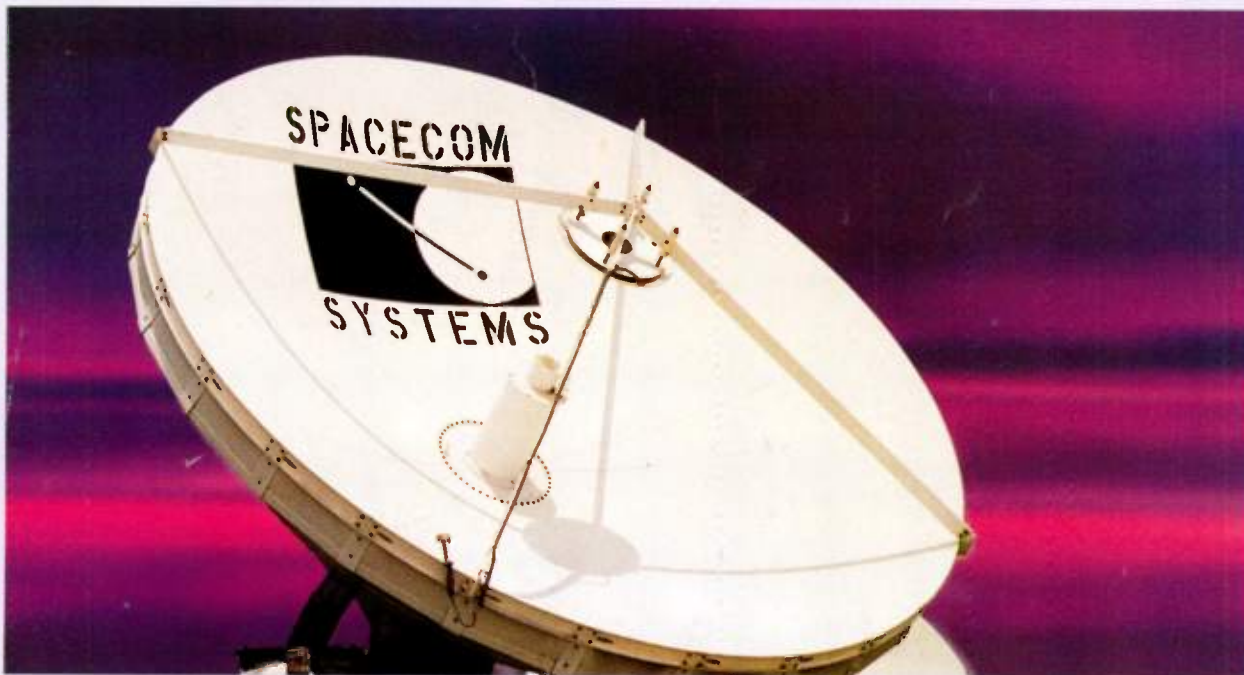


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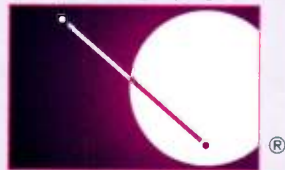
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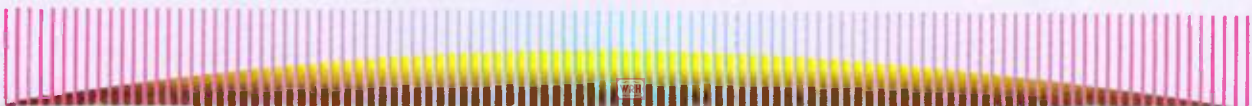
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by Dan Wooding  
Global Mission With Billy Graham was seen by 1 billion people. Discover the human factor in this worldwide evangelistic effort.

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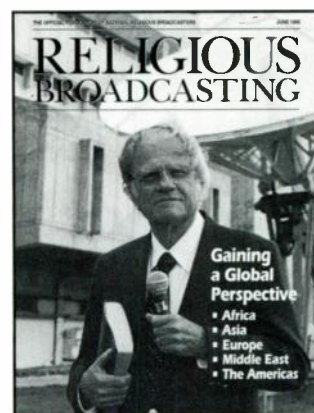


photo by Russ Busby

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June 1995, Vol. 27, No. 6

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## The NRB Executive Committee's Purpose



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

One of the more common questions asked as I talk with National Religious Broadcasters (NRB) members is "What exactly does the NRB executive committee do?" We're elected by NRB members, but then it may seem to many of you that we are off in another realm. Far from being the case, the ten members of the committee are dedicated to serving the interests of both NRB as an organization and individual members as our constituents.

The committee meets three times a year — spring, fall, and prior to the national convention — with the actual dates determined at each year's convention. Every meeting lasts two and a half days.

Our first meeting for the 1995-96 year was held during April in Manassas, Va. The next meeting will be in October with the final one just before the Indianapolis convention in February.

Meetings begin on Wednesday at noon with individual committee gatherings lasting until 10 p.m. We reconvene the next morning with devotions and a time of prayer followed by an intense and detailed agenda prepared by NRB president Brandt Gustavson and his administrative assistant, Anne Dunlap. Reports from the chairman and president as well as operating reports from the finance, insurance, membership, ethics, etc., areas are also given.

On our last day together, we begin with a time of sharing what the Lord has been doing in our lives and through our ministries, as well as specific requests for prayer. Many of us consider this special hour as a highlight of our time together, as we sense God's spirit in seeking God's face in a very personal way and asking His continued blessing and guidance for NRB.

NRB policy decisions are made by the executive committee as we fulfill our charge to provide leadership for our organization and to strengthen NRB as a powerful voice representing religious broadcasters across the country. During our April session, we again discussed the appropriateness of inviting President Bill Clinton to the 1996 convention. As we did last year, we voted not to invite him. However, I appointed an *ad hoc* committee to further study this concern.

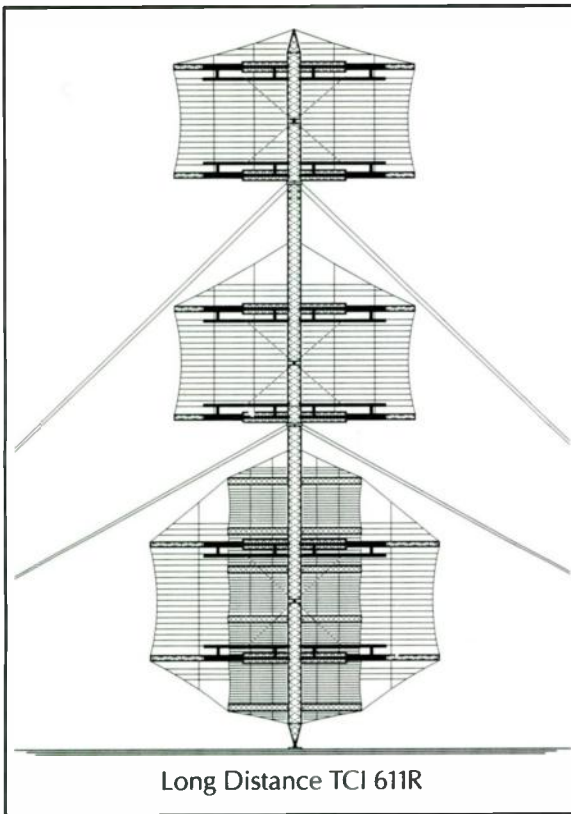
An additional highlight of the April meeting was a report by Mark Gorman, our liaison on Capitol Hill. While Gorman has only been representing us since February, his efforts have been substantial particularly in generating visibility for NRB.

Since our spring meeting was held in Manassas, Va., we concluded with a luncheon and time of interaction with NRB staff members at the headquarters office. NRB is fortunate to have president Brandt Gustavson and the fine staff he has assembled which support the organization on a daily basis, and we appreciated the opportunity to thank them personally for their efforts on our behalf.

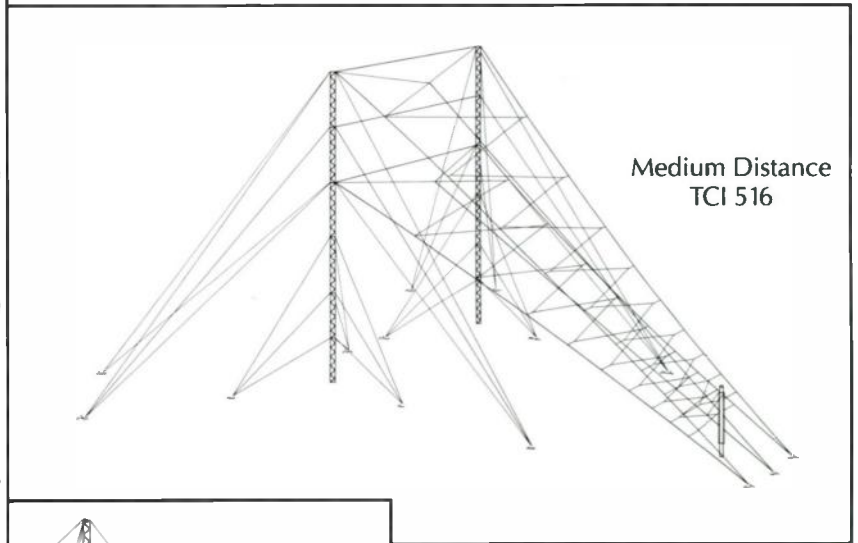
Our shared faith and work in broadcast ministry are the elements which have brought us together at NRB. What we also need to remember is that Jesus said, "Come to a quiet place and get some rest" [Mark 6:31]. As summer approaches, I encourage everyone to make time away from your work. It is important to rest and renew our minds and bodies and to spend time with our families and loved ones. You will return with a renewed sense of purpose and excitement in what the Lord has called you to do.



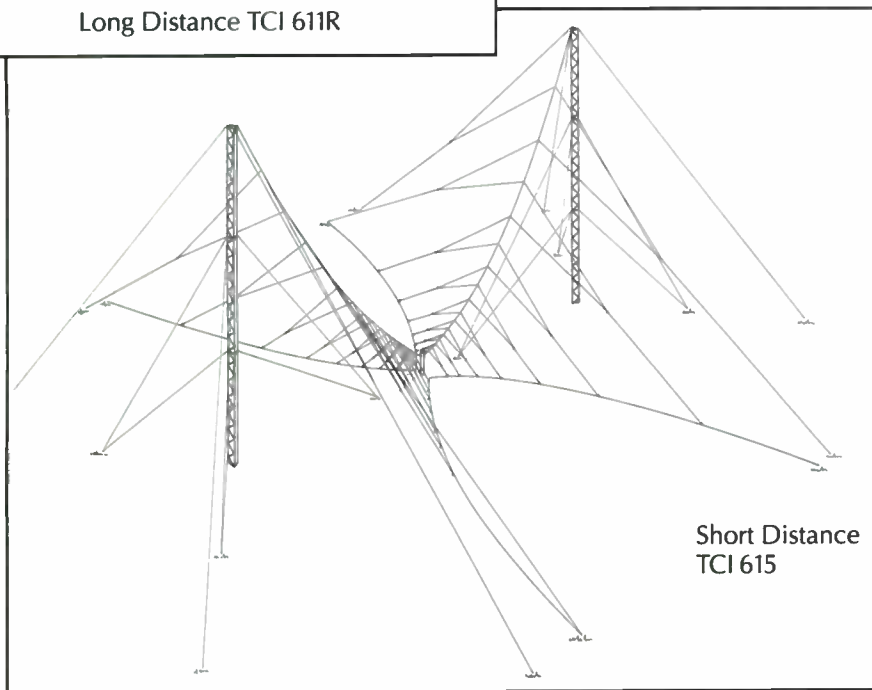
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## NRB Executive Committee Visits Washington, D.C.



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

**R**ecently, members of the National Religious Broadcasters (NRB) executive committee spent time in Washington, D.C., visiting various senators and past government officials. We were attempting to interview the presidential Republican candidates to get their views on Christian broadcasting, as well as moral, ethical, and spiritual issues. Specific topics of discussion included the policies and regulation of the Federal Communications Commission; affirmative action concerns, especially in regard to religious stations; the Fairness Doctrine; and who they've thought of for the vice presidency.

We met with candidates Sens. Richard Lugar (R-Ind.) and Phil Gramm (R-Texas) as well as with Pat Buchanan. We had excellent talks with these men, expressing our views on the issues mentioned above and hearing their responses. Incidentally, we also met with Jack Kemp and William Bennett of Empower America and Sens. Dan Coats (R-Ind.) and John Ashcroft (R-Mo.). Their insights were very discerning in helping us understand the Washington scene.

We intend to continue this type of dialog with both Democrats and Republicans in a bipartisan way in future days as part of the ongoing work of your association. One way we're doing this is with our Public Policy Conference, September 4-6, 1996, in Washington, D.C., where the presidential candidates and other resource people will discuss these types of issues.

A lot of this work is done by NRB's legislative specialist, Mark Gorman. We're grateful for his expertise in setting up these meetings.

### International Broadcasting

There was a time when international short wave stations were largely utilized for overseas Christian broadcasting. Millions of people in the world heard Christ-exalting programming from pioneer missionary broadcaster HCJB in Quito, Ecuador. Then came Far East Broadcasting Company in the Philippines, Trans World Radio in Monte Carlo, Monaco, and considerably later, LeSea Broadcasting in South Bend, Ind., High Adventure in Lebanon, and Family Radio in Okeechobee, Fla.

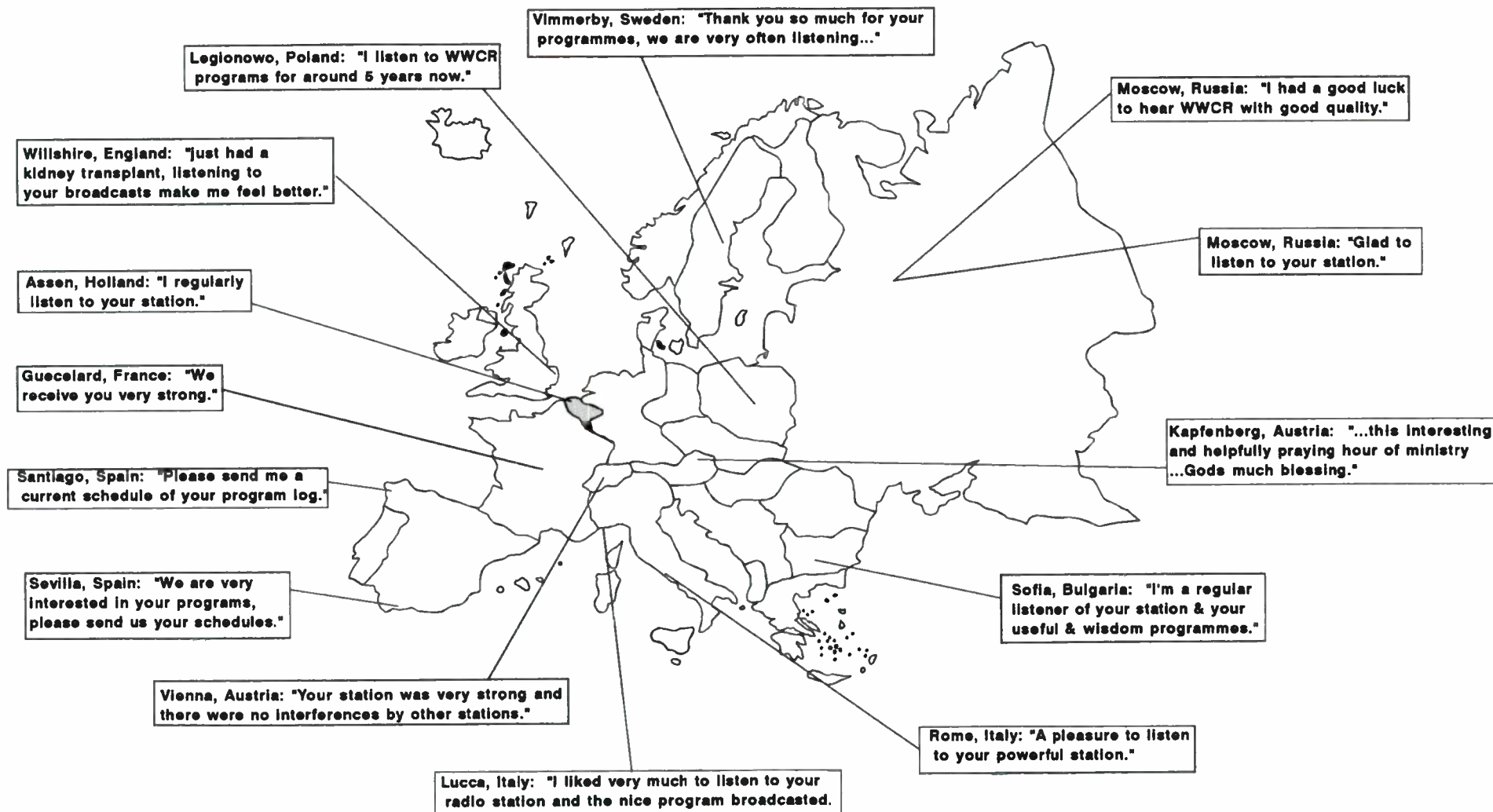
All of these good people continue to broadcast in short wave because there are some areas of the world that are best reached through this medium. Our overseas broadcasters did not stand still, but pushed at the limits until today, added to short wave, are AM and FM regional and local stations.

Now, fellow Christian communicators in the far-flung nations of the world are beginning to fully develop program and station ministries. Praise God!

Pray for these Christ-loving people who want to reach their people for the Lord. Consider a partnership with them and think about projects together so their work will advance. They also need money. Thanks for keeping your eyes on the field "white to harvest" [John 4:35].

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## Not All Pre-Boomers Floating in Cyberspace

Dear Editor:

Congratulations for discovering the techno wave of cyberspace ("Segue," March). I must, however, remind [Sarah] Smith this pre-boomer is far from retiring and is plowing right into the 21st century.

I wonder, being a non-broadcaster, how she feels so many of her "elders" are in fact stuck in the '60s or '70s or wherever. Perhaps broadcasters need to get in gear, but those of us in international missions have needed to stay with the most recent technology just to keep up with what God is doing and with what's happening with His children.

One has to believe interactive communication is certainly part of the key to winning the lost to Jesus, especially the 10/40 window which Michael Little addresses [in "International Interests."]

So, to Smith, hey, ease up on us "old" folks. We may be older than she, but we are perfectly capable of keeping up with the technology and the task ahead. By the way, I tried to find her on CompuServe or America OnLine, to no avail. I've got to believe you folks need to be there too.

Peter Hutton  
Locust Grove, Va.

*Editor's note: National Religious Broadcasters is currently investigating its options to be online.*

## Protestants Should Respect Roman Catholics

Dear Editor:

I wish to express my feelings on the book review by Harry Conay of the *Catechism of the Catholic Church* in April's issue. It may be of some surprise for you to learn there are readers of your magazine who are not Protestant or evangelical; I proudly profess my conversion from a Protestant denomination to the Roman Catholic faith.

Mr. Conay assumes that if one is persuaded by the message of the Roman Catholic doctrine, one is "not spiritually enlightened." He also infers there is something wrong or unsound about Catholic doctrine. Of course, that is entirely Mr. Conay's opinion and there are millions of us out there who disagree.

My objection is that it seems in every Protestant or evangelical publication or medium I peruse, the Roman Catholic doctrine is vilified or downgraded in some way — as if Roman Catholicism was not even Christian.

Mr. Conay could have done a very good job of reviewing the style, format, and content of the catechism without interjecting his opinion of the church's doctrine. There are those of us who happen to agree with and firmly believe in these doctrines and we should be given the respect of being allowed to have this faith.

One must remember that it was the Roman Catholic Church [which] compiled the sacred scriptures into what is now the Bible; no Protestant denomination existed before the 1500s.

