to sexual harassment, racial innuendos, temper tantrums, unsafe conditions, etc.

### Evaluating an Intern

The school will have some means of evaluation of the student both for the sake of quality control for the program and as a basis for assigning a grade. My institution has a two-page evaluation form which the internship employer fills out twice during the semester and mails directly to our office. The internship employer is also requested to call us immediately if there is any problem. Internship employers are also requested to give frequent feedback to the student for affirmation or necessary changes.

If the student has done quite well, I recommend the employer write a letter of recommendation, addressed "To Whom It May Concern." The intern can photocopy the letter and use it during a future job search.

### If It Doesn't Work Out

Though this rarely happens, I suggest the following steps:

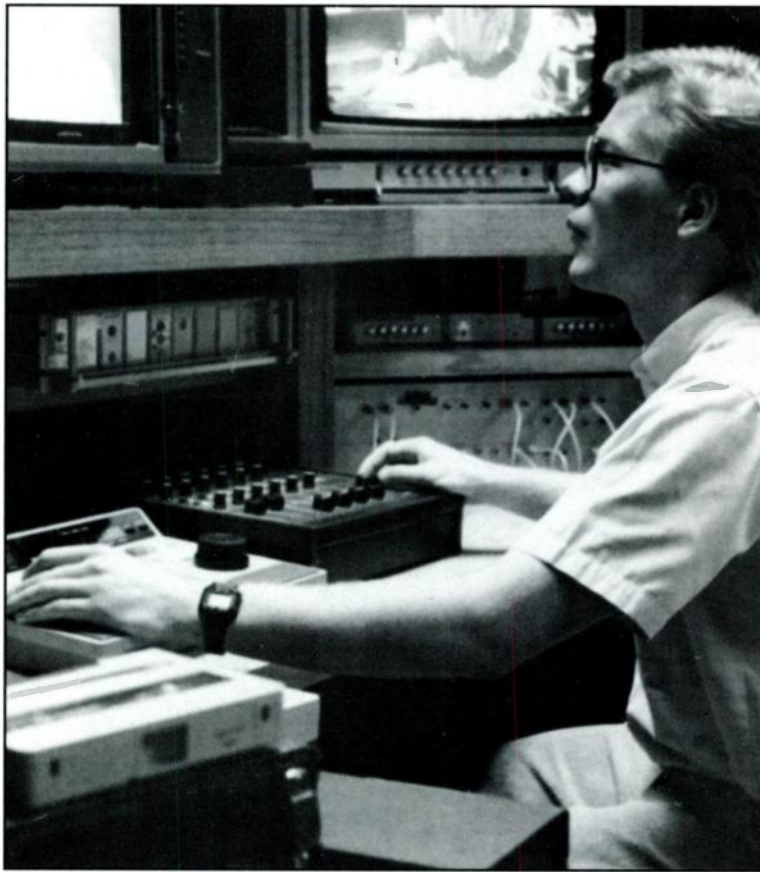
- Speak to the intern directly. It may be your expectations were not clear enough. One of my interns was working at a radio station with a stringent dress code, and his supervisor called to report that the student was dressing very inappropriately. After discussing the problem, we decided it would be best if the supervisor talked to the intern directly. He changed his behavior immediately, and by the end of the semester the supervisor had nothing but good to say about the intern.

- Talk to the internship director

at the school. This will probably be a professor in the student's major. You can jointly plan a course of action.

*The majority of the work should be challenging and meaningful.*

- Fire him! If the student after being warned still does not meet his obligations, do to him what you would with any employee — fire him. It's not all bad. Being fired is a power-



*Both large and small companies support internship programs. Barry Krikke of Northwestern College (Orange City, Iowa) landed an internship with WLS-TV/Chicago.*

ful learning experience. It would be unusual to have to go this far. In my more than 20 years of supervising interns none of my students has ever been fired, although one found himself unemployed when the company went out of business.

### Legal and Ethical Considerations

I'm neither a lawyer nor the son of a lawyer, so I can't give legal advice, but I can tell you internships are commonly done by both large and small companies without problems. Interns are not actually employees, so they are not covered by health benefits, etc. Colleges usually require that students be covered by health insurance. I assume there would be some liability exposure in case of an accident caused by negligence. You may want to talk to your insurance carrier or legal counsel.

Is it ethical to have people working for you for free? Sure, as long as they are getting something worth-

while out of the deal. A few years ago in Hollywood there were some abuses in internships, leading many companies to tighten their rules as to what they would consider an internship.

To be ethical, an internship must: be under the supervision and sponsorship of a legitimate college or other school which gives credit toward graduation for the experience; have a specific and limited time period; involve work experience which is genuinely beneficial to the student.

### The Winning Combination

Internships are win-win situations, designed to benefit both student and employer. You might be surprised at how much you can learn from an internship experience!

**Dr. Tom Nash is professor of communication at Biola University in La Mirada, Calif., and is a past president of Intercollegiate Religious Broadcasters, the academic arm of NRB.**

# 4

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**A**S GRADUATES OF Christian colleges, the editors of Religious Broadcasting recognize the unique opportunities which are available at these institutions. Learning how to communicate the gospel is an exciting and rewarding venture; this era of the information highway promises to bring incredible challenges and advancements to religious broadcasters. Students who avail themselves of the best Christian education and preparation will be mappers of the highway and specialists in the ever broadening arena of electronic communication, affecting both religious and secular broadcasting.

In an effort to inform college-minded people of the broadcast communication programs available in evangelical colleges, department chairs of institutions listed in the National Evangelical Directory were surveyed and asked the following questions:

1) Does your institution have a separate, specific broadcast communications or broadcast journalism program at the undergraduate level?

2) How many credit hours does a major in this area require?

3) Are internships required, and what assistance is provided in arranging these?

4) Does your institution have a radio station? A television studio? Other broadcast-related facilities?

5) Is any job placement assistance offered to graduates of your program?

6) How many faculty members are on staff in your department?

7) What, in your opinion, does your institution uniquely offer broadcast students? Why should a student who is interested in broadcasting, particularly Christian broadcasting, consider attending your institution?

8) Approximately how many students attend your institution? How many are involved in the broadcast program?

9) What is the approximate cost of tuition/room & board for one year at your institution?

10) Who should students interested in your program contact for more information?

Of the 98 colleges surveyed, 25 returned the questionnaire. Their answers are listed in the following guide to Christian colleges. All respondents eagerly expressed their desire to assist any interested person with further questions. We at Religious Broadcasting

# Training for Tomorrow



Students from North Central Bible College in Minneapolis participate in a news broadcast.

are happy to present the 1994 Christian College Broadcast Communication Directory.

## ANDERSON UNIVERSITY Anderson, Ind.

**Broadcast program:** Mass communication major with an emphasis in broadcasting

**Credit hours:** 52

**Internship:** Strongly recommended; faculty assists in placement

**Facilities:** Commercial radio station, CNN news affiliate, commercial

television production company

**Job placement:** Faculty and Career Resource Center assist in placement

**Faculty:** 5 full-time; 3 professionals in residence

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ty programs to large interested audiences. Lives are being changed. Students are entering internships with a level of ability many other college students leave internships with. Graduates are employed in a variety of locations across the country and around the world, making a difference through the art of broadcasting."

**Student body:** 2200

**Broadcasting students:** 90

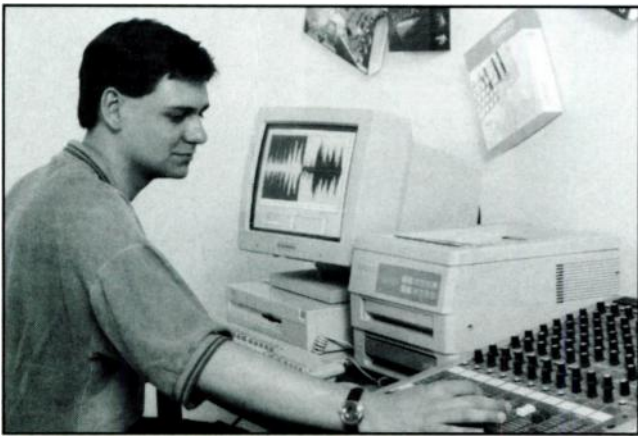
**Cost:** \$13,820

**Contact:** Anderson University Admissions, 1100 E. 5th St., Anderson, IN 46012, (800) 428-6414

## ASBURY COLLEGE

Wilmore, Ky.

**Broadcast program:** Film studies, management, performance, or production



*A student works in the multi-media lab at Cedarville (Ohio) College.*

**Credit hours:** 47-48

**Internship:** Yes; faculty assists in placement

**Facilities:** Carrier-current station, 24-hour cable television station, video trailer, six video edit suites, non-linear video editing, digital audio workstations, three audio studios, television studio

**Job placement:** Faculty assists in placement

**Faculty:** 2 full-time; 4 part-time

**Special considerations:**

"Asbury College is committed to both the classroom experience and the practical application of that experience. Asbury was chosen by the Atlanta Olympic Committee to help train students who will work as part of the crew for the 1996 Summer Olympics. This will be the third Olympics that the college broadcast program has been

involved in. Advanced television students also get the opportunity to travel abroad, putting their skills to work for ministry. Eighteen countries have been visited by Asbury video crews shooting documentaries and promotionals. Both Christian and secular broadcasting are studied. Our goal is to prepare Christians to be quality communicators wherever God calls them."

**Student body:** 1125

**Broadcasting students:** 125

**Cost:** \$11,000

**Contact:** Dean Stan Wiggam, Asbury College, 1 Macklem Drive, Wilmore, KY 40390, (800) 888-1818

## BETHEL COLLEGE

St. Paul, Minn.

**Broadcast program:** Media communication

**Credit hours:**

55

**Internship:**

Yes; director is on staff

**Facilities:**

Carrier-current radio station, on-campus editing on S-VHS, off-campus studio facilities

**Job placement:**

Placement office assists in job searches; seminar offered to seniors

**Faculty:** 4 full-time

time

**Special con-**

**siderations:** "Bethel's approach is deliberately broad so that students gain background in writing, design, interpersonal skills, and production. Hands-on opportunities are balanced well with broader communication skills."

**Student body:** 1800

**Broadcasting students:** 40

**Cost:** \$14,500

**Contact:** Kathy Bruner, Bethel College, 3900 Bethel Drive, St. Paul, MN 55112, (612) 638-6247

## BIOLA UNIVERSITY

La Mirada, Calif.

**Broadcast program:** Radio-television-film, broadcast journalism, broadcast management

**Credit hours:** 30

**Internship:** Required; faculty assists in placement

**Facilities:** Low-power campus

radio station, television production studio, film editing lab

**Job placement:** Assistance provided through networking, internships, recommendations, and required course on careers

**Faculty:** 7 full-time; 7 part-time

**Special considerations:** "Even though we are in the quiet suburb of La Mirada, we are just 20 miles from Hollywood. This gives us many wonderful internship opportunities and the chance to get a wide range of professionals as speakers. We have a film production program, something the majority of Christian colleges don't offer. Our broadcast management program combines courses in broadcasting with a business core to prepare students for success at various levels of management in the broadcast industry.

Another distinctive of Biola is our advisory board of 30 Christian professionals in various aspects of both religious and secular media."

**Student body:** 3000

**Broadcasting students:** 90

**Cost:** \$16,138

**Contact:** Dr. Tom Nash, Communication Department, Biola University, 13800 Biola Ave., La Mirada, CA 90639, (310) 903-4804

## BRYAN COLLEGE

Dayton, Tenn.

**Broadcast program:** Communication/media arts

**Credit hours:** 30

**Internship:** Required; regular cooperative assignments

**Facilities:** On-campus recording studio and audio laboratory

**Job placement:** Career Services office assists all graduating students and alumni

**Faculty:** 2 full-time; 3 part-time; practicum supervisors

**Special considerations:**

"Bryan's communication arts majors are required to build their resume prior to graduation. Our location in a small market (close to a medium-sized market) allows students to graduate with a solid record, including on-air experience, in the professional media."

**Student body:** 440

**Broadcasting students:** 40

**Cost:** \$12,530

**Contact:** Thomas A. Shaw, Director of Admissions, P.O. Box

*Continued on page 24*

7000, Bryan College, Dayton, TN  
37321-7000, (615) 775-2041

### CALVIN COLLEGE

Grand Rapids, Mich.

**Broadcast program:** Telecommunications

**Credit hours:** 36

**Internship:** Strongly advised

**Facilities:** Cable-FM stereo radio station, complete video production and editing, campus-wide 12-channel cable-TV system with student-run channel, international TV programming from two satellite dishes

**Job placement:** Extensive assistance offered with ongoing departmental networking among alumni

**Faculty:** 10 full-time; additional part-time

**Special considerations:** "Our faculty has extensive contacts in domestic and international Christian broadcasting. We also specialize in new technologies, particularly electronic and digital forms of broadcasting and computer communication."

**Student body:** 4000

**Broadcasting students:** 150

**Cost:** \$12,900

**Contact:** Dr. Quentin J.

Schultze, Communication Arts and Sciences, Calvin College, 3201 Burton S.E., Grand Rapids, MI 49546, (616) 957-6283

### CEDARVILLE COLLEGE

Cedarville, Ohio

**Broadcast program:** Yes

**Credit hours:** 72

**Internship:** Yes; arranged through alumni network

**Facilities:** FM radio station, AM carrier

**Job placement:** Yes

**Faculty:** 3

**Special considerations:**

"Cedarville offers contact with the real world through strong ties to alumni who are on campus and in classes regularly. A large number of alumni are available as counselors. A strong emphasis is placed on academic preparation by an excellent faculty."

**Student body:** 2350

**Broadcasting students:** 65

**Cost:** \$9500

**Contact:** James O. Leighten-

heimer, Cedarville College, Box 601,

Cedarville, OH 45314, (513) 766-7965

### CORNERSTONE COLLEGE

(formerly Grand Rapids

Baptist College)

Grand Rapids, Mich.

**Broadcast program:** Speech communications, broadcast media

**Credit hours:** A.A.S. 65; B.A. 129 (includes general education)

**Internship:** Yes; arranged by director and supervised by supporting faculty member

**Facilities:** FM radio station

**Job placement:** Offered through Career Placement office

**Faculty:** 2 full-time; 1 part-time

**Special considerations:** "We

service the second largest metro area in Michigan. This provides numerous media internships. Students are involved with the campus radio station as volunteers, interns, and paid staff."

**Student body:** 750

**Broadcasting students:** 25

**Cost:** \$10,228

**Contact:** Dr.

Tim Detwiler,

Cornerstone

College, 1001 E. Beltline Dr., Grand Rapids, MI 49505

### DORDT COLLEGE

Sioux Center, Iowa

**Broadcast program:** Radio/TV or journalism emphasis offered in communication major

**Credit hours:** 36

**Internship:** Strongly recommended; assistance provided in arrangement, supervision, and consultation.

**Facilities:** FM radio station, TV studio

**Job placement:** Informal

**Faculty:** 4 full-time; 1 part-time

**Special considerations:** "Dordt excels in the development of Christian perspective and practical application."

**Student body:** 1050

**Broadcasting students:** 15-20

**Cost:** \$10,500

**Contact:** Dr. Daryl Vander Kooi,

Dordt College, Sioux Center, IA 51250, (712) 722-6259

### EVANGEL COLLEGE

Springfield, Mo.

