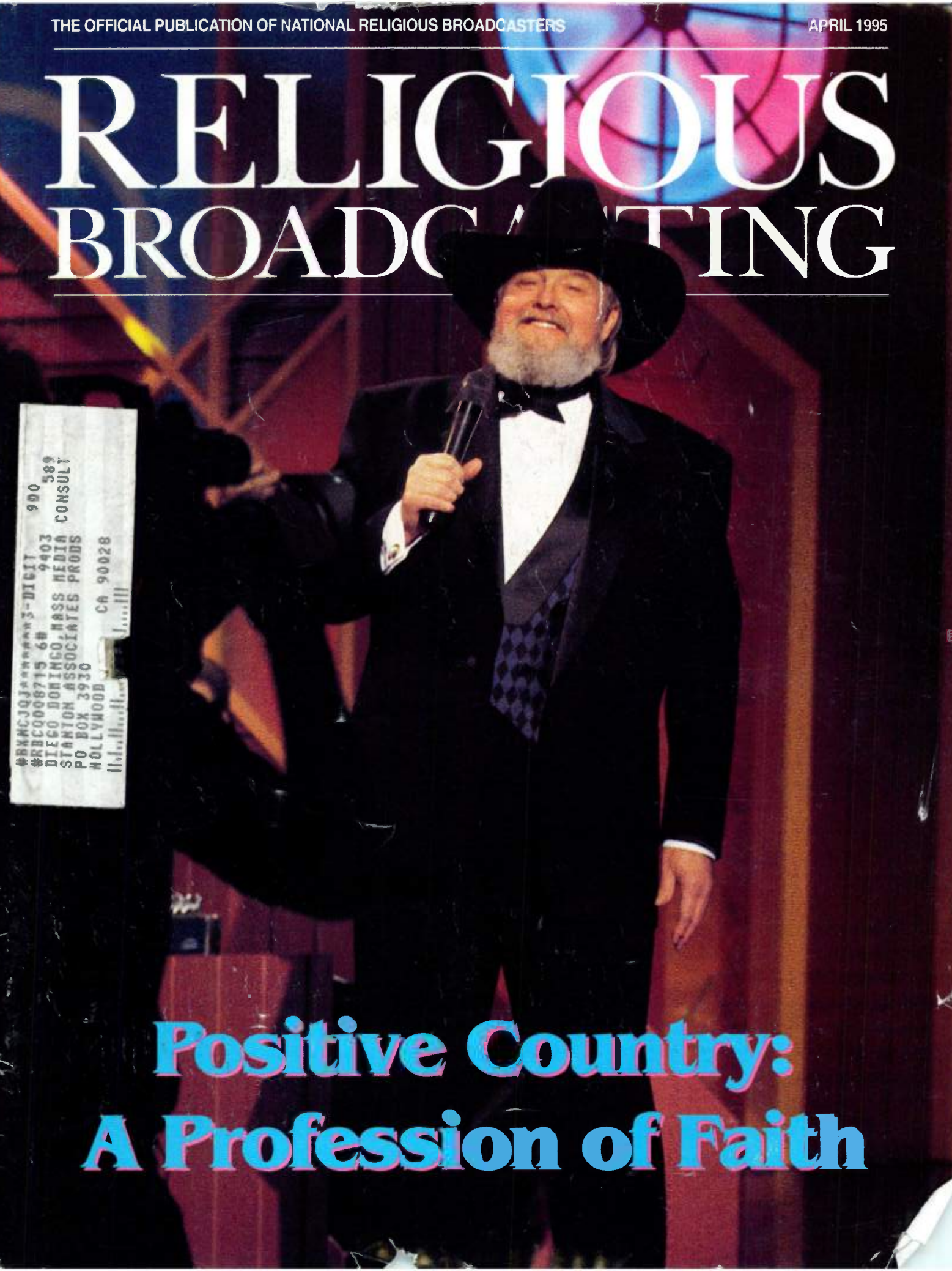


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A Celebration on the Lawn

by Christine L. Pryor

More than 4300 registrants were powered up at the 1995 National Religious Broadcasters Convention & Exposition, held in Nashville, Tenn., February 11-14. Relive the excitement or discover what you missed.

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Haven of Rest or Hive of Activity

by Carol McElroy

Broadcasting the Gospel for over 60 years, the Haven of Rest Quartet is still going strong. In fact, the group is more active than ever.

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Jesus & John

by Perucci Ferraiuolo

The latest bandwagon in music — positive, or Christian, country — is blending lyrics which touch the heart's land with music of the heartland.

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Charlie Daniels: Opening the Door to His Faith

by Perucci Ferraiuolo

Country luminary and downright good ol' boy Charlie Daniels is not shy about proclaiming Christ. His new Christian album, The Door, is vintage Daniels with a message of truth.

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Steven Curtis Chapman in the Real World

by Elizabeth J. Guetschow

This artist's credits read like an encyclopedia of music awards. Winning acclaim in the secular and Christian worlds, Steven Curtis Chapman isn't letting fame separate him from what really matters: pointing people to the Lord.

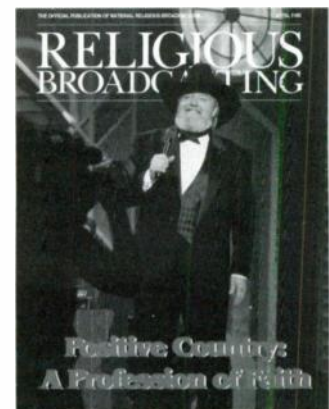
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Positive Country: A Profession of Faith

Country music is following its roots back to gospel. Today's positive country replaces typical country themes of heartbreak, despair, and drinking with traditional family values, purity, and faith. Many artists are putting their spiritual sides in the spotlight — and audiences are listening.



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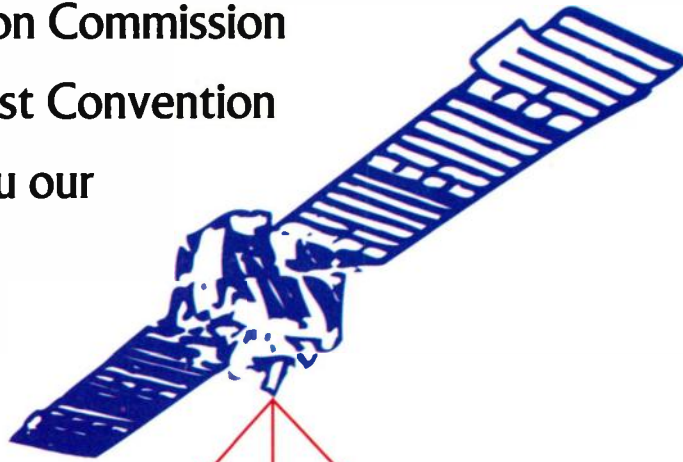
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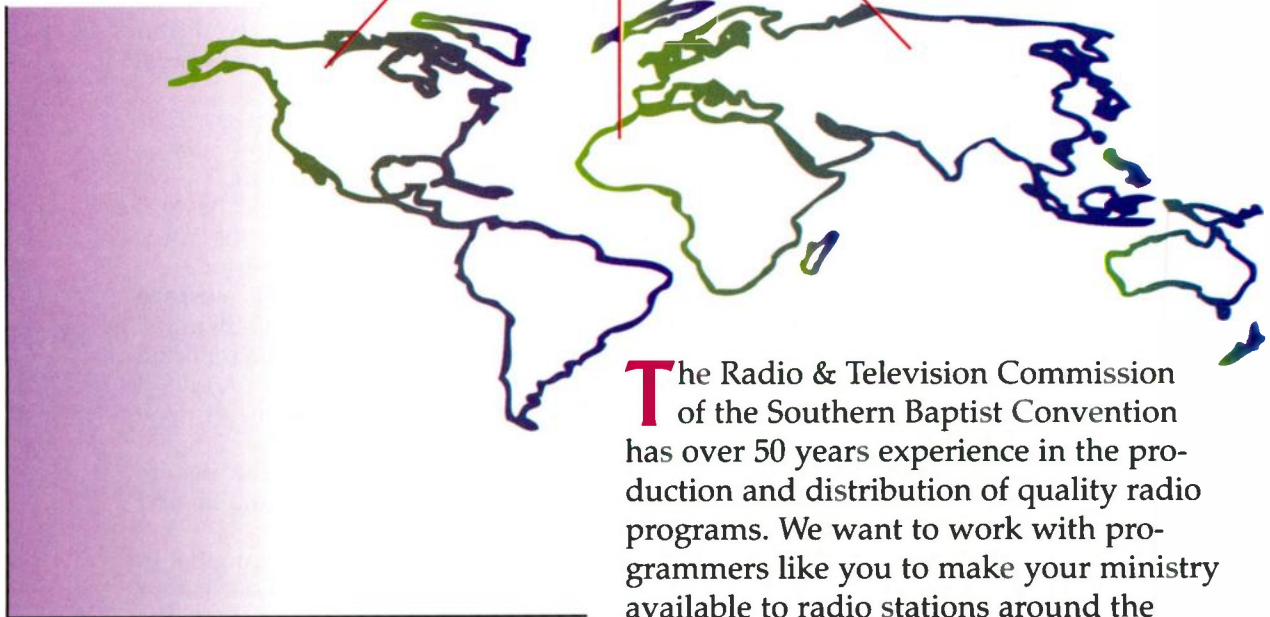
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Truly Doing Your Best

How many times have you been admonished to "do your best"? Parents say it to children, teachers to students, friends to friends, and employers to employees. But, do we really listen and follow through with our best?

The Apostle Paul wrote in Colossians 3:17, "Whatever you do, whether in word or deed, do it all in the name of the Lord Jesus giving thanks to God the Father through Him."

This verse epitomizes the phrase and reminds us that everything we do, not just the things which will gain the most praise, admiration, or reward, should be done to the very best of our individual abilities. God created us all as individuals with special talents and abilities, and while we may not do things in the same way or with the same ability, whatever we do should be done to glorify Him.

As broadcasters, we are constantly "exposed" to the outside world. The images portrayed on television or through radio and print are most likely going to be our best because we know they will be seen, heard, or read. But what about the behind-the-scenes things unnoticed by the public? Do we handle those details with the same attention and conviction?

As Christians, we know we are responsible for the time God has given us on earth. We also know it is not just what we do but how we do it that is important. God has given us the gift of ministry through broadcasting. Do we always do our very best to communicate His Word to our audiences? Beyond this, do we continually remember to do everything in the name of the Lord, giving thanks to God? Can we honestly say tonight we did our best today?

I recently heard Charles Swindoll on WMCA-AM/New York. His message centered around excellence and doing things correctly the first time. Swindoll concluded with an anecdote about painter Leonardo da Vinci, who is reported to have told an awestruck art student to put the finishing touches on one of his masterpieces. Da Vinci then said, "Will not what I have done inspire you to do your best!"

Being in the public eye, we need to remember that we, too, can inspire people. When we continually put forth our best efforts, those around us and those to whom we minister will be challenged to do their best.

So often we neglect the things we consider small and inconsequential in favor of those more apparent, perhaps forgetting for a moment that our Father is aware of everything we do, or fail to do. Usually it is in the little things, the things we take for granted, that we fail to do our best.

Take a moment from your busy day and focus on the things in your life that you can improve. God will certainly bless you for your efforts. Do your best.



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

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The NRB Voice for Religious Freedom



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

These are challenging times for religious broadcasting. Liberals in Congress have tried to impose a Fairness Doctrine that would force many Christian talk shows off the air. The cable bill has threatened our rights for religious television. And the Federal Communications Commission (FCC) and the Equal Employment Opportunity Commission (EEOC) continue to impose threats on every broadcast licensee. There will be many more issues to come.

Now is the time to let the voice for religious freedom be heard. That's why the Bertermann Legal Defense Fund was established in 1987.



Eugene R. "Rudy" Bertermann, president of National Religious Broadcasters from 1957 to 1975, was a true pioneer in the realm of religious broadcasting

Formed by several prominent leaders of national Christian broadcasters, the Bertermann Legal Defense Fund is designed to protect our ability as Christians to broadcast the Gospel message of Jesus Christ. Since National Religious Broadcasters' (NRB) beginning, members and friends have stood with us — prayerfully and financially. They have remained steadfast in the ongoing challenge to maintain the legal defense fund as a leading resource for our cause.

Those who have given \$1000 or more to the legal defense fund are designated as Bertermann Fellows. A permanent inscription of their names is on display at NRB's headquarters office in Manassas, Va.

In its eight years, the endowment fund has grown to slightly over \$100,000. But since it is a restricted endowment, only the interest can be used for critical legal matters facing us. As more and more issues arise, we feel we must expand the fund.

During the past three years, we have faced many challenges:

- * By pushing for the overthrow of President George Bush's veto, we won the fight against the cable bill!

- * We opposed passage of the Fairness Doctrine. The bill became stuck in committee and subsequently was not reported out. Another victory!

- * At present we are addressing concerns regarding the FCC and the EEOC that pertain to all broadcast licensees.

- * Many other anticipated issues which could seriously threaten our right to broadcast loom on the horizon. We must be ready to defend your rights!

The Bertermann Legal Defense Fund is needed now more than ever before to meet the challenges facing us today and in the days ahead. Will you be involved?

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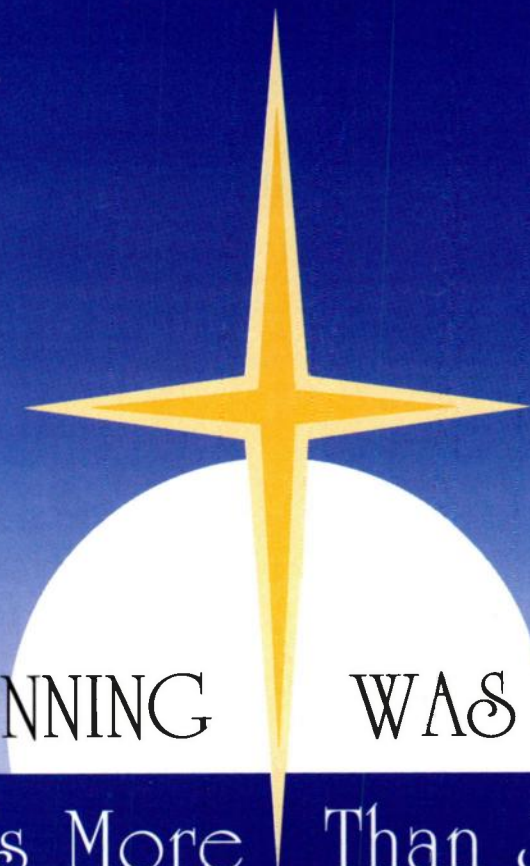
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Media pundits say "talk radio" was a major factor in informing, motivating and activating voters this year.

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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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Congress, FCC: Conflicting Visions

Recent developments on two fronts in Washington, D.C., illustrate the policy differences dividing a generally "free market" Republican congressional leadership from a more regulation-friendly Democratic administration and Senate minority.

On Capitol Hill, Sen. Larry Pressler (R-S.D.), the new chairman of the Commerce Committee, circulated a draft version of the Telecommunications Competition and Deregulation Act of 1995. Sen. Ernest Hollings (D-S.C.), ranking Commerce Committee member, has offered a Democratic alternative.

Meanwhile, the Federal Communications Commission (FCC) has opened a rulemaking proceeding designed to increase — via regulation — minority and female ownership of mass media facilities.

Pressler Legislative Proposal

Pressler's "discussion draft" is the Republican leadership's first attempt to substantially rewrite the Communications Act to reflect the developing convergence of telephone, computer, and cable technology — and to promote competition in the delivery of interactive voice, data, and video services to homes and businesses. (As of this writing, neither proposal had been formally introduced as bills.)

Some provisions of the Pressler proposal mirror the Hollings draft alternative, but other sections of the GOP initiative call for a decidedly more "hands-off" regulatory approach. Examples of the latter include proposals to immediately eliminate most of the broadcast ownership rules and, within one year of enactment, to lift cable rate regulation.

A number of the Pressler draft's provisions may well undergo revision as congressional debate progresses. For instance, the suggestions for eliminating or substantially easing station ownership rules run contrary to the wishes of many broadcasters, among others.

The Republican proposal would

eliminate both the national and local ownership caps, as well as the cross-ownership restrictions barring newspaper-television station and cable-television station combinations in one market. The Democratic alternative simply calls on the commission to review its ownership rules in the light of new competition facing broadcasters. As noted in March's column, the FCC has already begun proceedings to revise some broadcast ownership restrictions.

Furthermore, the Pressler initiative calls for loosening the Communication Act's ban on foreign ownership of broadcast stations and other FCC-regulated media. Pressler's proposal would permit non-Americans to own U.S. stations if the U.S. Trade Representative certified that the foreigner's home country gave Americans "mutually advantageous market opportunities" to own broadcast stations and other electronic media.

However, on the issue of broadcast spectrum "flexibility" — i.e., allowing television stations to use their assigned spectrum for data transmission and other untraditional services — the Republican and Democratic drafts take a virtually identical approach. Broadcasters have advocated they be allowed to use a portion of their television channels, including additional spectrum to be allocated for conversion to "advanced television" (including HDTV), for commercial services such as paging and computer data transmission.

Both initiatives would permit an advanced television service licensee to use its spectrum allocation for other services so long as the licensee provided at least one "free" advanced program service. If the licensee provided other services — such as private wireless communications — for a fee, the licensee would be required to pay a portion of the fee back to the government.

It is still too early to predict the final shape of telecommunications legislation this year. Although observers are hopeful a bill will be en-



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.

acted in 1995, many of the same forces which derailed the 1994 legislative effort could emerge as the current congressional calendar becomes clogged with other matters.

Minority, Female Ownership Incentives

As noted above, the FCC is proposing to revise many of its broadcast ownership rules. In addition to revisiting the television station ownership rules and the broadcast "attribution" rules (proposals outlined in last month's column), the commission is also considering steps aimed at increasing minority ownership and, possibly, female ownership as well. Moreover, the agency is seeking comment on its general authority to establish such ownership incentive programs, which have become increasingly controversial.

Specific incentive proposals fall into three basic categories: a new "incubator" program, modification of the attribution rules, and expansion of the minority tax certificate program. Under the incubator program, an existing broadcaster would be permitted to acquire additional mass media outlets beyond the current ownership caps in return for providing substantial financial assistance, training, and technical support to minorities and women.

With respect to modifying the

Continued on page 47



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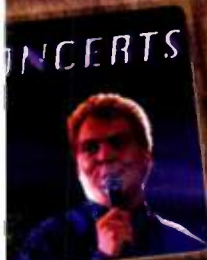
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Charlie Daniels: Opening the Door to His Faith

by Perucci Ferraiuolo

LONG AGO DUBBED THE "King of Southern Country Rock," Charlie Daniels has transcended, albeit unwittingly, the reputation as just another country singer.

From his first album, *Te John, Grease and Wolfman*, almost 30 years ago, to his latest and first gospel album, *The Door*, he has become a legend in country music — something he says sort of sneaked up on him. "I just don't know where my reputation came from," he muses. "One day I was just another guy kicking around trying to do something with the talent God gave me, and the next, well, the lion's share goes to God and how He saw me through a whole lot of stuff."

Born in North Carolina in 1936, Daniels formed his first bluegrass band in the early '50s. The very first song he ever wrote was recorded.

From there, you could see success' fingerprints all over his destiny. An avid fan of country, bluegrass, rock 'n' roll, blues, and jazz, he quickly put a hybrid band together and became regionally successful before writing "It Hurts Me" in 1964 for Elvis Presley.

Stardom

As a result, Daniels made some lifelong decisions. "I've got to tell you," he says with a shake of his head, "I loved playing music, but I got so I really hated the road. I wanted to settle down and still do

what I loved. So when I had the chance to go to Nashville (Tenn.), I had to take it. It became the best move of my life."

Quite an understatement. Daniels went from an in-demand session player to country superstar, taking with him the reputation as a consummate musician, singer, and songwriter, as well as recording one of the biggest crossover hits of all time — "The Devil Went Down to Georgia" in 1979.

With two multi-platinum, one platinum, and four gold recordings, along with countless hit singles and standing room only performances around the globe, he seemed to have it all. But there was still one unfulfilled ambition gnawing at him. He says it was like a volcano trying to get free. "I wanted to do a gospel album," he says matter-of-factly. "I owe God everything and I wanted not only to profess my faith, but also reach others who think there's no alternative but hurting and drinking and sinning and going to hell."

A short time after he signed with Jimmy Bowen's Liberty Records, he got his chance. The result is *The Door*, an album Daniels says is the most important one he's ever done because it's pointed straight at the unbeliever. "I'm not preaching to the choir with this one," he says.



