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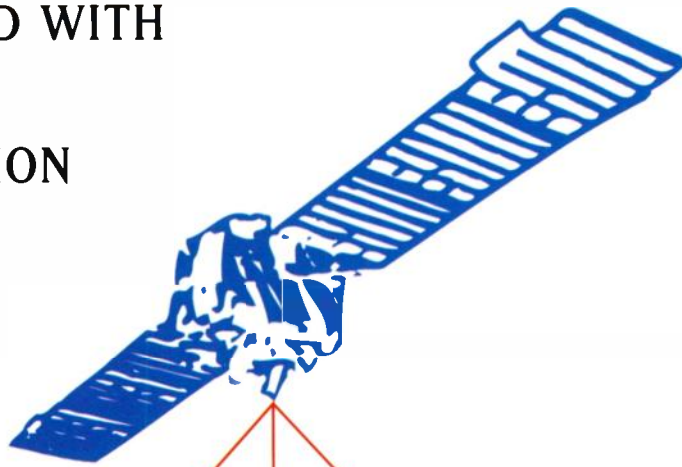
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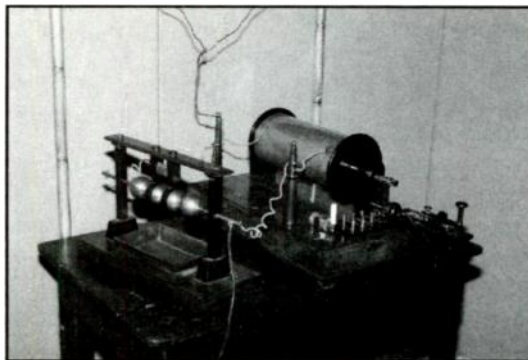
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Italy's Baby Turns 100

by David L. Hansen
In 1895, a physicist in Bologna, Italy, birthed long-distance wireless communication. His child awakened the world to incredible possibilities.

12



page 12

30

Prayer on the Air

by James Sandell
Daily on-air prayer time can minister to your station's community, enhance your station's presence, and build your station's audience.

24 Business or Ministry?

by Mike Maddex
The question is probably as old as religious broadcasting itself: Is radio a business or a ministry? Good question . . .

SEPTEMBER 1995

Features

Healthy Innovations

by Cindy Fahy
Bee-Alive is successfully employing infomercials, the industry's latest marketing sweetheart. Find out what makes this format buzz.

18



page 18

Fair Weather Friends

by Ron Maxwell
When artists reach a certain popularity status, do they become unreachable to the very medium that made a major contribution to their success?



page 32

32

Building for the 21st Century

by Elizabeth Erlandson
Back to the Bible's new international headquarters in Lincoln, Neb., is something to talk about.

36

Radio: Celebration of a Century

Many fads and trends have appeared since the invention of radio 100 years ago. One thing here to stay, however, is religious broadcasting. Religious Broadcasting's annual radio issue features great moments in religious radio (including a history of Aimee Semple McPherson's KFSG-FM/Los Angeles), informative how-to features, challenging articles, and the second annual Buyer's Guide.



Departments

OPINION/COMMENTARY

- 5 Signing On by Bob Straton
- 6 Tuning In by Brandt Gustavson
- 8 Readers' Reactions
- 81 Socially Speaking by Robert Peters
Pornography is everyone's business
- 92 Segue

INDUSTRY INFORMATION

- 62 Personality Profile by Stacye Blount
Donald Jackson
- 64 Practical Programming by Dan Craig
WINDow campaigns
- 66 Targeting Technology by Greg Flessing
Sound advice on waveforms
- 68 International Interests by Jim Bowman
Reaching Far East
- 70 Sales Spot by Jim Lawson
Money matters
- 72 Funding Management by Bruce Campbell
Using surveys
- 76 Music Matters by Gary Babb
Country for Christians
- 78 Youth Wave by Leigh Dowe
Responsibility for youth
- 85 Interview Insights by Jonathan Petersen
On-air literary groups

BROADCASTING NEWS

- 10 Washington Watch by Richard Wiley
Broadcast indecency ruling
- 56 Inside NRB
RB 26, ten years ago
- 58 Trade Talk



page 82

REVIEWS

- 82 Recording Reviews by Darlene Peterson
Silent Witness video
- 84 The Book Shelf by Harry Conay
Richard Neill's Taking on Donahue and TV Morality

MISCELLANEOUS

- 39 1995 Buyer's Guide
- 73 The 1996 NRB Annual Awards Nominations
- 90 Advertising Index/Reader Service Guide
- 90 Calendar Close-up
- 88 Classifieds

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To Change or Not to Change

Change. Some people embrace it while others resist. But few of us would argue that whether we like it or not, change affects us every day of our lives.

I read Dr. Arthur Caliendo's book, *Make Your Life Count*, as part of my summer reading this year. In one chapter, he addresses this subject, stating that change isn't always easy because it involves a break with familiar ways and places.

Change can happen to us or we can choose to change. Some changes make us happy while others cause great distress and upheaval; some are large and some are so small we don't even notice at the time. A new baby, a lost job, a different haircut, a new computer when we're still in a manual typewriter mode, a marriage or a divorce, a new home, a broken leg, a new friend, a long-awaited vacation — everything that touches our lives in some way changes our lives.

I believe God delights in nudging us out of our complacent and often comfortable existence. He urges us on to bigger and better things that can only be achieved through change. But while He may impact our lives so that we can continue to grow personally and in our faith, He also assures us that He is the one that will never vary: "I, the Lord, do not change" [Malachi 3:6].

God is our rock and fortress, immovable and unshakable. He is the One Who is always there waiting for us to come to Him with our troubles and concerns — and He hears and answers our prayers. We need never fear change because God is the constant in our lives upon which we can always rely.

Where in your life have you recently experienced a change? For me personally, it has been family changes — new grandchildren and transfers and new jobs for our children. We rejoice in these things and welcome the changes in our lives and theirs.

In our professional lives, perhaps we should more aggressively look for opportunities to change. Can we extend our impact if we are willing to embrace new technology or encourage a young pastor in a fledgling ministry? Don't be afraid to seek opportunities for positive change. When our faith is firmly grounded in our living Lord, He will always be there to see us through.

The Serenity Prayer, written in 1943, says: "God, give us grace to accept with serenity the things that cannot be changed, courage to change the things which should be changed, and the wisdom to distinguish the one from the other."

This prayer has been raised thousands — and probably millions — of times in the last 50 years, but if we each look to God for the wisdom to deal with the changes in our lives, He will always be there to show us the way.



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

Bob Straton

NRB Opposes Changes in Educational FM Band License Criteria



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

Nearly 20 years ago, the Federal Communications Commission (FCC) had before it two license applications for non-commercial stations in the FM educational band from the Moody Bible Institute of Chicago. The Lansman-Milam petition was filed (from which the fictitious Madelyn Murray O'Hair's religious petition 2493 had its roots), asking the commission not to grant the stations to Moody. Later, the FCC made the unanimous decision to grant the licenses to Moody, and we thought we as religious broadcasters had won that issue forever.

However, at the end of May, National Religious Broadcasters (NRB) filed reply comments urging the FCC *not* to modify the criteria currently used to select among competing applicants for new noncommercial educational (NCE) broadcast facilities. (*Editor's note: For more information, please see the "Washington Watch" column from the July-August issue.*) In the past, similar criteria have been used to reduce the ability of religious broadcasters to utilize NCE frequencies, and NRB urged the commission to reject the current proposal to employ such criteria.

Your association is a national association of radio and television broadcasters and programmers whose purpose is to foster and encourage the airing of religious programs. Currently in the United States, there are more than 1300 full-time, religious radio stations; over the last 20 years, many of these stations, along with their audience members, have been concerned about various proposals before the FCC that could limit the access of religious broadcasters to the airwaves. NRB has been at the forefront during a number of regulatory battles involving issues raising such concerns.

In the current proceedings, NRB opposes any attempts to alter the standards for awarding NCE licenses by incorporating the criteria proposed in the past to limit the licensing of broadcast facilities to religious organizations. NRB is not asking for special treatment, rather for its members to maintain the ability to broadcast their diverse educational messages, serving an audience that would otherwise remain disenfranchised. In light of the serious prospect that the proposed criteria could be used to disadvantage religious broadcasters, NRB urged the commission to reject the proposal and continue to use the existing standard for the licensing of NCE facilities.

To fully appreciate NRB's concern, it is necessary to understand the context in which the agency's current proposal has developed. Over the past three decades, various branches of the federal government have struggled with the appropriate balance in public accommodation of religious speech and expression. The FCC and its professional staff have not been immune to these difficulties. For many years, the commission acted regarding educational licensing matters on an *ad hoc* basis only. This approach seemed sometimes to result in unequal treatment of religious broadcasters as opposed to their secular counterparts.

Although the agency has usually effectively guarded against this, there is a problem of disparate treatment. For example, the educational aspects of religious programming are still devalued by exclusion from categorization as general education. Because of the recurrence of this unequal treatment as detailed in sections of the proposal, NRB opposes any criteria which would enhance agency discretion so as to significantly increase the potential for discriminatory treatment of religious broadcasters.

The commission first expressly addressed the issue of religious broadcasting in the educational context in the case of the Bible Moravian Church, Inc. In the Moody case, the Broadcast Bureau had opposed the application on the grounds that the operation would be religious rather than educational in nature. In a terse, two-sentence opinion, the commission rejected the bureau's recommendation, finding instead that the applicant was qualified to operate an NCE FM broadcast station and granted the

Continued on page 62

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Kudos for Ogilvie Article

Dear Editor:

Your May 1995 issue was terrific and right to a most important point. Too often broadcasters forget what should be their number one concern — the audience. We would logically expect that not to be a problem with religious broadcasters. But having been one, I can say with considerable experience, religious broadcasters are not exempt from the failing of inadequate concern for the audience.

Sarah Smith [wrote a] well-researched and excellently sidebarred feature on the new chaplain for the U.S. Senate ("Prayer Warrior"). It was, indeed, a journalistic masterpiece. Not only did I enjoy reading and sharing it with many church friends, but I shall keep it in my file and one day soon, I shall use it in detail with my 100-member adult church school class which I've been teaching for 15 years — and sometimes I like to surprise them with something really great. Smith's article will fit that bill.

Smith's "Segue" piece in the back of the magazine shows some real insight into what Christian broadcasting should be. We are so proud to have had Smith walking among us for a brief time here at *Springfield!* Magazine. She set some standards we all still are trying to live up to in the editorial realm.

Robert C. Glazier
president
Springfield! Magazine
Springfield, Mo.

UCB Reaches England

Dear Editor:

I am grateful to National Religious Broadcasters (NRB) members for their support during United Christian Broadcasters' (UCB) campaign to change the law in Britain to allow freedom for Christian radio and television. We have started to receive complaints from other NRB members and exhibitors who know us concerning the content of "Premier Radio's Premiere" (June 1995). We are glad that after we made such a sacrifice and paid such a high price for freedom for Christian broadcasting that a station has been able to start up in London.

Nevertheless, we are very concerned about misleading information being circulated. I refer to the following comment from the article: "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."

The truth is that UCB started broadcasting on stereo FM and 1368 kHz AM as a local

Christian broadcast from Douglas, Isle of Man, to north Wales, northwest England, southern Scotland, and Northern Ireland in October 1987, and since then, UCB has also been carried on a number of cable stations here.

In early 1993, UCB started broadcasting 24 hours a day on the Astra satellite with the largest single group of listeners being in the United Kingdom, followed by Ireland and then Germany. From 1994 onwards, FM retransmissions commenced in Dublin, Ireland, along with AM retransmissions in Belfast (which is still a part of Britain), and very shortly FM retransmission will start there as well.

We have wished London Christian Radio (now renamed Premier) success in their venture and encouraged them to be bold in allowing evangelical Christians unfettered freedom to preach the Gospel.

Gareth J. Littler
managing director
United Christian Broadcasters, Ltd.
Stoke-on-Trent, England

Religious Radio in England

Dear Editor:

I have just finished reading "Segue" of the May edition of your publication and it has provoked me to write to you. How fortunate you and the majority of your readers are to live in America for in your country, you appear to have this wealth of religious [broadcasting]. . . .

I hear that soon we will have a London-based Christian radio station. This will be wonderful for those in the south who can hear it.

We do have one radio station that we can listen to, but it is on the Astra satellite. . . . You will know of the satellite station, namely United Christian Broadcasting (UCB). O, what a wonderful station full of loving people working so hard to spread the word to all who can hear it, if only we could get it locally! . . . I myself am actually a supporter of UCB.

Having written to you, I do have a request and that is when you have a few centimeters of space, would you ask your readers to pray for two things for us here in Great Britain? First, pray for the ability for us to have radio transmitters on the medium wave or FM. And second, just pray for support for UCB, which runs on faith as it does not have advertising support.

Peter Yates
Cheshire, United Kingdom

Keaggy and Integrity?

Dear Editor:

I read with shock your article, "Integrity Times Two" in the July-August issue of your magazine. Phil Keaggy, according to your magazine, is "one of Christian music's most respected men," who apparently has something to say about integrity and responsibility.

Keaggy himself is quoted in the article as saying, "I think there needs to be accountability and I think there is, perhaps more than people realize, because a true artist who wants to be an artist for the Lord would be seriously reaching out for (accountability)."

If Keaggy is reaching out for accountability, I only hope someone close to him as addressed his recent single on the new CD *Come Together: America Salutes the Beatles*. Keaggy's guitar "ministry" can be heard as he plays a remake of the Beatles' "We Can Work It Out," along with another much-touted CCM group, PFR. Why is Phil Keaggy saluting the Beatles? Is he accountable for that?

John Lennon once referred to Christ as a "garlic-eating bastard" and the Beatles' own manager called the group "so anti-Christ it scares me." I agree we need accountability, but it's going to have to be more than an empty buzz word. Keaggy owes the church and our precious Savior an apology.

Lisa C. Turner
Milwaukee, Wis.

Legalism or Love?

Dear Editor:

A big thank you to Brian Erickson for his comments about striving for perfection (in "Signing On," July-August). He quotes some of the most unpopular verses in the Bible, and yet we're all overdue in hearing them.

I am concerned about the idea of legalism that Erickson's comments seem to portend. In our striving to "be perfect," do we not often overwhelm ourselves with an overbearing attention to detail and trivia? Like mediocrity, this lopsided attention to minutiae has likewise watered-down the Gospel message with "amendments" about "proper" music, hair length, etc.

That's legalism. It does that.

What tempers the all-out striving for perfection — and its possible legalistic consequences — is the law of love: Do to others as you would have them do to you. Could it be that the perfection we should strive for is a perfection of love? When striving for perfection applies less to actions and more to motive, then a ministry can be called Christlike.

That's sanctified love. It does that.

Though I speak with a jock's voice, and the tongue of a bass announcer, but have not love

Then I am no better than dead air or static.

And if I have the gift of a strong signal and can understand my demographics, but have not love

I am — still — nothing.

Let us strive for a perfection of love.

Robert Ballou
Morehead, Ky.

AT&T: Acceptable Ad?

Dear Editor:

What a coincidence, an issue of *Religious Broadcasting* [July-August 1995] dealing with integrity and a full page advertisement by AT&T!

Has [National Religious Broadcasters (NRB)] bumped its head or what!

I am deeply disappointed that NRB is accepting advertising money from AT&T, and I am further confused that NRB would endorse AT&T in the advertisement.

Larry E. Weidman
WGRC-FM
Lewisburg, Pa.

Editor's Note: Recently, NRB selected AT&T to provide its telephone services. The association is aware there are concerns about AT&T's alleged homosexual support and why a Christian organization such as NRB would choose to do business with the company.

In a letter from AT&T's Executive Response Center, the company stated: "We are not in the business of formulating public policy or promoting specific political agendas. . . . AT&T does not and will not promote any particular lifestyle or sexual orientation."

AT&T was chosen to be NRB's long distance carrier because of its superior telephone quality and universal service at lower, competitive rates. After sifting through other telephone company offers, it was determined that AT&T provides the best service for the lowest price.

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Court Upholds Indecency Restrictions

In a long-awaited decision, an influential appellate court has approved restrictions limiting the hours that "indecent" material may be broadcast by radio and television stations. The U.S. Court of Appeals for the D.C. Circuit recently rejected a First Amendment challenge to rules that channel broadcast indecency to late-night time periods. (In a separate case released on the same day, the same court also approved statutory restrictions on the transmission of indecent programming over cable access channels.)

Under the broadcast ruling, the Federal Communications Commission (FCC) may sanction stations for airing indecent material from 6 a.m. to 10 p.m., hours when children aged 17 and younger are likely to be in the audience. The regulations thus create a "safe harbor" for broadcasting indecent material from 10 p.m. to 6 a.m.

The opinion in *Action for Children's Television v. FCC (ACT)* may not end the lengthy legal disputes surrounding the broadcast indecency rules since the late 1980s. The challengers in the case — which include the American Civil Liberties Union, the major broadcast networks, the National Association of Broadcasters, and many broadcast group owners — have asked the U.S. Supreme Court to overturn the D.C. Circuit decision. However, it will be several months before the court decides whether it will take the case.

If left unchanged, the *ACT* decision carries several implications for broadcasters. At a minimum, the appellate opinion is likely to give new impetus to the commission's indecency enforcement efforts, as well as bolster the government's case for imposing substantial fines against "shock jocks," such as Howard Stern.

FCC officials reported the agency had been waiting until the D.C. Circuit decision was released before taking action on more than 80 complaints pending against allegedly indecent broadcasts.

Many people are, of course, pleased by the prospect of more vigorous enforcement of the indecency rules — in particular, the protection of children from adult programming. However, as outlined below, the *ACT* decision's legal reasoning also implies the government can exercise wider regulatory power over broadcast speech — at least if the goal is to serve children.

For example, the *ACT* opinion could help justify government restrictions on television violence, such as the V-chip legislation now pending in Congress. Unlike the time-based "safe harbor" approach to content control, the V-chip proposals would rely on technology to automatically block out programming tagged with an electronic signal indicating the presence of objectionable content.

Commission chair Reed Hunt has even suggested the *ACT* decision would support the FCC's imposition of stricter "kidvid" programming requirements under the Children's Television Act.

Beyond the indecency issue, there are two reasons why, from a legal standpoint, the D.C. Circuit opinion could be significant for broadcasters. First, the court majority accepted, without much discussion, the argument that the special "pervasiveness" of broadcasting — along with the general "spectrum scarcity" rationale — justifies restricting broadcast speech, even though similar restrictions could not be imposed on other media.

This particular premise was rejected by the dissenting judges, one of whom argued the courts should use the *ACT* case to formally eliminate the scarcity rationale as a justification for any broadcast regulation. Many supporters of full First Amendment rights for broadcasters have been seeking court repudiation of the scarcity rationale for years.

In various disputes involving other types of broadcast regulation — such as ownership restrictions — broadcasters have argued the devel-



Richard E. Wiley is a former chair 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.

opment of cable and new forms of electronic media should make the scarcity rationale obsolete. This viewpoint has been slowly gaining sympathy in lower courts, which causes some to consider the *ACT* decision's endorsement of the scarcity rationale as a setback in the larger effort to dislodge such a justification for special government control over the broadcast medium.

The second reason why the *ACT* decision may have larger legal ramifications for broadcasters is the court's discussion of the government's "independent" interest in safeguarding children. The *ACT* majority held the broadcast safe-harbor rules not only helped parents protect their children from exposure to indecency, but the rules also served the government's own "interest in the well-being of our youth" because society has a stake in the "ethical and moral development" of all children.

In addition, the D.C. Circuit held that the government need not produce evidence (such as psychological studies) to show exposure to indecent material harmed children; rather, the "coarsening of impressionable minds" could be presumed.

While many will agree with these findings, a few legal analysts have contended the *ACT* reasoning could be applied to support broadcast re-

Continued on page 62



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Dick Bott, *President*
Bott Radio Network

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

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

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

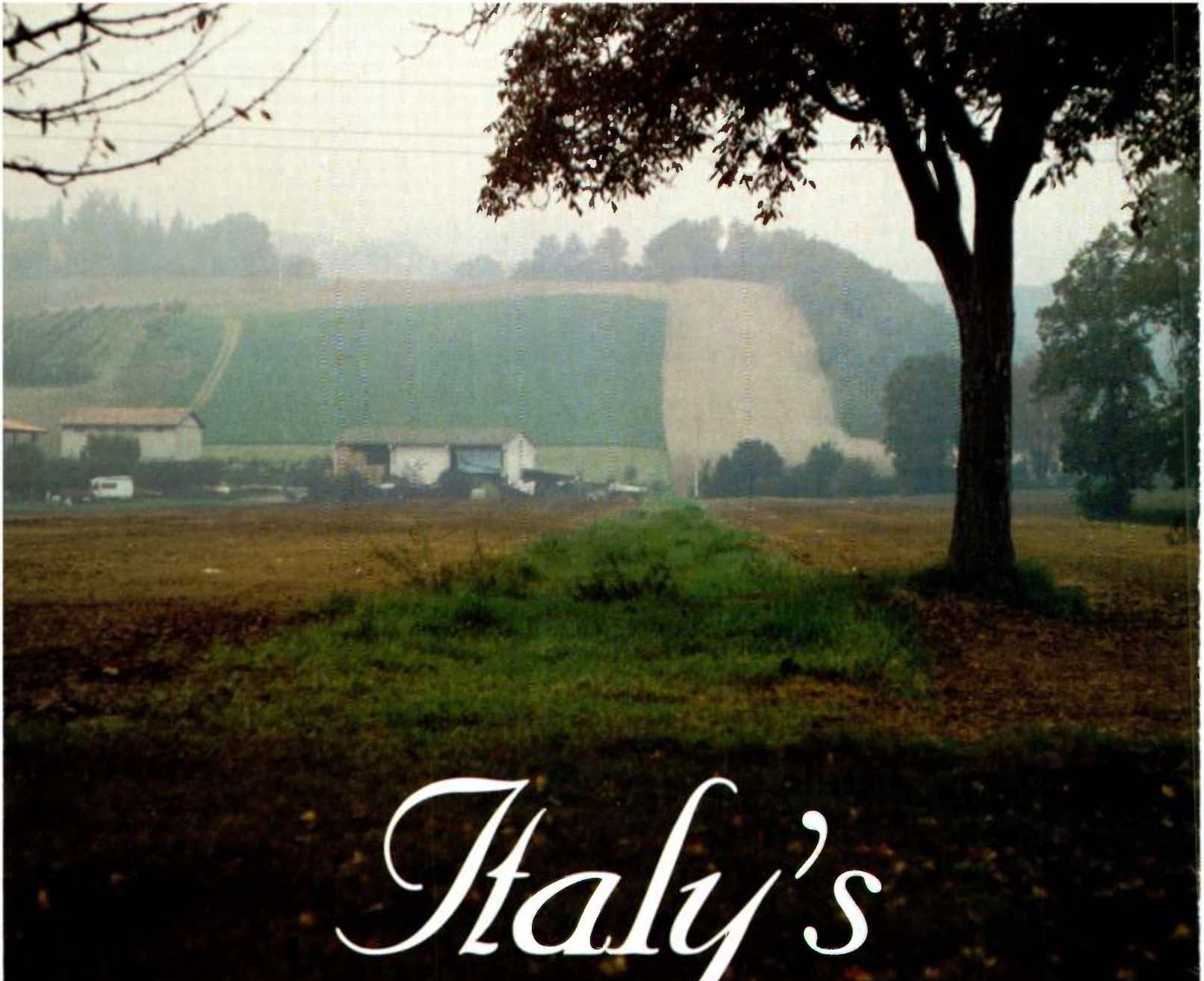
At Bott Radio Network, we believe that knowing God's Word, and then applying it to our lives, as well as to the issues of our day, is the *only* way to effect *real* change ... in the hearts and the lives of people in America ... as well as the rest of our world.



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Italy's Baby Turns 100

by David L. Hansen

IF ASKED TO LIST SOME OF THE MOST famous historical sites in Italy, many would list places like the Coliseum in Rome, the leaning tower of Pisa, and maybe even the statue of David in Florence. Most people would overlook Bologna.

Left. The view from the back of Villa Griffone, Guglielmo Marconi's home in Bologna, Italy. The first radio signals were received over this hill.

Below. A bust of Marconi, the father of radio, is displayed in a place of honor in front of his family residence, Villa Griffone.



In the Western Hemisphere, thoughts of Italy focus on food. Well, Bologna is where tortellini was invented. But it is also the city where fundamental discoveries in the field of electricity and electrical communications took place. It was considered "the learned city" and the University of Bologna was famous for its schools of humanities and natural sciences.

To those in broadcasting, what is most important about Bologna is Guglielmo Marconi's sensational invention of the wireless telegraph — radio communication.

During the 11 years I lived in the city of Modena, at the southern end of Italy's fertile Po River valley, I traveled north to the city of Florence from time to time. Along the way, I

often admired a beautiful grass-covered hill on the southern side of the city of Bologna. Little did I recognize

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the significance of the buildings on the opposite side of that gorgeous location.

The Birthplace

This year, a decade after I left Italy, I had the opportunity to go back and take a good look at the

other side. There stood Villa Griffone, the place where Marconi spent many years of his youth and carried out the first experiments in long-distance communication.

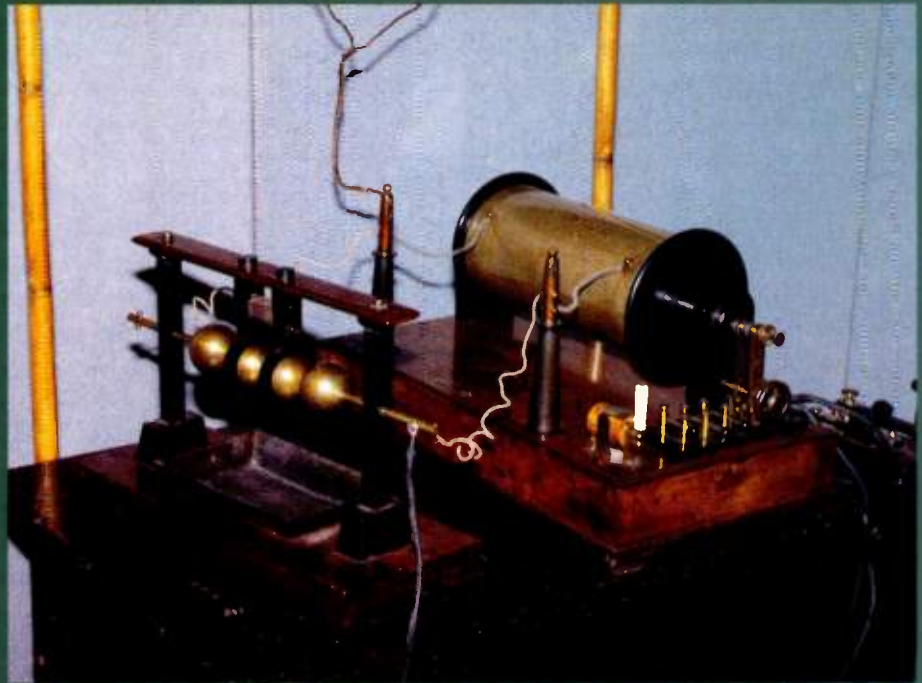
If Marconi himself were to show you around this historical site, which now commemorates the invention of the radio 100 years ago, he would probably speak of the actual invention. The physicist wanted to transmit the wireless signals, heretofore restricted within his house, beyond the hill which stands opposite of Villa Griffone. His brother, armed with a hunting rifle, told Marconi he would fire a shot if the receiver worked.

Marconi began transmitting,

Continued on page 14

Marconi's transmitter of radio signals, circa, 1895, built for the first long-distance radio experiments.

During 1931,
the ministry of HCJB
began in
Latin America.
Approximately
20 years later,
Trans World Radio (TWR)
began its ministry.



ITALY'S BABY . . .
Continued from page 13

using the sending key connected to the Ruhmkorff spark coil. Suddenly, a rifle shot echoed in the valley; the experiment was a success!

As I stood just outside of the window and looked over that same hill, I praised God for what that small radio signal means today in the transmission of the Gospel of Jesus Christ around the world.

First Words

During 1931, the ministry of HCJB began in Latin America.

Approximately 20 years later, Trans World Radio (TWR) began its ministry by starting with *Voice of Tangier*. In the United States, scores of private and commercial stations were coming on the scene.

Though a number of Protestant programs were aired on the government radio stations in Italy, the greatest opportunity for evangelicals to broadcast in Italian came about with the franchise that TWR accomplished during 1959 with Radio Monte Carlo (RMC), which gave way to blocks of broadcasting in many languages for all of Europe. Specifically, it meant the opportunity for a block of Italian-language programming.

Those first Italian programs were actually aired from *Voice of Tangier* right after the Spanish and English programming blocks. One of the first to produce such programs was the Southern Baptist Missionary Society. The facilities in Monte Carlo, in a prime location on the doorstep of Italy, provided a greater opportunity to reach Italy with short- and medium-wave transmissions.

During the early '60s, European Christian Mission (ECM), under the leadership of Jack Murray, took advantage of this opportunity. Others, including HCJB with its powerful shortwave transmitters in Latin America, attempted to reach into

A N N I V E R S A R Y

1895 Marconi invents radio

1920 First regular broadcast station (KDKA/Pittsburgh)



1922 First religious broadcaster (Paul Rader)

1927 Federal Radio Commission formed; CBS and NBC networks formed; first licensed woman religious broadcaster (Lois Crawford)



1921 First religious broadcast (KDKA: Calvary Episcopal Church, Pittsburgh); first religious station (Church of the Covenant, Washington, D.C.)

1923 First radio church (*Radio Chapel Service*)

1928 First network religious program (Donald Grey Barnhouse); first religious studio broadcast (*National Radio Pulpit*); NBC bans paid time



Thanks to Italy's famous physicist, Guglielmo Marconi, Rome is dotted with radio towers. Shown at the upper left is the Vatican's tower.



Taylor Oliver

Marconi's home country. Even radio station ELWA from Africa attempted to enter into Italian homes. Dick Paul, a Biblical Ministries Worldwide (formerly Worldwide European Fellowship) missionary with a small studio in Florence, played a key role in recording some of the first programs that were aired first from Tangier and eventually from Monte Carlo.

Florence's Children

On April 24, 1961, Back to the Bible challenged missionaries Art and Erma Wiens to consider a children's program. About two weeks later, an outstanding Italian evangelist, G.N. Artini, joined this radio

ministry. On October 6, 1961, Artini's first broadcasts were aired, and on October 7, Erma Wiens' children's program was released. Those first

*Suddenly, a rifle shot
echoed in the valley;
the experiment
was a success!*

programs were prepared in the city of Florence, first in the home of Bob Jones and then in a small Mennonite studio which also began to produce

Italian programs.

Then Paul was able to set up a recording studio in the Brethren orphanage in Florence. During 1969, Back to the Bible's executive director Melvin Jones encouraged this Italian ministry — now known as *Voce della Bibbia* — to consider constructing its own radio studio.

From the small beginnings in Tangier, through 1966 on RMC, all programs were beamed into Italy on shortwave. Then the opportunity came for medium-wave, which allowed for additional programs to be added by *Voce della Bibbia* and

Continued on page 16

C E L E B R A T I O N S

1931 First international radio station (Radio Vatican); first missionary radio station (HCJB); CBS bans paid time

1936 First (?) African-American religious broadcaster (Rev. Clayton Russell)

1944 National Religious Broadcasters organized



1934 Federal Communications Commission (FCC) formed

1942 FCC freezes radio; National Association of Evangelicals organized

1945 ABC network formed: postwar license boom



An American

other broadcasters. Shortwave eventually became a thing of the past and only medium-wave was used to reach Italy.

