

# RELIGIOUS BROADCASTING



**The  
News Kid  
on the  
Block**

**WTLW-TV/  
Lima, Ohio**

HOLLYWOOD CA 90028  
PO BOX 3930  
STANTON ASSOCIATES PRODS  
DIEGO DOMINGO/MASS MEDIA C  
RBC008715A 9403491S 536 53  
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**Annual ... Issue**

ANY TIME  
you turn on the  
TV you can see  
violence,  
death and  
destruction.  
And that's just  
the music videos.

Wouldn't you rather offer your viewers an alternative? Like music videos from Christian artists. With Christian values.

Now you can, with Z Music Television, the world's only 24-hour contemporary Christian video network. Z Music is the new generation of Christian programming that reaches the loyal 12-49 demographic with fun, upbeat music television for the entire family.

It's available to broadcast stations in half hour or hour blocks beamed 24 hours a day on Galaxy 1R Transponder 6.

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TELEVISION**

# How would you go about planning meals for 69 million people?



**A**t The Salvation Army, that's what we did last year, feeding over 69,000,000 hungry people. In addition, we "worked miracles" every day by providing lodging for the homeless, daycare for children and adults, and assistance for disaster victims. But, just as important, we continued to provide a spiritual uplift for the "hungry of heart" through **Wonderful Words of Life**, a 15-minute weekly radio outreach that features inspiring music and messages.



Photo by Rob Banayote

Help us reach out to those who hunger spiritually by sharing a weekly time slot with **Wonderful Words of Life**. Be part of our "miracle team." Call (404) 728-6727 today for a free audition kit.

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*...worldwide radio voice of  
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## Whoever He Is, He's Out of His Mind

by Sarah E. Smith  
*Half a century ago, Dan Betzer burst onto the broadcasting scene at the tender age of three. His rise to prominence has been filled with unusual twists and challenging opportunities.*

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## Christianity and Choice

by John Knox  
*If the nation is riding a wave of spirituality, why aren't Christian stations hanging ten and surfing to new heights?*

# 12

## God Is Doing a News Thing

by Matt Mighell  
*WTLW-TV/Lima, Ohio, is making headlines with what is thought to be the nation's first, full-power Christian broadcast station to produce a live, secular-style, hard news program.*

DECEMBER 1994

# Features

## Phoning for Dollars

by Elisabeth Farrell  
*Your audience can donate to your ministry every time a long-distance phone call is placed. Discover how to capitalize on this Christian carrier's mission.*

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## Visualizing a Christian Worldview

by Geraldine Forsberg  
*New forms of communication change the nature of a culture. Is our image-centered culture developing people who are unable to attend to the spoken or written word?*

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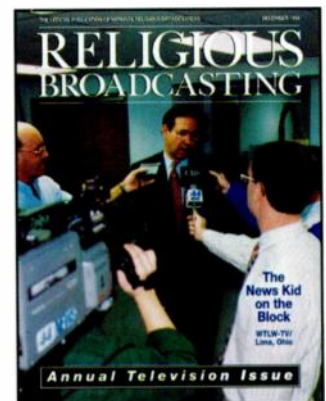
## The State of the Televised Fourth Estate

by Mark Ward Sr.  
*What's happening in cable? Will broadcasting over the air become obsolete? What Top 50 markets are still missing Christian stations? Tune in to this article for the latest in television, gleaned from research for the 1995 Directory of Religious Media.*

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## The News Kid on the Block

*Diversity is celebrated in this year's television issue with articles on programming, fund raising, personalities, technologies, and challenges. The cover is a portrait of uniqueness— an on-location shot with 44 NEWS, the nightly news program of WTLW-TV/Lima, Ohio.*



# NRB '95 REGISTRATION FORM

February 11-14, 1995 ♦ Opryland Hotel ♦ Nashville, Tennessee

## INSTRUCTIONS

1. Use separate registration form for each person other than spouse. You may photocopy this form.
2. All sections of this form must be completed.
3. Mail form together with check or authorized credit card number (U.S. dollars)

### NOTE

There will be a \$5 admittance charge to all General Sessions except Sunday Morning to those individuals not registered.

### TO REGISTER BY FAX

Complete entire form and fax to:  
(703) 330-7100

Note: Credit Card registrations only. If faxing registration, please DO NOT resend through the mail.

Confirmations will be sent 2-3 weeks after receiving your registration.

### TO REGISTER BY MAIL

Complete entire form and mail to:  
National Religious Broadcasters  
7839 Ashton Avenue  
Manassas, VA 22110  
(703) 330-7000

### CANCELLATION POLICY

Cancellations must be in writing: a \$75 administrative fee will be applied to all cancellations. No refunds for cancellations postmarked after Dec. 31, 1994.

### EXHIBITORS & PRESS

DO NOT USE THIS FORM. Call or write for proper forms.

## SECTION A

### BUSINESS IN WHICH YOU ARE INVOLVED

(Check THREE only and rate by priority 1-3):

- |  |  |
|--|--|
| <input type="checkbox"/> AM Radio Station                  | <input type="checkbox"/> Music Recording & Publishing      |
| <input type="checkbox"/> FM Radio Station                  | <input type="checkbox"/> Premiums / Incentives             |
| <input type="checkbox"/> VHF TV Station                    | <input type="checkbox"/> Fundraising / Donor Management    |
| <input type="checkbox"/> UHF TV Station                    | <input type="checkbox"/> Ministry / Mission Group / Church |
| <input type="checkbox"/> LP TV Station                     | <input type="checkbox"/> Education                         |
| <input type="checkbox"/> Radio Group Ownership             | <input type="checkbox"/> Other: _____                      |
| <input type="checkbox"/> TV Group Ownership                |  |
| <input type="checkbox"/> Cable TV Network                  |  |
| <input type="checkbox"/> Cable Radio Network               |  |
| <input type="checkbox"/> Satellite Service Radio           |  |
| <input type="checkbox"/> Satellite Service TV              |  |
| <input type="checkbox"/> Programming: Radio                |  |
| <input type="checkbox"/> Programming: TV                   |  |
| <input type="checkbox"/> Programming: Video                |  |
| <input type="checkbox"/> Programming: Computer             |  |
| <input type="checkbox"/> Multimedia                        |  |
| <input type="checkbox"/> Film/Entertainment                |  |
| <input type="checkbox"/> Equip. Manfctr. / Dist.: Audio    |  |
| <input type="checkbox"/> Equip. Manfctr. / Dist.: Video/TV |  |
| <input type="checkbox"/> Equip. Manfctr. / Dist.: Computer |  |
| <input type="checkbox"/> Multimedia                        |  |
| <input type="checkbox"/> Agency / Consultant               |  |
| <input type="checkbox"/> Publishing / Printing             |  |
| <input type="checkbox"/> Press / Print Media               |  |

### PRIMARY JOB FUNCTION

(Check ONE only):

- |  |
|--|
| <input type="checkbox"/> Owner / Partner           |
| <input type="checkbox"/> Officer                   |
| <input type="checkbox"/> General Manager           |
| <input type="checkbox"/> Station Manager           |
| <input type="checkbox"/> Program Director          |
| <input type="checkbox"/> Announcer / On-Air Talent |
| <input type="checkbox"/> Sales Marketing           |
| <input type="checkbox"/> Producer                  |
| <input type="checkbox"/> Engineering / Technical   |
| <input type="checkbox"/> Management                |
| <input type="checkbox"/> Journalist                |
| <input type="checkbox"/> Office Support Staff      |
| <input type="checkbox"/> Education                 |
| <input type="checkbox"/> Pastor                    |
| <input type="checkbox"/> Other: _____              |

## SECTION B

**FULL REGISTRATION** (Includes: Gen. Sessions, Workshops, Exhibits, All MediaBreakfast & Anniversary Banquet)

	Amount
Member (member # _____) <input type="checkbox"/> \$290	\$ _____
Assoc. (member # _____) <input type="checkbox"/> \$340	\$ _____
Non-Member <input type="checkbox"/> \$450	\$ _____
Spouse of Member <input type="checkbox"/> \$160	\$ _____
Spouse of Non-Member <input type="checkbox"/> \$260	\$ _____
Full-Time Faculty (I.D. required) <input type="checkbox"/> \$135	\$ _____
Full-Time Student (I.D. required) <input type="checkbox"/> \$105	\$ _____
<b>SUB-TOTAL</b>	\$ _____
<b>If mailed after 12/31/94 add \$50.00</b>	\$ (50.00)
<b>FULL REGISTRATION TOTAL</b>	\$ _____

**DAILY REGISTRATION** (Includes: Gen. Session, Workshops, & Exhibits. Excludes: Meals)

Member (member# _____) <input type="checkbox"/> \$125 X _____ days	\$ _____
Associate Member (# _____) <input type="checkbox"/> \$150 X _____ days	\$ _____
Non-Member <input type="checkbox"/> \$175 X _____ days	\$ _____
Full-Time Faculty (I.D. required) <input type="checkbox"/> \$ 25 X _____ days	\$ _____
Full-Time Student (I.D. required) <input type="checkbox"/> \$ 15 X _____ days	\$ _____
Day(s) you will be attending: <input type="checkbox"/> Sat <input type="checkbox"/> Sun <input type="checkbox"/> Mon <input type="checkbox"/> Tue	
<b>If mailed after 12/31/94 add \$50.00</b>	\$ (50.00)
<b>DAILY REGISTRATION TOTAL</b>	\$ _____

### ADDITIONAL EVENT TICKETS / PASSES

Exposition Only Pass (Good for entire show) <input type="checkbox"/> \$30	\$ _____
The Grand Ole Opry Show Feb 10 <input type="checkbox"/> \$25	\$ _____
International Luncheon Feb 13 <input type="checkbox"/> \$35	\$ _____
All Media Breakfast Feb 14 (Included w/ Full Reg.) <input type="checkbox"/> \$35	\$ _____
Women's Luncheon Feb 14 <input type="checkbox"/> \$25	\$ _____
Anniversary Banquet Feb 14 (Included w/ Full Reg.) <input type="checkbox"/> \$50	\$ _____
Hermitage/G. O. Opry Tour Feb 15 <input type="checkbox"/> \$35	\$ _____
<b>OTHER EVENTS TOTAL</b>	\$ _____

GRAND TOTAL ENCLOSED: \$ \_\_\_\_\_

## SECTION C

NAME \_\_\_\_\_  
 NICKNAME (for badge) \_\_\_\_\_  
 POSITION \_\_\_\_\_  
 ORGANIZATION \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_  
 COUNTRY \_\_\_\_\_  
 PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 SPOUSE'S NAME (for badge) \_\_\_\_\_

## SECTION D

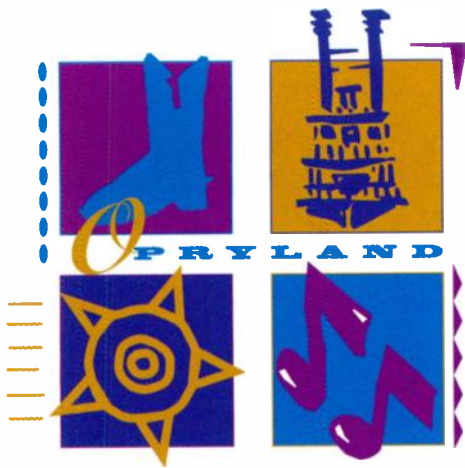
METHOD OF PAYMENT (Registrations will not be processed without payment)

Check Enclosed  Visa  MasterCard  Amex

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_



# *A* **n Unchanging Message to a Changing World**

## **52nd Annual National Religious Broadcasters Convention & Exposition**

**February 11-14, 1995  
Opryland Hotel  
Nashville, TN**

**CALL TODAY  
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US AT:  
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OUR FAX NUMBER IS  
(703) 330-7100.**

Plan to attend the world's largest nationally and internationally recognized convention and exposition dedicated solely to assist those in the Christian communications field.

In February of 1995, National Religious Broadcasters will again bring together chief executives from both radio and TV, ministry leaders, pastors, legal experts, educators, gospel entertainers and musicians, broadcast and management experts, publishers, fundraisers, agency representatives, and suppliers.

This conference and tradeshow will highlight the very latest technological developments, provide answers to your greatest challenges, and build new ministry partnerships.

*NRB'95 will feature...*

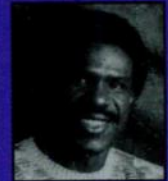
- More than 200 exhibitors with up and coming programs, products, and services.
- A network of peers and colleagues to interact with.
- Over 40 educational sessions dealing with what you need to know on all aspects of communications.
- Prominent speakers addressing issues and concerns affecting the church.
- Special guests with exciting testimonies.
- The best in gospel music and entertainment.
- Countless breakfasts, dinners, and receptions for networking and fellowship.
- Tours to the Grand Ole Opry and The Hermitage
- TV Program Producers Showcase

*"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



Elisabeth Elliot



Jack W. Hayford



D. James Kennedy



Luis Palau



Alvin Slaughter



Phillips, Craig & Dean

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# RELIGIOUS BROADCASTING

December 1994, Vol. 26, No. 11

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NATIONAL  
ASSOCIATION  
of  
EVANGELICALS



## Praise and Thanksgiving

**T**he Holiday Season — our name for the time between Thanksgiving and New Year's Day — evokes a myriad of feelings. Some of us feel a childlike awe and excitement; others are lonely and depressed; and still others worry about expenses and expectations that can't be met.

What so many of us forget is the true spirit of this special time of year. Our ancestors intended Thanksgiving Day to be a time to recall the goodness of God in blessing their harvest and to thank Him for His bounty. Christmas is the time to celebrate God's gift to the world in the person of His Son, and the advent of the New Year is a time to reflect on the past and look forward with anticipation to a new beginning.

So often we get caught up in the superfluous and fail to appreciate what is truly important. I hope each of you will take time this Holiday Season to reflect on the blessings in your life, as I have been doing. So many people in our world are living with hurts and fears and a feeling of helplessness in the face of armed conflicts and natural disasters. In places like Rwanda, Bosnia, and Haiti, people are suffering with little assurance their pain will ease.

Personally, I am grateful for my sustaining faith, my loving family, and my loyal friends. I am also thankful to all of you for the opportunity to serve as National Religious Broadcasters (NRB) chairman and to fellowship with members at meetings this fall. I attended the NRB Midwestern Regional Convention at the Maranatha Conference Center in Muskegon, Mich., followed by the NRB Eastern Regional Convention at Sandy Cove in North East, Md., and the NRB executive committee meeting hosted by WCFC-TV 38/Chicago. At each gathering, we had wonderful times of fellowship, and I also had the pleasure of updating the chapter members on the plans for the annual NRB convention at Opryland Hotel in Nashville, Tenn., February 11-14, 1995.

Perhaps one area we overlook the most when we consider our blessings is the opportunity we have been given for ministry. From local radio stations to national networks, from Sunday morning television programming to continuous national broadcasts, each of us has the opportunity to touch the hearts and minds of people who desperately need to hear words of hope and the promise of eternal life through faith in Jesus Christ. No matter how large or small our ministry, whether we reach the world, as Billy Graham will be doing in March through the Global Mission, or just our neighbors, God has given us the opportunity to help Him change a life.

May this season be one that will stir your heart and refresh you in the things of the Lord, as we concentrate on our love for our Savior. Let us give thanks for what He has granted us to do for the Kingdom and use the gifts He has bestowed upon us for His honor and glory.

God bless you for your faithful ministry this past year. I pray each of you will experience the true blessings of Christmas as you gather with family and friends.



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

*Bob Straton*

## Fruitful Year Financially

It has been a fruitful year for National Religious Broadcasters (NRB). We entered 1994 with an excellently attended convention in Washington, D.C. Many highlights were featured, and a number of you said, "How will we ever be able to match, much less improve, on this convention?"

We continued our Fairness Doctrine fight during the year. Working hand-in-hand with the National Association of Broadcasters, we were told by congressional members (both Senate and House) we were very influential, along with others, in stalling the forward progress of this bill. Our members' involvement in fighting this bill with broadcasts and distribution of information to the public has meant success for the moment in forestalling its passage. The Fairness Doctrine still remains a bad idea and has long-range repercussions for us in Christian broadcasting if it is ever passed.

Our financial picture has measurably improved during the year, with our fiscal year ending September 30. We had a successful year in membership dues revenues, as well as a financially rewarding year for the *Directory of Religious Media* advertising sales. The convention produced significant revenue over expenses and helped to carry us during the year.

This was the first year in at least 25 that we have not had to borrow funds to operate during the summer. The bottom line figure the association produced in surplus for the fiscal year was \$66,145. How we praise our God for His provision for the needs of the association.

At NRB 95 in Nashville, Tenn., we will be laying before members and friends a way for us to build up funding for our governmental, legislative, and other legal work. I'm excited about what I think will be your response to the Eugene R. Bertermann Legal Defense Fund thrust for next year.

Our regional conventions were excellently planned, attended, and executed. I'm so proud of our regional officers — you have been so effective and dedicated in your work to plan and promote the regionals. I'm very convinced that not only the programs but also the fellowship is very vital to our ongoing work. Hats off to the increasing numbers coming to our regionals.

Membership in NRB is increasing month by month. (*Editor's note: Please see page 50 for a listing of new members.*) If you know of mass media ministries who are not, but should be, members, please put in a good word for us. Call Pat Mahoney, NRB director of membership, for assistance in providing tools to help with prospects.

It gives my wife, Mary, and me great joy to express our thanks for a good year and to wish you a happy time of fellowship with family, friends, and church family at the celebration time of our Lord's birth. We're also praying that the ministry of the Gospel by our members will be very effective in 1995. God bless your witness for our Lord Jesus. May many be drawn to Him in the coming year. And may you have a happy Christmas and a fruitful New Year.



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

*Dr. E. Brandt Gustavson*

## Sunday Nite on PC Bandwagon?

Dear Editor:

Elizabeth Guetschow's article on *Sunday Nite* ("O, Pioneers!," September 1994) was well-written, but could I have a point of context please? The article quoted a program excerpt which said, "There was never any doubt in His (God's) mind what the outcome would be, but for a few days . . . evil prevailed, and the eternal fate of mankind hung in the balance" (emphasis mine). The infinite God who works all things according to His own will has determined the fate of mankind; it never "hung in the balance."

This illustrates the one concern I have about *Sunday Nite*. I've tuned in a number of times and in the midst of the otherwise excellent, creative, and often challenging material there frequently was also a moment of "ouch," whether ridiculing the study of theology, adopting a "politically correct" characterization, or a point of irreverent humor.

I'd like to recommend point number seven be added to "Lessons They Have Learned" (sidebar to "O, Pioneers!"). Number seven would be the importance of having a mature, godly editor to review the program content so erroneous and irreverent material may be sensitively removed, that the program might be holy in all respects.

By the way, I didn't see any mention that *Sunday Nite* is no longer a project of Northwestern College, and Judy Hannestad has moved on to stay with the production elsewhere.

Duane L. Burgess  
Tucson, Ariz.

## Randall Terry Important Talk Show Player

Dear Editor:

Having read the September issue, I wanted to add you missed a very important player in the Christian talk show division ("Riding the Rush"). I can only hope it was an oversight as Randall Terry is heard on well over 40 stations . . . [via] *Randall Terry Live!* . . .

My hope is that your omission was a simple oversight and not intentional. I often see Terry played up in a very poor light by the secular media. It would grieve me to see his own Christian brothers distancing themselves from his message. Terry repeatedly demonstrates "he is the one man the liberals

love to hate."

Knowing Terry, and counting him among my small group of friends, I can attest to his integrity as being unswerving for the cause of Christ. . . . But I know that to add *Randall Terry Live!* to one's lineup may be a greater commitment to the cause of Christ than many broadcasters (who live in the "safety zone") can handle. Are we called to Caesar or are we called to Christ? — we can only have one master.

Richard David  
vice president  
Guardian Communications, Inc.  
Cincinnati

## Sunday Nite Crosses Atlantic Ocean

Dear Editor:

I was most interested to read in the September edition of *Religious Broadcasting* the article, "O, Pioneers!" — the description of the program *Sunday Nite*.

I myself had the privilege of attending one of the early recordings of *Sunday Nite* in Minneapolis and came back to the United Kingdom very much impressed with the quality and production of the program. Subsequently, Paul Ramseyer sent me a number of tapes and ultimately I made arrangements with him for a reproduction of some of the segments from those tapes for circulation in the United Kingdom. (We do not have religious radio here, unhappily.)

I thought you might be you might be glad to hear how the impact of *Sunday Nite* had crossed the Atlantic Ocean and was being heard in the United Kingdom.

M.L. Rowlandson  
The Round House  
Essex, England

## Reader Agrees with Satellite Radio Article

Dear Editor:

I appreciated reading Mark Ward Sr.'s article on "The Coming Shakeout in Christian Radio" (September 1994), and especially your mention of us. Actually, Western Inspirational Broadcasters currently operates 34 FM transmitters with six more in various stages of application process.

The issue of "competing" has been of particular interest to me. I feel we are in competition with each other more than we are

Continued on page 10

# 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*.

### Fathering by the Book

The Christian men's movement is swiftly becoming a "Dad's Movement." We invite you to book Chuck Aycock, Mike Yorkey, Greg Johnson, David Stoop or Ken Canfield, President of the National Center for Fathering

### Fiction Forum

Fight the afternoon soap operas. An interview with Gilbert Morris, Angela Elwell Hunt, Francine Rivers and others will offer unusual inside insight to a growing audience of Christian fiction fans.

### Calligraphy on the Radio?

Master calligrapher Timothy R. Botts gives great interviews! Call us for a review copy of *Doorposts*, *Windsongs*, *Messiah*, or his latest work, *Proverbs*.

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

## READERS' REACTIONS

*Continued from page 9*

with secular radio. Some would argue that competition is good for Christian radio in the same way it's good for business. It sharpens everyone's product or they simply go out of business.

On the downside, the proclamation of the Gospel ought not to be "business." If it's seen that way, it ceases to become a ministry. In Reno, Nev., for example, there are five Christian signals and two more will appear shortly. This is a small city of 250,300 people. Most of the signals are imported via translator or satellator. Only two have local facilities. In Casper, Wyo., (population 52,300), where our other station is located, there are four signals. In light of this, the article was particularly well-titled. The fact is, the more choices you have, the less you value each choice.

Tom Hesse  
general manager  
KNIS-FM/Carson City, Nev.

## Volunteers Option for College Stations

Dear Editor:

Regarding Carl Windsor's article ("College 'Casters," October 1994) on the use of satellite automation in a college radio station setting, please allow me to add the following observations.

As a student general manager of my non-commercial college radio station (WFIT-FM/Florida Tech) for three years, I cannot over-emphasize the importance of training and utilizing community volunteers in addition to students. Unless the station facilities must, out of necessity, be locked during vacations, community volunteers are a valuable asset in helping to maintain the programming integrity when students are not available.

The community volunteers don't have to go "home" during school breaks, so are available for these types of duties in addition to any regular duties the station needs. I have found the community volunteers were usually more conscientious and reliable than the students, who often tended to take the radio station facilities for granted.

The volunteers I worked with were always so excited to have an opportunity in radio, they always provided a source of consistent support in time of need. Several have gone on to careers in broadcasting that may not have been envisioned otherwise.

In addition, if satellite automation is selected (which is an excellent idea), be certain that a reliable automation interface is used. Most music networks do not offer 100 percent non-commercial feeds. That means if they drop a cue tone or your automation system goes manual after a power failure, your non-commercial station will doubtless air commercial matter in direct violation of Federal Communication Commission rules.

Cliff Lethbridge  
WCIF-FM/  
Melbourne, Fla.

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## Commission's EEO Rules Show Results

A report recently submitted to Congress indicates that the Federal Communications Commission's (FCC) equal employment opportunity (EEO) policies have been effective in helping women and minorities to enter and advance in the broadcasting and cable industries. The commission was required to compile and submit the EEO report by a provision of the Cable Consumer Protection and Competition Act.

Gains have been particularly significant in broadcasting where, according to the FCC's data, women and minorities made greater strides between 1986 and 1993 than they did in the national job market overall. This was true enough though the broadcasting industry was "downsizing" generally during the same period.

Specifically, the increase of women in broadcasting (2.2 percent) was twice the rate of increase for women in the national workforce (1.1 percent) overall in the years analyzed. The number of minorities in broadcasting rose at a slightly higher percentage (2.2 percent) than in the national workforce (2.1 percent).

The report concludes that while EEO policies and enforcement procedures should be continued, certain changes may be warranted. As part of an overall agency restructuring, the commission already has established a new Office of Communications Business Opportunities to coordinate and oversee EEO matters.

The FCC also intends to "institute a more extensive and far-reaching analysis" to adapt its EEO program to meet changes in the communications industry, particularly the anticipated convergence of voice, video, and data services. (Current agency rules focus mainly on broadcasters and cable operators rather than telephone companies and other information providers.)

