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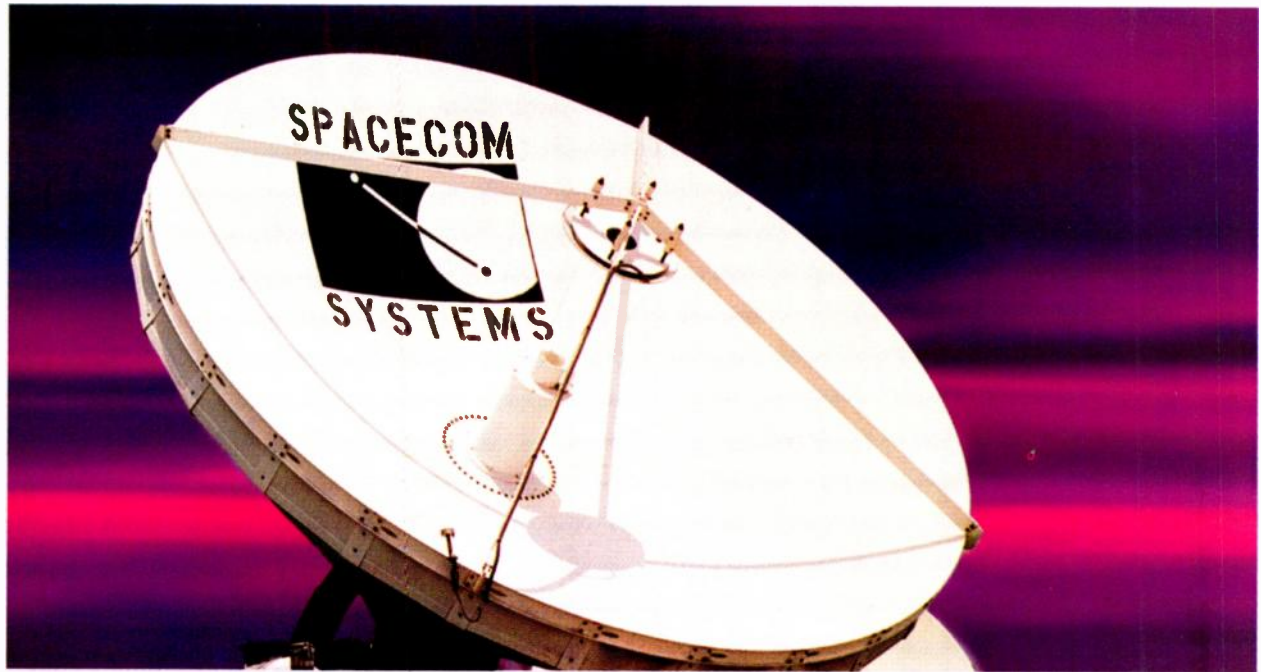
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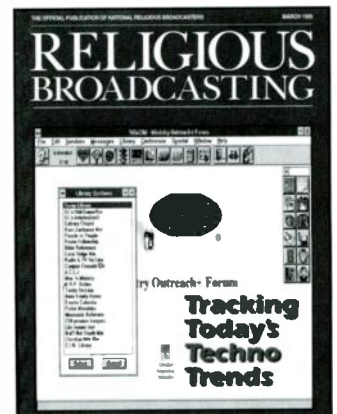
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**“More people attempt suicide on Sunday night than any other time of the week.”**

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Jay has spoken to 14 million teens in high school assemblies, universities, and city-wide rallies. Now you can share his insights with your listeners—along with music, comedy, and youth-oriented interviews—through this lively program.

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the challenges of crime, drugs, and sex. When they call in to N-2-Livin', they get sound biblical answers from someone who's been there. And sometimes those answers mean the difference between life and death.

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## Billy Graham — Communicating the Gospel



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

To communicate the Gospel has been both a privilege and a challenge for religious broadcasters since the first radio program aired in Pittsburgh during January 1921. From then until today, we have used radio, television, and most recently satellite communication to spread the Gospel around the world.

Since National Religious Broadcasters (NRB) was founded more than 50 years ago, our members have never failed to prayerfully pursue their calling as messengers for the kingdom. However, few, if any of us, have been used in ministry as has evangelist and broadcaster Billy Graham. For more than 50 years, he has never deviated from his calling as an evangelist. Through his worldwide crusade ministry, as well as radio, television, film, and print, Graham has always endeavored to "spread the Gospel of Jesus Christ throughout the world using every modern means of communication available."

Graham has received honors too numerous to count for his work as a humanitarian, peacemaker, and evangelist, including his 1981 induction in the Religious Broadcasting Hall of Fame. This month marks another milestone in what can only be called a remarkable ministry blessed by God.

For three days in March (16-18), Graham will preach in San Juan, Puerto Rico, but his message of hope and salvation through faith in Jesus Christ will be heard around the world. Global Mission with Billy Graham will reach more than 165 countries and will be interpreted in over 80 languages.

This is believed to be the largest evangelistic outreach in the history of the Christian church. It will also be one of the most technologically complex efforts ever undertaken with 30 satellites transmitting more than 300 hours of programming. Over a million people have been trained in personal evangelism, and a half million national church leaders and lay men and women will participate in Global Mission at venues prepared as though Graham were there in person.

Graham has asked people around the world to join in prayer for Global Mission, and I encourage each one of you to support this outreach in your personal prayers. As partners in ministry and fellow broadcasters, we also have a God-given opportunity to communicate the Global Mission story to our audiences and to encourage them to keep this outreach in their prayers as well.

Our individual ministries may vary greatly in size and scope, and most of us will probably never be called by God to minister to millions like Graham. However, what we must never lose sight of is that individually, each one of us has an important role in communicating God's Word and collectively, we can make a powerful impact on our nation and our world.

*Bob Straton*



IN THE BEGINNING WAS THE WORD  
 ...And That's More Than Just Talk!



Dick Bott, *President*  
 Bott Radio Network

## TALK is cheap!

The recent national elections showed once again that Americans want to return to the traditional values that made America a great nation. Issues of family, faith and freedom cannot be ignored.

That's why **Bott Radio Network** features the preaching and teaching of **God's Word** as our **first** priority. We also serve our audience with news, issues and current events from a Biblical world view. But our goal is to help people grow in the Lord, and then to apply their Christian faith to their daily lives ... as well as to their own community service.

Media pundits say "talk radio" was a major factor in informing, motivating and activating voters this year.

Clearly, it is true that talk radio is a powerful medium! But, **talk is cheap** without a solid **Biblical foundation**.

**President Abraham Lincoln** said, *"But for the Bible we could not know right from wrong. All things most desirable for man's welfare ... are to be found portrayed in it."*

**At Bott Radio Network, we believe that knowing God's Word, and then applying it to our lives, as well as to the issues of our day, is the only way to effect real change ... in the hearts and the lives of people in America ... as well as the rest of our world.**



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 Kansas City Kansas City Richmond St. Louis Memphis Oklahoma City Oklahoma City Ft. Wayne Fresno/Modesto

## NRB's Public Policy Action

**W**ho could believe that National Religious Broadcasters (NRB), starting so humbly in 1944 fighting for the very life of Christian broadcasting, would reach such heights of effectiveness 51 years later?

The 52nd Annual NRB Convention in Nashville, Tenn., showed again the breadth of our membership and the efficaciousness of our people in their work. Our people are wise by the power of God. Using their God-given creativity, they seek for new ways of making the Bible and Jesus Christ relevant to people. Frankly, I'm proud of you and of the zeal you have to do the work of God.

We're stepping out again in our striving to serve our membership with a major step forward.

Stu Epperson, chair of NRB's Public Policy Action Committee, along with committee members Jerry Rose and Mike Trout, has taken the lead to develop a grassroots program to affect public broadcasting policy.

We have secured Mark Gorman of Gorman Consulting to work with us on evolving this program, which will:

- \* Identify key members of Congress
- \* Identify key NRB contacts
- \* Organize district meetings
- \* Invite legislators to participate on-air
- \* Develop NRB key contact handbook
- \* Develop NRB grassroots newsletter
- \* Write action alerts
- \* Provide NRB presence on Capitol Hill



**Mark Gorman**

In this way, we will create a program with legitimate grassroots efficiency to support our legislative objectives in 1995 and beyond.

Is the Bertermann Legal Defense Fund needed to provide for the work we must do in this arena? Of course, you can see how our effectiveness will be enhanced. I firmly believe this step would meet with strong approval from NRB's founders. It's basic to the needs we all share in keeping the light of Christ shining through the electronic media.

Our country, and indeed the world, needs our Gospel message as never before. But the powers working against God, and therefore against us, will not stop. Prayer and constant vigilance are the tools He gives us to combat these opposing forces. Thanks for being a part of the team.



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



## Top 50 Christian TV Listing Left Out KLXV

Dear Editor:

Thank you for a fine publication. Yours is a welcome addition to the trade papers like *Electronic Media* and *MediaWeek* that I receive.

In your December issue, I took particular interest in Mark Ward's article, "The State of the Televised Fourth Estate." His analysis and summary of American Christian television was excellent.

However, the list on Christian TV in the Top 50 Markets failed to include one of the largest, full-power Christian television stations in the United States. Since 1986, KLXV-TV has operated in the San Francisco-Oakland-San Jose market (number five in the country), covering 2.2 million television households (TVHH).

KLXV broadcasts Christian programming 24 hours a day, with signal strength reaching into the neighboring Monterey-Salinas market (an additional 206,960 TVHH). We're also carried on 28 cable systems in the market, reaching over 730,000 cable households.

As a part of the United Christian Broadcasting (U.C.B.) partnership in northern California, I was encouraged to see our sister station, KFCB-TV/San Francisco included in Ward's listing. We are, however, two separately owned stations with separate broadcast schedules.

Tim Ordaz  
program director  
KLXV-TV/San Jose, Calif.

## Clinton Deserves NRB Hearing

Dear Editor:

In your November issue's "Signing On" column, Mike Trout urges National Religious Broadcasters (NRB) not to invite President Clinton to address the national convention because of Clinton's stand on morals and abortion.

This ignores American and NRB traditions of honoring the President regardless of issues and [the biblical admonishment of] dealing respectfully with rulers. . . .

Clinton has a heart for Israel and for God's plans for her. He heeds his late Baptist pastor's warning to stand by Israel, as he openly told Israel's Knesset parliament in November. In a second term, George Bush would have brought America under a heavy Genesis 12:3 curse [because he pushed a New Age "New World Order"]. . . . President

Clinton deserves Christian respect and an NRB hearing.

Grant Booth Livingstone  
Shalom Israel  
Jerusalem

## Secularization of Church: Root of Problem

Dear Editor:

Josh McDowell has pointed us in the right direction with his Right From Wrong Campaign ["Youth Wave," November issue]. Now let's dig in and get to the root of the problem. We're not facing only the secularization of society. The root of our problem is the secularization of the church.

To be secular is to be "man-centered" instead of "God-centered." The church is man-centered when it turns pastors into CEO's; when preaching is replaced with felt-need pep talks; when marketing techniques replace evangelism; when theology is replaced with self-help techniques; when psychology is substituted for biblical counseling, and when people focus on getting right with themselves instead of getting right with God.

As Anthony Evans poignantly stated, "America has spiritual AIDS and the church is the immune system." We cannot adequately address the problems of our youth if we give them the wisdom of man dressed up in "Christian" garb. The Spirit of God uses the Word of God to change lives.

See also *Beyond Culture Wars* by Michael Horton, *Dining with the Devil* by Os Guinness, and *The Evangelical Forfeit* by John Seel.

Duane Burgess  
Tucson, Ariz.

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# FCC to Consider Changes to Broadcast Ownership Rules

The Federal Communications Commission (FCC) has turned, at last, to the task of revising many of its broadcast ownership rules. After spending much of its energy in recent years on devising rules for cable, telephone, and new wireless services, the commission is now grappling with the ramifications an altered telecommunications landscape presents for broadcasters.

Proposed changes include easing the caps on television station ownership and revising the rules determining who has an "attributable" ownership interest in television and radio stations.

Two of the three major proposals are outlined below. (April's "Washington Watch" will discuss the FCC's consideration of incentives to bolster station ownership by minorities and, possibly, by women as well.)

Although the agency will consider these matters in separate rulemaking proceedings, they are really interrelated; certainly the commission will consider how a decision in one proceeding affects the others. The proposals undoubtedly will attract comments from many interested observers — including the new Republican leaders on Capitol Hill who strongly support relaxation of many broadcast ownership limitations.

## Attribution Rules

The broadcast attribution rules specify how "ownership" of a station is determined, which is an important first step in applying the multiple ownership rules to any particular individual or entity. Both the attribution rules and the ownership restrictions are designed to encourage programming diversity and to ensure competition among broadcasters.

Nevertheless, changes now occurring in the communications marketplace have raised concerns about the ability of broadcasters to compete without regulatory modifications

helping stations attract further investment. Consequently, most of the suggested revisions in this proceeding involve easing restrictions on passive investors (such as limited partners in a partnership or holders of non-voting stock in a corporation) or other investors who are deemed to lack power to control station operations.

However, at the same time the FCC has questioned whether certain recent developments in broadcast investment — while permissible under the current rules — might result in indirect evasion of its multiple ownership restrictions.

Specifically, the agency has singled out the use of two exceptions to the current attribution rules by entities (such as a broadcast network) that may not legally control a licensee but nonetheless may be in a position to influence a station's "core operations." The exception for non-voting stock allows an investor to make quite sizeable investments in a licensee without having the licensee's stations "count" against the investor.

Similarly, the "single majority shareholder" exception applies in cases where one entity holds more than 50 percent of the voting stock in a corporate licensee; only that majority shareholder is deemed to own the licensee stations, thus allowing holders of the remaining voting stock to escape attribution.

In addition, the commission is seeking comment on how to treat limited liability to companies (LLCs) and other new business forms under the attribution rules. LLCs combine the favorable "pass-through" tax treatment given to partnerships while also providing the limited liability protection afforded to corporations.

## Television Ownership

The growth of cable systems, the development of wireless cable systems and direct broadcast satellite service, and the prospect for telephone company delivery of video



*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.*

programming are increasing the competition facing television broadcasters. Many licensees and others believe such increased competition justifies relaxing the national and local limits on television ownership for much the same reasons the FCC eased radio ownership restrictions in 1992.

The current "national cap" on television ownership prevents a single person or entity from holding attributable interests in 1) more than 12 stations; or 2) in any lesser number of stations collectively reaching more than 25 percent of the nation's television households. The agency proposes to do away with the limit on any particular number of stations.

Instead, a single owner would be permitted to have interests in any number of stations nationally, as long as the combined reach of its stations remained under a certain percentage of television households — beginning with the current 25 percent limit and increasing by 5 percent every three years until the cap reached 50 percent.

Some broadcasters have expressed concern this change might lead to undue concentration of the television station marketplace. These entities generally prefer a 30 percent cap.

On the local level, the commission proposes narrowing the scope of the "duopoly" rule, which now

*Continued on page 37*



When I first heard the poem  
I was only 15 years old &  
pregnant with my first child.  
While I listened to this poem  
I started crying because I  
had been considering abortion,  
and after the poem I couldn't  
believe I could consider such  
a thing.

## PRO-LIFE PERSPECTIVE

### Reaching Hearts, Changing Minds, Saving Lives.

In the summer of 1993 the producers of *Pro-Life Perspective* received a letter from a listener in Louisiana. In her letter, she described how a poem read on *Pro-Life Perspective* caused her to reconsider her options and choose life for her unborn child.

*Pro-Life Perspective* is the official

radio commentary of the National Right to Life Committee, the nation's largest pro-life group.

*Pro-Life Perspective* will not only provide your listeners with the most current news and information on abortion, infanticide and euthanasia—it will also change minds and save lives.



Wanda Franz, Ph.D.

## PRO-LIFE PERSPECTIVE

### America's Pro-Life Voice

by Gregory B. Darby

**I**N THE WIZARD OF OZ, DOROTHY and her little dog travel the yellow brick road to a mysterious somewhere off in the distance. Her comment, "We're not in Kansas anymore, Toto," is probably the best way to describe today's unprecedented period of communication technology.

Cyberspace has about as many meanings as those writing or talking about it today; however, we do have a starting point. The word was coined in 1984 by science fiction writer William Gibson in *Neuromancer*, a book portraying a future where everything revolved around the greatest resource: information.

*Cyberspace is like a major downtown business district with many office buildings.*

This world of cyberspace was Gibson's answer to a god-like omnipotent structure, where information — all information — was. Thus, all answers could be found within this new world of cyberspace.

Today, cyberspace is two loosely defined areas: the network and data/services offered.

The network is an accumulation of wires, fiber-optic connections, and satellite communications that information travels on. It is more commonly referred to as the information superhighway. The second component of cyberspace is the data or services that can be accessed with on-line computers across town or around the world.

### Street Maps

Let's put this concept into perspective. Cyberspace is like a major-downtown business district with many office buildings. Imagine each of these buildings representing one of the major on-line services.

Driving down the street, we pass the Prodigy building (owned by Sears Roebuck and IBM). Down

a few blocks is the CompuServe Information Service complex (a subsidiary of H & R Block, Inc.) standing next to the America On-line building (America On-line, Inc.). Off in the distance is the outline of a large, old building, Internet.

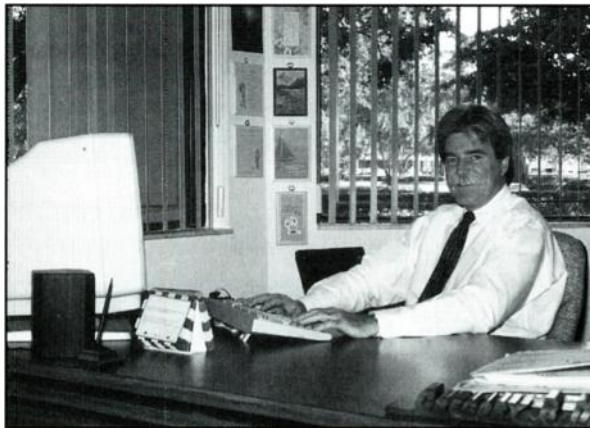
To visit an office in one of these buildings, we merely have to walk into the lobby and look up the suite number on a directory sign, take the

which allows the computer to convert information into a form that can be sent over telephone wires to another modem and computer.

When we log on to a service, we've just walked into the lobby. Instead of a directory beside the elevator, we have a menu of selections. Picking the appropriate choice from the menu is like pressing the button on the elevator, which takes us to

# Trail Blazing in

# Cyberspace



*A desire to minister prompted Gregory B. Darby to found Christian Interactive Network.*

elevator to that particular floor, and then enter the office. The on-line world of the information superhighway is not much different. The main difference is our mode of transportation. Instead of driving or walking, we use a computer and a modem,

the appropriate floor, or forum, as it called on some services. From there, instead of walking down a hall, we merely select another choice from a new menu, which takes us to the electronic office where we can find all types of resource information, interactive real-time conferences, topical messages, and even fellowship.

### CIN's Territory

The Christian Interactive Network (CIN) is a series of forums on the CompuServe service, the most extensive of the big three on-line services. CompuServe was chosen as the platform for the network because of its local access in over



140 countries and its user-friendly interface. The service can be accessed via almost any computer system and has customized software to take advantage of today's leading operating systems, yet allowing access by some of the oldest computers.

