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A Taste of Television

by Kathy Sindorf
WCFC-TV38/Chicago successfully blends professional know-how and student initiative to create an innovative and educational Advanced Television Production course for college students.

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Gridiron Hearts

by Kim Weaver
Opening up its offense with block programming for teens is a winning philosophy of WAWZ-FM/Zarephath, N.J.

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Futuristic Broadcast Education

by Ronald J. Shope
Broadcast communication in the 21st century will require technically based, biblically centered, and globally focused education. Find out more from the chair of communications at Grace University in Omaha, Neb.

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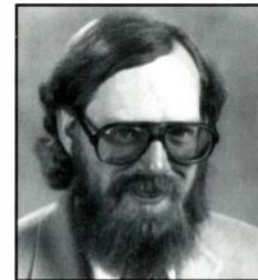


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The Learning Curve

by Sarah E. Smith
Two professors talk about the industry, students, and religious broadcasting.



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The Academics of Broadcasting

The third annual listing of colleges and universities dedicated to equipping students wanting to enter the broadcast field.

Rehearsing for the Real World

This issue of Religious Broadcasting shines a spotlight on youth and education. From the innovative Advanced Television Production college course of WCFC-TV38/Chicago to the successful programming for teens by WAWZ-FM/Zarephath, N.J., the next generation is becoming prepared to face the challenges of adulthood, both professionally and spiritually.



photo by Jeffrey Beebe

Rehearsing for the Real World

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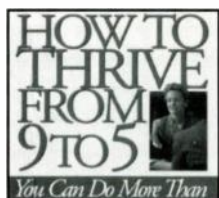
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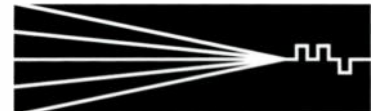
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Accept the Gauntlet

At the last National Religious Broadcasters (NRB) executive committee meeting, one of our group admonished us to make things happen — in a new way. His challenge stayed with me as I reflected on those I know who have successfully accomplished this formidable task in their ministry and as I looked for personal ways to “pick up the gauntlet.”

For me, Percy Crawford is such a person. He was an unparalleled visionary who was willing to be the first — to take the chance and step out in front, to try something new if he believed that in doing so he was following Jesus’ commandment to “make disciples of all nations” [Matthew 28:19].

Among his many ministries, Crawford began the first live television program, *Youth on the March*, on ABC. He also founded The King’s College and three Christian camps and began several live and tape-delayed radio programs nationwide.

Never one to be discouraged by those who believed something couldn’t be done, Crawford’s response to naysayers was, “I know God wants me to do this,” and he would *just do it*, as Nike’s current advertising slogan exhorts us.

I am sure you’ve heard it said there are three kinds of people in the world: those who make things happen, those who ask what happened, and those who don’t even know something has happened. Those of us in ministry, especially in broadcast ministry, can settle for nothing less than to be someone who makes things happen.

No matter what your position — owner, general manager, on-air personality, engineer, or production staff — don’t become stale and caught in the proverbial rut. Someone once said, “A grave is a rut with the ends kicked out.” Through our faith, we know there is a greater life beyond the grave; we must also have faith there is so much more we can do in our ministry beyond our current “rut” if we look to God for strength and inspiration.

We are fast approaching the end of another year. For some, what we have done this year is no different than what we accomplished in years past. Our rut just keeps sinking lower. As you thank God for His many blessings during the coming holidays, pray also for His guidance in new ways to make things happen in your ministry to reach others with His Word.

Remember Jesus told us that, “with God, all things are possible” [Matthew 19:26]. He will guide us and give us the courage to find new ways to make it happen. God bless you and Happy Thanksgiving!



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

Bob Straton

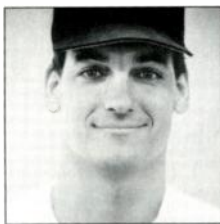
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Former Reagan administration, National Security Council official. Author of 'Under Fire - An American Story.'



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.



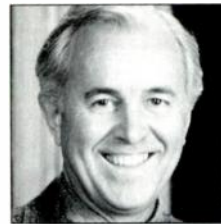
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Grassroots Campaign Moving Forward



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

We have again been representing National Religious Broadcasters (NRB) members' interests in Washington, D.C. In recent meetings on Capitol Hill we talked to congressmen and senators about issues such as DARS, music licensing for Christian stations, and the Fairness Doctrine.

We have many supporters of our cause in the Congress and it was a joy to meet with a number of them. Because our visit coincided with a busy voting agenda for Congress, we were not always able to meet with the congressman personally, but instead met with his top staff.

But we were able to meet and expressed ourselves on Christian communications issues with several senators and representatives, including Sen. Larry Pressler (R-S.D.), who is chairman of the Communications Committee.

Sen. Dan Coats (R-Ind.) informed us of "The Project for American Renewal." Along with William Bennett, he is launching a major conservative social policy. The project is an effort to highlight and encourage the character-shaping institutions of American society and includes a comprehensive legislative package designed to shift authority and resources beyond the government (at every level) to families, grassroots community organizations, and private and religious charities.

Specifically, the legislative portion of the project is focused on providing authority and resources to three levels of civil society: 1) fathering, mentoring, and family; 2) community empowerment; and 3) effective compassion.

The fathering, mentoring, and family legislative package will focus on supporting fathers and mentors in their essential task of instilling character in children. The community empowerment package focuses on giving neighborhoods and grassroots organizations (such as neighborhood watches and community development corporations) the economic and social tools to renew a sense of community.

The effective compassion package encourages private and religious charities, in addition to individual acts of giving and caring, as a partial alternative to bureaucratic approaches. The project's legislative package is *not* a government plan to rebuild civil society. Rather, it attempts to take the side of the people and institutions rebuilding their communities.

May this be a first step in the restoration of America. I'm sure Coats' office would supply copies of the booklet outlining this plan should you desire to have one.

Among others, we met with the staff of Rep. J.C. Watts (R-Okla.). It was a joy to say thanks to Rep. Jack Fields (R-Texas) for his part in shelving the Fairness Doctrine issue. Rep. Tim Hutchinson (R-Ark.), a former Christian radio station owner, assured us of his support. And Rep. Bob Inglis (R-S.C.) is also a committed believer and very interested in our cause.

NRB's grassroots program of contacting senators and representatives is under way. Many of you are returning the forms indicating your desire to be involved in this program. I'm very encouraged that our association is moving so well in this direction. We need to develop relationships with lawmakers so that at crucial times we can count on their support.

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

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

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Wanda Franz Ph.D.

Pro-Life Perspective

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Reason for the Message

The article "Business or Ministry" in September is a disservice to the Christian broadcasting community. It reinforces the attitudes that make the media ineffective as an influence for Christ.

Specifically the phrase "the message is more important than the listeners" really grieved me out. Excuse me, it "grieved my spirit." Those listeners — people for whom Christ died — are the reason there *is* a message!

Is [author] Mike Maddex saying his particular form of communication is more important than if someone goes to hell? Don't get me wrong: the basics of the Gospel should never be changed. But there are ways to communicate them that people will listen to.

While I agree Christian broadcasters should not [broadcast] "for the money," we must not instead make it a glorified hobby. Audience surveys help define a target audience not adequately served. These people may listen to secular radio because Christian broadcasters don't meet their needs. Surveys also quantitatively measure effectiveness in reaching that audience. While Christian broadcasters should not be "marketing-driven," we should be concerned with ratings because they translate into people who need to hear the Gospel.

Let's face it — most religious broadcasters do not effectively generate an audience. This article blasphemously blames the Holy Spirit for this programming ineptitude. There are many people out there who would listen . . . except that most Christian stations do a crummy programming job.

My advice is this: stop trying to justify your ineffectiveness by spiritualizing it. Pray for the heart of a servant and try to meet people's needs. And if that calls for a format change, so be it.

Glen Kippel
general manager
KHCS-FM/Palm Desert, Calif.

Deceived by Sandi Patty

I ponder the news of Sandi Patty's latest revelation of unfaithfulness and subsequent remarriage with a great deal of disappointment, but not shock. . . .

When Patty announced her divorce, I decided to withhold judgment. . . . As program director of two Christian radio stations which play a lot of her music, I decided against [taking her off the air].

However, now I have decided to pull all Sandi Patty music, as well as the group One, from our libraries. In short, I feel deceived. Patty was a leader in the Christian world and she was not forthright with those she led.

Additionally, it would appear others were not forthright regarding Patty and her adulterous relationships, including many in the Christian music industry. I feel betrayed by these people as well, who evidently knew of [this] and choose to withhold this information in deference to her privacy.

[As a result], many of us believed she still deserved a



position of leadership and our presence in her audience.

However, many will come to her defense, as they did with Michael English, and demand we have no right to judge. Fine. But I would say Patty has already judged herself, and by her own admission, is guilty of sins that biblically should remove her from any leadership position.

In light of all these events, I am forced to wonder what else is going on in the business of Christian music that we are not being told? Who else is basking in the spotlight of man's applause on stage and shunning God's spotlight backstage?

D. Scott McIntire
program director
KJOL-FM-KDRH-AM/Grand Junction, Colo.

Supporting NRB's NCE Action

I am in strong support of National Religious Broadcasters' (NRB) continued action on our behalf regarding the possible non-commercial/educational license changes pending before the Federal Communications Commission (FCC). Thanks for being on top of the issue!

However, we as radio broadcasters may need to be careful not to provoke the FCC into taking such action as it relates to this onslaught of translator frequency applications filed by an organization located in the South. This respected group has even counter-filed against existing Christian radio stations and organizations. While the zeal to spread the Good News is strong, we may need to temper that zeal so that it doesn't become counter-productive to the cause of Christ.

Jeff Jacobsen
station manager
WNFA-FM-WNFR-FM/Port Huron, Mich.

Keaggy, NRB Need More Integrity

Inside the [July-August] issue of *Religious Broadcasting* magazine was a heart-warming testimony of Michael Card — thoughtful, biblical, answerable, and defensible ["Integrity Times Two: Michael Card and Phil Keaggy"].

Then there was Phil Keaggy. I had to dig in his statements for strong conviction of heart. He said, "[My wife and I] need to sit down and discuss getting plugged into our church." He didn't say he *should* but rather he's going to *discuss* [it]. Just a poor choice of words? Perhaps, but it cries out for clarification.

"I am accountable to my wife," Keaggy says. So was Jimmy Swaggart and Jim Bakker.

"I do feel that we need to be faithful as we can, try to live godly lives, . . . and stay out of continual sin" — it sounds like a weak conviction toward holiness.

In these end-times, the ecumenical call of the "age" will be a unity for the sake of getting along rather than a

Continued on page 64



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.

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."

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.

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



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Religious Speech Ruling

The Supreme Court's decision concerning public university funding of students' religious speech may have implications that range beyond the college campus. The case of *Rosenberger v. Rector and Visitors of the University of Virginia* raised First Amendment questions about both the rights of religious speakers and the government's duty to avoid endorsement of religion. The court has now ruled for the students, holding unconstitutional the university's refusal to support a Christian student group's magazine through a general student activities fund.

The decision appears relevant to other government programs operating to exclude religious organizations (but not secular ones) from eligibility for broad-based benefits. In particular, *Rosenberger* may have significance for religious broadcasters because of parallels that can be drawn between broadcast licensing regulations and a university's funding eligibility rules.

The key to understanding *Rosenberger* lies in the court's analysis of the university's student activities fund. The fund distributed money raised through mandatory student fees to support a wide array of extracurricular activities.

During the academic year when the controversy arose, more than 100 student organizations — including 15 different publications — were funded. However, university rules denied funding eligibility to several kinds of groups and activities (both including political and religious entities).

A student group called Wide Awake Productions (WAP) challenged the eligibility rules after being denied funding to print a Christian journal. Because the publication's religious content and viewpoint was the sole reason WAP was treated differently than other student publishing groups, WAP members claimed the university violated their free speech rights.

In response, the university argued that an educational institution had the right to conserve student activity resources by limiting the topics eligible for funding — which in this case meant excluding religion and politics, among other categories.

The university also contended that

the eligibility rules helped prevent a possible violation of the First Amendment's Establishment Clause. WAP countered that while the Establishment Clause barred the university from endorsing religion, the speech at issue expressed not the views of government but those of private individuals. WAP noted that the university had explicitly disavowed control over the speech of any student publication supported through the activities fund.

By a 5-4 vote, the Supreme Court agreed that because of the structure and purpose of the student activities fund, eligibility rules could not exclude otherwise qualified student groups wishing to express religious views. According to the majority, the fund served the educational goal of supporting "wide-ranging speech and inquiry" by students — and could not be deemed a mechanism for disseminating the university's own views on certain topics.

"The neutrality of the program distinguishes the student fees from a tax levied for the direct support of a church or a group of churches," wrote Justice Anthony Kennedy for the majority. The court "rejected the position that the Establishment Clause justifies, must less requires, a refusal to extend free speech rights to religious speakers who participate in broad-reaching government programs neutral in design."

The majority also held the university's eligibility rules went beyond simply excluding the whole topic of religion from funding. Rather, because the rules targeted only an activity that "primarily promotes or manifests a particular belief in or about a deity or ultimate reality," the funding program operated to infringe viewpoints on such matters as racism, pregnancy, or stress that reflected a religious perspective, while nonetheless funding secular viewpoints on the same topics.

"Religion may be a vast area of inquiry," the court stated, "but it also provides, as it did here, a specific premise, a perspective, a standpoint from which a variety of subjects may be discussed and considered. The prohibited perspective, not the general



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

subject matter, resulted in the refusal" to fund WAP's publication.

Justice Kennedy also expressed doubt about enforcement of the university's broadly worded restriction: "Were the prohibition applied with much vigor at all, it would bar funding of essays by hypothetical student contributors named Plato, Spinoza, and Descartes. And if the regulation covers, as the university says it does, those journalistic efforts which primarily manifest or promote a belief that there is no deity and no ultimate reality, then undergraduates named Karl Marx, Bertrand Russell, and Jean-Paul Sartre would likewise have some of their major essays excluded from student publications."

Although the ultimate impact of *Rosenberger* is not yet clear, the decision should provide additional legal support for religious entities seeking equal treatment with secular applicants when applying for government benefits. The Federal Communications Commission's (FCC) criteria for awarding broadcast licenses provides one obvious corollary: like the university's student activity funding, the commission's licensing policies are designed to foster diversity of voices.

Thus, *Rosenberger* may affect whether the FCC alters its rules for choosing from competing applicants for noncommercial broadcast licenses. National Religious Broadcasters is on record against changes now under consideration that may make it more difficult for religious applicants to obtain such licenses. The Supreme Court's ruling bolsters that position. ⁸

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by Kathy Sindorf

LOTS OF PEOPLE TALK about Generation X, but few of us as broadcasters have any idea how to communicate God's truth to them. An experiment in cooperation last summer between WCFC-TV/Chicago (TV38) and North Central Bible College (NCBC) in Minneapolis may help to equip Christian young people in broadcasting a Gospel message relevant to their own generation.

Appetizers

It all started with Rick Peterson, a professor at NCBC. Peterson, a veteran television reporter/producer for several network affiliate stations in the Southwest, began to realize in his teaching at NCBC that he wanted to offer some talented television production students more than what they could learn in a purely academic environment.

Three weeks of working shoulder-to-shoulder with a group of students and recent graduates helped producers at TV38 get a better handle on the next generation.

Even though NCBC is well equipped with on-board S-VHS mini-cam units, a TV studio with a chroma-key wall, a slick news anchor set, and a brand new Avid Media Suite Pro editing system, Peterson wanted to prepare his television students for the professional world, and he wanted to challenge them to realize how they could use their talents for Christ by getting a taste of Christian television.

Master Chefs

So Peterson and communications department chairman, Dr. Jim Loving, phoned TV38 president Jerry Rose in Chicago. "We knew the reputation of TV38," says Peterson, "and we couldn't think of a better place to go for help."

Rose is well known as a leader and pacesetter in Christian televi-

A Taste of Television

sion ministry. As a former member of the board of directors for International Media Ministries, a member of the National Religious Broadcasters (NRB) executive committee, and a leader of NRB's international committee, Rose enthusiastically responded to the call.

"This is exactly the kind of project we like to get involved in," exclaims Rose. "I could envision it eventually leading to training international students and others to minister effectively through the media."

Rose led the TV38 staff in developing an advanced course in



Photo by Tom Walters

A glimpse of the ten-minute production by alumni of the first Advanced Television Production course of TV38 in Chicago. Students from North Central Bible College in Minneapolis were completely responsible for the production. Shown clockwise from top right: students Jae Spinks, Robyn Wilmoth, and Irene Sauger.

television production, utilizing the expertise of the station's key people. Based on personal experience and articles they had pulled from professional trade journals, team members assembled their own textbook. "We have some excellent professionals on our team here in Chicago," says Rose. "Several of them have already taught seminars and college courses elsewhere in their particular fields."

Each of the students was asked to choose one staff member with whom they could keep up an on-going mentoring relationship.

The tricky part was working around the busy production schedule so that staff members could have significant time to really invest themselves in these students. But the station made the course a priority: vacation dates were changed; several outside clients were

rescheduled; and studio production times were moved so the students could have a valuable experience in their three weeks at TV38.

Guest Cooks

With Moody Bible Institute providing downtown student housing, six students arrived in early June for an intensive summer course. Three of them were recent graduates of NCBC, but decided to spend the time at TV38 before stepping into the job market.

One of the students, Irene Sauger, actually spent her honeymoon in Chicago attending the course. She and her husband, David, plan to spend next year working with the music worship teams and the television ministry of a large church in Durbin, South Africa.

Jason Held used the experience to prepare for a paid internship at a North Carolina church, where he will be working in television and business administration while attending the Wake Forest University's Master's Degree program.

The Menu

Each day, the students' schedule began with a short morning

chapel. Special speakers talked with them about how to find God's direction in their careers and how to live out their Christian faith in the working world. It was a grounding time for them, a time to think and to pray together before jumping into the creative chaos of broadcast television production.

Then the students spent their mornings in one-on-one mentoring relationships with staff members of TV38. They had incredible opportunities to apprentice themselves and build contacts with people like Jim Sipple in lighting, Bruce Jensen in Avid editing, Mona Hennein in news, Erasmo Rivera with the studio cameras, and Pam Zelek, producer of the daily talk show, *Among Friends*.

Rose hopes this can be an annual summer course that TV38 offers.

Students went out on remote shoots, covered news stories, shot hand-held Betacam, wrote copy for upcoming productions, and worked in the lighting grids. Every afternoon, the students came together for intensive seminars in editing, ENG, lighting, broadcast writing, programming, audio, and big remotes. They analyzed news and sit-com programs and discussed ways to reach their generation with the message of Christ.

A live prayer telethon during the first week gave them a taste of real life in television. The students experienced what it's like to assist producers, directors, floor managers, and production engineers during a fast-paced live television special.

One of the most popular seminars among the students was a panel discussion on "Breaking Into the Industry." Robyn Wilmoth, a senior at NCBC and a news trainee at the All News Channel in Minneapolis remarks, "They gave us a lot of good tips about getting into the business. Being at TV38 solidified my decision in a big way that I want to go into television.



Photo by Joe Spinks

Student Jason Held interviews TV38 president Jerry Rose on the set of *Among Friends* in a seminar on communicating effectively on-camera while Sean McGee (holding camera) shoots behind-the-scenes footage for the students' final video production.

Continued on page 16

After that class, I said to myself, 'definitely—this is what I want.'"

Another successful panel discussion saw three staff directors addressing the area of directing. The discussion was moderated by Rose, who spent much time early in his television career in the director's chair.