In addition, the commission found broadcasters who submitted comments in connection with the report raised some "legitimate concerns" deserving "further explora-

tion." Among the issues noted were compliance problems facing small stations due to their market or staff size. In the future, the agency said it "may consider such factors as population or staff size" in its EEO reviews as long as "such changes can bring needed relief consistent with a viable EEO program." The FCC also may consider counting part-time employees for EEO compliance purposes and streamlining its EEO reporting requirements.

### Church License Requested

In a separate EEO matter, the FCC's Mass Media Bureau took another step that could lead to revocation of the Lutheran Church-Missouri Synod's licenses for its AM-FM combination in suburban St. Louis. As reported in "Washington Watch," May 1994, the agency has opened a formal proceeding to determine whether the church failed to undertake adequate efforts to recruit and hire minorities and then made misrepresentations in response to commission inquiries about the situation.

The case is now before an administrative law judge who is considering evidence submitted by both the Mass Media Bureau and the church. The Mass Media Bureau — acting here in a role comparable to a prosecutor — recently asked the judge to recommend that license renewals for the two stations be denied.

Much of the dispute in the case centers on the church's practice of requiring "Lutheran training" as a prerequisite for almost all employees, including receptionists, engineers, and other non-programming workers. The Mass Media Bureau argues the church "consistently and systematically violated" long-established FCC rules because "to the extent that religious training requirements provide an exemption from the commission's EEO requirements, the exemption does not permit discrimination in employment of persons whose work is not connected to the espousal of religious views."

Several procedural steps remain



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.

before any final decision is made on the licenses. The administrative law judge will issue a "recommended decision" which, if unfavorable to the church, may be appealed first to an intra-agency "review board" and then to the five-member commission itself.

### Candidate Access Clarified

In other unrelated action, the FCC has declared broadcasters need not provide legally qualified candidates for federal office with program time in increments *other* than those ordinarily used for programs or commercials. Section 312(a) of the Communications Act affords federal candidates "reasonable access" to a station's airtime, but the agency's pronouncement makes clear that a federal candidate is not entitled to whatever length of program time he or she may desire.

Instead, a broadcaster's own practices will determine what interval of airtime must be provided. Candidates have a right to the same amount of time sold to commercial advertisers in the preceding year (i.e., 30- or 60-second spots), or the same amount of time devoted to programs in the preceding year (i.e., 30 minutes, one hour, etc.).

A station need not give a candidate an unusual interval of time — such as a five-minute spot — unless that station has aired similar commercials or programs in the previous 12 months. <sup>13</sup>

# God Is Doing a News Thing

by Matt Mighell

**A**FTER A DECADE-LONG dream, WTLW-TV/Lima, Ohio, is beginning its second year of live news broadcasting. The station has grown from humble beginnings in an abandoned airport hangar to a stable and growing broadcast studio.

The station is possibly the first full-power Christian broadcast station to produce a live, secular, hard news program each weeknight. The 10-member 44 NEWS staff tackles two newscasts each night at 10 and 11, with the 11 o'clock show airing head-to-head with a local network affiliate.

## Why News?

The decision to start a news department carried with it opportunities to expand the station's area of influence while creating a funding base for capital needs.

"We were a one-county ADI [with] one network affiliate doing news, and doing it poorly," explains WTLW general manager Bob Placie. "We knew we could do it better. A reputable newscast would also be a source of general income to help finance the station indefinitely."

Eight years ago, WTLW hired the marketing department of CBN University (Virginia Beach, Va.) to research the level of support the station could expect from its west central Ohio viewers. "We discovered that the opportunity was there and the time was right to introduce a second news product," says Placie.

Two years ago the station again hired researchers, this time from a national corporation. The researchers utilized focus groups from all



*Bought for five cents on the dollar, the contemporary set the 44 NEWS team enjoys rivals those in Top 20 markets.*

sectors of the area's population. Those interviewed said the addition of news would give the station better credibility and would draw more of a secular audience.

The road looked clear toward developing a news department, but news needed to be able to generate unlimited commercial income. A problem arose with WTLW's parent company, American Christian Television Services (A.C.T.S.) which was licensed as nonprofit.

To avoid any Internal Revenue Service conflicts, the venture was created under a new, for-profit subsidiary company, Oasis Group, Inc. A.C.T.S. controls 51 percent of stock in Oasis Group, Inc. A budget of \$300,000 was set and funded by loans and stock sales.

## Mixing the Two

WTLW and 44 NEWS share office space, which forces the two groups to interact daily. The expansion has brought all the struggles of a blended, growing family.

"There was so much effort needed by everyone to get news on the air that I think some perceived us as focusing on news to the exclusion of ministry," admits Placie.

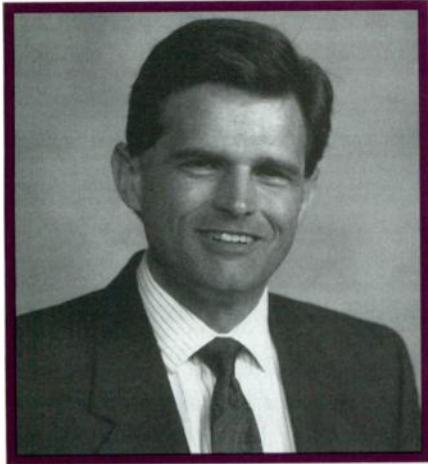
News director Lisa Kroehler says many people at the station were not used to the intensity germane to a newsroom. "The driving force behind news is so compelling, it tended to surprise people on the ministry side. With daily deadlines, there were people who felt pushed aside."

Problems also arose as 44

NEWS invested in new equipment at the start. The capital that was needed to start the news program caused the ministry side to feel pinched to cover costs.

"The station has always operated on a shoestring budget using old equipment, and there was some resentment because 44 NEWS was the new kid, yet got all new equipment," Kroehler explains.

Placie calls it a struggle to keep the corporations financially separate while trying to unify vision. "It's an ongoing, refined process," he says.



*"It's been a struggle to find the organizational structure to combine a new, for-profit corporation with a 12-year-old nonprofit." — Bob Placie, general manager, WTLW-TV/Lima, Ohio*

"Overcoming these attitudes and perceptions takes the Holy Spirit's healing."

He believes 44 NEWS and ministry exist for the same reason: to bring people to Christ. "All aspects of the station act as different arms of ministry," he states.

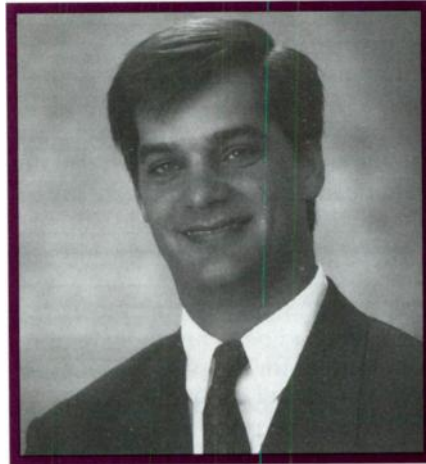
### Who to Hire?

With a budget and premier date set, only small details were left — like hiring an entire news staff. Placie says many onlookers said "righteous pagans" would be the best candidates the station could find; many said that there were no dedicated Christians in the hard news market. But God had other ideas.

"God has brought in a staff of strong Christian professionals with a drive for news and a sense of competitiveness," declares Placie. The staff also includes several non-Christians, and that, too, is part of

the overall plan.

Kroehler says there are many Christian journalists looking for the opportunity to do what they've been trained to do. She adds that sources such as Intercristo and Christian colleges have also been helpful in the search. "When Christian journalists hear about us they usually say they didn't know there were any Christian stations with local news. As far as we know, we are the only full-power, Christian broadcast TV station producing a local hard news program.



*"We identify ourselves as a CNN affiliate, not in denial of our Christianity, but out of a need for secular credibility." — Thom Redmond, assistant news director/assignment editor, WTLW-TV/Lima, Ohio*

"The average newsroom is staffed with people out to benefit themselves. I see a difference here. Climbing the corporate ladder," Placie continues, "is not the driving force. There is a higher calling."

### Technicalities

To keep costs down, all areas of expenses are scrutinized to ensure high quality at a low price. Engineers purchased S-VHS format equipment as opposed to the more costly 3/4-inch, Beta, or digital formats. The 44 NEWS staff shares three camcorders and two edit bays.

The newscast itself keeps an eight-member crew very busy covering 11 positions. A new production control room was built in preparation for news, and with the help of some creative minds, 44 NEWS turns out exceptional quality

*Continued on page 14*

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

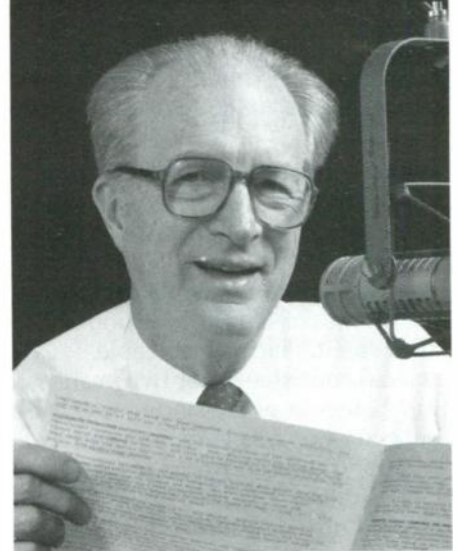
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from basic equipment.

The news anchor set rivals those in Top 20 markets. Development director Kevin Bowers found the set after a random call to a Cleveland station. "The station was getting ready to buy a new set and needed to get rid of the old one," Bowers explains. "The station had paid \$200,000 to have the set built, and we were able to buy it for five



*Staffers wear many hats at 44 NEWS. Co-anchors Brad Schultz and Lisa Kroehler are sports director and news director, respectively.*

cents on the dollar. Once again, God provided."

### God's Hand

The most apparent reason for the success of 44 NEWS is God allowing it. Placie says people prayed consistently for two years as to whether or not to start news. "We believe God had every opportunity to stop us, from physical to financial," he says. "At each level He has opened new doors, met deadlines, and carried us through."

Even the first year losses for 44 NEWS were less than expected, and a profit is projected by the middle of the second year.

Assistant news director Thom Redmond left a Top 50 market in West Palm Beach, Fla., to help start 44 NEWS. As the assignment editor, Redmond asks God's guidance every day in finding the stories that will most benefit the community.

"Several months ago we missed

a big story when a man was killed in a work accident. The next day I sent a reporter to interview the victim's family in an effort to pay tribute to him. That decision not only developed into one of the most moving stories we've aired, but allowed us to report on the man's personal life with Jesus Christ. He was a man whom people emulated because of his faith in God," Redmond shares.

### Promotion

Before 44 NEWS hit the air, an extensive promotion campaign saturated the area. Direct mailings, newsletters, and television spots announced the plans for news and gave viewers a chance to respond. In addition, nearly every Saturday during the summer of 1993 WTLW staff volunteered time to appear in any parade the employees could find.

The station needed exposure, and Kroehler felt the best way to get is was to go where the people were. "Viewers had been tuning in to our competition for the past 35 years. To break that habit we had to get 44 NEWS into people's minds."

In many respects 44 NEWS has promoted itself. In June, it was one of two TV stations in Ohio to receive the 1994 All-Ohio Invitational Award for Excellence in Journalism. The award is presented by the Cleveland Press Club with judges from Los Angeles, Milwaukee, San Francisco, and seven other national press clubs.

### Sales

High school basketball games and other sports productions previously introduced commercials on WTLW. This was a natural transition into the heavy commercial sales which accompany news. LaRee Little, general manager of Oasis Group, Inc., says the five-member sales staff is meeting stiff competition in the TV market. Little projects that increased promotion is the next step. "We have the quality. People just need to find out we're here and compare us with the competition."

To help reach this goal the sales offices are now located in a local mall through a trade-out agreement.

Increasing Nielsen ratings is one of the biggest hurdles to cross. "Without strong Nielsen ratings we're missing out on a lot of regional and national clients. They won't

even talk to you without certain ratings," Little observes.

"I'm looking at incorporating career ladder opportunities to encourage part-time sales people to generate enough sales to move into full-time positions. It's been a tough fight this first year, but I'll do whatever it takes to see this company succeed. That may include a mix of full- and part-timers."

### Format

The two half-hour newscasts consist of five segments: local news,



*A day on the set of 44 NEWS, thought to be the nation's first full-power Christian broadcast station to produce a live, secular, hard news program each weeknight.*

weather, local and national sports, national news, and a lighter story to close the show.

Operating with a skeleton staff forced management to pursue options for staffing positions in weather and sports. The need for accurate, professional, local weather was answered by an independent company of meteorologists who uplink a custom forecast each day.

"I needed weather, and I knew there must be someone out there just doing weather forecasting for stations," says Kroehler. "I found the National Weather Network. It gives us a consistent meteorologist, state of the art weather graphics, and accurate forecasts. We toss to the meteorologist by name and he tosses back to us by name." Future plans include a full-time meteorologist on staff.

The region's viewers watch a lot of sports, so the coverage and credi-



bility of a sports department were vital for 44 NEWS. Sports director Brad Schultz moved from market 80 in Cedar Rapids, Iowa, to use his 10 years of experience "in a meaningful way."

He recently read a letter from people who started watching 44 NEWS and liked it so much they tuned in other shows on the station. "It's encouraging to hear that. Anchoring the news isn't like speaking to an assembly. We just talk to a camera and don't even know if anyone is watching. But maybe people will see the news and stick around to hear the gospel and get saved from one of the ministry shows," he relates.

Schultz, news co-anchor and sports anchor, predicts 44 NEWS will make long-term contributions to the community by challenging other media to keep up with his station's high standards.

## Affiliation

The format of 44 NEWS changes as feedback returns from viewers. The show is now more fast-paced and offers a well-balanced diet of local and world events.

Much of the national and international news aired originates from CNN's news service for affiliates. However, CNN's coverage limitations and liberal bent spawn frustrations for a conservative news department. Kroehler laments the lack of news feed choices available to an independent station.

"We're up against an NBC affiliate which has world, national, and regional feeds at its disposal. CNN does a good job at what it covers, but there are no regional feeds, so we have no source of state-wide video. I would like to link up with conservative news sources if they exist in order to supplement CNN."

Redmond believes the affiliation with a credible network such as CNN, even with its downside, lines up biblically with the ultimate purpose of a Christian station. He cites Acts 22:25-28, where a Roman centurion was about to flog Paul for preaching the gospel. Paul asked whether it was lawful to flog a Roman citizen without a trial. It was not.

"The same government which persecuted a Christian also gave him credibility as a citizen, saving him from unlawful persecution.

Similarly, we identify ourselves as a CNN affiliate, not in denial of our Christianity, but out of a need for secular credibility," Redmond explains.

He adds, "I would be the first to suggest that I disagree with many of CNN's editorial decisions; however, God has used its position in television journalism to assist us in establishing our own position."

## Content

Since the premier in September 1993, 44 NEWS has strived to challenge markets twice its size with the quality of local news coverage. "News requires hard work from professionals," Kroehler states. "We believe in and pursue excellence, and we present the community with a news team that rivals all in the region."

Placie adds, "We have sharpened our competition that had lulled below mediocrity. [The competition] immediately invested in its news product and began paying more attention to what the community needed."

Kroehler observes that some people think being a Christian news department means covering only the news that benefits Christians. "Sometimes I get the comment 'You're a Christian company; why did you let this guy talk in [a] news story?' We're not here to censor, we're here to present fair, multi-sided news," Kroehler asserts. "People will have their own ideas as to what a Christian news organiza-

## Steps to Success in Local News

1. Know your market well.
2. Unify the leadership with the vision.
3. Pray, pray, pray.
4. Solidify all financing.
5. Make news your sole project for at least three years.
6. Get involved with the community.
7. Don't settle for anything less than excellence in people and quality.

— Matt Mighell

tion is supposed to cover. A news director must be solid in the company's basic philosophy or people will push you around."

## Community Impact

WTLW's interaction with the community was not born with 44 NEWS, but rather extended. For the past 10 years WTLW has reached out to the community with the daily ministry show, *Turning Point*, which has won several Angel Awards. The station also pioneered the broadcast of local high school basketball games, including following the teams to state tournament playoffs. Finally, the region's teenagers and parents have known WTLW for its weekly *Straight Talk* program, which is built around the interaction of a teenage audience with a teen panel.

Lima/Allen County Chamber of Commerce vice president Cindy Tenwalde lauds the station's work. "In one year of operation, 44 NEWS has proven [it] can compete with an established network affiliate and add professionalism to the local TV market. Winning the Cleveland Press Club award is proof of that. 44 NEWS has helped the community get the information it deserves."

Placie believes WTLW gives viewers a legitimate television station owned and operated by Christians of integrity, while Kroehler sees how the label of being a Christian news department is changing the perception of what a reporter is supposed to be.

Kroehler cites a murder trial in which the mother of the accused specifically asked a 44 NEWS reporter to put their names on the station's prayer chain. "This type of thing doesn't happen just anywhere," Kroehler observes, "and it's sometimes difficult to balance objectivity with the need to care for people."

WTLW is giving the Christian community a sense of pride as it receives high-quality ministry, entertainment, and local and national news information without having to switch channels.

Kroehler adds, "Things are soaring upward. I think this will catch on nationally."

**Matt Mighell, a free lance writer, is production director for 44 NEWS.**

**F**ROM INITIAL RESEARCH for the upcoming 1995 *Directory of Religious Media* emerges a statistical picture of the Christian television industry. The good news is that full-power (FP) religious stations are active in 37 of America's Top 50 markets, and 58 of the Top 100. Nearly a third of the nation's 350 independent FP television stations, and about one-seventh of all FP outlets, air Christian formats.

With some 110 FP and 340 low-power (LP) outlets, Christian television's 450 broadcast units comprise nearly a sixth of the estimated 2750 stations in the continental United States.

The Christian presence in "community television," the industry buzz word for LPTV, is even greater. Among an estimated 1300 units in the lower 48, about one in four are under Christian ownership.

However, some dark clouds loom on the horizon. In the rush to build tomorrow's information superhighway, there will be winners and losers. Christian telecasters, who have chiefly invested in the single technology of over-the-air broadcasting, cannot count on being survivors.

### Cable Access Attacked

In ADI (area of dominant influence) markets, Christian telecasters depend upon access to local cable systems. Current law allows local stations to elect "must carry" status so that cable operators must retransmit their signals. But the law is under intense challenge on First Amendment grounds by the cable industry, which wants the freedom to reserve channel space for popular programming viewers will pay more to receive.

Litigation reached the Supreme Court earlier this year. By a slim 5-4 margin, the court ruled "must carry" is not unconstitutional on its face. Yet the justices sent the issue back to the lower courts for a closer look at the actual competitive impact of the law — with the instruction that cable operators enjoy broader First Amendment protection than over-the-air broadcasters who use publicly owned airwaves. If "must carry" loses,

# The State of the Televised Fourth Estate

Christian stations may be cut off from local viewers.

Another cloud on the horizon is the absence of Christians as operators of local cable systems. True, these systems are monopolies grant-

*Full-power religious stations are active in 37 of the top 50 markets.*

ed by local governments to cable operators who pledge to serve the total community, thus a "religious" cable system is not possible. Yet people of faith are as able to provide balanced community service as anyone — and could, at the same time, offer a safe haven for local Christian stations. In addition, legislation seems likely soon to open local cable to market competition.

Another means of guaranteed access to local cable is also available. Christians can obtain time on net-

work affiliates, stations whose signals will always be carried by cable system operators. Yet religious broadcasters, the industry pioneers of TV syndication in the 1970s with personalities such as Jerry Falwell and Rex Humbard appearing on 300 stations, have now largely abandoned this witness.

According to the A.C. Nielsen ratings company, religious programs shown on over-the-air television have dropped from 55 to 39 over the past five years. Shows aired by at least 100 stations declined from nine to six. What happened? As preachers vied for airtime in the 1980s, costs rose and donations fell. Thus in the 1990s, religious programs have shifted to air time on Christian-oriented stations and networks. These outlets deliver supportive (though narrow) audiences, but are at the mercy of secular cable operators for channel space.

### Airwaves and Obsolescence

With new media technologies fast emerging, the days of dominance for over-the-air broadcasting may be numbered. Indeed, when

## Christian TV in the Top 50 Markets

Congress this year debated measures to overhaul the nation's telecommunications law, over-the-air broadcasters were largely ignored and had to lobby hard for inclusion of their interests and a place on the information superhighway.

Whatever the outcome, the new infrastructure will make plenty of room for alternatives to over-the-air television. Video, voice, and text will be transmitted through a variety of new delivery systems — from cyberspace to cable, telephone lines to wireless communications. Christians have virtually no presence in these potentially far-reaching technologies for delivering the gospel.

Are religious telecasters developing ways to offer media services through video dialtones, interactive cable, or personal digital assistants? How many are now ministering to the millions who daily receive both text and video via on-line computer services? Cyberspace is an electronic medium able to deliver full-motion video, yet such a ministry might well be ineligible for membership in National Religious Broadcasters.

### Competition for LPTV

Fully 75 percent of Christian broadcast units are low-power stations. Much as FM translators expand the outreach of Christian radio, LPTVs offer an inexpensive way to retransmit flagship signals into small and rural markets. Gospel television can thus reach from Bend, Ore., to Bonanza, Utah.

This strategy, however, is soon to have competition. While many vast rural spaces lack the population base to be wired for cable, multi-channel television services are now becoming available through wireless technology. Last year, the first direct broadcast satellite (DBS) was launched, able to beam up to 150 channels directly to home dishes the size of a pizza pan.

Christian networks now beam signals via satellite to LPTVs in small communities. Signals are then rebroadcast over local airwaves for viewers to tune in. How much will audiences watch LPTV, when DBS offers superior video quality and a 50-channel menu at rates comparable to cable? At the same time, similar services — including movies on

Rank	ADI Market	Station	Operator
1	New York	WTBY	Trinity Broadcasting Network
2	Los Angeles	KTBN	Trinity Broadcasting Network
3	Chicago	WCFC	Chicagoland Christian Communications
3	Chicago	WWTO	All American Television
3	Chicago	WHKE	LeSea Broadcasting TV Network
4	Philadelphia	WBPH	Independent
5	San Francisco	KFCB	Independent
6	Boston	(None)	
7	Washington	(None)	
8	Dallas	KDTX	Trinity Broadcasting Network
9	Detroit	(None)	
10	Houston	(None)	
11	Atlanta	WHSG	Trinity Broadcasting Network
12	Cleveland	WDLI	Trinity Broadcasting Network
12	Cleveland	WGGN	Independent
13	Seattle	KTBW	Trinity Broadcasting Network
13	Seattle	KWDK	Independent
14	Minneapolis	KLGT	Sonlight Broadcasting Systems
15	Miami	WHFT	Trinity Broadcasting Network
15	Miami	WCTD	The Christian Network
16	Tampa	WTBG	The Christian Network
16	Tampa	WCLF	Christian Television Network
17	Pittsburgh	WPCB	Cornerstone Television
18	St. Louis	WNLC	New Life Evangelistic Center
19	Sacramento CA	KSCO	Sainte Limited
19	Sacramento CA	KFTL	Family Stations
20	Denver	KWHD	LeSea Broadcasting TV Network
20	Denver	KRMT	Independent
21	Phoenix	KPAZ	Trinity Broadcasting Network
22	Baltimore	(None)	
23	Orlando FL	WACX	Associated Christian TV System
23	Orlando FL	WTGL	Christian Television Network
24	San Diego	(None)	
25	Hartford CT	(None)	
26	Indianapolis	WHMB	LeSea Broadcasting TV Network
27	Portland OR	(None)	
28	Milwaukee	WVCY	Wisconsin Voice of Christian Youth
29	Kansas City MO	KYFC	Independent
30	Charlotte NC	(None)	
31	Cincinnati	(None)	
32	Raleigh NC	WRMY	Independent
33	Nashville TN	WPGD	Sonlight Broadcasting Systems
33	Nashville TN	WHTN	Christian Television Network
34	Columbus OH	WSFJ	Independent
35	Greenville SC	WGGG	Carolina Christian Broadcasting
36	San Antonio	(None)	
37	Grand Rapids MI	WJUE	Independent
37	Grand Rapids MI	WLLA	Independent
38	Buffalo NY	WNYB	Tri-State Christian Television
39	New Orleans	Permit	LeSea Broadcasting TV Network
40	Norfolk VA	WJCB	Independent
41	Salt Lake City	KOOG	Independent
42	Memphis TN	WBUY	Sonlight Broadcasting Systems
43	Oklahoma City	KTBO	Trinity Broadcasting Network
44	Harrisburg PA	WGCB	Keystone Inspirational Network
45	Providence RI	(None)	
46	W. Palm Beach FL	WFGC	Christian Television Network
47	Louisville KY	WBNA	Independent
48	Albuquerque NM	KCHF	SON Broadcasting
48	Albuquerque NM	KNAT	All American Television
48	Albuquerque NM	KRPV	Prime Time Christian Broadcasting
49	Greensboro NC	WEJC	Christian Television Network
49	Greensboro NC	WXLI	Independent
50	Birmingham AL	WTJP	All American Television

Terms: Station = Full-power only; ADI = Area of dominant influence; Independent = Not a group owner.