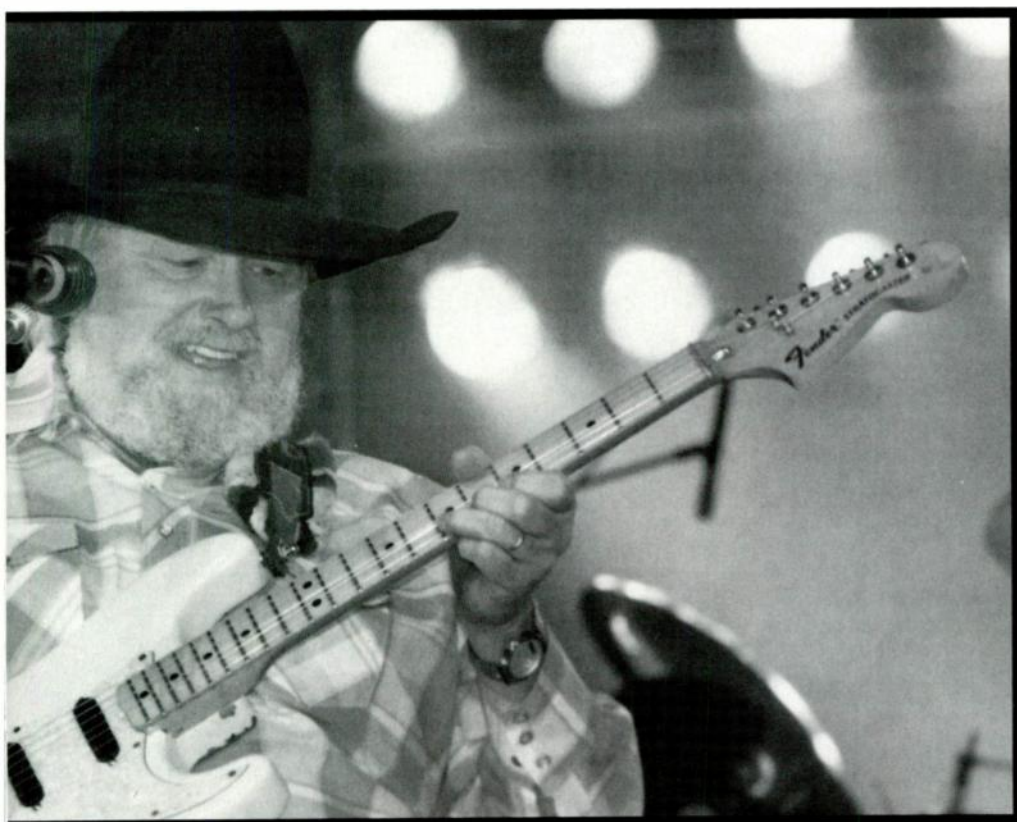
"Sure, the album is a profession of my faith, but it's more. It's my soul on display. What I wanted to do with it was talk to the old boy who comes in at 5 a.m. Sunday morning hung over and turns the TV on to a church program. Everything just looks so holy to him. He says, 'I can't ever be a part of that. I don't

understand that.'

"I want to talk to him because Jesus died for him too," he continues. "In fact, the song, 'Jesus Died For You' says, 'You may think that you can't cope, you may be drunk or hooked on dope. Believe me, brother, you've still got hope, 'cause Jesus died for you.' That's what this album's about — reaching out to others and making them see that there's a better way — the best way — Jesus' way."

Left. "I was raised in a Christian home and have been a believer all my life. Somewhere along the line I got away from it all. [God] never let go of me no matter how rowdy I got or how off the path I strayed." — Charlie Daniels

*Below. Legendary entertainer Charlie Daniels performs selections from his gospel album, *The Door*, during 1994's Gospel Music Association week.*



Non/Veau Photography

Funkafied

Will Daniels' abrupt redirection of his message, though, be viewed as a negative by the industry and, more importantly, his countless fans? He and a recent Grammy nomination for *The Door* say no. "I think the same people who have liked and supported me all these

years will like this album, even though it's a gospel one," he points out. "See, it's not just me on the album, it's my whole band, so what someone gets is vintage Charlie Daniels singing about the most important message on this planet."

And vintage Charlie Daniels it is. From the moving song, "Protected by Prayer," to the downright funkafied blues tune, "Praying to the Wrong God," admonishing people not to put their faith and trust in earthly distractions, the Charlie Daniels Band is alive, well, and cooking on the right side of the tracks, and its legendary leader says he's back where he started and back where he belongs.

"I was raised in a Christian home," he says, "and have been a believer all my life. Somewhere

along the line I got away from it all and took off after the limelight and the world's comfort. But, little by little, God started reeling me back in. He never let go of me no matter how rowdy I got or how off the path I strayed.

"You know how the Bible says the Good Shepherd will leave the 99

to go after the one that was lost? Well, I'm walking, talking proof that that's true. There were lots of things in my life, still are, that I try to get straightened out and things that I did that I don't do anymore. Following Christ isn't easy. It's an ongoing process, but I'm committed to that process and, hopefully, the album says that."

What the album also says is that Charlie Daniels ain't afraid to tell it like it is, spiritually, as evidenced by the unbelievable song, "Jerusalem Trilogy," an in-depth exploration of the birth, death, and resurrection of Jesus. It was so impacting that his church (Christ Church in Nashville) asked him to do the song at its Easter service last year. It was also the first time that the veteran superstar got nervous in front of an audience.

Backed by the church's 140-member choir, Daniels remembers,

"I owe God everything and I wanted not only to profess my faith, but also reach others who think there's no alternative but hurting and drinking and sinning and going to hell."

— Charlie Daniels

"It was a whole new venue for me. I went out there without my hat and everything. God was glorified, though, and I had a really great time doing it, nerves and all."

Television

As *The Door* continues its way up the charts, with heavy rotation from both mainstream and Christian stations, Daniels isn't resting comfortably on his latest triumph. He's already entrenched in a new genre for him — television broadcasting. Hosting a popular national talent show on The Nashville Network (TNN), Daniels admits he's like a fish out of water, but learning to swim fast.

"TV is a new thing for me," he describes of his job hosting up and

Continued on page 16



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CHARLIE DANIELS . . .

Continued from page 13

coming country talent from around the world, "but I like it a lot. The producers came to me and asked if I'd do the show, and most people know I never like to turn down a gig (smile), so I took it on. It gives me the chance to stay around home, allows me to meet new people every week, and, of course, I get paid for



Teresa Montgomery

Charlie Daniels' barn on his ranch in Nashville, Tenn., proves a perfect spot for a promotional shot. Says Daniels, "I loved playing music, but I got so I really hated the road. I wanted to settle down and still do what I loved. So when I had the chance to go to Nashville, I had to take it. It became the best move of my life."

just standing around enjoying myself (laugh). What more could a guy ask for than to be able to do what he loves and earn a living at it."

Daniels says he's enjoying television so much that he'd like to do other projects in the future. "There are some things I want to do," he clarifies, "things that will raise my profile a little, and I need to get some credibility so that when I approach someone with an idea they won't think I'm completely off the wall and don't know what I'm talking about. Besides the Lord and my wife (Hazel) whom I've been married to for over 30 years, my love has always been entertaining folks,

and I want to pursue more than one way of doing that, and television is a natural."

Beliefs

What else seems to be a natural for Daniels is his belief in what God has already done for America and how we, as a community of Christians, must pull together. "It doesn't really matter whether we're Baptists, Episcopalians, or Pentecostals, let's get the job done," he says of

Will Daniels' abrupt redirection of his message be viewed as a negative by the industry and his countless fans? He and a recent Grammy nomination for The Door say no.

reaching people for Christ — his driving passion. "Let's help people. Let's be charitable. Let's help the lady down the street who's suffering or hungry. Let's be kind to one another. Let's punish criminals and build more jails, and get these people off the streets who are harmful, but let's also lift each other up in prayer. Let's put prayer back in school — we can do it.

"The whole problem in America today is not the separation of church and state, it's the separation of the world from God. The whole problem is not that the world is anti-religion, it's anti-Jesus Christ. We can overcome this, though. Jesus overcame a lot, and our commission is to take Him to the world. The world doesn't like it much, but eventually they'll have to get used to it."

Known as the perennial superstar workhorse, Daniels is working on his next album, though a mainstream one, and plans on doing more than 150 concert dates in conjunction with its release. But, according to Daniels, the seed has been planted to do another Christian record. "Jimmy (Bowen) wants me to do another gospel album for next fall, but I don't see any way I can do that. However, I want to do another Christian one and I know I will. It's just a matter of me being freed to do it."

Through the years, Charlie

Daniels has emblazoned for himself a place in country music others only dream of — a lifelong legacy that will validate itself long after he's gone. But, through the good, the bad, and the great, one thing comes shining through. "I really love the Lord with all my heart," he underscores, "and I want others to feel that joy and peace that passes all understanding, no matter how difficult life gets. You may say, 'It's easy for him to talk, look at everything he's got.'



Jim Hogans

Charlie Daniels smiles on the set of his talent show on The Nashville Network (TNN). He remarks, "It gives me the chance to stay around home, allows me to meet new people every week, and I get paid for just standing around enjoying myself."

"Well, whatever I have is due to God's mercy and grace, but if it vanished tomorrow, Jesus would still be there holding my hand, saying, 'Well, Charlie, let's do it again,' and whatever it was, I'd roll up my sleeves and get busy. I'm no big deal, but He that dwells within me is a very big deal and if there's mountains to move, He's the One and the only One who can accomplish that. All we have to do is open the door. He's right on the other side."

Perucci Ferraiuolo is a journalist whose work has been syndicated by *The New York Times* and *The Washington Post*. He is a frequent contributor to *Religious Broadcasting*.

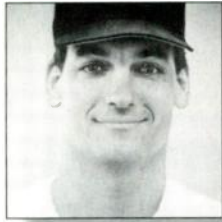
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Mary Ann Mobley

Former Miss America, her greatest boast in Hollywood is that they (she and husband Gary Collins) have had the same telephone number, the same house, and the same marriage for 28 years.



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by Perucci Ferraiuolo

CHRISTIAN COUNTRY superstar Bruce Haynes, whose first album took the Christian country industry by storm, and whose sophomore effort, *Heavenly High*, garnered no less than three number one songs, has again confounded the Christian country marketplace, as a song from his third self-titled release debuted at number one.

Appropriately titled, "Jesus & John," Haynes says it's a tune he wrote about his grandfather. "My grandfather used to say that there were only two things in this world you could count on," reminisces Haynes, "Jesus Christ and John Deere."

Gospel music gave birth to modern country, and a lot of today's stars maintain a solid relationship with Christ."

— Ichabod Caine,
host of Honky Tonk Sundays

Perhaps more than a good song with a catchy moniker, "Jesus & John" could be considered the anthem of one of the most explosive moves in Christian music today — the advent, acceptance, and influence of Christian country, or as it has become known in mainstream circles, positive country.

Embracin' Family Values

Haynes says the almost wild heralding of Christian country music is due to, for the most part, a shifting in musical taste. "America is becoming more conservative," he says, pointing to the most recent congressional elections. "I think we, as a nation, are firmly embracing family values. We all love music, so it's natural for music to reflect that. Where cheating, drinking, and fighting were so prevalent previously, people now want to hear songs about faithfulness, substance, God,

Jesus & John



Above. Regarding the success of positive country music, Bruce Haynes explains, "Where cheating, drinking, and fighting were so prevalent previously, people now want to hear songs about faithfulness, substance, God, family, and the principles that made us the greatest nation in the world."

Right. The mainstream super group Shenandoah shows its mettle with a country edge that's destined to be exactly what the five Christians need to anchor a place in country music history.



family, and the principles that made us the greatest nation in the world."

Morningstar Radio Network (MRN) president and founder, Burt Perrault, agrees. On the cutting edge of introducing Christian country music to mainstream and religious broadcasting, Perrault's "High Country" format is seeing tremendous growth in interest by its affiliates.

Perrault says value-oriented country music is in demand. "Whoever can put [a] finger on the pulse of the industry has that Midas touch most of us long for," he says, "so I can't really predict the future. What I can do, however, is recognize the signs of the times.

"Our country is more conservative, more family oriented, and we're really searching for a positive

message from our music. When someone like Bruce (Haynes) comes along and presents a clear-cut alter-

"My grandfather used to say that there were only two things in this world you could count on — Jesus Christ and John Deere."

— Bruce Haynes, recording artist

native to mainstream country music, and the general public discovers it, I feel they'll latch onto it. Actually,

from our own figures, that's exactly what they've done."

Perrault says MRN has added a couple of dozen stations in the last year, and projects hundreds more falling in within the next 24 months. He says Christian country music doesn't have the same obstacles adult contemporary Christian music faced in its infancy.

"There was little technology, no trade support because there was no trade, and the musicians wanted to convey a message only, not a polished, professional sound," he explains. "Now, as we step in their footsteps, today's Christian country music is, in every aspect, the finest of its kind, matching note for note with its mainstream competition."

Continued on page 20



Positively Speakin'

But, Perrault says there's another reason for Christian Country's professional sound. "The same musicians that play on mainstream country's albums play on Christian country ones," he says. "Nashville (Tenn.) [is] a small town musically, so everyone is always on everyone else's records. As a result, you can't tell the two apart, musically. It's the lyrics, though, that separate the two greatly."

Christian country luminary Susie Luchsinger agrees. "I've always felt the need and the pulling

"Positive country is going to be the biggest thing to hit radio since FM. These folks write and sing about values, about family, God, and love, the way it's supposed to be. That's why it's called positive."

— *Ichabod Caine, host of Honky Tonk Sundays*

toward country music as a ministry," says the popular star whose sister is country superstar Reba McEntire. "There's a purity in country music — an element in reality that just isn't there with other types of music.

"Someone once told me it was honest and real — music from the heart and from the heartland. I agree, and what is more real than God's saving grace through His Son, Jesus Christ?

"When you combine country music with the truth of the Gospel," Luchsinger continues, "the result is a compelling testimony of love and sacrifice. The message of where we are, dead to sin, and how God made a path to Him through His Son is one of Supreme love — the kind of love

we always equate with family. That's what Christian country music is all about — singing the praises of Christ and His message of salvation."

Lassoin' the Masses

Both the message and the music are catching a lot of attention with broadcasters wanting a unique product with a positive slant.

Longtime country DJ, Ichabod Caine, the Pacific Northwest's Spirit-filled maniac of country mainstream, was wooed from the region's top station to KRPM-FM/Bellevue, Wash., where he was given carte blanche to set up his own positive country show. The result is *Honky Tonk Sundays* — an interview and song celebration with some of the major movers and shakers in Christian country.

"Positive country is going to be the biggest thing to hit radio since FM," Caine says of the already burgeoning market for artists like Paul Overstreet, Ken Holloway, and Claire Lynch. "These folks write and sing about values, about family, God, and love, the way it's supposed to be. That's why it's called positive and that's why I'm excited about doing what I'm doing."

Caine says his show and others like it are in a class by themselves. "These kinds of Christian country shows are a real window for the gospel to be spread," Caine says with the breathless enthusiasm of a teenager shopping for his first car. "Most people are brought to Christ not by argument, or because it's forced on them, but by exposure to Him and His Word, and I think positive country will make inroads no one can imagine."

Protective 'n' Picky

With all the excitement and industry buzz, there is the tendency to overlook the potential pitfalls. If a country good ol' boy or gal records a less than values-oriented album, but includes a standard like "Amazing Grace" or "How Great Thou Art" on it, will a network like MRN or a Christian station include the cut in its rotation? Rich Tiner, MRN's broadcast operations manager says no.

"This is a very touchy subject," he says, not wanting to exclude mainstream country from his playlist, "but we're not looking for name recognition as much as we're looking for a lifestyle on the part of

the singer or musician. The key here is a commitment to family values and the positive message of love, hope, and faith in God. If there was one positive song on an album filled with drinking, cheating, etc., we wouldn't play that song, it's as simple as that. We don't want to entice someone to buy an album that will ultimately hurt them spiritually."

Caine, on the other hand, is like a kid in a candy store. "It's amazing just how many country artists are

"Our country is more conservative, more family oriented, and we're really searching for a positive message from our music."

— *Burt Perrault, Morningstar Radio Network founder and president*

Christians," he says of the opportunity for positive country formats to really take off. "Gospel music gave birth to modern country, and a lot of today's stars maintain a solid relationship with Christ. That's a real blessing for me to share my own faith with them. I'm forever praising God for giving me this shot."

Isaiah's Prophecy in

It would seem that Jesus & John music is quickly becoming contemporary Christian music's phenomenon for the '90s and beyond, and rightly so. Some may even say the prophet Isaiah predicted us to be country and western fanatics, tossed into a blessed arena with cowboy preachers and big hat Christian country acts. For in chapter 22 and verse 18 Isaiah wrote: "He will roll you up tightly like a ball and throw you into the country."

Perucci Ferraiuolo is a journalist who writes for CCM, The New York Times, and The Washington Post. A frequent contributor to Religious Broadcasting, he resides in the Seattle area.

Marty Raybon — In the Vicinity of God's Own Heart

It's been said that peace is not the absence of conflict from life, but the ability to cope with it. That being a given, Marty Raybon's been rising to the occasion most of his musical career.

As the lead singer for the mainstream super group, Shenandoah, he's enjoyed some overwhelming successes and just a few speed bumps.

First, the band was sued for trademark violations because its name was already being used by another group. Due to the lawsuit, the band had to file bankruptcy; then, the band was sued by its former label and production company and left wandering in the proverbial wilderness.

But a few years, 11 attorneys, and a couple of albums later, standing on God's promises, Shenandoah, whose members are all Christians, has come shining through. With a fistful of number one hits like "Sunday in the South," "The Church on Cumberland Road," and "If Bubba Can Dance," Raybon says God is, indeed, the God of the needy. "We went through a lot as a band," he recalls, "and there's no guarantee that we won't go through more testing as time goes on. Through it all, the Lord continued to bless us and all the bad stuff actually helped solidify our relationship with each other."

As a result, the band took on a new style. It became more soulful — more gritty and raw. Its newest album, "In the Vicinity of the Heart," shows its mettle with a country edge that's destined to be exactly what the five Christians need to anchor a place in country music history. From "Darned If I Don't," an explosive kicker, to the gospel-rooted "Heaven Bound," Shenandoah is back on track.

Raybon says it's overwhelming to see God's fingerprints all over the group, as well as with his first solo effort — a Christian country album for Sparrow Records. "I wanted to make this album because I want to tell others about God's greatness, His wonderful mercy, and how He keeps us in the palm of His mighty

hand when danger's near," he espouses. "The saving sacrifice of His Son, Jesus, proves His love and determination that He wishes for none of us to perish, and that's the message of the album."

Is Raybon, though, slowly breaking away from Shenandoah? "May it never be," he smiles. "Our whole band has been wanting to do a Christian album for a long time, so we went to our boss, Jimmy Bowen (head of Liberty Records), and he was all for it. We all talked it over and everyone agreed that they wanted me to do the Christian album solo."

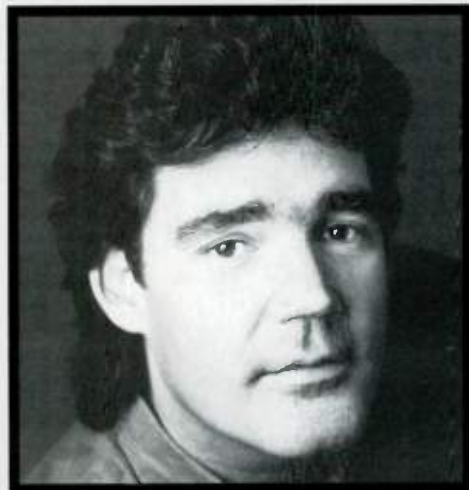
Raybon says that as great as mainstream country music is, Christian or positive country music fills the perfect need. "People who like country music like it for its bold, no nonsense message. It's always spoken to folks right where they live, and I feel that Christian country music goes a bit further, and talks to that spiritual need we all have, but not in condemning, preachy terms. I'm excited to be a part of it."

When he met with Sparrow to discuss the album, Raybon says he put his ideas on the table. "I told

them my prayer was to make an album that would minister to the afflicted, to those [who] love Christ but are just a little bit out of the will of God, to those [who] are lost in order to show them the way to Christ, and to those [who] are hurting. I feel the songs written for this album [do] that."

Armed with the heart of a preacher and one of the most recognizable and honed voices in country music today, Marty Raybon has seemingly just begun to stretch his talent and his calling. According to him, he just wants to be a vessel. "I'd be lying if I said I didn't want this Christian country album to do well," he points out, "but more than that, I want those who hear it to hear God talking to their hearts, leading them to make a profound difference in their lives for Christ. That's the real kind of music — the only kind worth hearing."

— Perucci Ferraiuolo



"I feel that Christian country music talks to that spiritual need we all have, but not in condemning, preachy terms. I'm excited to be a part of it." — Marty Raybon

by Elizabeth J. Guetschow

Editor's Note: He's written and recorded seven albums, generating over 18 number one songs. From rollicking riffs to beautiful ballads, Steven Curtis Chapman's artistry is a mainstay of Christian contemporary music, dear to the hearts of many program directors of radio and television stations across the nation.

Always striving to live up to the Lord's calling, his dedication has been appropriately recognized by the Gospel Music Association, which has graced him with 20 Dove Awards over the last six years. He has also received acclaim from the secular arena, winning four Grammy Awards for Best Pop Gospel Album. His appeal to youth is unmistakable and evidenced by his mention in Campus Life's Readers Choice Poll.

For his recent Heaven in the Real World tour, hitting 70 cities in three months and performing 21 sold out shows, he formed an alliance with Prison Fellowship Ministries (PFM), Sparrow Records, and The Parable Group to ship more than 50,000 complimentary copies of Heaven in the Real World cassettes to children of incarcerated parents. The recording recently went gold.

His work is balanced and underscored by a devotion to family: wife Mary Beth and children Emily (8), Caleb (5), and Will Franklin (3).

Former Religious Broadcasting associate editor Elizabeth Guetschow caught up with the whirlwind who is Steven Curtis Chapman. Settle back for a conversation with a man who is trying to bring a bit of heaven to the real world by getting in touch with his roots.

