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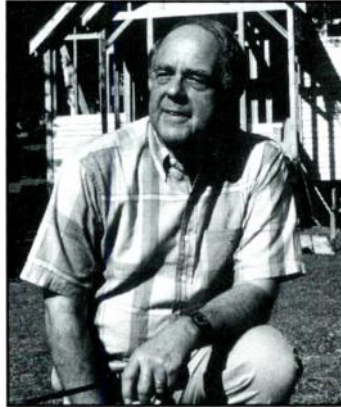
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## Ken Wales: On *Christy* and Christendom

by Christine L. Pryor

*The executive producer of Christy, the CBS series that has generated the most positive feedback from viewers in the network's history, is up against the fight of his life: keeping the show on the air. Ken Wales shares his dreams for the series and comments on Christianity's role in Hollywood.*

# 10



page 10

# 23

## Exposed!

*Find out who is catching a glimpse of Christian media. The latest book from George Barna takes a snapshot of religious broadcasting's audience.*

# 16

## A Touch of Salsa

by Judi R. Barriss

*Hispanic broadcasting is finding a ready audience in the United States. Pass the tortilla chips and dig in to the latest approaches on reaching this fast-growing people group.*

# Features

MAY 1995

## Prayer Warrior

by Sarah E. Smith

*From Hollywood to Washington, Lloyd John Ogilvie talks about his new role as senate chaplain.*

# 24



page 24

# 20

## Summer of Service

by Lesa Helton

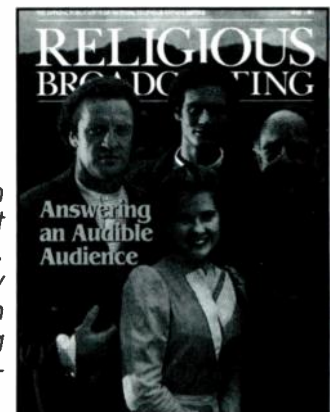
*An incredibly successful summer campaign brings KQCV-FM/Oklahoma City and its listeners together to change not only their community, but also the world.*



page 20

## Answering an Audible Audience

*While religious broadcasters reach audiences with the good news of Jesus Christ, the mission does not stop there. Communication is a two-way process. Audiences definitely have voices, as evidenced by the resurrection of Christy — a direct result of an audience's verbal and written response. Knowing the demographics of an audience is simple; meeting its needs is a different matter. Are we listening?*





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# Departments

## OPINION/COMMENTARY

- 4 Signing On by Paul Ramseyer
- 6 Tuning In by Brandt Gustavson
- 46 Socially Speaking by Rob Gregory  
*Finding your audience*
- 56 Segue

## INDUSTRY INFORMATION

- 36 Practical Programming by Richard Moulton  
*What the non-radio person thinks*
- 37 Personality Profile by Ellen Bascuti  
*Evangelist Luis Palau*
- 38 Sales Spot by Gary Carr and Bill Fitzell  
*A winning combination*
- 40 Funding Management by Rod Robison  
*Using negative mail*
- 41 Music Matters by Bob Souer  
*Avoid comparing artists on the air*
- 42 Foreign Focus by Kenneth MacHarg  
*Missionary work with radio*
- 44 Youth Wave by Kenny Price  
*A generation raised on media*
- 49 Interview Insights by Jonathan Petersen  
*Bill Clough shares more insight*

## BROADCASTING NEWS

- 8 Washington Watch by Richard Wiley  
*Religious speech case implications*
- 32 Trade Talk  
*Gospel Grammys, MOVIEGUIDE Top 10 Lists*

## REVIEWS

- 47 Recording Reviews by Darlene Peterson  
*On reggae and harps*
- 48 The Book Shelf by Harry Conay  
*A potpourri of opinion*

## MISCELLANEOUS

- 53 Advertising Index/Reader Service Guide
- 54 Calendar Close-up
- 53 Classifieds

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## Use Radio to Tell a Compelling Story

This month National Religious Broadcasters (NRB) chairman Bob Stratton has asked NRB board member Paul Ramseyer to present "Signing On."



Paul Ramseyer is vice president of Northwestern College Radio Network and a member-at-large of NRB's executive committee.

Like some of you, radio and I have grown up together. The Federal Radio Commission, formed the year I was born, was established to bring order out of the chaos on the dial. Living in Southern California as a 7-year-old, I would dash home from school in time to plop in front of the floor model radio for a two-hour block of 15-minute programs which transported me across the country and around the world. Programs like *Jack Armstrong*, *Tom Mix*, *Little Orphan Annie*, and *The Air Adventures of Jimmy Allen* brought adventure, mystery, and excitement into my afternoon. I even remember most of the shows' sponsors!

One local Los Angeles broadcaster made an indelible impression on me. A daily ritual on *Uncle Whoa Bill*, sponsored by Bullock Department Store on KFAC, was telling tuned-in boys and girls on their birthdays where their presents were hidden. Parents cooperated by writing the show with the information. When I heard him say, "Paul, your birthday present is under your sister's crib," I was ecstatic.

At night, the adult stories and dramas fascinated me, notably *One Man's Family*, "dedicated to the mothers and fathers of this present generation, and to their bewildering offspring," the announcer intoned at the show's beginning. There was *I Love a Mystery* with Doc and Reggie, *The Shadow*, *Lux Radio Theatre*, and who could forget *Light's Out*, the scariest show on radio.

All these programs had only three ingredients: dialogue, music bridges, and sound effects, yet they stretched my imagination to the ends of the world.

Some of the pioneer Christian broadcasters made use of stories and drama to enhance their message. My parents, who were musical evangelists, ministered for a time with Josiah Hopkins on the *Country Church of the Air*. The program had its imaginary setting in rural Tennessee at the Goose Creek Church. Hopkins would always start the program with the sound of a horse and buggy carrying him and his wife to the church. In the distance, you heard the Goose Creek Quartet opening the service. Hopkins was always running a little late.

When television burst on the scene in the '50s, all the stories migrated to the tube, or simply became a part of broadcast history. To its credit, Christian radio continued to produce long-form programs with stories mostly for children but very few for adults. Today, Christian radio has all but abandoned the "theatre of the mind." Nothing is more absorbing or unforgettable than a well-told story.

David Augsburger says, "We should always be looking for the perfect parable." There's no better example of storytelling for spiritual impact than Jesus Christ. We can learn much from studying His parables in the Gospels. Let's revisit the thrilling (broadcast) days of yesteryear, as the *Lone Ranger* announcer would say, and tell more stories on radio. How about starting with four-minute installments? <sup>RB</sup>



IN THE BEGINNING WAS THE WORD  
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Dick Bott, *President*  
 Bott Radio Network

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

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

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

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



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## NRB's Views on Affirmative Action

Sen. Bob Dole (R-Kan.) invited a few religious leaders, myself included, and others to the Capitol to present our views on the affirmative action issue. We were told Dole needed additional input before arriving at his conclusions. Armstrong Williams, a talk show host on WAVA-FM/Arlington, Va., assisted in arranging the meeting.

We were a group, comprised mainly of African-Americans, who were asked to simply share our views of the 25-year-old affirmative action plan. Much to our surprise, additional senators came to hear our views: Sen. Orrin Hatch (R-Utah), Sen. John Ashcroft (R-Mo.), and Sen. Dick Dewine (R-Ohio). So in all, we spoke to four senators and Rep. J.C. Watts (R-Okla.) as well as District of Columbia delegate, Eleanor Holmes Norton (D).

Views expressed ranged from "Don't touch the program" to "The program needs adjusting and an overhaul." I had the opportunity to clearly represent our members' concerns. As an example, I used the recent Federal Communications Commission (FCC)/Equal Employment Opportunity Commission's (EEOC) decision to remove the 71-year-old license of KFUE-AM-FM/St. Louis, owned by the Lutheran Church Missouri Synod (LCMS).

I shared the following information from Paul Devantier, executive director for LCMS, subsequently with Dole and Ashcroft:

The LCMS, a 2.6 million-member church body, operates two Missouri radio stations — KFUE-AM-FM. The AM station has been on the air since 1924, making it the oldest religious station in the world. However, now both KFUE-AM and its classical music sister station, KFUE-FM, will be extinguished if the staff of the FCC prevails in its contention that the church did not comply with the FCC's stringent affirmative action requirements because 1) the church's recruiting efforts focused on minorities within the church rather than in outside organizations, and 2) the church was not sufficiently "candid" about the religious requirements for certain positions at the stations. This despite the church's 65,000 minority members, 118-year history of work with African-Americans, long-standing policies against racism in any form, and KFUE's spotless record with the FCC and its predecessors for over seven decades.

\*The FCC staff contends that a church-owned station can require religious knowledge, training, or expertise only for jobs that in the agency's judgment are "directly" connected with the espousal of religious views, even though Title VII permits religious organizations to use religion as an employment criterion for *all* employees. The FCC's attempt to second-guess the church's good-faith judgments about the need for religious knowledge by various station employees unconstitutionally chills the church's freedom of speech and its right to free exercise of religion. It also raises the specter of governmental entanglement in church affairs discussed by the U.S. Supreme Court in *Corporation of the Presiding Bishop of the Church of Jesus Christ of Latter-Day Saints v. Amos* (483 U.S. 327, 1987), in upholding the Title VII exemption for religious entities.

\* The church has been subjected to five years of extremely costly and time-consuming proceedings in defending its record against charges that its affirmative action recruitment efforts were not sufficiently "active" in the FCC's view, even though the stations hired minorities in proportions exceeding minority representation in the St. Louis workforce.

I have the conviction that good will come from this trauma. Devantier and his staff want to simply lift up Christ.



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



# Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

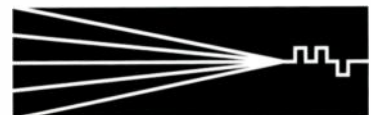
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## Court Reviews Religious Speech Case

The U.S. Supreme Court is now reviewing a case that raises important issues about free speech and government support of religion. The plaintiffs in *Rosenberger v. Rector and Visitors of the University of Virginia* (UVA) are students who unsuccessfully sought funding from the university's activities fund to publish a Christian journal.

Although the case does not directly involve religious broadcasting, the court's decision could have wider implications for other government funding programs that exclude religious organizations — but not secular ones — from eligibility. *Rosenberger* thus has prompted several entities to file briefs as *amicus curiae* (friend of the court); among the most notable was the State of Virginia, which opposes the university's position.

The dispute centers on the school's guidelines for distributing money raised through mandatory student fees to support extracurricular activities. In the 1990-91 school year, when the controversy arose, funding was granted to 118 different student organizations, including 15 publications representing many interests and views.

However, the university's rules deny eligibility to several types of groups (including fraternities, political organizations, and religious groups) and activities (including social events, political lobbying, and religious activities).

The students who sought funding to print a Christian journal called *Wide Awake* do not dispute that they were engaged in a religious activity. Their brief to the court argues that the denial of funding violates their First Amendment rights to free speech because it treats them differently than other student groups based solely on *Wide Awake's* content and viewpoint.

Responding to the university's claim that funding *Wide Awake* would be an impermissible government "establishment" of religion, the students contend that the First Amendment's

Establishment Clause forbids only government speech endorsing religion, not private speech endorsing religion. They note UVA expressly disavows exercising control over the speech of any funded student group.

The students' brief contends that, far from placing the university in a quandary, the First Amendment principles of free speech and nonestablishment simply set up different duties in two separate contexts.

While the Establishment Clause requires UVA take no position on questions of religion in its official pronouncements, the students claim that the Free Speech Clause requires the university to treat religious speech by private speakers exactly like secular speech by private speakers.

The students also contend the funding program serves the broad secular purpose of advancing "the ability of students to speak their own minds and hear a diverse range of views," without regard to content or viewpoint.

Therefore, the students argue, funding *Wide Awake* — along with a variety of other student groups — would not be misinterpreted as meaning the school controlled those organizations or approved of their goals or activities.

For its part, UVA argues its funding guidelines treat religious entities no differently than certain other excluded student groups, such as political organizations. Exclusion of all such groups is a reasonable content-based limitation on activities "found to be unrelated to the educational purpose of the university," school officials claim in their brief to the court, and does not represent suppression of a particular viewpoint.

The university argues content-based funding decisions are necessary in an academic setting, where officials must make faculty hiring decisions, choose course offerings, and so forth. The school contends that "[i]f the First Amendment were construed to demand content-neutrality in funding, routine decisions would invite a lawsuit" and "judicial



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.

review would supplant academic decisions in the management of public universities."

UVA also noted it provided *Wide Awake* publishers with non-monetary support provided to other student groups, including access to school buildings and computers, as well as permission to distribute the journal on campus. The university simply refused to pay for the publication's printing costs — a crucial difference, the school says, because the non-monetary support involved facilities not then in use and so was "practically costless to provide."

But the university's brief states that "unlike classroom facilities, public funds will never equal the demands upon them." When choices are made "reasonably and without invidious intent," they "should be recognized as a necessary feature of public education — and indeed of government generally," the school argues.

It points to a host of government funding programs which could be challenged if the court invalidates the university's guidelines, including the Corporation for Public Broadcasting ban on grants to programming "designed to further the principles of religious philosophies."

In support of the students, the State of Virginia's *amicus* brief contends the funding decision was contrary to the original intent of UVA's

*Continued on page 42*



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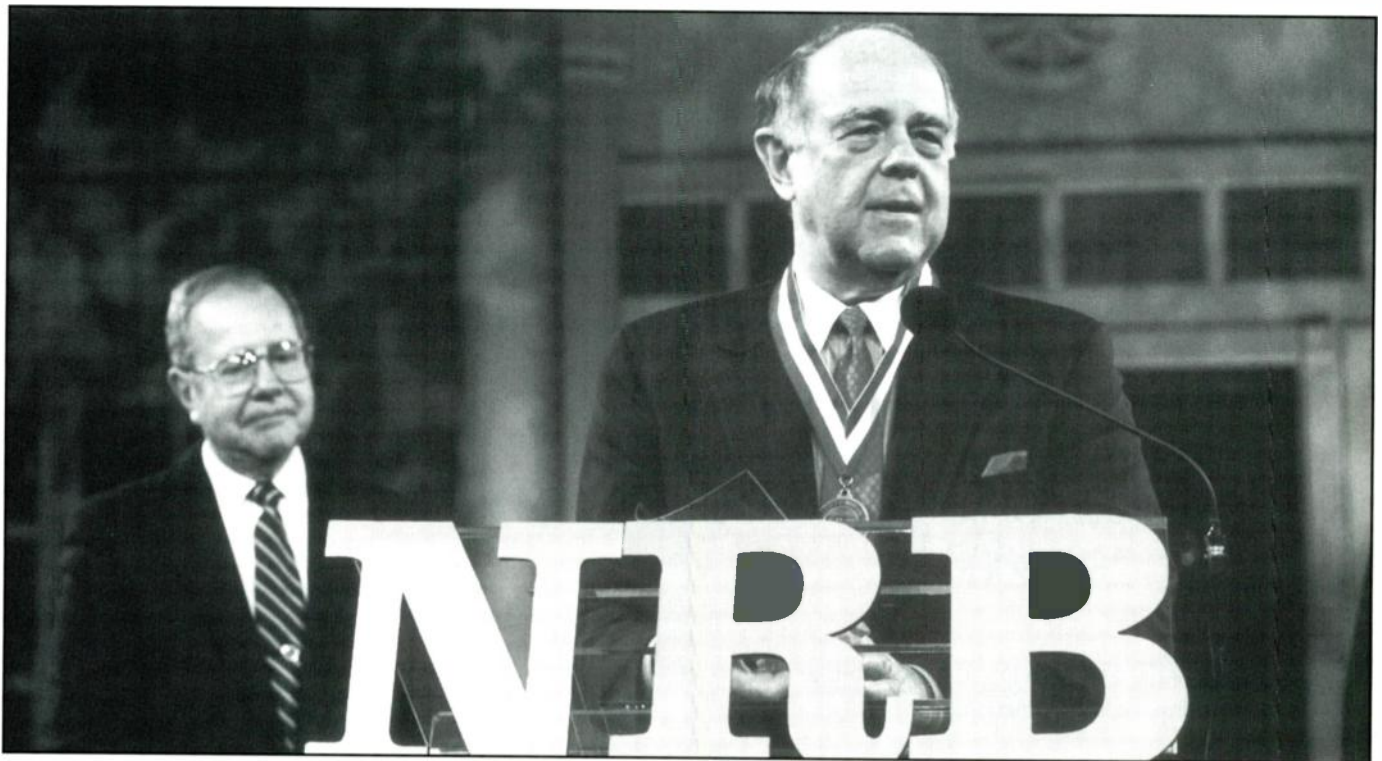
by Christine L. Pryor

**T**HE EXECUTIVE PRODUCER of the enormously popular television series *Christy* is not surrounded by the untouchable aura of a Hollywood socialite. Ken Wales is nothing but approachable, expressing opinions articulately with precise speech, embellishing remembrances with easy smiles and twinkling eyes, and evidencing gratitude to Christ with sincerity, enthusiasm, and humor, revealing a humility cultivated through years of patience and bending to the will of God.

### Sweet Success

Wales, the man responsible for bringing a phenomenal family values-laden series to CBS, believes part of its success is in the presentation of the material. "It's remarkable

# Ken Wales: On *Christy* and Christendom



*After receiving the President's Award at the 1995 National Religious Broadcasters (NRB) Convention & Exposition in Nashville, Tenn., Ken Wales delivers an eloquent acceptance speech. NRB president E. Brandt Gustavson (left) honored Wales with the award, the first of its kind.*

to see that there's a show that actually begins episode one with Alice Henderson (Tyne Daly) saying 'Psalm 118, "This is the day the Lord hath made, let us rejoice and be glad in it,"' and in a very clear voice Rev.

David Grantland (Randall Batinkoff) says, 'In Jesus' name. Amen,' on network television!

"In the pilot," the producer continues, "Christy takes some time to think about her dilemma and then

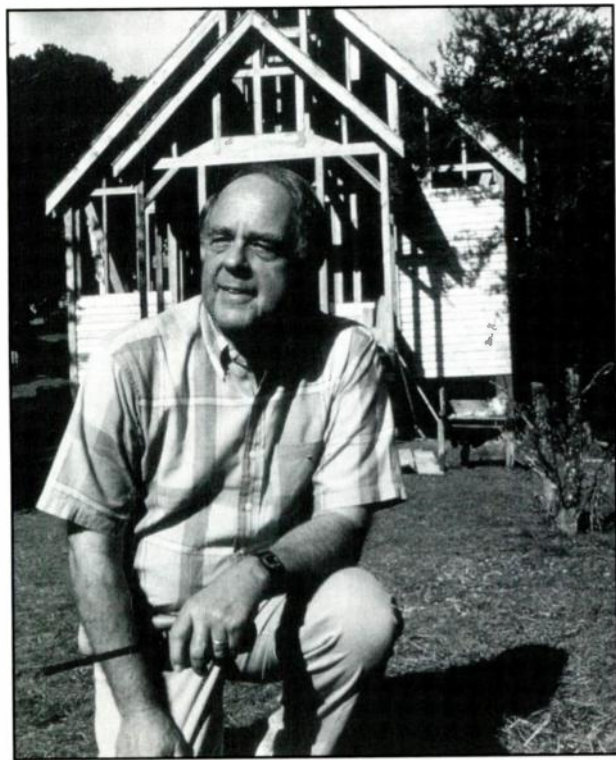
prays, taking a moment to raise her head skyward. Alice explains her Quaker position, talking about the Quaker interpretation of God and light. Someone said it was new age, and I said, 'No, it is New Testa-



ment.' It was very authentic; Tyne did all the research on that. And then it gets into Christy feeling very inadequate and not being up to [the challenge]. I love the part where she prays and then marches across the field and the kids come. It puts a lump in your throat each time you see it."

This simple story of a woman of courage and wealth embracing a people of courage and poverty has been an unprecedented success on television, its 1994 Easter premiere earning a 29 share and an 18 rating, creating a sensation with CBS affiliates, and satisfying a hunger in the audience. "I think [reaching] 44 million people on Easter Sunday night has to be one of the real joys of life. We received just overwhelming numbers. *Christy* beat *60 Minutes*," enthuses Wales.