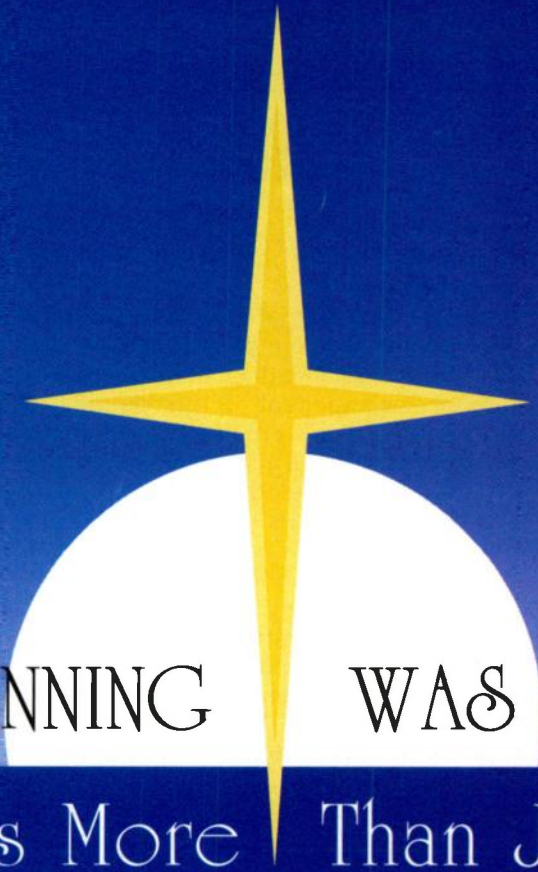
Therefore, the Catholic church and her sister Orthodox communities must be given the esteem they deserve as denominations who profess Jesus Christ as Lord and Savior — and their doctrines honored within the Christian community.

It is not surprising to learn from a particularly popular CCM artist he/she feels like a "red-headed stepchild" and is wary of professing his/her Catholic faith in the Christian music industry. What a shame that a Christian is afraid of being persecuted within a Christian society!

Marcie Impastato  
Houston

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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.**

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# Stricter "Kidvid" Obligations Proposed for Television Stations

The Federal Communications Commission (FCC) recently renewed its attention to two aspects of children's television regulations that implement the Children's Television Act of 1990 (CTA). First, the commission has tentatively decided to strengthen its rules concerning licensees' obligations to provide "educational and informational" programming for children aged 16 or younger.

In separate action, the FCC issued record-breaking fines to two stations that allegedly violated CTA commercial limits on hundreds of occasions since the rules took effect.

## Definition Proposed

The agency's proposal to tighten the CTA programming rules stems from 1993 when, having reviewed a year's worth of television license renewal applications, the commission first questioned whether there had been a sufficient increase in programming "that addresses the need of the child audience." Hearings on the issue were conducted in 1994.

The FCC now has tentatively concluded that certain revisions to the so-called "kidvid" programming rules are warranted. According to the agency, data collected in 1993 and 1994 from broadcasters, children's advocates, and others was inconclusive but still suggested that, at a minimum, broadcasters and their audiences need more guidance about what kind of programs satisfy the CTA mandate and when those programs should air.

First, the commission proposes to require that broadcasters provide better promotional information to parents — through program guide listings and on-air announcements — about the air-times of educational programming. The FCC hopes such information will stimulate parents and other community members to directly lobby local stations for more and better children's shows.

Second, the agency proposes to revise its current, rather vague defi-

inition of appropriate children's programming with a more specific standard emphasizing the material's educational component. To qualify as a "core" children's program, the show would have to be a standard-length, regularly scheduled program aired between the hours of 6 a.m. and 11 p.m. Licensees would have to provide in their public files a written description of the program's "educational objective" and the age range of the target audience.

Finally, the commission indicates it will take one of three possible further steps. As its first alternative, the FCC may simply monitor station programming for several years after implementing the new rules to determine whether those mandates boost the quantity of educational children's shows.

The other two (and controversial) alternatives involve establishing a minimum quantity of core programming that licensees must air, either through imposition of a definitive requirement or by implementing a "quantitative processing guideline." The latter would allow the agency staff to quickly approve the renewal applications of stations satisfying the minimum.

Licensees failing to meet the minimum guideline could nonetheless attempt to demonstrate that their total children's programming efforts satisfied their obligations. The agency has not proposed specific hours for either alternative, although it offered the example of a three to five hour-per-week minimum.

The commission also raised the possibility of permitting licensees to satisfy part (but not all) of any hour minimum through sponsorship of children's shows aired by other stations in the same market. The FCC believes this option could "allow some stations to develop audience identification and programming schedules that build child audiences" while also "stimulat[ing] growth in the production of educational and



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.

informational programming."

Comments on the kidvid programming proposals are due this month, with replies due in July. It is unlikely that the agency will act on the matter before autumn.

## Commercial Violations Fine

On the enforcement front, two television stations received record-breaking fines — as well as short-term renewals — for long-term patterns of commercial "overages" that indicated serious management failures to monitor compliance efforts.

The kidvid commercial limits apply only to programming originally "produced and broadcast for children aged 12 and under." Stations may air no more than 12 minutes of commercials per hour in such programming on weekdays and 10.5 minutes per hour on weekends.

The FCC imposed a \$125,000 fine on an Arizona station for 581 violations that occurred over a 16-month period; a Pennsylvania station was fined \$100,000 for 204 violations occurring over 19 months. In addition, both stations were granted only two-year license renewals (as opposed to the usual five-year license term).

Veteran FCC commissioner James Quello, while concurring in the result, was critical of both the size of the fines and the agency's increasing tendency to impose short-term renewals (issuing them "like clowns

*Continued on page 50*

# Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

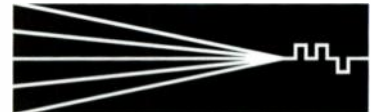
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**T**HE WORLD'S BEST known religious broadcaster, Billy Graham, peered out into the huge audience gathered in Hiram Bithorn Stadium last March in San Juan, Puerto Rico, and issued the world's first global invitation to "come and receive Christ."

*"The complex satellite arrangements worked so well that the highly experienced technicians assigned to the project were struck with awe."*

— Roy Kruse,  
coordinator of national organizers

As his pepper gray hair shone under the bright television lights, Graham leaned forward and said, "No matter what language you speak, no matter what culture you're from, no matter what situation you find yourself in, all around the world, come and give your heart to Christ."

The muffled sound of marching feet not only filled the baseball stadium in San Juan, but also resounded in venues as different as the Pyramid (the former Museum of Atheism in Tirani, Albania), and a huge camp in Goma, Zaire, where tens of thousands of Rwandan refugees who had escaped the killing fields of their blood-soaked country were gathered under the glittering stars.

As Graham's voice marched through time and space via 30 satellites to 3000 venues, it was translated into 117 languages in 185 countries around the globe — and people in 29 time zones bowed their heads and prayed the sinner's prayer.

Graham's crusade in Puerto Rico was extended for three days in what was inarguably the largest and most complex outreach in the history of the Christian church — all under the technical supervision of Bob Williams, who directed each aspect like an air traffic controller.

## Electronic Circuit Rider

During the three days of his extraordinary *Global Mission*, Graham had become the world's first electronic circuit rider, straddling a satellite beam and traveling into the lives of people from every tribe and nation. This ride was made possible thanks to some of the most sophisticated television and satellite technology ever assembled.

As Graham clearly presented the message of the reality of a personal God, a team of 47 interpreters in the sound proof booths of the nearby Roberto Clemente Coliseum spoke the words of Graham so that people all over the world could hear the Good News in their native languages. At other venues a silent channel allowed on-the-spot interpreters to translate into minority languages.

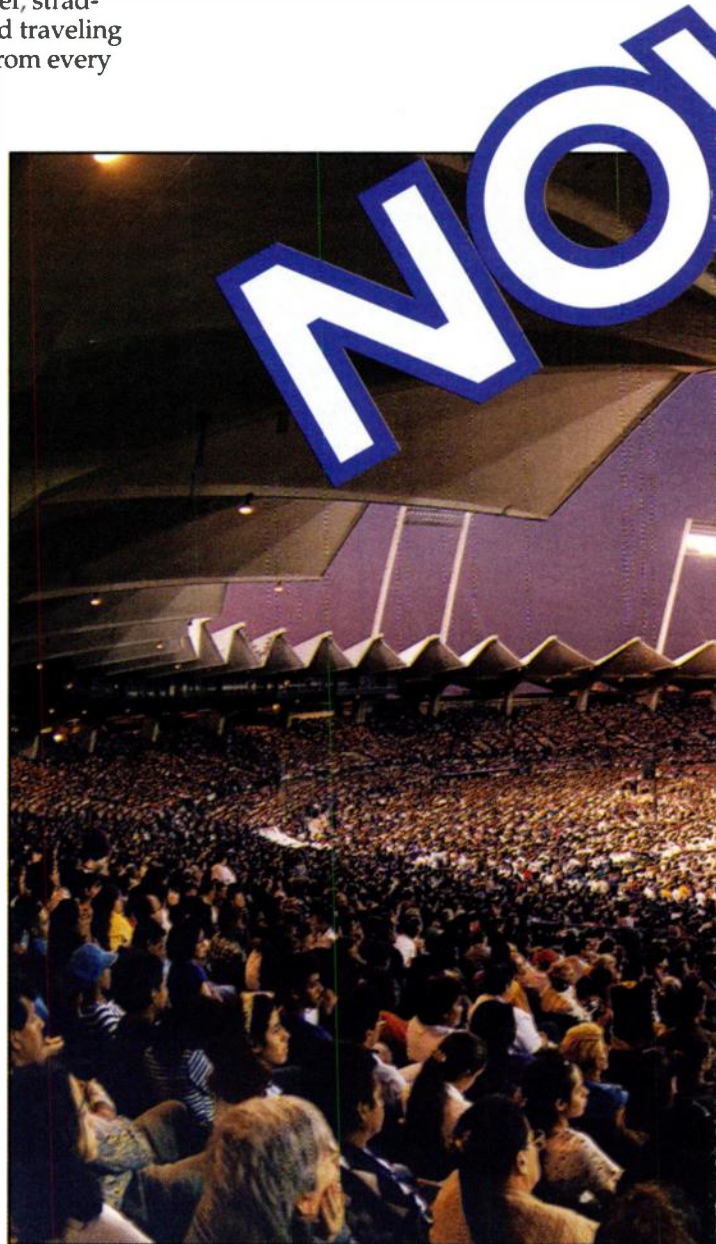
Ten million people around the world attended *Global Mission* venues each night; in Puerto Rico, attendance records were broken as triple capacity crowds as high as 55,000 jammed into the baseball stadium after battling gridlocked traffic. The attendance averaged 35,000;

response to Graham's invitation averaged 1550 per evening.

Hermano Pablo (Paul Finkenbinder), Latin America's best known Christian broadcaster and a native of Puerto Rico, toured the island and encouraged churches to support the crusade prior to the start of the event, enlisting 2500 people to become involved.

## Television Tales

Each evening, Trinity Broadcasting Network and the Faith and Values Network carried the pro-



Above. A triple capacity crowd packs Hiram Bithorn Stadium in San Juan, Puerto Rico, for Global Mission With Billy Graham.

Right. A multicultural choir sings during the world's largest televised crusade.

Above top right. Billy Graham gestures while Rev. Guillermo Villanueva, a Latin American evangelist, translates the message into Spanish. The global invitation is the capstone of Graham's career — to date.





grams from San Juan into North America. *Mission Without Walls*, a one-hour television special featuring the *Global Mission*, aired in the top 200 markets across the country during Easter week after the crusade as part of a worldwide prime time airing on the national television networks of 117 countries to a total audience of 1 billion — one-fifth of the world's population. A special Spanish

version was also shown on the Telemundo Network on March 19.

*Mission Without Walls* was a mixture of fast-moving documentary segments. Hosted by Grant Goodeve, the program featured an interview with San Antonio Spurs star David Robinson, who spoke openly about his relationship with Jesus Christ, and a performance by singer/songwriter Twila Paris, who penned the theme song of the mission, "The Time Is Now." Paris' song, produced by Brown Bannister, made its debut at the top of the contemporary Christian music radio charts.

### Global Mission Village

Before the outreach, a village was constructed by a team of volunteers. The team installed an incredible assembly of firepower satellite technology in an amazingly short amount of time.

"The process has been like building an entire television network headquarters and earth station in a week's time, using it for ten days and then tearing it all down," explained Greg Flessing, who, along with his brother Roger, was in charge of the television project.

"Even the television industry acknowledges that this is the biggest point-to-point relay around the world of its kind in history," remarked David Rennie, a British electronics engineer who has worked with the Billy Graham Evangelistic



*Continued on page 16*

**Now!** . . .

*Continued from page 15*

Association for many years, and who traveled from London to work as a consultant for the event.

Rennie added, "There were those who are experts in the field of satellite communications who said that a project as complex as this just could not be done, but we have done it, for the glory of God."

### Trouble Spots

Dr. Peter Kuzmic, president of the Protestant Evangelical Council of Bosnia and Croatia and chairman of the Theological Commission for the World Evangelical Fellowship, shared, "This is a most amazing and effective combination of the simplicity and power of the proclaimed word and the complexity and efficiency of global communicative technology in fulfillment of Jesus' words in Matthew 24:14, 'This Gospel . . . to all nations.'

"I especially rejoice that there is such a tremendous response in post-Communist Europe," Kuzmic continued, "where there is a great hunger for the Word of God and where thousands upon thousands hear the Gospel carried from Puerto Rico."

Fighting back tears, he continued, "In my own city, Osijek, Croatia, where only three years ago over 150,000 shells almost destroyed the city in eight months, hundreds are being embraced by the saving love of Jesus through the preaching of the Good News. It truly is good news for bad times in Croatia, Bosnia, and other parts of our broken world."

### Christian Workers' Conference

Graham became a global teacher at the Christian Workers' Conference that was held in the Roberto Clemente Stadium in San Juan and then transmitted as part of the Global Mission to an audience of more than half a million pastors and Christian lay workers in 185 countries.

*As Graham's voice  
marched through time  
and space via 30 satellites  
to 3000 venues, it was  
translated into 117 lan-  
guages in 185 countries  
around the globe.*

The evangelist said he believed that the "whole world is searching for answers to its problems" and the "time is now" for the Christian Church to share the Gospel message.

"We are now preaching a gospel of hope, not of despair," he proclaimed. "We want to seize the moment. This is the moment that God is stirring the whole world. This is harvest time and God is at work."

Other speakers included Dr. Luis Palau; Dr. Billy Kim; Dr. Leighton Ford; the Rt. Rev. Michael Baughen, Bishop of Chester; and Anne Graham Lutz.

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## — R.S.V.P. —

### **Albania**

Nearly 800 people attended the mission in Albania, a land whose infamous leader, the late Enver Hoxha, declared to be the world's first atheistic nation. Scores came and stood in front of a giant screen to commit their lives to Christ — in a country where only four years ago they would have been imprisoned for such an action.

Interpreter Lorenc Gjoni, vice general secretary of the Albanian Evangelical Alliance, could not stop smiling when he said, "I feel this crusade in Albania is just a miracle. It shows that God is faithful to His promises and He is giving back the inheritance He has for the Albania nation, for we believe that the Apostle Paul once came to our country."

### **Chad**

In Chad, more than 4000 people assembled at the Stadium of Peace to hear the message of salvation.

### **Croatia/Serbia**

A significant number of displaced refugees attended missions in trouble-torn Croatia and Serbia. Venues in Serbia were packed to overflowing the first night and additional venues were hastily planned for successive evenings. One pastor said, "This is a good way to bring people to hear the Gospel who would never come to church."

### **Cuba**

Some of the Cuban boat people — refugees living in Tent City in the Cayman Islands — were allowed to attend the mission and several responded to the invitation.

### **Ethiopia**

In Ethiopia, about 50,000 people crowded into the 30,000-capacity National Stadium in Addis Ababa. First-time commitments totaled 484. One 38-year-old man said, "I am the happiest man here."

### **Haiti**

In Haiti, despite widespread fear to venture out after dark, nearly 10,000 people attended the first meeting. Five hundred responded to the invitation.

### **India**

Violence during a festival in Ahmedabad, India, delayed *Global Mission* by two days — but 10,000 people showed up. At the invitation, the entire counseling area was filled. The next day saw an even bigger crowd.

### **Nepal**

At the roof of the world in Kathmandu, Nepal, approximately 6500 people attended, with 210 salvation responses recorded.

### **Poland**

In Walbrych, the man responsible for the technical arrangements gave his life to the Lord; in Malbork, a young man who committed his life to Christ on one night returned the next evening and

brought his wife and daughter, who both made decisions for Christ.

### **Romania**

Two televisions were set up in the entrance halls of the venue in Galati, Romania, to accommodate the overflow of people. Approximately 70 percent of the attendees were unbelievers.

An eyewitness reported, "Every night the number in the audience grew, and the silence in which they listened demonstrated the great impact of the evangelical message. At the end of each service, our choir went on with the Romanian version of the last song. This song was put on the overhead projector and the audience sang with us in an attitude of prayer. Then, almost all of them bent their heads and prayed."

### **Russia**

In Moscow, more than 2000 people attended the mission at the Ismailovo Sports Complex. As Graham's message began, people were still coming into the hall. More than 300 people responded to the invitation; 269 completed inquiry cards.

Many of those who came to the Lord during Graham's 1992 Moscow campaign were acting as counselors for the mission. A mother of three said, "I never thought I would have the opportunity to be a counselor at a Billy Graham mission. I received Christ in 1992 at Billy Graham's meetings in the Olympic Stadium."

### **Rwanda**

In Rwanda, the satellite meetings nearly did not take place when a local official who had given verbal approval for the public meeting place to be used as the venue had left the city — without notifying any of his colleagues that official permission had been granted. This did not stop local organizers, who simply moved the venue to a small church. Two thousand packed the sanctuary and more crowded around windows and doors.

### **Sri Lanka**

In the troubled area of Sri Lanka, despite technical problems, nearly 3000 people enjoyed the program in the capital city of Colombo. The mission there included testimonies from a local movie actress and prominent former child artist and a muppet show for children. Many responded to the altar call, including a large number of Buddhists.

### **Zaire**

Security authorities in the Rwandan refugee camps of Goma, Zaire, canceled the first meeting three times before finally allowing it to take place. Up to 20,000 people turned up for that first night despite a tropical rainstorm. The following day, 40,000 people were present — and 500 responded. Non-governmental agencies helping in the logistics could not believe that *Global Mission* had come to the camps.

— Dan Wooding

## Wave of Prayer

Prayer was the key to the impact of *Global Mission*, according to Roy Kruse, who coordinated the national organizers around the world. "No other single event in history has received as much prayer as *Global Mission*," Kruse stated. "During the International Day of

*Mission Without Walls, a television special, aired in the top 200 markets across the United States as part of a worldwide prime time airing in 117 countries to a total audience of 1 billion.*

Prayer on March 12, Christians in the Pacific islands, where the day begins, launched a wave of prayer that engulfed the world as it rolled from East to West. God's people on every continent sought the outpouring of His Spirit to convict the lost and challenge the saved through *Global Mission*.

"As Mr. Graham preached with power," Kruse added, "he felt supported by the prayers of God's people around the world, many of whom had specifically sent messages of prayer support to him. Technically, the complex satellite arrangements worked so well that the highly experienced technicians assigned to the project were struck with awe. [This was] an answer to prayer. Human and spiritual obstacles of every size and shape were overcome — because of prayer."

## Timeliness

Each day, David McAllister of Moody Broadcasting Network (MBN), assisted by senior MBN producer Joel Swan, put together a special *Global Mission Update* for Christian radio stations across the United States.

Evangelist Greg Laurie observed, "I think the theme 'The Time Is Now' is incredibly appropriate. Technology, where it is at this mo-



The people of Puerto Rico welcome Billy Graham to their island. Over 2500 nationals volunteered to help in the crusade.

ment, combined with the stature of Billy Graham, results in an explosive combination.