**Broadcast program:** Broadcasting

**Credit hours:** 36

**Internship:** Strongly encouraged; internship coordinator helps locate internships

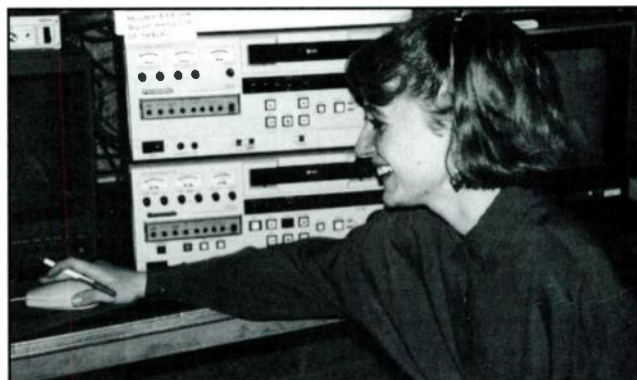
**Facilities:** FM radio station, TV studio, local cable access broadcasts

**Job placement:** Most contacts come through alumni and through local media via internships

**Faculty:** 5 full-time; 3 adjunct

**Special considerations:**

"Evangel is noted for its quality training with emphasis on hands-on experience and close faculty contact."



Computer-assisted editing is the norm for students at Bethel College in St. Paul, Minn.

We regularly receive rave reports from internship supervisors as well as employers about the quality of our students. We have an excellent working relationship with the local media which provides our students with many resources, both in training and in job search."

**Student body:** 1500

**Broadcasting students:** 75

**Cost:** \$10,000

**Contact:** Shirley Shedd, Communication Department Chair, Evangel College, 1111 N. Glenstone, Springfield, MO 65802, (417) 865-2815, ext. 7377

### GEORGE FOX COLLEGE

Newberg, Ore.

**Broadcast program:** Video production

**Credit hours:** 36

**Internship:** Not required; assistance provided by department

**Facilities:** Radio station

**Job placement:** Provided through Career Services office

**Faculty:** 2 full-time; 1 part-time  
**Special considerations:** "A liberal arts emphasis, combined with better-than-average facilities, produces creative, thinking communicators rather than button-pushing clones."

**Student body:** 1200

**Broadcasting students:** 45

**Cost:** \$13,500

**Contact:** Dr. Warren Koch, 414 N. Meridian #6006, Newberg, OR 97132-2697, (503) 538-8383

### GREENVILLE COLLEGE Greenville, Ill.

**Broadcast program:** Mass communication

**Credit hours:** 36

**Internship:** Strongly recommended; student responsible to arrange internship

**Facilities:** FM radio station

**Job placement:** Informal

**Faculty:** 4

**Special considerations:** "Our radio station is operated and managed by students. Management experience is unique to our program compared to many others. Also, our format targets a younger audience than most Christian radio stations (CHR and rock in evenings, AC/CHR in daytime). Our production studio is multi-track."

**Student body:** 850

**Broadcasting students:** 35

**Cost:** \$14,300

**Contact:** Cary Holman, Assistant Professor, Communication Department, Greenville College, 315 E. College Ave., Greenville, IL 62246, (618) 664-2800, ext. 4520

### HOUGHTON COLLEGE Houghton, N.Y.

**Broadcast program:** Communication major with emphasis in broadcasting

**Credit hours:** 30

**Internship:** Recommended

**Facilities:** FM radio station, television studio

**Job placement:** Offered through counseling center

**Faculty:** 6

**Special considerations:**

"Houghton offers a strong theoretical base with a solid ministry-centered radio station."

**Student body:** 1150

**Broadcasting students:** 30-45

**Cost:** \$13,120

**Contact:** Douglas Gaerte,

Communication Coordinator,  
Houghton College, Houghton, NY  
14744, (800) 777-2556

### LEE COLLEGE Cleveland, Tenn.

**Broadcast program:** Communication major with emphasis in broadcasting

**Credit hours:** 36

**Internship:** Highly recommended; assistance provided by faculty

**Facilities:** TV studio, editing facility, cabling for shooting video, access to local cable TV company, looking into the feasibility of a carrier-current station

**Job placement:** Informal

**Faculty:** 4 full-time; 2 part-time

**Special considerations:** "Lee College is a fast-growing institution. We offer students ample opportunity for hands-on training, including live on-air experience. Most broadcast courses demand some type of video or audio project and portfolios are required of students before they are allowed to graduate."

**Student body:** 2000

**Broadcasting students:** 100

**Cost:** \$9000

**Contact:** Dr. Carolyn Dirksen, Chairperson, Department of Language Arts, Lee College, 1120 N. Ocoee St., Cleveland, TN 37311, (615) 478-7000

### MESSIAH COLLEGE Grantham, Pa.

**Broadcast program:** Radio/television/film major in conjunction with Temple University, Philadelphia

**Credit hours:** 40

**Internship:** Not required

**Facilities:** FM radio station

**Job placement:** Yes

**Faculty:** 4; numerous faculty at Temple University

**Special considerations:**

"Messiah offers the opportunity of studying both at a Christian liberal arts college in a suburban-rural setting and a large secular urban campus in north Philadelphia. Students are also afforded the opportunity to work at a licensed FM radio station."

**Student body:** 2350

**Broadcasting students:** 15

**Cost:** \$15,000

**Contact:** Deb Adkins, Messiah College, Grantham, PA 17027, (717) 766-2511

# People Like What They're Hearing...

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

Angela Hicks; Edmond, OK

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

David Ingram; Ft. Smith, AR

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

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



Wanda Franz Ph.D.

## Pro-Life Perspective

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

Continued on page 26

## TRAINING FOR . . .

Continued from page 25

### MISSISSIPPI COLLEGE

Clinton, Miss.

#### Broadcast program:

Communication major with concentration in media

**Credit hours:** 36

**Internship:** Strongly encouraged; arranged by communication program

**Facilities:** Radio station

**Job placement:** Informal

**Faculty:** 6

**Special considerations:** "We operate FM and AM commercial radio stations. We emphasize sports broadcasting."

**Student body:** 4000

**Broadcasting students:** 150

**Cost:** \$6000

**Contact:** Dr. Billy Lytle, Mississippi College, Box 4254, Clinton, MS 39058, (601) 925-3428

### NORTH CENTRAL BIBLE COLLEGE

Minneapolis

#### Broadcast program:

Broadcasting, journalism, mass communications

**Credit hours:** 131 (includes general education)

**Internship:** Required; secured and directed by faculty

**Facilities:** Campus radio station with satellite downlink, television studio, edit bays

**Job placement:** Yes

**Faculty:** 3 full-time; several part-time

**Special considerations:** "North Central is an evangelical institution committed to training young Christians for a lifetime of service. We are located in a major metroplex, and more than 90 percent of our students have good jobs. We are constantly involved in active ministry, in and out of the classroom."

**Student body:** 1150

**Broadcasting students:** 50

**Cost:** \$8600

**Contact:** Dr. Jim Loving, Chairman, Department of Communications, North Central Bible College, 910 Elliot Ave. S., Minneapolis, MN 55404, (612) 332-3491

### NORTHWESTERN COLLEGE

Orange City, Iowa

**Broadcast program:** Communication studies major with electronic media track

**Credit hours:** 34

**Internship:** Coordinated by Career Development Center

**Facilities:** Carrier-current radio, community access studio for local cable system

**Job placement:** Yes

**Faculty:** 3

**Special considerations:**

"Northwestern offers a strong emphasis on integration of communication into liberal arts and into Christian faith."

**Student body:** 1100

**Broadcasting students:** 35-40

**Cost:** \$12,976

**Contact:** Dr. William Herzog, Communication Studies Department, Northwestern College, Orange City, IA 51041, (712) 737-7026

### NORTHWESTERN COLLEGE

St. Paul, Minn.

**Broadcast program:** Yes

**Credit hours:** 65

**Internship:** Strongly encouraged

**Facilities:** Full-service radio station (KTIS-AM/FM) on campus as well as a network of stations in the Midwest, separate student-run campus radio station, television studio, editing facilities

**Job placement:** Informal

**Faculty:** 2 full-time; 5 part-time

**Special considerations:** "We are located in the 14th largest market in the country; therefore, the number and quality of internships is excellent. We offer the opportunity for students to be

involved in international broadcast ministry experiences. Students have the chance to learn about broadcasting in an environment with the very successful and well-respected ministries of KTIS radio and the SkyLight Radio Network."

**Student body:** 1250

**Broadcasting students:** 68

**Cost:** \$13,500

**Contact:** Tim Thomlinson or

Richard Long, Department of Communication, Northwestern College, 3003 N. Snelling Ave., St. Paul, MN 55113, (612) 631-5314

### REFORMED BIBLE COLLEGE

Grand Rapids, Mich.

**Broadcast program:** Communication minor

**Credit hours:** Information not available

**Internship:** Not required

**Facilities:** Specialized radio station

**Job placement:** Information not available

**Faculty:** 1 part-time

**Special considerations:** "Our radio and media production courses are part of a communications minor: journalism, speech, and radio."

**Student body:** 200

**Broadcasting students:** 5

**Cost:** \$9400

**Contact:** Dr. H. Bruxvoort, Reformed Bible College, 3300 E. Beltline N.E., Grand Rapids, MI 49505

### SOUTHERN CALIFORNIA COLLEGE

Costa Mesa, Calif.

**Broadcast program:** TV/film



A custom-built remote production trailer for Asbury College in Wilmore, Ky., is being used to train students for work at the 1996 Olympic Games in Atlanta.

major with emphasis in television production, film production, audio production, broadcast journalism, writing, or communication research

**Credit hours:** 50

**Internship:** Highly recommended; internship coordinator responsible for placement

**Facilities:** Video edit bays, audio bays, small studio

**Job placement:** Available

through faculty

**Faculty:** 4

**Special considerations:** "SCC is dedicated to preparing communication professionals. We stay focused on teaching students which is why you don't hear much about us. We are unique in requiring all majors to own their own personal computer and incorporating software into classes. The number of majors is restricted to avoid overcrowding in classes. The major is broad-based. Most graduates go into communication careers; others go on to graduate schools, teaching, ministry, or business. You don't limit your options with us — you expand them. The southern California area is unmatched in communication job potential."

**Student body:** 1050

**Broadcasting students:** 75

**Cost:** \$13,354

**Contact:** Rick Hardy, Office of Admissions, Southern California College, 55 Fair Dr., Costa Mesa, CA 92626, (800) 722-6279

## SPRING ARBOR COLLEGE

Spring Arbor, Mich.

**Broadcast program:** Yes

**Credit hours:** 36

**Internship:** Required; assistance provided by faculty

**Facilities:** AM and FM radio stations, TV production studio, edit bay, audio production labs

**Job placement:** Yes

**Faculty:** 7

**Special considerations:** "We have two student-run radio stations. Field internships are required for graduation. Those who teach, do; each faculty member came from the industry."

**Student body:** 1700

**Broadcasting students:** 60

**Cost:** \$10,000

**Contact:** Thomas M. Ball, Ed.D., Department of Communication, Spring Arbor College, Spring Arbor, MI 49283, (517) 750-1200

## TOCCOA FALLS COLLEGE

Toccoa Falls, Ga.

**Broadcast program:** Yes

**Credit hours:** 30

**Internship:** Required; student responsible to find internship

**Facilities:** Flagship radio station, network satellite feed, two translators, six radio stations in four states, student-operated low power station

**Job placement:** Yes

**Faculty:** 4

**Special considerations:** "TFC offers excellent facilities, experienced faculty, and a personal approach through small class size and one-on-one attention to student needs."

**Student body:** 850

**Broadcasting students:** 100

**Cost:** \$9708

**Contact:** Dr. Donald T. Williams, Toccoa Falls College, Toccoa Falls, GA 30598, (706) 886-6831

## TREVECCA NAZARENE COLLEGE

Nashville, Tenn.

**Broadcast program:** Mass communications

**Credit hours:** 30

**Internship:** Highly recommended; arranged by faculty

**Facilities:** AM and FM radio stations, audio computers and editors

**Job placement:** Yes

**Faculty:** 4

**Special considerations:** "We offer hands-on experience and real world sales training. Nashville is a major center for production of Christian music; two Christian music radio networks are located here."

**Student body:** 850

**Broadcasting students:** 12-20

**Cost:** \$10,510

**Contact:** David Deese, Trevecca Nazarene College, 333 Murfreesboro Road, Nashville, TN 37210, (615) 248-7700

## WARNER SOUTHERN COLLEGE

Lake Wales, Fla.

**Broadcast program:** Yes

**Credit hours:** 32

**Internship:** Yes; regular cooperative assignments

**Facilities:** Radio station, post-production video

**Job placement:** Yes

**Faculty:** 3

**Special considerations:** "We offer small individual classes and lots of production opportunities."

**Student body:** 538

**Broadcasting students:** 30

**Cost:** \$14,000

**Contact:** Admissions Office, Warner Southern College, Lake Wales, FL 33853, (813) 638-1426 <sup>RB</sup>

# INTERVIEWS WITH *impact!*

## HOME & FAMILY

*Parenting Passages* —  
by Dave Veerman

The eleven critical stages that every parent faces and how to navigate them. Dave is a veteran author, youth minister and articulate speaker. A great interview.

*The Second Decade of Love* —  
by Greg Johnson & Mike Yorkey

How many of your listeners have been married from 8 to 15 years? These favorite authors share practical, spirit-led insight on surviving — and thriving — into the second decade of marriage.

*You Can't Spank a Kid  
in a Snowsuit* — by Bruce Howard

Invite Bruce to share his light-hearted stories and lessons on parenting. Hilariously insightful.

*Understanding Today's Youth  
Culture* — by Walt Mueller

Ask Walt why kids are lured into the culture and how to prevent it. Get to the root cause of depression, suicide, substance abuse and pre-marital sex in our teenagers. Eye-opening, yet hopeful.

Tyndale House is your source for great interviews with experienced authors on topics such as current affairs, parenting, counseling, women's issues, teen interest and Bible learning. Plus, popular Christian fiction. For a complete list of authors, books and interview ideas call Judy Thieman, Public Relations Assistant at 800/323-9400, ext. 279.



TYNDALE

Tyndale House  
Publishers, Inc.  
351 Executive Drive  
Carol Stream, IL 60188

by Elizabeth J. Guetschow

**O**N A BLESSEDLY, unseasonably cool July day in Washington, I stood at the corner of 11th and H streets and waited to cross to the Washington Convention Center, which had been claimed for the week by DC 94, Youth For Christ's (YFC) triennial youth evangelism conference. Several of its 20,000 attendees — the event was declared sold out in June — waited along with me, decked out in DC 94's unofficial T-shirt and shorts uniform, all of them bearing the fluorescent wrist bands identifying them as DC 94ers.

"Washington definitely knew we were there," recalls Missy Guetschow, my sister and one of DC 94's participants. It was, in fact, difficult to imagine Washington not knowing DC 94 had arrived. Surely even those preoccupied Washingtonians who might somehow have missed the hordes of enthusiastic adolescents packing out restaurants, hopping the Metro, seeing the sights, and just crossing the street (an especially complex task when 100 teenagers and their chaperons are trying to do it at the same time) must have noticed some of the 20,000-plus make their way en masse to the Mall for the True Love Waits celebration, which was perhaps DC 94's most publicized event.

But simply having people notice they were there was not the point. The more important issue was why.