Source: 1995 Directory of Religious Media — compiled by Mark Ward Sr.

Continued on page 18

# 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

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## THE STATE . . .

*Continued from page 17*

demand — may become available to small markets over existing telephone lines. These developments could undermine the basis for low-power community television.

At present, three DBS subscription services are available to consumers, and the FCC has approved nearly a dozen more for eventual operation. Video dialtone services are now being tested in some cities. Neither technology is subject to "must carry" rules. Are Christian telecasters working to provide programming for these wireless media?

*If "must carry" loses,  
Christian stations may be  
cut off from local viewers.*

Some suggest LPTV can offer more localization than DBS or video dialtone services. In Christian radio, local identity is an important draw for listeners. However, figures compiled for the 1995 *Directory of Religious Media* suggest that more than 220 of the 340 Christian LPTV outlets (including some 175 operated by the Trinity Broadcasting Network) are under chain ownership.

Yet another technical issue for LPTV, and for full-power stations as well, is the advent of high-definition television (HDTV). Standards are rapidly being developed and tested, so that in a few years "smart" television sets may be manufactured that can receive and discern both ordinary and HDTV signals. The next generation of sets may then switch exclusively to HDTV. Religious stations must invest and prepare now.

### On the Programming Side

Among program producers, the trend in Christian television resembles recent developments in radio. In the past four years the number of producers listed in the annual *Directory of Religious Media* has declined from 479 to 304, a one-third decrease.

Yet the remaining programs are carried by more stations than ever, chiefly because they are distributed by Christian networks. With the multitude of viewing choices local audiences now enjoy, independent

stations are under growing pressure to air high-quality programs. For that reason many outlets are enrolling as at least part-time affiliates of Christian networks.

At both the national and local levels, a larger programming issue is making itself felt. Once, all America viewed only three networks. Now cable has given America more than 50 choices, with the prospect of 500 or 1000 channels on the horizon. Technology has irrevocably fragmented the viewing public, so that individual channels serve niche markets rather than mass audiences.

In this environment, Christian programming has been largely relegated to Christian channels seen by mostly Christian viewers. To escape such a ghetto, religious telecasters can employ the new media technologies to reach broader audiences — from interactive prayer lines and Bible studies to Christian home shopping or family videos on demand. America's yearning for solid moral issues offers an open door for new Christian media services.

Such opportunities also bear the seeds of new dilemmas. Interactive media offers new ways to get good Christian teaching and materials into the hands of viewers, but sound stewardship demands that viewers who benefit bear the cost of new media services. In turn, this may accelerate the present trend away from fund-raising appeals and toward the sale of Christian products and services as a basis for funding ministry.

Even now, donors expect books or tapes in return for their contributions. Will interactive television turn donors into consumers? Will the telecaster's drive to market and sell overwhelm the gospel, as happened in the 1980s when some Christian media ministries succumbed to intense pressure to build ever-expanding empires? And will the growth of Christian media make it an institution unto itself, separate from the church?

Today, technology has afforded Christian television more geographic coverage than ever before. Tomorrow, new technology has the potential to open new doors for Christian telecasters — or to overwhelm them.

**Mark Ward Sr. is editor of the NRB  
*Directory of Religious Media.***

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**A**N INTEREST IN SPIRITUALITY is on the rise. Many people are interested in spiritual things these days. But if they are attracted to spiritual things, why aren't they watching religious broadcasters in greater numbers — the ones that legitimately lay claim to a special knowledge of things spiritual? Why do most viewers mainly patronize the secular broadcasters?

Perhaps it is because people seem to inherently desire choice, something the secular media not-so-coincidentally provides. If the audience's viewing/listening tastes run to sitcoms, soap operas, sports, or movies, if they prefer country, heavy metal, or easy listening, secular broadcasters provide it.

*People inherently desire choice, something the secular media not-so-coincidentally provides.*

That's why topics are being covered by secular broadcasters that in reality might be more appropriate on a Christian station: programs on angels, unexplained wonders, miracles, and the like. Spirituality is in and secular broadcasters are serving it.

By comparison, religious broadcasters have generally stuck to the talk show and the teaching/preaching formats, acting as if tube feeding and bypassing the taste buds of the audience is possible. Experience has shown that an uncaptive audience will not be force-fed. If viewers prefer their mental manna sitcom sugar-coated or country western barbecue-flavored, they'll reject our offerings, looking instead for the dish which suits their taste. The result: No matter how nutritious our Christian corn flakes may be, nearly everyone, save the choir and a chance channel surfer, ends up being fed some place else.

For Christian broadcasters this is critical, and not just for spiritual reasons. The masses we would like to nourish with our gospel message are the same ones that advertisers would like to reach with theirs. Advertisers are forced by economics to reach large masses of people with

# Christianity and Choice

news about that great weekend sale to make commercials for the sale worth paying for. Since advertisers are not able to obtain the ratings they need from religious stations they don't advertise there.

Here's a simple self-test. Does your religious station subscribe to a ratings service? I suspect the average Christian broadcaster would say no. None that I know of do. Perhaps they imagine it a costly luxury. If it is an extravagance, why then do secular broadcasters apparently live and breathe according to the ratings book? Any sales account executive would tell you it's because advertisers purchase time by the book. Secular broadcasters recognize this and act accordingly, programming their stations to reach those much-desired masses.

Any religious station then that justifies its failure to attract advertisers by claiming Christian discrimination is ignoring a business fact of life. Most potential advertisers are businesses whose sole reason for existence is to make a profit. No masses equals no profit.

Since spirituality is in, we can deduce that a secular advertiser would not avoid a Christian station solely on the basis of the station's spiritual predisposition. Certainly they would not ignore a Christian station that could prove a substantial viewership. Advertisers understand that both saved and unsaved have money to spend on goods and services.

If the Christian stations had sufficient viewers (ratings) to make their air time valuable, they'd have the advertisers. Advertisers — the ultimate pragmatists — simply don't think our stations make an impact worthy of the good news about their Fords and Fruit Loops.

It should serve as a warning to us about our ability to influence society with the real good news.

The bottom line is that the one or two brands of programming most Christian stations broadcast for breakfast are those that have not proven to be popular among the masses we want to reach. So why do we continue to use it?

*The masses we would like to nourish with our gospel message are the same ones that advertisers would like to reach with theirs.*

The reason is easy. Literally. What we program is easy to produce — a rather low-fat format.

From the very beginning, Christendom has had a ready, built-in supply of preachers preaching and teachers teaching. In the age of audio cassettes and video palm-records, it's disgracefully easy to point a camera at a pulpit and switch it on, or connect the pulpit mike to a tape recorder and air it. And ta-da! We're reaching the world just as Jesus commanded! It requires little planning, little creative effort, and virtually no money for production. Just throw a switch; push a button. It's simple. It's easy.

During my career, I have worked both sides of the aisle — religious and secular broadcasting — and I have witnessed firsthand the effort many Christian communicators typically put into their programming and that which secular broadcasters invest in theirs. The difference is striking. The majority

of those dedicated operators of Christian stations would be dumbfounded to see the amount of effort and money that goes into the silliest, simple network program.

*Any religious station that justifies its failure to attract advertisers by claiming discrimination is ignoring a business fact of life.*

Ever compare the typical Christian styrofoam-headed puppet program to the Muppets? Ask yourself, "What could possibly be the difference between two shows that mainly consist of somebody sticking their hand in a sock?" Yet the difference is there. Is it training? Preparation? Effort? Perhaps dedication to making the puppet character just real enough to be believable — to overcome a child's disbelief — just enough to reach him.

With the sophisticated production standards of broadcasting today, it takes something extra to produce a program to the high level people are accustomed to. People have now been watching the Muppets for a generation. What masses today would be reached by something less?

*The majority of operators of Christian stations would be dumbfounded to see the effort and money that goes into the silliest network program.*

Did you know that a typical network television show may cost from a hundred thousand to a million dollars or more per episode to produce? The new Star Trek series — though not even a network production — costs \$1.5 million per episode. By comparison, I know of a large national ministry several years ago that wanted to produce a professional Christian music video program. They never got past the pilot because they could not find sponsors for the estimated \$35,000 cost

per episode to produce it.

You may gasp at such a sum. The secular networks would scoff at it. Is it a wonder then that we have problems attracting a large audience and significant advertiser support when we serve mostly single-flavored, poorly prepared programming?

It would seem that the obvious answer to our predicament is a substantial investment of the resources and creative energy necessary to properly prepare our spiritual food — certainly not to water down the message, but to accommodate the palate of the multitude who crave (and are accustomed to) a variety of flavors. Keep in mind that they aren't going hungry.

In fact they are stuffing themselves with the junk food of four or five secular broadcast networks, a soon to be 500+ channel cable uni-

*People have been watching the Muppets for a generation. What masses today would be reached by something less?*

verse, direct broadcast satellite, Low Power Television, telephone company-delivered programming, and a host of other offerings — not the least of which is a multi-billion dollar video rental business. We must come to terms with the fact that our Christian alternative needs to be nourishing and tasty.

Some of the elect may recoil at this — at what they perceive as denigrating an eternal truth by making it interesting or entertaining. Perhaps this is the same crowd that rails against padded pews. They may go so far as to insist that everyone eat what we set before them or go hungry.

We may be serving, but few are eating. With the host of Christian television and radio bake shops across America — one by one, the broadcast junk food junkies are starving. Unfortunately, all too often, to death.

**John B. Knox is a 20-year veteran in Christian and secular communications, working in print, radio, and television.**

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

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**B**LACKIE GONZALES learned something by listening to his own station.

President and general manager of KCHF-TV/Santa Fe, N.M., Gonzales also manages a radio station. One day he tuned in to Randall Terry's broadcast and heard about a fund-raising program called LifeLine, a Christian-owned and -operated long-distance company. Customers using LifeLine as a long-distance carrier designate a Christian ministry to receive 10 percent of their monthly phone bills.

"I immediately took an interest," says Gonzales. He and his wife flew to Oklahoma to meet the LifeLine staff and tour the facilities. "We were impressed with their dedication and the tremendous love they have for God and for winning souls," he adds. Within a few months, Gonzales had signed up KCHF-TV to participate, and the station has been receiving increasingly larger checks each month since.

While LifeLine is relatively new to the television market, more than 1000 other Christian ministries have been successfully using it to raise funds for more than four years. LifeLine sends these ministries a combined total of more than \$125,000 a month.

LifeLine president Tracy Freeny says that with 750-1000 people switching their long-distance carrier to LifeLine every day, the amount the company sends to participating ministries grows each month. "We'll give more than \$1 million this year to Christian ministries," he observes, "and our goal is to put \$84 million a year back into kingdom work by 1998."

For a station that signs up even a small percentage of its listeners — say 500, for example — the resulting monthly checks can be substantial. The average long-distance bill is \$20 a month, so 500 listeners would result in billing \$10,000 a month, of which the station would receive 10 percent, or \$1000 a month.

With larger markets, the potential is there for even higher monthly checks.

Among the Christian ministries using LifeLine for fund raising are the American Family Association, Concerned Women for America,

# Phoning Dollars



*Carl Thompson (far right), senior vice president of operations, leads a daily Bible study at LifeLine's corporate headquarters in Oklahoma City.*

Full Gospel Businessmen, 18 state chapters of the Christian Coalition, the Moore Foundation (a home school organization), The Resistance (Randall Terry), plus dozens of state pro-life organizations.

Many are regularly receiving checks of \$2000, \$4000, \$6000, and more each month. One large ministry receives \$40,000 a month.

## On-going Income

Most television stations have conducted share-a-thons or other fund raisers in the past, but general managers say they've searched for something to generate not just one-time income, but on-going income that continues in perpetuity — and

grows instead of decreases each month.

"To me, LifeLine is a no-lose situation," states Brenton Franks, general manager of KAZQ-TV/Albuquerque, N.M. The station began using the fund-raising program earlier this year. Franks adds he believes it works because it markets something that viewers have to buy anyway — long-distance telephone service — in contrast to some on-air fund raisers relying on consumable goods whose future is limited.

"I equate some of those with mood rings or pet rocks," laughs Franks. "You're asking folks to spend a whole lot of money on something that may or may not be



# for

very well for us," says general manager Mark Dreistadt. "Once viewers understand the program and make the change, it's carefree and provides a monthly gift to the station without costing them anything — and in fact is probably saving viewers something."

## How the Program Works

LifeLine uses the same digital fiber optic network as many other long-distance carriers, so line quality is the same. Customers use their phones as they always have; there are no special codes to dial, no sign-up fees, or monthly service charges. Switching from another carrier to LifeLine doesn't cost customers anything.

Participating TV stations have

terhead and signed by the station general manager (or whomever the station designates). The letter reiterates the benefits of the program, adding that if the person switches his long-distance service to LifeLine, LifeLine will donate 10 percent of his long-distance bill to the station every month.

The person is also given an opportunity to try the service for 90 days, after which he can switch back to his old service at no charge if he is not satisfied. According to Freeny, between 10 and 20 percent of people contacted switch from their present carrier to LifeLine.

LifeLine handles all the administration in contacting listeners and pays for all costs involved — telephone calls, printing, and postage.



*Calls to potential customers are made from LifeLine's telemarketing center. The initial call lasts one minute.*



*The predictive dialing system in LifeLine's telemarketing center has 72 fully operational stations.*

worthwhile. The first time it airs, it does well, and you may raise \$3000. But after that, it's downhill. And how much bad will you also have raised?"

Richard Hawkins, general manager of WLLA-TV/Kalamazoo, Mich., agrees that what interested him most about the program was the potential for substantial, ongoing income that would continue indefinitely. "We reach a potential of 660,000 households," explains Hawkins, who only recently began promoting LifeLine as a fund-raising program, "so it's going to be interesting to see what it does."

Television stations that have been with the program for a number of years say they have consistently seen good results that grow month by month. WFHL-TV/Decatur, Ill., for example, has been participating for more than three years. "It's done

found the program saves their residential listeners 4 to 8 percent over standard AT&T rates. It can save businesses as much as 20 to 40 percent.

Stations who participate in the program can promote it a number of ways. LifeLine can telemarket to the station's mailing list, or the station can run on-air spots. Most stations use a combination of both approaches.

For the first approach, LifeLine telemarketers make an initial one-minute telephone call to people on the station's mailing list. They say they are phoning on behalf of the station and briefly explain the program. Then they ask if the person would be interested in receiving more information by mail. Typically 90 to 95 percent of the people say yes.

A few days later the person receives a letter — mailed by LifeLine, but printed on the station's let-

terhead and signed by the station general manager (or whomever the station designates). The letter reiterates the benefits of the program, adding that if the person switches his long-distance service to LifeLine, LifeLine will donate 10 percent of his long-distance bill to the station every month.

Obviously, stations spend time and effort compiling their lists, and often feel protective about who they give them to. Because of this, LifeLine signs a contract with stations stating that their mailing lists will be kept confidential and not used for any other purpose.

Franks says that was an initial concern for him, but "we addressed it with the LifeLine representatives. We were assured that it wouldn't be

*Continued on page 24*

## PHONING FOR . . .

*Continued from page 23*

distributed further, and they've always used it in exactly the way they said they would. They've been very upfront and honest about it."

KCHF-TV began using the program earlier this year. "We look at it that we're partners with LifeLine," says Gonzales. "We're doing something together that will benefit the station, so I don't see anything wrong with their using my list to call my people for my station."

### Spreading the News

Whether or not stations participate in the telemarketing aspect of the program, all promote it through on-air spots and other methods.

"We recorded some announcements that we've been airing, and it's been very effective," notes Gonzales. In addition, the station featured an interview with LifeLine's Freeny and Carl Thompson on KCHF-TV's *God Answers Prayer*. "Viewers got so excited and immediately began calling to switch their

the same time.' "

Other television stations promote the fund-raising program in different ways. WFHL-TV, for example, publicized it on a daily program, in the station's monthly newsletter to viewers, and also mailed a special package with a letter and flier.

### Cutting Costs

In addition to generating funds through the fund-raising program, TV stations also can switch their own office phones to LifeLine — and receive 10 percent back on their monthly long-distance bills.

In doing so, Freeny says, stations can take advantage of benefits for business accounts that include a commercial rate of .1390 cents per minute (day-time rate) six-second incremental billing, 800 numbers, and free accounting codes and managerial reports.

Franks testifies his station's long-distance bills have dropped significantly since switching to LifeLine. Gonzales adds, "My phone bill used to run about \$30,000 a year, and at least \$20,000 of that was long-distance. I believe I'll be

services. "That means the customer receives only one bill," explains Thompson, "and it also means our collection rate is much higher than the industry average. Most other affinity companies send customers a separate bill for their long-distance charges, which means the pay-up rate is lower and the companies can fail because of bad debt. Our collection rate is approximately 98 percent."

Second, LifeLine is Christian owned and operated. "The company is a private corporation with over 600 Christian stockholders," comments Freeny. "There is stock available for Christians who are interested."

And third, LifeLine supports the Kingdom by working primarily with Christian organizations. "Other affinity companies contact all different charities, Christian and otherwise," remarks Thompson, "but they have no stance against abortion, pornography, and anti-Christian values."

That Christian stance factored very much in the decision of Steve Burleson, president and CEO of Agape Christian Network TV 30 in



*The employees of LifeLine's mail room send out approximately 10,000 pieces of correspondence per day.*



*LifeLine's customer service center is an important arm of the Christian long-distance carrier.*

long-distance service to LifeLine," Gonzales recalls.

WLLA-TV has also produced spots promoting the program. "The spots take a unique approach to fund raising," says Hawkins. "Usually you hear, 'Send us \$100 and we'll send you this book that will save your life.' I can't do that. We simply say, 'We know you enjoy watching Channel 64, and this is an opportunity for you to save money and give a little back to the station at

saving 20 to 40 percent off that with LifeLine."

### Definitely Different

According to LifeLine vice president of operations Thompson, the carrier is not the originator of the "affinity" long-distance concept, but there are three major differences between LifeLine and the others.

First, customers who sign up for LifeLine are billed by the company that provides their local phone

Asheville, N.C., to participate in the program. "Some years ago I had a very large telemarketing operation," Burleson explains, "but I dropped AT&T because of their condoning homosexual meetings [in the office]. They would allow time off work for various homosexual groups to get together. It was a company-wide [policy]."

Burleson says he first heard about AT&T's policy from religious broadcaster James Dobson. "Of

course, I dropped all AT&T operations immediately," Burleson said. "They called me and pressed me to come back, and I sent letters explaining that was against my values. As a Christian, I could not profit something that promoted such promiscuity, something that was really an abomination to God."

According to a 1993 American Family Association survey of nine pornographic magazines, AT&T had 216 dial-a-porn 900 numbers, which represented 77 percent of the industry. MCI had 32, followed by GTE Northwest (14) and US Sprint (13).

AT&T has also conducted a direct marketing campaign promoting its long-distance service to gays and lesbians, according to a May 30 article in *Advertising Age*.

"AT&T, US Sprint, and MCI will not market directly to religious groups," reveals Freeny, "because of the controversial nature of their business, their advertising, and their liberal position on issues."

Thompson adds that some long-distance programs are even targeted specifically to raise funds for liberal causes. According to an article in the *Dallas Morning News*, CommunitySprint "donates two percent of all long-distance calling charges to the gay, lesbian, bisexual, or HIV/AIDS organization of the customer's choice."

CommunitySprint began operations about 18 months ago, and, according to the article, signed up 3500 people in the first few weeks of service. The article related that first-year enrollment was projected at 100,000, with a goal of 1 million during the next five years.

Working Assets is another long-distance company with a liberal agenda. A recent promotional piece for the company stated, "Unlike ordinary phone companies, we're not afraid to flex our fiber-optic muscles for good causes . . . we send money to feisty nonprofit action groups every time you call . . . at no cost to you. Since 1986 we've given over \$2 million to groups like the National Gay & Lesbian Task Force, Planned Parenthood, and the ACLU. So let freedom ring."

Donating only one percent of customers' monthly bills to organizations, Working Assets has also given to Equal Rights Advocates, Gay and Lesbian Alliance Against

Defamation, Lambda Legal Defense & Education Fund, Ms. Foundation, National Abortion Rights Action League, People for the American Way, and Public Citizen, Ralph Nader's organization.

The company has a board of political advisors, which includes among other members Nicholas Johnson, a former FCC commissioner. Customer bills include monthly political updates and "action opportunities." Customers can make free telephone calls to specified "decision makers" to voice their opinions.

Not all long-distance companies have such liberal agendas, of course. Many raise funds for worthwhile nonprofit organizations. LifeLine, however, works primarily with Christian ministries.

"It's our vision to help organizations such as Christian television stations who are building family values and fighting against the moral decay across our country," Thompson declares. Franks explains that was what interested him in LifeLine. "It's a Christian organization run by Christian folks."

WLLA's Hawkins agrees. "I met

someone from LifeLine at the NRB convention last January. I did some research, got information on who was using the program, and made a lot of phone calls. The folks I talked with were all happy with the program.

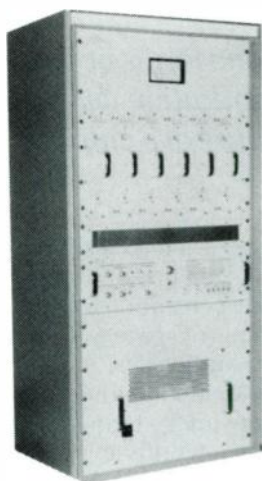
"We don't do anything real fast," he adds. "I wanted to make sure that anything we do is, first, not going to jeopardize our relationship with our viewers, and second, will bring some much needed cash flow."

Gonzales, who also carefully researched the company before signing up his station to participate, notes, "We believe God has raised up this ministry to bring the body of Christ together without compromising the word of God."

**Elisabeth Farrell is a journalist whose work has appeared in numerous Christian periodicals. She is special assignment correspondent for News Network International, co-author of *China: The Hidden Miracle*, and editor of *The Mandate*, a newspaper for Chinese students studying in the U.S.**

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IT IS APPARENT THAT THE new electronic media are changing everything in our culture. Our beliefs, values, thinking, education, religion, politics, the nature of the family — everything is rapidly changing. It is essential for Christians to have a positive influence in the media. But how are we to do this? What are the challenges we face in communicating a Christian worldview in the media?

### The Dilemma

Many people analyzing the relationship between media and culture would agree the dominant structure or form of media shapes the character of the entire society. Early writers, such as Plato, understood that a new technology would have direct effects on thinking. He writes in the *Phaedrus* that the invention and adoption of the alphabet would drastically affect the thinking abilities of individuals; it would diminish their memories and change the structure of thought. He was definitely correct. People of today have nowhere near the memories people had in early oral cultures.

Recent writers, too, agree media molds a society's character. In *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*, Neil Postman writes, "I wondered . . . why . . . God . . . would have included instructions on how [the Israelites] were to symbolize, or not symbolize their experience. It is a strange injunction to include as part of an ethical system unless its author assumed a connection between forms of human communication and the quality of a culture."

Not only do new forms of communication change the nature of a culture, but inherent in every form of communication is a worldview. The worldview inherent in the dominant form of communication will affect the entire mentality of the individual, and the intellectual life of the whole society.

### The Culprit: Photography

We are currently living in a culture saturated by the visual media. Major changes in North American society can be traced to 1839 with the invention of the photograph. Until that time, the dominant form

# Visualizing a Christian Worldview

of communication was the printed word.

Within 150 years, a massive shift toward visual media has taken place in our culture. The invention of technologized images in film, television, video, cable TV, computers, and other visual media have proliferated during our lifetimes.

*New forms of  
communication change  
the nature of a culture.*

The image-oriented technologies have changed our thinking processes, our perceptions of time, our conceptions of space, who we regard as our authorities, and our fundamental understandings of truth. The new image technologies are promoting a worldview diametrically opposed to the Christian worldview. Hence, it is also fostering a mentality in society hostile to Christian beliefs.

The Christian worldview is based on the Bible, God's written Word. We gain understanding of life

and how we are to live it through the Word of God. In contrast, modern electronic media are image-centered. The technologized image dominates.

Postman addresses television in this manner: "Television is first and foremost a visual medium. Although language is heard on television, and sometimes assumes importance, it is the picture that dominates the viewer's consciousness and carries the critical meanings. To say it as simply as one can, people watch television. They do not read it. Nor do they much listen to it. They watch it."

There is a massive shift toward technologized visual images. People want more and more images, as shown by the increase in home videos. In a visual society the word is humiliated; it is taking a back seat role in our culture.