Pièce de Résistance

The students spent many hours, especially during their last week at TV38, conceptualizing and producing their own 10-minute production, using segments they shot both in the field and in the studio. The production merged their practical and theoretical experience, helping them to realize how much they still need to learn. "It opened my eyes to what the real world of work is like," says Jae Spinks, a junior at NCBC. "It helped me to focus on what I need to do."

"I could envision [the course] eventually leading to training international students and others to minister effectively through the media."

— Jerry Rose, president of WCFC-TV38/Chicago

The students also put their skills to work as they filled the major positions on the studio crew for an actual production with an outside client. They ran camera, gave floor cues, monitored audio, and even directed several episodes of *Living Stones*, a production of the historic Stone Church in Chicago.

"I was the floor director," says Wilmoth, "and it gave me a chance to be right in the middle of a studio production."

"It was very informative," adds Sean McGee, a junior. "It's ten times more than a textbook could ever be."



Photo by Collette Placek

TV38 producer Kathy Sindorf (standing) introduces a panel of three TV38 directors: (left to right) Bob Durkin, Bruce Vogel, and Jerrie Reimann.

Finishing Touches

"The students had a fascinating time," NCBC's Peterson reports. "They learned a lot and were really impressed. This was really their first exposure to people involved in a

serious Christian television outreach. We were very pleased with how it went."

The NCBC communications program had prepared the students with a good overview of the televi-



Photo by Joe Spinks

Jerry Rose, president of WCFC-TV38/Chicago (seated), is surrounded by participants of the station's recent television production course. Shown from left are: students Robyn Wilmoth, Jennifer Buell, Jason Held, and Sean McGee; TV38 producer Kathy Sindorf; and student Irene Sauger.



TV38 president Jerry Rose leads a seminar on managing a Christian television station during the television production course. "I'd like this to be a model program," Rose relates, "something with quality that other Christian TV stations can imitate and perhaps offer to college students in their own regions."

sion industry, but the three-week course at TV38 took them beyond their understanding of a secular station and showed them how Christian stations must keep ministry at the forefront of everything they do.

As Rose told the students in his management seminar, "We are not a broadcast television ministry, but rather a ministry producing television programs that are broadcast. Ministry is our top priority."

"I think it shows," reflects Spinks, after spending the three weeks at TV38. "They're not there just to entertain. I'd say TV38 has a very pure approach to Christian television ministry."

Rose hopes this can be an annual summer course that TV38 offers, not only to NCBC students, but also to broadcast majors from different Christian colleges who are interested in learning how to sharpen their talents and production skills for the glory of God.

"I'd like this to be a model program," he relates, "something with quality that other Christian TV stations can imitate and perhaps offer to college students in their own regions. It's not just an internship . . . we want to really challenge and

equip the next generation to reach their peers for Christ."

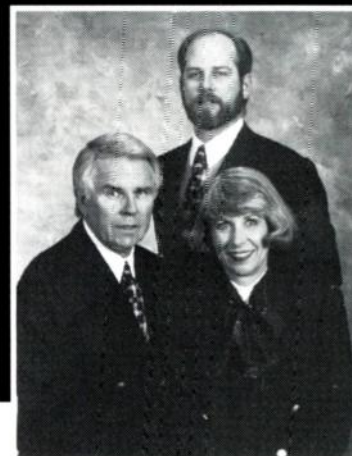
One unexpected result of the summer course was the dialogue it sparked about improving current programs and designing new shows that speak to young people. A mere three weeks of working shoulder-to-shoulder with a group of students and recent graduates helped producers at TV38 get a better handle on the next generation, building contacts that will be mutually beneficial.

Each of the students was asked to choose one staff member with whom they could keep up an ongoing mentoring relationship . . . someone they could call on in the years to come to share ideas and to get advice as they are seeking jobs in the industry.

While planning, organizing, and implementing the Advanced Television Production course requires a great effort, a big commitment, and a major sacrifice for TV38, Rose and his staff believe it is well worth every cost.

Kathy Sindorf is a television producer at WCFC-TV38 and adjunct professor at Wheaton (Ill.) College.

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Auturistic

Broadcast

by Ronald J. Shope

WHEN PONDERING broadcasting of the 21st century, what comes to mind? My thoughts go to an image from the media coverage of "Operation Desert Storm." I remember flipping on the television the morning U.S. troops entered Iraq. I watched in amazement as the tanks and other weapons crossed the border on live television.

Then, before the transmission was complete, the camera panned to a shot of the reporter and the satellite truck. As I watched, I realized that from a remote location millions of people could view the start of a war as it happened. And I knew we didn't have to wait for the future. It was here.

The student must not compartmentalize Bible and theology from the general education and professional components of the curriculum.

With satellite technology that has spawned mobile newsrooms and fiber optic cable that can deliver digital images and sound to American homes, God has put into our hands new tools to use for His glory. As a broadcast educator, I must ask the question, "Are my students ready for the new challenges and opportunities which face them?"

I must prepare my students for a world in which technology, social values, and politics are rapidly

changing. In light of these changes, I am convinced that there are three mandates that broadcast educators must consider if we are going to prepare students to work in the 21st century. Broadcast education must be technically based, biblically centered, and globally focused.

Technically Based

Communication technology is changing at a rapid pace. It seems each issue of the trade journals, including *Religious Broadcasting*, includes articles about new developments in technology. One good example is the transition which has occurred from analog to digital.

When I began teaching at Grace University (GU) in Omaha, Neb., nearly nine years ago, the university did not own a CD player. Now, all of the music GU's radio station, KGBI-FM, plays on the air is on CD. In fact, many of our students come to school with this technology. In addition, more stations are using digital workstations to perform editing and mixing.

Not only is the computer invading the studio, but also it is about to have an effect on the broadcast delivery system. In the September 4, 1995, *Broadcasting and Cable*, the Electronic Industries Association's Consumer Electronics Group (EIA/CEG) reported that after a year of testing, the group concluded that L-band digital radio works.

Gary Chaperon, group vice president of EIA/CEG said, "These tests are very real. The results establish a couple of things. Most critically, they establish that digital radio does work — it's not just something on paper." The implementation of DAB could threaten the existing AM and FM system.

"Smart receivers" will also

change the way people listen to radio. These receivers, able to display a song's title and artist, also allow access to information regarding station format. A car radio could be programmed to tune in to a particular format and enable individuals to listen to stations with the selected format.

In addition to the digital revolution in radio, work is also being done on standards and equipment for High Definition Television. When these new standards for radio and television are implemented, the

The curriculum must encourage students to think internationally about communications, culture, and social systems.

technical standards of the U.S. broadcasting system — which have been in place since the 1930s — will radically change. It appears that these changes will take place during the careers of the students who are enrolled in colleges and universities today.

While all of these developments are exciting, students must be encouraged to keep up with these changes. Computer literacy should be a requirement of every program and every member of the teaching faculty. In radio, the computer handles not only office work, but also automation, scheduling, and production assistance.

In television, computer skills are needed for editing and graphics.

Cast Education



Photo by Jeffrey Bebee

One television station executive told my students that at his station, those with a knowledge of computers were getting promotions — and those who lacked computer skills were not.

*Technical standards
of the U.S.
broadcasting system
— which have been
in place since the 1930s
— will radically change.*

Broadcast education programs should also include a course in communication technology, needed to familiarize the student with new developments and the impact technology will have on society.

Biblically Centered

Technology is not valueless. While new technology makes it pos-

Student Jamie Stahl and chair of communications department Dr. Ronald Shope adjust levels in Grace University's (Omaha, Neb.) new control room for KGBI-FM, the university's 100,000-watt radio station.

Continued on page 20

sible to improve the quality of the product, broadcasters must also understand the content they communicate. Since the audience constructs the meaning of a message based on the audience's own perceptions, it is imperative that future broadcasters understand the message of Christ and how that message applies to every area of an individual's life.

The key to accomplishing this task educationally is integration. The Bible must be a central part of the curriculum. The student must not compartmentalize Bible and theology from the general education and professional components of the curriculum.

Instead, as GU's academic dean Dr. Jim Eckman notes, we must "strive to unify the disciplines in a comprehensive worldview that is

brought to bear in understanding and participating in the social sciences (psychology and sociology), the natural sciences (biology and zoology), the communication areas (English and speech), languages, the

After a year of testing, the [Electronic Industries Association's Consumer Electronics Group] concluded that L-band digital radio works.

humanities (history and literature), and physical education." Eckman adds that in these areas, life and thought must be "permeated by the Bible."

If broadcast students are to make an impact in tomorrow's world, they must know the message

of Christ and be able to think biblically about its impact on the world. Social commentator Os Guinness contends that Christians do not know how to think. He says that, "Evangelicals have sought to change society through politics rather than through changing the culture."

The message of Jesus Christ is a message of cultural change. The root problem isn't political or social. These are the outward effects of the problems of the hearts of men and women. A Christian broadcaster must be able to think critically and biblically about the problems of the world and address those problems through the grid of Scripture.

Globally Focused

Probably the most striking lesson in the opening illustration from "Desert Storm" is that we live in a global society. The late educator Marshall McLuhan's concept of the "global village" is quickly becoming a reality. The people of the world are rapidly being drawn together through information technology.

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Indeed, the message of the Gospel is a global message. Jesus said that we were to go into all the *world* and make disciples of all *nations* (Matthew 28:19).

To function effectively for Christ in our global society, broadcasters must be "World Christians." They must view life from a global perspective rather than from the standpoint of their own countries and cultures. They must understand the political and social impact that U.S. programming and technology have on the values and beliefs of other countries. And they must be challenged by new opportunities to serve Christ in other countries.

In Africa, for example, some countries permit private ownership of radio stations while the governments of others provide free time for Christian programming. International missionary and broadcast organizations are joining forces to formulate strategies and pool resources to reach people for Jesus Christ through broadcasting. These organizations need caring, culturally

sensitive World Christians who are willing to accept such challenges.

To help students develop a global perspective to life, the curriculum must encourage students to think internationally about communications, culture, and social sys-

Broadcast students should also be encouraged to take advantage of study-abroad programs.

tems. The mass communications curriculum should include courses in which global issues in mass communications are addressed and comparative media systems are studied. The general education curriculum must include courses in cultural anthropology, sociology,

and political science, in which students are exposed to global perspectives in those disciplines.

To enhance their worldviews, broadcast students should also be encouraged to take advantage of study-abroad programs and internships with broadcast stations and organizations working internationally. This experience will give students a better understanding of the complexities of our global society and expose them to the opportunities that exist to present the Gospel around the world.

We can't sit back and wait for the future. The technology for the 21st century will not appear in a few years with the simple turn of a calendar. It is already here. Students must be prepared to face these challenges by thinking about broadcasting in technical, biblical, and global ways.

Ronald J. Shope, Ph.D., is chair of the communications department at Grace University in Omaha, Neb.



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by Sarah E. Smith

WHAT DO TODAY'S Christian college communications professors have to say about this new generation of students studying broadcasting? Religious Broadcasting asked two Ph.D.s — Quentin Schultze of Calvin College in Grand Rapids, Mich., and Donald Boggs of Anderson (Ind.) University — about the students, the schools, religious broadcasting, and the relationship of all three.

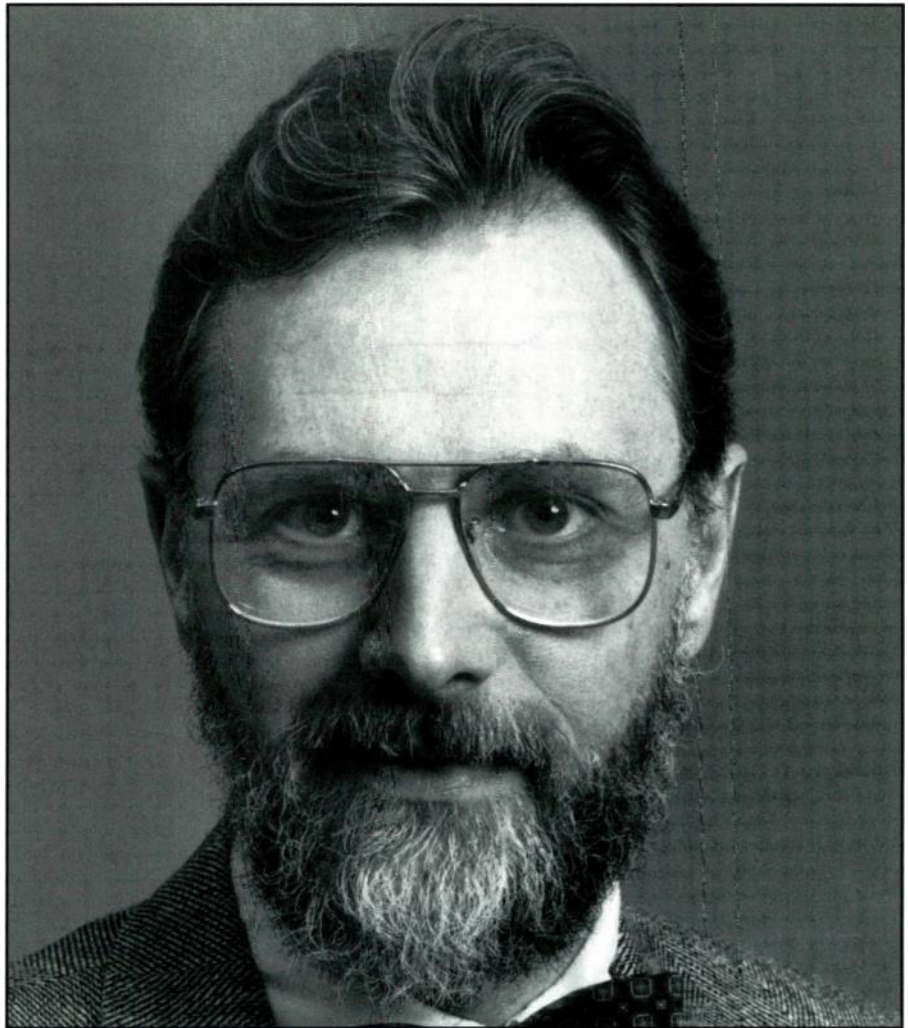
Religious Broadcasting (RB): Do most broadcasting programs prepare students adequately for the work force?

Schultze: Most broadcasting programs at both Christian colleges and state schools are one generation behind technologically, and woefully lacking in media history, media

"There's one other area [in which] I think [schools and religious broadcasters] can work together, and that is to provide research for broadcasters [through] students as well as the faculty."

— Quentin Schultze, Calvin College, Grand Rapids, Mich.

criticism, and media ethics. If a student is prepared — although most are not prepared adequately — it's usually only for a kind of entry level technical position. They're not prepared to begin to think in broader terms of the history of or the future development of the media, particularly new technologies. I think that the programs need to be reoriented with a more liberal arts



Quentin Schultze

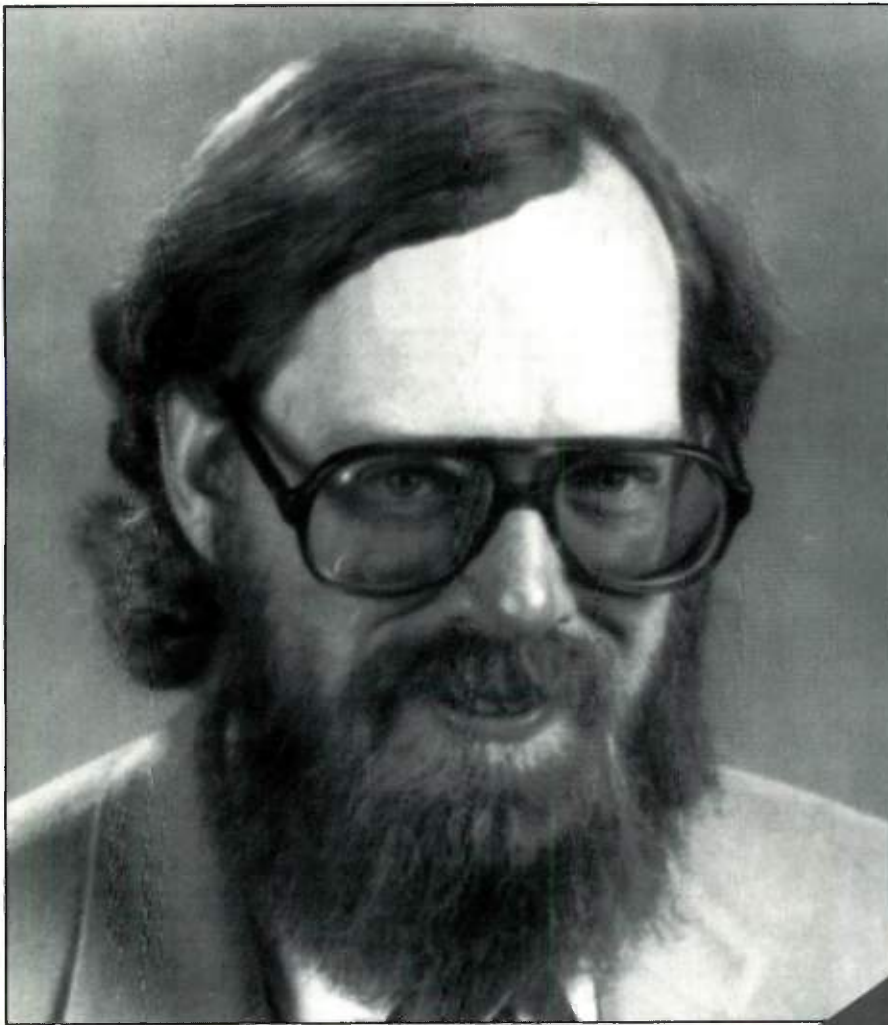
approach and less of a technical approach in the education so that [students are] better prepared for leadership and management.

Boggs: I think that's true. This is a particularly difficult field to prepare people for because it's a very responsible field. We get 18- to 22-year-olds when they are just beginning to experience life and thus find it difficult to understand what that means. There is a saying for actors and actresses: If you want to see a good play, don't go to a high school production; if you want to see a great play, don't go to a college production because the actors haven't experienced enough life

to portray it realistically. The same is true for broadcast students.

Second, a broadcasting program is a high capital investment, especially for universities with a Christian faith perspective because often those universities are small and have inordinate difficulty in getting financial support for such a program. One of the main complaints those working in broadcasting have about those of us in the ivory tower is that professors don't understand what's going on in the trenches.

THE LEARN



Donald Boggs

"All truth is God's truth and we talk about religious broadcasting, but we're not educating students to go into religious broadcasting. Good broadcasting is good broadcasting."

— Donald Boggs,
Anderson (Ind.) University

LEARNING CURVE • THE LEARNING CURVE

RB: How do internships assist students in preparing for careers?

Boggs: The internship experience does a couple of things. First, it helps to deal with the challenges of a physical facility because the

students get to work with equipment not available in a college environment. A program that lacks such a facility can help students by internships.

Second, it provides another educating voice to the students which can reconfirm what has been taught or challenge it. An internship can cause students to think about

different aspects of the field. There's also a strong business element you rarely see in college at an internship. Anderson has a commercial radio and television production facility and students working in those areas are exposed to sales, writing copy, commercials, etc. Often that experience is a foot in the door, hands-on experience, credentials for a resume, or a full-time job.

Schultze: I am big on internships and on extracurricular activities like student production groups. And I would like to see schools with production groups to be responsible for all phases — for writing, for actual producing, for

promotion, for scheduling, and so forth, rather than just audio production editing or video production editing.