Some, admittedly, came because going to Washington sounded like a fun thing to do. "Those who wanted a vacation got a vacation," said Laura Martinez, youth director for Wakeshma Community Church in Fulton, Mich., which sent 15 students to DC 94. But most of the conference's participants came at least in part for the reasons espoused by YFC and those who made the enormous event a reality, reasons like making a life-long, whole-life commitment with others — goals captured in DC 94's foundational theme, "Live To Tell," and in its

three-tiered, "know God, live your faith, tell others" training strategy.

Both the "Live To Tell" theme and the "Know, Live, Tell" training strategy were carried out in the form of a dizzying schedule of interactive video evangelism training, workshops, super seminars with titles like "Turning Your High School Right Side Up," "Wild Things Happen When I Pray," and "Three Weapons Satan Can't Beat and Christians Don't Use," and general sessions featuring such contemporary Christian artists and youth-oriented speakers as DC Talk, Al Denson, Ron Hutchcraft, Becky Tirabassi, Buster Sories, and Josh McDowell.

But beyond — perhaps above — DC 94's goal of equipping students was its unmatched power to encourage and motivate, a thing that could hardly not happen when thousands of Christian teenagers found themselves surrounded by people who

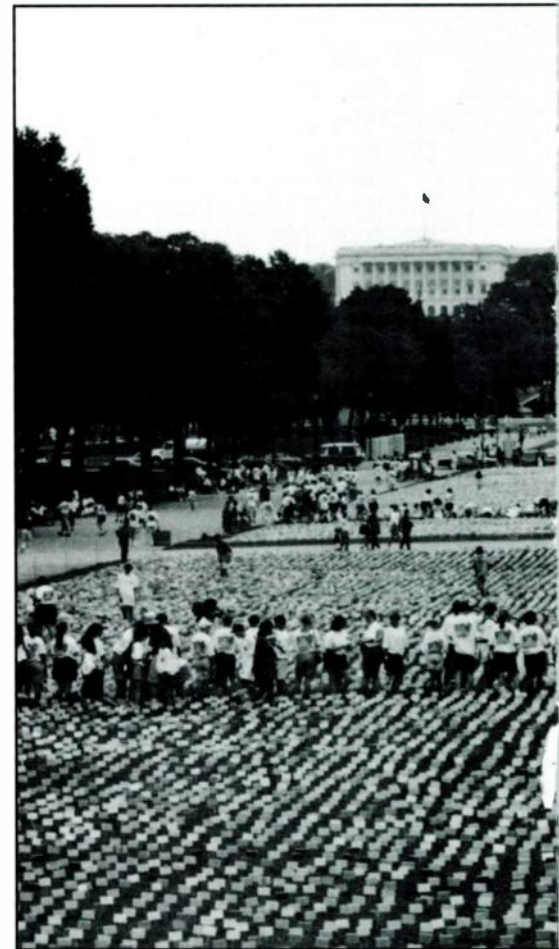
*Having people notice  
they were there  
was not the point.  
The more important issue  
was why.*

were their peers not only in age but in spirit. "DC 94 was a great inspiration," says David Brown of the Wakeshma group, "because it showed me that there are 23,999 teens who love God." Guetschow, a public high school graduate, echoes this sentiment. "I feel like I'm alone out there, but I'm not."

### The Great Wait

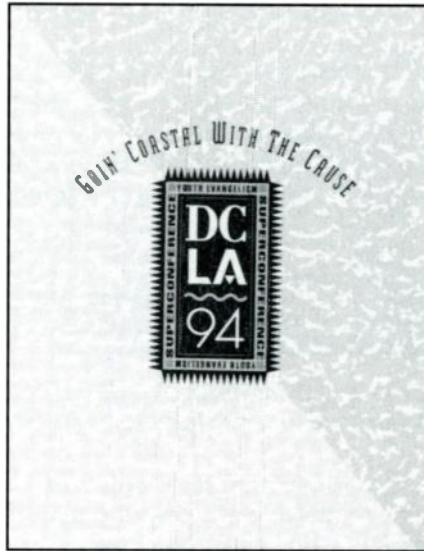
There was something undeniably impressive in the sight of 20,000 teenagers from 50 states and 15 countries (plus an additional 5000 students at LA 94, held August 17-21 in Anaheim, Calif.), all professing a belief in God and in such socially unpopular concepts as accountabili-

# Live to Tell



More than 200,000 pledge cards on the Mall in

# ing o ell



ty and morality. But what attracted the often religiously disinterested secular press to DC 94 was a decidedly uncommon practice in modern youth culture: teenage virginity.

The True Love Waits campaign, which culminated in a Friday, July 29 rally on the Mall, began when 59 teenagers at Tulip Grove Baptist Church in Nashville, Tenn., signed pledges stating, "Believing that true love waits, I make a commitment to God, myself, my family, those I date, my future spouse, and my future children to be sexually pure until the day I enter into marriage." Over the course of a year, the Southern Baptist Sunday School Board-sponsored campaign garnered the support of 26 denominations and Christian organizations and attracted the amazed attention of secular radio, television, and print media.

*What attracted the secular press was an uncommon practice in modern youth culture: teenage virginity.*

And on July 29, it captured the attention of much of the Capital City when some 25,000 teenagers and chaperons, singing "Our God Is an Awesome God" and shouting "We love Jesus, yes we do," made their way past curious onlookers from the Department of Justice and the Hard Rock Cafe down 10th Street, which the city had closed off for the occasion. The entourage moved slowly toward the Mall, where 211,163 pledge cards, a sea of pink, blue, and green, symbolized the commitments of thousands more. "And they say no one can wait," my sister commented wryly at the time.

In addition to secular outlets including *The Washington Post* and *USA Today*, Christian broadcasting provided its own coverage of the True Love Waits celebration. The Inspirational Network (Charlotte, N.C.) telecast live from the Mall,



*Washington, D.C., were an example of peer pressure at its best.*

*Continued on page 30*

with coverage and commentary provided by television personality Mac Heald and recording artists Lisa Beville, Mike E, Pam Thum, and Geoff Moore, of Geoff Moore and The Distance, whose "Live to Tell" — "I will live to tell of the One Who has rescued my heart, of the One Who can bring a new start" — was DC 94's theme song.

Salem Radio Network also provided live coverage of the event, including the True Love Waits press conference, interviews with teenagers who had made abstinence pledges, and the Mall Rally featuring Josh McDowell, Steven Curtis Chapman, Petra, and DeGarmo & Key.

*"It was worth it.  
My prayer is that DC 94  
is not a fleeting moment."*

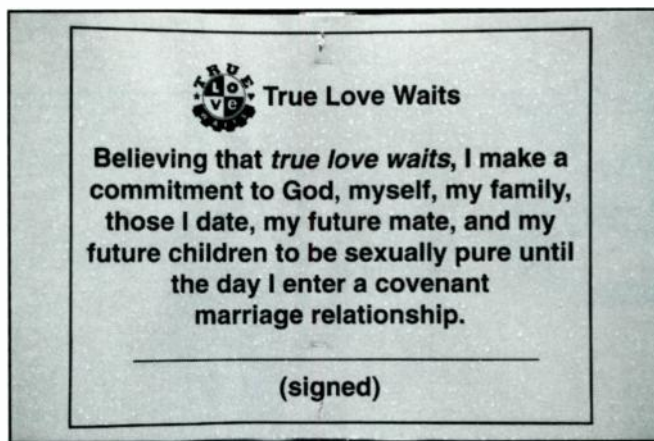
— Laura Martinez, youth director,  
Wakeshma Community Church  
(Fulton, Mich.)

Youth for Christ's "Worth the Wait" program will carry on the True Love Waits legacy. The new program will feature all the elements of the initial campaign with an additional international emphasis and a television special.

### Life Lessons

They came to DC 94 by air, by train (some trips lasted 36 hours), by bus (the Wakeshma group reported that the air conditioning on its bus worked for only two of 14 hours), and by car. They returned much the same way. But whether or not they re-turned the same would, perhaps, be a measure of DC 94's success or failure.

Martinez admits that she went to DC 94 with reservations about its effectiveness — or, rather, about whether or not it would really make a difference in the lives of Wakeshma Community Church's youth. And while she acknowledges that some students only wanted and got a vacation, others "did bring back some good things. They came out excited."



*"True Love Waits" pledge cards are a testament to a life of sexual purity — and hope for a generation.*

Martinez cites the example of two youths in particular who came back to witnessing experiences, something she says they might not have had the courage or desire to do before DC 94. "It was worth it. It really was," she says.

Some of DC 94's lessons were not about sharing personal faith with others; rather, they were about what that faith must mean every day. "I learned that I need to give my sticky situations completely over to God and not try to solve them myself," explains Wakeshma's Becky Bailey. Guetschow says she, too, learned this lesson. "I realized that I need to give God control over my whole life," she notes, "rather than saying, 'Well, I'll give you this much.'"

interactive workshops, storytelling, brainstorming, music, and prayer, the tour taught high school students how to design plans for understanding and reaching their peers. Additionally, regional conferences using the DC/LA 94 training philosophy are scheduled for San Antonio, Nashville, Chicago, and Orlando, Fla., in 1996.

"My prayer," states Martinez, summarizing what must be the prayer of everyone who watched thousands of teenagers affirm their commitment to Christ, "is that DC 94 is not a fleeting moment."

Elizabeth Guetschow is a former associate editor of *Religious Broadcasting* and now lives in Vicksburg, Mich.



*Worship and purity have a common denominator: a life lived in submission to Jesus Christ. DC 94 crowds worship near the Washington Monument.*

That YFC and DC 94's coordinators want the conference to continue to impact the lives of its participants is manifested in "Change Up! The Live To Tell Follow-up Tour," which went to more than 40 cities in September.

Using worship, student interviews,



## Nashville, Tenn., Site of Annual NRB Convention

MANASSAS, Va. — The home of southern gospel music is the site of the 52nd Annual National Religious Broadcasters Convention and Exposition (NRB 95). Religious broadcasters from around the country and the world will be at the Opryland Hotel in Nashville, Tenn., February 11-14, 1995, for the general sessions, workshops, and exhibits which characterize NRB conventions.

"Southern gospel music is an integral part of, as well as one of the foundations of, religious broadcasting," said Michael Glenn, NRB director of conventions. "That is why we chose Nashville as this year's convention city."

With a theme of "An Unchanging Message to a Changing World," NRB 95's "program will again feature outstanding speakers, musicians, workshop experts from both religious and secular industry



**Adrian Rogers**

leaders, and an enlarged array of exhibits," said NRB president E. Brandt Gustavson.

At Saturday's Opening General Session, the main speaker will be Adrian Rogers of *Love Worth Finding* in Memphis, Tenn., while Ben Kinchlow of *The 700 Club* in Virginia Beach is scheduled as master of ceremonies, a role he repeats at the Sunday Morning Worship Service.

Musical guests include the bluegrass group The New Tradition and four gospel statesmen known as Friends IV.

John DeBrine of *Songtime* in Cape Cod, Mass., will give the address at the Sunday Morning Worship Service with special guest, Boston Red Sox star Andre Dawson. Alvin Slaughter, formerly lead singer with the Brooklyn (N.Y.) Tabernacle Choir, will provide music.

Dawson, a past National League Most Valuable Player All Star, will also open the exposition hall Sunday afternoon, which was sold out by the first of August. Bill Gaither will host Sunday night's Praise Celebration, highlighting a wide array of musical styles.

At the International Luncheon on Monday, evangelist Luis Palau of the Luis Palau Evangelistic Association in Portland, Ore., will be the speaker with music by the Country Trail Band from The Netherlands. Auxiliary events are being scheduled for Monday evening.

Addressing the All Media Breakfast Tuesday will be D. James Kennedy of the *Coral Ridge Hour* in Fort Lauderdale, Fla. The Dove-nominated trio of Phillips, Craig & Dean will supply the music.

A new session added this year will be the Women's Luncheon on Tuesday. Open to all participants, Elisabeth Elliot of *Gateway to Joy* in Lincoln, Neb., will be the main speaker with music by Vernon McLellan and Sharalee.

At the closing Anniversary Banquet, which is black-tie optional, Jack Hayford of *Living Way* in Van Nuys, Calif., will address the broadcasters while Grammy and Dove winner Michael W. Smith and The Burchfields furnish music.

Educations session tracks include business management, fund raising, issues and answers, television, radio, Hispanic concerns, professional development, and international broadcasting. "Coming off our 50th celebration of the association, NRB 95 will focus more on what the next 50 years will bring to the industry and organization," Glenn said.



**The New Tradition**

## Southwestern Regional Rustles Up Its Largest Attendance

DALLAS — With eye-opening workshops and nationally known speakers and performers on the schedule, the 1994 Southwestern Regional National Religious Broadcasters Convention from July 27-29 in Dallas had its largest attendance with 115 delegates.

Held at the Harvey Hotel, the convention featured a variety of workshops, focus groups, and keynote speakers, including Joel Belz of *World* magazine, Tony Evans of *The Urban Alternative*, Dennis Rainey of *Family Life Today*, and Michael Horton of Christians United for Reformation. Delegates were given a first-hand look at how the public views Christian broadcasting in the workshop "What do our listeners/viewers think?," and keynote speaker Beverly LaHaye of Concerned Women for America talked about unity in service.

Featured vocal performers included Paul Smith, Cheri Keaggy, T. Bob Davis, and Phillip Sandifer. Delegates receiving awards included the Pioneer Award to Burt Perrault of Sonlight ministries and the Barnabas award (posthumously) to Raye Nell Thomas, whose son, Stanley, accepted the award.

The 1995 Southwestern convention is scheduled for July 27-29 at the Dallas-Fort Worth Marriott Hotel.



*Southwestern NRB conventioners from Hope for the Heart and Renewal Ministries radio programs at the Dallas convention: (from left) Barbara Robinson, June Hunt, Mike Gendron, Maggie Hill, and Art Schaale.*

# Gallup Poll: Television Programs' Effect on Children

VIRGINIA BEACH, Va. — An overwhelming majority of the American public reports television programming contributes to violence, sexual activity, and profanity among children under 18 in the United States. And most of them do not see the recent trend by broadcasters to use disclaimers notifying viewers about questionable content as offering much help to improve the situation. They also believe explicitly sexual content, violence, and profanity in television programming have increased in the past year.

These findings, from the 1994 Family Channel/Gallup Survey of America's Television Viewing Habits, coincide with national concerns about television violence. In recent months, Congressional intervention led television broadcasters to use disclaimers to notify viewers of sexual content, violence, and programming unsuitable to those under 18.

However, a new question in the annual Gallup survey shows almost two-thirds of the public (65 percent) feel these disclaimers are not effective. As a result, the trend across the four years of the Family Channel/Gallup survey dating back to 1991 is that more U.S. adults than ever are restricting their children's viewing due to offensive content.

Added to the opinion the disclaimers are ineffective is the belief among respondents that the actual amount of violence on television has grown significantly. This year's poll reveals 52 percent of the nation's adults feel the amount of television violence has either "significantly increased" or "moderately increased" compared to one year ago.

These findings in regard to the number of violent

incidents on television are corroborated by actual measurements of amounts of violence on several programming outlets recently reported by *The New York Times* and *TV Guide*. The two unrelated studies, from the Center for Media and Public Affairs and the Harry Frank Guggenheim Foundation, found violent acts on television have increased significantly in the last two years.

According to George Gallup Jr., head of The Gallup Organization, "Those connected with the production of television shows portraying violence or explicit sexual behavior have pitted themselves against America's parents and the rest of the population who see such shows as degrading and as leading to violent and risky behavior among young people."