*Ministry Outreach* is a forum dedicated to providing access to leading ministries in their electronic

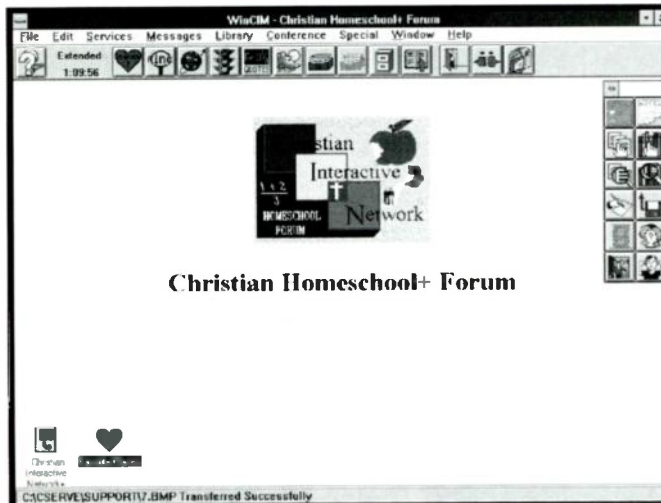
*Corner*, with on-line reviews, magazine articles, conferences with leading authors, publishers of magazines, books, and software, a Christian writers' area, and libraries of articles and graphics.

A *World Missions* forum provides access to leading mission organizations and people in the field around the world. You can access others for technical support and

browsing the numerous references and libraries.

## Charting the Course

CIN started as a direct result of a sermon by my former pastor, Dr. O.S. Hawkins, who now pastors First Baptist Church in Dallas. I had a desire to find a ministry in which I could use the technology background I possessed from 25 years in



Logging on to Christian Interactive Network allows users to access topical information, including Christian Homeschool and Church Connections Forums.

offices. Interact with your favorite ministry, download transcripts from daily radio broadcasts, and stay up to date on issues relative to the Christian community. You'll find

*The Christian Interactive Network (CIN) is a series of forums on the CompuServe service, the most extensive of the big three on-line services.*

ministries like the American Family Association, Prison Fellowship, Ravi Zacharias International Ministries, Probe Ministries, a CIN-promise keepers section, and much more. Enjoy conversations in chat areas dedicated to subjects as diverse as general chit chat and debates in the Aeropagus. There is even an area for Christian broadcasting.

Another forum is the *Publisher's*

communicate with your supporters and home church or office.

*Christian Homeschool* is a tremendous forum dedicated to meeting and sharing with home schoolers around the world. Topics vary from curriculum to time management; there is even a place for "Kid Chat."

The *World Crisis Network* is a forum sponsored by Food for the Hungry. It includes an on-line sponsorship program to assist needy children world wide.

Many more forums are currently under development and include Campus Crusade for Christ, Christian Booksellers Association, and the Christian Chamber of Commerce.

CompuServe's connection costs can be as little as \$2.50 for pay-as-you-go services or a monthly access fee of \$9.95 for unlimited access to over 100 basic services, including e-mail, news, weather, sports, reference areas, travel reservations, and much more. CompuServe bills an additional monthly fee of \$6 for access to CIN and includes several free hours of connect time for

the engineering field. I believe the Christian community needs to be part of the foundation of the information superhighway, not just a minor participant.

*Interact with your favorite ministry, download transcripts from daily radio broadcasts, and stay up to date on issues.*

CIN's mission statement reflects the ministry of the network: "CIN is a Christ-centered ministry dedicated to reaching out into the technology marketplace and providing the good news of Jesus Christ to a lost new world. As Paul, Timothy, and others prepared a pathway for people to follow, CIN will provide a

*Continued on page 14*

## On-line With Religious Broadcasters

The information superhighway, once the exclusive domain of information "techies" and educators, has become a crowded multi-lane thoroughfare. With an estimated 40 million on-line computer users world wide, the highway has opened a brand new world of possibilities for Christian ministry and outreach. The on-line connection between religious broadcasters and their audiences is especially exciting.

Daily commentaries, news bulletins, information sheets, and even financial appeals can all be transferred instantaneously and viewed on a computer screen or downloaded to be printed out. As this medium continues to grow and develop, religious broadcasters are seeing the potential and beginning to utilize the technology.

One example is Probe Ministries of Richardson, Texas. Kirby Anderson, founder and president, says, "We are using the Christian Interactive Network (CIN) for information dissemination. Our daily radio transcripts and information resources can be viewed and downloaded 365 days a year, 24 hours a day. Our listeners are also using the technology to correspond with us via electronic mail and messages. We are finding it to be a very useful tool."

In Van Nuys, Calif., Jack Hayford's Church on the Way is pioneering a presence in the Church Connection forum of CIN. "I've been absolutely amazed at the warmth and ministry that can be transmitted over the computer," enthuses Bob Anderson, director of pastoral relations. He adds, "The feedback has been tremendous! Folks who have heard Jack Hayford teach but can't get any of his TV or radio broadcasts are thrilled they can download some of his teaching right here from CIN; pastors (inquire) about our next international pastors seminar; so many needs have been able to be filled through the tool of CIN. My hope is that more pastors and leaders will get on line and realize the full potential of what this realm can offer."

Not only is on-line access through CIN an added service to the listening or viewing audience, but it can provide tremendous savings in postal and phone costs for the broadcaster. Since CIN's host provider network, CompuServe, has local access phone numbers in most cities, there is no charge for communicating with someone in Chicago or Moscow. On-line communication is becoming one of the fastest growing forms of broadcasting, while at the same time the least costly.

A growing concern among religious broadcasters is how to reach Generation X. The marketplace is being flooded

with a generation raised on MTV and video games. While Christian radio or television may not be a regular part of their lives, computer technology is. Being the first digital generation, Xers have mastered the information highway along with their notebook computers, CD-ROMs, modems, and faxes.

Generation X brings with it not only a major cultural shift, but a different way of communicating and receiving information.

Many Xers would rather cruise the information highway than listen to a radio or TV preacher. On the highway they can ask questions, share opinions, and look for answers. If religious broadcasters are going to effectively reach this generation, they must explore ways of linking on-line computer communication to their current formats.

As we look toward the 21st century, the future of on-line computer technology looks bright. With the development and growth of wireless communication and satellite technology, interactive television will be the next step in the evolution of the information superhighway. As these developments unfold, religious broadcasters will be faced with new and exciting opportunities to use the tools that God has given them for His glory.

— Bobby Hutchins



*Bobby Hutchins is director of marketing and development for Christian Interactive Network.*

# CIN, CIS, and Cyberspace

Each day I switch on my PC and click on the CompuServe icon, then click again on Christian Interactive Network (CIN). Soon I am connected with a unique service of electronic soldiers for Christ.

As international director of Aid to Special Saints in Strategic Times (ASSIST) Ministries, I was thrilled when CIN put our "Bridge of Friendship" discipling project on-line. This allows our ministry, based in Garden Grove, Calif., to link American believers with new Christians in the former Soviet Union, the Commonwealth of Independent States (CIS). My morning e-mail includes messages from people all over America wanting to be connected with a pen pal in the CIS.

The link up with CIN followed our association with Focus on the Family, helping that ministry provide Russian-language materials for our Russian pen pals. Greg Darby, visionary founder and president of CIN, offered the network's help in recruiting pen pals.

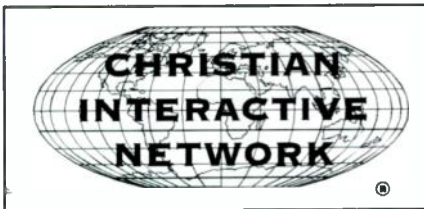
"When I heard about this program," Darby explains, "I thought it would be wonderful to make (CIN) available to ASSIST Ministries. But we would like to go a step further and eventually establish Christian Communication Centers all over the (CIS).

"These would be places where we could set up a computer with the necessary software, modem, and printer, and then pen pals could write to each other via the e-mail system," Darby continues.

"People over there could go to the center to get their e-mail and also write back to pen pals. They could also . . . download all kinds of Bible helps." Darby is now exploring corporate sponsorship for this project, and the donation of computers, printers, and centers in the CIS.

Christians in the CIS may soon be traveling the information superhighway through cyberspace, the new frontier in world missions.

— Dan Wooding



link into the computer world of cyberspace as a forum for prayer, information, support, education, and furtherance of the Great Commission."

Cyberspace is already bringing about unprecedented changes in the way we live, work, and communicate. It is therefore essential that the Church utilizes the tools God has given us for His glory rather than idly standing by and complaining about it in a few years, when the Church has let a technology tool slip through her fingers once again.

**Gregory B. Darby is president and founder of Christian Interactive Network, Inc., based in Fort Lauderdale, Fla.**

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RELIGION » ETHICS » SPIRITUALITY » MORAL ISSUES



by Thomas Pear

**R**ADIO AND TELEVISION stations across the country are busy preparing for the latest round of Federal Communications Commission (FCC) regulations that will change emergency broadcasting as we know it.

Last fall FCC commissioners unanimously voted to replace the Emergency Broadcast System (EBS) with the Emergency Alert System (EAS), a digital warning system that replaces the daisy chain warning network with multiple source alerts, simultaneously linking stations into numerous federal, state, and local emergency agencies.

*Some stations may qualify for federal funds through the Federal Emergency Management Agency, pending expected budget cuts.*

"It's part of the move of all communication technology to the digital age," says FCC Chairman Reed Hundt. But this particular move has many broadcasters worried about the cost of replacing their current Emergency Broadcasting Equipment with the new digital EAS system.

The FCC digital mandate, which came as a formal Report and Order in December (FCC Docket 94-288), stated that future EAS equipment will allow broadcast, cable, satellite, and other services to send and receive alerting information; reduce the emergency alerting tone down to a minimum of eight seconds; feature automated and remote control options; make provisions for the hearing impaired; prohibit the false use of codes and alert signals; and mandate a standard protocol for sending messages.

### **Cost Concerns**

Despite the advantages of EAS, broadcasters and broadcast trade

# On the Alert for EAS



FCC Chairman Reed Hundt discusses the new Emergency Alert System (EAS), which replaces the Emergency Broadcast System (EBS). Broadcast stations have until July 1, 1996, to have equipment up and running that is compatible to the new EAS guidelines.

organizations like the National Association of Broadcasters (NAB) and the National Religious Broadcasters (NRB) are wary of government regulations mandating additional equipment expenditures. They are also somewhat distrustful of low-end equipment cost estimates, which start around \$600, according to FCC EAS chief Dr. Helena Mitchell.

The NAB has consistently told the FCC that government efforts to revise emergency broadcasting should minimize unnecessary costs. Its primary concern has been that many broadcasters, especially small market radio stations, could not absorb any significant cost for new equipment.

Now that EAS has been mandated, the NAB hopes those somewhat inexpensive early cost estimates do not escalate. "We're hoping the manufacturers will go along with the numbers (cost estimates) they have tossed out originally," says John Marino, NAB engineer and director of technical conferences. "We want to make sure

ny. Harris Allied (HA) intends to market the TFT system and promises to display it at NAB's annual convention this spring, notes David Burns, HA studio product manager.

HA is not alone in equipment manufacture; other companies are also developing equipment. Mitch-

*The NAB's primary concern has been that many broadcasters, especially small market radio stations, could not absorb any significant cost for new equipment.*

ell reveals the low \$600 estimate originated in discussion with other manufacturers, whom she refuses to identify. "We have about five or six other manufacturers," she says.

Regardless of previous low cost estimates, the FCC is already encouraging FM stations to use some-

sleep during the night with instructions to seek shelter.

"[RBDS] reaches more people in more ways," notes Hundt. Although other types of EAS technology can isolate emergency warning signals to a ninth of a county, RBDS technology also has the ability to reduce its alerting signal down to a city block or even just a few isolated listeners, explains Gerald LeBow, president of Sage Alerting Systems.

In the event of a chemical spill RBDS technology could alert chemical plant workers who handle spills to report to work and inform residents on city blocks affected by the spill to evacuate. "Given the significant potential for RBDS, we encourage FM broadcast stations to provide emergency warning via subcarrier using RBDS," reads the Report and Order.

An RBDS alerting system from Sage Alerting Systems, a primary manufacturer of RBDS systems, can cost a station about \$2500 if it does not have a 286 computer, LeBow estimates. Broadcasters can reduce the cost to about \$1500 with the right computer. "You can use any 286 or better," instructs LeBow.

One bright spot exists regarding conversion costs. According to Beverly Baker, chief of the FCC Compli-

*The FCC is encouraging FM stations to use Radio Broadcast Data Service (RBDS) technology, which has the ability to alert listeners of oncoming disasters by kicking on radio and television sets.*

ance and Information Bureau (formerly the Field Operations Bureau), some stations may qualify for federal funds through the Federal Emergency Management Agency, pending expected budget cuts from the newly elected Republican Congress.

## EAS Deadlines

Cable systems, now included in emergency broadcasting for the first

*Continued on page 18*



*Gerald LeBow, president of Sage Alerting Systems, says RBDS technology has the ability to reduce its alerting signal down to a city block or a few isolated listeners.*

broadcasters don't get the short end of the stick."

Equipment manufacturer TFT is offering its EAS 911 decoder and EAS 912 encoder for a lower cost of about \$750, states Darryl Parker, director of marketing for the compa-

what expensive Radio Broadcast Data Service (RBDS) technology, which has the ability to alert listeners of oncoming disasters by kicking on radio and television sets. RBDS technology would have the capability to awaken listeners from a sound



time, must be EAS ready by July 1, 1997. The deadline is a little sooner for broadcast stations, which have until July 1, 1996, to have equipment up and running that is compatible to the new EAS guidelines.

Broadcast stations have until July 1 of this year to make their current EBS equipment capable of receiving a shortened eight second version of the 25-second two-toned

*Digital standard protocol  
activates and informs  
EAS equipment of the  
specifics of an emergency.*

alerting signal. The new signal will be aired monthly instead of weekly, and the weekly tone test will be replaced with an unobtrusive closed loop weekly test that sounds like a tiny digital burp.

Killing the weekly tone and reducing the monthly tone to eight seconds should save stations from losing listeners who change stations to avoid the "irritating noise." Hopefully it will also cure listener desensitization to the alerting tone by reserving the 25-second tone for a real emergency.

Stations can buy time for themselves by upgrading their existing EBS equipment for this summer's shortened tone deadline and waiting another year before replacing all their EBS equipment. Wind River Broadcast Center is already offering modification kits for around \$100. "It's for that one-year transition period," explains Jim McDonald, Wind River general manager. "I think we can help stations out."

On the other hand, broadcasters may find it advantageous to go ahead with purchasing and installing EAS equipment. When an entire market becomes EAS ready, the FCC will grant early deployment, allowing stations to change their current emergency warning operating pro-

cedures and switch to the shortened tone.

The catch for broadcasters, however, is that cable companies must also be EAS ready before a market receives an early deployment go-ahead from the FCC. Since cable companies are not required to interrupt their programming with any emergency tones until July 1997, early EAS deployment may not be in their best programming interest.

### **EAS vs. EBS**

The current EBS system is a one-way system, but EAS is a two-way system that tells alerting agencies if emergency messages were received by stations, and, in some cases, whether or not stations relayed those messages to their listeners.

Once messages are sent, stations would have the option of letting EAS equipment cut into their programming and voice-deliver emergency messages or having the message alert DJs, letting them decide whether or not an emergency message pertains to the station's market of license.

With current EBS equipment, stations rely on single-input decoders linked to another assigned station for emergency information. If that station goes off the air, it could hinder the flow of necessary information to other stations next on the chain.

*The Emergency  
Alert System (EAS)  
simultaneously links  
stations with numerous  
federal, state, and local  
emergency agencies.*

But the new system, with as many as eight different inputs in some cases, prevents this scenario from happening. Hundt comments, "We don't have one person calling another person in a phone tree, which has been the historic method."

A previous Denver study using the TFT EAS system revealed that a multi-input decoder prevents the

emergency information chain from breaking down, even if nine out of ten daisy chain stations are wiped out during a disaster, because numerous different inputs assure a successful transfer of emergency messages.

*Broadcast stations have  
until July 1, 1996, to have  
equipment up and running  
that is compatible to the  
new EAS guidelines.*

In addition to accepting messages from different emergency sources, EAS equipment allows for several different message mediums including broadcast, phone, cable, and satellite emergency warning systems. Satellites can reach stations in isolated mountainous areas with downed phone lines and also transmit messages across oceans or vast amounts of land where broadcast relay systems would be inefficient.

### **Digital Codes**

It's the digital standard protocol, or actual digital message sent to stations, that activates and informs EAS equipment of the specifics of an emergency and identifies the message source.

The protocol uses a four-part digital message to activate station coders and then gives the coders a message preamble, originator codes that tell which agency activated the message, codes that describe the emergency event, codes that give a precise location of the emergency, codes that indicate the valid time period of the message in 15-minute segments and indicate when the message was originally released, and codes that reveal the call signs of a station passing on a particular message to other stations.

**Thomas Pear** is the associate editor of news for *Radio World Newspaper* and holds a master's degree in journalism from Regent University in Virginia Beach, Va.



# Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

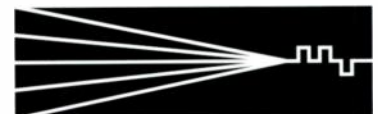
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by John B. Knox

**T**WENTY YEARS AGO, when I took my first tentative steps into the high-tech realm of television, two-inch video tape was king and the home VCR was not even part of the lexicon. At that time, I actually dreamed of having a quadruplex VTR — about the size of a small foreign car — for my living room. Not that I could have afforded to run it, mind you. The video heads for one of them cost about as much as . . . well, as a small foreign car. And even at that, today's politically correct society would term those behemoths as "mechanically challenged."

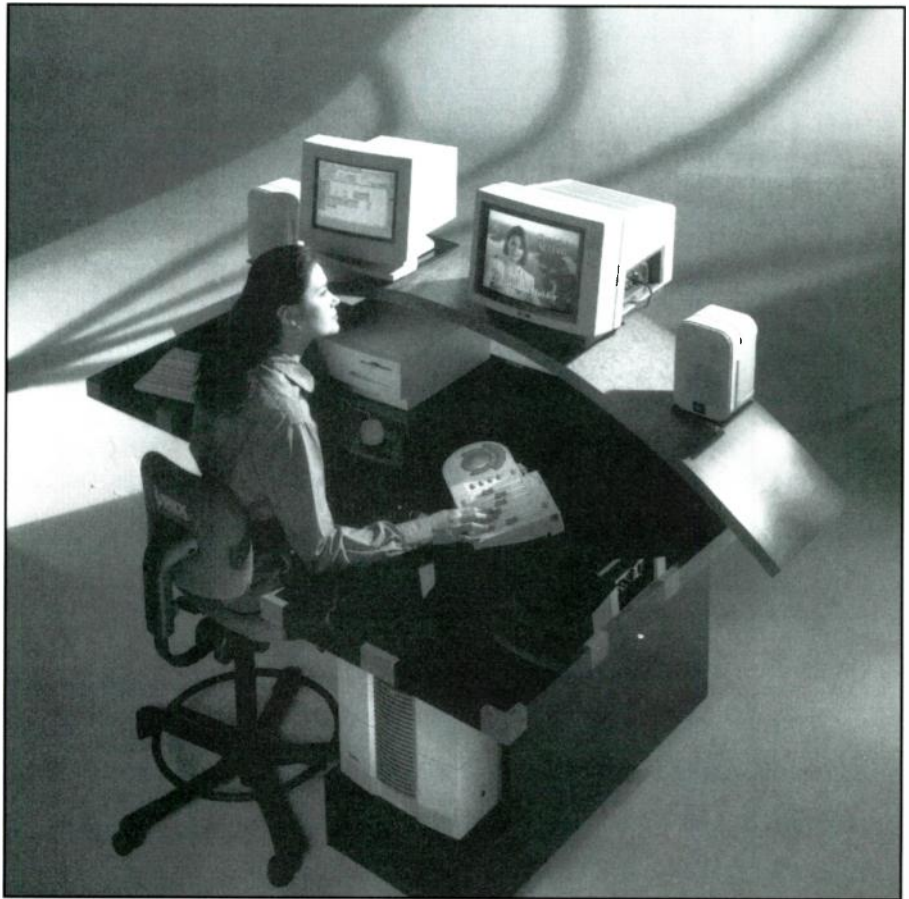
Now, a scant two decades later, you could share a phone booth with the technical superior of the quad tape machine and camera both in a single package with room to spare.

