

NBA

RELIGIOUS BROADCASTING

October 1995

Voices of Healing in the Heartland



#BXHCJQJ*****3-DIGIT 900
#RBC0008715 6# 9908
DIEGO DOMINGO, MASS MEDIA CONSULT 583
STANTON ASSOCIATES PRODS
PD BOX 3930
HOLLYWOOD CA 90028

Dr. David Jeremiah is...

"RELEVANT"

Dave Kersey
Director of Broadcasting
Family Life Radio Network

"EFFECTIVE"

Ed Aisinger
President
Salem Radio Network

"PERSONAL"

Dr. E. Brandt Gustavson
President
National Religious Broadcasters

Today's foremost expository Bible teacher, now heard on over 350 stations nationwide...and growing! Call today for a free video featuring other station managers and people you may know, like:

"Dr. Jeremiah is one of my favorite teachers...I listen to him regularly."

Max Lucado



Dr. David Jeremiah

Turning Point is managed by:
InterMedia Communications
David Bolthouse, President
Mark Mohr, Vice President Broadcast Services
19689 7th Ave NE, Suite 174, Poulsbo, WA 98370
(360) 779-1709 Fax (360) 779-6695 E-Mail: lmcom@aol.com

**Turning
point**[™]

with Dr. David Jeremiah

P.O. Box 3838
San Diego, CA 92163

Turning Point is a daily 28/28.5 minute program, listener supported, with professionally produced study guides and materials. Available in commercial and non-commercial versions, with regular promo spots and station promotional events. Program distribution by Creative Edge Communications, Rancho Cucamonga, CA.

The
“next generation”
of radio communication
begins
October 2...



ROYAL MEDIA.
agency

1-800-671-6606

BOTTOM LINE

InfoCision. Outbound Telemarketing Christian Fund-Raising Experts.

Is your ministry maximizing your bottom line? Generating bottom line net income with Christian communicators is how InfoCision has become the undisputed Christian

fund-raising leader. InfoCision—the right decision for outbound telemarketing success! Let us demonstrate why InfoCision is the unchallenged leader in Christian fund raising.

"InfoCision has helped us generate many hundreds of thousands of dollars in net income...OVER AND ABOVE what we produce through our highly successful direct mail program. When InfoCision records a pledge, we know it's a good one, because we CONSISTENTLY see nearly all the pledged revenue actually come through our door, sometimes exceeding 100%!"

The JESUS Film Project
Fred West
Director of Development



CALL (216) 668-1400 TODAY.

And talk to Tim Twardowski, Executive Vice President, Marketing, to get your free subscription to TeleFunding...

The fund-raising industry's best resource for developing successful outbound telemarketing programs that will increase your bottom line.



INFOCISION MANAGEMENT

INFORMATION/decISION Management
325 Springside Drive, Akron, Ohio 44333 (216) 668-1400



Gold Medal Award Winner—Recognizing the highest quality telemarketing organization in America.



Voices of Healing in the Heartland

by Robin Jones and
Lesa Helton

Oklahoma City's Christian radio and television stations worked together as hand and arm with local pastors and churches to help a hurting community.

12



page 12

Features

OCTOBER 1995

U.S.S. Broadcasting

by Richard Dean

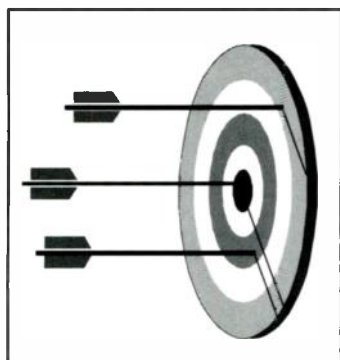
Is religious broadcasting seaworthy? Muster your courage, summon the crew, and sail through this special report on recent broadcasting issues.

26

Going to Extremes

by James Barnes

St. Louis citizens receive relief during extreme weather situations through New Life Evangelistic Center's KNLC-TV. The station's successful programs served as models for the city's relief efforts.



page 16

16

Hitting the Target

by Ruth G. Aipperspach

First Baptist Church of Corpus Christi, Texas, hits the bull's-eye of church promotion in the local media with the arrows of a small budget, vision, and planning.

20

Voices of Healing in the Heartland

The church and religious broadcasting are members of the body of Christ. As such, the two should work together to accomplish His purpose. This issue of Religious Broadcasting explores the beauty of unity in times of crisis and in times of peace. Also included is a special report on issues of importance to religious broadcasting.

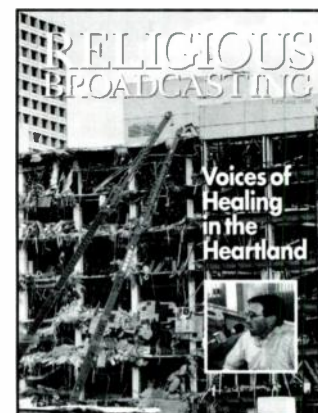


photo by Jon B. Petersen

Departments

OPINION/COMMENTARY

- 6 Signing On by Jerry Rose
- 8 Tuning In by Brandt Gustavson
- 9 Readers' Reactions
- 40 Socially Speaking by Terry Duffy
Working with your mate
- 52 Segue

INDUSTRY INFORMATION

- 39 Children's Corner by Elaine Trumbo-Phillips
Telling stories
- 47 Interview Insights by Jonathan Petersen
Local television interview programs

BROADCASTING NEWS

- 10 Washington Watch by Richard Wiley
Telecommunications bills in Congress
- 32 Inside NRB
NRB goes online
- 34 Trade Talk

REVIEWS

- 42 Recording Reviews by Darlene Peterson
Banish the Myth by Jennifer Jill
- 44 Product Preview
Digital encoders and microphones
- 46 The Book Shelf by Harry Conay
New Geneva and Inspirational study Bibles

MISCELLANEOUS

- 50 Advertising Index/Reader Service Guide
- 50 Calendar Close-up
- 48 Classifieds

RELIGIOUS BROADCASTING

The Official Publication of
National Religious Broadcasters

October 1995, Vol. 27, No. 9

EDITORIAL STAFF

Publisher — E. Brandt Gustavson
Editor — Ron J. Kopczick
Managing Editor — Sarah E. Smith
Assistant Editor — Christine L. Pryor
Editorial Assistant — Anne Dunlap
Designer — J.R. Graphics

BUSINESS SERVICES

Advertising Manager — Dick Reynolds
Advertising Assist. — Elizabeth Oliver
Printer — Pendell Printing
Gen. Counsel — Wiley, Rein & Fielding

NATIONAL RELIGIOUS BROADCASTERS EXECUTIVE COMMITTEE

President: E. Brandt Gustavson; **Chairman:** Robert Straton, Walter Bennett Communications; **First Vice Chairman:** Stuart Epperson, Salem Communications; **Second Vice Chairman:** Sue Bahner, WDCW-AM; **Secretary:** Tom Rogeberg, In Touch Ministries; **Treasurer:** Richard Mason, Focus on the Family; **Members-At-Large:** David Clark, KMC Media; Brian Erickson, Back to the Bible; Glenn Plummer, Christian Television Network; Paul Ramseyer, Northwestern College Radio Network; Jerry Rose, WCFC-TV.

Editorial and Advertising Offices:
7839 Ashton Avenue
Manassas, VA 22110
(703) 330-7000 Fax (703) 330-6996

Feature articles should be sent to the attention of Christine L. Pryor while **News** items should be addressed to Sarah E. Smith.

Advertising in *Religious Broadcasting* does not necessarily imply editorial endorsement or approval by National Religious Broadcasters. Authors' views are not necessarily those of National Religious Broadcasters, its officers, board, or membership.

Religious Broadcasting is indexed in the Christian Periodical Index and is available on 16mm and 35mm microfilm and 105mm microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

POSTMASTER: Please send change of address to *Religious Broadcasting*, 7839 Ashton Avenue, Manassas, VA 22110.

Religious Broadcasting (ISSN 0034-4079) is published 11 times a year. To subscribe, send \$24 for one year to National Religious Broadcasters, 7839 Ashton Ave., Manassas, VA 22110-2883. Canadian orders must add \$6 annually; all other foreign orders must add \$24 per year. Second class postage paid at Manassas, Va., and additional offices. Printed in the U.S.A. Copyright 1995 by National Religious Broadcasters (NRB), all rights reserved. Contents of this magazine may not be reproduced, in whole or in part, unless expressly authorized in writing by NRB. All editorial and production correspondence should be sent to *Religious Broadcasting*, 7839 Ashton Ave., Manassas, VA 22110-2883. *Religious Broadcasting* assumes no responsibility for return of manuscripts, photographs, and cartoons, and reserves the right to accept or reject any editorial and advertising material.



The
“next generation”
of radio communication
begins
October 2...

Jay Sekulow **Live!**

A call to action

...for the “next generation” of listeners.

Live call-in at noon EST via satellite.



ROYAL MEDIA.
agency

1-800-671-6606

Directions on the Net

This month National Religious Broadcasters (NRB) chairman Bob Straton has asked NRB board member Jerry Rose to present "Signing On."



Jerry Rose is president and chairman of WCFC-TV/Chicago and a NRB executive committee member.

Do you keep getting lost on the information superhighway? Maybe you feel you are being passed in the slow lane. You are not alone. Radical changes are taking place in the communications world. Changes so radical and vast, they are nearly incomprehensible. Most experts speculate as to the future rather than give answers.

As president of a Christian television station, I have made the decision to spend a significant amount of my time learning as much as possible about future trends in communications and the information highway. I am convinced broadcasting will merge with it and I want to make sure our ministry is ready. It seems obvious to me now is the time to learn and plan if we expect to be among the leaders in the future.

I am not an expert in this emerging field; if anything, I am frustrated I don't know more. I have asked a thousand and one questions, driven the computer people on staff to distraction, read countless articles, attended seminars on the information superhighway and computer technology, and met with leaders in telephony, computers, broadcasting, and satellite technology. And with all that effort, I still get lost on the information superhighway and feel like I'm in the slow lane being passed.

But there are a few things I have gleaned so far that may be helpful to you. Or you may already know it.

First, the future of broadcast television may well be a merge of television, computer, and telephone technology providing interactive video into practically every home through fiber optics, direct broadcast satellite, etc. The home may well become the interactive center for shopping, entertainment, education, information, even medical diagnosis, and perhaps, for better or worse, interactive worship services.

There may be a time in the future when Christian broadcast stations will become an icon on a computer menu where a wide selection of programming on demand would be offered. At any time during the day, a viewer could select from a choice of Christian programming, such as teaching, concerts, children's shows, Christian movies, news and information, or even the latest worship service from a local church.

Think for a minute of the possibilities of future technology, such as virtual reality or international direct broadcast satellite. Let your mind roam for a minute as you consider how the Christian community can use video with an interactive link into the homes of television audiences or parishioners direct from the studio or church.

And finally, think about the possibility of an international Bible school originating with live video from one point in the world and going into classrooms all over with student to teacher communications. What about language translation? No problem. It will automatically be translated for each class via technology being developed now.

There is a lot more about this technology that I don't have space to mention in this article. But one thing is certain, the communications world is changing and we had better be prepared for the changes or we will be left behind or left out.

Here are some things we as religious broadcasters need to consider:

We must not prejudge the technology as good or bad. Technology in itself does not have the ability to be good or bad. It can only be what we decide it will be. We should not spend time in spiritual debates about the technology while the world captures it for the devil.

Continued on page 24

The
“next generation”
of radio communication
continues
October 30...

John Maxwell

...for the “next generation” of listeners.



ROYAL MEDIA
agency

1-800-671-6606

1996 Conventions: Annual, International, Public Policy



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

In a few short months it will be 1996, with three National Religious Broadcasters (NRB)-sponsored events.

First off, the 53rd Annual NRB Convention and Exposition, February 3-6, in Indianapolis. Myles Munroe of Bahamas Faith Ministries International in Nassau, Bahamas; Carl Richardson of Carl Richardson Ministries International in Brandon, Fla.; Kay Arthur of *How Can I Live?*

and Precept Ministries in Chattanooga, Tenn.; Alberto Motteses of Alberto Motteses Evangelistic Association in Huntington Beach, Calif.; Senate chaplain Lloyd Ogilvie; and former vice president Dan Quayle will address the attendees. As usual, the educational sessions and musical guests, including Larnelle Harris and HAVEN, will be outstanding.

The NRB International Conference in Jerusalem, May 21-26, can be scheduled as part of a seven- or ten-day tour. Israel's Prime Minister has confirmed his participation in this conference.

Another new feature in 1996 is the NRB Public Policy Conference, September 4-6, at the Capital Hilton in Washington, D.C. During this conference, attendees will hear from presidential and congressional candidates and members of the Senate and House of Representatives as well as participate in press conferences with them.

Please contact the NRB headquarters office for more information about these exciting events.

A Note of Thanks

Many of you have prayed for me during my time of health need. You will never know how I've appreciated the prayers, concern, and love expressed in so many ways. The Lord has restored me, so that I'm practically back to full strength. My wife, Mary, and I are grateful to Him.

The surgery was effective and fully successful. This distress has been a long and rocky road. But Mary and I have been taught needed lessons by the Lord Jesus. Certainly we are far more dependent on Him now. These reminders are very vivid evidence of our brief journey here, but gave us a clear vision of what's ahead.

For now, with renewed strength, we'll serve Him through NRB, working on meeting the needs of Christian broadcasters.

Integrity: What Matters Most

Dear Editor:

I just finished reading "Glory Days — Past or Future?" [in the July-August issue] and I am convinced "they" are the future. This article made my entire National Religious Broadcasters (NRB) associate membership worthwhile. For the first time, someone with the ability to do so, put this whole issue into perspective with practical guidance. Obviously, the only word that matters is "integrity" and I am confident under the leadership [of President Brandt Gustavson], NRB will lead the way.

Alan Sears
president
Alliance Defense Fund
Scottsdale, Ariz.

No Concessions from Catholics

Dear Editor:

Harry Conay's review in "The Book Shelf," July-August issue, prompts me to write. Conay discusses the possible unification of the Christian body, Protestant and Catholic.

Conay remarks, "The Roman Catholic church has not yet made any substantive concessions with regard to recognizing the authority of Scripture alone, acknowledging justification by faith alone, nor in any of the other serious *doctrinal matters* that divide Protestants and Catholics." Nor, according to Conay, does the Catholic church recognize "the only voice that undeniably comes from God: His holy Scripture."

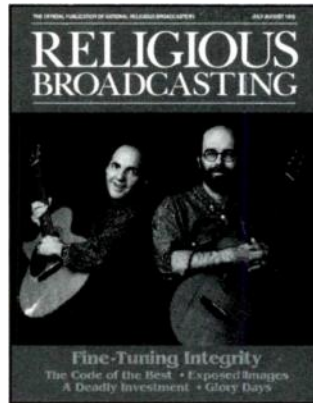
Catholicism is not in the business to make concessions, namely because the Catholic church has presented the truth of Christianity over the past 2000 years. There's no reason for concessions when one has nothing to concede.

I am proud of my faith as a Catholic, and those aspects of Catholicism which seem inane to non-Catholics, such as saints, Mary, the Pope, and particularly the Catholic understanding of the Eucharist. Make concessions — no way!

Apparently, the house divided will re-

main as such. How about coming over to visit some time?

Teri Seipel
Riverside, Calif.



Christian Broadcasting's Audience

Dear Editor:

In the July-August edition, Will Baysinger's article, "Exposed Images," spotlighted the problem of the acceptance (or lack of it) of Christian media by general market advertisers. He made the point that media buyers have two major problems with Christian media: our audience has a bad image and so

do we broadcasters.

I agree with Baysinger up to a point, but in my view, there's more to the "media buyer dilemma" than that. Perhaps the experience of [two Christian Seattle radio stations — KCMS-FM, a 24-hour contemporary Christian music format, and KCIS-AM, a talk and inspirational music format —] would be worth a brief review. . . . Since 1984, both stations have developed agency business that . . . account for well over 60 percent of total station billing.

How was this possible? KCMS and KCIS gave the buyers the data they asked for and presented the stations confidently and professionally. The stations used recognized sources, such as Arbitron, to back up their claims and Scarborough's qualitative report and Strata software to put their data in useable form. . . . At the same time, the stations emphasized the hiring and training of professional, dedicated salespeople. . . .

Those of us in Christian media know our

Continued on page 24

Please Address Letters To:

Readers' Reactions
Religious Broadcasting
7839 Ashton Avenue
Manassas, VA 22110
Fax: (703) 330-6996

Letters must be signed to insure publication and limited to 250 words or less. *Religious Broadcasting* reserves the right to edit all material for length, grammar, and style. *Religious Broadcasting* will not print material containing personal attacks, insults, or otherwise libelous statements.

Telecommunications Legislation Advances in House, Senate

Prospects for passage this year of a sweeping revision to the nation's telecommunications laws appear stronger than at any time in recent memory. Should the legislation overcome the hurdles facing it in coming months — including some possibility of a presidential veto — broadcasters and other entities will face a significantly changed regulatory landscape.

As of this writing, both the House of Representatives and the Senate have passed bills which rewrite many provisions of the now outdated Communications Act of 1934. While generally in agreement, the House and Senate measures contain notable differences that must be worked out before final passage.

Comparison of House and Senate Bills

Both the House and Senate proposals pursue the twin goals of competition and deregulation. Like the unsuccessful telecommunications bills of the recent past, the current measures would lift the legal barriers that have segmented the industry into common carriage, broadcasting, cable service, and so on. This should speed development of the so-called "information superhighway" by allowing different entities to construct interconnected communications networks.

The 1995 legislation reflects the views of the Republican leaders in Congress, and thus generally is more deregulatory than telecommunications bills advanced by Democrats in 1994 and earlier years. For example, both the 1995 House and Senate measure would allow local telephone companies to enter the market for long-distance services once the Federal Communications Commission (FCC) determined certain pro-competitive conditions were met.

Many Democrats — including President Bill Clinton — would pre-

fer to set higher competitive standards and involve the Justice Department's Antitrust Division in the regulatory review.

For broadcasters, perhaps the most significant proposals concern eliminating or easing many ownership restrictions. Both bills would eliminate the current 12-station cap for television altogether and expand the current limitation on national television audience reach from 25 to 35 percent.

Both also would abolish the restrictions on the number of AM or FM radio stations that one entity could own, either nationally or within one market, although the Senate would give the commission authority to prevent "undue concentration" of ownership in any one market.

The House bill goes further to explicitly eliminate or significantly modify other restraints on local broadcast combinations. The House would abolish the ban on common ownership of a television station and radio stations in the same market, except for rare instances when "all the media of mass communications" in the locality would be owned by two or fewer entities.

In addition, the House measure creates a strong presumption in favor of allowing UHF-UHF or UHF-VHF combinations, and gives the FCC discretion to permit VHF-VHF combinations as well. The Senate bill, on the other hand, would let the agency decide whether to retain or drop these local restraints.