From the Bible and from observing the natural universe, we can see God's value for order, purpose, coherence, and unity. However, the modern image-focused media are fragmented; television gives us visual clips and sound bites. Postman notes images of McDonald's golden arches are juxtaposed with images of war, with no apparent logic.

## Stark Contrast

The biblical worldview centers our attention on history, the past, present, and future; the image worldview focuses our attention on the here and now and develops the need for immediate gratification. People used to be concerned about the future and future generations. What will happen to the people who live one hundred years from now? Many young people living in our current culture do not have the mind-set that inquires about the needs of future generations.

The Christian worldview provides us with a coherent ethical and moral framework for life; the image worldview provides us with a kaleidoscope of images and electronic data, but no organization to guide our coherence.

Complexities and levels of meaning are inherent in the Christian worldview; the image worldview focuses our attention on the superficial and sensational.

Unity and diversity in one body is a principle of the Christian worldview; conformity is the command of

## *Major changes in North American society can be traced to 1839 with the invention of the photograph.*

the image worldview.

Human life has importance and dignity in the Christian worldview; the image worldview gifts us with images of reality and the illusion of life.

Servanthood, as modeled by Jesus Christ, is an attitude of the Christian worldview; consumerism and "live-to-get" attitudes are present in the image worldview, as modeled by the yearly reminder of, "Only 100 shopping days left till Christmas."

Development of the whole person — spiritual, intellectual, social, and physical — is a tenet of the Christian worldview; the image worldview does not develop a person physically, socially, mentally, or spiritually. It is not interested in the whole person approach.

Freedom to choose responsibly is stressed in the Christian worldview; freedom to choose what videotape editors and station managers have already chosen for us is stressed in the image worldview.

Dialogue and communication with other humans and with God is important in the Christian worldview; for the most part, image technology is a one-way communication, with the few communicating with the millions and the millions passively watching, responding emotionally but not developing their abilities to think, reflect, discern, or create.

Thus it is feared this image worldview is developing people who are unable to understand linear thought or logical discourse and who cannot attend to the spoken or written word for any length of time. This has tremendous implications for everyone working in the print media, but it also has great implications for Christians working in television, a medium which structurally

*Continued on page 28*

# WE ADVISE SOME OF OUR CLIENTS TO SPEND THEIR MONEY ELSEWHERE.

When Tony Evans of The Urban Alternative came to KMC Media, he needed a fresh perspective on his radio ministry.

So we let him have it.

We examined his media schedule and noticed that some stations were not the best fit with his ministry. So we suggested that he make better use of his media dollars by spending his



money elsewhere on more effective radio stations.

That's all it took. That and a willingness to sit down and listen to Tony's individual needs.

However, what worked for Tony and his ministry might not be right for you. But we'd love to sit down and visit for a while and find out what will.

**Call 1-800-825-MEDIA ext. 220 for individual attention.**

wars against their very beliefs. Not only does the structure of the medium cause conflict, but the content of our current media is also largely hostile to the Christian worldview.

## Another Contrast

The content — the message — of the Christian worldview is at odds with the content of ideologies based on humanism. Modern existentialism — beliefs that began with Jean-Paul Sartre and Simone de Beauvoir in France — hold that the only meaning the human being has

comes from the ability to make choices. This ideology dominates the print and visual media.

The Christian worldview is God-centered; humanism focuses our attention on man.

In the Christian worldview God's principles and character form the foundation of the society; man's

# What Can You Do?

Religious broadcasters can be a positive, ethical, and moral influence in the media. The following are a few suggestions:

### 1. *Speak out the truth.*

Malcolm Muggeridge worked as a correspondent for the *Manchester Guardian* in Moscow. He came to see firsthand the atrocities that were being performed under socialism's ideology. His novel, *Winter in Moscow*, documented the horrors taking place under Stalin's rule.

As a result of his truthful revelations he lost his post, and upon his return to London found himself blacklisted. At the same time, a journalist from *The New York Times*, Walter Duranty, was claiming a Pulitzer prize for propagandistic stories which minimized the horrors he knew were taking place.

Today, who remembers Duranty? Muggeridge, though, is remembered and respected for speaking the truth. Uphold the truth of God's principles in the media by supporting biblical values: the sanctity of life, the beauty of marriage, and the dignity and worth of the human being.

### 2. *Develop alternative forms of communication.*

These forms have to be invented. I am confident someone in our midst will invent new technologies that will give back and encourage two-way communication, technologies that will give people creative opportunities and develop intellectual skills and abilities.

Telephones and fax machines were of major importance during a recent education bill's journey through government. It was going before the House of Representatives and would severely impact elementary and secondary education, including home schooling. The 750-page bill was designed to make federal certification of teachers a requirement, bringing home schools under federal control. The public knew virtually nothing about this bill; the Winter Olympics was being held at the same time and the media's attention was focused on medals and anthems.

A small group of people in Washington, D.C., heard about it and began faxing information to leaders of the home schooling movement throughout the country. Suddenly, representatives were flooded with phone calls, 24 hours a day. The legislators finally said they'd heard enough and asked for the home schooling leaders to cease calling. Ultimately, the bill was defeated by a count of 421 to 1.

This is what occurs when people take action and find alternative methods of communication.

### 3. *Educate Christians who can go into the media as bearers of truth, honesty, and integrity.*

Men and women who have biblical ethics, values, and technical excellence are desperately needed in the media. These people have the ability to discern right from

wrong, truth from error, and substance from superficiality.

Take every opportunity to explain to students — whether interns, part-time help, or full-time employees — how faith in God is significant for the day-to-day life of working in the media.

### 4. *Support Christians who are already working in the media.*

The greatest need among Christians working in the secular media is the need to meet and network with other Christians in that arena. There is a need to get connected, to have fellowship, and to know that there are others out there who are going through the same challenges. There is a need to know how others impart their faith in that context. We need to come alongside and encourage others as they are working in the media.

### 5. *Communicate biblical perspectives on ethics, integrity, morality, and truth in the media in secular schools of journalism and communication.*

In a commencement address at Duke University, ABC News' Ted Koppel noted that the brilliance of the Ten Commandments — the original standard for objective truth — was that they codified acceptable behavior in just a few words.

He went on to say, "Excuse me, but did God take a public opinion poll before delivering the commandments? What Moses brought down from Mount Sinai were not the Ten Suggestions. They are commandments. Are, not were."

We must relish opportunities to lift up God's standards and God's absolute truth in the secular arena and in the secular educational institutions.

### 6. *Teach Christians how to effectively articulate a truth position in the media.*

Christians throughout North America and the world are wondering how they can speak effectively in the media. We have the opportunity to train and develop young people to discern error from truth, to think critically, and to communicate the truth through the media.

### 7. *Serve as a resource person to journalists and people working in the media in other countries.*

Take advantage of opportunities to travel and share your expertise in media and your faith in Jesus Christ. Governments of under-developed countries clamor for technological advances and often give wide berth to visiting professionals. Use this time to train and teach the Christian worldview along with programming strategies and camera operation.

As Alexander Solzhenitsyn wrote, "One word of truth outweighs the world." If we can communicate one word of truth in the media, it is possible for that word to outweigh media biases. God is calling us today to be bold and speak that one word of truth.

— Geri Forsberg

ideals, philosophies, and values form the foundation of society in humanism.

God is remembered in education, government, and public policy in the Christian worldview; in humanism, God is to be confined within the walls of the church.

History is significant for present and future actions and the future holds hope and promise in the Christian worldview; history is meaningless and the future is unpredictable and hopeless in humanism.

Life is significant and humans are accountable to God in the Christian worldview; life has no meaning or significance and there is no ultimate accountability in humanism.

With differences like these, it is easy to see that Christian values and beliefs are under constant attack by both the current media structures and the ideologies propagated through the media.

### The Challenge

Though it seems our post-modern society is closing itself off to God, a great ferment is underway in

the lives of people throughout North American culture. As a result of an oversaturation of images, a great void has been created in the lives of individuals and society at large. We are at a cataclysmic turn-

*An image worldview is developing people who are unable to understand linear thought and logical discourse.*

ing point. Instead of photogenic heroes and celebrity heroes, people are now desiring heroes they can see and observe up close and personal. Instead of visual or virtual reality, people are longing to experience real life. Instead of duplicity, people are longing for purpose, coherence, meaning, and significance in life. And instead of passive viewing, people are desiring to get involved, to play a role, to take a part.

This is an exciting time for Christians working in the media. It is a time for Christians in the media to lift up a higher standard and a clearer vision for human life and development. But is it truly possible to have a Christian worldview in the media?

It is not only possible, it is imperative. Even though a society, institution, or form of communication seems to be locking God out, He still reigns. He is more powerful than any nation, any government, or any media conglomerate.

We have unprecedented opportunities at this time in history to raise up God's standards and truth in the media. All over the world a cry is going up for truth, integrity, and a Christian voice in the media. This is indeed an exciting time to be working in this discipline.

**Dr. Geraldine Forsberg is assistant professor of communications at Trinity Western University in Langley, British Columbia. The text for this article was taken from a speech given at *The Truth Well Told* conference at the Christian university.**

# THAT LITTLE VOICE THAT TELLS YOU TO GIVE?

## IT'S OURS.

Sometimes, we at KMC Media are called upon to write more for our clients than just media reports.

For example, when Adrian Rogers of Love Worth Finding came to us, he needed someone to write the continuity for his daily radio ministry.

And as a full service media agency, we were able to help him out.

You see, with a staff of talented writers, KMC



Media has the capabilities to do more than just buy time for our clients. We can also help them in areas of creative writing and production as well.

And for Adrian's ministry, people were moved by what we wrote. Calls increased and donations went up.

Which is what Love Worth Finding needed from the beginning. So, that little voice must be doing something right.

**Call 1-800-825-MEDIA ext. 330 for individual attention.**

by Sarah E. Smith

"There are three things in life with potential danger: drawing on the Lone Ranger, managing the New York Yankees, and following a legend on radio or television." — Dan Betzer in *Religious Broadcasting*, January 1986.

**H**IS VOICE IS SMOOTH and polished from 54 years of broadcasting — strong enough to carve his own niche after taking over from a veteran broadcaster, compassionate enough to reach a lost world, riveting enough to enthrall a chapel filled with college students, and creative enough to bring *Revivaltime* into the 1990s.

Dan Betzer, main speaker on the radio voice of the Assemblies of God for 15 years, combines the qualities of humor, spiritual guidance, and down-to-earth phraseology that has endeared him to thousands of *Revivaltime* listeners.

Betzer has honed these skills throughout his life, literally growing up on radio. At the age of three, he appeared on a weekend children's radio program on WNAX in Sioux City, Iowa-Yankton, S.D. By the age of five, he had dramatic roles on the musical variety and drama program. From there his involvement spread to appearances on a Sunday Christian broadcast.

"I think I'd been doing some singing around churches and it kind of caught on [his singing on radio]. Back in those days, *Back to the Bible* with Dr. Theodore Epp was kind of a big thing. When I was a kid I used to go on weekends to Nebraska and South Dakota singing at weekend rallies with Dr. Epp," Betzer explains.

While attending Central Bible College and Southwest Missouri State University in Springfield, Mo., Betzer [who earned a bachelor's degree in theology from North Central Bible College] worked at KWTO-AM and KGBX-FM as an announcer and on the NBC affiliate, KYTV, as a newscaster.

"One of the highlights of my life was as a 19-year-old kid interviewing Harry Truman. That was just life to me and I loved it [the news business] a lot," Betzer says.

# "Whoever He Is, He's Out of His Mind!"



Recording studios are nothing new to Dan Betzer, who has been involved with broadcasting since the age of three.



"Back in those days, you did everything. There was no such thing as videotape. You'd say, 'I'll be back with more news right after we take this break,' and the camera goes black. [Then] you would jump up from the news desk and run across the studio where another camera was set up to sell a car or a bottle of milk," Betzer reveals.

Betzer also appeared on the *Ozark Jubilee* with Red Foley, which was then the number one ABC television program in the nation. He did some music on the show, along with country music performers like Brenda Lee. He was also an announcer for Porter Wagoner when he first came out of West Plains, Mo.

"Those were interesting days in country music. I remember at KWTO when Elvis Presley came in the office looking for a job. [Presley was turned down] because he wanted \$150 a week and a year later, he's on *The Ed Sullivan Show* making that much a second," Betzer adds.

Betzer even hosted his own live adult country music program on

KWTO, called *Hillbilly Heaven*, from 9 p.m. until midnight. "I just played records and a lot of the stars would come in and kid around [on the air]."

*"I remember when  
Elvis Presley came in  
[to KWTO-AM/  
Springfield, Mo.]  
looking for a job . . .  
asking for \$150 a week.  
A year later he was on  
The Ed Sullivan Show,  
making \$150 a second."*

— Dan Betzer

In 1955, he also became involved with *Songs in the Night*, sponsored by Central Assembly of God in Springfield, Mo. "*Songs in the Night* was one of the most unusual television

gospel programs I've ever seen," Betzer recalls. Live on Saturday nights beginning at 10:15 until midnight, the program, directed by Paul Crouch (now president of Trinity Broadcasting Network), had only one production number for the entire show and banks of telephones with operators for viewers to phone in their music requests.

"We had a lot of folks on the staff who could wing it musically. We had a library of music there and we would play [people's requests] live," Betzer points out. The church's pastor, James W. Van Meter, would speak at the end for maybe eight or nine minutes. One of the great Christian cartoonists of the world, Charles Ramsay, would draw what Van Meter was talking about.

"There were only three or four stations in the area, but it blew out the rest of the shows. And I've often wondered why a program like that has never been done again because it was enormously popular," he

*Continued on page 32*

# EVER TELL A PREACHER TO CUT IT SHORT?

## WE HAVE.

Luis Palau is a rare man.

His unique spiritual gifts allow him to present the gospel in only minutes where others may take hours.

So KMC Media recommended short-form radio—a format of two-minute segments that allows Luis to make the best use of his unique gifts.

And by moving to the shorter form, we were able to place him in more markets during peak



listening times for less money. As a result, he was able to afford more spots and reach even more people.

It's this individual approach to media buying that makes us different. No two ministries are the same, and neither are their problems.

To find out more about how KMC Media can help you individually, give us a call. We promise to keep it short.

**Call 1-800-825-MEDIA ext. 440 for individual attention.**

## WHOEVER HE . . .

Continued from page 31

states. *Songs in the Night* ran for three years before Central stopped sponsoring it to go into a building program.

But instead of embarking on a career in broadcasting after college, Betzer felt called by God into the pastoral ministry. "I felt strongly led in my early to mid-twenties that God wanted me in the ministry. I couldn't figure out why because I really don't think like a minister to this day. I'm not involved in the normal communication style of ministers and I don't use homiletical outlines. But God really called me strongly," Betzer explains.

"I felt about it so intensely that I thought I would short-circuit everything God had chosen for me if I didn't go into the ministry. It was almost like Paul wrote, 'Woe is me if I do not talk' [1 Cor. 9:16, paraphrased]."

To follow God's direction in his life, Betzer stopped his broadcasting career cold in 1959 and moved to northern Ohio where he didn't know anybody. There, with his wife, Darlene, and their two oldest children, he pioneered several churches and worked at the local cable station, WSAN-TV, and at a major radio station, WLEC, to support his family.

"I was invited to those two stations as news director, which really was a godsend, because not only did it provide an income for me until the church could get on its feet, it [also] gave me tremendous exposure to the area," he confesses.

In addition to newscasting, Betzer did a lot of sportscasting, such as play-by-play basketball and football, including some for the Ohio State Buckeyes back in the Woody Hayes days. He also began two programs: *Life in the Son* on the cable station and *Afterglow* on the radio station.

For four years he hosted a nightly live telecast from 6:30 to 7, *Life in the Son*, which ran Monday through Friday. Sponsored by Chevrolet and Ponderosa Steak Houses, the program "was a weird show. It was very laid back, with an informal set, very unchurched, and very non-confrontational. We did a

segment for children with puppets (I do a lot of children's ministries); we did some music, and then I did a short Bible study," Betzer says.

*Afterglow* was a Sunday night disc jockey show from 11 to midnight. He says he just spun records

### *Betzer's involvement with Revivaltime goes back to the program's beginning in 1953.*

and talked about the news of the day and sports. "It was kind of a *Today* show at night with gospel music. It had a big audience."

These programs and his involvement as news director assisted him in starting churches. Betzer reveals,

"It really helped pioneer churches because it got attention. That's the biggest problem when pioneering because nobody knows who you are or what you're doing. I'd go on these newscasts and talk about church all the time, whenever I could fit it in, and nobody ever objected [because] we got good ratings."

After pioneering churches in Ohio for a while, Betzer worked for the Ford Philpot Association for three years as producer of *The Story*. The late Ford Philpot, a United Methodist evangelist who held interdenominational stadium crusades around the world, had the first syndicated, color Christian television show in America, *The Story*, which won many awards.

While with the organization, Betzer wrote and produced the program, assisted in setting up Philpot's crusades, and also wrote and edited his magazine, *The Story-teller*. After his association with Philpot, he returned to Sandusky, Ohio, to start one more church before moving back to Springfield in 1977 to run the *Revivaltime* department for



Children's ministry is close to Dan Betzer's heart. He and his buddy, Louie, have made over 30 audio recordings and 12 videos.

the Assemblies of God.

Betzer's involvement with *Revivaltime* goes back to the program's beginning in 1953. The show ran live on the ABC Network out of a radio auditorium in Springfield every Sunday night.

"I was just a high school student then and I was on the front row that first night," Betzer recalls. "I just thought it was awesome."

*Revivaltime* had not been going on very long when the producers brought in a business manager/director, C.T. Been, who was with the program 23 years until his retirement. "And C.T. Been was my father-in-law. So *Revivaltime* has been in the family for 41 years," he adds.

In 1977, Betzer received a call from the Assemblies of God headquarters in Springfield about running the *Revivaltime* department. "I really felt God calling me to accept this position. So we moved back to Springfield and I ran the department for three years, producing the program for a year and managing the business part of it," he explains.

Then C.M. Ward retired in 1978,

after a quarter of a century of being the voice of *Revivaltime*. "No one had really expected him to retire quite that early," Betzer says. As the officials of the Assemblies of God searched for Ward's replacement, Betzer continued producing the broadcast.

"I recall clearly the morning I left for the studio — the day I knew Ward's successor would be named," he wrote nearly nine years ago in *Religious Broadcasting* magazine. "My wife, Darlene, asked me who I thought the successor would be. I replied, 'I don't really know. But whoever he is, he's out of his mind!'"

Sixteen years later, Dan Betzer is still stunned to have been chosen to follow in the footsteps of the man he considers to be "one of the greatest broadcasters ever."

"It was incredibly difficult to follow C.M. Ward. How do you follow J. Vernon McGee or Theodore Epp?" he asks, adding that *Revivaltime's* revenues dropped 50 percent immediately.

"There was no way I could be C.M. Ward. I am not C.M. Ward.

And all those C.M. Ward signature ministries we stopped because that was C.M. Ward. That was Saul's armor and I can't wear Saul's armor.

"We kept his memory alive on the program, and still do. In fact, he was just on with me a couple of months ago. [Ward] didn't just vanish from sight; we still refer to him a lot because of our love and admiration for him.

"But I had to be what I could be. We changed the music drastically to appeal to a younger audience. We changed the format a little. We retained the choir, and all the personnel stayed here. We tried to be as non-threatening to Brother Ward's fans as we could while still going on. It is enormously difficult to do that. And I don't ever want to do that again," Betzer concludes.

After being *Revivaltime's* speaker for five years, Betzer felt God calling him back into the pastorate. "Pastoring to me is the top rung in ministry. I love it," he said. Then the Assembly of God church in Fort

*Continued on page 34*

# IN FUNDRAISING, TIMING IS EVERYTHING.

## WE SUGGESTED 60 MINUTES.

When Chuck Colson came to KMC Media, his Angel Tree ministry for the families of prisoners was growing fast. And with that rapid growth came an increase in needed support.

So we got together with Prison Fellowship and suggested an hour-long special to educate potential donors and motivate them to give during the holiday season. It was something different, but we were sure it would



fit their needs perfectly.

And it did. The donations came flooding in and thousands of prisoners' kids had Christmas after all.

Now an hour-long special might not work for you like it did for Chuck. Each ministry is different and needs

to be treated as such.

So why not give us a call to see how we can help? After all, it'll only take a minute or two.

**Call 1-800-825-MEDIA ext. 550 for individual attention.**

## WHOEVER HE . . .

Continued from page 33

Myers, Fla., contacted him about pastoring.

"The church was going through severe difficulties, especially financial; it was on the brink of bankruptcy. And I kind of shied away from it because I don't like financial pressures, but God really dealt with me severely about it. So I let my name stand [in the Assemblies of God, church congregations vote their pastors in] and I got an overwhelming vote," Betzer explains.

He resigned from *Revivaltime* to become senior pastor of First Assembly of God in Fort Myers, but was asked to continue as speaker with the program. "So I haven't been on the payroll of *Revivaltime* in eight years. It's a wonderful ministry. I'm very grateful for the privilege to touch so many lives."

Betzer splits his time between pastoring the church and working with *Revivaltime*. He begins his day early: from 6 to 9 a.m., he writes and studies for the broadcast. From 9 a.m. on, he is the pastor of First

Assembly. He flies to Springfield every five weeks to record *Revivaltime*.

In addition to the radio broadcast, Betzer also did a daily show called *Every Day with Jesus* for three or four years. In October 1993, the denomination began a two-minute

*"I think what America does not need is another church service on television."*

— Dan Betzer

daily program, *Byline*, which he records from his church office. "It's kind of like a spirit-anointed Rush Limbaugh," Betzer says.

In April, First Assembly debuted *First Edition* ("because it's from First Assembly and our edition of television"), a weekly television program on cable. "I think what America does not need is another church service on television. I've

never had any interest in doing that [because] I figure if people want to see our services, they'd be here," Betzer concludes.

Earlier in his ministry at First Assembly, the church ran 30-second spots on *Wheel of Fortune* and *Oprah!* or *Donahue*. But he said he really didn't want to get into the weekly television grind.

"Two things came along that made me think differently. One is that fiber optics are just around the corner, which means cable is going to be a whole new dimension and I felt like we needed to get in on the ground floor. And the second thing is a little machine called a video toaster. In what used to take \$150,000 to \$200,000, you can now do for \$20,000 or \$30,000, at least on cable access," Betzer observes.

"I really asked God to help me with this and came up with this concept, with the church going along with it. I do as little as possible on the program. The idea is to get the people here involved with it. We try to get it out of [the church] as much as we can," Betzer said.

Some examples of *First Edition*



C.M. Ward, *Revivaltime* speaker for 25 years, chats with Dan Betzer at the Assemblies of God international headquarters in Springfield, Mo. Betzer was named as the speaker following Ward's retirement in 1978.



Above. Dan Betzer has recorded several musical albums. His first, *Afterglow*, features this portrait (circa 1962).

Left. Comfortable with live broadcasts, Dan Betzer chose this format for his *Live from Parkcrest* music video.

are filming a testimony while fishing in the Gulf of Mexico and featuring the youth of the church. The program is on Sunday night and repeats Thursday evening.


"I think a lot of people are interested in it [because] we're getting a lot of phone calls. We ask for no money; in fact, we tell people we don't want their money," Betzer emphasizes.

Dan Betzer says that following in C.M. Ward's footsteps was like following Babe Ruth in baseball or Lee Iacocca at Chrysler, and joked that a stonecutter one day may carve on his tombstone, "He followed C.M. Ward." His humbleness is evidenced in the following incident.

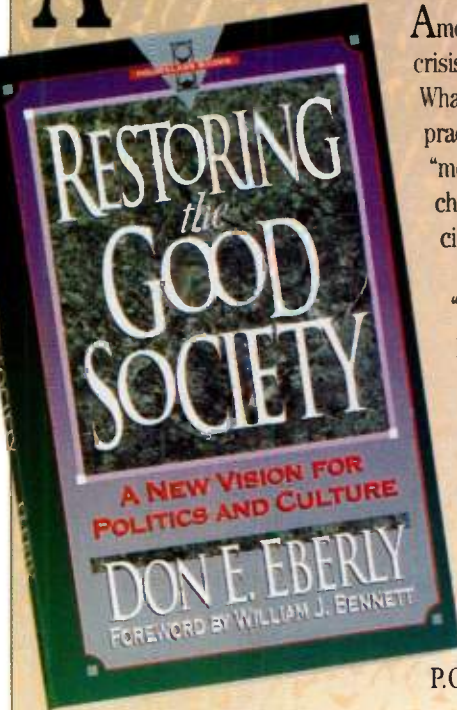
Someone once introduced him as the man who replaced C.M. Ward. Betzer corrected the introduction before he spoke by saying, "No one could have replaced Ward. But, because God called me, I could follow him, not by my own strength or power, but by the Spirit of the Lord!"