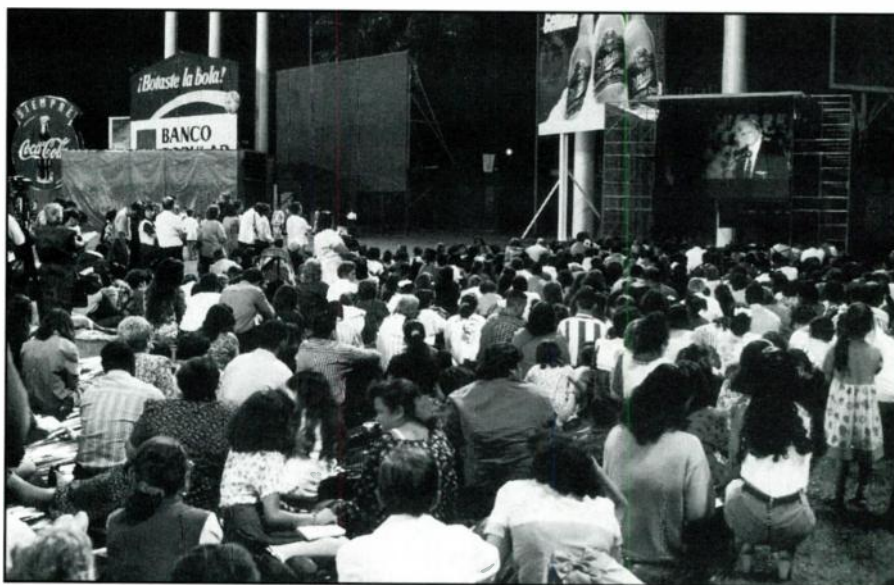
*Graham had become the world's first electronic circuit rider.*

"I can't think of anyone besides Mr. Graham who could lead an event of this magnitude," Laurie continued. "One thing that struck me personally was when he was giving the invitation and he said,

'All around the world — you come now.' At that moment, the magnitude of this event hit me."

The time was now for those around the world who responded to the first global invitation to meet Jesus Christ. And the time was now for Billy Graham to conduct a mission without walls that is, for now, the capstone of his inspiring, phenomenal, and blessed ministry.

**Dan Wooding, founder and international director of ASSIST (Aid to Special Saints in Strategic Times) Ministries, is an award-winning British journalist.**



Crowds gather on the lawn of Hiram Bithorn Stadium to watch the screen enhancement of *Global Mission With Billy Graham*.

## Brotherly Love

Can you imagine what it must be like to be the younger brother of Billy Graham, watching "Billy Frank" become a confidante in the palaces of the world?

Six years younger than Billy, Melvin Graham says, "I have tremendous respect for my brother. I've watched him since he was a teenager and he has lived exactly the way he preaches. Billy Frank is just as humble today as he was when he was 18 years old.

"My brother asks the Lord to keep him straight," the younger Graham continues. "I've never seen a man in my life that cares as little about money as Billy Frank does. That comes from my late mother (Morrow Coffey Graham). My father (William Franklin Graham) was a farmer who came up through the Depression. He was very conscious of the dollar, while my mother was much more the other way."

Melvin, who has always been a farmer, describes the brothers' conversions during the revival meetings of Mordecai Ham, a traveling evangelist. "We all heard the real Gospel for the first time in a large wooden temporary building that seated about 5000 people. The old evangelist stayed in our city for several weeks.

"We did not attend the first few days," Melvin says, "but the more we heard about this unusual preacher, the more my family got intrigued. Billy even went into the choir to stop the evangelist (from) pointing directly at him, as he was under such conviction. I thought this was humorous because he could not sing.

"I was about 10 at the time, and these meetings affected me in the same way as Billy Frank. The way I got saved was when I heard the old evangelist preach on hell and it scared me to death. He was a fiery preacher and he could bring the fire right up to you.

"The immediate results were very different between (Billy) and myself," Melvin continues. "The only things that my brother cared about then, at 16, were baseball and girls — and I am not sure that it was in that order. He wanted to play for the Philadelphia Athletics (now the Oakland A's) under Connie Mack, but after these evangelistic meetings, Billy's interest pretty quickly turned," and he left the small family farm to attend Florida Bible Institute (now Trinity College) near Tampa.

Melvin recalls the first time he heard his brother preach. "He was just 18, and I went with my mother and father to see him speak in a church in Statesville, N.C., about 40 miles north of the city of Charlotte," he says. "He was good, but he was loud and he didn't preach long. He preached like a machine gun. My mother thought he talked too loud. It was a very small church, with maybe 40 or 50 people in it, yet you could have heard him as if 1000 people were there.

"From that point on," Melvin shares, "he just kind of progressed. Billy Frank is not the most educated man in the world. He never went to a seminary, yet was being used of God in a great way. In his early 20s, when fellows his age were going into seminary, he was already winning souls."

The Graham brothers are still close. "I love to see him and be with him," Melvin says, "but I recognize that he has a limited amount of time that he can call his own, so I very seldom call him." Though Billy's time may be limited, Melvin, who has undergone surgery for a brain tumor, remains confident of his brother's dedication. "If I said to him, 'Billy Frank, I want you to go to the Mayo Clinic with me,' he'd go. He'd drop everything he was doing and go with me."

Looking back, would Melvin ever have wished to trade places with his brother? "No, I couldn't stand the pressure," he answers. "I don't know how he's done it. I feel like I was called to be a farmer and a lay witness and I feel he was called to preach."

—Dan Wooding

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Angela Hicks; Edmond, OK

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Assembled in five days, the electronic global village enables broadcasters to produce *Global Mission With Billy Graham*.

by Phil Cooke

**A**S A LANGUAGE EDITION video producer for *Global Mission With Billy Graham* in San Juan, Puerto Rico, I was prepared for the event — but the worldwide impact I would not completely understand for weeks.

Though the last few years have seen an increase in the size and scope of the Billy Graham Evangelistic Association's (BGEA) satellite uplink projects, San Juan would challenge the most difficult and complex limits of television technology.

### Front Lines

Bob Williams, director of international ministries for BGEA, began on two fronts. First, the television broadcast would involve a number of strategic areas. This meant the crusade had to be shot, recorded, edited into numerous languages, and fed via satellite to the world.

Second, massive training needs had to be met. In order for the message not only to be received, but also to change lives, Christian workers had to be trained at each of the downlink sites throughout the world. This included workers capable of advertising, promoting, and staging the event for each country, as well as counselors and follow-up personnel for those who would be

responding to the global invitation.

Susan Cherian, managing producer for BGEA, was primarily responsible for the worldwide television broadcast of the event. Having grown up in India, Cherian is acutely aware of how American programs are perceived overseas, and took great effort to make the programs clear and effective in each language edition.

*San Juan would challenge the most difficult and complex limits of television technology.*

In much of the international ministry broadcasting today, program producers are apt simply to send their American programs overseas with only cursory subtitles or overdubbing of the dialogue tracks. But to BGEA, cultural sensitivity is of paramount importance.

For a year prior to the event, musicians, singers, and special guests in strategic areas of the world were located, interviewed, and recorded so that their local flavor could be edited into various language versions of the program, providing a cultural bridge to each language group.



Ten uplink antennas broadcast through 30 satellites, creating the largest

To that end, production crews were sent to almost every continent to shoot segments that would eventually play a critical role in the production of the program. Even the singers on stage with Graham in San Juan represented a cross section of cultures and languages.

### Word Up

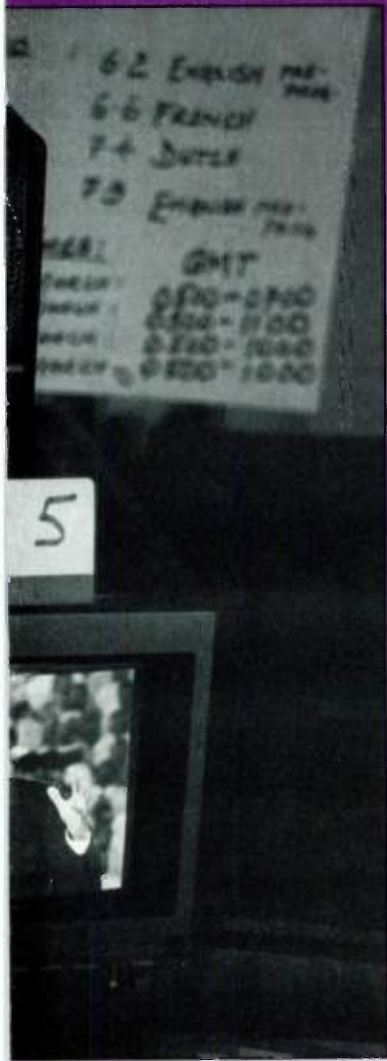
In the United States, BGEA enlisted Flessing & Flessing, of Auburn, Calif., to stage the television broadcast of the event and to super-

# Tech

All photos courtesy of Russ Busby, BGEA



Some of the most sophisticated television and satellite technology ever assembled bring a global invitation to the world.



The crusade to 29 time zones using joint-to-point relay to date.

He supervised the design and engineering of the vast temporary production and editing facility in San Juan.

Roger Flessing, longtime television director of Graham crusades, was responsible for directing and shooting the actual crusade in San Juan's Hiram Bithorn Stadium, then sending it via optic fiber to the nearby Roberto Clemente Coliseum, where the signal was routed through 47 language translation booths and into the 11 digital Betacam editing suites for final program editing. The

design and installation of the impressive coliseum set up was supervised by Greg Flessing.

The translating was done live each evening. Immediately following the crusade's nightly closing, 15 videotape editors and seven producers worked through the night, editing the final programs for satellite broadcast. With 47 languages being recorded on site during the actual live presentation, each editing suite averaged a monumental two 90-minute programs in eight different languages per night.

*For a year prior to the event, musicians, singers, and special guests in strategic areas of the world were located, interviewed, and recorded.*

When language translation problems or difficulties occurred, the translator was brought into the editing suite to discuss necessary corrections, which were then re-recorded and fixed in the final edited program. Because each language has its own rhythm, style, and pace, editing a program with four separate language tracks per tape is a

nerve-racking undertaking. There is nothing like making sure each edit in the program is clean in Farsi, Tagalog, Swahili, and Russian — simultaneously!

Usually, by about 9 a.m. the following morning, the satellite uplinks to 29 different time zones began. Including test periods, more than 300 hours of programming were broadcast through the satellite farm outside the arena. There were so many dishes in one location that massive barriers had to be built to keep the vast transmitting power from interfering with the San Juan airport communications system.

Mike Southworth, satellite services manager for BGEA, coordinated a talented team of international experts in scheduling and transmitting the satellite signals. Aided by Kimithy Vaughn, president of Vision Accomplished, the team was responsible for uplinking the signal from the island and arranging the downlink scheduling for each site.

## Crash Course

At the downlink sites throughout the world, activity of a different sort was just as feverish. The plan was to develop a combination of downlink sites such as arenas, stadiums, and similar venues, as well as broadcasting on local television net-

*Continued on page 22*

works and stations.

The week before the crusade, a Christian Workers' Conference was held to train local volunteers — in their own countries via satellite. The volunteers were trained not only in counseling those who would re-

properly operate the downlink units supplied at great expense by BGEA. Languages were separated by frequencies on different audio channels, and through periods of testing, each site selected its language from the multitude of frequencies being broadcast worldwide.

### Final Analysis

From a television perspective,

creased, more countries signed on, and the cost naturally rose as well.

*Global Mission* made two things crystal clear: vision and sensitivity. Perhaps this event will give other ministries a greater vision for the possibilities of using satellite technology to reach places where current missionary efforts are underfunded and underrepresented. Not only is that technology already in



Two workers translate Billy Graham's global message into Hindi. A team of 47 interpreters in the sound proof booths of the Roberto Clemente Coliseum translated Graham's words, proclaiming the Good News in their native languages.



The satellite farm outside the Hiram Bithorn Stadium is an essential part of the history-making broadcast. More than 300 hours of programming were uplinked during the crusade.

spond to the invitation, but also in operating the broadcast equipment at their sites.

This instruction included a crash course in audio and video quality so the volunteers could

the event was unlike anything in broadcasting history. *Global Mission With Billy Graham* was originally budgeted at \$25 million, with a goal of reaching 130 countries. As word of the project spread, invitations in-

place, but also there are Christians who are expert at using such technology and who have a genuine heart for taking the Gospel to the nations.

And now, more than ever, it is critical to present our worldwide television and radio broadcasts in a culturally sensitive way, from a perspective that will more effectively reach people in far away lands.

**Phil Cooke was a language edition video producer for *Global Mission With Billy Graham*. The founder of Phil Cooke Pictures, Inc., based in Burbank, Calif., his recent projects include the two-hour documentary *Symphony to the Planets*, featuring Leonard Nimoy, and *The Revolutionary*, the first dramatic motion picture on the life of Jesus Christ produced in high definition television format.**

## Number Crunching

Perhaps the best way to express the size and scope of *Global Mission With Billy Graham* is to list the critical statistics involved in its production.

- 185 countries via satellite
- 117 languages
- 3000 downlink sites
- 1 to 1.5 million Christian workers trained
- 500,000+ counselors trained
- 70 percent of the world's population reached
- 300+ hours of transmission time using ten uplink antennas to 29 time zones via 30 satellites
- 3 million attended video missions
- 1 billion viewed the broadcast special



# Global Engineering

The technical set up for *Global Mission With Billy Graham* required a phenomenal amount of equipment and manpower. The list of technical supplies used for the event is enough to bring water to an engineer's mouth — and to an accountant's eyes.

- Ten portable multi-standard digital Betacam uplink transmission facilities, each with four discreet audio channels and necessary delay capabilities

- Eleven independent video edit suites, each with three digital Betacam recorders

- Ten miles of video and audio cable

- Fiber optic transmission, including encoding and decoding of multiple feeds

- Forty-five digital Betacam recorders, the most in any one location in the world

- Eleven Snell & Wilcox standard conversion systems

- Seven-camera remote truck with 24-track ADAT audio recording

- Digital trans-Atlantic satellite transmission

- Seventy-five technical personnel on a 24-hour-a-day schedule

- Technical crew from 13 states and several foreign countries

- All technical facilities installed in five days

- Entire technical operation powered completely by remote generators on site

- Total equipment value: \$15 million

— Phil Cooke


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# Premier

*Big Ben's majestic face is a familiar sight in London, where Premier Radio, England's first religious radio station, goes on the air this month.*

by Christine L. Pryor

**B**IRTHPLACE OF SOME OF the most learned and vocal biblical scholars, supporter of the Crusades, and exporter of religion to a new land, England is poverty stricken — at least in the area of religious broadcasting.

Until a few years ago, the Radio Authority (RA) in England kept religious radio muzzled. With the passage of Broadcasting Act 1990, several Christian visionaries, led by Peter Meadows, made application with the RA to win the right to broadcast in London. Following years of toil, two application submissions, and 90,000 signatures on petitions, the AM license was granted in October 1994 — London Christian Radio (LCR, whose on-the-air identifier is Premier Radio) became a player on the United Kingdom's (U.K.) airwaves.

The inaugural air date is the 10th of this month, which will be celebrated with a party in one of London's beautiful parks and attended by major personalities who are known in the secular media and who are Christians: comedians, health and fitness experts, singers, entertainers, and sports personalities.

During the 1995 National Religious Broadcasters Convention & Exposition in Nashville, Tenn., Religious Broadcasting had the privilege of interviewing two key members of LCR's staff: Peter Meadows, chief executive officer, and Mark Seaman, program director.

**RB: Describe your audience; who will be listening to Premier Radio?**

**Meadows:** Christians will tune in, because this is the only means by which they can have radio which recognizes there is a spiritual dimension to life. But at the same time, there are tens of thousands of people who regard themselves as having some dimension of faith; God is someone that they don't feel themselves at odds with.

The hard core of our audience will be people with a committed Christian faith, but we want programming that won't alienate us from all the rest. The research shows that we should expect that half of our audience will go to church less often than once a month, and one in five will never go to church at all.

**Seaman:** The target audience during daytime hours, from 7 a.m. to 7 p.m., is a 35+ age group, but we're going to have times of the day when we will be aiming at a younger audience and an older audience.

**RB: What type of format will you be using?**

**Meadows:** The programming is best understood by understanding the uniqueness of the situation. London, with 10 million adults, has only

Photo by Elizabeth H. Oliver

# Radio's Premiere



*"I think the majority will really welcome something which relates to the whole of life from a Christian perspective."*  
— Peter Meadows, chief executive officer of London Christian Radio



*"I think we're going to set some new agendas and some new styles of news reporting and the way programming is presented."* — Mark Seaman, program director of London Christian Radio

17 radio stations. The RA is all about increasing choice. There will only ever be one station with a particular format in any market: one Top 40, one speech, one country music, one anything. We put forward a proposal for a local station for London based on the beliefs and values of the Christian faith. We said we would increase choice.

We don't want to speak just to the religious people; we want to speak as broadly as possible. There will be some people who will be surprised there is not hymn singing all day, but I think the majority will really welcome something which relates to the whole of life from a Christian perspective.

**Seaman:** I think we're going to set some new agendas and some new styles of news reporting and the way programming is presented. There's a new station called Talk Radio U.K., which has described its program format as salacious and irreverent, to say the least. They're going to have a New Age phone in

and a sex and gossip chat line. People are actually saying, "Hang on a minute, there's got to be an alternative," and LCR will be that credible alternative, a peer alternative, without being holier than thou.

*"We're not on the air yet, and I've already lined up one radio station that's going to take us overnight as a sustaining service."*

— Mark Seaman

At times we'll be very clear, very upfront about our message. We're going to tell you how to get to know Jesus better, but that's part of the whole. In England, commercial radio is basically back-to-back music. With the BBC, it's constantly news and current affairs, from a

political stance. Our radio station is offering a new format, and if you add the Christian perspective, it's very, very exciting. It's a thoroughly positive message we're putting forth. The ethos of what we're about is going to permeate throughout our whole programming.

**Meadows:** Those things that unite the church — like the deity of Christ, the virgin birth, physical resurrection, the atonement — those are the things that will undergird the values of the programming. During the main daytime schedule, we will express Christian values, moments of clear Christian content, but never in such a way that those people who don't simply enjoy good programming will switch out.

**RB: Will you be importing any programming from other countries?**

**Meadows:** We're saying to our audience, "We're going to give you the best Christian broadcasting from

*Continued on page 26*

around the world, wherever it may be found." The fact that the best international stuff comes from America is neither here nor there. We are talking about international import, and the majority of those who will come into our programming from America will be those who are also in other countries as well. We're only taking a small number of programs, a small number of hours.

There is no one in the U.K. at the moment who can teach the Bible consistently in a radio format. There is no one currently addressing family issues and lifestyles. There are some people who could do it, and five years down the line, when they've discovered what they can do, will do it.

We're looking for people who will teach the Bible faithfully, relate the Christian message to how life is lived, and can do so without overtly relating to the American culture. Many of them have wanted to communicate to the U.K. audience for years and have had no way to do it.

Many of them recognize that their spiritual heritage sailed the pond from us to them.

There is some shortwave programming, but no one knows where it is and no one can find it on the dial. Some of those programmers are going to want to make an investment in mission, which is what this is.

**Seaman:** The Domain Group is of our mindset; the company knows exactly where we're coming from and we've had long conversations with its people. They are able to bring in the stuff that is relevant to us. That's a huge tool for us, because not only are we going to introduce this programming, but also it's got to tie in with what we're about.

Certainly, we can reciprocate in the long term.

**Meadows:** When we bring American broadcasters on air in London, it's got to be in their very best interest to conduct themselves very carefully in terms of how money is dealt with and how they present themselves. They need to come as missionaries.

**RB:** Finances are always a concern in broadcasting. Could you explain the financial setup of the station?

ladies and little old men giving very sacrificially from their pocket-books, so none of us was going to walk away with making any profits out of this. The chairman of the trust is a Viscount, a real British lord. When we make profits, all will go not to shareholders to pay dividends, but will go back into the programming.

**Seaman:** It comes back to me, to spend on programming. It's great! I've never worked for a radio station where they say, "Yes, you can have more money." Normally it's, "How



Photo by Elizabeth H. Oliver

Though Westminster Abbey is graced with beautiful religious scenes, England's Radio Authority did not allow religious stations until the passing of Broadcasting Act 1990.

**Meadows:** We're owned by a charitable trust. The first thing we did was set this up as a non-profit organization. I believe personally

*"London, with  
10 million adults, has  
only 17 radio stations."*

— Peter Meadows

that it was very important that no one should earn bucks out of this. We were going to have little old

many people can you cut?" But it's quality programming that we're looking to provide.