The House and Senate also part company with respect to the "cross-ownership" rules that now limit common control of broadcast stations, cable systems, and newspapers in one market. Both chambers propose eliminating or easing some of these rules — but not always the same ones.

For example, the Senate would abolish the cable/television station



Richard E. Wiley is a former chairman of the Federal Communications Commission and is general counsel for National Religious Broadcasters. He was assisted in the preparation of this article by Rosemary Harold.

cross-ownership ban while the House would retain it. Conversely, the House bill would generally allow for a newspaper/television station combination in one city, but the Senate would leave that issue to the Commission's discretion.

In contrast to their relaxation of many ownership rules, both the House and Senate would impose new program-content restrictions by requiring that all new television sets be equipped with a microchip — the so-called "V-chip" — to enable parents to block programming electronically tagged as violent or otherwise objectionable.

The most controversial element of the proposal is the rating system: if the television industry cannot develop voluntary ratings, the government itself will take on the task. (Separate bills now pending in the Senate propose different means for controlling TV violence; one would establish a late-evening "safe harbor" period for violent material similar to that now applicable to indecent programming.)

Finally, both the House and Senate telecommunications bills provide for the "spectrum flexibility" sought by many broadcasters. These provisions would permit television broadcasters to offer "ancillary or supplementary services" over spectrum they may be allocated in connection with

Continued on page 24



IN THE BEGINNING WAS THE WORD

...And That's More Than Just Talk!



Dick Bott, President
Bott Radio Network

TALK is cheap!

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

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

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

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

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

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



MINISTRY • ACCOUNTABILITY • SERVICE

A Service of
BOTT RADIO NETWORK

- KCCV-AM Kansas City
- KCCV-FM Kansas City
- KAYX-FM Richmond
- KSIV-AM St. Louis
- WCRV-AM Memphis
- KQCV-AM Oklahoma City
- KNTL-FM Oklahoma City
- WFCV-AM Ft. Wayne
- KCIV-FM Fresno/Modesto



Voices of Healing in the Heartland

by Robin Jones and Lesa Helton

FOR THE CHURCH AND Christian radio, working together is much like the working of a hand and an arm. This long-standing relationship proved valuable after the April 19 Oklahoma City bombing as the body of Christ used all its parts to help and heal the wounded heartland.

Initial Shockwaves

As the shockwaves hit the offices of Bott Broadcasting Company's two Oklahoma City stations,

KQCV-AM and KNTL-FM, the first reaction was mild alarm. The scene was much different at Oklahoma City First United Methodist Church, which airs two programs on KQCV, as historic stained-glass windows were blown out of the building that sustained major structural damage.

Chris Colley, associate pastor of the Oklahoma City Revival for Christ Club and advertiser on KNTL, also felt the impact of the blast. By that afternoon, he was in the offices of KQCV/KNTL calling pastors from the area to record prayers over the city.

These prayers were broadcast at the top of each hour; news and prayer line information was made available to the listeners of both stations. RDM Broadcasting station KOKF-FM also made prayer and news information available to the listeners, using established links with churches and counseling services.

Prayer was the initial response of most Christians: prayer for the lost, prayer for the trapped, prayer for the victims' families, and prayer for the city.

The second response was to help. As relief efforts were coordi-

- ① Regency Tower apartments (evacuated), ② St. Paul's Catholic Church (heavily damaged), ③ Site of Alfred Murrah building (following cleanup), ④ *The Journal Record* building (heavily damaged), ⑤ First United Methodist Church (heavily damaged).



nated, Oklahoma City churches opened their doors to the families and workers directly affected. To get supplies, churches generally called local media outlets. Requests for necessities such as food, blankets, and hygiene items were quickly filled.

When CityChurch, located about six blocks from the blast site, needed disposable eating utensils, it called KQCV/KNTL and local television station KFOR. CityChurch received enough paper and plastic tableware to fill one-quarter of a large office room, floor to ceiling. The physical needs of the victims met, the focus of the Church and Christian radio then turned to spiritual needs.

The church's main focus was to give aid to those in need immediately after the bombing. What became apparent to some, however, was the post-trauma needs of the victims: burial costs, hospital bills, and housing requirements. All were items needing to be addressed after the first two weeks.

In response to those needs, KQCV and KNTL partnered with In His Name ministries to promote a fund for those affected by the bomb-

"I was amazed at how bonded at the joint the Christian community and Christian radio were."

— *Bobbie Burbridge Lane of The Burbridge Foundation*

ing. Thousands of dollars were raised for funeral and other expenses, with many donations coming from concerned people out of state.

Burning Questions

Two days before the Governor's memorial service, 50 youth gathered at Hillcrest Christian Church to get answers to tough questions. Hosted by KNTL program director Dave Riley, *The Lighthouse* — a weekly KNTL youth activity — brought in counselors from Family Christian

Counseling and Scope Ministries to answer the spiritually blazing question of "Why did God allow this?"

KOKF general manager Greg Griffin also felt the need for Christian answers to the tough questions being asked. Griffin joined Steve Hayes, singles pastor at Cathedral of Praise World Outreach Center and host of a singles-oriented talk program, to discuss the Biblical perspectives of "Why?"

The program, which originally aired on KOKF, was rebroadcast on the British Broadcasting Corp. KOKF also linked with WENS-FM/Indianapolis, flagship station of the Emmis Broadcasting Network, to produce several morning shows about response to the bombing.

KOKF also sponsored "Hands Around Oklahoma City," a prayer ceremony, held after the statewide memorial service. With children's drawings surrounding a downtown park, over 2000 joined in prayer and song, tying ribbons around the park.

Continued on page 14

Aftermath Activity

Pastor Chuck Garriott was concerned. Through his volunteer work as a counselor at First Christian Church in Oklahoma City, he knew there was need for a Christian perspective on grief and suffering. He had seen a lot of grief at the shelter for families of those trapped in the worst terrorist action on U.S. soil. He felt the suffering and agony of those he helped: those who did not know if their parents, children, or friends were alive or dead.

Garriott had a friend who also experienced suffering firsthand. The calls he made to her and KQCV put into motion a plan to bring a Christian perspective to the bombing of the Alfred Murrah federal building. Garriott's burden became unbearable. He called his friend, Joni Eareckson Tada, initially to request books on suffering and grief.

As the shockwaves hit the offices of Bott Broadcasting Company's two Oklahoma City stations, the first reaction was mild alarm. The scene was much different at Oklahoma City First United Methodist Church.

"By Monday morning after the bombing, it occurred to me . . . to address the circumstances of our city from a Christian perspective," Garriott states. "I believe that Joni was one individual who had the ability to do that."

Early the next morning he made a second call to his friend in the radio business. Garriott had met the staff of KQCV through the station's involvement with a conference on disabilities. With the recent acquisition of KNTL, Bott was in a position to serve the community better than ever before.

"When I called Robin (Jones), I was pretty hot to see something



done," he adds. "I wanted to emphasize that the present circumstances were short term . . . she was very agreeable to doing whatever she needed to do to make it happen."

Together, Garriott and KQCV planned a response. For three nights, KQCV aired a two-hour live program discussing the biblical perspectives of grief and suffering.

Tada came to Oklahoma City, returning in early July for "A Celebration of Love: Thank You From the Heartland," which Garriott considers significant. He believes the Church and Christian radio accomplished what they meant to in presenting a Christian response.

Artistic Involvement

Concern was something the nation shared for Oklahoma City. Christian artists and musicians showed their support at the 1995 Dove Awards, where presenters and award winners wore white ribbons

Above. Bryan Duncan (second from right in last row) and Rebecca St. James (second from left in front row) join KQCV-AM, KNTL-FM, and KOKF-FM staff members in honoring rescue, relief, and aid workers in May.

Right. Volunteers from local churches help with registration at the "Celebration of Love" in July, where Oklahoma City church and community leaders gathered to honor the out-of-state relief and rescue workers who gave their time and abilities after the bombing.

Below. Greg Griffin and Robin Jones, general managers of KOKF-FM and KQCV-AM/KNTL-FM, respectively, present awards from the Christian community to volunteers who helped after the bombing of the Alfred Murrah federal building in Oklahoma City.



in recognition of the events and people in Oklahoma City.

Several artists extended words of encouragement to Oklahoma City listeners through KOKF program director Ken Farley, who attended GMA 95. Rich Mullins, Dove Award

Song of the Year nominee, also extended a personal gift of encouragement to the congregation of Oklahoma City First United Methodist Church.

In a visit arranged with KNTL and KQCV staff, Mullins presented a Father's Day concert to the congregation displaced by the bombing. Mullins also joined KNTL promotions director Payton Lee on the air June 18.

Contemporary Christian artists Bryan Duncan and Rebecca St. James also offered their services to the community. With KQCV/KNTL and KOKF, the singers helped to



honor 30 members of relief and rescue organizations as well as media personnel during a May 12 concert.

Staff members from the three radio stations presented plaques to the honorees during the ceremony. Large thank you cards were presented by children from the audience, while those in attendance gave a five-minute standing ovation.

On May 15, it was the residents of Oklahoma City who received an ovation of sorts from Max Lucado, Sandi Patty, and Mark Lowry during the free "Evening of Encouragement," which offered words of hope and songs of faith.

Minister Darrel Rickard of Mayfair Church of Christ contacted his friend, Lucado. The popular author and broadcaster (host of *UpWords*, heard daily on KQCV) wanted to give something to a city that was wounded, yet showed the world how to heal. In less than two weeks, the event was scheduled.

Lucado asked friends Patty and Lowry to join in the event, attended by more than 8000 people. Word, Inc., added to the encouragement by providing gifts of music, devotionals, and literature.

While May's encouraging evening allowed those outside of Oklahoma to express their feelings, July 2 saw "A Celebration of Love . . . Thank You From the Heartland," which allowed the people of Oklahoma to offer another thank you.

Oklahoma City church and community leaders gathered to honor the out-of-state relief and rescue workers who gave their time and abilities after the bombing. The free event featured words from Tada, Dave Roeber, and Gov. Frank Keating, and included an awards ceremony for members of the relief and rescue teams.

"I was amazed at how bonded at the joint the Christian community and Christian radio were," exclaims Bobbie Burbridge Lane of The Burbridge Foundation, co-sponsor (with KQCV and KNTL) of the event. She continues, "Had I known this years ago, we would have advertised many things on Christian radio . . . I have seen more response from more people with varied backgrounds . . . different financial, racial, and age groups . . . than I can ever remember from having different secular stations covering something."

Lane has promoted civic projects as a volunteer for 35 years. She adds that all different denominations and faiths participated in the celebration.

"Among the highly visible volunteers were about 50 churches," Lane states. "But there was a number of others who weren't as visible who worked on it."

Established by R.O. Burbridge, The Burbridge Foundation provides promotional support for Oklahoma City ministries and highlights them on KQCV and KNTL.

Working Together

The bombing in Oklahoma City allowed a face of humanity to come to the surface. This face was seen in

the volunteers who gave of their time; in the rescue workers who searched tirelessly for family members; and in the churches that opened their doors.

That face continues to shine among the different denominations in Oklahoma City, including First United Methodist Church and Trinity Baptist Church. Hearing of the displacement after the bombing, Trinity pastor Keith Arledge opened the doors of his church to the Methodist congregation.

CityChurch received enough paper and plastic tableware to fill one-quarter of a large office room, floor to ceiling.

The two congregations, whose pastors (Arledge and Nick Harris) host programs on KQCV, have shared one facility for several months. In July, both Arledge and Harris joined local Christian attorney John Davis on KQCV's daily afternoon talk show *Encounter* to discuss how denominational walls were broken in Christian ministry.

The body of Christ also came together with the release of *Where Was God at 9:02 a.m.?* (Thomas Nelson Publishers, 1995). The book offers stories of faith and miracles in the aftermath of the bombing. Several local writers were involved, including Mark Brown, college pastor at Bethany First Church of the Nazarene. All author proceeds from the book, to be released this fall, will go to several Oklahoma City post-bombing funds through The Burbridge Foundation.

Christian ministry encompasses several areas, and the body of Christ uses different parts to meet different needs. After the April 19 bombing, the Church and Christian radio worked together to promote healing to a city in crisis — and continue to work together as hand and arm, reaching the hurting with God's healing.

Robin Jones and Lesa Helton are general manager and administrative assistant, respectively, for KQCV-AM/KNTL-FM/Oklahoma City.



Hitting the Target

by Ruth G. Aipperspach

NON-TRADITIONAL describes the method First Baptist Church (FBC) of Corpus Christi, Texas, has committed itself to using in promoting the church and its activities in the community.

Conscious of Mark 13:10, "and this Gospel must be communicated," the publicity committee, the television director, and the ministerial staff have developed a strategy over the past eight years to reach a secular audience using commercial radio, television, and cable television.

FBC is a metropolitan church of 3000. In order to meet the needs of the diverse population in Corpus Christi, a small percentage of the FBC publicity budget is set aside for commercial radio and cable television. Mega-churches often are recognized for their media exposure, but it is possible, with a small budget, vision, and planning, for any church to accomplish effective media advertising.

Taking Aim

When the church's pastor, Dr. Paul W. Armes, came to Corpus Christi in 1987, he wanted to broadcast a series of 60-second radio spots, *First Thoughts With Dr. Paul Armes*. He had used this method in another Texas city. The spots consist of a thought for the day tied in with a spiritual message and an invitation to visit FBC. After determining the target audience to be 20- to 40-year-olds, it was decided which radio formats would be best.

"We do the vast majority of our radio advertising on pop or country and western stations because we believe that those audiences are the very people we are trying to reach," explains Armes.

In the late 1980s, *First Thoughts* was scheduled on a commercial

radio station every two months. The spots were played at random twice daily, Monday through Friday, over a two-week period. The idea was to target the person who happened to tune in at any time.

By concentrating on weekdays, many office workers would hear the radio message. Indeed, some have called FBC to thank Armes for the

It is possible, with a small budget, vision, and planning, for any church to accomplish effective media advertising.

daily message. One caller indicated that a 60-second spot helped resolve an inter-office disagreement, assisting the workers in coping more efficiently with their job performance.

Adding Arrows

The first day the spots aired, a sales executive from a competing radio station called, saying, "These are great. When can I schedule them on my station?"

Another station was skeptical about the content until executives listened to several examples on cassette. They immediately sought approval of both the sales manager and the station manager. In addition, the executives asked for the names of two other radio stations to contact for a financial check. After that struggle, the station became very supportive and eager to use *First Thoughts* as it was considered a positive message for the community.

Contact with various commercial radio stations has led to a great working relationship with account executives and opportunities for them to be aware of FBC. Now, most executives call the church for scheduling dates.

More Targets

Over the last four years, the media budget has been limited due to a building project, but during this time, the ministerial staff wrote 60-second *Christmas Greetings* to be broadcast December 1 through Christmas Day.

Scheduling alternates between AM and FM commercial radio stations on weekdays, and community reaction is overwhelmingly positive. Rates for December schedules can be reserved as early as mid-summer to secure both the time and a more affordable cost.

PSAs can be used effectively on commercial radio to promote Easter events, musicals, summer outdoor carillon concerts, literacy programs, and Christmas activities. As a result, FBC has become known in the community for many of these events.

PSAs are kept to a minimum of 15 seconds per copy for broadcast, and are faxed ten days in advance of the event to local religious stations and the PBS affiliate. PSAs are a necessity in the radio world of Corpus Christi, since no aggressive commercial radio station news department exists. But television is a different matter.

A spin-off from these announcements sometimes gives local television news departments the chance to send a photographer and reporter to cover special events. Additionally, it is advantageous to send written notice of upcoming special events to the television assignment editor in the news department for coverage.

Thus, it is not uncommon to see an FBC special event show up on a local television newscast. One Christmas event saw photographers from all three area television stations moving around the sanctuary capturing scenes for Christmas Day packages.

Continued on page 18



NOW WE'RE DOING WINDOWS.



The best just keeps getting better.

With our new Windows®-compatible product, KMS Software—the leader in media ministry software solutions—has set the industry standard for years to come.

Introducing *Donor ResponseAbility*, the software package created to help you manage your ministry. We've enhanced our popular software system with the latest development tools to give you top performance with the power and ease of Windows® and Windows 95.

Donor ResponseAbility allows you to track your donors, conduct media analyses, and monitor product sales with our complete inventory processing and management feature . . . all at the same time! Target your current and potential donors like you've never

Sign up before January 1 and get the Windows® version at the DOS price!



700 Coit Central Tower
12001 North Central Expressway
Dallas, TX 75243-3734
Phone: 214-383-7070
Fax: 214-383-7071

been able to before with our unlimited segmentation capability. And by using our media analysis component, you'll get an immediate graphical snapshot that evaluates each of your media outlets—simply by clicking your mouse. The power of charting and graphing is now at your fingertips.

Find out what today's most respected media ministries already know: KMS Software is designed with you in mind. Call us at 1-800-800-0293. We'll send you an informative brochure describing how you'll see your ministry in a whole new light through our Windows®-compatible *Donor ResponseAbility*.

Installation begins January 2. Reserve your copy now!

1-800-800-0293



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

Dr. Willke's LIFE ISSUES daily five minute broadcast remains even more important than ever before in keeping our listeners informed about all pro-life groups. We highly recommend it."

Dick Bott,
Bott Broadcasting Co.

LIFE ISSUES

with JOHN C. WILLKE, M.D.

The nation's No. 1 five-minute daily commentary with the same message you've counted on since 1984.



 LIFE ISSUES
INSTITUTE, INC.™
SERVING THE EDUCATIONAL NEEDS OF THE PRO-LIFE MOVEMENT

1721 W. Galbraith Rd., Cincinnati, OH 45239
Phone (513) 729-3600 • FAX (513) 729-3636

For a free audition tape contact:
Ambassador Advertising Agency
515 East Commonwealth Avenue
Fullerton, California 92632
(714) 738-1501



HITTING THE . . .

Continued from page 16

Cable's Quiver

Local television station advertising costs are expensive, while cable television rates are considerably lower and more accessible. Several years ago, a 60-second video version of *First Thoughts* was broadcast.

After researching the best route for a target audience, the spots were aired during CNN, ESPN, and TNT local breaks. These were effective at the time, but budget costs forced FBC to concentrate on radio.

Last year, a member of FBC made a generous donation to run four commercials promoting church activities on cable television. This was the finale of a three-part program: the April dedication of a new children's building, the May distribution of the *Jesus* video project in the community, and a three-month contract of airing four commercials via special cable television advertising campaign that ran June through September.

FBC contacted the local cable company, a church member wrote the scripts, the cable TV production crew did a walk-through of the church facilities, and a Sunday morning was reserved for the two-person crew and a church member to videotape aspects of Sunday School: worship, families, youth, recreation, Internationals, and Singles.

An announcement was placed in the local church newspaper, the *Shoreliner*, so all the members knew what to expect. A wide range of video clips from newborns to senior adults was shot in various locations, edited, and scheduled last summer in commercial breaks on several cable networks: CNN Headline News, Lifetime, Arts and Entertainment, and TNN.