The best internships enable students to apply what they're learning in the classroom to the real world and also to learn some of the real world developments you can't teach in the classroom, like ethical dilemmas, the organizational constraints on things like production, and [working within a budget].

Good internships will help [students] learn how to work with other people that they might not share beliefs and values with and that's an important thing. The problem is that too many internships become "gopher work" and you need an academic supervisor who will ride herd over the internship supervisor

Continued on page 24

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

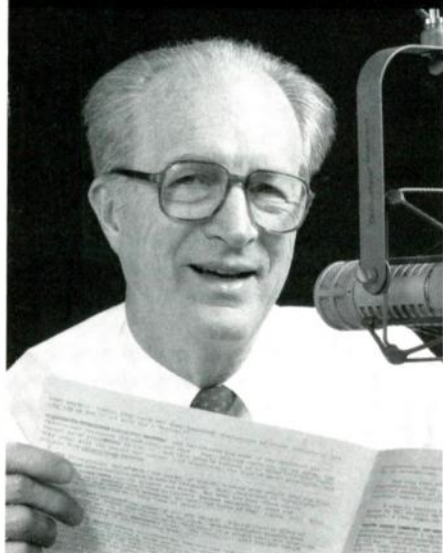
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THE LEARNING . . .

Continued from page 23

and make sure that it's a worthwhile learning experience.

RB: What trends in college broadcasters are you seeing?

Schultze: I see first of all a decreasing interest in broadcast news among students and a growing interest in broadcast drama, particularly television drama. And I think the reasoning for that is the opening up of cable channels and low power television, [which provide] more outlets for independent producers, particularly of drama.

And then there's the whole video market [where] you can even make relatively inexpensive feature films directly for video. Maybe one way to put it is a growing student interest in non-mainstream broadcasting, but not particularly news.

"The best internships enable students . . . to learn some of the real world developments you can't teach in the classroom, like ethical dilemmas, the organizational constraints on things like production, and [working within a budget]."

— Quentin Schultze, Calvin College,
Grand Rapids, Mich.

I'm just beginning to see an interest among students in the new digital technologies, particularly Internet-related communication, because campuses now are hooked up to the Internet. And the World Wide Web, in particular, allows you to do visual [and] aural, as well as text — this is obviously the next major media.

I had six interns full-time this summer that I trained just for Internet-related communication. And so

I expect to see increased movement away from traditional, or interest in traditional broadcasting, into digital forms, computer to computer.

I think broadcasters need to look seriously at how they can use these new technologies in conjunction with existing ones. For example, I'm involved with the Gospel Communications Network, which is Internet-based, and the program schedules of *Radio Bible Class*, *Day of Discovery*, and *Sports Spectrum* on the Internet, so people anywhere can find out what station in what state at what time carries their programs.

We're going to put sample video clips and audio clips of the programs right on the Internet. On [*The Dick Staub Show*] on WYLL-FM/Elk Grove Village, Ill., he's [received] e-mail responses from listeners while he's on the air. And some of the big, commercial, non-Christian stations are doing that. I think Christian stations need to have more interactivity with their audiences.

Boggs: Very typically, you see two sorts of [campus] models. One is a National Public Radio model, a non-commercial station with a good-sized professional staff with some graduate students and a handful of undergraduates. This type of station is seen as an intellectual outreach to the community; most state universities use this model.

Then there's what [is] derogatorily referred to as the "sandbox" model, which is a carrier-current or closed-circuit station overseen by an advisor and run entirely by students who do what they want to with the programming. At WQME-FM, we're kind of in the middle with a skeletal professional staff for a commercial station. It's a real world situation because we're not financed by the university and we have to sell air time to operate. Students work with the professional staff to operate the station. We think it's a good educational place to be.

Students cannot be as free and creative as in a sandbox setting, but they are forced to be more responsible (i.e., libel and slander). Our goal is educating students as opposed to training them, and at the station they get direction, a little hand-holding, etc.

RB: What holes exist in religious broadcasting education?

Boggs: I'm not sure I believe in religious broadcasting education. What we teach is broadcasting and that may not be very popular with some of your readers. All truth is God's truth and we talk about religious broadcasting, but we're not educating students to go into religious broadcasting. Good broadcasting is good broadcasting.

Our perspective is that religious broadcasting is one of several formats to choose for a station. I don't think there's any requirement for that format than for any other format. At a country and western station, the ideal station manager needs to know something about

"A broadcasting program is a high capital investment, especially for universities with a Christian faith perspective, because often those universities are small and have inordinate difficulty in getting financial support for such a program."

— Donald Boggs, Anderson (Ind.) University

country music and its target audience. For a religious format, you need to know something about that music and its audience. I think that's true of whatever format.

Schultze: First, we have to look at the new digital technologies. I believe right now that religious broadcasting is going to get lost in "digital dust" because too much of it is oriented toward older audiences and older styles of programming with older technologies. [Today], you've got kids who are becoming very computer savvy. And then we also have to look at the Internet and how to use all this stuff.

Second, I think we need to do much more with storytelling — we don't need a lot more teaching and preaching. By storytelling I mean drama, documentary, and magazine-formatted programs. If you

want to influence a culture, you do that through drama and documentary and story modes. I think overall, religious broadcasting and religious broadcast education have not done enough with the whole drama area and other forms of storytelling.

We need to be more open-minded in Christian colleges about what is Christian broadcasting, to not let the traditional formats and forms dictate how we think about what Christian broadcasting is and to come up with some new alterna-

tive forms of programming. Most Christian broadcasting, like mainstream broadcasting, is imitative of existing programs.

The fact that [a program is] on a secular network [doesn't matter if] it thematically really affirms what Christians should believe. Maybe we need to have more Christians going to work at CBS or NBC, even in management and program scheduling; not instead of the other more

Continued on page 26

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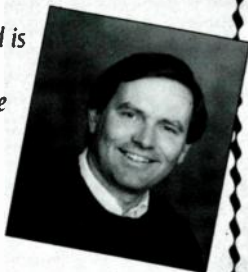
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Ken Canfield is the executive director of the National Center for Fathering, a research organization

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



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THE LEARNING . . .

Continued from page 25

explicitly Christian programs but in addition to it.

RB: What can religious broadcasters do to help students, beyond internships?

Schultze: I think we need more mentoring, without internships, where students would be able to meet on a regular basis with different religious broadcasters, all the way up to the top of organizations — to meet with them, to talk with them, to find out about what they do on a day-to-day basis, what kind of frustrations they have, what their work is really like, what kinds of things they would do differently if they had a chance to start over, and so on. They could do some of that by inviting people to class.

*"I'm just beginning
to see an interest
among students in the
new digital technologies,
particularly Internet-
related communication."*

— Quentin Schultze, Calvin College,
Grand Rapids, Mich.

I [conduct] in-class telephone conference calls [through our] industrial-grade conferencing system. The students are in class [with] two microphones they pass around and a speaker phone. I'll call high level people [in the broadcasting industry] and have the students ask questions for 50 minutes or so.

I also teach a senior seminar class, [which is] supposed to integrate everything. My goal with that eventually is to have a mentor assigned to every student, or every student to a mentor, [whom] they would have to meet with several times during the semester. They would have a non-academic friend in the industry who will help teach them. I can say something as a professor, but students are not as likely to believe it than if somebody from the industry says it.

There are other things you can try to do [like attending] conventions, but the costs are almost prohibitive.

Boggs: I think we are always looking for people from the broadcasting community to speak to classes and students. There is nothing more fun than having a guest speaker come to class and then go to lunch with the students. It takes time to be available, but I think it pays off. We ask not just Christian broadcasters but broadcasters in the secular world who are Christians.

Hire graduates if they meet your standards and you have an opening, full or part time; [in hiring], local universities should be the first place to look. There are situations where smaller schools would probably relish a donation of equipment. Anderson has donated equipment to other university stations.

You can also help engineering-wise by having your engineer come over and assist the college station with technical troubles. Since broadcasters need community ascertainment, universities are a natural connecting point to do some of that.

RB: What relationships should schools have with local religious broadcasters?

Boggs: The best possible. In an ideal sense, a fairly close, warm, and cordial relationship. Not that it happens very much, but it's something that needs to be cultivated. It's a wonderful business. I think some really good changes are occurring in religious broadcasting and broadcasting education. I'm excited about that. We are moving into a very responsible sort of time, leaving some black eyes behind and all of us having more credibility.

Schultze: I think the relationship should be one of mutual support and criticism. By that I mean supporting each other's work and helping each other out with projects.

There's also the critical side, and that is for the schools to be able to say to the broadcasters, "We think you can do a better job by doing this or that," "Here's how we think you can improve your work," or "Here's how we think you can do it more efficiently or effectively." And then on the other side, for the broadcasters to say, "Hey, your cur-

riculum is not adequately preparing students," in whatever ways that may be the case.

My experience has been that the criticism is generally not [about] the program's technical [teaching but] that the students cannot necessarily write well, communicate orally well, organize well, etc. I think those are valid criticisms, and we need to be producing teachable students.

*"We are moving
into a very responsible
sort of time,
leaving some black eyes
behind and all of us
having more credibility."*

— Donald Boggs,
Anderson (Ind.) University

There's one other area that I think they can work together, and that is to provide research for broadcasters [through] students as well as the faculty. Things like audience research, not just to find out the size of an audience, but what an audience thinks about programs or to find out what kinds of programs are not being made that there would be an audience for.

It could be surveys, interviews with people, focus groups, telephone stuff, mail surveys — there are a lot of different kinds of research. There's not a lot of that kind of cooperation going on though, and a lot can be made part of courses so that students can learn how to do research by doing the actual research with their professors for various broadcasters.

For example, I have a colleague at Calvin — Robert Fortner — who's doing a tremendous amount of research for the International Religious Broadcasting Committee. [The research includes] going into certain countries and [conducting] elaborate surveys of the people there to find out whether or not the programs are culturally tuned in to where those people are at, and so forth.

Sarah E. Smith is managing editor of Religious Broadcasting.

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— Dave Armstrong
KKLA-AM & FM, Los Angeles

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— Richard Butt
Butt Radio Network

by Kim Weaver

NO ONE WOULD FIELD a football team with one man, regardless of his fame or fancy footwork. But many broadcasters use only one program a week to speak to teens in their audience. These team owners and managers view block programming as a significant risk involving loss of audience and income. But WAWZ-FM/Zarephath, N.J., has chosen to open up its offense by programming a block aimed at teens.



Into the Stadium

Approaching 65 years of service to the tri-state area of New York, New Jersey, and Pennsylvania, WAWZ still searches for innovative means to touch lives with the liberating gospel of Jesus Christ. Out of a potential listening audience of 23 million, WAWZ targets the 25-54 age designation.

Every Sunday night, this Christian radio station reaches teens for Christ. WAWZ packages its potent ministry tool as the "Power Block for Youth" (Power Block).

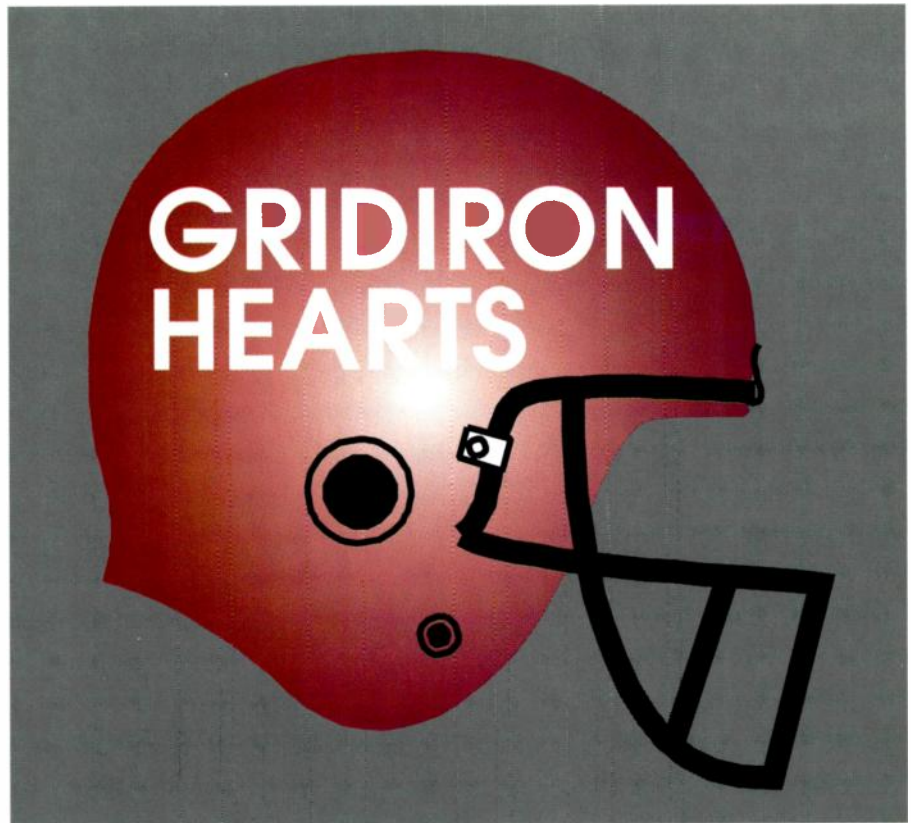
The station seeks to impact "the upcoming generation, the 25- to 54-year-olds of tomorrow.

They are the future."

— music coordinator Susan Choy, WAWZ-FM/Zarephath, N.J.

For several years, WAWZ's only teen-targeted program was *Saturday Night Alive*, hosted by Ron Hutchcraft. The station's programming changed when director of operations Allen Lewis Lewicki received a copy of a 16-year-old girl's letter to Hutchcraft. She discovered WAWZ by accident while channel surfing, became curious, and decided to listen.

The girl wrote, "Most of it was way over my head. But there was something they were saying I couldn't ignore. A something they



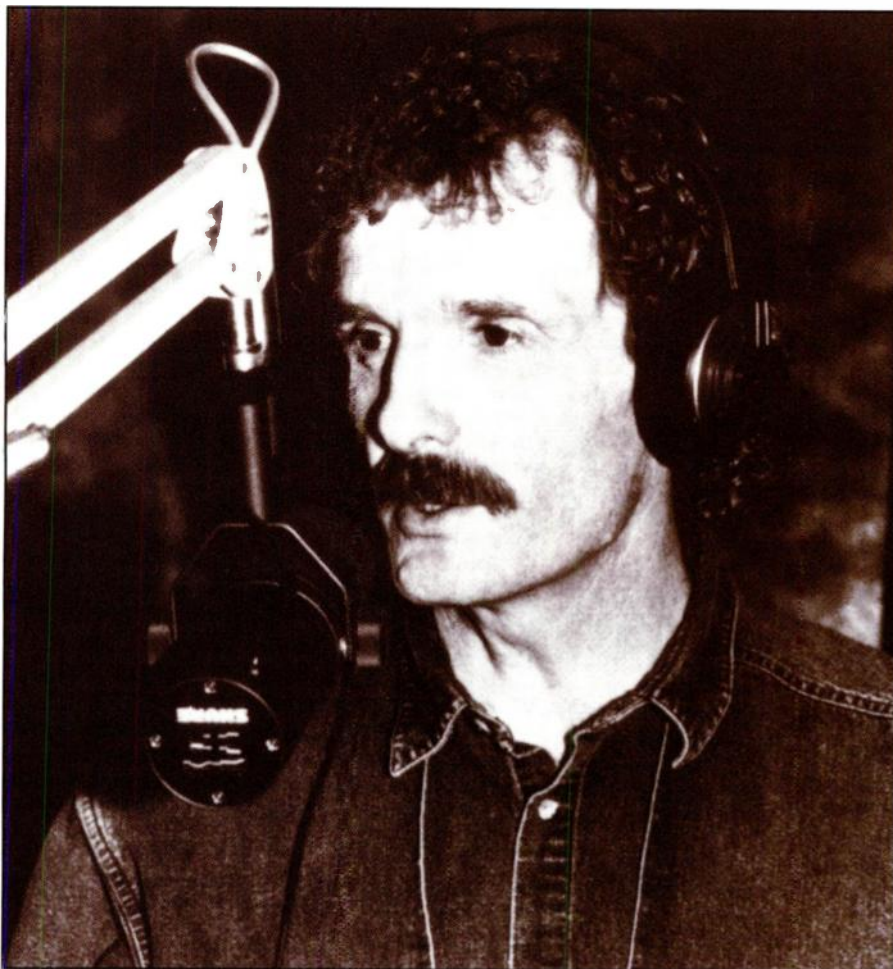
had and I didn't. . . . But I didn't do anything about it. . . . That's when *Saturday Night Alive* first helped me. I had [tuned] my radio to WAWZ to hear this old preacher — but I tuned him out. Then, I noticed that the preacher was off, and the radio announcer said something about

your program. So I listened. I couldn't believe what I heard.

"Teenagers — real teenagers . . . who seemed to believe what they were saying," her letter continued. "The music wasn't funeral music. It was, well, 'Alive.' You even cracked jokes. . . . You had the something I



Geoff Moore (last row, third from left) and the Distance pose with several youth at Roxbury High School. Approximately 1200 teens attended the concert; 118 made decisions for Christ.



pastors, distributing colorful flyers at Christian concerts. The program guide was revised to include a creative panel describing Power Block.



The Lineup

At first, Power Block opened at 6 p.m. with *The Weekly Power Magazine*, hosted by Allen Hurley and Jim Houser and produced by Dave Koch of High Altitude Communications. This entertaining program features top contemporary Christian music spiced with artist interviews, news, and contests.

Now, the action starts an hour earlier with *Praise Him in Your Youth*. Hosted by Bill Scott, the program focuses on praise and worship, centering around a theme chosen from Scripture. Each week, this theme is illustrated by the life and music of a particular Christian artist.

“When Geoff Moore spoke seriously about immortality and a relationship with Jesus Christ, you could hear a pin drop. [The teenagers] were really listening.”

— promotion coordinator Scott Taylor, WAWZ-FM/Zarephath, N.J.

Dawson McAllister is a featured voice of “Power Block for Youth” on WAWZ-FM/Zarephath, N.J. Three programs from McAllister’s production company increase the station’s teen audience.

was missing. . . . It was Jesus.”

After she accepted Jesus, nearly two months passed before the teenager met another Christian. Due to her parents’ hostility to Christianity, she was forced to keep her faith a secret. WAWZ and *Saturday Night Alive* became her lifeline and discipler. “I relied heavily on the radio. You taught me how to survive in the ‘jungle.’ . . . Thank you. I’ll never be able to explain fully enough all that *Saturday Night Alive* has done for me.”



Scouting Report

This letter convinced Lewicki of the great need to communicate hope through Christ to teens in the WAWZ coverage area. He shared his vision with general manager S.

Rea Crawford and other staff members. In spite of the definite hazards involved in the tough-to-crack youth market, they recognized that confused and desperately hurting teens made the challenge worthwhile. Lewicki began to search for programming that would speak the teens’ language, play their music, and most importantly, listen rather than preach to them.

Research revealed that Sunday night would be the best time to catch youth at home. Formatted as simply *Alive!*, Hutchcraft’s *Saturday Night Alive* moved to Sunday nights. The new Power Block came together with additions of *The Weekly Power Magazine*, *Real Life With Art Lewis*, *Concert Connection*, *Artist Connection*, and *Dawson McAllister Live*.

Cross promotion during other time periods in the program menu was necessary. WAWZ formed partnerships with youth leaders and

Later, Hutchcraft joins the team with *Alive!* Using contemporary Christian music and fun skits with a call-in format, Hutchcraft seeks “to communicate Christ to the lost in their language.”