I'm taking a nostalgic glance back to remind myself (and you) that the current plethora of new technologies and new choices is not normal — or at least it hasn't been. For more than a decade, we struggled with that single two-inch tape format. In my facility today, you will see most of a half-dozen different tape formats, and that's only because I didn't buy into all of Panasonic's formats; I toughed it out with Sony's. (I've heard at least one wag claim that NBC never saw a format they didn't like — they just bought them all!)

Of course, the present explosion of new technologies and formats means new opportunities for all, not the least of whom are religious broadcasters. As most of us operate on a more limited budget than our for-profit counterparts, we are more pressed than they to insure maximum benefit from every investment.

As we approach the National Association of Broadcasters Convention in Las Vegas next month, I thought it a good time to suggest some specific products to take a closer look at while you're in attendance or while you're waiting for the magazine reviews after the event. These products are not necessarily the newest or brightest stars in the tech-

# Equipping



VideoCube (TM) from ImMIX

nological heavens but rather provide maximum production fire power for those of us needing to leverage those donated dollars.

## The Toaster

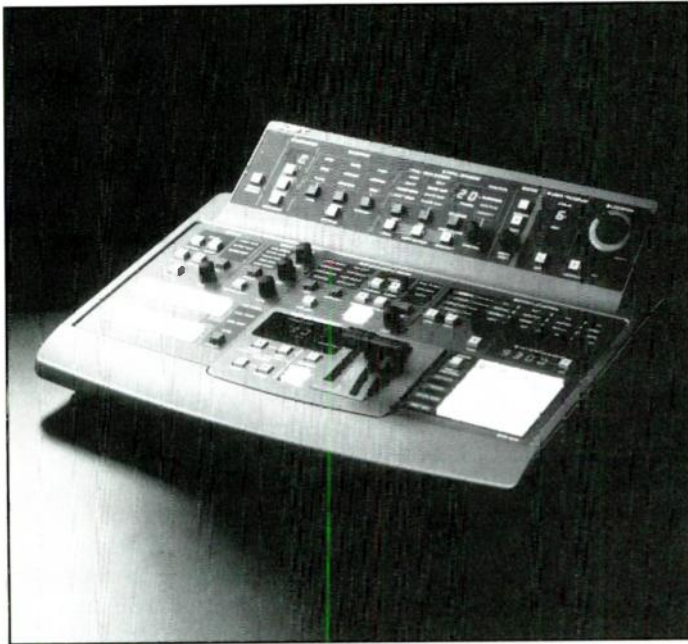
I recently attended a presentation which was billed as a demo for a powerful new add-on for the popular NewTek Video Toaster. I would detail that new add-on for you here but for the fact that they didn't have one of their new toys to show. Apparently no one does. I listened to

the presenter just talk about it for the better part of an hour. Then the questions came.

Someone asked about the health of the Toaster's computer itself — the Amiga. Following that were some tense moments all around as the presenter tried to explain that, though Commodore and the Amiga had gone belly-up, someone was sure to happen along, buy up the physical assets and patents, rehire and retrain the staff, reopen the factory doors, go out and rebuild their



# the Saints



**Sony DFS-500 Digital Multi-Effects Switcher**

distribution network and then begin selling Amigas . . . real soon (or something closely akin to that).

Frankly, I strongly suspect that employees at NewTek, the maker of the Toaster, are wire-wrapping themselves silly trying to cross over to another computer platform. But until that happens, my advice to you is to do your cooking with something else.

## **ImMIX VideoCube**

The ImMIX VideoCube is one of the best of the non-linear editing systems that I have seen. Yet what I believe might make it very useful to readers here is a rather unorthodox application of the system.

The VideoCube is a Macintosh-based system which is designed to capture video in its internal hard

drives and then allow an operator to randomly recall them in a graphically oriented edit list to create long format programs.

Like most non-linear editing systems of this type, the VideoCube uses a form of compression to increase the amount of video it can store on its hard drive and also be able to play back the material in real time.

What first caught my eye is just how good the quality of the VideoCube was. When I saw how easily it accessed chunks of video without having to shuttle through large quantities of video tape, it occurred to me that this editing system might be capable of performing the same function as a commercial playback cart machine.

I asked ImMIX if any of their customers had ever used the VideoCube as a cart machine. In fact, they have a client that is doing just that, and quite successfully. Though ImMIX currently has no plans to market the machine as anything other than an editing system, I can potentially see it as something more for smaller religious stations.

Broadcasters always wrestle with the quandary of how to accom-

plish their spot playback. They may have at least two 3/4-inch, SVHS, or Beta VTRs to playback the program-length material, but what about getting a choke hold on the short-format commercial spots? Most stations edit together spot reels, a rather labor intensive process with little flexibility.

Conventional secular stations (the ones with all the money) solve this problem with a cart machine, essentially several VTR transports, and a robotic mechanism that loads the individual spots into the transports according to a run list on a coordinating computer.

With a VideoCube, the religious station could feed in all of its commercial spots to the Cube's internal hard drive in real time. Once on the hard drive, the operator can program a series of edits (the equivalent of a cart machine playlist) and then trip them to play back at will, in the proper sequence.

*The ImMIX VideoCube is one of the best of the non-linear editing systems that I have seen.*

Since the spots are recorded on the hard drive, they are instantly available. There is no shuttling or cueing of tapes. You simply type in the time code number and it is there, ready for playback. There is no wear and tear on tapes or VTR heads. There are in fact very few moving parts at all.

Expansion of the system is accomplished by adding more of the proprietary hard drives. The basic system comes with about one hour of storage. Video quality is quite respectable, perhaps SVHS to Beta quality.

One of the best points of using a VideoCube is its cost. Even a minimal robotic cart machine system will cost you several hundred thousand dollars. The base price for an ImMIX VideoCube is about \$40,000.

## **Pinnacle's Aladdin**

I was at the World Media Expo in Los Angeles last October and happened upon an impressive new

*Continued on page 22*



video production workstation from Pinnacle, the Aladdin. What was most impressive was its video quality and advanced DVE effects. I use a similar system, though from a different manufacturer. My system costs about \$225,000.

Since the Aladdin has some effects my machine doesn't, I was interested to find out just how competitive it is. It had a lot going for it, but was it price-competitive too? So I asked. Several minutes later, the dizziness cleared and I sat back up. The Aladdin starts at \$10,000.

The one serious drawback I saw to the Aladdin system was the lightweight user interface for the DVE and switcher. Though the effects I saw were amazing, its control is less than I am used to. That's when they told me that both Videomedia and Matrox were designing custom interfaces so that their own impressive editing systems will be able to drive the Aladdin. I suspect the combination will be awesome.

### Sony DFS-500 Switcher

I find this to be the neatest little switcher/special effects box. It combines a four input component switcher and DVE with warp capability. The switcher itself will input any analog video signal, having its own built-in format converters. Input connectors are provided for composite video, YC (SVHS), Betacam, and Dub. The switcher itself has built-in linear and down stream keyers, background and wipe generator, plus grid and SMPTE color bar generator.

The DVE does all kinds of very nice curve linear (warp) effects including page turns, spheres, etc. It also has the optional shadow generator and trails. Its price is about \$13,000. For a small production system/editing suite, it would be incredible.

### Half-inch Video Tape Formats

Please do not think that because you operate your station/facility on a limited budget, you have to subject your viewers to substandard video quality. There is absolutely no reason to accept 3/4-inch or SVHS

quality for your station just because that's all you can afford, because it's not all you can afford anymore, thanks to wonderful capitalistic competition! Eons ago (you know, back in the '80s) the half-inch formats of Sony Betacam and Panasonic MII were preferred formats for many reasons, including very good video quality and relatively cheap price — say \$35,000-40,000 — for a studio VTR.

If that's the last time you dreamed of owning a Betacam or MII VTR, you may have missed the fact that prices have been falling, plummeting, hurtling downward. Sony would sorely have liked to maintain that price, but thanks to the gentle persuasion of competitor Panasonic, both companies now have versions of their half-inch component formats well below \$10,000.

In case you haven't priced a new 3/4-inch or SVHS VTR recently, let me just tell you that they have pretty much stayed where they have always been — a bit below \$10,000. So why suffer a fate practically worse than death trying to edit 3/4-inch tape? Check out Sony's UVW series Betacam VTRs or Panasonic's lower cost MII decks. I think you'll be pleasantly surprised. Your viewers will be, too.

### Flint: Necessary for Sparks

Anyone who has handled a TV remote the last decade or so knows that nothing makes your station look competitive and draw in viewers like professional graphics. Of course, you still need the programming to keep viewers! Yet high-end graphics systems are some of the most costly equipment you could consider buying. What's a major market non-profit broadcaster to do in order to look competitive?

A Canadian company, Discreet Logic, has written an incredible graphics compositing computer software package, The Flame. It creates graphics, it composites them, it does special effects. Virtually anything you can think of that you need in the way of graphics, The Flame can do.

To get a better idea of The Flame, picture a Toaster with a pituitary condition on growth hormones with platform shoes. That's The Flame. Unfortunately, the software runs on a very high end Silicon Graphics Onyx platform, the computer equiv-

alent of a Ferrari with a keyboard. Now imagine half a million dollars. Whoa! Don't run just yet!

Now imagine that same immensely powerful software running on a — not a Yugo, mind you — but a very respectable Silicon Graphics Indigo computer. That's the sister program, The Flint. While The Flint running on an Indigo is certainly not the Mario Andretti race car of the Flame/Onyx, you get almost all of the high-powered graphics capability at one-fifth the cost.

The Flint will run large graphic circles (or ovals, or arcs) around every other graphics machine in town. And here's an idea: Since you purchase a powerful Indigo computer to run The Flint during one shift, it can then run the highest end 3D animation software like Wavefront or Soft Image at night, and model and render 3D animation on second and third shifts. Use it for Flint on first shift.

If you're in a competitive market, have a moderate amount of money to spend, and need to be competitive (what station doesn't) The Flint is a product you should check out. It could not only give your station that competitive graphics edge you seek, but it could provide the station with an additional revenue source, helping to pay for itself. Remember, it will run arcs around nearly everyone else in town, so rent it out! It will make your station extremely competitive.

### Wrap-Up

While you consider these mini-marvels of our current technological revolution, I would gently remind you that no matter what technology you invest in, the results will ultimately be dictated by the operator at the wheel. Whether you have a \$5000 Video Toaster or an \$850,000 Quantel Henry, the end product will only be as good as the person running it.

If you use your Henry to generate graphics which consist of every font and color you can fit on one screen the results will still look amateurish, while a Toaster video with its distinctive DVE moves used with discretion will hold its own with the best of them.

**John B. Knox is a 20-year veteran of broadcasting, with many years' experience in high-end production.**

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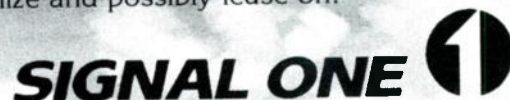
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by Don Hughes

**Y**OU'RE SEVEN MINUTES from network news and have just begun a four-minute song. You need to find a music selection that is about two minutes and 55 seconds to time out just right. You press a couple of buttons on the keyboard, calling up a song on the computer, but the monitor in front of you shows that it played just two hours ago. Quickly

*The cost for a studio with computerized digital equipment is comparable to one with standard studio equipment.*

scanning the list, you find another selection that meets the requirements for format and length. You press enter and the computer gets the song ready to play.

Does this sound like something from the future? We have been successfully using a system like this at KJIL-FM/Meade, Kan., for over two years now — here at KJIL we are using the TM Century Ultimate Digital Studio (UDS) for music play and the Digital Commercial System (DCS) from Computer Concepts to replace cart machines.

### Good Stewardship

The cost for a studio with computerized digital equipment is comparable to one with the standard studio equipment that has served the radio industry for the past two and a half decades. Adding the savings from reduced personnel costs, enhanced quality of on-air sound, and the fact that the system would do more than conventional equipment ever could, we began to see that our best stewardship was to dump the old cart machines and reel-to-reels.

Like so many Christian stations, we are selecting the best program-

ming available from a number of sources. The UDS and DCS systems allow us to be a full-service radio station with an on-air announcer most of the day. When we switch to automation the listener cannot tell the difference. During evenings, overnight, and much of the weekend, we are a walk-away operation.

The DCS system gives us the capability of moving from satellite programming to local programming without an announcer on duty. The UDS system with the Powerplay

gotten to record a program many times. The computer does not forget.

You can record an entire week of a program like *How to Manage Your Money* in the hard drive of the computer. With the proper date on each program you need not be concerned with scheduling the remainder of the week. The proper program is aired each day.

A common radio embarrassment is airing an expired station promo or public service announcement. The computer will not only

# Today's Radio Station

software enables us to do our own music programming. The end result is a versatile operation that helps us serve our listeners and keeps operating costs low.

### Easy Automation

One problem Christian broadcasters have had is how to automate programming segments with the popular half-hour programs because it takes as much time to set up the programming segments as it does to have a live announcer. Our DCS system has been programmed to automatically record programs like *Insight for Living*, *Focus on the Family*, and *In Touch* from satellite.

The programs are held in the hard drive, ready for airplay at our scheduled time. We also autorecord shorter programs like *Family News in Focus* and Chuck Colson's *Breakpoint*. In the days of using conventional radio equipment, I have for-

play an announcement on the dates entered, but will also select a fill spot for an out-of-date announcement that was logged, thus correcting human error.

If you have not had computer experience you may feel you need a computer whiz to put all of this together. When I began our process of selection and, finally, programming of this equipment, my only hands-on experience with computers was retrieving information from an AP Newsdesk, so do not feel intimidated. I did not even have an article like this to help me get started.

### User-friendly Advice

Here is a blueprint to help you avoid any big mistakes when buying an audio hard drive system:

*Make sure the system really exists.* This may sound a little odd, but at the time I was shopping for a system I viewed some impressive pro-



totypes that were to be "ready in just a couple of months." I almost purchased one system that I later discovered was still not ready a year later. Be sure to request an unbridged users list as opposed to a list of selected satisfied users from the manufacturer.

Ask for a list of the specific functions and capabilities of the system you are considering. Inquire about how long the system has been up and running under real life conditions. Once you have narrowed

*A common radio embarrassment is airing an expired station promo or public service announcement.*

*The computer will select a fill spot for an out-of-date announcement that was logged, thus correcting human error.*



Above. Rebecca Ottun staffs the control room at KJIL-FM/Meade, Kan. The station uses the TM Century Ultimate Digital Studio for music play and the Digital Commercial System from Computer Concepts to replace cart machines.

Left. Don Hughes is the general manager of KJIL-FM/Meade, Kan., which uses a modern blend of computer and radio to create a facility for today. Hughes is celebrating his silver anniversary in radio.

your choices, if at all possible, visit a station using the system. At the very least, talk to a number of users by telephone.

*Look for a system that meets your needs. Make a checklist of things you need the system to do to fit your*

*Continued on page 26*

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

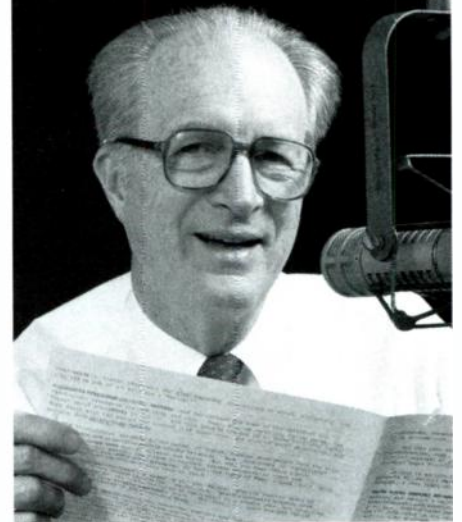
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programming and overall operation. Are you going to access a satellite network, replace cart machines for local programming, use walk-away automation for overnight, or a combination? Can the system perform an autorecord of network programming? Will the system playback and record simultaneously?

Will the computer address other devices such as starting a tape machine or routing audio from one studio to another? Do you want multi-track digital editing? Can you start with a simpler system and expand as resources become available? Is a logging and billing software system available?



Mike Luskey, director of operations for KJIL-FM/Meade, Kan., inserts a new compact disc in the Ultimate Digital System in the control room.

*Inquire about training, continued support, and costs.* Day-to-day usage is generally very simple, but you will want to have some staff members knowledgeable of the most intricate functions. Will the manufactur-

er train your personnel at the station? Is later advanced training available? What about the rare occasion when the system has stopped

*"At the time I was shopping for a system I viewed some impressive prototypes that were to be 'ready in just a couple of months.' I almost purchased one system that I later discovered was still not ready a year later."*

— Don Hughes, general manager, KJIL-FM/Meade, Kan.

functioning properly at eight o'clock on Friday evening? Does this mean we have to hold the station together until nine o'clock on Monday morning? Twenty-four hour response is virtually mandatory.

Ask how many full-time support people are available to answer questions and take a service call. Does the system have an audit file to aid in researching where the malfunction occurred? Our experience is that the system will do exactly what we tell it to do. The audit file usually reveals our errors in programming.

*Analyze the quality you receive for your dollar.* If a sales associate tells you a system is 40 percent less than the competition's, there is a reason. Before you buy, ask questions and find out what you are sac-

rificing. Purchasing a cheap system is a foolish idea. A good system improves the work environment, attracts and retains quality personnel, and enhances on-air sound. A bad system will do the opposite.

*Talk to people who are using the system.* When you visit or call a station to get a recommendation, ask to speak to an operator of the system. It is human nature for the person who made the purchase not to admit making a mistake. Have your programming and production personnel ask questions of their counterparts.

Ask what the day-to-day operators like and dislike. Just as you would listen critically to an air-check of a potential employee, listen to see if the computer executes on-air functions smoothly. Does the audio fade from one source to another or is the audio clipped?

*Inquire about the future.* People who take pride in their work look for ways to improve. The needs of your station will change in the future. Is the manufacturer working to improve the product and provide software and hardware upgrades? Generally, the cost of upgrades are minimal or included with the monthly service agreement.