A total of 600 spots were broadcast over the four channels, based on an intended target audience. Community reaction was positive and many non-members responded.

The Network Range

Each Sunday for the past 22 years, FBC has contracted with the local CBS affiliate, KZTV-TV, to broadcast the 10:30 a.m. service live.

(The first venture began in 1960 on a limited basis.) The cost of this weekly broadcast comes from a separate operating budget. The television station broadcasts to Laredo (near the Mexico border) so a diverse audience is reached.

Because Corpus Christi is 50 percent Hispanic, there is a strong Catholic influence present. Though the Diocese of Corpus Christi televises its weekly mass from the cathedral, ratings indicate a large group of adherents watch FBC's service.

Feedback indicates viewers enjoy singing the hymns superimposed on the screen, reciting aloud the Bible readings, and following the pastor's sermon as it is visually outlined. Viewers range from oil rig workers in the Gulf of Mexico to nursing home residents, hospital patients, home-bound individuals, and out-of-towners.

At the end of the morning service, one copy of the videotape is kept in the church library while another copy is made for replay on TCI's Religious Access Users' Group (RAUG) twice in the following week. Additionally, a 30-minute sermon presentation by the pastor is broadcast once a week.

RAUG oversees religious programming on the community's cable system. The membership consists of at least 30 churches which meet general guidelines. A nominal annual fee of \$40 is charged for scheduling and transportation costs. Commercial radio also occasionally uses the service.

Adding the Score

FBC is convinced that all means must be used to plant a seed in the public's mind. Armes believes "television and radio provide our church with an opportunity to reach a large group of people relatively inexpensively.

"We can target general age and interest segments of the population," continues the pastor, "and can reach people who might not otherwise enter into the building or our church to hear the message of Christ."

Ruth G. Aipperspach is chair of the Publicity Committee of First Baptist Church, Corpus Christi, Texas.



The Strength Of Any Relationship Depends On What You Do Together.

I strand of one is easily broken, but a strand of many holds strong. Bible Sunday presents a unique opportunity for radio stations to build stronger ties with the local church. By working together, churches, parachurch organizations, and religious broadcasters can celebrate the Word of God and distribute Bibles to the millions who haven't yet received the Good News.

Bible
SUNDAY
ONE DAY ONE HOPE ONE WORD

November 19, 1995—Bible Sunday—is a day when, as a nation, we pause to honor the significance of God's Word and its power to transform lives. This year, the American Bible Society gives religious broadcasters and churches the means for supporting their own Bible distribution efforts as well. Now, when churches and radio stations participate in the Bible Sunday program, the church can retain 50% of the proceeds to use for their own Scripture distribution efforts.

It's easy to get involved. The American Bible Society will provide all the materials you need to get started: radio spots, scripts, and a Bible Sunday kit. Stations can also choose to serve as distribution points of the Bible Sunday kits for area churches. Stations can order kits free of charge for churches in their community, and offer them over the air.

To register for your free Bible Sunday media kit, just fill out the attached coupon and mail it to the

Now you can strengthen your station's relationship with the local churches through Bible Sunday.

address listed below. Or fax the completed coupon to (212) 408-1360. Or simply call 1-800-4-SUNDAY to get started right away.

I Want Us To Get Together.

Name _____

Title _____ Radio Station _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

SEND FOR YOUR FREE
BIBLE SUNDAY KIT. MAIL
THIS COUPON TODAY!

1865 Broadway
New York, NY 10023

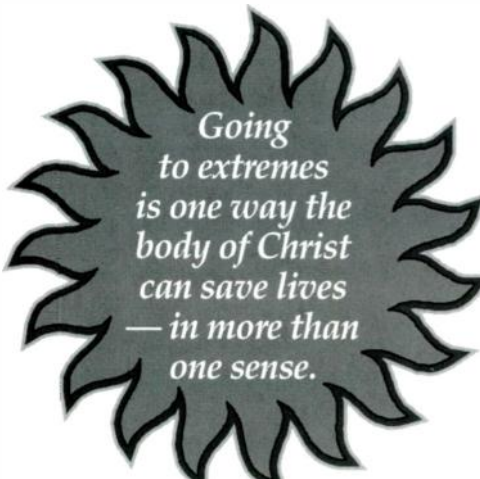
56069993


**American
Bible
Society**

Going to

by James Barnes

HEATWAVES ARE NOTHING new at KNLC-TV/St. Louis, Mo. The station and its parent organization, New Life Evangelistic Center, Inc. (NLEC), led by the Rev. Larry Rice, have been on the front lines of community heat relief for many years. When it comes to responding to human suffering and crises, KNLC is there.



Going to extremes is one way the body of Christ can save lives — in more than one sense.

KNLC is a full-power UHF-TV station serving metro St. Louis and surrounding communities in Missouri and Illinois. The station, a ministry of St. Louis-based NLEC, is working to spread the gospel in word and deed through direct help ministries serving the poor, homeless, elderly, unemployed, and other dispossessed and disenfranchised persons and groups. One notable example of KNLC's outreach is the response to the crisis of this summer's heat wave.

Preparation = Education

Fortunately, because of KNLC's efforts since the early '80s, St. Louis has been better prepared than Chicago to directly respond to a heat wave crisis. Long before the City of St. Louis mobilized to help citizens prepare themselves to deal

with heat crises, KNLC and NLEC were initiating programs to heighten public awareness and respond to sufferers with direct help. These programs served as the models which the city and many agencies were later to utilize in mobilization.

Instead of waiting for an extreme heat crisis to occur, KNLC works year-round to assist NLEC in alerting the public about the risk factors of hot weather: fatigue, illness, heat stroke, and even death. But the station is not silent on extremes of the opposite, expounding on the dangers of frostbite, severe hypothermia, and again, death.

An ongoing public education and awareness effort is shared on KNLC through public affairs programming like *Here's Help*, hosted by Rice, KNLC president and NLEC executive director. The programs assist the public to understand what precautions to take to avoid the complications of extreme temperatures.

KNLC also responds to requests from senior citizens who need fans, air conditioners, and instruction on how to properly ventilate their living spaces. Volunteer staff members go out on home visits to help with installation and consultation. Many elderly persons won't leave a window open because of fear of crime.

USA Today recently quoted Rice regarding crime concerns: "Our senior citizens have become virtually prisoners in their own homes, and they're slowly dying as a result of this cruel and unusual punishment."


One woman, although hospitalized by the heat, would not allow volunteers to pry open her window and install a free air conditioner. Those who sit in comfortable suburban homes might not grasp how serious this problem is with respect to the genuine fears which prevent

older persons from taking appropriate steps for their physical survival.

Education = PSAs

KNLC airs several thousand PSAs year-round to educate, assist, and warn people about exposure. The station's Winter Patrols, which involve dozens of volunteers, cruise the streets of St. Louis in bitterly cold weather to assist homeless suffering from the extreme weather. The Patrols provide blankets, warm clothing, food, hot beverages, shelter, and trips to area hospitals for victims of hypothermia.

During the summer months, citizens are encouraged to join the Fans for Life Club to help KNLC and NLEC with finances, volunteer help, fans, and air conditioners for heat relief. Several thousand fans and several hundred air condition-



An ongoing... awareness effort is shared on KNLC through public affairs programming.

ers were given away during the past summer's sweltering temperatures.

KNLC works hard to rally volunteers and to respond to human need every day of the year. Rev. Ray Redlich, director of the St. Louis-area NLEC Centers comments,

Extremes

"[KNLC] channel 24 provides a consistent avenue during a heat crisis to get the message out to the public about the need to assist the elderly, the poor, and others who are without fans and air conditioners. Other news media respond only in crisis times.

Response = Individual

"Channel 24 also responds in depth by giving the staff the opportunity to interview people suffering and in need of help and allowing them to share on television so that others become aware and can respond," Redlich continues. "Channel 24 also helps New Life's various centers in efforts to recruit volunteer help and obtain direct contributions to buy fans or air con-



ditioners. Many persons even bring them directly to the centers for distribution."

KNLC clearly communicates

the criteria for applying for help; for example, if a person is suffering from a heart ailment and has difficulty breathing, a letter from a doctor will elicit immediate response to a request for an air conditioner.

NLEC staff member Johnnie Warren shares his appreciation for the assistance given by KNLC: "Channel 24 is important in heat assistance because everyone knows that Channel 24 and NLEC help in every case to the best of their [abilities]. They are first in prayer, first in assisting, and first in helping the poor."

KNLC affirms that Christians not only must be viewers, but also

Continued on page 22

Local Programming of KNLC-TV

Here's Help

Hosted by Rev. Larry Rice, KNLC president, this is a fast-paced public affairs program which combines extensive on-location footage of people and events involved in situations such as homelessness.

The program also includes studio interviews of persons who address issues concerning those suffering in the local community, statewide, and throughout the world. Primary issues dealt with include: homelessness, poverty, unemployment, health, mental illness, the elderly, crime, violence, and the environment.

The Poor Have Suffered Enough

Hosted by Jim Barnes, media consultant for NLEC, and Matthew Carter, who works with Today's Lost Children Ministries, this program

deals with relating the Gospel to key issues facing concerned Christians and people-on-the-street.

A positive approach is used in challenging citizens to become more involved in reaching out to those in need. Programs feature music, drama, and films, as well as conversations with authors, religious leaders, and human services professionals.

The Christian Connection

Hosted by Judy Redlich, KNLC staff member, this program gives studio and on-location coverage of notable Christian writers, musicians, performers, human services supporters, advocates for the handicapped, and creative ministries.

The program attempts to relate the Christian faith to the world of the arts, humanities, and other important areas of human endeavor.

— James Barnes

Can you spare 3 minutes for Dad?

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

They listen to Christian radio. They want to connect with their kids. And they respond to bite-sized chunks of practical guidance.

Now, fathers nationwide are getting the spiritual direction they need through "Today's Father," a 3-minute radio program we've recently launched with Tyndale House Publishers.

You can help today's dads make the most of the vital role God has given them.

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."

National Center
for Fathering
10200 W. 75th,
Suite 267
Shawnee Missions,
KS 66204 913/384-4661



Tyndale House
Publishers, Inc.
TYNDALE Wheaton, IL 60189-0080

GOING TO . . .

Continued from page 21

must be doers of the Word. Going to extremes is one way the body of Christ can save lives — in more than one sense. By beating the heat with

brotherly love, some are being saved not only from high temperatures in St. Louis, but also from eternal fires in hell.

James Barnes serves as media consultant for New Life Evangelistic Center's Homeless Express Television and Radio Network.

New Life's Life History

New Life Evangelistic Center, Inc. (NLEC), is a not-for-profit interdenominational agency, grounded in a firm biblical faith, and committed to providing a wide variety of human services to meet the physical, mental, and spiritual needs of the poor, homeless, unemployed, elderly, and other disenfranchised persons.

Incorporated in 1972 by Rev. Larry Rice and his wife Penny, NLEC started in a mobile home in St. Louis during 1972. Shortly thereafter the ministry moved to a house in the city (now a shelter for women and children), and then to the old downtown YWCA. The centrally located building houses the headquarters for the ministry, offices and studios of KNLC, free store, and men's shelter.

Since its inception, NLEC's service to the disenfranchised has greatly expanded. Shelters for women and children are located in St. Louis and East St. Louis, Ill., with a family shelter also located in St. Louis. Additional shelters and free stores have been established in many Missouri cities: Kansas City, Springfield, Jefferson City, Columbia, Van Buren, and Marshfield. Soon a new shelter will be built in Branson.

NLEC's media outreach has similarly grown. During 1982, the agency launched KNLC-TV, operating on channel 24. Recently KNLC became a FOX children's programming affiliate, reaching more than 250,000 children through the KNLC TV24 FOX Kids-Club. Children are being encouraged to make up care kits and school kits to help those in need.

Another full-power television station, KNLJ, was built during 1986 to serve Jefferson City/Columbia. Since 1990, six low-power television (LPTV) stations have been added, bringing KNLJ's excellent programming to many towns through Missouri and Arkansas, including: Lebanon, Marshfield, Osage Beach, Springfield, and Branson, Mo., and Eureka Springs, Ark. By the end of this year, two additional LPTV stations will go on-the-air in the Missouri cities of Aurora and Joplin.

A new media center is under construction in Eureka Springs, Ark., to house the LPTV station and a country gospel radio station KTCN-FM. Another station, KMRF-AM, is being upgraded at a new site near NLEC's House of Peace family shelter. The station will blanket the entire Springfield area with the Gospel in word and deed.

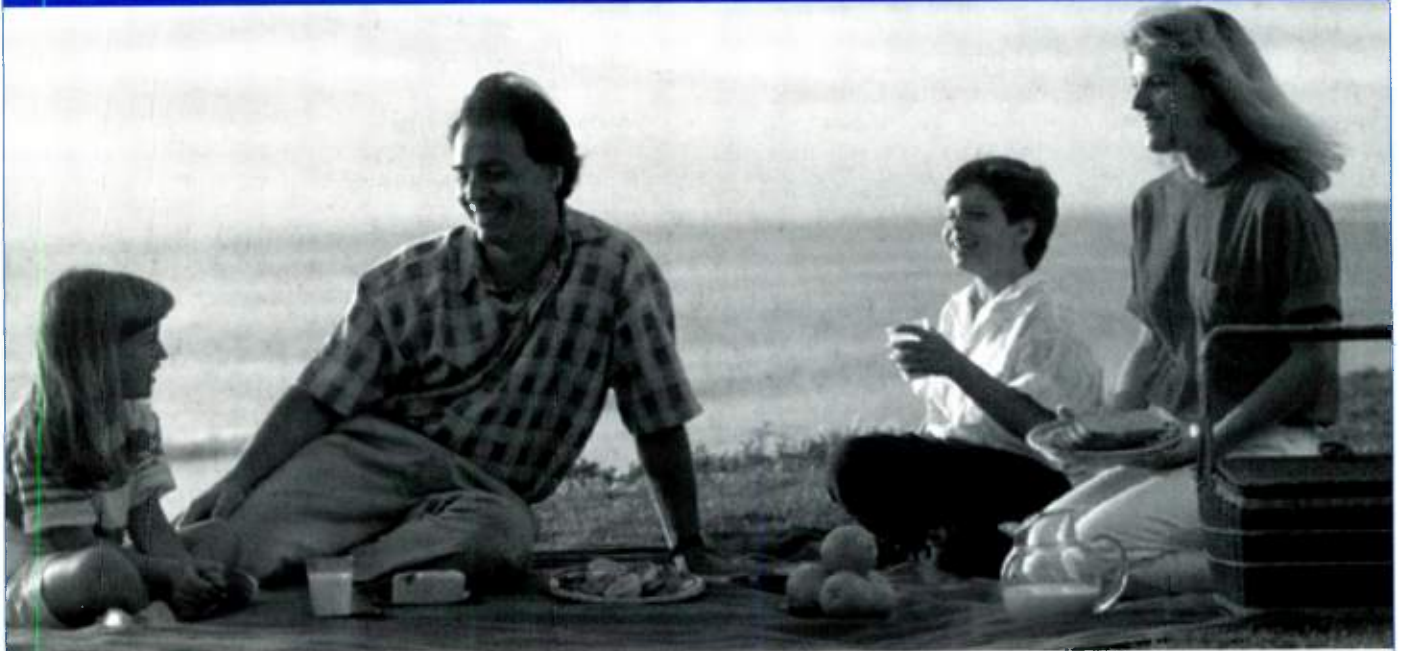
Another media outreach of NLEC is the *ZOA Free Paper*, with an international circulation of 80,000.

Other than a small business office staff, all full- and part-time staff are not salaried. They either receive room and board, are missionaries, or are volunteers.

NLEC believes it must be there when people are hurting — and that is exactly what it does every day of the week.

— James Barnes

National Religious Broadcasters Group Insurance Program



Top-Cost-To-Coverage Value Exclusively for NRB Members And Their Families.

Stop Sacrificing Benefits!

Shop price alone, and your health insurance may leave a lot to be desired when you need benefits the most. That could be a tremendous sacrifice with serious financial consequences.

And that's why NRB sponsors this outstanding major medical coverage. When you have the NRB Major Medical Plan, confidence and peace of mind comes with . . .

- A \$2,000,000 Lifetime Benefit . . .
- Freedom to Choose Your Health Care Providers . . .
- Flexible Family Coverage . . .
- Fully Insured Benefits . . .
- Truly Competitive Group Rates, and . . .
- No Mandatory Participation Requirements
- Excellent Personal Service from a dependable underwriter --- Continental Casualty Company, a respected CNA company, and administrator -- International Benefit Services Corporation

Get The Details And A No-Obligation Proposal Today!

Call Your NRB Insurance Program Administrator, IBS, Today Toll-Free:

1-800-759-0101

8:00 a.m. to 4:30p.m., Central Time, Monday through Friday



SIGNING ON

continued from page 6

We must find as many ways as possible to use it to present the Gospel to the world. As we are faced with new and greater opportunities, we must not hesitate to take advantage of them.

And finally, we must not become enamored with the technology. Quite frankly, it isn't hard to do. Information addiction is a common malady to those who travel the highway. We are not about technology; we are about the Gospel. We must stay focused on our mission and exploit the technology for the kingdom's sake.

What a wonderful time to serve the Lord. We are really able in our generation to reach the entire world for Christ. Meanwhile, I will probably see you zip past me on the information superhighway. ^{RB}

READERS' REACTIONS

continued from page 9

audiences are, for the most part, responsible consumers, loyal listeners, and responsive customers. We have an audience which advertising agencies and their clients ought to be targeting.

Yes, we may encounter media buyers whose preconceived notions about Christians get in the way of objectivity. But too often we need to ask ourselves the question: "Have we given this individual good solid provable reasons to buy our station?"

If the answer is no, then the next step is up to us. If we decide to chase agency dollars, we might start [looking at] KCMS and KCIS, which have made great inroads into the agency communities in their market.

Tony Bollen
regional sales manager
Salem Radio Representatives
Seattle

WASHINGTON WATCH

continued from page 10

advanced television services such as HDTV.

Hurdles to Passage

The differences between the bills will be addressed by a "conference committee" of House and Senate representatives, who are expected to send a compromise measure back to their respective chambers by late October. This should give the full House and Senate time to consider the compromise and, if it is approved, forward the legislation to Clinton before the session ends in December — unless the congressional calendar is overwhelmed with partisan battles over contentious measures such as welfare reform.

Clinton has expressed strong reservations about certain provisions of both bills, including the elimination of some broadcast ownership restrictions and cable rate regulations. Accordingly, he may decide to veto the legislation or allow it to be enacted without his signature. ^{RB}

THE ONLY DUPLICATING SERVICE THAT COMES WITH THESE LETTERS OF RECOMMENDATION.