**Meadows:** We've raised 1.4 million pounds (\$2.24 million) to get the station on air and launched. By the time we're through, [we'll have spent] about a half a million pounds (\$800,000) on pre-publicity.

**Seaman:** It's about 1.8 million pounds (\$3 million) a year to keep going.

**Meadows:** Through a very generous donation of a benefacting trust, we're putting the very latest digital technology into the studios, so we can edit stories very fast and

very accurately. That gives us the edge. We will be one of the most up-to-date studios in the whole of the U.K. At the same time, our office furniture will be basic.

**Seaman:** (Laughing) If it's got a fourth leg on, it's a desk; if it hasn't, it's a coffee table.

**RB: Has it been difficult to find personnel?**

**Seaman:** It's really encouraging to see God in this. One senior person, Michael, has got four children, another one on the way, and needed to move to London. He wasn't earning a fortune where he was. We're a charitable trust and must operate within that set pay constraint. To move to London is very expensive.

Somebody in Michael's church said, "God is telling me to give you this money (severance pay from his job), and He's telling me that you have to buy a house with it, but I

*"When we make profits, all will go not to shareholders to pay dividends, but back into the programming."*

— Peter Meadows

don't know why." This man had no idea Michael was going to come work for us. It was equivalent to \$50,000. That sort of thing has happened time and time again.

**Meadows:** Mark sold his house in Bristol and relocated to London at considerable expense and risk before we knew we'd got our license. That's the sort of commitment that comes for this. This has not been easy. People have really laid down their lives for this thing to see it happen.

**Seaman:** This was the one time that I asked God a question and He said, "This is what I want you to do. You can walk away if you want, but you've asked a question and this is what I want you to do." It wasn't an easy move, but God has honored it so much. Some serious people who are very able broadcasters are taking massive steps of faith. God is

shoring them up. It's brilliant.

**Meadows:** I've been given the credit of building an amazing team, but God has built it. There are a lot of Christians in broadcasting in England, working in commercial stations and BBC stations. Some of them are doing little bits of Christian programming early on Sunday mornings, and some of them are simply there because they're salt and light in that position. There are many active Christians who are desperate for opportunities to be used in religious broadcasting.

**RB: Do you anticipate any opposition to Premier Radio?**

**Meadows:** There will be some resistance. There is a very militant homosexual lobby that is very active in the U.K., and I wouldn't be at all surprised if they are upset with the fact that we aren't encouraging people to accept homosexual lifestyles as valid and positive options. They will give us problems.

For some of the Christian market, there is going to be a feeling early on, complaints maybe, that we "haven't mentioned the blood once

in the last hour." Or [we may hear] "Don't give me all that Christian stuff."

The Jamie Bolger incident (in which a small child was abducted and murdered by two boys) shook the British conscience to the core. One or two other things very similar to that happened at the same time that caused people to say, "What is happening in our nation?"

*"Christians will tune in, because this is the only means by which they can have radio which recognizes there is a spiritual dimension to life."*

— Peter Meadows

As part of our search for the application, we hired a professional company to go out on the streets and ask people how likely they

Continued on page 28

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would be to listen to a radio station that encouraged safety, encouraged higher moral values, listened to questions and found answers, helped explain the Christian faith — that kind of question. The response was very positive.

For the second application, after the Bolger incident, we did the same research. The shift had grown by about 36 percent as being more likely to listen. It wasn't the "very likely" or the "very unlikely" respondents who had shifted, but the "unlikely" had moved to "likely." There was a huge shift in consciousness.

We've now met for months with secular broadcasters and when they say, "What are you doing?" we say, "This is a station about values." Five years ago, they would have laughed at us, and now they say they can see it.

The opposition to our license came from some people in the major denominations who were not evangelicals — who were already getting some time on the BBC to do their multi-faith approach — and the idea of us getting our hands on radio was not a good idea. The main weapon they used to defend their position was a distorted understanding of American religious broadcasting.

The media, who did not want us to be competition, focused only on the bad things which were happening in American Christian broadcasting in the mid-'80s.

I got into debates and would say, "Now, are you all aware of the disgraceful things that have happened in Christian radio over the past 60 years?" They would say, "No, tell us about them." And I would say, "I can't, because there aren't any." And there was shock. They would ask, "How many Christian stations?" I would say, "At least 1200." They would say, "For how long?" and I would answer, "For 60 years. Have you heard of any problems?"

When they answered no, I would say, "But the media won't tell you about those because it's not in their best interest. You've only heard the distorted version the people with a vested interest in keeping us

out have allowed you to hear." The caring initiatives that go on as a result of Christian radio are never told in the British media.

**Seaman:** That's true around the world. In Bosnia, the Serbs, Croats, and Muslims are blowing each other apart. The Christians are pulling together, not worried about which group you come from, just helping, bringing families back together, and making a difference. That's not news; nobody's bothering with that. Bad news is good news as far as the world is concerned.

We want to give the opportunity to tell the stories. It's not only good news, it's *news*. People are putting their lives literally on the line through faith and have done [so] for hundreds of years. We live in the time of electronic media and God is saying, "Claim the airwaves!" All we want to do now is have the opportunity to play on a level playing field and grab some of the action and say, "This is reality."

*"I would love to supply programming to other countries through The Domain Group."*

— Mark Seaman

**RB: Can you project five years in the future regarding the impact you'll have on London? Have you any plans for expansion into other cities?**

**Meadows:** My dream is that we would have set up a model for the church about how to relate to ordinary people on ordinary lifestyle issues. I would hope we could enable the caring initiatives of the churches of God of the moment to be multiplied, because we're going to link people in need with things the churches are doing to help. A church that's running bereavement counseling or a singles ministry will have a means of extending it beyond their own geography. I would expect a significant number of people to have come to a rational believing faith for the first time.

**Seaman:** I would love to supply programming to other countries through The Domain Group. I think we can establish a network of Christian broadcasting that has never been before. I'd actually be very encouraged in a couple of years' time to come and talk to some American radio stations about how they can integrate their general programming with the message.

We're not on the air yet, and I've already lined up one radio station that's going to take us overnight as a sustaining service. I'm very keen on expanding. As a programmer, I want to make sure [LCR] is as accessible to as many people as possible. So I see a network of these radio stations. Because we actually have three frequencies (1305, 1332, and 1413), we're calling ourselves a Christian broadcasting network anyway.

Other radio stations and groups looking to apply for licenses are already noticing the professionalism of our business plan and are already talking to us. I very much hope that in five years' time we'll be looking at two or three little LCRs running around the legs of the mother ship.

**Meadows:** Because of the way the population of the U.K. is spread, which is concentrated around London, and because of the size of our signal (five transmitters with 2500 to 5000 watts), one in five of all adults in the U.K. is in range of our signal. We've already got 20 percent available to us. So the others will be quite small add-ons, even if we go to Manchester, Birmingham, and Liverpool, which are big urban areas, we've already got the biggest mouthful already. And yes, we'll be going for those; we have to.

Luis Palau came to London about 14 years ago for a major London crusade, for which I was the executive director. He asked, "When am I on radio?" We said, "You're not." He said, "Why not?" We said, "The law won't allow us." He said, "Change the law." We said, "It's not that easy, Luis." He said, "I don't care if it's not that easy. You'd better get it changed." We said, "Yes, Luis, you're right." So we did. It was men of vision who have planted vision — and now we have to plant vision in others.

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

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RELIGION » ETHICS » SPIRITUALITY » MORAL ISSUES

# Armenia The New Super

by John Lindner

**T**HE OPENING UP OF AN ex-Communist superpower radio station to the Gospel took a couple of earthquakes — geophysical and political. When an earthquake struck Armenia in 1988, killing over 50,000 and

*Jambazian can reach Armenians throughout most of the world in lands as diverse as the Middle East, North Africa, China, Southeast Asia, Central America, and South America.*

rendering 500,000 homeless, Jacob Jambazian was on the spot handing out food, blankets, clothing, medicines, and care packages supplied by Christians in America and Europe.

## One Man's Mission

Jambazian, an ethnic Armenian, had been broadcasting Armenian-language programs over Trans World Radio since 1960. Operating under the name of Armenian Help Center, he brought truckloads of supplies from Germany past the Communist customs officials. Tucked into each truckload of earthquake relief goods were 20,000 to

40,000 Armenian New Testaments. Altogether, some 200,000 New Testaments entered the country this way.

Seeing the truckloads of goods entering the country, the chief of customs became suspicious to the point of sending investigators to see what Jambazian was doing with all the goods. They were surprised to learn that he was actually handing them out free to earthquake victims.

One of the New Testaments landed on the desk of the minister of media, who was in charge of all radio, television, and newspaper coverage in the country. When Jambazian visited him later, that New Testament provided a link between the two.

## A RARI Occurrence

When Jambazian told the official he was interested in building a radio station in Armenia to broadcast the Gospel to the Armenians, the minister replied, "You can build it next to our radio station." "What radio station?" Jambazian asked, opening the door for the official to disclose details of the superstation built by the Communists, who spread propaganda with the station's massive power — so great that the Chinese, with more than 15 towers, couldn't jam the signal.

The superstation is located on the mountains of Ararat in Armenia to overcome the obstacles of the Ural and Caucasus Mountains, which blocked the signal of Radio Moscow (RM) from reaching many

of the advantageous lands of the 10/40 window. During the heyday of the Cold War, the Communists built the superstation to provide clear channels to these strategic peoples.

Consisting of two medium-wave transmitters of 1 million watts each, plus five 100,000-watt short-wave transmitters, this was no simple transmitter and radio tower. Altogether, more than 50 towers stand like exclamation points on the Ararat mountains.

*Tucked into each truckload of earthquake relief goods were 20,000 to 40,000 Armenian New Testaments.*

With the breakup of the Soviet Union, those powerful radio towers of the Communists came under control of Armenian authorities. RM now had to buy its air time from the Armenians, and with the fall from power of the Communist Party, cut back its programming to news and cultural events. This development opened air time on the superstation in Armenia's back yard.

In the course of the conversation with the minister, Jambazian was offered an opportunity to



# ia - erpower

preach the Gospel on the former Communist station. Thus began Radio AR Intercontinental (RARI). With more than 5 million watts of power focused on 85 percent of the world's most unreached people

*Jambazian's plan is to keep the superstation open to Gospel broadcasts until at least 2001, when Armenia will celebrate its 1700th anniversary as a Christian nation.*

groups dwelling in 55 of the most unevangelized countries, Jambazian can reach Armenians throughout most of the world in lands as diverse as the Middle East, North Africa, China, Southeast Asia, Central America, and South America.

### An Open Window

Today, Jambazian broadcasts a 30-minute daily program over one of the 1 million-watt towers. While he visited Christian Aid Mission's (CAM) headquarters in Charlottesville, Va., the broadcaster tuned in his own program for the staff to hear.

The need for programming is great, according to Jambazian. RARI is interested in selling air time to

religious broadcasters, and is currently conducting a search for indigenous Christian ministries in target areas who can compose their own programs to be aired over one of the short wave towers at a cost of \$150 per 15-minute program.

In addition, the broadcaster is anxious to share RARI's power with broadcasters in the United States. Jambazian offers a list of countries reached by each transmitter to interested parties through CAM or RARI's offices at Gevork Kochari 21, 375009 Yerevan, Republic of Armenia.

*The superstation is located on the mountains of Ararat in Armenia to overcome the obstacles of the Ural and Caucasus Mountains.*

Jambazian's plan is to keep its channels open to Gospel broadcasts until at least 2001, when Armenia will celebrate its 1700th anniversary as a Christian nation.

**John Lindner is director of print media communications for Christian Aid Mission, located in Charlottesville, Va.**

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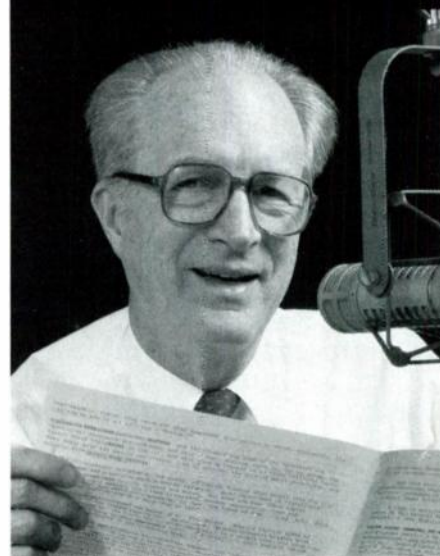
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## China's Trip *Back to the Bible*

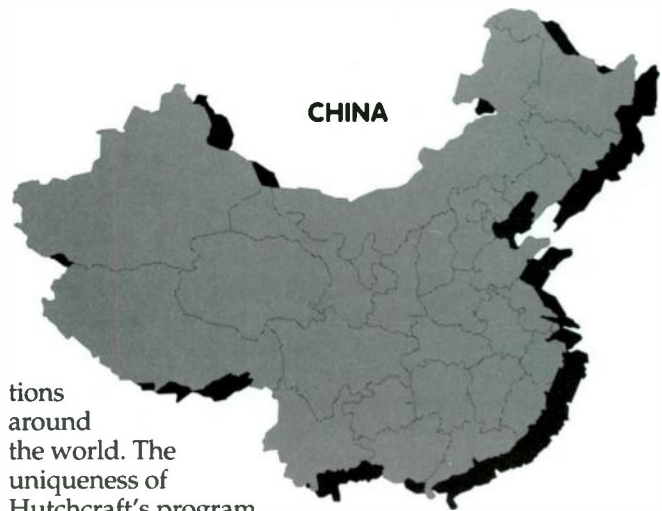
by Doreen Wagenaar

**B**ACK TO THE BIBLE'S (HUI DAO SHENG JING in Mandarin) launching of programming into mainland China last September has generated many letters from grateful listeners. One such letter reads, "I am one of those who has by the Lord's mercy been saved. God has blessed me so much. Yesterday I heard a brother say that your Bible programs were very good. So I bought a radio since the old one couldn't pick up the signal. I turned on the radio at 8:10 p.m. and heard your preaching. I was so happy."

Since beginning the project, *Back to the Bible* has been able to distribute radio/Bible packets to over 100 Chinese. The packets enable small Bible study groups of five to a dozen people to gather around the radio (pretuned to Trans World Radio [TWR]) each evening to study God's Word.

The 30-minute daily program's first series of messages covered Genesis; subsequent teachings include the Gospel of John. *Hui Dao Sheng Jing* originates from TWR in Guam on two 100,000-watt transmitters.

Doreen Wagenaar is a representative of the public relations department of *Back to the Bible* in Lincoln, Neb.



tions around the world. The uniqueness of Hutchcraft's program is that he brings in a studio audience of young people who actually participate in the program with him through drama and questions on a weekly topic.

Shortly after *Alive* went on the air over TWR—Swaziland, Hutchcraft called and wanted to know if it would be possible to get two young people in the African studio early on a Saturday morning, when it would be Friday night in Chicago, to do a program via a telephone linkup. This was not possible until 1993, when a new studio and office complex was built.

During 1994, earnest talks began to decide topics, format, and questions. A studio phone hybrid was bought for TWR—Swaziland to guarantee the best possible phone connection between the two countries. Finally, the date was set.

Five churches were contacted in Manzini, blending a studio audience of young people from the countries of Malawi, Nigeria, Swaziland, South Africa, Zambia, and Zimbabwe. They came full of anticipation and ready to be heard.

After 18 minutes of waiting, the phone rang with Chicago on the line. The session began with easy open-ended questions such as, "When I think of America/Africa, I think of . . ." Responses were greeted with hilarious laughter. Then the questions deepened to worries about the future and how Jesus Christ was working in lives. The teenagers showed a remarkable commitment to the Lord and a deep zeal to win others to Him.

The climax of the evening came when prayer requests were exchanged between the young people of two continents — the commitment could be sensed and felt in the room. Those 90 minutes in the studio showed that the church of tomorrow is in fact the church of today — and proved it is in very capable and caring hands.

Pencil Boone is youth producer for TWR—Swaziland. This article is reprinted by the gracious permission of *TWRadio* and originally appeared in Vol. 16, Number 1 of that magazine.

## Teen to Teen/Chicago to Swaziland

by Pencil Boone

**F**IFTY-FIVE YOUNG PEOPLE FROM SOUTHERN Africa held their breath as they waited in TWR (Trans World Radio)—Swaziland's studios for an historic telephone call that would link them with 25 teenagers 10,000 miles away in the studios of Ron Hutchcraft Ministries (RHM) in Chicago. When the call

came through, they discovered much about the world, the United States, the Lord, and themselves.

In 1992, RHM approached TWR—Swaziland to put its program

*Saturday Night Alive* on the air. While it is a program geared to reach young people in

North America, it also has releases in many other loca-



## Canada's Evangelical Connection

by Don Millar

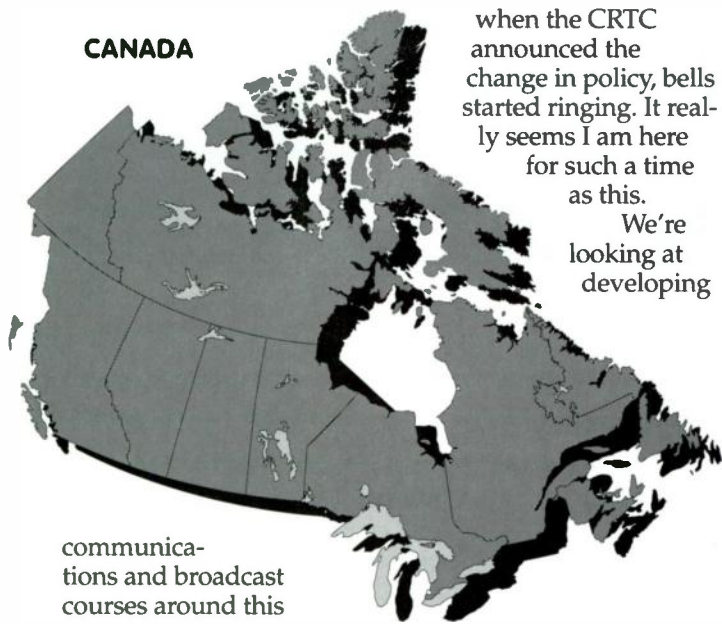
**C**ANADA'S FIRST EVANGELICAL RADIO station hits the airwaves in three months. CJOS-FM/Caronport, Saskatchewan, is only the third religious broadcasting license application approved by the Canadian Radio-Television and Telecommunications Commission (CRTC), Canada's counterpart to the Federal Communications Commission, since the June 1993 policy change allowing religious licenses. The other two stations are both in Quebec; one has a French Catholic format and the other a multi-faith format.

As the general manager of the station, I can say we're thrilled. This is a station designed for this community, which is home to Briercrest Bible College, the largest in the country, and Briercrest Biblical Seminary. Though I came to Briercrest to pursue a degree in Christian education in January 1992, I had been a broadcaster for the previous 22 years. Since graduating in April, I have stayed on to set up the station and develop curricula.

There was no possibility of Christian broadcasting when I came here; I was happy to be out of secular radio and looking forward to the challenges which the Lord

had for me. Then when the CRTC announced the change in policy, bells started ringing. It really seems I am here for such a time as this.

We're looking at developing



communications and broadcast courses around this great resource. Even though there is not yet a developed Christian broadcast industry, there are still ample opportunities to engage our culture and the existing secular media and to be salt and light in the midst of it.

Don Millar is general manager of CJOS-FM/Caronport, Saskatchewan.

## North Korea — Recapturing Faith

by Dan Wooding

**T**HE UNITED STATES HAS NOT HAD DIPLOMATIC relations with North Korea since its founding as a Communist state in 1948, so the first Christian delegation to visit this land since Kim Il Sung's death (last July) was vastly important.

Last September, the delegation, composed of Michael Little, president of the Christian Broadcasting Network (CBN), Chuck Wickman, executive director of the Center for American-North Korean Understanding, and myself, met with David Cho, a Korean

### NORTH KOREA



Christian leader and retired Presbyterian pastor who has paved the way for visits by evangelist Billy Graham and former President Jimmy Carter.