"We had the number five show in the country that week," he adds,



*Ken Wales kneels in front of the church/school on the set of *Christy*, taped near Townsend, Tenn., in the Great Smoky Mountains.*

"then we aired during the week and still pulled in 17, 18, and 19 shares. We had a short season, only about six episodes, but received more cards, letters, and phone calls than any show in CBS history." Then the

network came under new management and decided to use *Christy* as a mid-season replacement.

"CBS wasn't going to do that until all 200 affiliates rose up and said, 'Where is *Christy*?' The network couldn't believe it — the affiliates demanded it," grins Wales.

That volume of response was unprecedented — and unexpected by CBS brass. Wales proudly explains, "What the affiliates really said was, 'We are getting such high ratings, you can't take this show from us.'" Shares were Superbowl numbers: Minneapolis, 46; Indianapolis, 41; Charlotte, N.C., 34.

The affiliates got their way. An order was placed for 13 more hours of programming, including a two-hour Thanksgiving special which aired last year. (At press time, two new episodes were slated to return to CBS last month. Viewer response will determine *Christy's* fate.) "One of the

episodes (in the remaining 11 hours) is Christy's marriage proposal, but I won't tell you from whom. And then she's kidnapped, and we just have all sorts of interesting adventures," Wales teases, his eyes twinkling.

### Long Journey Into Light

The trek to Townsend, Tenn., where the series is taped, has been long and laden with obstacles. Wales recalls the struggle to obtain the rights to the story. "In 1969 MGM was getting ready to do *Christy* as a feature film. Suddenly [the management changed] and canceled everything and *Christy* was thrown in the basement never to see the light of day."

Six years passed. Wales fondly recalls becoming reacquainted with Catherine Marshall's book, now in its 100th printing. "In 1975 I was walking across the campus of Bel Air Presbyterian Church, where I attended at the time, and

noticed that Catherine Marshall was speaking that day. My dad had known Peter Marshall (Catherine's first husband); my mom was a schoolteacher like Christy (Catherine's mother, Leonora). I thought, 'Whatever happened to that marvelous book and story?' I ran to a bookstore and found it and didn't put it down for two days. I was totally spellbound because the story is so rich in character and plot and people, and I just couldn't resist it.

"When I finished, I thought, 'This has all the elements of a great film: good storytelling, love, honor, compassion, humor, and most importantly, sacrifice.' I immediately tracked Catherine down. MGM didn't want to have anything to do with it, saying, 'We're not going to sell the rights; we're not going to make the picture. Forget it.'

*"[Obtaining the rights to Christy] is going to be difficult, but if you're serious about it, this is your only chance."*

— MGM senior vice president Frank Davis to Ken Wales, 1986

"I called Catherine and she answered on the first ring. Here was my hero of those wonderful writings and I had to say something quick. So I said, 'Catherine, my dad knew Peter, and I'd like to see about *Christy*.' She stopped me and I thought, 'Well, this is the end of the conversation.' She said, 'Ken, I want you to know something. This very morning, Len (LeSourd, Marshall's second husband) and I were in prayer for an hour and a half, praying there would be some change in the logjam of *Christy*, and here this afternoon is your phone call.' She saw it as an answer to prayer."

Wales knew he had to do the film. He shares, "I didn't want it to be an obsession, but I knew that I had to be passionate about it. It took me ten years of efforts of trying to get the rights. I mortgaged the house and spent about \$300,000, doing everything I could to sustain the money for the legal efforts and

*Continued on page 12*

location scouts, and went through my personal savings.

"In 1986 I visited an Episcopal church and there was Frank Davis, the senior vice president of MGM. He had tried to help me get *Christy* but couldn't persuade the executive board to let it go. Studios often make more money by not doing a collection of films because they can apply an accrued interest to all of these at a very high rate and charge a lot of costs against it. They can do very well by not making those films — almost as much as if they went ahead and made them — it's a rather strange accounting procedure. So they were not anxious to [sell] it."

After discovering Wales was still interested in *Christy*, Davis gave him an extraordinary tip, saying, "Ted Turner is buying the studio and nobody's paying any attention." When Wales went to Davis' office, the studio executive disclosed, "[Obtaining *Christy*] is going to be difficult. It'll be expensive. You'll have to have a screenplay written, but if you're serious about it, this is your only chance."

Wales says he took a deep breath, took another mortgage, worked for about three or four years, won the rights, and still his dream of making *Christy* a feature film eluded him. He finished his position as vice president of production of the Disney Channel and confesses, "I was pretty down about the whole thing. I felt like, 'God, I've done my best — I've tried — it didn't work out and I think I'd better get on to something else.'"

"The very next day I got a call from CBS asking if I would do *Christy* as a television series. They had known about it and found out I had the rights. I said no; I still wanted to do it my way as a feature film. Then the president of the network, Jeff Sagansky called and said, 'Ken, you know we'll probably do some-

thing like it.' And I said, 'You probably will.' They made *Dr. Quinn, Medicine Woman*, very much like *Christy*, and I thought I'd really blown it. But then about two years later, the first of 1993, they called again, and this time Jeff Sagansky said, 'Ken, we'd like you to do the real thing.' And I said yes.

"I felt that God had really prepared me after I had prayed Catherine Marshall's prayer of relinquishment, of being willing to give it up. It didn't mean I gave up the project, but I was willing to have another direction pointed out to me. Barney Rosenzweig, whom I did *John Steinbeck's East of Eden* with, joined me and together we launched into *Christy* and got it underway. They wanted it quickly, and there's been an incredible response."

### A Chorus Line

Though he is primarily respon-

with both the story and the part. Christy and I are very much alike. She's very passionate about things

*"This very morning,  
I [was] in prayer for  
an hour and a half,  
praying there would be  
some change in the logjam  
of Christy, and here  
this afternoon is  
your phone call."*

— Christy author Catherine Marshall  
to Ken Wales, fall of 1975

she does, she gives everything 100 percent, and she's incredibly strong. I don't know if I could have dealt with as tough and scary a life as hers was when she first arrived in



Family values are evident in each episode of *Christy*. Here, *Christy*'s well-to-do parents visit her in impoverished Appalachia. From left are *Christy*'s mother and father (Dixie Carter and Robert Foxworth), *Christy* (Kellie Martin), and the local doctor (Stewart Finlay-McLennan).

sible for that incredible response, Wales lavishes praise on cast and crew, readily acknowledging their far from insignificant contributions. "The cast is terrific," Wales exclaims. "Kellie Martin is a superb, perfect *Christy*. It's hard to find one who has had that experience and yet portrays it well. She works hard and she is a professional — she's just a terrific person."

Martin admits, "I fell in love

Cutter Gap in 1912."

Wales' praise doesn't stop at Martin. He continues, "Academy Award nominee Tess Harper does a wonderful job as Fairlight. I think all along Tyne Daly seemed to many rather unusual casting, but the more she does that part and you see the strength, it's a good Alice Henderson. We have a very special new star coming to join us, LeVar Burton. He's going to play a young doctor,



Dan Scott, who comes to work with Dr. MacNeill in the cove. He's an excellent actor, so I think he's going to add a lot of excitement."

Many local children are used as extras. Wales believes it's important to the production. "The kids are all right from there, and there's a difference. Their look, their accents, and their flavor are real. It got a little bit cold last year, though, and we finally had to put shoes on them. We had them running around barefoot," Wales chuckles.

The benefits are reciprocal; the production provided much-needed supplemental income to the many families who live in impoverished Appalachia. One local boy was given a speaking role and told his wages would be "sixteen seventy-five." His mother said she was hoping he'd be paid the \$40 per day the other extras were receiving. When it

plains Wales "because *Christy* was authentic, a true story, a life lived. If the television writer was just writing and making all of this up, especially the Christian dialogue, there's the tendency to overdo it and there's also the tendency for the viewers to think the writer just wanted to send a message. Because it's authentic and you can find most of it in the book, and the book is popular, it's more accepted."

The people behind the cameras receive equal praise from Wales. "Bill Creber, the production designer, is a three-time Academy Award nominee and did *The Greatest Story Ever Told* and *Islands in the Stream* with me, and then did *The Prodigal*, the film I produced for Billy Graham, which I'm so very proud of. Michael Rhodes, the director, recently directed *Heidi*. Few people know it, but Mike had two years in seminary, so he shares my vision as a director and we're able to see that we stay the course and keep things really on track."

Though his background is feature films, Wales is comfortable producing *Christy* for television. "I try to bring the same quality of excellence but just lower the budget cost, because the budget can't be as high for television. I wanted to be authentic, to find a way we could shoot it on location near where it happened.

"I had been in Townsend eight years ago and knew that was the place, but the network said to look around all over. Sure enough, after two exhausting weeks, we came right back to where I said it should be. I'd been into this for 18 or 19 years, so

when I've made a choice it's probably pretty well sorted out and not just off the top of my head," Wales laughs.

The set, constructed by a 20-person crew under Creber's direction,

is nestled in the Great Smoky Mountains. Wales remarks, "There was a wonderful Baptist family in Townsend that offered the use of their 400-acre farm so we could be there. That's a real imposition. Suddenly, we come in with 150 people and trucks, and we're on their farm ranch.

"We built the entire community of Cutter Gap from scratch, in four and a half weeks. They let us cut down certain old pine trees so we could make it fit and put the school house and the church there in one place. Then we built the mission house and the MacNeills' cabin."

Cinematographer Michael Fash echoes Wales' enjoyment of the location. "I'll never get used to the vistas you see from here — six, seven, and eight mountain ridges unfolding on

*Shares for the premiere of Christy were Superbowl numbers: Minneapolis, 46; Indianapolis, 41; Charlotte, N.C., 34.*

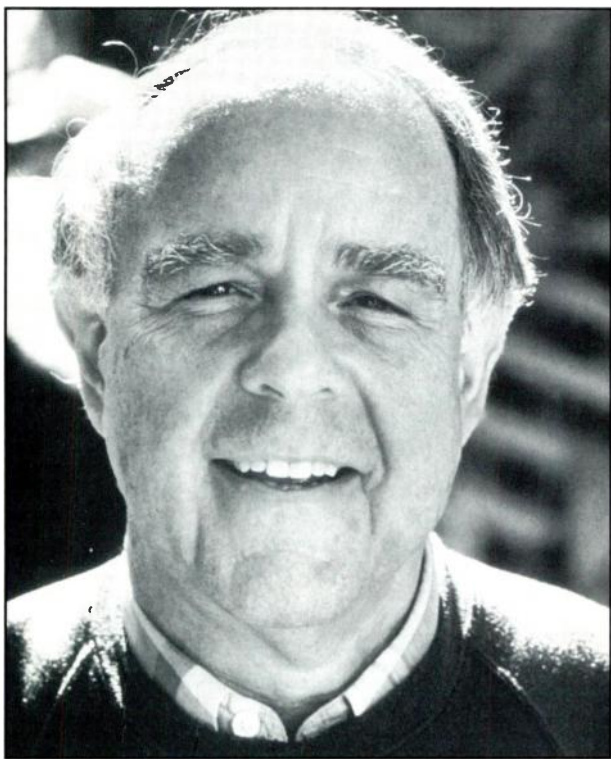
the horizon," Fash comments. "This has to be one of the most beautiful parts of the world. I try to make every shot in some way so that it couldn't be anywhere else but the Smokies. There is nowhere quite like this."

### Hollywood Is Hearing

Nowhere indeed, just as there is no place quite like Hollywood. When asked how the movers and shakers of that glittering land view Christianity, Wales is quick to respond. "I think that there's been so long a perception by decision makers in Hollywood that Christianity takes a viewpoint of looking down on them — condescension. [That] if they're not of the same faith, there's a [holier] than thou kind of attitude. I think that's changing.

"I think there's a new openness to a sense of spirituality because many of the executives now have children. This has changed their viewpoint. Many of them are enroll-

*Continued on page 14*



*"I think my passion for excellence in the creative process is an underlying force that really led me [to produce Christy]. I can look back [over my career] and everything has some meaningful relationship in it." — Ken Wales*

was explained the money was not \$16.75, but \$1675, the family was moved to tears. "Mama, we can buy two calves with that money!" the boy cried.

Casting was not difficult, ex-

ing [their children] in church preschools in which they have to become members of the church so their children can attend. They want their kids to have values; they're shopping for values. Interesting concept, to shop for values."

So now that the values shopping mall is open, what exactly should the Christian presence be in Hollywood? Wales' words come out in a rush. "I think the Christian presence, first of all, should be love. As often happens in a militant attitude, we can't feel that someone else's — a writer's or producer's or director's — thinking is faulty because they come from a particular point of view that is different from ours.

"Therefore, we say their thinking is faulty, and we're going to come in and replace their thinking, and when we replace it with our thinking, they will be all right. That's happened too much.

"So we need to come alongside in love and say, let me get to know you, let me find the unique gifts that God has given you, and celebrate those good gifts," Wales adds. "In doing so, dialogue can take place and we can also learn from the other person, realizing there's so much to have in a give and take relationship."

Building relationships is important to Wales. "That's what I see happening more and more. There are good media fellowship groups. Hollywood Presbyterian Intermision is something that is extraordinary every three months. I've been an active member since it began, and have been a subject of their evenings a couple of times.

"I just can't help but feel that Christ would very much want us to be inclusive. If there is one word that Christ was not it is exclusive." Wales explains, "We tend often to want to 'include people out,' a Christian phrase meaning we want you in, but not really. That's too much of a litmus test. I think we as Christians are perceived as condemning others. If you take the word *condemn* and rearrange the letters, you come up with *commend*. I think we need to encourage by commending the

good," he suggests.

Along with acceptance and commendation, the celebrated producer stresses excellence — and subtlety. "The presence of Christians in Hollywood [is] to do their jobs su-

*"There's been so long a perception by decision makers in Hollywood that Christianity takes a viewpoint of condescension."*

— Ken Wales

perably, be excellent craftsmen, study, prepare, and look for stories that aren't so overtly Christian, but in which the characters and the plot by example and action demonstrate Christian principles by what the characters do and say.

"They don't have to say, 'I want you to come to church with me Sunday, and you'll be baptized the following Sunday,' or try to feed [the audience] a certain theology immediately — that's the biggest tendency.

"Some wonderful writers — and young people especially — come to me and say they have a burden for a story and a script that's just got to be done," Wales smiles. "I admire the passion but often try to help steer them toward another direction, so they can make a choice rather than just feeling it's the only thing that they can do."

Cultural choices, like the turn of conscience voters expressed in the recent national elections, also affect Hollywood. Wales articulates Hollywood's response regarding the Republican sweep. "There's a lot of screaming about fear of losing personal freedoms. That's hap-

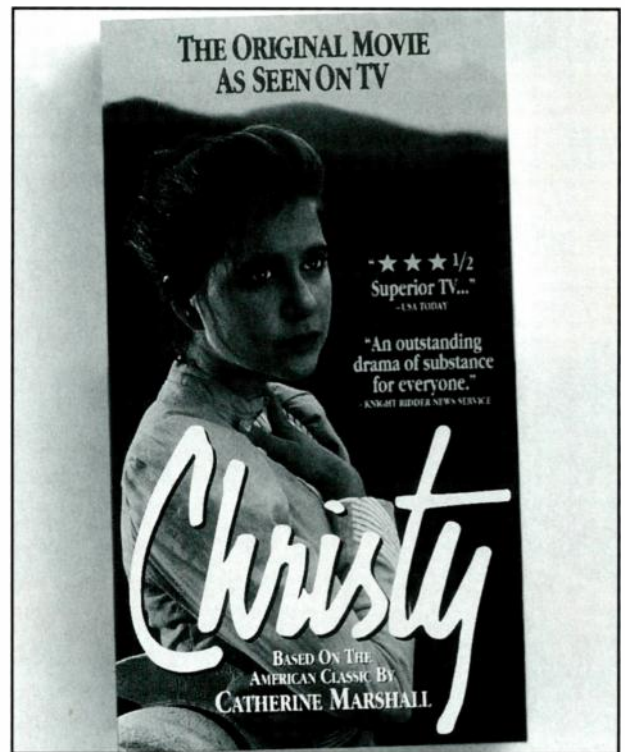
pening a bit, but Charlton Heston put a very good perspective on it when he said we shouldn't do away with the endowment of the arts.

"We do need government encouragement and support — we [support] everything else — but supporting the arts is important in trying to further the ideal of the Greek: the good, the true, and the beautiful.

"That doesn't mean that there isn't private help, too," the veteran filmmaker continues. "There needs to be a balance, private support of the arts as well as public support. [Heston's] feeling is one of wanting to revise and modify, and I think that's fair. Compromise, or going the middle of the road, is not such a bad way."

### Foresight Is 20/20

With this in mind, how does Wales believe religious broadcasters



The two-hour pilot of the television smash *Christy* is now available on video from Broadman & Holman Publishers, Nashville, Tenn. The Easter 1994 premiere was seen by 44 million people, earning a 29 share and beating 60 Minutes.

can affect Hollywood? "They're doing it," he quickly responds. "*Christy* is a very good example of how they are doing it. By the dissemination of information, Chris-



## An Apple for Teacher

Teachers still receive apples from admiring students. In order to keep *Christy* on the air, she needs to receive apples by the bushel.

The impact of cards and letters in support of programming is invaluable and undeniable. CBS and its affiliates must hear from viewers who appreciate family values programming. Since this series portrays an uncompromised Christian worldview, it wins *Religious Broadcasting's* support. Many of the staff members at National Religious Broadcasters have written to express appreciation to CBS for airing *Christy*; we hope you'll join us.

Give an apple to the teacher by writing to:

Mr. Peter Tortorici, President  
CBS Entertainment  
7800 Beverly Boulevard  
Los Angeles, CA 90036  
(213) 852-2200 (CBS Comment Line)



— Christine L. Pryor

tian broadcasters and National Religious Broadcasters do an incredible job of getting the word out, of reaching people, of having interactivity with phone call-ins. I think one of the greatest inventions has been the phone modem that has tied the phone lines into the audio board at the stations."

No stranger to technology, Wales has a few predictions for the future of the entertainment industry.

*"The presence of Christians in Hollywood [is] to do their jobs superbly, be excellent craftsmen, study, prepare, and look for stories that aren't so overtly Christian."*

— Ken Wales

"I wrote a paper 35 years ago in college about the forthcoming cable revolution and highway interactivity and interchangeability. I wrote that the winners in this whole battle will be the telephone companies, because they own the telephone poles and whatever goes in to somebody's back yard.

"Sure enough, the telephone companies now have permission to

produce programs. Video on demand was something I wrote about — a video library where you use the dial tone on the touch tone phone and everything is charged to your phone card.

"The 500-channel television universe is exciting, but do you really want to make a decision out of 500 things to watch? I think a lot of people are going to lose their money in it and there will be a winnowing down to a few winners," Wales predicts.

If the current trend toward family values continues, technological and creative winners will join together to bring quality, realistic, life-giving programming into the homes of millions of viewers disillusioned with the current fare of fantasy, fluff, and violence.

The creative winners undoubtedly will be led by the articulate, warm, passionate, and insightful Wales, whose philosophy of life is echoed in the script of *Christy's* pilot. "By and large, I think it's what Alice Henderson said to *Christy*, 'If we don't do the work that God gives us to do, then who is going to do it?'"

**Christine L. Pryor is features editor for *Religious Broadcasting*. The material for this article was fashioned largely from an interview with Ken Wales at the 1995 National Religious Broadcasters Convention & Exposition in Nashville, Tenn.**

## INTERVIEWS WITH *impact!*

### PRODUCER'S CHOICE

#### Spiritual Warfare & Teenagers

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

#### Fathering by the Book

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

#### Fiction Forum

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by Judi R. Barriss

**W**ITH OVER 30 MILLION Hispanics in the United States, Christian media — so used to programming in English — are waking up to the smell of rich Colombian coffee. Broadcasters are finally discovering a hungry audience for Spanish-speaking programming — and Hispanics are paying attention.