Following *Alive!* is a five-minute blurb called *Real Life With Art Lewis*. Lewis, former youth pastor of First Baptist Church of Lincoln Gardens, N.J., and New York/New Jersey executive director of Youth for Christ, now holds the chaplain position for the Trenton Thunder, a New Jersey minor league baseball team. On the program, Lewis chats with a panel of teens about God

Continued on page 30

and His relevance to real life issues.

During the evening, 18-year-old Rebecca Blacksmith relates to local teens through two short features she produces for Power Block. *Concert Connection* is a one-minute segment updating listeners on concert and artist information, airing several times throughout the evening. *Artist Connection* occupies a five-minute broadcast window during which Blacksmith interviews a Christian artist and plays one of the artist's current songs.

She believes these programs "are valuable because they connect the listeners to the artists behind the songs . . . I enjoy an artist much more if I know he or she is really out there trying to serve God."

From 8:06 until 10 p.m., Dawson McAllister ignites the air waves with *Dawson McAllister Live*, a live call-in show that grapples with teen problems and crises through the power and love of Jesus Christ. The Hopeline, a teen hotline supported by more than 17,000 prayer partners, reaches beyond the limited scope of teens calling during the program. After Power Block signs off the air, the Hopeline continues to touch thousands of lives.



Play-by-Plays

Why has WAWZ decided to defy programming rules and modify its format for teenagers? The station is committed to the special mission of meeting the needs of its extended community.

Acting on this vigorous commitment to youth, WAWZ often steps beyond the boundaries of programming and assumes a role of active participation in local youth ministries.

Victory Sports Camps, located in Zarephath, depends on its long-standing relationship with WAWZ. Through exposure by the station and networking with local churches, Victory has grown from the original

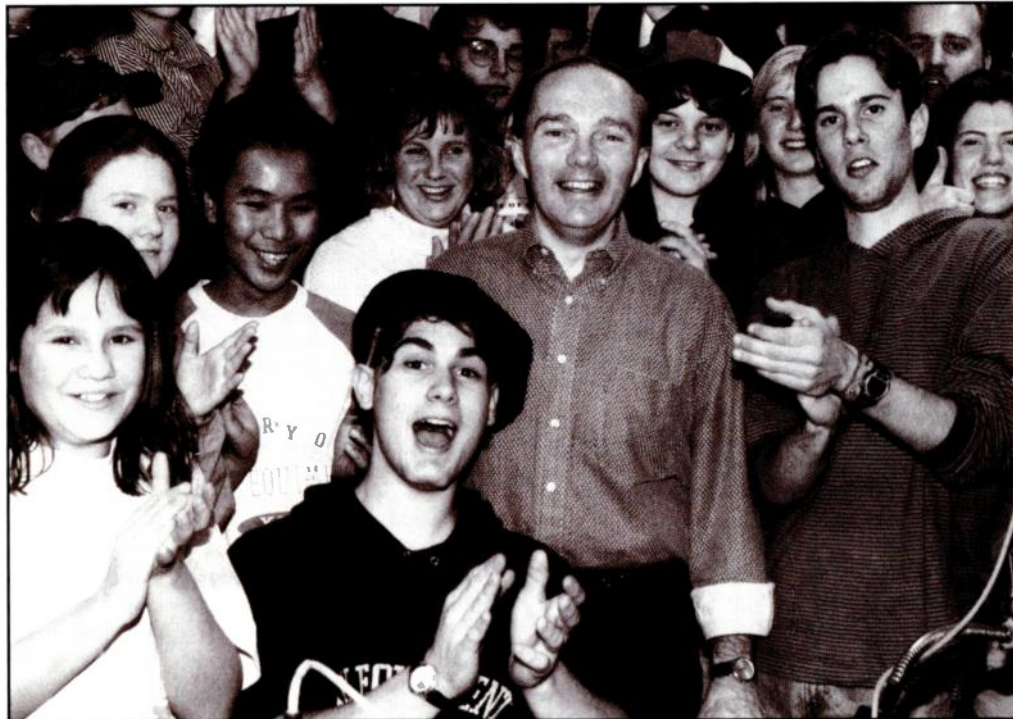
The Hopeline, a teen hotline supported by more than 17,000 prayer partners, reaches beyond the limited scope of teens calling the program.

Victory Soccer Camp (established in 1986) to include baseball and basketball. Each summer, this non-profit ministry uses the medium of sports

than 1000 youth attended. The station hopes to draw an even larger crowd this year.

On Palm Sunday, WAWZ teamed up with the Lakeland Church of the Nazarene to welcome Geoff Moore and the Distance to Roxbury High School in nearby Morris County. Approximately 1200 teens gathered in the auditorium. WAWZ's promotion coordinator Scott Taylor describes the atmosphere as exhibiting significant contrast.

Taylor remembers the concert as "definitely a time to play, yet when Geoff Moore spoke seriously about immortality and a relation-



Ron Hutchcraft, host of Alive!, is surrounded by his radio audience. Hutchcraft's use of contemporary Christian music and skits, combined with a call-in format, attracts teenagers.

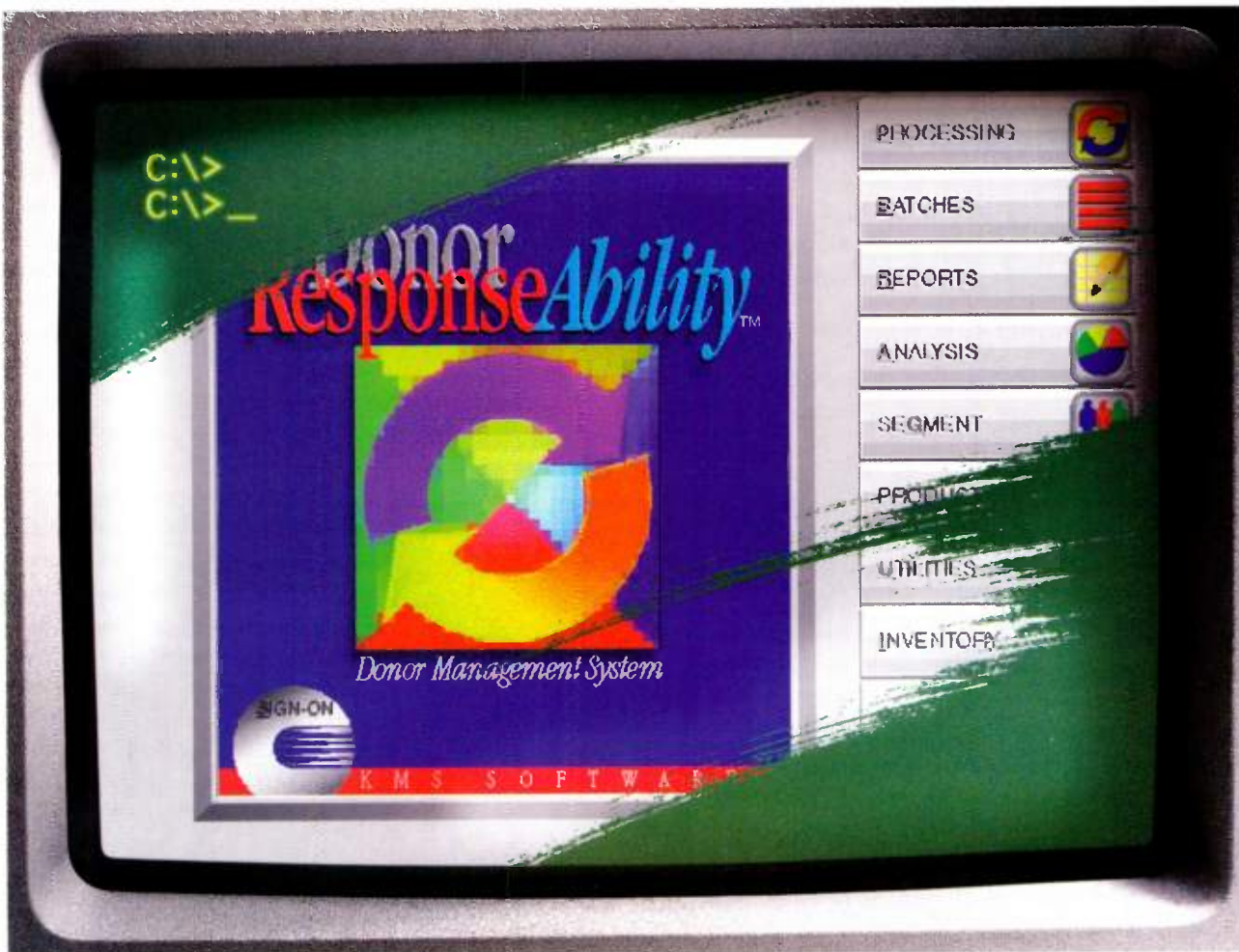
to communicate the love of Christ to over a thousand youth between the ages of five and 17.

Because it has a heart for young people, the management team at WAWZ believes in promoting concerts outside the boundaries of its regular music format. Last year, the station was involved in Autumn Blaze, a Halloween alternative sponsored by Zarephath Community Chapel with other area churches. The program featured Hutchcraft and a teen-oriented band. More

ship with Jesus Christ, you could hear a pin drop. They were really listening." His observations regarding listening were backed up by the response — 118 teens made the decision to follow Christ.

Expressing appreciation for Moore's emphasis on discipleship, Taylor continues, "He (Moore) works intimately with the youth leaders present to assure that new believers are adequately disciplined."

Continued on page 32



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GRIDIRON HEARTS . . .

Continued from page 30



Game Plan

WAWZ's goal is simple, according to music coordinator Susan Choy. The station seeks to impact "the upcoming generation, the 25- to 54-year-olds of tomorrow. They are the future." Working toward its goal, last month WAWZ added two new programs produced by McAllister's

Every Sunday night, this Christian radio station reaches teens for Christ.

we can hear the heart of our children." The spot airs midmorning and during the afternoon drive-time.

A favorite motto of WAWZ is "Partners in Ministry Together." Is the station reaching this goal in youth ministry? Has teamwork with local churches and ministries resulted in teens joining Christ's team?



Art Lewis (holding mic) chats with guests of *Real Life With Art Lewis* after a taping session at WAWZ-FM/Zarepath, N.J.

Shepherd Productions to its schedule.

Standing in the Gap, a unique 90-second daily commentary, approaches the generation gap from a new angle: teenagers talk to adults about themselves. McAllister, using a teen's comment, illuminates for parents a teen's perspective about vital issues. Sample topics include divorce, teenage substance abuse, or the power of a Sunday School teacher.

Lewicki believes "*Standing in the Gap* provides the bridge of communication desperately needed so that

While known commitments to Christ have been many, only God can know the deepest needs of individual minds and hearts. Only He can draw teens to tune in and touch them with His message. In a weekly prayer meeting, WAWZ staff ask in faith that God will score spiritual touchdowns with teens in the New York/New Jersey metropolitan area.

Kim Weaver is a senior communications/writing major at Houghton College in Houghton, N.Y.



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

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The Academics

Where should you go to study broadcasting in a Christian context? This third annual survey of Christian colleges and universities with a broadcasting program offers a sampling for those seeking education for a media career.

Department chairs of institutional members of the Coalition of Christian Colleges and Universities were surveyed for this listing. Of the 180 colleges surveyed, 35 returned questionnaires and their answers are listed in the following guide. The editors of Religious Broadcasting are happy to present the 1995 Christian College Broadcast Communication Directory.



Anderson University Anderson, Ind.

Broadcast program: Mass communication major with emphases in broadcasting, journalism, and public relations. Broadcasting major with mass communication emphasis has been approved by the Broadcast Education Association. **Credit hours:** 52

Internship: Strongly recommended; faculty assists in placement

Facilities: Commercial radio station KQME-FM, CNN news affiliate, commercial television production company, Covenant Productions (which has received two Gold Video awards and two Telly awards). Electronic media students travel overseas on an annual basis.

Job placement: Faculty and Career Resource Center assist in placement

Faculty: 5 full-time; 3 professionals in residence

Special considerations:

"Anderson University offers students a unique experience of working on a daily basis with top-notch broadcast equipment, not only in the classroom situation but also with real world ends in mind. WQME and Covenant Productions deliver high-quality programs to large interested audiences and students are a major part of making that mission happen. Lives are being changed. Students are entering internships with a level of ability many other college students leave internships with.



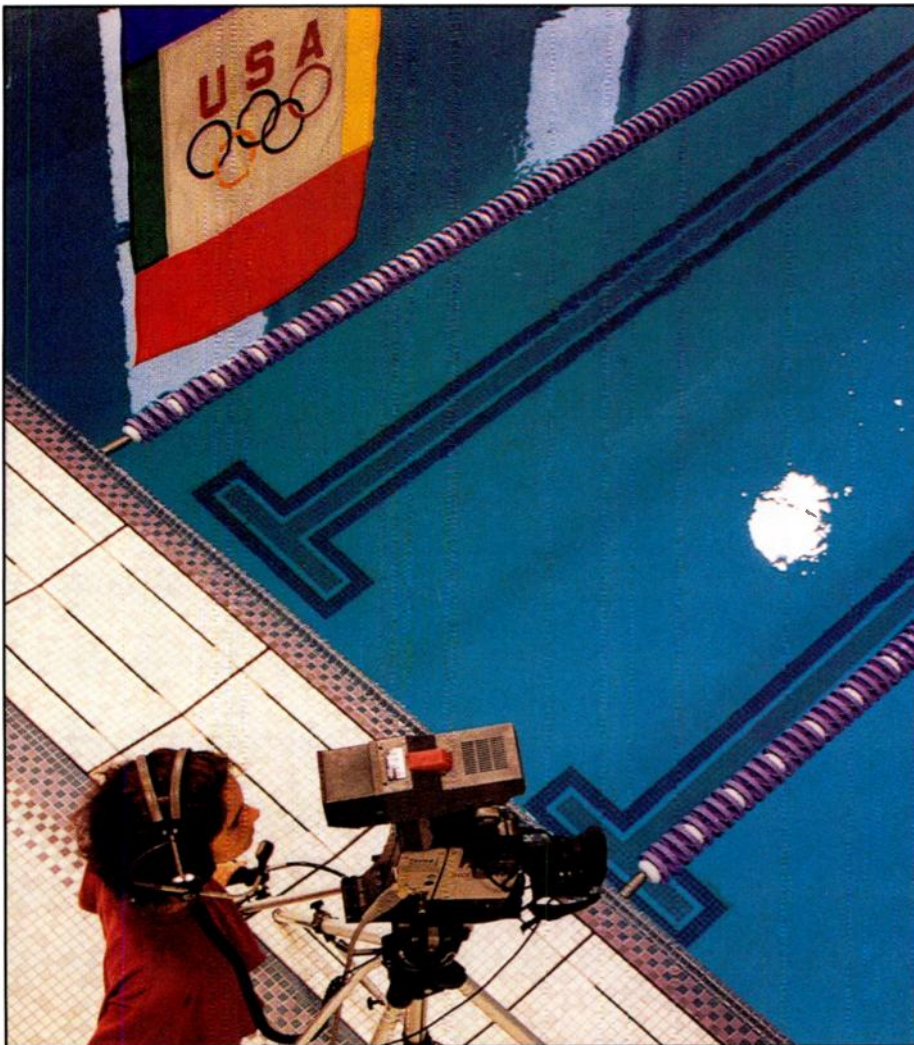
Members of Anderson (Ind.) University's award-winning Covenant Productions edit a Bill Gaither video. Gaither is an alumnus of Anderson.

- Graduates are employed in a variety of locations across the country and around the world, making a difference through the art of broadcasting."

Student body: 2200 **Broadcast students:** 90

Cost: \$14,990 **Contact:** Donald Boggs, Ph.D., Anderson University, 1100 E. 5th St., Anderson, IN 46012, (800) 428-6414

of Broadcasting



Students at Asbury College in Wilmore, Ky., prepare to participate as part of the paid television production crew shooting the 1996 Atlanta Olympics.



Asbury College Wilmore, Ky.

Broadcast program: Film studies, management, performance, or production **Credit hours:** 47-48

Internship: Yes, faculty assists in placement

Facilities: Carrier-current station, 24-hour cable television station, five-camera television remote production unit, ten video edit suites (one D-3 suite, one Betacam SP Media 100 nonlinear edit suite, two S-VHS D-Vision editors, two U-matic suites, and four S-VHS editors), digital audio workstations, three audio studios, television studio

Job placement: Faculty assists in placement

Faculty: 2 full-time; 4 part-time

Special considerations: "Asbury College is committed to both the classroom experience and the practical application of that experience. Asbury was chosen by the Atlanta

Olympic Committee to help train students who will work as part of the crew for the 1996 Summer Olympics. This will be the third Olympics in which the college broadcast program has been involved. Advanced television students also get the opportunity to travel abroad, putting their skills to work for ministry. Eighteen countries have been visited by Asbury video crews shooting documentaries and promotionals. Both Christian and secular broadcasting is studied. Our goal is to prepare Christians to be quality communicators wherever God calls them."

Student body: 1200

Broadcast students: 109

Cost: \$12,709 **Contact:** Dean Stan Wiggam, Asbury College, 1 Macklem Drive, Wilmore, KY 40390, (800) 888-1818, fax (606) 858-3921



Bethel College St. Paul, Minn.

Broadcast program: Media communication **Credit hours:** 55

Internship: Yes; director is on staff

Facilities: Carrier-current radio station, television studio and control room, two S-VHS editing suites (one is Macintosh-based)

Job placement: Placement office assists in job searches; sem-

inars offered to seniors; active alumni network

Faculty: 4 full-time

Special considerations: "Bethel's approach is deliberately broad so that students gain background in writing, design, interpersonal skills, and production. Hands-on opportunities are balanced well with broader communication skills. We will be joining Asbury College in sending students to the 1996 Olympics. As part of our preparation for that event, we have recently built a new television studio, control room, and additional edit facilities. We have strong placement in both broadcast and corporate video environments."

Student body: 1950 **Broadcast students:** 45

Cost: \$16,700 **Contact:** Kathy Bruner, Bethel College, 3900 Bethel Drive, St. Paul, MN 55112, (612) 638-6247

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THE ACADEMICS . . .

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Biola University La Mirada, Calif.

Broadcast program:

Radio/television/film (36 credit hours), broadcast journalism (36 credit hours), broadcast management (42 credit hours)

Internship: Required; faculty assists in placement

Facilities: On-campus AM-FM station; three-camera television production facility including linear and non-linear video editing systems, computer animation, and an audio-for-video studio; motion picture production facility including 16mm and 8mm cameras, animation stand, and Moviola flatbed editor

Job placement: The department and university have several programs to assist the student in finding a job, including training in job search, resume and resume reel preparation, and mentoring by professionals in the field.

Faculty: 2 full-time; 2 part-time (for radio/television/film)

Special considerations: "Biola is located in the quiet suburb of La Mirada, about 20 miles from Hollywood. The close proximity makes it possible for students to do internships with major Hollywood studios or broadcasting organizations. We have an advisory board of 45 Christian professionals from the industry. They often speak in classes or seminars, and many are involved in mentoring relationships with students. Our goal is to provide high quality training in the field, comparable to the best secular schools, and at the same time provide a strong foundation in God's word. Biola is non-denominational."

Student body: 2700 **Broadcast students:** 90

Cost: \$16,936 **Contact:** Dr. Tom Nash, Communication Department, Biola University, 13800 Biola Ave., La Mirada, CA 90639, (310) 903-4804, fax (310) 906-4528

Bryan College Dayton, Tenn.