When it comes to duplicating, nobody has higher standards than the entertainment industry. Which is why, for over 10 years, some of the biggest names in the business have turned to OPDS. We know how important it is to provide consistent quality, from first dub to last. And how helpful it can be to provide a full range of services. At OPDS, we can take your project from start to finish. From duplication with macrovision to specialized package design to customized printing to mailing

anywhere in the country. Our top-of-the-line equipment lets us produce quality duplicates, including JVC-licensed VHS, D2, Digital BetaCam, BetaCam SP, S-VHS, 8 mm, 1", 2" and 3/4" quickly and on time. And you can rest assured each duplicate is perfect because we spot check it for audio, video and tape stock quality before it is shipped out. So give us a call. You'll find for full service quality duplicating, nobody can copy us.

1-800-554-2348



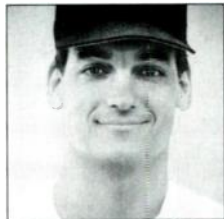
Planning The Most Important Event Of Your Year? Make The *Premiere* Choice!

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.



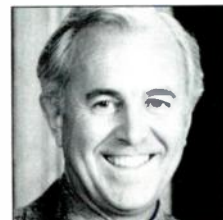
Donna Douglas (Elly May)

"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...

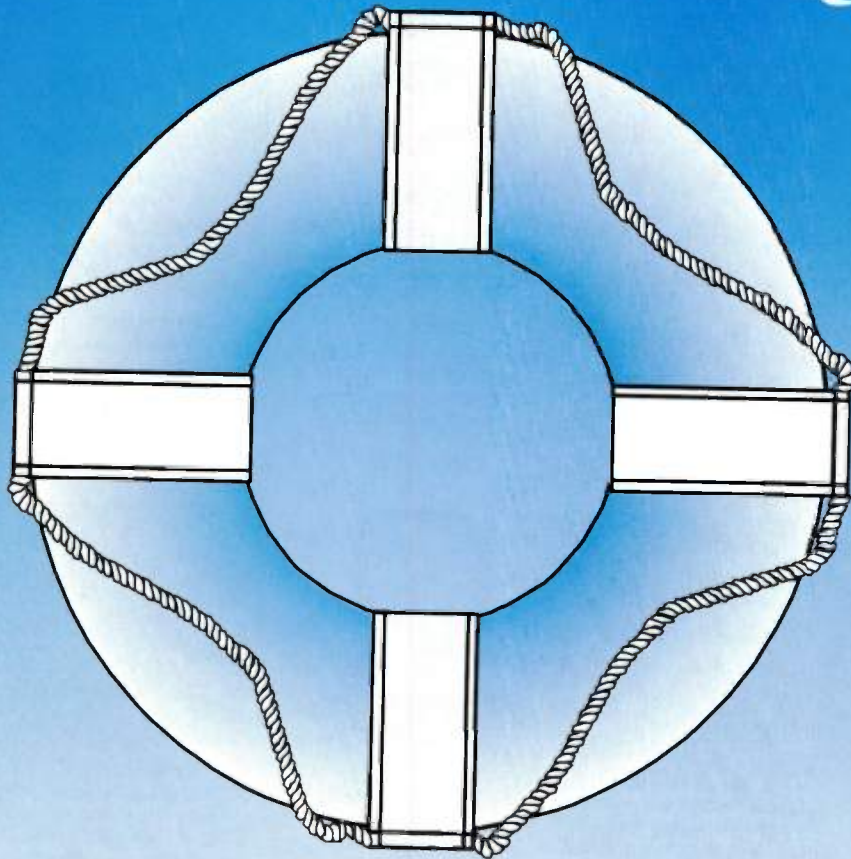
Joe Gibbs former head of 4 major football franchises • Former Vice-President, Dan Quayle • Bob Briner former touring leader
Mary Lou Retton 1984 Olympic champion • David Ring • Scott Baker • Willard Scott 2-time Olympic gold medalist • Bob McEwen • Bob Wieland

P.O. Box 58067 • Nashville, TN 37205



Tel. 615/377-5902 Fax: 615/373-0066

U.S.S. *Broadcasting*



MAYDAY!
Mayday!
We are in
danger of
sinking!
And there
are big,
hungry
sharks in
the water!

Dead ahead:

- ⚓ The B Chip
- ⚓ TV Producer's Role
- ⚓ Safe Harbor
- ⚓ Mandate for Children's
Programs
- ⚓ FCC Annual Fees
- ⚓ Must Carry
- ⚓ Comparable Free
Access for ATV

*Our members are
fiercely entrepreneurial and
highly motivated to fulfill
the heavenly mandate of
communicating the Gospel
at all costs.*

by Richard Dean

We've come a long way and now we're about to go digital. Sounds exciting, doesn't it? But the truth is, we could lose it all in just a few short years. Or it could go the other way and we could end up with multiple TV channels instead of one.

The legislation-happy Congress and the Federal Communications Commission (FCC) are already manning their battle stations. But before we begin to strategize, let's brief ourselves on what's been developing in the American television industry.

Map Coordinates

Congress passed the new Communications Act, giving us a whole new sea of rules, consolidations, and faces. Only weeks ago, within little more than a 24-hour period, two separate major announcements were made changing television history and affecting the entire future of network television: Disney's purchase of Cap Cities ABC network and the Westinghouse offer to acquire CBS. By the time you read this, the currents may have changed again.

NBC is already owned by General Electric, the billion dollar conglomerate that builds everything from railroad locomotives and jet engines to toasters and hair dryers. The FOX network has risen from a row boat start to an ocean liner entertainment competitor almost overnight.

The cable industry is now an exclusive club with less than two dozen major players dividing among themselves a captive, wired nation of willing monthly subscribers. Wireless cable (MMDS) has

finally left the dock, is demonstrating an ability to fill in certain cable gaps, and is offering unique services of its own.

Direct TV (via satellite) is racing with the wind and signing up tens of thousands every few weeks with no end in sight. The present and future players are a set of twins — or maybe triplets at best. The entrance fee starts in the low billions. And everybody's interested in programming.

Then there are the sonar echoes of Ma Bell and her independent sisters coming very close behind with video dialtone, fiber optics, and upward of 300 to 500 channels.

Who did our sights miss? Oh, yes, Christian broadcasting.

Crow's Nest View

So, how are religious broadcasters doing? Can we be honest? The Lord said it was to be a narrow road and that there would only be a few players, and that sounds like us. We're small, but we're like a mighty naval force, right?

There is no way we will all see this special report the same way. Each of us has his own spin, his own conclusion, and his own comfort level. And we don't much like outsiders telling us what we don't want to hear.

I'm reminded of an invited guest (from CBS, I believe) to one of our annual conventions in the days when National Religious Broadcasters (NRB) met at the Washington Mayflower Hotel. I haven't the slightest idea who he was, but the essence of what he observed should have been carved in stone. It went something like: "When I look at you religious broadcasters, I don't know

of anyone who is more sincere, who works harder, who enlists more public support, and who invests more money and effort . . . to reach fewer people." Was he talking about us?

Are you willing to consider a few real possibilities, for better or for worse? If you're not sure, then this would be a good time to grab a snack and turn the page, because we've got trouble right here in River City. And we've got to decide whether it's worth the effort to fix, if fixing is even possible.

This isn't just Christian broadcasting we're addressing. It certainly starts there, but it goes all the way to saving this country for our grandchildren. It touches all the moral platitudes we Christians say are so important, all the values we cling to so tightly. Let's muster our courage, count to three, summon the crew, and begin.

The B Chip

The B Chip (Blocking Chip), C Chip (Control or Censor Chip), or V Chip (Violence Chip) — whatever you want to call it — is a reference to the computer chip that serves as an additional control device built into new television sets. It will help screen out unwanted programs which include offensive elements, i.e. sex and violence. The old O Switch (On/Off) doesn't seem to work; parents say they need more control.

Our shipshape Christian positions on vulgarity, gratuitous sex, and violence may put us at odds with the Association of Independent Television Stations, Inc., (INTV) or National Association of Broadcast-

Continued on page 28

ers (NAB) views on family values. Consequently, we should perhaps develop a position that reflects our concerns and articulate them as a body while the legislation is being enacted. We clearly can't wait to simply pass resolutions at our annual NRB meetings after the fact.

The issues are many:

1. Do we welcome the chip?

Should we continue to rely simply on the O Switch and parental advisories? Should we throw out the televisions?

2. Who will determine what the chip considers off limits? Who will monitor?

3. Should NRB be involved?

Could NRB be involved? I recall a significant role played by our James Dobson on a presidential committee on pornography.

4. Will local stations televising family type programming be forced to purchase encoding equipment?

5. Will the kids be smarter than the parents in defeating the chip?

A recent quote from judge James Buckley speaks to this issue facing every American family with television: "It is fanciful to believe that the vast majority of parents who wish to shield their children from indecent material can effectively do so without meaningful restrictions on the airing of broadcast indecency."

Do we want to take a stand?

Can we agree? Can we really influence the legislative process? Do we even care?

TV Producer's Role

So political has the issue of family values become that even the president of this country has jumped on the band wagon with aspirations of convincing the American people that this is a personal, deeply held conviction. Now that we all agree that we have a problem, who are we going to blame? Who is really responsible?

After reading a recent issue of the American Family Association's *Journal*, I concluded that I should make an attempt to contact the president of Unilever Corporation as a fellow businessman in a long shot effort to see if I could get his atten-

tion. Would it be possible to communicate any sense of responsibility to this country's (perhaps) largest producer and advertiser of family products on television, an advertiser showing little or no interest in refraining from placing advertising in patently offensive television programming?

Previous efforts with the chairman of Kmart were a total failure, except that he was finally fired. If you have discovered a more effective approach, I'd like to hear about it. The letter does not conclude with

*The FOX network
has risen from
a row boat start
to an ocean liner
entertainment competitor
almost overnight.*

John 3:16, but seeks to develop any common ground we may have with our counterparts in manufacturing seeking to serve the family. (For the complete text of the letter, see page 30)

Safe Harbor

Are we really being told there is a safe harbor for our children on television between the hours of 6 a.m. and midnight? Or was it until 10 p.m.? 6 p.m.? Noon? Maybe it was on the second Saturday after the first full moon every other leap year. Actually, the U.S. Court of Appeals in Washington, D.C., recently approved the hours of 6 a.m. to 10 p.m. as a safe harbor.

Let's explore this harbor. In the morning we pick up the litter on the beach of talk show-and-tells with sexual deviations involving lesbians, cross-dressers, frogs, and grandmothers. In the afternoon we see the driftwood workings of modern hospitals and observe the interpersonal communication of doctors, nurses, patients, and interns plying their professions in social intercourse.

In early evenings we can stroll along the boardwalk and gape at the carnival of the modern family values of *Roseanne*, a truly liberated

mother with uninhibited, direct, and open communication skills. And in the late evening, we can watch the tide roll in, carrying the flotsam and jetsam of *Married With Children*.

Our country is enjoying incredible success by exporting these classics to many other nations — nations with less sophistication, whose people are clamoring to discover and emulate the American way. It's kind of a self-liquidating missionary project.

Should we allow this sham to continue by our quiet, silent acquiescence? Our beloved Robert Cook, NRB president from 1985-88, spoke of this bogus safe harbor eight years ago. He spoke of how "we learn our routines." How much ground have we lost since then?

I realize I'm talking to the choir, and that's just the problem we face as religious broadcasters. We communicate among each other quite adequately. It's part of our comfortable safe routine, our saintly language, our modus operandi. But we have the message of life and hope through Christ. Every morning we should be asking "What can I do to become more effective today in reaching my community with truth?"

Perhaps NRB people should challenge the myth of safe harbor on TV until we can help make it a reality.

Mandate for Children's Programming

The feds are suggesting that three to five hours weekly be required to address children's needs. Sounds great, but what does it mean politically? A number of the sincere proponents pushing for kid's programs come from all over the spectrum.

WFMZ-TV/Allentown, Pa., discovered that *Little House on the Prairie*, with its wholesome family values, was not what the FCC had in mind to qualify under the mandate because it was not specifically created to fill the quota.

Television influences on children are powerful. As NRB chairman Bob Straton noted in the September 1994 issue of *Religious Broadcasting*: "Children watching Saturday morning cartoons are exposed to a violent act every 47 seconds." The status quo is bad.

Methinks Big Bird and some of the other PC/PBS creations will be just fine by the new standards. Where does that leave us with older or new Christian children's programming? Will it fit? And who will decide, the licensee or the FCC? Will we be stranded at sea?

If we, as NRB people, are unhappy with the government's role in setting standards for our public schools, just wait until it defines the television standards for our kids. We may well find ourselves beached on *Gilligan's Island* — with no laugh track.

Government Fees

There must be limitations to FCC annual user fees, in light of the traditional free over-the-air daily services which are made available to viewers without subscriptions or payments of any kind, and at no cost to the American taxpayer. With the proliferation of literally hundreds of video signals available through multiple sources in every market, there is no longer the scarcity argument for heavy-handed control of single channel broadcasters.

The present thinking is no longer limited to recovering the actual costs in regulating the spectrum, but in taxing the broadcasters simply because they exist and have taken on the challenge of serving the public at no charge. The apparent consensus is that all broadcasters are fat cats, rolling in the free-flowing money stream. There are no comparable license or user fees for other media.

NRB broadcasters, along with all others, radio and television, need to fight this discriminatory tax against its members. Once the precedent is set, there is no limit to which the federal bureaucrats will go to fill the Washington coffers.

Must Carry

We have it, right? In a word, no. We're still in limbo. The U.S. Supreme Court did not finalize anything. By the slim margin of one, they've given us a little time to prove that we are truly hurting when we don't get cable carriage. If we can prove that we hurt more than the cable companies who say that it's an imposition to carry us, the courts indicate it could move them to solidify a Must Carry ruling from the bench.

Unfortunately, the Court's makeup has changed since that observation; some Washington counsel have concluded that the new court is more likely to tip the other way unless we make a strong showing, and there's no guarantee that a good showing will even do it. One obvious conclusion: a poor showing or no showing is bound to work against us.

We have been strongly advised to put every effort into obtaining all the cable coverage we can under the present Must Carry rules that are

still on the books, with the assumption that "if" we lose legal status toward the close of 1996, we are more likely to retain much of the carriage gained. Naturally, we have to meet the technical qualifications.

Some of us are very fortunate to be already carried on dozens of cable systems within a 20- to 30-mile range from our transmitters. It's the secondary coverage we need to solidify. Others are still missing carriage in their backyard primary area.

Continued on page 30

CRT
CUSTOM PRODUCTS INC

MANUFACTURING	MAKING MUSIC LOOK GOOD	COMPLETE PRINTING
COMPACT DISC		ART & DESIGN
HIGH SPEED CASSETTE		DESKTOP PUBLISHING
CD INTERACTIVE		COLOR SEPARATIONS
CD ROM		COMPLETE BINDERY
CD MULTIMEDIA		DIE CUTTING
MASTERING STUDIO		FABRICATING
PMCD'S		SPECIALTY PACKAGING
SONY 1630'S		SILK COLOR PRINTING
DAT MASTERING		AQUEOUS COATING
MASTER RESTORATION		UV COATING
CD ROM AUTHORIZING		

CRT, CUSTOM PRODUCTS, INC
7532 HICKORY HILLS CT.
WHITES CREEK, TN 37189

1-800-453-2533
(615) 876-5490 (IN TN)
(615) 876-4260 (FAX)

This is a crime and clearly breaks all the rules yet on the books.

Cable grew up on the backs of broadcasters and claimed exemption from copyright payments on the grounds that they were "just an extension of your television antenna." Now, some 35 years later, they prefer to compete, and in some cases would be happy to exclude the broadcast competition.

The fact is, cable's best chance to compete with MMDS and Direct TV from satellite is to demonstrate that they, alone, can offer the local broadcast signals, with the local personalities, news, weather, and features, plus their satellite cable features. We need to remind the Congress, the FCC, and the cable companies that it's the local television stations that continue to serve the local public interests.

Eliminating Must Carry crosses over the political spectrum. As late as July, it was learned that Rep. Bill Baker, R-Calif., introduced a bill (H.R. 525) to repeal the Must Carry provision of the 1992 Cable Act. A loud clarion call from INTV and others created enough noise to persuade Baker to withdraw his efforts.

But like massive summer lightning storms with hail, high winds, driving rain, and tornadoes that appear out of nowhere, these legislative threats must be spotted as they form and be dealt with decisively. There are many more to come.

As NRB people, we must engage ourselves individually in talking to our representatives and senators. And we've got to muster our viewers and listeners with appropriate grass roots action, not just form letters. It's great to have the services of a Washington consultant, Mark Gorman. Let's work closely with him. But other factions retain multiple lobbyists with budgets 100 times what our association could muster. We either take them on or suffer the consequences.

On the matter of Must Carry, we share a lot of common ground with NAB, INTV, and many state broadcast organizations. There is no reason why we should not cooperate and consolidate our actions where we agree.

Richard Dean sent the following letter in late July to Mr. Richard A. Goldstein, president of Unilever United States, Inc. At press time, no reply had been received.

Dear Mr. Goldstein,

I've been in radio and television ownership most of my life. I notice they've been picking on you, too. You are subject to boycotts for placing your advertisements on certain offensive programs that are broadcast on national television. Yet, you are hardly responsible for the creations — any more than we are as TV broadcasters.

It's a curious dilemma. Who is responsible?

- * The writers who prepare the sordid scripts?
- * The producers who create the final productions?
- * The television networks that buy the production series?
- * The television stations that telecast the programs?
- * The sponsors that advertise on the series?
- * Or the viewers who patronize the sponsors?

Interestingly, 96 percent of 65,000 viewers recently polled by *USA Weekend* said they were "very or somewhat concerned about sex, violence, and vulgar language on television."

In a June 8, 1995, *USA Today* poll, some 83 percent responded that "the entertainment industry should make a serious effort to reduce sex and violence in movies, music, and television." Sixty-five percent said that "the entertainment industry is seriously out of touch with the values of the American people."

Mr. Goldstein, it appears that the recent political attention and the growth of viewer boycotts is bringing new focus on the issue of responsibility. If two-thirds of Americans believe that the writers and producers are out of touch with American values — they obviously believe the networks, television stations, and the program sponsors play a supporting role in the problem. Should we be surprised that a number of them are prepared to change their lifetime shopping habits?

Just how much is at stake?

Being broadcasters — we feel pretty strong about our first amendment right of free speech.

Being a businessman — I don't like the government stepping into every area of private business, seeing as how it hasn't much to show for its own bureaucratic efforts. I don't think it should decide what Americans can see.

Being a parent and grandparent — I, too, am concerned that somebody's got to claim some responsibility and demonstrate to the American television viewing public that we do give a damn. I guess I'm not willing to pass the buck and hide under a rock. Our kids deserve more than our lowest common denominator: graphic sex and violence. People buy what they see on television — and kids are no different. Violent themes lead to violent acts. What are we telling our kids — anything's okay?