**Sarah E. Smith is managing editor of *Religious Broadcasting* magazine.**

*Continued on page 36*



# A BRIGHTER TOMORROW



America is in the midst of deep social crisis. Politics, by itself, is too limited. What can be done? Don Eberly proposes practical steps to a revitalization of our "moral infrastructure"—families, churches, schools, communities, and civic associations.

"An important book... The American people should read it, reflect on it, and act on it. Our future will be brighter if they do." — William J. Bennett

"A hopeful vision that will challenge and inspire both left and right."  
— Jack Kemp

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## Dan Betzer Speaks

**On C.M. Ward:** C.M. Ward was without question the most unusual communicator of the Gospel we've ever had. He was colorful, unconventional, and a great reader. There was really no middle ground with him — you either really liked him or you had a problem with him. Most people really loved him.

How do you describe him? There's no way to channel him or hold him within denominational boundaries, which was part of his genius.

Jim Bakker told me one time that far and away the most popular guest they had at PTL was C.M. Ward.

**On the future of *Revivaltime*:** I think *Revivaltime* is going to change 100 percent. There's a whole new administration directing the Assemblies of God now. And it is a very progressive administration that I believe will use the media fully. I suspect even yet this year, they will make wholesale changes in the way *Revivaltime* operates.

I think they will also get involved in television, not *Revivaltime* itself necessarily, but I think the whole radio and television outlook of the Assemblies of God is now going to accelerate. Some of the greatest media people in Christian radio and television ever have been Assemblies of God people.

I think there is tremendous raw material (as well as) very sophisticated and developed material in the Assemblies. I believe the Assemblies is going to hit the forefront of radio and television ministry real quick.

**On starting out in the religious broadcasting industry:** Be creative. There are just so many clones. Even in secular television, spin-offs really get to be a bore.

Be yourself. Don't try to be somebody else. I can't be C.M. Ward, I can't be J. Vernon McGee. These were giants and I can't be them. I'm who God made me to be.

Be alert for opportunities. I think there are unlimited opportunities today, more so than ever before. And with the advent of fiber optics, only God knows what's going to happen to the media. In the next five years, it's going to be so incredible (what will happen to the media) as to be virtually unbelievable. What tremendous days for young people to be involved in media ministry.

**On the future of religious broadcasting:** I think if it keeps its financial nose clean, it's bright. I see a lot of things in Christian radio and television that bother me terribly. I think the media has tremen-

dous possibilities if our integrity is where it ought to be: the financial integrity and our own moral integrity. Anyone who is going to use the media is absolutely required to have moral integrity. We're not stars; we are servants of God who just happen to be using the media.

I think anybody going into the media has to be aware that media can corrupt you. If you start believing your own publicity, you're dead. I think this happened with a number of ministries who have gone through deep waters. You just can't believe your own publicity. Don't let it corrupt you and don't let it puff you up. God can put you in there and God can take you out of there real fast.

**On learning from secular counterparts:** Professionalism is often missing from what we do. You can't learn anything from their lives, you can't learn anything from what they're teaching. Modern day media is just morally bankrupt, but their professionalism we need to learn from.

**On teaching secular counterparts:** Christ. That's the only thing we have to teach anyone. We can't match them in monetary expenditures. We're not going to beat them. We're not going to make a film and best (director Steven) Spielberg. We're just not. We might as well admit that; but we can do the best we can and we can present Christ. Christ is all we have.

**On relationships with secular broadcasters:** I know many of the newscasters here (in Fort Myers, Fla.) and have worked with them on projects. You know we're supposed to be the salt of the earth and if you leave the salt in a can in the cupboard somewhere, it's not going to flavor the earth much.

I think we need to make contacts, we need to pick their brains because in some of the areas, (secular broadcasters) can really help us, especially technically. I think there's a lot to be learned from them and we have a lot of things in common we can share.

I have wonderful relationships with the press here and I can honestly say they've never misquoted me, never abused an interview ever. I have high regard for them and I respect them highly. If there are areas that are sensitive, I go over and over it to make sure the (news media) understands. Communication is a two-way street. You've got to be sure people are hearing what you're saying.

— Sarah E. Smith

## Two Regional Chapter Election Results

Two National Religious Broadcasters (NRB) regional chapters have elected new board members at their recent conventions.

### NRB Southeastern Chapter Board Members

Chairman: Priss Arias, Peachtree Media  
 Vice chairman: Joe Emert, Leading the Way  
 Secretary: Rob Schermerhorn, WMIT-FM/WFGW-AM/Black Mountain, N.C.  
 Treasurer: Dianne Williams, Precept Ministries  
 Officers-at-large: Darlene Ankerberg, *The John Ankerberg Show* in; Regina McGraw, The Salvation Army; Steve Moore, Christian Financial Concepts; Bill Skelton, Love Worth Finding Ministries; and Dick Florence, WKES-FM/St. Petersburg, Fla.

### NRB Eastern Chapter Board Members

Chairman: Steve Cross, WABS-AM/Arlington, Va.  
 Vice chairman: Joe Battaglia, Renaissance Communications, Inc.  
 Secretary: Ward Childerston, WCRH-FM/Williamsport, Md.  
 Treasurer: David Virkler, Dedication Evangelism  
 Officers-at-large: Sue Bahner, WDCW-AM/Syracuse, N.Y.; Bill Blount, WARV-AM/Warwick, R.I.; David Eshleman, DME Associates, Inc.; and Larry Souder, WPEL-AM-FM/Montrose, Pa.  
 Member emeritus: Alex Leonovich, Slavic Missionary Service

## NRB Action Update: Lobbying Disclosure Act

MANASSAS, Va. — In October, National Religious Broadcasters (NRB) president E. Brandt Gustavson wrote a letter to Sens. Robert Dole (R-Kan.) and George Mitchell (D-Maine) stating NRB's opposition to S. 349, the Lobbying Disclosure Act of 1994. The letter's text follows:

"I am writing on behalf of the National Religious Broadcasters to convey our opposition to S. 349, the Lobbying Disclosure Act of 1994. We oppose this bill because of ambiguous provisions which can be used to stifle grassroots efforts by religiously based organizations who seek to communicate with the public and private officials. In particular, we have grave concerns as to how this bill, if enacted, would be interpreted and enforced by the proposed new independent agency, the Office of Lobbying Registration and Public Disclosure. At a time when the federal courts increasingly defer to administrative agency actions, it is imprudent and dangerous to

civil liberties for Congress to pass vague statutes that regulate constitutionally protected speech and activities.

"In this regard, we note specifically that the exceptions to the definition of 'lobbying contact' in § 103 (10) (B) (ii) & (xviii) relating to 'media representatives' and churches, respectively, are ambiguous and excessively narrow. Even if not intended by the authors of this bill, these provisions on their face are susceptible to future agency interpretations which may require registration and reporting to the government by religious broadcasters who engage in grassroots advocacy with respect to legislation and by religiously oriented, non-church, tax-exempt organizations who do likewise. In light of the severe penalties associated with this bill of up to \$200,000, the threat of such unreasonable enforcement is all the more possible and dangerous.

We urge the Senate to reject S. 349 in its current form."

Religious Broadcasting wishes you  
 a joyful Christmas season  
 in celebration of Christ's birth!

*Prof. Floyd*  
 Editor

*Janah E. Smith*  
 Managing Editor

*Christy Pryor*  
 Assistant Editor

*Dick Phillips*  
 Advertising Manager

*Liz Oliver*  
 Advertising Assistant

*William Wood*  
 Contributing Writer

*Jerald R. DeCeglio*  
 Designer

"... Behold, a virgin shall conceive, and bear a son, and shall call his name Immanuel," (Isa. 7:14).

## AIRWAVE NEWS

NASHVILLE, Tenn. — The Morningstar Radio Network's AC Christian music format is now heard on WZZD-AM/Philadelphia. Owned by Salem Communications, WZZD broadcasts the network's programming middays, evenings, and certain overnight hours, along with approximately 12 hours daily on weekends.

CINCINNATI — WAKW-FM/Cincinnati kicked off its 1994 sharathon with a concert featuring recording artists Twila Paris, Phil Keaggy, and Clay Crosse. Depending on listeners for 60 percent of its annual budget, the station's goal of \$300,000 was surpassed by \$40,000 from listener pledges.



WAKW-FM station manager Jerry Croucher pauses with recording artist Twila Paris at the station's 1994 sharathon concert.

read on the radio at the station-sponsored Newsong concert November 19, a drawing was scheduled to see which pastor will win a trip for two on a "Good News Bible Cruise" with Charles Stanley.

GRAND RAPIDS, Mich. — The Children's Sunshine Network (CSN) turned five years old in October. CSN, a 24-hour Christian radio network just for children from Cornerstone College and WCSG-FM/Grand Rapids, includes 21 stations.



As part of its birthday celebration, The Children's Sunshine Network threw a party for 2300 children and their families with featured guests "Psalty & Friends" from the Kid's Touring Company.

DALLAS — Listeners to KCBI-FM/Dallas, KCRN-AM-FM/San Angelo, and KSYE-FM/Frederick, Okla., donated over \$1.5 million during the stations' 1994 sharathon held in October. Nearly 10,000 listeners responded with pledges

to KCBI and Criswell Communications with funding for the coming year.

ST. LOUIS — On September 23, recording artist Billy Sprague kicked off WCBW-FM/St. Louis' "In-Studio Artist Tour." The tour is an ongoing effort to increase product sales in the St. Louis market and is co-sponsored by two large retailers in the area. Future artists scheduled for tours include The Newsboys, 4HIM, DeGarmo & Key, and Phillips, Craig & Dean.



Billy Sprague entertains WCBW-FM listeners on-air while touring the studio.

ORANGE, Calif. — KYMS-FM/Orange has a new morning show featuring the team of Ken Cooper and Maria St. James. The pair keep listeners informed on national and local news concerning Christians in the '90s, and play adult contemporary Christian music. Some reappearing characters on the show include Mr. Dogers Neighborhood, Barney Fife-Security Guard, and Tom Brokenjaw with news updates. The show's goal is to give listeners an alternative to "shock radio" with an upbeat and fun morning program.

FORT LAUDERDALE, Fla. — D. James Kennedy and Coral Ridge Ministries released a new radio program, *The Kennedy Commentary*, on October 24. The daily show is a three-minute feature with Kennedy sharing his perspectives about current issues. Coral Ridge also produces *The Coral Ridge Hour*, a weekly television program, and *Truths That Transform*, a daily half-hour radio show.

NASHVILLE, Tenn. — In addition to providing adult contemporary Christian music, the Morningstar Radio Network has added a second format, High Country, scheduled for launch in the fourth quarter of 1994. Core artists include Paul Overstreet, Bruce Haynes, Susie Luchsinger, Michael James, Ricky Skaggs, Andy Landis, and Ken Holloway. "High Country combine[s] the best of Christian country with what some call 'Positive Country,'" said Rich Tiner, the network's broadcast operations manager. According to Morningstar founder and president Burt Perrault, over 50 stations have inquired about the programming.

STERLING HEIGHTS, Mich. — WUFL-AM/Sterling Heights concluded its sharathon on October 1. The station met its goal of \$375,000 with seconds to spare on its last sharathon day. The amount represents about one-half of the total annual operating budget for WUFL.

PRETORIA, South Africa — The Independent Broadcasting Authority (IBA) granted the first license to an organi-



zation based in German-speaking Pretoria: Trans World Radio-South Africa received a short-term license to cover a week-long special event by the Stadtmission Pretoria in October. The eight hours of daily broadcasting could have been heard by an estimated 18,000. Trans World Radio is one of the founding members of the Association of Christian Broadcasters in Southern Africa.

GRAND ISLAND, Fla. — Marantha Media Ministries has purchased WKFL-AM/Grand Island. The station, a daytimer playing southern gospel music, is currently accepting radio programs.

COLORADO SPRINGS, Colo. — On September 1, the Word Radio Network (WRN) in south Texas began 24-hour, daily transmissions of Spanish programming via satellite. This is the first, non-denominational, evangelical satellite service with Spanish programming available in America. With six FM stations in Texas (Corpus Christi, Brownsville, McAllen, Laredo, Eagle Pass, and El Paso), WRN, a cooperating ministry of HCJB World Radio, has been operating Spanish radio stations along the United States/Mexican border since 1978.

MINNEAPOLIS — Radio stations WCCV-FM/Cartersville, Ga.; WJCK-FM/Cedartown, Ga.; WEPF-FM/Belton, S.C.; KALS-FM/Kalispell, Mont.; WVVC-FM/New Hartford, Conn.; KPRD-FM/Hayes, Kan.; KMOC-FM/Wichita Falls, Texas; KROA-FM/Doniphan, Neb.; WAFG-FM/Fort Lauderdale, Fla.; KCFM-FM/Scottsbluff, Neb.; WPHN-FM/Gaylord, Mich.; and WOLW-FM/Cadillac, Mich. are the newest affiliates of the SkyLight Satellite Network, a ministry of Northwestern College in Minneapolis/St. Paul.

Eight stations are now subscribing to StandardNews through the SkyLight Satellite Network: WAYF-FM/West Palm Beach, Fla.; WAYM-FM/Brentwood, Tenn.; WMIT-FM/Black Mountain, N.C.; WFGW-AM/Black Mountain, N.C.; WRXT-FM/Roanoke, Va.; and in Greenville, S.C., WLFA-FM, WLFJ-FM, and WAFJ-FM.

NASHVILLE, Tenn. — Z Music Television, the contemporary Christian music video network, is now carried by tv! Network on Sundays and Tuesdays with three-hour programming blocks. Plans call for further expansion of Z Music on the tv! Network, which is currently available nationally to 5 million cable subscribers.

GRAND RAPIDS, Mich. — *Roaring Lambs*, a book which has spawned a movement among Christians, is the basis for a new, year-long radio program, *The Roaring Lambs Radio Series*. The program began with a one-hour special aired on the Salem Radio Network on October 15, and the three-minute daily series is now available for syndicated broadcast. Reunion Records, Renaissance Communications, and Zondervan Publishing House are produc-

*America's Christian Music Awards*

**Favorite Male Artist** — Steven Curtis Chapman

**Favorite Female Artist** — Amy Grant

**Favorite Pop Group or Duo** — DC Talk

**Favorite Rock Group or Duo** — Petra

**Favorite New Artist** — Point of Grace

**Favorite Pop CD** — *Free At Last*, DC Talk, Forefront Communications

**Favorite Rock CD** — *Wake Up Call*, Petra, Word Records

**Favorite Short Form Video** — *Jesus Is Just Alright*, DC Talk, Forefront Communications

**Favorite Long Form Video** — *Addicted to Jesus*, Carman, Sparrow Records

**Favorite Live Concert** — DC Talk

**Favorite Local Christian Video Show** — *Joyful Noise*, Huntsville, Ala.

**Favorite Local Christian Radio Station** — KLTY-FM/Dallas

**Friends Award** — Michael W. and Debbie Smith

*America's Christian Music Awards were held September 18 in conjunction with Walt Disney World's Night of Joy at Disney-MGM Studios in Orlando, Fla.*

ing the series, the first 13 weeks of which will feature the book's author, Bob Briner, and recording artist Michael W. Smith.

CARY, N.C. — The first Christian international Spanish language radio satellite network, known as ALAS, started broadcast-

ing August 10 to Latin America. Officially introduced to the Latin American Christian media community at COICOM '94 in Santiago, Chile, ALAS is a joint ministry of Trans World Radio and HCJB World Radio. The network makes available 24-hour-a-day Christian programming to local AM and FM radio stations within Latin America's cities.



**Bob Briner (left) with Michael W. Smith**

**AWARDS**

NASHVILLE, Tenn. — *Africa: Alive with Faith*, a televi-

*Continued on page 40*

continued from page 39

sion special produced by United Methodist Communications (UMCom) on behalf of the National Council of Churches, has won a certificate of merit in the 1994 Gabriel Awards. Filmed in Zimbabwe, South Africa, Liberia, and Uganda, the 60-minute program examines the impact of Christianity on African society. *Africa* was transmitted by NBC-TV to local affiliate stations in early June and was scheduled to air on the Faith and Values Channel of the VISN network in late October.

## MUSIC NEWS

NASHVILLE, Tenn. — Word Records & Music and Marantha!Music have signed an exclusive world-wide agreement, effective in early October. Word purchased all Marantha!Music product masters, including Kids Praise Company, Colours, Arcade, and Broken Records, as well as all of the print catalog and all existing videos in the catalog. Marantha!Music continues to create and develop



*Word vice president Don Carson (standing, left), Word executive vice president Jerry Weimer, Word president Roland Lundy (sitting, left), and The Corinthian Group president Tom Vegh take time out for a photo after signing the long-term partnership agreement between Word and Marantha!Music.*

masters exclusively for Word to be released on Word's new praise and worship label, Word/Marantha.

DALLAS — More than 71,000 people filled Texas Stadium to capacity to see recording artist Carman on his "Raising The Standard" Tour on October 22. According to the National Christian Promoter's Roundtable Box Office, it was the highest attended Christian concert ever held. The attendance surpassed the record Carman set during August 1993 in Johannesburg, South Africa of more than 50,000, the largest ever for a solo ticketed



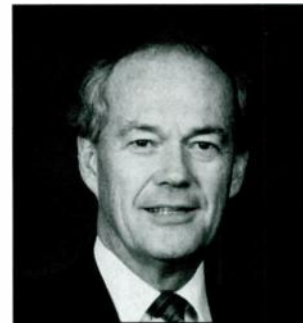
*Carman performs onstage at the Dallas concert.*

contemporary Christian music concert.

## OBITUARIES

MODESTO, Calif. — National Religious Broadcasters member Elmer Bueno died September 29. Dedicated to reaching the Spanish-speaking people around the world with the Gospel through television, he produced *Buenos Amigos*. His wife, Lee, plans to continue his ministry.

COLORADO SPRINGS, Colo. — Ed Kimball, who pioneered much of Compassion International's work throughout the world, died October 22 at 62 from pancreatic cancer. Kimball, who worked for the organization from 1965 until 1993, launched Compassion's Family Helper Program, which set the precedent to extend Compassion's impact beyond orphans into needy families around the world.



**Ed Kimball**

## PEOPLE

WINTES CREEK, Tenn. — Steve Scalet has joined the staff at Custom Products, Inc. (CRT), as a sales and marketing representative. Scalet was previously the director of sales at R.E.X. Music.

In addition, Kevin Wessner has been promoted to director of sales and marketing and Rod McBee to product service manager.

NASHVILLE, Tenn. — Steve Bishop, formerly with the Procter & Gamble Company as brand manager, has been named vice president, marketing, for Sparrow Communications Group. In his new position, Bishop directs and coordinates all marketing efforts and overall sales strategy for Sparrow artists, authors, and products.



**Steve Bishop**

NASHVILLE, Tenn. — Nathan DiGesare is now the A&R director for Benson Music Group. Formerly an artist with Word Records, DiGesare oversees projects from artists as well as investigates new talent for Benson.

Tammy Goetz has been promoted from supervisor of permissions and special projects to legal assistant in Benson's legal department. Replacing Goetz is Craig Bond, who joins the company from Word Records where he was administrator of record licensing and syndication.

Barbara King was also promoted from coordinator of national promotions to manager of national promotions, adult contemporary. Kevin Killingsworth, who joined Benson as coordinator of national promotions in August,

is now handling CHR, inspirational, and rock formats.

**GAINESVILLE, Ga.** — L. Allen Burkett has been appointed executive vice president of Christian Financial Concepts (CFC). Burkett, CFC founder Larry Burkett's eldest son, joined the company 11 years ago and has served in various capacities. In his new position, Burkett will manage the day-to-day operations of the nonprofit ministry.

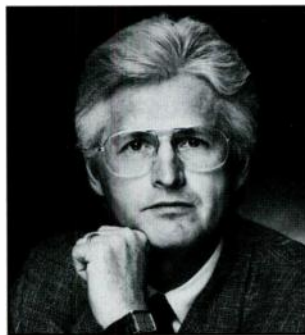
**MOBILE, Ala.** — Wendell Gafford has joined Integrity Music as radio promotions manager. Gafford, previously with WFRN-AM-FM/Elkhart-South Bend, Ind., as music director, is responsible for developing promotional strategy for Integrity's labels, tracking radio singles, servicing stations with product, and managing all other radio-related issues.

**SYDNEY, Australia** — The Australian Broadcasting Co. (ABC) has appointed broadcaster Ronald Nichols as editor of religious programs for ABC Radio. Nichols, whose predecessor Rev. Paul Collins resigned to concentrate on his personal religious broadcasting, has worked in religious broadcasting since 1966 and is responsible for all religious broadcasting on ABC Radio.

**HOLLYWOOD, Calif.** — Dennis Worden is the new president of Haven of Rest Ministries. Formerly vice president of national programming and network development for Salem Communications, Worden has served over 23 years in Christian broadcasting.

**DALLAS** — KCBI-FM/Dallas' morning program has a new co-host, Kay Leitch, who joins host Ron Harris. Leitch worked as features producer for the program and KCBI's Talk, Etc., for over three years.

Bernie McPartland is the station's new production director. McPartland, who served in the position on an interim basis for three months, was previously KCBI's network operator and announcer.



**Dennis Worden**

**WASHINGTON, D.C.** — Thomas Billitteri, the award-winning former religion editor of the *St. Petersburg Times*, has been named news editor of Religious News Service (RNS). Billitteri will direct the news operation at RNS, supervising its five staff reporters and its network of correspondents around the world.

**ANDERSON, Ind.** — Dean Schield is the new host/producer for *Christian Brotherhood Hour-English*. Gilbert Stafford remains as speaker and director.

**NASHVILLE, Tenn.** — Tim Jones is managing editor and Paul Shepherd is director of sales and marketing for Moorings, a new imprint created by the Ballantine Publishing Group to publish Christian books. Prior to joining Moorings, Jones was associate editor with *Christianity Today*. Shepherd was formerly with World Bible Publishers.



**John Elmore**

**GRAND RAPIDS, Mich.** — John Elmore is the new associate director of *Children's Bible Hour* (CBH), working alongside its director, Charlie VanderMeer ("Uncle Charlie"). For the past decade, Elmore has worked for the broadcasting division of Focus on the Family as a writer and producer. While at Focus, he was responsible for producing more than 330 daily radio programs. At CBH, Elmore will oversee the international ministry efforts and radio station promotions, develop the drama team ministry, and handle a variety of creative and administrative duties as well as be "Uncle John" to CBH listeners.

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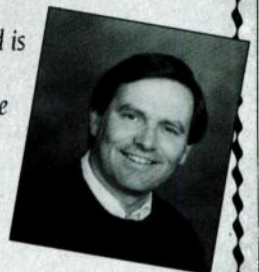
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Ken Canfield is the executive director of the National Center for Fathering, a research organization



founded to "turn the hearts of fathers to their children." A best-selling author, speaker, and spokesperson in all the Christian media, Ken is the featured speaker on "Today's Father."

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# Optimizing Your Programming

As I listen to Christian radio stations, I wonder how much study and research any particular station has undertaken to arrive at its choice of programming. I find the non-commercial station's programming choices most intriguing.

For the most part, a non-commercial is engaged in a two-way relationship: the station and the listener. And it would seem simple for the station to know its audience and program accordingly. However, many stations have not taken the time and effort to learn their audience preferences in order to program optimally.

The personal preferences of the station's gatekeepers are among the bearing forces on programming. These may include the ownership, president, general manager, or even the program director. And the question becomes, are these preferences in sync with the station's listeners?

This is not an indictment against the controlling powers of a particular radio station necessarily. But it is possible their preferences might represent a mode of broadcasting that is rooted in a different era or market. And even though that mode may have been successful, it may not be optimum for the present.

With this in mind, I believe a station can only optimize its programming by getting to know its listeners. And this is where the true relationship begins. By the way, a commercial station can utilize a similar process, but will have to devise a way to include the third perspective of the advertiser.

## Ascertaining Preferences

For years, I felt the two best ways of knowing the listening audience were through its phone calls and sharathon responses. But I have discovered both of these listener indicators can be inaccurate and inherently fickle. The unsolicited calls may be reactionary in nature and the result of a concerted effort of a relatively small group of listeners. And the final results of a sharathon may be just as much indicative of economic con-

ditions, good or bad, as they are of listener preference.

And while I am not totally discounting these, I believe the whole picture cannot be obtained without actually surveying your audience. The results of a well-designed, well-coordinated survey are invaluable. An example is: Do you think KJOL-FM's music is too — contemporary, traditional, or just about right?

For the faithful listener, you can almost guess the right answer. About 85 percent said "just about right," while 10 percent said it was too traditional, and 5 percent said it was too contemporary. But that still didn't tell us everything we wanted to know.