Growth Spurt

But would Italy ever be reached with the Gospel from within its borders? That was the prayer of many during the '50s and '60s. During 1974, the government monopoly was broken. As a result, many FM stations were constructed within Italy. Today, there are at least 70 evangelical radio stations — including some networks — transmitting the Gospel around the clock.

National programs produced by *Voce della Bibbia*, Centro Radiodiffusione (ECM), and Societa Produzione Audi Visvi (Southern Baptist Convention), equal 12 hours per week. In the city of Ravenna, a shortwave transmitter beams toward Albania — and Italian beams back.

While the world celebrates the centennial of the invention of radio, we have so much to be grateful for — a purpose that is infinitely more important: reaching the multitudes with the Gospel.

God has put into our hands a marvelous tool, as He put the rod into Moses' hands in Exodus 4. May we use the invention of modern radio as Moses used the rod — to show the power of God.

David L. Hansen is director of international ministries for Back to the Bible, based in Lincoln, Neb.

Aimee Semple McPherson (1890-1944), founder of Angelus Temple, KFSG/Los Angeles, L.I.F.E. Bible College, and the worldwide ministries of the International Church of the Foursquare Gospel (ICFG), was the first woman to preach the gospel by radio, utilizing the facilities of the Rockridge Radiotelephone Station at Oakland, Calif., (now KNEW-AM) in April 1922.

McPherson engaged the services of Western Electric engineers while they were in Los Angeles on another radio station project. The sum of \$25,000 was raised by freewill offerings for the establishment of KFSG as the city's third station, with the debut broadcast planned for January 1924. Last minute equipment problems delayed the sign-on until February 6. According to published reports, the premiere broadcast of KFSG was a gala occasion, attracting many civic officials and other notables.

A 500-watt class A Western Electric transmitter was utilized in the early days of the station, and listeners reported receiving KFSG's earliest broadcasts across America, in Hawaii, and aboard ships at sea.

The original antenna system for KFSG was of a flat-top configuration, strung between two massive steel towers flanking the dome of Angelus Temple.

In KFSG's earliest days, the Secretary of Commerce was the licensing authority for broadcasting stations. The broadcast band was badly overcrowded; hundreds of stations struggled to be heard, and the only solution for most stations seemed to be wandering the wave band in search of clear air. KFSG was by no means the only radio station that did this, but after repeated warnings from Commerce Secretary Herbert Hoover, the government ordered KFSG off the air permanently.

McPherson's telegram of response to Hoover has been widely reprinted in broadcasting texts:

"PLEASE ORDER YOUR MINIONS OF SATAN TO LEAVE MY STATION ALONE STOP YOU CANNOT EXPECT THE ALMIGHTY TO ABIDE BY YOUR WAVE LENGTH NONSENSE STOP WHEN I OFFER MY PRAYERS TO HIM I MUST FIT INTO HIS WAVE RECEPTION STOP OPEN THIS STATION AT ONCE"

Following the passage of the Dill-White Radio Act of 1927,

A N N I V E R S A R Y

1946 First commercial religious station (KRDU/Dinuba, Calif.)

1949 ABC reverses ban on paid time

1954 Christian radio networks form

1959 First listener-supported station (Family Radio of San Francisco)

1948 First campus station (John Brown University, Siloam Springs, Ark.)

1950 Billy Graham's *Hour of Decision* premieres



1956-57 NBC and CBS reverse ban on paid time

Baby Book

many changes were made to the broadcast band. KFSG originally was licensed to operate with 500 watts of power at 1080 kHz. Over the years, the power increased and the frequency shifted several times. The "Radio With a Soul" could be found at 1090, 1190, 1120, and finally found a home at 1150 kHz.



Aimee Semple McPherson

In 1932, the ICFG entered into an agreement to share the broadcast time with KRKD, owned by the Dalton Company. This agreement continued until 1961 with the successive owners of KRKD: Radio Broadcasters, Inc., Continental Telecasting, and Trans-American Broadcasting. During this time KRKD operated during the daylight hours, while KFSG was heard

in the evenings and Sundays.

During the '40s and '50s, McPherson's sermons were regularly recorded on electrical transcriptions and rebroadcast to worldwide audiences in the midnight hours over KFSG and via shortwave relay stations around the world, often translated into other languages by broadcasters in other countries. On March 21, 1961, ICFG assumed full control of KRKD-AM-FM. The FM sister is the KFSG of today.

In April 1970, the agreement was made to transfer KRKD-AM, then operating at 1150 kHz with 5000 watts, to the Eleven-Fifty Corporation, which operated the station first as KIIS-AM and then KPRZ, before acquiring the former KKDJ-FM and simulcasting the stations as KIIS-AM-FM. Subsequently, the stations were sold to the Pacific and Southern Company, now a subsidiary of Gannett Company, Inc., publisher of *USA Today*.

At this point, the KFSG call letters were assigned to the former KRKD-FM, which now operates with 54,000 watts from its transmitter site in the Montecito Heights area of Los Angeles.

KFSG's format features Christian classics — familiar songs from the '80s and '90s — seasoned with the best of today's contemporary Christian music. KFSG also features the finest in Bible-teaching programs from leading local and national ministers. Of course, services from Angelus Temple are featured weekly, in the 70-year tradition of the broadcast.

— Information provided by the **International Church of the Foursquare Gospel, based in Los Angeles.**

C E L E B R A T I O N S

1978 First African-American-owned radio station (WYIS-AM/Philadelphia); Black National Religious Broadcasters formed

1985 First Christian radio news network (USA Radio)



1993 Evangelical Council for Financial Accountability takes over functions of EFICOM

1971 First religious satellite broadcast

1981 Hispanic National Religious Broadcasters formed

1988 Ethics and Financial Integrity Commission (EFICOM) established

Healthy Innovations



(Left to right) Diane Masi, Odila Roman, Andy Andersen, and Madeline Balletta put finishing touches on an infomercial.

THE SEASONED RADIO broadcaster sits at the mic in the ABC studios in New York City. She settles in to record another radio show that will be heard on more than 100 radio stations across America. As she prepares to hit the air, her staff of 100-plus finishes final preparations in the home office to ensure the thousands of callers responding to the broadcast are served in the most professional and caring way possible.

This isn't Focus on the Family's Shirley Dobson or *How Can I Live's* Kay Arthur. It's a former housewife from the Bronx who, armed with mustard seed faith and a belief in the enormous vision God burned in her

Radio's Role

Balletta believes a major component of Bee-Alive's success is the phenomenal impact of Christian radio. "There has never been any doubt that the success we enjoy and the ministry we have to many thousands around the world is due to the relationship we have with Christian radio," she states. And Balletta credits that to the Lord.

"After Bee-Alive had been in operation about two years, we were relatively successful on a local level, but I knew I had not fully realized the huge vision God had given me," she recalls. "I knew we were supposed to be affecting the lives and health of thousands and thousands of people. We weren't doing that. I knew something was wrong."

Him — I was clueless!"

After several days of prayer, Balletta had her answer. "I kept hearing the word radio and I knew it was from God because it had never occurred to me to think in that direction." With the last \$450 in the Bee-Alive operating account, Balletta took a step of faith and purchased ten \$45 spots on her local Christian radio station. "I prayed and prayed that the phones would ring — and you know, they did! God was so gracious," Balletta remembers.

Several months later, Balletta was asked to speak on the station's locally produced talk show discussing health issues. Pat Boone somehow heard the show and called Balletta to ask if royal jelly might help one of his daughters who was



Madeline Balletta, president and CEO of Bee-Alive, prepares for one of her company's innovative and successful radio infomercials.

heart, created a company dedicated to educating Americans in the areas of health and nutrition. Today's seasoned broadcaster is Madeline Balletta, president and CEO of Bee-Alive, Inc.

Balletta took some time off work to pray and seek God's direction. "I remember weeping before the Lord, reminding Him that I lacked the ability to do the big job He'd called me to. I needed a marketing plan from

"I feel that the Lord has called Bee-Alive to help educate God's people in the areas of better health and nutrition."

— Madeline Balletta, president/CEO of Bee-Alive

ill. When Boone's daughter began to feel tremendous improvement, he was so grateful that he called back to ask what he could do for Balletta.

"Pat was gracious enough to voice commercials for Bee-Alive and we began our radio campaign in earnest," Balletta recalls. Over the next several years, Bee-Alive enjoyed the endorsement of several other well-known Christian celebrities like *The 700 Club's* co-host Ben Kinchlow and actor Gavin MacLeod.

"God has been good to us in bringing both Ben and Gavin our way," says Balletta, "because they are both true bee-lievers — not only in the benefits of royal jelly, but [also] in the integrity of Bee-Alive. We feel privileged to have them as part of our Bee-Alive family."

Using a combination of testimonials and celebrity endorsement, Bee-Alive's radio promotion increased in momentum month by month. "We

Continued on page 20

became very successful through our advertising. God was so good."

The Message

"I feel that the Lord has called Bee-Alive to help educate God's people in the areas of better health and nutrition," Balletta explains. "We're not all leading that abundant life. I know what it's like to be sick all the

"The ministry we have to many thousands around the world is due to the relationship we have with Christian radio."

— Madeline Balletta,
president/CEO of Bee-Alive

time . . . too sick to go to church or to do anything for the Lord. I know Satan uses people's health to prevent them from serving God and living the fruitful, joyous life that Jesus has for each of us."

Her years of speaking to groups and individuals has convinced Balletta that there is a great lack of awareness within the Christian community about the principles of good health that God established. "The Lord is calling Bee-Alive to educate God's people on improved health and nutrition through tapes, books, and excellent products that He can use to build His people up naturally," she stresses.

The Method

This desire to educate and inform has led Bee-Alive to its newest and most successful radio format yet: the infomercial. "It became increasingly difficult for us to communicate our message to listeners in one-minute segments," explains Diane



"I came to Bee-Alive with virtually no radio background — I just prayed and jumped right in. Walking with the Lord is always an adventure in creativity." — Diane Masi, vice president of marketing for Bee-Alive

Masi, vice president of marketing. "We discovered through our hour-long shows that when Madeline and others shared their testi-

Bee-ginnings

Starting a company was the furthest thing from Madeline Balletta's mind ten years ago. She had spent much of her young adult life combating spinal problems and illness. Performing her duties as a mother and wife had become virtually impossible. God eventually healed her miraculously of the spinal condition, and although she functioned normally for several years after that, she once again found herself bedridden. Doctors hypothesized everything from multiple sclerosis to Epstein-Barr Syndrome, but an actual diagnosis was never settled upon.

A strong believer in God's promise that all things work together for good, Balletta's faith remained strong as she looked for God's purposes behind her physical suffering. It was during this challenging time that a friend told her about a substance found in nature: royal jelly. Ready to try anything, Balletta took the fresh substance, flown in from England, and in a matter of a few months, began to feel strength and health returning to her body.

"I always believed God healed in two ways," says Balletta, "through medicine and doctors, and sometimes He would heal us supernaturally. But I have discovered that there is a third way that God heals — natural healing.

God uses the things found in nature to restore people to health. Royal jelly is just one of those things that He has created to bring health and wellness to His people."

Balletta's own dramatic recovery set the stage for the vision that God was birthing in her heart. "I believed that God was calling me to bring this royal jelly that had brought about such miraculous results in my own body to others battling sickness."

So, with no business background, no marketing degree, and no idea of where to begin, Balletta began by doing the only thing she felt qualified to do: tell her story. The rest is history. What began with one simple housewife doing business out of her basement has grown, in these past ten years, to become one of the most successful independent Christian businesses in America.

Balletta is quick to point any success Bee-Alive has enjoyed to the Lord. "He gets all the glory. I was not some smart and cunning girl who wanted to start a company," she laughs. "It's been His direction and vision from the start. We just trust Him and obey."

— Cindy Fahy



The Bee-Alive family of 100-plus proudly pose in front of the company's gracious colonial-style headquarters in Valley Cottage, N.Y.

monies about how royal jelly changed their lives, callers around the country responded. I believe they enjoyed hearing from real people just like themselves.

"It's simple," Masi continues. "When a customer is so excited about how they feel that they write us a letter, we want them to be able to share that excitement with our listeners. We file their name away until it's time to produce another show and then we call them up and let them speak for themselves."

Since Masi arrived at Bee-Alive four years ago, she has been the creative force behind the company's highly successful infomercial format, producing over 16 programs that currently air on more than 100 stations. "In the beginning, the Lord was really the producer of our shows, not me!" Masi laughs. "I came to Bee-Alive with virtually no radio background — I just prayed and jumped right in."

Today, Masi not only oversees a greatly increased radio production

and media placement staff, but also continues her role as creative director for the advertising department and is a frequent guest on the infomercials, along with Balletta and host Andy Andersen.

Ninety percent of Bee-Alive's employees are women, [including] five of its six directors.

Working with Masi to manage the ever-increasing demands in Bee-Alive's buzzing media department is Odila Roman, radio production manager, who puts her radio background to good use producing the shows and interfacing with radio station personnel. "We are so thankful that God led us to this unique format that allows us to explain our equally unique product," says Masi. "Walking with the Lord is always an ad-

venture in creativity."

From a marketing standpoint, Masi is the first to admit that royal jelly is an unusual product with an unusual name. "People are so skeptical at first," she laughs. "They actually think we're selling some kind of jelly you spread on toast."

But the infomercial format allows Bee-Alive to give the listeners the time they need to completely evaluate and learn about the product before they buy. Guest appearances by nutritional experts provide professional input into the nature and benefits of royal jelly, as well as information on other pertinent health and wellness issues.

"I believe the wave of the future is informational," says Balletta. "People want to know what they're buying. They need to have greater understanding and education before they purchase. Infomercials give them that education."

The Ministry

The intimate, person-to-person quality of the infomercial format is also the perfect complement to the personality of Bee-Alive as a company. "We are a real people company," explains Balletta. "We are not just a company that takes orders; we are a company that desires to build relationships with people. We love to pray for our listeners and callers; we want to be God's hand extended in every way possible."

To this end, Bee-Alive has partnered with ministries and missionaries around the globe, seeking to meet the needs of the poor and the sick. And its commitment to extend a hand of friendship to all who call is precisely why its products will never be found in retail stores.

"We want to be there to answer questions, pray, educate, and minister God's love to our callers and customers," says Balletta. "How could we do that from a store shelf?"

The nature of Bee-Alive's outreach is also extended inward to its family of more than 100 employees. Nestled in the lovely New York hamlet of Valley Cottage, the Bee-Alive corporate headquarters resembles a gracious colonial-style home, complete with a chapel for prayer, daily devotions, and quiet meditation.

"The chapel is our haven and

Continued on page 22

oasis," reveals Ballesta. "God has provided such a lovely place for us to call home." Once again, she is quick to give the credit first to God and then to Christian radio. "Christian radio has supplied us with the ability to provide our employees with not only a beautiful place to work, but with the stability and financial security they need."

Indeed the ministry of Bee-Alive is very much directed toward its employees, most of whom are women. "God can and does raise up Christian businesses for a purpose," explains Ballesta. "This one, in particular, is made up predominantly of Christian women."

"I believe that part of God's initial vision for Bee-Alive was to provide a place for women who were desperately needing financial security, increased self-esteem, a renewed sense of purpose, and a place where

they could reach their highest potential. In the early days of Bee-Alive, God began sending me women like this and we were able to supply a working environment for them to flourish in."

Ten years later, 90 percent of Bee-Alive's employees are women, as well as five of its six directors. Today, Bee-Alive is privileged to be considered one of the premier companies in America devoted to the growth and development of Christian professional women.

What's Ahead

Dedicated to staying with what works, Bee-Alive is pressing toward greater inroads in the utilization of Christian radio. "We are excited about the possibility of producing a daily health and nutrition show featuring leading nutritionists and aimed at improving health in America by natural means," says Ballesta.

Of course, Bee-Alive is committed to researching today's most pressing health issues and finding

solutions that are not only workable, but also affordable. An example is the newest product in Bee-Alive's line: a revolutionary water filter.

"Because water is vital to life, I felt that the next thing we needed to address was the problem of safe drinking water in America," explains Ballesta. The most recent Bee-Alive radio infomercial addresses the issue of the contaminated public water system and provides expert analysis on both the problem and Bee-Alive's solution.

"At Bee-Alive, we're committed to making a difference in people's lives," states Ballesta. "As long as God continues to point the way, we'll just keep walking step by step as far as He takes us!"

Cindy Fahy is a free-lance writer and former features editor of World Christian Magazine. She lives in Thousand Oaks, Calif., with her husband, Terry, and their twin sons, Brian and Garrett. This is her first contribution to Religious Broadcasting.

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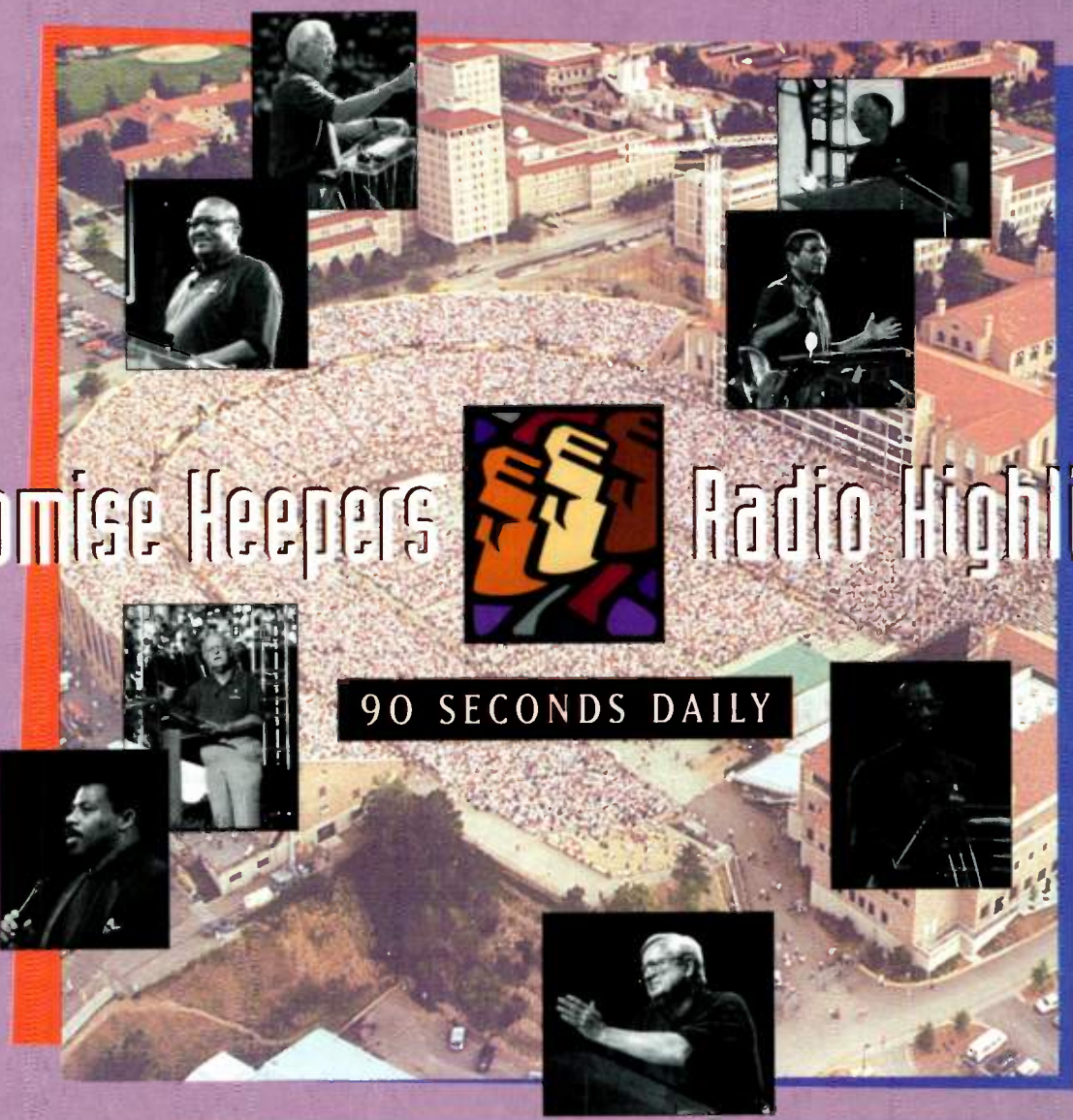
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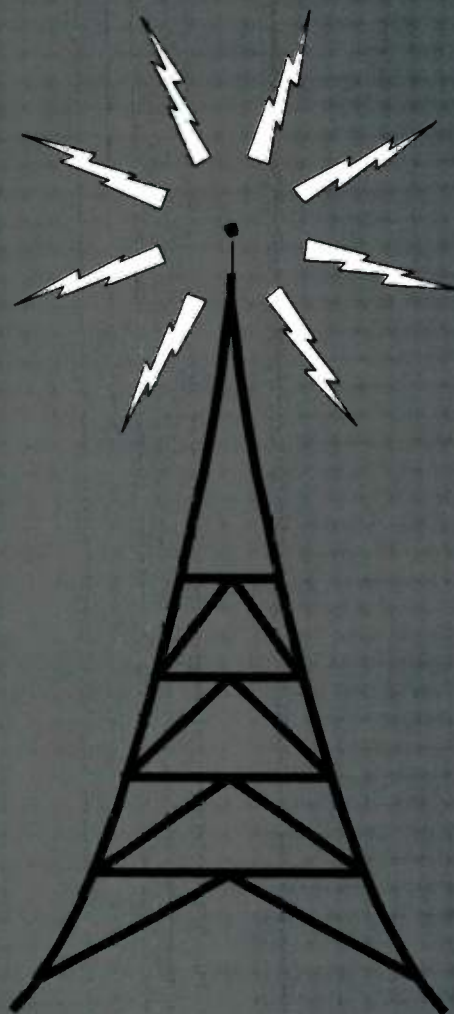
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Business or Ministry?

WHAT IS A BUSINESS?
A ministry? Are the two
the same, different, or
somewhat similar?
Definitions are in order.



(biz'nis)

A business is an organization whose main purpose is to make a profit for its owners. A business has to make a profit to stay alive. A business operated haphazardly, without regard to costs or sales, will not long survive.

A business has to have customers. The basic purpose of a business is to create a customer for its services. A business must find a need and then fill it — at a profit.

An entrepreneur, with cash in hand, needs only to see what people want and are willing to pay for, and then sets about providing for that need. Is there a special kind of restaurant needed in a certain section of town? Open one. Is there a need for computers to do a certain thing? Hire technicians, factory workers, clerks, secretaries, shipping clerks, etc., and build machines. Are people buying VCRs? Open a business and sell quality VCRs at a profit.

After building or providing what people want, the entrepreneur needs to tell them he has it: promote! He needs to find potential customers and let them know he can provide for them at a fair price.

In short, a business merely needs to give people what they want, at a price they perceive to be fair and can afford, and do so at a profit.



(min'is trē)

A ministry is an organization that is called of God for a specific purpose, is dedicated to doing the will of God, provides biblical truth, and disseminates it as widely as possible. It depends upon the Holy Spirit for guidance and for its message.

As distinguished from a business, a ministry should not primarily create a customer. It should not find out what needs people have, then set out to fill them. It should not jump from product to product to please the customer. And, unlike a business, what it sells indeed matters. Its product is more important than the customer.

Of course, a ministry needs to

have people to whom to minister. It has to go where people are. It must offer its message to whomever will receive it. And it should let people know what its message is, and where it can be received.

A ministry is more concerned with presenting the message that it gets from God than in finding out what is pleasing to its hearers. As Paul told Archippus: "Take heed to the ministry which you have received in the Lord that you fulfill it," (Col. 4:17). A ministry shouldn't survey its constituents and ask them what it should preach. It shouldn't tickle the ears of its hearers. It shouldn't hold up its finger to see which way the wind is blowing, but should fulfill its ministry from the Lord.

Any ministry is a calling from God, and not all are the same. But it should stick to what its calling is, whether anyone listens or not. It is God's calling that counts.



(rā'dē ō biz'nis)

A radio business provides programming that will attract listeners who will be available to hear the commercial messages of advertisers on the station. It may also provide public affairs, news, and public service programming, but its primary emphasis is to provide listeners to hear the commercial messages — and turn a profit.

A radio ministry should determine the calling of God for its message and format.

As with any business, a radio business normally wouldn't care what programming it aired if there was a need for the programming and listeners could be secured. To ascertain this need, and to gauge its success in providing listeners for the advertisers, a radio business needs to regularly subscribe to a ratings service. This is also necessary to prove

to the advertisers that indeed there are listeners to that station. If surveys indicate that a different format will attract a larger listening audience to the advertisers' messages, the format will change.

Some advertisers are interested in getting their messages to certain age groups. A radio business must provide programming that will attract listeners of the desired age group.



(rā'dē ō min'is trē)

A radio ministry should determine the calling of God for its message and format. It should determine what sound it will present, what style of music will fulfill that sound, and what type of biblical programming it will provide. There may be certain age groups it is called to reach. If so, it needs to provide programming that will minister to that age group.

Most people feel that certain age groups are only interested in one type of music, and each age group is different; but will that statement hold up to challenge?

An alternative view is that music tastes are not so much driven by age as by background and experience. Music tastes may be acquired. It's a matter of exposure. Those who feel old-timers are interested in traditional music because they are old forget that most of the older generation liked this very music in their 20s and 30s. Of course, some of them have expanded their music tastes by purposely exposing themselves to other types of music.

A young married couple moved into WEEC-FM/Springfield, Ohio's listening area from that of another Christian station, and said they wanted their children to become accustomed to WEEC's mixture of middle-of-the-road Christian music. The mix leans toward the traditional, with an occasional light contemporary selection.

The station recently received a letter from a 14-year-old girl who wrote, "I enjoy the old songs and hymns better than some of the more contemporary, upbeat songs, but I really enjoy your choice of music! Thank you for not going all out on

Continued on page 26

the aspect of contemporary music." Doesn't she know that at age 14 she's supposed to listen to rock 'n' roll?

During WEEC's recent Mail Month, a couple in their late 30s wrote, "We prefer no so-called contemporary Christian music. Sounds like the worldly music to us. We grew up in an old-fashioned church and we especially like Old Favorites and Quartet Time. Our kids like the children's programs you provide." It bears repeating: music tastes are not so much driven by age as by background, experience, and exposure.

Some radio ministries, however, feel called to a different type of music. They should do that. Each station should do what God has called it to. II Timothy 4:5 records Paul telling Timothy to fulfill his ministry.



Two Views

Part of the reason for the disparity of opinion on what is proper music to use in Christian radio comes by starting from different premises. The one many employ is that the sound and style of the music make no difference, as long as the words are scriptural. In this view, the music is merely the package in which the message is sent.

The other premise holds that the words and music are part and parcel of the message. In this view, music ministers in providing a setting for the words, gets a listener ready to hear the words of the message, and often provides a worshipful setting for it. Thus, though a song that WEEC's Record Auditioning Committee listens to may have good theology and a good musical sound, if the music and the message are not compatible, it doesn't make the record file.

There is undoubtedly a middle ground between these two opposite views.

Of course, a radio ministry is interested in more than music. It must operate in the public interest and provide a service to listeners with public affairs, news, and public service programming.

What it should not do is hold up

a wet finger to see which way the wind is blowing, change its programming and/or music to fit the largest

*A ministry
should not primarily
create a customer.*

audience, or get uptight if it doesn't have the highest ratings in the area. This is a danger in subscribing to a

ratings service. When one sees that other stations may have more listeners, the temptation is to see what can be done to increase the audience, as if getting the largest number of listeners is the goal.

Should the station change its music policy? Add more popular national programs? Add more talk or live call-in programs because that is the trend today? The answer to each of these is no, unless it fits in with the station's calling. We need to fulfill our ministry. The goal should be to glorify God in all that we do.

In a radio ministry, like any min-

A Change in Format

When I was a 20-year-old aspiring radio broadcaster, I most wanted to be a rock 'n' roll DJ. I told the Lord that I could still witness on the air; it's just that I would play Billy Joel's "Just the Way You Are" instead of Bev Shea's "Just as I Am."

A lady in my church worked for one of the local Christian stations. She encouraged me to apply for a part-time position, get my license, and see what the Lord would have for me.

That sounded good to me, as long as the Lord would have what I wanted.

For a few weeks, I went into training to learn about the mechanics of being on radio. When I finally earned my license, I was given a Saturday night shift from 6 p.m. to midnight.

The shift consisted of playing 10-inch reel tapes with an occasional weather forecast and news report. For two hours of the shift I played nothing but Spanish programs, which was a challenge as the only Spanish I knew was *chimichanga* and *taco*.

At the beginning of the Spanish programming, a lady called from a suburb of Tucson. She was handicapped and so depressed that she wanted to take her life. Her husband never gave her any attention, even though he was a doctor. She didn't know anyone, didn't talk to anyone, and was so lonely that she wanted to end it all.

I did the only thing I knew to do at the time — I put her on hold. I looked through the station directory to find someone more spiritual than me. It didn't take me long and soon I received counsel to just listen to her and show her I cared.

When I picked up her line, she was still there. We continued our conversation throughout the entire two hours of Spanish tapes. At the end, she came to the conclusion that she didn't want to commit suicide. She just needed someone to talk to her.

When I got off the phone, I realized that this woman did a whole lot more for me than I ever did for her. She showed me what radio was really all about — especially Christian radio. It's more than playing the hits; it's playing a part in changing lives and even saving lives for the kingdom of Jesus Christ.

God did a wonderful work in my heart through this experience. He confirmed in me where I should be for His purpose. Rock 'n' roll radio has a whole new meaning for me now. It's sharing about the Rock until the roll is called up yonder.

— Warren Bonesteel is marketing manager for Today's Family Life and an occasional broadcaster for KFLT-AM/Tucson, Ariz. He has been in Christian radio for 12 years.

istry, the message is more important than the listeners. Of course it lets people know it's on the air. Of course it surveys its listeners occasionally to see how its programming is perceived. But it should never use its surveys to decide what message and/or format to present. The message/format is more important than the surveys.

The basic purpose of a business is to create a customer for its services.

In discussing the difference between a business and ministry in radio, one must acknowledge the radio businesses that have ministries and offer Christian programming that attracts listeners for an advertiser's message. They have a calling of God too, but as one has been heard to say, "The bottom line is still the bottom line."

There are many radio businesses that provide good, solid, Christian programming, but the music or programming it provides must, first of all, provide listeners for the advertiser's message. And it must show a profit. Those in radio ministry are aware of some non-Christian business people who broadcast religious programming because it sells. Fortunately, there are not many of those.

What, then, are the answers to the first questions? Are businesses and ministries the same? No. Are they totally different? No. Are they somewhat alike? Yes, but the mixture of the two requires consideration and prayer.



Defining WEEC

WEEC is a radio ministry that feels called to "endeavoring to glorify God through the medium of radio." The most important thing it does is to

provide a God-directed ministry, depending upon the Holy Spirit for

Ten Easy Steps to Radio Ruination

1. *Put any ministry on the air.* Operate a "dollar a holler" station. If they have the money, they go on the air. Don't pay attention to doctrine or quality. Get all air time fees from local ministries in cash advance, since you don't really trust them and they may skip town without notice. Schedule doctrine programs that strongly disagree with each other in back-to-back slots to alienate audiences of both programs.