The 1994 Gallup survey revealed 71 percent of Americans say they "frequently" or "occasionally" monitor the television programs their children currently watch, up significantly from 63 percent in 1993, 64 percent in 1992, and 60 percent in 1991.

A large majority of Americans feel today's television programming contributes to violence in the nation — 74 percent say it "strongly contributes" or "somewhat contributes" to U.S. violence. Furthermore, more than eight in ten adults (83 percent) feel television violence contributes to violence among children under 18. In comparison, only 2 percent of Americans feel television programming actually "strongly helps prevent" or "moderately helps prevent" further violence by children under 18.

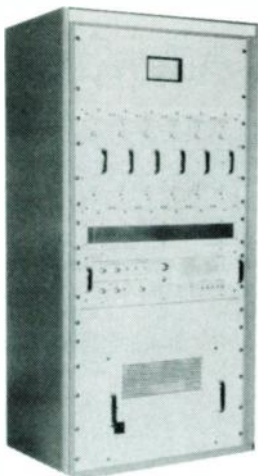
Consistent with last year's findings, the survey reveals an overall downward trend since 1991 in the belief television programs portray positive values. Forty percent of Americans in 1991 reported television generally portrays positive values compared to 33 percent in 1992, 29 percent in 1993, and 30 percent in 1994. As an apparent result of this belief, more than two of three people (69 percent) continue to feel as they did last year that television programs do a poor job of representing their own values.

"In essence, the U.S. public is asking the television industry to concentrate less on the ugly and violent distortions of life and to come closer to portraying the personal values of viewers themselves," Gallup says. "These annual assessments are essential because they permit those who have a vital stake in the welfare of children — America's parents and grandparents — to have their say about what television brings into their homes."

The 1994 Family Channel/Gallup Survey of America's Television Viewing Habits was conducted among a random nationwide sample of 1010 adults 18 or older. The margin for error, according to the Gallup Organization, could be plus or minus 3 percentage points.

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# NATIONAL RELIGIOUS BROADCASTERS

## COMPREHENSIVE BENEFIT PLAN



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

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

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

**"YES"?**

**Then You Need To Contact The NRB Plan.**

#### **THE NRB PLAN OFFERS REAL VALUE**

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

#### **FINANCIAL STABILITY**

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

#### **FLEXIBILITY**

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

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

#### **SUPERIOR SERVICE**

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

#### **NATIONAL HEALTH CARE**

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

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

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**(800) 432-8910**

## AIRWAVE NEWS

NASHVILLE, Tenn. — The Morningstar Radio Network's pure AC Christian music programming is now heard on WDNO-FM/Salisbury, Md., which simulcasts from the network's affiliate WXPZ-FM/Milford, Del. WRXT-FM/Roanoke-Lynchburg, Va., is a full-time network affiliate. The Eagle Radio Group has also added Morningstar to its three central Pennsylvania stations: WCRO-AM/Johnstown, WRDD-AM/Edensburg-Altoona, and WNCC-AM/Barnesboro.

CUBA, Mo. — Missouri River Christian Broadcasting has received a construction permit from the Federal Communications Commission for a new FM radio station, KGNN, in Cuba. The station will broadcast religious programming and be a primary affiliate of the Moody Broadcasting Network. Missouri River Christian Broadcasting currently operates two stations: KGNV-FM/Washington and KGNN-AM/Cuba.

FORT LAUDERDALE, Fla. — In September, Coral Ridge Ministries aired a special documentary, *Character and Destiny*, examining the crisis of character in the United States on television stations across the country. Hosted by Coral Ridge president D. James Kennedy, the special featured Chuck Colson of Prison Fellowship, Kay James, Bill Bennett, Beverly LaHaye of Concerned Women for America, Elisabeth Elliot of *Gateway to Joy*, and Gary Bauer of Family Research Council.

COLORADO SPRINGS, Colo. — The Word In Music Satellite Network has added two new affiliates: KGMS-FM/Tucson, Ariz., and WYSZ-FM/Toledo, Ohio. KGMS carries network programming 24 hours while WYSZ carries it 35 hours during the week and 26 hours on weekends.

ASHEVILLE, N.C. — This past spring, Bob Featherstone celebrated his 30th anniversary with *Think About It*, a two-minute daily radio spot syndicated by Northwestern College Radio in St. Paul, Minn. The program, heard on over 200 stations, is also a feature carried by SkyLight and Moody satellite networks.

CHARLOTTE, N.C. — The Inspirational Network (INSP) is producing an original television series featuring the best in southern Gospel music. Called *Signature*, the program will showcase performances by popular southern Gospel groups and debut December 3.

FAIRPORT HARBOR, Ohio — PTM Ministries has added two new stations to its radio family: KYND-AM/Houston and KNGN-AM/McCook, Neb. The stations will also carry the organization's children's devotional program, *A Moment with the Lord*.

KANSAS CITY, Kan. — In September, KCNW-AM/Kansas City debuted a two-hour rap music show on Friday nights. *Fired Up* features Christian rap music and is hosted by local pastor Lohrke Kelly.

ATLANTA — To assist with flood damage in southern

Georgia, WNIV-AM/Atlanta asked listeners to join its Special Volunteer Outreach project. Sixteen listeners and staff member went to Albany for three days of removing flood-damaged walls, floors, and fixtures from two homes.

OKLAHOMA CITY — KQCV-AM/Oklahoma City was one sponsor of a Summer Shower for the Crisis Pregnancy Centers of the city. Area listeners donated new or nearly new baby clothes, furniture, diapers, formula, or maternity items collected at area Mardel Christian and Office Supply, another sponsor.

CARY, N.C. — Trans World Radio celebrates its 30th year of broadcasting the Gospel from the Caribbean Island of Bonaire to South America on its AM station.

SPEARFISH, S.D. — KSLT-FM/Spearfish celebrated its 10th anniversary with its annual Hills Alive music festival. KSLT is the founding station of the Word In Music Satellite Network.

HOUSTON — USA Radio Network presented Family Youth Forum on Sunday evenings. Programs in this time block include *Youth Talk USA* with J.W. Brinkley, *N-2-Livin'* with Jay Strack, and *Christian Music America*, hosted by Ron Taylor of KLTU-FM/Dallas.

BELMOPAN, Belize — "My Refuge" Christian Ministries has a new FM radio station in Belmopan. With a current license to operate at 50 watts with a 100-foot tower, the station has opportunities to expand in the future.

CAMARILLO, Calif. — Salem Communications has recently announced the addition of three new stations: WWDJ-AM/New York, WZZD-AM/Philadelphia, and KSLR-AM/San Antonio. "We look forward to expanding the reach they have in their communities even more in the future," said Don Cartmell, vice president of operations for Salem.

ARLINGTON, Va. — *Saturday Night with Cal Thomas* premiered in August on WAVA-FM/Washington, D.C. Carried by the Salem Radio Network, the program is a three-hour talk and interview format. Thomas is a nationally syndicated columnist, author of *The Things That Matter Most*, and host of a weekly program on CNBC-TV.

## AWARDS

OKLAHOMA CITY — For the third consecutive year, three Feed the Children television segments were honored by the prestigious 15th Annual Telly Awards. The winning entry was *Ten Plates*, a public service announcement (PSA), while finalist entries included the half-hour humanitarian documentary *Children of War* and PSA *Fighting the Clock*.

## MUSIC NEWS

NASHVILLE, Tenn. — A newly formed public relations firm, The Adams Group, has signed contemporary Christian artists Larnelle Harris and Michael Sweet. The Adams Group is headed by Gina Adams, former senior publicist for

the Benson Music Group.

**NEWS BRIEFS**

MUSKEGON, Mich. — Gospel Films, the world's largest distributor of Christian media resources, has added to its video list R.C. Sproul, founder of Ligonier Ministries in Orlando, Fla. Gospel Films will distribute three of Sproul's video series.

RALEIGH, N.C. — DivorceCare has just released a comprehensive set of videos and printed materials to assist churches in starting and maintaining a weekly seminar/support group program for people going through a divorce. Featured in the 13 videotapes are top experts on divorce and recovery topics from a Christian perspective, including Larry Burkett of Christian Financial Concepts and Tony Evans of *Urban Alternative*.

**OBITUARIES**

LARGO, Fla. — Dale Crowley Sr., the man who coined the name National Religious Broadcasters (NRB), died September 27 at the age of 95. Crowley, who received the NRB Milestone Award in 1979, co-founded the association and was its first secretary. He had a daily program, *The Right Start for the Day*, which he broadcast from 1941 up until the month of his death. His son, Dale Crowley Jr., continues the program.

**PEOPLE**

NASHVILLE, Tenn. — The Morningstar Radio Network has added several personnel to its new headquarters in Nashville. Scott Thunder, former program director of KCMS-FM/Seattle, joins the network as program director and an evening announcer; Chris Ruleman as afternoon announcer; Wade McShane as anchor of the morning drive time; and Suzanne Strickland as late evening host.

In other moves, Morningstar has added Stephanie McKenna and Fred Myrick to its national commercial sales team, Darolyn McKee as marketing assistant, and Nicole Hemphill as administrative assistant.

LOS ANGELES — John Warder has been named director for the Minnesota district for World Vision. Warder, who served as executive director of Pro Sports Ministries, is responsible for raising resources to assist millions of children and their families throughout the international relief organization's 5500 projects in 98 countries.

WASHINGTON, D.C. — Dale Hanson Bourke is the new publisher of Religious News Service (RNS), the 60-year-old religion and ethics report. Bourke, who founded Washington-based Publishing Directions, Inc., in 1981, has launched and published several magazines, including *Today's Christian Woman* and *A Better Tomorrow*.

POMONA, N.Y. — Michael Arciaga has been appointed as general manager of Fixit Records, an independent gospel label. Pat Chandler has been promoted from executive assistant to the president/CEO to vice president of opera-

tions. Alicia Dewars has joined the company as assistant to Chandler. Additionally, Jeff Chandler has moved from manager to director of sales and marketing.

IRVING, Texas — Doug Martin, formerly president of Tupperware North America, has been named vice chairman, president and CEO of Nest Entertainment, Inc. The company is known for its animated children's videos and feature-length movies.

SPEARFISH, S.D. — Don Lambert is the new general manager for KSLT-FM/Spearfish. Lambert was formerly sales manager of KTSL-FM/Spokane, Wash.

DALLAS — Bob Angelotti has joined Walter Bennett Communications in the newly created position of vice president of media and marketing services. A 15-year veteran of the media/entertainment industry, Angelotti's duties include assisting in integration and expansion of the firm's public relations, media, and advanced technology services.

NASHVILLE, Tenn. — Stin Fox is the new director of marketing and sales for the general marketplace for the Benson Music Group. Fox will oversee sales, marketing, and radio promotion. Mike Burt is now vice president of Benson's print division.

Other staff additions to Benson's marketing department include: Amy Boman as assistant to the director of marketing, Kevin Killingsworth as national promotions coordinator, and Maureen Hoganson as publicist.

Formerly administrative assistant to the vice president of sales, Becky Lantz is now telephone sales representative and Cindy Turbelville takes Lantz' place as administrative assistant. Also added were Angela Smith and Dean Byler as choral consultants for Benson Music Direct.

CARLINVILLE, Ill. — Dick Whitworth has stepped down from his position as station manager of WIBI-FM/Carlinville but will continue as New Life Radio Network director. Paul Anthony has been promoted from operations manager to station manager of WIBI and WSCT-FM/Springfield. Anthony will maintain his responsibilities as morning drive announcer.

ARLINGTON, Va. — WAVA-FM/Washington, D.C., has promoted three employees: David Shambaugh to assistant to the chief engineer, Francesca Lotrecchiano as producer of *On the Mark*, and Pam Bassett as account executive.

COLORADO SPRINGS, Colo. — Jeff Behan has joined The Word In Music Satellite Network (TWIM) as director of marketing and affiliation. Behan has 15 years' broadcast experience in sales and station management, with much of his radio experience in Tucson, Ariz.

Ray Terrill, former chief engineer for Focus on the Family, has joined TWIM as director of engineering services. Terrill oversees the day-to-day engineering needs of the network and its affiliates as well as assisting in developing and implementing new technologies.

# KBIQ-FM/Colorado Springs, Colo., Targets Non-Believers

by Jon Hull

**W**hat do you do when you're planning a Class C FM for a market already having five Christian-formatted radio stations? How do you compete for audience share while remaining true to the Great Commission? And how do you make it pay for itself along the way?

These questions and others were asked three years ago during the planning stages for Q-96, officially known as KBIQ-FM/Colorado Springs, Colo. KBIQ, licensed to The Word In Music Satellite Network (TWIM), was designed not only to be a successful local station, but also to become the flagship station for the network, which now serves more than 25 affiliates nationwide.

Early in the planning process, if KBIQ and TWIM were to be successful in reaching their goals, we would have to aggressively target adults between 24 and 44. In addition, the station and network would need a "cutting edge" sound attractive to listeners used to the sonic excellence of mainstream radio. Most importantly, the message would have to be delivered in such a way pre-Christian listeners would want to keep listening.

The best way to accomplish our goals was to create a 24-hour, all-music format complete with the ear-grabbing production and community presence of the top-rated stations in our market. If we could do this, and successfully translate the format to a network level, we would create a station, and a network, which could compete for the listeners in its target demographic cell.

Since our management and programming staff already had a successful track record in creating top-rated Christian formats in other markets, we knew what to duplicate in Colorado Springs. But would this format work in other markets as well? We believed it would — if we were committed to excellence.

In order to be sonically competitive, we utilized the latest technology available by installing totally digital studios. The music is played from CDs and the commercials and promotional announcements are produced on a digital workstation, stored on a digital hard-drive, and transmitted from studio to transmitter via a digital STL.

In fact, the only analog equipment purchased were the aircheck skimmers and tape machines used to record listener calls and comments. The commitment to sonic excellence has paid off in increased listenership and has improved staff morale by giving them the tools they need to compete with the "big guys" across town.

In looking at our local market survey and subsequent surveys across the country, we found there was a need for a format targeting 24 to 44 demo, with a core of 25- to 34-year-old listeners. These surveys also showed in markets with existing Christian-formatted stations, few, if any, were successfully targeting non-believers. Those successful stations were programming to a much younger demographic than we were targeting.

Most Christian stations remain content to preach to the choir, bringing the message of Christ to an audience that, for the most part, had already heard it. If we were to succeed in designing a format non-believers would listen to and sup-



KBIQ's  
production  
room

port without diluting the message, we had to find a timely way of communicating the message of Christ to our audience.

Work began on designing the format, focusing on Christian "hit" songs which were successfully reaching listeners in our target demo. In addition, production elements and jingles to enhance the sound of the format were created. Our goal was to sound as good or better than the highest-rated stations in our market.

Finally, the search began for Christian communicators, announcers who could share their faith in real and relevant ways. It was important our on-air personalities relate to listeners where they were, while challenging them to move to a higher level of spirituality.

We would have to know how to move unchurched listeners toward realizing their need for Christ. For listeners already familiar with Christ, we would have to encourage them toward commitment. For committed Christian listeners, we had to motivate them to growth and evangelism.

So, have the station and network been successful in reaching their goals? After just one full ratings period, KBIQ was in the top 15 stations surveyed by Arbitron in this market of 30 stations. After two full ratings periods, the station moved into the top 10 and has stayed there for more than a year and a half.