"North Korea is now coming to a very crucial time in its history," explains Cho. "Big changes will come very soon, because of the normalization of relationship between the United States and North Korea."

Cho points out that Pyongyang was once the center of Christianity in the Orient. Now, however, only three churches are open in the entire country — all in Pyongyang. Cho reveals, "Between 1907 and 1910, there was a great revival in Korea. There were 2000 churches in the country and 70 in Pyongyang." How fragile is freedom.

CBN's Little is encouraged by the trip, as he was able to open discussions with Li Won Taek, general director of Studio S.E.K., the country's premier animation studios. The studio may do animation based on Biblical characters and themes for CBN when normalization with the United States is completed.

Little also met with representatives of North Korean State Television to discuss the possibility of their showing a Korean-language version of the *Superbook* series (with over 100 half-hours of animated Bible stories now in 34 languages), CBN News, and other programming.

Wickman's experience left him as encouraged as Little. "It is a great and gracious privilege to be on the cutting edge of what God is doing in North Korea," he says. "It feels like making history — a history that is all part of what God has intended all along. I return with hope that we have inched forward the plan of God."

Dan Wooding is founder and international director of ASSIST (Aid to Special Saints in Strategic Times) and a regular contributor to *Religious Broadcasting*.

**S**HOOTING OVERSEAS? Never leave your ingenuity at home. After producing programming in more than 25 countries around the globe, I've discovered that in tough foreign situations, it's often the most unusual ideas that work best.

As anyone knows who has much experience in shooting overseas, the frustrations and struggles come from an infinite number of places — places where we rarely experience trouble here at home. For instance, checking in at a hotel in America is usually a breeze, but overseas that normally simple act can be a nightmare.

Renting cars, checking in at airports, renting and clearing equipment, making a phone call . . . all can be a wild experience overseas, especially in what we consider Third World countries.

### Case in Point

On one of my first overseas shoots in the late '70s, the customs officers of a large South American country held \$250,000 worth of our production equipment for five days. They would offer no reason, except "paperwork being processed."

I tried everything to get it cleared. I was scheduled to shoot near the headwaters of the Amazon River at a great financial cost, and my patience was running thin. But all I could do was continue to show up on the doorstep of the customs office each morning bright and early.

Finally, on the fifth day, the managing customs officer asked if I could prove that I was really a legitimate television and motion picture director from the United States. Forget that we were bringing in a quarter of a million dollars in television equipment; he wanted proof positive.

I had to stop and think. After all, it's not like we directors carry around a TV & Film license or any-

# Overseas

thing. But I started looking through my wallet anyway — and that's when it hit me.

I pulled out my tattered old membership card from the American Film Institute (AFI). In those

days, the AFI was just beginning and the membership card represented little more than a subscription to the foundation's magazine.

When I whipped out the card, he was stunned and amazed.



Above. Phil Cooke (right) and crew shoot on location in Israel at the site where the Dead Sea Scrolls were found.

Right. An Austrian crew receives direction from Phil Cooke during a shoot of the Vienna Boys Choir, on location at the Royal Palace in Vienna, Austria.

*I don't recommend you bully your way through any situation. In fact, that's precisely the type of behavior that will land you in a foreign jail.*

"What? You mean you're a member of the American Film Institute?" he gasped. He had no clue what the AFI was, but he certainly thought it sounded impressive.

"Of course I am," I shot back, as if the AFI was an official government institute for all American filmmakers.

"Well, then, why didn't you say so?" he asked, ushering me and my crew into a warehouse where our equipment was kept. He even offered a special police escort to our hotel. I never realized how important that simple magazine subscription would be.

# Ingenuity



## Preparation

Since that time, as a writer and director, I have traveled with the Bedouins in the Middle East, taken a freighter up to the headwaters of the Amazon, explored the game reserves in Africa, confronted witch doctors in Haiti, and stared down the barrels of automatic weapons shortly after a coup. By the very nature of my work, I rarely go to the posh resorts; I'm often sent to countries that are socially and economically unstable.

It's important to point out that being prepared doesn't mean hav-

ing a condescending attitude or being racist. I don't recommend you bully your way through any situation. In fact, that's precisely the type of behavior that will land you in a foreign jail — and foreign jails are not the most pleasant places to be.

During difficult times, I've discovered some important techniques for making production trips — especially low budget ones — a little easier.

## Attention

Never attract attention as a film or video producer. If you can possi-

bly pass for a tourist, do it. Never lie or do anything illegal, but don't bring undue attention to yourself as an American filmmaker or television producer. There are often very expensive bonds and other fees required when bringing in television and film equipment, so if you can avoid those fees, you'll save quite a bit of money.

In many countries it's up to the immediate discretion of the local official whether to charge you a bond, insurance fees, entry fees, or a host of other expensive fees. These people see American movies and television and often figure this is their big chance to get rich. Dump your ego and be gracious and considerate — and don't flaunt your expensive equipment.

*Use a contact on the inside of the country to pave the way by getting signatures, approvals, and other documentation completed ahead of time.*

Years ago, while clearing customs in Kenya, I made the mistake of unpacking all my equipment cases so the customs officer could easily see each piece of equipment. Once the cases were opened and the expensive looking television equipment popped out, customs agents, police, and even military men swarmed around the equipment like bees around honey. They were fascinated at how the equipment worked, how much it cost, and my status — was I an American television producer?

Fortunately, I had my crew with me and they were able to keep an eye out to make sure nothing was stolen. More importantly, once the customs officer saw the buzz around my equipment, he felt he had to charge a high customs fee to justify to his superiors why the airport had nearly shut down when all the employees wanted a better look.

Needless to say, it took a great deal of negotiation to get the price down to anything reasonable. The

*Continued on page 36*

truth is, he wanted so much money, I was forced to leave part of the equipment locked up in customs security until I was ready to leave the country; I couldn't afford the customs fee to bring it in. Kenya was an important lesson about remaining low key and quiet while traveling with expensive equipment.

### Boldness

Without doing anything rash or stupid, don't be afraid to present yourself as confidently knowing exactly what you want. Local officials often can be influenced or persuaded to let you go without any hassle, especially if they believe you might be important enough to get them into trouble later. But remember there is a fine line between confidence and arrogance. I find most customs officials to be normal everyday people who are more than willing to work with you. But don't push your luck.

*The customs officers held \$250,000 worth of our production equipment for five days. They would offer no reason, except "paperwork being processed."*

I recommend you obtain a copy of Dale Carnegie's classic, *How to Win Friends and Influence People*. It's one of the best books on how to deal with difficult people and still accomplish your goals. As the book clearly points out, in many situations it doesn't matter whether you happen to be correct or not. In these circumstances, arguing from a logical perspective does absolutely no good.

This is especially true when you're being hassled by someone who doesn't speak your language, knows nothing about television, is making a few dollars a day, and probably has a third grade education. Always be gracious and con-

siderate, but learn the skills necessary to communicate and persuade even the most obstinate people. You'll find it will help you as much in the United States as anywhere else in the world.

### Contacts

Whenever possible, use a contact on the inside of the country to pave the way by getting signatures, approvals, and other documentation completed ahead of time. Have the contact meet you at the airport and walk you through the right steps. This person doesn't need to be a government or business official, although it helps. If you don't know a local person, at least send a location or production manager a week or two beforehand to prepare for the crew's arrival.

after completing all the proper documents, I still had to spend almost \$2000 in bribes just to get our equipment and people out of one Third World country. After that much expense, I told my cameraman to physically go with the equipment all the way to the plane, just to make sure it all got on.

We didn't hear from him again for three hours. After a frantic search, we discovered he had been arrested outside the plane and tossed in jail — conveniently located in the basement of the airport. After a few more hundred dollars in bribes, we finally got him out and were on our way. I learned then that sometimes you can sing and dance around local officials and sometimes it's important to know when they mean business.



*Jerusalem's beauty sprawls behind Phil Cooke, on location for a video shoot.*

Missionaries make excellent in-country contacts. Even though they may have limited knowledge of television or film, they usually have extensive experience dealing with government officials and are aware of local laws and regulations. Missionaries possess expertise in food, locale, and transportation and also prove invaluable for connections with local hardware dealers, electrical repair shops, and supply houses — important resources for a production crew.

### Deals

Never underestimate the power of corrupt local officials. Once, even

Those of us who have traveled extensively tend to minimize the danger involved in working in politically or economically unstable countries, but the tragic fact is that missionaries, Christian workers, and journalists are being killed each year. Even on the most mundane trips, it's impossible to overemphasize the need to learn the location and phone number of the American Embassy, the American Express office or stable banks, hospitals, and police stations.

### Experience

Whenever possible, use an experienced and qualified crew. I

## The King & I

While shooting a mission outreach to a large Bedouin tribe in the deserts of Israel, we encountered a Bedouin leader who invited us to his tent for a meal. Along with a delightful collection of unusual foods, we were also offered a hearty drink of goat's milk that had been curing inside the carcass of a dead goat in the heat of the desert sun for nearly two weeks.

The crew and I looked at each other in disbelief. We knew it would be the height of rudeness to turn down his gracious offer, and spying an array of ancient Bedouin swords standing in the corner, we realized we had little choice. Then our video engineer hit upon an idea that might distract the royal family.

Years ago, in the service, he had learned the technique of blowing an entire egg through a tiny hole, leaving the shell intact. Desperate to try anything to keep from drinking the milk, we gave it a shot.

The Bedouin leader was so delighted that he asked the engineer to do it again. And again. Four or five eggs later, it began to get dark outside the tent, and before long, it was time for us to leave. Graciously, we thanked the royal family for their hospitality and quickly left the tent without having to drink the dreaded sour milk.

I've never forgotten that incident and have always been grateful for the ingenuity of our video engineer. And I've never made fun of the particular talents of my crew members since.

— Phil Cooke

especially recommend finding a location/production manager who is familiar with working in these situations, even on low budget shoots. The production crew is busy worrying about the creative and technical aspects of the shoot. Someone else needs to worry about transportation, visas, passports, shipping documents, insurance, permits, and a plethora of other aspects of foreign production.

If you don't know of a person, contact another production company or ministry that has had experience and get recommendations from them. We have developed relationships with people in such diverse places as Africa, Israel, Europe, and South America. The contacts speak the language and often know the intricacies of television production as well.

I also believe in the importance of engineers. Before the age of Betacams, I once had an appointment to interview the royal family of Swaziland on camera, but the intense humidity caused the videotape machine to jam the night before the interview. I would have been

completely lost, but the engineer stayed up all night, pulling the equipment apart piece by piece until he corrected the problem. The interview went flawlessly.

During the bomb scares of the mid-'70s, I was sent to Israel to cover a mission effort among the

*Dump your ego and  
be gracious and considerate  
— and don't flaunt your  
expensive equipment.*

Bedouin tribes of the desert. At that time, equipment wasn't as portable as today, so we shipped our cameras, video equipment, and lights in a large wooden crate.

When we arrived in the country, we discovered the Israeli security team in New York had not only

Continued on page 38

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



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

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opened the crate, but also dissected each piece of equipment circuit board by circuit board looking for explosives. Of course, when they finished, not knowing how to reassemble the equipment, they just tossed the boards, gears, and belts back into the crate, nailed it shut, and sent it on.

Standing in the airport warehouse in Tel Aviv, we opened the crate and stared in horror. After our initial shock, we carried the equipment to our hotel, where the indispensable engineers were able to slowly reassemble each piece of equipment. The shoot went as planned, thanks to the people we had assembled for our team — don't scrimp on talent.

### Faithfulness

Finally, don't be discouraged. There will be plenty of struggles with difficult communication, corrupt officials, confusing information, different rules, and frustrating local

customs, but the countries that are the most difficult also often have the most on-screen magic. You just can't duplicate in the United States what can be captured in many of these potentially volatile situations.

In ministry broadcasting especially, the most effective ministries are usually located in the most difficult places. But the chance to report on what God is doing in these often forgotten and out-of-the-way places is remarkable and unforgettable.

Stay with it and remain faithful. Not only will you be glad you did, but you'll also have great stories to tell your children!

**Phil Cooke is executive producer at Phil Cooke Pictures, Inc., a television, video, motion pictures, and multimedia production company. The Burbank, Calif.-based company, whose reach extends globally, works with churches and ministries across the country.**

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## Where Do I Go for Help?

During the early stages of planning a shoot overseas, there are a number of places to start:

**1. Check the tourist resources.** Look about a guidebook about the country at the local bookstore travel section. Prentice Hall, Hastings House, Rand McNally, and St. Martin's Press are some of the publishing leaders in travel guidebooks. These guidebooks have come a long way in the last few years and often have information relating to visas, travel advisories, medical concerns, current political situations, currency, key addresses and telephone numbers, and other critical information.

**2. Talk to a travel agent.** If the agent hasn't been to the country lately, it's likely they will know someone who has. That referral can provide you with firsthand information about practical aspects of the trip such as airport check-in, taxis, hotels, etc.

**3. Check entertainment industry resources.** More and more countries are trying to attract Hollywood to shoot movies and television programs in their locale because of the positive economic impact. In response, an entire industry has grown up around location shooting. Important information can be found in:

*Location Update Magazine*, 2301 Bellevue Ave., Los Angeles, CA 90026

*Locations*, 3301 Barham Blvd., Suite 300, Los Angeles, CA 90068

Extremely informative and helpful sources for location shooting are local and international film commissions. Because of the financial boon location shooting often brings to the local economy, these commissions are set up by the local government expressly to attract television and film producers to their countries.

Most Christian producers have yet to use this wonderful resource, but I would encourage you to contact the appropriate commission on your next project. Their sole purpose is to make your experience easy and enjoyable, and they don't charge a penny for their help and assistance, which includes finding local crews and equipment, making hotel and travel arrangements, cutting through red tape and regulations, and finding scenic and historic locations to film.

Don't think you have to be producing a major motion picture to use their services. The commissions are helpful no matter what the size of your crew. Plus, you'll find film commissions not only in highly industrialized countries, but also in such places as Thailand, Guatemala, Chile, Malta, Jamaica, and Poland, as well as in all 50 states.

— Phil Cooke





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# Gospel Music Television Broadcasting Network



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## AIRWAVE NEWS

CAPE CORAL, Fla. — *The Voice of Comfort* celebrated its 50th year on the air in May. Speaker Frank Oxenford first began the radio program May 27, 1945, on WHGB-AM/Harrisburg, Pa.

CEDARVILLE, Ohio — The CDR Radio Network, which airs the weekday Promise Keepers broadcast *Men of Action*, provided ten hours of live coverage of the Detroit Promise Keepers conference on April 29. Over 500,000 men are expected to attend the 13 scheduled conferences this year.

CHAMPAIGN, Ill. — WBGL-FM recently concluded its sharathon '95 with a record total of \$406,140 in faith promises from 2742 participants. The annual fund raiser for the station, the sharathon lasts three days each spring.

HUMBLE, Texas — KSBJ-FM and Lakewood Church have joined together to bring *Lightforce TV* to the airwaves. The 30-minute, weekly show, which premiered April 7 on the local Fox affiliate, is produced by Lakewood Church Television in an MTV-style featuring Christian music videos. "*Lightforce TV* gives [teens] a positive slant to today's social problems and makes teenagers think about what they are accepting as 'the norm,'" says host Jeff Scott.

LANCASTER, Calif. — *Over The Line* with host Andy Waits is now heard daily on KAVC-FM. The one-hour talk show consisting of information, entertainment, and listener dialogue was originally designed as a Saturday morning public affairs program but it developed into a viable weekday talk show.

ST. PAUL, Minn. — WHCF-FM/Bangor, Maine, and WQKO-FM/Howe, Ind., are the newest affiliates to join the SkyLight Satellite Network.

FORT WAYNE, Ind. — WBCL-FM listeners provided food for 300 needy families in northeast Indiana and northwest Ohio in April with its Easter Dinner Baskets Project. Sunbeam bread was donated by Perfection Bakeries and baby food by Scott's Food Stores. The dinner baskets were part of a series of LIKEWISE projects organized by WBCL to meet the practical needs of its community.

COLORADO SPRINGS, Colo. — Over 400 needy children from India, Cambodia, Bangladesh, Romania, and Haiti were recently sponsored by radio listeners across the country during the second annual "28 Hours of Mercy," in March. Mission of Mercy and The Word In Music Satellite Network joined together to generate child sponsorship through a radio marathon, which exceeded sponsorship goals by 88 percent. This year, 15 radio stations participated.

ARLINGTON, Va. — WABS-AM launched a new program *Money 2000* on May 6. Hosted by Glenn Kautt, the show is designed to help people in the Washington, D.C.-area make decisions which will shape their financial future both today and in the new millennium.

## NRB Staff Changes

Michael Glenn was recently promoted to vice president of National Religious Broadcasters (NRB). A 14-year employee of NRB, Glenn has also served as director of convention and exhibitions and director of sales. He will continue to oversee the convention and exhibit activities of the association along with additional duties as assigned by the president.



Michael Glenn

Karen Hawkins is the new editor of the *Directory of Religious Media*. Hawkins, who began her duties on May 1, previously worked as an editor with the *News Herald* in Panama City, Fla. She has a master's in English from the University of West Florida. Hawkins is the second full-time editor in the 23-year history of the publication.

Norma Naldrett started as the NRB membership assistant on May 1. Formerly NRB's receptionist, she is fluent in Spanish and will work closely with NRB's Hispanic members. Before coming to NRB, Naldrett worked for five years with the Navy Federal Credit Union in Vienna, Va., in its customer service department.

Sharon Botello, the previous membership assistant, has left her position to devote more time to her family but she will continue to work with NRB on a part-time basis.

NASHVILLE, Tenn. — The Morningstar Radio Network has added several new affiliates: WBTG-AM/Sheffield-Florence, Ala., on High Country; and WXIR-FM/Indianapolis, WBDX-FM/Chattanooga, Tenn., and KKVO-FM/Altus, Okla., on Today's Christian Music.

## AWARDS

ELK GROVE VILLAGE, Ill. — Children of the King Ministries production *Lift Jesus Higher!* received a silver Angel Award for excellence in Christian media. *Lift Jesus Higher!* is a Christian children's television program.

FORT WORTH, Texas — Lighthouse TV received two Angel Awards from Excellence in Media for *Fast Forward*, its youth program, and *Prime Time*, which documented Grenada's Margaret Nickles' experience as an O.E.C.S. (United Nations observer for the elections in South Africa).

VIRGINIA BEACH, Va. — Two producers with the broadcast fund-raising division of the Christian Broadcasting Network each received a silver Telly, the highest award given through the national Telly Awards. Penny Naglee won in the corporate image category for *Find Us Faithful* and Mark Young received his award in the media promo-

*Continued on page 42*

# National Religious Broadcasters Group Insurance Program



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tion category for *Signs of the Times*.

NASHVILLE, Tenn. — Glen Campbell's latest music video, *Come Harvest Time*, received a Telly at the 16th Annual Telly Awards. Stan Moore of Moore Productions, director and producer of the video, said, "I was pleased with the outcome of *Come Harvest Time*. I knew it was a winner the day I took a roughcut over to New Haven Records, [Campbell's] label."

DALLAS — KCBI-FM's Bob Morrison and John Driggs both received honors at the Texas Associated Press Broadcasters 1994-95 contest. News director Morrison won first place for best newscast in its class and sports director

Driggs got an honorable mention for best sportscast.

CAROL STREAM, Ill. — In March, Mikhail Morgulis of the *Back to God* radio and television programs, Alex Leonovich, president of the Russian-Ukrainian Baptist Evangelical Union of America and Canada, and Nicholas Leonovich, director of the radio department of Russian Ministries based in Wheaton, each received medals and honorary diplomas from the Russian government for their work in Christian radio and television.