Since KJOL is pretty much an inspirational and light adult contemporary station, we are somewhat inclined to flow with what is happening in the music industry with those categories. And with our tendency to program a wide variety of music, it is difficult to ascertain what their preference truly is when we continually read the comment, "we just like everything you do."

So, in subsequent surveys, we started asking questions like this, "Of the styles of music you hear on KJOL, which is your favorite?" Then we would give choices and examples, and to our satisfaction, they let us know. It forced them to be more specific with their answers, and I believe we compiled more accurate data regarding our listeners.

Similarly worded questions were used regarding our teaching programs as well, giving them the opportunity to tell us not only their three favorite programs, but their three least favorite programs. Since *Insight For Living* and *Focus on the Family* tend to always wind up the top favorites, we eliminated these from the list of possible answers by wording the question, "In addition to these two programs, what are your three favorites?"

In the past, we have made these surveys available to three groups of people, color-coding each one to keep track. The first group are those who



Scott McIntire has been a Christian broadcaster since 1976, and is currently program director for KJOL-FM/Grand Junction, Colo.

currently give to the station. The second group are those on the mailing list who do not contribute, and the third group is the public at large, distributed through Christian bookstores and businesses. All of the standard demographic information was requested as well. And for the most part, we saw little difference between the three coded groups in terms of their preference. All of the information was entered into a data base with appropriate fields and tallied.

## So Now What?

Now the real challenge begins. Are you willing to change if your listeners have truly asked for it? It's nice to have the information, but it becomes worthless if it has no impact on your programming.

For most stations, I believe the most prudent approach would be to systematically map out a strategy with the key people in the organization and implement it with a timetable that is not overly abrupt. In the first episode of *WKRP*, the program director gave the approval to the disc jockey to change formats. Without finishing the song that was playing, the dj instantly went from easy listening to CHR. That's an exaggeration of how not to change.

In analyzing the survey data, it may be difficult to ascertain where changes should occur. Our strategy has been to only change those areas having a very poor showing. In one instance, there was overwhelming negative response to one of our teach-

*Continued on page 50*

# Miles Above Your Competition!



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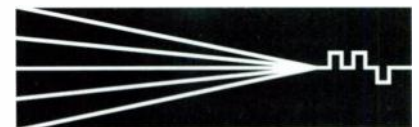
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## Where are all the Christians?

**W**ho speaks for Christians in America today? Who, on a regular basis, effectively brings a biblical Christian perspective to bear on the great issues of our society in ways which force consideration by both the masses and the movers and shakers? Have you seen any Christian apologists lately on *Larry King Live*?

Who in your local community speaks publicly and forcefully — yet with grace and compassion for a Christian point of view? Who is supplying the Gospel salt in your town?

What strategy is your own church pursuing to be salt in the areas of local public policy? What are your methods of “speaking” to the people outside the four walls of your church?

When the average person in your town thinks of a Christian, who comes to mind? Jim Bakker? Jimmy Swaggart? Robert Tilton? Is there a single layperson in your community who is known as an articulate advocate for a Christian point of view?

I like the Life Application Bible’s commentary on Ephesians 5:10-14: “God needs people who will take a stand for what is right. Christians must lovingly speak out for what is true and right.” The admonition here is for a positive, loving response to evil, distortions, and error. The call is for rational, cogent, well-crafted presentations of positive alternatives gleaned from the Scriptures.

Are you honing and using your own talents and abilities in this kind of ministry? Or is your only response to evil in your community a boycott or gripe session with a few other members of your Bible study group?

I’m not calling for yet another official statement from the National Association of Evangelicals or National Religious Broadcasters. Nor am I calling for Christian leaders to step up to the national podium and issue “official” Christian positions on the numerous issues facing us.

Instead, I am calling for individual Christians to become roaring lambs — informed citizens who will enter their community dialogues on social and political issues. And for local congregations to develop strat-

egies to become part of their community’s policy-setting process.

In his book *The Company of the Committed*, Elton Trueblood wrote, “The test of the vitality of religion is to be seen in its effect on culture.” Evangelical Christians in America must face up to this challenge. Our churches must help us do a better job of being salt, of being roaring lambs.

As one who has worked most of his life in professional sports, I admire competent professionalism. However, my call here is for Christians who have maintained their amateur standing. I believe the most effective spokespersons for Jesus Christ in the public arena will 1) have never asked for money on radio or television; 2) not be on the payroll of any Christian organization; 3) through competence and class in their own “secular” profession, have earned the right to be heard; 4) be an excellent communicator; 5) know and love God’s Word; and 6) understand Christianity is relevant to all of life.

I can almost hear the groans of disbelief. Conventional wisdom says our best spokespersons are the Charles Swindolls and the James Dobsons of the church. But for the lambs to start roaring, we need to set aside this conventional wisdom and quit hoping these Christian teachers will carry the ball for us.

Now don’t get me wrong. No one has spoken to me more clearly and persuasively over the past years than Swindoll through his radio program, his taped sermons, and his books.

But guess what. Out where I spend my professional life — in the headquarters of the television networks along the Avenue of the Americas in New York, in the advertising agencies a few blocks away on Madison Avenue, and in the offices of the professional sports leagues — people have never heard of Swindoll.

It is almost exactly the same with James Dobson. Recently, Dave Dravecky, a friend, was a featured guest on Dobson’s radio program. Dravecky was amazed at the volume of response he received from Christians. However, out there in the



Bob Briner is president of ProServe Television and author of *Roaring Lambs*.

world at large, the program had no discernible impact. But when Dravecky was on the ABC television program *20/20* with Barbara Walters, the rest of the world took notice.

It is irresponsible and unscriptural for us to expect Swindoll, Dobson, and other religious broadcasters to do our jobs. The command to be salt is a universal one to all Christian men and women. We can’t hire anyone to do this job for us.

If the lambs will ever roar — if the Christian faith is ever to gain acceptance in our culture — the first way to start is to admit there’s a problem. Second, we must be convinced that with God’s help we can make a difference. On the one hand, we have this inflated opinion of how we’re changing the world, and in almost the same breath, we say, “Well, God never promised we would ‘Christianize’ the world.” Of course He didn’t, but that doesn’t excuse us from letting our salt serve as a preserving agent in culture.

Third, we must be deliberate. Every church and every Christian organization should develop its own strategy for positively engaging culture in its neighborhood, community, and state. This game is not being played exclusively on Christian stations. The game is on your local mainstream radio and television stations.

Who speaks for Christians today? The answer is simple: you do through local weekly newspapers, a local radio station, or a group of experts.

If no one in your community is speaking for Christians in the public arena, your community will grow increasingly secular and even anti-Christian. Maybe it’s time for you to start roaring. <sup>15</sup>

# 4

## Reasons Why You Should Join National Religious Broadcasters

### 1 Convention and Publication Discounts

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- 24% Convention Registration, Associate Members
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### 2



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7839 Ashton Avenue, Manassas, VA 22110  
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# Changing China

While the executive director of Foreign Missions for the Assemblies of God was at Tiananmen Square in Beijing last year, he asked a passerby through an interpreter if he had ever heard of Jesus Christ. Quickly, the man answered, "Oh, yes, I have heard about Jesus through the broadcasts on the radio." This brief encounter capsulized for me the incredible change occurring in China and the opportunities awaiting us if we are ready to seize the moment.

The 1990s will be remembered as the decade of dramatic change in China. There is unparalleled economic growth and prices are skyrocketing. Over 100 million peasants are moving from the countryside to the city for work. Entrepreneurs are capitalizing on this new openness and foreign investors abound. Yet masses of people still live in poverty. Corruption is rampant, and socially and morally, society is in crisis.

Even with economic growth, the government continues to restrict individual liberty. A government policy requiring all places of worship to register is being implemented more strictly. Unregistered churches face fines and in some cases, arrests of leaders. With all of these forces at work, a picture of China today would be more a mosaic of images rather than a clear landscape.

The communication revolution is coming to China. There are now eight Asian-owned satellites serving the region. Some channels are wholly dedicated to Chinese language programming. Even though owning a satellite dish in China is restricted, tens of thousands are in use. Television ownership is growing at 10 percent per year. It's only a matter of time before programs from satellite reach more Chinese.

Radio is also offering more diversity. Talk radio has come to China's cities. One of the most popular programs is a call-in talk show dealing with questions about sex. Meanwhile, a Christian organization, Overseas Radio and Television, is teaching English by radio in major markets across China. From other

countries, the amount of secular and Christian radio programming targeting China is enormous.

Since 1949, a major influence Christian missions have had on mainland China was through Gospel radio. When missionaries had to leave the country, 1 to 2 million Christians were estimated to be in China. Today, many mission researchers and China watchers believe the church numbers 60 to 70 million.

Radio has had a major impact in sowing the Word across this vast land. In addition to evangelism, radio is a powerful tool in training believers. The rapid rise in the number of believers leaves the church with many sheep but few shepherds. Far East Broadcasting Corporation (FEBC), the largest evangelical missions broadcast to China, receives thousands of letters each year from listeners.

What does all this change mean to Christian broadcasters and communications people? It does not take a prophet or seer to see the future related to China and communication. In a market driven by economy, more and more restrictions will come down. As broadcasters scramble to get a foothold in the Asian market, the media will increasingly impact China. There is no turning back.

These changes will bring new opportunities for Gospel broadcasting. Recently in cooperation with FEBC, the Assemblies of God was able to purchase time on a Russian AM transmitter to broadcast to eastern China. This was impossible in 1989, but available today. Can broadcast time on satellite be far behind? We must be ready.

With opportunities will come challenges. Will Christian broadcasters continue to improve their program quality to attract an audience in China who have more choices? There is a need for creativity with the "touch of the Holy Spirit" to attract listeners today. Will missionary broadcasters have the funding to take advantage of new opportunities? Will there be a greater coordination of strategy and programming content



*Bill Snider is media director for Asia Project 2000, the media arm for the Assemblies of God-USA in Asia. The project produces radio programming for broadcast to China.*

between ministries?

The Gospel confusion heard in the United States must not be exported to virgin lands. Can missionary and Western broadcasters forge a strategic alliance to work together effectively for the good of the church in China?

Let's recognize the primary work of evangelism for China will be done by Chinese. Language and culture are essential to effective communication. The church in China has great needs.

The biblical idea of one part of the body providing for the needs of the other would say to us that the church in the free world should step up support for the church in China. This support could come through an increased prayer focus by the church outside of China, a greater dissemination of information to believers about China, and even support for Gospel broadcasts, the printing of literature, and production of Christian videos.

Just as important is support for Gospel workers called to this field of ministry. It's time for informal networks to flourish between those working with the church in China, interested broadcast organizations from the free world and missionary workers. The task is too big; we need each other. The information super-highway can bring us together. Unified efforts, open communication, and a servant's spirit are the need of the hour. We are all working toward the day when evangelism in China will be more open. The harvest is ripening. Change is in the air. <sup>15</sup>



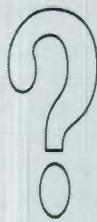
# NATIONAL RELIGIOUS BROADCASTERS

## 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*



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#### **FLEXIBILITY**

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

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#### **NATIONAL HEALTH CARE**

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

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

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**PHONE: (501) 227-8181**

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

**(800) 432-8910**

# Ten Tips for Writing Radio Commercials

**H**ave you heard that famous objection, "I tried radio once and it didn't work?" If you've tried to sell commercial radio in any format, you've probably run into a similar objection. Radio does work, but when clients don't get results, the problem can usually be traced to poor copy. Your job is only half done when you sell the schedule. Now you have to help the client sell his product.

As Christian broadcasters, radio creativity is one place where we have a chance to stand out, no matter what size staff or market. Here are some tips on how to write radio commercials that sell:

**1. Listen.** As with most writing, one of the best ways to learn how to do it is to study other writers' works. In the case of radio, that means listening to lots of radio commercials. Hook up a tape recorder to the radio and record several commercials you find interesting. Can you hear a common denominator? Transcribe four commercials that stand out, then try to identify and emulate the things making them successful.

**2. Select a format.** You need to choose the style of your commercial. The straight pitch offers a direct selling message. It makes a direct call to action using a simple, straightforward approach. While this approach doesn't require as much creativity, it can be effective. Dramatic creation or radio theater is a style using a story to snare the listener's attention. These commercials typically use sound effects, music, and multiple characters.

Selecting the format for your client may depend on the production studio, the number of available voices, and access to music and sound effects.

**3. Write conversationally.** It's important the commercial be visually and conceptually clear to the listener. So write conversationally — the way you would speak. Write the way your audience speaks. Let it flow. Use contractions whenever possible. Radio is no place for a formal business or news writing style.

**4. Stick to one idea.** Too many radio commercials try to sell too much

at once. Your audience has less than a minute to hear your message. Make it easy for them to concentrate by selling them on one key point. Repeat that point at least three times during the commercial. Resist the temptation to communicate too many ideas, even if it comes from the client.

Most good radio commercials seem to center around the client's unique selling point. For example, if your client is a plumber who is open 24-hours-a-day, or the only drive through doughnut stand in the neighborhood, work that into the commercial. One prominent pizza delivery chain has built its entire message around the restaurant's phone number since that's what they want the audience to remember.

By the way, be sure to make your point quickly. The narrower the focus of your commercial, the easier it will be to sell the product.

**6. Be clear and concise.** In your quest for creativity, don't drown out the message. Don't crown your commercial with too much copy. Get to the point and do it quickly. Avoid using too many pronouns or numbers. Also, while you'll want to alternate the length of your sentences for variety, the listener will be more likely to absorb the information if the sentences are short. Five to seven word sentences are best. It also helps to use short words.

You'll be writing an advertisement people will hear, not read. So as you write, check yourself by reading the copy aloud. You can also have someone else read it to you. Be sure to pause for sound effects or music. Make sure your message is understandable.

**7. Include a call to action.** After telling the listener what you want from them, make sure you tell them how and when to act. Ask them to take action now. Make sure you give them something to do. Suggest they come by and visit. Tell them to call or order today.

**8. Clearly identify the product or client.** Have you ever seen or heard one of those commercials that



*Scott Bourne is a certified radio marketing consultant and president of 30:60 Productions in Minneapolis-St. Paul. He is also a consultant for Share Media, a fund raising company in Shakopee, Minn.*

left you wondering what or who it was selling? Don't let that happen to you. Make sure you remember to name the company and how to contact them. This will be more or less important, depending on the client.

If you are writing a commercial for McDonald's, you don't need to say the company's name as often as you do for a brand new business. If the actual client address is important, use it. It will be easier for listeners to remember a location or address if you refer to well-known landmarks.

If you are selling a pizza delivery service, the phone number will be mandatory and an address won't matter. Phone numbers are hard to remember though, so it helps to direct listeners to the radio station or the telephone book.

**9. Be friendly and positive.** Focus groups often indicate people prefer friendly, positive messages to negative ones. Concentrate on your client's strengths, not his competition's weakness.

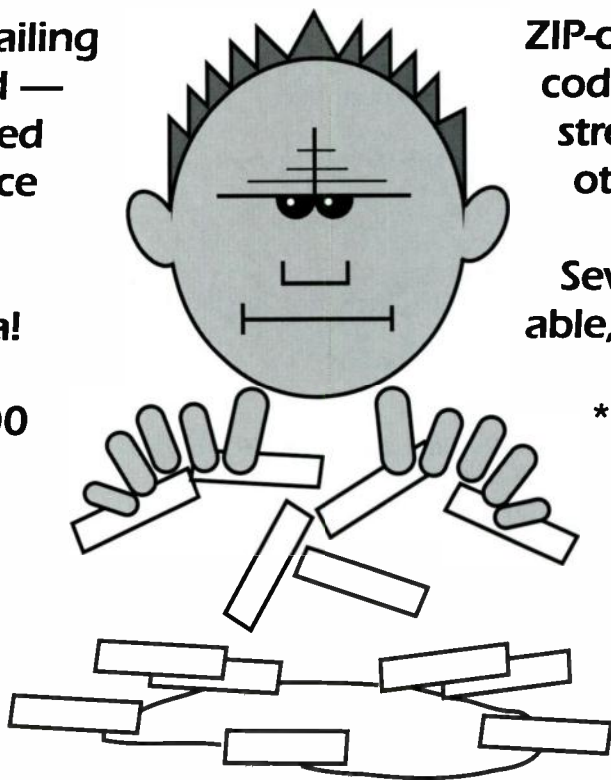
**10. Write for one person.** The listener doesn't care about the global village. The listener is tuned into his own world. Write to that one person. Avoid phrases implying the audience is just one big group. Tell the story as if you were telling it to a friend or loved one.

Commit yourself to filling your client's needs and do your homework. Remember, if you put some time and effort into writing creative copy, your chances of producing results (and repeat orders) increase.<sup>13</sup>

# Get into a sticky situation.

NRB has the mailing labels you need — from your trusted industry resource — the NRB Directory of Religious Media!

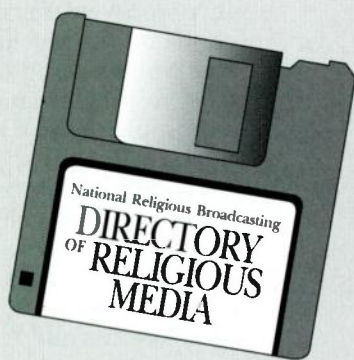
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ZIP-codes, states, area codes, format, signal strength, and many others.

Several lists are available, including:

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- \*Television Stations
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For more information or to place your order, contact:

National Religious Broadcasters  
7839 Ashton Avenue  
Manassas, VA 22110  
Phone: (703) 330-7000  
Fax: (703) 330-7100

(Payment in advance required; minimum order \$75; pressure-sensitive labels \$10 extra; each custom option \$20; express delivery available.)

# New NRB Members

(National Religious Broadcasters added  
32 new members since May.)

## Full Members

Nevin Larson  
Buffalo, N.Y.

Daniel Bergstrom  
Bethel Memorial Baptist Church  
Easton, Pa.

Peter Deyneka Jr.  
Peter Deyneka Russian Ministries  
Wheaton, Ill.

Martin Granger  
Faith in the Family - USA  
Springfield, Va.

Joseph Blair  
Fifth Avenue Church of God  
South Charleston, W.Va.

Randy Brodhagen  
Glory To God Ministries  
Palm Springs, Calif.

Philip Wannemacher  
*It's a Great Life/Central Assem. of God*  
Springfield, Mo.

Perry Atkinson  
KDOV-AM/Good News Radio  
Phoenix, Ore.

Jim McBride  
KGLE-AM/Friends of Christian Radio  
Glendive, Mont.

Bryant Ellis  
KHJM-FM/Taft Broadcasting, Inc.  
Muskogee, Okla.

Robert Blakes  
KKNO-AM  
Kenner, La.

Robert Ingram  
Ligonier Ministries, Inc.  
Lake Mary, Fla.

Rodney Marshall  
Living Faith Fellowship Educational  
Ministry  
Pullman, Wash.

Patricia Pagnanelli  
Living Savior Ministry, Inc.  
Grove City, Ohio

Robert Freeman  
Save the Seed Ministry, Inc.  
Indian Head, Md.

Dino Pedrone  
The Open Door Church  
Chambersburg, Pa.

Cecilia Frank  
Ventanas ala Oracion  
San Juan, Puerto Rico

Noe Chaparro  
WAYL-FM  
St. Augustine, Fla.

Nelson Soggs  
WVVC-FM/Bethany Christian Broad-  
casting  
New Hartford, N.Y.

## Individual Associate Members

Jeffrey Boyd  
New Haven, Conn.

Marc Bulmer  
Ashfield, Australia

Richard Grimes  
Albia, Iowa

Austin Miles  
Oakley, Calif.

Bill Nienhuis  
Oak Harbor, Wash.

Bertha Nieto  
El Paso, Texas

Michael Sokoll Sr.  
Gladstone, Mich.

Cynthia Veenstra  
Kalamazoo, Mich.

## Group Associate Members

Oren Paris  
Ecclesia, Inc. (Intern'l Missions Net.)  
Elm Spring, Ark.

Andres Vosu  
Estonian Christian Television Asso.  
Tallinn, Estonia

Janice Nikkel  
Life Story  
Abbotsford, British Columbia

Lois Masten  
Masten Media  
Glendale, Calif.

Attje DeVries  
Our Master's Video  
Fullerton, Calif.

David Jones  
Scripture Union  
Wayne, Pa.

## PRACTICAL PROGRAMMING

*continued from page 42*

ing programs, showing up as the number one "least favorite" of our listeners, with a corresponding weakness in the "most favorite" category. Eventually, we moved the program out of its high profile time period to a more benign hour of the day. Subsequent listener response confirmed our decision.

As for music, we discovered while listeners generally approved of where we draw the line on contemporary music, they wanted more of it. So without increasing the upper threshold of our music, we began systematically culling some of the older, more inspirational cuts. In their place, we programmed newer, up tempo inspirational cuts, and some highly recognizable traditional music with a more contemporary sound. And, we began systematically adding some of the new Christian country music.

With an interesting mix of music, it is easy to maintain good continuity. We program to a wide audience intentionally, typically targeting those 30 to 60. But being listener supported, we don't want to alienate anyone. So we utilize a variety of programs on the weekend appealing to both younger and older listeners.

Our programming represents the philosophy, "Give them a reason to listen." Without sacrificing continuity, scriptural integrity, or good programming, our goal is to accurately represent a diverse audience.

As you contemplate a survey, remember any effort to implement changes in your format should be based upon criteria representative of your listeners. Although good radio "sense" should prevail, the people in charge of designing the changes should avoid the temptation to program to themselves.

People are diverse. And it's worth the effort to survey those people to find out what they like and don't like. We have found it to be an extremely valuable tool in optimizing our programming. <sup>18</sup>



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**W**hen The Word In Music introduced its trendsetting station localization almost two years ago, we knew it would only be a matter of time before others would begin to emulate our success. We're glad to see this happen because it's raising the standard of excellence in the industry and helping broadcasters reach more people! In fact, our contemporary sound, adult presentation and commitment to providing the best and most local sound is what keeps us on the cutting-edge of the industry. So why wait two more years to find out how local a satellite network can sound when The Word In Music can show you today.

Call Jeff Behan at (719) 592-0432.

...and we're  
raising the  
standard!

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

## Music's Lyrical Philosophy

Christian radio has a unique challenge unlike that of any other broadcast genre — the challenge of moving and inspiring the listener. And as a record label, it is part of our duty, and of course, mission statement, to provide songs which will communicate God's message to those listeners.

Benson's slogan for 1992 was "Artists, Music, Message." While this may be a catchy slogan to sell recordings, it also reflects Benson's mission to change lives. With the message as such an integral part of our mission as a Christian record label, and your mission as broadcasters, we then must assure lyrical integrity with the music we provide.

Since his introduction to the Christian music industry in 1969, Dallas Holm has recorded 28 albums, 22 on the Benson label. He has been nominated for Grammy awards, received seven Dove Awards, and earned a gold album. His songwriting credits include "Rise Again," a standard in Christian music.

With all this experience behind him, Holm still remains true to his message, as both a recording artist and a songwriter. "In a world full of distractions and ever-increasing amounts of misinformation, where time itself seems to be accelerating, the clarity and integrity of Christian lyrics become paramount," he said.

"I don't believe every Christian song has to say 'Jesus'; nor do I believe it has to be a 'gospel' song. But I do believe that somewhere in the body of an artist's writings the message of Christ's passion and redemptive work must be addressed. It has become fashionable to articulate real life issues from a Christian perspective, and this is both good and necessary," Holm continued. "However, there is only one message that can alter a soul's eternal destiny — that is the message of the cross."

Larnelle Harris, who celebrated his 25th anniversary in Christian music this year, notes a similar feeling toward the music he records and the message he relates in the music.

"I am moved, encouraged, and given hope by what is said in a lyric, so I am drawn to songs that are written with great care and woven into a musical setting that helps to make the point," Harris related. "But most importantly, I look for words that are true. I look for songs that have a freshness in their approach, but for me, it always comes down to lyrics expressing the truth of the Gospel."

As part of the Christian ministry, this theme of lyrical integrity is a thread that cannot be broken. Whether the artist has two or 25 years of experience in Christian music, the message must always be the same.

New artist Pam Thum, who just released her sophomore project for Benson, agreed. Her first single, "Will You Come to Jesus," is a ballad literally and blatantly asking the listener to accept Jesus.

"As a Christian songwriter, whatever I convey in a lyric, even if the lyric talks about sadness or hurts, must eventually lead to an answer for those hurts — it must lead to hope," Thum said. "Christian music *must* be true to what God teaches us. I want my songs to bring hope, healing, and redemption to people, and so I must stay true to the lyric and to its biblical concept."

While time is not a factor in creating songs with integrity of lyric, neither is genre. With the explosion of such musical types as rock, rap, and metal into the Christian arena, one might wonder about the lyrical content of such formats — formats once considered to be "outlandish."