According to *Religion & Media Quarterly*, based on Arbitron's spring 1993 and fall 1993 reports, KBIQ has a 12+ AQH share of 2.6, which means the station has an audience share placing it among the top 5 Christian-formatted music stations in the country. Add to that an AQH rating of 1500, and a cume persons rating of 20,600, and you have a station making a significant impact in its community after being on the air for less than two years.

Can your station expect the same results? If you follow basic principles of successful broadcasting and exhibit a commitment to excellence — yes. More importantly, if you target those listeners who are not being reached by other Christian-formatted stations in your market, you'll end up accomplishing more than great ratings and a fiscally sound bottom line. You'll be helping to win souls to Christ — which is why we all got into religious broadcasting in the first place, right?

*Jon Hull is the program director for KBIQ-FM and the network program director for The Word In Music Satellite Network, both in Colorado Springs, Colo. He is also the noncommercial editor for The Christian Research Report, an industry trade publication.*

# Audience Shares of Religious Markets

**A**udience share of the religious radio format has been holding near 2.2 percent for several years. To the best of my limited understanding, this 2.2 percent indicates only 2 to 3 percent of all U.S. households are truly seeking the Lord Jesus Christ and His ways.

Most certainly we have a great opportunity to please the Lord here. What can we do to help add to those numbers?

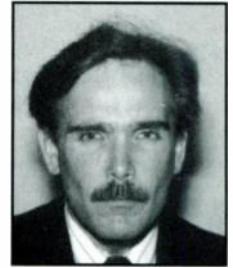
How can we persuade the other 97 percent, or 248 million Americans to tune in religious broadcasting? One way to increase our resources is by obtaining our fair share of marketing dollars from major consumer market-

ers who provide products most Christians buy.

In 1992, \$8.9 billion of U.S.-measured radio advertising revenue was generated. Religious broadcasting audiences, both commercial and non-commercial, warrant \$195.8 million of these funds.

This 2.2 percent, I believe, can increase to 4.4 percent by the year 2000. This growth would add over 5 million new listeners to religious broadcasting.

The information contained in the charts shows how the projected fair share can even double over the next several years. <sup>23</sup>



Mark Chermiside has his own company, MJC Adlight in New York, which is involved with Christian programming. He has worked in consumer marketing with American Home Products and The Pillsbury Company.

ADI TV Markets in the United States				1992 Total U.S. Measured Radio Ad Revenue				* Indicates non-commercial station; these do not receive advertising revenue, but do warrant sponsorship funds available.
Market	ADI Rank	# Hhs	% U.S. Pop.	Total Ad Revenue (in \$)	NRB Radio Station	% Market Share	Projected Fair Share (in \$)	
New York	1	6,749,500	7.35	654,415,000	WWDJ-AM	.75	490,811	
Los Angeles	2	4,883,200	5.32	473,480,000	KYMS-FM	.35	151,513	
Chicago	3	2,999,700	3.27	291,103,000	WYLL-FM	1.10	320,213	
Philadelphia	4	2,637,400	2.87	255,430,000	WZZD-AM	1.35	344,830	
Washington, D.C.	7	1,798,100	1.94	172,660,000	WDCT-AM	.70	120,862	
Detroit	9	1,719,100	1.87	164,465,000	WMUZ-FM	1.45	238,474	
Atlanta	10	1,456,800	1.59	141,510,000	WFTD-AM	.50	70,755	
Cleveland	12	1,421,800	1.55	137,950,000	WRDZ-AM	1.00	137,950	
Seattle	14	1,379,400	1.50	133,500,000	KCMS-FM	1.40	186,900	
Pittsburgh	17	1,139,600	1.24	110,360,000	WPIT-FM	.70	77,252	
Orlando, Fla.	23	926,900	1.01	89,890,000	several	2.40	215,736	
Nashville, Tenn.	33	720,900	.79	70,310,000	*WNAZ-FM	.80	56,248	
Oklahoma City	44	564,900	.62	55,518,000	KNTL-FM	1.00	55,518	
Albuquerque, N.M.	52	502,000	.55	48,950,000	KDAZ-AM	.90	46,502	
South Bend, Ind.	86	295,000	.32	28,480,000	WHME-FM	1.25	35,600	
Gainesville, Fla.	165	90,000	.10	8,900,000	*WJLF-FM	1.45	12,905	

Market	# Hhs	% U.S. Pop.	Total Ad Revenue (in \$)	% Market Share	Projected Fair Share (in \$)
1-10	28,324,500	30.81	2,742,090,000	—	—
11-40	27,777,800	30.21	2,688,690,000	—	—
41-100	22,826,400	24.82	2,208,980,000	—	—
other	13,002,500	14.14	1,258,460,000	—	—
Totals	91,931,200	99.98	8.9 billion	2.20	195,800,000

1992 Leading Network Radio Advertisers		
Rank	Advertiser	\$ in millions
1	Sears Roebuck	59.2
2	American Home Products	28.2
3	AT&T	26.2
6	Procter & Gamble	13.6
7	U.S. Government	13.4
11	General Motors	10.9
15	Hershey	10.6
16	Chrysler	9.6
19	Sara Lee	9.3
20	Kmart	7.8

Author's note: This chart is for conceptual use only. All data listed here is from best available trade publications with basic derivation procedures used.

# Two Messages on Reaching Our World

## Step by Step

"I don't know what I believe any more!" He was the last one to talk with me after the morning assembly at which I spoke in his school. "Sometimes I just get so depressed. It feels like trying to climb out of a big hole, but just falling back in all the time. And I really don't think anyone cares."

His words could have been any teen in any high school in the country. But here, in a Christian high school in my own back yard, I was counseling a young man desperate for help.

But he's not alone. Hundreds of thousands of teens, their parents and grandparents all feel the same way.

Producing a nationally syndicated commercial television show (*A Better Way*) for the secular media has made one thing clear to me — we are a stressed out, depressed, and hungry nation. Most people *really* wonder if there *is* a better way.

The rate of divorce, suicide, murder, alcoholism, and psychiatric hospital admissions only confirms the state we're in. What an opportunity for the Gospel.

Teens are open, families desperate, parents weary. Now is the time to use whatever means we have to share some Good News.

The challenge is of course to present the Gospel in a format and style that will be heard by those most desperate. The simple facts are that most people don't look to the media for answers. They look to the media for escape.

Most will not turn on a "religious program"; they'll choose a sizzling movie or titillating television program to get their minds off the stress and strain of daily life. So the media moguls give us what we want and are willing to pay for.

This is the environment into which God has called us. What a rewarding experience it is to have something to offer our hurting world.

When you're ill, the doctor doesn't prescribe taking the whole bottle of pills at once. He knows the medicine will have a greater effect if taken bit by bit.

Thus we don't dish up the whole

Bible or even the whole message of the Gospel in one program. Bit by bit, story by story, program by program, we show a better way.

My teen friend didn't really need a long sermon in the few minutes we had. He needed most to know I care. Bit by bit, he will develop trust. Story by story, he will come to understand there is a better way. Program by program, he will begin to know who Jesus is.

## Behind the Scenes

You've had a rough day. You sink into your favorite chair, looking for a little distraction, anything to relieve the stress and pressure. A flip of a switch. A button pressed. Suddenly, a whole new reality opens up. Adventure, excitement, exotic images, escape!

Every day millions of us sit back to be entertained by a world of violence, sexual infidelity, banality, breakdown of the family, and perversion of every kind. Admit it. You've done it and so have I.

From where does this new world come? The answer is simple. It is fantastically created by wonderfully skilled people who have carefully developed their God-given talents to control one of the most powerful technologies ever invented.

The media, to which we commonly refer, is not some powerful, uncontrolled, technological monster. It is people — people who have found a way to communicate their images, their passions, and their "faith" through media to us.

Perhaps at no time in our history has such a small number of men and women wielded such awesome influence over so many as do the leaders of our media. Yet, the few hundred people who control commercial film, television, and the print media are mostly unknown to us.

Do you think God knows their names? I believe He does.

The Gospel message is "God so loved the world that He gave His one and only Son, that whoever believes in Him should not perish, but have eternal life" [John 3:16]. That includes media



*Jerry Vreeman is the executive director and founder of Multimedia Ministries, a non-profit organization whose goal is credibly and effectively presenting the Christian faith through media. He is also chairman of NRB's television committee.*

people.

God can change the hearts and minds of those who are creating the escapist and devastating world we experience through the media. He can also change the hearts of those who watch and listen. But because they are unknown, media leaders are seldom the object of the most powerful force on earth — the power of prayer.

Will you commit to pray for people in the secular media? Though research and the actual programs show most media leaders have abandoned regular, religious practice, the message of the Gospel is that Christ can change that.

We Christians in the media must become better at credibly communicating the message of the Gospel through this technology. We must continue sharing Christ backstage. But it is also our responsibility to pray for those whose valueless vision of the world dominates most of what we see and hear.

The next time you touch the television button or flip the switch, take a moment to remember the people who created what you will see or hear. Then pray hard that they will soon hear and accept the real Good News of the Gospel. <sup>RB</sup>



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## South Africa's Window of Hope

If there is one industry in South Africa that best encapsulates the extremes of the country, it is the electronic media. At the same time, it represents some of the latest elements of a first world society, and yet daily it broadcasts the very worst suffering of a third world only too painfully a part of its national life.

Since the early 1930s, South Africans have had access to the wonders of the electronic media. Radio ruled supreme. Initially, the broadcast language was English. As technology developed and more radio stations began, more languages were added to the airwaves.

In 1976, television was introduced to the country. At first, it functioned as an entertainment medium, broadcasting for only a few hours per night. Television provided competition for radio and the latter made a number of changes to its structure.

The South African Broadcasting Corporation (SABC) has been the dominant player in this important industry; in fact, the SABC monopolized the industry until recently.

The perception exists (because the governing board of the SABC was always appointed by the government), that the corporation has been nothing more than a government machine dedicated to the propagation of the apartheid policy.

However, the SABC has seen its role in society to educate, inform, and entertain. Its news bulletins and actuality programs, especially on radio, continue to be the primary source of news for the majority of South Africans today. Therefore, it's not too difficult to understand why it has been viewed with such suspicion by groups opposed to the government's policies.

The SABC currently comprises 22 radio stations and three television channels. In addition, there are two independent television channels and three independent commercial radio stations in direct competition with the SABC. Furthermore, two independent Christian radio outlets broadcast to the South African population — Radio Pulpit and Trans World Radio-Swaziland. On the television side, the Trinity Broadcasting Network broadcasts its programs

within a limited geographical area, the Eastern Cape, and a group of charismatic churches and organizations buy about four hours' transmission time every Sunday morning on one of the SABC's channels.

The electronic media is by far the most important source of information in South Africa. Television has a total daily viewership of 12.7 million people while radio reaches a daily adult listenership of 17.6 million. It's estimated radio will continue to be the number one medium of communications for the black population in the country for the next 100 years.

Because the power of the media is recognized, an Independent Broadcasting Authority (IBA) has recently been established with the task of regulating the airwaves by granting licenses for new broadcasters, disciplining offenders, etc. Deregulation is the new buzzword in South African broadcasting circles these days and it is estimated 40 new radio stations will come on the air in the not-too-distant future.

The SABC has been best placed to accommodate religious programming because of its public service nature. As a free service to the religious community in South Africa, the corporation has provided close to 6000 hours of radio and television broadcast time per year. Actually, it's more accurate to say the SABC has provided the time to the Christian church which consists of 78 percent of the population.

However, as the country undergoes political change, it is also facing sociological changes, one of which is in the area of religion. As racial groups other than whites are given more recognition politically, their religious preferences will also be elevated. While the South African constitution has allowed for religious freedom, the new generation of legislators realize this policy has been applied selectively, as in the area of broadcasting.

In an effort to redress the imbalance, a new religious broadcast policy is in the process of being finalized and is expected to include broadcasts from the Muslim, Hindu, and Jewish communities as well as the Christian church as of January 1995.



*Keith du Plessis is in charge of the religious programs department of Radio South Africa, the South African Broadcasting Corporation's national, English language, public service radio station.*

This obviously presents a whole new challenge of presenting the Gospel on a secular radio station. Already, a number of changes to the "traditional" way of proclaiming the Gospel is being planned and replacement of some stalwart programs with new and innovative means of engaging a varied listenership. Such changes may well cause certain evangelical eyebrows to be raised sky-high, but we are encouraged by the positive initial response our ideas have received from our secular colleagues on staff.

And what of the private sector? I believe we will see a very determined effort on the part of some local churches in this country to be granted limited-radius, community radio station licenses. Such broadcasters will provide an invaluable service to the church as a whole in this country and will complement the role played by the national secular public service radio stations (such as the one I work for) and the independent Christian outlets like Radio Pulpit and Trans World Radio.

It is these community stations which will be needing all the help they can get, and this will no doubt include good quality, properly targeted material from willing overseas partners.

I firmly believe God has given His church a window of opportunity in this country at this strategic time and it is up to the church to use every available means at its disposal to extend the boundaries of His kingdom at this southern tip of the continent of Africa. <sup>1b</sup>

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# Gauging Sales Results

**R**adio sales managers expect to be measured by the results they generate. However, if you want to get a fiery discussion, ask what they mean by *results*.

"Sales performance is an obvious answer, but not always completely accurate," says Rick Davison, general manager of WVFJ-FM/Atlanta. In order to discover the answer, I spoke with several managers of successful Christian-formatted radio sales teams and found out how they define the attributes keeping their teams selling strong.

## The Numbers: Billing and Collections

Most sales managers know the test of a sales department is the ability to consistently meet the goals developed with management. But Dewey Moede, general sales manager of WFRN-FM/Elkhart, Ind., suggests a more important question, "Are the salespeople making *their* quotas? That's the real measure of a sales manager."

I find stations in large markets and small markets alike are evaluating sales management both quantitatively and qualitatively. The focus is on sales managers moving from merely "hitting the numbers" to fully using the station's assets. Although billing goals are still vital, sales managers are more accountable to developing people and garnering strategic advertisers for the station.

## Marketing: Building the Station's Value

Since Christian-formatted radio is typically more challenging to sell than other formats, Davison notes three key marketing requirements. "The sales manager must develop promotional activities that drive sales for the station. I expect him or her to make sure ad packages are readily sellable by our sales staff and presentation materials continue to speak well of our station after the sales call is over."

The shift from selling toward marketing continues to gain more steam. As I visit stations from coast to coast, it

is not merely coincidence stations with the highest rates and billing are also stations instilling solid marketing principles with the sales force. Station salespeople consistently receive training to become marketing consultants for their advertisers. As a credible marketing consultant, station salespeople have more influence on the advertiser's message and the advertiser's budget.

## Administration: Keeping Everything in Order

WVFJ's Davison also notes the sales manager's organizational skills must be able to handle the work load and volume. "There's a significant difference between handling yourself as a sales person and leading a group of people." Davison said he looks for the ability to prepare and present sales meetings as a part of an overall training program.

Gordon Marcy, general manager of WEZE-AM/Boston, reviews the station's sales of individual products, such as talk shows, weekends, and special features, against predefined goals. He also expects the sales manager to keep a keen eye on expenses. "Keeping our sales costs in check is critical. There's no use selling a package if it doesn't generate adequate profit," Marcy concludes.

Much like sales managers review call reports with sales people, Marcy reviews the sales manager's number of scheduled and completed visits with the sales staff. "You always have to maintain your focus on building the team," he explains.

A growing sales staff tests the communication and administrative skills of the sales manager. Too much emphasis on administration, though, can hamper the emotional nature of selling.