*Programs that discuss family issues are especially important in Latin America, where over 55 percent of the population is under 35 years of age.*

Melvin Rivera, newly elected president of Hispanic National Religious Broadcasters (HNRB), comments on the movement toward using multi-media to reach Hispanics for Jesus Christ. "Hispanics have more of a tendency to use radio because people from Latin America have a big relation to radio," he explains.

He believes listeners need to hear the Gospel in their native tongue. "There is more of a Hispanic population in the [United] States than in some Latin American countries," Rivera points out. He goes on to define some of the changes in Hispanic broadcasting in the past 25 years, recalling the explosion in the '70s and '80s where the programming trend moved from formal to charismatic with a lot of talk and improvisation.

Now more and more programmers are looking for programs that are targeted for specific Hispanic audiences, not an easily filled order since the culture is undergoing rapid changes.

### Successful Recipes

"I don't know any programmer who is totally happy with his pres-

# A Touch of Salsa

ent program," Rivera notes. He explains that most of the programmers he met at the 1995 National Religious Broadcasters Convention & Exposition in Nashville, Tenn., were constantly asking how to be more effective, recognizing a problem and a need for change and adaptation.

One such broadcaster is Belarmino "Blackie" Gonzales, owner of KCHF-TV/KDAZ-AM/Albuquerque, N.M. The southwestern state predominantly consists of the Spanish, Anglo, and Native American Indian cultures. As a unique part of this ministry, programs are done in English, Spanish, and Hebrew languages.

Gonzales says his motivation for broadcasting is "to bring people into a personal relationship with Jesus Christ, to encourage people to fall in love with Jesus, and to encourage people to meditate on the

Word of God morning and evening." To accomplish that goal, Gonzales spends one to two hours daily reading and meditating on the Bible and asking God to be glorified on each show.

*Not all of the programming aimed at Hispanics has been effective; in fact, some programming has been offensive.*

Angel Bongiorno, producer of *Luis Palau Responds* and *Cruzada con Luis Palau* echoes Gonzales' desires. "[We are doing the show] to reach



with God's Word those who haven't heard the Good News, and to teach Christians," he declares.

Although the programming Bongiorno produces is entirely in Spanish, he also faces the challenge of relating the same message to several different cultures. Palau's programs are heard on 75 stations in the United States, 300 stations in Latin America, and five stations in Spain; Bongiorno produces and supervises



**Luis Palau**

the programming for all 380 stations from his office in Oregon, editing prerecorded messages from Palau, introducing the programs, and discussing upcoming crusades.

*Cruzada con Luis Palau* is a 15-minute daily devotional program for Christians, while *Luis Palau Responds* is a five-minute daily program in which Palau answers questions from listeners, covering a wide range of topics. Bongiorno explains the question-and-answer program is aimed more for a secular audience.

To reach new ears, Bongiorno is constantly scouting new stations and responding to requests for new stations. One of his greatest challenges is discovering where Spanish stations are located in the United

States. While he relies heavily on *The World Radio and TV Handbook*, he also talks to people, devours broadcasting magazines, and spends significant time in prayer. With 75 radio stations in the U.S., his efforts seem to be paying off.

Gonzales runs 50 promotional spots per month for his station, Son Broadcasting. In addition, the station sells a series of health products and surveys each person who

makes a purchase, asking the people to rate the products and giving opportunity to make prayer requests.

The ministry then responds to each request. "Over 50 percent of those who call for our health products are non-Christians, so we are presented with [the] opportunity to pray with them and to invite them to enjoy Christian programming," Gonzales notes.

### Mild, Medium, and Hot

Keeping up with changing issues in the Hispanic culture is one of Bongiorno's struggles. He says it is a constant battle to stay aware of what is going on with Hispanics in the United States. The necessity of overcoming this challenge is obvious: if religious broadcasters are not aware of what their audiences are facing, how can they provide any answers?

Rivera echoes Bongiorno's concerns and suggests using HNRB as a resource. "The most excellent programmers are members of NRB," he says, adding that NRB is full of members who can give suggestions on staying current with changes in

*Continued on page 18*

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

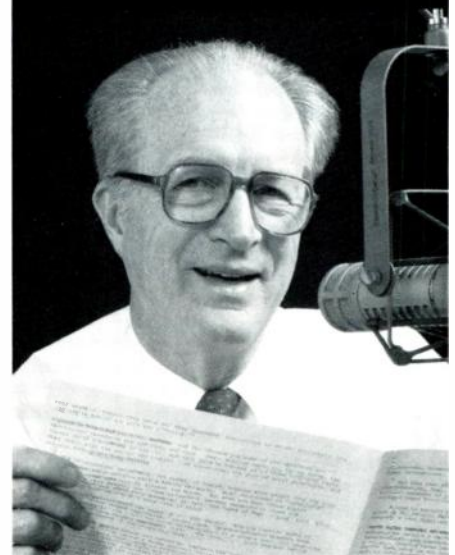
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Hispanic culture and challenging programmers to tap the knowledge and wisdom of NRB and HNRB members.

Taking a journey through the history of broadcasting, Rivera observes that there have been three main types of programming available to Hispanics. The first, which offers a block of time produced by a person or a church on an English-speaking station, creates problems in fund raising to keep the show alive, blocking effectiveness.

The second type of programming may have a good style, but struggles by placing an unqualified person in charge of programming the block of time. Here again, Rivera says, HNRB can be helpful. "This kind of program has a good aim, but lacks a way of receiving advice," Rivera points out, insisting the advice is available through HNRB members.

The third type of programming



Jose Reyes

is totally Hispanic, written by Hispanics to minister to that culture.

Rivera recommends using HNRB as a medium to reach programmers and producers who may have ideas on how to increase program effectiveness. "HNRB can be a forum where people can go and say, 'This is my dream. What is your advice?'" Rivera notes.

Program trouble shooting aside, what kind of programming works for the Hispanic culture? Dr. Jose Reyes, author of *Hispanics in the U.S.: The Challenge of the Church*, defines appealing programming.

"[Hispanics] like expository Bible teaching, evangelistic programs, five-minute Bible studies, interviews, and family oriented programs,"

Reyes reveals. Programs that discuss family issues are especially impor-

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tant in Latin America, where over 55 percent of the population is under 35 years of age.

"Latin America wants to know what the Bible says," Reyes shares. In an area where 1400 people a day are accepting Jesus Christ, this is a tremendous area of need. Programs focusing on discipleship also find a welcome place with the Hispanic audience.

Not all of the programming aimed at Hispanics has been effective; in fact, some programming has been offensive. When programs are translated directly from English to Spanish, much gets lost. Examples and symbols that would be effective in English-speaking countries have little bearing on the Hispanic population.

"Billy Graham is such a good communicator because he studies the country he will be visiting before he goes and uses illustrations that are appropriate for that particular country," Reyes explains.

### Raising Pesos

Financing for religious media

has always been a challenge, and is often simply a walk of faith. Palau's massive ministry is funded through the donations of Christians interested in quality Hispanic programming.

*"Hispanics have more of a tendency to use radio because people from Latin America have a big relation to radio."*

— Melvin Rivera, HNRB president

Gonzales gives glory to the Lord for his radio station's debt-free status, made possible through donations and the sale of health products, educational language programs, and air time. "First and foremost," Gonzales declares, "I serve the God of Abraham, Isaac, and

Jacob, Who truly supplies all of our needs. I have never borrowed one cent since we began in 1975, and God continues to keep this station operating debt free!"

Reyes is optimistic regarding the future of Hispanic programming. "There is an emphasis on quality — and improving the quality of our programming. There is a tremendous field for teaching and evangelism, but it is up to broadcasters to tap into that field," he emphasizes.

These Hispanic broadcasters share a heart for their people and hunger to reach them for Jesus Christ. Instead of focusing on struggles and grievances, they are finding joy in their individual ministries and count it a privilege to serve. With humble servants like these leading the way, Hispanic broadcasting is positioning itself before God to be used in tremendous ways.

Judi R. Barriss is a freelance writer who lives in Florida. This is her first contribution to *Religious Broadcasting*.

## FREE PROGRAM OFFER !



### Woman to Woman with PHYLLIS WALLACE

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— Dave Earnhart, Program Director  
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**I**MAGINE GIVING HOPE TO A homeless person by giving up food for a day. Or helping people across the globe with one trip to a gas station.

Simple acts taken almost for granted were used to help alleviate problems at home and around the world during last year's Summer of Service, a campaign by Bott Broadcasting's KQCV-AM/Oklahoma City. The program focused on the needs of the disabled, the homeless, the hungry, and unwed mothers both locally and internationally.

### Wheels for the World

Gaining over \$100,000 in donations, KQCV, area Kerr-McGee gas stations, Ryder Trucks, and the John Sabolich family kicked off the Summer of Service with the second annual Wheels for the World campaign. Collecting used wheelchairs,

*"Helmets are strongly encouraged for all riders whose heads are not harder than the street. We will have cinder blocks for testing if you're not sure."*

— promotional brochure for  
Tour de Soup bicycle race

crutches, and other medical equipment, KQCV — in conjunction with Feed the Children, an international relief organization — relayed the donations to Joni and Friends Ministries (JAF) to be refurbished and redistributed around the globe via World Vision.

While the response of KQCV's listeners was enthusiastic, perhaps the most impressive aspect of the campaign was the drive itself. Jim Dixon, national board member of JAF described the event in one word: "Outstanding."

"It was better than 1993, and [had] more participation by more people than we expected," Dixon says. He went on to state that the amount of help received for Wheels for the World from sponsors such as Kerr-McGee exceeded his expectations.

"We didn't expect the KQCV staff [members] to go out of their way the way they did," he comments, regarding the remote wrap-up of the event. It was the second year for KQCV to be involved in the Wheels for the World drive, but it was the first time the station held a remote in conjunction with the campaign.

Even though the temperature neared 100 degrees on Saturday, June 25, KQCV's staff offered full service to customers at a local Kerr-McGee gas station. Area Kerr-McGee stations participated as drop-off points for the medical equipment the week prior to the staff's June 25

willingness of people to help others [was wonderful]," Dixon adds.

### Tour de Soup and Fast for Lives

Throughout the Summer of Service, listeners were given a chance to lend a hand and get a firsthand look at the staff of KQCV through remotes and media

# Summer

coverage, courtesy of KOCO-TV/Oklahoma City and *The Daily Oklahoman*. Both news sources were involved in coverage of June's Wheels for the World and July's Tour de Soup and 24-Hour Fast.

The fast was sponsored by KQCV and the Oklahoma City



Taking a break from collecting medical equipment, members of the KQCV staff gather for a photo. Kneeling from left: Steve Wyatt, Lesa Helton, and Robin Jones. Standing: Delanie Brewer and Terry Prather.

appearance. The Oklahoma-based petroleum company also gave \$5 gas certificates to all who donated equipment.

Dixon believes the best part of the 1994 Wheels for the World drive was "seeing people become involved in helping their fellow man by giving away resources they had." Donor participation was aided by more corporate sponsorship and convenient pick-up locations. "The

Rescue Mission (CRM). The CRM is a national ministry whose motto "Soup, Soap, and Salvation" is acted out in a month-long program which rehabilitates homeless participants into society by providing them with shelter, food, clothing, hygiene products, and a study program designed around the Bible.

Participants learn how to manage a household and balance a budget. Near the end of the program



they are assisted in finding employment and saving money. The 24-Hour Fast and Tour de Soup were organized to benefit the CRM and its building program.

Robin Jones, general manager of KQCV, challenged religion editor

# of Service

Pat Gilliland of *The Daily Oklahoman*, Mark Shannon of KRXO-FM/Oklahoma City, and other community leaders to the 24-Hour Fast for the homeless and hungry on Thursday, July 21, the kick-off of a weekend event to benefit CRM. Gilliland offered her experience as part of a half-page collection of articles on the event while Shannon offered much

the rest of KRXO's morning show staff.

With community leaders and citizens participating, the 24-Hour Fast raised over \$2000 toward a new recreational facility for the CRM. The facility will provide program members a place to rebuild their bodies as well as their minds and souls.

Completing the three-day event, the Tour de Soup bike rides began early Saturday, July 23, with the start of the 100-mile ride. Rides of 10K, 10 miles, and 100 miles were

states Mickey Kalman, director of CRM.

"People get so serious that they forget the humorous side of things.

I would rather stay happier than get all dramatic."

In a pre-event interview with Kalman, Jones commented the issue behind the fast and ride was not a heightened awareness of hunger but of denial. Kalman concurred, saying, "How long has it been since [the general public has] actually experienced hunger?"

Kalman says a great fellowship and camaraderie developed among the riders, people who usually don't sit and talk. And it was an opportunity for the public to discover more about homelessness and hunger.

"People got to see the mission, and we had the opportunity to witness to people," Kalman concludes.

## Showers of Blessing

In the midst of the hot, humid



Robin Jones, general manager of KQCV, and Mart Green, president of Mardel, Inc., survey some of the items donated to the city-wide Summer Shower. Over \$5000 in donations were donated to Oklahoma City-area Crisis Pregnancy Centers.



Paul Sublett, program director for KQCV, services a listener's car during the 1994 Wheels for the World drive. Local Kerr-McGee gas stations were drop-off points for medical equipment.

different coverage: a surprise interview.

The host of one of the area's top-rated morning programs, KRXO's Shannon surprised Jones with an on-air phone interview about the fast. Shannon, who plugged the CRM events for three days, kept his fasting commitment, even when a representative from the Oklahoma Beef Council cooked breakfast for

available to nearly 300 participants.

Many riders were attracted to the event by the humorous tone of the publicity. The informational brochure gave this precaution: "Helmets are strongly encouraged for all riders whose heads are not harder than the street. We will have cinder blocks for testing if you're not sure."

"We wanted to make it lighter,"

month of August, a Summer Shower rained blessings — not on plants, but on unwed mothers in the Oklahoma City area. The event, sponsored by KQCV, Mardel Christian and Office Supply, and Once Upon a Child baby stores, garnered over \$5000 in donations of new and nearly new maternity items, baby

*Continued on page 22*

clothes, food, formula, diapers, and furniture to be distributed to the eight area Crisis Pregnancy Centers (CPC).

Culminating in a city-wide baby shower on August 20, the event received community support for the encouraging nature of the campaign, according to Lou Allard, director of the CPC in Oklahoma City. "The whole attitude brought joy; that was the goal," she states.

One hundred balloons were released during the shower as a commemoration of the 2000 babies born through CPC in 1993. "When I stepped [onto] the parking lot, everybody was all excited. It was a real thrill to be a part of that positive influence on life," Allard adds.

### Summer of 1995

Whether celebrating life with single moms-to-be, fasting for the homeless, pedaling for the hungry, or gathering unused wheelchairs and crutches for the world, Bott Broadcasting's KQCV listeners took everyday activities and made a not-so-everyday impact.

The 1995 Summer of Service is shaping up to be something similarly remarkable, according to Jones. Audience involvement is a priority with the station — and its listeners



## Wheels Around the World

**K**QCV-AM/Oklahoma City has been blessed to be associated with Joni and Friends Ministries (JAF) in the station's annual Wheels for the World campaign. Now JAF is pleased to announce that Joni Eareckson Tada is one of only two Americans to win the Royal Dutch Airlines (KLM) 75th Anniversary "Bridging the World" contest.

Tada, an author, speaker, broadcaster, and crusader for the disability community, entered the contest that gave winners the opportunity to turn their idea of how to bridge the world into reality through an all-expense paid trip.

Her winning essay, to deliver wheelchairs to people with disabilities in Ghana, West Africa, complements her lifetime work as an advocate for the disabled of the world. Tada's essay was chosen over 12,000 entries.

"Winning this contest is wonderful news. The all-expense paid trip will enable JAF Ministries to complete a project we began on a similar trip to Africa last year," Tada explains. "The trip was a success, but the need for wheelchairs exceeded our supply."

As described in her winning essay, she knows firsthand the freedom a wheelchair can offer those whose lives have been confined by a disability. Of the more than 540 million people with disabilities, over 18 million are in need of wheelchairs.

Tada, herself a quadriplegic for over 27 years, heads JAF Ministries, a non-profit organization she founded in 1979 dedicated to accelerating Christian ministry in the disability community.

— JAF Ministries

make involvement with ministry-oriented KQCV a priority as well.

**Lesla Helton is administrative assistant for KQCV-AM/Oklahoma City.**

**Some information for this article was supplied by Robin Jones, general manager of KQCV.**



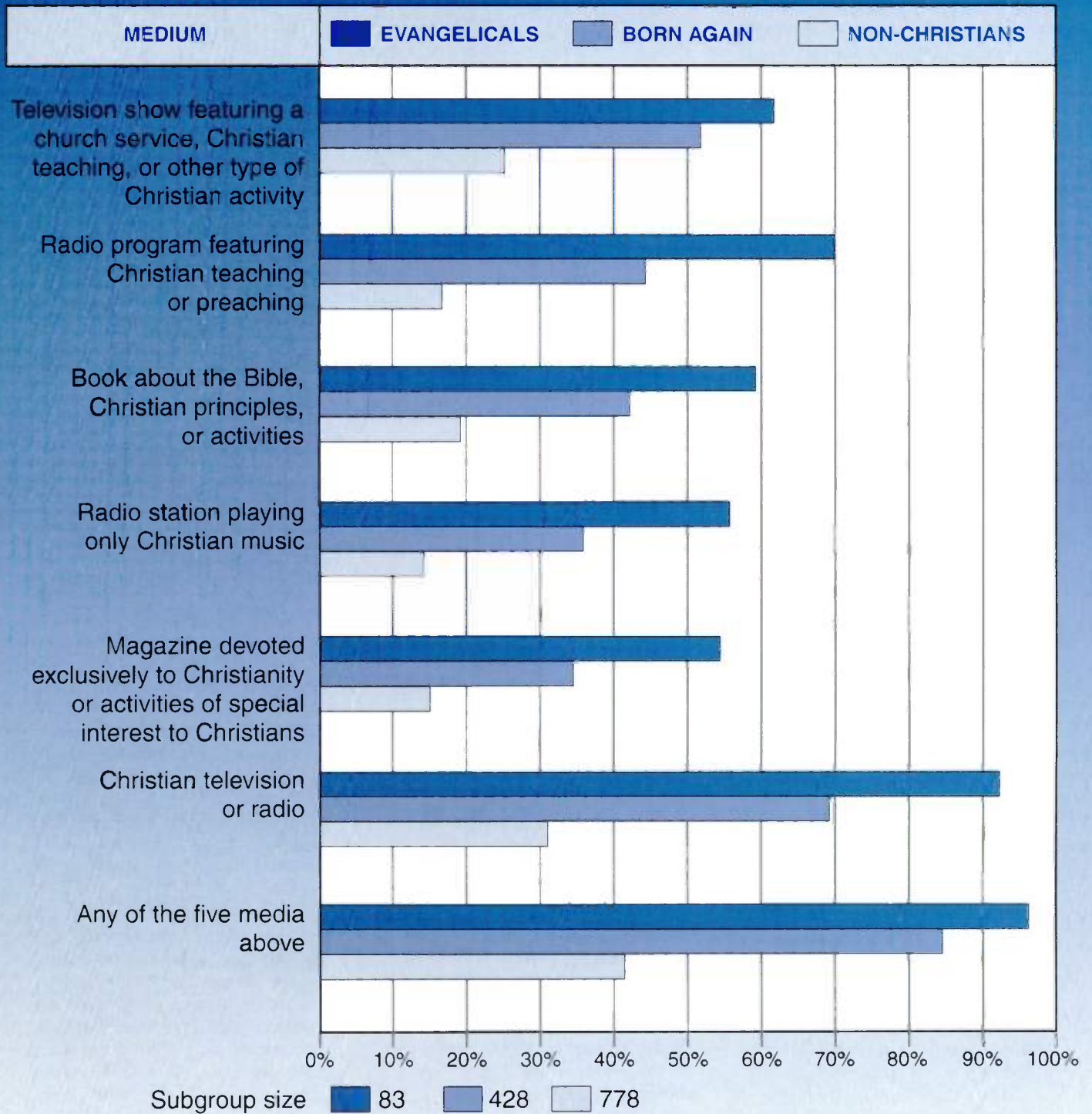
**LEFT.** Cyclists begin the Tour de Soup race sponsored by Bott Broadcasting's KQCV and the City Rescue Mission. Nearly 300 riders participated in the event.