Broadcast program: Communication/media arts **Credit hours:** 30

Internship: Required; regular cooperative assignments

Facilities: On-campus recording studio and audio laboratory

Job placement: Career Services office assists all graduating students and alumni

Faculty: 2 full-time, 3 part-time, practicum supervisors

Special considerations: "Bryan's communication arts majors are

required to build their resumes prior to graduation. Our location in a small market (close to a medium-sized market) allows students to graduate with a solid record, including on-air experience, in the professional media."

Student body: 450 **Broadcast students:** 40

Cost: \$13,450 **Contact:** Thomas A. Shaw, Director of Admissions, P.O. Box 7000, Bryan College, Dayton, TN 37321-7000, (800) 277-9522, fax (423) 775-7330



Calvin College Grand Rapids, Mich.

Broadcast program: Telecommunications **Credit hours:** 36

Internship: Strongly advised

Facilities: Cable-FM stereo radio station, complete video production and ending, campus-wide 12-channel cable-

TV system, international TV programming from two satellite dishes

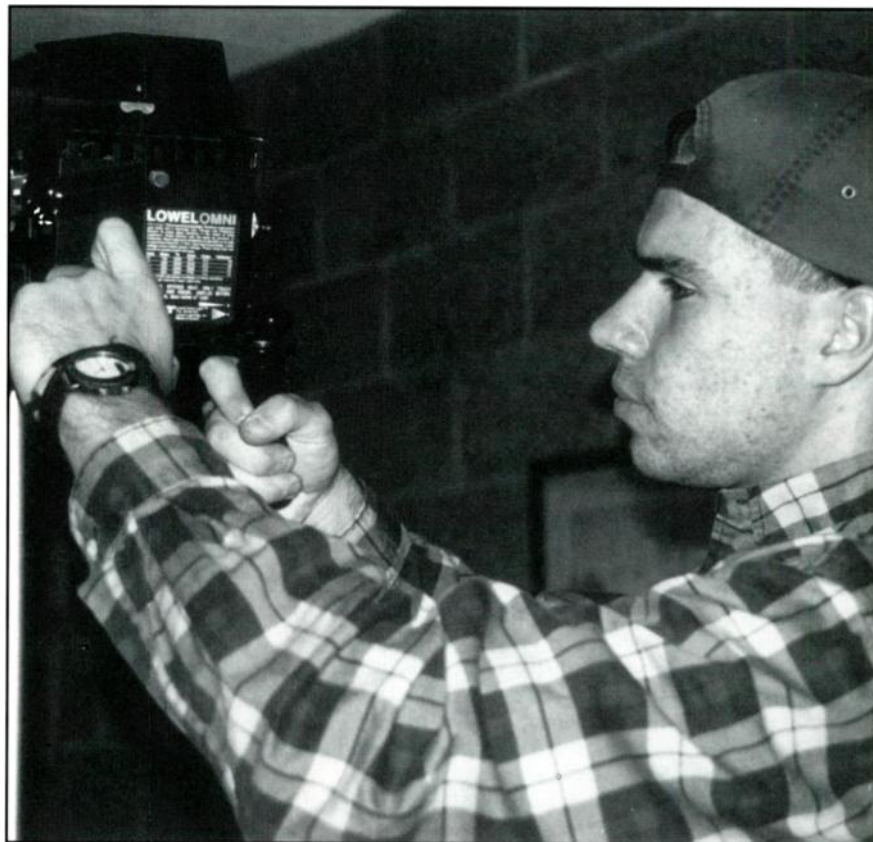
Job placement: Extensive assistance offered with ongoing departmental networking among alumni

Faculty: 10 full-time; additional part-time

Special considerations: "Our faculty has extensive contacts in domestic and international Christian broadcasting. We also specialize in new technologies, particularly electronic and digital forms of broadcasting and computer communication."

Student body: 3800 **Broadcast students:** 100

Cost: \$13,500 **Contact:** Dr. Robert Fortner, Communication Arts and Sciences, Calvin College, 3201 Burton S.E., Grand Rapids, MI 49546, (616) 957-8533, e-mail forr@Calvin.edu.



A student from Bethel College in St. Paul, Minn., sets up lighting for a remote video shoot. This fall, Bethel opened a new television studio.



Campbellsville College Campbellsville, Ky.

Broadcast program: Communications with emphasis in electronic media **Credit hours:** 30

Internship: Yes; arranged by director of communications program

Facilities: Low-power TV station, arrangement with local radio stations

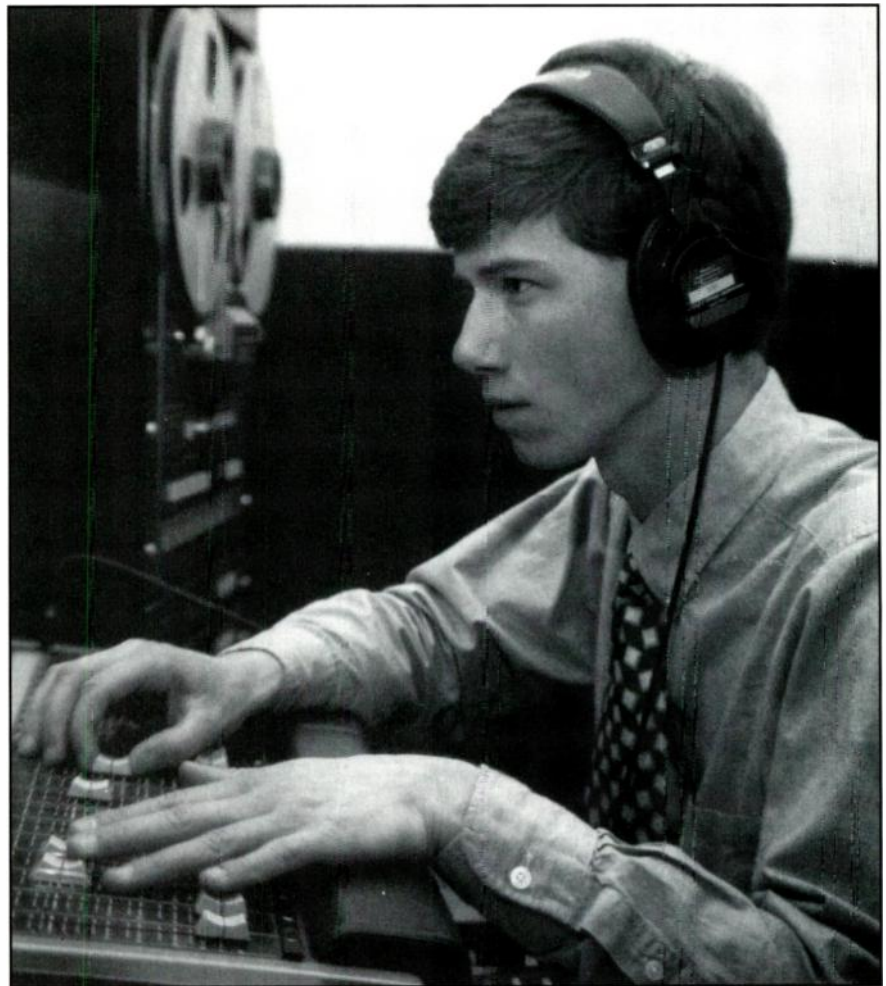
Faculty: 2 full-time; 2 part-time

Special considerations:

"Campbellsville offers both theory and practical applications courses with an emphasis on video and audio production. State-of-the-art editing equipment and TV station on campus. We also have access to the facilities of five local radio stations, including one of the two most technically advanced stations in America."

Student body: 1450 **Broadcast students:** 51

Cost: \$6870 **Contact:** Tom Butcher or Dr. William Neal, Humanities Division, Campbellsville College, 200 W. College St., Campbellsville, KY 42718, (502) 789-5349, fax (502) 789-5070



Cedarville (Ohio) College alumnus Jim Houser of Focus on the Family and Weekly Power Magazine returns to campus to share production tips with students.



Cedarville College Cedarville, Ohio

Broadcast program: Yes **Credit hours:** 72

Internship: Yes; arranged through alumni network

Facilities: FM radio station, AM student-operated carrier, complete audio/video computer-based editing systems

Job placement: Yes

Faculty: 3

Special considerations: "Cedarville offers real-world contact through graduates and others who are on our campus regularly and who help to provide internships and jobs. We also have a strong emphasis in computer-based media."

Student body: 2425 **Broadcast students:** 60

Cost: \$12,500 **Contact:** James O. Leightenheimer, Cedarville College, Box 601, Cedarville, OH 45314, (513) 766-7965, fax (513) 766-2760

Special considerations: "We service the second largest metro area in Michigan. This provides numerous media internships. Students are involved with the campus radio station as volunteers, interns, and paid staff."

Student body: 750 **Broadcast students:** 25

Cost: \$10,700 **Contact:** Dr. Tim Detwiler, Cornerstone College, 1001 E. Beltline Dr., Grand Rapids, MI 49505



Dordt College Sioux Center, Iowa

Broadcast program: Radio/television or journalism emphasis offered in communication major **Credit hours:** 36

Internship: Strongly recommended; assistance provided in arrangement, supervision, and consultation

Facilities: FM radio station, TV studio

Job placement: Informal

Faculty: 3 full-time; 2 part-time

Special considerations: "Dordt excels in the development of Christian perspective and practical application."

Student body: 1150 **Broadcast students:** 15-20

Cost: \$10,500 **Contact:** Dr. Daryl Vander Kooi, Dordt College, Sioux Center, IA 51250, (712) 722-6259



Cornerstone College Grand Rapids, Mich.

Broadcast program: Speech communications, broadcast media **Credit hours:** A.A.S. 65; B.A. 129 (includes general education)

Internship: Yes; arranged by director and supervised by supporting

faculty member

Facilities: FM radio station

Job placement: Offered through Career Placement office

Faculty: 2 full-time; 1 part-time

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THE ACADEMICS . . .
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Eastern Nazarene College Quincy, Mass.

Broadcast program: Communication arts with emphasis in broadcasting **Credit hours:** 32

Internship: Strongly recommended; assistance provided by faculty

Facilities: Campus carrier-current radio station, television production studio, editing suite for field production

Job placement: Offered through Counseling and Career Center

Faculty: 1 full-time

Special considerations: "The communication arts department provides an integrated liberal arts approach to the development of a broad range of communication skills. The small campus structure enhances the ability of the student to receive individual attention and to become a leader. The proximity to the Boston area provides unique opportunities for placement in practicum and internship experiences and future job prospects."

Student body: 800 **Broadcast students:** 25

Cost: \$13,090 **Contact:** Clifford Hersey, Eastern Nazarene College, 23 E. Elm Ave., Quincy, MA 02170, (617) 745-3617, fax (617) 745-3490



Evangel College Springfield, Mo.

Broadcast program: Broadcasting **Credit hours:** 36

Internship: Strongly encouraged; internship coordinator helps locate internships.

Facilities: FM radio station, television studio, local cable access broadcasts

Job placement: Most contacts come through alumni and through local media via internships

Faculty: 5 full-time; 3 adjunct

Special considerations: "Evangel is noted for its quality training with emphasis on hands-on experience and close faculty contact. We regularly receive rave reports from internship supervisors as well as employers about the quality of our students. We have an excellent working relationship with the local media which provides our students with many resources, both in training and in job search."

Student body: 1550 **Broadcast students:** 75

Cost: \$10,600 **Contact:** Mrs. Shirley Shedd, Communication Department Chair, Evangel College, 1111 N. Glenstone, Springfield, MO 65802, (417) 865-2815, ext. 7377

George Fox College Newberg, Ore.



Broadcast program: Video production **Credit hours:** 36

Internship: Strongly recommended; assistance provided by department

Facilities: Television studio with cable head-end, digital video/audio editing suite, graphics and 3-D animation workstation, student radio station

Job placement: Provided through Career Services office

Faculty: 2 full-time; 1 part-time

Special considerations: "Our liberal arts emphasis concentrates on creativity and analysis while simultaneously supplying the technical aspects of hands-on experience. The elimination of broadcast programs at state universities has opened all kinds of internship opportunities in Portland (20 miles away and a Top-30 market). Additionally, our location within the high-tech development area of the Pacific Rim has our program poised to train students in multimedia as well as traditional broadcast."

Student body: 1500 **Broadcast students:** 40

Cost: \$13,500 **Contact:** Dr. Warren Koch, George Fox College, 414 N. Meridian #6006, Newberg, OR 97132-2697, (503) 538-8383, ext. 2596, e-mail wkoch@foxmail.gfc.edu



An Eastern Nazarene College (Quincy, Mass.) student perfects her technique in video camera operation.



Grace University Omaha, Neb.

Broadcast program: Communications broadcasting
Credit hours: 133

Internship: Yes; faculty assists

Facilities: Two control rooms for carrier-current radio station KGSR, 8-track production suite, production studio

Job placement: Yes; staff assists

Faculty: 1 full-time; 1 part-time

Special considerations: "Grace University offers a dual degree in Bible and Communications. In the program, the students have the opportunity to gain practical knowledge through class assignments, field trips, internship, and job opportunities with KGBI-FM, the university's 100,000-watt station. Members of the KGBI staff maintain close contact with the students."

Student body: 475 **Broadcast students:** 12

Cost: \$8200 **Contact:** Dr. Ronald Shope, Chair, Department of Communications, 9th & William, Omaha, NE 68108 (402) 449-2800, fax (402) 341-9178, e-mail GRACEU@Aol.Com

Greenville College Greenville, Ill.



Broadcast program: Mass communication **Credit hours:** 36

Internship: Strongly recommended; student responsible to arrange internship

Facilities: FM radio station

Job placement: Informal

Faculty: 2

Special considerations: "Our radio station is operated and managed by students. Management experience is unique to our program compared to many others. Also, our format targets a younger audience than most Christian radio stations with an evangelical CHR music mix of 70 percent Christian and 30 percent mainstream. Our production studio is multi-track."

Student body: 880 **Broadcast students:** 35

Cost: \$14,960 **Contact:** Cary Holman, Assistant Professor, Communication Department, Greenville College, 315 E. College Ave., Greenville, IL 62246, (618) 664-2800, ext. 4520, fax (618) 664-1373



Houghton College Houghton, N.Y.

Broadcast program: Communication major with emphasis in broadcasting

Credit hours: 33

Internship: Recommended

Facilities: FM radio station, television studio

Job placement: Offered through career counseling center

Faculty: 3

Special considerations: "Houghton offers a strong theoretical base with a solid ministry-centered radio station. Houghton is a Christian liberal arts college with a strong academic reputation."

Student body: 1230 **Broadcast students:** 25-30

Cost: \$14,000 **Contact:** David Manney, station manager, Department of English/Communication, Houghton College, Houghton, NY 14744, (800) 777-2556, fax (716) 567-9570



Huntington College Huntington, Ind.

Broadcast program: Radio announcing and production; television studio production **Credit Hours:** 72

Internship: Strongly suggested; faculty assists

Facilities: Radio station, audio production lab, television studio, A/B edit suit

Job placement: None

Faculty: 1

Special considerations: "The department of communication offers a solid professional major designed to provide a foundation for careers in media communication. Students in communication may concentrate in either broadcasting or print media. We place a strong emphasis on the integration of faith and learning. Theories of communication systems including the purposes and nature of mass communication and media affects are intensely covered. Students have opportunities to get real hands-on experience through our campus radio station, weekly television news show, and campus newspaper. Students combine classroom study, studio work, and production experience to gain a balanced education."

Student body: 650 **Broadcast students:** 25

Cost: \$14,920 **Contact:** Lance Clark, professor of communications, Huntington College, 2303 College Ave., Huntington, IN 46750, (219) 356-6000, fax (219) 356-9448, e-mail lclark@HuntCol.EDU, WWW HuntCol.EDU



Johnson Bible College Knoxville, Tenn.

Broadcast program: Bible and telecommunications **Credit hours:** 21

Internship: Internship or practicum required; faculty assists

Facilities: AM radio station, multi-track audio recording studio, television studio and control room, I & FS video

Job placement: Yes; placement director

Faculty: not available

Special considerations: "Cutting-edge technology and communication education in a Bible college setting. Communications at Johnson Bible College prepares the student to enter broadcast, production, and performance careers as professionals and as Christian communicators."

Student body: 450 **Broadcast students:** 60

Cost: \$7712 **Contact:** Prof. Richard Phillips, Johnson Bible College, 7900 Johnson Dr., Knoxville, TN 37998, (615) 573-4517, fax (615) 579-2337

Lee College Cleveland, Tenn.



Broadcast program: Communication major with emphasis in broadcasting **Credit hours:** 36

Internship: Highly recommended; assistance provided by faculty

Facilities: TV studio, editing facility, cabling for shooting video, access to local cable TV company, looking into the feasibility of a carrier-current station

Job placement: Informal

Faculty: 4 full-time; 2 part-time

Special considerations: "Lee College is a fast-growing institution. We offer students ample opportunity for hands-on training, including live on-air experience. Most broadcast courses demand some type of video or audio project and portfolio."

Student body: 2200 **Broadcast students:** 133

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THE ACADEMICS . . .

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Cost: \$9000 **Contact:** Dr. Carolyn Dirksen, Chairperson, Department of Language Arts, Lee College, 1120 N. Ocoee St., Cleveland, TN 37311, (615) 478-7000

Liberty University Lynchburg, Va.



Broadcast program:

Communication studies with specialization in media graphic production, print and electronic journalism, or marketing communication and media management

Credit hours: 36

Internship: Strongly recommended; faculty assists

Facilities: WWMC-FM student-operated contemporary

Christian radio station, W19BC-TV community-oriented Christian TV station, WRVL-FM full-time traditional Christian radio station, four audio production rooms, two television studios, editing suite

Job placement: Yes; Career Center

Faculty: 6 total

Special considerations: "Not only the fastest-growing, but the largest Christian university of its kind, Liberty has been called the 'World's Most Exciting University.' Now in its 25th year, Liberty has expanded its communication program to include digital media, desktop publishing, and public speaking skills for every communication studies major (as well as the courses from their area of specialization). Liberty offers advanced students the opportunity to work with *Sunday Live* (a nationwide telecast broadcast from the sanctuary of Thomas Road Baptist Church), the Liberty Broadcasting Network, or the university's TV station and radio stations."

Student body: 5900

Broadcasting students: 200+

Cost: \$10,680 **Contact:** Dr. William Gribbin, Dean, Liberty University, P.O. Box 20000, Lynchburg, VA 24506-8001, (804) 582-2111, fax (804) 582-2554



Malone College Canton, Ohio

Broadcast program: Broadcasting concentration in communications arts major

Credit Hours: not available

Internship: Yes, more than one recommended; faculty advisor assists in placement

Facilities: Three-camera (color) studio, TelePromTer, lighting, sets, etc.; camcorders (S-UHS) and Sony DXC-3000 camera, Sony 3/4 and 1/2" portable recorders; Commette edit controller, Toaster, and Cross-point latch switchers; digital audio links to video, Deck II, Digidesign hardware, audio and video edit suites

Job placement: Yes; faculty assists

Faculty: 1 full-time, plus adjunct

instructors, guests, mentors, and industry advisors

Special considerations: "The radio-television concentration has recently been upgraded to industrial standards with digital audio recording and video editing. The classes are taught in a studio facility co-located with the campus radio station. Many majors work at the radio station and fill management positions. Television production projects are frequently aired on local television and cable. Radio is currently carrier current but an FM license is applied for. The growth of the program in recent years has been significant and students are working in the local market while attending school."