EJG: *What do you see yourself doing musically that people would label innovative?*

SCC: Bill Gaither told me the only things we as songwriters can express is some mixture of what's gone in over the years. Folk and bluegrass music were probably the first kinds of music I heard drifting through the house, since my dad and his buddies were practicing and writing songs. Through my dad, a musician and a guitar teacher, I learned blues, rock, a little jazz, and country. I was exposed to a lot of different styles of music.

Whenever I write songs, and I think *The Great Adventure* was probably an album that highlighted this

Steven Curtis in the Real



"I would like to express my appreciation to religious broadcasters for putting the megaphone to my lips." — Steven Curtis Chapman

as much as any album, I try to say, "OK, here's an idea, here's a lyrical idea, here's a thought, here's a theme. I want to write a song about God's grace making our lives become a great adventure." So I grab my guitar. "Let's see. All right,

what's that going to be? What's an adventure? Maybe you jump on your horse and you take off . . . *Dances With Wolves*, you know . . ." I see that in my mind, but it's got to rock and it's got to have some energy and it's got to be fun. So I end up

Chapman World

with this thing that's kind of almost a little southern rock. It has some of those elements, but has a real energy to it.

Then, I get this idea for a song called, *Got to Be True*. I've written the chorus and I'm thinking, "Now, how am I going to do the verses to this song?" I try several different things and nothing feels right, and Carman says, "Hey, Steven, you need to do a rap song someday. I want to hear a country boy rap." And so I think, "Hey, now there's a crazy idea. Why don't I poke fun at myself and do something about being true." There are elements of rap music I really like — I love DC Talk's music.

I'm honored and humbled by the use of "innovation" because it's kind of a nice word for what has also been called by other critics "confusing" and "chameleon-like" because [my music] hits on so many different angles. So it's kind of the blessing and the curse. I've tried not to respond too much to that other than just say I'm going to write what comes natural and try to find a musical style within me. I'm not going to contrive something. I didn't go study and listen to rap, trying to create a rap song. It just came out that way.

Heaven in the Real World is the same way. I've got stuff on there that's just kind of in the moment. I scat on one song — I learned that from *The Jungle Book*. It comes from all different angles but it's just kind of having fun with the music and the stuff that's in me, and trying to communicate the message of the song and marry the music with the lyric in the most effective way I can.

EJG: *Do you feel everything you've done has been this mixture, coming from different angles, as*

opposed to some artists who come out with something new, a departure, all the time?

SCC: I feel my music has been a growth process and a coming to terms. There was definitely a time, about my third album, when I felt a little more ahoid of some of my roots that were there. In the beginning, I was sort of discouraged to let the country boy roots show through because that was at a time when country was not cool.

"I try to keep learning as a writer — what are some new musical approaches, what are some new styles to try and things like that — and yet the challenge of that is to still hold on to the things that really make it me."

— Steven Curtis Chapman

By my third album it was kind of like, "Well, this is who I am. I grew up with this acoustic guitar strapped around my neck." That doesn't mean I'm going to sing songs about trains and whiskey, but there's that element of the music of grass roots in there, which is probably even more folk than country. I think at that point people heard me come to terms with [my roots].

From there, I think it's kind of been a maturing and growing process. At least I felt that way as an artist. I learn a little bit better how to communicate; I learn a little bit more about what I do well and what I don't do as well. I don't think any-

body thinks *Heaven in the Real World* is drastically different, but I sure hope that I'm growing and learning and that there is a freshness.

I want it to always be fresh. We change up engineers, players, producers, and mixtures of how the songs are recorded to try to capture that, but it still goes back to the song. I try to keep learning as a writer — what are some new musical approaches, what are some new styles to try and things like that — and yet the challenge of that is to still hold on to the things that really make it me. Not change for the sake of change, but what seems to be natural growth.

EJG: *Can you say what you think it is about your music that has garnered such acclaim in the secular realm and sets you apart from other Christian artists? What is it that puts you in that position?*

SCC: I've given thought to some of the things that have made me unique. I've really always continued to strive to write really well-crafted songs — to make every song and every line count. It's hard even saying that, because that would insinuate that other people haven't, and that's not at all what I'm saying. There are things I know I've struggled with in the process to have a standard of excellence in the craft of songwriting.

My lyrics are everyday and conversational. The themes are those that bring heaven into the real world, and maybe people feel like they have a friend. I think that's a lot of Garth Brooks' appeal. He hasn't been a mysterious performer, just an everyday guy. The [artists] who really have longevity are like that: James Taylor, Phil Collins. You feel like you get a real glimpse of who the real person is.

With Christian music, obviously, the whole point is that you're vulnerable and saying you don't have all the answers and you don't want to set yourself up to be worshiped, but to point to the One who has the answers.

EJG: *It would seem your willingness to share your struggles would prevent you from falling into another of the traps of success, the*

Continued on page 24

lack of humility. When people are applauding you, and especially when the secular realm kicks in, it must be tempting to start to think, "Wow, I really am fantastic!"

SCC: It is one of the most frightening things in the world because the fact is, God opposes the proud. He becomes the enemy of the proud man, and to think that I would ever set myself in that position for God to have to become my enemy, it's like, "Lord, take me out of the game before that happens." It's a scary thing, and yet I know myself well enough to know there is an aspect of the spotlight, that if there wasn't some sense of liking and enjoying it, then I wouldn't be a performer anyway. That's part of what gets you up in front of people to do that.

You've got this paradox constantly going on. I'm a performer and God's given me abilities to perform and entertain. Those aren't bad and ugly words, because it is ultimately what [that performance] is being used for. Is it to entertain people so they say, "What a great guy Steven Curtis Chapman is," or is it to ultimately point them to the Lord? That's what I want to use it for.

It is constantly a challenge, and something that I just have to keep before me. Fortunately, God has put a lot of people in my life who are great about [keeping me focused]. My wife is the greatest in the world, and my kids. I'm very, very fortunate that my wife is not infatuated with the music business at all. In fact, for her it's kind of a friend that she has to put up with. If she despised it, I wouldn't be doing it, because my commitment is to my family and to her. So it's healthy in that respect, but it's a dangerous tightrope you walk on.

One of the main reasons I write songs that share struggles is that it is in some ways a safeguard to say, "Hey, here's the reality." I struggled with recording the song, "Miracle of Mercy." I played it for my pastor and I said, "There's a part of me that wants to do this because I want to make sure people know the truth about me, and there's a part of me that doesn't want to play on that and misuse it to set up a whole farce

of humility." God didn't give me this platform to talk about how bad I am, but to talk about how great He is. Those are always tricky little things to deal with.

There's a real safety net in saying, "Here's honestly where I am." I'll put as many songs out there like "I Will Be Here" and "Go There With You" as I can, so that if I ever get stupid, there are enough songs and half a million people out there who will come knocking on my door and say, "Hey, listen to this song you wrote, Buddy."

EJG: *Who is your established audience?*

SCC: It is really a mixture. If you look at it with a target mentality, you see the bullseye as high school/college/young adults, then you spread out from there and you see the junior high kids and then the older adults. Then you go from there.

I'll see in my concerts that the first half of the place will be the younger audience, but then you'll see the parents, and it's not unusual to see the grandparents. I love that. It's another one of those things that can be a blessing and a curse, because there's a lot of external voices that tell you to decide who the audience is and really write songs for them.

Since I was eight years old, I would go to school and play my songs and my little buddies and the little

girls would love to hear me and my brother sing. Then we'd go and sing the same songs for the annual Christmas party for the women's hospital auxiliary and they'd love it. It wasn't like I had to be really rebellious and do radical music to get the kids to listen; they just liked it. To still be able to continue that is great, because I love to be able to communicate the message with as many people as I can. I feel the message that I communicate is just as important for a 12-year-old kid dealing with issues of conscience as it is for his dad who's at work dealing with integrity. If there's music that can somehow capture both audiences, I like doing it.

EJG: *Had you ever thought about intertwining your ministry with another one prior to your relationship with PFM?*



Nouveau Photography

Steven Curtis Chapman holds a trio of Dove Awards. He has been named Songwriter of the Year for six consecutive years.

SCC: We worked with Youth for Christ on a previous tour in terms of counseling at the concerts, and we also worked with Rapha, which is crisis counseling. We'll continue those relationships to some degree. I think it makes so much sense to network ministries together when there are strengths that one has that can strengthen the areas of weakness for another one.

I feel the ministry God has placed me in has been an outgrowth of what God has done in other people's lives. A lot of the things I write come from things I've read, like Chuck Colson's book *Loving God*, or Dietrich Bonhoeffer's *The Cost of Discipleship*. My whole album, *For the Sake of the Call*, came from Bonhoeffer's book.

"I'm honored and humbled by the use of 'innovation' because it's kind of a nice word for what has also been called by other critics 'confusing' and 'chameleon-like' because [my music] hits on so many different angles."

— Steven Curtis Chapman

Whenever I'm in the process of writing songs and getting themes and ideas together for an album, I always go through a period of prayer, asking God, "Is there anything specific, and if so, what is it you really want to say from this platform you've put me on?" This particular time, as I was really praying about it, [I had] this whole idea of our culture being in crisis and there being a searching and a spiritual reawakening of sorts going on. I feel sometimes like I know so little about the things that I feel God [is] prodding me in the direction of, so where do I go to get input?

I told my manager I'd love to talk with two men: James Dobson and Charles Colson. These are two guys who spend their whole time and ministries thinking about and praying about these issues. I had a chance to sit with Dr. Dobson for an hour and to spend an hour on the phone with Charles Colson.

That time with Mr. Colson led to our involvement with PFM. I began to read all of his pamphlets, brochures, and speeches — things that he'd done regarding the whole issue he calls the death of conscience in this generation of young people. What happened as I started to deal with these guys and talk with them was that everything they were saying was confirming songs I'd already started writing. It was like, "OK, Lord, maybe I'm actually on the right path."

If you want to get a handle on crime or at least get an idea of the hopelessness of that and yet the hope that can be found, even behind the bars of a prison, through Jesus Christ you go in that prison, or you deal with the families of prison inmates and you get just a little taste of what's really going on. Jesus said one of the main ministries He is concerned about is prison ministry; it's one He singled out as being important to His heart.

There are so many reasons why [an alliance with PFM] was the right thing to do. It made sense and seemed to tie in to the theme of the album and put wheels on this whole thing. PFM had never done anything like this before, either, so we were trying to access the younger audience. The biggest group of people PFM communicates with remembers Mr. Colson from his Watergate days, and that's definitely an older group of people. We tried to raise an awareness in younger adults, who may be familiar with Mr. Colson as an author but not his work with PFM.

EJG: Do you have any final thoughts for Religious Broadcasting?

SCC: I would like to express my appreciation to religious broadcasters for putting the megaphone up to my lips. They are the folks who utilize the abilities that God's given them to come up and plug the microphone in and broadcast the message into the hearts of people. Thanks for enabling my creative process to happen. It's an awesome responsibility and a wonderful thing to be a part of.

Elizabeth J. Guetschow is a former associate editor of Religious Broadcasting. She now resides in Michigan and is to be married next month.

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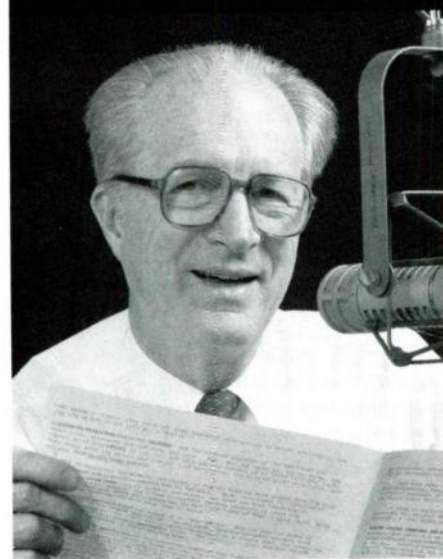
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by Carol McElroy

WHAT IN THE WORLD is going on at Haven of Rest Ministries (HRM)? Rumbblings have been coming out of the HRM offices for some months now. No, an aftershock of the big one that hit Los Angeles last year hasn't hit the property. So if the rafters aren't shaking, what is? The HRM music ministry is experiencing a growth spurt.

Two new members have joined the Quartet, and HRM now has a team of five soloists recording and performing concerts. The two new Quartet members, Gene Miller and Bill Cantos, have been recording with the group since the first of the year, when Steve Ragsdale and Glenn Shoemaker began individual music ministries with HRM.

Exciting Times

The excitement and energy are already being felt by broadcasters. "Help!" pleads Ron Walters, general manager of KFAX-AM/Fremont, Calif., "I've worn out my Haven CD playing it over and over in my office. The mix of new music along with renditions of sacred favorites ministers to me as much or more than any program on my station."

This excitement comes on the heels of celebrating 60 years of ministry. To commemorate the event, HRM produced a special recording, *Celebrating God's Faithfulness*, which contains highlights of over half a century of broadcasting.

As many know, HRM was founded in 1934 by Religious Broadcasting Hall of Famer Paul Myers, or First Mate Bob, as he is lovingly re-

membered. After wasting his life on alcohol and deserting his family, he was alone and destitute on a San Diego dock. He went to his hotel room, knelt by the bed, opened his Gideon Bible, and cried out to God for mercy.

Myers was a new creation. From that day forward, he devoted his life

to spreading the Good News. The Mate made his way back to Los Angeles, bought some air time on KMPC-AM/Los Angeles, got a quartet together, and started preaching. He knew firsthand the cleansing work of Christ and the change only Christ could make in the human heart.

The Quartet has been an inte-

Haven of Rest or Hive of Activity?



The Haven of Rest Quartet and accompanist. L to R: Dwayne Condon, Randy Crenshaw, Gene Miller, Bill Cantos, and Walt Harrah.



The Haven of Rest Quartet rehearses before a concert.

gral part of HRM since the birth of the radio broadcast and evangelistic meetings. And from the beginning the group has been on the move. During the early years, the HRM ministry team traveled up and

down the Pacific coast, holding packed out meetings. Sometimes literally thousands experienced conversion through the Mate's preaching and the musical proclamations of the Quartet.

Fresh Faces

That tradition of praising God is continued by the current Quartet: Miller, Cantos, Walt Harrah, and Randy Crenshaw. The celebrated group is accompanied by Dwayne

Music is a vehicle to carry out the message these men have in their hearts — to preach the gospel.

Condon. As individual artists, they keep busy with studio work in Los Angeles, recording, writing, and accompanying. In spite of heavy workloads, they choose to make room in their schedules each week to come together and sing of God's love.

Music is a vehicle to carry out the message these men have in their hearts — to preach the gospel. Ministering through music is the desire of this team, and the Lord has

Continued on page 28

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blessed that desire. Mike Trout of Focus on the Family notes, "The Lord has used The Haven Quartet in wonderful ways."

Anyone who has met the Quartet or seen the men in concert knows the amount of personality bubbling around in the group. Each of the men is married; children of the group number 11. Though each member is unique in personality, all have the same strong love for God and commitment to excellence in the craft.

Haven of Rest Ministries was founded in 1934 by Religious Broadcasting Hall of Famer Paul Myers, or First Mate Bob, as he is lovingly remembered.

The Quartet members perform not only because it's their job, but also out of a love for edifying God's people through music. "The beauty of what we do," explains Crenshaw, "is that we choose to come together in this group, even though we all have our own careers outside of [HRM]." Sometimes their individual work brings them together. They recently found themselves working together in another studio on the latest Promise Keepers recording project.

Outside Duties

They also do a considerable amount of traveling. Condon has performed with the Oklahoma City Symphony and the Roger Wagner Chorale. Miller has done some work with Phil Collins and Paul McCartney. And there is family talent to consider: Cantos was involved with Sibling Revelry, singing and touring with his two sisters, Rita Cantos Cartwright and Roxanne Cantos Fulkerson.

When asked what draws them to this commitment, Miller responds, "Definitely the fellowship," while Harrah's answer is, "The worship and prayer time." All seem to agree that these elements contribute

to the unique bond these men have. Of course, there must always be a dissident, and in this instance it is Gary Van Pelt, HRM's senior recording engineer. What draws him to the studio each day? "The free coffee," he jokes, as the Quartet begins praying for him.

Though best known for its



Dwayne Condon, accompanist for the Haven of Rest Quartet, has an individual ministry, playing with such groups as the Oklahoma City Symphony and the Roger Wagner Chorale.

"People listening have intense personal crises. We can't take lightly our role in ministry to these people."

— Walt Harrah, leader of Haven of Rest Quartet

arrangements and recordings of traditional hymns, 40 percent of what is heard on the air is written by Harrah or Ragsdale, who continues to work with the broadcast in addition to his solo duties. Harrah's compositions have also been recorded by Glen Campbell, Maranatha!, and the Brooklyn Tabernacle Choir.

Commitments

A member of the Quartet for 15 years, Harrah has an especially close tie to HRM. You might even say he's part of the family — literally. He's been married to Ray (host and speaker of *Haven of Rest*) and Ann Ortlund's daughter Sherry for 25 years. In addition to his responsibilities as husband and father of three, Harrah is the leader of the Quartet, and also leads the worship band at his church. He takes these leadership roles seriously. "People listening have intense personal crises," he says. "We can't take lightly our role in ministry to these people."

This concern is felt by the entire group. The men regularly go beyond the call of duty to keep their commitments. One recent incident found Condon unable to fly to a concert due to an exaggerated head cold; he drove across the desert from Los Angeles to Farmington, N.M. On a recent trip to Seattle and Vancouver, British Columbia, Crenshaw flew back to Los Angeles and rejoined the group in Vancouver the next day, just to keep a commitment with a local studio.

The Quartet will be featured at the 1995 National Religious Broadcasters (NRB) Southwestern and Eastern regional conventions. Terry Fahy of KKLA-FM/Los Angeles is more than a little surprised with the group's 1994 performance at the NRB Western (WRB) regional convention. "Have I changed or has the Quartet?" he exclaims, "[Its] performance at WRB brought the house down!"

Being in the Quartet is a labor of love for all involved. Repentant for earlier java greediness, Van Pelt reflects, "Coming here is more than reading notes for the guys — or for Mike and me, just mixing or editing. It's inspirational. There's a real message to convey — for us, and for those who listen."

Carol McElroy is director of media for Haven of Rest Ministries in Los Angeles.

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A Celebration on the Lawn



by Christine L. Pryor

TO SAY THIS YEAR'S NATIONAL Religious Broadcasters Convention and Exposition (NRB 95) in Nashville, Tenn., February 11-14, was energized is an understatement. The current was palpable, a spiritual electricity you could see in the smile of NRB president Brandt Gustavson and touch in the handshake of NRB chairman Bob Straton.

NRB 95 organizers arrived at the Opryland Hotel, a delightful mix of Southern charm and architectural elegance, with batteries charged for a three-fold mission: to enhance unity in the organization, to promote continuing education and technological expertise in the membership, and to acquaint members with products and services through the exposition.

The convention area was festooned with royal purple drapes, white pillars, and bold gold signage. The popular NRB 95 Opryland logo with the boot, the boat, the badge, and the eighth notes appeared everywhere, attracting considerable attention.

A Sea of Reports

Business is business, and no small decisions were made at the administrative meetings. The 90-member board of directors met early Saturday morning in the Browning Ballroom, gathering around breads, muffins, and drinks provided by Radio Bible Class in Grand Rapids, Mich.

Taking seats at tables arranged in a huge square, the board settled back to hear Straton report on his

first year as chair of NRB. "I feel there is a real sense of power and the strength of the Lord in NRB," Straton declared, "May we hold our heads high as we go about the business of broadcasting."

After Straton's remarks, Gustavson took the lectern for the president's report. Amid bursts of applause, Gustavson announced the debt-free status of NRB, plans for a permanent headquarters facility, the resurgence of the Bertermann Legal Defense Fund, the development of a grassroots program to affect public broadcasting policy, and his celebration of five years as president.

Following committee chair reports, the board adjourned to a luncheon with the chapter officers, sponsored by The Inspirational Network of Charlotte, N.C. Held in the elegant Taylor Ballroom, the luncheon featured reports from the chapter officers, entertainment by the Denver-based Jeremiah People, and the presentation of the Chairman's Award to Josh McDowell.

The luncheon over, it was time for the annual business meeting, where members gathered to hear committee reports and to elect officers and new board members. The only change in officers was the election of Tom Rogeberg (In Touch Ministries, Atlanta) to the secretary's post, replacing Mike Trout (Focus on the Family, Colorado Springs, Colo.).

Entertainment was provided by Sue Bahner (WDCW-AM/Syracuse, N.Y.), who displayed great talent in pushing a button on a "little thing" to play a bouncy electronic tune.



TOP. Bluegrass music by The New Tradition greets attendees of the Opening General Session.

LEFT. Ben Kinchlow, in his Mickey Mouse tie, emcees Sunday's Worship Service.

MIDDLE. Civil rights matron Rosa Parks greets the audience of Sunday's Worship Service.

BOTTOM. George Sweeting directs the installation of NRB's officers during Tuesday's Anniversary Banquet.

After an intense question regarding music licensing, Bahner hurriedly put the plastic musical toy away.

After securing approval of four resolutions (see sidebar on page 37 for a review) and finalizing election results, Straton adjourned the meeting.

Opening Celebration

Walking through the doors of

the Presidential Ballroom on Saturday evening, the conventioners were welcomed by The New Tradition's rousing Appalachian bluegrass music coming from the stage. And what a stage it was . . .