## Leadership: Guiding the Way

Greg Lhamon, general manager of WCBW-FM/St. Louis, expects sales managers to discern the best use of their time and abilities. "Is the manager doing those things that will ultimately end up in success?" he asks.



In 1991, Paul Martin opened Salem Radio Representatives (SRR) as an independent operating unit of Salem Communications Corporation. As general manager of SRR, he represents Christian-formatted radio stations to national advertisers across the country.

Lhamon looks at both the present and future. "It's not whether he or she makes mistakes. It's whether they *learn* from their mistakes. These can be better indicators for the future than even if he or she hit the station goal last month."

I see sales staffs who know they have a strong leader and their sales show it. They sell with confidence. The leader takes care of the sales troops while keeping the administrative aspects under control.

Dan Poole of WWMC-AM/Detroit reviews three qualities important to gauging the leadership of a sales manager:

\* "Do they display a humble spirit, willing to learn, and grow themselves? They can't be a know-it-all just because they made it in sales.

\* "Work ethic. They must put in lots of time, especially at first, to make it. An impeccable, diligent work ethic is a must criteria for judging effectiveness.

\* "Feedback from the individual sales members. Do they feel they're being taught? Learning? Having their horizons expanded? If not, then hoist the red flag and look out. Something's not right," Poole explains. <sup>1b</sup>

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# Is Asking for Money a Pain — or a Privilege?

Some time ago, I heard a spokesperson from a ministry speak confidently about the fact that his organization rarely asked for funds from its constituency. And, as a result, God had honored their *not* resorting to asking for funds by providing abundantly. The point he seemed to be making was that God's provision was somehow inversely proportionate to the amount of time spent asking for funds.

Come to think of it, I know several ministries subscribing to that same formula. I'm sure we would all agree there is a point at which a ministry can be overbearing in the time it spends soliciting gifts on the air. But is asking for funds a "necessary evil" to be avoided or a sacred privilege for those of us in listener-supported broadcast ministries?

Over the past several years of hosting television and radio sharathons, I've grown to appreciate more and more the importance of educating our audiences about what God's Word has to say about giving. And not just during the fund-raising event.

If the Bible does in fact have much to say about generosity and lifestyle giving — and it does — then we owe it to our audiences to spend time throughout the year teaching them those truths. In short, we not only should never be ashamed to encourage giving but should make it an integral part of our ministries' missions. Here are a few thoughts on giving you may want to share with your audiences.

## Will God Supply All My Needs?

Have you seen plaques or prints with this verse inscribed: "And my God will meet all your needs according to his glorious riches in Christ Jesus" [Philippians 4:19]? I'm sure you have. In fact, you may even have one in your home or office. By itself, the verse seems to suggest unconditional provision for believers. At least that's the way many Christians view this promise.

But I wonder if we believers have been guilty of taking that verse out of context, tacking it onto a wall, and forgetting what else the passage has to say. What did Paul say to the Philippians just before he made that statement?

Beginning in verse 10, he commends them for their generous giving, reminding them that they didn't stop with just one gift but gave on a regular basis. And he assures them every gift they gave was a "fragrant offering, an acceptable sacrifice, pleasing to God" [Philippians 4:18].

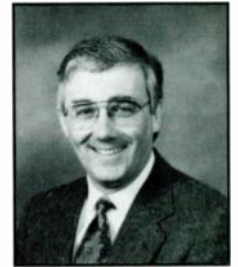
I don't know about you, but that motivates me to give. And it also motivates me to let my listeners know what God thinks about their giving. Paul even goes so far as to say their gifts are being credited to their heavenly accounts.

But perhaps, the most arresting aspect of this passage is the fact that it is only *after* Paul acknowledges the Philippians' generosity that he makes the statement about God supplying all their needs. There must have been a reason God inspired Paul to place the promise *after* the conditions.

## Growing in the Grace of Giving

When writing his second letter to the Corinthians, Paul was quick to place giving on the same level as other spiritual disciplines. In chapter eight, he compliments the church for excelling in faith, speech, knowledge, earnestness, and love. But in the same sentence, he also encourages them to excel in the grace of giving.

Apparently the Corinthians had been faithful in the other areas of spiritual growth but lagging in their stewardship maturity. Paul didn't hesitate to remind them giving was just as important as other areas of growth. Those of us in donor supported ministries would do well to follow his example when communicating with our audiences.



Rod Robison is director of development for Family Life Radio Network and Today's Family Life, headquartered in Tucson, Ariz. He's also a free-lance fund raising consultant for independent stations.

## This Is a Test

In the same chapter, Paul demonstrates the close tie between our love for God and our giving. In fact, he says if we really want to know just how much we love God, we can look to our giving patterns for an indication — "I want to test the sincerity of your love" [II Corinthians 8:8].

Giving is a natural response to love. Paul doesn't use that truth as a club to beat the dollars out of his donors. On the contrary, Paul says, "I am not commanding you" [II Corinthians 8:8], and later on says that giving should be "according to what one has, not according to what he does not have" [8:12].

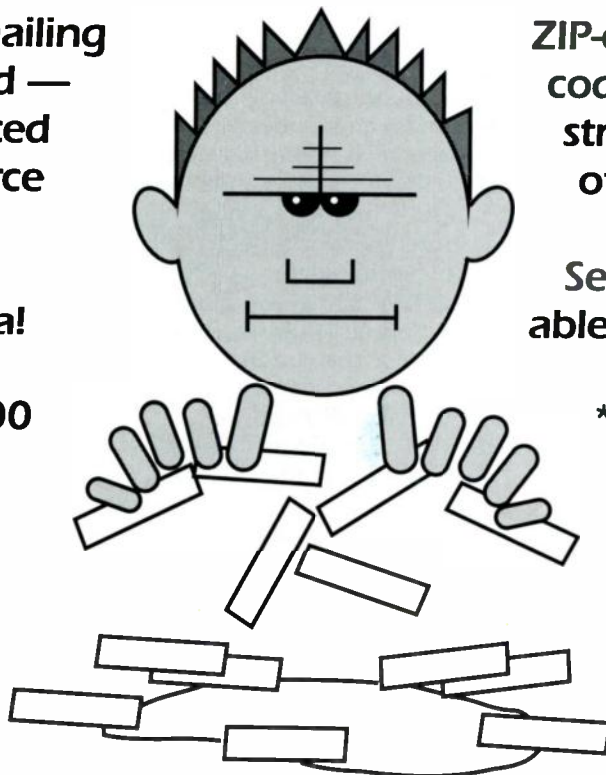
Jesus taught the same truth about sincere love when He said, "Where your treasure is, there your heart will be also" [Matthew 6:21]. God knows if He has our treasure, He has our heart, too.

Larry Burkett of Christian Financial Concepts has said there are more verses in the Bible related to possessions and how we are to use them than there are verses about heaven and hell combined. Now that's an important subject! And a good many of those verses are directly related to giving. If it's so important to God, then it has to be not only a priority but a privilege for us to encourage giving among our listeners and viewers. <sup>RB</sup>

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# Local Origination Satellite Broadcasting

*Editor's note: This month, Religious Broadcasting magazine is introducing a second "Targeting Technology" column. This semi-quarterly column, unlike the same-named new products one, will focus on new technology relating to the broadcasting industry.*

In the early 1960s, radio was introduced to the world of automation. Prior to that, most stations either originated with full-time, on-air staff, or operated as network affiliates. A full-time network on-air staff produced real time material with no local identity.

With the introduction of automation systems, it became possible to produce common program material for several stations, sharing talent, and maintaining a local sound while still reducing operating costs and stretching talent on-air hours. But, with these systems, timely, up-to-date references — such as current events and weather — were difficult, if not impossible, to integrate into the program.

Broadcasters began utilizing satellites for network transmission 20 years ago. Ten years ago, with the advent of digital control channels, it became possible to include complex control commands to trigger events at local stations from network control. That was the beginning of practical "live, localized" broadcast networking.

Under that scheme, customized program elements, such as station IDs and promos, were loaded on cart at each station and integrated into the flow. With this scheme, one person could host a live (and therefore dated) program over satellite, and literally hundreds of stations could air it in real time, with the customized elements initiated by the network control and played simultaneously over each station. With that scheme, currently in use by hundreds of stations and scores of network channels, relatively local sounding formats are being aired.

Within the last five years, the advent of two technologies has literally revolutionized this approach. Those technologies are compressed digital audio satellite transmission (Ku and C Band) and digital hard drive-based

program storage and playback systems. With these systems, highly sophisticated localized elements and control schemes can be integrated.

In order to describe this method in detail, I will use as an example one of the major Christian contemporary music format networks, which utilizes all of these technologies — The Word in Music. From its headquarters in Colorado Springs, Colo., a network of stations across the country is served, and each station sounds truly local, although many of them are, in fact, unattended. It works as follows:

A network origination studio in Colorado Springs is staffed on a full-time basis. From this studio, a 24-hour per day music format — all CDs — is produced. Each announcer performs as though it were a local station. The major difference are elements initiated by push button contact closures.

At most stations, including The Word in Music's local O&O affiliate KBIQ-FM, which itself is fed from a downlink, a hard drive based DCS (Digital Cart System) has been loaded with local spots, promos, jingles, IDs and custom elements called X-IDs. Where a live announcer is called for, they are recorded in each announcer's voice for each station, and transmitted to them for recording into their DCS.

During the program flow, the announcer will perform in the normal manner, conducting music intros, chit-chat, and whatever fits into the format. Whenever a recorded element is called for, the announcer pushes one of many contact closure buttons. This closure is carried over a satellite data path, and results in a relay closure at each station (including KBIQ) which causes the DCS to play back the programmed element. For spots, jingles, etc., this is similar to the older "live" origination networks. What makes the sound truly local is the X-ID and time check portions of the program.

On a weekly basis, every announcer produces a group of short, station-customized tracks, containing references to local events and other activities of interest. When an announcer comes out of a CD, he will give

*Ray Terrill, a former chief engineer for Focus on the Family, has formed Communicon, a communications consulting and contracting organization in Colorado Springs, Colo.*

a small portion of live announcements, such as a reference to the song just played, and then press an X-ID button.

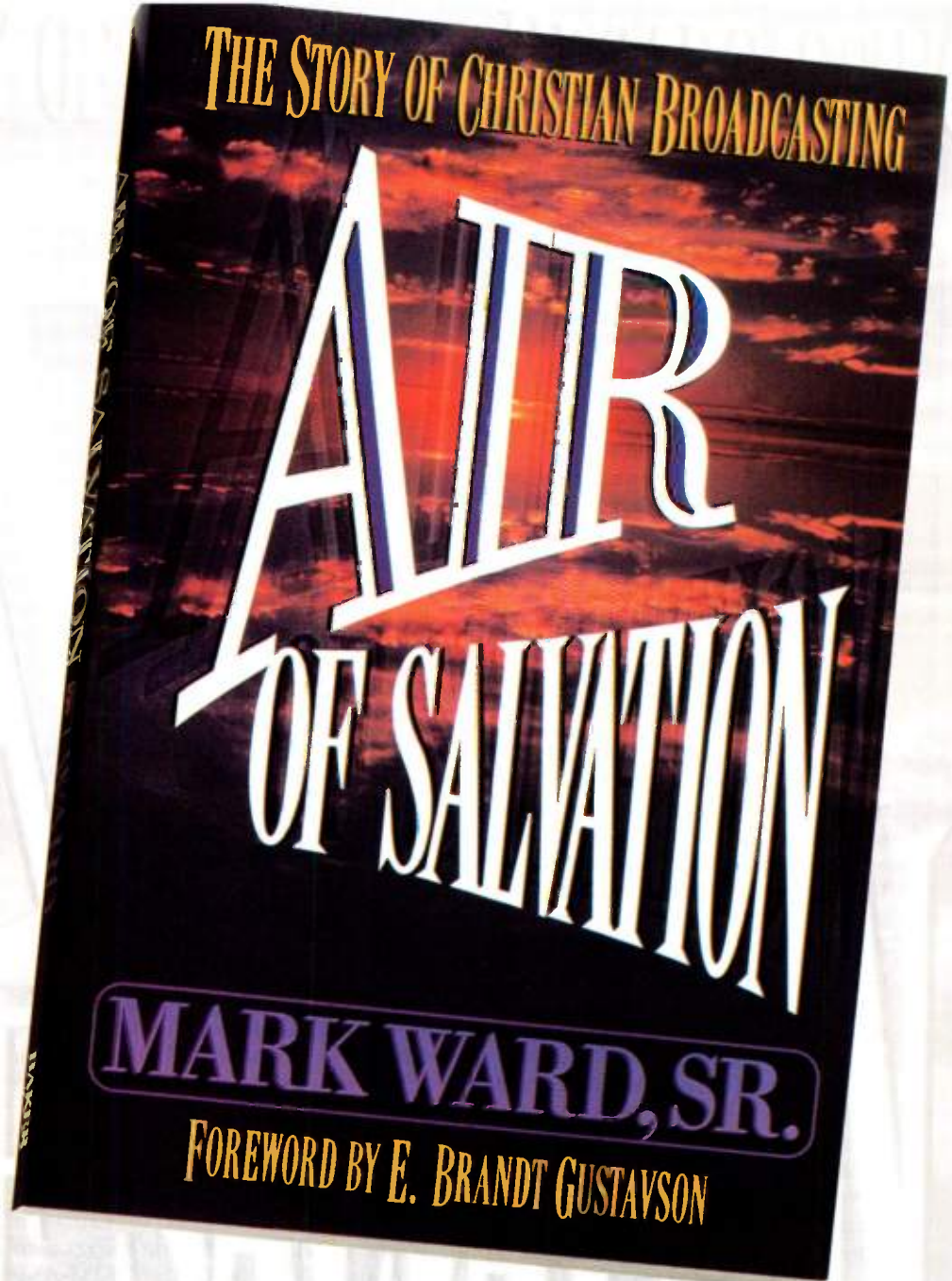
Since all these X-IDs have been recorded in his or her voice (according to the staffing schedule), using the same mic and processing equipment, and then transferred to the DCS with digital CD quality, the transition from live to recorded voice is seamless. Hence, to the listener, it sounds as though it is all originating live locally. Other items, such as news, network promos, and the like are recorded on a network DCS and transmitted over satellite to be aired live.

Lately a system called ACS has been integrated into the operation. With this system, spots, X-IDs and other material can be sent during stop sets to each station over satellite, by address, and recorded into the local DCS systems to update material automatically, bypassing local station personnel. Additionally, a soon-to-be implemented network order wire, also integrated into the satellite data channel, will replace the fax system currently used to keep affiliates informed of network activities.

The Word In Music network has begun implementation of some sophisticated aspects of this system. With imagination and ingenuity, there is a whole new way of doing creative and cost-effective radio. The ability to stretch dollars and available high-quality talent is the bottom line in Local Origination Satellite Broadcasting. <sup>RB</sup>



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## Changes in Missionary Radio

International missionary radio is alive and well, but definitely in a time of change. With recent reductions in shortwave broadcasts by Trans World Radio (TWR); questions raised in professional meetings about the future of international shortwave broadcasting; rapid developments in satellite technology; the rise of international television, such as CNN International and ESPN International; and the ability to place "on the ground" missionaries in areas previously closed to all but radio ministry, there are those who have speculated the age of international Christian broadcasting, especially via shortwave might be over.

But other than TWR's decision to cease shortwave broadcasting from Bonaire in favor of a satellite radio network in Latin America, international missionary broadcasting is actually in a time of expansion and change.