**ABOVE.** Robin Jones, general manager of KQCV (standing at left), introduces the directors of Oklahoma City's Crisis Pregnancy Centers (CPC) at the first Summer Shower. Shown behind the women are the 100 balloons commemorating the 2000 babies born through CPC during 1993.



# E X P O S E D !

**A comparison of how many Christians and non-Christians claim exposure to Christian media. (The percentage of adults exposed to the medium within the prior seven days of the survey.)**



—Source: *Virtual America* by George Barna (Regal Books, 1994)

by Sarah E. Smith

*Editor's note: On January 24, the U.S. Senate unanimously elected Lloyd John Ogilvie, 64, as its 61st chaplain. Chosen from a candidate pool of 200 by a search committee led by Sen. Mark Hatfield (R-Ore.), he began his duties as chaplain on March 15. Previously, Ogilvie was for many years senior pastor of First Presbyterian Church of Hollywood (Calif.) and speaker on the radio and television program, Let God Love You. Religious Broadcasting caught up with the busy chaplain and discovered what a day in his professional life involves.*

WASHINGTON, D.C. (April 4, 1995) — At precisely 9:30 a.m., the presiding officers of the Senate clear the platform to stand respectfully, along with the rest of the room, as Sen. Strom Thurmond (R-S.C.) assists Senate Chaplain Lloyd John Ogilvie to the podium. After introducing him, Thurmond moves aside while Ogilvie begins his heartfelt prayer.

His voice, honed by years of broadcast and pulpit ministry, fills the chamber as he asks God Almighty to bless this house and those who reside within its walls.

Officially, this is all the chaplain is required to do: open the Senate each day with a two-minute prayer. But as Ogilvie has found out, being the 61st chaplain has numerous unwritten duties — essentially, being a pastor to the senators, their families, and their 6000 staffers.

"The work of the chaplain is to encourage the senators, their staffs, and families and I believe that prayer is the secret," to accomplishing this, he told me as we sat in his office.

After only three weeks on Capitol Hill, Ogilvie has already settled into a daily routine of sorts, although nothing can be too regimented because of the unpredictability of Senate proceedings. He begins each work day with personal devotions and intercessory prayer for 20 senators; every week he prays for all 100.

"I have a book with their pictures in it and I pray for each senator as well as their staff and families and any needs or blessings I can pray for specifically," he reveals. When he first came to Washington, he sent letters to each senator asking

for prayer needs or praises to be passed along to his office.

"There's a time to rejoice with them and also to stand with them in need. That conditions my whole approach and, having prayed for them personally, my attitude toward the senators is very different," Ogilvie notes.

"My first priority is to immerse myself in the lives of the senators, their families, and the senate staff. Increasingly, I'm feeling the burden for the spiritual and moral welfare of the nation as a whole. I pray with greater intensity over the decisions made by the senators."

*"If we're going to have written on our money and carved on the wall of the chamber of the Senate 'In God We Trust,' then it's natural that should be expressed in the leadership of the chaplain who helps the senators discover what it means to trust in God."*

— Lloyd John Ogilvie, Senate Chaplain

After his personal time with God, Ogilvie exercises and prepares for the office, a five-minute walk from where he and his wife of 44 years, Mary Jane, live in a two-bedroom condominium. (Why did he choose to live in the city? "My worst dream scenario is that I'll get caught on the bridge from Virginia some morning and not be there on time.")

Depending on when the Senate convenes each day, he arrives on the Senate floor a half hour beforehand to greet the security officers, sergeant-at-arms, news media personnel, cloak checkers, staffers of the

records room, and others. "I try to communicate love and care to each one," he explains, showing in a tangible way his caring attitude toward everyone in the Senate. "I think the custodian is as important as the

# Prayer

chairman of the board."

During his official opening prayer, he tries to affirm, encourage, and, at times, admonish the senators. "I've told them that the order of priorities should be God, nation, party and to never reverse that order," Ogilvie says. He usually writes the prayers a few days in advance and is required to read them verbatim because they are entered into the congressional record.

He stresses the importance placed on the sovereignty of God over government. "The name of God used by our Founding Fathers was 'Sovereign Lord.' [This focus on the sovereignty of God] helps senators from Jewish and Christian background to focus their attention on God."

As he prays, he tries not to pray to the Senate, but to pray to God. A familiar topic in his prayers is bringing the senators back together in unity. After a particular heated discussion and bill passage, the next morning he prayed for the senators not to nurse defeat or savor victory, but to get on with their work, he says.

"This is not a bully pulpit, and it's not my responsibility to preach to the Senate. I believe my responsibility is to ask God for power to fulfill the biblical aspect, the Amos-like plumb line: to encourage, to high-



light the positive announcements and steps, and to affirm that person in words or a letter. Anyway I can recognize them for what they have done well," he adds.

"It's my conviction that spiritual

the just and righteous thing. So I'm asking the question, 'Why not right here in the Senate?' Isn't this the logical place for a spiritual awakening to take place?" he questions.

Ogilvie has many ideas of how to bring his personal touch to the chaplain office. He plans on visiting each senator's office and staff before the summer recess, which he will continue to do each year.

On April 28, he began a new Bible study and discussion group, which meets every Friday, for the senate staff. The response from the preliminary announcement of this study ("Living Confidently in Stressful Times" from II Timothy) has been great, he reports.

He also has plans to expand the Bible study and discussion groups to include one for senator's wives and one for couples.

"We're developing a network in each senate office of someone to be our eyes and ears, to let us know when there are prayer needs or praise reports. In the senate-led Bible study group each Wednesday, before the lesson, I'm asked to report on any needs in the senate family, which are then included in prayer at the group's conclusion," Ogilvie discloses.

"The main thing is to be sensitive to what is most needful, to lis-

ten to the needs as articulated and to respond with what needs to be effective at this time. There is nothing worse than answering an unasked question," he reveals.

"The task of a spiritual leader in these times is to pray and be open to

*"I'm not here to forward a sectarian point of view, but to seek to help the senator come to understand the implications of the sovereignty of God for our nation."*

— Lloyd John Ogilvie, Senate Chaplain

be used of God, to encourage spiritual awakening. I'm in constant prayer for spiritual awakening among my new parish," Ogilvie states.

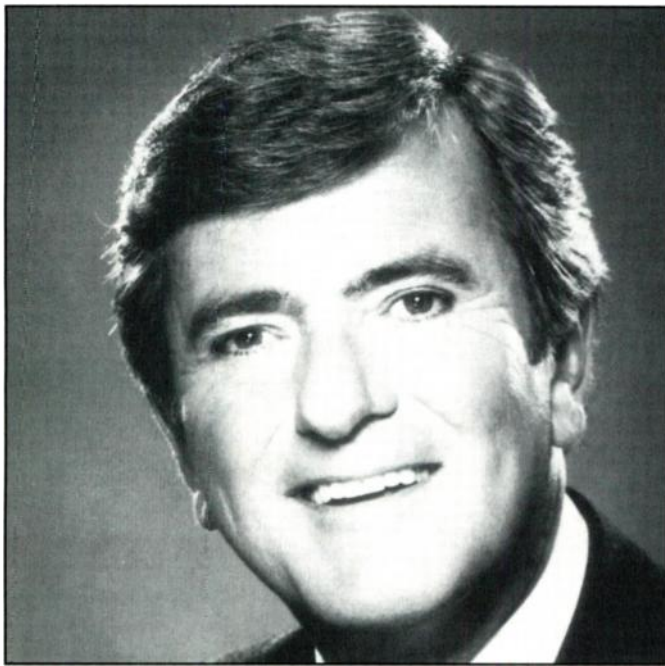
How does he accomplish all this in a basically unstructured environment? "The key word is flexibility and to be aware of the serendipities that God presents and to respond to each opportunity to serve as it comes along and to not put it off. I find that's the second part of this job. For example, at the church, my study and sermon preparation was on Monday and Tuesday, administration on Wednesday, and counseling on Thursday.

"Here, I have to be sensitive to what's happening on that particular day. As soon as I hear of a need in a senator's life, I go to him or make a phone call or write a letter. That way, because it's a smaller family, I can respond much more quickly," he says.

Ogilvie has also discovered the importance of seeing both sides of each issue and being impartial. After his opening prayer, he usually stays on the floor to greet the senators and to listen in on the discussions of the day, often returning to the floor throughout the day when important bills are introduced.

"In conversations with senators, I'm very clear about the biblical

# Warrior



*"It's my conviction that spiritual awakenings in American history always started with a small group who have sought the Lord and have asked for His forgiveness for the sins and failures of the nation and have asked for His power to do what is the just and righteous thing." — Lloyd John Ogilvie, Senate Chaplain*

awakenings in American history always started with a small group who have sought the Lord and have asked for His forgiveness for the sins and failures of the nation and have asked for His power to do what is

*Continued on page 26*

implications of the issues," he adds. While he does not speak for the Senate on any issues, he does not hesitate to relay the biblical interpretation of any subject to the senators when asked.

Usually Ogilvie has many meetings and other things scheduled after returning from the Senate Chamber, but this day he took the time to talk about the chaplaincy, former Senate Chaplain Richard Halverson, and his involvement in the religious broadcasting industry.

He says he accepted the chaplaincy because he believed it was an opportunity to bring spiritual inspiration and guidance to the key leaders of our nation. "I believe that as the Senate goes, so goes our nation and as our nation goes, so goes the Western World. For that reason, I believe that God has called me to respond to the invitation to come here and to be part of what God would continue to do in terms of spiritual rebirth and renewal," he acknowledges.

The major difference between

his current duties and his previous ones "is that the preaching and teaching of the Word of God was my central function and my counseling and personal caring came out of that. In my present situation, my prayers become the motivating factor for developing personal relationships," he explains, adding that while his chaplaincy is his main job, he will continue his preaching ministry in Washington and across the nation on a more limited basis.

*"I really want to be a pastor to the Senate, their families, and staffers."*

— Lloyd John Ogilvie, Senate Chaplain

According to Ogilvie, his reception as Senate chaplain has been nothing short of "wonderful. It's been a gracious, warm welcome." He had visited often with former chaplain Richard Halverson, who is a close, personal friend as well as a fellow Presbyterian minister.

Halverson, who held the position for 14 years before retiring due to poor health, says, "I certainly

think he's a good choice. Nobody can predict what will happen when you become chaplain of the Senate. It's such a difficult job. I would hope he'd have the same vision that God gave me to just be available and offer hope."

In his official press statement after accepting the position, Ogilvie wrote, "Over the years I have observed with great admiration the profound impact of [Halverson's] the ministry. He truly has been a pastoral chaplain of the Senate. I have been impressed by his deep, caring, and inspirational relationships with the senators, their families, and their staffs."

Ogilvie emphasizes that he's come to affirm and to continue what Halverson began. "He's my hero, one of the great people in our time of history. Following in the footsteps of him is an awesome thing. I wear a size 12-and-a-half (shoes) and have now been asked to walk in (size) 25s."

Halverson did pass along some advice to the new chaplain. "I've taken his advice very seriously. I think the thing I observed about his ministry to the senate family was that he cared for all of the staff — from senators to the people who were cleaning the floors. He knew people by name and expressed affirmation of the importance of each person.

"That was one of the things that was repeated over and over again, the inclusiveness of the chaplaincy in his care," he observes. "I'm to continue that and that's an easy thing to follow because I've always had that attitude all through my ministry, have always cared for people at every level of society."

As chaplain, Ogilvie strives to be nonpolitical, nonpartisan, and nonsectarian by "first of all, ministering equally to senators in both parties, sitting on both sides of the Senate floor, and not being identified with one party.

"In addition, I will not become identified with one side of an issue in public pronouncements on behalf of the Senate. In preaching and teaching I will of course clarify what I believe, as I always have. But there's a difference between clarifying convictions and speaking on behalf of the Senate, which is not my prerogative."

## A Brief Account of a Day in the Life of a Senate Chaplain, April 4, 1995

- 6:00 a.m. — Prayer for that day's 20 senators
- 6:30 a.m. — Daily exercise routine, then breakfast
- 9:00 a.m. — Senate chambers preparing for prayer
- 9:30 a.m. — Senate invocation, remain on floor for a while
- 10:15 a.m. — Back in office for *Religious Broadcasting* interview
- 11:45 a.m. — Senate chambers
- 12:30 p.m. — Lunch
- 2:15 p.m. — Senate chambers for photograph of Senate members
- 2:30 p.m. — Brief visit with the vice president
- 3:00 p.m. — Radio interview with Warren Duffy of KKLA-FM/Los Angeles
- 3:30 p.m. — Discuss media interviews with Mark McIntyre of the Russ Reid Company
- 3:50 p.m. — Catch up on correspondence, other odds and ends
- 4:45 p.m. — Visit to a Senator's office to meet staff
- 5:20 p.m. — Return to office to check on Senate proceedings

— Sarah E. Smith



Ogilvie has a history of being an ecumenical leader and working with various interfaith groups. "It comes natural for me to want to reach across the barriers on each side to the unity that we share in Christ. I believe the divisions that separate Christians are the result of an emphasis of one particular tenet of faith to the exclusion of the others and I've felt we should be biblically rooted, Christ-centered, Holy Spirit-empowered, relevant Christians on the move for Christ. I'm as at home

1786 in Philadelphia when Benjamin Franklin made the motion to the chairman of the committee, George Washington, that as the deliberations were not going well, they should stop and turn to God in prayer.

"The first Senate had a chaplain, and with the exception of a few years when there was not a chaplain in the Senate, there has been a chaplain through American history" for 205 years, he points out. "And now, when we're facing crucial issues in our nation, we really need God's



Lloyd John Ogilvie (left) and Jack Hayford of Living Way Ministries hosted Hollywood Night during the 1993 National Religious Broadcasters Convention in Los Angeles.

with a conservative evangelical as I am with a radical, social activist, if he believes in Christ.

"I'm not here to forward a sectarian point of view, but to seek to help the senator come to understand the implications of the sovereignty of God for our nation," Ogilvie points out.

Ogilvie agrees with the decision of the Senate and House earlier this year to keep the chaplaincies.

"I believe that it goes right to the core of our nation, that we have affirmed that this is a nation under God, that we need His guidance and direction in order to know what He wants us to be and do as a nation," he explains. "Therefore, it's natural that we should follow that historic emphasis on prayer, which goes back to the Constitutional Convention of

power and His wisdom and that's what we pray for every day.

"If we're going to have written on our money and carved on the wall of the chamber of the Senate 'In God We Trust,' then it's natural that should be expressed in the leadership of the chaplain who helps the senators discover what it means to trust in God," Ogilvie remarks.

Another issue under attack by some is the salaries of the congressional chaplains — \$289,000 a year combined. Some Republican congressmen had even discussed the idea of eliminating the tax-supported positions. However, Ogilvie says, "When we evaluate all of the expenses of the work that comes out of that salary (\$116,000 annually), the

Continued on page 28

## 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.

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May 1995 / Religious Broadcasting 27

bottom line is this is a challenging place to live and work."

Another challenge is ministering to political leaders as opposed to media personalities. "In Hollywood, the challenges of the people living out their faith in the media industry is different than ministering to the most powerful group in the world."

He explains, "The position in Hollywood was a high profile ministry because of its media outreach and therefore my responsibility included working with the press and media. Here, my task is to be supportive of leaders and to help them with their tasks.

"I moved from being the center of media attention to being the supporter of those who have the media attention. But I don't miss the spotlight. It's a different focus and I will continue to write books (currently he's under contract for two) and be available for strategic speaking engagements. But my major focus of

my ministry is the responsibilities here. I really want to be a pastor to the Senate, their families, and staffers," he stresses.

At the recommendation of the

*"[Halverson's] my hero,  
one of the great people in  
our time of history.  
Following in the footsteps  
of him is an awesome thing.  
I wear a size 12-and-a-half  
(shoes) and have now been  
asked to walk in (size) 25s."*

— Lloyd John Ogilvie, Senate Chaplain

Senate through the search committee, Ogilvie closed the broadcast ministry after 17 years on radio and television to concentrate his efforts here. Another factor included in the decision is that the ethics committee of the Senate recommended he not be involved in fund raising because of the rules for Senators and their staff. "To keep a media ministry on

the air would have required a division of interest," he clarifies.

He was able to close that chapter with "responsibility, dignity, and integrity with all the bills paid. I'm so thankful that God provided for that, that we didn't have to raise money to finish that ministry before I could begin this one. It was a further sign He had really prepared the way."

But what he will miss most about his broadcast ministry is the people. Ogilvie says, "Over the years, God had built up a marvelous constituency across the nation of literally hundreds of thousands of people and I felt a personal caring and responsibility for these people.

"It was difficult to think of not continuing to care for them. I thank God for 17 strong, creative years. I will continue to support media ministries and be a part of National Religious Broadcasters (NRB), whose cause is very near to my heart, with friendship and encouragement."

Being associated with NRB, "to me, it's been like being part of a family with trusted sisters and brothers. I had both the accountability and the inspiration of an association deeply committed," he reveals.

"I've always felt one of the great dangers for media personalities is lack of accountability. Being in NRB, I felt that the biblical standards and the high commitment to integrity gave me a responsible fellowship with which to be a part of," he admits. "The friendships I have (with NRB members) are deep and lasting."

NRB president E. Brandt Gustavson responds with pride to Ogilvie's appointment. "Since Dr. Ogilvie has felt called of God to this position," he says, "we're all for him and will be in prayer for an effective ministry in the Senate. We will, however — and I speak for hundreds of people — miss him a great deal in his radio and television ministry."

After his interview with *Religious Broadcasting*, Ogilvie returns to the Senate Chamber before going to lunch. It's then back to the Senate floor for a photograph of the entire Senate, after which he briefly chats with Vice President Al Gore.

The chaplain has another interview scheduled for 3 p.m. with Warren Duffy of KKLA-FM/Los Angeles. Afterward, he is briefed by Mark McIntyre of the Russ Reid Com-

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## Senate Chaplaincy Fascinating Facts

53 chaplains (eight served non-consecutive terms)  
16 Episcopalians  
15 Methodists  
13 Presbyterians  
6 Baptists  
2 Unitarians  
1 Roman Catholic  
8 served in both houses at the same time  
4 died while in office

Only two women have opened the Senate with prayer: Rev. Wilmina Rowland of Philadelphia on July 8, 1971, and Sister Joan Doyle of Congregation of Sisters of Charity of the Blessed Virgin Mary on July 17, 1974.

Prayer cannot exceed two minutes and must be "spoken completely and exclusively in the English language."

No more than two guest chaplains can be scheduled per month and will be limited to U.S. clergy serving American religious denominations.

— Sarah E. Smith

## Prayer for the Senate, April 4, 1995

Almighty God, Sovereign of this nation, we praise You for Your providential care through the years of our blessed history as a people. Thank You that this Senate exemplifies that patriotism has not gone out of style. Our commitment to You is expressed in love and loyalty for our land. The sight of our flag still stirs our dedication, the national anthem fires our blood, and the Constitution keeps us rooted and grounded in truth. May we never forget the sacrifice of those who have fought and died for the American dream; may we never become so self-serving that we side-step the cost of courageous leadership.

Lord, empower the women and men of this Senate as they seek to keep their eyes on You and what ultimately is best for our nation. Guide and direct the leadership of Sens. (Bob) Dole (R-Kan.) and (Thomas) Daschle (D-S.D.) as they seek ways for both parties to work toward creative solutions to the crucial issues before them today.

Bless the President and First Lady of our land, the House of Representatives, the Justices, and all who seek Your guidance in the government of the cities and states across our country. God bless America. We trust in You. Blessed be the name of the Lord. Amen.

pany, who is handling the press inquiries for Ogilvie.