The traditional American families represent about 90 percent of our present business and our future. I don't want Congress horning into the picture, and I'm not sure just how much good a "V Chip" in each set will do *by itself*.

Mr. Goldstein, my television and radio interests do fit into this picture, as do your commercial interests as a prime manufacturer and advertiser. As one businessman to another, I'd like to keep the government out of this and do what we can in common pursuit to protect our vital interests, including our constitutional freedoms, our bottom line business concerns, and even our vulnerable grandchildren. If I can be of service, I am.

Yours truly,
Richard C. Dean, Pres.
MBC Teleproductions

Comparable Free Access for ATV

Even if we get Must Carry solidified for our existing NTSC TV signals, it will be of little value on a different channel as we move into Advanced Television (ATV), which is mandated and very expensive. Also known as High Definition Television (HDTV), the long-awaited second (replacement) channels are shortly to be assigned.

Once you have invested more millions in the new channel, studio equipment, transmitter, and antenna, you may find yourself out in the cold with no free legal access to the cabled community in your own backyard, whether by the traditional cable or the new telco. True, it may be available for a price or you may get a part free if you pay for the rest.

On access to the Telco Video Platforms, the House of Representatives took one direction (HR 1555) and the Senate (S 652) took another. The Senate's incremental cost approach may eliminate many local stations. As INTV has pointed out: "Free Must Carry like access is important."

Some assume that any existing station's must carriage will simply switch channels when the ATV is operational. *Where* does it say that, *when* would it happen, and *who* would pay for the changes and new head end equipment? And even if it is put in writing (like the existing Must Carry rules) who will enforce it, seeing as how the present rules are being ignored, delayed, or otherwise flaunted nationwide?

NRB television people need to stay focused on such details. It won't hurt to take some time regarding these questions with NAB, INTV, and our own legislative specialist. Only one early warning radar blip is necessary to start defensive actions.

Battle Stations!

Let's face it. We are a Christian association of independent program producers and radio and television operators. Apart from those precious basics we hold in common, we are part of a diverse background from every section of America and far beyond. We are not a bureaucratic, a big business, or a government agency with huge budgets to wield.

But our members are fiercely entrepreneurial and highly motivated to fulfill the heavenly mandate of communicating the Gospel at all costs. We have been asked to occupy until He comes, and by His grace we mean to hold forth His standards of righteousness in this nation whose history bears His words in its very origins.

NRB's big role is to inform its membership of these serious issues and to prayerfully and intelligently coordinate member actions and responses to accomplish a common set of goals. NRB can also take organizational stands and positions on urgent matters and issues ripe for legislative action.

*We may well
find ourselves beached
on Gilligan's Island
— with no laugh track.*

But unless we, as independent members, face the challenges, set our course, and take the time to personally invest ourselves in protecting our rights, we may lose some of what we have worked so long and hard for in the past half century. We can't be asking a committee or an organization to do all the work, invest all the time, and spend money that doesn't exist.

We each carry a small portion of the work, we reach a constituency, we own the tools, we've got the technology, and we have access to the grass roots of this nation — and Congress.

Brave seafaring friends, in just a few short years, American television has infiltrated society with some of the highest technical innovations ever imagined, and brought perhaps the very lowest common denominator of indecency and immorality.

What a wondrous and challenging time to be a Christian broadcaster. We need all hands on deck to navigate faithfully and fearlessly in a sea filled with sharks.

Richard C. Dean is president of Maranatha Broadcasting Company. His station, WFMZ-FM-TV/Allentown, Pa., has been a member of NRB since 1968.

When Time is Short...



The B & B Media Group can assist you with publicity campaigns from beginning to end. Specializing in both Christian and general media markets, **The B & B Media Group** provides highest quality production, marketing, publicity, media buys and advertising. **Marketing Managers:** Call about our affordable fees as well as our flat-fee media buys.

Program Directors: Call for interviews with national authors and for programming ideas.

**The B & B
MEDIA
Group**



FIRST EDITION

An interview radio show carried weekly via USA Radio Satellite Network and available on cassettes. **FIRST EDITION**, hosted by Greg Cromartie, features today's premier authors, musicians and creators of tomorrow's best-selling books, tapes, videos and innovations.

- Jerry Jenkins
- Franklin Graham
- Stuart and Jill Briscoe
- Pat & Jill Williams
- Gilbert Morris
- R. C. Sproul
- Francine Rivers

Available *Free!*
Call 1-800-927-0517

NRB Joins Information Superhighway Online

MANASSAS, Va. — In August, National Religious Broadcasters (NRB) launched its own home page on the Internet with NRB Online Worldwide — found at <http://www.nrb.com/nrb>. Updated monthly, this page lists valuable data about NRB and other industry-related information under a variety of headings.

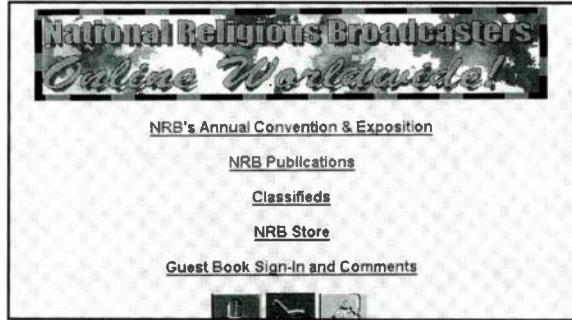
“Who We Are” contains a definition of NRB and facts about its policies/conduct, statement of faith, and chapters. “NRB 96 Annual Convention & Exposition (Indianapolis)” has an up-to-date daily convention schedule with photographs, lodging information and web links to the hotels, and a registration form in which the user can sign up and pay for the convention online. “1996 International Conference (Israel)” has the itinerary for the tour and sign up as well.

“Guest Feature Article” presents selected guest editorials and topical posting of broadcast experts. “Letters to the Web Editor” is a forum for exchanging ideas with NRB members as well as the headquarters staff.

“NRB Publications” features articles from *Religious Broadcasting* magazine and the *NRB Membership Newsletter* along with data about the *Directory of Religious Media*

and *Air of Salvation*. “Classifieds” offers a place to post job openings, resumes, and items/services for sale.

“Public Policy Action Committee” contains updates on issues affecting religious broadcasters, especially in the political arena. “NRB Store” has NRB shirts, hats, and other memorabilia. “NRB Staff” lists who’s who at the headquarters office.



“NRB Web Directory of Broadcasting & Related Sites” is a growing list of broadcasters and related organizations on the Internet. “Information on Web Page Sponsorships” extends an opportunity for promotion of other organizations while supporting NRB. And lastly, “Guest Book Sign-In and Comments” lets NRB know who’s been surfing the association’s pages.

If you have additional questions about NRB Online Worldwide, please contact the system administrator, David Keith, at dkeith@nrb.com, or call the headquarters office. If you aren’t connected to the Internet and need assistance on how to get hooked up, NRB is offering a worksheet entitled “Internet 101 Getting Started” that provides answers to basic questions about the World Wide Web. Call (703) 330-7000, ext. 503, for a copy.

Eastern Regional Features Max McLean

NORTH EAST, Md. — The 1995 Eastern National Religious Broadcasters (ENRB) Convention, to be held October 12-14 at Sandy Cove in North East, will feature workshops, luncheons, socials, and relaxation. On opening night, following a time of praise and worship, attendees can enjoy an ice cream social.

On Friday, the breakfast speaker is Dr. J. Otis Yoder of *Heralds of Hope* and the luncheon speaker is ENRB treasurer Dave Virkler. Sailing is available Friday afternoon to a limited number; sign up is at registration on Thursday. The banquet features Max McLean and an after-dinner concert by the Haven of Rest Quartet.

Seminar topics include “How to hire, train, and motivate sales professionals” and “Teach your advertisers how to market for greater results.” Both will be taught by Mark Fisher, author of *Marketing Instincts* (a sales training video) and director of marketing for Sandy Cove Ministries.

A representative from the Evangelical Council for Financial Accountability will address topics pertinent to “non-commercial” station interests.

For information on registration, contact Ward Childerston at (301) 582-0258.

Midwestern Regional Offers Fun, Fellowship

MUSKEGON, Mich. — The 1995 Midwestern National Religious Broadcasters (MWNRB) Convention, scheduled October 19-21 at Maranatha Bible and Missionary Conference in Muskegon, will offer fun and fellowship along with speakers, music, and workshops.

Speakers include author Max Lucado and co-hosts Dennis Rainey and Bob Lepine of *FamilyLife Today*. Tom Stevenin will give a management seminar. Musical guests include Frank Boggs and Dick and Mel Tunney.

For information on registration, contact John Maddex at (312) 329-2041 or Stu Johnson at (708) 668-3824.

Gustavson Named Churchman of the Year

ST. LOUIS — National Religious Broadcasters president E. Brandt Gustavson has been named Churchman of the Year by the Religious Heritage of America (RHA). Gustavson will receive his award during the 45th Annual National Awards Program on October 16 at The Menger Hotel in San Antonio.

Selected from nationwide nominations received by RHA, the award recipients demonstrated the highest ide-

als of America's religious heritage and joined a prestigious group of over 600 Americans who have been honored by the organization since 1951. RHA is a non-profit, interfaith organization whose mission is to help America reclaim the religious values upon which it was founded by demonstrating how these values add to the quality of life. Through its annual national awards program, the organization establishes positive role models by recognizing men, women, and youth who are guided by religious values in their daily lives.

Southwestern Regional Attracts 140 Attendees

DALLAS — Over 140 attended the Southwestern National Religious Broadcasters Convention July 27-29 at the Dallas-Fort Worth Marriott. Topics from religious freedom to communicating with Generation X were discussed during the three-day event.

Speakers for the annual convention included attorney Jay Sekulow of the American Center for Law and Justice, author Tony Campolo, Royal Media president Rolf Zettersten, and editor Mike Yaconelli of *The Door*. Musical guests Sierra, Haven, and Sandy Cash rounded out the weekend entertainment with drama provided by the A.D. Players.



Tony Campolo

1996 Producer's Showcase Entry Rules

The Second Annual National Religious Broadcasters (NRB) Producer's Showcase is scheduled for February 4, from 2 until 6 p.m., during the 53rd NRB Convention and Exposition in Indianapolis. Program directors are encouraged to attend for a preview of what's being produced for television and video. Many program directors and station owners came to last year's showcase.

Last year, there were 33 entries, ranging from Armadillo Jim's 30-second PSAs to John Herklotz's feature-length film *The Giant from Thunder Mountain*. Five minute clips of each entry ran back-to-back with FamilyNet's Dave Lewis' introductions and comments.

This year's entries are limited to two-minute clips with character-generated contact name and phone number at the bottom on a decent analog format and must be in by December 31. Entries received after the deadline will incur a late fee. All entries are placed on the MASTER reel in the order they are received.

Fees for participation are \$25 for 1996 exhibitors and \$50 for all others and should be sent to Mike Glenn at the NRB headquarters address. Entry forms are also available from NRB. Send actual entries and forms marked NRB Showcase to Video I-D, Inc., 105 Muller Rd., Washington, IL 61571. Additional questions should be addressed to Sam Wagner of Video I-D at (309) 444-4323.



LET YOUR TOWER PAY YOU

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

Signal One manages and owns communication sites throughout the USA and has a large customer base that includes BellSouth, PageNet, PageMart, Federal Express, motorcarriers, and other financially-sound users that can help you enhance your operations.

Call Signal One today and let us demonstrate how we can fill your tower site with tenants.

Fax us your tower site information to (423) 954-3222 that we may include this data in our nationwide tower database for our many customers to utilize and possibly lease on.

5700 Brainerd Road
Suite 407
Chattanooga, TN 37411

SIGNAL ONE 

"One Call and Your
Signal Is On"™

(423) 954-1111

AIRWAVE NEWS

TULSA, Okla. — The Federal Communications Commission formally approved Oral Roberts University's (ORU) acquisition of the construction permit for KWMJ-TV/Tulsa, a full-power UHF station. University Broadcasting, a for-profit corporation owned by ORU, has begun construction of the television facility, which will be located in the Mabee Center Complex.

NASHVILLE, Tenn. — WLTK-FM/Broadway-Harrisonburg, Va., WHAZ-FM/Albany, N.Y., WMYF-FM/Schoharie, N.Y., and WBAR-FM/Glens Falls, N.Y., have joined the Morningstar Radio Networks' adult contemporary Christian music format. KHEP-AM/Phoenix has adopted Morningstar's High Country format.

SPRINGFIELD, Mo. — KAKU-FM/Springfield signed on the air in August as the 80th American Family Radio station or translator in the past four years. The station is located in a church and broadcasts its morning worship service in exchange for studio space.

COLORADO SPRINGS, Colo. — WEAZ-FM/Altamonte Springs, Fla., is now a 24-hour affiliate of The Word In Music Satellite Network.

GAINESVILLE, Ga. — Like Larry Burkett's *How to Manage Your Money* and *Money Matters* programs, *MoneyWatch* delivers practical advice and consumer information from a biblical perspective with a twist: it's a half-hour weekend magazine featuring guest interviews, money-saving tips, home business ideas, and lots of help for everyday financial challenges. Hosted by Steve Moore, *MoneyWatch* launched September 16.



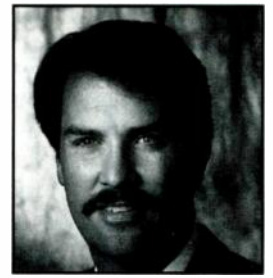
Miriam and Sam Nadler

CHARLOTTE, N.C. — *Through Jewish Eyes*, a new 14-minute daily radio program, carries the listener on a journey through the Scriptures from a Jewish perspective. Hosted by Miriam and Sam Nadler, president of Chosen People Ministries, the program features teachings which reveal the Jewish roots of Christianity. For over a century, Chosen People Ministries has shared the Gospel with Jewish people around the world.

LINCOLN, Neb. — *Life Perspectives* is now being distributed by the USA Radio Network, according to program host Don Hawkins. "USA is a great network for us to partner with because of its credibility and widespread acceptance by Christian stations around the country."

CAMARILLO, Calif. — Salem Communications Corporation has reached an agreement with Greystone D/M Limited partnership for Salem's purchase of radio station KGBS-AM/Dallas, subject to Federal Communications Commission approval. KGBS will be Salem's fourth radio station in Texas.

SPRINGFIELD, Mo. — The *Revivaltime* broadcast, sponsored by the Assemblies of God, has a new name, a new format, and a new host. *Master Plan*, a 28-minute weekly program, debuted September 2 with host/speaker Jeff Brawner, national coordinator of Media Ministries for the Assemblies of God headquarters office in Springfield. Each *Master Plan* program, focusing on a real-life account of how God has touched people, is presented in a narrative documentary format by using interviews recorded on location.



Jeff Brawner

TULSA, Okla. — A new, satellite-delivered, direct-to-home talk radio network designed specifically for conservative Christian listeners launched September 1. Twenty-four hours a day, ChristianNet airs a constant line-up of talk programs; more than 30 conservative Christian ministries have already agreed to have their programs on the network, including *Focus on the Family* with James Dobson, *Insight for Living* with Charles Swindoll, *In Touch* with Charles Stanley, and *Point of View* with Marlin Maddoux.

ARLINGTON, Va. — *Janet Parshall's America*, originating on WAVA-FM/Arlington, is now broadcast nationally via the Salem Radio Network. The program, one of the few conservative talk shows hosted by a woman, offers listeners a chance to exchange information with guests on a variety of public policy, political, and newsworthy items.

ST. PAUL, Minn. — WJNN-FM/Cape May Court House, N.J., and WJFC-AM/Jefferson City, Tenn., are the newest affiliates to join the SkyLight Satellite Network.

DALLAS — *Praise in the Night* with Steve Solomon is now heard on WLQV-AM/Detroit.

BOONE, N.C. — Six stations have added the Reach Satellite Network's southern gospel music format: WPEX-FM/Kenbridge, Va., WYWY-AM/Barbourville, Ky., KQUA-FM/Marble Hill, Mo., KDLA-AM/DeRidder, La., WANA-AM/Anniston, Ala., and WGNZ-AM/Dayton, Ohio.

AWARDS

CHICAGO — WCFC-TV/Chicago was recognized with the Covenant Award and a Telly Award, both prestigious awards judged against a high standard of national excellence. The station's flagship program, *Among Friends*, captured the Covenant Award while *The Answers Obvious* received a silver Telly in the Children's Audience category.

COLORADO SPRINGS, Colo. — Focus on the Family Films has won national awards for excellence in content and production. *Adventures in Odyssey's* "Once Upon an Avalanche" episode received a silver Telly Award and

Continued on page 36



53rd Annual

National Religious Broadcasters

February 3-6, 1996 • Indiana Convention Center

Convention & Exhibition

Indianapolis, Indiana

Plan to attend the world's largest nationally and internationally recognized convention and exhibition dedicated solely to assist those in the Christian communications field.

In February of 1996, National Religious Broadcasters will again bring together chief executives from both radio and TV, ministry leaders, pastors, legal experts, educators, gospel entertainers and musicians, broadcast and management experts, publishers, fund raisers, agency representatives, and suppliers.

This conference and trade show will highlight the very latest technological developments, provide answers to your greatest challenges, and build new ministry partnerships.

Choose from 40 powerful educational sessions, including **Beyond Internet: Emerging Delivery Systems • Marketing Research: Keeping Your Product on the Cutting Edge • Producing Christian TV That's Competitive, Compelling, and Cost Effective • Getting Started in International Ministry • Understanding Government Regulations and Avoiding the Pitfalls.**

Join the industry leaders who attend: Billy Graham Evangelistic Association • CBN • Moody Broadcasting • Benson Music • In Touch Ministries • American Bible Society • Precept Ministries • Salem Communications • Zondervan • Coral Ridge Ministries • Trans World Radio • Southern Baptist Radio & TV • Sparrow Corporation • INSP.



Myles Munroe



Lloyd Ogilvie



Kay Arthur



Dan Quayle



Larnelle Harris



Sierra

"I have been attending NRB conventions for nearly 25 years and feel the gatherings are more valuable and relevant than ever. Christian media has taken its place as a serious contender in the communications race. A key reason for this strength is NRB's ability to pull everyone together for professional networking and spiritual challenge."

—Mike Trout, Senior Vice President, Broadcasting, Focus on the Family

NRB '96 will feature...

- Almost 200 exhibitors, covering over 80,000 square feet of exhibit space with up and coming programs, products, and services.
- A network of peers and colleagues to interact with.
- Over 40 educational sessions dealing with what you need to know on all aspects of communications.
- Prominent speakers addressing issues and concerns affecting the church and Christian communications.
- Special guests with exciting testimonies.
- The best in gospel music and entertainment.
- Numerous breakfasts, dinners, and receptions for networking and fellowship.
- TV Program Producers Showcase.

Call today to register (703) 330-7000 • Fax (703) 330-7100

People Like What They're Hearing...

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

Angela Hicks; Edmond, OK

"...I commend NRLC & Dr. Franz for educating the public on abortion and other issues through Pro-Life Perspective."