*A good system improves the work environment, attracts and retains quality personnel, and enhances on-air sound. A bad system will do the opposite.*

When I started in radio 25 years ago, I listened to some of the old-timers tell of the days when an engineer ran the equipment and the announcer just concentrated on being a communicator. In that regard, the equipment of the future has helped us take a step backward.

I am not spending my time stacking carts for a stop-set, getting the next song ready to air, or cueing a reel-to-reel or cassette. I can concentrate completely on communication. And this is of the utmost importance since we are communicating an eternal message.

Don Hughes is general manager of KJIL-FM/Meade, Kan.



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



# FM Translators: Expanding Horizons

by Quinton W. Goode

**S**LOWLY AND QUIETLY, Christian radio and television are blanketing the country. This is being accomplished by LPTV, AM, and FM stations coming on line. While it is necessary to locate the stations in cities and towns for economic reasons, FM translators can extend a station's signal many miles beyond the normal service area for surprisingly little additional cost.

A translator simply rebroadcasts the signal of an existing FM station into an area where a quality signal is not normally heard. Usually, translators serve communities on the fringe of the station's coverage area.

Federal Communications Commission (FCC) rules, Part 74, are clear as to who can be the licensee of an FM translator. Basically, primary stations operating in the restricted band (88.1-91.9 MHz) may be the licensee and owner.

If the primary station operates in the restricted band and also uplinks to a satellite, only that station can be the licensee of satellite-fed translators. Examples of those taking advantage of operating translators thousands of miles away are: Moody Radio, Family Stations, and American Family Radio.

Only a few stations uplink; the majority are limited to utilizing translators that can be fed directly off the air.

## Pluses of Translator Networks

A translator can extend pro-



*A volunteer pick and shovel crew installed this translator. The cabinet is large enough to accommodate several more translators. Mounted on the pipe is a transmitting antenna.*

*FM translators can extend a station's signal many miles beyond the normal service area for surprisingly little additional cost.*

gramming into communities that heretofore were unable to receive station signals. Thus, the body of Christ is blessed and souls are introduced to the Savior.

Another benefit of a translator is the additional support gleaned through the extended outreach. If the station is classed as commercial, increased advertising revenue is possible because the market area has been increased.

I was recently contacted by a station in behalf of a translator licensee/owner. The translator station had been bumped off the air by a newly licensed adjacent channel station. The station manager inquired if the translator could be reassigned to another frequency. In the conversation he indicated that the translator, when in operation, was responsible for bringing in about \$4000 a month. Certainly not all translators do that well, but a tenth of that would be beneficial.

## Costs of Translators

The cost for building a translator ranges from \$4500-\$10,000. If the translator is to be licensed in the restricted band, there are no licensing fees. Commercial translator fees total \$590.

A major factor relating to overall cost is a function of the height above average terrain (HAAT) for the translator station. The higher the HAAT, the less translator power required. If the translator can be located on high ground, less power is required, reducing the initial cost. If a suit-

able site is not available, consider renting tower space from a local 2-way facility, tall building, water tank tower, or even a grain elevator — all are ideal platforms for a translator antenna.

Another factor relating to the required transmitter power is the gain of the antenna system. The more the gain, the less the power

*If the translator can be located on high ground, less power is required, reducing the initial cost.*



*Suitcase translators are housed in the metal cabinet of an FM translator. The translator is located on a mountain to increase coverage and lower both capital investment and operating costs.*

requirement. All of the factors are governed by FCC regulations. Some restrictions apply near the Canadian and Mexican borders.

### Non-station Licensees

One station manager, desiring to reach communities outside of the station's service area, contacted the local ministerial association in those com-

munities and promoted the project. There are always some who capture the vision.

An individual, group, association (incorporated or not), or church

can be the licensee. It does not cost anything but time to test the waters to see if there is any interest in bringing your program into a community. Keep in mind that while commercial stations cannot financially support translator stations, the FCC does allow them to offer technical assistance to assure "compliance with the

*The cost for building a translator ranges from \$4500-\$10,000. Commercial translator fees total \$590.*

terms of the translator's construction permit and license."

Capture the vision, expand horizons, and touch people with FM translators. People in unreached areas need religious radio.

**Quinton W. (Bill) Goode is a 20-year veteran in broadcast engineering, specializing in FM translators.**

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# technotheol

by Timothy J. Detwiler

*“Logological calculus favors a tendency to stress continuities between theology and technology since such a position helps keep us on the lookout for symbolic motives in technology.”*

— Kenneth Burke in *The Rhetoric of Religion*

THE QUOTATION ABOVE is a rather philosophical way to begin an article for such a practical publication as *Religious Broadcasting*. However take a moment to read it slowly, for it provides an entry point to understanding how language reveals how we engage, discuss, treat, and disseminate new technology into culture as religious broadcasters.

Burke’s quote illumines how the practical is ultimately guided by the philosophical. It raises a number of issues to our attention, and it helps us better understand the relationship of technology, culture, media ministry, and ethics. Burke provides religious broadcasters an opportunity to consider why we do what we do and to provide technology a tie to spirituality.

## Word Math

Logological calculus simply

refers to word math, or how people choose words to represent their experiences. Just as a mathematician uses number symbols to represent objects, broadcasters use word symbols (language) to reflect the world through technological devices.

*Leaders of religious broadcasting, by the use of certain selected words, give authority and intention to technology in accomplishing overtly religious purposes.*

“Continuities between theology and technology” is a way to manifest the relationship that God’s creative energies are reflected in man’s recreative abilities as made in the image of the Creator. Put in another manner, humans develop technology as an image-bearing function of God. Thus, humankind’s work (technology) is undergirded by God’s work (creation), providing a linkage for a theological under-

standing of the technical.

“Symbolic motives in technology” points us to the conclusion that how we position technology in language form uncovers how we intend to use that technology. In this article the argument is made that leaders of religious broadcasting, by the use of certain selected words (logological calculus), give authority and intention to technology in accomplishing overtly religious purposes.

## Relevant Questions

The overarching purpose is to understand how new technology is socially positioned through the discourse of local leaders or catalysts. As we label, name, and rhetorically position technology in our lives and ministries, we should be alert for and able to read the new technologies discourse — checking our motives and appropriately questioning how our organization integrates new technology into the workplace.

This article describes a cultural meaning system and rhetorical structure that people in the religious media are using to organize their behaviors, interpret their experiences, and guide them into the future.

Consider these questions as you read further: How do local religious

# ogy

broadcasters rhetorically create, organize, and integrate new technology into their ministries and communities? How do religious broadcasters fulfill the cultural mandate of Genesis by being good stewards of the technology and the media sys-

*There is a relationship between the communication functions of leadership and the diffusion of innovation and technology.*

tem? What is the communication function of leadership in technological diffusion? I trust that you will at least let the issues be raised to your attention.

The rhetorical structuring of those in leadership is of utmost importance. This essay proposes that there is a relationship between the communication functions of leadership and the diffusion of innovation and technology.

## Local Catalysts

A local technological catalyst

(i.e. station manager, board president, etc.), is someone who creates a vision for the new technology, who generates awareness of it, develops the structure for it, and builds a foundation for it in the community (both internal work environment and external population).

Thus, a local catalyst is an advocate, a coordinator, an energizer, an animator — one who determines the nature, structure, and conceptual framework of the new technology. All of these activities are bodied forth through the logological calculus, or the language used to cast dreams for the new technology under consideration.

*God's creative energies are reflected in man's recreative abilities — humans develop technology as an image-bearing function of God.*

In theory, the diffusion literature reports the importance of the leader variable upon the introduction of a new idea or invention into culture. The local leader is influential in laying the basic groundwork because he or she develops the vision, the attendant philosophy, and the cultivation of the nuts-and-bolts of the daily operation of how new technology is introduced and woven into an organization.

The use of new technology develops out of the visions and actions of a small group of people: the leaders/catalysts. A few people have a vision, develop it, share it with others, and work it into practice. A study of history reveals that there have been leaders in religious broadcasting at every historical juncture who pushed forward the technological integration process.

It is well worth the effort to examine the social communication and interpretation that is being im-

pressed upon a station, production house, or business by the images envisioned by the leadership.

The rhetorical natures of the themes, strategies, arguments, values, and communication frames provide signposts of how the local leaders plan to use the technology. As Donald C. Shields suggests in *Applied Communication Research: A Dramatistic Approach*, paying attention to the cultural anchors or master analogies used by the catalysts can give "insight into the deep structures of the group's vision, and its ultimate purpose and strength."

## A Synthesis

In studying how the pacesetters of our industry have used language to integrate new technology in the workplace, I would like to suggest a word structure that emerges — a technotheological concept. The religious use of language in approaching technology not only provides a pattern for rhetorical positioning, but also the means for understanding why the technology exists and the uses it has.

*The local leader develops the vision, the attendant philosophy, and the cultivation of the nuts-and-bolts of the daily operation of how new technology is introduced and woven into an organization.*

A technotheological rhetorical structure permits a blending of technology, humanity, community, and ethics. The coupling of theology and technology allows for the involvement of human values, cares, and concerns to be inserted into the technological equation. That rhetorical form allows an understanding of

*Continued on page 32*



narrow technology, specific concerns, and broadly defined motivational bases for human action.

The technotheological concept, a synthesis of technology and theology, is used to depict the underlying social purposes, drives, motivations, desires, and dynamics of new technology as a functioning religious symbolism during the integration of new technology into a specific organizational culture.

The term illustrates the employment of theological language for technological form and suggests a reification of radio/TV as a religious expression of technology by providing archetypal connotations, cultural principles, and a coherent social narrative for how humans relate to one another through technology.

A technotheology provides a "theoretical framework built upon a spiritual dimension to account for social, symbolic, and spiritual process," according to David D. Tukey in *The Journal of Communication and Religion*. The bridge from theology to technology allows for Peter L. Berger's "world maintaining legitimations through already accepted plausibility structures," as written in *The Sacred Canopy: Elements of a Sociological Theory of Religion*. Burke's "symbolic mergers" occur as "technical projects function as religious symbols," as noted by Norman J. Faramelli in the *Andover Newton Quarterly*.

Furthermore, grounded in a classical functionalist theory of religion, a technotheology is religious ideology expressed in technological terms. It represents the way people think about technology as rooted in the constitutive elements of a religious hierarchy.

A technotheology empowers archetypal cultural memory traces by recasting technological concepts into a theological framework. This suggests that an older pattern of social understanding exists which provides an environment for the technological to become the sacred; therefore, a reciprocal relationship develops: the theology impacts the technological and the technology takes on theological significance.

## Examples

Due to the length restrictions of this article I can only provide a couple of examples of a developing technotheology. Summarily, a technotheological rhetorical structure generally revolves around a number of common themes: science as God,

*A technotheological rhetorical structure permits a blending of technology, humanity, community, and ethics.*

faith in technology, scientific redemption, technological transcendence, community building via technology, locating personal identity through technology, and the worship of technology in fulfilling a

purpose for ministry (a form of technology — technological idolatry).

Quoting from *Religious Broadcasting* (January 1995, page 37), "The challenge we face in this world is great, but through technical innovations (the simple turn of a knob), the lives we touch today will shape tomorrow." That sentence illustrates the blending of technology and theology clustering around the themes of a "faith in technology" performing a theological activity — "scientific redemption." Through the technological, the turning of knobs, we can solve personal and social problems through theological media ministry.

One other example will have to suffice. If a station uses the theme of "touching your heart and life," I would suggest that tendencies of a technotheology are operative. That phrase establishes the dual notions of community building and locating personal identity for the listener in the sense that at the core of the radio/TV message is the notion that we (broadcaster and listener) are in this thing together.

## — For Further Study —

\* *Science and Human Values in the 21st Century* by Ralph W. Burhoe (The Westminster Press)

\* *Communication as Culture: Essays on Media and Society* by James W. Carey (Unwin Hyman)

\* *The Technological Bluff* by Jacques Ellul (William B. Eerdmans Publishing Company)

\* *Words With Power: Being a Second Study of the Bible and Literature* by Northrop Frye (Harcourt Brace Jovanovich)

\* *Communication & the Culture of Technology* by Martin J. Medhurst et. al. (Washington State University Press)

\* *Technopoly: The Surrender of Culture to Technology* by Neil Postman (Vintage Press)

\* *The Spiritual Situation in Our Technological Society* by Paul Tillich (Mercer University Press)

—compiled by Tim Detwiler

An individual can find an identity in attaching to the radio station and its goals for a local population. The linking of theology and technology allows for better understanding in resolving an identification for the individual as part of a human community, defining how to use technology within ethical parameters.

Although the external appearances seem to be technical, the deeper urges are religious and become evident in the employment of certain rhetorical forms and structuring devices imaging a functioning religious symbolism. A religious motive supersedes the technological incentive and gives direction, purpose, and authentication to technological development.

*The philosophical and rhetorical always direct the practical.*

According to Frederick Ferre in *Shaping the Future*, the acceptance of a "functioning religious imagery" provides the local leaders with the rhetorical power to integrate new technology into human culture. The developing myths of technology are fused with the established stories of theology to expose, in part, an important factor in the development of an overall new technologies discourse.

### The Integration Process

A technothological model allows for both technological and cultural factors to be played out in

the integration process. Neither the social forces nor the technology can be disregarded or expected to operate in isolation; the process is the combination of both social and technological factors working simultaneously during the continued for-

*An individual can find an identity in attaching to the radio station and its goals for a local population.*

mation of human culture.

The social structure provides the context from which the technology originates. It also provides the hopes and ideals for that technology. Once the technology is developed and released for use in the culture it becomes open to manipulation resulting from the dreams and aspirations of those who use it — the leaders of religious media ministries.

So, as you think about and purchase new technology, position new technology with employees and constituents, and consider technology in view of ministry, stop to consider the rhetorical structuring that you are giving to the technology. The philosophical and rhetorical always direct the practical. The power of the local leader's rhetoric instructs us to be, as Burke suggests, "aware of technology's possible relation to theology's vast motivational cathedrals."

**Dr. Tim Detwiler is professor of communication arts at Cornerstone College in Grand Rapids, Mich.**

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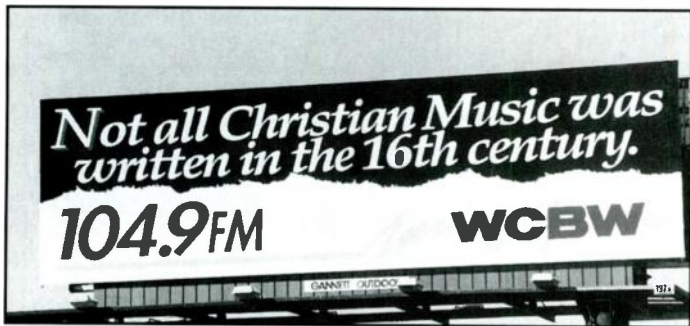
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## AIRWAVE NEWS

BOONE, N.C. — WUNS-FM/Mifflinburg, Pa., and WIKC-AM/Bogalusa, La., have recently joined the solid gospel format on the Reach Satellite Network. The network broadcasts southern gospel music from Nashville, Tenn., seven days a week, 24 hours a day.



WCBW-FM/St. Louis' billboard garnered a mention on secular KMOX-AM/St. Louis, during an hour morning show devoted to discussing the rise of contemporary Christian music.

DECATUR, Ill. — WNLD-FM/Decatur recently signed on the air, simulcasting WBGL-FM/Champaign. The new station will broadcast adult contemporary Christian music and family oriented programming. WNLD is the eighth station to be owned by the Illinois Bible Institute's New Life Radio Network, which now spans from St. Louis to Chicago.

THE NETHERLANDS — Dutch evangelical Christians have applied for a license for educational Christian programming within the country's public broadcasting system. The new educational broadcaster named Interactive Educational Platform (IEP) will also concentrate on introducing elements of interaction (learning circles, conferences, retreats, etc.) into its programming, use new media technology (such as interactive television), and actively pursue the potential of the electronic superhighway for distance learning. The IEP, if approved by the Dutch broadcasting system in May, will begin its programming in September.

LEWISBURG, Pa. — WGRC-FM/Lewisburg, a non-commercial, contemporary Christian radio station, exceeded its goal of raising \$252,500 to meet the station's operating expenses in 1994. According to station manager Larry Weidman, the budget was met on December 30 with an excess of \$500.



WFCJ-FM's Bill Nance (left) and Shelly Sutton (right) deliver Bibles to Ken Clarkston of the Dayton Gospel Mission.

DAYTON, Ohio — Nearly 100 new and like-new Bibles were given to the Dayton Gospel Mission on behalf

## Directory Editor Resigns

Mark Ward Sr. resigned as editor of National Religious Broadcasters' annual *Directory of Religious Media* effective February 15. As of press time, no replacement for the editorship has been named.

of WFCJ-FM/Dayton listeners during the station's "Mission Used Scriptures Drive."

SANDUSKY, Mich. — February 14 marked the first anniversary of WNFR-FM/Sandusky. As a sister station to WNFA-FM/Port Huron, WNFR broadcasts 24 hours a day and is an affiliate of the Moody Broadcasting and the SkyLight Satellite networks.

NASHVILLE, Tenn. — WCM-AM/Ann Arbor-Detroit has added the Morningstar Radio Network's pure AC Christian music format to its mid-day slot. The station currently airs 20 hours music daily.

SAN FRANCISCO — Listeners to KFAX-AM/San Francisco teamed up with station talk show host Craig Roberts to provide over 10,000 Bibles for Eastern Europe. The Bibles will be distributed in Romania and Ukraine through a cooperative effort with the Bible League, an Illinois-based publishing organization.

KFAX has also expanded its daily talk show *Life! Line* to 90 minutes. Recently celebrating five years on the air, the program is the only one of its kind in the San Francisco Bay area, said host Craig Roberts.

MINNEAPOLIS/ST. PAUL — Radio stations WMDR-AM/Augusta, Maine; KLFC-FM/Branson, Mo.; WYGE-FM/New London, Ky.; WLPR-AM/Mobile, Ala.; and KGCB-FM/Prescott, Ariz., are newest affiliates to join the SkyLight Satellite Network. All stations utilize the network's inspirational format while KGCB also airs the non-commercial services of StandardNews.

WASHINGTON, D.C. — WAVA-FM/Arlington, Va., is the flagship station for *The Right Side with Armstrong Williams*, which will be broadcast nationwide on the Salem Radio Network. The show, heard in the Washington, D.C.-area on another station before moving to syndication in 1994, is a call-in and interview program. Williams is a nationally recognized and respected businessman, commentator, and columnist.

PRINCESS ANNE, Md. — Station manager Jim Ease of WOLR-FM/Princess Anne spent two weeks in Poland giving a seminar on the management of local radio with Regent University (Virginia Beach, Va.) professor Chuck Pollak. In mid-December, personnel from 14 local and national stations attended the four-day seminar hosted by the Polish Christian Mutual Help Foundation, which operates a radio station and other broadcast interests.

COLORADO SPRINGS, Colo. — Two more affiliates are now on the air with programming from the Word In Music Satellite Network: WXOR-FM/Biloxi, Miss., and WKYI-

*Continued on page 36*

## Trends in Local Radio

*N*ewsweek magazine says call-in talk shows are a fast-growing format, accounting for nearly 1000 of the nation's radio stations. *Christianity Today* reports talk has become the hottest format in Christian radio. However, if talk and interview shows are so hot, why are so many small and medium size stations deleting local interview and talk programs?