At 4:45 p.m., Ogilvie and his administrative assistant Kathy Rust head to a senator's office in a get-to-know-the-staff visit. He usually goes to more than one a day in order to visit all 100 before the summer

recess. Once in the office, he greets each staffer and gives a brief talk about what he hopes to accomplish during his chaplaincy, emphasizing his desire to be available to them at any time for any need.

*Continued on page 30*

## INTERVIEWS WITH *impact!*

### HOME & FAMILY

**Parenting Passages** –  
by Dave Veerman

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

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

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

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

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

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

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

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## PRAYER WARRIOR . . .

Continued from page 29

He relates a story about a visit with a steel mill president, with whom he had later become good friends, when he had first began his ministry years ago. "He told me later that when he saw my name on the appointment list for the day, he wondered what I wanted. When I came to see him, that was the first

thing he asked me, 'What do you want?' I answered, 'Nothing. I just came to see you.' 'You mean you really don't want anything?' 'No,' I replied. He couldn't believe it."

Ogilvie continues, "That's what I want to tell you, I don't want anything from you. I want to be there for you when you have needs."

From the expressions on their faces, hearing, and believing, that someone doesn't want anything from them, in a city where *quid pro quo* is the name of the game, is

indeed an astonishing thing. To an onlooker, Ogilvie's interaction with the Senate staffers, gently breaking down barriers with his warmth, charm, and genuine love through Christ, is indeed a powerful thing.

And it reveals the character of the man behind the chaplaincy — a man dedicated to uplifting those serving our nation, one prayer at a time.

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

## Chaplains of the United States Senate (1789 to 1995)

"If there be a God who hears prayer — as we believe there is — we submit, that there never was a deliberative body that so eminently needed the fervent prayers of righteous men as the Congress of the United States." — from an 1854 report vindicating the office of the chaplain, quoted in Sen. Robert Byrd's (D-W.Va.) *The Senate*.

Samuel Provoost, Episcopalian, 1789  
William White, Episcopalian, 1790  
John Thomas Claggett, Episcopalian, 1800  
Edward Gantt, Episcopalian, 1801  
Andrew Thomas McCormick, Episcopalian, 1804  
Edward Gantt, Episcopalian, 1805  
John Johnson Sayrs, Episcopalian, 1806  
Andrew Thomas McCormick, Episcopalian, 1807  
Robert Elliott, Presbyterian, 1808†  
James Jones Wilmer, Episcopalian, 1809  
Obadiah Bruen Brown, Baptist, 1809†  
Walter Dulany Addison, Episcopalian, 1810  
John Brackenridge, Presbyterian, 1811  
Jesse Lee, Methodist, 1814†  
John Glendy, Presbyterian, 1815  
Sereno Edwards Dwight, Congregationalist, 1816  
William Hawley, Episcopalian, 1817  
John Clark, Presbyterian, 1818  
Reuben Post, Presbyterian, 1819†  
William Ryland, Methodist, 1820  
Charles Pettit McIlvaine, Episcopalian, 1822  
William Staughton, Baptist, 1823  
Charles Pettit McIlvaine, Episcopalian, 1824  
William Staughton, Baptist, 1825  
William Ryland, Methodist, 1826  
Henry Van Dyke Johns, Episcopalian, 1829  
John Price Durbin, Methodist, 1831  
Charles Constantine Pise, Roman Catholic, 1832  
Frederick W. Hatch, Episcopalian, 1833  
Edward Young Higbee, Episcopalian, 1835  
John Reinhard Goodman, Episcopalian, 1836  
Henry Slicer, Methodist, 1837  
George Grinston Cookman, Methodist, 1839  
Septimus Tuston, Presbyterian, 1841†  
Henry Slicer, Methodist, 1846  
Clement Moore Butler, Episcopalian, 1850

Henry Slicer, Methodist, 1853  
Henry Clay Dean, Methodist, 1855  
Stephen P. Hill, Baptist, 1856\*  
Phineas Densmore Gurley, Presbyterian, 1859†  
Byron Sunderland, Presbyterian, 1861  
Thomas Bowman, Methodist, 1864  
Edgar Harkness Gray, Baptist, 1865  
John Philip Newman, Methodist, 1869  
Byron Sunderland, Presbyterian, 1873  
Joseph James Bullock, Presbyterian, 1879  
Elias DeWitt Huntley, Methodist, 1883  
John George Butler, Lutheran, 1886†  
William Henry Milburn, Methodist, 1893†  
Forrest Johnston Prettyman, Methodist, 1903  
Edward Everett Hale, Unitarian, 1903‡  
Ulysses Grant Baker Pierce, Unitarian, 1909  
Forrest Johnston Prettyman, Methodist, 1913  
Joseph Johnstone Muir, Baptist, 1921‡  
ZeBarney Thorne Phillips, Episcopalian, 1927‡  
Frederick Brown Harris, Methodist, 1942  
Peter Marshall, Presbyterian, 1947‡  
Frederick Brown Harris, Methodist, 1949  
Edward Lee Roy Elson, Presbyterian, 1969  
Richard C. Halverson, Presbyterian, 1981  
Lloyd Ogilvie, Presbyterian, 1995

†served as both the Senate and House chaplains congruently

‡died while in office

\*The 35th Congress (March 4, 1857-March 3, 1859) discontinued the custom of electing chaplains and extended invitations to the clergy of Washington, D.C., to open the daily sessions with prayer. The 36th Congress returned to the former practice.



# **SOLID GOSPEL** is **THE** religious format of the 90's.



According to *The Singing News* magazine, more than 36 million people attended a Southern Gospel concert last year. Southern Gospel groups sold more than 5,000,000 cassette tapes last year.

Southern Gospel is NOT just a regional music anymore. Its popularity is increasing in markets as far West as Washington state and as far North as Pennsylvania.

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**SOLID GOSPEL**  
Today! 1-800-SOLID-01

## AIRWAVE NEWS

WASHINGTON, D.C. — *Janet Parshall's America* debuted on WAVA-FM/Arlington, Va., March 13. Radio and television commentator, author, and advocate for the family, Parshall's program is a talk show addressing public policy, current issues, and lifestyle topics. The show, also heard on WEZE-AM/Boston, replaces *On the Mark*.

DALLAS — The USA Radio Network has added two new weekly programs, *Rock the World* with Jerry Huson and *Case in Controversy* with Jay Sekulow. *Rock the World*, a family oriented live talk show, is designed to challenge and equip young people for service as followers of Christ by providing an opportunity for Christians to discuss such topics as AIDS, gangs, and drugs. In *Case in Controversy*, Sekulow, an attorney with the American Center for Law and Justice who specializes in defending the rights of religious persons in public places, provides information on how to legally witness in public places as well as discussing problems his guests have faced in expressing their beliefs at school, work, or on the street.

BEDFORD, Texas — Two of Maranatha Radio's stations, KLMN-FM/Amarillo and KENT-AM/Odessa-Midland, have switched to a pure, southern gospel format called SON Country. The format features a mixture of gospel quartet hits 50 percent of the time and current southern gospel music the other 50 percent.

JACKSONVILLE, Fla. — WBYB-FM/Jacksonville has changed its call letters to WWRD-FM. The station continues to play contemporary Christian music.

ORANGE, Calif. — Since *Truth For Life* (TFL) launched nationally on ten Christian radio stations in February, the program has added five more stations. The half-hour Bible teaching formatted show is hosted by Alistair Begg, senior pastor of Parkside Church in Cleveland. Begg also has a 30-minute weekly release heard on 50 stations, primarily distributed via the Moody Broadcasting Network.

HOUSTON — KKHT-FM/Houston, a 24-hour talk station, debuted in March. The station is the first FM to air *The Oliver North Show* live. "Ollie gives us a sudden afternoon presence in the market," said KKHT general manager Jamie Clark. Mark Gilman, formerly host of *On the Mark* on WAVA-FM/Arlington, Va., is the station's operations manager and is continuing his award-winning program for KKHT.

COLORADO SPRINGS, Colo. — KHLL-FM/West Monroe, La., has joined The Word In Music Satellite Network as a 24-hour affiliate.

COLORADO SPRINGS, Colo. — During the first annual "Q-96 (KBIQ-FM/Colorado Springs) Family Expo," held March 10 and 11 at The Broadmoor Convention Center, more than 4200 came to view the displays from more than 70 exhibitors. The station, along with Focus on the Family and The Lord's Vineyard, sponsored the event, which also featured music from local artists and a free concert from recording artist Michael O'Brien.

OKLAHOMA CITY — Bott Broadcasting Company has acquired KNTL-FM/Oklahoma City. KNTL features contemporary Christian music and joins sister station, KQCV-AM, in serving the greater Oklahoma City metro area with quality Christian programming.



Rich Bott (far right), vice president of Bott Broadcasting, visits the staff of KNTL-FM/Oklahoma City, the latest member of the Bott Radio Network.

BOONE, N.C. — Three more affiliates have joined the Reach Satellite Network: WHYM-AM/Statesville, WTCO-AM/Campbellsville, Ky., and WRIP-AM/Lake City, S.C.

TOCCOA FALLS, Ga. — KOLX-FM/Fort Smith-Van Buren, Ark., is now on the air with the TFC Radio Network. The network provides middle-of-the-road Christian music as well as some of today's leading speakers to each of its affiliate stations.

COLUMBUS, Ohio — In March, WRZR-FM/Columbus changed its call letters to WTJY. The station continues to air 24 hours of contemporary Christian music.

NASHVILLE, Tenn. — The Morningstar Radio Network has added several additional stations to the Today's Christian Music format: WNCK-FM/Savannah, Ga.-Hilton Head, S.C., KKVO-FM/Altus, Okla., and KFSH-FM/Hilo, Hawaii. On the network's

## 37th Annual Grammy Awards Gospel Winners

**Best Rock Gospel Album** — *Wake-up Call*, Petra  
**Best Pop-Contemporary Gospel Album** — *Mercy*, Andrae Crouch  
**Best Southern Gospel, Country Gospel, or Bluegrass Gospel Album** — *I Know Who Holds Tomorrow*, Alison Krause and the Cox Family  
**Best Traditional Soul Gospel Album** — *Songs of the Church* — *Live in Memphis*, Albertina Walker  
**Best Contemporary Soul Gospel Album** — *Join the Band*, Take 6  
**Best Gospel Album by a Choir or Chorus** — (tie) *Live in Atlanta at Morehouse College*, Hezekiah Walker and the Love Fellowship Crusade Choir and *Through God's Eyes*, Rev. Milton Brunson and The Thompson Community Singers  
*The Grammy Awards were held March 1 in Los Angeles.*



High Country side, WKZD-AM/Gainesville, Ga., WAYL-FM/St. Augustine, Fla., and WIAM-AM/Williamston, N.C. have added the format.

**AWARDS**

MOBILE, Ala. — Integrity Music won two Silver Angel awards and an Award of Merit at the 18th Annual Angel Awards. The winning entries included Lenny LeBlanc's *All My Dreams* and *God Is Able* by Ron Kenoly. An Award of Merit was given to the children's live-action video *Camp Harmony*, featuring Rob Evans as the Donut Man.

AGOURA HILLS, Calif. — Joni Eareckson Tada, president of JAF Ministries, has been announced as one of three American first place winners in the Bridging the World contest, sponsored by Royal Dutch Airlines (KLM). There were over 12,000 entries from around the world in KLM's 75th anniversary event. Her winning essay focused on delivering wheelchairs to people with disabilities in Ghana, West Africa. JAF Ministries will use Tada's winning trip this summer to deliver wheelchairs to Ghana.

COLORADO SPRINGS, Colo. — The Colorado Broadcasters Association (CBA) has named KBIQ-FM/Colorado Springs as the recipient of three CBA first place awards in the major market category: Best On-Air Contest for "Q-96 Winning Combination," Best Holiday Promotion for "Million Dollar Hole-in-One" Father's Day promotion, and Best Sales Promotion for "Christmas Cash."

**NEWS BITES**

WASHINGTON, D.C. — Federal Communications Commission (FCC) information relating to the equipment authorization program is now available seven days a week, 24 hours a day from the Public Access Link (PAL). Information included on PAL is the status of pending and granted applications, explanations on how to obtain forms, OET bulletins, test site lists, etc., and up-to-date information on rule changes, public notices, and speed-of-service.

Computer access to PAL can be made by dialing (301) 725-1072. Users may access PAL for five-minute intervals per call from 8 a.m. to 8 p.m. (EDT), and for 15-minute intervals per call at other times. Status inquiries that cannot be made via computer access will be accepted at (301) 725-1585, ext. 300, Monday-Thursday, from 2 to 4:30 p.m. (EDT). To accommodate others who do not have computer access to the database, status may be obtained for only three FCC IDs per call.

LINCOLN, Neb. — Back to the Bible, a worldwide radio ministry, moved to a new location in northeast Lincoln in February. The new headquarters is a renovated, single-story building.

NEW YORK — Vince Sanders, vice president and general manager of WWRL-AM/New York, will serve as a delegate from the 6th Congressional District of New York at the White House Conference on Small Business (WHCSB). When making the appointment, Rep. Floyd

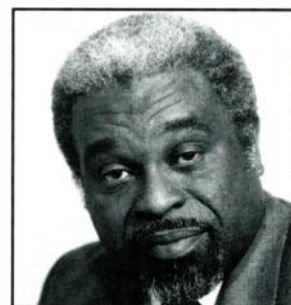
**To Err is Human**

In the February issue of *Religious Broadcasting*, WMCA-AM/New York was incorrectly identified as WMCA-AM/Rutherford, N.J., in "The Riot" by James Manning.

In the March issue of *Religious Broadcasting*, in the "Trade Talk" section, WFCJ-FM/Dayton, Ohio, listeners donated 1000 Bibles, not 100, to the Dayton Gospel Mission.

*Religious Broadcasting* regrets any misunderstanding these errors may have caused.

Flake (D-N.Y.) cited Sanders' business experience in the broadcast industry as a factor. The WHCSB will be held in Washington, D.C., June 11-15, following a series of local area meetings to discover which issues to present during the national conference.



**Vince Sanders**

MUSKEGON, Mich. — Gospel Films, Inc., will debut the new Gospel Communications Network (GCN) on the Internet this summer. GCN will have a vast array of interactive Gospel Films/Video information and devotional material as well as providing computer-network browsers with product messages and other communiques from several additional Christian ministries, including Children's Bible Hour, Youth Specialties, Ligonier Ministries, Radio Bible Class Ministries, InterVarsity Fellowship, and InterVarsity Press.

**OBITUARIES**

PALOS HEIGHTS, Ill. — The Rev. Juan Boonstra, voice of the Spanish-language broadcast of the Christian Reformed Church for 26 years, died on March 24 at 69. The Spanish broadcast, entitled *La Hora de la Reforma*, started in 1964 with Boonstra as its first minister until he retired in 1991.

**PEOPLE**

NASHVILLE, Tenn. — John Mallory has joined Wolgemuth & Hyatt as artist representative. The company, representing many of today's Christian communicators including Gary Smalley and Joni Eareckson Tada, entered the artist management arena last fall by signing the trio Sierra and Fleming & John. Mallory comes to the firm from recording artist Gary Chapman's Riverstone Music, where he has served as a staff songwriter since 1990.

TULSA, Okla. — Brooke Harper is the new promotions coordinator for Salt Inc. Music. A recent graduate of Oklahoma State University, she handles the coordination and execution of all local, radio, music video, and industry

*Continued on page 34*

continued from page 33

## 3rd Annual MOVIEGUIDE Awards

### Top 10 1994 Family Films

- 1 — Little Women
- 2 — Black Beauty
- 3 — The Lion King
- 4 — Rudyard Kipling's The Jungle Book
- 5 — Corrina, Corrina
- 6 — The Flintstones
- 7 — Angels in the Outfield
- 8 — Squanto: A Warrior's Tale
- 9 — Miracle on 34th Street
- 10 — The Santa Clause

### Top 10 1994 Films for Mature Audiences

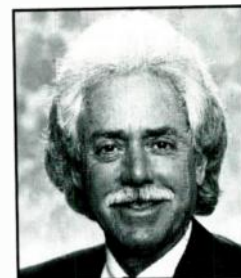
- 1 — Forrest Gump
- 2 — Quiz Show
- 3 — Widow's Peak
- 4 — The Client
- 5 — Corrina, Corrina
- 6 — The River Wild
- 7 — To Live
- 8 — The Hudsucker Proxy
- 9 — Maverick
- 10 — The Madness of King George

The 3rd Annual MOVIEGUIDE Awards Luncheon was held March 22 at the Hollywood Roosevelt.

promotions for the label's artists.

APPLE VALLEY, Minn. — Scott Bourne has resigned as associate director of Share Media. Bourne continues to work with the company on a contractual basis, but is no longer involved in its day-to-day operations. With this change, Bourne plans to spend more time on the company he founded in 1991, 30:60 Productions.

NASHVILLE, Tenn. — Richard Green has been appointed as senior vice president and general counsel for EMI Christian Music Group. His responsibilities include overseeing all business and legal affairs for the company. Formerly, Green was an entertainment lawyer representing a variety of music business and industry clients.



**Richard Green**

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- 100 watt Solid State Transmitter .....14,500.00
- 25 watt (Ideal for STL Transmitter) .....6,990.00
- 10 watt Transmitter (Ideal for ST) .....4,990.00

### FM Transmitters

- 20w FM Exciter/Transmitter .....2,490.00
- 100w FM Transmitter .....2,990.00
- 250w FM Transmitter .....3,990.00
- 2.5 Kw. FM Transmitter .....14,990.00
- 20 watt FM Translator .....2,990.00

**FM Antennas as low as \$695 per Bay**

## Factory Direct Sales

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NASHVILLE, Tenn. — Missy Baker is the new publicist for ForeFront Communications Group, Inc. Baker comes to ForeFront with extensive publicity experience and most recently worked as public relations director for Associated Publishers Group.

### PUBLISHING NEWS

WASHINGTON, D.C. — Religion News Service (RNS) has announced a new program to offer Christian publishers advertising placement in the religion sections of newspapers. The ads would run on the same pages as religion news and offer publishers the opportunity to announce titles as well as to direct book buyers to local bookstores. Working in conjunction with the Evangelical Christian Publishers Association and the Christian Booksellers Association, the RNS syndicated ad program allows advertisers to place an ad once but have it customized for each market.



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- Flexible Family Coverage . . .
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- Truly Competitive Group Rates, and . . .
- No Mandatory Participation Requirements
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8:00 a.m. to 4:30p.m., Central Time, Monday through Friday



## View from the Pew

In 1978, I had accepted a job in Florida and was driving toward Orlando on the turnpike to my new home. Since my family would be joining me later, I was traveling alone — exactly how I felt. As I drove, I was searching for a radio station and came across WAJL-AM/Orlando, which played contemporary Christian music. It was at that point that I knew Orlando was going to be home.

As reassuring as that moment was, I've had my ups and downs with Christian radio over the years. There are, in fact, three Christian radio stations in our area. Just as people have moods, radio stations also seem to go through periods that are inspirational and times that distract listeners. I'm not talking about individual programs, although they sometimes follow a similar pattern.

There is a sense that is communicated over the airwaves that reflects a tiredness or a dull repetition or perhaps even a dissatisfaction going on behind the scenes at the station. Question: Are you focusing on your relationships behind the scenes as much as you are concentrating on your ability to portray an image to your community? Are you operating as a Christian station and not just a station airing "Christian" content?

A few years ago, I met with a local Christian radio station sales representative who wanted to discuss advertising spots. When I informed him that I didn't listen to his particular station, he expressed surprise. I told him every time I got in my car to drive to or from work, there was an old-time preacher on the air I simply preferred not to listen to. He smiled and said, "I understand. That's the owner's favorite preacher and he insists on broadcasting that program during drive time."

That raises an interesting question. Are your ratings low because you're a Christian station and there just aren't many Christian listeners? Or are they low because you turn people off with programming not speaking to their life situations?