Just ask Michael Sweet, who faced crowds of "Christian" protesters as lead singer of the Christian metal band Stryper. When the group debuted in the 1980s, many believed that rock was not a viable format for a Christian message. The protests were devastating to a young group who had dedicated their lives to reaching teens with God's message.

A prime example of Benson's commitment to the integrity of its artists and their message is Stryper. The band was distributed by Benson

*Ken Pennell is vice president of A & R for Benson Music Group in Nashville, Tenn. He was assisted in the preparation of this article by Melissa Hambrick, a publicist for Benson.*

to the Christian bookstore market, while Enigma Records pushed the group to the general market.

Driven by temptations the "secular" world offered as pop stars, and by the protests from their own Christian brothers, in 1990 Stryper released *Against the Law* — an album Sweet said was the beginning of the end for the band.

"Stryper's focus was right on," Sweet recalled. "We really wanted to reach a whole generation of people that everyone else in Christianity couldn't kick-start to save their lives. We saw the need, heard God's call, and were utterly amazed at the ride He took us on."

But, he continued, "We became rebellious. We took our eyes and hearts off the message." Because Benson was uncomfortable with the lack of "Christian content" on *Against the Law*, the label dropped distribution of the group.

The base of music genres popular in today's Christian industry has expanded, and Sweet has re-entered the realm of Christian music with a new self-title solo recording, a renewed message and heart for God.

Benson artist Billy Sprague summed it up: "The unique thing about gospel is that we don't have the 'little t' truth — the truth to which you just say, 'gee, I can relate to that' — we have the 'big T' truth. The Truth that is God's message, the Truth that touches all of us. As long as we keep the 'big T' in there, we're doing okay." <sup>2</sup>

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# Dollar Demand, Political Changes Affect Missionary Opportunities

The continuing strength of the U.S. dollar abroad, coupled with changes on the political horizon, are giving missionary broadcasters purchasing power in many European and "third world" economies.

A few bright mission leaders are boldly using this "dollar" leverage to reach more people for Christ — and even to directly help in planting churches. Such strategic use of media is almost impossible in the United States. On the mission field, it is seen as a miraculous answer to prayer.

The secrets in using this strategy lay in buying terrestrial rather than satellite time. And in using media saturation campaigns that are closely tied to indigenous missionaries.

Programming is locally produced with on-air native talent and tied into local church and missionary follow-up programs. The programs are often produced before live audiences with local celebrity hosts. Spot announcements during programs direct viewers to the sponsoring churches.

The most effective television broadcasts are "channel blocked" in prime time using simulcasting over several stations or networks in a country. Wherever the viewer turns on the dial, the special is on the air.

Massive time buys like this in many places overseas would be unthinkable in American domestic markets, as long as you pay cash upfront in U.S. dollars. And of course, these buys are available in markets where the costs per thousand are already many times less than in the states.

For example, during Holy Week in the Philippines last year, CBN International (Christian Broadcasting Network) "roadblocked" not only metro Manila, but all the national networks for three solid hours. Manila alone delivers about 10 million viewers. It is safe to assume CBN reached 30 to 50 million Filipinos.

Not since the mission field version of the Campus Crusade "I Found It!" campaigns in the late 1970s and early 1980s have mission organiza-

tions been able to reach so many people for so few dollars. But, to be effective, the sponsors must be willing to break away from traditional preaching and liturgical programs. It is a real creative and financial challenge to produce indigenous television specials.

Although CBN is making the most effective use of such broadcasting strategies, indigenous mission groups like Gospel for Asia (GFA) are also discovering the power of local broadcasting. Both CBN and GFA have been making record-breaking time buys and linking their broadcasting to mass evangelism and church planting.

CBN's breakthrough successes with media saturation began with "Project Light" in Argentina. The network roadblocked the whole country for three consecutive nights, buying one hour of prime time.

Independent studies showed 50 percent of the population watched the programs and about 3.2 million accepted Christ because of the shows. Almost the same things happened in El Salvador, Guatemala, and Nicaragua where CBN channel-blocked and had a viewing audience of 16 million.

In almost all cases, the network used locally produced programs targeting a different audience each night — children, teenagers, and adults. Pastors of participating churches coordinated door-to-door canvassing with literature about the broadcasts.

Using U.S. dollars, CBN has also purchased time for Moscow-produced Christmas specials on Channel One (an audience of 10 million viewers per night), the leading Russian-language station reaching the entire former Soviet Union. According to Don Olson at CBN International, similar media saturation "blitz broadcasting" is being planned for Albania, Romania, Zaire, and India.

In India, GFA is also pushing the traditional radio broadcasting envelope to new limits. The organization produces native programming closely



*William Bray, an international missionary leader for 28 years, has served on assignment in 31 countries. He is founder and president of CIS Missions.*

tied with the efforts of full-time missionary church planters.

In spite of India's limitations on broadcasting freedoms, an audience of about 800 million people is now being reached by broadcast host K.P. Yohannan. His local mission raises money in America out of his Dallas offices for time buys in south Asia.

Last year, GFA increased its daily broadcasting ministry from two languages to nine, at a cost of only a half a million dollars a year.

Yohannan is using a strategy tying broadcasting directly to church planting, literature sales, film evangelism, and native missionary training. His goal is to raise up 100,000 missionaries in India and radio is both an evangelistic and recruiting tool in the effort.

GFA radio broadcasts are tied in with the village-to-village evangelistic efforts of GFA's missionary staff. Over 8000 full-time workers are now planting churches in India. New Bible schools and churches are starting so fast from the broadcasts that Yohannan is actually forming a new denomination out of his Kerala broadcasting studios in south India.

Soon, GFA hopes to be able to buy air-time locally when India privatizes its vast network of stations.

CBN and GFA are pioneering new approaches to broadcasting and missions — which work in troubled times and places long resistant to traditional religious broadcasting. Most of all, local broadcasting is integrated into the church planting process on historically tough mission fields. <sup>1b</sup>



**HELP WANTED**

**POSITION AVAILABLE** at Christian television station for an audio/crew person. Must be knowledgeable and skilled in placement of microphones for speech, music, and instrumental usage. Able to mix audio from variety of sources for live and pre-recorded programs. Basic knowledge of multi-track recording. Skilled in camera operation, floor directing, and other production crew duties. No calls please. Send resume to: Personnel Department, WCFC-TV 38, 38 South Peoria, Chicago, IL 60607. Equal Opportunity Employer.

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# Career Development Checklist

For nearly 20 years, I've been involved in religious broadcasting in a number of different positions — student, professor, academic researcher, program host, public relations, and government regulation. Although this column is designed to help the young and future leaders of religious broadcasting (students 18 - 22), I imagine people from each of those categories will read this article.

The need for education and professional development lasts a lifetime. We are all challenged by the task of continued career enhancement. Thus, the following checklist should be of benefit to all who are interested in the training and development of the professional religious broadcaster.

Use this reader interactive checklist to determine if your school is on the right track, your training was sound, your future employee has the proper background, or if you need to cultivate an area or two in your professional maturation.

Given the opportunity, if I could produce the ideal religious broadcaster, he/she would manifest the following characteristics: [Check all that apply for scoring purposes.]

\_\_\_Theologically trained with *spiritual sensitivity* toward the stewardship of gifts related to broadcasting.

\_\_\_The fundamental broadcast *production skills* and possession of a creative twist to put a punch into routine productions.

\_\_\_Be *socially, culturally, and politically literate* by understanding the culture in which one lives and the issues driving it forward, in order to be relevant and responsive to the audience needs.

\_\_\_A *business sense*, including insight into public relations, marketing, and selling.

\_\_\_*Technologically aware* and not afraid of new developments. Technological literacy will allow for an understanding of how the hardware and software affect not only engineering, but production, programming, sales, and every aspect of an operation.

\_\_\_*Computer literate*. Not only

word processing computer needs, but production increasingly is computer generated and manipulated. Also, external station interpersonal computer networking skills are vital to the successful broadcaster.

\_\_\_A *world citizen*. Know about world events and how those happenings link to a local audience.

\_\_\_A *good broad-based education*. This allows one to study literature, economics, psychology, etc., permitting a greater personal understanding of the human condition and allowing for important audience identification.

\_\_\_An *experience-based education*. One built on theory, but finding its application in real life. Look for practical production courses as well as internship-based experiences.

\_\_\_An *in-the-blood desire* to be a part of the media. This attitude will give stamina to stay the course in both good and bad times, both personally and professionally.

\_\_\_An *ability to dream* about the future with a vision for the new rooted in the reality of the past. Vision is much needed in religious broadcasting.

\_\_\_A *good communicator*. The ideal professional must be better than average in oral skills, written competence, interpersonal abilities, and computer proficiency.

\_\_\_An *avid reader* of books, magazines, newspapers, and anything to keep him/her up to speed with the audience and their interests and tastes.

\_\_\_A *knowledge of history*. Not only to set the contemporary world into a personally understandable context, but to allow the broadcaster to provide the listener with a broad understanding of current events in an historical context.

\_\_\_*Networking*. One should not be isolated from other professional broadcasters. The best broadcasters will be willing to learn from and share ideas with others in the field by attending conferences, reading trade publications, etc.

\_\_\_A familiarity with the *politi-*



Tim Detwiler is professor of communication arts at Cornerstone College (formerly Grand Rapids Bible College) and host of Up With Music, the morning program on WCSG-FM/Grand Rapids, Mich.

*cal system* in which the station operates. A knowledge of the rules and regulations is vital as is the ability to affect political changes when necessary.

\_\_\_An attitude of *professionalism*. Professionalism is defined by a never-ending quest for quality in production, the development of each of these checklist items, a sense of how to carry oneself in a multitude of situations, and a feeling one has never arrived.

Scoring: 15-17 — close to the ideal broadcaster; 12-14 — pretty good; 10-11 — okay, but some work can be done; and 8-9 — you've started, but keep working.

Again, use this checklist to evaluate yourself, your institution, or your employees in order to develop better broadcasters. This instrument will help students select a good educational institution for training, challenge the current student to be better, renew the vision of the educator, provide a device to judge employees, and challenge all of us to stay on the cutting edge. Our industry and audience demand the highest of professionalism and we must require it of those we train, hire, and determine how we each do our job.<sup>15</sup>

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*Rev. George Nelson, Jr,*

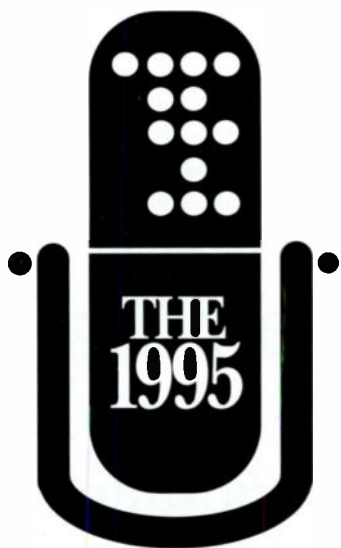
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## NRB ANNUAL AWARDS

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

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

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

As in previous years, *Religious Broadcasting* magazine readers were invited to offer nominations and vote on who should be honored in selected NRB Annual Awards categories. The procedure for voting is given below:

1. The 1995 NRB Annual Awards Official Ballot appears here in the December 1994 edition of *Religious Broadcasting* magazine. The finalists for each category are listed on the ballot.

2. Voting ends December 30, 1994. Votes will only be tabulated from the actual ballot contained here in the December 1994 issue of *Religious Broadcasting*. Ballots must be mailed, not faxed, to the NRB headquarters office by December 30. Any reader of *Religious Broadcasting* is eligible to vote.

3. Only one vote is allowed per category and a vote must be submitted for each category. Ballots not meeting this criteria

will not be counted. For an explanation of each category, please see the September 1994 issue of *Religious Broadcasting*.

4. When all selections have been made, the ballot should be removed from the magazine and mailed in a #10 business envelope to:

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

Please remember: Ballots sent by fax will not be counted.



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

The following are recipients of the 1995 NRB Milestone Award (presented to an individual or organization for 50 years of continual service in religious broadcasting):

*French Radio Hour* (Louisiana Baptist Convention)  
J. Richard Lee (*Christian Brotherhood Hour*)  
Alex Leonovich (Slavic Missionary Service)  
Abe Van Der Puy (HCJB World Radio Missionary Fellowship)



# NRB Past Award Recipients

## *Active Voting Categories*

### **William Ward Ayer Distinguished Service Award**

- 1972 Stanley Whitcanack
- 1973 Thomas Zimmerman
- 1974 Eugene Bertermann  
Dean Burch  
Pamela Illott
- 1977 Richard Wiley  
Sol Taishoff
- 1979 C.M. Ward
- 1980 Wendell Loveless
- 1981 J. Vernon McGee
- 1982 W. Dale Oldham
- 1983 Theodore Epp
- 1984 Herman Braunlin  
Mary Dorr  
Carl Smith
- 1985 Mark Fowler  
Neal Doty & Sherman  
Williams  
Clay Evans  
Orva Koenigsburg
- 1986 Patrick Buchanan  
Paul Bearfield  
Samuel Green Jr.
- 1987 Steve Allen  
Joseph Barbera  
Ted Engstrom  
Paul Freed  
John Jess  
Ralph Montanus Sr.  
Stephen Olford  
Luis Palau

- 1988 Robert Cook  
George Sweeting
- 1989 Oswald C.J. Hoffmann
- 1990 E. Brandt Gustavson  
Thomas Zimmerman  
Robert Cook
- 1991 Ralph Carmichael
- 1992 John Olson
- 1993 Cal Thomas
- 1994 Jerry Rose

### **Radio Program Producer of the Year**

- 1988 Focus on the Family  
International Media Services
- 1989 Hope for the Heart
- 1990 Money Matters
- 1991 Family News in Focus
- 1992 Northwestern Productions
- 1993 USA Radio Network
- 1994 Insight For Living

### **Television Program Producer of the Year**

- 1988 There's Hope
- 1989 Love Worth Finding
- 1990 Billy Graham Evangelistic  
Association
- 1991 CBN/The Family Channel
- 1992 The John Ankerberg Show
- 1993 In Touch Ministries
- 1994 Focus on the Family  
(*McGee & Me*)

### **Board of Directors' Award**

- 1988 Richard Wiley
- 1989 Sen. Bill Armstrong
- 1991 Paul Harvey
- 1992 Dave Dravecky
- 1993 Chuck Colson
- 1994 Jay Sekulow

### **Chairman's Award**

- 1988 Charles Colson
- 1989 Billy Graham
- 1991 Maranatha! Music
- 1992 Gary Bauer
- 1993 Robert Ball
- 1994 James Quello

### **Talk Show of the Year**

- 1993 Concerned Women for  
America (*Beverly LaHaye  
Live*)
- 1994 *Dawson McAllister Live*

# RECORDING REVIEWS

BY DARLENE PETERSON

In last year's December issue, I reviewed 12 recordings, fitting in with the theme "The Twelve Days of Christmas." I'd like to attempt the same thing this year because it's a fun way to cover the diverse assortment of new releases now available — from Gregorian chant to rap!

**1 great source for Gregorian chant** — Studio SM/Atlantic. Before contemporary Christian music, before worship choruses, and before traditional hymns, there was . . . Gregorian chant. In the September issue, I wrote about Studio SM, a company setting out to capture authentic Gregorian chant in all its forms throughout France. Close your eyes and turn up the volume to feel as though you're in a cathedral or monastery. The trio of recordings I've reviewed include *An Overview of Gregorian Chant*, *A Monk's Day in Chants*, and *Advent and Christmas*. Beautifully recorded and inspiring.

**2 sides to Steve Taylor** — *Now the Truth Can Be Told* (Sparrow). This video features Steve Taylor's music videos and short film projects from his student filmmaker days. Taylor's video showcases his quirky and sometimes even funny short film projects. Some may find these (and his music videos) too unpolished or bizarre for their tastes, but I enjoyed these unbridled, exuberant shots of creativity and expression. Some moments of brilliance do shine through!

**3 female vocalists** — *Sierra*, Sierra, producer: Cliff Downs, executive producer: Jackie Patillo, Star Song. This new trio (Deborah Schnelle, Jennifer Hendrix, Wendi Foy Green) pumps out tight vocal harmonies to a driving pop sound. There's nothing like several voices in harmony to add punch to upbeat songs and tenderness to ballads. Their self-titled debut includes songs on Christian living, relationships, and turning to the Lord for help. The overall message is one of hope and encouragement and the lyrics are often very personal: one song deals with a trio member's struggle with anorexia. Polished and professional in their performance, yet human and vulnerable in their lyrics, this group shows much promise.

**4 songs each by three popular female vocalists** — *Along the Road*, Susan Ashton, Margaret Becker, and Christine Dente, producer: Wayne Kirkpatrick, executive producer: Peter York, Sparrow. Each of these female soloists has established a solid reputation and sings with a distinctive and haunting style. They take turns singing sensitive, poetic lyrics focusing primarily on the nuances of the day-to-day struggles and triumphs of the Christian life. The pop backdrop sensitively augments each song, providing power or subtlety as needed and just the right acoustic touches to convey the more tender moments.

**5 = four children plus one rabbit** — *The Parables of Peter Rabbit: Friends*, producer and director: Ricky Blair, executive producer: Dale Mathews, Brentwood. Episode 1 in this new series features the rabbit Beatrix Potter made famous plus four adventurous children. Flopsy, Mopsy, and Cottontail now have their own homes so Peter is delighted when four children accidentally "drop in" to his burrow. Through songs and a story based on the parable of the Good Samaritan, Peter teaches the children what it means to be a real friend. The video features a people-

sized Peter, some delightful vegetable puppets (if you've ever wondered what sort of personality a cabbage has, you'll find out here), imaginative sets and backdrops, and upbeat, singable songs.

**6 musicians plus Lenny** — *All My Dreams*, Lenny LeBlanc, producers: Mac Macannally and Lenny LeBlanc, executive producers: Michael Coleman and Don Moen, Integrity. Actually, six is the average number of musicians per song (it varies), but they play a pleasing acoustic country/pop backdrop for Lenny LeBlanc's skillful renderings of songs he has written or co-written. Topics include love (God's, married, and other relationships), Jesus (His life and redemption for us), refraining from judging one another, and a great portrait of God the Father, "Father Knows Best."

**7 country instruments plus country rhythm section** — *Blue Ridge Country Christmas*, producer: Jack Jezzro, Crystal Sea Recordings. This recording puts a "down home" spin on a pleasing selection of your favorite Christmas carols. Fiddle, steel and acoustic guitar, piano, and harmonica take turns with the melodies to the accompaniment of a country-style rhythm section.

**8 soulful singers sing ten soulful songs for love and marriage** — *Lost Without You*, Sparrow. Put the kids to bed, put a log on the fire, make some tea or cocoa, sit on the sofa with your spouse, and listen to this one. BeBe and CeCe Winans, Margaret Bell, Vickie Winans, Leon Patillo, Richard Smallwood, Al Green, Norman Hutchins, and Kirk Franklin treat you to a beautiful array of songs celebrating additions to any wedding ceremony. Richard Smallwood's rendition of "The Lord's Prayer" was a personal favorite.

**9 "lap" songs for little ones** — *Wiggly Giggly or Bubbling Joy*, Pattycake Praise, producer: Mark Gasbarro, executive producers: Michael Coleman and Don Moen, Integrity. Called lap songs because they're meant to be sung with your little one in your lap, these tapes help you teach your child some simple and fun praise songs. Whimsical instrumentation and sound effects help hold a tot's attention. Clear, happy vocals make the songs upbeat and easy to learn. A good gift for a new Mom!

**10 songs emphasizing God's love** — *Simple Love*, Brian Goodell, producer: David Lyndon Huff, executive producer: Robert Beeson, Essential/Brentwood. In this debut recording, Brian Goodell delivers pointed, straightforward lyrics and a powerful pop sound flavored with blues, jazz, and soul. Pointing back to the recording's title and title track, the songs thoroughly explore God's love and redemption through Jesus Christ, plus other themes related to the struggles of life in this world.

**11 rap artists** — *Microphone Theology*, Metro One/Indie Empire. An impressive lineup of "lyrical assassins" has been gathered here to expound on all aspects of the Gospel message and present powerful personal testimonies. I loved the variety of styles by this potpourri of talent — D.J. Rubadub, Joyful Noiz, Evangelist M.C., SFC, and Strength of Three, to name a few. Geno V's "Este Vato" was a favorite.

Continued on page 61

# The Relationship Between Faith and Social Action

It's so important to see the connection between our beliefs and our daily life. Our faith in Jesus will always have repercussions on the way we live our lives. Our faith in Jesus is not merely an abstract principle. Keeping it at that level can lead to a state of mind which tends to emphasize personal salvation rather than creative, outgoing Christian love and witness.

For this reason, it might be of interest to look at four major Christian doctrines to see how they resonate with our life.

**1. Consider the doctrine of the Trinity.** When parents love one another and their children, they make all kinds of sacrifices, imbuing the children with sound Christian principles and in doing so they are actually extending the mission of the Holy Trinity in human history. The most ordinary attempt to communicate divine love and truth whether in prayer, word, or deed is a participation in the mission of the Divine Son, sent by the Father, to communicate His Spirit to the world.

Our Christian faith pervades our whole way of life and ever increasingly transforms it. In such a true Christian home, husband and wife find their proper vocation by witnessing to one another and to their children their faith in Jesus Christ and their love for His teaching.

**2. In the doctrine of the Incarnation, "The Word became flesh and dwelt among us [John 1:4].** We learn to carry the light of Christ within us, and we manifest that light in all our choices, in our joys and aspirations, in the words we use, and in the way we show our love to others. Faith leads to love and love impels us to service. This is precisely the way social action finds its place in the life of one who listens to the words of Jesus, "What you do to the least of My brethren, you do for Me" [Matthew 25:40]. Social action is an expression of God's love in us.

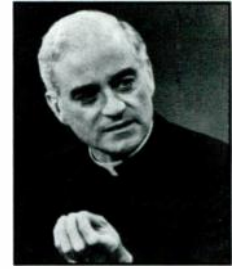
The church by its social doctrine seeks to illuminate the world and influence the way people of good will interact with one another in the social, cultural, and political spheres, reminding them Christ lives in His people. Just as Jesus grew in wisdom, age, and grace, so does the church — the doctrine of the Incarnation teaches us about perfectibility of the human race. Therefore, the church blesses the idea of human progress and encourages our participation in the laborious struggle of overcoming evil with good [Romans 12:21].

**3. The doctrine on grace teaches us that God dwells in us, transforms us, and works through us.** Faith saves and provides a lively charity. Through faith in God's grace, we are rendered capable of transmitting, far and wide, the effects of God's justice, truth, and love. By the power of the Holy Spirit, we can become the shapers of history. Each one of us can become a channel of God's grace *uniting all things in Him* [Ephesians 1:10]. This is an exciting challenge, advancing us in the imitation of Christ.

**4. The doctrine of eschatology is about the relation of all things to our final destiny.** What we do today, good or bad, will have eternal consequences. Jesus denounced those who scandalized the innocent. His teachings urge us to look beyond the present moment setting our sights on the supreme and endless joys of heaven, but He also commands us to have love for one another in the process.

There can be no true love without justice. In view of this teaching, Christians are ready to forego temporal advantages and to endure hardship, not merely to win paradise, but to be vital participants in God's plan of bringing our whole world to its ultimate destiny, as a safe haven for all God's children, including the poor and underprivileged.

Each one of us wants to stand before our Lord and Savior Jesus



Father John Catoir is the host of the nationally syndicated weekly television series, *Christopher Closeup*, and does daily radio spots. Since 1978, he has been director of *The Christophers*, a nonprofit organization based in New York.

Christ at the end of life and hear Him say, "Well done, good and faithful servant" [Matthew 25:21 and 23]. By allowing our faith in Jesus to flower beyond self-interest, we learn to experience the fullness of life.

He told us all these things that our joy may be full. <sup>12</sup>

## RECORDING REVIEWS

*continued from page 61*

**12 new Michael Card songs** — *Poema*, Michael Card, producer: Phil Naish, Sparrow. Michael Card's reputation as a master lyricist is undisputed and this collection is no exception. Having completed a series of recordings that could best be termed "musical Bible commentaries," he now offers a collection of songs on various topics, the title coming from his song "The Poem of Your Life." Because my mother comes from Belfast, Northern Ireland, I found "The Greening of Belfast" especially touching (it speaks of hope for that troubled city), but all songs and acoustic instrumentation offer the high quality and inspiration we've come to expect from Card.

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

# THE BOOK SHELF

BY HARRY CONAY

## Selling God: American Religion in the Marketplace of Culture

by R. Laurence Moore  
Oxford, 1994

Those familiar with *Selling Jesus* by Douglas Webster (Intervarsity, 1992) will probably gravitate toward *Selling God*, but be forewarned: at the onset, Laurence Moore feels a need to inform us that "my own spiritual perspective is . . . a secular one. It seems axiomatic to me that religion as a system of belief is not inherently different from any other system of belief. It is a construction of human intervention and assumes social forms that are both reflective and productive of class, gender, and politics in various historical contexts" [emphasis added]. To some, this may signal objectivity, but to Christians, this should signal a need for discernment.