Breathtakingly decorated with a white mansion backdrop, complete with forest green shutters and doors, brass accents, huge columns with beautifully detailed capitals, and a wrap-around porch, the stage was indeed a sight to savor. Mounted spotlights threw dappled light on the house in leaf patterns; magenta floodlights accented the graceful columns.

The effects created a sensation of attending a fete on the lawn of a grand, graceful, history-laden Southern antebellum mansion. Innumerable comments on the decorations were made by audience members and hotel staffers alike: "It is phenomenal," "The Opryland has never



been lovelier," "This is simply beautiful," "Someone very talented designed this," and "Wow! This is a winner!"

Huge white letters attached to

rich purple curtains flanking the stage proclaimed NRB 95's theme "An Unchanging Message to a Changing World." Giant screen video enhancement, courtesy of SAIC Information & Display Systems and LifeWord Broadcast Ministries, provided easy viewing of the stage action and easy listening through stacked speakers. A lone lucite pulpit bearing the bold gold NRB logo sprang from a base of gold mums and large ferns, complementing the ferns and tropical split-leafed greenery which lined the floor around the stage.

From the opening welcome by Gustavson to the closing prayer by Randy Becton (Herald of Truth, Abilene, Texas), the opening general session was one to remember. The inimitable Ben Kinchlow (Christian Broadcasting Network, Virginia Beach, Va.), performed his emcee duties with easy jocularly, making smooth transitions and nearly flawless introductions.

One of the first introductions brought worship leader Mark Blankenship (Genevox Music, Nashville) to the pulpit to lead the audience in several favorite hymns, creating a feeling of connection.

Another hallmark Kinchlow introduction placed Ricky Skaggs at center stage, beginning a testimony with his distinctive tenor rendering an a capella sample of soulful Kentucky mountain music. Skaggs set up a clip of *Silent Witness*, a video project by several country artists who are Christians — labeled a "landmark" by *Billboard*.

After graciously making the video available to anyone attending NRB 95, Skaggs left the stage for a performance at the Grand Ole Opry — also leaving behind a sense that he wished he could stay.

Following Skaggs' departure, several awards were presented, the red-white-and-

blue ribboned medallions and glass plaques honoring George Otis (High Adventure Ministries), WMCA-AM/New York, Dennis Rainey (*FamilyLife Today*), David Mains (*You Need to Know*), Abe C. Van Der Puy (World Radio Missionary Fellow-

ship, Colorado Springs, Colo.), J. Richard Lee (*Christian Brotherhood Hour*, Anderson, Ind.), *Morning Chapel Hour*, Alex Leonovich (Slavic Missionary Service, South River, N.J.), *French Radio Hour*, and Mark Gilman (*On the Mark*, WAVA-FM/Arlington, Va.).

Then the stage was shaken by the quickstepping harmonies of Friends IV, bringing the audience to its feet in response to a medley blending songs of faith, setting the stage for Adrian Rogers (Love Worth Finding Ministries, Memphis, Tenn.) to bring the message.

Taken from *11 Kings*, Rogers' message centered on speaking the truth and closed with the resounding declaration, "Stand up for Jesus . . . as the Lord liveth, as the Lord sayeth unto me, that will I speak!"

The session was closed in prayer by Becton, releasing the audience to various auxiliary functions. (For a summary of selected auxiliary functions, see sidebar on page 35.)

Joy Comes in the Morning

Sunday morning saw a rush of auxiliary breakfasts, followed by a worship service on the mansion's lawn of the Presidential Ballroom. Kinchlow again performed his emcee duties with splendid aplomb, introducing Blankenship for another session of congregational worship.

Following prayer by Morris Chapman (Southern Baptist Convention, Nashville), the room became quiet — and stayed silent while an elderly man with flowing white hair labored up the stairs to the stage, leaning heavily on a walking stick grasped by a tremulous hand. David Smith of Springfield, Mo., brought John the Beloved to startling life, backed by a soundtrack of calling gulls, lapping waves, and angelic strains of "Alleluia."

When Smith's shuffling feet exited the stage, the audience came slowly back to 1995, applauding not only the performance, but also the material — and adding its own "Maranatha! Come, Lord Jesus," to the morning.

After the offering, recording artist Twila Paris shared "The Time Is Now," a special song she penned for Global Crusade With Billy Graham in San Juan, Puerto Rico.

Continued on page 32

When Paris exited the mansion, Shirley Dobson (National Day of Prayer [NDP], Colorado Springs, Colo.) encouraged broadcasters to get involved with NDP, held the first Thursday in May. She called for a day of fasting on May 3, then brought up Bob Bakke (National Prayer Advance), who encouraged broadcasters to cap off the NDP with the Concert of Prayer.

Returning to the pulpit, Kinchlow was eloquent regarding Andre Dawson's scheduling conflict and remarked, "God always has another ram in the bush," before introducing civil rights matron Rosa Parks. The quiet author encouraged broadcasters to have faith in themselves and the Lord, asking for unity among believers.

Unity was a theme of Alvin Slaughter (Glorious Music Group/Integrity Music, Mobile, Ala.), who wowed the audience with his rendition of "How Great Thou Art," his command of the stage, and his incredible accompanist. "The redemptive power of Jesus Christ amazes me," Slaughter remarked as he launched into an audience participation time. His plan was to teach the audience how his boyhood church sang, "Amazing Grace," but as the vocal gymnastics of the first line took nearly three minutes, he decided to resume soloing, giving an incredibly stirring medley of thanksgiving and praise.

Immediately after Slaughter's ovation, John DeBrine (Songtime, Inc., Boston) took the pulpit. With a voice he described as "ravaged by airlines," DeBrine lifted a small glass and, taking a sip, told the audience he would speak as long as there was water in the glass — saying he would have been able to speak longer "except Alvin kicked the other glass."

DeBrine spoke on knowing the will of God, using a text from I Peter. Knowing the will of God takes three things, DeBrine said: growth, sacrifice, and witness. He encouraged broadcasters to "live life with the microphone on. Be honest." At the conclusion of his message he invited audience members who were searching for the will of God in their lives

to give him their names and addresses after the service.

June Hunt (Hope for the Heart, Dallas) closed in prayer, eloquently incorporating DeBrine's three points. Upon dismissal, over 100 people gave their names to DeBrine, who promised to be both in prayer and in touch.

Exciting Exhibits

Straton, Gustavson, and NRB conventions director Michael Glenn stood between the pillars outside the exhibit hall on Sunday at 1 p.m., ready to cut the shiny red ribbon to officially open the exposition. A throng of people was straining forward, waiting to get see the latest technologies and meet the people behind the programs. But the beauty that awaited them had not come easily.

The exhibit floor was a study in chaos until the ribbon cutting: boxes, signs, and drapes were strewn around with what looked like abandon to the novice — and perhaps the seasoned.

An energetic mood hit the exhibit floor before the doors were opened. Last minute touches, searches for tape, and restroom rushes completed, the exhibitors squared their shoulders, put on their smiles, and waited for the crowd. Some exhibitors, like Campus Crusade for Christ, gathered for prayer.

Outside, Glenn welcomed the crowd to the exhibit hall, Straton encouraged them to take advantage of all the exhibits, and Gustavson offered a prayer of thanksgiving for the tools, the trade, and the exhibitors. Then the scissors closed in Straton's hands and the ribbon shimmied away, allowing the conventioners to pass through the pillars and enter the promised land.

While it wasn't flowing with milk and honey, it did have an orange juice fountain, many flavors of cappuccino, and soft drinks. Some of the more unusual exhibits included personalized athletic shoes, sculptures, live broadcasts, and a tour of cyberspace.

"The exhibitors were upbeat," enthused Bill Kilchenstein, manager of convention sales, "the energy was high, and there was a better traffic flow than in the past. We hadn't exhibited [at the Opryland Hotel] before, but the floor plan was excel-

lent — and we'll have even more space next year in Indianapolis!"

(For comments from exhibitors, please see sidebar on page 40.)

The Old College Try

Students and faculty from Christian colleges gathered at NRB 95 for a time of professional networking and fellowship. Intercollegiate Religious Broadcasters (IRB) sponsored a seminar for students on Sunday that focused on finding the job that would best fit individual skills and personality types. The seminar featured a self evaluation to determine natural personality strengths and weaknesses, followed

TOP. Bobby Jones leads the choir at the 21st anniversary program of Black National Religious Broadcasters.

MIDDLE. Sen. John Ashcroft (R-Mo.) shares his faith at Tuesday's All Media Breakfast.

BOTTOM. Bill Gaither's Praise Celebration! unites veteran artists and newcomers in a gospel sing-along.



by instructions on how to apply this newfound knowledge in a job search. Speaker for the seminar was Lee Ellis, director of Career Pathways, a division of Christian Financial Concepts, Inc.

Immediately upon the seminar's close, Gustavson presented the IRB awards, designed to honor students who had excelled in audio and video production. Presenting five awards in both the graduate and undergraduate categories, Gustavson delighted in the ceremony. A special honor, the Al Sanders

Scholarship Award, was bestowed upon Andy Fish of Asbury College, Wilmore, Ky.

After the ceremonies concluded, Walter Bennett Communications held a reception honoring the win-



ners. IRB is moving and growing, as evidenced by this year's activity.

Shall We Gaither . . .

Sunday's Praise Celebration! did not have a little something for everyone — it was an all-you-care-to-hear buffet of music. Hosted by music luminary Bill Gaither, who was kept in line by able assistant and ten-year associate Mark Lowry, the evening combined the many facets of Christian music to make one colossal show.

Joined by the Gaither Vocal Band, the Speers, Howard and Vestal Goodman, Susie Luchsinger, Ivan Parker, The Martins, Janet Paschal, and Terry McMillan, Gaither orchestrated an evening of memories, both old and new.

The order of performance seemed arbitrary and spontaneous, with Gaither picking out someone and Lowry placing a microphone in the hand, giving a pat on the back, and

nudging the person toward center stage. Lowry's funniest lines were saved for Gaither and Vestal Goodman. When Goodman came on stage with her signature white handkerchief, Lowry snatched it from her and placed it on Gaither's head, wisecracking about Gaither becoming a Mennonite. Then, eyeing Goodman's beaded dress, he commented, "I bet that makes a lot of noise in the dryer, doesn't it?"

Blending new artists with established ones is an art form Gaither has perfected, as evidenced in the finale. All the artists performed shoulder to shoulder, earning a standing ovation from the audience. The evening earned its name — a praise celebration.

Educational Sessions

Monday's many auxiliary breakfasts over, the first of four groupings of educational sessions assembled. Experts in business management, fund raising, music, professional development, law, and broadcasting offered their knowledge to the multitudes in standing room only sessions on Monday and Tuesday.

Though some comments were made regarding a need for more advanced technology, information superhighway, and film sessions, the general consensus seemed to point to a successful educational sessions experience.

Let's Do Lunch

Flags of many countries lined the stage of the Presidential Ballroom as Luis Palau perfectly summed up Monday's International Luncheon: "Wow!" From the opening prayer by Tony Estaidi of Iran to the closing prayer of Ger de Ridder (*Evangelische Omroep*) of The Netherlands, the Lord's presence was evident.

Emceed by Jerry Rose (WCFC-TV/Chicago), the luncheon was a huge success. Lovely dinner music was performed by Jamaican artist Huntley Brown; entertainment was provided by The Netherlands sensation, Country Trail Band; and ministering in music prior to the message were Steve and David Green, who bounded on stage singing a number

in Spanish. Steve then sang, "We Believe," a majestic and straightforward doctrinal anthem.

Two awards were presented at the luncheon: Raul Justiniano (president of COICOM) received the International Broadcast Ministry Award for Individual Achievement, and *Evangelische Omroep* was honored with the Outstanding International Broadcast Ministry Award.

Palau's first words from the podium belied his passion, "Even Steve Green cuts loose when he sings in Spanish. There's something about the Hispanic culture that does that to you!" The message Palau brought was powerful, bridging nationality and language. "What," he asked, "is the unchanged message? The cross. The cross touches everything in our media. It is the core of the unchanged message; it reconciles us to God. The cross is unchanging."

Bright and early on Tuesday morning the Presidential Ballroom was filled to capacity for the All Media Breakfast. Emcee Richard Lee (*There's Hope!*, Atlanta) welcomed the attendees and asked Charles Stanley (In Touch Ministries, Atlanta) to give the opening prayer.

National Association of Broadcasters chairman Wayne Vriesman brought greetings to NRB, expressing his delight at being in Nashville.

The President's Award was presented to two distinguished gentlemen: Ken Wales, executive producer of *Christy*, and Yuri Borov, Russian television broadcaster. Following the award presentations, greetings were brought from newly sworn-in senator John Ashcroft (R-Mo.).

Music for the breakfast was provided by Phillips, Craig & Dean, singing songs about everyday faith. After their ministry, D. James Kennedy took the pulpit, bringing a message to the attendees in his professional, polished style.

Tuesday's luncheon marked the first Women's Luncheon for NRB, and proved to be successful beyond expectations. Again utilizing the Presidential Ballroom, emcee Sarah Utterbach (Redeeming Love Christian Center, Nanuet, N.Y.) interjected joy and confidence to the Valentine's Day event.

In honor of the holiday, Vernon

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A CELEBRATION . . .
Continued from page 33

McLellan (Mission Ministries, Inc., Charlotte, N.C.) serenaded ladies at the tables with romantic violin music. Sharalee Swanson (Always Becoming, Discovery Bay, Calif.) sang and shared humorous stories about her life. "I love reunions at airports," she confessed, "and once I was so wrapped up in watching a family that I followed them down the hall until my husband said, 'Honey, the car is this way.' I was so embarrassed!"

The keynote speaker, Elisabeth Elliot, shared about keeping a quiet heart. She had a recent lesson: the rental car she and her husband had been using was stolen at the Opry-

land Hotel the day before. "God was reminding me once again that whatever I'm going to dish out to other people, I jolly well better be practicing.



"There were irreplaceable things in the car, including a bag of order blanks that had been filled out for us at the last conference we were at. All those addresses were in the car.

"[Later], a few of us were sitting in the lobby, and up came Lars, carrying that bag. The car had been dumped. Why did we have to go through all that? Is it possible to keep a quiet heart at all times? We cannot necessarily summon good feelings about things, nor can we necessarily dismiss bad feelings, but we can choose to trust Him."

Kay Arthur (Precept Ministries, Chattanooga, Tenn.) closed in prayer, asking the Lord to give the women quiet hearts. As the ladies exited, *Women Today With Vonette Bright*

and dilled cod, the attendees enjoyed an eclectic mix of popular music from the Burchfield Brothers. Upon completion of the meal, George Sweeting of Moody Bible Institute, Chicago, directed the installation of officers, charging them to hold fast to that which was committed to them.

After the installation procedures the stage was cleared for The Ralph Carmichael Big Band. Brass, saxophones, drums, and keyboards combined to create a sensational sound of big band music, with Carmichael directing the artists with the twitch of a finger and a tilt of the head. Receiving a standing ovation and preparing to leave the stage, Carmichael was stopped by Gustavson and Straton, who surprised him with the Board of Directors' Award.

The Religious Broadcasting Hall of Fame inductees, Howard O. Jones and John D. Jess, were honored with

video highlights, bronze plaques, and glass trophies. Jess' award was accepted in absentia by Dave Kersey (Family Life Broadcasting System, Tucson, Ariz.).

Following the award presentations, Michael W. Smith



TOP. Elisabeth Elliot, keynote speaker at the Women's Luncheon, explains the importance of cultivating a quiet heart.

MIDDLE. Jack Hayford reveals the inspiration behind his popular song "Majesty" in the keynote address of Tuesday's Anniversary Banquet.

FAR LEFT. Howard O. Jones is the first African-American to be inducted into the Religious Broadcasting Hall of Fame.

MIDDLE LEFT. Dave Kersey of Family Life Radio presents John D. Jess with the bronze plaque and glass award signifying his induction into the Religious Broadcasting Hall of Fame.

ABOVE. In honor of Valentine's Day, Vernon McLellan serenades diners during the first Women's Luncheon.



came to the piano. He expressed his gratitude to the religious broadcasting industry and asked permission to do some of his new work, including a song dedicated to his 4-year-old daughter, Anna.

When Smith left the stage, Jack Hayford came to the pulpit, wrapping his message around his song "Majesty," challenging the audience to live in ways that honor and exalt the Lord.

Asking Smith to rejoin him on stage, Hayford led the audience in a stirring rendition of "Majesty." No grandstander, Smith's simple, humble accompaniment added just the right touch to the atmosphere of worship, leaving the audience basking in the glow of a moment spent with God.

The Anniversary Banquet, a smashing event by any measure, had crowned another convention.

On to Indy

The energy that began NRB 95 did nothing but gain momentum throughout the four days, causing many of the 4338 registrants to remark on the grandness of this year's convention. From a breathtaking antebellum mansion to a fabulous modern exposition, NRB 95 in Nashville raised a standard that will be difficult to match. However, knowing NRB, not only will Indianapolis match Nashville in 1996, but it will most likely surpass the grandeur that defined NRB 95.

Christine L. Pryor is the features editor of *Religious Broadcasting*.



What's Your Function?

Religious Broadcasting requested information from organizations sponsoring auxiliary functions. The following ten responses were received with gratitude.

Breakfasts:

Moody Broadcasting Network (MBN), Chicago, hosted its third annual affiliate breakfast on Sunday. Over 200 MBN affiliates and staff gathered for a warm, Southern meal, along with a number of programmers that have been with the network many years.

James Goggan, general manager, KGNV-FM/Cuba, Mo., and

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A CELEBRATION . . .

Continued from page 35

KGNN-AM/Washington, Mo., said, "The breakfast was one more indication of Moody's commitment to excellence in broadcasting and concern for [its] affiliates."

Tony Evans (*The Urban Alternative*) opened the program and challenged attendees to work for a common goal to reach people for Jesus Christ. A new program, *Heart-song*, was unveiled by co-hosts Jim Warren and Frank Boggs. Joseph Stowell, president of Moody Bible Institute, concluded the breakfast with a timely message on servant-hood.

— Chris Borrink

The Christian Working Woman, Wheaton, Ill., hosted a breakfast on Monday morning. Promoting the radio program as "a spiritual cup of coffee for workplace Christians," the continental breakfast included gourmet coffees with a buffet of special toppings like whipped cream, chocolate shavings, and caramel sauce. Gift mugs with gourmet coffee were given to each attendee.

"Mary's [Whelchel] breakfasts are always the highlight of the convention for me," said Janet Luttrell of WBMJ-AM, San Juan, Puerto Rico. "I love the way she incorporates drama to get her message across."

When asked about her motivation for holding breakfast programs each year, Whelchel's answer was two-fold, "It's a chance for us to thank stations that already carry our program, as well as inspire other stations to consider carrying us. This is our second year to host a breakfast program like this, and we've found the personal contact is very effective."

Lane Morgan, manager of WDLM-FM/East Moline, Ill., reported the presentation had impacted his views on The Christian Working Woman ministry. "We currently carry the weekend edition on our station, and I had been considering airing the daily program. After this morning's program," Morgan continued, "I am convinced that it's the right move at the right time."

— Kim Winters

Alliance Defense Fund, Phoenix Ariz., hosted a breakfast on Monday, featuring several guests: Brandt Gustavson, Steve Largent, Jay Sekulow, Marlin Maddoux, Steven Gould, and Alan Sears.

— Carrie Hollingshead

Dinners:

Focus on the Family, Colorado Springs, Colo., hosted a barbecue dinner on Saturday to express gratitude to over 70 stations who have aired the radio broadcast for more than 15 years. Each station received a brass paperweight and certificate of appreciation. Entertainment at the dinner was provided by The Flying "W" Wranglers of Colorado Springs, Colo., who definitely have their own brand of western cowboy music and humor and were a big hit with the crowd. The 1994 Focus on the Family Station of the Year award was presented to Ward Childerston and WCRH-FM/Williamsport, Md.

— Karen McQuiston

Receptions:

The Inspirational Network (INSP), Charlotte, N.C., hosted a cruise aboard Nashville's classic, 300-foot, four-story showboat, *The General Jackson*. The theme of the cruise was "Take a Voyage to the Future With INSP."

The invitation-only event was hosted by INSP president David Cerullo, who presented the network's plans to fully develop inspirational programming for all interactive technologies. Dewey Crim, BellSouth's director of broadband video services, provided an informative presentation on developing technologies.

Wayne Watson and Sierra performed for nearly 500 guests on the cruise under the stars along the Cumberland River.

— Melba Spencer

SkyLight Satellite Network, St. Paul, Minn., along with **Impact Records** and **New Vision** hosted a reception for radio stations with inspirational formats Sunday evening. The purpose was to share concerns and ideas for greater effectiveness in their broadcast ministries.

— Wayne Pederson

SpaceCom Systems, Tulsa, Okla., hosted the Fifth Annual Des-

sert Tasting Reception on Monday evening. "The dessert tasting event is a chance for us to thank our customers and let them



know how much we value their business," said Dave Bennett, SpaceCom's director of audio service sales. He continued, "Our customers really enjoy this event every year. It has become a tradition at NRB."

Visitors from more than 30 religious broadcasting companies enjoyed desserts



from around the world while listening to classical music performed by a local string quartet.

— Stephanie Schultze

CRT Custom Products, White's Creek, Tenn., hosted a reception on Monday evening. Steve Scalet of CRT reported, "We had an introduction to CD-Rom reception with over 200 people. The whole idea was just to educate folks to the power of CD-Rom. A lot of people just haven't sat down and actually seen a CD-Rom work, so that's what we did. We had

about four workstations up and had people coming in and out all night long."