2. *Put cults and fringe groups on the air.* Look for ones that your listeners will easily recognize as being out of the mainstream. Sell time to controversial preachers in your local area. When scandal strikes, your station's call letters will appear in the press. After all, money from one church is just as good as that from another.

3. *Hire anybody who will work cheap.* Hire inexperienced people who will make inappropriate remarks on the air and specialize in dead air and running programs at the wrong time. Hire your cousin Bill as sales manager, even though he doesn't know anything about Christian radio. After all, Bill was a great storm window salesman. So what if he hasn't been inside a church since he was married in 1966. Hire an inappropriate receptionist who favors mini skirts and chain smokes. Pay everyone as little as possible, so turnover is nearly 100 percent annually.

4. *Sell anybody a commercial.* Don't worry if they are dishonest, even though your listeners will assume they are reputable, since they advertise on Christian radio. Run spots from outside producers that feature loud music or jarring delivery that will shock your listeners. Air financial shows of questionable character.

5. *Make no effort to align your station with the local Christian community.* Don't attend Christian business luncheons or pastors' breakfasts. Never donate air time to worthwhile community events. Be totally invisible to the church community. Don't have any name recognition, other than being "that religious station."

6. *Don't invest in new equipment.* Keep your old transmitter that goes off the air at any time. Depend on your low-power back-up transmitter as much as possible, so most of your audience cannot hear the station clearly. Don't replace tape decks or playback heads. Programs will sound muddy or run off speed. Don't buy any new production music. Keep using those scratchy LPs recorded in 1962. Don't even think about anything digital, unless it's a CD player on sale at Bargain City.

7. *Don't print anything.* This means no program schedules, newsletters, or bumper stickers. Advertising is out; it's too expensive. Listeners will find the station on their own.

8. *Don't bend over backward for agencies.* Your air time rate is what's on your rate card. No deals or start-up rates. Agencies always make a poor mouth anyway. Don't send their tapes back in a timely manner. Why should your station pay for the postage? Tell the agency people your satellite receiver is old and won't pick up the transponder of their proposed satellite network. Don't run program promos. Save all your air time for paid spots.

9. *Keep your building and studios as ugly as possible.* Make sure the stuffing is coming out of the furniture, the air conditioning is broken, and boxes of old junk are stacked in public view. After all, nobody comes around here anyway. It's a radio station, not a bus terminal.

10. *Make sure no one ever prays or asks God's direction for the station.* Never pray before adding a new program to the schedule. Never solicit local pastors' advice or prayers. Never pray with your employees or encourage them to pray as a staff. They have work to do.

— Jack Fichter is morning drive time announcer for WCIF-FM/Melbourne, Fla.

Continued on page 28

Can you spare 3 minutes for Dad?

At the National Center for Fathering, we know all about dads.

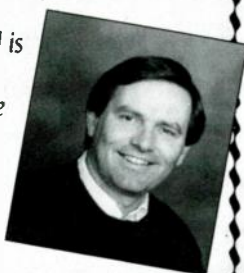
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For an information packet, call 1-800-593-DADS.

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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BUSINESS OR . . .

Continued from page 27

guidance. It endeavors to maintain a solid, consistent sound, and programs in order to fulfill the calling of God. It wants people to know about its ministry, and it endeavors to make the station known. It occasionally surveys its listeners to see how its ministry is being perceived. It has also bought two ratings listings for its MSA. But these are estimates, based on a few telephone calls to the general public.

WEEC certainly would not want to change its programming or music

to fine-tune these surveys. The station also placed a full-page ad in a local Christian newspaper, announcing its open house and listing programs and staff. The ratings were not helped with that, either.

As professional radio people, we are better off to follow the calling of God, to provide the type of programming and music God would have us to do, to be in contact with area churches, to occasionally survey listenership, and to trust God to provide both finances and listeners.

We're in the ministry, with a calling from God. Let's fulfill it!

Mike Maddex is president of WEEC-FM/Springfield, Ohio.

Serving up the Very Beth

The Huber household's Saturday morning theme is "Turn Your Radio On." That's when mom co-hosts *Recipes for Living*, the talk show that's really cooking on WRJZ-AM/Knoxville, Tenn.

The show, a live call-in talk show especially for women, celebrates its 18-month anniversary in October. Past and future menu selections on the show include empty-nest syndrome, chronic illnesses, caring for older parents, eating disorders, and husband and wife relationships.

Beth Huber and Beth Hedley, co-hosts of the one-hour talk show and full-time moms with four children each, were united by tragedy.

The mother of four boys, Hedley was pregnant with a girl in 1994; Beth-Anna arrived stillborn. Huber was carrying twin boys, one of whom died half-way through the pregnancy. Both considered writing a book, but chose instead to pitch a show idea to John Hanna, WRJZ's manager.

Hanna encouraged the women to do a one-hour show with a weekly topic, guest interview, and live call-ins. He also suggested throwing in a few teasers throughout the show to keep the audience interested and listening.

Writing duties are shared. Huber cooks up the introduction to the show, follows up with the scheduled guest, and gives a "Spice of Life" household tip. Hedley prepares the interview questions and chooses the "Bread of Life" ending Scripture.

Yet another Beth is involved in this winning recipe. A monthly book review is served up by Beth Troyper, mother of one with another child due this fall. The review complements the topic of the day.

The most popular show thus far dealt with meals for one — singles. The guests, both single, gave inspiring testimonies: one woman was left as the single parent of two small children following her husband's fatal trucking accident; the other woman had never married. By the end of the show, not one dry eye could be found in the studio. Phone calls from men and women came pouring in during the hour.

The successful recipe for living for the two Beths lists a few key ingredients: a deep commitment to Christ, an abiding love for family, and a strong desire to serve an audience with the best Saturday radio brunch available in Knoxville.

— Beth Huber

Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

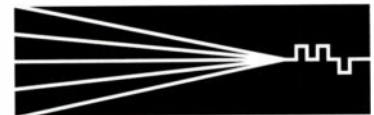
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by James Sandell

DURING THE Persian Gulf War, hundreds of people gathered each day to pray for local members of the armed services. That same group still gathers for daily prayer, filling a sheet of paper with requests ranging from marriages to malignancies, depression to dogs.

The prayer warriors do not meet in a building, but gather in semi-trucks speeding down the freeway; in tractors plowing fields; and in kitchens, living rooms, and bedrooms. The group meets near radios tuned to a Family Life Radio (FLR) station.

KFLQ's Formula

Prayer offers Christian broadcasters a unique opportunity to stay in touch with the needs of the community. When making programming decisions, don't overlook prayer as a way to feel the pulse of the audience.

Prayer is an important part of the broadcast day for each of the Family Life Broadcasting System's seven radio stations. KFLQ-FM/Albuquerque, N.M., has three daily prayer times.

The primary prayer time in the morning is called *Prayer Partners*. At 15 minutes, this is the longest of the prayer meetings. *Prayer Partners* includes a devotional reading presented by Warren Bolthouse, the founder and president of the network. The devotional feeds into prayer with a spiritual challenge, usually taken from a book by an inspirational Christian author.

KFLQ's other prayer times do not employ devotionals. The announcers use music leading into prayer to create a mood of quiet devotion, praise, and supplication.

Why Prayer?

A daily prayer time on the air has many benefits. Praying for an individual's need shows listeners the radio ministry cares about them. A daily prayer builds a one-to-one bond between staff members and lis-



Prayer on the Air

their prayer lives. Daily prayer builds and reinforces a habit of praying. When listeners hear answers to prayer, they develop a greater awareness of the Lord's working.

When I first joined the staff at KFLQ, I was unsure how a prayer time over the air would work. I envisioned inflated prayers of paid petitioners, elegant but never rising above the ceiling. But over the last 11 years, I have discovered how an on-air prayer time can be both effective and genuine. Following are a few simple techniques that will make prayer time work.

Basic Guidelines

Always be real and honest. Don't usurp God in your role of prayer leader. Never analyze the request or pray for what you believe would be best. Always allow God to lead in prayer. Sometimes simple prayers for guidance and strength are best.

Have a caring voice. The function of the prayer time is to take requests to the throne of the Heavenly Father. The prayer leader should never be preachy or spout religious catch phrases, but be honest, caring, and open to the leading of the Holy Spirit. Using everyday language makes a listener who is unfamiliar with prayer feel capable of communicating with God.

teners. They refer to one another by first names in phone conversations, which creates a rapport in face-to-face meetings.

Prayer is a tool for outreach. Listeners often tell friends the radio station will pray for concerns. When these new listeners experience God

*Praying for
an individual's need
shows listeners
the radio ministry
cares about them.*

working in their lives, they turn to Him for salvation and help in difficult situations. New listeners also develop an allegiance to the station that took time to pray for them personally.

When a radio ministry sets aside certain times of the day for prayer, listeners have the chance to grow in

Carefully screen the requests. A prayer time consisting of phoned-in requests can easily degenerate into a time of gossip. Names of individuals, churches, and businesses are not usually mentioned in the prayer itself. Use generic terms: a listener, a church, a pastor, a business, etc. This is a good way to prevent listeners from calling in to hear their names and quickly extinguishes flaming tongues of gossip before they burn out of control.

Prayer offers Christian broadcasters a unique opportunity to stay in touch with the needs of the community.

Keep it simple. If a prayer request becomes lengthy, ask the caller if you could mention it as an unspoken request. This turns a difficult matter into a basic understandable petition. Simple wording enables the prayer leader to get to each request in a timely manner. Unspoken requests are often the best approach for sensitive issues such as mental illness or runaways. Remember, the Lord knows the request better than we do, and our words or lack of them will not influence His answer.

Never use the unspoken prayer request to gloss over the requests, or to lump several together. A listener had the courage and took the time to phone in the need of his heart. Our responsibility is to take his request to the Lord in a loving and caring manner.

Helping Hints

When you decide to use prayer time at your station, a few more hints will make this time special to the listener. One of the best ways to conduct prayer time is to use two people, especially a male and a female, to

trade off praying. The variety of voices adds listener appeal.

Soothing music played softly under the prayer enhances on-air prayer time. Music ensures there is something on the air even when a prayer leader pauses. It also makes prayer on the air more enjoyable and adds a feel of worship.

Praise is an integral part of any prayer time. The evening prayer time at KFLQ starts with praise. These praises include thanking the Lord for answers to previous requests. If listener praises are few, you can also include praising the Lord for Who He is, reinforcing the praise with appropriate Scripture passages. Look for ways to include praise in the prayer time.

Using prayer as a portion of our daily programming is easy and valuable. We live in a world clamoring for change, especially in the media. Prayer offers Christian broadcasters an opportunity to take the lead and point the way to real solutions.

New listeners also develop an allegiance to the station that took time to pray for them personally.

James instructed believers to pray for one another. He maintained the effective fervent prayer of a righteous man could accomplish much. On the local Christian radio station, prayer is a means of reaching and meeting the needs of your listeners. This is the underlying mission of Christian broadcasting.

Prayer not only binds the community and air personalities together, but also turns our eyes upward to focus on a loving Heavenly Father Who is listening to our every word.

James Sandell is host of the evening prayer time on KFLQ-FM/Albuquerque, N.M.

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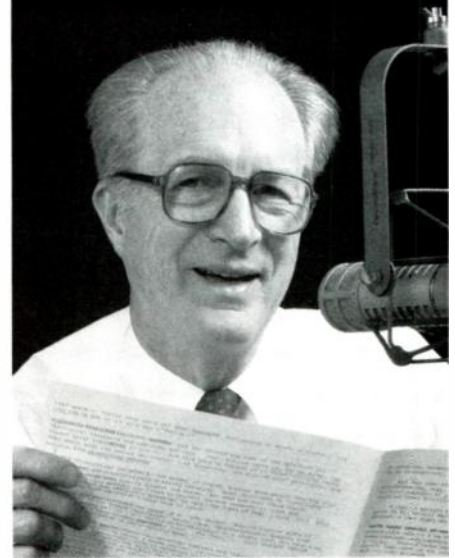
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Building for th

by Elizabeth Erlandson

FROM BEGINNING TO END, Back to the Bible's move into a new international headquarters was engineered by God. Through His providence, the Lincoln, Neb.-based ministry was prepared to relocate when the opportunity presented itself in 1993.

This May, Nebraska Gov. Ben Nelson and Lincoln Mayor Mike Johanns joined Back to the Bible's general director Woodrow Kroll and the Lincoln Chamber of Commerce in a ribbon-cutting ceremony. More than 300 attended the open house celebration that day. Johanns, extremely impressed with the new facility, said, "Your prayers, your contributions, your hard work, your effort have transformed a warehouse into a building of true beauty."

Nelson's comments were also enthusiastic. "This building promises a future spirit of optimism for the world," the governor said, "and a confidence that we'll be able to change things in the world today."

Back to the Bible has established an exceptionally broad international base and transmits programs to two-thirds of the world's geographic area.

This comment echoes Theodore Epp's goal when he founded Back to the Bible in 1939. At the dedication services, National Religious Broadcasters (NRB) president E. Brandt



(Left to right) National Religious Broadcasters president E. Brandt Gustavson, Back to the Bible executive director Brian Erickson, Evangelical Council for Financial Accountability president Paul Nelson, and Back to the Bible general director Woodrow Kroll celebrate God's faithfulness on May 11 at Back to the Bible's new international headquarters.

Gustavson recalled the early days of Christian broadcasting and noted that from the beginning, Back to the Bible strove for quality — quality in its messages and quality in its production.

Gustavson used several words to describe Back to the Bible: integrity, frugality, vision, and dependence on God. He said, "We at NRB and Back to the Bible are not really in the radio, television, or cable business. We're in the communications business. And the most important thing we have to communicate is the Gospel of our Lord Jesus Christ.

"Technology is changing at breakneck speed. I'm thankful that people like Back to the Bible and

other members of NRB are keeping up with the technology in the ever-changing world. We ought to be praying, 'Lord, keep us up-to-date and flexible' — always remembering the message," Gustavson remarked.

Foundations

The new international headquarters testifies to the vision of the organization's leadership and the faithfulness of God. The administration and board of trustees first considered the need for a new building in 1983. Early plans for a new facility were set aside, but executive director Brian Erickson nurtured the idea for the next several years. Meanwhile, God was arranging all of the details so

e 21st century



Nebraska Gov. Ben Nelson (center right) and Lincoln Mayor Mike Johanns (far right) help with the ribbon cutting during Back to the Bible's open house on May 10.

that the new headquarters would perfectly meet the needs of a growing, changing media ministry.

For four decades, the facility in downtown Lincoln had served the organization well; however, in the 1970s and '80s, the building began to deteriorate rapidly. It no longer met fire codes and had numerous other problems.

Composed of six different buildings connected by ramps, steps, and outside passageways, the headquarters was a maze of offices, hallways, and a certain amount of unusable space. Its 141,000 square feet on four floors housed production studios, a mailing center, a large inventory of literature and tapes, a counseling department, a mainframe computer system, an extensive print shop, a

growing telemarketing department, and a variety of support services. Finding a building that would accommodate all of these offices seemed formidable. It appeared

The final project (not including the cost of a new studio) was estimated at \$4.8 million.

remodeling the downtown facility made the most sense.

A local architectural firm conducted a study to answer the question "Will future plans work with the current facility?" The study revealed

the headquarters could not effectively meet future needs. The architects recommended starting over with a new building on its downtown site or finding something else. The estimated renovations of the old building would cost between \$7 and \$9 million. Reflecting on these original estimates, director of business and finance Virgil Wiebe says, "The cost of remodeling the old facility would have been \$50 a square foot. This is actually a little more than what the final cost of the new headquarters will be."

Moving Day

Site studies in Lincoln were conducted at the time of the original

Continued on page 34

facility analysis, but nothing seemed suitable and plans were put on hold. But Erickson held on to the original studies and when Kroll joined the ministry in 1989, he presented the ideas to the new general director.

The new international headquarters testifies to the vision of the organization's leadership and the faithfulness of God.

The men discussed plans for relocation, but it was an unexpected turn of events that triggered the move to a new headquarters. In January 1993, the city of Lincoln announced its plans to build a new parking garage near Back to the Bible's downtown location. Wiebe contacted the mayor and asked if the city had thought about buying the ministry's property. "We had no idea you would consider moving," replied Johanns.

One month later, a representative of the city transportation department informed Back to the Bible that the ministry's location was being studied as a possible site for the garage. The site was deemed suitable and in August 1993, negotiations were completed for the city to purchase the south half of Back to the Bible's property for \$800,000 plus relocation costs. The decision had been made — Back to the Bible would be moving. The next big question was "Where?"

Warehousing

Before signing for the sale of the downtown property, Kroll and Erickson looked at a variety of potential relocation sites, including an old book depository on the northeast edge of Lincoln. Looking back on their first visit to what became the new international headquarters, Erickson said, "It was obvious that this was the right building as we drove up to it. Things went zing and bells rang!



Architects designed a cost-effective way to put natural light into a former book depository: five skylights adorn the commons area, which is used for chapel and special events.

"The plan of the building was such that it didn't meet the needs of anyone else. The ceilings were too low for major warehousing and too high for offices. And who needed a combination of warehousing, production, and office space? As far as I know, only Back to the Bible. It fit our needs perfectly."

Campaigning

When Back to the Bible originally talked about moving during the 1980s, the administration set aside a sizable gift for that purpose. A growing building fund amounting to \$1.3 million, plus the \$800,000 from the sale of its property put Back to the Bible in an excellent position to begin a capital campaign. The final project (not including the cost of a new studio) was estimated at \$4.8 million. Thus, "Strengthening Our Service, Campaign for Future Ministry" was launched.

In December 1993, after full participation by the board and major commitments from the staff, several friends of the ministry were asked to consider making leadership gifts to the campaign. Their responsiveness and generosity encouraged Back to the Bible's board of trustees that they had made the right decision about moving. These gifts formed the

financial foundation for a public campaign, which was launched in May 1994. One year later, when the building was dedicated, more than 96 percent of the money had been raised.

Future Vision

Most of Back to the Bible's 120 staff members moved to the new headquarters in February. Fourteen members of the studio staff, including Kroll and radio co-host Don

"The cost of remodeling the old facility would have been \$50 a square foot. This is actually a little more than what the final cost of the new headquarters will be."

— Virgil Wiebe, director of business and finance for Back to the Bible

Hawkins, remain at the downtown building (which was not purchased by the city) waiting for the studios to be built at the new site.

The new building is everything



This conveyor speeds up order fulfillment. A larger shipping and mailing area is now on the same level as the shipping docks, eliminating the need for elevators.

the staff could have hoped for — bright, efficient, roomy, and flexible. With 109,000 square feet on a single level, the new home is more functional than 141,000 square feet on four floors.

The building helps reinforce the commitment Back to the Bible has

made through its vision statement, which includes "changing lives by changing people's relationships with Jesus Christ." Erickson says, "The building sends out a signal to the community, and it is a very useful tool, which will help us fulfill our vision for the future."

Back to the Bible: Fast Fact File

- * Founded in 1939 by Theodore Epp
- * Warren Wiersbe served as general director from 1984-89
- * Woodrow Kroll is the current general director
- * Broadcasts include *Back to the Bible* with Woodrow Kroll, *Gateway to Joy* with Elisabeth Elliot, and *Confident Living* with Gary Oliver
- * Five thousand broadcasts in English per week on 490 radio stations in North America, with 500 additional outlets worldwide
- * Fifteen hundred broadcasts per week on 180 radio stations in 18 other languages
- * Forty speakers worldwide
- * International offices in Australia, Canada, Ecuador, England, India, Italy, Jamaica, the Philippines, Poland, and Sri Lanka

This is no small vision. It includes radio broadcasting to several segments of listeners in North America: a general adult audience that is primarily interested in Bible teaching and listens to the flagship program, *Back to the Bible*; women between the ages of 25 and 49 who listen to Elisabeth Elliot on *Gateway to Joy*; and men in the same age group who listen to Dr. Gary Oliver on *Confident Living*, a program geared toward their interests and needs.

With 109,000 square feet on a single level, the new home is more functional than 141,000 square feet on four floors.

In addition to its North American outreach through radio and literature, Back to the Bible is increasing its efforts to reach the world. Through international offices in Australia, Canada, Ecuador, England, India, Italy, Jamaica, the Philippines, Poland, and Sri Lanka, Back to the Bible has established an exceptionally broad international base and transmits programs to two-thirds of the world's geographic area. National workers staff these offices, produce programs, develop literature, and counsel listeners.

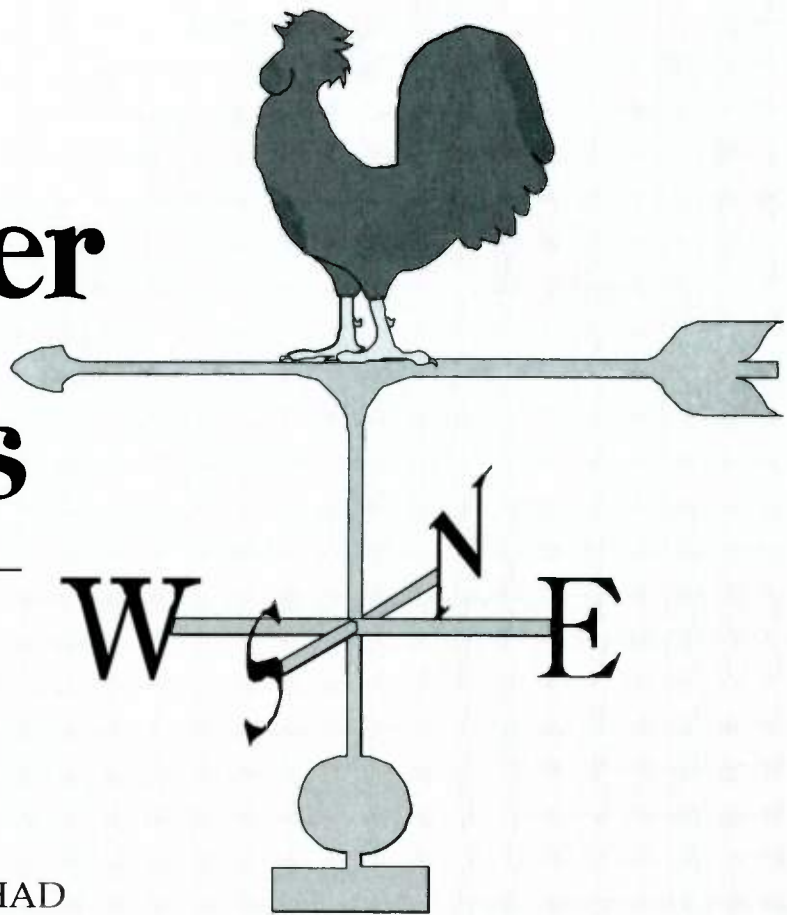
Last year, Back to the Bible joined with Trans World Radio to bring Bible teaching programs in the Mandarin language to China, and during 1995, this same partnership began broadcasting programs in Russian on a network of more than 300 stations in the Commonwealth of Independent States.

Back to the Bible is now comfortably positioned to move into the 21st century, dedicated to the task of spreading the Gospel to a flailing and desperate world.

Elizabeth Erlandson is managing editor of *Back to the Bible Today* magazine and team leader for the Creative Services Department of Back to the Bible in Lincoln, Neb.

Fair Weather Friends

by Ron Maxwell



IN A FEW MONTHS I HAD written and scheduled 82 pieces of promotional live copy for air, most of which promoted artist concerts coming to my area. We were less than a few days away from a concert tour the radio

station had been promoting for a few weeks. Looking at the action plan on my computer, I again took note: still no confirmation on the artist interview.

Leg Work

To date, I had placed several calls, beginning with the promoter and ending with the artist's management company. The interview was expected to be brief, around seven to ten minutes, asking the artist her thoughts on the value of Christian radio.

This type of interview gives the artist an opportunity to help strengthen Christian radio by relating to the personal ministry side of the medium and also enables the

artist to further develop a personal relationship with the listener.

After the initial positive response

The station had worked hard on promoting this one.

from the artist's management office, a tentative interview time was set; however, confirmation of the time

never came.

The station had worked hard on promoting this one. Since the radio station is non-commercial, we opted to run her concert spots without cost. The on-air promotional itinerary was heavy with recorded spots, live announcements, and cassette giveaways.

Our music scheduling software increased her air play by 300 percent. Live copy promoting the concert was automatically inserted on the log

attached to every song scheduled by the computer for air play. The station's FM signal was reaching into five counties, telling southwest Florida a familiar artist was coming.

Unwelcome Welcome

The day of the concert arrived. I left several urgent messages to a representative of the management company, but no calls were returned and no one in the office could assist me. I phoned the music company and spoke with the manager of marketing and promotions, who was unaware but concerned about the situation. She suggested I show up at the pre-arranged, unconfirmed time, and believed the road manager wouldn't turn down my request. However . . .

The road manager had not been informed of the pre-arranged interview and felt the artist had too busy a schedule to be interviewed.

After traveling to a church across town with a DAT recorder and mic in hand, I was disappointed at being denied the opportunity to interview the artist. Although I appreciated the manager's decision not to place undue pressure on the artist while she was traveling, I had to analyze my impression of this picture.

"Everybody needs to talk about the process, because some things are wildly wrong at the local level."

— Michael Agee, general manager of KTSY-FM/Caldwell, Idaho

I understood artists have busy schedules and visiting radio stations is not always practical because of the time and travel involved. That seemed fair and reasonable to me. But then I thought about all the hours I personally dedicated to this artist's on-air music ministry and promotion for this concert.

I wondered how many others in radio had expended similar time and effort only to be denied interviews. When some artists reach a certain popularity status, do they become unreachable to the very medium that made a major contribution in elevating their ministries?

There was time to sell product, but no time to talk about ministry relating to the value of Christian radio. Although I realize the artist involved probably was unaware of what had transpired, it unfortunately left a negative impression regarding her ministry. The situation we experienced is now part of the artist's image at our station.

Repeat Performance

The next weekend another concert tour was coming to our area, and we were once again very much involved with promoting the event on the air. Again, we expended considerable time and effort to secure permission in advance to set up a brief interview with each artist on the tour. I was granted permission to interview the husband and wife duet, but the day of the show the road manager would decide about my interviewing the other two performers.

I was told that between signing product at a local bookstore and the concert, there may not be much time for the other two interviews, but to be at the church at 3:30 p.m. to interview the husband and wife duet.

Saturday arrived, a day of household chores and spending valuable time with family. Cutting short my normal weekend activities, faithful DAT and mic in hand, I drove across town to record the one confirmed interview, with the hopeful possibility of getting the other two artists to talk with me.

Upon arrival, I was met by concert security, who told me to wait in the lobby. Ten minutes later, security told me the road manager said he was sorry, but couldn't help me out today; there wasn't time for a radio interview because the artists were running late from signing product at the bookstore. Confused, I drove

back home.

A few hours later, I drove back to the concert with my family, where we were joined by the station's two morning personalities who would welcome southwest Florida to the concert. The welcome had been pre-arranged days earlier with the promoter.

The road manager had not been informed of the pre-arranged interview and felt the artist had too busy a schedule to be interviewed.

A few minutes before the start of the concert, the promoter told us the road manager informed him there would be no radio involved in the show. Friends from another Christian radio station in Sarasota, who also promoted the tour and drove an hour and a half, were likewise told they would not have a part in the concert.

Concert Concerns

A week later I received a call from a Christian radio station in a major city in the Midwest. The caller identified himself as the station's promotions director and was calling other reporting Christian radio stations to discover if they had negative experiences in promoting Christian concerts. His station was determining its policy regarding involvement in promoting future Christian concerts.

He began to tell me about some of the same situations we had just experienced. I told him sadly that due to the recent disappointments, unless the concert was my station's own, the station would not be involved.

Based on my station's episodes, and the similar experiences of other

Continued on page 38

stations, I am convinced that certain members of the Christian music industry do not appear to appreciate the role Christian radio plays in promoting the growth of artists' ministries.

It is my desire to see that once radio establishes an artist, management companies and the artists neither lose respect for nor forget the continued value of radio to their ministries. It's true that artists are busy, but radio people are also busy; our time is also money.

At the recent National Christian Radio Seminar Steering and Agenda Committee meeting on Sanibel Island, Fla., the subject of radio and

promoter experiences was brought up by Michael Agee, general manager of KTSY-FM/Caldwell, Idaho. He said, "Everybody needs to talk about the process, because some things are

This type of interview enables the artist to further develop a personal relationship with the listener.

wildly wrong at the local level." His comments were references to road managers.

Since others in attendance agreed, a session is being planned to

address this issue at next April's GMA 96 in Nashville, Tenn.

It is my sincere hope, while we both minister through our industry, that we can create a better balance in our working relationships by increasing our knowledge of our respective roles and responsibilities. If an artist is coming to town, telephone interviews benefiting the concerts are fine. But returning a call, fax, or letter granting an on-location interview relating to ministry or offering a little stage presence for our audience would be a welcome addition to a tour's itinerary.

Ron Maxwell, program director of WSOR-FM/Fort Myers-Naples, Fla., is a 26-year veteran of radio. He has served in Christian radio for the past 11 years.

Interview Savvy

Christian radio and Christian music should enjoy a celebratory, symbiotic relationship. Two representatives of the music industry give their help lists for stress-free artist interviews.

Quick Tips

1. Stations with strong music formats are more likely to be granted an interview than those with limited music programming.

2. Reporting stations receive preferential treatment. It is important to artists that they chart well.

3. If the interview is already set up, make certain the prep work is done. Confirm your interview time and location.

4. Ask the management company to confirm the interview on letterhead.

5. Request a backstage pass.

— **Paul Grimshaw, A & R, Brentwood Music**

Seven Steps to Success

1. Start early, as soon as you hear of the concert date. Schedule at least two months in advance. Contact the artist's label first, speaking with the publicity or the radio department. In addition, contact the artist's manager. Some

tours have a publicity handler as well.

2. Put your request in writing. Be specific about the interview, i.e. length, purpose.

3. Document all correspondence.

4. Follow up two weeks before the show, again in writing. Follow up with a phone call if you receive no response from your written confirmation.

5. Be flexible. Concert dates are hard to predict with all the details involved: bus schedules, sound checks, and unforeseen problems.

6. Arrive at the concert venue one hour before the interview and check in with the road manager. Remember, he or she is the authority on the road and sets the artist's schedule.

7. If the interview doesn't work out or is shortened, keep in mind that the concert is the artist's top priority — it's the foundation of his ministry. Be open to other options, such as a phone interview. Remember, each artist has his or her routine concerning concerts and may need a certain amount of personal time before a concert.

— **Brian Smith, Turning Point Media Relations, Inc.**

Religious Broadcasting

1995 Buyer's Guide to Products and Services

The second annual Buyer's Guide is designed to be a resource for religious broadcasters. Companies and individuals listed in the guide are dedicated to providing the industry with the best services and products at the best prices.

Questionnaires were sent to the more than 500 vendors in the 1995 Directory of Religious Media. The 160-plus respondents in this year's guide are arranged alphabetically by business category.

AGENCY/CONSULTANT

ABBA Communication Arts

7435 Mount Hope Rd.
Grass Lake, MI 49240
(517) 522-5127 (also fax)
William A. Latocki, president/creative director

- Press/print media
- Publishing/printing

Advertising, marketing, public relations, photography and graphic design, corporate and product identities, package design, sales, and direct marketing.