Unlike most other secularists who feel modernity leads to both the secularization of society and the destruction of religion, Moore contends that "religion, with the various ways it has entered the cultural marketplace, has been more inventive than its detractors imagined. As an independent influence, it won some important victories. And as a commodity, it satisfied many buyers." Therefore, this book is primarily a detailed social history of the influence and manipulation of religion and marketplace, of each upon the other, in what Moore terms "the phenomenon of commodification."

Readers tending to regard the commercialization of religion as a recent blemish resulting from the rise of radio and television (highlighted — along with Christian publishing and the role of National Religious Broadcasters — in the last two chapters) will discover that throughout history noted personalities and the popular media of the day have been utilized to promote themselves and their beliefs. And while many religious institutions have adopted the ways of the marketplace, Moore reminds us that the marketplace has not been immune to the moral influence of religion.

"Those who argue that the 'public square' is naked of religion are surely wrong. Religion is everywhere. What they ought to worry about . . . is that religion in the marketplace of culture has become an ordinary commodity."

Moore's concern is qualitative. That religion is a commodity he accepts; what is problematic to him is whether "commodification" is rendering religion less "philosophically powerful" as a moral belief system and less distinct from other marketplace commodities. He also notes, rather irreverently, that "once churches began to do something other than tending the faithful, once they started beating the bushes in search of new members, once they took on the holy mission of converting the world, they were in the business of selling. Selling breeds entrepreneurs who will do whatever the law allows and will press the limits."

A major defect of this book is that Moore never adequately distinguishes between what he means by "religious" and "secular." This ambiguity allows him to hold up for examination virtually any flamboyant display of zeal or passion and label it as he sees fit.

Worse, from a Christian perspective, is that Moore never distinguishes between true faith in Jesus Christ and all other religions or belief systems. Mind you, Moore is not hostile to Christianity, and the numerous examples of religion provided during his survey/analysis of cultural history are frequently — though not exclusively — nominally Christian. But to him, there is no difference.

That is why the Christian reader must be very careful with Moore's selection and interpretation of data, his terminology, and his conclusions. For example, when Moore states that many readers will surely think of religion as, "in fact, nothing but a shallow appendage of secular life," he is unwittingly quite correct. Worldly, man-made religions should be so regarded. This also holds true for the quotation which began this review. Unfortunately, since Moore does not exclude Christianity in these instances, we cannot agree with him.

Consider Moore's observations that "those who cry 'hucksterism' with respect to someone else's religion are usually no less engaged in selling. They only imagine their selling is more professional, more tasteful." Of course, if "someone else's religion" is not the glorification of True God, a qualitative consideration interjects itself which Moore never confronts, but which the Christian reader must.

If the uniqueness of the God of the Bible is not recognized, He is denied. If He is denied, then all religions are equally valid (Moore's view) or equally false (our view) and, in that sense, they already are merely ordinary, worldly commodities. But since there is a God, Christianity (which we do not regard merely as a religion but the very fulfillment of religion) can never be ordinary because the object of our worship is not ordinary.

Moore concludes by advising us to "go slowly before assuming that one kind of secularity, the one pronounced in our own times, somehow has a special ability to corrupt or undermine *what we call religion*" [emphasis added], and he observes that, despite all he has hitherto said, so-called "normal" religion is alive and well in American life."

Unfortunately, what Moore regards as "normal" religion is essentially a liberal, self-satisfying, man-centered, non-evangelical, institutionalized religion that cannot please God and cannot save lost mankind. Furthermore, when Moore adds "wellness does not carry with it transformative power," he seems to suggest the proper role of religion is the restoration, care, and maintenance of ailing planet earth.

Thus, his final sentence — after decrying a lack of appropriate innovation and dynamism on the part of religion — is one of despair: "So we are left with nothing new under an unforgiving sun whose burning rays carry cancer and God knows what else through an ozone-depleted atmosphere." His flippant reference to God duly noted, is it any wonder he sees *an unforgiving sun* rather than *a forgiving Son*?

Because of Moore's secular viewpoint, we should not expect to gain deep theological insights from this tome. However, *Selling God* forces us (as believers) to see our

*Continued on page 66*



# Religion Versus Sports

Comparing figures collected on religion and sports in 1992 finds U.S. money contributed to religion totaled \$57 billion, according to the American Association of Fund-Raising Counsel. That is 14 times the reported \$4 billion spent on America's three biggest sports industries — major league baseball, football, and basketball.

In attendance, religion had 5.6 billion in 1993, based on annual Gallup Poll results. That is about 55 times greater than the 103 million total attendance reported in the same year by the three main professional sports leagues.

Yet religion receives far less attention from the general news media than do sporting events. "Religion gets short shift," says John Seigenthaler, long-time Nashville, Tenn., newspaper executive, now chairman of The Freedom Forum First Amendment Center. "So do the [people] interested in religion. Anything else, whether it's politics, sports, [or] health care, is given primacy over the religion beat."

In a 1992 study, George Gallup Jr. called religion "the new frontier of the social sciences." While he credited the news media with giving it more coverage than in the recent past, he added it wasn't enough, in light of religion's considerable influence — 105 million people attend church or synagogue each week.

Another study, conducted in 1990 by the *Daily Racing Form*, concluded the overall attendance to all U.S. sporting events totaled 388 million, including professional and college football, baseball, basketball, and hockey, as well as boxing, tennis, soccer, wrestling, and harness, automobile, and dog racing. In other words, more people turned out for worship in *one month* — about 433 million — than the 388 million total *all year at all* sporting events.

According to church historian Martin Marty, the news media have not always been blind to religion news. In his foreword to the book *Reporting Religion: Facts & Faith* [Polebridge Press, 1990], he says the 19th century press "covered religion as a matter of course, not in segregated fashion in 'religion pages.' Many papers covered Sunday sermons of the prominent. What the Episcopal bishop did, or the Presbyterian Stated Clerk said, or the Congregationalist theologian thought, had cultural import."

With the complexities of the 20th century, the press became unsure of how to cover conflict within religion. By mid-century, news editors "had to show that religiously pluralist America was producing news that concerned more than the people in the denomination or sect on which a particular story concentrated," Marty says.

Today, "we are at a point where religion coverage is more secure, its writers more experienced, its readership expanding. It may have a long way

to go, but the beginnings are here," he concludes.

Religious broadcasting has an opportunity to step into the gap and thoughtfully lead the way. Indeed for the past couple of decades, Christian stations have broadcast religion stories alongside "straight" newscasts. Networks such as the former International Media Service provided the niche news the audiences of Christian stations wanted to hear. Today networks like StandardNews, USA Radio, SkyLight, Moody, and UPI Radio Network Religion Service, offer specific religion stories. But Christian broadcasters should go beyond that.

In his book *Roaring Lambs* [Zondervan, 1993] — which is now a daily radio program — international television executive Bob Briner tells Christians they must go into the arts, entertainment, sciences, and other fields of our culture and influence them with the Christian faith.

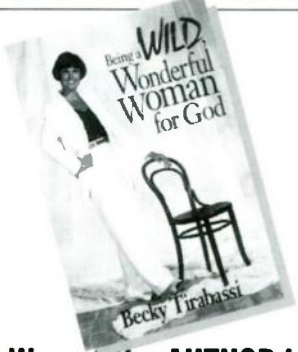
What are you doing to offer your state wire bureau significant religion stories from your area? Do you have an active news department? Is it respected in the community? Do you provide religion

news actualities to your audio newsfeed service?

*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.*

Are you tracking important issues in your coverage area and interviewing authorities about them? Have you strategically planned how your station will impact, not only your audience, but also the news media that service you? Are you cultivating relationships with news directors at other stations in your market?

Look for ways you can influence all the media to be more sensitive in covering religion news. Light a candle; don't curse the darkness.



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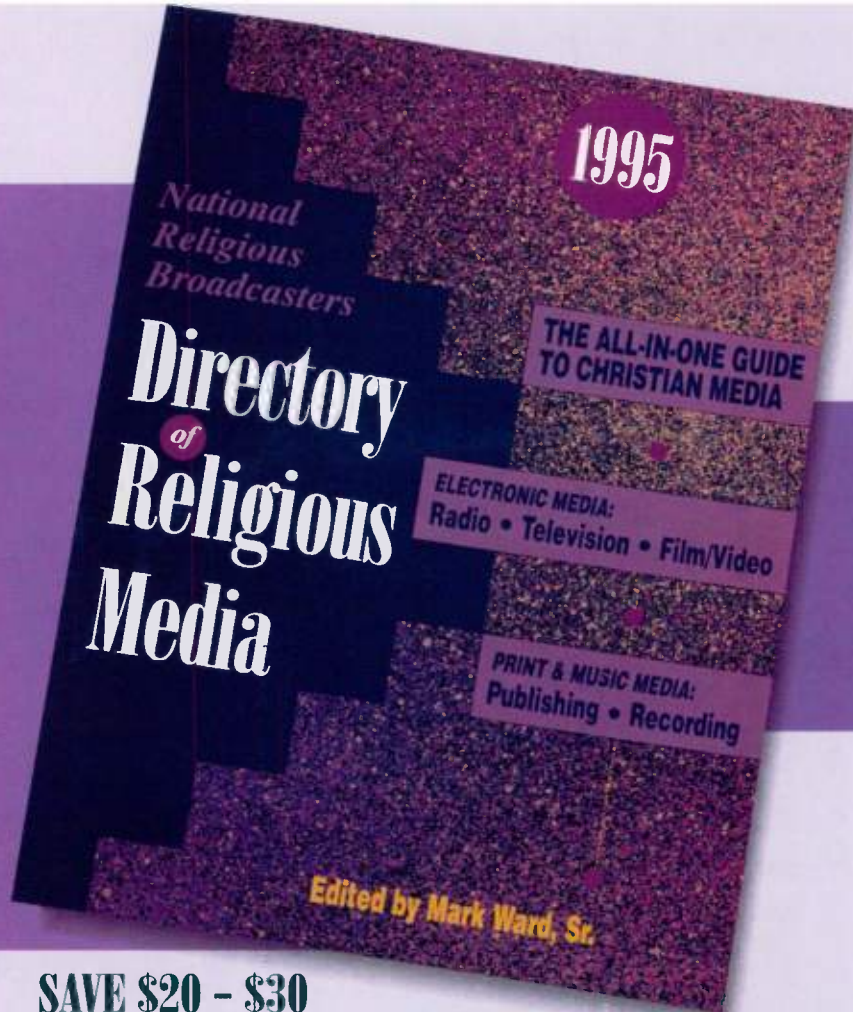
**Interview questions:** Why do you say the Christian woman of the '90s defies easy pigeon-holing? How can women find effective mentors? How can a woman be wild for God?

**AUTHOR AVAILABILITY:** Newport Beach, Calif., and by telephone.

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

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## Crown Offers Integrated Transmission System

Crown Broadcast now offers the FM200, a user-adjustable 20-200 watt integrated transmission system providing built-in audio processing and stereo generation. With the Federal Communications Commission (FCC) receiving an increasing number of requests for construction permits for FM boosters or for expansion of networks using low-power transmitters, Crown's new FM200 can give these broadcasters — religious, educational, and other non-commercial broadcasters who have primarily been requesting the permits — the audio quality needed at an affordable price, according to Phill Sandahl, marketing manager of Crown Broadcast.

The FM200 also can provide reliable backup transmission capability for higher-powered broadcasters, and is equally well-suited for network applications such as satellite downlinking, repeater, and translator transmission.

## Sennheiser Adds UHF Wireless System

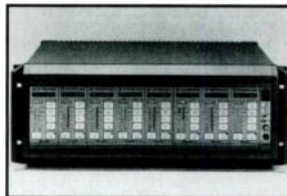
The seven 4-channel Sennheiser EM1046 UHF - SK50 UHF wireless microphone systems consists of the multi-channel diversity receiver (EM1046) and the SK50, miniature body-packed transmitter. Used by Fox Television at its control centers to broadcast National Football League games this fall, the system utilizes Phase Locked Loop (PLL) technology and each receiver module can be tuned to a 24 MHz range in the UHF band of 450-960 MHz.

Within each 24 MHz range, 4800 frequencies can be received. Up to eight receiver modules can be inserted into the rack mountable chassis. Employing true diversity, each module houses two receivers with its own antenna inputs. Electronic circuits determine which section is receiving the stronger RF signal and route the corresponding audio to the output.

Each module is double-shielded for maximum immunity from interference. The system can be expanded to allow for the use of over 60 channels simultaneously, as well as for interfacing with Sennheiser's RFM computer monitor system.

The SK50 transmitter has 16 pre-programmed selectable frequencies in a 24 MHz UHF range between 450-960 MHz, and provides 50mW of output power. The electronics are enclosed in an "RF tight" metal housing which shields them from outside interference while ensuring their durability. The audio input and antenna output use high performance LEMO connectors.

For more information about the EM1046 UHF - SK50 UHF system, contact Sennheiser Electronic Corporation at 6 Vista Dr., P.O. Box 987, Old Lyme, CT 06371, or call (203) 434-9190.



Designed with the domestic and international marketplaces in mind, the FM200 is compliant with FCC, DOC, and CCIR regulations. The transmission system is user-selectable in the 87-108 MHz range, and offers an optional range of 65-73 MHz for the Eastern European band. Power supply comes from 100/120 VAC, 220/240 VAC, or even 36-48 VDC (battery) power, allowing the flexibility for operation anywhere in the world. A built-in power regulator ensures rock-solid operations in situations with irregular power. The system will automatically restart after power interruptions.

The FM200 is available in three versions — transmitter-only, transmitter with stereo generator, and transmitter with stereo generator and audio processing.

For more information about the FM200, contact Crown Broadcast at Box 1000, Elkhart, IN 46515-1000, or call (219) 294-8050.

## DigiStore™ Introduces Disk-Based Storage

DigiStore™, a pioneer in disk-based storage systems, has joined the Utah Scientific family of products. The digital video storage device is used to acquire, store, and play back material in a fully automated manner for a television station's on-air operations.

A leader in the disk-based video storage market since its inception in 1993, DigiStore's system hardware is an open architecture scheme which takes advantage of the best compression and OS technologies available. Designed specifically for the broadcasters, DigiStore operates on a Windows-based PC and allows station operators

full pre-programmability to automate video playback.

"The system is completely electronic, allowing troublesome mechanical problems normally associated with this technology to be eliminated, thus reducing hardware maintenance costs,"

said Chris Loberg, vice president of marketing for Utah Scientific.

DigiStore accessories include AdWare, which is the Microsoft Windows NT application permitting user setup and control of an event list running off the system. RemoteWare is an additional application with permitting peripheral control of DigiStore from other automation systems, in addition to Utah Scientific's TAS System.

For more information about DigiStore, contact Utah Scientific at 4750 Wiley Post Way, #150, Salt Lake City, UT 84116, or call (800) 575-8801.



Continued on page 66

## PRD-3000 Combines Decoder, Monitor, Analyzer

Modulation Sciences, Inc. (MSI), has added to its line of professional RDS (known as RBDS in the United States) products with the PRD-3000 Precision RDS Decoder/Monitor/Analyzer. A must for any station broadcasting RDS, the PRD-3000 turns an ordinary PC into an accurate RDS monitor by measuring, analyzing, and displaying all RDS data.

The new model PRD-3000 consists of a small external-modem-like box, software, and a serial cable for connection to a PC. A composite-ready FM tuner is available from MSI as an option.

The PRD-3000 accepts a composite output signal from an FM tuner or modulation monitor, and RDS data is decoded and analyzed in real time and displayed on the PC's monitor. The system also measures the critical RDS injection level. With simple set-up and ease of use, the PRD-3000 provides immediate assurance that RDS data originating at the coder is being transmitted accurately.

The system can operate from 12 V DC power, making it ideal for portable field analysis. When connected to

a laptop computer, users can drive around an RDS station's coverage area and analyze error patterns to accurately determine RDS coverage. In addition, it can analyze the content of RDS data transmitted by other stations.

The PRD-3000 plugs into the serial port of a PC and its software will run on any DOS or Windows-based computer. RDS coders can be connected directly to the PRD-3000 for closed-circuit testing and analysis. The PRD-3000 software performs synchronization, error-detection, and correction and decoding of all RDS data.

Decoded data is displayed clearly in a variety of screen views, and data can be logged to disk and displayed or printed for later analysis. The system also features advanced analyzer functions, statistics functions, selectable error correction (none or 1-5 bit), and easy operation with menus and mouse support.

For more information about the PRD-3000, contact Modulation Sciences, Inc., at 12A World's Fair Drive, Somerset, NJ 08873, or call (908) 302-3090.

## Reel-Talk Designs Radio "VCR"

Reel-Talk, Inc., has introduced Reel-Talk™, the Radio Program Timer-Recorder. Reel-Talk makes it possible for radio fans to be able to listen to their favorite radio programs on a timed-recorded basis, much like a VCR works with recording television shows. Reel-Talk is portable, affordable, easy to use, and allows for up to four hours of continuous timed-recording on each side of a standard C-120 minute cassette tape.

Reel-Talk turns on by itself, records off a radio up to four hours, and then turns itself off. Allowing both AM and FM recordings, Reel-Talk is a self-contained unit, also functioning as an AM/FM radio, unlike a VCR which must be connected to a television to function.

Reel-Talk includes time of day, AM or FM, channel tuning, etc. Other features are a clock alarm, sleep timer function, 10 pre-set station buttons for both AM and FM, clock, condenser microphone, auto stop tape drive, one touch recording, auto line control for level recording, and AC or battery operation.

For more information about Reel-Talk, contact Reel-Talk at 4790 Irvine Blvd., Suite 105-406, Irvine, CA 92720, or call (714) 544-6725.

## Benchmark Develops Interface System

The new Audio World™ Interface from Benchmark Media Systems, Inc., combines a two-way recorder interface with switch selectable operation as a line amplifier or mono mix amplifier. This versatility is a first for the audio industry.

With balanced instrumentation amplifier inputs providing high common mode rejection, and with electronic transformer balanced outputs, performance is the finest available. Front panel recessed gain controls provide both input and output channel level control. In the mono mix mode, the input gain controls provide adjustable mix levels, while the output controls provide independent level adjustments for the two outputs.

Power for the Audio World Interface comes from a PS-1 wall mount ( $\pm 16$  V, 200 mA) regulated supply. The use of an external power supply totally eliminates the induced hum from transformers, which is commonly found in other interfaces.

For more information about the Audio World Interface, contact Benchmark Media Systems, Inc., at 5925 Court Street Road, Syracuse, NY 13206-1707, or call (315) 437-8119.

## THE BOOK SHELF

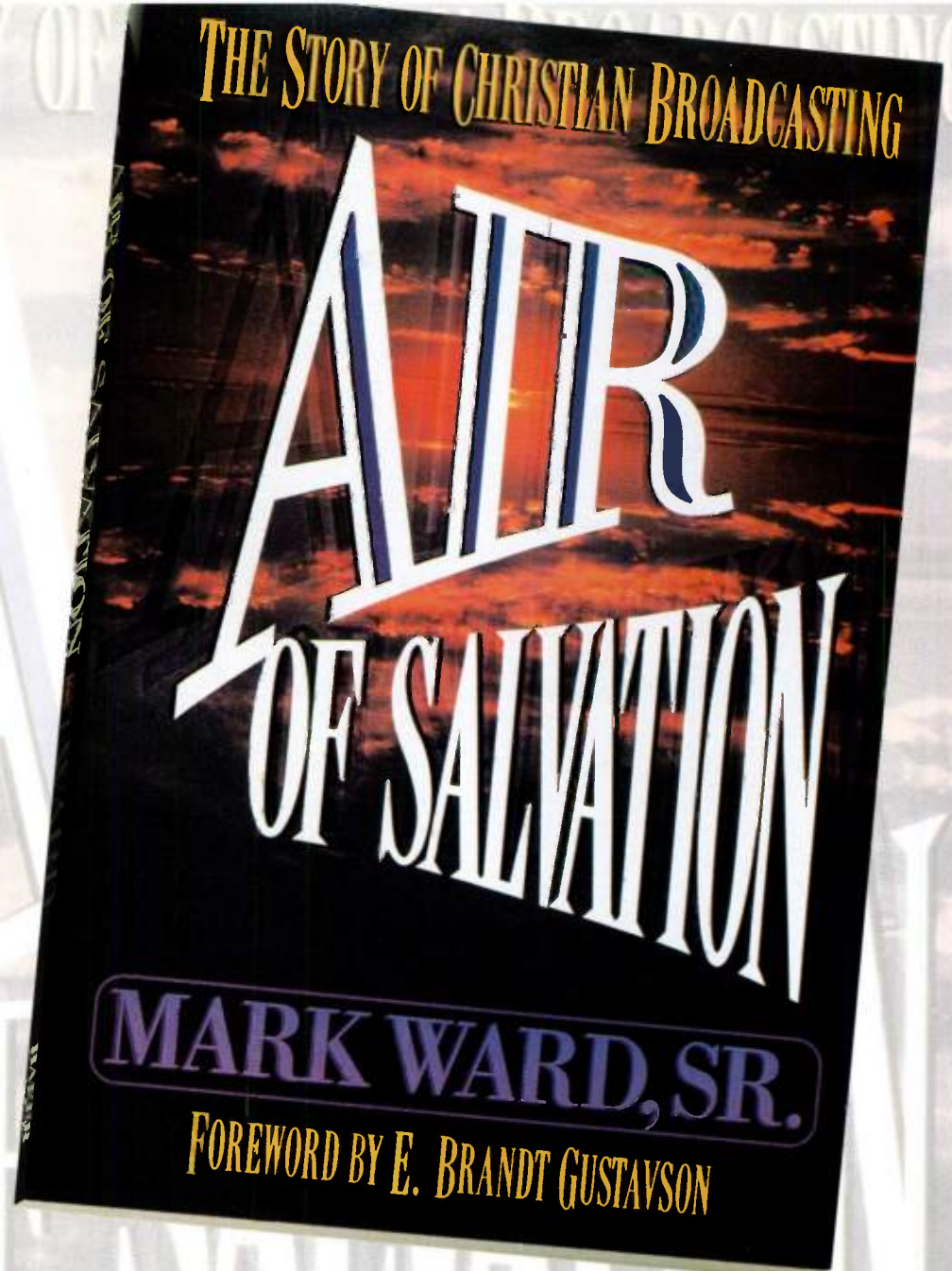
continued from page 62

selves as others (nonbelievers) see us. Granted, when we compare what Moore regards as "normal" religion to the cultural marketplace, we should not be the least bit surprised there are many worldly similarities and both continue to co-exist.

But to the extent we, as conservative Christians, rec-

ognize ourselves, our churches, our leaders, our media, our message, and/or our methods within Moore's depictions of the hedonistic cultural marketplace, and/or so-called religion, we should take heed. For the greatest revelation in *Selling God* is that the secular world cannot distinguish between the real and the bogus, between Christianity and mere religion, between the eternal Christ who mercifully saves and some swami-of-the-moment who relentlessly propositions. And that is not Moore's fault.

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## December 5-9

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

1995

## February 4-5

*The Leadership Institute's Broadcast Journalism/Job Hunting Seminar*; Washington, D.C. Information: Kari Winkler, (800) 827-5323.

## February 11-14

*52nd Annual National Religious Broadcasters Convention & Exposition*; Opryland Hotel, Nashville, Tenn. Information: (703) 330-7000.

## February 13-16

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

## February 23-26

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

## March 5-6

*53rd National Association of Evangelicals Convention*; Galt House, Louisville, Ky. Information: (708) 665-0500.

## March 16-18

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

## April 1-2

*The Leadership Institute's Broadcast Journalism/Job Hunting Seminar*; Washington, D.C. Information: Kari Winkler, (800) 827-5323.

## April 10-13

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

## April 23-27

*Gospel Music Association Week*; Stouffer Hotel and Nashville Convention Center, Nashville,

Tenn. Information: (615) 242-0303.

## May 8-10

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

## June 1-4

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

## July 11-14

*International Christian Visual Media Association*; Marriott SE, Denver. Information: Paul Marks, (303) 694-4286.

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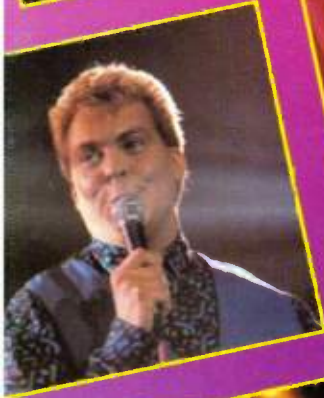


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