We are living in an unprecedented time. For the last 40 years, individuals in our society have been systematically dismantling our Christian values. They have been widely successful in setting us adrift in a sea of political correctness and self-interest groups.

However, the tide is beginning to change. Year-round, schools are asking churches to help with programming for children while students are "off-track." Judges are seeking assistance from Christian rehabilitation programs. Voters are returning candidates with traditional values to office. It's understandable in a time of great flux and disenchantment that many would want to hold onto the old stanchions in order not to get tossed around.

However, if we continue to hold on to posts that are too shallow, we may drown and be left behind when the Holy Spirit produces a flood of righteousness in our land. Question: Are you open to proclaim the Gospel using means and messages which may stretch your comfort zone, or in fact, may require you to let go of some long-held security, in order to faithfully proclaim God's timeless message to this generation? What is God calling you to do? Are you willing to do it?

I have received *Religious Broadcasting* for the past 15 years, although I have no connection with the broadcast industry. I have looked at each copy over the years, interested in the people news and watching as the "analysis of numbers" has grown over the years.

Now, I'm not an "ignore the numbers" kind of person — I am educated in both ministry and computer science — but I know how misleading numbers can be. The average of one and 99 is 50, which may or may not be meaningful. On the average the Jews were a "stiff-necked brood of vipers" [Matthew 12:34]. Individually, there were extremes ranging from Caiaphas and Judas to Zaccheus and Mary Magdalene.



Richard Moulton is the minister of Pastoral Care at Northland Community Church in Longwood, Fla. He has worked in the industry as a systems engineer and as an engineering supervisor.

Nor does knowledge of the extremes tell you everything you may need to know. Knowing you have listeners married from one to 50 years, with zero to seven children, zero to 12 pets, who eat out zero to 18 times per month, and who listen to Christian radio zero to 12 hours per week does not tell you where they are with the Lord and what their spiritual needs might be.

Only two approaches will tell you their needs: face-to-face conversation and insight from the Holy Spirit. Since this information is so difficult to extract, you may choose to abdicate and leave this to the "professionals," i.e., the programmers.

Question: What is your role in station management? Is it simply to provide the vehicle for the message and to make sure the medium is adequately funded, or do you also have spiritual responsibility for the content?

Are you spending time seriously listening to the Holy Spirit as to how you can be God's voice to your community? Are you analyzing the needs of your listeners for *their* sake, not yours? No analysis of the numbers can answer that question, only the God who knows our hearts.

Keep seeking Jesus and pointing to Him — we *need* you ministry. Thanks for all you do for the kingdom. <sup>RB</sup>



# Luis Palau: Sharing Jesus by Air

by Ellen Bascuti

International evangelist Luis Palau wholeheartedly believes in using every means possible to proclaim the Gospel. Although probably most noted for preaching at more than 320 citywide evangelistic crusades and rallies, Palau and his association also have extensive radio and television ministries.

Even as a youth, Palau recognized the ministry potential of radio. In his aunt and uncle's home in Buenos Aires, Argentina, he listened via shortwave radio to an HCJB program as a preacher called people to come to Jesus Christ.

"The whole program left me exhilarated," he recalls. "Later I realized I had been listening to Billy Graham. I prayed, 'Jesus, someday use me on the radio to bring others to You, just as this program has firmed my resolved to completely live for You.' "

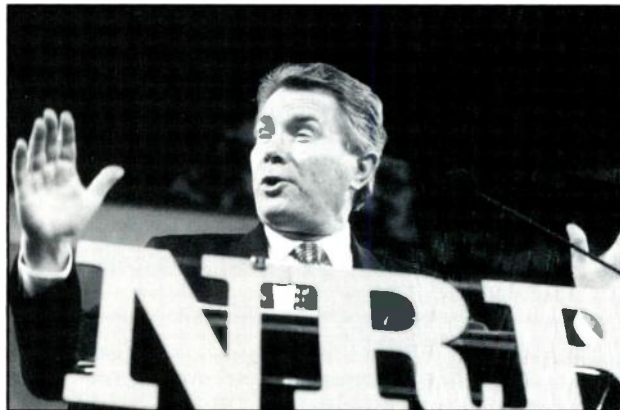
Little did Palau know he would one day preach on HCJB, Far East Broadcasting Company, Moody Broadcasting Network, Trans World Radio, and hundreds of other Christian radio networks and stations here in America and abroad, reaching millions of listeners like Waleska through daily Spanish and English radio programs.

Waleska, 19 and unmarried, was pregnant when her boyfriend left her in Guatemala. Considering an abortion, she came across *Luis Palau Responde*, a five-minute Spanish counseling program, on the radio.

She wrote to Palau: "You began at that moment to counsel a young girl in my situation. You spoke about the love of God and that the child I was expecting would perhaps be the only one God would give me. That night I cried and prayed, accepting with humility all that God would do in me. . . . I continued my pregnancy and today, thanks to God and to you, I have a little girl."

When, as a young man, Palau read about a new invention, television, he was fascinated by its technological and social possibilities. He knew it would play a major role in world evangelization and planned for the time when he would use this medium for ministry. "I knew someday my chance would come and I wanted to be ready," he says.

His preparation paid off during a three-week campaign in Managua, Nicaragua. Palau and his team launched *Continente '75*, a media blitz aimed at blanketing the Americas with the Gospel of Christ. Pioneering the use of a COMSAT satellite and other technology, the Good News was proclaimed on 56 radio stations (live) and on more than 100 television stations (taped).



*Luis Palau addresses the audience during the International Luncheon at the 52nd Annual National Religious Broadcasters Convention in Nashville, Tenn. His message focused on the subject of the cross in the media: "In our desire to appeal to people, we mustn't forget that our unchanging message is the work of the cross," he related.*

"In one fell swoop, we reached an estimated 80 million people in 23 countries with the Gospel, eclipsing everything we'd done the previous decade," Palau explains.

Similar media efforts followed in the British Commonwealth and then Asia, where five of his messages from the Singapore crusade were simultaneously translated into

eight major Asian languages and broadcast throughout the continent via a radio and video network. "Only in eternity will we know how many truly came to Christ through these media outreaches," he says.

In 1965, Palau launched what is now called *Night Talk with Luis Palau*, a live, call-in counseling television broadcast airing throughout a city prior to or during a crusade. People from all walks of life phone him, searching for answers to their problems and many accept Christ while on the air.

During the Greater Tulsa (Okla.) Crusade last year, ten people became believers during *Night Talk*. Originally scheduled for three nights, two more telecasts were added because so many viewers like

Nick were calling. Nick, who had moved to Tulsa from Los Angeles to break from gang activity, called and received Christ. He came to the rally the next evening, saying he felt like a new man.

"Moments like these are some of the most effective and emotion-filled of all my ministry," Palau reveals. "Potentially hundreds of thousands of people are listening in, and who knows how many come to Christ each time?"

His longtime dream of a live, nationwide broadcast of *Night Talk* came true earlier this year during an evangelistic crusade in Miami. His prayer now is a weekly, nationwide broadcast of the program, for which plans are under way.

It's been many years since Palau asked God to use him through radio and television. But if you attempt to praise him for the success of his media ministry, he shrugs it off. "It's a divinely given, glorious privilege," he says, "for a South American-born follower of Jesus Christ."

*Ellen Bascuti is associate editor for the Luis Palau Evangelistic Association in Portland, Ore.*

**Editor's note:** If you have a broadcast personality you would like to write about in this column, please send that person's name and affiliation along with your name, address, and phone number to Sarah E. Smith, Religious Broadcasting, 7839 Ashton Ave., Manassas, VA 22110, or fax (703) 330-6996.

# The Secret to a Successful Partnership

**Editor's note:** WRBS-FM/Baltimore has a successful sales relationship with McKeithan Auto Sales. Gary Carr, sales manager for WRBS, and Bill Fitzell, sales manager for McKeithan Auto Sales, share the secret of their working success.

## The Station's Point of View

Buy a car from a used car salesperson? You hear terrible stories about high pressure sales tactics, exorbitant costs, and bad service. No wonder car buyers are hesitant!

Today's used car dealer is looking for a "kinder and gentler" approach to advertising. McKeithan Auto Sales, a used car dealership in Towson, Md., uses that approach and has had tremendous success advertising on WRBS over the years. Our success with McKeithan's can be attributed to many factors common to Christian radio: over 65 percent of Christian listeners are female; and most families are above average in income, education, and job professionalism. And the core demographic of 25 to 54 fits perfectly.

But let's not just talk about numbers and demographics; let's talk about concepts and approaches for successful advertising in the used car industry. **First**, honesty is the best policy. We have the owner and sales manager read their own pre-written copy mixed with copy read by our staff.

Make the copy sound conversational. Owner Red McKeithan has a wonderful Southern accent and it comes across well when he talks about his dealership. We have translated a warm and friendly approach to selling used cars to the listener. A lot of time and effort goes into developing advertising themes, so getting to really know the advertiser is essential!

**Second**, if you say it, prove it! Our listeners hear that McKeithan Auto Sales doesn't use scare tactics or pressure to sell a car. **Third**, involve the entire dealership. We've written copy for practically everyone, from salespeople to a little vignette of a lovable guard dog named

Fred. By making it a group effort, the radio audience gets to know the entire sales team on a personal basis.

**Fourth**, Christian radio is "family friendly." Center your copy on two or three common themes rather than trying to talk about everything. For instance, we focus on McKeithan's goal to "make a satisfied customer for a lifetime," but we also touch on themes including variety and customer service — issues that concern most people — and promote fair financing without the haggling usually associated with buying a car.

Creative copy variation, customer service, and family issues are the three "hot buttons" that most car buyers are looking for. By staying with the inherent strengths of Christian radio and translating that into creative copy, you'll be successful and develop a long term professional sales relationship in an industry where client loyalty is more the exception than the rule.

## An Auto Sales Perspective

As I think back to the beginning of what has developed into a great working relationship between WRBS and McKeithan Auto Sales, I never would have believed it would have become such a positive reward for all of us! When Gary Carr walked into my office on a cold call seven years ago asking us to be an advertiser, I said yes, thinking it would be nice to help a Christian station doing such a great work. Our company had done lots of advertising before, but never radio and I entered into this thinking it would be more of a donation than an investment bringing us business — I was wrong! There are powerful results to be obtained from advertising on Christian radio.

Our company has enjoyed about a 60 percent increase in business since we started advertising with WRBS, and we can directly attribute this to our ongoing advertising campaign. We have maintained consistently strong sales, even during the years of economic stagnation. When asked

*Gary Carr has been with WRBS-FM/Baltimore since 1988. Bill Fitzell is the sales manager at McKeithan Auto Sales.*

by other dealerships "How's business?", our typical response has become: "We've been blessed!", and truly we have been.

We started a campaign to let WRBS listeners know that McKeithan Auto Sales was a place where they could feel comfortable doing business. The theme of our advertising was to emphasize what we do differently than the average dealer in town.

The central message relates to an aspect of making car buying "comfortable" — from making the decision to purchase a car, truck, or van to financing, inventory, and credit evaluations. We usually try to finish each commercial with what has become our trademark: "At McKeithan's, our goal is to make you a customer for a lifetime."

We believe the single biggest contributor to our success is the interest and dedication of the staff at WRBS. Carr, general manager Tom Bisset, and some of the on-air talent have personally bought a car from us. Carr writes advertising that is personal, effective, and creative. Our customers often say: "You're just the way they describe you on the radio" when they meet us face to face.

Another part of our success comes from meeting with Carr regularly to keep our copy fresh — from seasonal changes to new developments in the industry. We approach our business as a partnership and I feel this is what contributes to our continuing success. It's a partnership that all of us believe will continue for a long time! <sup>h</sup>



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*And  
It Sounds  
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**Our contemporary format, adult presentation and commitment to providing the best and most local sound keeps us, and our affiliates, on the cutting-edge of the industry! And it's incredibly affordable. In fact, you can have full-time service from The Word In Music (including receive equipment) for less than the cost of a single employee! Plus, if you're a commercial operation, keep your inventory...we're a non-profit company dedicated to the profitability of our affiliates!**

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

# Transforming Negative into Positive

Some years ago here at Family Life Radio, there was a rumor percolating through some of the staff that a particular appeal letter we had sent resulted in "loads of complaint letters" from donors. I was surprised to hear this since we avoid the type of heavy handed fund raising tactics generally producing a higher level of complaints. So I checked it out.

As it turned out, the "loads" of complaints were, in reality, five letters. Considering the fact that the appeal letter in question was quite successful and had produced thousands of positive responses in the form of checks supporting our ministry, the five letters criticizing our ministry were placed firmly in perspective.

Still, those five people deserved to be heard and to receive a response. And, regardless of the number of complaint letters your ministry receives, each one of them represents a person you may be able to keep as a friend — if you respond with discernment. Here are a few tips I've found helpful in dealing with "comment mail."

## Template Letters

You've probably found some questions or complaints tend to crop up more often than others: "If you sent fewer fund-raising letters, you would save money"; "Why don't you play more contemporary music?"; "Why did you cancel [insert program name]?"; "If you sold [insert product], you wouldn't have to do so much fund raising."

To keep from having to write from scratch constantly, have "template" letters produced with answers to those recurring questions and complaints. That doesn't mean using form letters; simply use the templates as guides in answering the same type of letters. This is especially helpful if someone else not as familiar with the operation of your ministry answers the letters.

## Anticipate the Complaint

There are certain complaints you hear often or you believe to be

on the minds of your listeners or viewers, address them on the air or in your newsletter. We have a short article in our *Connection* newsletter where we answer such questions. Don't raise unnecessarily controversial issues, but don't be afraid to tackle an issue if it is a genuine concern of your audience members.

## Respond to Everyone

Well, all right, not *everyone*. There's always the phantom complainer who refuses to sign his name and the chronic complainer who only wants *you* as his pen-pal. With those exceptions, most everyone else should receive a prompt, courteous reply. Even some complaints may seem to be "no brainers," remember that the writer may not understand the world of broadcasting and fund raising as well as you do. Measure your words and make certain every concern in the letter is answered.

## Listen to the Complainer

Sometimes the writer of a complaint letter is hurting emotionally or physically. Something that aired on your station or said in your appeal hit them on a bad day. They were ready to lash out anyway, and guess who got to be the target? You can usually sense the hurt through the letter's tone. Often within the letter's text, the writer will hint at the source of his hurt by telling you what's been happening lately.

A discerning peek between the lines reveals the true reason for the letter: "I have a complaint but I'm really just angry at my circumstances and am looking for someone to sound off and get a little understanding." In many cases, by the time your response comes, they've cooled down and will be a little bit embarrassed by their attitude. A soft answer will turn away their wrath. By feeling the writer's hurt, you will respond more effectively.

## Can't Please Everyone

Because those of us in Christian broadcasting seek to meet the needs



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

of our audiences, we sometimes tend to want to make everything okay when responding to a comment letter. In reality, by virtue of the massive audiences we serve, we cannot give everyone the answer they seek. But we can respectfully and diplomatically say "no." Don't be afraid to hold your ground on non-negotiables if, in fact, they are truly non-negotiables.

## Two Magic Words

When the criticism is valid, never hesitate to say, "I'm sorry." Then correct the mistake. Those of us in ministry leadership are sometimes infected with a disease known as *gottaberightallthetime*. We're afraid if we admit to faults somehow our constituency will think less of us when just the opposite is true. Most people will respect you and your ministry when you admit to mistakes. But the admission must be followed by action or your words will ring hollowly.

## Keep It in Perspective

Don't overreact to a few complaints. Most, especially the angry variety, carry with them an emotional impact rendering them bigger than life. One scorching hot letter can leave scars on ministry staff and leadership for days and, at times, cause them to make hasty decisions. Don't ignore valid criticism, but always

Continued on page 50



## Be Careful Who You Promote

To say that contemporary Christian music has grown in popularity in the last several years is an understatement. In fact, it is one of the musical styles experiencing the most growth in our culture right now.

Trade magazines such as *The CCM Update* regularly report on the growth of the industry, the increasing acceptance of contemporary Christian album releases by general market retail outlets, and the growing number of releases which are reaching gold and platinum selling status.

All of this is good news for those who depend on this industry for our livelihood. And, no doubt, God is spreading His Gospel through much of what is taking place.

But, I wonder if a note of caution is in order. At the very beginning of my career as host of *The CCM Countdown with Bob Souer* (back then it was called *Christian Countdown USA*) an open letter was published in *CCM Magazine* that affected me deeply.

Signed by many of the artists then active in contemporary Christian music, it asked that we who work in the music industry avoid comparing ministries. Whatever else may have been behind the writing of that letter, I believed then, and I still believe today, that it was a message worth hearing.

Indeed, that letter changed my point of view about what kind of a program our countdown show should be. I made a commitment that I would not describe chart positions or movement in such a way that it appeared I thought one ministry more valid than another.

Obviously, some musicians have achieved greater acclaim than others. Some have sold more recordings, played to larger audiences, perhaps even moved more hearts; but if numbers don't mean much in the kingdom of God (and I don't believe they do), then the ministries that are honoring and serving God best may well not be the ones we hear about the

most.

A second commitment I made is that I would never turn down a request for an interview just because I had never heard of the artist to be interviewed. And what a delight some of those "less well known" artist interviews have turned out to be. Naturally some of them have gone on to greater recognition.

For example, Steven Curtis Chapman was servitude incarnate on the occasion of our first interview. It is a testimony to his character that a commitment to service continues to be something I see in his life. Of course, not everyone I've interviewed has experienced the kind of career Chapman has.

But, the moments of delight span the last ten years like a string of pearls. I watched backstage at a summer festival, as one artist, the headliner of his own band, walked from table to table during a meal checking to see that everyone else was fed before he sat down with his own meal.

Another artist quietly held the door for several of us, during a mad rush to lunch during Gospel Music Association week. Still another took time to talk quietly in the corner with an obviously troubled child, even as a hub-bub of people and equipment swirled around her.

Stories like these are repeated countless times, but not often on the radio; and I'm as guilty of ignoring them as the next person. Some of those stories come from conversations with my fellow broadcasters, men and women who serve God quietly in communities big and small.

Some of these stories are just little acts of kindness, others are more grand; but if Jesus remembers even a cup of cold water given in his name [Mark 9:41], then all of them are important. Perhaps what I'm most concerned about is our love affair with "bigness."

According to our Lord's parable, it's the one, not the 99, who is most important; at least when that one is lost [Matthew 18:12]. And think

*Bob Souer is a veteran radio broadcaster and host/writer of the national Christian music countdown program, The CCM Countdown with Bob Souer. He is also operations manager of WORD-FM and WPIT-AM/Pittsburgh.*

about some of the people Jesus stopped to talk with: a blind beggar, a grateful leper, a woman caught in the act of adultery, a woman "living with" her lover, and children.

I think we would all profit from spending some time with artists and musical ministers who are not the most famous. And for that matter, taking time to talk with those in our own industry who don't have a "major market" or "national" platform.

I've mentioned two commitments I made several years ago. With this column I'm making a third commitment. I'm going to keep my eyes and ears open for the people who are doing something of substance in God's kingdom. And I'm going to strive to stay away from a focus on numbers as a validation of "ministry worth." <sup>RB</sup>

## Radio: the Missionary's Partner

Christian missionary radio serves the mission enterprise by going before, along side, and after the missionary. With so much of the developing world inaccessible by highway or rapid and convenient forms of transportation, radio can pave the way for the missionary who would follow. Reaching into isolated communities, difficult to reach towns, or inhospitable jungles and mountains, radio can itself serve as a messenger of the Gospel, at least until an actual missionary can arrive on the scene to pick up the work.

In the annals of the Far East Broadcasting Company (FEBC) is one story of radio reaching out long before human missionaries arrived: Max Atienza, the administrative director in the Philippines, did considerable broadcasting. He had been airing one of his programs in the Tagalog language on Sunday mornings but did not fully realize how it was received.

Atienza had a chance to visit the island of Mindoro and there he heard about a village of Mangyan tribesmen, a semi-nomadic people, who listened to the FEBC. When he heard that, he decided to visit the village.