AES Artist and Event Services

1052 Brookfield
Memphis, TN 38119
(901) 767-5755 fax (901) 767-5754
Keith Soltys

- Music recording/publishing

AES Artist and Event Services is an artist representation and event coordination company that is affiliated with the Select-O-Hits Record Distribution Network; AES will begin Christian operations in January 1996.

American Church Lists, Inc.

P.O. Box 1544
Arlington, TX 76004-1544
(800) 433-5301 fax (817) 861-0167
Cindy Schoen, director of sales

- Marketing and promotion
- Mailing lists

A total of 340,624 churches selectable within broadcast area by size, denomination, 25-plus activity selects, pastor names. Also Christian schools and Canadian churches. Continuous on-line updates insure 100 percent deliverability guaranteed.

American Media

P.O. Box 4422
Rocky Mount, NC 27803
(919) 446-8800 fax (919) 827-2713
Dr. Bob Pelletier

- Equipment manufacturer/distributor: video/TV
- Programming: TV

Agency representation for religious programs, broadcast television equipment sales, service, and on-site training, and full-power LPTV and FM radio applications and engineering.

B/M/C Advertising

2419 E. Skelly Dr.
Tulsa, OK 74105
(918) 743-4600 fax (918) 743-9188
Pat Simmons, vice president

Media management in television/radio format development, time buying, and accounting; editorial services in writing and editing; marketing/graphics/production in art direction; audio/visual production, printing, and mailing; planning.

BEYOND BOUNDARIES

14587 Grand Ave. S. #113
Burnsville, MN 55306
(612) 898-1206 fax (612) 435-8055
Scott Bourne, president

- Programming: computer/multimedia
- Fund raising/donor management

Beyond Boundaries expands ministry opportunities in the new Internet culture. Assists organizations to establish and maintain an Internet presence.

Boston Quality Voice-overs

95 Washington St., Suite 264
Weymouth, MA 02188
(800) 693-7191

Steve Tuzeneu, vice president of marketing

Professional male and female voice talent available to record your script; any purpose; very reasonable.

Broadcast Innovations

P.O. Box 4937
San Luis Obispo, CA 93403
(805) 594-1235 fax (805) 594-1244
Jon E. Fugler, president

- Fund raising/donor management
- Equipment leasing

Specializing in non-commercial and non-profit consulting; syndication of short features; equipment leasing.

Richard W. Burden Associates

20944 Sherman Way, Suite 213
Canoga Park, CA 91303
(818) 340-4590
Richard W. Burden

Broadcast system engineering in radio.

CBSI/Custom Business Systems, Inc.

P.O. Box 67
Reedsport, OR 97467
(503) 271-3681 fax (503) 271-5721
Steve Kenagy, vice president of marketing and sales

- Duopoly consultant
- Broadcast business software

CBSI offers solution-oriented software for broadcasters created by broadcasters; CBSI's product line includes classic traffic and billing system for duopolies, consolidated operations, multiple stations and the single station, and Elite system for budget-minded operator.

CSP Communications

P.O. Box 452587

Continued on page 40

1995 BUYER'S GUIDE . . .

Continued from page 39

Garland, TX 75045-2587
(214) 495-5810 fax (214) 414-5387
Wayne R. Collins, owner

- *Equipment manufacturer/distributor: audio*
- *Equipment manufacturer/distributor: video/TV*

Designs, sells, installs, and services audio and telephone systems for broadcast, church, and small business; a complete service-provider of unique solutions and quality workmanship since 1987; NRB member since 1993.

Christian Healthcare Network

P.O. Box 1750
La Mirada, CA 90637
(800) 903-4CHN fax (714) 739-0281
Sylvia Nash, president

Christian Healthcare Network provides discounts in vision, hearing, pharmacy, counseling, physicians, and hospitals, long distance telephone, car rental, and other services such as case management/case negotiation, and the *Christian Healthcare Wellness Newsletter*.

Continental Recordings, Inc.

230 Adams St.
Newton, MA 02158
(617) 630-0007 fax (617) 630-0019
Dan Flynn

- *Music recording/publishing*

Full-service audio production studio specializing in commercial production (jingles and station IDs), high-speed audio cassette and open reel duplication.

Creative Ministry Resources

P.O. Box 1665
Sandpoint, ID 83864
(208) 263-8055 fax (208) 263-9055
Don S. Otis, president

- *Press/print media*
- *Fund raising/donor management*

A consulting agency specializing in non-profit management and donor relations; professional handling of print and electronic interviews and press relations.

DATAWORLD

P.O. Box 30730

Bethesda, MD 20824
(800) 368-5754 fax (301) 656-5341
John L. Neff, president

Databases available for broadcast engineering, ethnic/demographic statistics, terrain, and geographic data; custom mapping and digitization services; RF Engineering software with 24-hour remote access.

Norman Fischer & Associates, Inc.

2201 N. Lamar, Suite 204
Austin, TX 78705
(512) 476-9457 fax (512) 476-0540
Norman Fischer, president

Media brokerage, appraisals, consulting, and financial services for radio, television, cable, and wireless.

The Genesis Group

114 N. L St.
Tulare, CA 93274
(209) 686-3996 fax (209) 686-2318
Dave Johnson

- *Programming: Radio*

Radio ministry development for local and regional outreach; complete program production and duplication; market analysis and time buying; selective fund-raising campaigns.

Goodman Advertising & Marketing

2676 W. Fairmont Ave., #102
Fresno, CA 93705-0118
(209) 222-5237 fax (209) 226-7292
email: ADBYTES@Delphi.com
Stephen K. Goodman, owner

Marketing products and services to targeted Christian audiences; also full-service television spot and radio spot production; Internet advertising.

Group X, Inc.

P.O. Box 65
Reynoldsburg, OH 43068-0065
(614) 755-9565 fax (614) 866-2636
Eddie Powell

- *Press/print media*
- *Music recording/publishing*

A results-oriented media marketing company for radio/television, audio/video, satellite, and expanded marketing and event opportunities; each client, each need is unique with individualized attention.

High Altitude Communications

7222 Commerce Center Dr., Suite 101
Colorado Springs, CO 80919
(719) 536-9000 fax (719) 598-7461
Dave Koch, president

- *Programming: radio*

Full-service radio production and air-time placement agency; clients include Promise Keepers, Compassion International, and *The Weekly Power Magazine*; specializing in production of audio books on tape.

Integrity Communications, Inc.

251 O'Connor Ridge Blvd., Suite 285
Irving, TX 75038
(214) 650-8200 fax (214) 650-9491
Peggy Kinner, vice president of media

Integrity is a full-service agency that can offer a wide variety of services to your organization.

InterMedia Communications

19689 7th Ave. NE., #174
Poulsbo, WA 98370
(360) 779-1709 fax (360) 779-6695
David Bolthouse, owner

- *Programming: radio*
- *Fund raising/donor management*

Frustrated? Unable to really grow? Our dedicated Christian professionals will help you break down barriers to growth.

K's Advertising

109 N. Goliad
Rockwall, TX 75087
(214) 722-5040 fax (214) 722-9064
Kerry Smith, president

- *Programming: TV*
- *Film/entertainment*

Lakeside Associates, Inc.

26741 Portola Pkwy., Suite 1E
Foothill Ranch, CA 92610-1743
(714) 770-6601 fax (714) 770-6575
Carl J. Yanchar, president

Acoustical consulting; facility design and construction; systems design and installation; custom loudspeaker systems.

The Macfarland Company

P.O. Box 116
Whitehouse Station, NJ 08889-0116
(908) 236-0533 fax (908) 236-0633
Harriet Walker, list manager

- *Religious mailing lists*

The Macfarland Company provides mailing lists to companies/organizations who are trying to reach religious, recreation, and education associations, hospitals, nursing homes, and libraries.

Master Track Productions

1045 W. Bond
Lincoln, NE 68521
(402) 474-4985 fax (402) 474-2535
Carol Downing

Master Track is a high-quality audio cassette duplicator and CD replicator; duplicates and distributes radio programs for well-known Christian broadcasters.

Kenneth R. Meades

P.O. Box 1469
Los Angeles, CA 90053
Kenneth R. Meades, owner

- Music recording/publishing
- Fund raising/donor management

Strongest area is marketing in the radio-television-music areas; degree in electronics; building an expertise in fund raising; all three areas of experience can assist clients to survive rather than go out of business.

The Mix Place

663 5th Ave.
New York, NY 10022
(212) 759-8311 fax (212) 838-6952

Post-production audio for television, radio, films, etc.

PMI Communications

125 W. Front St., Suite 30
Wheaton, IL 60187
(800) 452-9682 fax (317) 580-1774
Rick Miller, president

- Press/print media

PMI is a marketing communications firm specializing in the non-profit sector. PMI Media Net is a media relations service for distribution of press releases and media notices to a mix of evangelical media and commercial/secular outlets.

Pan American Broadcasting

20410 Town Center Ln., Suite 200
Cupertino, CA 94010
(408) 996-2033 fax (408) 252-6855
James P. Manero, vice president

Places radio ministries on international radio stations.

Praise Ministries

P.O. Box 5331
Woodbridge, VA 22194-5331
(703) 590-0214 fax (703) 494-5969

Tim Shields, president/owner

- Stock footage library
- Prayer ministry

Video production ministry providing patriotic and nature stock footage. Prayer ministry for broadcasters.

Radio Visions

22 Sutton Place
Toms River, NJ 08755
(908) 240-3119 fax (908) 240-3133
Walt Gradzki, owner

- Broadcast engineering
- Equipment manufacturer/distributor: audio

Broadcast engineering, FCC applications, audio equipment sales, transmitter and translator sales, complete turnkey service.

The Raymond Group

330 Madison Ave. S., Suite 200
Bainbridge Island, WA 98110
(206) 842-1900 fax (206) 842-9111
Mark Mohr, director of radio broadcast services

- Fund raising/donor management
- Programming: radio

Full-service Christian advertising agency serving non-profit organizations with creative, strategic, and media services.

Russ Reid Company

2 N. Lake Ave., Suite 600
Pasadena, CA 91101
(818) 449-6100, ext. 430
fax (818) 577-5048
Jim Vonderheide, vice president media

- Fund raising/donor management

Russ Reid Company is a full-service direct marketing company focusing on non-profit organizations.

Response Unlimited

c/o The Old Plantation, RR 5, Box 251
Waynesboro, VA 22980-9111
(540) 943-6721 fax (540) 943-0841
Philip Zodhiates, owner

- Direct mail/mailling lists
- Fund raising/donor management

Complete direct mail and direct response agency, list broker, and list manager; specializing in assisting evangelical and conservative political clients; number one supplier of Christian lists in the world.

Salem Radio Representatives

600 E. Los Colinas Blvd., Suite 560
Irving, TX 75039
(214) 402-8800 fax (214) 402-8200
Paul Martin, vice president/general manager

- Programming: radio
- Fund raising/donor management

Salem Radio Representatives puts the unparalleled reach of radio to work for organizations across America. SRR's time-proven, response-generating systems make radio easier.

ShareMedia

1934 11th Ave. E.
Shakopee, MN 55379
(612) 496-3359 (also fax)
Todd Isberner, president

- Fund raising/donor management

ShareMedia specializes in revenue development for broadcast ministries including sharathon fund raisers, direct mail, production services, and programming.

Skywatch Weather Center®

347 Prestley Rd.
Bridgeville, PA 15017-1949
(800) SKYWATCH fax (412) 221-3160
Dick Mancini, president

- Weather
- Programming: radio

Custom-formatted weather forecasts specifically for station's listening area, recorded via phone four times per day, plus special storm updates; live feeds also available.

Szabo Associates, Inc.

3355 Lenox Rd., 9th Floor
Atlanta, GA 30326
(404) 266-2464 fax (404) 266-2165
Peter F. Szabo, president

- Collection
- Film/entertainment

Media collection professionals. Services include credit information system, A/R management, legal sources, corporate management, library resource center, bankruptcy assistance, EDI, international services; proprietary software takes advantage of new information technologies and theories in management and operations.

Continued on page 42

J A Taylor & Associates

P.O. Box 331
Boyertown, PA 19512-0331
(610) 754-6800
Jack Taylor, president

- *Equipment manufacturer/distributor: video/TV*

An appraisal and brokerage firm specializing in television production equipment; has served video production companies and television stations nationwide for 26 years.

Van Zandt Engineering

15 Walnut Hills
Springfield, IL 62707
(217) 487-7711 fax (217) 487-7722
Richard Van Zandt

- *Programming: radio*

Broadcast engineering, specializing in non-commercial educational FM applications.

The Whittle Agency

12716 Lindley Dr.
Raleigh, NC 27614
(919) 848-3596 fax (919) 848-0519
Gary Whittle, president

Since 1985, The Whittle Agency has provided professional and confidential services to religious broadcasters in the sale of radio and television stations.

Wholesale Tape & Supply Company

2841 Hickory Valley Rd.
Chattanooga, TN 37421
(615) 894-9427 fax (615) 894-7281
Tom Salley Jr.

- *Audio and video duplication*
- *Fulfillment services*

WTS offers quality audio and video duplication and fulfillment services as well as distributing blank audio and video tapes and supplies. WTS is an authorized Sony professional and industrial equipment dealer.

Ben Wood & Associates, Inc.

400 W. Roosevelt Rd., Suite 2SW
Wheaton, IL 60187
(708) 665-6633 fax (708) 665-6659
N.A. Knudsen, president

Full service advertising agency specializing in design, production, and placement of ads; design and production of brochures, newsletters, and direct mail, and student recruitment materials.

EDUCATION

Religious Public Relations Council

P.O. Box 296
Wernersville, PA 19565
(610) 373-1067
Robert Lear, national coordinator

- *Professional public relations council*
- *Publishing/printing*

Fifth edition of PR handbook now available; 35 chapters covering communications/PR field; directed toward average lay person.

**EQUIPMENT MANUFACTURER/
DISTRIBUTOR: AUDIO**

ABG — AUDIO BROADCAST GROUP, INC.

2342 S. Division Ave.
Grand Rapids, MI 49503
(800) 999-9281 fax (616) 452-1652
Dave Howland, vice president

Serving the Christian broadcasting industry for 35 years. Specializing in custom studio furniture design and digital products with three sales offices nationwide to better serve you.

Acoustical Solutions, Inc.

2720 Enterprise Pkwy., Suite 101
Richmond, VA 23294
(800) 782-5742 fax (804) 346-8808
Terri Murphy, marketing manager

- *Equipment manufacturer/distributor: video/TV*
- *Equipment manufacturer/distributor: computer multimedia*

Full line of noise control products (sound absorbers and barriers); products include AlphaSorb Wall panels, AlphaPyramid and Wedge acoustical foams, Soundtex wall coverings, Sorex products, and Audioseal Sound Barrier.

Altec Lansing

10500 W. Reno Ave.

Oklahoma City, OK 73127
(405) 324-5311 fax (405) 324-8981
Gary R. Jones, market development manager

Altec Lansing is a full-line manufacturer of professional audio products for permanent installation; Altec specializes in coaxial loudspeakers and true automatic microphone mixers.

Aluma Tower Company, Inc.

P.O. Box 2806 RB
Vero Beach, FL 32961-2806
(407) 567-3423 fax (407) 567-3432
T.E. Gottry, vice president

Manufacturer of lightweight aluminum portable, mobile towers used in communications, remote broadcasting, and other applications requiring easy, quick erection of equipment. Towers available up to 100 feet.

Arrakis Systems, Inc.

2619 Midpoint Dr.
Fort Collins, CO 80525
(303) 224-2248 fax (303) 493-1076
Jon Young, vice president of sales

Arrakis is the number one manufacturer of digital workstations, audio consoles, studio furniture, and complete prewired systems for radio. Digilink is the number one selling digital automation and cart replacement system in radio.

Atlas/Soundolier

1859 Intertech Dr.
Fenton, MO 63026
(314) 349-3110 fax (314) 349-1251
Tom J. Evans, communication/PR specialist

- *Equipment manufacturer/distributor: video/TV*
- *Film/entertainment*

Atlas/Soundolier manufactures communications products for the religious market industry, including ceiling/wall-mount loudspeakers, microphone stands and accessories, electronic equipment cabinetry, and intercom/telecom products.

Autogram Corporation

1500 Capital Ave.
Plano, TX 75074-8118
(800) 327-6901 fax (214) 423-6334
John Hutson, marketing manager

Producers of quality audio consoles

noted for reliability and performance from Alaska to Zaire. Autogram consoles are available in many configurations and price ranges.

Bell Tower Corporation

P.O. Box 907
Vinita, OK 74301
(918) 256-5755 fax (918) 256-8748
Richard Bell, president

• *Equipment manufacturer/distributor: video/TV*

Bell Tower Corporation is a small, full-service company committed to furnishing and installing towers, antennae, lines, and accessories to the religious broadcaster on an international scale.

BEXT, Inc.

1045 10th Ave.
San Diego, CA 92101
(619) 685-3916 fax (619) 239-8474
Michelle DeFazio, sales manager

• *Equipment manufacturer/distributor: video/TV*

FM transmitters: 2 watts — 30 kw;
FM STLs, boosters, and translators;
television translators and transmitters (VHF/UHF): 2 watts — 40 kw.

Black Audio Devices

P.O. Box 106
Ventura, CA 93002
(805) 653-5557 (same fax)
Bruce Black, owner

We provide top-quality replacement parts for stands and booms, as well as unique and useful audio tools and accessories, including a battery-operated stereo Mic-Pre.

Broadcast Equipment Sales & Engineering, Inc.

P.O. Box 20331
Jackson, MS 39289-1331
(601) 857-8573 fax (601) 857-2346
Jeffery Corkren, president

CCA transmitter representative for Mississippi, Alabama, Arkansas, Texas, and Oklahoma; complete line of transmission and audio equipment available; specialize in system design and installation; used equipment listing; service, repair, and refurbishing of all makes and models of RF and audio equipment.

COMTEK, Inc.

357 W. 2700 South
Salt Lake City, UT 84115

(801) 466-3463 fax (801) 484-6906
Steve Dupaix, sales director

COMTEK manufactures a complete line of digitally synthesized and fixed frequency wireless communication products, including wireless microphones, wireless cuing systems, and wireless assistive listening products.

Christian Duplications International, Inc.

1710 Lee Rd.
Orlando, FL 32810
(407) 298-6612 fax (407) 578-6665
Janet G. Work, president

• *Equipment manufacturer/distributor: video/TV*
• *Programming: radio*

Wholesale supplier of audio/video equipment since 1971. Blank audio and video cassettes, duplicators, microphones, sound systems, video projectors, screens, audio/video duplication; Cassette Bible in 19 languages; programming for radio.

Circuit Research Labs, Inc.

2522 W. Geneva Dr.
Tempe, AZ 85282
(602) 438-0888 fax (602) 438-8227
Bill Ammons, sales manager domestic

Circuit Research Labs, Inc., (CRL Systems) is known worldwide for quality audio processing for AM, FM, SW, and television broadcasting. Great sound at a great value.

Comrex Corporation

65 Nonset Path
Acton, MA 01720
(508) 263-1800 fax (508) 635-0401
Marsha Shamel, marketing

Comrex designs and manufactures reliable, high-quality broadcast equipment including audio codecs, frequency extenders, wireless cue systems, telephone couplers, and remote mixers.

Continental Electronics Corporation

P.O. Box 270879
Dallas, TX 75227
(214) 381-7161 fax (214) 381-4949
David M. Russell, manager of international marketing

Since 1946, Continental Electronics has provided superior quality RF transmission equipment, designed

Continued on page 44

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Crown Broadcast

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Elkhart, IN 46515-1000
(219) 294-8050 fax (219) 294-8302
Mark Potterbaum, marketing manager

Crown manufacturers FM transmitters, FM translators, RF amplifiers, microphones, audio amplifiers, and the Crown Broadcast AirForce radio network control products and automation systems.

DYNAIR Electronics, Inc.

5275 Market St.
San Diego, CA 92114
(800) 854-2831 fax (619) 264-4181
Kirk Kinley

• *Equipment manufacturer/distributor: video/TV*

DYNAIR develops and manufactures high bandwidth video/audio routing systems with a highly sophisticated multi-level control system, DAs, fiber optic transmission equipment, and sells digital interfacing and conversion equipment.

Furman Sound, Inc.

30 Rich St.
Greenbrae, CA 94904
(415) 927-1225 fax (415) 927-4548
Joe Territo, marketing communications specialist

Furman manufactures the world's best-selling power conditioning equipment and a full line of audio signal processing equipment.

Gentner Communications Corporation

1825 Research Way
Salt Lake City, UT 84119
(801) 975-7200 fax (801) 977-0087
Gary Crowder, broadcast sales manager

Telephone interface equipment, multiline talk show system, audio teleconference equipment, transmitter remote control, and assistive listening.

Group One Ltd.

80 Sea Lane
Farmingdale, NY 11735
(516) 249-1399 fax (516) 753-1020
Jack Kelly, president

Group One is the exclusive U.S. distributor for Focusrite signal processing, KRK monitor speakers, XTA signal processing, and Uptown moving fader automation.

Hall Electronics, Inc.

706 Rose Hill Dr.
Charlottesville, VA 22901
(804) 984-4255 fax (804) 984-3299
Rick Johnson, sales manager

Hall sells new and rebuilt equipment for radio stations and Pro-Sound applications; offers in-house service; factory authorized Tascam, Ofari, and Yamaha equipment; also offers support for ITC cart machines.

Image Video

46-705 Progress Ave.
Scarborough, Ont. M1H 2X1
(416) 438-3940 fax (416) 438-8465
Andy Vanags, president

• *Equipment manufacturer/distributor: video/TV*

Image Video designs and manufactures broadcast radio and television equipment; master control, routing, machine control switchers, DAS automation systems, digital and analog, and logo generators; digital wipe generators.

Industrial Equipment Reps. (I.E.R.)

1685 Precision Park Lane, Suite E
San Diego, CA 92173
(619) 428-2261 fax (619) 428-3483
Alex Rodriguez, vice president of operations

• *Equipment manufacturer/distributor: video/TV*

Radio and television equipment distributors; transmitters, antennae, consoles, cartridge machines, mics, audio processors, capacitors, tubes, etc.

INFONICS, Inc.

P.O. Box 1111
Michigan City, IN 46360
(219) 879-3381 fax (219) 879-3383
Carol Lant, president

Manufactures/sells superior quality, low maintenance, high-speed audio cassette duplicators; reel-to-cassette and cassette-to-cassette; 20 — 20,000

Hz frequency response; cassette speedwinders.

International Cassette Corp.

P.O. Box 1928
Greenville, TX 75403-1928
(903) 454-9164 fax (903) 454-4172
Rocky Earl George, vice president

• *Equipment manufacturer/distributor: video/TV*

International Cassette Corp. is the largest audio/video/CD replication-duplication company in the Southwest; ICC is also the manufacturer of the Alexander Scourby narration of the KJV.

LPB, Inc.

28 Bacton Hill Rd.
Frazer, PA 19355
(610) 644-1123 fax (610) 644-8651
John E. Devecka, sales manager

LPB manufactures digital automation and production systems, audio consoles, AM transmitters, hearing assistive and language translation systems. Systems available for small churches to massive arenas.

Lexicon, Inc.

100 Beaver St.
Waltham, MA 02154
(617) 736-0300 fax (617) 891-0340

Lexicon is the leading manufacturer of professional digital audio signal processors.

Marti Electronics

P.O. Box 661
Cleburne, TX 76033
(817) 645-9163 fax (817) 641-3869
Jim Godfrey, director of sales and marketing

Marti is the world's largest supplier of studio to transmitter lines (STLs) and remote pick-up units (RPU); produces transmitter studio lines and telemetry links.

National Audio Company, Inc.

Box 3657 Glenstone Station
Springfield, MO 65808
(417) 863-1925 fax (417) 863-7825
Steve Stepp, president

• *Equipment manufacturer/distributor: video/TV*

Audio cassettes, Ampex audio tape products, and accessories for cassette tapes and reel-to-reel tapes. Video (VHS) tape and Fidelipac cartridges. Telex high-speed cassette duplicators.

Omicron Video

21818 Lassen St., Unit H
Chatsworth, CA 91311-3680
(818) 700-0742 fax (818) 700-0313
K. Akiyama, president

- *Equipment manufacturer/distributor: video/TV*
- *Equipment manufacturer/distributor: computer/multimedia*

Video audio routing switchers; distribution amplifiers; reproduction system equipment; custom system design and manufacturing.

Penny & Giles, Inc.

2716 Ocean Park Blvd., Suite 1005
Santa Monica, CA 90405-5209
(310) 452-4995 fax (310) 450-9860
N. Handler, sales office manager

Audio volume controllers (faders and potentiometers), audio jacks and patchbays, and digital audio workstation control panels.

RCI Systems, Inc.

5615 Fishers Lane
Rockville, MD 20833
(301) 984-1800 fax (301) 984-6175
Doug Macuch, director of sales and marketing

- *Equipment manufacturer/distributor: video/TV*

Custom audio/video connector and device, wall plates and back panels, rack lighting, cable testers, and media distribution systems.

RF Specialties of Texas, Inc.

P.O. Box 7630
Amarillo, TX 79114-7630
(800) 537-1801 fax (806) 372-4518
Steve White or Tim Hawks, sales/marketing

Full-line supplier to the radio broadcaster — everything from the microphone to the antenna.

RTI — Research Technology International

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Lincolnwood, IL 60646
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Patrick McNulty, sales manager

- *Equipment manufacturer/distributor: video/TV*

Tape Chek videotape cleaner/inspector/recyclers for all professional formats; videotape/audiotape erasers; video/audio/A-V supplies.

Radio and Video Resources

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Baltimore, MD 21230
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- *Equipment manufacturer/distributor: video/TV*
- *Equipment manufacturer/distributor: computer/multimedia*

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Radio Systems, Inc.

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Daniel J. Braverman, president

RS-series consoles in 6-, 12-, 18-, and 24-channel models, distribution amplifiers, telephone interfaces, analog and digital clock systems, and new digital delivery system.

Continued on page 46

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MANUFACTURING COMPACT DISC HIGH SPEED CASSETTE CD INTERACTIVE CD ROM CD MULTIMEDIA	MAKING MUSIC LOOK GOOD	COMPLETE PREPRESS ART & DESIGN DESKTOP PUBLISHING COLOR SEPARATIONS COMPLETE BINDERY DIE CUTTING FABRICATING SPECIALTY PACKAGING SIX COLOR PRINTING AQUEOUS COATING UV COATING
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(615) 876-4260 (FAX)

SESCOM, Inc.

2100 Ward Dr.
Henderson, NV 89015-4249
(702) 565-3400 fax (702) 565-4828
Franklin J. Miller, president

Manufacturer of audio equipment and accessories; a complete catalog of about 200 items is available.

SMARTS Broadcast Systems

P.O. Box 184
Emmetsburg, IA 50536
(800) 498-0487 fax (800) 398-8149
Dave Potratz, sales manager

- Programming: radio
- Equipment manufacturer/distributor: computer/multimedia

The SMARTCASTER is available in several models: Starlight, Galaxy, Pulsar, and Generation 2000, which combines virtually every station operation into one centralized computer system; each system is designed for satellite automation or Music-on-Hard-Drive.

Stanton Magnetics, Inc.

101 Sunnyside Blvd.
Plainview, NY 11803
(516) 349-0235 fax (516) 349-0230
G.L. "Pete" Bidwell III, vice president of professional products

Stanton is a manufacturer of stereo cartridges, styli, professional headphones, and slip mats.

Storeel Corp.

3337 W. Hospital Ave.
Atlanta, GA 30341
(404) 458-3280 fax (404) 457-5585
Carolyn S. Galvin, president

- Equipment manufacturer/distributor: video/TV
- Equipment manufacturer/distributor: computer/multimedia

High-density, mobile, and static tape storage systems for all formats.

Superior Broadcast Products

3941 Legacy Rd., Suite 204-208B
Plano, TX 75023
(214) 335-2398 fax (214) 377-4625

- Equipment manufacturer/distributor: video/TV

Complete line of FM transmitters from 15 — 8000 watts; optional built-in stereo generator-compressor limiters and automatic station ID; UHF television transmitters: 10 watts — 1 kw.

Systems Wireless Ltd.

465 Herndon Pkwy.
Herndon, VA 22070
(703) 471-7887 fax (703) 437-1107
William Sien, vice president

Sells, services, and rents wireless microphones, wireless headsets, wireless IFB, wireless video, and cabled intercom systems; specialist in wireless technology.

Universal Electronics, Inc.

4555 Groves Rd., Suite 12
Columbus, OH 43232-4135
(614) 866-4605 fax (614) 866-1201
Tom Harrington

Manufacturer of universal SCPC XE-1000 broadcast satellite receivers; the SCPC XE-1000 receiver is totally frequency, transponder, and format agile, has all companding built in; high-quality audio at an affordable price.

Winsted Corporation

10901 Hampshire Ave. S.
Minneapolis, MN 55438-2385
(612) 944-9050 fax (612) 944-1546
Randy R. Smith, marketing manager

- Equipment manufacturer/distributor: video/TV

A wide variety of modular video consoles, integrated multimedia workstations, vertical equipment racks and cabinets; wood-trimmed decorator panels; full line of console accessories; space-saving videotape storage systems for all tape sizes and formats; 90 percent of all orders are shipped within 24 hours.

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Glendale, NY 11385
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- Equipment manufacturer/distributor: video/TV

- Equipment manufacturer/distributor: audio

Armato's is an authorized, full-service dealer of video and computer equipment, specializing in sales, service, rentals, loaners, and leasing of professional imaging equipment.

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(800) 659-2267 fax (310) 838-3684
Dennis Levin, vice president

- Computer software for media buying

Computer software to make direct response media buying and marketing companies more profitable, including the Catalyst Airdate Management System™ and the Catalyst Order Processing System™; these systems run on computer networks as well as single computers; computer consulting, hardware upgrades, and other services.

Luxor

2245 Delany Rd.
Waukegan, IL 60087
(708) 244-1800 fax (708) 244-1818
Aimee Marshall, marketing assistant

- Equipment manufacturer/distributor: video/TV
- Equipment manufacturer/distributor: audio

Luxor offers specialty furniture for your computer and audio-visual needs. Products include mobile carts and tables, workstations, mounting systems, consoles, cabinets, and more.

On Video, Inc.

2435 Southwell Rd.
Dallas, TX 75229
(214) 406-9292 fax (214) 406-9595
Jeff Schum, president

- Programming: video
- Equipment distributor: video/TV

Video production, duplication, worldwide standards conversions, animation, CD-ROM mastering, equipment sales, multimedia presentations.

Sharp Electronics Corporation, LCD Products Group

Sharp Plaza, Mail Stop One
Mahwah, NJ 07430-2135
(800) BE SHARP fax (201) 529-9636
Bruce Pollack, national marketing manager

• *Equipment manufacturer/distributor: video/TV*

Sharp offers LCD projectors, projection panels, and monitors, as well as Viewcam camcorders (with built-in LCD viewscreens), VHS VCRs, television monitors, video printers, and TV/VCR combos.

George R. Snell Associates, Inc.
269 Sheffield St.
Mountainside, NJ 07092-2318
(908) 654-8855 fax (908) 654-8859
George R. Snell, president

• *Equipment manufacturer: video/TV*

Manufacturer of high intensity slide, overhead, and optical LCD video projectors; consultant for audio-visual-video facilities and turnkey systems.