— Christine L. Pryor

Paula Phillips and the Dream Fund Outreach, Westlake Village, Calif., hosted a special evening vespers service with recording artist Steve Camp on Monday evening. The service was held in the Sevier room and was especially for broadcasters/attendees and their families and local ministers.

— Joy Thomason

Zondervan Publishing House, Grand Rapids, Mich., held a recep-



TOP. *The Netherlands' Country Trail Band entertains diners during Monday's International Luncheon.*

MIDDLE. *Educational sessions draw capacity crowds on Monday and Tuesday.*

BOTTOM. *D. James Kennedy brings the keynote address at the All Media Breakfast.*

tion on Monday evening. Broadcasters heard and met authors Ron Hutchcraft, D. James Kennedy, Valerie Bell, Becky Tirabassi, Lee Strobel, and recording artist and author Wintley Phipps, who sang at the event. "When God fulfills dreams," Phipps reminded the broadcasters, "He often does it in ways that are immeasurably more than all we ask or imagine. He did it in my case and He'll do it in yours."

— Jonathan Petersen



Resolutions

Four resolutions were unanimously approved at the business meeting:

1) Resolution on the Corporation for Public Broadcasting:

RESOLVED that the National Religious Broadcasters (NRB) calls upon Congress to stop federal funding of the Corporation for Public Broadcasting, PBS, and NPR, and allow them to be totally privatized and enter the real world of the marketplace, thereby saving American taxpayers \$286 million per year;

2) Resolution Against Spectrum Fees for Broadcasters:

RESOLVED that the NRB goes on record as strongly opposing any governmental attempt to impose spectrum fees on radio and television broadcasting stations;

3) Resolution on the Fairness Doctrine:

RESOLVED that we commend the Congress of the United States for its wisdom and its courage in refusing to allow the so-called Fairness Doctrine to become the law of the land, and be it further

RESOLVED that we commend the Federal Communications Commission for not reinstating the Fairness Doctrine; and

4) Resolution Offered By the NRB Music License Committee on HR789:

RESOLVED that the NRB urges the people's representatives, the Congress of the United States, to speedily enact into law the provisions of HR789, "The Fairness in Musical Licensing Act of 1995," introduced by Rep. F. James Sensenbrenner of Wisconsin, whom we commend for this action, and we pledge our time, energy, and resources to work for its swift passage into law.

Continued on page 38

People Like What They're Hearing...

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

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

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

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



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The Director's Cut

by Michael Glenn

Excellent, inspiring, far and away the best, powerful, incredible, challenging, encouraging, informative, outstanding, exceptional, fabulous, extraordinary, wonderful . . . this is a list of adjectives describing the 1995 National Religious Broadcasters Convention and Exposition (NRB 95) from a few of the 4300-plus registrants. We can't help but get pumped up when we see record attendance, a sold-out exhibit hall jammed with people, workshop rooms filled to overflowing, and the Opryland Hotel and overflow properties booked to capacity.

It is hard to imagine that in the '80s many started to spell doom and gloom for conventions as we know them. The teleconferencing craze had hit and some said it was the wave of the future. In the '90s we have e-mail, faxes, and an information superhighway. But no matter what comes along in technology and communication, there remains the need to come together face to face.

Conventions, trade shows, and exhibits are held for just about every field of endeavor in the world, with literally thousands of meetings going on in a year. They offer unique settings for pulling people together. Many cities are expanding their meeting facilities or building new venues to handle the demand for efficient, modern, and safe meetings.

During the course of the convention, I am asked many times how the convention is going. My standard response is, "You tell me." The annual convention represents many things to many people —

and our success depends on you and the impact it has on your life and ministry.

For some, the convention is the last hope after a whirlwind year of constant crises and spiritual warfare; for others, it is a happy reunion with those who share the goal of reaching the world for Christ. Many are there for the first time, eager and hungry for every shred of information they can take back home in order to build a station or finally put a program on the air. Some are col-

hope and salvation to a people who may have never heard about Jesus Christ.

How many NRB conventions have you attended? One, five, ten, all 52? Maybe you have never been a part of this annual gathering. A few years ago a gentleman came to the registration desk and proudly declared that he had been to all 49 NRB conventions. We didn't have the heart to tell him that he was just then attending NRB's 48th.

By all accounts, Nashville was a solid success. Our exhibitors did a tremendous job in presenting top quality displays and professional people to handle your questions and needs. The workshop leaders worked tirelessly to offer you opportunities to learn about the latest trends and technologies so vital to your ongoing work for the Lord. The speakers gave challenging, thought provoking messages, and the artists put their hearts into ministering to you.

Mark your calendars for these upcoming events:

*February 3-6, 1996 — NRB 96 at Indiana Convention Center in Indianapolis

*May 20-25, 1996 — first NRB International Conference in Jerusalem

*September 3-6, 1996 — Public Policy Briefing Conference in

Washington, D.C.

*January 25-28, 1997 — NRB 97 at the Anaheim Convention and Hilton Hotel in Anaheim, Calif.

Hebrews 10:25 reads, "Not forsaking our own assembling together, as is the habit of some, but encouraging one another; and all the more, as you see the day drawing near." Let that word be with you as you make plans to be with us in the years we have left to declare His name to the world.

Michael Glenn is the director of conventions and exhibitions for NRB.

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TOP. NRB convention secretary Tammy Singleton mans the registration desk for NRB 95.

BOTTOM. The Hispanic National Religious Broadcasters takes care of business at Monday night's rally.

lege students a few months away from graduation, enthusiastic and a little afraid of the future.

Still others are seeking the latest technology or management principles to enhance their skills. Ever increasing numbers are international registrants, desiring to build partnerships and bring the message of



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Expositionally Speaking

Gregory B. Darby, Christian Interactive Network, Fort Lauderdale, Fla.: "I think this year's NRB was probably one of the most dynamic shows we've been to because of the timeliness of the on-line interactive services. Everything you pick up has been information superhighway. We kind of have an exclusive on the market right now, and that didn't hurt. We liked the facility; it was done well. We've already registered for next year. We probably sat down with hundreds of people. The response has been excellent. They were good contacts, not just 'Let's come by and pick up what we can.' Everybody was interested in the information superhighway."

Ann Stierhoff, CBN Travel, Virginia Beach, Va.: "We felt the traffic was really good. We had great placement right by an autograph booth so we had a lot of people line up in front of our table. That proved very beneficial. There were some great people here. We're travel planners, and a lot of people were interested in our tours, especially group tours to Israel in the coming years. We have some good leads to go back and follow up with. It was a very positive experience."

Corbyn Hickle, Gamer Corporation, McLean, Va.: "The traffic was good. I probably spoke with hundreds of people, which is exciting. It was a good show for Gamer; we picked up a lot of solid leads and had quite a few contacts asking for personalized shoes, not just the Christian logos. That was a little surprising. The atmosphere on the floor was positive, high energy — and spiritual. This was our first year exhibiting at NRB, and we feel it went well."

Christy Hamrick, Family Research Council of America (FRC), Washington, D.C.: "I think the best way to describe this particular expo is that my husband and I are ready for a power nap. There was a ton of traffic. I've been to seven or eight NRBs and I would say this particular one — I don't know if it was a good location or just the energy of the people — but it was very energized, with a lot of people going through showing a lot of interest in what we're talking about, which is politics and the family. So it was great. It was a very good convention."

"My husband and I met at NRB four years ago. We were in a booth next door to each other. I came in with a mutual friend and [my husband] had come here before and I had come here before and we had never met. For four days we sat together in the back, talking about everything. FRC at the time had magnets to give out and I threw millions of them at him. By the end of that week, we were very much a couple and we met and married in less than ten months. The very next year he came back with me to help out FRC, so we've been together ever since at every NRB. We're happily married, working at the exposition."

Walter Bridges, Bridges Video Services, Madison, Ala.: "It was a very good show for my company. We showed some video furniture and we had quite a few TV stations and radio stations coming by looking at the furniture. Traffic was really good. We expect a lot of business to come out of the show, and we're real pleased with the way NRB put the show on. The attendance was excellent."

Kathy Blume, Barbour Company Publishers, Anderson, Ind.: "I think the traffic flow has been incredible. The response generally from the people has been probably the best I've ever known at NRB. I think the facilities were marvelous. It's a very bright, cheerful room. There's enough room in the aisles, and it's been just a very, very fun show. Everybody has been so together, united. It's been an exciting

experience. This is my ninth year. I don't know if I was more geared for NRB this year, but I feel the speakers and the exhibitors and the books that are coming out and everybody's moving in the same direction. I don't feel any competition, I feel everything sort of is moving together, and that's a wonderful feeling."



TOP. Registrants browse The Convention Store for NRB 95 memorabilia.

MIDDLE. A tour of cyberspace proves a popular draw for expo visitors stopping by Christian Interactive Network's exhibit.

BOTTOM. Expo visitors gather for one of the many prize drawings during the expo.

John Roos, The Inspirational Network, Charlotte, N.C.: "The NRB has made a lot of progress in the last few years, and we're impressed with the quality of the people that are working with NRB to improve the professionalism of the layout. The people [NRB is] working with are doing better than they've ever

done before in servicing our network and making things easier



for us. We've nothing but praise for the NRB staff and the people who set it up. We appreciate all the things NRB did.

"In terms of traffic flow, we had a good show. Everything was very smooth here. [In comparison to past NRBs, this expo was] a lot better for a lot of

reasons. I think the location helped a lot; it was much more open and a more positive convention. There was a lot more electricity in the air.

"I think the facility had a lot more options — it was a good meeting place. A lot of people came here who wouldn't normally come to shows. I think there's a much better spirit in the air, and I think that has a lot to do with the climate of the country. We're a positive organization and we try to do positive business. From my point of view, that was what we experienced at this year's NRB."

Will Baysinger, The Inspirational Network, Charlotte, N.C.: "I really enjoyed it. I think there was a lot of excitement. I'm excited about what we're doing as a network, and I'm excited to be here with NRB because this is the place to reach out to get to see all the people that we deal with all the time. That personal kind of connection that you make helps solidify what we're trying to do and what the broadcasters are trying to do. And that's to get the message of Christ out to the American public and the world population.

"There really seemed to be an air of 'This year, things are starting to change.' A lot of that has to do with technology and where that's going. We could feel the anticipation in the people we talked to. There was a feeling of 'Something's going to happen, and where are we going to be?' There is so much to learn with a lot of these new technologies and outlets, and a show like this is very important for things like that. Christian media needs to keep current. We've got so many things the world looks down on us for; we can't get behind in technology. And shows like this keep the Christian media informed, aware, and up to date."

Molly Montgomery, The Domain Group, Seattle: "We had a lot of fun building relationships. It's an opportunity to meet people and put faces with names and voices. It was a lot of fun just being out here on the floor, chit-chatting with people. We made a lot of good contacts. This was a neat time to share our cappuccino and see the reactions to that. We served about 700 cups in

one day. A lot of people loved the espresso."

Deborah Key, FamilyNet, Fort Worth, Texas: "It was the best traffic we've ever had. Overall, this has probably been our best expo ever for FamilyNet. We've been coming to NRB for four years, and each year it's just grown and grown for us, in terms of our exposure. I really think we maximized our opportunities this year with the in-room video and having an auxiliary function as well as the booth. The location was just perfect for us this year. We were so excited about the location. It's been tremendous. We have felt very blessed with the response we've received. I think it even exceeded our expectations."

Steve Scalet, CRT Custom Products, White's Creek, Tenn.: "This was my first year exhibiting an expo; it's the third year for CRT. Being a rookie, I thought it was great, absolutely great. I met a lot of folks and got a lot of contacts. We're

Continued on page 42

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A CELEBRATION . . .

Continued from page 41

in manufacturing, so contacts are good things. We had a steady stream of people coming by all three days. Of course, the first day was by far the busiest. I probably gave away more than 500 cards."

Kevin Wessner, CRT Custom Products, White's Creek, Tenn.: "I think each year it's been getting better and better. Our flow this year was very good. We had a lot of people coming out and seeing the booth and had a chance to sit down and talk to a lot of them. We're actually on the cutting edge of CD-Rom, so a lot of people were talking about it and we're one of the few companies here that is doing that. So it was definitely a good convention. I have my registration form already filled out for Indianapolis."

Kerry Antley, Christian Duplications International, Inc., Orlando, Fla.: "This is my fifth show

at NRB. This was one of our better ones. I felt there was a lot more people here. I liked the atmosphere a lot better. It wasn't as crowded. One minor drawback to me was the signing booths; they seemed to crowd up our tables. But it was a great show. I look forward to seeing everybody again in 1996 in Indianapolis."

Leslie Nunn, Nest Entertainment, Inc., Irving, Texas: "We are very excited about our booth and our time here at NRB. We had a new booth this year, highlighting our new Nest name and featuring *The Swan Princess*, which was the movie we released this year. We were thrilled with the response we got to the booth. People were coming by, looking at our product, and were interested in what we have to offer the Christian community."

Troy Page, Nest Entertainment, Inc., Irving, Tex.: "We were constantly busy. We had very, very few times that we were standing idle. The TV screens ran a simultaneous video of

our Bible series as well as some of *The Swan Princess* clips."

Vic Eliason, VCY America, Milwaukee: "Traffic was certainly a lot more than last year. I felt from an exhibitor's standpoint we were able to get out more material. I think the idea of moving from one city to another is a very good idea. Overall, we're very, very pleased."

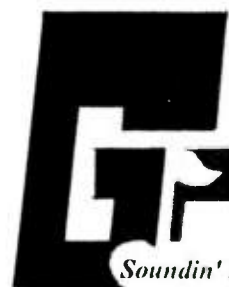
Dean Galiano, NavPress, Colorado Springs, Colo.: "I think it was a very good convention. I was very pleased and surprised with the amount of traffic that came through. Because the exhibit hall was detached from the main sessions, I figured it would be a hard, slow show. This was nothing at all like Los Angeles. This is my 12th NRB and I'm already signed up for next year."

Amy Burr, National Right to Life Committee, Washington, D.C.: "We thought the convention went

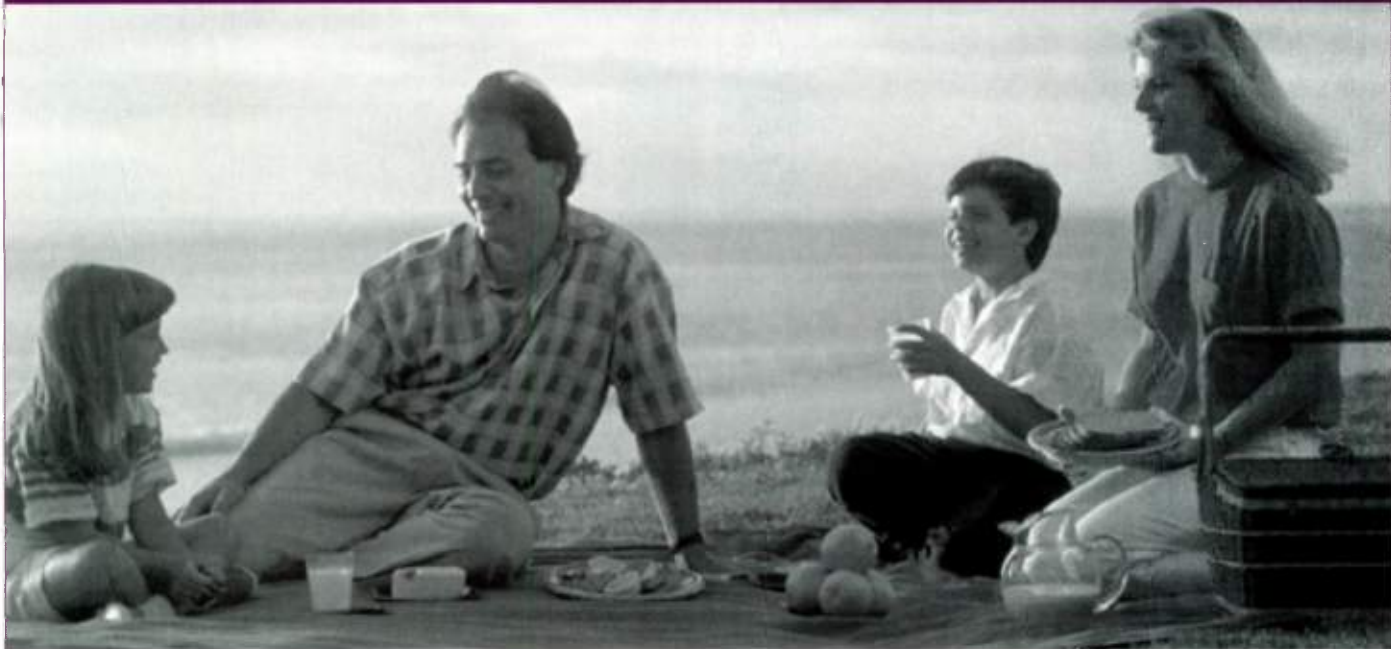
Continued on page 44

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A CELEBRATION . . .

Continued from page 42

really well this year. We were able to get out a lot of information about our radio program, *Pro-Life Perspective*. We've made a lot of changes in the program in the past few months and we feel that they were really well received. The convention was really good for us because it seemed as if there was a really diverse group of people here, more so than in years past. People were here from all parts of the country instead of just the East Coast.

"We were really excited and met a lot of great people and were able to get a lot of great resources for our organization to use as well. We were able to network here. It didn't seem like there was much of a time lapse that went by where there wasn't a big crowd around the booth, which was different from previous years. There had always been a good stream of people, but not like this year."

Olivia Gans, National Right to

Life Committee, Washington, D.C.: "There was a lot of recognition factor this year, more than the past, which is good for us. People spontaneously recognized us. I would say that several hundred people stopped in the three days. It was mostly due to high recognition of who we were. That made us happy."

— interviewed by
Christine L. Pryor



Due Recognition

The 21st anniversary program of the Black National Religious Broadcasters (BNRB) was an exciting evening packed with music, testimony, and worship. Held Monday evening, the event featured local and national artists and speakers.

BNRB presented awards to civil rights activist Rosa Parks, singer and author Wintley Phipps, gospel radio show host Bobby Jones, and author and attorney Gregory Reid. Jones spoke to the audience about the importance of voting, announcing his support of Surgeon General nominee Dr. Henry Foster.

Bishop Johnnie Smith then gave remarks, emphasizing, "We are overwhelmed with the moment we're living in with Christian broadcasting." He added there are more black religious broadcasters than any other minority group in the United States.

Newly elected chairman of BNRB, William Thomson, also addressed the group. Phipps sang two songs from his new album, *The Power of a Dream*, and presented his book of the same name.

Commissioner Andrew Barrett of the Federal Communications Commission received a plaque citing his service in the agency. Also recognized, Parks thanked BNRB for her award, saying, "We are facing many challenges even in this age."

— Carrie Hollingshead

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RELIGION ■ ETHICS ■ SPIRITUALITY ■ MORAL ISSUES



Business Decisions in Spanish

Electing new officials and raising funds were the emphases of the Hispanic National Religious Broadcasters (HNRB) meeting Monday evening. Former HNRB president Stanley Jeter stressed the importance of HNRB's involvement in NRB. "It is not a matter of being proud," Jeter said, "we need to get acquainted."

Of the 60 people present, 30 members of HNRB voted Melvin Rivera as president and Nilka Agosto as vice president. "Unity is the key for the success of HNRB," Rivera said.

— Rebecca Kim

Christian CHR — a Viable Format

Though the number of full-time outlets is still relatively small, the CHR Christian format is viable and, if implemented properly, can be a successful format. Success is measured in a variety of ways. For our organization, the WAY-FM Network, success is seeing young people and young-at-heart adults making the switch from secular AC radio to one of our stations.

Many of the letters we receive come from people who were not regular Christian radio listeners. Some of these new listeners are teenagers and pre-teens who discover the WAY-FM format to be more relevant to them than they thought Christian radio could ever be. Other WAY-FM listeners are young adults 18 to 35+, who grew up on the sounds of REO Speedwagon, Journey, and Madonna.

These adults still favor a more high-energy radio station and often think Christian adult contemporary is just too sleepy. This is especially true of males in this age demographic.

It has been over seven years since our non-profit organization first began operating a 24-hour Christian hit radio station. Now, four, full-time FM stations are in the WAY-FM Christian Hit Radio group. In spite of the challenge of raising support from a younger audience, the format is not only surviving but growing.

In January, our newest station, WAYF-FM/West Palm Beach, Fla., conducted its second annual sharathon with phenomenal results. During the three-day event, listeners pledged over \$475,000, a 37 percent increase from its first year.

With this success story, along with the growth we've seen at our flagship station, WAYM-FM/Nashville, Tenn., we hope to encourage others who desire to reach youth and young adults to know that a CHR Christian station can garner enough support to make it work.

However, I am quick to point out

there are many considerations and numerous mistakes can be made in implementing a format like this. It should also be understood that Christian AC or inspirational formats in most cases will out-perform the CHR station in the area of financial support.

The obvious reason is the typical donor to an inspirational or adult contemporary station is going to be older and more likely in a higher income bracket. Still, a properly formatted CHR station can be financially sound while having a tremendous impact on your community.

In my opinion, one important aspect of programming a CHR station lies in the area of format dayparting. To explain WAY-FM's dayparting structure, imagine an intensity scale of one to ten. On the lower end, a one would represent soft, AC cuts from artists like Michael Card or Larnelle Harris. On the other end, a ten would cover hard rock (almost metal), or intense urban/rap cuts.