The tribesmen held a meeting while Atienza was there because they wanted to hear him speak in person. A man started the service by standing and saying, "You are tuned to the stations of the Far East Broadcasting Company, DZAS, DZB2, and DZH6. The time is seven o'clock." From this point, they went on with their meeting in a normal manner.

These primitive people had one of the PM's [portable missionaries — a pre-tuned radio] and had listened faithfully to Atienza every Sunday morning. They had no pastor, teacher, or even an education. Since the program was preceded by a station break and a time check, they assumed this was the way to start a Gospel service.<sup>1</sup>

Radio can also work alongside a missionary. As the missionary labors to meet people, teach and preach, build a church, nurture new believers, bury the dead, baptize the con-

verted, and a host of other activities, the radio can continue to evangelize, preach, teach, and assist those searching and those wishing to grow in their faith. Thus a missionary can record messages to reach those on the margin of the church and continue the nurturing begun in the Sunday School and worship services.

Finally, the radio as a missionary can follow where the missionary has been. It has been said that missions have been the hobby of a minority within the church. Certainly in today's world, missionaries are numbered only in the thousands while there are still millions to reach.

Much missionary endeavor has been forced to borrow the Methodist notion of an itinerate circuit rider, someone moving from place to place preaching, administering the sacraments, remembering the dead, baptizing the new believers or babies, but never settling in because there is so much territory to cover, and so few people to do the work.

For these overworked, scattered missionaries, radio can become the follow-up, the permanent preacher and teacher, watering the seeds sown by the missionary as he or she passed through.

Whether using local AM or FM missionary stations such as TIFC in Costa Rica, HRVC in Honduras, TGNA in Guatemala, 4VEH in Haiti, Radio Esperanza in Chile, the dozens of others located around the world, or the major international stations, mission societies can still reach the thousands or millions who "on-the-ground" missionaries could never touch simply due to physical limitations.

Then there are those beyond the reach of missionaries, in remote inaccessible regions, in closed Muslim countries, and others who by their nature would never talk with a Christian evangelist, but might tune across a radio signal which the Lord could use to transform lives.

These are people to whom the radio broadcaster is indeed the real-life missionary, the person who em-



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

bodies or personally represents Jesus Christ. Many missionary broadcasters have received letters from listeners which say, "While I have never met you, I consider you to be my friend."

Program producers and broadcasters need to view themselves as partners with local pastors and missionaries. Their work is not competitive, but complementary, each working to carry the Good News of Jesus Christ to those who hunger for the Word.<sup>2</sup>

<sup>1</sup>Ledyard, *Sky Waves*, 1968, pages 96-97.

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### WASHINGTON WATCH

*continued from page 8*

founder, Thomas Jefferson. Citing the Virginian's 1822 plan to accommodate privately funded professors of divinity on the campus, the state argues that "Mr. Jefferson understood that encouraging religious voices at the university would promote not only the pursuit of truth, but would also foster a spirit of toleration" among people holding "profoundly different" views.

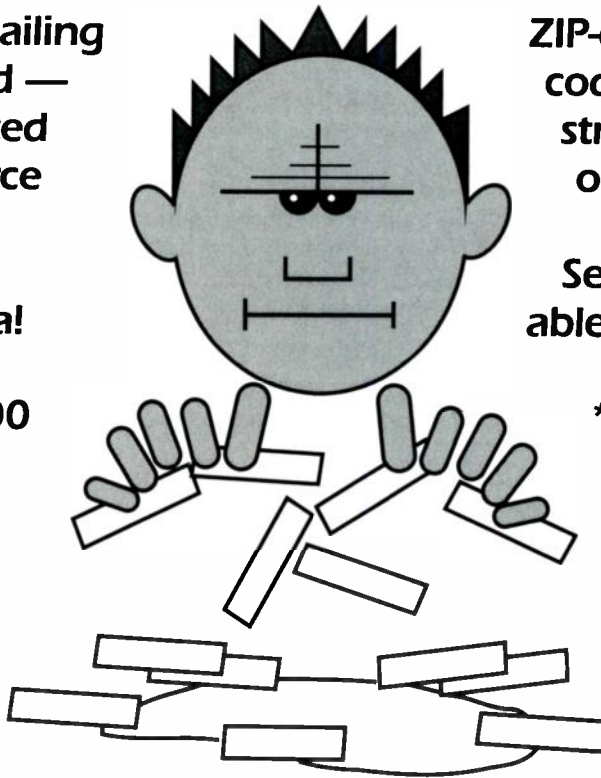
The Supreme Court is expected to rule on *Rosenberger* by this summer and its ruling will be reported on in this column.<sup>3</sup>



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## Reaching a Media Generation

Looking back at over 17 years of youth ministry, it seems as though I have tried everything under the sun in order to lead teenagers to Jesus Christ — from hosting the national teen show, *Straight Talk From Teens*, to creating and hosting a new teen talk show, *YP Rap*, while at the same time pastoring over 400 young people at Trinity Fellowship in Amarillo, Texas.

When you grow up with a father who was a country music singer and a regular on the hit television show *Hee Haw*, you can bet that the importance of the media would be a part of many conversations around my house. So, it became very natural when I entered the ministry to implement every aspect of the media in order to reach a media generation.

It doesn't take a brain surgeon to figure out the importance the secular world has put on reaching teenagers. Annually, we see them spending billions of dollars targeting this media generation.

Why are they going after them with all the money and energy they can muster? They have seen their importance and the power represented as the largest generation we have seen in our country.

In our world of marketing — movies, television shows, clothing designs — *everything* bought, seen, worn, or eaten is created with teenagers in mind. It is time that Christians recognize the importance of teenagers and then put forth the same creative effort to reach them.

I know you're saying to yourself, "There is no way we can spend that kind of money and besides, we do not have it to spend!" It's high time we stop thinking that way, because God's thinking is totally different.

Ron Luce, president of Teen Mania Ministries, said to a group of teenagers on the subject of raising money to go on a summer missions trip, "It is God's will for you to go, and He has plenty of money to pay for your trip. You just have to find out whose pockets it's in!"

I believe with all my heart it is God's desire that youth pastors, churches, and Christian television and radio stations reach this media generation with fresh, hot, creative ideas that will be second to none.

Remember we have the mind of Christ and it is high time we tap into it for the ideas and guidance we need to find those money pockets and know that God will show us the way to do so.

Here are some things to keep in mind when you are going after this media generation.

**1. We must have spiritual discernment.** We must look beyond the adolescents and see what really is going on in the lives of the teenagers we have been called to serve. We get one shot at this generation. These teens are destined to change this world and the devil is scared to death of them getting hold of their destinies.

**2. We must be leaders with a brilliant vision.** We must paint a backdrop of victory in which teenagers can stand at the forefront of their culture. No teen wants to identify with anything uncool. From your ministry to your theology, what comes out of your mouth should be that Jesus Christ is the hottest thing in the universe. If you do not believe it, then why should they?

Give them a cause and a vision, something to fight for. Let's paint something so awesome that kids will say, "Hey, can I stand in front of that? It will make me look real cool." Teenagers live for now and think they will never die and God wants us to equip our teenagers to become warriors for His kingdom.

**3. We must have a prophetic anointing.** We must address the issues of this generation and not allow cultural lies to go unchallenged. The media is out for our teens' money so they can manipulate their *desires*. We must confront these issues.

**4. We must make a blood covenant.** Determine to make your life count in the lives of others. God is



Kenny Price, a youth pastor at Trinity Fellowship in Amarillo, Texas, is one of the creators and the host of a new teen talk show, *YP Rap*.

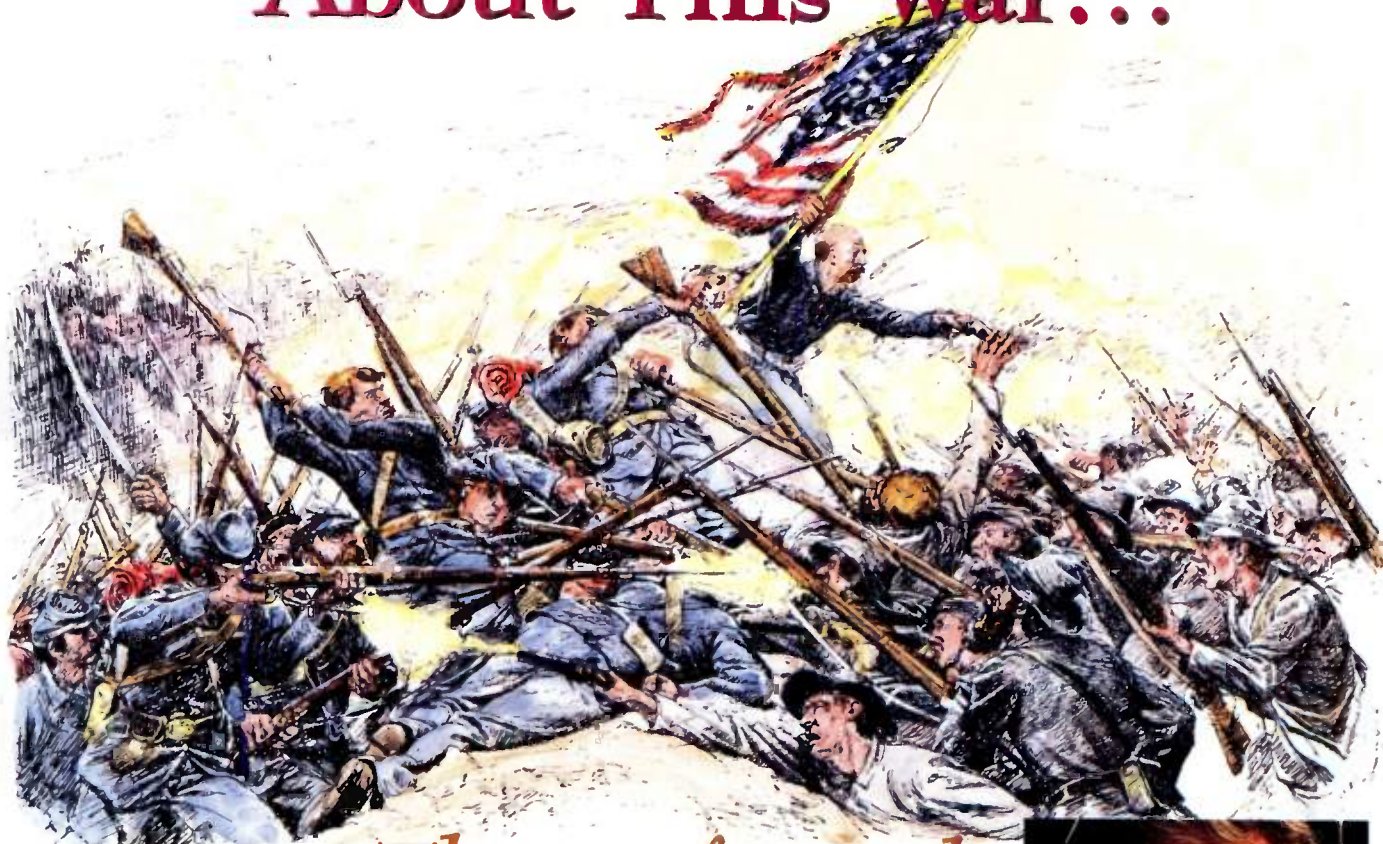
not looking for someone to live for Him, He is looking for someone who will die for Him — die to ambitions, success, calling, money, riches, and fame. We must decrease and He must increase. Every teenager is looking for someone who will go all out for him.

**5. We must have a plan.** Ask God to place a plan in your heart to reach the teenagers in your city. We must always fine tune our vision until we can "write it down" [Habakkuk 2:2], and until you have a clear plan, no one can follow it. If I was to ask your spouse or close friend what your vision was, what would they say? If you cannot "write it down," you do not know it well enough.

Now is the time to get busy reaching this media generation destined to accomplish great things for God. <sup>R</sup>



# There's Little That's Civil About This War...



## *The war for truth.*

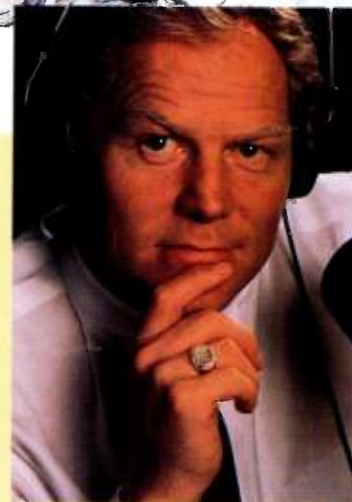
**U**nlike the great battles that raged during the American Civil War, today the battle for truth isn't being fought with cannon and musket. Rather, ideas and ideologies are the weapons of this warfare. And the uninformed are generally the first casualties.

Isn't it good to know that reinforcements are only as far away as your radio dial?

Christians everywhere are feeling overrun by the "big gun" arguments of the cultists, occultists, skeptics, and atheists who surround them. That's why they're calling and listening to the lively, informative *Bible Answer Man* program each weekday in such overwhelming numbers.

Join the growing number of stations airing host Hank Hanegraaff — president of the Christian Research Institute and author of the *Gold Medallion* award-winning book *Christianity in Crisis* — and his guests as they engage in the battle for biblical truth.

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Hank Hanegraaff  
PRESIDENT, CRI

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Christian Research Institute

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# I Spy . . . a Christian Radio Audience?

**F**or at least the hundredth time, my brother said, "Are we almost there?" And my father huffed, "Soon! And we won't get there faster just because you keep asking!" Remember those interminable family drives? Did you ever try to "fly time" with the game I Spy? "I spy with my little eye something that is . . ."

Our search for an audience in Christian radio is a little bit like the old I Spy game. We're not always sure what we're looking for, we spend a lot of time guessing what they look like, and we hope we'll find them soon! But it's not a game; it's a search that should be the most important thing we do.

I spent ten years working for and helping to manage a Christian station. Searching for the audience was *very* important. For ten years before that, I worked for a secular national news network which worried about their audience needs.

For the last six years at Focus on the Family, I've been even more concerned about the audience, as we try to influence culture with the message that Jesus Christ *does* make a difference, and that believing in Him really must impact how you live your life today.

If you really want to get your day off to a gloomy start, take the latest national Arbitron ratings and study the numbers for all who listen to any kind of Christian radio. You'll discover there is no format delivering listeners *less* efficiently on a per station basis than Christian broadcasting — and the latest figures tell us things are going from bad to worse!

We try to talk in terms of "time spent listening" rather than "average quarter hour" and "cumes." But the bottom line is that it's the rare Christian radio station that even registers in Arbitron ratings.

What can be done about it? A fair question. And please know it's a question I ask with you! But before we can even begin to explore some answers together, it strikes me that there's a more important question to be asked: "Am I — as a Christian

broadcast professional — *really* concerned about my audience? Are they really why I'm on the air?"

For some of us, while we're interested in Christian ministry, we're on the air as a business and the bottom line becomes our first preoccupation. The profit-and-loss statement is our real audience. For others, we've already become convinced we know what our listeners need, and we're determined to give it to them — whether or not it drives them to another station.

Or, for still others, we know how *we* think *our* Christian station should sound. After all, we're the professional broadcasters! And the real audience gets what we want to give them, whether or not they listen. And too frequently, they don't.

Is it possible we've found a way to make Christian radio so irrelevant or harsh and unforgiving that we drive prospective listeners to our secular colleagues? That's an important question for us at Focus on the Family, too.

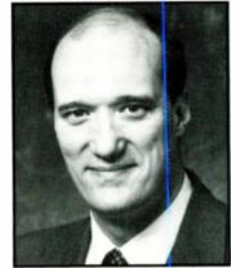
Do we ask our listeners what they want from *their* radio station? Do we ask them why they *don't* listen? We're the only radio format in America that knows where its listeners are at least once a week! Have you ever taken advantage of that?

Why not ask your local pastors for permission to visit adult and teen Sunday School classes in their churches, with three simple questions?

**First**, ask what radio station they do listen to. Look for attendees who *don't* listen to your station. They won't be hard to find, because even in the best evangelical churches, statistics tell us better than 50 percent of the people *don't* listen to Christian radio.

**Second**, ask why they don't listen to Christian radio. And brace yourself, the answers quite likely will be painfully blunt.

**Third**, ask what the station could do to get their listenership. Then comes the really tough part. We must be willing to make changes, even if



Rob Gregory is the executive director of Briargate Media and host of Family News in Focus.

it revolutionizes our station.

But you may be thinking I'm oversimplifying, that it really isn't that easy. How do you know until you try?

We like to joke about ignoring what a politician says and instead watching what he does to find out what he really believes. If people did this with you, who would they conclude is your real audience?

The bottom-line issue here isn't just doing a little audience research to determine what their favorite programs are, but committing ourselves to radically altering our entire approach to broadcasting, if necessary, to make our stations relevant and useful to our listening friends — and from their point view, not ours.

Rather than playing I Spy with an audience that is largely in our imagination, we can actually become a force to reckon with among our peers — Christian and secular alike.<sup>R</sup>



## Reggae Praise

*Nothing to Dread*  
Star Song

Reggae doesn't get more authentic than that which this Jamaican band plays, but it's "redeemed reggae." The group explains, "Before we came to know the true Jesus, we were Rastafarian (a Jamaican religious sect). . . . Our lives were not honoring to the true Jesus and we used our music to preach the false gospel. All that changed when we came to know the true Gospel of Jesus."

At that point, Nothing to Dread started writing songs about "Jesus and His wonderful love, stronger than any one race or political movement." The band continued performing in the same places as before (including major reggae festivals) but now sings about Jesus. Already professional musicians, they took the upbeat, easy-going, joyous sound of reggae and made it into great praise music. To add to the interest, the group does its own version of "Be Still" by the Newsboys and "The Joy of the Lord" by Twila Paris.

## Michael Sandfifer

producer: Trace Scarborough and Scott MacLeod  
executive producer: Michael Sandfifer  
Acorn Music, Inc.

With a rich, yet relaxing a/c backdrop, Michael Sandfifer sings of subjects especially relevant (but not limited) to married church folk seeking the "something more" behind life's daily routine. It's not about heroic deeds or intense moments of crisis, but consistently choosing holiness during the numbing daily grind. Sandfifer reminds us that helping others is more important than "seeking our fame," offers comfort to single parents, celebrates his love for his daughter "Adrienne," reminds us "What a Prayer Can Do," urges us to "give a little more of ourselves to others," laments liars, and offers up some simple praise.

No newcomer to the industry, Sandfifer has sung on Rich Mullins' number one song "Sometimes By Step" and on Trace Balin's *Here and Now* album. For those who haven't heard him on those projects, his easygoing, expressive vocals aren't unlike Wayne Watson in some settings. Also a songwriter, he wrote eight of the ten songs on this album.

## Close to His Heart

*Bonnie Knopf*  
producer: Dean Baskerville  
Free Rain Records

Especially for the ladies, we have engaging vocalist and mother of three, Bonnie Knopf. A soft pop sound given extra texture here and there with saxophone, acoustic guitar, piano, or cello surrounds Knopf's tender, expressive vocals. Taken as a whole, the lyrics on the recording give one the feel of dipping into the prayer journal of a woman who is recording the issues and spiritual discoveries of her life. There's nothing pretentious or contrived here.

Knopf is discovering what Twila Paris knows well:

simple, scripturally based songs straight from the heart are very powerful. Especially touching are "Gates of Gold," dedicated to a Christian woman (and friend) who died at 34, "As I Kneel," a mother's prayer for her child (which also features a child's voice joining in and praying for his mother), and "When There Are No Words," based on Romans 8:26.

## Into the Here and Now

*Dream of Eden*  
producer: David Lyndon Huff  
executive producer: Robert Beeson  
Essential/Brentwood

Structurally, *Dream of Eden* (Bret and Diana Pemelton) resembles husband/wife duo *Out of the Grey* — Diana contributes tender, emotive vocals and Bret gives the music its strongly acoustic guitar flavorings. Electric guitars, bass, keyboards, percussion, background vocals, and the occasional touch of cello, recorder, and novelty percussion round out the sound. Musically, *Dream of Eden* is more folksy and down-to-earth, but it all adds up to a very pleasing and accessible adult contemporary sound.