Theatre Service 7 Supply Corp.
1792 Union Ave.
Baltimore, MD 21211
(410) 467-1225 fax (410) 467-1289

Manufacturer of background cyclorama curtains and track systems for studios; manual and motorized stage

curtains and track systems; distributor of lighting equipment for stage and studio applications.

VINYLOWELD

2011 W. Hastings
Chicago, IL 60608
(312) 243-0606 fax (312) 942-0693
Doug Engbrethson, vice president of sales

• *Equipment manufacturer/distributor: audio*

• *Equipment manufacturer/distributor: video/TV*

Vinyl packaging solutions for multimedia and software, utilizing state-of-the-art decorating capabilities, as well as stock audio and video packaging.

**EQUIPMENT MANUFACTURER/
DISTRIBUTOR: VIDEO/TV**

Comark Communications, Inc.
P.O. Box 506
Colmer, PA 18915
(215) 822-0777 fax (215) 822-9129

Ellen J. Rainey, corporate communications manager

The inventor and recognized world leader in Inductive Output (IOT) transmission equipment; manufacturer of the most advanced UHF television transmitter systems in the world, the IOX® line featuring (PS)².

Computer Prompting & Captioning Co.

1010 Rockville Pike
Rockville, MD 20852
(800) 977-6678 fax (301) 738-8487
Sidney Hoffman, project manager

• *Equipment manufacturer/distributor: computer/multimedia*

Closed captioning, teleprompting, and subtitling systems running on IBM compatibles; closed captioning and subtitling service; the captioning systems work with SMPTE time code; the teleprompters run on desktops and notebooks.

Continued on page 48

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Signal One can locate tenants, execute lease agreements, and manage your tower site to produce revenue that you never realized was available.

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EEV, Inc.

4 Westchester Plaza
Elmsford, NY 10523
(914) 592-6050 fax (914) 682-8922
Ann Sayers, publicity manager

• *Equipment manufacturer/distributor:
audio*

Manufacturer of Klystron devices for UHF television transmitters; 2/3-inch, 1-inch, 30mm Leddicon® camera tubes for ENG, EFP, and studio cameras; tetrode tubes for AM/FM transmitters.

ESE

142 Sierra St.
El Segundo, CA 90245
(310) 322-2136 fax (310) 322-8127
Norbert Perez, marketing

• *Equipment manufacturer/distributor:
audio*

Solid state digital and programming clocks and timers, distribution amplifiers, time code readers and generators; audio level indicators and master clock systems.

ECHOlabor, Inc.

175 Bedford Rd.
Burlington, MA 01803
(617) 273-1512 fax (617) 273-3275
Ted Whittaker, marketing manager

MVS5 and MVS6 modular analog switchers that are reconfigurable in the field from composite to Y/C to component; key matrix give maximum flexible use to keying requirements.

Elmo Manufacturing Corporation

70 New Hyde Park Rd.
New Hyde Park, NY 11040
(516) 775-3200 fax (516) 775-3297
Norman Steen, advertising manager

Manufacturer of CCD cameras, micro CCD cameras, and document cameras.

Emcee Broadcast Products

P.O. Box 68
White Haven, PA 18661
(717) 443-9575 fax (717) 443-9257
Jim Zaroda, marketing/LPTV product manager

Supplying the world with quality transmission equipment since 1960.

Transmitter and translators: 1 watt — 5 kw; full engineering services.

Factory Direct Sales

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Dallas, TX 75248
(214) 335-3425 fax (214) 377-4625
Jimmie Joynt

• *Equipment manufacturer/distributor:
audio*

Offers 3 dbm television transmitters; superior broadcast FM transmitters, S.W.R. television and FM antennas; financing and installation available; STL transmitters for FM and television.

Garner Industries

4200 N. 48th St.
Lincoln, NE 68504
(800) 228-0275 fax (402) 434-9133
Ross Faubel, product manager

• *Equipment manufacturer/distributor:
audio*

• *Equipment manufacturer/distributor:
computer/multimedia*

Garner Industries has been the leading manufacturer of tape erasers for over 20 years; Garner offers a complete line of degaussers for all media types.

JVC Professional Products

41 Slater Dr.
Elmwood Park, NJ 07407
(201) 794-3900 fax (201) 523-2077

JVC offers a complete line of broadcasting equipment including cameras, monitors, and VTRs.

K & H Products Ltd. — Porta Brace

P.O. Box 246
North Bennington, VT 05257
(802) 442-8171 fax (802) 442-9118
Marjorie Robertson, sales

Porta Brace is the world's leading designer of field cases for professional video, offering carefully tailored cases to protect equipment against weather, dust, bumps, and bangs, while allowing full, comfortable use and convenient access to all controls, indicators, batteries, cassettes, and connections.

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Louisville, CO 80027
(303) 665-8000 fax (303) 673-9900
Russ Erickson, director of sales and marketing

• *Equipment manufacturer/distributor:
radio*

Solid State FM transmitters from 30 watts — 12 kw. Tube transmitters to 25 kw. Solid State low-power television transmitters/translators. IOT UHF transmitters from 10 — 240 kw.

LOWEL-LIGHT MFG. INC.

140 58th St.
Brooklyn, NY 11220
(718) 921-0600 fax (718) 921-0303
Toni Pearl, dealer liaison

Lowel-Light Mfg., Inc., manufactures location lighting equipment for professional film, video, and still photography.

MSE Video Tape Services

4433 W. Touhy Ave., Suite 523
Chicago, IL 60646
(800) 472-7634 fax (708) 676-1176
Larry Beilin

Distributor of 3M, Ampex, and Sony video and audio tape products; custom-loaded VHS; recycled and evaluated videotape; available in every format from all manufacturers of 1-inch, 3/4-inch, 3/4-SP, Betacam, Betacam-SP, MII, Hi8, D-1, D-2, D-3, S-VHS, VHS, and 2-inch.

Mehalko Communications

383 Route 206
Chester, NJ 07930
(908) 879-9590 fax (908) 879-9679
Scott Trupp, sales manager

• *Equipment manufacturer/distributor:
audio*

MCC buys, sells, and trades broadcast and industrial; new and used video and audio equipment; over 500 items in stock and ready to ship.

Nemal Electronics Intl., Inc.

12240 N.E. 14th Ave.
North Miami, FL 33161
(800) 522-2253 fax (305) 895-8178
Benjamin L. Nemser, president

• *Equipment manufacturer/distributor:
audio*

Nemal Electronics is a manufacturer and supplier of electronic cable, connectors, and patch panels for audio, video, RF, and data applications.

Packaged Lighting Systems, Inc.

P.O. Box 285
Walden, NY 12586
(800) 836-1024 fax (914) 778-1286

Lee Daniels, sales/marketing manager
 Manufacturer of lighting equipment with related chaser/dimmer controls and accessories, including low voltage and black light fixtures.

RTI - Research Technology International

4700 Chase Ave.
 Lincolnwood, IL 60646-1689
 (800) 323-7520 fax (708) 677-1311
 Scott Jahnke, regional sales manager

High-speed industrial videotape cleaning, evaluating, and degaussing machines for all professional tape formats; VHS inspectors, cleaners, rewinders; high-powered bulk degaussers for all magnetic media.

T SQUARE, INC.

4719 Roosevelt St.
 Glen Park, IN 46408
 (219) 884-5256 fax (219) 884-5259
 Hal Tezcan, vice president of operations

T Square designs and manufactures 5 m, 6.1 m, 7.3 m, and 8.1 m antenna systems for C/KU, uplink, and downlink broadcast television applications with manual or fully motorized galvanized mounts. Product line offers excellent performance at very reasonable prices.

Technical Industries, Inc.

6000 Peachtree Rd. N.E.
 Atlanta, GA 30341
 (404) 455-7610 fax (404) 458-2822
 Randy Scoggins

- *Equipment manufacturer/distributor: audio*
- *Equipment manufacturer/distributor: computer/multimedia*

A specialty contractor for video, audio-visual, and multimedia products, systems, design, engineering, installation, and service.

Videomedia, Inc.

175 Lewis Rd. #23
 San Jose, CA 95111
 (408) 227-9977 fax (408) 227-6707
 Don Bennett, president

Videomedia is the developer and manufacturer of the V-LAN™ Universal Control Network for frame accurate control. VTRs, DDRs, and

other video and audio devices for frame accurate editing and frame-by-frame animation to tape.

Videotek, Inc.

243 Shoemaker Rd.
 Pottstown, PA 19464
 (800) 800-5719 fax (610) 327-9295
 Don Taylor, sales engineer

VTM-100D serial digital waveform/vectorscope display; TAD-101 A/D transcoder with EDH; series of digital distribution amplifiers; VMA-10 video monitor adapter for serial digital video.

FILM/ENTERTAINMENT

Captions, Inc.

2619 Hyperion Ave.
 Los Angeles, CA 90027
 (800) CAPTION fax (213) 665-6869
 Lee Jordan, president

- *Programming: video*
- *Programming: TV*

Captions, Inc., provides English and Spanish closed-captioning, foreign

language subtitling, and translation services to Christian and entertainment clients; analog, digital, NTSC, and PAL capabilities.

The Great American Market

826 N. Cole Ave.
 Hollywood, CA 90038
 (213) 461-0200 fax (213) 461-4308
 Dave Passon, advertising manager

- *Equipment manufacturer/distributor: video/TV*

GAM manufacturers and distributes a unique line of lighting equipment and special effects; GAM color filters, GAM patterns, blackwrap, scene machines, control consoles, spin FX, diffusion materials, and more.

Lynn Greenberg Electronic Teleprompting

24506 Thistle Ct.
 Newhall, CA 91321
 (805) 253-1987 fax (805) 253-3336
 Susan Clarke, office manager

- *Equipment manufacturer/distributor: video/TV*

Continued on page 50

**TRANSMITTERS - TRANSLATORS
 ANTENNAS - TRANSMISSION LINE**

LPTV Transmitters

- 1000 watt Solid State Transmitter ...36,500.00
- 100 watt Solid State Transmitter12,990.00
- 25 watt (Ideal for STL Transmitter)6,990.00
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FM Transmitters

- 15w FM Exciter/Transmitter1,790.00
- 150w FM Transmitter2,990.00
- 300w FM Transmitter3,990.00
- 3 Kw. FM Solid State Transmitter ..17,990.00
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FM Antennas as low as \$695 per Bay

Factory Direct Sales

call Jimmie Joynt 800/279-3326

- *Equipment manufacturer/distributor: audio*

Rents fully computerized teleprompting systems with operator; manufactures and sells teleprompter equipment.

Neumade Products Corporation

P.O. Box 5001
Norwalk, CT 06856
(203) 866-7600 fax (203) 866-7522
Lori Sciortino, account executive

- *Equipment manufacturer/distributor: video/TV*
- *Equipment manufacturer/distributor: computer/multimedia*

Manufacturer of audio visual, television, photographic, and motion picture equipment.

Options Unlimited

P.O. Box 206
Fort Myers, FL 33902
(941) 772-0202 same fax
Ron Maxwell, president

- *Music recording/publishing*
- *Programming: radio*

Creative audio and voice-over talent for radio, television, video, and film; audio producer and copy writer; specializes in promos.

FUND RAISING/DONOR MANAGEMENT

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Akron, OH 44313
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Dale Berkey, president

Ministry development agency helping Christian broadcast organizations find new donors, upgrade existing donors, and grow better relationships.

Discount Christian Family Magazines

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Keeseville, NY 12944
(518) 834-7377

Joanne Gratto, owner

Profitable fund-raiser; ideal for shara-thons; incentives for giving; youth groups.

Donor Automation, Inc.

912 New York St., Suite B
Redlands, CA 92374
(909) 793-1230
Ken Hallberg, director of sales and marketing

Software and services for fund raising and management, sales and inventory, and fund accounting; clients manage from 5000 — 600,000 names.

InfoCision Management Corporation

325 Springside Dr.
Akron, OH 44333
(216) 668-1400 fax (216) 668-1401
Timothy E. Twardowski, executive vice president-marketing

Specializes in outbound telephone fund raising for Christian organizations; sensitive to clients' donor needs.

Master Software Design

CityPlex Towers
2448 E. 81st St., Suite 4600
Tulsa, OK 74137
(918) 488-0052 fax (918) 488-0478
Gene Gregg, vice president of sales and marketing

Sells and supports the Creative Management Systems Software Solution, a multi-user, multi-tasking package.

MicahTek, Inc.

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Gene Gregg, vice president sales and marketing

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Samuelson Computer Services Co.

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Katherine Samuelson

Provides donor development software, including station tracking and premium/product inventory and ful-

fillment; provides customization and support.

MINISTRY/MISSION GROUP/CHURCH

Bible Prophecy for Today

P.O. Box 5700
Huntington Beach, CA 92615
(714) 963-7766 fax (714) 963-7171
Thomas Benvenuti, president

- *Programming: radio*
- *Fundraising/donor management*

Daily 15-minute broadcast in Bible prophecy; programming and fund-raising/donor management.

Evangelical Council for Financial Accountability

P.O. Box 17456
Washington, DC 20041-0456
(703) 713-1414 fax (703) 713-1133
Paul Nelson, president

- *Education*
- *Agency/consultant*

An association of over 800 evangelical nonprofit organizations requiring the highest standards of financial integrity and Christian ethics.

MUSIC RECORDING/PUBLISHING

Barnabas Multimedia

1607 Dunblane Ct.
Cary, NC 27511
(919) 420-6241
Chris Droessler, manager

- *Press/print media*
- *Publishing/printing*

Sound and lighting for musical performances; digital audio recording; real-time cassette duplication.

Loran Cassettes & Audio Products

2715 Pennsylvania Ave. W.
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(800) 633-0455 fax (814) 726-1117
Randy Britton, sales

Loran offers high-quality cassette duplication to the industry; quality and service matched by no one else.

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Rose Studios

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El Centro, CA 92243

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Ultimate Support Systems, Inc.

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Doug Towne, sales manager

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PRESS/PRINT MEDIA

WMG — World Media Group

8472 Brookville Rd.

Indianapolis, IN 46239

(317) 353-1113 fax (317) 353-0750

Mary Schatz, director of custom services

Audio and video cassette duplication, compact disc and CD-ROM replication, packaging, graphic arts, warehousing, and order fulfillment.

PROGRAMMING: COMPUTER/MULTIMEDIA

Christian Interactive Network

P.O. Box 70808

Fort Lauderdale, FL 33307-0808

(305) 938-6980 fax (305) 351-7900

Gregory B. Darby, president

- *Ministry/mission group/church*
- *Agency/consultant*

On-line computer service via CompuServe and World Wide Web, access to broadcasters, ministries, missions, and Christian community worldwide; consulting, development, and multimedia services available.

Continued on page 52

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**The two
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most powerful,
most riveting,
most compelling,
most infuriating,
most under-used,
most fragile,
most hopeful
words
in all of
fundraising:**

**Be
honest.**



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PROGRAMMING: RADIO

Atlantic Coast Communications

3219 Landmark St., Suite 3B
Greenville, NC 27834
(919) 756-7220 fax (919) 756-7008
Tom Lamprecht, president

- Agency/consultant
- Equipment manufacturer/distributor: audio

Produces radio programs for the local church; radio agency and radio broadcasting consultant.

Domain Audio Services

P.O. Box 337
Wheaton, IL 60187
(708) 668-5300, ext. 201
fax (708) 668-0158
Edward A. Elliott, president

Radio program distribution; digital recording studios; cassette and reel duplication; fulfillment and mailing services.

Ecumenical Communications

P.O. Box 270999
West Hartford, CT 06127-0999
(203) 521-3573
Robert J. Geckler, owner

- Agency/consultant

Provides and produces radio programs and spots for churches; produces *Tune Back to Yesterday*, a syndicated nostalgic radio program.

Edgewater Company

232 C St.
South San Francisco, CA 94080
(415) 589-3313 same fax
Craig Guglielmetti, operations manager

- Equipment manufacturer/distributor: audio
- Agency/consultant

Broadcast production services for radio worldwide; consulting, equipment sales, and service; voice-over services.

Forge Recording Studios, Inc.

P.O. Box 861
Valley Forge, PA 19481

(800) 331-0405 fax (610) 935-1940
Warren R. Wilson, president

- Syndicated/production/duplication
- Music recording/publishing

Radio and music production studios; tape duplication and CD manufacturing with graphic design.

The Music Director Programming Service

P.O. Box 51978
Indian Orchard, MA 01151-1978
(413) 783-4626 fax (413) 783-3168
Budd Clain, general manager

- Music recording/publishing

Serving A/C, CHR, and country radio stations with oldies on CD and music research books since 1968.

Eddie Powell -- Voice-overs

P.O. Box 65
Reynoldsburg, OH 43068-0065
(614) 755-9565 fax (614) 866-2636
Eddie Powell

- Programming: TV
- Agency/consultant

Professional talent for radio, television, ministries, videos, and education; writing services.

RadioWriters

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Reynoldsburg, OH 43068-0065
(614) 755-9565 fax (614) 866-2636
Eddie Powell

- Agency/consultant

RadioWriters knows radio, from commercial to programming; ministry, premiums, and education.

Steve Taylor Productions

P.O. Box 433
Fairview, OR 97024
(503) 661-7461
Steve Taylor, owner

- Consultant

Twenty years of freelance experience in editing and radio program production; low-cost duplication of cassettes.

PROGRAMMING: TV

All Productions

7025 Regner Rd.
San Diego, CA 92119-1941

(619) 460-4837 fax (619) 460-6160
Dr. Stephen All III, CEO

- Publishing/printing
- Programming: radio

Produces children's programs: books, television, and radio.

CDR Communications, Inc.

9310 B Old Keene Mill Rd.
Burke, VA 22015
(703) 569-3400 fax (703) 569-3448
Christopher D. Rogers, president

- Programming: radio
- Programming: video

Innovative television programming; creative radio programs airing on 3000-plus stations; dynamic videos.

Digital TV & Post-D.T.V.P.

950 Battery St., Suite 203
San Francisco, CA 94111
(415) 434-1024 fax (415) 434-1025
G.A. Daley

- Programming: video
- Press/print media

Television production/post/rentals; Betacam SP, D-2, digital Betacam services.

LESEA Broadcasting

61300 S. Ironwood Dr.
South Bend, IN 46614
(219) 291-8200 fax (219) 291-9043
Craig Wallin, national sales manager

- Programming: radio
- Programming: video

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Erich S. Lau, manager of religious media

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Bridgeville, PA 15017
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Evelyn S. Kean, manager

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- *Education*

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PROGRAMMING: VIDEO

Encore Video Productions, Inc.

811 Main St.
Myrtle Beach, SC 29577
(803) 448-9900 fax (803) 448-9235
Rik Dickinson, president

- *Programming: TV*
- *Agency/consultant*

Independent, network-quality video production company; complete script-to-screen services; clients include broadcast and cable networks, syndicated television programs, national and international corporations, and government.

Features International, Ltd.

1011 Eden Way N.
Chesapeake, VA 23320
(804) 547-0547 fax (804) 547-5544
Steven M. Newton, CEO

- *Programming: TV*
- *Agency/consultant*

Full-service production television/video, digital post-production, D-2, 1-inch, 3/4-inch, AVID, studio, music and effects, script-to-screen, media buying service for ministry and DRTV infomercials.

On Video, Inc.

2435 Southwell Rd.
Dallas, TX 75229-4534
(214) 406-9292 fax (214) 406-9595

Todd McGee, marketing director

- *Programming: Computer Multimedia*
- *Equipment Manufacturer/Distributor: Video/TV*

Provides: video production, 3-D animation, duplication, standards conversions, CD-ROM and multimedia mastering, and equipment sales.

Paraclete Television

39 Eldridge Rd.
Brewster, MA 02631
(508) 240-1439 fax (508) 240-3675
Sally Kanaga, general manager

- *Programming: TV*

Full-service video production; experienced videographers, audio engineers, lighting designers, graphic artists, script writers, and editors; Betacam SP recorder; BTS Frame transfer CCD cameras, in studio or around the world.

RADMAR, Inc.

1263-B Rand Rd.
Des Plaines, IL 60016
(708) 298-7980 fax (708) 298-1248
Richard M. Davidson, president

- *Equipment manufacturer/distributor: video/TV*
- *Equipment manufacturer/distributor: audio*

Video and audio tape, slide, and filmstrip duplication; video production services; distribution of audiovisual and video products; manufacturer of battery-powered projectors and media for missionary use.

PUBLISHING/PRINTING

J.R. Graphics

1230 Merribrook Dr.
Matthews, NC 28105
(704) 841-8271 fax (704) 841-8272
Jerry R. DeCeglio, owner

- *Agency/consultant*

Full service commercial art and design service; capable of full color original illustrative artwork and logo design; electronic artwork a specialty.

PARACLETE PRESS

P.O. Box 1568

Orleans, MA 02653

(508) 255-4685 fax (508) 255-5705
Carol D. Showalter, director of development

- *Music recording/publishing*
- *Press/print media*

Paraclete Press is an ecumenical publisher of books, videos, and sheet music; a distributor of recordings; and a full-service printing facility: design, pre-press, high-quality printing (specializing in four color), and bindery finishing.

Wind River Broadcast Center

117 E. Eleventh St.
Loveland, CO 80537
(800) 669-3993 fax (970) 663-6081
Jim McDonald, general manager

- *Equipment manufacturer/distributor: audio*
- *Education*

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of Dedication Evangelism
and *Newspoint* — a daily
Christian commentary



Max McLean
Actor/Biblical Story Teller



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❖ **Dr. J Otis Yoder**
of "Heralds of Hope"

Music by **The Haven Quartet**

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Please return this entire form with payment

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SPOUSE'S NAME: _____ \$ _____

ADDRESS: _____

CITY/STATE/ZIP _____ PHONE: _____

TOTAL AMOUNT ENCLOSED: \$ _____

July 30–October 1:	MEMBERS	NON-MEMBERS
DOUBLE OCCUPANCY	<input type="checkbox"/> \$275 (EACH)	<input type="checkbox"/> \$420 (EACH)
	<input type="checkbox"/> \$180 (SPOUSE)	<input type="checkbox"/> \$180 (SPOUSE)
SINGLE OCCUPANCY	<input type="checkbox"/> \$200	<input type="checkbox"/> \$335

After October 1 or On Site:		
DOUBLE OCCUPANCY	<input type="checkbox"/> \$405 (EACH)	<input type="checkbox"/> \$450 (EACH)
	<input type="checkbox"/> \$190 (SPOUSE)	<input type="checkbox"/> \$190 (SPOUSE)
SINGLE OCCUPANCY	<input type="checkbox"/> \$420	<input type="checkbox"/> \$465

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Ward Childerston, WCRH, P.O. Box 439,
Williamsport, MD 21795, Attn: ENRB Package*

Slice of Southern Hospitality Served at Southeastern Regional

ASHEVILLE, N.C. — The 1995 Southeastern Regional National Religious Broadcasters (SENRB) theme of "Never Give Up" will be explored through speakers, musicians, food, fellowship, and workshops September 13-15 in Asheville, N.C. Musician Buddy Greene will open the conference with a southern gospel concert featuring a guitar, harmonica, and homespun tunes.

Each evening will be a blend of casual dining and entertainment with guest speakers, including Max McLean and Richard Sandlin, from across the country. *Back to the Bible's* Don Hawkins will share insights on how to deal with burnout.

David Gibbs Jr. and David Gibbs III from Christian Law Associates will lead a workshop. National advertising firm Petry Television will present "How to Close a Contract and Build a Lasting Relationship."

Special events include a "Mountain BBQ and Fun-Auction" on the grounds of WFGW-AM/WMIT-FM/Black Mountain, a visit to The Cove, Billy Graham's training center, and a trip to Graham's office in Montreat.

For more information on the SENRB, contact Dianne Williams at (615) 892-6814 or fax (615) 499-0357.

Puerto Rico Site of Hispanic Caribbean Regional Convention

PONCE, Puerto Rico — The Hispanic Caribbean Regional National Religious Broadcasters (NRB) is holding its 9th annual convention September 29 and 30. This year's theme is "United Communicating the Good News."

The schedule includes a tour of the historic host city and a leadership conference led by the Billy Graham Evangelistic Association public relations team.

Dr. Jose D. Camacho will give the inaugural banquet speech and William C. Berry, Federal Communications Commission (FCC) chairman for the Caribbean area, will be the speaker at the communication forum for radio and television. Berry will address the ten most common violations to FCC regulations that can cause license cancellation.

The conference will conclude with the Presidential Luncheon, conducted by NRB president Brandt Gustavson. For more information on the Hispanic Caribbean convention, contact Luis Vazquez-Elias at (809) 760-6133 or fax (809) 250-7906.

Historical Highlights

Editor's note: Every few months in "Inside NRB," Religious Broadcasting will bring you a blast from the past with tidbits of information appearing in the magazine 25 (although at times, it may be off a year or two due to issue availability) and ten years ago. We hope you enjoy this stroll down memory lane.

26 years ago, September-October 1969

Grady B. Wilson, vice president of the Billy Graham Evangelistic Association, gave the banquet address during the Western Regional Convention, held September 29-30 in Anaheim, Calif., at Disneyland Hotel.

John R. Rider, director of the Department of Communications at Southern Illinois University, was the main speaker during the Midwestern Regional Convention, held October 13-14 at St. Louis' Gateway Hotel (room prices ranged from \$9/single to \$12/double).

Evangelist Tom Skinner closed the Eastern-Southeastern Regional Convention, held October 20-21 at the Marriott Motor Hotel in Washington, D.C. (room prices ranged from \$18/single to \$24/double).

Religious broadcaster Bud Collyer died September 8 at 61. Collyer was a speaker at the 26th Annual National Religious Broadcasters Convention. "An acting job on radio in 1935 launched him into a career that went from radio serials and quiz shows to becoming one of the best-

known master-of-ceremonies on television."

10 years ago, September 1985

Lloyd John Ogilvie of *Let God Love You* spoke during the Western Regional Convention, held September 15-17 at the Los Angeles Marriott Airport Hotel.

Back to the Bible's Warren Wiersbe addressed attendees during the Southeastern Regional Convention, held September 25-27 at the Ritz Carlton Hotel in Atlanta.

Paul Evans of *Haven of Rest* gave the banquet speech during the Midwestern Regional Convention, held October 9-11 at Chicago's Holiday Inn City Center.

Point of View's Marlin Maddoux was the main speaker during the Southwestern Regional Convention, held October 15-17 at the Holiday Inn-Holidome in Dallas.

Tony Evans of Oak Cliff Bible Fellowship talked to delegates during the Eastern Regional Convention held October 23-25 at the Marriott Airport in Philadelphia.

Feature articles included "Religious Television Audience Does Measure Up," by Paul H. Virts and David W. Clark, who wrote about a new Nielsen survey of 34 million U.S. television households in which 40 percent said they viewed one of the top ten Christian telecasts in February; and "Technology and the Body of Christ," by Jack R. Hightower, who talked about modern video methods taking the Gospel to the world.

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Major events often demand the presence of a major personality. For these important occasions, turn to the source you can trust—*Premiere Speakers Bureau*. We'll assist you in scheduling a noted speaker who will bring insight and inspiration to your event.



Marilyn Quayle

As a leading advocate of family values, Mrs. **Quayle** is an ideal speaker for fundraising activities.



Dave Dravecky

The major league pitcher who lost his arm to cancer. He personifies the theme: "Out But Not Down."



Dr. John Trent

Author of more than a dozen award winning books on the family. He is one of the nation's 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!



Gary Collins

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.



Lt. Col. Oliver L. North

Former Reagan administration, National Security Council official. Author of "Under Fire - An American Story."



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.



Tom Landry

His stature in the coaching profession (Dallas Cowboys) remains unsurpassed. His name is synonymous with innovation, stability and excellence both on and off of the playing field.



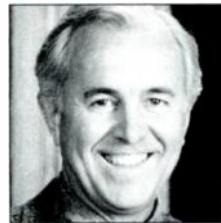
Donna Douglas (Elly May)

"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*).



Gary Smalley

Seen on nationally televised program with Frank and Kathy Lee Gifford, he is a leading authority on the family.



Dave Johnson

The "Reebok Ad" man who won the decathlon bronze medal at the Barcelona Summer Olympic Games.



Pat Williams

Professionally, he has few peers as "super-manager" of the Orlando Magic. Privately, he shares his vision of life, love and hope with his wife and their 18 children.

Also Available...

Joe Gibbs former head coach Washington Redskins, NY Commissioner ◊ Former Vice-President, Dan Quayle ◊ Bob Briner former Harry Love
Mary Lou Retton former USA Olympic figure skater ◊ David Ring ◊ Scott Baker ◊ Willard Scott Washington Field News ◊ Bob McEwen ◊ Bob Wieland

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AIRWAVE NEWS

BOONE, N.C. — The Reach Satellite Network has added several stations to its solid gospel music format: KBUG-FM/Warsaw, Mo.; WZCT-AM/Scottsboro, Ala.; WBTG-FM/Sheffield, Ala.; WZRS-AM/Smyrna, Tenn.; KVSG-FM/Coos Bay, Ore.; and WTTY-FM/Charleston, Miss.

OKLAHOMA CITY — For the past three years, Bott Broadcasting's KQCV-AM/Oklahoma City and Joni and Friends (JAF) Ministries have combined to collect wheelchairs for distribution throughout the world. In 1995, two JAF board members were able to experience first-hand the ministry of Wheels for the World. KQCV-AM/KNTL-FM general manager Robin Jones and businessman Jim Dixon were members of a JAF Ministries team, traveling to Ghana, West Africa. Jones and Dixon related their experiences during the 1995 Wheels for the World drive in which wheelchairs, crutches, and walkers were donated



Genesis Home Health Services employees join KQCV-AM/KNTL-FM/Oklahoma City staff members during the 1995 Wheels for the World drive at a Mardel Christian and Office Supply store.

at area Mardel Christian and Office Supply locations. Mardel sponsored the drive, along with Genesis Home Health Services and the Sabolich Family.

VIRGINIA BEACH, Va. — The Christian Broadcasting Network, Inc., is now a member of the Evangelical Council for Financial Accountability.

KANSAS CITY, Mo. — KLJC-FM/Kansas City celebrated its Silver Anniversary in August with special programming. The station is owned by Calvary Bible College and Seminary.

HOUSTON — For the first time in its 13-year history, KSBJ-FM/Houston's annual sharathon met its annual monthly and one-time financial needs after only two and a half days, turning the remaining seven hours into a praiseathon. During the sharathon and praiseathon, listeners committed over \$1.2 million.

LOS ANGELES — The nation's first radio talk show devoted exclusively to online computing went online itself

Michael Law (left) of KPRZ-AM/San Diego welcomes presidential hopeful Pat Buchanan to a recent Grapevine talk show.



in late June. Surfers of the World Wide Web can hear *Log On USA* (at <http://www.LogOnUSA.com/logonusa>) through telephone lines connected to the Internet in "real time," as if it were a live radio broadcast. The weekly, half-hour show focuses on the "online lifestyle, discussing the hundreds of ways that people use a modem and the benefits they derive from the Internet and the major online services."

DALLAS — The USA Radio Network debuted a new quarter-hour feature in its daily lineup in July. Hosted by the Rev. John Barber, *America In Focus* is a commentary relating the Bible to current public policies and cultural issues. USA Radio has also added Kay Arthur's *How Can I Live?* program to its weekend roster.

INDIANAPOLIS, Ind. — *The Wesleyan Hour*, international radio voice of The Wesleyan Church, will celebrate its 20th year of broadcasting in October. The 30-minute weekly broadcast of music and message by Norman Wilson is released over 200 times each week. In cooperation with Trans World Radio, Far East Broadcasting, and Slavic Gospel Mission, the program is heard in English, Russian, and Spanish.