Student body: 2000 **Broadcast students:** 50

Cost: \$13,500 **Contact:** Dr. Joseph Bridges, Communication Arts Department, Malone College, 515-25th St. N.W., Canton, OH 44709, (216) 471-8240, fax (216) 454-6977, e-mail bjoe@malone.malone.edu



Mississippi College Clinton, Miss.

Broadcast program: Communication major with concentration in media

Credit hours: 36

Internship: Strongly encouraged;

arranged by communication program

Facilities: Radio station, television studio

Job placement: Informal

Faculty: 6

Special considerations: "Mississippi College operates AM and FM commercial radio stations."

Student body: 4000 **Broadcasting students:** 150

Cost: \$6000 **Contact:** Dr. Billy Lytal, Mississippi College, Box 4254, Clinton, MS 39058, (601) 925-3428



Houghton (N.Y.) College students have opportunities to put classroom knowledge to work at the school's FM station.



Mount Vernon Nazarene College Mount Vernon, Ohio

Broadcasting program: Communication major with broadcasting emphasis **Credit hours:** 42

Internship: Strongly recommended; assisted by faculty

Facilities: Full radio station, three studios, newsroom

Job placement: No

Faculty: 2 full-time

Special considerations: "Mount Vernon Nazarene College emphasizes service above self. The radio station is a helping ministry of a service institution. Students receive hands-on experience in most areas of radio broadcasting."

Student body: 1300 **Broadcasting students:** 30

Cost: \$12,400 **Contact:** Dr. Mervin Ziegler, Director of Broadcasting, 800 Martinsburg Rd., Mount Vernon, OH 43050, (614) 397-1244, fax (614) 397-2769

Northwestern College Orange City, Iowa



Broadcast program:

Communication studies major with electronic media track **Credit hours:** 34

Internship: Coordinated by Career Development Center

Facilities: Carrier-current radio, community access studio for local cable system

Job placement: Yes

Faculty: 3

Special considerations: "Northwestern offers a strong emphasis on integration of communication into liberal arts and into Christian faith."

Student body: 1100 **Broadcasting students:** 35-40

Cost: \$13,575 **Contact:** Dr. William Herzog, Communication Studies Department, Northwestern College, Orange City, IA 51041, (712) 737-7026



Northwestern College St. Paul, Minn.

Broadcast program: Broadcasting, communication **Credit hours:** BA, 60; BS, 65

Internship: Strongly encouraged

Facilities: Full-service radio station

(KTIS-AM-FM) on campus as well as a

network of stations in the Midwest, separate student-run campus radio station, television studio, editing facilities.

Job placement: Informal

Faculty: 3 full-time; 4 part-time

Special considerations: "We are located in the 14th largest market in the country; therefore, the number and quality of internships is excellent. We offer the opportunity for students to be involved in international broadcast ministry experiences. Students have the chance to learn about broadcasting in an environment with the very successful and well-respected ministries of KTIS radio and the SkyLight Radio Network."

Student body: 1300 **Broadcasting students:** 70

Cost: \$14,500 **Contact:** Dr. Timothy Tomlinson, Chair, Department of Communication, Northwestern College, 3003 N. Snelling Ave., St. Paul, MN 55113, (612) 631-5314, fax (612) 631-5269

Nyack College Nyack, N.Y.



Broadcast program:

Communications major

with concentration in radio broadcasting **Credit hours:** 15

Internship: Yes; overseen by assistant dean of students

Facilities: Stereo FM radio station (WNYK) with a potential audience of 300,000, 116-track digital recording studio with Tascam 32-channel console with computer automation, A-DAT technology

Job placement: Yes; directed by assistant dean of students

Faculty: 1 full-time; several adjuncts

Special considerations:

"Located 20 miles from New York City, Nyack College is in a unique position to train its students in communications. In addition to the concentration in radio broadcasting, the department of communications offers concentrations in drama, rhetoric, journalism, and cinema. Beginning during the freshman year, students are encouraged to take advantage of Nyack College's own radio station. Each semester, more than 40 students from a variety of majors develop and produce their own shows. Later in their studies, internships are available with a variety of radio stations in the area."

Student body: 850

Broadcasting students: 10

Cost: \$15,200 **Contact:** Dr. Stephen Julian, Chair, Department of Communications, 1 South Blvd., Nyack College, Nyack, NY 10960, (914) 358-1710, fax (914) 358-1718



Students learn digital audio and video editing at Malone College in Canton, Ohio.

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THE ACADEMICS . . .

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Olivet Nazarene University Kankakee, Ill.

Broadcast program: Broadcast announcing, broadcast production, broadcast writing
Credit Hours: 46

Internship: Yes, through WONU operations manager
Facilities: Two radio stations, one multi-track

(digital/analog) production studio; two studio labs with 35 kw WONU-CD, mini-disk, digital audio tape, digital telephone hybrid, and other peripherals (studio was built in 1994); carrier-current campus stations with CD, IT cart, analog phone hybrid, cassette production with 8-track audio reel to reel, 4-track digital editor, MD, CD, etc.

Job placement: Yes, faculty assists

Faculty: 1

Special considerations: "WONU-FM is unique in that it is a state of the art, 35 kw facility in a major radio market (Chicago). It is staffed 24 hours a day, 365 days a year with broadcasting students, allowing them tremendous opportunity for involvement and real life experience in a competitive market. WONU is a Level 1 music reporter for *Christian Research Report* and *CCM Update*. The station is also financially self-supporting with an annual budget of \$270,000, enabling WONU to offer employment and scholarship opportunities for its students."

Student body: 2250 **Broadcast students:** 40

Cost: \$13,800 **Contact:** Bill DeWees, Director of Broadcasting, Olivet Nazarene University, P.O. Box 592, Kankakee, IL 60901-0592, (815) 939-5330, fax (815) 939-5087

Reformed Bible College Grand Rapids, Mich.



Broadcast program: Communication minor
Credit hours: not available

Internship: Not required

Facilities: Specialized radio station

Job placement: not available

Faculty: 1 part-time

Special considerations: "Our radio and media production courses are part of a communications minor: journalism, speech, and radio."

Student body: 200 **Broadcasting students:** 5

Cost: \$9400 **Contact:** Dr. H. Bruxvoort, Reformed Bible College, 3300 E. Beltline N.E., Grand Rapids, MI 49505, (616) 363-2050, fax (616) 363-9771

Southern California College Costa Mesa, Calif.

Broadcast program: Television/film major with emphasis in television production, film production, audio production, broadcast journalism, writing, or communication research
Credit hours: 46-50

Internship: Highly recommended; internship coordinator responsible for placement

Facilities: Graphics workstation with computer, scanner, CD, and printer running a variety of software including Adobe PhotoShop; audio bay with full

complement of digital and analog equipment, 64 digital tracks on MacIntosh 8100 computer, 8 tracks on ADAT; cuts-only video editing bay; video editing bay with video toaster and one source deck; A-B roll linear video editing bay; 16 mm film editing bay with 6-plate flat bed editor; three video field production packages with camera, VCR, lights, and audio.

Job placement: Available through faculty

Faculty: 2 full-time, 5 part-time

Special considerations: "The communication department is in transition to digital. We have fully computerized graphics and audio. Next year, we plan to add a full digital computer editing bay. The computer is integrated into every class and majors are required to own computers for class assignments, class presentations, media productions, accessing the department's main computer, and using the Internet. But primarily, we are dedicated to preparing communication professionals by staying focused on teaching students. You don't limit your options with us — you expand them. The southern California area is unmatched in communication internship and job potential."

Student body: 1150 **Broadcasting students:** 50

Cost: \$15,000 **Contact:** Rick Hardy, Office of Admissions, or Tom Carmody, Communication Department, Southern California College, 55 Fair Dr., Costa Mesa, CA 92626, (714) 556-3610, fax (714) 668-6194



Southern Nazarene University Bethany, Okla.

Broadcast program: Mass communications/journalism degree with generalist track (print and broadcast) and broadcast track
Credit hours: 32

Internship: Strongly recommended; intern coordinator on staff

Facilities: Video lab with editing facilities, several commercial stations available in community

Job placement: No

Faculty: 3

Special considerations: "Our program emphasizes strong writing skills and lots of hands-on experience with equipment. We provide a broad liberal arts base for our students and encourage them to choose a minor in fields such as political science and history."

Student body: 1900 **Broadcasting students:** 20

Cost: \$9000 **Contact:** Dr. Pam Broyles, Southern Nazarene University, 6729 N.W. 39th Expwy., Bethany, OK 73008, (405) 491-6334



Spring Arbor College Spring Arbor, Mich.

Broadcast program: Yes
Credit hours: 36

Internship: Required; assistance provided by faculty

Facilities: AM and FM radio stations, television production studio, edit bay, audio production labs

Job placement: Yes

Faculty: 7

Special considerations: "We have two student-run radio stations. Field internships are required for graduation. Those who teach, do; each faculty member came from the industry."

Student body: 1700 **Broadcasting students:** 60

Cost: \$10,000 **Contact:** Thomas M. Ball, Ed.D., Department of Communication, Spring Arbor College, Spring Arbor, MI 49283, (517) 750-1200



Working at Northwestern (Orange City, Iowa) College's carrier-current radio station gives students a wide variety of on-the-air and production experience.



Taylor University Upland, Ind.

Broadcast program: Mass communication major includes tracks in print media, television, or film **Credit hours:** 48

Internship: Yes; faculty supervised

Facilities: Radio station with two modern control rooms, professional television studio and control room, remote truck, Betacam field equipment and SMPTE editing, non-linear audio editing, video toaster graphics

Job placement: Informal; faculty assisted

Faculty: 3

Special considerations: "Core courses in radio, television, and print media are used in this major to prepare students for media-related careers, Christian ministries, and public relations. Students are required to work with campus media a minimum of three semesters and are encouraged to choose additional electives in psychology, political science, art, business, sociology, and history."

Student body: 1800 **Broadcasting students:** 60

Cost: \$16,064 **Contact:** Charles Kirkpatrick, Taylor University, 500 W. Reade Ave., Upland, IN 46989-1001, (317) 998-5512, fax (317) 998-4810

Toccoa Falls College Toccoa Falls, Ga.

Broadcast program: Yes **Credit hours:** 30

Internship: Required; student responsible to find internship with faculty help

Facilities: Single camera video editing, portable mini-switcher for studio productions; full audio facilities offering tape and compact disc technology; FCC application for a campus radio station in progress; qualified students may serve as board operators for the national TFC Radio Network; student productions created for local television and the growing TFC network

Job placement: Yes, with faculty assistance



Faculty: 4

Special considerations: "TFC offers an experienced faculty with limited class enrollment which encourages one-on-one attention to student needs. We provide students with real world production and management experience. With courses in video, audio, and management, our graduates are prepared for a variety of careers in broadcast and mass communication."

Student body: 900 **Broadcasting students:** 25-35

Cost: \$10,084 **Contact:** Randall Pruitt, Ph.D., School of Communication Director, Toccoa Falls College, Toccoa Falls, GA 30598, (706) 886-6831



Trevecca Nazarene College Nashville, Tenn.

Broadcast program: Mass communication **Credit hours:** 30

Internship: Highly recommended; arranged by faculty

Facilities: AM and FM radio stations, campus carrier

FM station for initial training, audio computers and editors

Job placement: Yes, through Career Office

Faculty: 4

Special considerations: "We offer hands-on experience and real world sales training. Nashville is a major center for production of Christian music; two Christian music radio networks are located here. The city is often referred to as the Third Coast because of its broadcasting and teleproductions. Trevecca is involved with many of the industries in Nashville, especially broadcasting and recording. Students intern in these areas and often find employment. Trevecca is a member of the Nashville Area Radio Association and faculty hold positions in the association."

Student body: 1100 **Broadcasting students:** 12-20

Cost: \$11,500 **Contact:** David Deese, Trevecca Nazarene College, 333 Murfreesboro Road, Nashville, TN 37210, (615) 248-7700, fax (615) 248-7786



Warner Southern College Lake Wales, Fla.

Broadcast program: Yes **Credit hours:** 32

Internship: Yes; regular cooperative assignments

Facilities: Radio station, post-production video, computer graphics

Job placement: Yes

Faculty: 3

Special considerations: "We offer small individual classes and lots of production opportunities."

Student body: 580 **Broadcasting students:** 30

Cost: \$14,000 **Contact:** Admissions Office, Warner Southern College, Lake Wales, FL 33853, (813) 638-1426

Editor's note: Surveys for the 1996 Christian College Broadcast Communication Directory will be sent in April 1996. ^R_B

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INSIDE NRB

Dan Quayle, Lloyd Ogilvie Headline 1996 NRB Convention in Indianapolis

MANASSAS, Va. — Over 5000 religious broadcasters and other media professionals will convene in Indianapolis during the 53rd Annual National Religious Broadcasters Convention & Exposition (NRB 96), February 3-6 at the Indiana Convention Center.

"This year with the convention in Indy, we decided to play off the city's well-known racing events with the theme 'Running the Race,' which religious broadcasters will have been doing for 75 years," said NRB vice president Michael Glenn. The first religious broadcast (a service of Calvary Episcopal Church) aired in 1921 over KDKA/Pittsburgh.

"We're happy to be going to the heartland of America where a great number of our member ministries are located. This will allow our members to bring more staff, which might not be possible if the convention is further away. The convention program promises to be another outstanding one and we're excited about the good facility and hotels," said NRB president E. Brandt Gustavson.

NRB 96 has already lined up an impressive array of speakers and musicians. Opening the convention's general session Saturday evening is Myles Munroe of Bahamas Faith Ministries International in Nassau, Bahamas, as well as recording artist Ray Boltz.

Carl Richardson of Carl Richardson Ministries International in Brandon, Fla., will preach at the Sunday Morning Worship Service following musical presentations by HAVEN and CeCe Winans. A Music Celebration, a continuation of last year's highly successful Praise Celebration, will be held Sunday evening. Several artists from all genres of Christian music will perform their most popular songs and also give the story behind the writing of their respective selections.

During Monday's International Luncheon, the Bolivian folkloric group Murakuy and international singer Victor Klimento will appear. Alberto Mottes of the Alberto Mottes Evangelistic Association in Huntington Beach, Calif., will bring the main message.

Senate chaplain Lloyd Ogilvie will address Tuesday's All Media Breakfast along with Rep. J.C. Watts (R-Okla.) [invited] and the recording trio Sierra. At the Women's Luncheon, former Miss America Terry Meeuwsen, co-host of *The 700 Club*, will provide music, actress Susan Howard of CBS-TV's *Dallas* [invited] will share her testimony, and Kay Arthur of Precept Ministries in Chattanooga, Tenn., will speak.

At the closing Anniversary Banquet on Tuesday evening, former vice president Dan Quayle will be the main speaker and recording artist Larnelle Harris will sing.

"Indy is strategically located for our attendees. It not only holds world famous sporting events but also many religious conferences each year. I think it has one of the more renowned convention facilities in the country — and the cost and value is outstanding with no sacrifice in benefits," added Glenn, who oversees NRB's convention department.

Over 40 workshops, numerous auxiliary events, and 80,000-square-foot of exhibits round out NRB 96. This year, there will be 175 exhibits on the floor, which has been sold out since May with a waiting list.

Other 1996 events sponsored by NRB include an International Conference, May 21-26, in Jerusalem and a Public Policy Conference at the Capital Hilton in Washington, D.C., September 4-6. ^{RB}

NRB

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AIRWAVE NEWS

Colorado Springs, Colo. — The Word In Music Satellite Network (WIM) has added two more affiliates: WVRB-AM/Lexington, Ky., and WJK-AM/Johnson City, N.Y. WIM's *The Morning Show with Jon Hull & Therese Romano* has announced a new feature called "On the Road," which will follow contemporary Christian music artist Lynette Wright as she begins her career.

SACRAMENTO, Calif. — The K-LOVE Radio Network has announced the addition of three new affiliate stations: KLVA-FM/Casa Grande-Phoenix, KLVW-FM/Julian-San Diego, and KLVG-FM/Garberville, Calif. K-LOVE's affiliate count is now at 12 radio stations.



Steve Camp

NASHVILLE, Tenn. — In August, Grammy Award-winning songwriter Steve Camp has become the first contemporary Christian artist to have his own nationally syndicated live call-in radio program. *No Compromise With Steve Camp* airs Sundays on the Salem Radio Network.

TUSTIN, Calif. — Dr. David Hocking has launched Hope for Today Ministries, which consists of Bible and prophecy conferences, radio rallies, workshops, and seminars. The centerpiece for the new ministry is a daily, half-hour broadcast scheduled to begin this month.

PHOENIX, Ore. — KDOV-FM/Phoenix has been added to Family Life Radio. KDOV was formerly an AM station owned and operated by Perry Atkinson, who is now general manager.

WAYNE, N.J. — Ron Hutchcraft's *A Word With You* is now heard on the SkyLight Satellite Network, joining Moody Broadcasting, Salem Radio, and Family Stations, Inc., networks as distributors of the broadcast. The program is a four-minute, 30-second daily feature geared toward adults.

PORTLAND, Ore. — *Luis Palau Responds* is celebrating its second anniversary this fall; the two-minute show is hosted by evangelist Luis Palau. Today, the program is carried on nearly 200 stations across the United States.

CHARLOTTE, N.C. — Chosen People Ministries' *Through Jewish Eyes* radio program has been added to several new stations: WNOW-AM/Charlotte; KLMN-FM/Amarillo, Texas; KRGV-FM/Amarillo, Texas; WCHP-AM/Champlain, N.Y.; and WLBF-FM/Montgomery, Ala. The show is hosted by Chosen People president Sam Nadler and his wife, Miriam.

BOONE, N.C. — The Reach Satellite Network has added four affiliates to its southern gospel format: WMIK-AM/Middlesboro, Ky.; WSRW-AM/Hillsboro, Ohio; WPNX-AM/Columbus, Ga.; and WBIP-FM/Booneville, Miss.



In August, KXEN-AM/Grafton, Ill., participated in Christian Family Day at Raging Rivers WaterPark with live broadcasts and giveaways. Donations for SomeOne Cares Missions were collected for heat relief for the needy in St. Louis.

CHARLOTTE, N.C. — Recording artist Kathy Troccoli and Christian personality Mark Lowry are hosting a new weekly music program for INSP. Begun last month, the one-hour program, called *The Mark and Kathy Show*, showcases comedy, music, and variety performed by the hosts and guests. The show, directed by Phil Cooke, is taped in front of live audiences and airs Saturday evenings.

NASHVILLE, Tenn. — Two more radio stations have become affiliates of the Morningstar Radio Network's High Country format: KZIQ-FM/Ridgecrest, Calif., and WMEN-FM/Knoxville.

LOVELAND, Ohio — Loveland Communications/Christine Wyrzten Ministries has announced a few changes in its radio ministry. The five-minute *Because There's Hope* daily radio program has been renamed *A Touch of Encouragement*. A new, 15-minute show is titled *A Gift of Encouragement*. Both are hosted by Wyrzten.

ST. PAUL, Minn. — Radio station WHEM-FM/Eau Claire, Wis., is the newest SkyLight Satellite Network affiliate. SkyLight and UPI News have announced an agreement to distribute UPI news to the 11 owned and operated stations of Northwestern College Radio and the 100 news affiliates of SkyLight.

LONG BEACH, Calif. — Christian talk station KGER-AM/Long Beach sponsored a night of clean comedy and evangelism at the Vineyard Christian Fellowship of Anaheim in October. Hosted by Vineyard associate pastor Bobby DeLancellotti, the evening featured veteran Christian comedian Phil Snyder, who hosts his own talk and variety program on KGER, comedienne Jennifer Rawlings, and comedian Nick Arnette.