The trend in Christian talk radio is toward a mass audience, multi-market talk format. Cheap satellite time coupled with ever-improving technology is expanding the market coverage of talk shows formerly only regional. The upside of this trend is the reduction of expenses (particularly in personnel) while in many cases improving the professional quality.

At first glance, this sounds good and in many instances it is. Satellite programming is attractive to small and medium market stations who are trying to remain solvent while attempting to improve their program quality. In fact, medium and smaller independent stations are signing up with satellite program services in high numbers, while companies offering satellite services have doubled in the last three years.

In some areas, local Christian talk programs are replaced by national talk and paid programs. For example, pastor Mark Buckley in Phoenix often shared the microphone with his ministry colleague Hylan Slobodkian on *Contact Arizona*. This program went off the air in January. When programs like these die, Christians within a community lose an important avenue for expression, spiritual help, or information.

There is little debate nationally syndicated programs like those hosted by Marlin Maddoux, Jim Warren, Dick Staub, Rich Buhler, Vic Eliason, and Tim Wildmon are needed. However, there is also an unquestionable need for talk programs addressing local issues. And since every community has different issues to grapple with, we must not adopt a "one size fits all" mentality.

For example, immigration issues may play heavier in California, Florida, or Texas. Right-to-die issues may attract more attention in Oregon or Michigan. And discussions related to homosexual legislation were stronger in Colorado and Idaho during recent elections.

In my own community, we recently squared off on abstinence-based sex education. At the time, this was a regional issue. Several months ago in Akron, Ohio, local church members became concerned about how to address a neo-Nazi rally. Again, this was a localized phenomenon.

These examples point to the need for small and medium size stations to create or maintain their own local interview programs. While not advocating replacement of national talk shows, a local program should simply augment these larger audience programs.

Bill Feltner, the host of *His People* on KNIS-FM/Carson City, Nev., says local talk programs are "much more work, but it's worth it." Feltner adds, "We are choosing speakers, subjects, and guests that most fit *our* needs. We are more aware of the needs in our area." Feltner sees "tremendous duplication" in some of the syndicated Christian talk programs, with several stations airing the same programs more than once. This means the exact same programs are heard a half dozen or more times a day in the same markets.

### Strategies for Improvement

In determining programming, the question to be asked is if we really want to opt out of local strategies in exchange for corporate policies dictated by market sages far removed from middle-town America. Mass market talk shows should not be used to the exclusion of local talk radio.

Local radio stations, in any size market, should have a talk format, including interviews with thoughtful and well-informed Christian pastors, community leaders, and business-

men. Wherever possible, talk programs should encourage audience participation. Talk radio (including interviews) provides an excellent venue to face issues affecting local communities. In most instances, Christian authors, ministry leaders, or experts are more than willing to do smaller market interviews.

At least three of the major aims of talk radio programs have been to disseminate information, to encourage listener action, and to entertain. However, talk radio is not just about changing votes — it's about changing hearts. Our role is not to upend government. Rather, it is to point the way to the source of truth in Jesus Christ.

By staying in touch with people living within the communities, we will be successful in penetrating the aching hearts of listeners. A fourth goal, and one that is often overlooked, is to use interview radio to minister to our audience. For example, why not pray with callers right on the air?

Several years ago, we began to compile data on Christian talk programs across the country in large and small markets. We discovered station size has nothing to do with the quality of an interview. What *does* make a difference in nearly all good talk shows is how well prepared the interviewer is. For example, some of the most positive response came to us from smaller stations. These included KYTT-FM/Coos Bay, Ore.; WNFA-FM/Port Huron, Mich.; KGDP-AM/Santa Maria, Calif.; and

*Don Otis is president of Creative Ministry Resources, a consulting firm and public relations agency in Sandpoint, Idaho.*

*Continued on page 38*



# TRADE TALK

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FM/Lexington, Ky. Both stations began carrying the network in December.

## AWARDS

NASHVILLE, Tenn. — *Billboard* magazine has named Sparrow Records the Top Contemporary Christian Label of 1994 and Sparrow Distribution the Top Contemporary Christian Distribution Label of the year. This marks the second consecutive year the Sparrow label and distribution have topped *Billboard's* year-end chart.

The Sparrow label also topped four of *The CCM Update's* five 1994 Year-End Charts as ranked by label: first for album sales, adult contemporary radio, CHR radio, and inspirational radio. In addition, *American Songwriter* named Sparrow Christian Label of the Year.

## MUSIC NOTES

NASHVILLE, Tenn. — Genesis Records, the recording label formed by the Baptist Sunday School Board in 1993, has been discontinued as of January 1. Mark Blankenship, music department director, said the decision was "because of budget constraints for new ventures."

## NEWS BITES

IRVING, Texas — Warner Music Group and Nest Entertainment, Inc., have formed a partnership, Warner Nest Animation, that will create and produce animated children's videos. Products created by the partnership will include new episodes of the *Animated Hero Classics* series, which chronicle the achievements of important historical figures, currently produced by Nest. Among the animated video titles to be released in 1995 are *Pocahontas*, *Louis Pasteur*, and *Alexander Graham Bell*.

NEW YORK, N.Y. — The Christophers, producers of the syndicated television series *Christopher Closeup*, celebrate 50 years of service this year. The Christophers use print and broadcast media to further the Judeo-Christian concept of service to God and humanity with the motto of "It's better to light one candle than to curse the darkness." Each *Christopher Closeup*, one of the longest-running shows on television, stresses inspirational topics and emphasizes positive, constructive themes to live by.

## PEOPLE

OKLAHOMA CITY — Bob Rogers has been appointed general sales and marketing manager of KQCV-AM and KNTL-FM, both in Oklahoma City. Rogers is a veteran Oklahoma City radio broadcaster.

WASHINGTON, D.C. — Two members of WAVA-FM/Arlington, Va., sales team have been promoted: Craig Brown from senior account executive to account manager and Pam Bassett from account executive to senior account executive.

GRAND RAPIDS, Mich. — Twila Bennett, who for the past two years has been scheduling author interviews for Baker, Revell, and Chosen, is now publicity director for those publishers as well as Cambridge Bibles, and will manage the publicity team.

Marci DeVries is the interview coordinator working with radio and television stations as well as authors to coordinate and schedule interviews. Before coming to Baker, DeVries worked for the *Advance* newspapers in Grand Rapids.

NASHVILLE, Tenn. — Mark Funderburg has been appointed vice president and general manager of Word Distribution at Word Records and Music. In the newly created position, his primary responsibilities will be to oversee and direct the distribution side of sales and marketing including all field marketing representatives and the telemarketing division. Additionally, Funderburg will manage Word's relationships with all distributed labels as well as mainstream distribution.



Joe Willis (left), board member of NRB's Southwestern Chapter, presents Bill Simmons with a plaque honoring his years in broadcasting.

DALLAS — Bill Simmons, who for over 37 years worked at KSKY-AM/Dallas, retired in January. He had also been a very supportive member of the National Religious Broadcasters Southwestern Chapter.

NASHVILLE, Tenn. — Steve Griffin has been named president of EMI Christian Music Group's new distribution arm, Chordant Distribution Group. In his new position, he will determine growth strategy and oversee label relations from Chordant, which will distribute product from the leading labels in contemporary Christian music including Forefront, Sparrow, Star Song, Warner-Alliance, Chapel, GospoCentric, Proclaim, Selah, and Troubador. Griffin formerly served as president and CEO of Nest Entertainment, Inc.

## PUBLISHING NEWS

GRAND RAPIDS, Mich. — With the information superhighway forcing rapid technological expansion, Zondervan Publishing House (ZPH) is merging two publishing departments into one: computer software and audio/video into ZPH New Media, headed by Dave Anderson and Mark Hunt. Anderson, formerly general manager of ZPH audio/video, and Hunt, previously general manager of ZPH advanced media, are now publisher/executive producers of ZPH New Media. This new division will be responsible for acquisition and product development of all ZPH audio, video, software, and multimedia publishing.



# Raising the 10/40 Window With Global Prayer

Imagine the 100 least-evangelized cities of the world, i.e. Tehran, Pyongyang, Mecca, Shanghai, etc., creatively and effectively being reached with the Gospel by Christian broadcasters in the few years just ahead. This historic evangelistic accomplishment could be the result of the focused prayer for these key cities taking place during October.

All Christian broadcasters can participate in what organizers are calling "Praying Through the 100 Gateway Cities."

During October 1993, over 20 million Christians in 105 nations prayed for 62 nations in the "10/40 Window." It was the largest global prayer initiative in the history of the church. The United Prayer Track of A.D. 2000 & Beyond has designated October 1995 for Praying Through the Window II.

The focus for this prayer initiative is the 100 gateway cities in the 64 nations of the 10/40 Window. Each "gateway" city is a strategic economic, political, and spiritual center of its respective nation. It is expected that 30-40 million intercessors will participate this fall in the prayer effort.

The 10/40 Window describes that unique segment of the globe between the 10th and 40th latitudes north of the equator and stretching from western Africa across the Middle East and Asia. Almost 3 billion people live in the 10/40 Window, making up 97 percent of the least evangelized of the

world. This is the point where we in mass communications become a key to opening the 10/40 Window.

As broadcasters, we know the power of broadcasting technology. We have exploited technology for the sake of the Gospel since the 1920s start of the electric church. Now, increasingly powerful and effective technology has the potential of being combined with the focused prayers of millions asking specifically for evangelism to take place in the 100 least-evangelized cities.

Unfortunately, less than 1 percent of money spent on Christian broadcasting is spent on reaching the people in the 10/40 Window. This unique combination of technology, commitment, and targeted prayer has never happened before. God must now want to do something spectacular in the kingdom.

You can be a part of this unprecedented moment in history by considering your involvement in the following:

\* Commit to pray with millions of other worldwide believers this October.

\* Pray for how you and/or your ministry can be a practical part in either promoting the October prayer focus or perhaps actually penetrating one or more of the gateway cities with a media form of the Gospel.

\* Broadcast the half-hour video or radio spots highlighting the October prayer focus.

\* Schedule interviews with mem-



Michael Little is president of the Christian Broadcasting Network, Inc., in Virginia Beach, Va., and serves as chairman of Praying Through the Window II.

bers of the prayer committee.

\* Make available copies of the special October calendar and prayer guide *Praying Through the 100 Gateway Cities*.

\* Write today for more specifics on how to be a part of opening the window of light on the 100 gateway cities this October.

We have the technological potential to fulfill the Great Commission, but we must have the prayer focus on the areas of most need. This October, Praying Through the Window II will give us the geographic, population, and calendar focus to pray with effectiveness.

"Be strong and let us fight bravely for our people and the cities of our God. The Lord will do what is good in His sight" [II Samuel 10:12].

For more information on Praying Through the Window II, The 100 Gateway Cities, write to the Christian Information Network, 11025 State Highway 83, Colorado Springs, CO 80921, or call (719) 552-1040. <sup>RB</sup>

## WASHINGTON WATCH

*continued from page 10*

prohibits ownership of two television stations with overlapping Grade B signal contours (typically ranging 50 to 70 miles in radius).

Suggestions include amending the restriction to prohibit merely the overlap of Grade A contours, which usually range 30 to 40 miles in radius, and permitting common own-

ership of two television stations in the same market under limited circumstances, such as where the proposed combination would occur in a large market with a substantial number of other competing stations. Moreover, the agency proposes easing or eliminating the one-to-a-market rule, which generally prohibits ownership of a radio station and television station in the same market.

As noted above, the reviews of

both the attribution rules and the ownership restrictions are still at an early stage. It is not possible to predict exactly when the FCC might formally adopt new or modified rules, although final action is likely during 1995. <sup>RB</sup>

# Event Marketing for Off-Air Revenue Generation

It's an age-old challenge: the general manager wants more revenue and the programming director wants fewer on-air interruptions corrupting his carefully crafted music mix. Understandably, most stations don't want to sound like boardwalk barkers. What's the answer? More and more radio stations are finding event marketing is an option.

Using event marketing, opportunities for non-spot revenue abound at your very own station, starting with existing clients. For example, try a "Ladies Night Out" promotion where you hold a mini-trade show featuring advertisers (or underwriters) who offer products and services for women. Other possibilities include health fairs, financial fairs, home improvement clinics, automotive clinics, and career days. You can also tie into community and charity events.

Your revenue isn't limited to selling spots. You can also benefit from selling booths to advertisers. Actually, the non-spot opportunities such as the title, sponsorship, interior/exterior signage, inflatables, displays, hand-outs, wearables, autograph booths, sampling, couponing, vending, and attendee mailing lists are tremendous. The more creative, the more revenue generated.

To sell the maximum amount of clients, spend some time (and yes, maybe even some dollars) on a great

presentation. Devise a formal, written proposal listing each potential benefit to the client. Use lots of graphs and charts detailing the show's floor plan, advertising budget, public relations campaign, and traffic projections. Provide checklists on booth preparation, signage, promotions, and anything else you can think of.

Initially, limit the availability of this special opportunity to your best clients. This will help build exclusivity and urgency as well as rewarding your most loyal supporters first. If your heavy hitters don't fill up the show, open it up to smaller advertisers and even new clients.

Be sure to cross promote these events. Trade with television and newspapers for a good schedule. The more aggressively you promote the event, the more aggressively you can price it.

Remember to set a limited number of booths and a definite deadline to sign up. Require a deposit to hold the booth. Sell this as an exclusive event and build a lot of urgency into the presentation. As long as you sincerely work at providing a quality event, you (and your clients) should see quick results.

Of course, you can also use event marketing to attract new clients. Event marketing works particularly well for clients who usually won't (or can't) buy radio. If you have poten-



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.

tial clients like that, simply sell them on the idea of a booth. Their perception of you and your station will change once they see you can generate measurable response.

As a side benefit, event marketing typically attracts new listeners. In fact, the most visible booth at the show should belong to the station. Be sure to pass out buttons, program guides, and sign-up forms for listeners who want to add their names to your station mailing list. The promotional value alone will make your investment worthwhile.

Event marketing helps Christian radio compete with the secular media without compromising station sound. If you can think of a creative way to present this idea to your clients, they will stop seeing you as a radio salesperson and start seeing you as a valuable marketing consultant. <sup>RB</sup>

## PRACTICAL PROGRAMMING

*continued from page 35*

### KNIS.

Smaller market stations can keep interview program costs down in several ways. This bare bones approach is working at places like KSLT-FM/Spearfish, S.D.; WCVO-FM/New Albany, Ohio; and KPDR-FM/Wheeler, Texas. In some, but not all instances, the interviewee initiates a phone call (if the interview is with an out-of-

state guest). The producers are volunteers or the hosts themselves, and the air time is underwritten by Christian businesses within the community.

As Feltner says, "We want to change the way people think, but also the way they act." In a nation with a 500 percent increase in violent crime, a 400 percent increase in illegitimate births, and a doubling of the divorce rate in the last three decades, we need to use Christian talk radio to

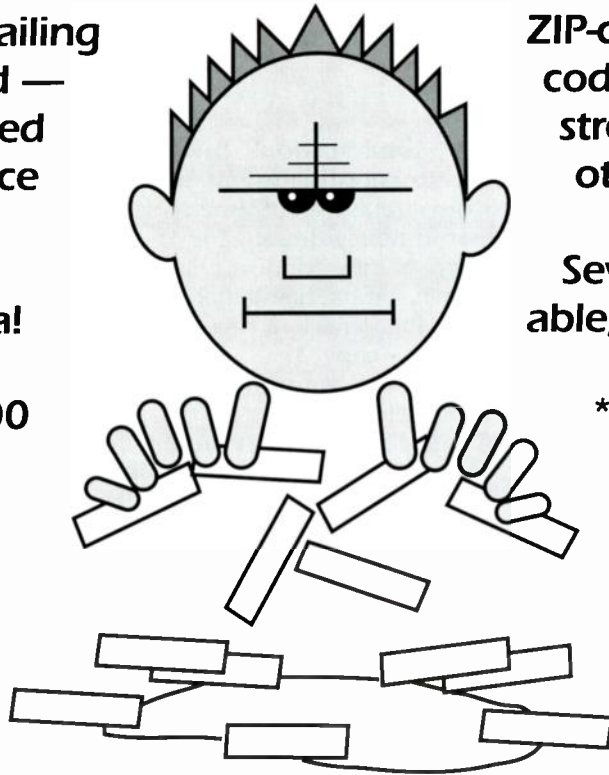
make a spiritual and moral difference in our nation.

These changes must begin within our own communities. Local interview programs are a vehicle that can produce just such changes. <sup>RB</sup>

# Get into a sticky situation.

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

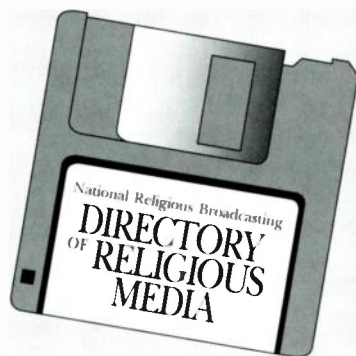
At only \$15/100 labels, they're hard to resist. You can even customize your order by specifying



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

Several lists are available, including:

- \*Radio Stations
- \*Television Stations
- \*Program Producers
- \*Publishers
- \*Agencies/  
Suppliers



And, in early 1995, our database will be available on diskette!

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.)



# Direct Mail — Four Things Other Non-Profits Do

I spent the first 12 years of my direct mail marketing career working for religious broadcasters. And then I moved on to the general non-profit field of fund raising. Through a major agency, I worked for health care organizations, Catholic organizations, environmental groups, etc.

While I was able to apply much of what I had learned in the world of ministry fund raising to other non-profit groups, I wondered why more ministries, especially religious broadcasters, have not taken advantage of what other non-profit groups have learned — after spending literally millions of dollars in testing.

The four things “they” do that “we” should consider are sharing the resources, creating various revenue streams, effectively using premiums, and looking beyond our four walls.

## Sharing the Resources

Everyone who has ever tried to buy printing knows the unit price on 100,000 pieces is far less than the unit price on 5000 pieces. This simple reality makes it difficult for a local television ministry with a small list to compete in the mail with a national cable ministry.

The national groups can afford the best marketing agencies, professional in-house development staff, the latest computer hardware and software, and top people to analyze each mailing. For a small ministry with a mailing list of less than 20,000 donors or viewers, each mailing becomes a major challenge.

Outside the world of ministries, local organizations like the public television stations, the health care charities, and many more have found the answer by working together.

For example, take the case of four public television stations in different areas of the country. Each had the exact same offer to its audience: “If you support channel XX with your gift of \$X, we will continue to provide you with educational program-

ming.”

The four stations hired one agency to coordinate and manage their direct mail — both the renewal of their in-house donors and the acquisition of new donors via direct mail. Each station maintained its own look and logo and had final editorial say over the copy.

The results were incredible. Instead of well-meaning amateur staff members writing and developing the mail campaigns, award-winning professionals were at each station’s disposal. And the cost, when divided among the four non-competing stations, was comparable to what they previously paid.

Through these collective efforts, printing costs dropped dramatically, as did mail shop costs. The mailings were dropped on time and managed by professionals. And the ideas generated by the combined brainstorm sessions also yielded creative concepts aiding the development of telethon campaigns. And, more importantly, the donors never knew the difference.

This approach could work very well for religious, non-commercial stations. Each has the same offer to their audience: “If you support our ministry, we will continue to broadcast the Gospel.” And a good agency can always make sure the unique personality of your ministry is reflected in the final direct mail piece.