IRVING, Texas — Popular talk show host Warren Duffy of *Duffy and Company - Live From L.A.* launched into national syndication through the Salem Radio Network in June with *Duffy and Company - Alive Across America*. The syndicated two-hour program originates from the new, state-of-the-art studios in Huntington Beach, Calif., where Duffy resides with his wife, Terry, who serves as associate producer of the program.

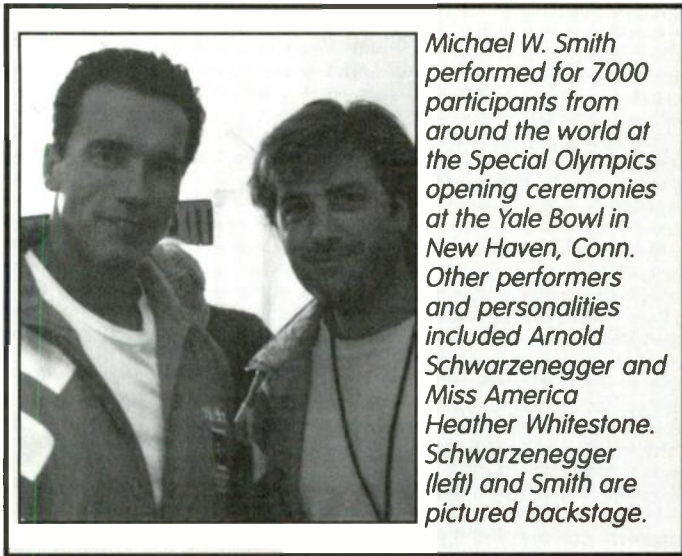


Warren Duffy

GRAND RAPIDS, Mich. — In June, WCSG-FM/Grand Rapids sponsored its fifth annual LifeWalk, an event in which five crisis pregnancy centers (CPC) throughout western Michigan joined. To reach the goal

of promoting the positive impact CPCs have on the community and to raise money for the centers, the station did a live remote from four different cities simultaneously, reporting on the activities at each walk site. Approximately 1000 people participated, with over \$97,000 donated to the centers.

COLUMBUS, Ohio — The fourth annual Golf-A-Thon, sponsored by WRFD-AM/Columbus and the Columbus Pregnancy Distress Center (PDC), drew 140 participants in the center's largest fund raiser. The golfers raised over \$50,000 in the scramble tournament, all of which went to support the center. John Olmstead, who won \$1000 for a hole-in-one, gave the money back to the PDC.



Michael W. Smith performed for 7000 participants from around the world at the Special Olympics opening ceremonies at the Yale Bowl in New Haven, Conn. Other performers and personalities included Arnold Schwarzenegger and Miss America Heather Whitestone. Schwarzenegger (left) and Smith are pictured backstage.

SYDNEY, Australia — Sydney's top-rated Sunday night radio program, *Sunday Night Live*, celebrated ten years of broadcasting in July. Hosted by the Rev. Gordon Moyes, superintendent of Sydney's Wesley Mission, the program recently added an extra hour, making it four hours long.

COLORADO SPRINGS, Colo. — In August, The Word In Music Satellite Network, with an exclusive marketing partnership, became the 12th format produced and/or distributed by Jones Satellite Networks. Jones handles all marketing and sales activities for The Word In Music while the network continues to produce its programming. The Word In Music is the first Christian satellite music format to be marketed by a secular company to both mainstream and religious broadcasters.

NASHVILLE, Tenn. — The Morningstar Radio Network has added several new affiliates to its high country format: KDDA-AM/Dumas, Ark.; WJYL-FM/New Washington, Ind.; WLYV-AM/Fort Wayne, Ind.; WPUV-AM/Pulaski, Va.; KHSP-AM/Texarkana, Texas; KKCQ-AM/Fosston, Minn.; KJOJ-AM-FM/Houston; WCRO-AM/Johnstown, Pa.; WRDD-AM/Edensburg-Altoona, Pa.; WNCC-AM/Barnesboro, Pa.; and WOGO-AM/Eau Claire, Wis. Added to its contemporary Christian music format

are WMDC-FM/Brookhaven, Miss.; KWJC-FM/Liberty, Mo.; and WRLB-FM/Lewisburg, W.Va.

The network now has a creative services division to specialize in commercial production, radio station identification and promo packages, and specialized music-oriented production projects. Wade McShane coordinates the day-to-day operation and Rich Tiner provides oversight and marketing direction.

GREENVILLE, S.C. — KWND-FM/Springfield, Mo., has joined the His Radio Satellite Network.

FAIRPORT HARBOR, Ohio — Pup Tent Ministries, after its first year of producing one daily, 60-second, and two weekly, five-minute children's radio programs, recently added its 40th station to the growing number of markets, which include 37 translators.

AWARDS

SPRINGFIELD, Mo. — The news department of KWFC-FM/Springfield placed third in story contributions to the Missouri Associated Press (AP) in 1994. The station received an honorable mention in the overall cooperation category for 216 stories contributed. KWFC is the only Christian radio or television station to contribute to the Missouri AP.



MUSIC NOTES

NASHVILLE, Tenn. — Sparrow Communications Group has joined forces with Pamplin Entertainment to bring quality children's products to the Christian marketplace. Under the new agreement, Sparrow will market products produced by the Dallas-based Pamplin Entertainment to Christian retail outlets.

Present at the signing of the new agreement Sparrow has with Pamplin Entertainment are (from left) Sparrow president Bill Hearn, Pamplin executive vice president Mike Schatz, and Pamplin president Gary Randall.

NASHVILLE, Tenn. — Recording group DC Talk's theatrical film, *DC TALK: Free At Last*, is to be released nationwide on September 15. Borde Releasing is the film distributor and GS Entertainment is handling the marketing aspect. The movie is a 90-minute performance documentary filmed on the critically acclaimed DC TALK "Free At Last Tour," following the band as it traveled to Los Angeles, Seattle, New York, Nashville, and many of the 50 concert cities along the way. Concert sequences were shot in 35mm color, with behind-the-scenes footage in 16mm black and white.

Continued on page 10

TRADE TALK

continued from page 59

PEOPLE

KANSAS CITY, Mo. — Luke Stephens and Scott Barnes have been appointed as program director and production director, respectively, at KLJC-FM/Kansas City. Stephens most recently served as program director for KCNW-AM/Fairway, Kan., while Barnes was KLJC's traffic director.



Gary Heskje

NASHVILLE, Tenn. — Gary Heskje has been named vice president, sales, for the Sparrow Communications Group. Formerly national accounts manager for Thomas Nelson, Inc., Heskje will direct and coordinate all label sales efforts and sales strategy for Sparrow artists and products, acting as the

marketing liaison between the label and Chordant Distribution, sales management, field management, field sales staff, and regional marketing directors.

HOUSTON — The Morningstar Radio Network has announced several personnel changes. Michael Miller, a charter member of the network's management team, has been named vice president, affiliate services.

Sherrod Munday of the PAR-FM chain in Blacksburg, Va., has been hired to assist in the network's technical services department. Also, weekend personality Lisa Lanham adds administrative assistant to her portfolio, replacing Nicole Hemphill, who is now at Myrrh Records. Brett Isaac Balfour of WLBC-FM/Muncie, Ind., joins the high country airstaff.

SPRINGFIELD, Mo. — KWFC-FM/Springfield news director Greg Brock was elected to the board of the Missouri Associated Press.

GREENVILLE, S.C. — The His Radio Satellite Network has announced several personnel changes. Ben Birdsong has been promoted to station manager of new affiliate KWND-FM/Springfield, Mo. Peter Lloyd adds program director to his music director duties. Joining the staff is Robert David Mackney as the network's new morning man and promotions director. Jay Johnson is the new production director and Melissa Smith is officially the network's public affairs director.

DULUTH, Ga. — John Scaggs, former vice president of engineering for Morningstar Radio Network has joined Wegener Communications as the company's sales manager, southeast region. Scaggs has extensive experience with Wegener's Addressable Network Control System and was a pioneer user of its addressable digital audio products.

VIRGINIA BEACH, Va. — Paul Thompson has been named president of Operation Blessing International Relief and Development Corporation. Thompson was formerly a senior executive with World Vision. Operation Blessing, founded by religious broadcaster Pat Robertson in 1978, is a worldwide humanitarian organization.



Paul Thompson

BRENTWOOD, Tenn. — Metro One has announced the departure of art designer Tim McCaig, who is now with *Action Sports Retailer* magazine. Helen Cho-McIntosh is the new art designer. Stachia Graham is Metro's new publicist at its Brentwood office. Michelle Beeson, formerly Metro's publicist, is pursuing a career in the field of court-reporting.

CAMARILLO, Calif. — Eric Halvorson was named to the newly created position of executive vice president/chief operating officer of the Salem Radio Network. Halvorson has been Salem's general counsel since 1985 and a member of its board of director since 1988.

NASHVILLE, Tenn. — Star Song Communications recently announced several promotions and additions to its staff. In the creative services department, Toni Fitzpenn, formerly vice president, has been promoted to senior vice president. Donna Hollie has been hired as creative services administrator. Jan Cook has been appointed as marketing manager.

In the A&R department, Jackie Patillo has been promoted to vice president. Jonathan Watkins has been promoted to director. Debby Austin has been hired as executive administrator for A&R and president Darrell Harris.

TUCSON, Ariz. — Dave Ficere has joined KFLT-AM/Tucson as assistant manager and afternoon program host. Ficere comes from WUFL-AM/Detroit, where he was community relations director and afternoon program host. Both stations are part of the Tucson-based Family Life Broadcasting System.



Beth Bragg

ATLANTA, Ga. — Beth Bragg, an 11-year veteran of broadcast journalism, has joined The DeMoss Group as director of media relations. Bragg formerly was the morning news anchor for WRDC-TV/Raleigh, N.C., and had additional responsibilities as a writer, producer, and in public relations.



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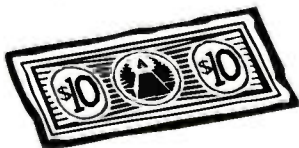
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WFAI-AM's Donald Jackson

by Stacye Blount

"You hear more gospel and less gab, where you receive more blessings and less blab, and we are guaranteed to uplift your spirit and we offer Christ" is Donald Jackson's standard introduction to *The Ark of God*, heard Monday through Thursday at 6:05 p.m. on WFAI-AM/Fayetteville, N.C. Jackson has worked at WFAI since August 1994.

At its inception in September 1994, the music program was called *Gospel Vibrations*, but Jackson changed its name to *The Ark of God* in May. The show plays contemporary black gospel, Christian jazz, Christian rap, and Christian reggae music. Jackson's philosophy is that a variety of Christian music can and must be heard because every population of the radio audience must be reached. Humans have put God "in a box" when it comes to what is acceptable Christian music, he states.

His broadcasting career began in 1993 at the Connecticut School of Broadcasting, where he enrolled in an accelerated broadcasting curriculum. Jackson has worked at WPFM-FM/Washington, D.C., WIDU-AM/Fayetteville,

and WFAI. Initially, he became interested in broadcasting by watching sportscasts on ESPN. His main interests were in sports and news.

After he moved to Fayetteville in the summer of 1994, Jackson became a Christian and his interest in religious broadcasting soared. He already had a background in urban gospel as he was raised in the Church of God in Christ, a Pentecostal denomination which encourages music ministry. However, he was unaware of Christian jazz, reggae, folk gospel, etc., until he became a broadcaster.

Even though distributors send sample CDs to the radio station, Jackson personally purchases 95 percent of the music he plays on the air. He says he allows the Holy Spirit to tell him which CDs to buy and he now has a music library containing over 100 CDs.

Jackson says it is important that his music broadcast has the message of Christ and oftentimes, under the direction of the Holy Spirit, he gives mini-sermonettes. Jackson says he has asked God to use him in Christian radio.

Stacye Blount of Fayetteville, N.C., is a regular listener to The Ark of God.

TUNING IN

continued from page 6

application.

NRB has objected to past attempts to diminish the value of religious programming by disqualifying it from a full educational credit. Despite processing guidelines stating that such programming may be properly considered both instructional and religious, or general educational and religious, applicants continue to be rejected on the basis that much of their religious broadcasting fails to be sufficiently "educational" in nature.

The Way of the Cross case is interesting in this regard. Decisions like the one in Way of the Cross deny the value of religious education and impose differing standards on religious broadcasters justifying NRB's concern that these new criteria in the comparative hearing process could result in denying their eligibility for licenses.

Religious programming is often primarily educational. As such, it should be treated as fully competitive with secular applicants in the reserved band. The FCC's proposed criteria could also diminish religious applicants' free speech rights. If the FCC were to apply the proposed criteria in a discriminatory manner, it would be a clear violation of the First Amendment. However, if the commission persists in differentiating between religious and non-religious speech it will need a compelling interest in the narrowly drawn regulation to justify such content-based restriction.

Entrusting public officials with wide latitude to make content-based distinctions provides a separate basis for unconstitutionality. The U.S. Supreme Court has recog-

nized that empowering government officials with unbridled discretion may be unconstitutional, as it enables officials to censor certain viewpoints.

For your personal a copy of the full comments NRB filed with the FCC, contact my administrative assistant, Anne Dunlap, at (703) 330-7000, or fax (703) 330-7100. ^{RB}

WASHINGTON WATCH

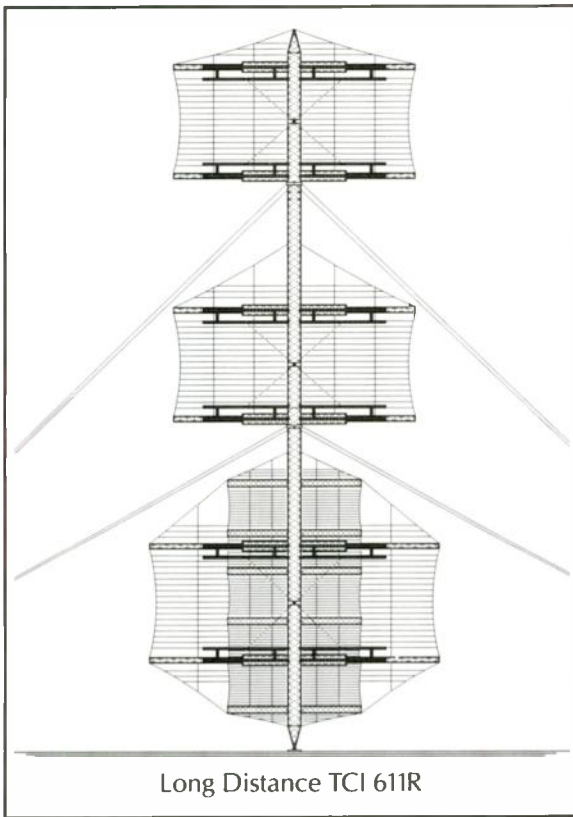
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strictions on other subjects in which the government's position may be at odds with some parents' views. However, this view may represent an overly expanded interpretation of the holding.

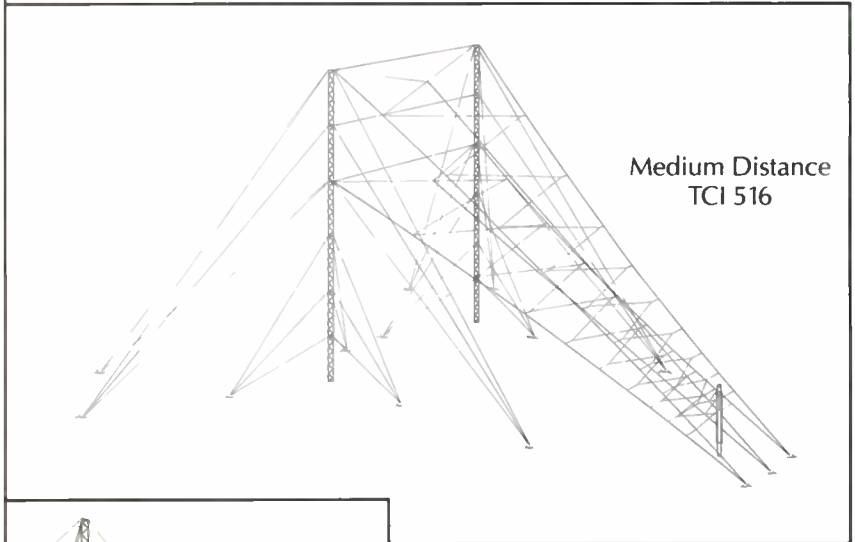
The D.C. Circuit, in upholding the broadcast safe-harbor restriction, noted state and local governments for years have limited children's access to indecent speech in both oral and print form. Thus, it seems likely that future judicial rulings will perceive the ACT decision as reflecting only this traditional societal interest in shielding children from material that, while not legally "obscene," is nonetheless inappropriate for youngsters.

Whether the ACT opinion's legal implications may ultimately affect efforts to impose — or eliminate — other broadcast laws remains an open question. ^{RB}

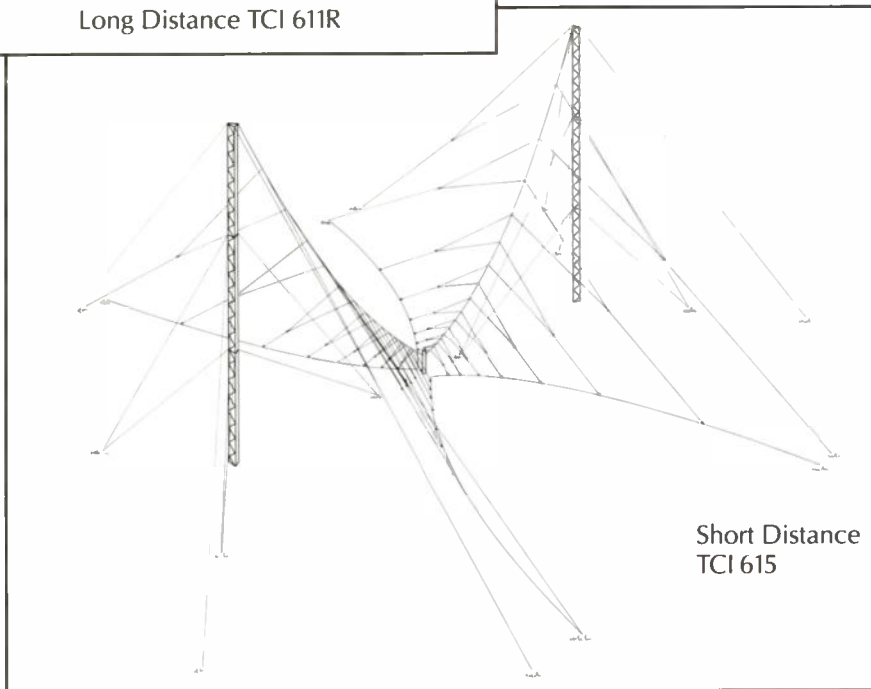
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Stuck on Visibility

Almost every radio station has a bumper sticker. How can you ensure the sticker gets on the vehicle, stays there, and ultimately delivers results to your station's bottom line?

Most listeners will not put a bumper sticker on **their vehicle** to promote **your radio station**. The stickers will only get on vehicles if *you* put them there. You can get their willing participation by overcoming their objections and giving them good reasons to allow you to put a sticker on their vehicle.

To squelch most every objection of the vehicle owner, call your sticker a "WINDow Sticker." For maximum visibility place the sticker on the driver's side of the rear window. Affixed to the glass, there is no fear of pulling off paint and you have eliminated the gummy mess left by most stickers if it must be removed.

Next, make it as easy as possible for listeners to get a sticker put on their vehicle. Hold WINDow Sticker remotes several times per week. Design your remote so that drivers won't need to get out of their cars.

Tell them what they will receive when they get a WINDow Sticker put on their vehicle. Give them a complete prize package, including a FREE soda, program guides, book marks, magazines, audio cassettes, compact discs, books, coupons, etc. By offering many small gifts to each driver, you'll ensure a greater response.

Everyone who has a WINDow sticker put on their vehicle, or stops by, should complete a registration/entry form. This is a quick way to build your database. Enter each person into a drawing to win concert tickets, dinner certificates, etc. If you can give away a larger prize, like a cruise, you may want to accept entries over a three- or four-week period.

Now that you have been successful at putting the sticker on the vehicle, how do you ensure that your listeners won't drive around the corner and pull the sticker off? After all,

they got the goodies and the games over. Or is it?

The goodies you gave the driver were the lure, the instant gratification or the thank you for listening and for giving you permission to turn their vehicle into a mini billboard for your radio station. Before the driver leaves your remote, tell them you'll be looking for the sticker all year long. Let them know that you'll leave a prize under the WINDshield wiper when you spot their sticker.

Design an Instant WINner Envelope. The front of the envelope may say something like,

Congratulations!

You are an Instant WINner

for displaying your

(put a copy of your sticker here)

WINDow Sticker

Your FREE GIFT is inside!

Inside each envelope place two or three small gifts. Coupons for a free burger, free bowling, flowers, etc. Always enclose a program guide, bookmark, or some other brochure from the station.

Everyone on your staff is then given Instant WINner Envelopes to carry in their vehicles. When they spot a WINDow Sticker they will leave an Instant WINner Envelope under the windshield wiper. The staff, and their families, will enjoy looking for the station logo on vehicles at the mall, the church parking lot, and at every intersection in town.

If you can't paper the entire town, paper a section at a time. Start close to the station so the staff will be encouraged as they drive to and from work. Then target the areas where most of your employees live.

One of the benefits WINDow Sticker visibility brings is credibility. Listeners see that they have made a wise choice. They are listening to a popular radio station. Business people see your radio station logo everywhere. They compare your visibility with every other radio station in town and they see your audience



Dan Craig is general manager of KAVC-FM/ Lancaster-Palmdale, Calif., a Salem Communications station.

as their potential customers. They see one on the way home from work and one taking kids to school. They see cars in the restaurant parking lot, and, better yet, the parking lot of their competitors.

What's the next step? Why sure, put the WINDow sticker on business WINDows and let them in on the winning. Select businesses you would like to see advertise on your station in the near future. Every few weeks draw a business registration form for flowers, dinner for two, event tickets, office supplies, etc. Two or three times each year draw for free advertising on your station.

Be sure to put two WINDow stickers on each business entrance. Put them back to back. You want people to see your logo coming and going. And you want the business owner to see your logo all day every day.

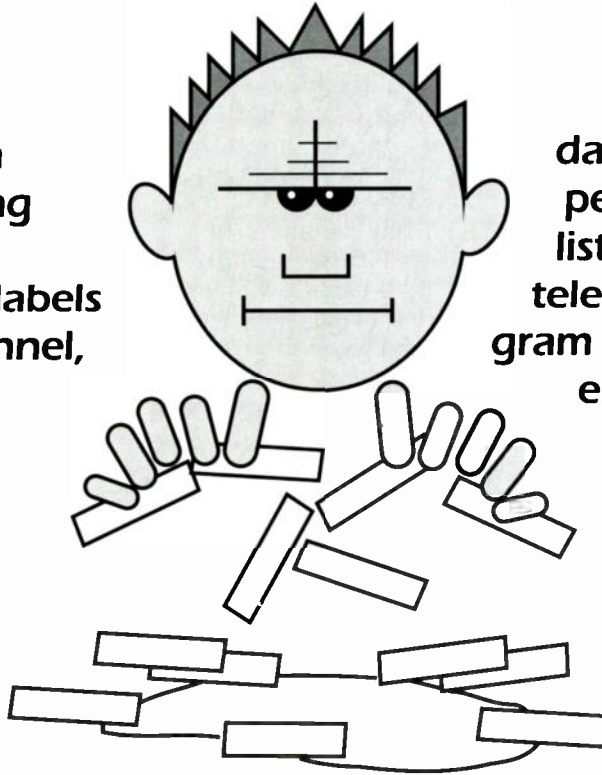
Begin now*. Develop your WINDow sticker campaign. In a few months you will see the benefits all the way to the bank. And you, too, will be *stuck on visibility*.[®]

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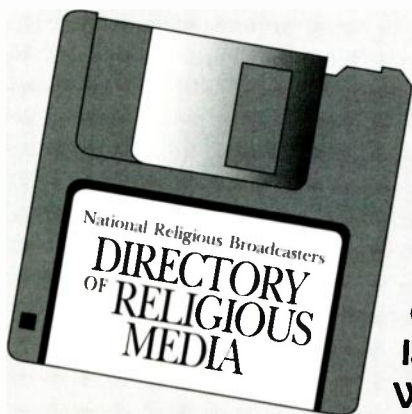


Our Windows database includes personnel and address listings for radio and television stations, program producers, publishers, and agencies/suppliers — all for \$399* (members) or \$499* (non-members).

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Fax: (703) 330-6996

(Payment in advance required; express delivery available.)



*Cost comparison: one-time rental cost of the entire list of radio stations on pressure-sensitive labels is \$256.60 through NRB's label service. With the unlimited access the electronic directory delivers, you will experience significant savings by printing your own labels — as often as you wish!

Navigating Waveforms

With significant peaks and valleys, the waveform is the picture of audio. Unfortunately, the same image presents a graph of most people's experience with digital audio workstations.

Some systems have matured with age. Others have been crippled by software or hardware approaches that were determined years earlier. New companies have emerged, while others have faded. Yet the reality of a digital audio future is unrelenting.

If you're considering workstation technology, you face many difficult choices. If you've already invested in digital audio, you are faced with the staggering pace of development that forces constant updating.

After speaking with numerous operators and owners of digital audio workstations and "processing" our own experience with these systems, I'd like to suggest some general guidelines that might help plot a course for getting or staying current.

Know your needs. Before you buy, it helps to have some specific uses in mind, ways in which you think this kind of system will be helpful. After you buy, keep updating your list. Don't be limited to the advance expectations. Continue to redefine how you are using the system or how you would like to use the system. Look for new and different ways to expand use of this platform.

Don't look too far down the road. The path you can see is bumpy enough. As chip technology advances and storage and transfer techniques improve, a new generation of systems will crop up. Look for the tools meeting your needs for the next two years. Anything more is a bonus.

Be wary of salesperson claims. If someone says, "Our tech support hotline will answer all your questions," don't believe it. "We'll be there whenever you need us" — bogus. "Anyone can learn to operate this system" — wrong again. These

are things we want to believe badly, but experience with computer-based systems of any kind will confirm these "promises" as outright lies.

Invest in the operator(s). As wonderful as workstations are, they are limited by the skill of the operator. Look for seminars or training sessions that allow updating of techniques and greater awareness of the "tricks" that make the system do all the fancy stuff you thought it would originally perform. Like flying, many crash landings are engineered by un-inspired pilots.

Explore the digital interfaces with other gear. Sometimes overlooked, this gear is designed to interface with other digital gear within the digital domain. Take advantage of this potential. You could be losing some quality by using analog links in the middle of your digital chain. Some of these are as simple as using the right cable and clock settings between digital gear. In other cases, you might need some serious tweeker skills.

The GUI is very important. Graphical User Interfaces (GUI) are the front end for most workstations. The best seem to be those that allow the operator the simplest visualization of what he knows about audio recording and editing with control options.

GUIs have made tremendous strides in the past two or three years, but you still want to spend time deciding what works best for you. Even if you have heard "good things" about a certain system, be sure the user interface makes sense to you, or much of the existing potential may be wasted.

Test before you buy. Simple enough. Does the system really do what is claimed? If salespeople promise that your workstation will shrink audio bites by 10 percent with no harmonic distortion, see if it can. If there are specific items in this system that you think will match your needs, try them out *before you buy*. And you



Greg Flessing of Flessing & Flessing in Auburn, Calif., was the producer of the international program transmissions for Global Mission with Billy Graham from San Juan, Puerto Rico.

must always be wary of "Our next version of software will fix that. . . ."

Archival methods can make a big difference. Real time is real important. Like all disk-based storage systems, the necessity of frequent backup to other media is absolutely mandatory. Since time is money, the amount of time required to back-up or archive material directly affects your productivity and peace of mind.

Join a user's group once you are an owner/operator. Almost all systems now have user's groups that meet or maintain contact on a regular basis. These groups are often the best source of "fixes" to problems and usually provide excellent ideas for other ways your system can help you do your job. You'll soon realize that workstations are not perfect tools, and, most importantly, that humans are still smarter than most hardware.

Digital workstations have definitely come of age. Making the most of them will take creative planning and flexibility. Plug in those interface cables and have fun. ^h

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COME UP HIGHER

A refreshing, 26-minute daily Bible teaching program with Pastor Bob Phillips. Now in its second year, the *Come Up Higher* radio ministry is heard in 20 major markets. Here is what some of the managers are saying about *Come Up Higher*:



Rev. Bob Phillips

"*Come Up Higher* will elevate your thinking and penetrate your heart because of Bob Phillips' excellent teaching from God's word. It's a favorite."

— Sue Bahner
WDCW, Syracuse, NY

"From the number of calls and comments, *Come Up Higher* is one of our most popular programs. It fills the need for pure biblical teaching and listeners love it!"

— Keith Whipple
WWRD, Jacksonville, FL

"Bob Phillips communicates a deep appreciation for God's word, made all the more effective by his unique blend of big-city sophistication and folksy charm. The result is a thoroughly listenable and helpful program. *Come Up Higher* is right on target, both for seekers and for the spiritually mature."

— Joe D. Davis
WMCA/WWDJ, New York

"*Come Up Higher* takes a scriptural approach toward breaking down barriers that prevent one's growth in their Christian walk and promotes a life of excellence in Christ."

— Dave Armstrong
KMLA-AM & FM, Los Angeles

"Our listeners really appreciate *Come Up Higher* with Bob Phillips. Bob teaches the scripture in a clear, straightforward manner that can be applied in your everyday walk with the Lord. There is no pretense with him. Bob's teaching comes straight from the heart."

— Richard Bon
Bon Radio Network

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

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Pro-Life Perspective

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The Far East: Not a Small World

Although major missionary organizations had been active in the Far East for many decades, World War II opened the eyes of the American Church to Asia. In November 1945, less than 24 hours after U.S. naval officer John C. Broger disembarked from the carrier *Bonne Homme Richard* in San Francisco Bay, an agreement had been struck with my father, Dr. Robert H. Bowman, to form Far East Broadcasting Company (FEBC). Less than 30 days later, FEBC was incorporated.

FEBC's first broadcasts were on local Shanghai stations in 1947 and it hoped to establish stations there, too. But the end of World War II was not the end of the political shaping of Asia; to borrow from Winston Churchill, it was really only just the end of the beginning.

The influences of Communism were not yet appreciated, nor did we realize that Islam would be a major threat to Christianity. The population of the whole "Far East" was only 600 million people. Today FEBC operates in most of the countries of the Far East, but it's a different world than it was in 1945.

The standard of living is incredibly diverse — high in Japan, Korea, Taiwan, Hong Kong, and Singapore, but low in other areas. *AsiaWeek's* "Vital Signs" of March 17 shows that while Japan has a telephone for every 1.5 persons (United States is 1.3), Vietnam is 1:270, Laos 1:510 and Cambodia 1:1210.

In the upwardly struggling Philippines, where the ratio is 1:50, and where the system in place is often unreliable, one rather unkind Asian leader said recently, "In the Philippines, 98 persons are waiting for a telephone, the other two are waiting for a dial tone."