David Ingram; Ft. Smith, AR

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

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



Wanda Franz Ph.D.

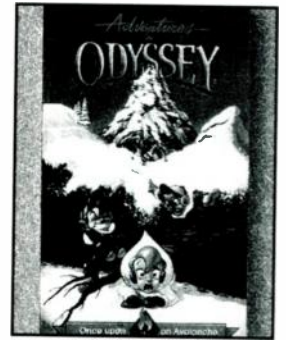
Pro-Life Perspective

For more information please contact National Right to Life, 419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004 (202) 626-8817

TRADE TALK

continued from page 34

Sex Lies & . . . The Truth, an educational video on teen sexuality, received a bronze Telly as well as first place in the Teenage Pregnancy & Sexuality category from the National Council on Family Relations 27th Annual Media Awards. *Last Chance Detectives' "Mystery of Navajo Mesa"* was named Best Children's Film from the International Christian Media Competition.



NEWS BITES

COLORADO SPRINGS, Colo. — Focus on the Family has entered the information superhighway via America Online. "By offering Focus through this new medium, we are able to reach not only our constituents but this whole new audience in a faster and more interactive way," said Dean Merrill, vice president of Focus' resource group.



Josh McDowell

DALLAS — The Right From Wrong campaign began in September with the 18-month/50 city national Counter the Culture tour featuring Josh McDowell of Josh McDowell Ministry and musical group the Newsboys along with artist Tony Vincent. On each tour stop, the team holds a three-hour seminar for adults, a youth-oriented message from McDowell, a full concert performance by the Newsboys, and a follow-up seminar.

TULSA, Okla. — MicahTek has expanded its 800-number response center, doubling the size of the operation with the addition of 50, fully automated, state-of-the-art work stations. This gives MicahTek over 100 incoming lines and nearly 25,000-square feet of combined office and warehouse space. MicahTek offers a wide variety of services, including 800 phone response and database management.

PEOPLE

ARLINGTON, Va. — Flip Michaels has been named director of operations at WAVA-FM/Arlington. Michaels joined the station in 1994 and has been program and production director for most of 1995.

NASHVILLE, Tenn. — Myrrh Records has recently announced several staff changes. Judith Cotton, formerly director of artists and repertoire, has been promoted to executive director of A&R. She has also been appointed the liaison between Myrrh and the Gotee label.

Mark Maxwell, executive director of artists and repertoire, has resigned to pursue a law degree at Regent University in Virginia Beach, Va. He had been with the label for over ten years.

Tony Shore, previously coordinator of radio promotions, has been promoted to manager of national radio promotions. Shore also hosts the popular Saturday night radio program, *The A-Zone*, on WAY-FM/Nashville.

Andrew Tempest, formerly director of marketing, has been promoted to vice president of marketing. He has been at Myrrh for three years.

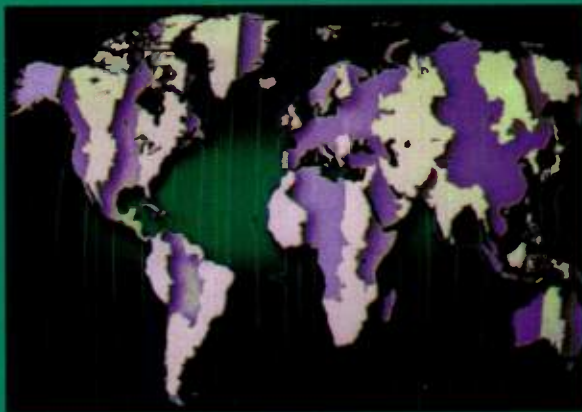
COLORADO SPRINGS, Colo. — The Word In Music Satellite Network has promoted two employees: Faron Dice to assistant program director for the network and its flagship station, KBIQ-FM/Colorado Springs, and Therese Romano to promotion director for the network and KBIQ. Dice continues his duties as music director and Romano as producer/co-host of *The Morning Show with Jon Hull & Therese Romano*.

WHEATON, Ill. — Debbie Andreasen recently joined the marketing team at Tyndale House Publishers. As the PR assistant, she is responsible for book reviews, database maintenance, competitive analysis reports, press packages, convention support, and promotional writing.



STEP INTO THE FUTURE TODAY WITH INSP!

Today a technological revolution is sweeping across the land. It is a revolution with awe-inspiring potential. For good or evil.



If you are not on INSP, now is the time to join our family of broadcasters. INSP will take you on a journey into the future by being part of the cutting edge of technology today!

Call Judd Jackson at 704-525-9800.

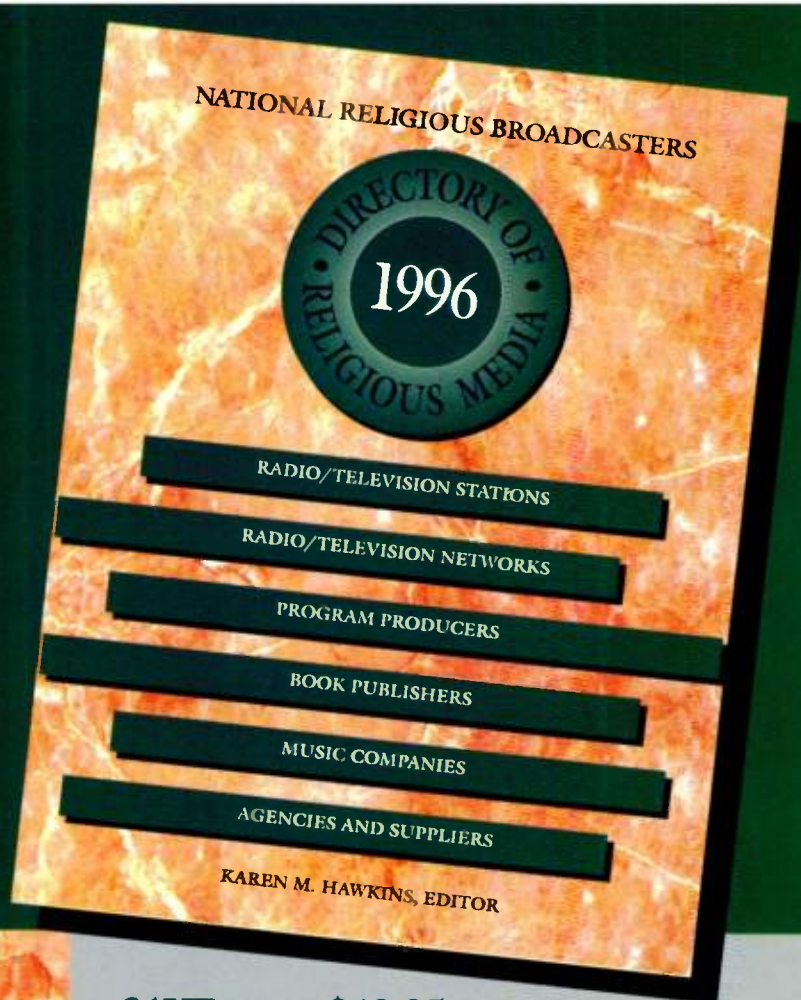
INSP is an active participant in these breath-taking new technologies, believing that this new era will create expanded opportunities to reach people with the Gospel.

INSP stands poised and ready, positioned to meet the challenges of the future today.



INSP - Where America Turns For Inspiration

Tune in to Who's Who in religious broadcasting



**SAVE up to \$49.95
off the list price of \$69.95**

**Now Available until December 31, 1995,
at the Pre-Publication Price of only:
\$20.00 for NRB members
\$49.95 for non-members**

YES! Please rush me _____ copies
of National Religious Broadcasters'
1996 Directory of Religious Media
upon its release in December 1995.

My special Pre-Publication Price:

- \$20.00 each for NRB members.
My NRB membership #: _____
(Number required for purchase at member price.)
- \$49.95 each for non-members.
(Non-U.S. mail add \$20.00 to order; Virginia
residents and businesses add 4.5% sales tax.)

Name _____

Organization _____

Address _____

City/State/Zip _____

Phone (____) _____ FAX (____) _____

Method of payment:

- Check Visa MasterCard American Express

Total Purchase Amount \$ _____

Credit Card No. _____

Exp. Date _____

Name on Card _____

Signature _____

*Clip and mail or fax (credit card orders only)
by December 31, 1995, to:*

National Religious Broadcasters
7839 Ashton Avenue * Manassas, VA 22110
(703) 330-7000 * FAX (703) 330-7100

For nearly 25 years, National Religious Broadcasters has published the industry's standard guide to Christian radio and television.

The 1996 *Directory of Religious Media* gives you a direct line to the names and numbers you need to know within this dynamic industry. The *Directory* will be your personal map through the maze of stations and suppliers, programs and publishers. It's the guide you'll go to first to get daily leads, contacts, and up-to-date information to help move your ministry or business forward.

Sections include: Radio & Television Stations and Networks
• Radio & Television Programs • Film and Video • Book Publishers • Periodicals • Music Recording Companies
• Agencies and Suppliers • Religious Media Phonebook

ISBN # 1-880040-05-0

The Art of Storytelling

Editor's note: This month, Religious Broadcasting is introducing a new department, "Children's Corner," to its readership. This column will run on a rotating basis with "Youth Wave" and "College 'Casters" and focus on issues related to children's programming.

Recently, while working a crossword puzzle, I came upon the clue: "Where children crawl to hear a story." The answer, of course, was L-A-P. It occurred to me that both clue and solution were symbolic. As someone who is engaged daily in the business of writing stories for dramatic production and broadcast, I believe in the ability of a story to communicate principles and valuable information.

But when one asks the question "Why is storytelling a superior means of illustration or education?", it isn't that easy to explain. After all, a set of written principles would seem to be the more direct approach. Right there, in good old black and white, one could read the "shoulds" and the "should-nots" — all neatly and concisely stated.

Robert Frost once wrote in his poem *Mending Wall*, "Something there is that doesn't love a wall, that wants it down." I submit that walls and laws have a lot in common.

A law that is summarily handed down rankles just a tad. Where is free choice? Where is discussion? A law is just so absolute! A law doesn't require input from the one being ruled. It's just there, arbitrary and inflexible. It implies obedience — or else.

Until a person understands a law, rolls it around the tongue, tries it on for fit, matches it to reality, toys with the implications, and eventually accepts and assimilates it as a wonderful invention, a law can be a very pesky intrusion on expression. All of which is not to imply that laws are unnecessary. The fact is — as least as they relate to Scripture — laws hold the essence of wisdom for living.

Enter the story. A story doesn't

produce the same kind of resistance as a law, and yet the same ideas can be conveyed as truth. Stories serve the noble purpose of placing human flesh and heart around the bare bones of principle. They act as loosely conceived "experiments" in the scientific search for ultimate truth.

But even more important, stories are friendly, personal, sharing experiences which afford the listener the good grace of drawing his own (although perhaps inevitable) conclusions, which is probably why Christ used parables almost exclusively in conveying the principles of love to those around Him.

Jesus told stories about people and places which had relevance to His listeners: the sower, the lost coin, the mustard seed, the good Samaritan. Or else He lived stories; examples, as it were, of principles which often were in contrast to the experience of his listeners: He walked on water, He befriended prostitutes and tax collectors, He quieted storm-tossed seas, He raised the dead, He fed 5000 people from five loaves of bread and two fish.

Certainly these strange doings produced not a few stories of their own among those who saw what happened, and every telling and retelling from neighbor to neighbor and town to town down through generations have no doubt produced a heightened degree of understanding about who God is.

The stories of and about Jesus, recorded for us by the apostles and other observers, along with the stories of the Old Testament and the early church, serve as a wonderful reservoir for humanity.

Children have a natural affinity for stories, as any parent can tell you. The program for which I work has recognized this connection between the young and a good story and has effectively used it to help young people (and not a few adults) understand God better.

To tell stories is to share the delight of discovery rather than dictate



Elaine Trumbo-Phillips has been a writer for Your Story Hour, a dramatized radio program for children, since the mid-1970s. She is now director of publications for the show and writes scripts for production in English, Spanish, and Russian.

the principles of truth. An inquisitive mind is a perfect garden where stories can be planted and the fruit of understanding can grow.

Generally speaking, neither children nor adults will come near a L-A-P to hear a listing of rules. But to hear a story? That's a different thing altogether.

Through the miracle of modern technology, listeners can crawl into the lap of the Bible and eavesdrop on Joseph as he escapes from Potipher's wife, join the three Hebrew youths in the fiery furnace, listen in as David challenges Goliath "not by might, nor by power" but by God's spirit, hear Jesus deliver the Sermon on the Mount, call Lazarus from the grave, and say "I will come again."

People have been using stories as "edutainment" for centuries, but in the 20th century, and into the 21st storytelling by broadcast is a wonderful addition. Quite possibly it is one of the best gifts the modern world has provided. ¹⁸

The Priscilla and Aquila Syndrome

“**Y**ou mean you and your husband work together?” she asked, looking at me very quizzically. “In fact we’ve worked together for all of the 18 years we’ve been married,” I explained.

She was an independent stay-at-home mom (a role I’ve often admired) and I knew that she and her husband functioned happily in completely separate worlds, getting together mainly for meals and family outings. “Oh, I see,” she said. I knew she really didn’t.

Welcome to what I call “The Priscilla and Aquila Syndrome” — and — the world of a couple God has called to share a professional as well as personal life.

During the ‘70s when my husband, Warren Duffy, and I started working together, we were definitely an oddity in the high-powered Hollywood entertainment world. Husbands and wives simply didn’t work together. Women were secretaries or mothers and men made the decisions and the money.

As public relations director for the Beach Boys, Warren was frequently on the road for long periods of time as the group traveled the country performing at sold-out concert appearances. That left me at home on our ranch in Malibu, Calif., fielding calls from reporters, interfacing with executives from the record industry, and handling details of a very complex city-by-city public relations campaign.

I was accustomed to working with men who — forgivably — were only accustomed to working with women who were secretaries. I quickly learned you have to be clever if you are going to be a pioneer.

Frequently, an executive would call with a problem and I’d offer my solution. Unconvinced, he’d restate his problem. I learned if I said, “Warren recommends,” and reworded my original solution, he would cheerfully accept it. He was satisfied, the problem was solved, and my ego was still intact. Those were the gender reali-

ties of the time.

Warren and I married because we liked being together. But we quickly discovered my experience as a singer, writer, and agent in the music business, and his long involvement in the media and promotional fields had given us synergistic work skills. We discovered we also enjoyed working together.

In 1980, when we recommitted our lives to Jesus, we began finding ways of pooling our talents to spread the Gospel, and to serve the Lord in the communications field. We have worked for large media ministries; we have co-pastored a church in Hawaii; and we have operated a public relations/marketing company serving domestic and international Christian ministries.

In every endeavor, we’ve always shared a vision, and that has helped us find ways to work with each other’s strengths and weaknesses. Warren has a mind like a steel trap, retaining history, dates, sports, unusual stories, and political intrigues with amazing accuracy. I zero in more on people, remembering testimonies, names, and phone numbers.

It’s a good partnership: He articulates complex international issues for his radio audience with a storyteller’s clarity, and I remind him of the name of the man he spent 25 minutes with at a banquet.

Today it is no longer unusual for couples to share their professional lives, especially in the communications and broadcast industries. The tools of the information age — computers, fax machines, and modems — have made it possible for more couples to work together.

Since *Religious Broadcasting* asked me to share some insights with other couples who are embarking on, or are midway through, a similar professional adventure, here are our basic “ground rules” — or the Five Big Ds — we’ve found necessary to maintain a healthy relationship at work and at home:

1. Devotions. Every morning we



Terry Duffy is president of The Warren Duffy Organization, a California-based public relations company serving Christian ministries. She also produces her husband’s nationally syndicated radio talk show, Duffy and Company.

read our Bible and pray together for each other. There is nothing more humbling than hearing your spouse ask God to help you in the areas of your shortcomings. And there is a confidence in knowing that the Holy Spirit is commissioned to cover your rear flank as you head into the day’s battles.

2. Dedicated friends. We have a team of advisors we meet with every month to whom we are accountable. They care about us, our marriage, and our spiritual well-being — and are not impressed with whatever public acclaim we might attain. We can trot out our troubles and strut our successes before them. They just pat us on the head and pray for us.

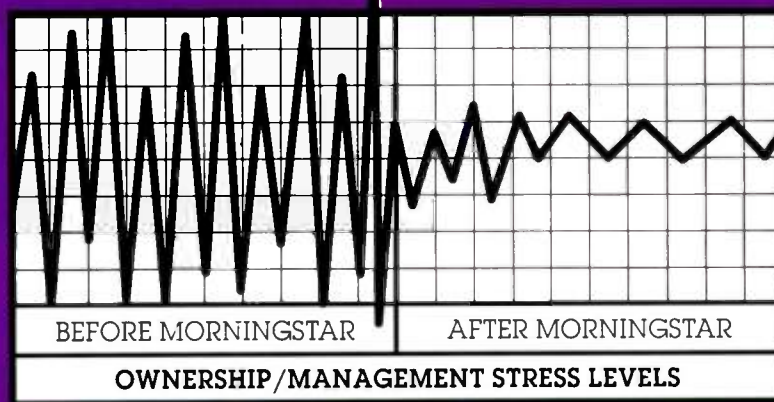
3. Disciplined dialog. We have agreed not to drag home every office problem. Since Warren’s radio talk show covers every issue under the sun, a certain amount of carryover is inevitable. But our deal is this: if one of us says, “That is business related and I don’t want to talk about it now,” the other drops it like a hot potato.

4. Date night. The first major ministry we joined 15 years ago was led by a pastor who traveled extensively. But he always made it a point to be home to take his wife out on their date night. We pilfered that idea and we practice it weekly. Every Fri-

Continued on page 44



**92% more
effective in
relieving Stress.**



*If your station is causing you
more stress than joy,
call us for the painless remedy.*

Dick Marsh or Tom Perrault · 615-367-2210



Morningstar Radio Network, Inc.

NASHVILLE

RECORDING REVIEWS

BY DARLENE PETERSON

Banish the Myth

Jennifer Jill

producers: Perry Iannone and Jennifer Jill Schwirzer

Folks who love contemporary folk music, acoustic instrumentation, crisp, clear vocals, and mature, insightful lyrics should love *Banish the Myth*. It's the second one I've gotten from Jennifer Jill and it maintains the same high quality I applauded on the first with lyrics showing even more depth and maturity. Like her first recording, *Soldier of Hearts*, *Banish the Myth* offers moving songs based directly on personal experiences and songs that muse on interesting aspects of a believer's outlook on life (such as the coming end of time, the work of human hands as opposed to God's hands, and divinely fueled strength in the face of sadness).

In addition to being an excellent lyricist and vocalist, Jennifer Jill Schwirzer writes her own music and performs on piano and guitar — quite the renaissance woman! I find Jennifer Jill has as much talent as many Christian artists who are marketed by major labels. Yet she still distributes her music primarily at concerts or from her Putnam, Conn., home, where she lives with her husband and children. I've enjoyed this recording so much I won't be surprised if a label snaps her up.