During morning and afternoon drive time, our music mix would fall between six and seven. During midday (9 a.m. to 3 p.m.), the mix would include five to six. Then in the evenings from 7 p.m. on, the intensity would be seven to nine, with lots of dedications and requests from teenagers.

However, even during our middays, Mark Rider (our network program director) has done an excellent job of keeping a hipper image so we don't end up sounding like a different radio station. Though the mix is more female-friendly during this daypart, WAY-FM still does not add artists strictly known as adult-oriented.

For example, instead of playing a current uptempo cut by someone like Sandi Patty or Michael Card, WAY-FM will play a ballad by Michael Sweet or Petra. This assists us to maintain an overall image. Our liners, jingles, and promos also help to



Bob Augsburg is president of The WAY-FM group, headquartered in Nashville, Tenn. He also owns Programming Plus, a company providing promo packages for Christian radio.

keep the desired image intact regardless of the daypart.

This kind of dayparting has enabled us to target the 18-34 cell during the day and the 12-25 group at night. The image during the day set by all the elements including the "live" air jocks, is also very palatable for the female teenager.

During the daytime, we also air promos demonstrating the impact the station is having on the youth in that area. Sometimes, letter excerpts or comments from teens who call-in during the *Skipper T Show* will be highlighted.

This helps to keep our mission before the adults who are our main supporters. WAY-FM partners are often adults 25-35 who have small children and who want to keep the station on the air for the present times and in the future for their kids.

The bottom line I hope to see personally is that others will see how Christian radio can branch out into some uncharted waters. Perhaps in the next few years, we will even see a full-time rock and Christian alternative station.

Give me a station in San Francisco and we'll give it a shot. But it would have to be a gift because we sure cannot afford to buy one! ^{RB}

BNRB Elects New Leaders during NRB 95

NASHVILLE, Tenn. — The Black National Religious Broadcasters (BNRB) held its election of officers during the 52nd Annual NRB Convention in Nashville.

The following were elected to serve as officers and members-at-large for the BNRB:

Chairman: William Thompson/Chicago

First Vice Chairman: George Copeland/Salisbury, Md.

Second Vice Chairman: Dwight Green Sr./Hampton, Va.

Treasurer: William Mosby Sr./Brookneal, Va.

Assistant Treasurer: Chris Crocco/Clayville, N.Y.

Secretary: Clara Crocco/Clayville, N.Y.

Assistant Secretary: Lou Ray Barnes/Brentwood, N.Y.

Members-at-Large: Glenn Plummer/Detroit, Samuel Green/Hampton, Va., Howard O. Jones/Oberlin, Ohio, Malverna Streater/Newport News, Va., Walter Arties/Newbury Park, Calif., Marilyn Crown/Jamaica, N.Y., and Karin Plummer/Detroit.

The BNRB spring meeting will convene April 28-29 at the United Faith Church of Deliverance in Salisbury, Md. For more information about the BNRB, call chairman Thompson at (312) 924-4497.

NRB Adds 75 New Members since November

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David Jackson

ACTS Board of Jonesboro, Inc.
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John Barber

American Revival Ministries
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Justin Berger

Among Foundation
Sioux Falls, S.D.

Mark Looy

Answers in Genesis
Florence, Ky.

Gene Bender

Austin, Texas

Carl DiMaria

C.C.A., Inc.
Denver

Lester Raker

Capital Television Network, Inc.
Manassas, Va.

Ken Carter

Carter Broadcasting
Boston

Paul Cunningham

CCD Public Relations
Lancashire, England

David Blunt

Church on the Rock World Outreach
Center

St. Peters, Mo.

Victor Colon

Cruzada Evangelica Misionera
San Juan, Puerto Rico

Kevin Parker

First Baptist Church of West Palm
Beach
West Palm Beach, Fla.

Wayne Pierce

First Baptist Church Television Min.
Hattiesburg, Miss.

Samuel Camara

Good News Broadcasting Network
Santo Antonio, Brazil

Tim Olson

Growing in Grace/Church of the Open
Door
Crystal, Minn.

Joe Gonzalez

KGDC-AM/KZHR-FM/Walla Walla,
Wash.

Leslie Lanser

Holland, Mich.

Ed Bulkley

L.I.F.E. Fellowship
Westminster, Colo.

Paul Moore

Life Talk Radio Network
Yakima, Wash.

Mark Barclay

Mark Barclay Ministries
Midland, Mich.

James Goggan

Missouri River Christian Broadcast.
Washington, Mo.

Julio Ribas

Momentos Profeticos
Utuaado, Puerto Rico

Larry Roed

Pine to Prairie Broadcasting, Inc.
Fosston, Minn.

David Walls

Point of Impact Ministries, Inc.
Elyria, Ohio

Robert Pfund

Hartington, Neb.

Robert Rule

Cheyenne, Wyo.

Jack Koziol

Salvic Evangelical Word
LaVern, Calif.

Melvin Rivera

United Bible Societies
Miami

Bill Melendez

Victory Television Network, Inc.
Apex, N.C.

Bill Hoff

Walnut Street Baptist Church
Louisville, Ky.

Udel Richardson

WCTG-AM/Kennesaw, Ga.

Andy Arant

WDLJ-FM/Indianola, Miss.

John Stewart
WJLR-FM/Seymour, Ind.

Dwight Pate
WNDC-AM/Baton Rouge, La.

Ken Yates
Z Music Television
Nashville, Tenn.

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Nebo, Ky.

David Dugas
Dallas

Rajendra Edwards
Vienna, Va.

Ellen LaChapelle
New York

Jim McGovern
Gainesville, Ga.

James McDonald
Loveland, Colo.

Bruce Mills
North Woods, N.D.

Gustavo Miranda
Pasadena, Calif.

Art Rorheim
Streamwood, Ill.

William Slantz
New York

David Sudlow
Star Tannery, Va.

Roy Todd
Placerville, Calif.

Heinz Wegener
Norcross, Ga.

G. Larry Wells
Chattanooga, Tenn.

Paul Welton
Fairbanks, Alaska

John Wyndham
Calgary, Alberta

Group Associate Members

A. Larry Ross
A. Larry Ross & Associates, Inc.
Dallas

Sara Lee
American Church Lists, Inc.
Arlington, Texas

Gina Chiotti
Bay to Bay Distribution, Inc.
Mountain View, Calif.

Michael Chitwood
Chitwood & Chitwood
Chattanooga, Tenn.

Drew Park
Christian Publications, Inc.
Camp Hill, Pa.

Barry Clingan
Crossgates Baptist Church
Brandon, Miss.

Harvey Thomas
Fellowship of European Broadcasters
Hertfordshire, England

Wendell Howie
Fresh Publishing
Woodland Park, Colo.

Allan McGuirl
Galcom International
Hamilton, Ontario

David Balsinger
Group Publishing, Inc.
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Timothy Twardowski
InfoCision Management Corp.
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Dan Hardin
LAD Sound & Visual Productions
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Bruce Barbour
Moorings
Nashville, Tenn.

Donna Listermann
Morning Star Communications, Inc.
Covington, Ky.

Richard Smith
My Refuge
Bemopan, Belize

Elaine Mason
National Capital Productions
Burke, Va.

Aryeh Gallin
Root and Branch Association
Jerusalem

Michael Riley
Southeast Net-Link
Columbus, Ohio

Paul Bigham
Stratmark Corp.
Dallas

Gene Bailey
The Bailey Group
Fort Worth, Texas

Nick Olson
Twin Lakes Baptist Church
Mountain Home, Ark.

WASHINGTON WATCH

continued from page 10

attribution rules, the commission has suggested that in cases where minorities or women control 50 percent or more of a licensee and hold at least 15 percent of the equity, the remaining interest would be non-attributable — a situation which would presumably help minorities and women attract investment capital.

The proposal concerning minority tax certificates would broaden this form of favorable tax treatment, which currently is available only to 1) owners who sell a broadcast station or cable system to a minority controlled buyer, or 2) in limited circumstances, to investors providing start-up capital to minority or female entrepreneurs. The agency is considering extending the program in various ways, including granting tax certificates to minority sellers of mass media outlets.

However, because the current minority tax certificate program has recently drawn sharp criticism from Capitol Hill, it seems unlikely the commission will act quickly to expand the availability of the certificates.¹³

AIRWAVE NEWS

NASHVILLE, Tenn. — Adding Morningstar Radio Network's adult contemporary Christian music are WNRB-AM/Boston; KHAC-FM/Window Rock, Ariz.; KNTL-FM/Oklahoma City; WMKB-FM/Elmira, N.Y.; WKGF-FM/Arcadia, Fla.; and WLKX-FM/Forest Lake, Minn.

Adding Morningstar Radio Network's new high country format are WNIV-AM/Atlanta, which also simulcasts on WVNF-AM/Alpharetta, Ga.; and WKGF-AM/Arcadia, Fla. The country format now airs *The Best Country Countdown* each week.

GRAND RAPIDS, Mich. — The Children's Sunshine Network has announced the creation of its first live program available for main-channel downlink. *Saturday Morning Sunshine*, hosted by Ken Boone, is a fast-paced program with live music, news for kids, and giveaways designed especially as a Saturday morning television alternative.

BOONE, N.C. — The Reach Satellite Network has added WSMT-AM/Sparta, Tenn.; WCMI-AM/Ashland, Ky.; and WXAN-FM/Ava, Ill., to its 24-hour, southern and country gospel format.

SAN DIEGO — KPRZ-AM/San Diego has a new, week-day talk show with Mark Larson called *Larson LIVE*. KPRZ airs positive talk radio.

LANCASTER, Pa. — *The Gospel Greats*, a weekly two-hour syndicated southern gospel music radio program, celebrated its 15th anniversary in national syndication during February. Hosted by Paul Heil, the multi-award winning program presently airs on nearly 200 stations across America and features southern gospel music, artists' interviews, and news about the genre.

GRAND RAPIDS, Mich. — Granddaughter of missionary Hudson Taylor, Mary Taylor Previtte is the host of *Street Light*, a new program aired weekly on WALE-AM/Providence, R.I. A nationally recognized child advocate and author of *Hungry Ghosts*, Previtte's program focuses on people who overcome life's obstacles and make a difference in the lives of others.



Recording artist Michael Card (left) with Scotty Smith and Soul 2 Soul executive director Chris Coppennoll.

contemporary Christian artists, currently airs in more than

NASHVILLE, Tenn. — In August, Hummingbird Productions launched a nationally syndicated weekly, hour-long radio show, *Soul 2 Soul*. The program, a biographical format featuring

179 national markets and also in St. Petersburg, Russia.



Heather Whitestone, Miss America 1995, and Sandi Patty sign and sing "Via Dolorosa" during TNN's Music City Tonight. Whitestone performed ballet to the song for her Miss America talent competition.

NASHVILLE, Tenn. — Z Music Television, cable's only contemporary Christian music video network, has been added to Paragon Cable in San Antonio and to Time Warner Cable's Illinois and Indiana systems.

CARY, N.C. — Trans World Radio (TWR) went on the air December 1 with its first program on Europe's most popular direct broadcast satellite system, ASTRA. The network allows TWR 24-hour non-preemptable use of its satellite channel subcarrier, making it possible to direct radio transmissions to a potential European audience of about 15 million households.

SPRINGFIELD, Ill. — WSCT-FM/Springfield is now operating. WIBI-FM/Carlinville simulcasts its adult contemporary Christian music and family oriented programming 24 hours a day on WSCT.

AWARDS

NEW YORK — The Christophers have announced the 1995 Christopher Award Winners for outstanding films, books, and television specials. Winners include *Forrest Gump* and *Little Women* for motion pictures; and *Break the Silence*, *The Writing on the Wall*, *Christy*, *One More Mountain*, *A Place for Annie*, and *The Vernon Johns Story* for television specials.

MILLADORE, Wis. — WGNV-FM/Milladore received a 1995 Wisconsin Broadcasters Association Merit Award for service to children for *Kids of the Kingdom*. The one-hour children's program airs Monday through Saturday.

GREENVILLE, S.C. — Four Dove Broadcasting productions received a silver Angel Award for excellence in Christian media: *Appalachian Memories*, *Under the Cloak of Darkness*, *Doing Time*, and *Mama Jo — What We Want To Be*

When We Grow Up.

OKLAHOMA CITY — KOKF-FM/Oklahoma City won an Angel Award for such programs as *Saturday Morning Raptunes* and *91FM Friday Night Party Mix*.

MUSIC NOTES

NASHVILLE, Tenn. — Sparrow Communications Group began in March to launch major Spanish recordings by Carman, Marcos Vidal, and Margaret Becker, as well as Spanish translations of the *My First Hymnal* book and recording. Steve Green also released a Spanish recording, *En Vivo*, in January. "The diversity of Sparrow's Spanish Christian music releases this spring . . . will definitely serve to increase the presence of Spanish Christian music in retail outlets," said Arturo Allen, the company's Spanish Christian music consultant.

NEWS BITES

IRVING, Texas — Worldwide missions organization ICI University has launched Internet Christian Radio. From the university studios a signal is uploaded onto the World-Wide Web of the Internet; however, only MacIntoshes can download the radio program. "By putting Christian radio on the Internet, we are making a very large forward step in communicating the Gospel to a rapidly growing audience," said ICI University president George Flatery.

GRAND RAPIDS, Mich. — Zondervan Publishing House and Focus on the Family are coproducing a new series of broadcast quality animated videos for children. *The Story Keepers*, created by Don Bluth Animation in Dublin, Ireland, is set in Rome during Nero's persecution of Christians with Gospel stories interwoven into each episode.

PEOPLE

OVERLAND PARK, Kan. — Robert Gerowe, a list specialist and former nationally ranked runner, has been appointed vice president of the expanding list services at Direct Marketing Resources, Inc. His responsibilities include circulation, media planning, and other production-related services.

NASHVILLE, Tenn. — Benson Music Group's radio department has added a new member to its staff. Scott Brauen, a recent graduate of Middle Tennessee State University, is the national promotions coordinator for adult contemporary.

Joining Benson as director of A&R is Cliff Branch, a former New York-based independent producer and songwriter. Gloria Tyler-Mallery has been promoted to director of gospel marketing from her former position as marketing manager. Also joining the marketing staff is Duane McCrea as coordinator of gospel

radio/retail promotions.



Arinetta Utley

NASHVILLE, Tenn. — Arinetta Utley has joined the staff of Z Music Television as manager of public relations. She is responsible for all press-related activities for the national cable network. Utley formerly worked at Viacom Cable for 15 years.

PORTLAND, Ore. — Naomi Inman is the first producer for KPdq-FM/Portland's talk formats *Liveline* and *Live-at-Four*. Inman recently graduated with her master's from Regent University.

OXNARD, Calif. — KDAR-FM/Oxnard's sales manager Terri Dawson was promoted to general manager of the station. Dawson has been with the station for nine years.

SAN ANTONIO — Jeff Crabtree is the new general manager of KSLR-AM/San Antonio. Crabtree was formerly general manager at KDAR-FM/Oxnard, Calif.

NASHVILLE, Tenn. — Kyle Fenton has been named director of national promotion for Sparrow Communications. Fenton formerly served as associate director of national promotion for the label. He will now oversee all radio and video promotion for Sparrow artists.



Kyle Fenton

Jenny Lockwald has been named vice president of artist development for Sparrow. She formerly served as director of national promotion. Lockwald will now oversee day-to-day marketing efforts for designated Sparrow artists and authors.



Jenny Lockwald

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— Florida Pastor

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A Year of Breakthroughs, Blessings

Last year was one of extraordinary breakthroughs in the mass media of entertainment. These breakthroughs were particularly obvious in the movies released at the box office.

For the first time in the ten years we have been publishing detailed reviews and critical analysis of the entertainment industry in *MOVIEGUIDE*, there were more than ten great family films from which to select for our annual "Teddy Bear" Awards. Many movies, such as *Lassie*, *Andre*, and *The Swan Princess*, deserved recognition, but didn't make the cut.

Also, many of the year's mature audience movies, such as *Quiz Show*, *The River Wild*, and *Maverick*, had less sex, violence, nudity, and profanity than comparable films ten years ago and contained positive biblical themes, such as the emphasis on marriage fidelity in *The River Wild* and on integrity in *Quiz Show*, themes and elements hard to find in movies a few short years ago.

Furthermore, 1994 saw less obvious attacks on Christianity from the motion picture industry, more films with Christian content and themes, and, surprisingly, some movies, such as *Corrina, Corrina*, which made the atheist, not the Christian, the antagonist and the object of derision.

The best news of 1994 is in the number of movies aimed at broad audiences (132) and at families, children, and young teenagers (98). Thus, almost 40 percent of the films released by the major studios in 1994 were intended for the family audience.

This volume of broad audience films without excessive offensive elements is a far cry from ten years ago when only a handful of movies were aimed at broad, moral audiences and families and most of those were poorly made and lacked entertainment value.

This emphasis on broad audience and family films was largely responsible for 1994 making \$5.4 billion in ticket sales or 1.3 billion in admis-

sions — more ticket sales than any year since 1960, according to the *Hollywood Reporter*.

Last year, we saw more of the results of our strategic efforts to clean the screens as the number of family films increased, Hollywood studios developed working relationships with us, and more and more top Hollywood executives and creative talent joined with us to produce better movies and entertainment.

As 1994 progressed, more Christians in the entertainment industry made their deeply held beliefs a matter of record, more key media executives and talent accepted Jesus Christ, more industry leaders have accepted responsibility for their productions, and more teenagers and adults became serious about the impact the entertainment mass media has on their lives. They sought our help in choosing the good and in developing the media awareness and critical thinking skills necessary to use without being abused by the mass media.

In the area of prime-time network television, when we began our work, there was only one executive television producer (out of approximately 60) who was a confessed believer. The number of executive prime-time television producers who openly confessed Jesus Christ grew to 13 by 1992, and a year later, there were 20.

By 1994, the programs produced by these Christian men and women included *Step by Step*, *Saved by the Bell*, and *Christy*. Of course, these programs have flaws, but the good news is that people of faith are now a major part of the prime-time television production scene.

One major accomplishment in 1994 is I began meeting three days a month with a group of film financiers and producers who requested help in understanding the family audience and how to effectively produce and distribute family films and television programs.

At each meeting, we carefully surveyed the nature of Hollywood: who's who and what's what. We met with presidents of the major distri-



Ted Baehr is editor-in-chief and publisher of *MOVIEGUIDE*, a bi-weekly publication of *The Christian Film and Television Commission* based in Atlanta. He is also on the *Television Committee of NRB*.

bution companies, executive producers of well-known movies and television series, and the CEOs and COOs of several studios.

After these meetings, we mapped out a comprehensive strategy for success. During this process, many of the people participating in the group grew in their walk with Jesus. One producer had a radical conversion experience and has led several important people to Jesus Christ.

At the initial meeting, each person had wanted to know how to make high-quality movies for family audiences. After only nine months of meeting together, each person's primary focus began to grow in his relationship with Jesus Christ and the others.

During this period, members of the group have released one feature film with another to be released this year. The members of the group are having an enormous influence on the other men and women to whom I introduced them in the entertainment industry. Our last meeting was a time of revival, prayer, and one miracle following another.

Other significant happenings in 1994: the owners/operators of the cable television systems adopted a code on violence as well as did the Canadian Radio TV Commission; the head of a television production studio in Los Angeles dropped the production work on the series *NYPD Blue*; ABC News added a Christian

Continued on page 66

81,000,000 LISTENERS

That's the potential US market for Southern Gospel Music as estimated by *The Singing News* magazine from its national research effort. Southern Gospel is THE religious music format for the 90's. Religious Broadcasting magazine called Southern Gospel a "fast-rising" phenomenon in it's April 1994 issue.

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Mass Media in Latin America

Latin America is a continent of geographic, linguistic, cultural, and racial idiosyncrasies. At the same time, it is a young, energetic continent undergoing constant transformation and dizzying growth. When considering Latin America, we think of broad, jungle rivers and an unexplored rain forest; we imagine vast plains and inhospitable mountains; we surmise a high infant mortality rate and illiteracy, poverty, and subdevelopment. Along with the tangy, exotic aroma of tropical fruit, we receive subtle hints of revolutions.

However, today Latin America is much more than this — it is the powerhouse of tomorrow. It boasts a population of over 500 million inhabitants. There are thriving universities, a renewed intellectualism, and well-qualified professionals in every field. The church is growing both in number and influence. There is democracy and social participation on an unprecedented scale. There is a rebirth of identity. There is hope and challenge. There is room to explore and develop.

Socioeconomic, Political

The changes Latin America and the Caribbean have undergone in the last years have been radical and rapid. The decade of the eighties showed the slow but certain return to democracy, preceded by a long and stormy line of dictatorial governments which subjected impoverished countries to financial, political, social, and communicational chaos.

The arbitrary authoritarian control of mass media by the state in the majority of Latin American countries for political reasons has left a festering wound in the non-existent liberty of press and information. Cultural and social progress has been impeded for political reasons.

But in this new democratic stage, the state as an entity has backed away from its role as omnipotent ruler. In the area of communications, the state has begun to privatize its media, eliminating subsidies and reducing its power to control the free flow of in-

formation. Grass roots people and not official censored state policy have begun to be heard.

As these important political changes have taken place within a liberal economic market, inevitably there has been a corresponding business growth. Mass media properties have become concentrated into associations and national networks of television and radio.