*Dream of Eden* covers some of the same subjects as Sandfifer: issues encountered in everyday life; and addresses the same audience: church family oriented people. Notable songs are "Here and Now," which reminds us to live in the present instead of longing for future dreams, "In All Creation," which points out God's signature in nature, and "Standing in Your Shadow," which laments divorce. Songs that worship and acknowledge our dependence on God round out the collection.

## Angels

*Holli and Christi Banks*  
producer: Joseph Cassell  
Benson

Identical twins born on Christmas Day in Seoul, Korea, Holli and Christi Banks were adopted as infants by an American couple from Memphis, Tenn. Their parents encouraged them as they developed their musical talents, and by the time they were 13, they auditioned into the Memphis Symphony. The twins received music scholarships to the University of Texas and continued their studies at Belmont University in Nashville, Tenn., where they were discovered by Benson and signed for their first projects, *Echoes of Christmas* and *Echoes of Love*.

Looking for a theme with which to package more delightful harp music, it's easy to see why Benson would choose *Angels*, but for those who fear something encouraging the unbiblical worship of or focus on these heavenly messengers, don't be dismayed. This is simply a beautiful collection of well-known sacred classical themes presented in a progressive pop framework. Although there are no vocals, the liner notes helpfully present brief historical/biographical notes on the original composers plus some text that went along with the compositions. The theme and song titles may be a wee bit contrived, but the music is no less inspiring, rich, and well, heavenly.

*Continued on page 50*

# THE BOOK SHELF

BY HARRY CONAY

## Be a People Person

by John C. Maxwell  
Victor, 1994

This rack-sized paperback edition of a work originally published in 1989 is crammed with sound and practical advice for working with people, encouraging people, motivating people, loving people, leading people, and otherwise developing one's interpersonal relationships in a positive, effective manner. In a word: dynamic.

## Caring Enough to Help the One You Love

by Richard W. Dortch  
New Leaf Press, 1994

Richard Dortch (a not unscathed survivor of the PTL debacle) writes that it is his "sincere prayer that this book will in some way enable you to help someone you love," and he urges us to "prayerfully read these pages . . . for understanding, for encouragement, for instruction, for healing." This straightforward little book offers us comfort to endure our own adversities and sound, practical advice for helping others endure theirs.

## God Isn't in a Hurry

by Warren Wiersbe  
Baker Books, 1994

Subtitled *Learning to Slow Down and Live*, Warren Wiersbe addresses the need for patience amidst trials of suffering, the need for contemplative quietude in times of stressful activity, and the need for contentment amidst life's distractions and temptations. In addition to imparting practical advice for Christian living and discerning God's will, this book reminds us to trust in a loving, caring God who, in His providence, sustains us. Rush out and get it.

## Being Holy, Being Human

by Jay Kesler  
Bethany House, 1994

Previously published in another form in 1988, the revealing subtitle of this work is *Dealing with the Incredible Expectations and Pressures of Ministry*. "In many ways," writes Jay Kesler, "being holy and being human is a contradiction in terms. Yet, that is the challenge facing every Christian leader." He explains how to avoid overload, how to deal with the unrealistic demands of others and ourselves, and how to avoid a variety of pitfalls while being the positive role model God expects. Sage counseling.

## Reaching Out to Lonely Kids

by Valerie Bell  
Zondervan, 1994

This revised edition of *Nobody's Children* highlights ways in which parents can minister not only to their own children, but to the needs of other children in their neighborhoods. This is a friendly and compassionate volume which, amidst so many failed marriages, fragmented families, and broken homes, serves a real need.

## Final Call

by Steven J. Lawson  
Crossway Books, 1994

Basing his text on Revelation 1-3 (which he calls "our Lord's final call . . . His last word to the church"), Steven Lawson calls for spiritual revival in our churches if America is to survive. Emphasizing the need to recognize the Lordship of Jesus Christ, this is a dramatic call to action. Read and heed.

## I Caught a Little, Big Fish

by Jill Briscoe and Judy Golz  
Servant Publications, 1994

Mother Jill Briscoe and daughter Judy Golz take turns sharing personal insights and anecdotes for "leading your children to Christ and keeping them Christian." This is a warm, chatty, and inspirational volume imparting practical advice for parents to develop their children's spiritual walk with God.

## The Prophethood of Black Believers

by J. Deotis Roberts  
Westminster, 1994

Subtitled *An African-American Political Theology for Ministry*, Deotis Roberts describes "the ministry in the black church tradition" as "ecumenical and holistic." After discussing the ministry of Jesus, he examines such issues as oppression, moral and spiritual values, youth and family needs, pastoral care, women's needs, economic issues, political involvement, and the unique role of music. Roberts offers insightful views from an often overlooked perspective.

## Seven Promises of a Promise Keeper

edited by Al Janssen  
Focus on the Family, 1994

Among the 17 contributors to this male-oriented, inspirational pep-talk are Jack Hayford, Tony Evans, James Dobson, Bill Bright, Bill McCartney, and Luis Palau. Each writes about some aspect of a man's relationship to God, to other people in his life, and to himself. Recommended for those who have forgotten there is a biblical distinction between male and female and a God-defined role for each.

## The Culting of America

by Ron Rhodes  
Harvest House, 1994

This is an extremely informative and readable book which provides a comprehensive overview of societal problems contributing to the rise of cults as well as information about the cults themselves. The insidiousness of cultic influences in the popular media, in American education, and virtually everywhere in American life is shockingly revealed. It's been done before, but not with such panache.

Continued on page 50



## With Bill Clough (again)

Last month this column featured Bill Clough (pronounced *cluhf*), anchor, producer, and religion news editor of the UPI Radio Network Religion Service, which is in its 11th year of providing religion news and commentary to subscrib-



UPI Radio Network religion editor Bill Clough covers the recent NRB convention in his field studio.

ing stations. He covered this year's National Religious Broadcasters (NRB) convention in Nashville by setting up a field studio in his hotel room from where he filed stories back to UPI in Washington, D.C.

Depending on the mood of the interviews he conducted, he either taped them on location or in his studio/room. "If I thought excitement or immediacy added to the interview, I'd record it on the floor. If the subject matter was more serious or long-term, I'd tape it in the room," Clough explains.

His UPI microphone flag caused people to immediately recognize him as a member of the working press. "I was surprised by the reactions I had from people," he says. "One, I wasn't prepared to have people know who I was, who had heard of me. And two, there were others who didn't even know UPI existed or that it still had a religion service."

On interviewing techniques: Of the five Ws every reporter bases an interview on, Clough says he likes to focus on Why. "The Why seems to be one of the weak sisters of journalism, but I like to ask it because it is as important to the story as the What. Ultimately, all of journalism is people: who they are, what they're doing, and the reason they're doing it. That's the nugget of every interview," he concludes.

What makes a good story in covering NRB conventions? "Some are obvious. When Ralph Reed (of the Christian Coalition) comes to town to talk about the appointment of a controversial surgeon general, that's news. When (NRB president) Brandt Gustavson talks about NRB membership, that's news," Clough adds.

"A radio story needs to have an element of drama; a novelty. We're competing with so much that something has to grab the listener's ear to make them pay attention. The spreading of the Gospel using the latest high technology is news. A South Korean Christian tying the Gospel of Mark onto a helium balloon, inserting a pin prick

into it, and floating it over North Korea so that, as the gas escapes, the balloon will land strategically; that's news.

"I look for any news hook, like a tie-in with HIV by a ministry. Some news is strictly history: for example, civil rights leader Rosa Parks coming to the NRB," he points out.

"What my UPI Radio Network clients want is what I look for, such as the expression of family values in business: interviewing the producer of a film company which only produces G-rated movies. There's a wealth of news at the NRB convention."

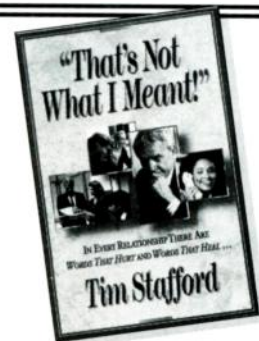
Clough says that the last question of every interview should be, "Is there anything else you would like to say?" "Invariably, that's the quote I'll use in the story," he reveals. "The first question of an interview tends to direct the flow of conversation, many times away from what the interview-

ee really wants to talk about. So when you ask this last question, it gets the person to the crux of what they want to say."

If you'd like more information on the UPI Radio Network Religion Service, contact Ben Avery at (800) 783-2772. You can also reach Clough by computer at 221-0991 on MCI Mail.

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

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



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The power for better relationships lies on the tips of our tongues. According to Stafford, God says, 'Pay attention to your words.' Help your audience see how the words they use determine who they are and who they are becoming.

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**AUTHOR AVAILABILITY:** Santa Rosa, CA, and by telephone.

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

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## FUNDING MANAGEMENT

continued from page 40

balance it against the positive response you receive from your constituency.

Keep a file of all the negative letters and your responses. Communicate to your staff the ministry's negative/positive letter ratio on occasion to help them see the big picture.

### Rebuilding the Bridge

Whether the complaint letter warrants a letter or phone call response, follow these guidelines to help reconstruct your relationship.

1. Begin by thanking the person for writing.
2. If the writer is a donor, acknowledge past giving.
3. Restate her concern. She may have actually forgotten why she wrote.
4. Answer her concern succinctly but thoroughly. Avoid unnecessary subjects that could cloud the issue.
5. If the issue regards use of funds, demonstrate your concern for stewardship and accountability. If appropriate, offer a copy of your financial statement.
6. Don't become defensive.
7. If the person has threatened to withdraw support, encourage giving only as the Lord leads. Let her know you value her prayer support regardless of her giving.
8. Encourage her to let you know if you can be of further help.
9. Thank her again for writing.

Many complaint letters are God's way of lovingly throwing a little cold water of reality in our faces. They

remind us that we don't serve a monolithic group of admirers but a diverse body of believers and non-believers. And those letters — bothersome little thorns in the flesh — just might be Heaven-sent reminders that as we work to serve we are always in need of a little fine tuning. <sup>RB</sup>

### RECORDING REVIEWS

continued from page 47

#### Sacred Desires

Mo Leverett  
producer: Greg Doles  
R.E.X./Storyville  
A dedicated missions worker in the New Orleans housing

project Desire, Mo Leverett's music emerges directly from his ministry. It also helps support it — proceeds from his recordings go directly into Desire Street Ministries.

Colorful acoustic folk guitar stylings support Leverett's sincere, heart-felt vocals, which could be compared favorably with Kenny Loggins. He laments the violence and pain experienced by Desire's inhabitants, humbly underscores his own total reliance on God for strength and protection, and offers his yearnings for his adopted community. No "superChristian," he comes across as an ordinary man who allows God to use his life in the service of the oppressed. In this way, *Sacred Desires* can challenge and inspire each of us.

Darlene Peterson is the music reviewer for Religious Broadcasting.

### THE BOOK SHELF

continued from page 48

#### The Tribute

by Dennis Rainey with David Boehl  
Thomas Nelson, 1994

The gist of this sensitive and tender book is that we should honor our parents while they are still alive, give credit where credit is due, and actually render them a formal, written tribute of appreciation. To those for whom circumstances render such a heartfelt communication difficult, the authors lend appropriate guidance. Keep tissues handy.

#### The Victorious Christian Life

by Tony Evans

Thomas Nelson, 1994

Tony Evans shares practical advice for dynamic Christian living in this anecdotal account loosely organized and defined by football terminology. Even if you don't particularly like football, don't pass on this one. References to the sport are minimal and Evans' suggestions are worth huddling over.

#### Complete in Christ

by Bob George

Harvest House, 1994

Perceiving a lack of spiritual knowledge and application, Bob George here provides us with nothing less than a basic overview of Christian theology! Useful as an introduction or for review, this *audacious* — in the best sense of the word — little tome provides a succinct foundation for an appreciation of all Christ has done on our behalf, so we may make the appropriate Christian response.

#### Preserve Us a Nation

by Charles Crismier

Vision House, 1994

This is a stirring cry that something is seriously wrong with America. Set against the panorama of American history, Charles Crismier provides numerous examples of how contemporary America has gone astray from those biblical principles which initially defined its character as a nation, suggesting ways to resolve America's plight. Among recently published books with a similar theme, this is a worthwhile entry.

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

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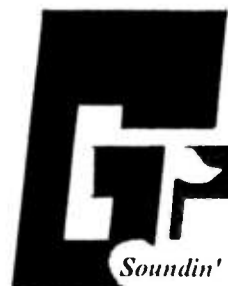
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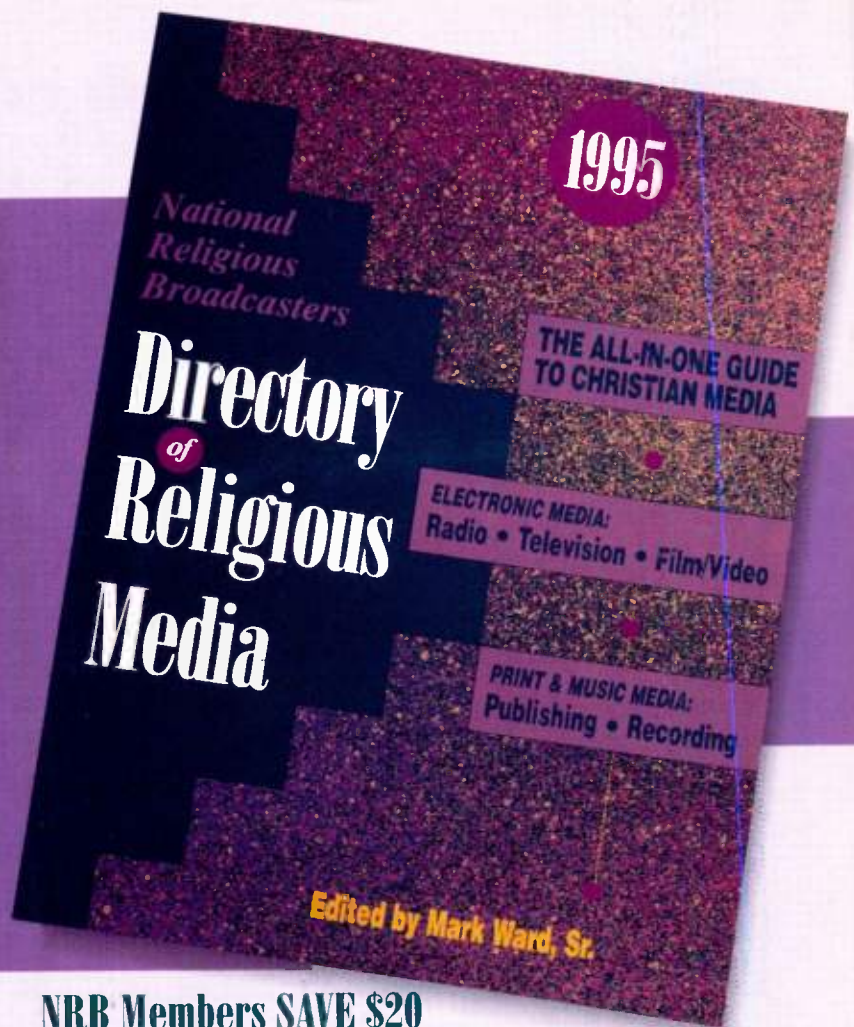
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| 222 | CRT Custom Products             | BC     |
|     | Directory of Religious Media    | 52     |
| 119 | Factory Direct Sales            | 34     |
| 133 | InfoCision Management           | 2      |
| 229 | KMA Companies                   | 9      |
| 150 | Life Issues Institute           | 17     |
| 231 | Morningstar Radio Network       | IBC    |
| 163 | National Right to Life          | 27     |
| 170 | National Supervisory Network    | 7      |
| 212 | NRB Benefit Plan                | 35     |
|     | NRB Mailing Labels              | 43     |
| 173 | NRB Western Regional Convention | 55     |
| 210 | Opryland Duplicating            | 18     |
| 181 | Reach Satellite Network         | 31     |
| 196 | Religion News Service           | 28     |
| 233 | Tyndale House Publishers        | 15, 29 |
| 174 | Woman to Woman                  | 19     |
| 201 | Word In Music Satellite Network | 39     |
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# CALENDAR CLOSE-UP

## 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 17-19

*2nd Annual Summer Institute for Radio*; St. Paul, Minn. Information: Tim Tomlinson, (612) 631-5314, e-mail tct@nwc.edu.

## 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.

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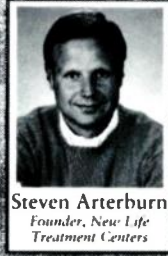
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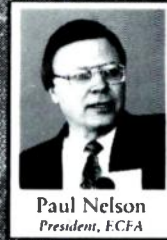
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## Meeting Your Audience's Needs

When thinking about writing on Christian broadcasting's audience, I thought about why I listened to or watched religious programming. One of my earliest exposures to Christian broadcasting was as a child watching *The 700 Club* with my parents. When I was 12, I became a member The 700 Club, giving \$15 a month, money earned from a paper route.

My mother and I became soap opera junkies when the Christian Broadcasting Network (CBN) aired the Christian soap *Another Life* in the early eighties. It was refreshing, my mother once said, to watch something on TV that wasn't trash.

But Christian radio had the biggest impact on my life as a teenager. After school, I would tune in WDYL-FM/Richmond, Va., to hear the latest contemporary Christian music and do my homework. On Saturdays, music played all day. It literally became my lifesaver, as I was not allowed to listen to any other kinds of music (although at times my parents were skeptical of the type of "Christian" music I heard).

I remember the first (and only) time I won something on the radio — a Michael W. Smith "Rocketown" single. I was in my room doing homework when the DJ announced caller 92 would win the recording. The phone seemed to ring forever, but just before I hung up in frustration, the DJ came on the line and informed me I was caller 92. I managed to contain my excitement until I hung up and then I danced around the house positively bursting with enthusiasm. When moving out years later, I kept the single because of the memories attached to winning it on the radio.

But that was years ago and I wondered if reasons why people listen to Christian radio or watch Christian television have changed. So I investigated.

After a recent choir rehearsal at my church, I randomly asked fellow songbirds the question "Why do you or don't you listen to Christian radio or watch Christian television?" A sample of their positive responses: "There's not a whole lot [in the secular realm] worth listening to. Listening to good Christian music lifts my spirit." "Because I feel that's the only place I can get the truth in news." "I like some of the programs they have, although I wish they'd play more songs." "Plays music I like." "Because they play music I like and I don't want to fill my head with junk. I like to hear the preachers because I can learn a lot." "I enjoy the music and praising God with the music." "It's more calming and relaxing."

And their negative responses: "I don't listen to Christian radio because it's all talk shows." "I don't know of any Christian stations." "I find the station boring." "There's too much talk and not enough music, or only inspirational music." "Doesn't appeal to a young crowd."

These are all valid reasons. While the power and mystique of Christian broadcasting is still prevalent, the audience is making its voice heard and broadcasters — both secular and religious — are listening and acting on what they say.

With the prime time network show *Christy*, the audience, not an entirely Christian one, made its desires known to the networks and affiliates. And because of thousands of letters and phone calls, the program is back in the prime time lineup, but only for a limited run of two episodes.

With "A Touch of Salsa," Judi Barriss discovered what Hispanics want and how religious broadcasters are meeting those needs with innovative programming. Sometimes in an industry predominately white, we tend to overlook the minority audience, but these broadcasters have touched on a viable and growing market.

And with KQCV-FM/Oklahoma City's "Summer of Service," we read how a station enabled its listeners to make a tangible difference in the world by becoming involved with various outreaches.

Religious broadcasters are indeed listening to their audiences and even exchanging old ideas for new ones to better meet the needs of those audiences. And, after all, isn't meeting the audiences' needs the reason we broadcast?

Jarah E. Smith



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