## NEWS BITES

LOS ANGELES — In April, over 2000 ministers and del-

Continued on page 44

## 26th Annual Dove Awards

### Division I

**Song of the Year** — "God Is In Control," by Twila Paris; Ariose Music, Mountain Spring Music (ASCAP)

**Songwriter of the Year** — Steven Curtis Chapman

**Male Vocalist of the Year** — Steven Curtis Chapman

**Female Vocalist of the Year** — Twila Paris

**Group of the Year** — 4HIM

**Artist of the Year** — Steven Curtis Chapman

**New Artist of the Year** — Clay Crosse

**Producer of the Year** — Charlie Peacock

### Division II: Recorded Song of the Year

**Rap** — "Luv Is A Verb"; *Free At Last*; DC Talk; Toby McKeehan, Mark Heimermann, George Cochini; Forefront

**Metal** — "Come Unto The Light"; *Unveiled*; Whitecross; Scott Wenzel, David Zaffiro, Jimmy Leos Sloas; R.E.X.

**Rock** — "Shine"; *Going Public*; Newsboys; Peter Furler, Steve Taylor; Star Song

**Contemporary** — "Heaven In The Real World"; *Heaven In The Real World*; Steven Curtis Chapman; Steven Curtis Chapman; Sparrow

**Inspirational** — "I Pledge Allegiance To The Lamb"; *Allegiance*; Ray Boltz; Ray Boltz; Word

**Southern Gospel** — "I Bowed On My Knees"; *Southern Classics*; Gaither Vocal Band; Public Domain; Benson

**Country** — "Love Will"; *Closer To The Fire*; Michael James; Connie Harrington, Carolyn Arends; Reunion

**Contemporary Black Gospel** — "God Knows"; *A & V*; Angelo & Veronica; Angelo and Veronica Petrucci; Benson

**Traditional Black Gospel** — "He's Working It Out For You"; *Live at GMAW*; Shirley Caesar; Michael E. Mathis; Word

### Division III: Album of the Year

**Metal** — *Scarecrow Messiah*; Bride; John and Dino Elefante; Star Song

**Rock** — *Going Public*; Newsboys; Steve Taylor, Peter Furler; Star Song

**Contemporary** — *Heaven In The Real World*; Steven Curtis Chapman; Phil Naish, Steven Curtis Chapman; Sparrow

**Inspirational** — *Find It On The Wings*; Sandi Patty; Greg Nelson, Phil Ramone; Word

**Southern Gospel** — *High And Lifted Up*; The Cathedral Quartet; Lari Goss; Canaan

**Country** — *The Door*; Charlie Daniels; Ron W. Griffin; Sparrow

**Contemporary Black Gospel** — *Join The Band*; Take 6; Alvin Chea, Cedric Dent, Joel Kibble, Mark Kibble, Claude V. McKnight III, David Thomas, Vincent Herbert, Les Pierce, David Foster, Brian McKnight, Stevie Wonder; Warner Alliance

**Traditional Black Gospel** — *Live At GMWA*; Shirley Caesar, O'Landa Draper & The Associates Choir, The Rev. Milton Brunson & The Thompson Community Singers; Bubba Smith, John Stewart; Word

### Division IV: Album of the Year

**Instrumental** — *Strike Up The Band*; Ralph Carmichael Big Band; Ralph Carmichael, Paul Stillwell; Brentwood

**Praise & Worship** — *Coram Deo II*; Out of the Grey, Steve Green, Margaret Becker, Charlie Peacock, Steven Curtis Chapman, CeCe Winans, Bob Carlisle; Charlie Peacock; Sparrow

**Musical** — *Living On The Edge*; Michael W. Smith, Robert Sterling; Word

**Choral Collection** — *A Christmas Suite*; David T. Clydesdale; David T. Clydesdale Music

**Children's Music** — *Yo Kidz 2: The Armor of God*; Carman; Chris Harris, Ron Krueger, David Mullen; Everland Entertainment

### Division V: Album of the Year

**Recorded Musical Packaging** — *Heaven In The Real World*; Steven Curtis Chapman; Karen Philpott; R.J. Lyons; Gerhart Yorkovic, E.J. Carr; Sparrow

**Short Form Music Video** — "I Will Be Free"; Cindy Morgan; Cindy Morgan; Thom Oliphant; Word

**Long Form Music Video** — *Mouth In Motion*; Mark Lowry; Jack Clark, Stephen Yake; Stephen Yake, Corey Edwards; Word

The 26th Annual Dove Awards were hosted by Gary Chapman, Twila Paris, Steven Curtis Chapman, and CeCe Winans on April 27 at the Grand Ole Opry House in Nashville, Tenn.

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egates from across North America as well as guests from nine countries gathered for the 1995 International Four-square Convention in Seattle. With a theme of "Jesus — One World, One Savior," the convention offered attendees guest plenary speakers as well as Present Realities workshops designed to increase understanding and skills to meet the needs of today's society.

NEW YORK — At New York City's largest (and newest) Christian Young Adult Entertainment complex, Damascus Road presents Gospel Lighthouse on the first Saturday of each month. Gospel Lighthouse showcases gospel music and artists and offers prizes, games, and fellowship for Christians.

FULLERTON, Calif. — Dennis Worden, president of Haven of Rest Ministries, recently announced a change in its corporate title to Haven Ministries. The organization was founded in 1934 by Paul "First Mate Bob" Myers.

SAN LUIS OBISPO, Calif. — The Parable Group, the nation's largest Christian retail association, has announced a new program to offer funding grants to noncommercial Christian radio stations. Through member stores and in cooperation with vendors, the corporation plans to distribute thousands of dollars to qualified stations across the country through the end of 1995. Unlike most grants, the funds will be unrestricted. For more information, contact Frankie Dagna at (805) 543-2644, ext. 10.

EAST HAMPTON, N.J. — The 900-number industry has recently introduced a new concept in information services: daily Scripture readings. Callers can now dial a 900-number and receive a Scripture reading from the New International Version and a short prayer. The service is available through Powerline 24-hours a day, seven days a week, from any touch-tone phone and is updated daily.

## PEOPLE

NASHVILLE, Tenn. — The Morningstar Radio Network has announced several staff additions: Steve Faulkner, Lisa Guidry, and Tammy Meadows. Faulkner, formerly general sales manager at KNTL-FM/Oklahoma City, is in national sales. Guidry, previously with WQCK-FM/Baton Rouge, La., is in the newly created position of syndication associate. Meadows is marketing assistant.

ATLANTA — Bob Dunker is the new general manager of WNIV-AM. Dunker brings 12 years' of management experience in Christian radio to the position. Previously, he worked for ten years with Salem Communications managing several California stations.

ST. LOUIS — Phil Lewis recently joined WCBW-FM as sales manager. Previously, he worked for KSD-AM-FM as an account executive.

## 39th Annual Gold Cross Awards

**Dedication** — Billy Holcomb  
**Gold Cross Award** — Judy DeRamus, David Patillo  
**Entertainer of the Year** — Don Richmond  
**Horizon Award** — Sherry Ross, Roy West  
**Sunrise Award** — Jim Carruthers  
**W. Lindsey Thompson Founders Award** — Mark Wagner  
**Hall of Fame** — Betty Jean Robinson, Laverne Tripp  
**Lighthouse Award** — Lavera Ray  
**Country Gospel Album** — Willie Nelson  
**Country Gospel Song** — Laverne Tripp  
**Country Gospel Single** — "Light Shining Bright," DelWay  
**Country Gospel Personality** — Billy Walker  
**Country Gospel Male Vocalist** — W.C. Taylor  
**Country Gospel Female Vocalist** — Joani Tabor  
**Country Gospel Group** — The Fox Brothers  
**Christian Country Album** — Ken Holloway, Ken Holloway  
**Christian Country Song** — "Dying to Live," Paula McCulla  
**Christian Country Single** — "New Step," The Days  
**Christian Country Personality** — Don Richmond  
**Christian Country Male Vocalist** — Bruce Haynes  
**Christian Country Female Vocalist** — Judy DeRamus  
**Christian Country Band** — Cross Country  
**Christian Country Group** — The Days  
**Christian Country Trio** — Manuel Family Band  
**Christian Country Duet** — Country Praise  
**Southern Country Gospel Artist** — Leland Burkett, Barbara Cox  
**Contemporary Country Artist** — Lee & Cindy Condron  
**Instrumentalist** — Bobby All  
**Bluegrass Group** — Marksmen  
**Bluegrass Band** — Heartland  
**Bluegrass Artist** — Wes Homner  
**Christian Country Songwriter** — Bruce Haynes  
**Country Gospel Songwriter** — Brian Elliott  
**Newcomer Male Vocalist** — Tim Fields  
**Newcomer Female Vocalist** — Tammy Benchoff  
**Newcomer Group** — Dinah & The Desert Crusaders  
**Veteran Male Vocalist** — Billy Walker  
**Veteran Female Vocalist** — Leta Stroud  
**Tops in Public Relations** — Gary Keplinger  
**Top Producer** — Gene Reasoner  
**Top Promoter** — Tom Dalton  
**Top Representative** — Warren Stroud  
**Top Christian Country Publication** — *The Gospel Voice*  
**Top Television Personality** — Walt Mills  
**Top Television Show** — *Cheyenne Country*  
**Top Radio Station** — KEXS-AM/Excelsior Springs, Mo.  
**Top Radio Personality** — Marty Smith  
**Top Radio Music Director** — Billy Hale  
**Top Radio Syndicated Show** — *Christian Country Review*

The 39th Annual Gold Cross Awards by the International Country Gospel Music Association were held March 17 and 18 at the Plaza Theater in Dallas.

## Still in Search of Excellence

In April of 1985, the National Association of Broadcasters (NAB) released the results of a study done by McKinsey & Co., on the subject of excellence in radio management practices. Tom Peters and Bob Waterman had both been McKinsey employees when they released their best-selling book, *In Search of Excellence*. That prompted the NAB to hire McKinsey to discover the management "secrets" of America's best-run radio stations.

The results were contained in a 150-page paperback, *Radio In Search of Excellence*, NAB released that same year. In spite of the technological changes made over the past ten years, results of the study are still compelling reading for station owners, managers, program directors, and sales managers. [Call NAB at (800) 368-5644 to get your copy.]

As I re-read the highlighted pages in my copy, I wondered about Christian radio excellence. Our format offers enough distinctives that there might be some unique characteristics of a Christian station programmed and run with excellence.

But radio is still radio. Those things which make a great country or news/talk station will also apply to Christian radio. Good management is the same no matter what the format. A station can have a superior technical facility whether it airs rock or elevator music.

Since this column focuses on programming, I'd like to suggest three things I believe separate the better-programmed Christian radio station from those who don't sound as good.

### Personality

Radio is a very personal medium. It is one-on-one communication. People are attracted to a radio station in much the same way they are attracted to another person — they like the station's personality.

A radio station has a personality of its own. Most often, that personality is defined by one or two high profile announcers or talk show hosts and by the on-air sound of the sta-

tion. These, the primary elements defining a station's personality, will lead listeners to like your station.

A local Christian radio station may be best known by the company it keeps. For many listeners, the station itself is nothing more than a preset on a dial, where the listener has access to James Dobson or John MacArthur. If you ask listeners if they like WXXX, they might say, "Is that the station carrying *Grace To You*?" For them, the station itself is a non-entity; it has no personality of its own. Instead of saying, "I like that station," they would be more likely to say, "I like *Focus on the Family*."

I believe better-programmed Christian radio stations have a personality of their own. They may carry local or nationally syndicated programs, but their listeners feel like they also have a relationship with their local station.

Think for a minute about the highest profile on-air personality at your station. Most of the time, it's the morning drive announcer, but in Christian radio, it may be the afternoon talk show host. For better or worse, that individual's "personality" on-air will define the way listeners characterize your station.

What words would a listener use to describe your highest profile on-air personality? Friendly? Bland? Professional? Fun? Confrontational? Boring? Intelligent? Once you discover what word most people would use, you'll have gone a long way toward uncovering what listeners think when they hear your station.

### Promotions

Another characteristic of a well-programmed Christian radio station is a strategic commitment to promotions. The best Christian radio stations in America are not only polishing their on-air sound, they're taking it to the streets.

Whether we like it or not, there is an element of show-biz in radio (even Christian radio). Just by virtue of the fact that a person is in front of a microphone, instead of the speaker



Bob Lepine is the co-host of the nationally syndicated radio program *FamilyLife Today*.

end of a radio, he becomes something of a celebrity. And for most of us, the chance to shake hands with a celebrity is exciting.

Once again, the kinds of promotions with which you are involved will help define your station's personality. A WXXX Day at the local water park or city zoo will project a different image than a WXXX citywide Bible conference. The promotions you are involved with and the target audience for those promotions will mark your station in the mind of a listener.

I know of one station that gave away coffee and orange juice at the subway entrance. Another went through church parking lots on Sunday morning giving out cash prizes to people with the station's bumper sticker on their cars. Still another hosted a citywide conference on Bible prophecy. In each case, the station made a public statement about how they would like to be perceived.

Top Christian stations look for opportunities to reinforce their image with existing listeners and to present themselves to prospective ones. Creative, strategic promotions are a part of any successful radio station.

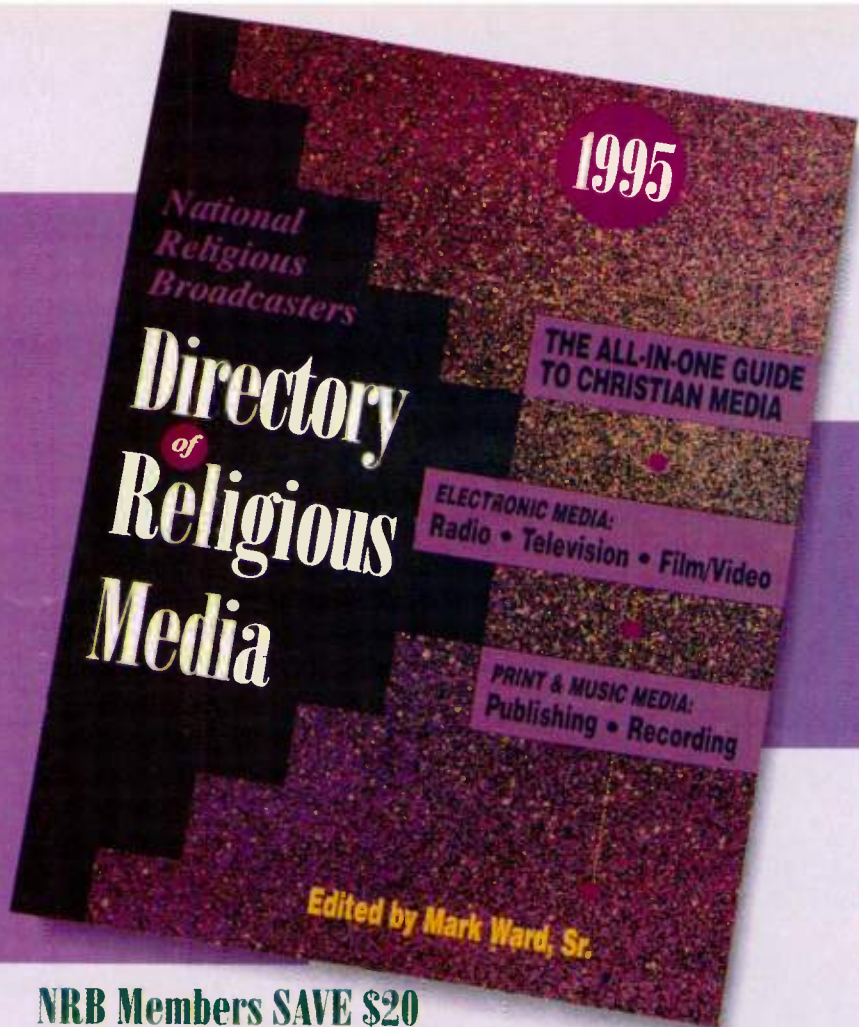
### Community Involvement

Tied closely to promotions is a station's involvement in its local community. Well-run Christian radio stations look for opportunities to be involved in what God is already doing through churches and para-church ministries in the city.

At the last station where I served as general manager, we targeted four

*Continued on page 53*

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 • Periodicals • Music Companies • Agencies • Vendors and Suppliers*



## H.R.789 Needs Grassroots Involvement

**A** new, stronger music licensing reform bill was introduced as H.R.789, the Fairness in Musical Licensing Act of 1995, on February 1 by Rep. James Sensenbrenner (R-Wis.). In spite of debuting amid the intensity of the first 100 days, 75 members of Congress have signed on to support the bill, which includes the following provisions:

- \* The music licensing organizations must offer a reasonable per programming period license to radio broadcasters.

- \* They must provide on-line access to copyright and licensing information for all music titles in their repertoires.

- \* Legal action may be brought in any district court in the country against the American Society of Composers, Authors, and Publishers (ASCAP), Broadcast Music, Inc. (BMI), and SESAC to enforce the new per programming period license requirements.

- \* The broadcast of live or pre-recorded religious services will not be subject to any obligation to pay licensing fees.

The bill's progress encourages its proponents, which includes a coalition of specialty radio broadcasters led by the National Religious Broadcasters Music License Committee (NRBMLC), restaurateurs, retail establishments, and other users of background music in public settings.

The bill is a strengthened version of last year's H.R.4936 and S.2515, which had been introduced late in the session, and is gathering steam amid a storm of resistance from the performance rights organizations, particularly ASCAP.

According to Mark Gorman, legislative consultant to the NRBMLC, "Two important events must occur before the bill becomes viable — we need at least 50 more co-sponsor signatures and congressional hearings must be scheduled soon. In fact, if hearings are not scheduled before 1996, the potential for the bill's passage is diminished."

Proponents of H.R.789 say it would amend the music licensing

provisions of copyright law in ways promoting competition among the performance rights organizations, or collectives, which have operated for decades as monopolies. "It will bring the music licensing industry into the '90s from a technical viewpoint, because the collectives will be required to disclose their repertoires on-line to prospective licensees . . . and this in turn will introduce competition and unveil the mystery surrounding the merchandising of copyrighted music," says NRBMLC chairman Edward Atsinger.

Atsinger adds, "The bill provides radio stations playing small quantities of music a reasonable alternative to the blanket form of license, which means they would not be required to pay the same fees that all-music rock or country stations are paying."

Before H.R.789 can go forward for congressional vote, it must pass the Judiciary Committee. The Judiciary Subcommittee on Courts and Intellectual Property, on which Sensenbrenner sits, will need to schedule hearings and then vote to send it to the full committee for a vote. In the meantime, introduction of a companion Senate bill is being considered by several senators, including Hank Brown (R-Colo.), who introduced comparable legislation in 1984; Mike DeWine (R-Ohio), Jon Kyl (R-Ariz.), and Charles Grassley (R-Iowa).

### Grassroots Level

It is critically important for each of us to write our members of Congress, explain the issue from the radio (or television) broadcaster's perspective, and ask them to co-sponsor H.R.789. Co-sponsoring the bill is the best way for them to show their support and to create pressure on the House Judiciary Committee to hold hearings on the Fairness in Musical Licensing Act.

Our legislative strategy at this stage is to work in coalition with the National Federation of Independent Business, the National Restaurant Association, and other groups whose grievances with ASCAP and BMI are

*Russ Hauth serves as executive director of National Religious Broadcasters Music Licensing Committee.*

addressed along with our own in the bill. This will ensure maximum grassroots support and early momentum for the legislation.

Letter writing is important — in fact, it is critical — but local broadcasters have a lot of clout with legislators and one of the most effective ways to get their attention is by meeting them face-to-face.

The first grassroots meetings were held in the congressional districts of the House Judiciary Committee during the spring recess. Assembling a group of interested coalition members, making an appointment with a busy congressman in his district office, and then getting everyone to show up isn't complicated but it can be a lot of work.

Stuart Epperson, NRB first vice chairman and radio station owner, helped launch the grassroots effort by scheduling a breakfast meeting with Rep. Howard Coble (R-N.C.), a senior member of the Intellectual Property Subcommittee. Several station operators and restaurant owners turned out to give Coble a convincing presentation on the issue.

Epperson has since organized district meetings with Reps. Fred Heineman (R-N.C.), Bob Goodlatte (R-Va.), and Melvin Watt (D-N.C.). "Politics is local," says Epperson. "You need to make it happen at the district level if this bill is going to see the light of day."