At the same time, international networks of production and broadcasting have multiplied. The Global Network (Red Globo) of Brazil, Televisa of Mexico, and younger siblings in Argentina, Chile, and Venezuela together with European and United States businesses are on a constant search to control the Hispanic market. It is a burgeoning game of "King of the Mountain."

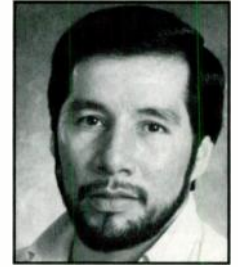
Sadly, almost without exception, Latin America is left in the dust in the search for mass media accumulation and power. There is a dearth of official policies to direct this growing industry and as a result, communications order is left to the whim of economic forces.

In addition, in spite of the label democracy, liberty is not real. The same self-interests which spawn business groups also interfere in independence and objectivity of the news media. News may still be slanted, perspectives bought, and consciences corrupted.

Content of Media

In spite of the augmentation of media, the progress of production, and the increased diversity of programming, a concordant increase in quality and social action is not automatic. Television programming, a media which captures the interest of the majority of the public, continues to prioritize what is important. National and local production is minimal except for soap operas and entertainment primarily produced in Mexico, Venezuela, Columbia, Chile, Brazil, and Argentina.

Radio, on the other hand, plays an important part in participative



Raul Justiniano is a Bolivian television journalist, businessman, and owner of two communications companies. He is also president of COICOM. Cecile Ramsey translated his article.

communication and democracy. Nevertheless, its educational and formative potential still has not developed as it should. There are some isolated initiatives which use the radio to increase literacy, educate the general public on topics such as health, hygiene, civics, etc., with good results in the quality of the audience's life.

However, a great deal needs to be done in this area. In general, mass media content is relegated to commercialism, which supports frivolous entertainment, shallow topics, and a popular style. Materialism, hedonism, consumerism, individualism, gender exploitation, and the worship of having versus being are paradigms which are daily transmitted through the media.

Intellectual endeavor, deep reflection, disciplined work, personal and moral progress, true brotherhood and solidarity, the search for social justice — these are terms almost unheard of in the media's content.

This reality is alarming if we consider the mass media form is the backbone of any country. It is an essential vehicle for public and political participation of its citizens; for education and cooperation in the formal educational system; for formation and dissemination of public opinion; for the diffusion of culture and the fine arts; and fundamentally, for ensuring the rights and liberties of citizens in the democratic system.

Continued on page 66

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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

Seven Things Fund Raisers Should Know

In my first job for Christian ministry, I wanted, more than anything, to find new ideas and gimmicks for raising big bucks. The funds needed to come in now. Too often, I was looking over my shoulder to find out what appeal worked for someone else, so I could try the same approach.

I certainly believed in the ministry and the need for money was obvious. The goal was to find out what worked and try it myself. It took too many years for me to discover there was no depth or permanency in my work.

Here are seven things I wish they had told me when I started. My approach would have been different, and there would have been greater effectiveness — and certainly more depth and permanency to the efforts.

1. The ministry is God's work, not mine. Too often we act as though it is our ministry. We even develop programs for "our" partners, and too often, there is no *real* partnership in the relationship but a means of carrying out my work.

What a relief it is when we can develop true partners and are willing for the Lord to speak through our partners. We should allow God to tell us "no" to a new idea or opportunity through our partners.

2. In fund raising, we do not take money away from people. Rather, these stewards carry out what they believe God is leading them to do through the ministry. This may mean that not all donors will sense they should automatically give to every appeal. That's okay.

If we are communicating adequately and have the right kind of trust relationship, we can trust our donors' decisions. In this sense, we are true stewards of God's resources. This gets us free from trying to talk someone into giving when they do not want to give.

3. People enjoy giving away

money to causes they believe in. This is true. Just think of the circumstances around a gift you have made during the past few years. Why did you give? What happened after you gave the gift? Did you regret it? If so, the wrong tactics were used in persuading you to give.

I remember one donor who, along with her husband, had just made the largest, single gift of their lives saying, "This is the happiest day of my life." She and her husband had given 1 percent of the cost of a very large project.

Another retired school teacher said, "Never in my wildest dreams did I think I could make a gift of this size. Thank you for helping me." And that donor, over the course of two months, phoned me three times to thank me for helping him make the gift.

4. The exchange takes place when what people give is more spiritual than material. In fund raising, we know that every appeal needs to have an offer. "This is what we offer you and this is what you give to us." The offer can be for a set number of dollars: we will reach X number of people, feed X number of hungry children, etc.

Too many of the appeals move immediately from the ministry opportunity to the premium, as if the spiritual reward were not enough. We can make the intangible offer more compelling if we can produce evidence that the opportunity to touch lives is real and what we claim happens, really happens. Don't sell the intangible offer short.

5. Giving is an act of worship.

The offering on Sunday morning is not a disruption of the worship service because someone needs to pay the bills. As believers, we need to give more than God needs our money. Where you and I spend money is a reflection of our beliefs and values. Too often this fact is ig-



Norman Edwards heads his own Seattle-based company, Counsel in Resource Development, which specializes in capital campaigns, major donor and planned giving programs, and strategic planning in fund raising.

nored in appeals for support.

6. Guilt is a poor motivator to give. Research and experience shows us that people do not give out of guilt. Yet many of the appeals I see draw on guilt. This is usually related to wealth and a comparison to their poverty.

7. The most important step in building relationships happens after the gift is made — not before. Certainly we thank our donors for the gift, but we often ignore their motivation for giving and do not report on the results of their gift.

The reporting is a completely separate step from the thank you. If done properly, it closes the loop and our donor is now ready for another giving experience to the ministry. The donor must realize that what "I wanted to happen, did happen." ^{RB}

Q & A

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SkyLight

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Where Artistry Meets Ministry

Proverbs teaches us that where there is no vision, the people perish [Proverbs 29:18]. The vision propelling us at Star Song is most clearly articulated in Hebrews 2:14: "The earth will be full of the knowledge of the glory of God as waters cover the sea."

All of us at Star Song feel compelled to try to make that vision a reality. Therefore, we involve ourselves in making Christian music, publishing Christian songs, producing Christian records with radio airtime, and making videos — all of these things are a part of trying to achieve the vision.

We at Star Song define our mission as helping artists and Christian communicators make and market Christian music that enhances the life of the church and proclaims Christ's kingdom to the world. This is summed up in our slogan, "Where artistry meets ministry."

I believe many people think of these two words — artistry and ministry — as mutually exclusive terms. Much of our experience with Christian music will find these terms are mutually exclusive. Music can be fine art, achieving excellence in aesthetic principles with a well-developed melody with an ear-pleasing cord progression, a theologically sound, relevant-to-today lyric with perfect rhyme and meter, and singers/musicians in tune. However, if it doesn't touch people's hearts, it would not have practical ministry value.

There are four kinds of art: good art with a bad message, bad art with a good message, bad art with a bad message, and good art with a good message. What Star Song tries to accomplish by pursuing excellence in artistry and ministry is to facilitate communicators in creating good art with a good message. We want to make products which have cultural relevance, appeal, and will touch the heart for God's glory.

When I first saw the Renoir painting *Moulin de la Galette* (literally, the "windmill of life"), it moved me to tears. One of the more popular paint-

ings of the French Impressionists era, the picture depicts an outdoor party scene with gaily dressed people eating, drinking, and talking.

When speaking to a friend about the experience, he said, "Many people have no idea what the name of that painting is or who is its artist. But they have paste board prints hanging over their couches in their living rooms. Maybe when it's great art, everybody knows it."

When we try to define art is when we usually get into trouble. "Art is best which the soul's range gives no bound, something beyond the form, something beyond the sound" [Chinese proverb]. The one essential ingredient or the most important factor in art is the one thing no one can define — the X-factor.

However closely someone follows all the rules in writing music, there also has to be an innate giftedness that allows him to work in the X-factor. Each year there are hundreds of popular songs and out of those, only some end up having a life for years and out of those, only a few live on for decades. Those songs have the elusive X-factor.

Music that has ministry is music meeting a need — it facilitates understanding, enables communication, affirms faith, and helps people express feelings. And the ministry aspect comes in close contact with who the artist is. While Christian recording artists are not necessarily apostles, prophets, pastors, or teachers, they definitely qualify as leaders. We listen to what they say, even if it's just in the song format.

In I Timothy and Titus, the Bible offers a list of ideals and qualities we should look for in our leaders. At Star Song, we give potential artists an elder candidate survey from a church I formerly attended. We ask them to disclose things about their lives in terms of accountability, goals, and family and church relationships as well as what their relationship with God is like.

We also get a sense of what their struggles are. This helps us because



Darrell Harris is president of Star Song Communications, based in Nashville, Tenn. He was assisted in the preparation of this article by executive administrator Debby Austin.

we can represent to the world that, while they are not without flaw, they are people of leadership quality.

While our mission is working with people and developing products where artistry meets ministry, the bottom line is also at work. For years I struggled with the notion of are we in ministry or are we in business because we want to be in ministry? Obviously, if we are losing money, then the ministry will not survive — it will only last until the last dollar is spent.

And as a ministry, we need to be servants to the artists by assisting them in creating, producing, and booking/selling their products; to the retailers by providing the best possible products in a timely fashion; to the radio stations by sending them products in a package designed to meet their standards and format; and lastly, to the consumers by making sure the music is uplifting and edifying to the body of Christ.

If we truly serve these various theaters of people, we will do fine on the business side. If it truly is meeting ministry needs and connecting with people's lives, then usually there is not going to be a problem with money flowing in that direction. "To be great in God's kingdom, learn to be a servant of all" [Matthew 20:26].¹

Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

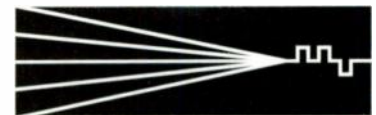
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Educating Tomorrow's Broadcaster

No one would deny the drastic changes in broadcast technology since the days of Electrical Transcriptions (ETs) and tube amplifiers. Less evident, perhaps, is the quiet revolution already under way in the ways future broadcasting employees are educated.

Unlike even a few years ago, those entering college today are generally media literate, having been exposed to electronic "imaging" (the capturing of sound or pictures electronically). It is a whole different process today educating someone who has operated a camcorder for years than it was for someone who had never seen a television camera at all.

Far from being a "hi-tech" skill, computer literacy, even today, is considered to be an entry-level requirement for virtually all areas of mass media. In this age of desktop publishing, desktop audio and video editing are becoming increasingly widespread. Tomorrow's media graduates simply must have an active background on the computer systems used by the industry. Thus, today's average freshman is far more advanced technologically than even upperclassmen in the pre-digital age.

Funding for broadcast education, never plentiful, is going to become even less available as the drop in post baby boomers causes college enrollments to further decline. While the decreasing costs of digital equipment will somewhat offset this trend, it still appears that the era of fully equipped studios with broadcast-quality equipment (if they ever existed on campus) is headed the way of the ET.

Broadcast Education Trends

It seems then that the following trends, already under way, will greatly impact the planning of broadcasting courses for the future:

Writing and sales skills will continue to be in demand. Broadcasters have long told educators to "give us someone who can write or sell and we will teach him how to operate the equipment." This advice, largely ignored for years by educators locked

into production-oriented courses, will increasingly be heeded in the age of tight budgets and rapidly changing technology. It appears that news and sales will likely be the major areas of growth in broadcast hiring in the 21st century for radio stations while electronic imaging and editing appear to be the main growth areas for employment in video production.

Remote origination will decrease local jobs. Now that the finest "live" programming (Christian or secular) can be digitally delivered for less than a dollar an hour, broadcasters will have an increasingly difficult time justifying local-live programming for both radio and television. Thus jobs for non-news talent and other production-related positions, already greatly diminished in the '90s, will be even more dramatically reduced by the year 2000. (Of course, radio stations featuring traditional block programming will continue to need board operators, but these are not likely to be college graduates.)

The best production jobs will go to those who can edit. While camera operators and on-air talent will continue to be chosen more on artistic merit than for their college preparation, the role of the editor will become increasingly critical. Versatility in desktop editing, learned in college, will be essential among future production graduates in both audio and video production.

Tomorrow's Graduates

Given this background, what can broadcasters expect to see in college graduates entering the field in the 21st century?

* More versatility — In an age when all employees are expected to wear more than one hat, many of tomorrow's graduates will be able to produce a station newsletter or program guide using desktop publishing as easily as they can write and produce a spot announcement today.

They will be much more skilled in the basics of written communication, advertising, and public relations than today. In addition, they will be



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

better versed in the issues of the day with such courses as economics, psychology, history, and business filling in gaps left by former broadcasting courses. Christian college graduates will continue to learn Bible and Christian apologetics, though the employer will be wise to verify that the "Christian" school graduate personally adheres to such biblical beliefs.

* Hands-on experience through internships — Because tomorrow's college graduates will be learning the bulk of their advanced skills through extended internships within the broadcast industry, they will be able to "hit the ground running" more quickly when hired.

Not only will employers be able to "pre-screen" prospective employees through internships, with no long-term commitment (or need to hire), they can also be assured that the applicants who have interned have survived the pressures of the "real world" of broadcasting using up-to-date, professional equipment (something that can never be duplicated on campus). As a side benefit, stations can compare the student interns from various colleges while enjoying their services at no cost.

Just as the CD has far surpassed the ET of yesteryear, so the abilities of tomorrow's college graduates promise to far surpass the abilities of graduates of years gone by as we enter the 21st century. ⁸

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True Compassion with Strings

Most Christians are no longer bothered by a perceived dichotomy between evangelism and "the social gospel." There was a time when some "mainline" brethren went so far as to almost equate evangelism with social assistance. (See Matthew 25:31-46.)

In reaction, many evangelicals backed away from all kinds of "welfare" activities. However, the pendulum has moved back towards the center. Evangelicals are now at the forefront of providing assistance to the needy around the world and here in the United States. At the same time, many of our friends in mainline denominations have rediscovered true evangelism and the power of the Gospel to transform people from the inside out.

The U.S. government has gotten on the bandwagon and also implemented massive welfare programs. While most Christians applaud concern for the less fortunate from any corner, there is a very legitimate fear that government welfare programs are more destructive than helpful. Indeed, I would argue that welfare-caused dependency and dehumanization are among the most devastating social problems in America.

How can I on the one hand applaud the generosity and compassion of anyone who reaches out to help the poor (after all, I am employed by a Christian organization doing just that), and on the other deplore the channeling of huge sums toward programs for the poor here in the United States by our own government? How is it that I agree so fervently with President Bill Clinton on one thing (almost the only thing!) that we should "end welfare as we know it?"

The answer is that welfare is not compassion. It isn't even compassionate. Compassion is not defined or measured by how much is given to the needy with "no strings attached." In fact, true compassion *always* has "strings attached."

Marvin Olasky, in his insightful book *The Tragedy of American Compassion*, argues that welfare is "stingy."

How can something which has poured a couple of trillion dollars over the last 30 years into programs supposedly to assist the poor be labeled "stingy?"

Welfare is stingy because it is *only* money. It is also "stingy in human contact, [and] stingy in its estimation of what human beings made after God's image were capable of doing and becoming," Olasky wrote.

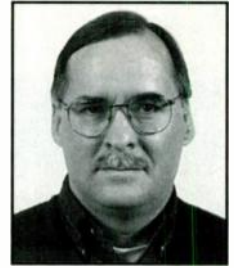
He goes on to document how true compassion ("suffering with") in America began to decline as the government assumed more and more responsibility for meeting the needs of the poor while requiring less and less in terms of personal contribution and responsibility on the part of the beneficiaries. Virtually gone are any requirements regarding work, abstinence from drugs, alcohol, and promiscuous behavior, and taking personal responsibility for one's own condition.

As welfare payments increased, people's attitude toward receiving welfare changed dramatically. What happened to the gutsy pride of our parents' generation, who said, "I'd work all day digging a ditch rather than be on the dole for a minute!"?

It is a sad fact that as welfare programs have increased, a welfare mentality has emerged not only in the minds of the recipients, but in the minds of the administrators and social tinkers responsible for such programs. In a meeting a while back among largely minority evangelical leaders, the speaker asked how many of us would support a 10 percent increase in taxes to further the "Kingdom agenda," which he defined as more government welfare programs.

I was appalled to see that virtually every hand went up. How can our secular government, which outlawed even any *reference* to God in our school systems and prohibits any spiritual component in its assistance to the poor, be part of any "Kingdom agenda?"

As Christians, we must understand that it is *not* scriptural to help everyone in need. It *is* scriptural to



Dan Brewster is director of Program Development for Compassion International. He lived overseas doing development work for 14 years.

exercise discernment in deciding who to help, for how long, and under what conditions. The Bible is clear: "If a man will not work, he shall not eat" [II Thessalonians 3:10]. Paul makes a decisive distinction in instructions to Timothy that only *really* needy widows should receive "proper attention." Even in these cases, if the persons responsible (i.e., parents or relatives) do not provide for their families, they are worse than unbelievers [I Timothy 5:3-8].

True compassion acknowledges that it's okay to say "no" to some people. It's okay to place time limits on receipt of any assistance. It's okay to do "means testing" and to require that certain rules be followed.

Compassion International, which assists needy children around the world, insists that project plans spell out the learning components included in any proposal for the use of our funds. We insist the children being helped stay in school, participate in Christian training, and learn skills to equip them to make a living on their own. We are selective and some children and families do not qualify. We look for those who are "really" needy and we insist the parents participate in the programs. We don't give "hand-outs" but we do give opportunities.

Let us pray that Clinton ends welfare as we know it and stops the wanton destruction of families in America. Let's attach some strings to our compassion. ^{RB}

People Get Ready

NewSong

producers: Paul Mills and Chris Harris
executive producer: Troy J. VanLiere
Benson



NewSong

How many pop bands do you know that have a church in the Ukraine named after them? After a tour in the former Soviet Union, 87 people from a Ukrainian village became Christians and started a church they named *Nova Pishna* (new song) after the group. God has accomplished much through this group during the near decade of its existence. And now with four new members, new songs, and a powerful, cutting edge pop sound, *NewSong* brings us a dynamic new release. Uplifting, rousing lyrics, strong vocals, and a tight band sound, often punctuated by a wailing sax, make this recording sizzle. It's hard for a group to constantly live up to a name like "NewSong" but in this recording it does quite well.

People Need the Lord

Steve Green

Sparrow

This one's worth mentioning because it packages 16 favorite Steve Green songs, spanning ten years of ministry, in one great package. His clear, powerful, professionally trained voice has become well known and loved by millions of believers. And it does justice to majestic classics such as "The Mission," "God and God Alone," "Find Us Faithful," and "I Know That My Redeemer Liveth."

Pet Projects

featuring Glenn Kaiser, REZ, The Crossing, Cauzin' Efekt, and Crashdog
producer and director: Mike Hertenstein

executive director: Tom Cameron
GrrrrecordS/R.E.X.

All members of the Chicago-based Christian community Jesus People USA, the groups on this video show a diversity of musical styles and are a microcosm of the variety of contemporary musical and artistic styles among the larger world of Christians. Blues, rock, Celtic folk, rap, and punk are represented here.

Interviews with the artists, snippets of concert footage, behind-the-scenes shots, and finished music videos highlight the work of each band. The depth and range of topics covered in

the interviews gives a nice, three-dimensional picture of the artists (they don't just talk about their music and mechanics of ministry — they talk about their faith and how it's been shaped). Both the music videos themselves and the entire video package are professionally and creatively done; nothing amateurish or choppy about the production and plenty of content packed in.

Great Lengths

PFR

producer: Jimmie Lee Sloas
executive producer: Brown Bannister
Sparrow

Born-again Beatles? This Minnesotan trio (Mark Nash, Patrick Andrew, Joel Hanson) says the musical resemblance isn't deliberate or intentional. But it's not a complete coincidence either: "I listened to The Beatles a lot when I was in high school. I think it just comes through in the songs that we write sometimes," says Andrew.

The musical make-up of the band, which often uses two-part vocal harmonies, also might contribute to the similarity in sound. However, PFR has no identity problem and continues with this, its third release, to bring us a creative, upbeat rock sound with challenging, increasingly well-written lyrics. In short, PFR has lost no momentum from its excellent debut until now.

Some highlights: the title track ("Great Lengths") is a top-notch radio single with a pointed message (the folly of trying to please ourselves instead of God), "Merry-Go-Round" rocks with some interesting imagery, and "Trials Turned to Gold" is a poignant rendition of a Keith Green classic. Some touching ballads round out a recording full of energy, feeling, and novel musical surprises.

Sparrow's parent company, EMI Music Group, plans to present PFR to the world at large. This will give the group a great opportunity to share its music and hearts with audiences unfamiliar with Christian music. And one of PFR's planned tours is in the land of the Beatles (a British college tour). God definitely has a sense of irony — back when the Fab Four were at their peak, John Lennon claimed they were more famous than Jesus. Now a group sounding something like the Beatles is about to invade their country with the message that Jesus is Lord.



PFR

Darlene Peterson is the music reviewer for Religious Broadcasting Magazine.

THE BOOK SHELF

BY HARRY CONAY

Catechism of the Catholic Church

Liguori Publications, 1994

In light of its "official" status by the Roman Catholic Church, this new catechism will, henceforth, be the doctrinal standard by which any comparison of contemporary Roman Catholicism to Protestantism must be based. In this context, it is an important document for all evangelicals, and particularly readers of *Religious Broadcasting*, to be aware of.