The person wishing to involve himself in local radio broadcasting in Asia will find that radio exists in highly sophisticated and expensive environments, such as Japan, where air time can cost hundreds of dollars for a single off-hour slot, to the inex-

pensive environment of the rural Philippines, where prime time slots are available for "nickels and dimes" or even for free.

English may be spoken fairly well in centers of commerce, education and/or tourism, but is generally not spoken by average people in the home or market, except perhaps in Singapore and the Philippines. Even in those places, there is a "heart language" which almost always precedes it in effectiveness. "English by Radio" courses are popular, largely among the better educated, representing a small but often influential portion of the potential audience. The broadcaster has to decide what his strategy is.

The use of Asian "national/official" languages can be used to reach "the people" with the Gospel, but this needs to be thought out more carefully. Only two countries in the Far East can be thought of as monolingual: Japan and Korea. Meanwhile, 89 percent of Mongolians speak Mongolian and 75 percent of the Lao speak Lao as first languages.

But only 65 percent of Indonesians speak Indonesian (Bahasa) at all, and *only 18 percent speak Indonesian as a "heart language!"* Fifty-three percent of Filipinos speak Tagalog with only 24 percent as a first language and 58 percent of Myanmarese speak Burmese. Even in China, where "everyone speaks Mandarin," 3.33 million people do not!

Clearly, broadcasters have to define who it is they want to reach and choose the appropriate language. There are significant subcultures in effect within nations. There are the 5 to 6 million Hmong who live in China, Thailand, Laos, and Vietnam. The Achenese of Sumatra, the Mien and Hani of Southeast Asia, the Uighur of western China (to name a few) — these represent millions of people whose psychological attachment to the national government is much less than to their own subculture.

The availability of media is so

Jim Bowman is president of the Far East Broadcasting Company.

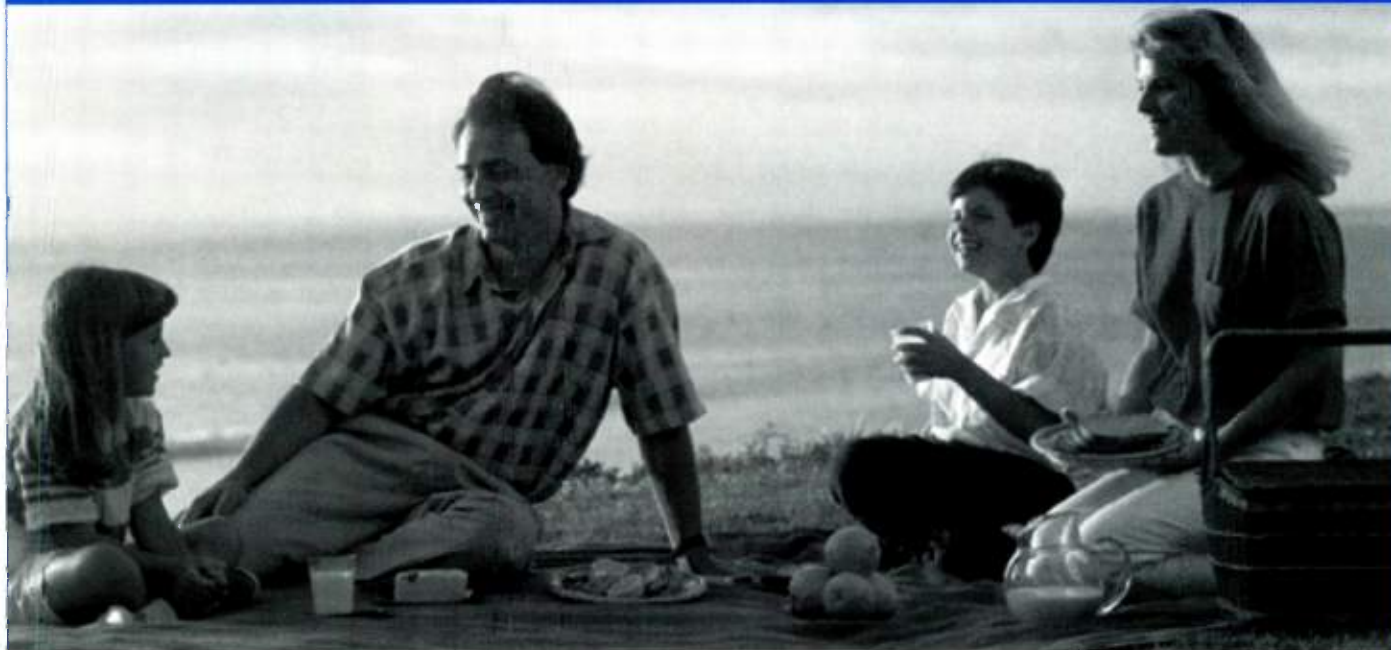
diverse and locally irregular as to require much more space than this article to cover. Some countries and/or areas of countries are closed to local broadcasts for serious evangelism. Some of these are: China, Myanmar, Laos, Vietnam, and Malaysia (we have heard of some rare local exceptions which in the end turn out to be temporary). The following countries permit the purchase of air time for Christian broadcasts: Japan, Korea, Philippines, Russia, Taiwan, and Thailand.

Although not unlimited, Indonesia has many local radio opportunities. Direct satellite broadcasts are possible, but the availability of equipment to receive them is spotty for this expensive option. It is just now becoming economically feasible for cash-strapped Christian broadcasters to use satellites for country-to-country STLs.

Over-border transmissions on AM and SW are available from Russia, Korea, the Western Pacific, and the Philippines. The CBC in Taiwan has allowed some Christian broadcasting to China. Radio Australia is seeking block customers, but it is not clear what restrictions on religious broadcasting may apply.

House church Christians in China, believers in Vietnam and Laos, as well as isolated Muslim groups of Indonesia and Malaysia are avid shortwave listeners as this is often the only Christian broadcast medium available to them. Others listen to shortwave because it is the only reliable news source. Clearly, the specific audience desired needs to be determined before the medium can be researched. [®]

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Money Motives

I've got some important things to say about selling radio time and money. First, let's talk about money — you need it, you want it, and you earn it. Why is it over a third of Christ's parables dealt with money? I think it's because money is important: not *most* important, but just important.

Christ knew money is a powerful motivator. People do all sorts of legal and illegal things to get it. So what is the gist of what Jesus was trying to teach us about money? Personally, I believe He wanted to make sure we have the correct motive or intent toward money — "The *love* of money is the root of all evil" [I Timothy 6:10].

As Christians, it is of paramount importance we have a balanced perspective toward money because if your motive is wrong, you will sin in many ways to get it: like lying, stealing, cheating, and acting really sweet to your grandmother hoping to be in her will. You may pull it off and get rich, but your intent is wrong. According to Matthew 7:21-23, you may be in for a big surprise when you meet your Maker. God knows your intent.

What does that have to do with sales? It's safe to say that Jesus was a minister, teacher, healer, and savior. But He was not a businessman other than to make and sell wooden items, although He did teach us clearly *how* to do business and make lots of money.

Call a staff meeting to read and discuss the parables concerning money. Then reveal the great news to your sales staff that it's okay with Scripture to make quota. Just think of it — all those sales people running around town with the correct intent in their hearts about money.

Since you're being flexible and trying new things, try this: every morning on your way to work or at your desk, pray for a few minutes. Be real, specific, and completely honest.

My prayer might go something like this: "Father in heaven, I praise you and thank you for my life, my health, my job, and for providing so much that I don't deserve. Lord, please, take this day and do with it what You will through me. Help me to be sensitive to the needs of my staff and superiors. Keep me flexible, open, and kind to everyone I meet today. Help me to be productive and creative



Jim Lawson is station manager of WFIA-AM/Louisville, Ky. He was a key player in early CCM radio with legend station KCFO-FM/Tulsa, Okla.

and meet the needs of my staff and clients. And please give me wisdom that can only come from You. I love You. Help me today to be the man You want me to be." And, I may continue with personal needs.

Then I go about my day actually realizing I am the Lord's hands and I say little prayers through the day [Acts 6:4, Psalm 72:15, and Philippians 4:6]. Never underestimate the power of open, honest prayer, for the lack of it gets you into big messes. Including God in your business throughout the day keeps you sharp and full of the correct intent in all you do.

Also, remember that the top grossing sales people are good servants. Why is it we think our dignity is threatened when we serve? Pride.

Never forget it honors God for us to serve your clients and employer with enthusiasm and respect. When we stop worrying about what other people think and only be concerned with what God thinks, everything else in our lives will fall into place. And lastly, remember that great things can happen when we're not concerned with who gets the credit.

Well, there you have some tips on how to increase the profit margin of your station and have some fun doing it. All the while, never love the money you make more than you love God. ^{RB}

FIJI

300 islands.

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of a million
people. Nothing
but ocean, as far
as you can see.

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THEY
REALLY
NEED IS
WATER.**

Living water. And now the Evangelical Bible Mission (EBM) is going to channel that water of life in a way the people of Fiji have never experienced it. In waves. Radio waves. EBM has just been granted an unprecedented

opportunity – a chance to operate an FM Christian radio station that will reach every person in the Fiji area. The license has been granted. The radio towers are in place. The potential audience is incredible. All we need is your help.

For more than half a century, EBM has been carrying the gospel around the world sponsoring churches, schools, and Bible colleges in 15 countries, as well as medical clinics, vocational schools, and self-help projects for impoverished peoples.

Will you join us in this remarkable opportunity to reach a whole nation for Christ through the power of radio?

For more information on how you can help with this great project, call **1-800-804-9524**, or write:

**EBM-Fiji Project
P.O. Drawer 189
Summerfield, FL
34492**



Papua New Guinea's Governor General, Sir Wiwa Korowi, is one of thousands who have found Christ through EBM's ministry.

Surveys: Effective Communication

The production of effective communications hasn't changed much since Adam and Eve. There were, and are, three basic ingredients. First, define your audience. Second, research how they feel, think, what motivates them, interests them, etc. Finally, prepare your message so that it speaks to their heart-felt concerns.

In the Garden of Eden on that unfortunate day, the serpent was an effective communicator. He defined his audience (Adam and Eve), learned what motivated them (desire for their eyes to be opened, to become wise, and to become like God), and finally, he communicated in a way that appealed to their needs.

The serpent achieved his goal. How much more should we, who have the mind of Christ and are in pursuit of a higher goal, purpose to communicate effectively with our donors and prospective donors!

For many of us, defining the audience and sending the message is relatively easy. The step often overlooked is the research. If we want to be excellent in our communications, we need to be excellent in our research. We need to learn who our donors are, why they listen/view, what motivates them to contribute, what will encourage them to give more, etc.

Surveys are probably the most widely used and effective research technique. The most successful organizations of any type, whether profit or non-profit, regularly conduct survey research.

Survey Quality

As with many things, there is a right and a wrong way to conduct survey research. In fact, if conducted incorrectly, you can actually be worse off. After all, there is one thing worse than not knowing something — that is to think you know something and to be totally deluded. Therefore, let me share some tips regarding how to create accurate, effective surveys.

1) Define Your Audience. Would you like to learn more about donors, lapsed donors, prospective donors, all of the above, or some other group(s)?

2) Determine the Sample Size. The right sample size will ensure reliable results. Tables are available which can help you select the sample size you need depending upon the population size, your tolerance for error, and other factors.

3) Obtain a High Response Rate. Many do-it-yourselfers unknowingly produce invalid results because they fail to obtain a high response rate. Response rate refers to the total number of completed surveys as a percentage of survey attempts. The lower the percentage, the less the results will reflect the views of the entire population, and the more they will reflect the sub-group that responded.

At our firm, we purpose to obtain nothing less than 50 percent. This is relatively easy to achieve by phone even with difficult populations (eg, lapsed donors, prospective donors). Mail surveys are likely to generate a 50 percent response only if they are sent to people with strong loyalty to the organization (i.e., the most current donors of a small ministry). However, even then, it is important to use response-boosting techniques, like pre- and post-mailings to increase the response.

4) Design for Effectiveness. Questionnaire design is critical. This is where you will want to make sure you are asking the right questions the right way. Use questions that will provide actionable information. Word them to minimize bias. Pre-test the questionnaire on a small sample so that you can be certain it communicates clearly and correctly.

This is one of those areas where experience is invaluable. If you enlist the help of a professional firm, consider those with experience in the industry. They may have developed some standard questions so that your



Bruce Campbell founded Marketing Solutions, based in Glendora, Calif., in 1991. The company specializes in surveys, focus groups, and data analyses.

survey results can be compared to organizations similar to yours.

5) Watch the Execution. How the survey is conducted is very critical, especially for phone surveys. Make sure the hours of calling are varied to obtain a representative sample. It is absolutely critical that the callers are well trained.

The training needs to emphasize the importance of reading the questions verbatim, and having the respondent specify one of the available options verbatim. Beware of interviewers that interpret the respondent's answer, rather than having him pick one of the available answers verbatim.

6) Analyze Results for Maximum Yield. After all the work and expense put into the survey, make sure you get everything out of it you can. Go beyond obtaining simple percentage results. Running cross-tabs will enable you to learn things like: how the feelings of currently acquired donors compare with those acquired years ago, how do older donors feel versus the younger donors, how do current donors feel versus lapsed, what are the demographic characteristics of your best donors, and much more.

Surveys, when properly executed, yield a wealth of information that can result in superior communications and superior fund raising! **■**



NRB ANNUAL AWARDS

*To be presented
during the 53rd Annual
National Religious Broadcasters (NRB)
Convention & Exposition
at Indianapolis
February 3-6, 1996.*

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

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

As in previous years, *Religious Broadcasting* magazine readers are invited to offer nominations for the awards and to vote on the recipients. Below is the procedure for the 1996 NRB Awards nomination and voting processes:

1. Nomination forms for the NRB Annual Awards appear in this edition of *Religious Broadcasting* magazine. Any *Religious Broadcasting* reader is eligible to submit nominations for those categories appearing on the page 74 Nomination Form. However, the nominator must give his name, organization (if applicable), address, and telephone number. Nominations for the categories of Radio Station of the Year and Television Station of the Year can only be made by an official representative of the entering station.

2. All nominations must be submitted by October 2, 1995. The NRB Awards Committee will screen the nominations and select finalists for each category by October 16, 1995. The Religious Broadcasting Hall of Fame inductee(s), along with the Radio Station of the Year and the Television Station of the Year, will be selected based on information submitted on the following pages. Choosing the 1996 Hall of Fame inductee(s) will be the NRB Executive Committee of the Board of Directors. The NRB Radio and Television Committees will select, respectively, the radio and television stations of the year.

3. The official NRB Annual Award voting ballot will appear in the December 1995 edition of *Religious Broadcasting* magazine. Finalists for the categories of NRB Milestone Award, William Ward Ayer Distinguished Service Award, Radio Program Producer of the Year, Television Program Producer of the Year, Board of Directors' Award, Chairman's Award, and Talk Show of the Year will be listed on the ballot.

4. Voting will end December 21, 1995. Votes will only be tabulated from the actual ballot contained in the December 1995 edition of *Religious Broadcasting* magazine. Any reader of *Religious Broadcasting* will be eligible to vote.

The qualifying criteria for all categories, except the Radio and Television Station of the Year awards, appear on the page 74 Nomination Form. The Radio & Television Stations of the Year nomination form is on page 75. All completed forms should be mailed by September 29, 1995, to:

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

Nomination forms may also be faxed no later than October 2, 1995, to: (703) 330-6996.



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



**THE
1996
NRB
ANNUAL
AWARDS**

NOMINATION FORM

Religious Broadcasting Hall of Fame

(Presented to a living or deceased individual who, for a significant period of time, has made an outstanding contribution in the field of Christian broadcasting with the highest of standards and faithfulness of Christ, of whom it can be testified or who can testify . . . "I have fought a good fight, I have finished my course, I have kept the faith."
2 Timothy 4:7)

Religious Broadcasting magazine readers are invited to make nominations. The inductee(s) will be chosen by the NRB Executive Committee of the Board of Directors.

NRB Milestone Award

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

**William Ward Ayer
Distinguished Service Award**

(Presented to an individual or organization for outstanding contributions to the field of broadcasting)*

Radio Program Producer of the Year

(Presented to the most deserving U.S. religious radio program producer)

Television Program Producer of the Year

(Presented to the most deserving U.S. religious television program producer)

Board of Directors' Award

(Presented to a distinguished individual who, while an avowed Christian, may not necessarily be in the field of electronic communications)*

Chairman's Award

(Presented to an individual, organization, agency, music or publishing company, etc., that has made a deserved contribution to religious broadcasting)*

Talk Show of the Year

(Presented to the Christian talk show for outstanding achievement in stimulating and leading the discussion of moral, political, social, and religious issues relevant in the Christian community with significant listener call-in participation)

*Award may be presented to a non-broadcaster

PLEASE NOTE:

Nominees do not have to be confined to one award category.

Name of Nominator _____
Organization (if applicable) _____
Address _____
City/State/Zip _____
Telephone () _____

Please submit nominations by
October 2, 1995, to:
NRB Annual Awards,
c/o National Religious
Broadcasters,
7839 Ashton Ave.,
Manassas, VA 22110
or fax: (703) 330-6996.



Radio & Television Stations of the Year

Nominations for either Radio Station of the Year or Television Station of the Year can only be submitted by an official representative from the entering station.

If a station should be among those considered for either the Radio Station of the Year or Television Station of the Year Award, please provide the requested information.



NRB

ANNUAL AWARDS

CATEGORY: Radio Station of the Year
 Television Station of the Year

Community Projects: _____

Station (Licensed Call Letters): _____

City/State: _____

Telephone: () _____

Service Unique to Coverage Area: _____

Band (Radio only/check just one):

AM FM AM/FM

(Radio stations may not be nominated as combos, unless they simulcast over 75 percent of the broadcast week.)

Format (check just one): Religious/Talk
 Religious/Music Religious/Talk/Music

In the space below, please type a 100-word profile of the nominated station. Profiles exceeding the 100-word limit may be cut by NRB to 100 words or less. Station submitting information is liable for any and all information contained therein, and agrees to hold harmless and indemnify NRB against any and all claims or costs in that regard.

Years on Air _____

Percentage of Live/Local Programming: _____

Nomination certified by: _____

General Manager's signature

General Manager's name (please print)

Radio/Television Station

NOMINATION FORM



Christian Country Explodes

In the early 1920s, a visiting British evangelist named Smith Wigglesworth, prophesied that "in the last days, God would use cowboys to preach the Gospel across America." For years, people couldn't understand his meaning, but today, Christian country music is fulfilling this prophecy.

Hot country is the nation's most popular radio format. Experts agree one reason for this is that country music identifies with the present. It hits home. It's not pie in the sky and it isn't way back when — it's now. Country music hits people today, right where they live. People can identify with this style of music. This gives Christian country a tremendous advantage in reaching the lost.

The reason the Lord identified Himself as the great "I AM" is because He is present tense. The Bible says, "Now faith is . . ." [Hebrews 11:1]. One of our greatest weaknesses in relating to God is we look to the past, or we believe in the future. It's easy to relate to someone who experienced a move of God in the past.

It's easy to believe that "one day" God is going to do such and such. But to believe God wants to move now, in the present, is difficult because it puts faith on the line.

I've been involved in Christian radio for 20 years. In that time, I have experienced contemporary, inspirational, and southern gospel music formats. Each of these Christian formats has its place, but I'm most excited about Christian country, the newest format.

In December 1994, KEXS-AM/Excelsior Springs, Mo. joined the Morningstar Radio Network's High Country format. I'm convinced Christian country is one of the best means of reaching people.

Secular country music fans are beginning to call for less barroom to bedroom songs and more value-oriented music. Hot country radio is crying out for clean, inspired, edifying, and well-crafted songs, songs giving a message of hope. Christian country, with its down-to-earth, heart-to-heart communication, spans all age group cultures and is a perfect medium to reach this generation.

The answer to the world's trouble is not the White House, but the house of God. As a song says, "Man stands the tallest when he's down on his knees." Yes, Christian country music can help heal this hurting nation — it



Gary Babb is president of Crossway Communication, Inc., and owner/operator of KEXS-AM/Kansas City, Mo.

could be part of the fulfillment of Wigglesworth's prophecy.

One of the most interesting things about Christian country is that everyone who likes any type of country music seems to like it. We tested the Christian country format with many who do not claim to be Christian and received a favorable response in more than 99 percent of the cases. This shows the powerful potential in this format to reach the lost. In our last concert, we saw five people come forward for salvation.

In a recent concert, Christian country artist Bruce Haynes told of his experience in singing at county fairs. His message was simple, but Christian country was the medium used. He said he saw over 2000 come to receive Christ as a result in 1994. Not a bad return in using his talents for the purpose of reaching people for Christ.

All music has its place. Some like contemporary Christian music, some inspirational, and some southern gospel. It's good to have all styles. These music formats serve as an alternative for the Christian and have shown evangelistic value, but be aware of the new kid on the block — Christian country.

Give Christian country your prayers and a few years. I have often stood in awe as God chooses to move in a way I thought could never happen. Christian country may prove to be an important tool in bringing many to Christ in these end days. ⁵



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RSN
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Reaching Generation X in the Real World

Kids today are growing up faster. From their youngest days, they are faced with the world's problems aggravated by broken families, peer pressure, and a faltering economy. The next generation is looking for hope and security in life, but not finding it in the secular world.

Today's youth are not going to find fulfillment in filling the void in their lives with the entertainment and materialism offered by the world. Jesus Christ is their only hope and assurance. As broadcasters, it should be our goal to instill that message in the lives of our young people.

How do we reach the future generations for Christ? We have to penetrate their culture. Generation X is tuned into music, television, and MTV. Even the adult Video Hits 1 (VH-1), owned by MTV, is reprogramming its channel to reach a younger demographic.

VH-1 is eliminating much of the mundane comedy programs and the music of core adult contemporary artists, such as Michael Bolton, Gloria Estefan, and Phil Collins, in favor of the new hip artists like Sheryl Crow, Hootie and the Blowfish, and self-proclaimed lesbian Melissa Etheridge.

Today's young people are being influenced by the lyrics of these and other popular contemporary artists. The opening lyric from Crow's latest hit begins, "God, I feel like hell tonight." Another popular hit song is Jill Sobule's "I Kissed a Girl, and I Liked It." Even the urban contemporary group Boyz 2 Men, who are self-professing Christians, recorded "I'll Make Love to You," a smash hit topping the charts for weeks.

Christian broadcasters need to affect the culture of today's youth. We must counterprogram the secular garbage with positive Christian programming which is equally appealing to teenagers. We must present them with values of true worth without insulting their intelligence with quality programming.

Christian broadcasters need to examine the kinds of programming currently available and measure the effectiveness of outreach. Christian music is exploding today, artists like Amy Grant, 4Him, Michael W. Smith, and Steven Curtis Chapman are not only excellent contemporary artists, but strong, positive role models.

Groups such as PFR, Audio Adrenaline, and the Newsboys are alternatives to harder rock, and provide the same message and example. Christian programming like CCM Countdown and CCM Radio Magazine are available to stations as an alternative to the local top 40 programming.

Dawson McAllister, Ron Hutchcraft, and Fred Antonelli are the hosts for three of today's hottest contemporary youth programs and each has a heart for reaching our youth for Christ. Antonelli's *Rock Alive*, with its hard-hitting Christian rock format, presents the Gospel message. Hutchcraft and McAllister are also on the airwaves each week with *Alive! with Ron Hutchcraft and Dawson McAllister Live*.

As broadcasters, we must enter into youth programming with full awareness of where today's teens are coming from and the problems and issues they face. Our music and talk programming must explore these real issues. With this in mind, we can develop the type of programming that will penetrate the culture of Generation X.

It is our responsibility to reach not only the unbelieving but those who already know Christ. Christian teenagers face adversity and need positive Christian outlets to turn to in music and programming. They need to be further challenged and to have their faith reinforced to make an impact for Christ in their society.

Broadcasters must promote programming that is relevant to living a lifestyle that glorifies the Lord, standing behind such campaigns as "True Love Waits." Our youth desperately

need to be encouraged to live honorably before the Lord, for both spiritual and physical well-being.

Recently, Hutchcraft and recording artist Kim Boyce recorded a radio special entitled *Sex at its Best: A Positive Morality for the '90s*. Many stations are hesitant about airing this kind of show, yet I found it to be one of the most powerful radio specials we have aired to date.

To hear Boyce, a Miss America finalist, describe her experiences as a teen and discuss her former dating practices with Hutchcraft is something that can reach many young people facing those same issues. It opens the door to real discussion, interaction, and communication.

Our industry cannot be afraid to program to reach this generation which deals so early with heartache, despair, and sin. Generation X is serious about the future, but does not know where to turn. Radio is an incredible medium to give this generation the answers to their deepest questions.

When we reach our youth with intelligent programs geared toward their needs and desires and give them true solutions to their problems, God can use it to transform lives and make a lasting difference for the future. ^{RB}

Leigh Dowe is operations manager for the Salem Radio Network.

How Did Madeline Balletta Make Ben Kinchlow A Bee-liever?

Madeline and Ben are two dynamic, gifted people who love the Lord and are busy about the work He has given them to do. But sometimes even the most dedicated servants need a little help! Madeline has found the answer . . . and now Ben's discovered it, too!



Ben first met Madeline about 5 years ago in California while working on a television program. He was instantly captured by her warm and caring spirit, as well as her boundless enthusiasm! "There she was, at 2:00 in the morning, a 5 foot bundle of energy and there I was, a 6 foot bundle of rags!" exclaimed Ben. As co-host of the popular 700 Club, Ben's life was a hectic scramble of travel and personal appearances. Even though Ben enjoyed good health, many times he found himself fatigued and lacking the vitality he needed to fulfill all of his responsibilities.

Madeline, herself, experienced a severe need years ago when she became so fatigued that she couldn't even care for her family. "Waking up every-day was a chore, and I could do nothing but pray for an answer!" said Madeline. At that time, a concerned friend told her about the importance of good nutrition and introduced her to one of nature's most wondrous gifts: Royal Jelly. This precious natural substance, known as the food of the Queen Bee, has been used for centuries in Europe and the Orient for its amazing benefits. It is a powerhouse of vitamins and minerals and provides all of the essential amino acids. It contains B-complex vitamins and is a particularly rich source of pantothenic acid (B5). Through this miraculous food and a healthier lifestyle, God restored Madeline

to the person He intended her to be. She was once again able to care for her family and began to truly enjoy life! Her vision to share this gift and to help others feel their best became the inspiration she needed to start her own company. At Bee-Alive, we believe Royal Jelly is one of many natural substances God has created for His people.

Today, 9 years later, Madeline keeps a schedule that amazes even Ben! She travels extensively doing TV and radio interviews, as well as conducts seminars teaching about good nutrition and the many benefits of Bee-Alive Royal Jelly! In Ben's words, "Bee-Alive Royal Jelly makes such a difference in my life — I wouldn't go a day without it. I recommend it highly."

Like Ben, thousands have learned how good nutrition and Bee-Alive Royal Jelly can make a dynamic difference in the way they feel. Listen to just a few . . .

"After taking Royal Jelly for just 3 weeks, I began to feel better. I've been back to work now for 2 months and I'm feeling as good as I did 10 years ago. I don't get tired and fatigued anymore. I just want to thank you for helping me!"

Shirley Whitt, Newfoundland, Canada

"I'm a registered nurse and a mother of 3 young children. With such a busy schedule and working the nightshift, Bee-Alive Royal Jelly has given me the energy I need, and I really feel that I can't afford to be without it!"

Ann McKenna, Pearl River, NY

"I'm 75 and I started taking Royal Jelly 6 years ago because I needed some extra energy. I now walk a few miles a day and I even keep up with my grandchildren. They say, 'Go, Go Grandma!' But the best part is that it's done so much more for me than I expected — I actually feel better than I have in years!"

Edith Strack, Lakeland, FL

"I'm the pastor of a large church and before I found your product I was so run down that my ministry was suffering. I started eating better and taking your Royal Jelly which has helped me more than I could ever say!"

Pastor Rizzo,
Church of the Nazarene, Paramus, NJ

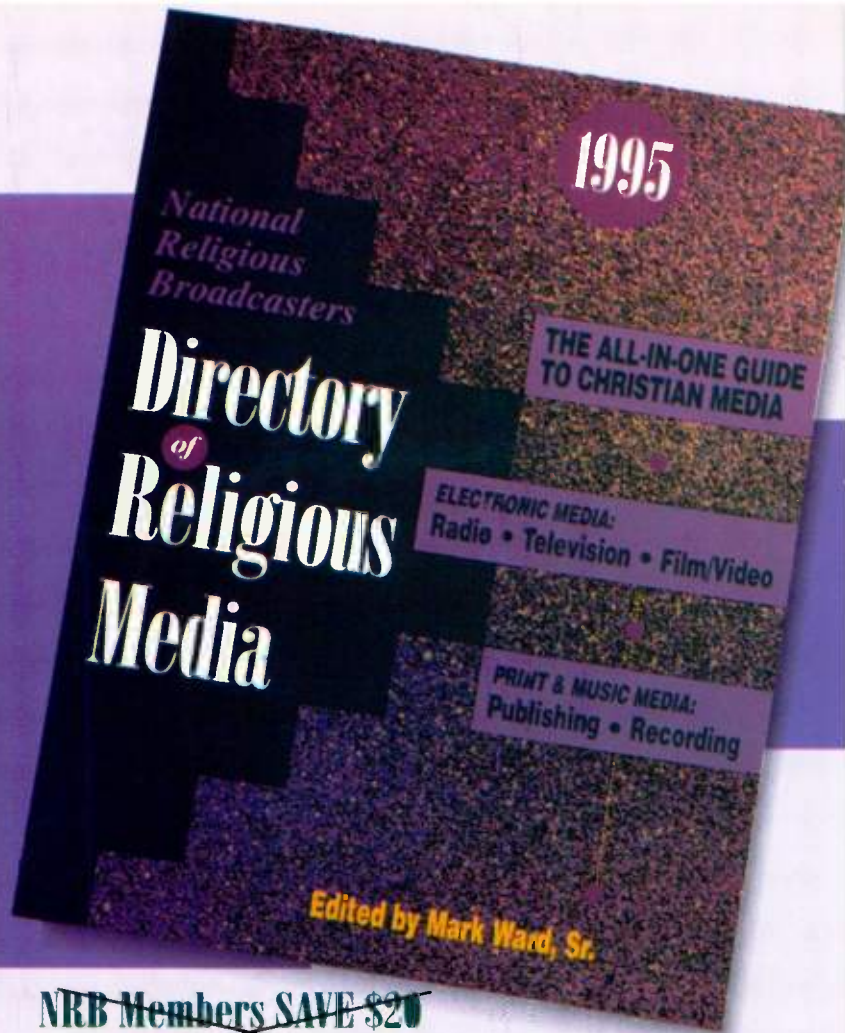
"I was very skeptical about your Bee-Alive products but I'm a Bee-liever now! As a single mother of 2, working full-time, my increased energy and well-being are true gifts. Thank you!"

Sabrina Shapiro, Citrus Heights, CA

If you're sick and tired of feeling tired, call a caring consultant at 1-800-543-BEES!

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You may have had the same Bible for twenty years. It never changes. But, the NRB Directory of Religious Media changes every year. As a matter of fact, we began the revision process before the ink was even dry on the last edition.

You'll have access to hundreds of new addresses, new phone numbers, new suppliers, and new ministries. Not to mention new contact people on every page of the directory. The money you save on wrong numbers and misdirected mail can easily make up for the small investment. And what's an hour of your wasted time worth?