ST. LOUIS — The Federal Communications Commission (FCC) hit the Lutheran-owned KFUE-AM-FM/St. Louis with a \$50,000 EEO fine because of an alleged lack of candor over EEO recruitment.

AWARDS

NEW ORLEANS — KKLA-FM/Los Angeles has been named Religious/Gospel Station of the Year in the National Association of Broadcasters' (NAB) Marconi Radio Awards. The awards, presented during NAB's Radio Show, recognize outstanding personalities and stations in 22 categories.

ARLINGTON, Va. — WAVA-FM/Arlington's *Promise Keepers 95* won a 1995 Gabriel Award in the Community Awareness Campaign category for major market radio stations in the top 25 markets. The winning entry created a 25-hour broadcast of the 1995 Promise Keepers conference in Washington, D.C.

MUSIC NOTES

NASHVILLE, Tenn. — Turning Point Media Relations, Inc., a full-service public relations firm dedicated to serving artists and authors within the Christian and country music arenas, began operations in late August, according to founder and president Brian Smith. A nine-year veteran of the Christian music industry, Smith most recently served as manager, publicity, print media, for Sparrow Communications Group.

NEWS BITES

WASHINGTON, D.C. — Prison Fellowship founder and chairman Charles Colson is now a regular columnist for Religion News Service. In each weekly column, Colson, who is also the host of *Breakpoint*, explores the moral and ethical dimensions of current events in light of his Christian faith.

OBITUARIES

RANDALLSTOWN, Md. — The Rev. Peter Bisset, 74, died of a heart attack in August. As well as co-host of the *Peter and John* radio broadcast, which aired daily on area radio stations, Bisset helped found and direct The Peter and John Radio Fellowship, which included WRBS-FM/Baltimore, River Valley Ranch, and the Trustworthy Bookstore.

PEOPLE

NASHVILLE, Tenn. — The Sparrow Communications Group has announced several staff changes in its special markets division. Scott Hughes has been promoted to vice president. Hughes now oversees the creation, design, and sale of music and video premium programs to non-traditional distribution channels.

Formerly special markets assistant, Denise George has been promoted to manager of sales. George now manages and coordinates all sales efforts for Sparrow products into non-traditional distribution channels.

Robin Glennon has been named marketing manager, children's product. Formerly employed by Ingram Entertainment as marketing manager, Glennon now manages and coordinates marketing efforts for all Sparrow children's products.

Chad Baudhuin assumes the position of administrative assistant for the department. Baudhuin is a recent Anderson (Ind.) University graduate.

ANN ARBOR, Mich. — Bert Ghezzi, editorial director of Servant Publications, was recently promoted to vice president, editorial, and elected as a member of Servant's board of directors. Ghezzi, who was Servant's original editorial director from 1974-85, returned to the company in 1994.

NASHVILLE, Tenn. — George Carden joins CCM Communications as manager of information resources with additional duties as radio program producer. Carden was a reporter with CBN News in Virginia Beach, Va.

NASHVILLE, Tenn. — Benson Music Group has several staff changes. Zena Carruthers joins the finance department as chief financial officer. Carruthers most recently was with the finance department at a local subsidiary of Cardinal Health, Inc.

In the A&R department, Paul Wright has been added as director of gospel A&R. Wright was formerly an independent producer.

Promoted in the A&R department is Joseph Cassell from manager to director of A&R for specialty markets. Replacing him as manager is Craig Bond, former supervisor of permissions and special projects. Vivian Reid moves from A&R administrative assistant to production coordinator in the department.

Mike Rapp, formerly marketing manager at Dayspring/Word, joins the marketing team as director of creative services. Karl Scott, previously an independent graphic consultant, is now production manager of creative services.

Mark Campbell, former head of an independent marketing and consulting firm, joins Benson as marketing director. Formerly a member of Long, Seneff, & Mello, Greg Seneff is now Benson's director of legal affairs.

SPEARFISH, S.D. — Beth Hubley is the newest member of KSLT-FM/Spearfish. Hubley returns to the station after a five-year absence to fill the afternoon drive/production director position vacated by Stephen Fenton.

ST. LOUIS — Don Burns is WCBW-FM/St. Louis' new production director and midday host. Burns formerly worked as music director and announcer at the Morningstar Radio Network.

CARY, N.C. — Trans World Radio (TWR) has announced several staff changes. Formerly director of broadcaster relations, Gregg Harris has been promoted to assistant vice president of broadcasting. Previously manager of cooperating ministries, Joe Fort has been promoted to director of North American broadcaster relations.



Rachel L'Homme

William Damick has been named assistant director of broadcaster relations. In the eighties, Damick and his wife spent five years as missionaries with TWR in Guam.

Rachel L'Homme has been promoted to director of U.S. human resources. L'Homme joined TWR in 1991.

LAPEER, Mich. — Greg Yoder, a nine-year veteran of WMPC-AM/Lapeer, resigned to join Cornerstone College in Grand Rapids as news director of Mission Network News, a program on the Ambassador Inspirational Satellite Network.

Media Miracle in Mother Russia

Reform in Russia is a dramatic story without precedent. Within a few years the pendulum of events has swung from extreme to extreme. Russia has rallied from Communism, Leninism, Marxism, and atheism to *glasnost* and *perestroika*, from coup attempt to coup attempt, from persecution of the church to a politically powerful Orthodox Church, from the smuggling of Bibles to the Gospel aired on national television.

Open Doors

In the mid-sixties, Soviet Communist Party Chief Nikita Khrushchev reportedly declared that within a few years, the last Christian would be displayed on national television. Contrast that with 52 episodes of animated Bible stories airing nationwide to over 200 million people in Russia after the fall of Communism.

From then on it was a heyday for Christian broadcasting in both radio and television. Christianity was no longer forbidden and it was new for most Russians. While IRR/TV may have been the first to go on national radio and television in the USSR, it was certainly not the only one.

Robert Schuller's *Hour of Power* was broadcast for a number of years and Charles Stanley's *In Touch* is still showing on Channel 4, which serves 40 million homes in central Russia. The Christian Broadcasting Network successfully executed a special blitz comprised of three television programs produced inside Russia.

In radio, all the major players in international radio — the Far East Broadcasting Company, Trans World Radio, HCJB, and IBRA Radio — rapidly established a unique foothold in the Commonwealth of Independent States (CIS). Idle, financially strapped transmitters sprang to life as deals were made and contracts signed.

Blocks of time were bought out on transmitters inside the CIS, local studios were built and equipped and run by local staff, and in a number of cases, transmissions to Muslim countries became possible using Rus-

sian superpower transmitters conveniently located along the edge of the 10/40 window. In St. Petersburg, Russia, Radio TEOS, a brilliant example of a purely indigenous radio ministry, acquired 18 hours of air time daily on a medium-wave transmitter owned by the military.

The Orthodox Church

However, the future of Christian broadcasting in the CIS is not bright. When Christians were persecuted under Communist rule, Protestants and Orthodox found consolation in each other, in a kind of brotherly relationship. Today, with the emergence of a fiercely nationalistic, politically inclined Russian Orthodox Church, that relationship has practically evaporated.

"The official line (of the Orthodox Church) is that evangelical Christians must be stopped. They play on nationalistic feelings, claiming that evangelical Christianity is a foreign heresy and their approach seems to have the intended effect," writes ministry colleague John Poysti in a recent ministry report.

In 1994, Russian Orthodox Church leader Patriarch Alexi II in a government-level visit to Finland, counseled Western Christians to cease their activities in Russia, saying, "Protestant Christianity is not needed in Russia. The Orthodox Church can amply satisfy the spiritual needs of the nation."

The Patriarch's words cannot be reconciled with reality — the deterioration of order and the breakdown of the judicial system; the local government even speaks out against the failure of the church to meet the challenge amidst rapid change.

No amount of ritual, traditional Christian culture, or history can deliver the hearts of men from wickedness. It takes the power of the Holy Spirit. Repetitious, continuous teaching of the truths of the Word of God is a must in Russian society. Because of the media's "firepower," the Christian message must continue to be sent

and heard on radio and television.

Looking to the Future

Should the present trend continue in Russia, internationals will inevitably be phased out of the domestic media. At the same time, top dollars paid out for air time to national television executives may have dwarfed the development of many indigenous media ministry. For a while, smaller regional channels will provide opportunity for Christian broadcasters.

A surge in ultra-nationalistic feelings combined with pressure from the Orthodox Church have complicated dealings with the larger national television channels. In some cases, early morning slots are still granted to Western media ministries. There is still substantial opportunity for programs produced for a specific people group, in their own language — if the quality is there.

Dynamic, diverse, appealing, and culturally sensitive programs addressing the issues in Russian life are needed. However, there is no need to dilute content with Orthodox flavor because people don't want a muddled message. Program directors have openly labeled Orthodox programs as boring, non-relevant, too political, and hollow.

Whenever dramatic change occurs, unforeseen opportunity is sure to be found. What happened in Russia can happen anywhere on earth — next time, it could be China or the Muslim world. God has a tailor-made plan for every nation and every people. The Christian media needs to be alert to what God is doing. ¹³

Hannu Haukka is a member of the International Advisory Committee of National Religious Broadcasters and the executive director of International Russian Radio/TV, which produces indigenous broadcast programs in Russia and Ukraine.

Practical Sales Advice

Think of yourself on a mission. Consider your calls evangelistic first and then business. Realize every advertiser — current or potential — is a soul to win for the kingdom. Be on a mission and the results will follow.

For most members of the esteemed time sales family, especially those with a firm secular industry history, this methodology will seem strange indeed. You cannot, and absolutely should not, hit the streets without the backing of prayer and a praying support group. Representing a Christian broadcast organization demands nothing less than the very best you can offer, and without it you will not be blessed.

If your single goal is monetary, and you just happen to be employed by a station offering religious programs, you may be fulfilled with a fat commission check. But for the people who work for these stations, sales representation is "as unto the Lord" [Colossians 3:23] and my staff at WAZT-TV-WAZR-FM/Woodstock, Va., knows it.

There are very definitive parameters for my sales-missionaries. First, they are not salespeople; they are "media counselors," able to look at the overall picture of what advertising plans the local merchant has and how those plans can use our broadcast facility.

Counseling is not always selling, yet it is always keeping our stations in the forefront of the conversation. Counseling is also getting to know your client and his place in the kingdom. You may not close the deal, but you very well could point the way to Christ.

Representing a Christian broadcast station presents a completely different set of rules for the staff salesperson, but once the formula is in place, the end result is a lot more fulfilling than just a paycheck. Just as there are differences between a secular and a religious station as far as sales are concerned, there are simi-

larities. Rate cards, special packages, pressure grids, discounts for a variety of reasons, and the ever-popular requirement to provide numbers and justify a HUTS/PUTS (Houses Using Television/Persons Using Television) demographic GRPS (gross rating points) proposal.

In our particular case, WAZT is located in two markets, with less than total coverage in either. While Nielsen measures our audience in the Harrisonburg, Va., market (NSI/DMA) because we have 3 percent or more of the HUTS, it does not record our audience in the Washington, D.C., market because we have less than 3 percent of the HUTS, and, incidentally, less than the required number of PUTS.

And even though our home county of Shenandoah is in the Washington market (number seven), we are forced to use the rating book for Harrisonburg (number 202), the closes non-cume market where we can measure the required minimum.

Over the years, we have discovered that some national agencies reject out-of-hand the requirements for GRPS in order to make a buy. Your approach, either directly or through a national representative, is based upon viewer or listener loyalty, documented results of write- or call-ins, demands by local outlets for nationally advertised wares or services, and your ability to bend-but-not-break when it comes to established rates.

Again, your relationship with a local advertiser with national agency contacts should be based on far firmer ground than a seller-buyer arrangement. As a counselor, media and otherwise, you can be in a much better position to state your case and ask for support through the local to the national buying office.

And even if there is no possibility of a nationally buy, you have shown the local advertiser your support by showing how to tap national funds, a possible source for a future

endeavor.

Our station is a prime buy for many local advertisers who want to reach the local Christian community as well as the secular look-ins. We have documentation showing advertisers how some viewers will not watch any other station except our Christian, family format. And our viewers are loyal, expressing their ongoing appreciation to advertising using these stations. But remember — you have to tell the audience to make those advertiser-loyal comments when they buy!

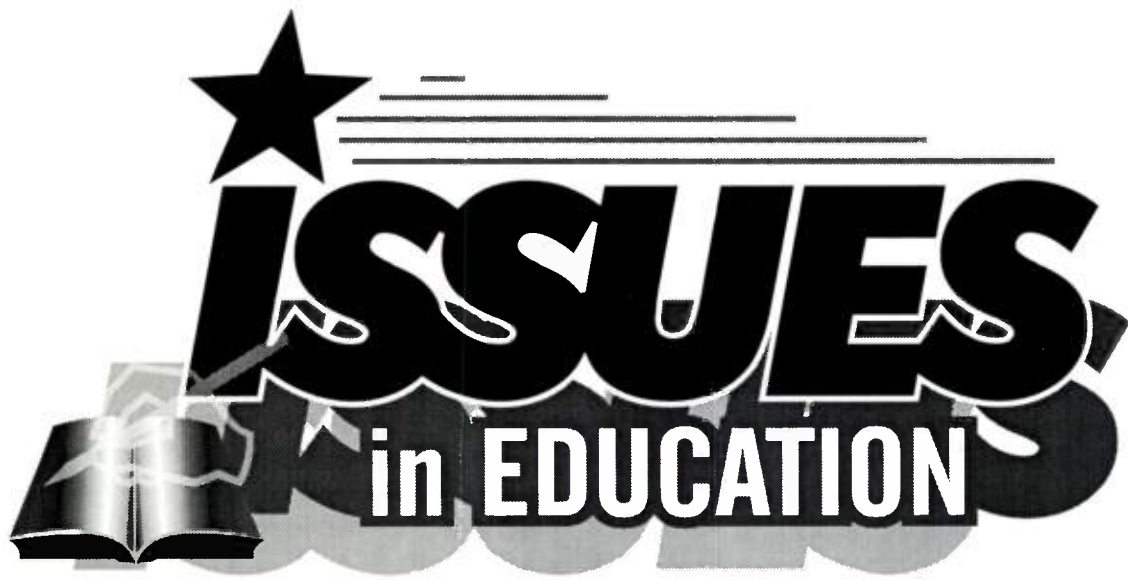
The station programming office is a vital link with the viability of the station image. If products that diffuse the Christian biblical premise are aired, identification is diffused.

We refuse advertising and programs dealing with psychics, personal products, lotteries, alcohol and tobacco in any form, and talk shows appealing to the prurient interests of the audience. Our latest stand brought us into conflict with the local county fair, when we refused to participate in or promote the fair because of a quasi-pornographic nude tent show offered during its local run.

I start each day with prayer — and encourage my sales staff to do the same — for every client to be visited or phoned and for myself to take a stand against any evil influence. Our weekly staff meetings open with prayer and Scripture reading and lesson, and end with a benediction for all activities of our people. And a weekly evening prayer meeting and Bible study attended by members of the partnership undergird the staff for the work ahead.

My admonition to the sales staff is to represent the station "as unto the Lord" and carry the full armor of God [Ephesians 6:11] wherever they go, remembering they are traveling in holy company. ⁸

Virginia Stamler is general sales manager of WAZT-TV and WAZR-FM in Woodstock, Va.



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Donor Acquisition Via Mail

What can you do between sharathons? Try direct mail fund raising, which will impact your cash flow next year and for the decade ahead. Finding a successful way to identify and acquire donors through the mail is like uncovering a hidden income stream. The value of these donors will grow and the renewing donor will provide financial support to your ministry year after year.

He will also be a lasting friend, a prayer partner, and a participant in a deferred giving program. Some of your renewing donors will even help you acquire new donors by working with you as a volunteer at sharathon time.

The most challenging problem any fund raiser faces is finding direct mail donors. For a Christian broadcaster, the most likely source will be your viewers or listeners. They already have a "relationship" with you and are more likely to give. But many of them will *never* pick up the phone during a sharathon.

Another source to generate income are Christians in your local area who don't tune in. As long as your ministry offers programs and services spiritually benefiting the community, you have a good opportunity to fund raise from them as well.

Both can be found on rental mailing lists within your zip codes. But finding lists containing the most names is trial and error. Quite frankly, the only way to find lists which will work is to test several and measure the result against each other.

Acquisition Economics

Here's a summary of some basic

Acquisition	FY 96	FY 97	FY 98	FY 99	FY 00
# mailed	250,000	250,000	250,000	250,000	250,000
Net income	(\$17,675)	(\$17,675)	(\$17,675)	(\$17,675)	(\$17,675)
# new donors	3325	3325	3325	3325	3325
Rental/Renewals					
# donors		3800	4501	4902	5175
Gross income		\$166,850	\$168,396	\$196,700	\$218,708
Average gift		\$25	\$25.50	\$26	\$26.50
Costs		\$92,488	\$95,480	\$97,849	\$99,356
Net income		\$74,362	\$72,916	\$98,851	\$119,352
Total Income		\$56,687	\$55,241	\$81,176	\$101,677

facts about the economics of direct mail acquisition: **First**, Acquisition is investment; spending today to insure a consistent, predictable income stream for tomorrow.

Second, some acquisition programs can be run at break-even; others make a small profit. But the majority run at a loss. Remember the primary objective of acquisition is new donors, not to "make money."

Third, income and expenses from new donor acquisition should come from capital investment funds — not your current income. Just as buying equipment, this cost cannot be considered normal operating budget. Many organizations use a revolving fund for donor acquisition.

Fourth, the lifetime value of a donor should determine the justified level of acquisition and renewal costs to obtain and renew a donor. The core of these donors will stay with you for five years or more.

Fifth, once acquired, most donors represent guaranteed income for future years. Their indirect value to an organization — by becoming part of the ministry family — can sometimes be even more profitable than their direct gift-giving.

Acquisition Assumptions

The chart is of projections from mailing 250,000 packages to rental names per year, then sending the donors a renewal mailing six times per year. The assumptions, based on actual results, include:

* The response rates to any direct mail program are generally in the area of .75 percent to 1.5 percent. The table reflects .95 percent.

* Average gifts also vary, depending on your package and your offer. The average gift ranges from \$11 to \$30; \$21 is the average in the table.

* The first gift a donor gives an organization is generally



Mary Hutchinson is vice president of Newport Creative Communications of Duxbury, Mass., and an award-winning fund-raising professional.

an impulse gift. You cannot expect first-year donors to be as loyal as your long-time donors. Therefore, the table assumes around 50 percent of the new donors acquired the first year will give again.

* Most donors will give more than one time per year. Most mailing lists show donors giving 1.4 to 2.5 times per year. In a healthy, direct mail program, this number rises each year.

* If a new donor gives two years in a row, you have a much greater chance of keeping them as an active giver for years to come. Once they reach that level, over 65 percent will stay with you the following years.

* Each year, the average gift of a donor file generally goes up.

* If there is a well-tooled lapsed donor program in place, designed to encourage old, inactive donors to give again, you can recapture as many as 4 percent of them per year.

* Package prices vary greatly. Ministries with in-house printing presses can produce a mailing much cheaper than many others. For some organizations, name recognition is so great that a very simple package is all that's needed. These can be mailed for about 19 cents each.

Some organizations find it easier to rely on "up-front premiums" in the mail, which can be 50 cents per unit. The tables uses 35 cents per package.