Clearly written, "this catechism aims at presenting an organic synthesis of the essential and fundamental contents of Catholic doctrine, as regards both faith and morals, in the light of the Second Vatican Council and the whole of the Church's Tradition." In format, it is more confession than typical question-and-answer catechism, and the uncluttered text is set in a comfortably large, easy-to-read typeface.

Overall, it communicates its message very effectively and, to anyone not spiritually enlightened, very persuasively. Interestingly, all scriptural references are taken from the RSV and NRSV. Is this an ecumenical overture to liberal Protestantism?

The document's warm tone is beguiling, and a superficial reading reveals much that we share in common (especially in the realm of morality). But its clarity highlights much more that is disturbing. The very straightforwardness of the text permits the discerning born-again reader to note frequent deviations from a Scripture-alone based norm, particularly with regard to Roman Catholic views on Scripture, tradition, justification, Mary, sainthood, papal succession and infallibility, the priesthood, confession, purgatory, mass and the sacraments, etc., etc., all of which continue to represent fundamental and irreconcilable doctrinal differences with evangelical Protestantism.

However, it is not my intent to write a treatise on the errors of Roman Catholic doctrine. Those interested in such are referred to Loraine Boettner's *Roman Catholicism* (Presbyterian & Reformed Publishing Co., 1962) or William Webster's *Salvation, the Bible, and Roman Catholicism* (Banner of Truth Trust, 1990). Rather, I wish merely to advise readers of *Religious Broadcasting* who need to address the subject to avail themselves of this new catechism so that their insights, remarks, and/or criticisms may accurately take into account this current and comprehensive restatement of Roman Catholic doctrine. To ignore this document (in which, admittedly, little substance has changed) is to risk appearing outdated or ill-informed.

A Touch of His Love

by Charles Stanley
Zondervan, 1994

This is the fourth book in Stanley's *A Touch of . . .* (the first three having dealt with *Freedom, Wisdom, and Peace*). The subtitle explains the present volume consists of "meditations on knowing and receiving the love of God." Stanley describes the "power and reality" of this love as being "the big picture that puts everything else in right perspective."

In this comforting volume, some 31 autobiographical devotions are accompanied by a "Touchstone" or introductory epigram, a black-and-white photograph taken by Stanley, and a brief concluding prayer. This is a warm book to read and to share.

When God Whispers Your Name

by Max Lucado
Word, 1994

Max Lucado is both sincere and theologically sound when he writes about each of us being special in the eyes of the God who lovingly made us. His many fans can believe this message and, on dark days, be uplifted by it. But if simplicity is a virtue, this book is loaded with virtuous sentences. And virtuous phrases. And virtuous fragments. Like this. *Ad nauseam*. In fact, this book brings to mind basal readers from the early 1950s in which the text went typically something like, "See Spot. See Spot run. Look, look, look."

Compare that to Lucado writing about Moses: "You remember his story. Adopted nobility. An Israelite reared in an Egyptian palace. His countrymen were slaves, but Moses was privileged. Ate at the royal table. Educated in the finest schools."

Short. Choppy. Staccato. Throughout. Reading this is as enjoyable as plodding through a 200-page remedial reader, and I must confess, I was as happy to be done with it as I was to be promoted to the second grade. The message of this book may be uplifting, but its style is insufferable.

Shock Wave 2000!: Harold Camping's 1994 Debacle

by Robert Sungenis, Scott Temple,
and David Allen Lewis
New Leaf Press, 1994

Published shortly before Harold Camping's predicted date for Jesus' return, this detailed examination of the many hermeneutical errors and inconsistencies found within Camping's books (1994? and *Are You Ready?*) could not be widely disseminated in time to correct those who unwittingly accepted Camping's eschatological teachings as gospel. But from a better-late-than-never perspective, *Shock Wave 2000!* serves to remind us that, when Christ didn't return as predicted, it wasn't the God of Scripture who failed, but an imperfect human being (as we all are) who misinterpreted and misapplied that Scripture (as we all should not).

The Star of 2000

by Jay Gary
Bimillennial Press, 1994

The world will soon celebrate the arrival of the year 2000 as the second millennium, and in this well-intentioned book Jay Gary offers many suggestions for an enthusiastic, God-honoring observance. He writes, "The time has come for the world to make the year 2000 what it is truly

Continued on page 66

With Bill Clough of UPI Radio Network

The UPI Radio Network Religion Service is now in its 11th year of providing religion news and commentary to subscribing stations. Well known for gutsy news coverage and bright writing, United Press International has now earned its new reputation of being committed to covering religion news.

Veteran journalist Bill Clough (pronounced *cluhf*), UPI radio anchor and producer, is the religion news editor. His experience includes radio and newspaper reporting, photojournalism, and news freelancing. During the 20 months he's been religion news editor, the religion feed (R-feed) has increased 50 percent in the number of actualities, voicers, wraps, and commentaries it provides.

"A recent addition to the service are the backgrounders we write and send out on the wire which correspond to the actualities we gather," he says. "Stations are using those pieces to introduce the cuts in their newscasts."

As a boy in Amarillo, Texas, Clough fell in love with radio by watching his announcer-father. "I became fascinated with the engineering of it and I loved his voice," he says. He loved radio so much that he built a studio in his garage to act out his passion. Clough's hero was Edward R. Murrow, whom he eventually met and interviewed in 1959.

From a \$25-a-week newspaper job, Clough went on to become an accomplished photographer, teaching photojournalism at three schools in Dallas. He joined the Navy in 1962 and used his journalism skills there by shooting photo stories of boot camp, cruises, and overseas posts. His reporting has taken him around the world to Japan, Mexico, Thailand, Guatemala, Australia, New Zealand, Tahiti, Israel, Jordan, Virgin Islands, The Bahamas, Vietnam, and Puerto Rico.

It was under Forrest Boyd at International Media Service (IMS) that Clough learned about covering religion news. "At IMS, I came to know who in the panic times to get good quotes from on breaking news," he reveals.

He now uses that knowledge at UPI Radio. In his current position, he also has built an extensive stringer file. "We have stringers both in the United States and overseas who file religion stories," he adds. UPI's Religion Service clients include Focus on the Family, WMHK-FM/Columbia, S.C., KWBI-FM/Morrison, Colo., Family Radio Network, and the Jubilee Radio Network.

Covering religion has become a personal mission for Clough. "When I was 12, I impaled myself on our picket fence," he says. "It punctured

a lung and just missed my heart. The lung healed itself and the heart could have been damaged, but it wasn't. I attribute it to God."

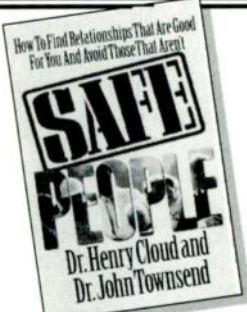
He says he loves his job. "Human interest stories are important to me. Not everything is gloom and doom. I want to get the good message out."

Clough covered this year's National Religious Broadcasters convention in Nashville, Tenn. In his Opryland Hotel room, he set up field studio recording equipment consisting of a laptop computer, a Sony TCM 5000 cassette recorder, two Marantz recorders (one mono, the other stereo), a Shure mixer, a single line Comrex unit, a Radio Shack equalizer, headphones, two power strips, extension cord, phone jack splitter, two mics, mic table stands, a mic C-clamp stand, a stopwatch, and a digital clock. He also brought along his shortwave radio, but only because he's an avid listener to the BBC.

To achieve maximum audio quality, he sent his stories back to UPI's Washington, D.C. studios by half-speed Comrex. He used the laptop for typing voicer and wrap scripts and for filing billboards by e-mail to the UPI control slot. He conducted or attended 31 interviews and press conferences during the convention.

Next month, more on Bill Clough. If you'd like more information on the UPI Radio Network Religion Service, contact Ben Avery at (800) 783-2772.

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



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AUTHOR AVAILABILITY: Newport Beach, CA, and by telephone.

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IBOC DAB: Elegant U.S. DAR Solution

Radio broadcasting is about to undergo a metamorphosis of monumental proportions with digital radio transmission technology. This technology promises enhancement of the product's quality delivered to the listener as well as increased ministry opportunities and expanded revenues for the local station.

Digital Audio Broadcasting (DAB) takes many forms. Although the United States may authorize *satellite-delivered* DAB services (which will further fragment the broadcast market), this article will look only at terrestrial DAB alternatives.

Digital Audio Radio (DAR), Broadcast Sound System (BSS), and DAB services recently authorized by the International Telecommunications Union (ITU) generally fall into one of two broad classifications: systems which require new frequency allocations ("new band") and systems which can be "overlaid" into the existing broadcast bands ("in band").

While it is not possible here to discuss the pros and cons of every DAB system under consideration, it is important to recognize certain criteria are involved in the selection of the appropriate technology to be adopted. Fundamental among these criteria are spectrum assignment and technical operating standards.

The front-runner in new band terrestrial DAB is the European Eureka system. To see why new band works there, let's look briefly at the geo-political situation existing in the countries where Eureka was developed. Europe's population is concentrated into small, high-density urban areas, and a low-powered short-range high bandwidth transmission technology could adequately serve most of that population.

Perhaps the most beneficial attribute of the Eureka system is its ability to operate unperturbed in a hostile reception environment, where FM multi-path interference and deep signal fades are encountered. However, this benefit is offset by the requirement of vastly more bandwidth to achieve desired results. Many of

those countries planning to implement Eureka as a new band technology have identified new spectrum and plan to transplant their entire radio broadcasting architectures to the new band.

But in the United States no such new spectrum is available. This fact, coupled with the large number of broadcast outlets (over 10,000) in a service architecture designed to cover both wide-area high-density urban areas and decentralized population centers, including sparsely populated rural regions, mitigates against the adoption of the Eureka new band process in this country as a replacement for the existing system.

Also, incredible opposition has been mounted by U.S. broadcasters against any new band technology which would threaten the existing system, because a new band rollout might become home for a new family of broadcast competitors. So, a technology which does not require any new spectrum but instead operates in band, using the existing licensed frequencies, is rapidly becoming the choice among American broadcasters. That system is known as In-Band-On-Channel, or IBOC.

In addition to the concerns about coverage and new competition in this country, other performance criteria have been established for evaluation of a U.S. terrestrial digital system. A joint committee of engineers and industry leaders from the National Radio Systems Committee (NRSC) and the Electronic Industries Association (EIA) is evaluating the various digital broadcast system proposals.

The committee is concerned that to prevent technical obsolescence and to avoid being "locked in" to a single-source, closely held proprietary coding scheme, this country must adopt universal technical standards. Those standards include agreement on the architectural coding of audio signals.

Proponents of the DAB systems under evaluation by the NRSC/EIA Joint Committee agree that in order to make a digital system work in band, some sort of bit-rate-efficient



Based in St. Paul, Minn., Richard Becvar is chief technology officer of the Northwestern College Radio and SkyLight Satellite networks and president of SkyLight Corporation.

coding scheme is necessary. A lot of development work has been done on bit-rate-reduction technologies and their performance evaluated by double-blind testing using the science of psycho-acoustics, the study of how the human ear perceives sounds and transmits information to the brain.

Exhaustive tests utilizing the MUSICAM™ coding algorithm have resulted in the adoption of the international standard ISO\MPEG Layer 2, which defines stereo audio "statistically identical" to the original source material when processed at a bit-rate of 256kb per stereo channel.

Of the systems under scrutiny by the committee, the only FM system meeting the ISO/MPEG standards and the In-Band-On-Channel criteria is that developed by USA Digital Radio (USADR, a consortium of American broadcasters Gannett, CBS, and Group W). The only working AM system demonstrated to date is also a product of USADR and also satisfies the selection criteria.

The In-Band-On-Channel feature of both USADR systems permits the broadcaster to simultaneously transmit both analog and digital data on the same frequency. This feature supports immediate conversion to digital broadcasting while not impacting the existing broadcast architecture.

Even though, for their own reasons, other governments are embracing less elegant technologies, America's broadcasting future can be secured by adopting the USADR AM and FM IBOC systems. ^{RB}

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TELEVISION TOPICS

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religious news correspondent; and several executive producers, scriptwriters, and directors called The Christian Film and Television Commission for advice on their movies/television programs, such as *Dr. Quinn, Medicine Woman*, *The Commish*, and even the Halloween movies.

It is important to keep in mind that Hollywood movies influence and impact not only our youth, our families, and our future, but also the whole world. Therefore, we need to continue to redeem the values of the mass media so that this persuasive medium can bless and not enslave more and more people. The good news of 1994 is that among some mixed blessings, significant changes are taking place. ^{RB}

INTERNATIONAL INTERESTS

continued from page 52

A 1991 investigation revealed there are 7372 vehicles of mass communication in Latin America and the Caribbean: 1007 daily newspapers with a circulation of 25 million (an average of 62 copies per 1000); 5876 radio stations; and 489 television stations (without counting repeater stations). Brazil and Mexico possess more than half of the newspapers (56 percent) and television stations (51 percent) while the Andean region has the majority of radio transmitters (32 percent).

Reality and Challenge

Before the reality of modernity and anti-values which, paradoxically, are sustained along with poverty and subdevelopment in the majority of the Latin American countries, the mass media has a great deal of ground to gain and influence. Latin America needs media centralized in values and principles capable of transforming society. It requires media which reflect Christian values in its production and programming and a high sense of commitment and solidarity in order to combat the injustice and impoverishment in which the majority of its inhabitants live.

Latin America urgently needs Christ. And God has already placed His vision in the hearts of many communicators and Christian leaders in different countries. For this reason, COICOM (*Confereracion Iberoamericana de Comunicadores y Medios Cristianos*) was established with the goal of unifying forces and creating a consolidated strategy to make adequate use of all the available communicational infrastructure and technology.

COICOM is committed to the commandment of Jesus Christ to make disciples of all nations. Its adherents firmly believe Christian communicators should be moral and spiritual catalysts in society, not only from a Christian perspective and to a Christian audience, but also through secular media and to a secular audience. We have the privilege of being salt and light by means of a quality message with biblical principles and excellence.

Since 1992, COICOM has established a leadership in the Latin American communication field, operating under the theme of "Holiness, Excellence, and Efficiency." It is generating and unifying work strategies between communicators and ministers, between laity and professionals with energy and devotion while simultaneously, through God's grace, forging a new future in the com-

municational rhythm of the continent.

One half-billion people residing in Latin America make using the power of the mass media worth the effort and investment. Investing today in the powerhouse of tomorrow should be a key strategy of the world Christian community. ^{RB}

THE BOOK SHELF

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meant to be — the greatest celebration in the history of civilization — in honor of the 2000th anniversary of the birth of Jesus."

But, regarding Gary's gala party, I have some reservations (pun intended). First is that there is no Scripture pertaining to the year 2000 which either heralds or mandates special observation. Second, because of the eschatological implications of the term "millennium," care must be taken not to unwittingly bestow this "second millennium" celebration with unwarranted prophetic significance. Third, as believers, we should be as enthusiastic today in A.D. 1995 as Gary would have us look forward to being in A.D. 2000 (should the Lord tarry) over all that Christ has done on our behalf.

Lastly, since it is impossible for unregenerated citizens of this world to do anything God-honoring, whatever else the unsaved world might choose to proclaim in 2000, it will not be Jesus Christ as Lord and Savior. However, to the extent that Gary offers ways for believers to take advantage of this occasion to extol Jesus and share the Gospel with an unsaved world, all well and good.

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

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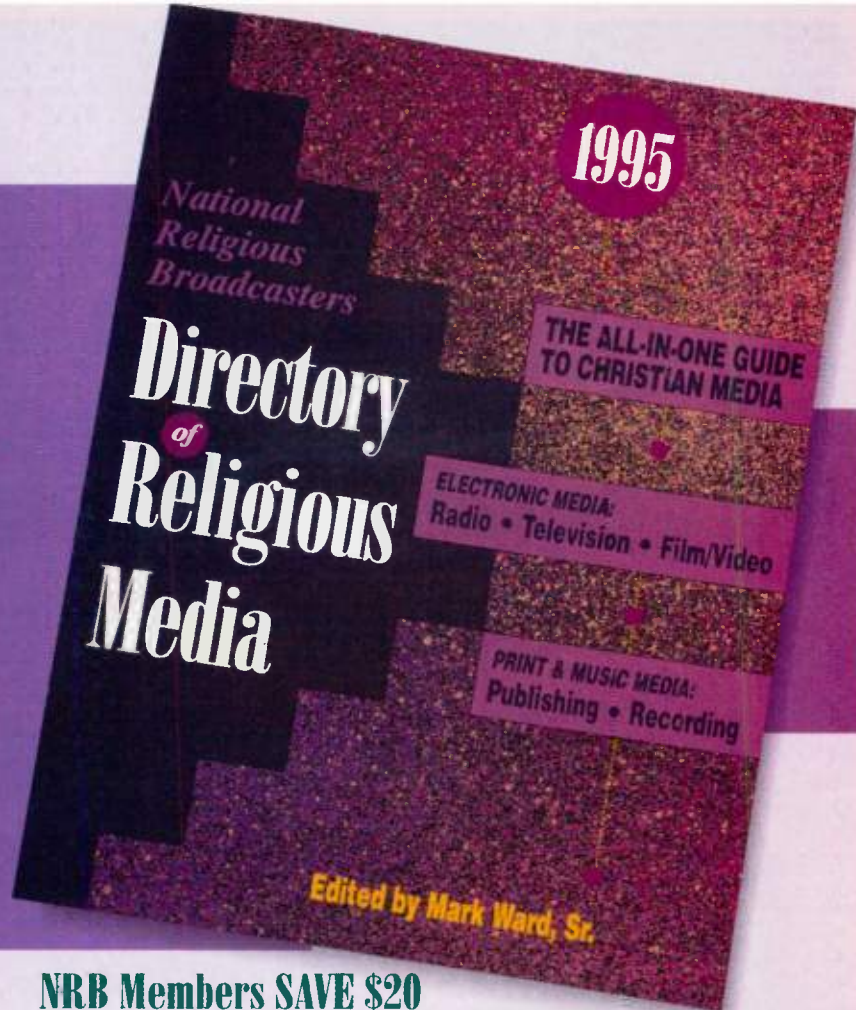
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National Association of Broadcasters Annual Convention; Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

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 15-20

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.

September 18-23

National Quartet Convention; Louisville, Ky. Information: Clark Beasley, (800) 846-8499.

September 29-30

National Religious Broadcasters Hispanic Caribbean Convention; Ponce, Puerto Rico. Information: Luis Vazquez-Elias, (809) 760-6133.

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.

October 27-30

COICOM; Mexico City. Information: Mireya Carrasco, (fax) 591-3 520793.

February 3-6, 1996

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

March 3-5, 1996

54th Annual National Association of Evangelicals Convention; Minneapolis. Information: (708) 665-0500.

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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The Message with Music

Music has long been a part of my life. At six months old I would bolt upright from a sound sleep in my crib to the music for Pink Elephants cereal, a bouncy jingle that still makes me grin and one my aunt Sheila knows by heart. I sang my first solo at two during the church Christmas program, fully in charge all alone on the stage in my handsewn black and white checked jacket and pleated skirt set. I sang that complicated toddler aria, "Away in a Manger." I can remember the feel of the microphone — the weight of it and the power that I held in my hands.

It wasn't long before I graduated to singing in the children's choir, my occasionally flat and always loud soprano making its way to the high reaches of the vaulted ceiling and the low depths of the basement Sunday school rooms in the First Christian Church of Brownstown, Ill. I adored that choir and the director, Joann Strobel, who knew the Lord and how to beat a measure so that even a 6-year-old girl with blonde hair and a killer smile could catch the downbeat.

Years have passed since those choir days, but my attraction to music continues. My breath still catches to a frail voice quavering, "The Old Rugged Cross." My mind still quiets to Petra's conscience jogging, "Judas' Kiss." My hope still soars to Steven Curtis Chapman's loving, "I Will Be Here." Music is an active element in my personal worship of the Lord; the artists aid in my quest for closeness with the Creator.

Music can be used for good: to challenge, to encourage, to heal, to motivate, to praise. It can also be used for evil: to berate, to destroy, to influence, to propagandize, to undermine. Microphones, though now not as weighty, remain heavy with power.

As broadcasters, let us hold to that which is higher and nobler. Let us recognize and reward musicians and music promoting positive messages, proclaiming Christ, redeeming marriages, teaching morality, strengthening relationships, and encouraging stability. Let us broadcast music which reflects His restorative message and the richness of life in Christ.

This issue features articles on artists who are making such music. Positive country, a newcomer to the musical score, is introduced by Perucci Ferraiuolo, who also kicks up his boots in a conversation with Charlie Daniels. The Haven of Rest Quartet, a staple of Christian broadcasting, pulls into port in an article by Carol McElroy. And the familiar pen of Elizabeth J. Guetschow, former associate editor, graces *Religious Broadcasting* in an interview with Steven Curtis Chapman, an artist who is unafraid to proclaim the saving power of Jesus Christ.

Many performers call themselves artists, but artistry in Christian music is more than choreographing a video, writing catchy lyrics, or coming up with a great riff. It is expressing Christ with genuineness, allowing the uniqueness that He has created within us to be recorded and broadcast. In the same way, artistry in broadcasting is more than pushing buttons and designing incredible graphics. It is creating a product that will reach the world where it lives, from the ivory towers of penthouses to the dark warehouses of ghettos, challenging those who have ears to hear to embrace Jesus Christ.

Somewhere a little girl is waiting to sing in the choir. Will the music we broadcast lead her to the kingdom of heaven — a place of love, joy, and peace? Christian music holds that hope. Christian music possesses that ability. Christian music has that mandate.

Christine L. Pryor

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