If you are a commercial radio broadcaster who would benefit from passage of H.R.789, we need you to get involved in the grassroots campaign. The NRBMLC (805/987-0400) or Mark Gorman (703/836-6716) are available to offer assistance in planning meetings or providing more information about H.R.789. <sup>RB</sup>

# Training Electronic Rhetors

**W**e live in a post-modern society and the need is for religious broadcasters to take note of our historic and cultural position and to respond to the uniquely critical time in our social order's history. Especially important is the need for the next generation of religious media rhetors to sense their tremendously difficult responsibilities, but also the opportunities that exist in a culture undergoing change.

This will of necessity be a quick summary of a post-modern intellectual shift. You will notice each characteristic is antithetical to what most American religious broadcasters hold as the moral indicators in their lives.

A secular post-modern mindset is one that no longer believes in anything absolute. There is no universal moral code by which to judge one's actions and reactions to the human condition. Additionally, there is no absolute knowledge base for making decisions, ethical or otherwise. All of life and knowledge is up for interpretation, and all interpretations are at the same time both equally valid and invalid.

No one knowledge system holds priority for understanding and interpreting life and reality. Any conception of a Creator is questioned with great hesitancy and usually rejected outright. Thus, leading humankind to seek other sources (mysticism, etc.) for finding a centering point in the search for self-identity.

In summary, there is a rejection of all social legitimizers and we are left with ideological driven human action. We must, in the training of the professional segment of our industry, come to grips with the need to get beyond the purely technical, production-based discussions and begin to develop a post-modern religious media philosophy.

Religious broadcasters build frameworks for understanding life, meaning points for social arrangements, both for those in the industry and for their respective audiences. Through programs, the frameworks provide answers and direction in an

electronic, technological culture.

Before we examine the services we provide our listeners, we must each look inside and decide what it takes to be a Christian rhetor in a post-modern electronic age. Each Christian broadcaster must develop the devotional practices of knowing God. Such a knowledge is accomplished through Bible study, fellowship with others, and a life of prayer.

In essence, each of us needs to insure we are connected with the transcendent God who relates to all cultures, even our post-modern experience. Once we tap into our spiritual source, we can then address how we communicate the good news to a culture that has lost its way.

Christian media rhetors must, through the discourse of their programs and media efforts, build frames of reference for their audience. A consistent interpretive hermeneutic is needed in a relativistic culture, and religious broadcasters provide a coherently powerful narrative on life and reality.

We must make truth claims (i.e. music, news, programs) to our audiences providing them with interpretations of experience for making sense of reality. How can that be accomplished? Let me suggest we manifest a "prophetic cultural voice." As we are active in the rhetorical construction and building of the social memory we can take an active role in proclamation, memory building, and prophetic witness.

We should strive for the retrieval of the scriptural cultural memory in addressing our current problems. We can function that way by reintroducing themes of the biblical account into the current social debate.

Also, post-modern humans are looking for a purpose to guide their lives and we can provide it for them if we have carefully constructed answers to their problems. Of all the media messages that can be consumed, we have an opportunity to provide the listening audience with a sense of hope, purpose, meaning, and optimism.



*Timothy Detwiler is professor of communication arts at Cornerstone College and host of Up With Music, the morning program on WCSG-FM/Grand Rapids, Mich.*

More specifically, we can build an ethic of care into our daily broadcast. Through programming strategies we can stress the power of personal and social identity in Christ. It is not that post-moderns will reject the message; it is that we have not offered it very well through our broadcast plan.

The post-modern philosophical environment must be linked to the everyday operation of media outlets in the practice of our tasks. Thus, the tasks of a post-modern religious electronic rhetor include:

- \* Asserting claims by our programs to the truth of Scripture.
- \* Developing a reflective Christian answer to the problems facing our society.
- \* Active participation in the current social debate.
- \* Retrieving the biblical account of the human condition.
- \* Programming an active ethic of care into all we prepare.

Bottom line, broadcasters must face the sobering responsibilities of shaping the thoughts, dispositions, and actions of ourselves and our listeners in a post-modern culture. This discussion should challenge us to the importance of developing our stewardship responsibilities of caring for the media system in the training of religious broadcasters. Rhetors under training should pay close attention to the intellectual course of the culture just as they participate in the understanding of the technological marvels with which they work. <sup>8</sup>

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

# When a Disability Takes Second Place

A recent cover article in *The Los Angeles Times* Life section highlighted a photograph of a paraplegic sitting backward in her wheelchair, the leather back support hiding her bare chest. Below was another photo of a young man in a wheelchair sitting in a bar. One beer bottle was wedged between his legs and he was taking a swig from another.

The topic? *Disabled people are moving into the mainstream of life.*

My heart broke. Suddenly, a disabled person is viewed as "normal" if he has chug-a-lugged with the best of his able-bodied buddies or if she has posed nude in her wheelchair for *Playboy*. Sensuality is sweeping the disability community, as if to say, "We can sin with the best (or worst?) of able-bodied people!"

It's a heartbreaking trend which is making inroads into families and institutions. Some parents of disabled teenagers are providing sexual surrogates for their child, thinking it will release tension and promote a healthier sexual identity.

And in some institutions, "private rooms" are provided for consenting residents with disabilities. The rationale? "A disability forces a revision of the old moral codes."

Obviously, Christian rehab professionals, directors of institutions, parents, and persons with disabilities have our work cut out. We have quite a battle to fight as we hold fast to moral tenets.

Now it's true that my disability colors my view on many issues. Whether it's health care reform or discrimination based on one's appearance or abilities, my physical impairment has, for 28 years, honed and shaped my convictions.

But there are some convictions which rise above my disability bias — convictions which transcend an individual's circumstances or private morality of right or wrong. In fact, they are really not convictions at all, but commandments reflecting the moral absolutes of God.

Few of us would argue with biblical commandments to not steal, murder, covet, or bear false witness.

These moral absolutes, we would all agree, are not only for the individual's benefits, but exist for the good of the entire human community. Such rigid and unchangeable moral tenets are written, as the Bible says, on the tablets of men's hearts and they form the very framework of a healthy society.

Something in us cringes when individual whim or subjective bias chisels away at these pillars which support our culture. We don't want "Thou shalt not murder" to be exposed to change and redefinition.

Not so with at least one moral absolute, especially within a segment of the disability community. And that is sex within marriage. Perhaps that's because we don't view marriage as a foundational pillar of our society.

Rather, marriage has been redefined by subjective bias to include almost every "societal unit." And so, the freedom to sexually express yourself with whomever and however you choose becomes the sacred and singular right of the individual.

That's a shame. I don't say that from a prudish perspective. I say it as an advocate for healthier individuals, families, and yes, for a stronger and more stable society.

When God created sex, He placed it within the context of marriage for good reasons. The act of sex is the literal joining of yourself to another person, a "two will become one flesh" [I Corinthians 6:16].

Such poignant and powerful intimacy requires the safeguards of a life-long commitment: marriage. Anything less results in ultimately shattered and lonely lives — what else can one expect when one "gives" himself or herself away to one person and then another in a succession of commitments? And frankly, shattered lives make for unhappy marriages, which in turn, make for a morally ambivalent society.

Some of my friends with disabilities would say otherwise. For them, sexual activity is a highly personal matter which has little to do with moral absolutes, let alone God's commandments. A disability, they say,



Joni Eareckson Tada shares a biblical perspective on disability issues via her five-minute daily radio program *Joni and Friends*.

forces a revision of old moral codes.

And so the individual's right to private expression results in everything from same-gender partners to parents providing sexual surrogates for their severely disabled teenagers to the availability of "private rooms" in residential facilities for disabled people.

This is wrong. And I care little whether the *Playboy* pin-up is able-bodied or paraplegic. Disability is not the issue. Absolute morals are. When people set themselves up at the center of their own moral universe, then foundations — whether personal or societal — begin to crumble.

And you don't have to have a disability to understand that. <sup>RB</sup>

## WASHINGTON WATCH

*continued from page 12*

handing out candy at the circus").

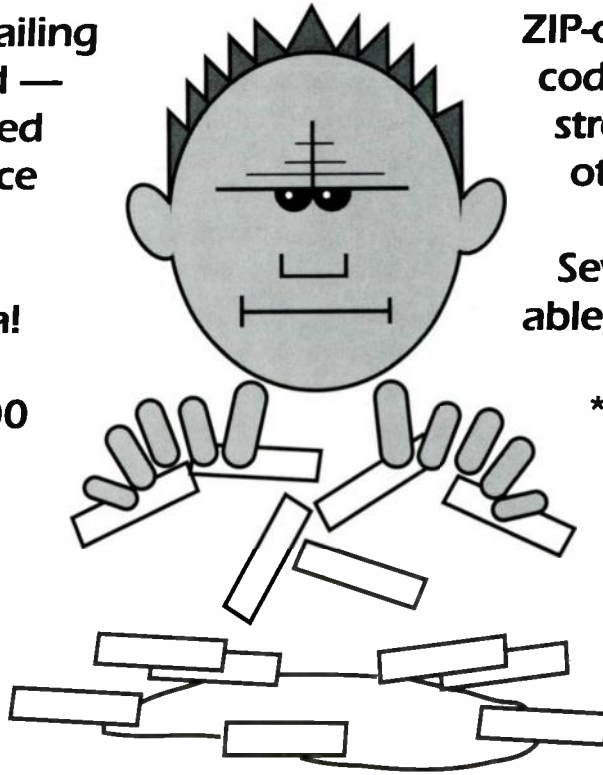
While both cases involved management inattention to the rules, the Arizona station's situation was particularly unusual because it concerned children's shows aired under a time-brokerage arrangement. The broker's employees programmed the traffic computer incorrectly, an error undetected for months.

The cases obviously underscore the need for station managers to regularly monitor procedures for compliance. The Arizona case also highlights the need for any broadcaster involved in time brokerage arrangements to pay serious attention to the broker's efforts to meet the licensee's FCC obligations — including, but not limited to, the kidvid rules. <sup>RB</sup>

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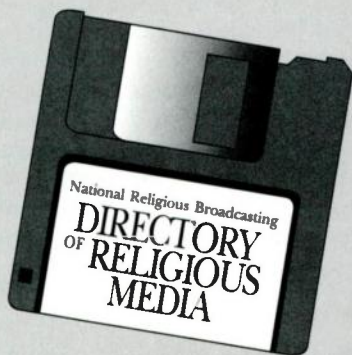
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# THE BOOK SHELF

BY HARRY CONAY

## Beyond Culture Wars

by Michael Horton  
Moody Press, 1994

Disagreeing with what he perceives to be the confrontational emphasis of many recent Christian books written in response to societal influences, author Michael Horton suggests we should avoid using worldly tactics to impose our standards of Christian behavior. We should, in effect, be evangelical instruments through which sovereign God may fulfill His *perfect* plan (in contrast to our *imperfect* human perception of it).

"Instead of being driven by sociology, marketing, pop-psychology, emotional revivalism, or politics," Horton urges us to go beyond the superficial, worldly arena of culture wars into the spiritual arena of theological discernment, doctrinal debate, personal holiness, and church revival.

This position is similar to that taken by John MacArthur in *The Vanishing Conscience*, which was criticized by Tim and Beverly LaHaye in *A Nation Without Conscience* for being too passive. Nevertheless, Horton in his challenging and thought-provoking tome makes a strong case for this being virtually the only stance which can truly bring about significant, eternal, God-honoring change.

Readers who enjoy this book may wish to read *Winning the Values War in a Changing Culture* by Leith Anderson (Bethany House, 1994). Anderson is critical of "some Christians [who] have become politically aggressive and treat fellow believers as if they endorse sin because they do not march, petition, or politicize." His theme is that "the highest value for a Christian is to live Christianity," and he shares how to live "by the values of Jesus Christ."

## Politically Incorrect: The Emerging Faith Factor in American Politics

by Ralph Reed  
Word, 1994

In a sense, this is another "culture wars" entry, only with an emphasis on defending Judeo-Christian values in the political arena. Ralph Reed, head of the Christian Coalition, details a variety of negative societal and political situations, technological innovations, and church-state confrontations to reveal recent trends in conservative, political activism.

He writes "people of faith must build their own institutions that represent their view accurately . . . for the culture more than political involvement alone will ultimately determine the values that animate our people and inform our institutions." Toward this end, he offers "some practical steps that you can take an effective citizen, voter, and activist to make America stronger and better," and he lists prayer, participation in the political system, persuasion rather than heavy-handed preaching, and persistence.

I must admit that, like Michael Horton, I am a bit uncomfortable when discussions of faith give the appearance of being linked to a particular political view or party. However, this qualm aside, I found *Politically Incorrect* to

be thought-provoking and frequently enthralling.

Readers who enjoy this book may wish to read *Disciples & Democracy: Religious Conservatives and the Future of American Politics*, edited by Michael Cromartie (Eerdmans, 1994). Containing three papers (one by Reed), responses, and comments from a conference sponsored by the Ethics and Public Policy Center's Evangelical Studies Project, this thin paperback offers a penetrating analysis of the emerging political scene.

## NIV Bible Commentary (vol. 1: Old Testament, vol. 2: New Testament)

edited by Kenneth Barker and John Kohlenberger III  
Zondervan, 1994

Anyone in need of an excellent, general Bible commentary can't do much better than this impressive abridgment of the well-received, 12-volume *Expositor's Bible Commentary*. To the informative text have been added relevant charts, maps, tables, pictures, and (for significant Hebrew and Greek terms) G-K numbers corresponding to those used in the *NIV Exhaustive Concordance*.

As in all collaborative efforts, some sections are better than others, but overall, succinctness has not been achieved at the expense of readability or solid content, and anyone approaching these books with realistic expectations will be more than pleasantly pleased. My only complaint with this, and other recently published Zondervan reference books, is that the text is printed too far into the crack of the binding to allow the opened volume to lie flat for comfortable reading or note-taking. This flaw aside, I heartily recommend this set.

## The Great Compromise

by Greg Laurie  
Word, 1994

This is a book about backsliding, about those who have accepted Jesus but who gradually and subtly begin to succumb to the idols (i.e., temptations) of the world, thereby compromising their spiritual rewards for the material promises of a world system under Satan's dominion. Citing many societal woes, Greg Laurie's major lesson is that one cannot compromise with sin.

Learning from Caleb's example, Laurie (host of the radio and television program *A New Beginning*) concludes that "no compromise [is] allowed," that we should "take God at His word . . . desire fellowship and communion with God . . . stay focused . . . [and] run to win." This is an inspiring — yet sobering — pep talk.

## In the Hand of the Potter

by Dale Evans Rogers with Les Stobbe  
Thomas Nelson, 1994

In this warm, frank, and simply written autobiographical tome (replete with eight pages of photographs), Dale Evans Rogers combines the oft-times tragic events of her life with biblical examples to impart an inspirational message about God's abounding and unfailing love for His creation. Despite trials and tribulations, we are reminded to always put our complete faith and trust in

the hands of the Master Potter: "He can make the marred vessel beautiful and useful again because of His abundant mercy and grace."

Anyone expecting a lightweight piece of celebrity fluff will be pleasantly surprised by the fullness of thematic development. Questions for "Reflecting on the Shaping" attached to each chapter also render this useful for small discussion groups. This little gem may just possibly stick around to become a "classic."

## Been There. Done That. Now What?: The Meaning of Life May Surprise You

by Ed Young

Broadman & Holman, 1994

Providing a penetrating study of Ecclesiastes to investigate the meaning of life, Ed Young identifies five pathways frequently followed for self-fulfillment. "Most of us want enough *wisdom* to satisfy the mind, enough *ethics* or philosophy to satisfy the conscience, enough *hedonism* or pleasure to satisfy the body, enough *materialism* to satisfy the pocket, and enough *religion* to satisfy the spirit."

Yet even when we have more than "enough" of these things, we become so easily dissatisfied. Why? Because, as Young points out, the meaning of life is not to be found in these things but in the Lord Jesus Christ whom we are to recognize, receive, worship, and obey. Though I doubt if this should come as a surprise to most Christian readers, Young's highly readable book still contains much to ponder and apply.

## Virtual America

by George Barna

Regal Books, 1994

Subtitled "What Every Church Leader Needs to Know about Ministering in the Age of Spiritual and Technological Revolution," the content of *Virtual America* (popularly referred to as The Barna Report) is based on some 2000 recently distributed random opinion surveys examining the "values, lifestyles, beliefs, and religious practices" of contemporary America. The first half is a narrative by George Barna which systematically imparts data, analysis, and interpretation; the second half is a tabular compilation of the survey data.

By knowing "how Americans live and think today," Barna intends for us to "have a running start on preparing viable responses to a nation that is in search of meaning, purpose, and fulfillment." Fulfilling its stated purpose, this humbly written, utilitarian volume validates many current evangelical suppositions and strategies, and should cause us to rethink, modify, or abandon others.

## Right from Wrong

by Josh McDowell and Bob Hostetler

Word, 1994

Sensing "this generation's loss of a biblically based value system" Josh McDowell conducted a confidential survey among 3700 youth. The shocking result? "The data show that young people from good Christian homes are

succumbing to the pressures of our society. . . . Far too many of our youth are involved sexually . . . are lying, cheating, and stealing [and] are hurting other people."

That they do not know how to distinguish between right and wrong, he blames on "a [relativistic, hedonistic] society that has largely rejected the notions of [absolute] truth and morality." Despite the negatives, McDowell's tone remains positive (though not simplistic). He writes that "you and I may not be able to turn this perverse culture around, but *we* can turn our Christian youth and families and churches around — one at a time."

The bulk of this book provides scripturally based advice for doing so. I highly recommend *Right from Wrong* for all parents and all adults who work with children.

## The Walk: The Measure of Spiritual Maturity

by Gene Getz

Broadman & Holman, 1994

What is the church? What is my role in it? What is my commitment to it and to God's Word? How does God measure success? What does He require of Me?

Within this comprehensive study of Paul's "church planting ministry" and writings, such questions are answered. Each highly motivating chapter is prefaced by a noted Christian author (among them John Walvoord, Bill and Vonette Bright, Charles Stanley, and Luis Palau), and each chapter addresses (and *assesses*) a particular area of concern in light of the scriptural standard. In sum, this vital, diagnostic tool allows us to measure the level of our personal and corporate scriptural maturity as we try to "reflect the image of Jesus Christ."

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

## PRACTICAL PROGRAMMING

continued from page 45

worthwhile ministries in our city in which we could take an active role in helping to promote their efforts. We worked with the local food bank, a homeless shelter, a crises pregnancy clinic, and an outreach to teenagers. Our objective was to be involved each quarter in these types of activities by raising awareness and funds.

Other managers have stirred up local interest in national ministries, like Prison Fellowship or Joni and Friends, and have sought to make the local community more aware of what outreaches these organizations do.

Community involvement is part of the reason you exist — you operate "in the public interest, convenience, and necessity." God has given you stewardship over a resource that can advance His work in your community.

It's also good radio. The top stations in your market are probably doing a better job supporting local non-profit organizations and ministries than you are. Consistent involvement in your community is one way you can move a step closer to Christian radio excellence. <sup>8a</sup>

# RECORDING REVIEWS

BY DARLENE PETERSON AND SARAH E. SMITH

## Justo Almaria / Abraham Laboriel

producers: Justo Almaria and Abraham Laboriel  
Integrity

Berklee College of Music in Boston brought together two talented jazz artists from South America — Justo Almaria from Columbia and Abraham Laboriel from Mexico. Their meeting in 1969 began a lifetime of friendship and periods of artistic collaboration and musical growth in expressing their Latin American heritage in the context of contemporary jazz.

A woodwind virtuoso, Almaria traveled as musical director for the famed Latin-jazz great Mongo Santamaria. Bassist Laboriel performed with Henry Mancini as a featured soloist and, with Mancini's encouragement, moved to Los Angeles to participate in the budding recording scene there. Almaria later moved there also. In 1980, Laboriel formed the jazz-rock group Koinonia, which Almaria also joined. The men have performed on one another's solo albums and recorded together with such varied artists as Placido Domingo, Chaka Khan, Freddie Hubbard, Phil Driscoll, The Winans, Andre Crouch, Ron Kenoly, Twila Paris, and Helen Baylor.