Missionary broadcasting began in 1931 when Dr. Clarence Jones turned on a tiny transmitter in the Andes Mountains of Ecuador, and HCJB, the Voice of the Andes, began broadcasting in Spanish and English. Since then, HCJB has expanded to over a million watts of power, with programming in 17 languages plus 21 dialects of the Indian language Quichua.

Following in the footsteps of HCJB, other missionary broadcasters, such as Far East Broadcasting Company (FEBC), TWR, and SIM International have developed broadcasting ministries, blanketing the world with Gospel broadcasts. These four visionary groups have developed the World by 2000 project, which aims to provide Christian programming in all major languages by the end of the century.

Researchers have identified nearly 150 languages spoken by more than a million people each in which Christian broadcasts are not available. Yet recent developments have raised questions about the efficiency and future of international missionary radio.

\*Some observers point to a reported decline in listenership to international radio broadcasts and recent reductions in shortwave broadcasting by TWR, Radio Canada International, Radio Finland, and others as a sign

international shortwave is a dying medium.

But, rapid expansion and upgrading of transmitting equipment by FEBC, HCJB, the Voice of America, the BBC World Service, and others attest to the confidence most major broadcasters have in the viability and longevity of shortwave. In addition, there has been a reported increase in listenership in North America and other developed countries in the wake of the Gulf War.

\*The rapid success of CNN International and other television satellite services has caused some broadcasters to put their confidence in satellites and international television. Unfortunately, Christian mission groups have been slow to enter this field with a major commitment, and may find themselves lacking opportunities down the road. (HCJB and TWR have announced a joint project to deliver Spanish language programming via satellite to all of Latin America by late 1994.)

However, just as local broadcast television has never replaced radio but has changed it, so international satellite television delivery will not replace international radio, but may modify its programming style, and demand it provide only top-quality, professionally produced, compelling programs to attract and maintain listenership.

Satellite delivery faces the danger of being totally dependent on local stations to carry programming, or of being cut off by governmental authorities such as CNN experienced during the Tiananmen Square violence in Beijing, China. The private usage of satellite receivers in developing nations is currently limited only to the wealthy.

\*Mission groups are finding many open doors to place local radio stations on the air, especially in countries formerly under Soviet influence. However, other countries still forbid Christian-formatted stations.

In addition, the logistics and expense of saturating the world with local Christian stations make total world coverage by local means impossible in the foreseeable future. Many nations, including parts of the United States, are difficult to reach because of vast



Kenneth MacHarg is director of the English language service of HCJB in Quito, Ecuador. He also wrote *Don't Rush the Lord: Confessions of a First-Term Missionary*.

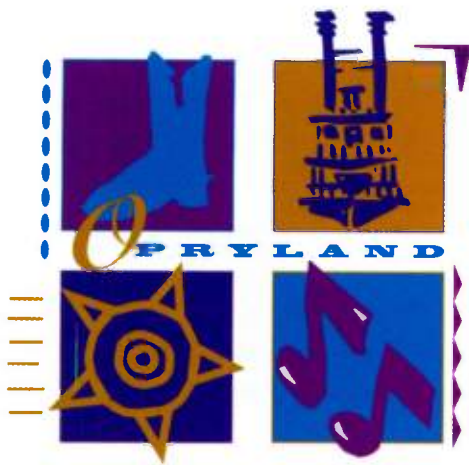
remote regions, rugged territory, etc.

Finally, local politics and policies can prevent freedom to broadcast certain programs, or in the case of many Muslim countries, will totally prohibit any form of local Christian broadcasting. Thus, the need for strong international missionary stations to complement local ministries will continue for several decades at a minimum.

\*With doors opening in the former Soviet Union, many missions groups, especially those who have traditionally maintained a focus on that area, have chosen to place missionaries "on the ground" where possible and to provide appropriate funding locally. Thus, many have diminished or eliminated shortwave broadcasting to those areas. It is questionable whether the elimination of broadcasts is wise in the long run, especially if those doors close.

A listener to HCJB from Donetsk, Ukraine, wrote: *Just recently I received a letter from the USA, stating rumors that shortwave broadcasts to Russia are no longer needed because there are local stations broadcasting the same message in various locations in Russia. . . . Even though we can hear some Christian broadcasts over local radio, we still hesitate to believe everything they say. We have been deceived for so long by the press, radio, and government that we tend to mistrust them. This is why your voice from afar is so vital for our distressed country.*

While satellite broadcasts are indeed the wave of the future, broadcasters must learn to utilize a number of methods, i.e. local radio, international shortwave, and television, if they are to adequately reach the lost for Christ.<sup>16</sup>



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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*



Michael W. Smith



Andre Dawson



Ellsabeth Elliot



Jack W. Hayford



D. James Kennedy



Luis Palau



Alvin Stlaughter



Phillips, Craig & Dean

## Teaching Right from Wrong

Sixteen-year-old Elizabeth Pena and 14-year-old Jennifer Ertman made the mistake of taking a short cut.

At 11:30 p.m., on a hot, steamy June night, the two friends left a party at a friend's house after calling home to let their mothers know they were on their way.

They never made it.

Elizabeth and Jennifer cut through a wooded area near the White Oak Bayou in Houston. Gang members had descended on the isolated area to drink beer and initiate new members. The gathering was breaking up when they heard the girls approaching.

Elizabeth's and Jennifer's naked bodies were found four days later. They had been raped repeatedly and both girls had been strangled to death — one with a belt, the other with a shoelace.

One gang member had appeared on a television talk show the day before the initiation and murders. He hoisted a beer and boasted, "Human life means nothing."

It was so brutal, so coarse. What has happened that teenagers can be so violent, so casual toward life, so unmindful of right and wrong?

**I believe the attitudes and behaviors of today's young people reflect the shift from God-centered truth — which is objective and absolute — to man-centered truth, defined by the individual and determined by the situation.**

Today's secular teenager does not believe there's a bottom line. Our children no longer live in a culture that teaches an objective standard for right and wrong. Morality is defined by each person. Integrity is determined by circumstances.

Sadly, our own church kids are not far behind. We have let our youth get away from Christ's admonition, when He declared, "And you shall know the truth, and the truth shall make you free" [John 8:32]. As a result, the majority of our youth from good Christian homes can no longer determine right from wrong. It reflects the days of the Judges when Israel was

without a king: "Each man did what was right in his own eyes" [Judges 17:6].

A year ago, in cooperation with 13 evangelical denominations, the Barna Research Group conducted an extensive survey of church youth. It confirmed our suspicions. Our youth are living on the moral edge, closer to disaster than we imagined.

A recent *Newsweek* poll found 76 percent of Americans believe we are in a moral and spiritual decline. According to Barna's survey, 57 percent of our own church youth cannot say an objective standard of truth exists.

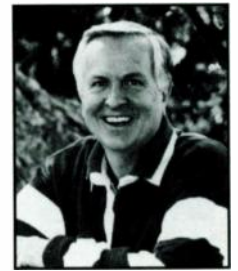
Large numbers of Christian kids are involved in inappropriate, immoral, even illegal behavior. The Barna survey showed many of our youth are involved sexually. Many are also lying, cheating, and stealing.

Many of our youth have lost the ability to distinguish right from wrong. The foundations are crumbling. Traditional biblical concepts are eroding. Many youth struggle with the concept of truth and how to apply it to their own life and experience. Like the story of Elizabeth and Jennifer illustrates, how our youth think about truth has a definite effect on their behavior — the choices they make and the attitudes they adopt.

They need our help. As men and women involved in the Christian media community, we need to take a stand. Never before has there been a greater need to strengthen the moral fiber of America. Join with the thousands of concerned parents, pastors, youth leaders, and media who want our children to know how to make right choices.

There are no easy answers, but there is hope. Seventy-four percent of those same youth Barna surveyed say they are seeking answers. It is not too late to reinforce the crumbling foundations.

You can help equip our children to counter the culture. You can rebuild the crumbling foundations. You and I can turn our Christian youth, families, and churches around — one at a time.



Josh McDowell is an internationally known speaker, author, and traveling representative for Campus Crusade for Christ. He also heads Josh McDowell Ministry in Dallas. His new book, *Right from Wrong*, details results from The Barna Research Group's 1994 Church Youth Survey.

The Right From Wrong Campaign is our response to the moral decay. Let me challenge you to consider getting involved. First, join with the thousands of parents, pastors, and broadcasters who are praying for this generation. Second, let me personally challenge you to get the free *Right From Wrong* booklet [write the Josh McDowell Ministry, Box 1000, Dallas, TX 75221, or call (800) 222-JOSH].

Find out what the Barna group discovered in their survey of evangelical church youth. Don't miss the valuable insight gleaned from Barna's research. Then learn what you can do to pass on your biblical values to this generation.

Your help is needed. It's time to strengthen the moral fiber of America. Join with the thousands of communicators, parents, pastors, and youth leaders who are taking a stand against the moral decay.

And, from one parent on behalf of thousands, thank you. <sup>RB</sup>

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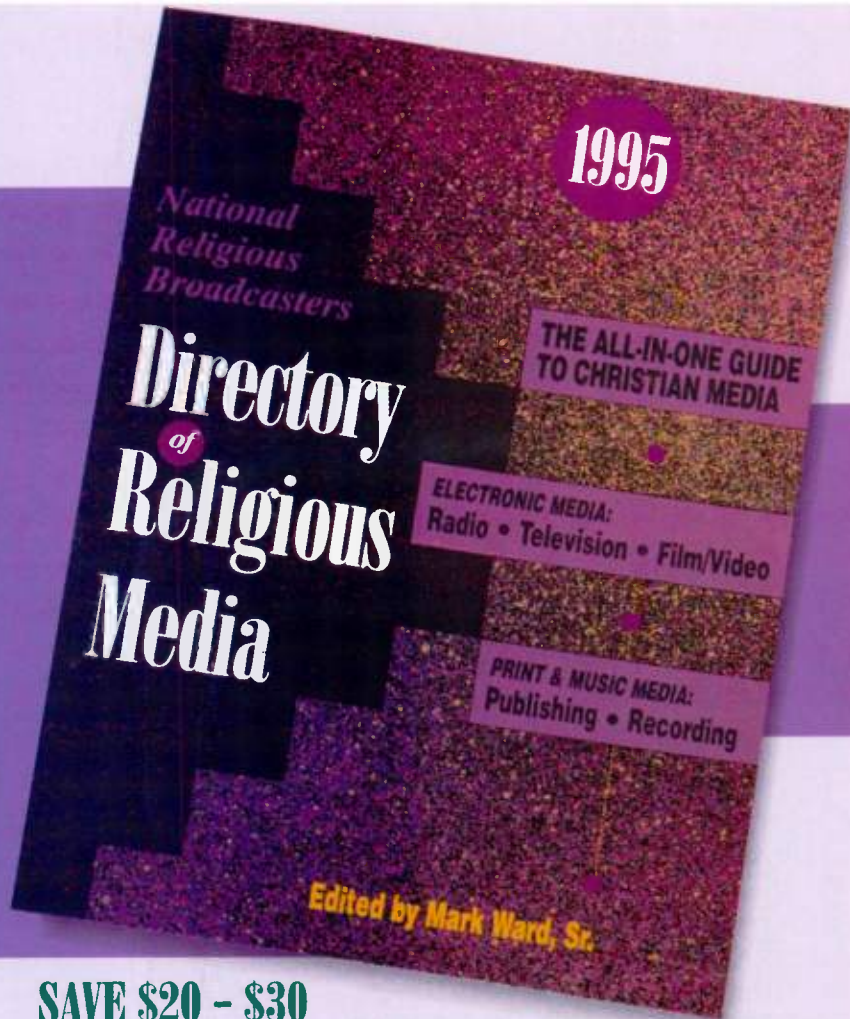
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# An Education in Morality

This summer, *Newsweek* magazine took a poll and asked Americans whether they thought the United States is in "moral and spiritual decline." Not surprisingly, 76 percent responded "yes."

Based on the evidence around us, America is clearly in a moral and spiritual decline. Crime is more violent and unpredictable than ever; rates of sexually transmitted diseases and AIDS continue to climb despite billions of dollars invested in so-called "safe sex" education, and questions of character are now considered irrelevant for political leadership.

We live in a society preaching "tolerance" for all lifestyles, yet which requires no responsibility for those choices. And nowhere is the effect more evident than in the face of American youth.

Among our youth there exists a growing moral void. Neighborhood schools reveal as much. There, teachers and principals, who once contended with children chewing gum in class, now deal with children who are on drugs or who carry weapons to school.

In the past 25 years, the criminal rate of juveniles has skyrocketed, making them the fastest growing criminal segment in society today. But in that same time period, we have also watched the rates of other various social problems soar among youth.

However, these rates are only an indication of the root problem; for an overwhelming number of youth today are simply unable to tell right from wrong. When faced with moral or ethical questions, they have no guidance or standards with which to measure. What may be even more troubling still is that those youth who are involved in evangelical churches also find it difficult to distinguish right from wrong.

Josh McDowell of Josh McDowell Ministry recently released a study on church youth which unearthed that harsh reality. [For more information on this study and how to obtain a copy, please see this month's "Youth Wave" on page 52.]

Of the 3795 youth from 13 denomi-

nations who participated in his survey, 57 percent could not say whether "absolute truth" exists. Sixty-six percent admitted they had lied to a parent, teacher, or other adult in the past three months, while 59 percent admitted to lying to one of their peers. And 36 percent admitted they had cheated on an exam. Then, as if to provide justification for those answers, 36 percent agreed with the statement "lying is sometimes necessary."

For parents and churches, this study serves as a chilling wake-up call. Somewhere in between Sunday School and youth group meetings, a message of truth has gotten lost. What is left are children who desperately need some rock-solid standards in their lives. For whatever values and beliefs they hold now are being challenged. And without a ready defense, church youth are finding it difficult to stand firm in a world teaching anything but biblical principles.

Many of the challenges to their beliefs come from the entertainment and music industries. But more frequently, the most difficult challenges youth will face are found at school. American education is changing very quickly in dramatic ways and parents must be aware.

Parents no longer only have to be concerned with whether their son or daughter has a good math teacher. They now have to watch for curriculum dealing with gender equity, multicultural diversity, conflict resolution, AIDS education, character education, and much more. Schools have taken on the parental responsibility of shaping children's values and moral beliefs, and the results are showing.

It is a telling example of the mental state of our youth that in McDowell's study, 50 percent of the 11- to 19-year-olds who took part said they are "stressed out," while 55 percent stated they are "confused." It may be no wonder, considering many of them encounter an educational system that not only teaches lessons in a revised history omitting the religious and moral roots of our country, but also in so-called "safe sex" and the homosexual



Beverly LaHaye is president and founder of Concerned Women for America and host of the radio programs Beverly LaHaye Live and This Week with Beverly LaHaye.

lifestyle.

When schools teach that a homosexual couple is just one type of family, church students need a standard of truth to counter that lesson. The survey revealed those students may already be unsure of how to counter it.

When asked which response best describes a family, 59 percent chose "any person or group whom you love or care about deeply, or who love or care about you deeply," while only 32 percent chose "all of the people related to each other by birth, adoption, or marriage."

What is happening when the very students who should know right from wrong are lost in a land of moral relativism? As a result, too many of them are making decisions based only on their circumstances at the moment. They are unsure of what truth is and how it is defined. But on the brighter side, 74 percent of the youth in the survey said they are seeking answers. So there is hope if they seek answers from the right sources.