Human Kind

Chris Lizotte

producer: John Andrew Schreimer
Metro One

A psalmist for the nineties? In *Human Kind*, contemporary rock artist Chris Lizotte expresses the human condition in the same rugged, gritty, direct, honest way David did. He juxtaposes yearnings to please God with acknowledgements of his inherent human sinfulness and frailty, but he doesn't leave out reminders of God's grace and love for us. He cries out to God for help, hurting but certain God hears him. That Lizotte draws inspiration directly from the Psalms comes through in his rendition of "Psalm 69" and "I'm Gonna Stand By You," which draws from several. I also appreciated "Hard Enough," which encourages believers from different denominations not to judge one another.

Musically, Lizotte's previous releases were more blues-oriented. His new release could be described as "Bruce Springsteen meets U2." The sound is somewhat spartan, yet moody, emotive, and quite contemporary. Some songs have a hard edge befitting the raw feelings being expressed. Lizotte has created a great thematic recording with songs that also stand well on their own.

More Good Ol' Gospel

various artists

producer: Steve Mauldin
executive producer: J.D. Sumner
Crystal Sea

Just as an entire generation looked upon Glenn Miller and his contemporaries as performing the hottest new sounds in contemporary music, a generation of Christians looked upon The Blackwood Brothers and other such

gospel vocal ensembles as the cutting edge in contemporary Christian music. Today, many music trends later, these styles may not be new, but they're still great.

Taking us on a tour of "the best of the best" in gospel vocal ensembles, Crystal Sea started with *Good Ol' Gospel* (which was a Dove award nominee) and now brings us *More Good Ol' Gospel*, which focuses on favorites written by Gospel Music Hall of Fame songwriter Mosie Lister. Performing these songs are James Blackwood, the Bill Gaither Trio, the Gold City Quartet, Jake Hess, The Kingsmen, and J.D. Sumner and the Stamps Quartet. Strings, horns, and woodwinds add richness to the basic guitar-keyboards-drums accompaniment. The lyrics are simple but powerful: the ballads are moving and the up-beat songs put joy in your heart and a smile on your face.

Hip Hop Hymns for Kids

The Brentwood Kids Company
Brentwood

There are modern paraphrases of the Bible, so why not a "musical paraphrase" of the classic hymns of the church? Purists may cringe, but *Hip Hop Hymns for Kids* translates favorite hymns into hip hop, interspersing bits of rap that help explain and expand the meaning of the hymn (making a sort of Amplified Version?). The lyrics and melodies have not changed; it's just the hip hop setting and rap segments that give the '90s flavor. Sung entirely by children in creative, engaging arrangements, *Hip Hop Hymns* is joyful, energetic, and fun.

Guidum

Abraham Laboriel
Integrity

Gifted guitarist Abraham Laboriel brings us his second solo release, *Guidum*, which contains a vibrant array of original jazz compositions and features woodwind virtuoso Justo Almario and producer, arranger, composer Greg Matieson on keyboards. Abraham's eldest son, Abe Jr., rounds out the quartet on drums. The tracks were recorded in Los Angeles with few overdubs.

The new compositions were conceived with live performances in mind. "We decided to make an album that captured the way it sounds and feels when we play live," Laboriel explains. "So we made the album live in the studio with as few overdubs as possible." It worked. The recording brims with electricity and excitement.

Laboriel's musical style, a sophisticated blend of Latin, funk, and jazz, combines the rhythms of South America with elements of American rhythm and blues and jazz to create a unique sound. He's long been considered one of the most respected accompanists in contemporary music, with credits reading like a *Who's Who* of today's top artists and having performed on over 3500 recordings. In the Christian market, Laboriel has worked on many of Integrity's praise and worship recordings and videos, as well as founding and playing in jazz/rock group Koinonia.

Darlene Peterson is the music reviewer for Religious Broadcasting Magazine.

Now there's another benefit to your membership:
discounts on long distance service.



National Religious Broadcasters is always looking for ways to do more for you. And now they've teamed up with AT&T to offer you a valuable benefit: AT&T Profit By Association. This program makes it possible for you to have high-quality AT&T long distance service for less than you would normally pay.

**AT&T Profit
By Association**
Reliability: Guaranteed.

With an additional member-only discount on top of AT&T's already competitive prices, we can offer you a long distance package that can be rewarding for your business. AT&T also *guarantees* long distance network reliability and on-time installation. Certainty may be a rare feeling in business, but it *is* possible when you deal with AT&T.

Don't wait another second. Call 1 800 670-0841, ext. 1066, to find out more about what AT&T Profit By Association can do for your business.

AT&T. For the life of your business.™



Limitations on guarantees' coverage and remedies apply.
Certain restrictions apply. Call for details. ©1995 AT&T

Orban Offers 8208 Digital Stereo Encoder

The new 8208 Digital Stereo Encoder from Orban is a compact, stand-alone unit with performance far exceeding the limits of currently available test equipment. It is designed for the unique requirements of large radio networks; in particular, those networks adopting digital program distribution.

The 8208 accepts either analog or AES/EBU digital inputs, with all encoding accomplished in the digital domain by a dedicated DSP chip. The digital input automatically synchronizes to any sampling rate from 32 kHz to 48 kHz. In addition, the 8208 responds to status bits in the AES/EBU data stream, which may be used to turn de-emphasis on or off. This proprietary Orban feature allows automatic switching of pre-emphasis and/or J.17 de-emphasis to accommodate different transmission systems, such as NICAM.

"The 8208 is ideal for large networks with a single



8208 Digital Stereo Encoder

origination studio and multiple, scattered transmitter sites," says Chris Holt, product engineering specialist at Orban. "Such networks are common in Europe and Asia, and many of these networks can use a single Orban 8200 OPTIMOD for processing, and then distribute the 8200 output signal to any number of 8208 units at the transmitter sites without leaving the digital domain."

Both analog and digital inputs on the 8208 are electronically balanced and floating on XLR-type connectors, with levels adjustable by recessed front panel trimpots. In addition, real panel BNC connectors are provided for two subcarrier inputs, which are summed into the 8208's two composite outputs.

For more information about the 8208 Digital Stereo Encoder, contact Amy Herndon at Orban, 1525 Alvarado St., San Leandro, CA 94577, or call (510) 351-3500.

AKG Introduces C647 Microphone

Conventional wisdom used to say it didn't matter what radio studios *looked* like. But when KKLA-FM/Los Angeles built a new studio, management was particularly concerned with visual appeal.

Designed specifically to support the station's all-talk format, the new studio centers around a large oval conference table accommodating four guests plus the show's host.

Chief engineer Mark Pallock said he wanted to avoid cluttering the room's elegant decor by using the standard talk-show microphone rig of large dynamics hung on springy mike booms.

Instead, Pallock opted for the AKG C647 miniature studio condenser with integral slender gooseneck stand fitted to a H600 table shock mount kit. The C647's sleek styling blends with contemporary studio decor and its slim quarter-inch diameter allows better eye contact.

"We looked at the C647 first for aesthetic reasons," admits Pallock, "but we are very pleased with the sound. It's fuller and richer than the dynamic models we had been using."

The AKG C647 is a miniature hypercardioid micro-

phone integrated into a sectional mini gooseneck. The high-grade condenser capsule features an unusually smooth and extended frequency response in an ultra-slim housing that is barely distinguishable from the gooseneck itself. High sensitivity and a hypercardioid pattern assure full-bodied, highly intelligible sound at working distances from one to four feet, depending on ambient conditions.

Off-axis sources are attenuated evenly for maximum feedback rejection, and signal-to-noise ratio is excellent. An acoustically tuned interference tube evenly extends bass response, while a switchable roll-off filter effectively controls annoying rumble.

For more information on the AKG C647, contact Shannon T. Celia at Harmon Pro North America, 8500 Balboa Blvd., Northridge, CA 91329, or call (818) 895-3426.



(from left) C747, C647, C621 microphones

SOCIALLY SPEAKING

continued from page 40

day night we go out just to enjoy being together.

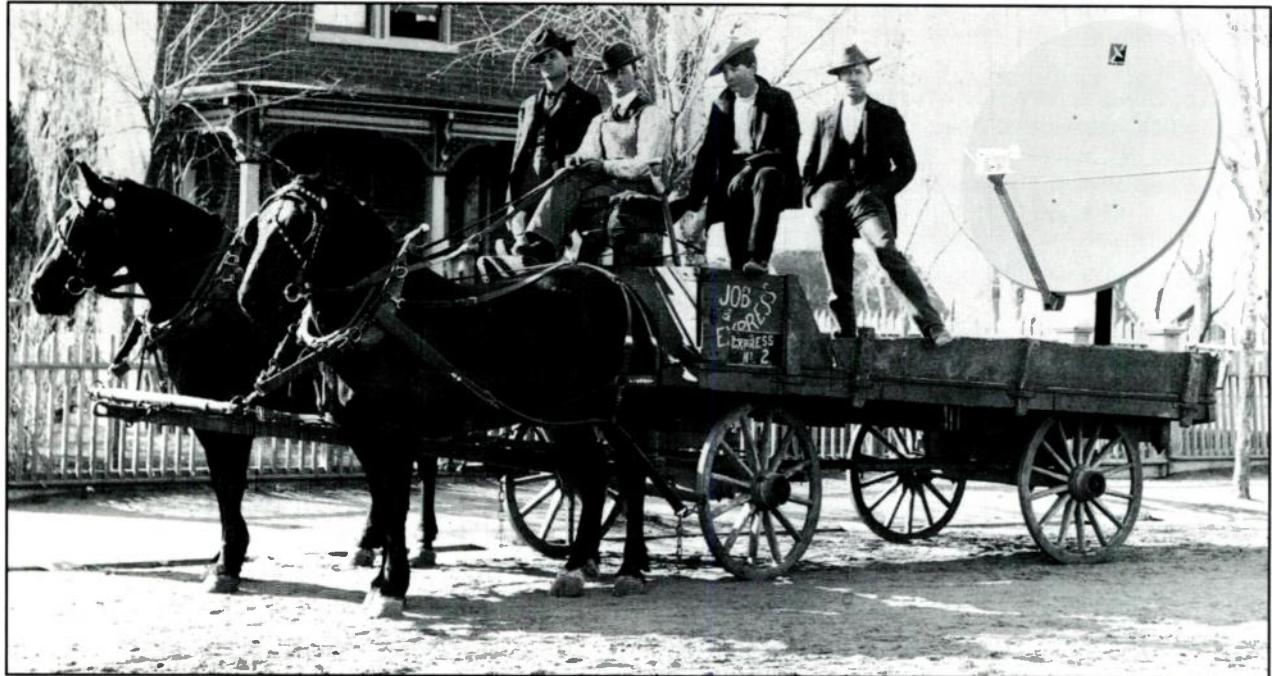
5. **Division of duties.** We know that neither work nor marriage is that ideal "50/50 proposition." We make it a point to be interchangeable. Warren can cook; I can write a press release. I train our love-birds; he tends the garden. When one of us is having a "bad hair day", the other steps in to the rescue. Working in a field fraught with deadlines and political land mines, we try not to burden each other by being a bear, but instead to "bear

one another's burden."

Finally, our real secret is an indefatigable humor. That is the glue that keeps us together and the pinprick in the balloon of pressure. I think my husband is a very funny guy and we both love to laugh, so we work hard to stay in practice!

In conclusion, working together is definitely a challenge and may not be for every couple. But for those who God has equipped to supplement each other in professional as well as personal life, "The Priscilla and Aquilla Syndrome" can be a great blessing to couples in the broadcast industry in the '90s. ⁸

Call the Pioneers!



Courtesy, Colorado Historical Society F20.275

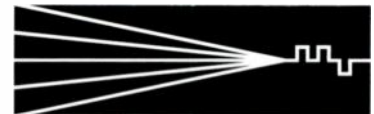
Back in 1988 when NSN introduced VSAT satellite technology to the broadcast industry, there were fewer than 1,500 VSAT terminals in the USA. Today there are over 100,000!

Over the years, we've installed more than 80 uplinks and over one thousand remote sites worldwide. And we've blazed a few trails including the first ComStream ISO/MPEG VSAT digital audio and data networks in the USA, Venezuela, and the Bahamas; the first "store & forward" localized satellite audio networks in the USA and Thailand; and the first VSAT SCPC paging data distribution network in Hong Kong.

Experience and service is why NSN Network Services is the nation's preferred choice for VSAT networks and the largest authorized distributor of ComStream digital audio equipment.

And you won't pay any more than you would buying direct from the manufacturer. NSN offers complete, turnkey networks with spacetime for **coast-to-coast stereo audio starting at just \$1,295 per month!** Look to us for:

- ☑ *ComStream Digital Audio Satellite Network Equipment*
- ☑ *Satellite Data Networks*
- ☑ *Network Design & Licensing*
- ☑ *Domestic & International Spacetime*
- ☑ *24-Hour Technical Support*
- ☑ *Installation & Training*
- ☑ *Lease Financing*



**NSN NETWORK
SERVICES**
SM

Avon, Colorado USA

303 ♦ 949 ♦ 7774

800 ♦ 345 ♦ VSAT
8 7 2 8

Fax 303 ♦ 949 ♦ 9620

E-mail: sales@vsat.nsnnet.com
tech@vsat.nsnnet.com

NSN is an authorized distributor of Gilat, ComStream, GE Spacenet, and other fine satellite and broadcast communications products.

THE BOOK SHELF

BY HARRY CONAY

New Geneva Study Bible (NKJV)

edited by R.C. Sproul
Thomas Nelson, 1995

When, in 1604, King James VI called for a new English language Bible, he wanted it to be free of the marginal notes which were a distinctive feature of the popular Geneva Bible of 1560 (written in Switzerland by refugee English Reformers). The annotation-less result was the Authorized or King James Bible of 1611. According to the *New Geneva Study Bible* (NGSB) editor R.C. Sproul, no Bible since the Geneva Bible has consistently presented Reformed doctrine.

Thus, the NGSB "is so called because it stands in the tradition of the original Geneva Bible" [my emphasis] by presenting "a modern restatement of Reformation truth in its comments and theological notes . . . to present the light of the Reformation afresh." (Anyone expecting something akin to a reprint of the original will be disappointed to discover there is about as much "Geneva" in this *New Geneva Study Bible* as there is "Noah Webster" in most so-called Webster dictionaries.)

While Sproul is the general editor, other editors (including James Boice and J.I. Packer) are cited, along with numerous other contributors. They have provided the exegetical components, notes, and supplemental features most serious students of Scripture have come to expect in a study Bible.

Given its doctrinaire stance, the NGSB is surprisingly objective overall. Bottom-of-the-page notes, while prolific, are neither verbose nor preachy; some readers may even find them a bit too succinct and subdued. Appropriately placed "gray boxes" (containing data strongly reminiscent of, but not credited to, Packer's *Concise Theology*, Tyndale House, 1993) explain larger doctrinal themes.

Small black-and-white maps are conveniently placed as needed throughout the text with larger, colored ones at the end. The black typeface (red for Christ's words) is generally clear against the clean white page, but tiny, verse-identification numbers are so unobtrusively light that they tend to become lost amidst a clutter of other small numbers and letters (some italicized, some not) keyed to side-column notations. Today's Calvinists must have good eyesight.

In conclusion, the NGSB is a handsome, informative volume which will be of special interest to Reformed saints (one of whom literally jumped in the air and shouted for joy when he first spied it on the shelf of a local Christian bookstore). However, several users I spoke to said they have come to regard it as a *supplement* to, rather than a *replacement* for, their *NIV Study Bible* (Zondervan, 1985). (Scuttlebutt has it that NGSB editors initially intended to use the NIV translation, but well into the project, the NIV copyright holder abruptly withdrew, causing them to fall back on the NKJV to which Nelson owns the copyright.) Nevertheless, all students of Scripture — Reformed or not — who wish to know more about an important, historic, doctrinal perspective not presented *with this level of consistency* in other study Bibles, will wish to add this to their libraries.

Inspirational Study Bible (NCV)

edited by Max Lucado
Word, 1995

The *Inspirational Study Bible* (ISB) I examined was in the easy-to-read (i.e., 3.9 grade reading level) New Century Version (NCV). Given Max Lucado's penchant for simplicity, this is an appropriate pairing. (The ISB is also available in a less appropriate 9.1 grade reading level NKJV). Because the typeface is boldly black (no red for Christ's words) against the stark, white page, it is comfortable to read, even where small.

The major feature of the ISB is its inclusion of numerous "Life Lessons" running in a column along the outer third of most pages. These consist of five explanatory sections headed "Situation" (a sentence or two of background information), "Observation" (a pithily stated truth or lesson), "Inspiration" (relevant excerpts from the works of myriad Christian writers), "Application" (a brief demonstration of the truth), and "Exploration" (some related Scripture passages). The "Inspiration" sections are truly the highlight of this book.

Brief devotional interludes penned by Lucado are placed on thicker, shinier paper, bound in pairs at irregular intervals. Had these been placed *between* books rather than in the midst of them, these stiffer sheets would have served as an *aid* rather than an *encumbrance* to searching for a specific book or passage.

Bottom-page annotations are minimal. There are some supplemental materials at the end, but apart from the scanty "Situation" sections mentioned above, there is virtually no cultural or historical background material. Surprisingly, there are no outlines, maps, charts, pictures, or other visual aids! To the extent that this is a study Bible at all, it should be labeled "Study Bible Lite." However, adults and older children who desire an especially easy-to-read Bible with some added insights and practical, inspirational guidance, may wish to consider the *Inspirational Study Bible* (NCV).

The Thor Conspiracy

by Larry Burkett

Thomas Nelson, 1995

The Thor Conspiracy is Larry Burkett's second venture into fiction (his first being *The Illuminati*, 1991). Set some two decades into the future, the novel harks back to a fictional government nuclear project in the 1960s called "project THOR." Despite potential risks to the atmosphere, top-secret tests were conducted — with dire environmental consequences. "In the 50-odd years since the THOR had been launched, the most incredible hoax of all time had been perpetrated on the world." This fast-paced book details the subsequent effects of that deception, its coverup, and a vast network of conspiracies perpetrated by the Environmental Protection Agency. Those who enjoy thrillers threatening global consequences will enjoy this one.

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

Developing Local Programs

As a television station executive, don't be content with only airing nationally syndicated programs in your broadcast day. You can produce local shows which have a major impact in your community, even when your guests are not physically present. KYFC-TV/Shawnee Mission, Kan., does it.

Tom Talbert, producer/director at KYFC, is the host and co-producer of *KC On Line*, a live, hour-long, call-in talk show dealing with a variety of topics airing Wednesday evenings from 9 to 10.

"We investigate local issues, such as controversies in the Kansas City school district, and we localize topics from the national headlines, such as welfare reform," says Talbert. "We also like to be proactive. For example, we did a show on militias six months before others did."