## Creating Revenue Streams

The most successful non-profit agencies in fund raising do not rely solely on one method of raising funds over all others. For instance, World Vision uses television, space advertising, and direct mail to acquire and renew donors. The Salvation Army uses its famous kettles and Santas as well as direct mail to fund its work.

Yet, too often religious broadcasters, especially small ones, rely too heavily on one method of fund raising — the sharathon — which in-



Mary Hutchinson is vice president of Newport Creative Communications of Duxbury, Mass., and an award-winning fund-raising professional.

creases in frequency, from annual to bi-annual to quarterly, etc. Sharathons are effective, but have limitations, such as taxing on the talent (what happens if they become sick, etc.?). While a sharathon *does* make the phones ring with pledges, it can irritate the viewers/listeners, especially if it becomes too often. And it can become costly in lost air and staff time.

An effective, well-managed direct mail program is the best insurance a ministry can have that the revenue will be predictable and reliable. A ministry manager should have a method of determining what percent of income each year comes from sharathons, direct mail, thank you letters, space advertising, special events, etc., and the ability to use that data to strengthen the weaker fund-raising areas.

## Effectively Using Premiums

Nearly every week, you receive a mailing from a charity with the words “free gift enclosed.” Inside, you find greeting cards, name stickers, decals, notepads, key tags, and other trinkets. Some come from organizations you have sent a few dollars to over the years, but still others come from organizations you have never supported. The reason for these organizations investing the extra money in premiums is quite simple: they work.

Continued on page 52

# “For religious music stations, Southern Gospel now outranks contemporary Christian as the nation’s No. 1 format.”

—Religious Broadcasting, April, 1994

## Top 10 Radio Format Ranking

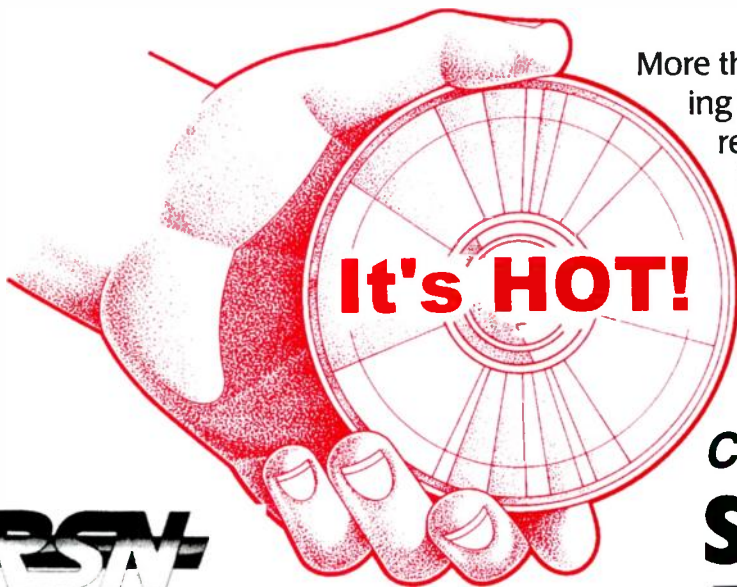
- |    |                              |                       |
|----|------------------------------|-----------------------|
| 1. | Country .....                | 2,496 stations        |
| 2. | Adult Contemporary .....     | 2,307 stations        |
| 3. | <b>Southern Gospel .....</b> | <b>2,269 stations</b> |
| 4. | Religious .....              | 1,026 stations        |
| 5. | CHR/TOP 40 .....             | 972 stations          |
| 6. | Oldies .....                 | 723 stations          |
| 7. | Variety .....                | 601 stations          |
| 8. | Rock (AOR) .....             | 491 stations          |
| 9. | Talk .....                   | 488 stations          |

At **SOLID GOSPEL** we do Southern Gospel better than anyone.

You get the best and the most in Southern Gospel music hits – seven days a week, twenty-four hours a day for just 51 cents an hour (\$13 a day)!

Tight production, first class DJ’s, CD quality music and computer controlled signals assure you a top notch sound that can compete with any other format currently available.

More than 75 progressive station owners are giving **SOLID GOSPEL** to their listeners. And the response is phenomenal. Listeners love it because they hear the songs they like. To get **SOLID GOSPEL** for your station, call 1-800-334-2630 today.



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Call  
**SOLID GOSPEL**  
Today! 1-800-334-2630



## Use Music to Build Audience

I love many kinds of music. Apparently my eclectic taste in music is fairly typical of the American radio consumer. A recent census study shows most Americans like several different kinds of music and Americans' musical tastes are broadening.

An article in *American Demographics* states, "There are now signs that the public is ready for an end to musical segregation. Music fans in their twenties are passionate about hard rockers like Pearl Jam and Soundgarden — but they are also partially responsible for the comeback of . . . Tony Bennett and Frank Sinatra."

Sean Ross in *The M Street Radio Directory* says one of the radio programming stories from 1994 that should be told is "how the tangible, but hardly overwhelming, success of . . . niche formats led to a broadening of every other major format, including country and urban."

He concludes, "No major format will make it out of 1994 without being broadened by either the alternative boom or the '70s gold rush, or both." Specifically mentioning country, he writes, "The result was that by late summer, you could hear 'Today's hottest country with yesterday's Ronnie Milsap oldies inserted.'"

The radio and music industries have segmented their demographics. But it may be a mistake to limit audience appeal by narrowly defining our demographic through our music programming. In view of the fact that Christian radio already appeals to a limited segment of society, we narrow our niche even further by staying with a narrow music format.

Audience tastes — particularly Christian tastes for Christian music — may be broader than realized. Performers providing a mix of contemporary styles have shown that listeners will respond to different styles if presented with quality and consistency.

In the November issue of *CCM*,

John Fischer writes a case for a break from the steady diet of contemporary worship music for an occasional walk into the great hymns: "While most contemporary worship songs tend to focus on praise and worship through repeatedly blessing God, these old relics major on the gospel themes of redemption, salvation, and grace."

If you're the dominant Christian station in your market (or if someone else is doing AC or CHR), the best position for your format would be the variety and consistency of inspirational music.

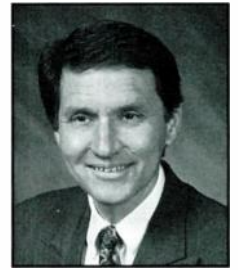
I love contemporary praise music and I've enjoyed incredible worship experiences with worship music. But combining the theology of our music heritage with the fresh renewal of contemporary praise is the best of both worlds. Some of the best church services I've experienced artfully combined the styles. Christian music radio stations can do the same.

I believe in the power of music to build and hold an audience. Inspirational-formatted stations generate 70 percent larger listener shares and time spent listening to such stations is 60 percent higher. Look at your schedule for ways to program less talk and more music.

A consistent, high-quality music format can build a higher cume, a better AQH (average quarter hour), and a higher TSL (time spent listening). A consistent music format greatly reduces audience time-out and listener turnover. Commercial stations have long valued a high AQH over a high cume.

To the non-commercial, a higher TSL translates into higher listener loyalty, which means consistent financial support. A recent article on fund raising in *Religious Broadcasting* outlined the greater fund-raising potential of inspirationally formatted stations because of a large audience more willing and able to contribute.

Inspirational music demonstrates surprisingly high listenership among the 25 to 44 age group. As these lis-



Wayne Pederson is executive director for satellite communications for SkyLight Satellite Network and Northwestern College Radio. He has been with the network for 25 years.

teners get older, they'll become an increasingly important target.

Martin Luther said, "I wish to see all arts, principally music, in the service of Him who gave and created them. Music is a fair and glorious gift of God. . . . Music makes people kinder, gentler . . . and reasonable. I am strongly persuaded that after theology, there is no art that can be placed on a level with music; for besides theology, music is the only art capable of affording peace and joy of the heart." <sup>16</sup>

# Using Newsletters Overseas

**D**o you use a newsletter to stay in touch with your overseas broadcasting team? When distance separates home from field, your organization's house organ can communicate in unexpected ways. So how can you develop an informative newsletter to bolster morale, alleviate anxiety, have fun, and inspire?

Robert Heller, former governor of the Federal Reserve System, once said, "Never ignore a gut feeling, but never believe that it's enough." Our "guts" were bothered when examining our newsletter.

Questions abounded: Was more customization needed? Was there some great layout design trick we should try? If we're really reader-focused, what might our staff (with all their diverse needs and personalities) be thinking? Some were left-brained business types. What kind of newsletter would work for them? Short? Data intensive?

And what about our right-brained staff with their warm, creative personalities? Would they prefer human interest insights and humor? How could both styles fit into one newsletter?

Last October, we did some research on our newsletters to test a few ideas. Our "gut feeling" made us wonder about matching thinking styles with like-minded newsletter stories (content) and appearance (layout). In the test used, four different personality types were identified. Did this mean four different organs?

## Success Style Profile

The art of managing brain skills is what trade journals call "the last frontier" of human resource management. Thinking styles vary with enough significance that good managers should and often do recognize dominant preferences.

We used the Success Style Profile (SSP), created by Dennis Coates, which identified four thinking styles. The test, based on characteristics of the right brain (feeling = F) and left brain (logic = L), also included the front brain (conception = C) and back

brain (perception = P). The SSP categorizes four different approaches for learning from communicators like newsletter writers or designers:

**1. Matter-of-Fact Approach — Perception/Logic = PL.** Learn best when given specifications, tables and charts, procedures, and facts, and are best motivated by deadlines and instructions.

**2. Analytical Approach — Conception/Logic = CL.** Learn best by lectures, texts and articles, conceptual models, and explanations, and are best motivated by reasons, goals, and objectives.

**3. Persuasive Approach — Conception/Feeling = CF.** Learn best by role models, testimonials, art, movies, novels, logos, and symbols, and are best motivated by pep talks, relationships, and vision.

**4. Personal Approach — Perception/Feeling = PF.** Learn best by examples, music, and pictures, and are best motivated by affection, sympathy, praise, and concern.

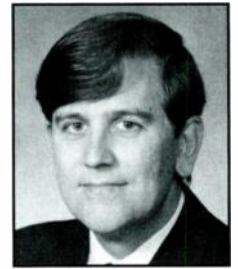
In addition to the SSP instrument, four sets of materials were prepared to make content and layout "samplers." The content examples were based on a news story about Rwandan refugees. The layout examples were similar to the newsletter already in use. The samples were verified by experts for their ability to match the four SSP thinking styles.

The test subjects were career missionaries with at least four years service on the field. Eighteen missionaries agreed to participate in the survey, which was conducted during a furlough conference. Another dozen participated in a focus group evaluating our monthly newsletter.

## Play Theory

What were the results of this test? Primary thinking styles were not associated with content or layout. The majority preferred the right-brained approach; even the logical thinkers liked a feeling-style newsletter.

The right-brained preferences among the missionaries in the survey and focus group seemed related



Mark Snowden serves as media consultant for the Overseas Office of the Foreign Mission Board (FMB) of the Southern Baptist Convention. He recently became editor of the FMB's field personnel newsletter, *Intercom*.

to the Play Theory of Mass Communications, formulated by William Stephenson. The theory says most mass media entertains and informs in a playful way that "teaches loyalty, competitiveness, and patience," which are not logical, left-brain characteristics.

The newsletter at best would be received by a staff as an informal representation of your company information. Complex topics, policy changes, and controversial issues, according to the Play Theory, should be used very sparingly, if at all, and handled best in person. Given the despair typically surrounding missionaries like those in our survey, Play Theory suggests the company newsletter would be sought for its ability to provide a "playful" interlude.

Thinking style preferences do play an important role in newsletter customization, although in different ways than initially expected. By understanding which of the four thinking styles communicates in which particular way, newsletter staff members can communicate more effectively. The aspect of the Play Theory needs to be tested for universal application to newsletters.

Why not replicate this study in your organization? Communications patterns, such as suggested by the Play Theory, may exist among your employees and could help your organization be more effective. <sup>R<sub>B</sub></sup>



## The Lost Art of Peer Evangelism

Recently a lay youth leader shared his joy with me. Within the past three months, 22 of his high schoolers led one of their friends to the Lord. "What is so exciting is that high schoolers led their peers to Christ, not a hired 'specialist' like the youth pastor or an evangelist," he said.

His joy, coupled with my joy, reminded me of Luke 10:21, where Jesus was "full of joy by the Holy Spirit." Why? For over three years, Jesus had been investing His life in bringing His 70 disciples to the point in their maturity they could begin to see their newly understood faith with their peers.

I firmly believe churches are not seeing conversion growth because we have lost the art of peer care and peer evangelism. Within the past generation, we have turned over the work of the Great Commission to experts in the field of Christianity. There is a false belief that the Great Commission is the pastor's job, the missionary's job, or the evangelist's job. We've lost the friend-to-friend message of the Gospel that Jesus modeled before His disciples on a daily basis. That everyday commission of Jesus has become the "too-great-for-me-commission."

Disciplemaking is New Testament evangelism at its best. When people are searching for God, they are not looking for friendly churches but for friends. When asked, 87 percent of Christians agree evangelism is important. However, only 52 percent of Christians have shared their faith within the past year (*Christianity Today* Church Poll, 1991).

My lay youth leader friend has found his teenagers making an impact in peer-to-peer evangelism because of two reasons. First, as a lay youth worker, he has passionately modeled, like Jesus, becoming a "friend of sinners" [Matthew 11:19].

Secondly, and equally important, he knows that in today's culture, personal evangelism is very difficult, if not almost impossible. In a post-Christian culture, research consis-

tently shows the typical, skeptical lost person has to build several friendships with Christians before he will trust the message of Christianity. Thus the need for team-effort evangelism — Christians helping each other succeed at the work of evangelism.

Helping Christians succeed at reaching their friends can be the strategic role of Christian media and broadcasting. In a 1991 *Christianity Today* poll of Christians, 68 percent responded positively to the following question: "I believe the most important task for Christians is to lead non-Christians to faith in Christ."

However, 49 percent of Christians today have the mistaken impression that they cannot share their faith with their peers, but need an evangelistic "expert" to do the job.

A good example of Christian media trying to make peer evangelism work is the Moody Broadcasting Network (MBN) in Chicago. Last December, all of Moody's owned and operated stations, including WMBI-FM/Chicago, challenged listeners to join them in a cooperative evangelistic effort. Listeners invited friends, family, and neighbors to listen to non-stop Christmas music on the radio during the holiday season.

Listeners also helped sponsor local newspaper advertisements promoting the week of Christmas music in their local communities. The radio stations also distributed, through Christian bookstores, businesses, and churches, postcard invitations for listeners to give their friends.

According to Bruce Everhart, station manager of WMBI-AM-FM, the Christmas music outreach actually developed out of a recent, re-evaluating of the station's mission statement, which not only specifies to "edify the Body of Christ," but "to evangelize" as well. Everhart said, "We realized our programming lacked an evangelistic intentionality. After an intense prayer meeting, . . . we decided to develop some creative and innovative programming to reach the non-Christian directly.



Dann Spader is founder and director of Sonlife Ministries, a Wheaton, Ill., -based organization geared toward developing discipling leadership in local churches.

"In a lot of ways, we had to change some of our thinking. We began to ask ourselves questions like, 'How would a non-Christian respond to this?' It really revolutionized our thinking about what we do and why we do it," he concluded.

Everhart reported the response on WMBI's special 800 number for the Christmas outreach was overwhelming, averaging approximately 500 calls a day the week before Christmas. Callers received a specially written pamphlet/tract entitled *Who Turned Out the Lights?*

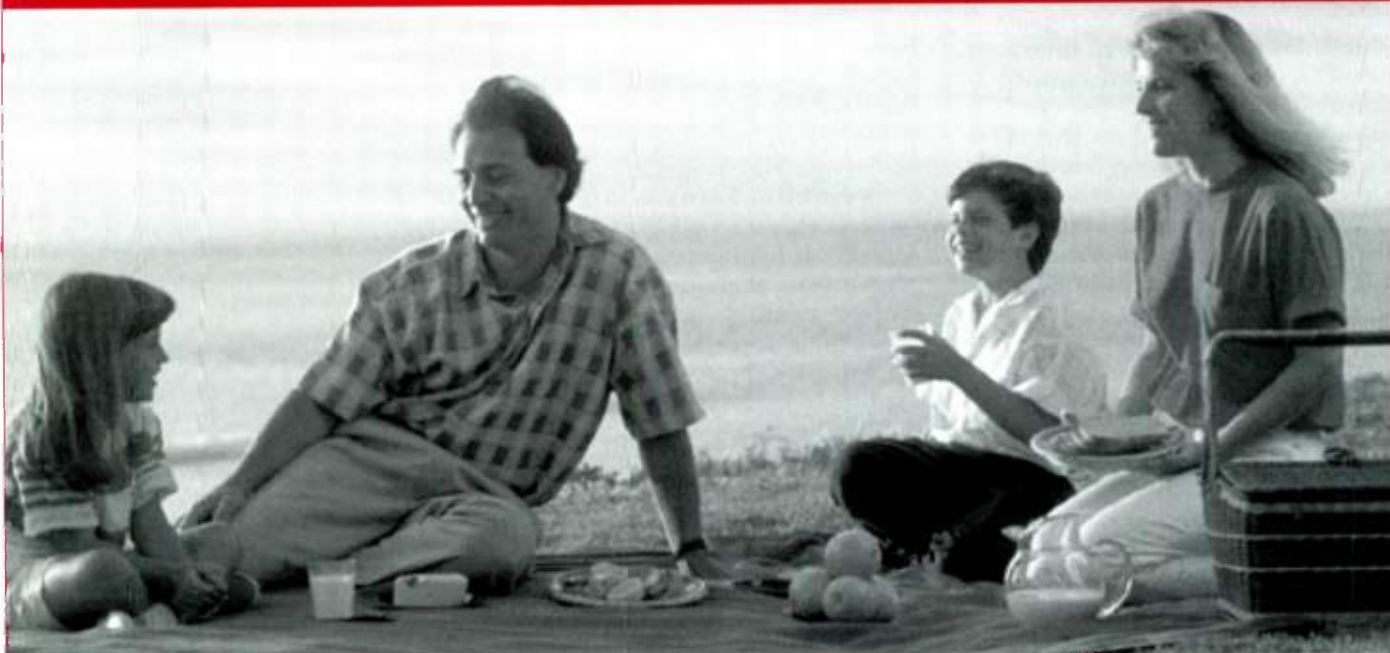
"It's really risky business doing this and it's been a step-by-step process, but we have a biblical mandate to reach the lost. It is our desire to be good stewards of these credible and substantial resources the Lord has entrusted [to] us. We want to not only make disciples, but share the Good News as well," Everhart said.

I think it's time for Christian broadcasters to develop high-quality, creative methods of outreach designed with the local believer in mind. The Great Commission is really an everyday commission. Local church leadership exists to help believers succeed in reaching their peers for Christ. Local Christian media can be a powerful tool in helping Christians seek to share the message of Christ with their neighbors and friends — in a team effort style like my lay youth leader friend so clearly understood.