Parents, as their children's primary educator, must be aware of what their children think and where they develop their beliefs. Without a solid foundation of biblical truths and parents as moral role models, the future for our youth will eventually crumble.<sup>®</sup>

# RECORDING REVIEWS

BY DARLENE PETERSON

## Fast Forward

Total TV Network  
featuring Bill Myers  
producers: Marty and Jacqueline Mosley  
Priority One Publishing

How do you reach a generation which grew up on the fast-paced mix of muppets, animation, live action, special effects, songs, and games characterizing *Sesame Street* and now freed on the fast-paced media blitz of moral sludge called MTV? Some of you may object to my linking a show with a noble cause with a show having questionable motives. But a fast-paced, sophisticated visual blitz is common to both. And to Total TV's *Fast Forward* series.



Five half-hour (approximately) tapes complete with leader's guides cover life's most important questions and concerns in a way that should keep media-sophisticated teens and preteens attentive and engaged. But it isn't just the presentation which will command their attention, it's the heavy use of real-life stories told by kids in their age group: a girl who began hanging out with the "wrong" crowd for acceptance, a boy who watched his mother destroy herself with alcohol. And the "polls" of teens' opinions and answers to these tough questions. And the two hip and witty (yet warm and sincere) co-hosts — Jeremy Schwartz and Polly Butler.

The co-hosts and teen-interview snippets raise and open the questions. Then "expert" Bill Myers, who co-created the *McGee and Me* videos, begins constructing Bible-based answers, addressing the issues that were raised. So despite the rapidly shifting images, the overall effect is of an honest, personal discussion of life's key issues rather than light entertainment or heavy lectures.

Series titles include "Why Do Bad Things Happen?," "The Rejection Connection," "Liar, Liar, Pants on Fire," "Home Is Where The Hurt Is," and "Guatemala Is Not A Dip." "Guatemala" takes an exciting but realistic look at a missionary's work, showing both the frustrations and rewards and portraying missionaries as ordinary humans rather than "super saints." As a whole, this series is excellent.

## Familye Affair

Cauzin' Efect  
producers: Cauzin' Efect and Tom Cameron  
GrrrrecordS/R.E.X. Music

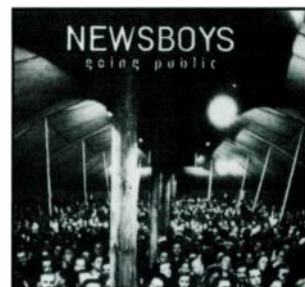
Another dose of wisdom and reality to which kids will pay attention (because of rap's appeal), this recording deals with societal ills that hit close to home: the breakdown of the family, drugs, gangs, inner-city decay, abortion, and even spiritual stagnation. The guys in the group speak with authority because they turned from street life to the Christian life and now live with the Jesus People USA community. And it's from the perspective of their new life in Christ that they weave hope and encouragement throughout what would otherwise be a bleak picture of societal woes.

The music pulsates with the drive and directness unique to rap, and various group members are featured, adding variety and personality. Cauzin' Efect has consistently improved since their debut a few years ago, and this recording adds the vocal and lyric-writing talents of new group member "Alpine."

## Going Public

Newsboys  
producers: Steve Taylor and Peter Furler  
executive producers: Darrell Harris  
and Wes Campbell  
Star Song

Targeting primarily church kids, this group encouraged them to be *Not Ashamed* with their strong 1991 debut. Taking the step from attitude to action, the Newsboys now encourage their listeners to "go public" or take their faith to the world, a theme most pointedly addressed in the song "Shine." With excellent, cutting edge pop, the group covers much relevant ground, including the myths of romantic love, the Holy Spirit's work in a believer's life, and God's mercy. The use of language and imagery in the lyrics is witty, pointed, and sensitive. Youth may be the group's target, but the content applies to all believers.



Darlene Peterson is the music reviewer for Religious Broadcasting magazine.



# On Interviewing Techniques

Award-winning former *Los Angeles Times* religion writer Russell Chandler conducted an interviewing workshop at the 1992 Evangelical Press Association's annual convention in Charlotte, N.C. While his comments were primarily directed at print journalists who record their interviews, the principles can be easily adapted by broadcasters.

Chandler has used these techniques throughout his news career, whether writing newspaper articles or full-length books, such as *Understanding the New Age*.

**First**, if possible, conduct the interview face-to-face rather than on the telephone. By going to his home, office or a neutral location, the person will feel more comfortable and you'll be able to give color to the interview by describing the surroundings.

**Second**, call ahead for an appointment. Don't underestimate the time you'll need for the interview. Clearly identify who you are and how you'll be using the interview.

**Third**, before the interview, know as much as possible about the person. Have a current bio sheet sent to you by his office, agent, or publisher.

**Fourth**, prepare your questions before the interview. Write out a list but don't show the questions to your subject.

**Fifth**, be observant when you first arrive. Notice details like flowers or cars in the driveway. Pay your subject a sincere compliment to set him at ease from the beginning.

**Sixth**, cultivate a relaxed atmosphere.

**Seventh**, assume the entire interview is on the record unless the person says it is not.

**Eighth**, begin with non-threatening, non-emotional topics. Usually this means the person's life background.

**Ninth**, move the interview to the person's achievements, ideas, and beliefs — things that are more conceptual.

**Tenth**, catch the uniqueness, the mannerisms, and the feelings of the person. Notice his body language.

**Eleventh**, observe the person's features. Be a good listener.

**Twelfth**, let the person reminisce as much as possible within your time frame. Follow his train of thought and ask questions you may not have already prepared.

**Thirteenth**, here are some techniques to get people talking: "Tell me about," "Did you ever," or "How did you feel when." If you need to play the devil's advocate, instead of direct confirmation, say, "Suppose a critic said."

**Fourteenth**, know your audience. What questions would they ask?

**Fifteenth**, use the feedback principle to restate the views of the person. For example, you could say, "In other words, your theory is" or "What I hear you saying is."

**Sixteenth**, don't dominate the conversation. You are there to listen, not necessarily to share your own opinions.

**Seventeenth**, don't argue or try to prove the interviewee wrong. If your interview is part of a feature including opposite viewpoints, tell the person you are looking for a diversity of views.

**Eighteenth**, be genuinely interested in the other person. Thank him for the interview. He has given of his time and has allowed you, a stranger, to learn more about him.

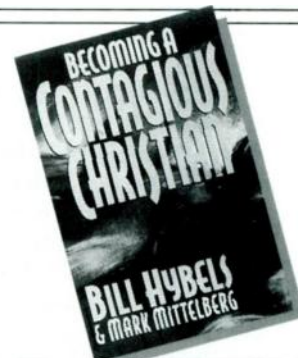
**Nineteenth**, tell the person when the interview will appear. Be ready to respond if he should ask for a copy of the interview.

**Twentieth**, if your request for an interview is refused, you

can simply say, "Thank you anyway," or "Thank you, but if you don't mind, I'll check with you again in a month." Or you could say, "The story will be more balanced and fair if your views are represented. I would like to hear your side." If necessary, the hardball approach would be, "I'm producing this feature anyway, so it will be a better story if your views are included. Are you sure you don't want to be interviewed?"

If you don't currently have a locally produced interview program on your station, I encourage you to begin one with the start of the new year. It will be an audience-builder for you.

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



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**AUTHOR AVAILABILITY:** Chicago, Ill., and by telephone.

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

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## **Standing Firm**

by Dan Quayle

HarperCollins/Zondervan, 1994

In *Standing Firm*, former Vice President Dan Quayle provides detailed insights and reflections about personalities and incidents of his recent political past. Black-and-white and color photographs provide glimpses of his entire life, but since the text spans only five years (1988-92), this is not a cozy, birth-till-now autobiography, and those picking it up expecting such will be disappointed.

Though we must recognize this is essentially a self-serving prelude to another run for the presidency, Quayle (who has been so unmercifully lambasted by the liberal media) certainly deserves this opportunity to offer his views. Whether or not one will wish to read them, however, is another matter.

Because it details political machination at the highest level, the book will be read by some for its Washington, D.C., revelations. Dedicated students of political science will read it as relevant campaign literature. And still others will avoid it because it is campaign literature.

The book's saving grace is Quayle. Though he may be a politician and a poor speller, he is not a hypocrite. When he proudly proclaims "Christianity is central to our [family's] lives," the words ring true because they appear to be consistent with his lifestyle, a lifestyle out of sync with trendy Hollywood, liberal politicians, and the secular media.

As Quayle points out, the secular media's concept of Christianity is "something that consists chiefly of corrupt televangelists and 'redneck' rabblery, something to be cartooned and ridiculed," and that "prejudice against conservative Christians is probably the only acceptable form of bigotry in today's America." Quayle speaks of God's will operating in his life and describes the Bible (which he calls his "solace and strength") as being "eternal and unchangeable."

He adds, "As a Christian, prayer is a constant in my life; not a day goes by when I don't conduct some kind of conversation — no matter how quiet and causal — with God." Such views are not likely to gain supporters among his liberal detractors — nor are they meant to. The harsh political reality is that such statements (no matter how sincere) are intended to woo the votes of conservative Christians. Such is the nature of this political tome. Will we be so moved? Only time will tell.

## **New Bible Commentary: 21st Century Edition**

edited by D.A. Carson, R.T. France,  
J.A. Montyer, and G.J. Wenham  
InterVarsity Press, 1994

This is a new (fourth) edition of a work previously published in 1953, 1954, and 1970. The preface

informs us "nothing remains from 1953 and little from 1970." With the exception of J.A. Montyer, the editorial staff is different, the contributors (many British) are mostly different, and "where an author may remain the same, as in 1970, the article has been either rewritten or thoroughly revised."

In addition, there are new maps, diagrams, and (more verbose) introductory essays which incorporate current trends in biblical research. In short, this really is a new *New Bible Commentary*.

Scriptural citations (KJV originally and RSV in 1970) are now NIV. This switch seems to have resulted in some subtle editorial concessions made in deference to popular evangelicalism, though the overall doctrinal emphasis is still more Reformed than dispensational. Stylistically, the narrative is less choppy, less cryptic, less detail-distracting, and more conversational in order to "concentrate on the 'flow' of books and passages."

While I enjoy the updated insights and clarity of this newer edition, I personally prefer the introductory articles and the credentials of the contributors in the third. So as good as this fourth edition is (and it is very good), it does not totally displace its excellent predecessor.

## **Aimee Semple McPherson: Everybody's Sister**

by Edith Blumhofer  
Eerdmans, 1993

While an unbelieving author might have found in Aimee Semple McPherson's flamboyance an easy subject for ridicule, or a fanatical charismatic author an excuse for polemics, Edith Blumhofer wisely does neither. She presents McPherson as neither all saint nor all sinner, but as a real human being, both influenced by her times, and (more importantly) influencing them.

Pentecostalism, a vital doctrinal counterpoint throughout the book, is treated in the same dignified, objective, matter-of-fact way. The result is a straightforward, well-researched, appropriately detailed, get-down-to-business biography which refreshingly does not require gimmicky flashbacks, the invention of dialogue, the introduction of fictional characters, or numerous other stylistic tricks to faithfully depict the life of a remarkable woman and controversial evangelist. A pioneer in the religious broadcasting field, McPherson started KFSG/Los Angeles in 1924.

## **Prophets of the Apocalypse: David Koresh and Other American Messiahs**

by Kenneth Samples, et al  
Baker, 1994

What most people know about the Branch Davidians and the conflagration at Waco, Texas, comes through reports provided by the secular media. The unique contribution of this book is its

analysis from a Christian perspective, not only of David Koresh, but of like-minded personalities, cults, and prophecy itself. Millerites, Mormons, Jehovah's Witnesses, New-Agers, Children of God, and other manipulators of Scripture are included in this first-rate analysis of deviant, prophetic obsession and its tragic consequences.

### On a Hill Too Far Away

by John Fischer

Servant Publications, 1994

"The cross of Christ is the most revolutionary thing ever to appear among men," wrote A.W. Tozer in *The Roots of the Righteous*. As if to echo this thought, the sub-title of John Fischer's book is, "Putting the Cross Back in the Center of Our Lives." Not only a thought-provoking examination into the nature and meaning of Jesus' atoning death on the cross, it is also a lament that many contemporary Christians don't seem to understand the true meaning of the cross or the power of the Gospel.

"How, with all the television and radio preaching of the born-again movement," Fischer asks, "could the true meaning of the cross escape the average person? It is probably because no one is telling them that it is *their own sins* that are nailed there." After this powerful little book, few will be able to claim they haven't been told.

### The New Age is Lying to You

by Eldon Winker

Concordia, 1994

This is yet another volume about the history, nature, and infiltration of New Age teachings into virtually all areas of life. It's been done before, and done well, as in Russell Chandler's *Understanding the New Age*. The present volume is well-organized and highly readable, though some sections (in particular those concerning the media) do not contain as many examples or details as one might have wished. Still, this is a worthwhile introduction to the subject, and the warning Eldon Winker sounds (which comes across loud and clear) can't be repeated often enough.

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

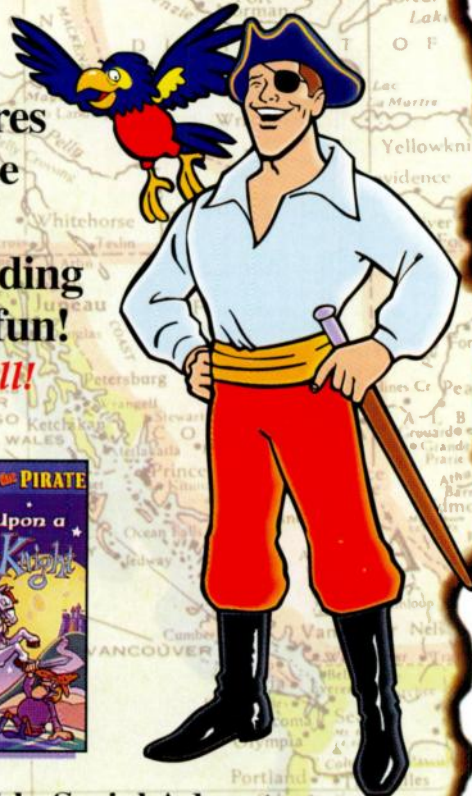
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*97th Audio Engineering Society Convention*; Moscone Center, San Francisco. Information: (212) 661-8528.

## November 10-13

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

## November 16

*Digital Media Expo*; Armato's Pro Video, Queens, N.Y. Information: Barbara Zivny, (718) 628-6800.

## November 16-17

*Hispanic Youth Challenge during National Youth Leader Training Conference*; Long Beach Hyatt Regency, Long Beach, Calif. Information: (818) 398-7558.

## November 18-20

*Pro-Life/Family Conference Weekend*; Novi Hilton Hotel, Detroit. Information: (301) 670-7884.

## 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.

## February 13-16, 1995

*Christian Management Institute 1995*; Chicago. Information: (800) 727-4CMA.

## February 23-26, 1995

*Christian Writers Institute Conference*; Orlando, Fla. Information: (407) 324-5465.

## March 5-6, 1995

*53rd National Association of Evangelicals Convention*; Galt House, Louisville, Ky. Information:

(708) 665-0500.

## March 16-18, 1995

*Global Mission with Billy Graham*; San Juan, Puerto Rico. Information: (612) 335-1371.

## 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.

## June 1-4, 1995

*Christian Writers Institute Conference*; Wheaton, Ill. Information: (407) 324-5465.

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