Talbert says four years ago station executives recognized the need for a locally produced public affairs program. They decided to start a talk show, beginning by inviting local authorities into the studio to be interviewed. A natural next step was incorporating the telephone into the weekly format to directly include viewers' questions and encourage viewer participation with each guest.

Then the telephone itself evolved into an interviewing tool for the program's producers. "While we've had national authorities in-studio, we started interviewing guests by telephone because we wanted to get them on the air more frequently, even if they weren't in Kansas City," Talbert explains.

With all guests, Talbert looks for the local angle. "We'll have a guest by phone, for example, from Washington, D.C., and we'll also have local guests in-studio at the same time who are conversant on the topic."

When interviewing someone by telephone, Talbert uses a variety of ways to keep the viewer interested. "We'll do a split screen," he reveals. "We'll get a photo of the guest ahead of time and do a still-store of it, complete with the station's graphic — something like 'Live from Washington, D.C.' Then we split the screen with the photo on one-half and the in-studio guest on the other."

Talbert uses either color or black-and-white photos. In the case of authors, he cuts back and forth between the photo and the person's book(s), also showing a telephone number where the books can be purchased.

"Our biggest challenge in the show's production is that we're kind of primitive with the phone system," he admits. "We basically have a speaker phone in the studio. We've cut off the guest a few times putting them on hold during the program."

KC On Line's audience is a cross-section of local viewers. "People who view *Larry King Live* also watch us," Talbert says. "We get a lot of channel surfers. People from all perspectives call in." About 25 to 35 calls are received every Wednesday night. "We don't take the first call until ten minutes into the program. We have eight lines and they're always full."

He says he doesn't screen the calls. "We just get their names and where they're calling from. Then we write it

on a board and I see it on camera. We do have a TelePrompTer, but not a computer to bring up callers. In the future, we intend to use a character generator to print the caller's name and location on screen."

Talbert keeps the callers to one question. "I try to move it along. Talking heads can get dry, so I keep the pace lively," he notes.

According to Talbert, "Liberals tend to see us as the enemy camp, but we try to be fair. We invite all sides in to discuss the issues. It makes an interesting show when they show up."

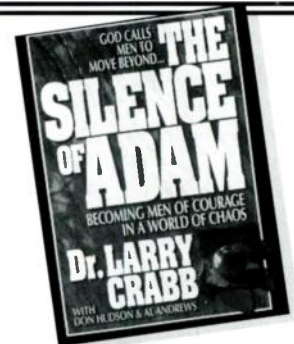
KYFC has recently become semi-commercial. *KC On Line* is produced to have a pair of two-minute and a single one-minute slots for sponsor spots. The station promotes the program through promos during the week and with a tradeout agreement via local Christian radio stations.

Think about starting a similar program on your station. Take advantage of nationally known people visiting your city, start the program with a report (similar to *Nightline*) using such sources as Capital News Service, Features International, *The 700 Club*, or C-Span, and interview guests by telephone, all of which KYFC does.

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



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.



We put the AUTHOR in AUTHORitative interviews!

Interview Dr. Larry Crabb, Don Hudson, or Al Andrews

For Father's Day, interview these authors who challenge men to reach past their private fears of failure and spiritual paralysis.

Interview questions: Why do you say that without clear guidelines for success, men too often do nothing? What is "the silence of Adam"? How can men exhibit courage in this world of chaos?

AUTHOR AVAILABILITY: Morrison, CO, and by telephone

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

Zondervan Publishing House
A Division of HarperCollins Publishers

HELP WANTED

KNIS-FM/CARSON CITY, Nev., seeks SBE certified chief engineer. Complete broadcast facility maintenance including a network of 21 FM translators in Nevada and California. Most equipment less than eight years old. Successful applicant should be energetic, self-starting, knowledgeable in FCC rules and application process. Detail-oriented and a team player. KNIS is a commercial-free contemporary Christian music station with a companion outlet in Wyoming. Send work experience with dates, salary history, and references to Tom Hesse, GM, fax (702) 883-5704, or mail 6363 Highway 50 East, Carson City, NV 89701. EOE.

ANIMATOR/CGFX ARTIST (light-wave) wanted for leading Christian and educational television station in the Caribbean. Must be efficient team worker, eager to serve the Lord. Call (809) 440-1999 or fax (809) 440-6633.

ON-AIR PRODUCTION PRO wanted for rapidly growing radio network located in the southeastern United States. Strong working knowledge of computers is necessary. Experience with SAW or similar digital work station is helpful. Please send tape and resume to General Manager, P.O. Drawer 3206, Tupelo, MS 38803. An Equal Opportunity Employer.

LOOKING FOR KEY TEAM members for television station in Mongolia. Possible continent-wide influence. Positions available are: station manager, program production director, control room operations director, and news director. Pay negotiable. Need is immediate. Please call (605) 330-2745 for more information.

EXPERIENCED GENERAL SALES MANAGER wanted for vibrant, international radio broadcast network. Minimum five years' experience. Strong sales and management capabilities required. Must be goal-oriented, visionary, self-starting, and able to develop national and international sales. Send resume and cover letter to John Tayloe, president, High Adventures Ministries, Voice of Hope Global Broadcasting Network, P.O.

Box 93937, Los Angeles, CA 90093.

SITUATION WANTED

PRODUCER/EDITOR who is a highly talented, ministry-minded, professional with ten years' experience in all phases of television broadcasting is looking for a self-starting, permanent, or freelance position. Especially gifted in producing innovative programs, fund-raising testimonials, documentaries, and specials with the latest in digital video/audio technology. Call (412) 457-3524.

YOU NEED A GM WHO has both sales and programming experience, is aggressive, focused, confident, creative, a strong but compassionate leader, and an outside-the-box thinker with a proven success record. You need me! I work hard, I work smart. Respond now by faxing (717) 474-2535.



STATION FOR SALE

1 KW.AM 1210 mhz-daytime

- No. 1 Local Station in its Market
- Presently News Talk Format
- 60 Miles from Major Market
- Services 120,000 population
- No Other Christian Station in Service Area
- Transmitter Site Included
- Studio Site Available

Price: \$550,000

Interested Parties: STATION
Box 0000
Manassas, VA 22110

NON COMM CEO's & MANAGERS

Increase donor income immediately. Christian fund raising and development expert shares his proven methods for raising major gifts and new \$\$\$ for unfunded projects. Built on 15 years experience. Easy-to-follow steps will work at your station. Call 24 hours for FREE RECORDED MESSAGE and FREE report. 1-800-549-1796

WANT TO BUY

American Family Radio is in the process of expanding our ministry. We are interested in purchasing FM CPs and existing FM stations. Call Don Wildmon at (601) 844-5036.

HOLES IN YOUR PROGRAMMING?

Call 1-800-368-6234, 24 hours, for FREE RECORDED MESSAGE and Demos of 60/90-second quality ministry features for all formats. Great for daily use, PSA's, news issues. Some on CD. ALL FREE! Already airing in hundreds of markets, all sizes.

EQUIPMENT FINANCING ON ALL BROADCASTING EQUIPMENT

- Easy to qualify
- Fixed-rate, long-term leases
- Any new or used equipment
- 100% financing, no down payment
- No financials required under \$50,000
- Refinancing existing equipment



EXCHANGE NATIONAL FUNDING

Call Mark Wilson (800) 275-0185

iC: Your Sign of Quality.

InfoCision Management Corporation
The Industry Leader in Christian outbound telephone fund-raising

Call Tim Twardowski at (216) 668-1400

\$ \$ \$ \$ \$

DO YOU NEED CASH

to fund new or used equipment?
Call 1-800-549-8539 for FREE RECORDED MESSAGE, 24 hours, to hear about our quick-approval, fixed-rate, long and short-term lease-to-own programs. Then you can apply by FAX, 24 hours a day.

FINANCING



"Loans By Phone"

(800) 699-FLEX

- ☞ FAST, EASY APPROVALS
- ☞ We Specialize in Broadcasting Equipment
- ☞ No Tax Returns/Financial Statements Necessary
- ☞ You Choose Equipment and Dealer
- ☞ New or Used Equipment

For Information Call Jeff Wetter Toll-Free.
24hr. fax: (214) 578-0944.

FLEXLEASE, Inc.
COMMERCIAL EQUIPMENT FINANCING

Move with Peace of Mind!

Our free service throughout N.A. connects you with Realtors who:

- * are full time professionals
- * come highly recommended (we check references)
- * are committed to utmost integrity & service
- * at your request, will introduce you to the Christian community, churches & schools

The EXODUS Network
1-800-395-8556

*It's Your
Radio
Station...*

Call Us Today

The Word In
MUSIC *Satellite
Network*

Jeff Behan - Director of Marketing
PH (719) 592-0432 FAX (719) 531-9697

We know that if money was no object everyone would have a great sounding radio station & a huge promotional budget. But if you've ever wanted to sound better, be more prominent in your market *and* give your mainstream competitors a run for their listeners - we offer a simple solution.

*And
It Sounds
Terrific!*

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

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

CALENDAR CLOSE-UP

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 12-14

National Religious Broadcasters Eastern Regional Convention; Sandy Cove Bible Conference Center, North East, Md. Information: Ward Childerston, (301) 582-0258.

October 19-21

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

October 27-30

COICOM; Acapulco, Mexico. 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.

February 27-29, 1996

Eighth Annual National Conference on Preaching; Downtown Baptist Church, Orlando, Fla. Sponsored by *Preaching* magazine. Information: (502) 899-3119.

February 27-March 1, 1996

18th Australasian Christian Broadcasters Conference; Adelaide, South Australia. Information: P.O. Box 2020 Launceston TAS 7250 Australia,

61 003 27 4141.

April 28-May 1, 1996

Evangelical Press Association Convention; Antlers Doubletree Hotel, Colorado Springs, Colo. Information: (804) 973-5941.

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.

Ad Index/Reader Service Guide

RS#	Advertiser	Page #
104	American Bible Society	19
105	AT&T	43
106	Books & Bookings	31
146	Bott Broadcasting	11
222	CRT Custom Products	29
—	Directory of Religious Media	38
133	InfoCision Management	2
212	IBS	23
107	INSP	37
108	ITS	51
109	KMC Media	IBC
110	KMS Software	17
150	Life Issues Institute	18
111	MicahTec	BC
190	Morningstar Radio Network	41
163	National Right to Life	36
170	National Supervisory Network	45
112	NRB 1996 Convention	35
192	Opryland Duplications	24
113	Premiere Speakers Bureau	25
114	Royal Media	1, 5, 7
103	Signal One	33
115	Turning Point	IFC
233	Tyndale House Publishers	22
116	Word In Music Satellite Network	49
197	Zondervan Publishing House	47

Circle the RS# on the enclosed Reader Service Card.

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

Religious Broadcasting
Calendar Close-up
7839 Ashton Avenue
Manassas, VA 22110
Fax: (703) 330-6996

Carlson Travel Network/Media Travel USA is the official agency of the 1995-96 National Religious Broadcasters (NRB) conventions. Specializing in the travel needs of broadcasters, Media Travel USA is teaming up with American and United airlines to provide for the travel needs of attendees and exhibitors to all NRB and other broadcast industry conventions. For further travel information and airline reservations, call (800) 283-TRIP [in Florida, (407) 575-7600]. A percentage of the travel agency commission paid by the airlines will be donated to NRB by Media Travel USA.

ITS CORPORATION

ITS-830
1 kW Transmitter

ITS-834
2 kW Transmitter

Full Service
Broadcast Quality In
All Our Products...

Including LPTV

When you purchase a transmitter for LPTV or translator service, you should expect the same quality and performance that the higher power stations receive in their transmission equipment — it's just as important to you as it is to them. At ITS, we manufacture all of our products to the same exacting standards that the largest, full service broadcast stations require! Some of the many features include:

- Broadcast quality, ITS built modulator for exceptional signal performance.
- Built-in protection from external and internal disturbances.
- Extensive diagnostic indication — available locally and remotely.
- Solid-state, broadband amplifiers.
- High gain, parallel amplifiers above 500 watts for redundancy. Each amplifier has its own power supply and cooling.
- Conservative design and advanced signal processing for outstanding reliability and performance.
- Full product line from 10 watts to 2 kW for LPTV and translators.

In addition, every product is backed by ITS' deep commitment to customer service after the sale — we simply won't let you down! Join the many broadcasters who are turning to ITS for the best transmitters for both low power and full service requirements.

"Visibly Better Technology"

ITS information
transmission
systems
CORPORATION

Broadcast Systems Division
Freedom Drive
P.O. Box 460
Lawrence, PA 15055-0460 USA
(412) 873-1500 FAX (412) 873-1264

Working Together

The church and religious broadcasting — as we begin to enter the 21st century can we actually separate the two, especially in evangelical circles? For the past 50 years, the two entities have grown progressively closer, becoming more entwined as each year fades into history.

But can the two be separate anymore? Should they be? There were those in the past who accused religious broadcasters, especially those using television, as being “sheep stealers.” Christian broadcasters were the cause of dwindling attendance and financial support by congregants in many churches across the country. Christian broadcasters were becoming an unwelcome part of the church at large.

But, for the most part, that assessment has gone the way of black and white television and the long-play record album. Why? Because churches involved with or supportive of religious broadcasting, especially in their local communities, have generally experienced growth and a new enthusiasm for outreach from their parishioners.

And in return, Christian radio and television stations which have become a part of their communities have received greater acceptance and support from local congregations. The relationship is definitely a two-way street.

During the past 25 years, there has been phenomenal growth in both the religious broadcasting industry and evangelical Christianity. For example, from the early 1970s through last year, the number of religious radio stations in the United States increased 233 percent, while Christian television stations grew at an amazing 1090 percent.

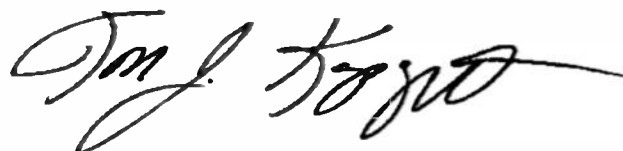
In the 1991 edition of the *Yearbook of American & Canadian Churches*, a “statistical time series” tabulated the numerical growth of 28 selected denominations in this country during the previous five decades. Between 1970 and '90, only a dozen of those bodies grew by at least 30 percent. Of those 12 denominations, ten would be considered a part of mainstream evangelicalism.

Since the overwhelming majority of Christian broadcasting in this country is either produced or supported by evangelicals, the growth of one group has thus seemingly led to the growth of the other or vice versa, or possibly the relationship is even synergistic. However, the broad distinction that once separated the church and religious broadcasting has indeed become nearly unrecognizable.

So perhaps the two cannot be dissected anymore. Is that so bad? Not as long as the church realizes and holds true to its position as the foundation for religious broadcasting. And as long as religious broadcasters remind themselves they are an outgrowth of the church and will never be able to supplant it.

A great example of this relationship was seen in the cover story, “Voices of Healing in the Heartland.” Its authors concluded the piece by writing, “the church and Christian radio worked together to promote healing to a city in crisis — and continue to work together as hand and arm, reaching the hurting with God’s healing.”

I believe that is what the Apostle Paul had in mind when he wrote to the Church at Corinth: “The body is a unit, though it is made up of many parts; and though all its parts are many, they form one body. So it is with Christ” (I Corinthians 12:12). And so it should be with the church and religious broadcasting.





Are You Just Buying Time?

Buying media time the old-fashioned way is fairly simple. You call a station, ask about the rates, and place your order.

But in today's complex broadcasting world, you need more. With KMC Media as your agency, you'll gain the benefit of strategic marketing and planning to assure that your ministry gets the best times at the best rates.

Certainly we buy time on Christian television and radio stations for our clients. But we also go the extra step.

For example, we've negotiated blocks of time on cable superstations like WGN.

And we've gone directly to cable companies to pinpoint highly targeted, low-cost local markets.

That's why many of the nation's most respected television ministries are turning to us—leaders like Adrian Rogers, Tony Evans, Jack Graham, and Ed Young.

We help our clients make sure their television or radio presentation is effective, too. We provide consulting services on format and marketing. And we often use focus groups and

research to give you the feedback you need to make informed decisions.

Our broadcast professionals can direct and produce special fundraising programming for you, as we're doing for such ministries as World Vision and Prison Fellowship. And we can give you turnkey service on daily radio broadcasts like our innovative

two-minute programs for Luis Palau.

Through our parent company, Killion McCabe & Associates, we

can also help you with your fundraising needs.

In short, we're not just buying time. We're helping ministries achieve the mission God has given them by providing the expert media services they need.

Because your broadcast ministry can make an eternal difference to the people you reach, isn't it time you gave us a call?

1-800-825-MEDIA

Or contact us via E-mail:
dclark@kma.com

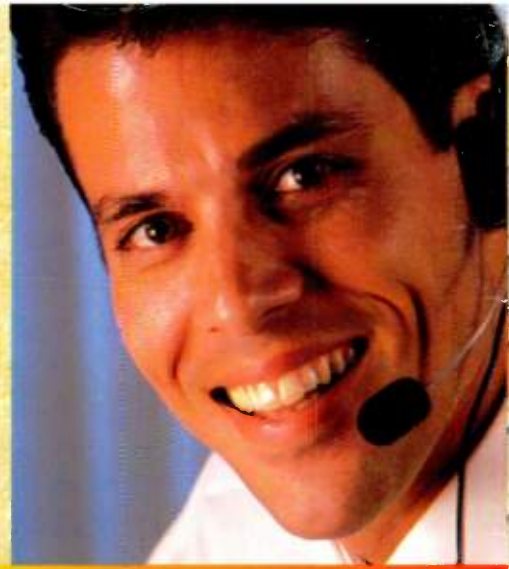


MEDIA STRATEGY, PRODUCTION, & PLACEMENT



700 Coit Central Tower • 12001 North Central Expressway • Dallas, TX 75243-3734 • Phone: 214-383-7000 • Fax: 214-383-7001 • E-mail: dclark@kma.com

RBDA96



PROFESSIONAL 800 ANSWERING SERVICE

Are you missing valuable phone orders? Experiencing bottlenecks in your data entry and product fulfillment departments? Basing important decisions on incomplete or unreliable information?

Meet **MicahTek**, a company you can trust to do the job right. Specializing in 800 phone response and order fulfillment, **MicahTek** features a fully automated phone system, customized software, and a committed staff who really understands the urgency of your mission.



So, if you need a company who is willing to do whatever it takes to get your work out the door, on time, at the lowest possible cost, call **MicahTek** today!

- **800 Phone Center**
- **Credit Card Authorizations and Electronic Funds Transfer**
- **Fulfillment Services**
- **Database Management**
- **Direct Mail Processing**
- **Pledges and Subscriptions**
- **Donation Receipting**
- **Donor Management and Distribution Software**

**FOR A FREE BROCHURE, DIAL:
800-303-4436**



Cityplex Towers
2448 E 81st St. Suite 4600
Tulsa, OK 74137