Today there are hundreds of

*Continued on page 52*

# National Religious Broadcasters Group Insurance Program



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# Defund the National Endowment for the Arts

**W**hat passes for "art" is one important manifestation of a nation's culture. We would hate to think our nation's culture, or even our art, is dictated or dominated by the National Endowment for the Arts (NEA). A federal agency, it is a prime example of special-interest boondoggles, waste, and corruption, and of spending taxpayers' money on projects that are offensive to the majority of the American people.

NEA chairman Jane Alexander assured senators during her confirmation hearings that, under her leadership, the NEA would be in tune with the American public. Words are cheap; her latest series of grants include the following pseudo-artists whose resumes should have disqualified them from receiving any taxpayer funds whatsoever:

**Tim Miller**, who used previous NEA grants to disrobe and sexually stimulate himself on stage (and among the audience) during his so-called "performance art" presentation entitled, "My Queer Body."

**Holly Hughes**, whose awards of taxpayer funds were devoted to her writing and performing in such sewer "performances" as the "Well of Horniness."

**Kitchen Theater**, which had used taxpayers' money to pay Annie Sprinkle to invite the audience to examine the inside of her genitalia with a flashlight.

**Framline**, which has used taxpayer funds to organize and run the pornographic offerings of the annual Gay and Lesbian Film Festival in San Francisco.

**Marlon Riggs**, who used taxpayer funds from both the NEA and Public Broadcasting to produce the pornographic, profanity filled, and pro-homosexual documentary, *Tongues Untied*, which even many PBS stations refused to air because of its content.

**Walker Art Center** in Minneapolis, where Karen Finley first came to national attention and Ron Athey

sliced designs into the flesh of another man's back, soaked up the blood with paper towels, and then tossed the blood-soaked towels over the heads of his audience. (News reports speculated the blood might have been HIV-positive.)

**Franklin Furnace Archive** in New York, where Finley, Hughes, Miller, and numerous others have been given yet another taxpayer-subsidized venue to shock the public with their so-called "performance art," the details of which are too disgusting to recite here.

**Highways, Inc.** in Santa Monica, Calif., another taxpayer-subsidized venue, where Miller develops his homosexual "shock" material and serves on the board of directors.

**Centro Cultural de la Raza**, which was responsible for using NEA grants to give tax dollars to illegal aliens on the United States-Mexican border last year.

Federal funding of the arts started in the mid-1960s as a part of Lyndon Johnson's Great Society. Like most other LBJ spending projects, it has done more harm than good. The original do-good purpose of the NEA was to extend enjoyment of the arts to large numbers of Americans through subsidies to such cultural places and events as museums and concerts.

Then the agency got into the business of making taxpayer grants to individual would-be "artists" who could not sell their wares in the marketplace and who asserted "artistic freedom" to spend their grant money without accountability. Their art became the "art" of the con artist, as they worked the system of "peer review panels" to play the game of "you approve mine and I'll approve yours."

The only way to stop NEA outrages is for Congress to totally delete NEA funding from the Department of the Interior appropriation. The American voters should hold members of Congress personally and col-



*Phyllis Schlafly's daily radio commentary has been heard on 270 stations since 1983, and her weekly call-in program on parents' rights in education has been aired on 45 stations since 1989. She is the president of Eagle Forum, a conservative pro-family organization.*

lectively responsible for everything the NEA does with taxpayer funds.

If this happens, we can expect to see the best "performance art" of the year, as NEA recipients and their friends, who have tremendous access to the media, portray themselves as victims and cry "Censorship!"

We can expect to see hysterical fliers inserted into programs handed to all playgoers and concert attendees telling them Sen. Jesse Helms (R-N.C.) is "censoring" their entertainment, and theater and music will disappear from America at the hands of Republican "barbarians."

A battle against the National Endowment for the Arts is worth making, not only for our own self-respect in having a say in how our money is spent, but also for how "art" is defined in America. <sup>R</sup>



# RECORDING REVIEWS

BY DARLENE PETERSON

## The Psalms

*conductor: Jack Ballard*

*producer and arranger: Jack Ballard*

*executive producers: Dave Bunker and Gavin Morkel*

*Storyville/R.E.X.*

A treasure. A gem. So much of contemporary Christian music is so good that I'm always hard-pressed to select the recordings I'll write about. But now and then, I stumble across something so unique and creative, it breaks new artistic ground.

This concept recording pairs paraphrases of selected Psalms with gorgeous musical and vocal renderings capturing the diversity of feeling and subject matter to a remarkable degree. String orchestra, piano, oboe, bassoon, saxophone, and some exotic percussion (played by Alex Acuna) weave a beautiful blend of new age, jazz, and classical flavors. A few Psalms are interpreted entirely instrumentally; most feature the strong contemporary male vocals of Kelly Ballard. But the considerable talents of the performers are all directed on bringing out the rich beauty of the real stars of the recording — the Psalms and the One who inspired them.

## The Majesty and Glory

*creator: Tom Fettke and Billy Ray Hearn*

*video producer: Moody Bible Institute*

*video executive producers: Barbara Goodwin and Nancy Knox Sparrow*

All the "video devotionals" I've seen (consisting of nature, historic, or scenic shots combined with Christian music) are generally pleasing and gently inspirational. Nature footage provided and edited by the Moody Bible Institute of Science and an exceptionally rich soundtrack (taken from Sparrow's best-selling audio recording by the same name) make this video outstanding.

Beautiful choral arrangements of 34 favorite hymns and spiritual songs with orchestral backdrops are grouped in medleys around inspirational themes such as "holiness and purity" and "glory in the cross." A nice touch not found in most other videos was the insertion of Bible verses at appropriate moments between songs to set the mood and establish the theme.

## There Is a Hope

*Alicia Williamson*

*producer: Dana Reed*

*executive producers: Mike Coleman and Don Moen*  
*Integrity*

Well known for thematic praise and worship music not tied to any particular artist or group,

Integrity has begun selecting individuals to spotlight. Alicia Williamson is an excellent choice as one of its first.

Of her versatility, producer Dana Reed says, "I wanted to show her different sides: she's a great inspirational singer, she has the ability to do pop, she can do [rhythm and blues], . . . she has the kind of voice you can mold, whereas some other singers have such a distinctive sound that to do any other style just wouldn't fit." Mark Gasbarro created rich orchestral settings for the "big inspo" sound of Williamson's trademark songs — "There Is Hope," "10,000 Angels," and "This Could Be the Day." Lyrically, the songs range from dynamic praise and worship to more narrative, personalized songs of encouragement. A great debut!

## Karenleigh

*Karen Childers and Leigh Cappillino*

*producer: Chris Harris*

*Integrity*

Integrity's other pick for its new artist lineup is equally impressive. This adult contemporary female duo combines two distinctive voices — one with a strong edge and the other silky smooth. Such a difference could be a minus or a plus, depending on how it's handled. With their close teamwork and artistic sensitivity, these women make it a big plus.

One of their trademarks is using "floating" vocal parts: flip-flopping lead vocals and harmonies above and below the lead. The instrumental portion of the music is more than just a backdrop. It contributes an edgy AC sound and features live instrumentation with piano, drums, acoustic guitar, etc. The lyrics focus heavily on relationships with the Lord and others.

## At the Foot of Heaven

*author: Kevin Max Smith*

*painter: Jimmy Abegg*

*recording producer: Paddy O'Leary*

*executive producer: Matt Price*

*Star Song*

Paintings by a guitarist accompany a book by a poet, who reads some of his poems on a companion audio recording with "soundscapes" augmenting his narration. This project is full of artistic overlap and meshed media!

Poet Kevin Max Smith's (of the group DC Talk) spartan but weighty lines go well with painter Jimmy Abegg's strong, sometimes glaringly hot colors and thick, deliberate, strokes forming expressionistic images. The meaning is as saturated in the few, carefully chosen words as the hues are on the canvas. Both are meant to be pondered. The beautifully printed and bound book groups the poems into four categories — romance, spiri-

*Continued on page 52*

# THE BOOK SHELF

BY HARRY CONAY

## **The Family Under Siege**

by George Grant  
Bethany House, 1994

## **Warning: Nonsense is Destroying America**

by Vincent Ryan Ruggiero  
Nelson, 1994

## **A Nation Without a Conscience**

by Tim and Beverly LaHaye  
Tyndale House, 1994

## **When Nations Die**

by Jim Nelson Black  
Tyndale House, 1994

## **Children at Risk**

by James Dobson and Gary Bauer  
Word, 1994

Though there may be differences in their selection of anecdotal material, thematic development, and literary style, these excellent books all have this in common — they depict insidious, worldly influences which are adversely affecting contemporary America, but especially Christians and, in particular, our children.

George Grant's outspoken book bears the revealing subtitle "What the New Social Engineers Have in Mind for You and Your Children." He writes critically about abortion and Planned Parenthood, the state of American education, the National Education Association, the political agendas of Greenpeace, the American Civil Liberties Union, the influential homosexual lobby, the misguided Children's Defense Fund, the agenda of the World Health Organization, and the New Age movement.

Other issues examined by these authors include the secular media, popular culture, government bureaucracy, sex education, the National Endowment for the Arts, New World Order advocates, socialized medicine, euthanasia and suicide, religious and political liberalism, and (rather predominantly) secular humanism.

The descriptive revelation of these societal influences may occasionally be shocking. Grant specifically warns readers of sexual explicitness in two chapters of his book. "It is without doubt offensive, but it has been included for the benefit of those who need the material to use as evidence to protect young people from exploitation."

This warning notwithstanding, neither Grant nor the other authors seem to deliberately exaggerate or exploit controversial issues merely for the sake of sensationalism. The preponderance of problems, issues, and examples recurring from book to book clearly demonstrates that no one author's assessment of the big picture is so ill-perceived that he or she is out of sync with either the other authors or reality. Furthermore, the sincerity of their mutual alarm is readily apparent.

Expounding on one major, common theme, Vincent Ryan Ruggiero comprehensively describes how "the ideas,

attitudes, and values expressed in the media" adversely affect us. Claiming that their influence "is more powerful than the combined influence of home, school, and church," he notes that the "dominant themes and perspectives on life" imparted by the media are "selfism, relativism, and the exaltation of feelings."

Rather than surrounding and immersing ourselves with positive values, images, and examples (to cultivate "what philosopher Alfred North Whitehead called 'the habitual vision of greatness'"), we are virtually forced by the secular media to assume the opposite approach as they pervasively and persuasively bombard us with negative, worldly, hedonistic images and values from which try as we might there is virtually no escape.

Furthermore, Ruggiero points out while the secular media readily accept credit for promoting *good* behavior, they repeatedly deny responsibility for provoking *bad* behavior. The contradiction is obvious to all except the secular media.

(Unfortunately, despite his keen observations and strong arguments on behalf of generic Judeo-Christian values, Ruggiero regards both religious liberalism and religious conservatism as less-than-desirable positional extremes. Thus, unlike the other authors, his views do not consistently reflect born-again evangelicalism.)

Another common theme is how dramatically America has changed from when it was — arguably — a Christian nation, to more recent times when the lingering influence of Christianity deluded us into thinking we were *still* a Christian nation, down to the present when we realize, at best, we are in a post-Christian era. How did this happen?

James Dobson and Gary Bauer tell us that "the revolutionary social changes we've described did not occur capriciously or accidentally. They were orchestrated . . . by those who have a specific agenda in mind for the family." Although not a formal, "centrally coordinated" conspiracy in their opinion, they "are convinced that those who despise the Judeo-Christian system of values . . . worked on a hundred independent fronts to produce a common objective." These books all notice a rapid decline in Christian values since the early 1960s.

However, none of these authors is content to concede that America is hopelessly lost, and all offer positive, practical suggestions for appropriate action. Tim and Beverly LaHaye, for instance (in an excellent general overview of the dilemma), recognize we are engaged in fierce, spiritual warfare, and they politely disagree with what they perceive to be the passivity of John MacArthur's view in *The Vanishing Conscience* (reviewed in the January issue). They take MacArthur to task for his quote that, "God's purpose in this world — and the church's only legitimate commission — is the proclamation of the message of sin and salvation to individuals . . . to save those who will repent . . . and believe . . . *not to work for external corrections in a morally bankrupt culture*" [my emphasis]. Instead, the LaHayes tell us what they think the church can — and cannot — do, and conclude with a call for

*Continued on page 52*

# Competition: Revolutionizing the Media

*Some people have a tendency to view the media as elitist and skewed, saying the media are socially liberal and snobbish. But in an article by Wall Street Journal editorial writer John Fund, the 1990s information explosion is providing the liberating force for revolutionizing the American media: competition.*

*Fund argues media gatekeepers can no longer control what gets into the news or how it will be presented. Christian broadcasting has added to that information explosion by providing needed alternative programming. The following is Fund's article, reprinted by permission from Imprimis, the monthly journal of Hillsdale (Mich.) College.*

Technology and the information it conveys directly contributed to the collapse of the Soviet Union. New technology is also reshaping and empowering citizens in the Western democracies. In the United States, the flow of information is more free than anywhere else. But American journalists still have a protected status — a kind of diplomatic immunity — courtesy of the First Amendment.

While they favor and even agitate for regulation of every other industry, journalists insist that there is no such thing as "reasonable regulation" of the media. Government meddling in the media always makes matters worse. It deprives the public of vital information, stifles debate, and intimidates and punishes political enemies.

The media industry has had a very real power that distinguishes it from other industries. For years it has been in the position of deciding what is important for its customers to know. But all that is changing in the 1990s.

We are living through not just an information revolution, but a media revolution. Increasing competition is forcing more and more media outlets to take account of the demands of consumers of the news. Like big government, big business, and big labor, big media is at last learning about the real world of the free market.

Once it was possible for the media gatekeepers to control the flow of information to the American people. Once a handful of national publications and three major networks filtered the news and set the parameters of political debate.

But rival information networks have sprung up everywhere in the 1990s. We are on the verge of having 500-channel cable systems, and desktop publishing makes it possible to deliver information to hundreds of niche markets. Five million Americans have satellite dishes.

In 1988, there were 200 radio talk shows. Now there are a thousand such programs. One out of every six Americans is a regular listener to talk

radio.

Electronic "town halls" and computer bulletin boards are also an increasing source of information. One-third of Americans own a personal computer.

The alternative media and new information technology are revolutionizing our entire society by changing the way many issues, from education to taxes to health care, are debated. Americans have a greater opportunity than ever before to find out what is going on and to make their voices heard. We, the media gatekeepers, had better look out! The gate is swinging wide open. We can no longer effectively bottle up information and keep it from the public if we don't like it. The Berlin Wall that has existed in the media industry is falling apart brick by brick.

The public has access to more information, and therefore more

power,

than ever before.

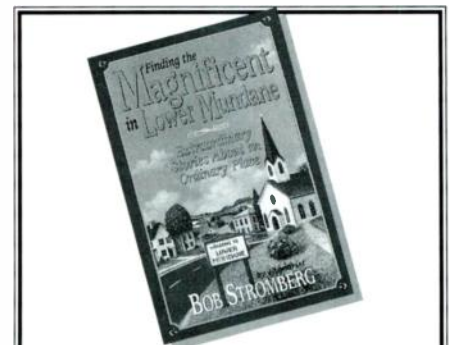
Citizens

should

not be satisfied when journalists and politicians try to persuade them they must leave solutions to the "experts."

*Write to me with how your station produces book reviews and author interviews at Media Relations, Zondervan Publishing House, 5300 Paterson Avenue SE, Grand Rapids, MI 49530, or fax (616) 698-3223.*

*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.*



## We put the AUTHOR in AUTHORitative interviews!

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This popular storyteller combines wisdom with humor to give your audience a fresh look at their Christian faith. Stromberg entertains while gently nudging people to observe the magnificent happenings that take place everyday through God's grace.

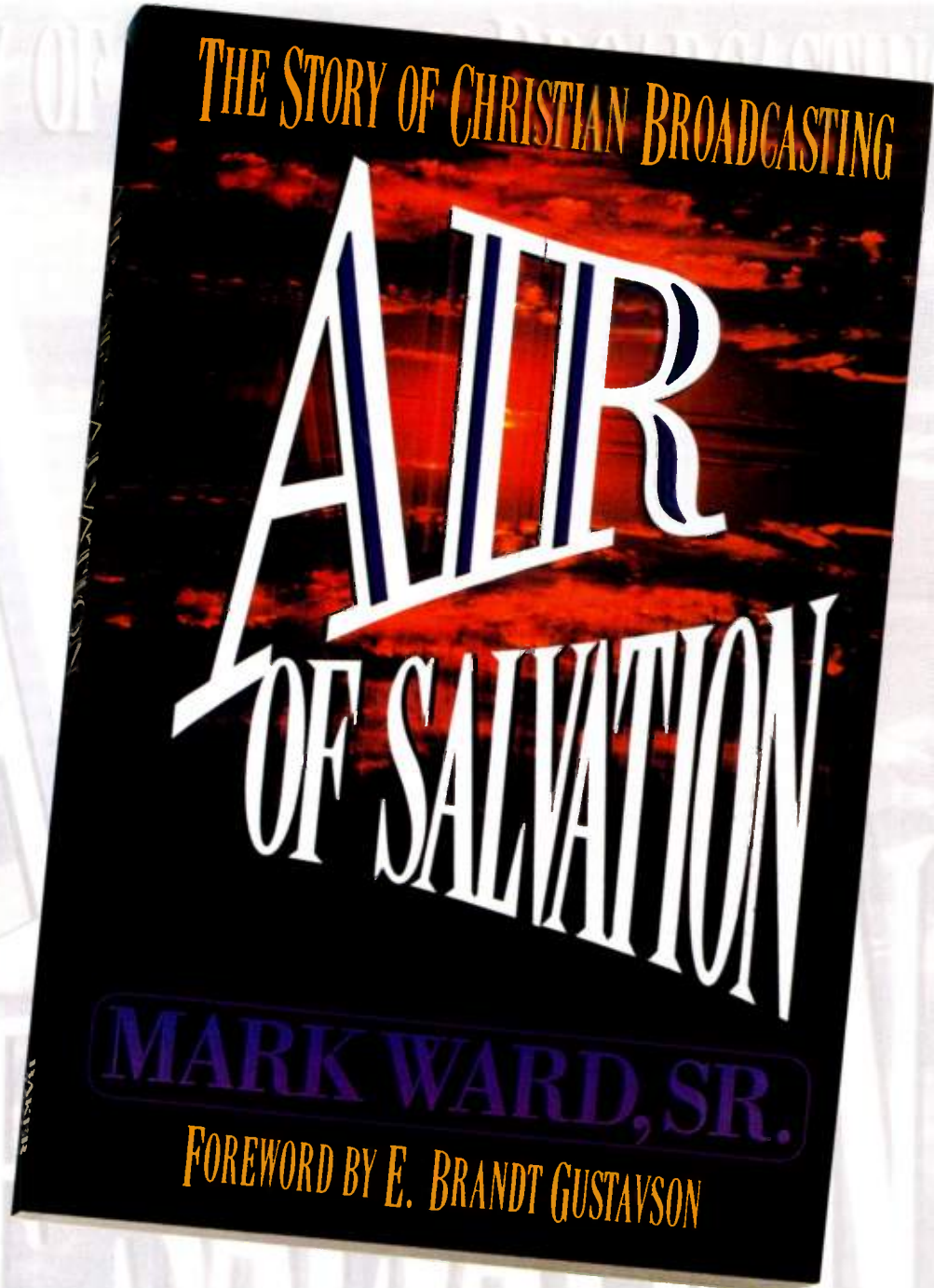
**Interview Questions:** What is Lower Mundane? How do you use humor to communicate God's grace? Who are some of the characters you describe in your book?