Jazz isn't the only thing they have in common, as both are committed to their Christian faith. In this recording, they use their considerable gifts to bring us a collection of hymns, worship songs, and original worshipful compositions expressed with the rhythm, style, and joy of their Latin and jazz musical culture. This is one of the best all-instrumental contemporary Christian recordings I've ever heard. Not only is the featured duo outstanding, but so are the supporting musicians.

## The Isle of Dreams

Jeff Johnson  
producer: Jeff Johnson  
Ark Productions

Jeff Johnson has established himself as one of Christian music's most innovative and refreshing craftsmen. A former Sparrow artist, he now has 20 albums to his credit, which range from straight-ahead jazz and artful rock releases to ethereal instrumental collections to children's projects.

Johnson's love of literature and art, both classic and modern, comes through in all his work. In *The Isle of Dreams*, he deftly weaves passages from John Milton, Lord Tennyson, and William Shakespeare, together with his own lyrics, into a unified theme. Although consisting of individual songs, the recording is best appreciated as a whole. Only then can one fully appreciate what Johnson is saying about God's mercy and man's longing for the eternal. *The Isle of Dreams* is for an unhurried pondering of truth in all its awesome depth.

Darlene Peterson is the music reviewer for Religious Broadcasting.

## Walkin' the Beat

Jason & the G-Men

producers: Jason & the G-Men

executive producer: Guy J. Mahmarian

In the style of Frank Sinatra, Tony Bennett, and Harry

Connick Jr., Jason & the G-Men (Jason Harms, Rick McKinley, Greg Seeger, and Rick Corliss) swing with "jazz as authentic as the Gospel itself" in their second release, *Walkin' the Beat*. This jazz quartet from Minneapolis formed



in 1992 to appease its mutual interest in and appreciation for classical jazz music. Appearing in the Gospel Music Association's "New Artist Showcase" in 1993, the group caught the attention of a representative from the Cornerstone Festival and was invited to participate that same year, where the G-Men exhausted their playlist and even performed some selections twice. Since then, the band has opened for the Winans and played for a host of churches across the country.

Dressed in pinstriped suits complete with the requisite fedoras reminiscent of the thirties and forties, the G-Men's first self-titled debut was "an experiment of sorts." Many of the songs from that album will be reworked on future projects; therefore the album itself is not available for general release.

In *Walkin' the Beat*, the quartet delivers a solid showcase of original songs and reworked gospel standards. Harms wraps his vocals around the words with a honey glaze while the G-Men (McKinley on piano, guitar, and trombone, Seeger on string bass, and Corliss on drums/percussion with various other artists contributing trumpet, flute, and saxophone) create an authentic jazz sound complete with appropriate drum solos and horn wailing. The G-Men mixed and arranged all songs.

The songs on this recording range from swing renditions of hymns ("Victory in Jesus" and "[When We All Get to] Heaven") to traditional spirituals ("[Joshua Fit the Battle of] Jericho") to old jazz standards ("Caravan," "What A Little Moonlight Can Do," and "I Got Plenty O' Nuttin'") and to seasonal ("Shepherd's Pipe Carol" and "Pat-A-Pan").

But it's the original compositions that make this album truly remarkable. From "Hurry," which asks for the Lord's return, to the uplifting "Empty Grave," which talks about Christ's resurrection, to the catchy love tune "The Only Thing," which states the only thing he'd like to change about his love is her name (to his), to the moving "Daisies:"

*Did you ever see the daisies on the day that my Lord came to town*

*There's no more gloomy glaze, or ugly, hanging 'round  
I wish you saw the daisies the day that my Lord came to town  
It would have turned your frown right-side-down.*

Jason & the G-Men croon and swing their way throughout this delightful recording. A must addition to any jazz lover's collection as well as anyone who appreciates thought-provoking lyrics in a unique style.

Sarah E. Smith is managing editor of Religious Broadcasting.



## Stafford's Well-Chosen Words

As a broadcaster, you recognize the power of well-chosen words. They are your livelihood as well as a reflection of who you are as a person. The right word, said at the right time, can evoke a tremendous response from those listening. Of course, a carelessly chosen word can leave the listener confused, bored, angry, or hurt. As Mark Twain once said, "The difference between the right word and the wrong word is the difference between lightning and the lightning bug."

Award-winning writer Tim Stafford, recent author of *That's Not What I Meant*, shared some insights which should be of interest to all broadcasters.

**Petersen:** Why do you say words are powerful?

**Stafford:** If we take time, we can think of wise words from a teacher, a parent, or a friend that made a great impact on our direction in life. Many people can spotlight an encouraging word that lifted them at a very low time. They can also remember some searing knife of a word, the memory of which brings blushing shame even today, years later.

Words have the power to hurt and heal. It's of the utmost importance that we pay attention to not merely the words we intend but also those that slip out when we are not paying attention.

**Petersen:** How has your Christian perspective shaped your own use of words?

**Stafford:** The book of Genesis portrays God's creating the world by speaking. In a related way, we humans created the world we live in through our words. The way we talk to each other makes a world full of love and security or a world of bitterness and anxiety.

Proverbs 12:14 says, "From the fruit of his lips, a man is filled with good things, as surely as the work of his hands rewards him." As I've studied the biblical proverbs, I've found that many concern the way we talk. They teach the skill of speaking well in everyday conversation. The book of James warns about the evil a tongue can do and suggests we can control our lives by controlling our tongues. This is truly startling — that if we were able to consistently choose our words well, we could make our lives all that we want them to be and all that God means them to be.

**Petersen:** What do you identify as conversational junk food?

**Stafford:** Flattery, bragging, and gossip. These seem innocent and apparently harmless. But they cause problems directly and crowd out more healthful words. Flattery hurts by undermining real praise. Bragging pushes people away into the outer orbit of your life. Gossip stirs up quarrels and makes the most of differences. Put them together and you have a portrait of words that hurt.

**Petersen:** How do you recommend we change negative speech habits?

**Stafford:** Most of us don't know how we talk. We just open our mouths and out it comes. We talk all the time, all day, in every situation. You can't change the

way you talk, and consequently your life, if you don't pay attention to what you say and how you say it.

Take inventory of your words. Find out what's good, what's bad, and what's pointless. You could begin by focusing on one or two people you interact with repeatedly and jot down in a notebook the gist of your conversations over two or three days. Or turn on a tape recorder during a meal and record the whole dinner conversation.

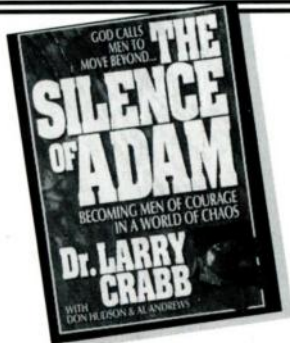
Take that information and analyze it; judge the actual words you've used. Identify the toxic words in your speech and get rid of them, such as name-calling, lies, past wrongs, even exaggeration. And cultivate those words that praise and affirm.

According to Denis Waitley in his book *Empires of the Mind*, "Linguistic experts estimate that the average citizen's vocabulary is decreasing by roughly one percent a year. The English language has more than 450,000 words. More than 80 percent of our daily conversations are made up of a mere 400 words — of which the most commonly used are 'I,' 'me,' and 'mine.'"

Be careful what you say. Remember Jesus' words in Luke 6:45: "The good man brings good things out of the good stored up in his heart and the evil man brings evil things out of the evil stored up in his heart. For out of the overflow of his heart, his mouth speaks." <sup>R</sup>



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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## New Version for DSE 7000 Workstation Offers Time Compression

Orban announced Version 5.0 software for its DSE 7000 Digital Audio Workstation during the National Association of Broadcasters convention in April. "[This version] contains several new user features, the most exciting being our new Time-Fit™ time compression and expansion system," says Geoff Steadman, DSE 7000 product manager. "Time-Fit lets you compress or expand an element or stereo mix by as much as 25 percent. Turning a :63 second spot into a :60 now takes one button push.

"Our users are telling us it sounds much better than the outboard boxes they've been using," Steadman continues. "We've built in some highly sophisticated artificial intelligence which looks ahead into the signal, then decides, based on spectral content and optimization method, how best to compress or expand the audio. The results can be incredibly transparent."

Other key features of Version 5.0 include pitch shifting, two octave vari-speed copy, a two octave vari-speed play which keeps output sample rate constant, reverse audio, and expanded help. Version 5.0 incorporates all changes in the 4.5 upgrade, including networking capabilities and enhanced graphics.

"We've gone to great lengths to keep these new features as fast and easy to use as the rest of the DSE 7000," Steadman explains. Version 5.0 is compatible with all DSE 7000 workstations.

For more information about Version 5.0, contact Orban at 1525 Alvarado St., San Leandro, CA 94577, or call (501) 351-3500.

## Crystal-Aire System Delivers Quality Air

In the radio, television, cable, and recording industries, where several factors can contribute to poor indoor air quality, choosing an air cleaning system can be difficult. Many available air cleaning systems have only limited applications.



The Crystal-Aire® Modular Air Cleaning System by United Air Specialists, Inc., offers the versatility necessary to solve almost any indoor air quality problem. By combining its optional components, Crystal-Aire can clean the air of any combination of tobacco smoke, dust, pollens, odors, and other

contaminants.

Crystal-Aire can also be adapted to virtually any room configuration and can be employed to serve more than one area at a time using multiple filtration. Optional components with the system include blower and motor module, electrostatic precipitator module, bag filter module, box filter module, odor control module, and fresh air inlet. Individual air quality situations will determine which of the Crystal-Aire modules will best fit your needs.

For more information about Crystal-Aire, contact United Air Specialists, Inc., at 4440 Creek Road, Cincinnati, OH 45242, or call (800) 551-5401, department 4-95-150.

## S/Link Makes Digital Audio Formats Compatible

Finally audio professionals and multimedia authors have a fast, convenient way to translate among the dozens of incompatible digital audio formats in use today. The solution is S/Link™ 2.0, a batch audio file transfer and conversion utility for the Macintosh, from The Synclavier Company.

There are more than 50 different professional production systems in use, most with proprietary file formats and dozens of desktop PC varieties as well. They share one thing in common — incompatibility. The digital world is also plagued by incompatible standards for sampling rates and resolutions. Translation between professional systems or between professional and multimedia formats has been impossible or at best slow and cumbersome.

But with the S/Link, the problem is solved through a simple, finder-like interface that mounts any supported SCSE drive as a Macintosh volume and permits batch conversion of files between different formats, sampling rates, and resolutions. S/Link supports a variety of multi-

media and professional formats; for a complete listing contact The Synclavier Company.

Users of the S/Link 2.0 can also batch transfer sounds directly from CD-ROM or CD-Audio sound libraries. A sort feature allows viewing of files by name, size, type, kind, rate, or length. Through an editing window, files can be viewed graphically and highlighted by region for conversion.

S/Link 2.0 can be used with any off-the-shelf Macintosh computer with a 68020 processor or higher. "S/Link gives users the freedom to move easily from one system to another. It is also the much-needed bridge between professional production systems and interactive media such as CD-ROM, which is critical, now that professional editors and engineers are working more and more in multimedia," says Synclavier president Griffith McRee.

For more information about the S/Link 2.0, contact The Synclavier Company at Rivermill Complex, Lebanon, NH 03766, or call (603) 448-8887.

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Minnesota-Iowa Christian Broadcasting  
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Blue Earth,  
MN 56013

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# CALENDAR CLOSE-UP

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*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: Bob Lepine, (501) 223-8663.

## August 25-27

*Steeling the Mind of America Conference*; Vail, Colo. Information: (800) 977-2177.

## 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 6-9

*99th Audio Engineering Society Convention*; Jacob K. Javits Convention Center, New York. Information: Chris Plunkett, (212) 661-8528.

## 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

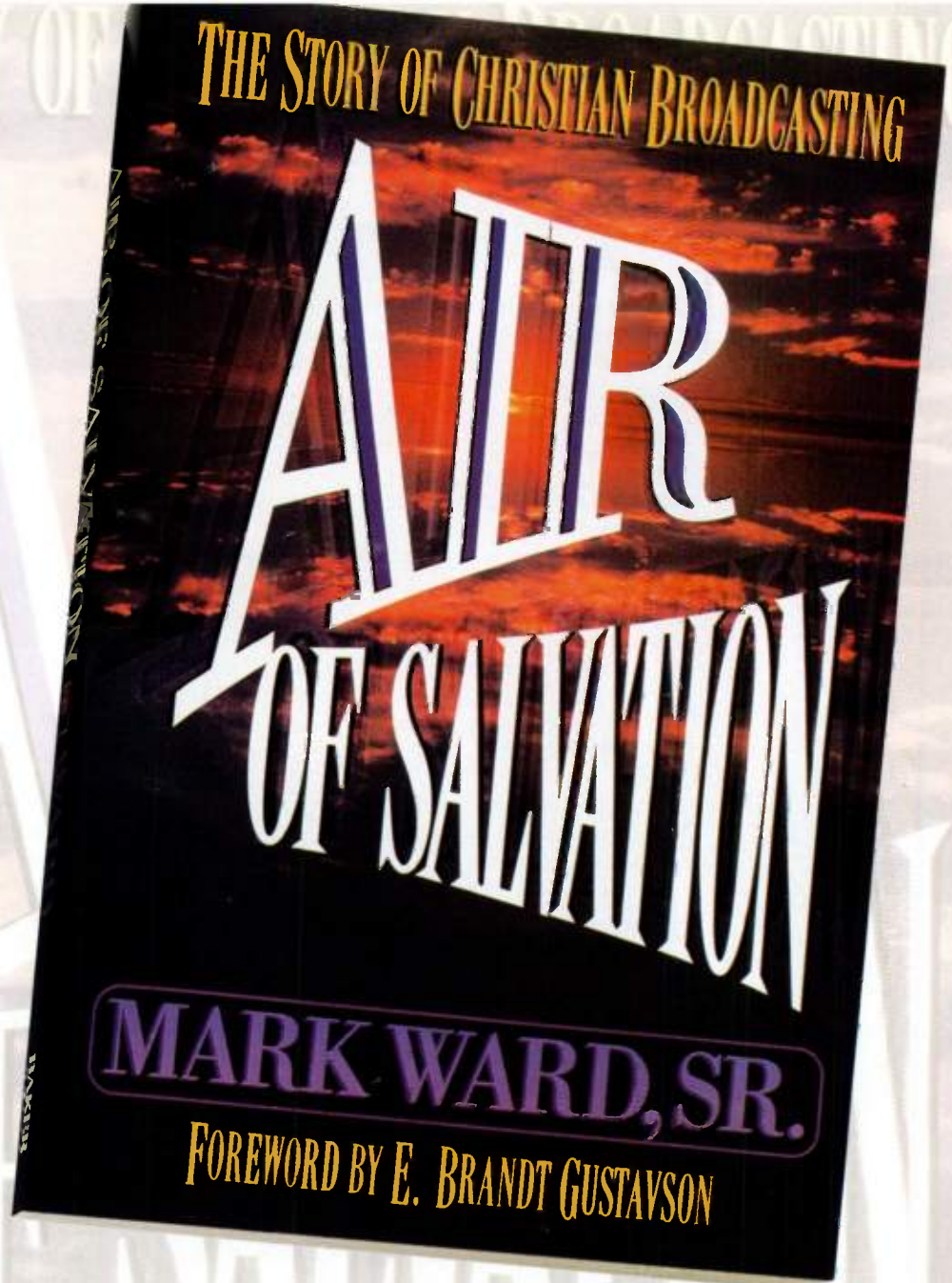
*National Religious Broadcasters Public Policy Conference*; Capital Hilton, Washington, D.C. Information: (703) 330-7000.

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## A Barrelful of Giving

**A**lthough I was only four or five at the time, I still recall my first encounter with Buddy Barrel. A stout figure with a decorative belt around his middle, Buddy never said a word to me, and I don't believe I ever spoke to him. But the impression he made on me at the time of our introduction has remained.

I was sitting in children's church one Sunday morning when Buddy became a part of my life. The lady in charge announced there was someone she wanted us to meet. She even said we would all be able to take him home with us. Looks of puzzlement and intrigue began to appear on three dozen young faces, including mine.

Reaching inside the worn, hand-me-down pulpit, she began to pull something or *someone* out. It was Buddy. He was only about three inches tall. And he was shaped like a, uh, barrel. Perhaps because that's what he was — a miniature, wooden barrel. By this time, our curiosity had peaked.

Buddy, we were told, was part of the "Boys & Girls Missionary Crusade," or BGMC for short. And through Buddy, every boy and girl in that room could also become a part of BGMC. All we had to do was take Buddy home and fill him with pennies, nickels, dimes, and maybe even an occasional quarter.

After Buddy was in our homes for several months, we were to bring him back to church on a designated Sunday when a BGMC offering would be taken. To retrieve the change inside Buddy, his red, white, and black paper belt depicting scenes from the foreign missions field had to be removed. Buddy could then be pulled apart and his contents poured into the offering bucket.

The money collected with the assistance of Buddy would be used to support the work of overseas missionaries. Without realizing it at the time, I had begun to take an active part in fulfilling Christ's Great Commission: "Go into all the world and preach the gospel to all creation" [Mark 16:15].

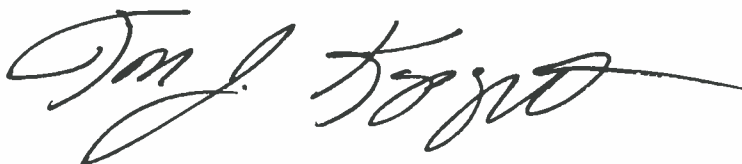
Through the years, whether it was a missions emphasis week in college, a missionary convention at my home church, or supporting the work of a religious broadcaster overseas, I have never questioned the essential work of reaching the lost of this world. But that's not unusual. I believe most, if not all, evangelical Christians share this same philosophy.

In *A Biblical Theology of Missions*, Dr. James S. Stewart is quoted as stating, "The concern for world evangelization is not something tacked on to a man's personal Christianity, which he may take or leave as he chooses; it is rooted indefeasibly in the character of the God who has come to us in Jesus Christ. Thus it can never be the province of a few enthusiasts, a sideline or a specialty of those who happen to have a bent that way. It is the distinctive mark of being a Christian."

I believe since the creation of His church on the Day of Pentecost, God has richly blessed those bodies of believers, both collectively and individually, which have proven faithful to His Great Commission. How else would one explain the ongoing effectiveness and growth of such broadcast organizations as Far East Broadcasting Company, HCJB, Trans World Radio, and a host of others?

On a regular basis, we devote an entire edition of *Religious Broadcasting* to the missions-inspired outreach of the Christian broadcaster. That's what this issue has been all about. How Christian broadcasters, primarily based in this country, have used their God-given tools and talents to extend the saving message of Jesus Christ "to all creation."

Until the Lord's return, we *must* remain faithful to His Great Commission. If Buddy Barrel could talk, I believe he would tell us the same.



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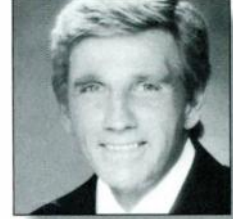
**Dr. John Trent**

Author of more than a dozen award winning books on the family. He is one of the nations leading authorities on interpersonal relationships



**Dr. E.V. Hill**

The man Time Magazine hailed as "one of the most outstanding preachers in the United States." His ability to communicate inspires listeners everywhere!



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Emmy Award winning actor and talk show host. His active involvement with world hunger relief organizations have earned him the reputation of being a strong voice for fund-raising endeavors.



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**Mary Ann Mobley**

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



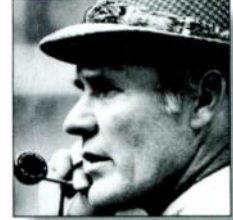
**Peter Marshall**

Author of the best-selling *The Light and the Glory*, he articulated the faith and spiritual legacy of America's Founding Fathers.



**Art Linkletter**

A bestselling author, *Kids Say The Darndest Things*, an EMMY and GRAMMY award winning TV and radio personality, and a household name for more than sixty years.



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"Elly May" is one of those few TV characters who will never be forgotten. Donna is a fine, Christian lady who is at home sharing her faith with others.



**Peggy Wehmeyer**

America's only network reporter on religious issues (*World News Tonight With Peter Jennings*).



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