The 1995 Directory of Religious Media will be a daily source of leads, contacts, suppliers, and on-target information for anyone who works inside or alongside the Christian broadcasting, print, or music community. It's a must for Christian media professionals and all growing ministries and churches.

Some even call it the bible of the industry.

*Exhaustive Sections Include: Radio & TV Stations and Networks
 • Radio & TV Programs • Film and Video • Book Publishers
 • Periodicals • Music Companies • Agencies • Vendors and Suppliers*

Who's Responsible for Pornography?

Whether the subject is pornography in cyberspace or sex, violence, and vulgarity on television or in films and music, the question keeps coming up, "Who's responsibility is it anyway?" Not surprisingly, the "candidates" for shouldering the responsibility vary depending on the ideological and religious views of those who make the selection.

Many in the media and entertainment industries acknowledge that they have a responsibility. However, most still say they are just providing what the public wants and if the public stops buying or viewing, they will stop providing. Both industries also oppose government intervention.

Political liberals usually oppose government involvement, although some make exceptions for television violence and pornography that is degrading to women. Many political liberals are also reluctant to blame the media and entertainment industries, fearing an angry backlash will lead to "censorship."

For many political conservatives, the guiding principle appears to be "less government is better" — even in areas where government has traditionally exercised its police power to protect what the U.S. Supreme Court has called, "the social interest in order and morality" and the right to "maintain a decent society."

Religious conservatives are far more likely to place most of the blame on the industries producing and distributing offensive entertainment and to support government intervention. However, many don't seem to understand that *much depends on them*.

In my view, businesses, citizens, parents, government, and churches are all responsible. Just as individual citizens have legal rights and responsibilities, so do businesses. For example, federal and state laws prohibit obscenity. Indecency is also prohibited or regulated in bars, on television, on dial-a-porn services, and in other circumstances.

However, in order to be a good citizen and neighbor, more is re-

quired than avoiding criminal prosecution. Businesses, like the people who run them, have moral as well as legal responsibilities.

Much pornography is protected by the First Amendment, as are many other forms of exploitative "entertainment" that can be injurious to others. Film and television producers, record companies and publishers, as well as the businesses distributing their products, have a right to refuse to provide such "entertainment." This is good citizenship, not "censorship."

Opinion polls continue to show that most citizens and, in particular, parents view pornography as harmful, and gratuitous sex, violence, and vulgarity in the media as having a negative effect, especially where children are concerned.

But awareness must be translated into constructive action. Responsible citizens shouldn't be viewing pornography and sleaze, and responsible parents should be doing all they can to shield their children from harmful entertainment.

Complaints should be made to the producers and distributors, and whenever possible, responsible citizens and parents should avoid doing business with companies ignoring those complaints.

When appropriate, responsible citizens and parents should also be insisting that law enforcement agencies investigate for possible violations of Constitutional laws against obscenity or indecency. Government, too, has a vital role to play because no matter how much most businesses try to be responsible and how much most citizens and parents try to avoid pornography and trashy "entertainment," some will fail — and others will not try at all.

The reason we have laws is, in the words of the Apostle Paul, not "for a righteous man" but "for the lawless and disobedient" [1 Timothy 1:9]. And, contrary to the propaganda spread by the American Civil Liberties Union and mainstream media,



Robert Peters is president of Morality in Media, a national, interfaith organization based in New York, which is working to curb the explosive growth of obscenity.

not every law that punishes speech is unconstitutional or a threat to our cherished First Amendment freedoms.

As pointed out by the Supreme Court in a 1954 obscenity case, "The unconditional phrasing of the First Amendment was not intended to protect every utterance." And it never will. Clearly, where speech and press are concerned, the government's powers are limited — which is why businesses, citizens, parents, and churches much also share the responsibility.

How can it be that some who go to church purchase and even sell pornography, with precious little said from the pulpit? How can it be that those who are commanded to love their neighbors stand idly by while their communities are flooded with pornography and mindless sex and violence packaged as "entertainment?"

It is up to the churches to fight the purveyors of pornography and sleaze. One way to do so is by participating in the annual White Ribbon Against Pornography (WRAP) Campaign, which Morality in Media and other groups promote during Pornography Awareness Week, October 29 through November 5.

Failure to act sends the message that either the pornography and sleaze do not violate community standards or we lack the will or courage to combat what the writer of Proverbs called "a reproach to my people" [Proverbs 14:34].²

RECORDING REVIEWS

BY DARLENE PETERSON AND SARAH E. SMITH

Silent Witness: A Tribute to Country's Gospel Legacy

executive producers: Ricky Skaggs and Stan Strickland

producer: Rainmaker Films, Inc.
Rainmaker Films, Inc.

Christian country artist Ricky Skaggs hosts this video collection of songs and interviews by Glen Campbell, Tammy Wynette, Marty Raybon, Sawyer Brown, The Gatlin Brothers, Skaggs, Marty Stuart with Jerry and Tammy Sullivan, and Johnny Cash. The artists share a favorite gospel song and memories of their Christian roots. The project's point is to show there's always been a close connection between country music and the church. The unabashedly worldly content of some country music might lead us to think otherwise.

However, after listening to the touching, open, and sometimes painful accounts of the life stories given by these artists, the aura of stardom melts away to reveal vulnerable people who may have strayed and messed up areas of their lives, but who have been drawn back to the life-changing Gospel of Jesus Christ.

These interviews are not superficial fluff; they are gripping because they dig deep, and they're edited superbly. The musical segments also are top-notch — most are professionally produced music videos with interesting settings and camera work. Not only is this video edifying for Christians, but as a gift to a country music fan, it could be an excellent *Silent Witness*.

Bruce Haynes

producer: Bobby All
executive producer: Todd Payne
Cheyenne Records

Need some real country-style catharsis? Get out the tissue box and listen to Bruce Haynes. In a single recording, he covers most of the crises and tragedies an adult can face in life: homelessness, death of a spouse, abortion, poverty, divorce, and single parenthood. But the ingredient making this recording uplifting rather than depressing is the Christian perspective.

Healing, hope, and sometimes just the acknowledgment that it's okay to hurt shine through in the lyrics. Haynes' deep voice is emotive and as rich as gourmet coffee. The contemporary country backdrop benefits from good musicianship and the texture of traditional acoustic country instrumentation — dobro, mandolin, fiddle, hi-string and gut string guitars, and bass.

Masterpeace

David Gough
producer: David Gough
DoRohn Records

This smooth, pleasing tenor wends his way at a leisurely pace through a variety of mellow, uplifting gospel songs. Though his approach is light and fresh, the content is solid. Those who otherwise may not like gospel will be drawn in by the silky grooves and flavorings of

funk and rhythm and blues. David Gough is confident, competent, and sounds like he's having a great time — his joy is infectious. Gough started his own label, Detroit-based DoRohn Records, to market his music and now represents a diverse roster of gospel artists.

Grace and Glory

Covenant Choir
producers: Roger Heiss and William Kilgore
executive producer: Tom Cameron
Grrr records/R.E.X.

The gospel choir of the church established by the Jesus People U.S.A. community, which serves the poor and needy of inner-city Chicago, makes a strong debut with this recording. Full of energy and featuring talented soloists (including a rapper in one song) and a great band punctuated by horns and saxophone, this choir must have the congregation on its feet every Sunday. You can't sit still with this dynamic, inspirational group pumping out its tight, joyful sound.

Jars of Clay

producers: Jars of Clay and Adrian Belew
executive producer: Robert Beeson
Essential

This new pop group gets its alternative edge and distinctive sound from creative use of percussion, strings, wind instruments (recorder and oboe), mandolin, and acoustic guitar; as well as the lyrics and overall arrangements. The best way I can quickly describe their sound



Jars of Clay

(forgive me, guys) is PFR meets The Choir.

Jars of Clay members (Dan Haseltine, Matt Odmark, Stephen Mason, Charlie Lowell, and Tim Smith) write all their own music and lyrics. The words are poetic and probing with-

out being incomprehensible, and meditating on rarely touched nuances of Christian life with impressive creativity and insight. Favorites are "Love Song for a Savior," which captures the varying depths of personal faith, and "Sinking," one side of a dialogue in which a person resists Christ's invitation to faith. This is one impressive debut.

You're All I Need

Selena
producer: Gary Hemenway
Free Rain Records

This 18-year-old has been blessed with vocal abilities that showed up at an early age: she's been singing since she was four, and by the time Selena was 12, she was

singing with black gospel groups. This background, combined with influences from artists like Andre Crouch and the Edwin Hawkins Singers, accounts for her strong rhythm and blues abilities. But in this recording, Selena strives to reach a wider audience of young people, and so there's a definite dance/pop flavor. Her powerful, rich voice has been compared to Mariah Carey. But regardless of comparisons, Selena has the talent to carry a successful singing career.

Tha Life of a Hoodlum

T-Bone

producer: Dwayne Simon
executive producer: Brian Ray
Metro One

The "lyrical assassin" is back, and in one real way, it's a miracle. Last September, while he was in the midst of recording this project, he was brutally beaten by gang members who randomly broke in to his apartment. Fully recovered he's completed this project, even more determined to reach out to the very types who accosted him.

A former gang member himself, T-Bone knows "tha life of a hoodlum" and a focus of this ministry is stripping that lifestyle of its glory and mystique for the sake of young people who are either involved in, or fascinated by it, thanks to the music (and violent deeds) of secular rappers. This recording is packed with 21 tracks full of snatches of dialogue, drama, music samples, and T-Bone's own distinctive rapid-fire rapping, all contrasting the hopelessness of the streets with hope in Christ.

Darlene Peterson is the music reviewer for Religious Broadcasting.

Ancient Secrets of the Bible

producer: Allan C. Pedersen
executive producer: Charles E. Sellier Jr.
Group Publishing

Ancient Secrets of the Bible is a 13-episode spin-off series from four biblically based specials, which aired during primetime on CBS from 1992-94 and garnered two first- and two third-place positions in the evening Nielsen ratings. (The program on Noah's ark pulled 40 million, the highest time slot audience for CBS in five years.) The videos explore the validity of some of the Bible's more spectacular claims, such as the walls of Jericho tumbling down, the Tower of Babel, Sodom and Gomorrah, Samson, Noah's Ark, the Ten Commandments, the parting of the Red Sea, the fiery furnace, David and Goliath, and the Ark of the Covenant. Another video addresses the truth or fraud of the Shroud of Turin.

Two companion books, *Ancient Secrets of the Bible* and *The Incredible Discovery of Noah's Ark*, offer additional insights into the questions answered by the videos. Prominent religious leaders, such as Theodore Baehr, Bill Bright, and Tim LaHaye offer hearty endorsements of the series.

Each video, about 30 minutes in length, includes biblical dramatizations, critical and proponent interviews by experts, biblical accuracy, a more overt biblical message than the television series, a "real-life" application discus-

sion starter for youth and adults, and a 16-page Leaders Discussion Guide.

I reviewed two of the 13 videos: "Battle of David and Goliath: Truth or Myth?" and "Noah's Ark: What Happened to It?" In David and Goliath, the video interspersed pro and con expert opinions ranging from archaeologists, Paul Meier of the Minirth-Meier New Life Clinics (who talked about the medical reasons David outmaneuvered Goliath), an ancient weapons marksman, and various Bible scholars with footage of reenactments of the battle.

Questions answered in the video by experts include "Were there really giants?" and "How accurate are slings?" which were demonstrated by the ancient weapons marksman as being both accurate and deadly. The editing of the video is a bit slow, the actors' customs are uninspired, and the makeup is, at times, unnatural.

The main problem for me was the biblical inaccuracy of the battle. Instead of having David go out onto the battlefield, selecting the stones, telling Goliath God would deliver him to the Israelites this day, and killing him, the video depicted King Saul and one of his generals devising a plan to use David as a diversionary tactic so the army of Israel could encircle the Philistine camp and surprise them at the same time with a prearranged signal.

The title characters also played a cat and mouse game, with Goliath throwing several spears at David, who merely ducked out of the way. When David finally placed a rock in his sling and slew the giant, the Israelites came out of their hiding places behind enemy lines and overpowered the Philistines. I reviewed I Samuel 17 couldn't seem to find any biblical basis for such a scenario, which those watching the video would surmise was the way it really happened.

In "Noah's Ark," the search for the ark on the top of Mount Ararat is depicted by satellite images of ark-like objects buried beneath the ice, eyewitness testimonies from those who claim to have seen the ark, and a rare photograph taken by Dutch National Television believed to be the actual ark. Other supportive evidence includes expert opinions from a geologist, an Old Testament historian, an archaeologist, a paleoanthropologist, and other ark explorers.

The video explores the history of the search for Noah's ark and interviews ark seekers with actor reenactments, special effects, and computer imagery of satellite photographs. This video, while a rather simplistic approach, does a good job of chronicling the history of the search and of explaining the political and weather climates in that area of the Middle East that prevent a full-scale expedition to recover Noah's ark.

A good addition to any household, especially ones with children, as long as discrepancies with biblical accounts are discussed afterward to avoid confusion.

Sarah E. Smith is the managing editor of Religious Broadcasting.

THE BOOK SHELF

BY HARRY CONAY

Let's Get to Know each Other

by *Tony Evans*

Thomas Nelson, 1995

In a direct and forthright treatment, Tony Evans writes about ways to improve race relations between blacks and whites while dispelling the myth that one is inferior to the other. In doing so, he inspires pride in being an African-American. "When a person understands the glorious presence of African people in God's drama of redemptive history," he writes, "Scripture is clearly the primary source for legitimate black pride."

The elaboration on this theme may be shocking to some; long overdue to others. But whether debunking the "Curse of Ham" (which Evans says had "the endorsement of the Old Schofield [sic] Bible") or saying that "Jesus was mestizo — a person of mixed ancestry," Evans certainly cannot be accused of mincing words. In the excellent final chapter, he provides separate (and revealing) self-assessments for both blacks and whites, along with practical suggestions for improving relationships. This is a powerful little volume.

Can Man Live Without God?

by *Ravi Zacharias*

Word, 1994

"No," replies Ravi Zacharias. "When man lives apart from God, chaos is the norm. When man lives with God, as revealed in the incarnation of Jesus Christ, the hungers of the mind and heart find their fulfillment. For in Christ, we find coherence and consolation." Logically organized under three main headings pertaining to atheism, the meaning of life, and the relevance of Jesus, this articulate book (derived from an apologetics lecture series at Harvard) is not easy fare, but its rewards to readers are commensurate with the effort required of them.

You Can: Seven Principles for Winning in Life

by *Frank Minirth with Mark Littleton*

Thomas Nelson, 1994

Simple truths, humbly expressed, often can be powerful lessons — or equally powerful reminders of lessons previously learned which, perhaps, need to be restated and rediscovered. In this book, Frank Minirth presents seven such principles to help us overcome many of life's problems. One principle is "support your life with the triangle of strength: the Bible, prayer, and the church." Another is "grow with defeat." But along with spiritual and autobiographical elaboration, he brings pertinent medical insights reflecting the power and influence of the mind.

For example, he notes the brain — in response to such stimuli as laughter, exercise, and belief — can release certain chemicals that influence our moods. This medical input is done in such a way that, rather than resulting in a book on psychiatry to which a few Scripture references have been tacked on in deference to an evangelical audience, the dominant emphasis through-

out remains Christ-centered and scripturally grounded. Listen to the doctor, exercise your mind, and read this book.

Towers to Eternity

by *Paul E. Freed*

Trans World Radio, 1994

This is the inspirational story of a man and a wondrously successful ministry which has impacted hundreds of thousands of people around the world. Unfortunately, this 1994 "revision" does not extend the narrative beyond the mid-1960s (as typified by Paul Freed's comment in the last chapter that "the Iron Curtain is not readily penetrated"). Despite leaving the reader to ponder what has transpired at TWR over the past 30 years, as a documentation of the founding and early years of Trans World Radio, the book fulfills its purpose.

Ninety Marketing & Promotion Ideas for Christian Radio

by *Scott Bourne*

30:60 Publications, 1994

This thin, spiral-bound publication offers radio station managers "proven techniques that will help you build your station's audience and revenue." At a stiff \$30 for fewer than 50 pages, one certainly hopes one's revenues will be raised, but as the author states, "If you can implement even *one* of these ideas, you will no doubt recover the cost of this book." Of note, in the supplemental second section (entitled "Special Days"), I happily discovered September is "Be Kind to Editors & Writers Month." That alone makes the book worthwhile to me — and I am confident its solid suggestions will be more than worthwhile to station managers as well.

Taking on Donahue and TV Morality

by *Richard Neill with Lela Gilbert*

Multnomah, 1994

This book documents dentist Richard Neill's courageous campaign as a parent concerned about the sexually explicit content of television programming and its negative effect on children. Neill particularly targeted advertisers on *Donahue* after noticing children watching a show entitled "My Mother is a Slut." The result? Despite counter-maneuvering by *Donahue* and the threat of lawsuits, over 200 companies withdrew sponsorship of the show and at least one local station dropped it from its lineup. In addition to a detailed account of his successful struggle, Neill provides practical information for those who are inspired to do likewise. Tune in to this one.

Calling Americans and the Nations to Christ

by *Luis Palau with David Sanford*

Thomas Nelson, 1994

Ask most Americans to name a dynamic, internationally known crusading evangelist, and who would they

Continued on page 86

Starting On-Air Book Discussion Groups

Bookstores are booming. Both general and Christian bookstores are enjoying a renaissance of activity as customers no longer perceive these establishments as mere retail outlets but as lounges and coffee houses; places to go for social interaction and intellectual stimulation.

Superstores with huge square footage are replacing the corner booknook, complete with longer hours, cappuccino counters, ongoing board games, and overstuffed chairs and sofas. Along the way, people seem to have rediscovered the joy of reading.

The Christian retail trade alone is estimated to be a \$3 billion business annually, up from \$1 billion in 1980. According to Bill Anderson, president and CEO of Christian Booksellers Association (CBA), "People are returning to a more conservative value-centered, way of living. And more people than ever before are finding what they are looking for in today's Christian retail stores."

These are your listeners who are looking to books for spiritual nurture, education, entertainment, reference, and personal development. What can you do to serve their needs, and, in the process, attract more listeners? Consider what National Public Radio (NPR) has done.

Once a month, NPR produces a special edition of its daily afternoon *Talk of the Nation* interview/discussion program in which a book discussion group is assembled. Guests are invited to participate both in-studio and by telephone. For several weeks before the program airs, the host promotes it by announcing the book title, inviting listeners to read the book, prepare for the show by thinking through issues raised in the book, and research the author, his motives, and general background.

When the program airs, the host begins with a complete summary of the book to especially help those who have read it to understand the subject of the show's discussion. Then the host asks questions of invited guests, who may include the author, those acquainted with the author, subject experts, or average people from different parts of the country who have been asked to participate. As the discussion progresses, the host opens it up to listeners who want to call in. It's a simple, but engaging format, one you could do.

Decide on which books you would like to conduct a book group, one per month, for the next six months. Perhaps you'll want to use monthly themes: a novel, a biography, then a personal growth book.

Contact your favorite publishers for ideas or read CBA's *Bookstore Journal* to discover trends in publishing. Begin promoting your "Book Club of

the Air," frequently announcing the first book's title and inviting listeners to send in their name and phone number if they would like to participate.

Look for opinionated people to help spur on a lively discussion. Invite local citizens who are experts on the book's subject to read the book and appear on the program. Schedule with the publisher to have the author on the air via telephone.

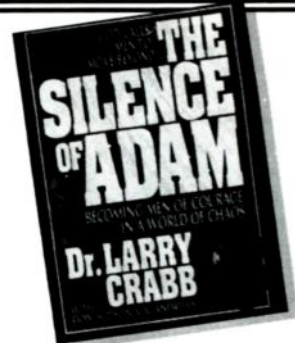
Work with your local Christian bookstore to promote the show in the store through posters, displays, shelftalkers, and discounts on the featured book. Contact local church librarians to promote it through their newsletters and bulletins.

Prepare for the show by reading the book, acquiring background information on the author and his other books, and researching ways other authors and experts have approached the book's subject. If you are planning to discuss a work of fiction, delve into the details of character and plot development, writing style, point of view, and contribution.

During the program, discuss the main themes of the book, explore ideas your guests bring up, and weave current events into the fabric if possible. Invite listeners to join in, even if they haven't read the book. Mention the book's title often and recap its thesis throughout the program to help people become familiar with the topic and author. ■



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



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THE BOOK SHELF

continued from page 84

most likely pick? Billy Graham (and deservedly so). But in many parts of the world, especially in Latin America and Great Britain, another name is apt to come to mind: Luis Palau, also deservedly so. This book serves as an introduction to Americans who do not yet know Palau and his ministry. For instance, how many readers are aware that Palau is a U.S. citizen? This and many other details of his life and crusades are revealed in this informative autobiography.

Fatherless in America

by David Blankenhorn

Basic Books, 1995

The author (founder and president of the Institute for American Values) writes: "Our society's conspicuous failure to sustain or create compelling norms of fatherhood amounts to a social and personal disaster. . . . It undermines families, neglects children, causes or aggravates our worst social problems, and makes individual adult happiness — both male and female — harder to achieve." Though some may find David Blankenhorn's politically incorrect views provocative, evangelicals will readily agree with the family values he espouses.

However, Blankenhorn's orientation is secular, rather

than religious (or more particularly, Christian), and while he recognizes that "fatherhood is made up of both a biological and a social dimension," he fails to give equal time to the spiritual component. Ironically, therefore, even if society accepted everything advocated herein, it would still be *heavenly* fatherless and spiritually bankrupt. Nevertheless, this is an extremely informative book on an important subject.

Pathways to Success

by Martin Mawyer

New Leaf Press, 1994

Subtitled, "First Steps for Becoming a Christian in Action," this is an aggressively paced, inspirational pep talk mixing autobiographical insights with religious platitudes. Martin Mawyer gives God the glory for changing him from a "social misfit," "drug user," and "former mental patient" into "a national spokesman" and "a leading authority on religious and social issues." He urges us to actively seek and respond to God's direction in our lives as well. Worth a brief look.

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



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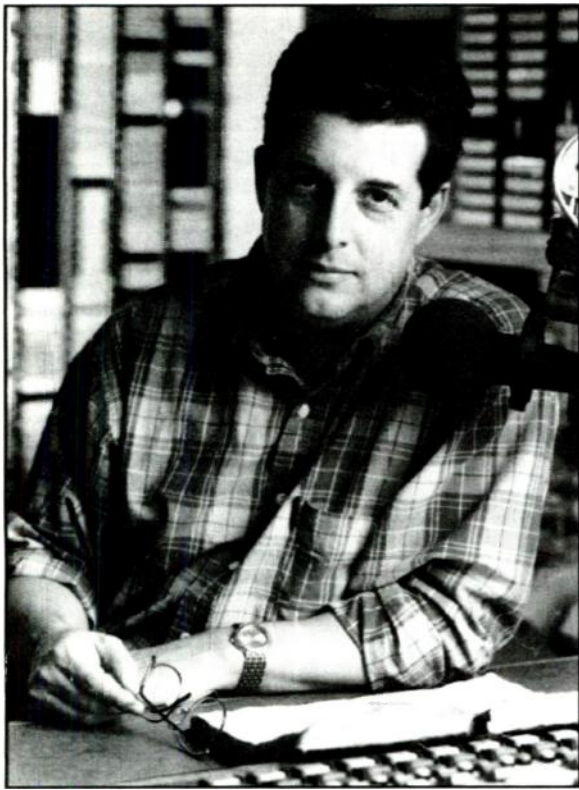
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Ye shall have a song, as in the night....And the Lord shall cause His glorious voice to be heard.

—Isaiah 30:29,30

CALENDAR CLOSE-UP

September 6-9

NAB Radio Show; New Orleans Convention Center, New Orleans. Information: (202) 429-5350.

September 14-16

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

September 15-16

First Annual Compass Point Seminar; Indian Lakes Resort, Chicago. Information: (206) 672-2989.

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.

September 29-October 1

Texas Association of Broadcasters & Southwest Region of Society of Broadcast Engineers Annual Convention & Media Technologies Trade Show; San Antonio Convention Center, San Antonio. Information: Oscar Rodriguez, (512) 322-9944.

October 6-9

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

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; Indiana Convention Center, Indianapolis. Information: (703) 330-7000.

May 21-26, 1996

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

September 4-6, 1996

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

Advertising Index/RS Guide

RS# — Advertiser	Page #
213 — America in Focus	IBC
214 — Audio Broadcast Group	7
215 — Bee Alive	79
178 — Berkey Brendel Sheline	51
180 — Books and Bookings	43
146 — Bott Broadcasting	11
216 — Broadcast Innovations	54
217 — Christian Research Institute	91
218 — Come Up Higher	67
222 — CRT Custom Products	45
— — Directory of Religious Media	80
219 — Evangelical Bible Mission	71
119 — Factory Direct	49
220 — High Altitude	23
212 — IBS	69
133 — InfoCision Management	2
229 — KNTR	87
150 — Life Issues Institute	31
190 — Morningstar Radio Network	53
163 — National Right to Life	67
170 — National Supervisory Network	29
— — NRB Directory on Disk	65
221 — NRB Eastern Chapter	55
— — NRB Membership	61
223 — NRB Midwestern Chapter	86
192 — Opryland Duplicating	22
230 — Optimum Health	87
179 — Praise in the Night	89
102 — Premiere Speakers Bureau	57
224 — RadioServe	1
225 — Reach Satellite Network	77
226 — Salvation Army	BC
103 — Signal One	47
227 — TCI	63
233 — Tyndale House Publishers	28
228 — Warren Duffy Organization	IFC
197 — Zondervan Publishing House	85

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

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Calendar Close-up
7839 Ashton Avenue
Manassas, VA 22110
Fax: (703) 330-6996

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92693 USA



World Without Radio

In this issue, *Religious Broadcasting* commemorates radio's 100th birthday. Next year, religious broadcasting itself turns 75. With these milestones, it's hard to imagine what the world would be like without radio.

One hundred years of music only on records, tapes, or CDs. No audio transmissions for airplane and military communication. No traffic updates for morning commuters. No immediate, on-the-spot news. No weather warnings via the airwaves. No preaching of the Word of God to reach millions simultaneously.

Information itself would travel much slower and thus make our world virtually unrecognizable to us. Where would we have been without hearing via radio some of the major events of the 20th century: Black Tuesday when the stock market crashed, leaving millions destitute; December 7, 1941, a day that would live in infamy, as millions of Americans heard President Roosevelt say in his radio address; V-E Day and V-J Day, signaling the end of World War II; assassinations — a president, a senator, a Civil Rights leader; struggles at home and abroad with Watergate and Vietnam; and people all over the world hearing the crash of Communism in Eastern Europe as the Berlin Wall collapsed.

The entertainment industry owes a huge thank you to Marconi for his invention. Without radio, that industry's mega stars may never have risen to the heights they attained: the Andrews Sisters, Glenn Miller, Frank Sinatra, Elvis Presley, and the Beatles, to name a few. Radio programs like *The Shadow* and *Amos 'n' Andy* had millions tuned in week after week. Even today, radio airplay can make or break a song.

And, of course, religious broadcasting got its very start when KDKA/Pittsburgh broadcast the first religious radio program in 1921. Early religious broadcasters, such as Charles Fuller and Walter Maier, gained millions of listeners through their radio broadcasts. Religious broadcasting has changed the lives of countless people: in America and the outermost parts of the world, where missionaries cannot go but a message of hope can — via the airwaves.

In this annual radio issue of *Religious Broadcasting*, "Italy's Baby Turns 100" explored the history behind Marconi's invention along with a timeline of religious radio broadcasting. "Healthy Innovations" looked at one of this decade's fast growing trends in broadcasting: the infomercial. And "Business or Ministry?" discussed why we're in the broadcasting industry.

A world without all these things would be a bleak world indeed. So as radio celebrates its centennial, take time to reflect on what the world would have been like without it. A somber thought for us to contemplate as we go about the business — and ministry — of religious broadcasting.

Jarah E. Smith



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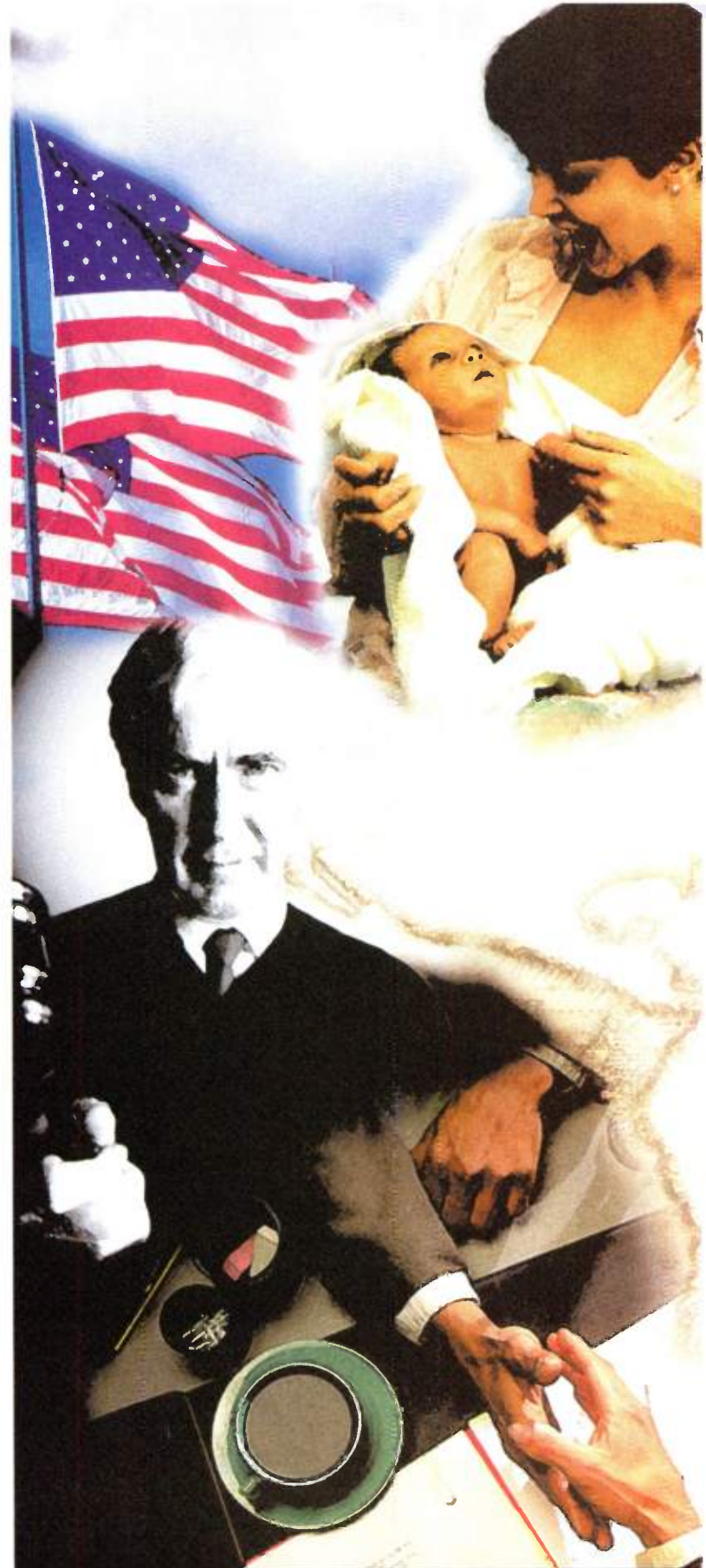
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