**Author Availability:** Minneapolis, MN and by telephone.

**Contact:** Zondervan Interview Coordinator, 1-800-9-BOOK IT

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(For author interviews for promotional purposes, please contact National Religious Broadcasters.)

## Broadcast Innovations Offers Leasing Opportunities for Christian Broadcasters

Recognizing the need for Christian representation in the equipment leasing field, Broadcast Innovations has announced it now offers leasing for new and used equipment.

For Christian broadcasters who are considering additional equipment, Broadcast Innovations provides experienced, professional service with personal attention from its president, Jon Fugler.

Along with a straightforward, honest approach to its customers, the company offers competitive rates, 24-hour approval in most cases, and a wide range of funding sources.

"We will do whatever we can to get the lease funded," said Fugler. "It is my objective to provide funding for the

Christian broadcaster."

For leases up to \$50,000 and even higher, Broadcast Innovations can complete the deal without the applicant having to provide a financial statement, thereby speeding up the process. Through its leasing service, Fugler said he hopes the company will assist Christian broadcasters to upgrade their facilities and take advantage of the new digital technologies. Broadcast Innovations has been serving religious broadcasters in other areas, such as marketing and financial development.

For more information about leasing new and used broadcasting equipment, contact Broadcast Innovations at Box 4937, San Luis Obispo, CA 93403, or call (805) 594-1235.

## BEC Technologies Introduces Onet Series

BEC Technologies now offers the new Onet (SIGMANet) Series, which provides cost-effective yet highly flexible and reliable signal distribution via fiber optics.

The Onet Series is fully compatible with BEC's market-leading ProLine Series of digital audio signal distribution products. The Onet Series is comprised of the AD2 stereo analog input module and DA2 stereo analog output module, both of which communicate in 20-bit digital.

The Onet modules offer a low-cost, two channel alternative that can act as a single stereo point-to-point link or can be used to add or drop two channels at a time onto a full 64-channel audio local area network. It also provides two additional data channels for control and monitoring by tying other

vendor equipment into the network.

Operating the same way as a 64-channel patch bay at each node on a fiber optic cable snake, Onet modules allow the system designer to insert or pick any channel pair by setting DIP switches on the PCB, or re-



Onet Series

motely, providing a routing/switching capability.

Optional interfaces are AES/EBU input/output functions and a remote-controlled two-channel microphone reamp. The additional data channels are also interchangeable between RS422, RS485, and 20-milliamp current loop.

For more information on the Onet (SIGMANet) Series, contact BEC Technologies, Inc., at 9460 Delgates Drive, Suite 108, Orlando, FL 32837, or call (407) 855-8181.

## Direct Mail Video Service Now Available

Allied Film & Video has introduced the VideoSignature Series, a new direct mail video service offering clients three complete, turnkey packaging options or special customizing.

"We recognize the constantly changing array of technology and options available can be overwhelming," said Lou Cuming, director of fulfillment services, "and we feel it's our responsibility to make it as easy as possible for communicators to take full advantage of the power and impact of direct mail video."

According to Cuming, many of Allied's customers use direct mail video to sell products or services while others utilize it for an even wider spectrum of communications programs. "The VideoSignature Series can help communicators deliver messages," Cuming explained.

The series offers videocassette duplication, CD and CD-ROM replication, custom packaging, data processing services, personalized letter generation, and efficient mail sorting, fulfillment, and distribution — all performed by Allied, one of the nation's largest videotape duplicators.

Options include the Logo Package, Trademark Package, and Autograph Package, plus custom-designed promotions based on the specific direct-mail video needs of the client. Each option has a different set of services to meet customer requirements and budgets.

VideoSignature is also cost-effective, thanks to innovative high-speed duplication technology, automated packaging, and fulfillment. In addition, lightweight videocassette shells reduce mailing costs.

For more information about the VideoSignature Series, contact Allied Film & Video at 7375 Woodward Ave., Detroit, MI 48202, or call (313) 871-2222.



## FUNDING MANAGEMENT

continued from page 40

A while ago, our agency conducted a three-way test between packages containing key tags, decals, and no premiums. See the chart for the results.

Mailing to Current Donors			
	Response Rate %	Average Gift in \$	Revenue/Piece Mailed in \$
Key Tag	14.28	14.90	2.13
Decal	10.03	14.58	1.46
No premium	7.52	16.63	1.25

These results are typical of other organization's results from mailing with premiums — the response rate goes up and the average gift drops. For some organizations — and for most large Catholic mailers — the premium packages are the backbone of their direct mail programs. Yet, most religious broadcasters have not learned this lesson. If you do decide to test premiums for your file, consider these:

\* Premiums should be appropriate to your donors' age, gender, and income.

\* Premiums should have high perceived value, but low cost.

\* Premiums should relate to your organization's mission.

\* Premiums used to acquire donors will have to be used to renew those donors.

## Looking Beyond Your Four Walls

While National Religious Broadcasters (NRB) and other "ministry trade" organizations have been effective in pulling together those of us who work in ministry management, many ministry leaders remain a lonely lot. All organization managers, especially those in charge of small ones, need resources outside their walls to discuss their strategies with other who have similar experiences.

Other non-profits seem to invest more in their people by sending them to conventions and seminars to improve their skills and learn from one another. Every manager in your organization should go to one professional conference per year, such as sending those in charge of fund raising to the Christian Management Association convention, various Non-Profit Days, and Direct Marketing Regional shows.

Subscribe to trade publications like *Religious Broadcasting*, *Chronicle of Philanthropy*, *AdWeek*, and *Fundraising Management*. Check your mail box for ideas from other fund-raising organizations. Any package you receive more than once a year is certainly someone's winning package.

And finally, call an agency like Newport Creative Communications. Most will be happy to offer some consulting over the phone or offer a written critique of your mailing package at no charge. <sup>RB</sup>

## YOUTH WAVE

continued from page 44

teens who understand the everyday commission of friend-to-friend, peer-to-peer evangelism. They succeed because of youth leaders who know their job is not to just evangelize, but to help their students succeed at evangelism — a team effort approach. As a result, the Gospel spreads friend to friend [Acts 8:4] and there is fullness of joy for all involved. We need to see this same team strategy ap-

plied throughout Christian media. The joy will be great! <sup>RB</sup>

## RECORDING REVIEWS

continued from page 47

tuality, humanity, and eternity.

Featuring a selection of ten poems, each between 60 and 90 seconds, the accompanying "mini audio book" is mini in length but quite interesting. The "soundscapes" capture the mood of each poem and Smith's voice has an emotive, almost fragile edge to it that keeps your interest. I applaud this effort as a bold, creative venture showing Christians taking risks and leadership in the arts.

Correction: In the January 1995 issue, the record company for *Rossini* (Edoardo Brizio, conductor) should have been identified as Studio SM.

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

## THE BOOK SHELF

continued from page 48

"hope with action."

Jim Nelson Black also calls for action in his exceptionally literate treatment. Basing his assessment of the current situation in light of lessons to be learned from the decline of earlier civilizations throughout history, Black states "this nation will not escape the fate of [earlier] empires by simply wishing or by waiting for government to pull us through. We must renew our personal commitment to those bedrock values that have sustained this nation since its foundation, and we must put aside everything that prevents us from holding firmly to those truths, whatever perils it may entail." The need for renewal is another common theme.

Dobson and Bauer's book, originally published in 1990, has been updated, expanded, and newly prefaced by William Bennett (himself no stranger to tackling the problems of contemporary society). While the problems Dobson and Bauer delineate are not dissimilar to those addressed by the others, their emphasis is on the effect of these problems on families in general and on children in particular.

The authors write that the same "quiet, godly people [who] care passionately for their children . . . have permitted their sons and daughters to come under the influence of immoral, atheistic bureaucrats and educators because they've been too busy to notice. But when the necessary information is given to them, I believe they will rise up to defend the beliefs and values that were handed to them by their ancestors. They will not long tolerate the destruction of everything they hold dear."

This quote effectively sums up the underlying assumption of all these authors, that Christians care enough about their country, their families, and their children to confront and overcome the problems which beset them — if they can be made to recognize the seriousness of these problems and their underlying causes. This is what these authors have managed (quite successfully, in my opinion) to do. But now that they've done their part, the rest, God willing (and by His grace), is up to us.

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



# CLASSIFIEDS

## HELP WANTED

**ADMINISTRATOR/SECRETARY**/office manager position open for administrative assistant with Grenada's Christian television ministry in the Caribbean. Experience in office management and people skills a plus. Lighthouse TV, Box 63, St. George, Grenada, West Indies, (809) 440-1999, or fax (809) 440-6633.

**SUMMER ANNOUNCER/INTERN** needed at radio station. Ideal position for a college student because we can design position to meet intern requirements for school and provide income during summer. Hourly salary provided for 40 hours/week plus housing. Position lasts eight to ten weeks. Opportunity to work with latest digital/computerized equipment. Inspirational/light contemporary format with 18 hours per day of music. Send tape and resume to Don Hughes, KJIL, P.O. Box 991, Meade, KS 67864.

**EDITOR/PRODUCTION** manager needed for Grenada's Christian television station in the Caribbean. Experience with video toaster, editing, GFX, and animation a plus. Award-winning production company needs talented, committed people. Lighthouse TV, Box 63, St. George, Grenada, West Indies, (809) 440-1999, or fax (809) 440-6633.

**OPERATIONS MANAGER** needed. Christian radio station WFRN is looking for capable, experienced leader and corporate team player to fill new top management position in programming and related operations, promotions, and public relations. Will supervise announcing and news staff of three stations. Must be strong in concept, on-air, people management skills, and be a coach and team builder. Highly competitive secular radio experience or equivalent is necessary. Personal ministry commitment and spiritual character are essential. WFRN, which is nationally one of the highest in audience among contemporary and inspirational formats and in commercial spot revenue, is very involved in community ministries and networking. Send re-

sumes to: Ed Moore, WFRN, Box 307, Elkhart, IN 46515, or call (800) 933-0501 for additional information.

**FULLER THEOLOGICAL** Seminary seeks a director of media services. The candidate must possess skills in managing all phases of media production and managing a profit center. For information, contact Gloria Doherty, Fuller Theological Seminary, Media Services, Box 234, Pasadena, CA 91182, or call (818) 584-5228.

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Circle corresponding RS# on Reader Service Card located between pages 32 and 33.

To advertise in *Religious Broadcasting*, contact advertising manager Dick Reynolds at (704) 393-0602 or fax (704) 391-2499, or his assistant Liz Oliver at (703) 330-7000, or fax (703) 330-6996.

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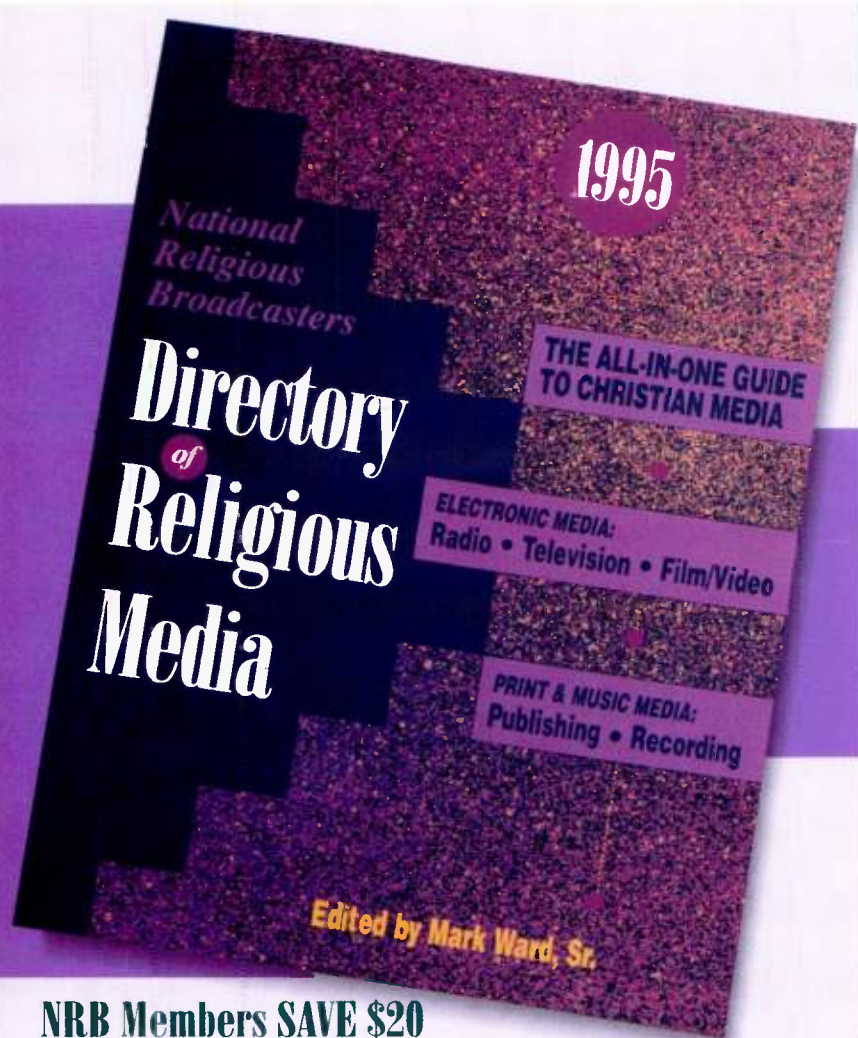
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# CALENDAR CLOSE-UP

## March 2-5

*Christians in European Broadcasting Convention*; Hanau, Germany. Information: Fellowship of European Broadcasters (Hartfordshire, England), 44-707-649910.

## 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 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.

## April 28-30

*The Radio Only Management Conference*; Scanticon Conference Center, Princeton, N.J. Information: (609) 424-6800.

## May 4

*National Day of Prayer*. Information: Shirley Dobson, (719) 531-3379.

## May 7-10

*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.

## July 11-14

*Christian Booksellers Association International Convention*; Denver. Information: (719) 576-7880.

## July 27-29

*National Religious Broadcasters Southwestern Regional Convention*; Airport Marriott, Dallas-Fort Worth. Information: Phil French, (602) 254-5334.

## August 27-29

*National Religious Broadcasters Western Regional Convention*; Westin South Coast Plaza Hotel, Costa Mesa, Calif. Information: Mike Trout, (719) 531-3344.

## September 14-16

*National Religious Broadcasters Southeastern Regional Convention*; Asheville, N.C. Information: Priss Arias, (404) 452-7811.

## October 12-14

*National Religious Broadcasters Eastern Regional Convention*; Sandy Cove Bible Conference Center, North East, Md. Information: Steve Cross, (703) 534-2000.

## October 19-21

*National Religious Broadcasters Midwestern Regional Convention*; Maranatha Bible Conference, Muskegon, Mich. Information: John Maddex, (312) 329-2041.

## February 3-6, 1996

*53rd Annual National Religious Broadcasters Convention and Exposition*; Indianapolis Convention Center, Indianapolis. Information: (703) 330-7000.

## May 21-26, 1996

*National Religious Broadcasters International Conference*; Jerusalem. Information: (703) 330-7000.

## September 4-6, 1996

*National Religious Broadcasters Public Policy Conference*; Capital Hilton, Washington, D.C. Information: (703) 330-7000.

If your organization is planning a major meeting, seminar, conference, or convention, which would be of interest to religious broadcasters or related professionals, *Religious Broadcasting* would like to include it in *Calendar Close-up*. Please send the information at least three months prior to event c/o:

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Carlson Travel Network/Media Travel USA is the official agency of the 1995 National Religious Broadcasters (NRB) conventions. Specializing in the travel needs of broadcasters, Media Travel USA is teaming up with American Airlines to provide for the travel needs of attendees and exhibitors to all NRB and other broadcast industry conventions. For further travel information and airline reservations, call (800) 283-TRIP [in Florida, (407) 575-7600]. A percentage of the travel agency commission paid by the airlines will be donated to NRB by Media Travel USA.



## Surfing the Techno Wave

Being a member of the so-called Generation X, I have been conditioned to accept new technology at a faster pace than previous generations. Growing up, I have seen the demise of the eight-track and the rise of cassettes; the fall of vinyl and the ushering in of CDs; the decline of movie theater attendance and the increase in VCRs and home videos; the decrease in simplistic images on television and the ascension of multi-media; the demystification of mammoth business computers and the unveiling of compact, personal computers capable of faxing, transferring, and talking with computers and people around the world; the decline of mailing every document and the rise of faxing, modem, and e-mail.

I remember my first fax. I had just started working for National Religious Broadcasters. I knew about fax machines, but had never personally transmitted a document on one. It fascinated me (still does) that a telephone wire could transfer a printed page across the country or around the world in mere seconds.

I remember questioning other NRB employees about exactly how this happened because I hungered for a better understanding of its technology. Most found my enthusiasm humorous and probably a bit naive, but it turned out not many knew why it did what it does.

Their somewhat benevolent attitude didn't bother me because I had long ago decided to never lose my fascination and awe of new technology. To never miss the chance to learn more about how different technologies work. To never become jaded by the plethora of technological tools we work with each day.

I want to view each new and advanced technological aspect as something exciting and wonderful — whether it be the way we produce a magazine, connect with people across the world, or impact our society for Christ. And what especially enralls me are the tools broadcasters use to bring the message of hope to a lost and dying world, tools which can enhance and advance our ministry or hinder our cause.

How many of us are taking steps to hook up with the information superhighway? How many of us are connected to an on-line service? How many of us are holding one to the old way of doing things while changes in the industry are zipping by at lightning speeds?

When radio first aired in the 1920s, religious broadcasters were at the forefront. When television blipped on the screen in the 1940s, religious broadcasters were there leading the way. When cable came on the scene in the 1960s, religious broadcasters were again on the frontlines. And in recent years when satellite expanded the reach of both radio and television, once again, religious broadcasters used the technology to further the Gospel of Christ.

These technological advances are not limited to the broadcasting industry. We at *Religious Broadcasting* have seen technology in the printing industry blossom in the last few years, with electronic magazines fast becoming the not-so-distant future of publishing. A recent example of how advanced technology is impacting the publishing world is found in the February 6 issue of *Time* magazine — each subscriber received a personalized look at how his congressman voted on the Balanced-Budget Amendment, printed on an inside editorial page of the magazine.

But how can religious broadcasters compete with the NBCs, CBSs, and ABCs, with their limitless budgets and broad talent bases? By not settling for the paralysis of "We've-always-done-it-this-way." By surpassing standards set by the secular media. By seeking out the state-of-the-art and not waiting for it to become state-of-last-year. By investigating the different options in improving your station/program one step at a time. By becoming professionals and leaders in the broadcasting arena.

My generation is rising to take the reins from retiring war babies in every area of society, but a generation raised on accepting change rapidly will shy away from an industry locked into the way things used to be. It's time to catch the technology wave and ride it into the 21st century.

*Jarah E. Smith*

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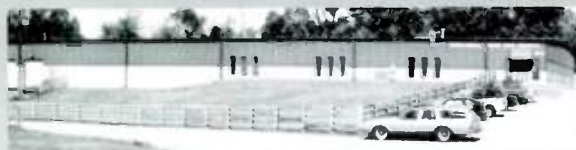
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