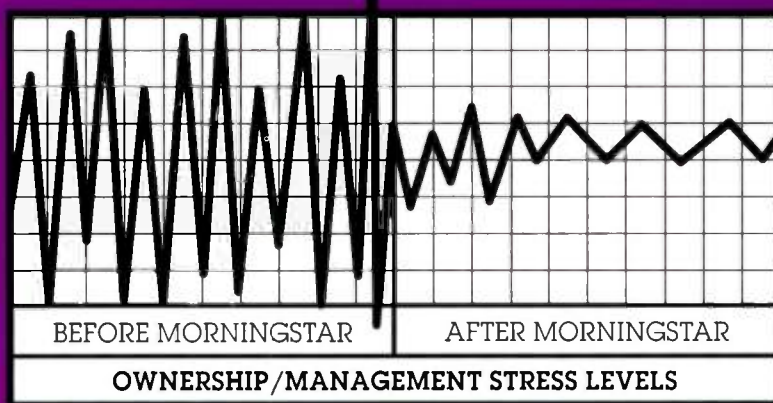
Acquisition Beginning

Direct mail acquisition can add a new revenue stream to your minis-

Continued on page 54



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more stress than joy,
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Morningstar Radio Network, Inc.

NASHVILLE

The Question of Education

The typical college degree in mass communication will usually include classes in philosophy, biology, and Western thought and culture. The first thought many students have is, "What does this have to do with getting a job?"

Most entry-level broadcasting jobs will not involve dissecting frogs or discussing world view paradigms. Jobs involve skills, not theories. So what is the point of a college degree in broadcasting?

The college experience tries to produce a whole person with a certain degree of knowledge and experience in a variety of studies. In short, a person who knows how to learn. While cutting frogs is not a skill most people want to carry with them in life, the experience of how life operates does leave an impression.

Debating questions of philosophy does make a person look at themselves and question the whys and hows of life. How to edit a news story is a skill while the ethics of that news story is more the concern of higher education.

For the student who has attended a Christian college, higher education takes on a higher meaning. Most students graduating from a Christian college have been made to write endless papers defending their faith or exploring the Word. Hours have been spent memorizing Scripture and learning biblical history.

While at times the student may feel all this Bible knowledge is just trivia, a time will come when the Lord

will call to mind a Bible passage that will minister the most. Students grounded in the Word are usually employees grounded in the Word.

But more than the book learning, the college experience is an experience with people — all kinds of people. The typical college campus brings together people from many different cultures and perspectives.

The average college student has been exposed to all these different types and, at least, has learned how to work with and get along with most. In this world of diverse workplaces, this is not a bad skill to have.

In fact, at your next staff meeting with engineers on one side and salespeople on the other, those "people" skills might be the best skills to have. Perhaps the conflict is in the expectations we have for graduates.

In an excellent article from *Radio World Magazine* (August 1995), Page Chichester wrote about the debate concerning the value of academic training in broadcast journalism.

One point she makes is some professionals believe the skills employers want (hands-on training with the newest technology) are lacking in graduates since most schools are years behind in equipment.

Journalism education is more the arena of broadcast history, law, and ethics. Educators believe the college experience is one step towards the professional field and not the final mature product.

Colleges not only teach the history, law, and ethics, but also pro-



Michael O'Brien has been a professor of broadcasting at Toccoa Falls (Ga.) College for nine years. He is also president of Intercollegiate Religious Broadcasters.

vide the hands-on experience graduates must have in order to get that first job. What we have here is a failure to communicate.

Today's college graduate is a person who has debated philosophy, studied science, and learned how to write an English composition paper. They are people who have been exposed to great writers and teachers as well as annoying roommates and underachieving classmates.

They are people who may only have read of the latest technology but have learned a larger, more suppressive language to communicate to a larger, more diverse workplace. The determination it takes in writing that 12-page paper or dissecting a frog is the determination the graduate carries into the workplace.

The real point of the college degree is not just to produce a person with technical skills. The college graduate is usually a person with some technical and people skills with a heart for learning. [®]

FUNDING MANAGEMENT

continued from page 52

try. However, a few words of caution.

Don't go it alone. Too many ministries have experienced losses trying to find new donors through the mail via in-house support. They didn't realize what to realistically expect and could not recognize an initial loss as a success.

Direct mail is not a creative art; it

is a science. Those of us in the business who have mailed millions of pieces know from experience which lists and packages should succeed for your organization.

Make sure your advising consultant or agency has done a lot of direct mail acquisition. It is not enough to have experience mailing to in-house lists. You need the advice of a specialist.

Especially for the first mailing, make sure you budget enough to cover testing two or three different packages and at

least five different mailing lists. It will cost a little more, but you will have the information needed to build a successful program. With this information, you can plan a future, expanded mailing with an accurate projected response rate and average gift.

And finally, give it a chance to work. One test mailing is often not enough to determine whether there is a future revenue stream from direct mail for your ministry. [®]

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Erasing Religion from the Public Sector

How safe is religious expression in the public sphere? Despite secularist claims to the contrary, the freedom to voice our religious beliefs in public is increasingly threatened.

The Rutherford Institute (TRI), a civil liberties organization defending religious persons whose rights have been violated, handles at least 600 cases at any one time — and the caseload is growing. These battles for free religious expression are being fought in the schools, the workplace, and the home.

When Linda Seaman requested permission to hold her Bible study in one of the meeting rooms of the public library system of Charlotte and Mecklenberg County, N.C., she was denied access.

The library staff informed her that while other study and social groups used the meeting room, her group would not be able to because of its religious nature. One meeting room regulation of the library system stated, "The meeting rooms will not be used for sectarian or denominational religious programs and activities."

However, based on the government's equal access policy, "no arm of government may discriminate against religious speech when speech on other subjects is permitted in the same place at the same time" [*Lamb's Chapel v. Center Moriches Union Free School District*, 1993].

In another example, Doyle Brewer and his radio station, KLVV-FM/Ponca City, Okla., wished to sponsor an adult prayer group in support of the students who would be participating in the following day's "See You at the Pole" event, in which students meet before classes to pray for their schools and teachers.

The adults planned to meet on the steps of city hall the night before to pray for the event. City hall officials informed KLVV it would not be allowed to do so even though other groups often used the steps as a meeting place for non-religious

events. TRI informed city hall that denying KLVV group members access to the steps violated their constitutional rights. City hall quickly reversed its decision and allowed the prayer group to meet.

Examples of abuse involving equal access abound. Many of these abuses result from ignorance. But when any public space can be used for all types of expression except religious, discrimination is at work.

Unfortunately, discrimination against religious persons has spilled over into print media as well. When Juanita Colaianne placed an advertisement in the *Bell Atlantic Yellow Pages* for her Dainty Pastry Shop, she wanted to advertise her hours by saying, "God's Service is Better than Ours," for Sunday closing.

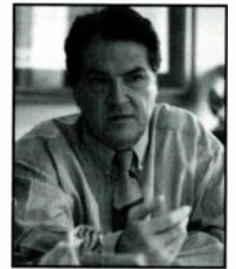
Bell Atlantic refused to print the ad because of its religious reference. There are many such censorship cases across the country in the *Yellow Pages* and classified ad sections of newspapers.

A Wisconsin administrative law agency penalized Beverly Schnell \$8000 for placing an allegedly discriminatory classified housing ad for a "Christian handyman." The case began in December 1990, when Schnell submitted an ad in the *Hartford Times Press* seeking a Christian handyman to rent the upper level of her home.

The nonprofit Metropolitan Milwaukee Fair Housing Council filed a complaint with the Wisconsin Department of Industry, Labor, and Human Relations Equal Rights Division claiming Schnell had violated the Wisconsin Fair Housing Law.

The council offered not to prosecute her if she paid \$50 for its staff time and \$500 in attorney's fees. Schnell refused to settle, saying she hadn't intended to discriminate; she said she merely wanted a tenant who could help her remodel her 100-year-old house in exchange for low rent.

And, as a Christian, she said she felt an obligation to help other Chris-



John Whitehead is founder and president of The Rutherford Institute in Charlottesville, Va., and host of *Freedom Under Fire*.

tians first, although she would not discriminate against any stable person who applied.

How outrageous that one woman is not allowed to advertise why she chooses to close her shop on Sunday while another cannot express a preference for the type of person who would be living in her own home.

Will Christians and other religious persons one day be excluded from any kind of public advertising simply because they acknowledge their religious beliefs?

Right now, religious expression still appears to be protected on the airwaves. Stations broadcasting only religious programming are flourishing and even secular stations have occasionally aired Christian music or programming.

But as discrimination against religious expression continues to spread throughout our nation, infiltrating every area of public and private life, there are no guarantees that any form of media will remain untouched.

We must keep using the radio, newspapers, and television to communicate our religious beliefs. After all, we have a constitutional right to do so. ^{1b}

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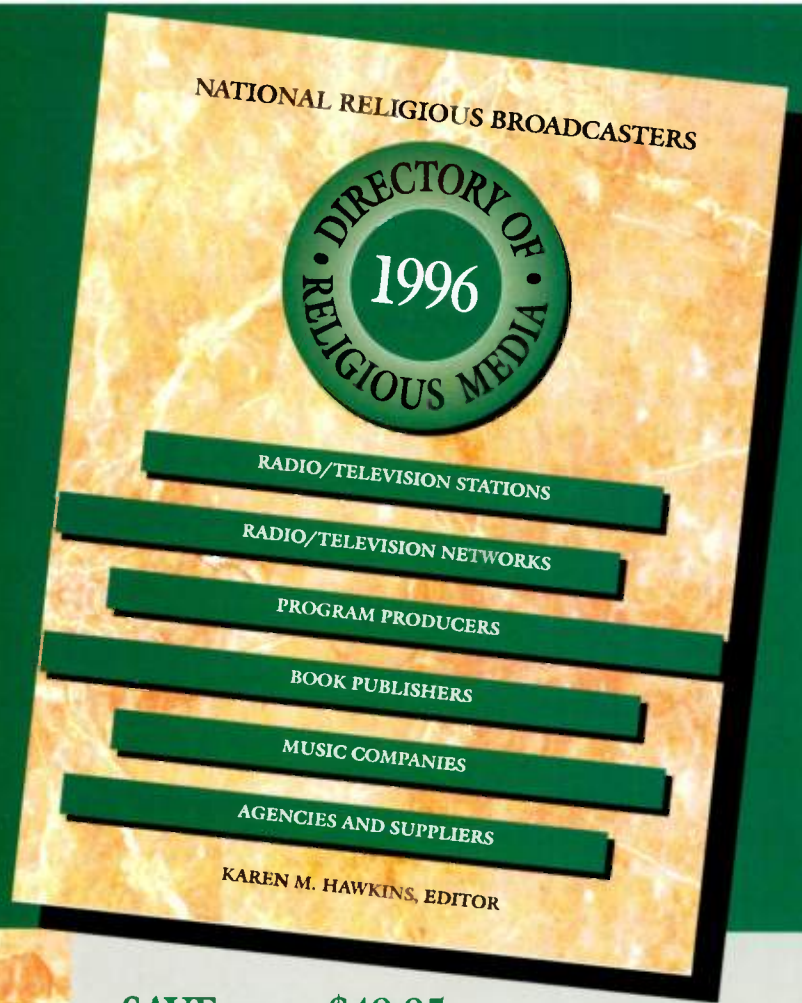
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The 1996 *Directory of Religious Media* gives you a direct line to the names and numbers you need to know within this dynamic industry. The *Directory* will be your personal map through the maze of stations and suppliers, programs and publishers. It's 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.

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• Radio & Television Programs • Film and Video • Book Publishers • Periodicals • Music Recording Companies
• Agencies and Suppliers • Religious Media Phonebook

ISBN # 1-880040-05-0

Answers from a Radio Promoter

As a Christian radio promoter, people ask me questions. Lots of questions. From single selection to artist interviews to "Where do I send my demo tape?" Lately, it seems I've been asked the same questions over and over from radio programmers who are curious about how we do things on this side of the industry.

In this column, I'd like to address some of the frequently asked questions and answer them from Sparrow's viewpoint. While other record companies may have different answers on specific issues, I think you'll find most of these answers apply to the entire industry.

Who chooses the singles that you release?

At Sparrow, the single selection process is quite involved. We solicit input from all parties involved: the artist, his management, our promotion staff, marketing heads, A&R (Artist & Repertoire department), and the label president. We also may ask for the opinions of some of the top radio programmers in the country.

We look at the artist, the direction of the album, where we are trying to take the artist, what other music is out at the time and even the time of year we are releasing the single. Plus, for each individual artist, there are dozens of other factors to be considered.

Then we weigh all of those factors and make our decision. Sometimes the choice is obvious and unanimous. Sometimes it's not. But a lot of thought and, yes, prayer goes into the process.

Why do you release singles and not the entire album?

We release singles to increase the longevity of the album and, in return, increase the opportunity for people to hear the music. If we sent the album out upon release, and let programmers play whatever they liked, you'd have a thousand different programmers choosing from all ten to

11 cuts on the record — and the record would be "dead" in three months.

When we release a single, it is for no less than a 12- to 14-week cycle. Then we release another single. Then another. In doing this, the record could be heard on radio for a year or more. This does nothing but allow more people the opportunity to hear the music, buy the record, and be ministered to by the message.

But you didn't release my favorite song from the record!

We can't please everyone. After weighing all of the factors involved, we put together what we feel is the best promotional plan for the record.

How can I get artist liners and interviews?

At Sparrow, we ask that you request those in writing. Then we take the request, look at the artist's schedule, (is she touring?, is she in the studio?) and try to gauge the urgency and relative importance of the request.

That raises another issue — artists simply cannot do everything asked of them. If you could see the hundreds of requests coming through Sparrow each week for our artists, you would understand why it's impossible to grant all requests. Please know that we try to take care of as many requests as is humanly possible for the artist. But, in all honesty, some requests present more of an opportunity for impact than others. We have to look at all factors.

In response to recent articles concerning radio stations and concerts, have the artists forgotten that Christian radio is what helped bring them this platform in the first place?

No. We know there are concerns and we are continually working to address them. But please understand that being on the road is extremely grueling and difficult for the artists.

In most cases, these people have



Kyle Fenton is director, national promotion, for Sparrow Communications Group in Nashville, Tenn. He was formerly music director for KNLR-FM/ Bend, Ore.

been taken away from their families for weeks at a time, trying to sleep on a rattling bus, fed what usually amounts to nothing more than fast food, and are basically stripped of any of the comfort, normalcy, and security of home. Touring is much more than just getting up, singing for two hours, and going back to the hotel.

I have a friend with a demo tape. Where can I send it?

There are many people around the country (half of them, it seems, here in Nashville) trying to get into "the industry." The reality is that most record companies, Christian or mainstream, do not accept unsolicited demo tapes.

My response — bloom where you are planted. I've said it to people, I've heard artists say it, and I've seen it work. Be faithful in your ministry where God has put you at the time, which is good advice for all of us. If God opens the door, it will be very obvious. ^{RB}

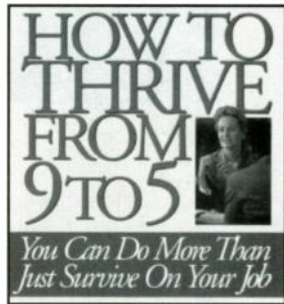
THE BOOK SHELF

BY HARRY CONAY

How to Thrive from 9 to 5

by Mary Whelchel
Word, 1995

Mary Whelchel writes, "Your job can be a growing, thriving place if you will learn and practice some basic principles and disciplines." Rather than merely enduring or surviving the daily work experience, by following Whelchel's sound advice, each of us can become a *thrifer* (i.e., "a person who learns to turn pain into gain"). Imparted are self-assessment checks, communication skills, people-management techniques (in the sense of interpersonal relationships, not manipulation), and time-management advice.



Whelchel's expertise is obvious, but does not come across in a know-it-all manner. The content is insightful, practical, and Christian; the style friendly, informal, and non-technical. I genuinely enjoyed reading this dynamic little book and cannot imagine anyone who wouldn't benefit from doing likewise.

Self, Struggle, Change

by Norman J. Cohen
Jewish Lights Publishing, 1995

The lengthy subtitle "Family Conflict Stories in Genesis and Their Healing Insights for Our Lives" aptly describes the content and purpose of this upbeat volume. Writes Norman Cohen, "By confronting the biblical text . . . and immersing ourselves in these sacred stories, we can gain a better sense of the meaning of our own baffling dramas. This, in turn, can affect the nature of our lives and our priorities."

To the extent that these accounts are meant "to serve as vehicles of insight into our own personalities as well as the dynamic tensions within our own families," Cohen certainly succeeds (albeit if from a non-Christian perspective). A Christian reader will particularly benefit from insights into Old Testament, Jewish culture which flit between textual explication and contemporary application. Well worth a look.

Welcome, Holy Spirit

by Benny Hinn
Thomas Nelson, 1995

This powerful volume (aptly subtitled "How you can experience the dynamic work of the Holy Spirit in your life") is a compelling companion to Benny Hinn's earlier best-selling work, *Good Morning, Holy Spirit*. Although crammed with interesting autobiographical anecdotes and just about everything one could possibly wish to know about the working of the Holy Spirit, this is not a dull, detailed theological treatise. On the contrary, the book exudes the charismatic, Pentecostal excitement one expects of Hinn (whose simple, conversational writing style

exerts a subtle, captivating charm).

Humility is equally evident as when he writes: "I greatly dislike it when people call me a 'faith healer' or a 'healer.' . . . There is only *one* healer, and His name *isn't* Benny Hinn — it's the Lord Jesus. . . . Don't focus on me. *The Lord Jesus is the One who heals!*" Recommended for all Christians who need to recharge their spiritual batteries.

Invasion of Other Gods: The Seduction of New Age Spirituality

by David Jeremiah with C.C. Carlson
Word, 1995

Host of the daily radio broadcast *Turning Point*, David Jeremiah tells how New Age thinking has evolved from being novel and recognizable (and, therefore, avoidable) to being an all-pervasive force more difficult to recognize and deal with. "New Age devotees have turned in their headbands and icons and donned business suits. Their targets are the schools, the media, corporate America, government, healthcare, and our churches. New Age is no longer standing outside the door; it has stepped into the home and invaded mainstream America."

Not dissimilar in theme and content to *The New Age Is Lying to You* by Eldon K. Winker (Concordia, 1994), Jeremiah's book is simply written in an engaging, anecdotal style. I found those sections pertaining to reincarnation, channeling, the environment, holistic medicine, and "the angel craze" particularly interesting. Significantly, Jeremiah goes beyond merely sounding the alarm to pointing us toward biblical correctives and the sure hope all believers have in Jesus Christ. This is a worthwhile addition to one's cult collection.

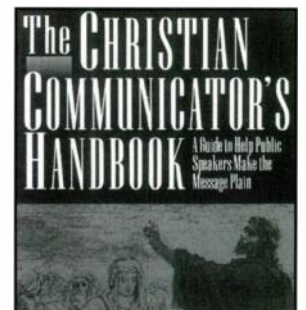
The Christian Communicator's Handbook

by Tom Nash
Victor, 1995

"We spend most of our time sending and receiving messages," writes Tom Nash. "Think of all the really important things that depend on communication. You can't win a convert, or a wife, without communicating. We know the Lord only because He communicated with us. Even our worship is a form of communication."

Readers will quickly discover this is neither a musty "how-to-preach-a-better-sermon" book for pastors, nor a prolix public-speaking text for business people (though both groups will benefit immeasurably from it). Rather, Nash offers practical help for *everyone* engaged in a variety of *everyday* communication situations, formal or otherwise.

More importantly, his sound advice is as ethical as it is pragmatic. "I have been studying both the Bible and scientific communication theory for many years and have



come to a startling conclusion: they agree," Nash writes. (For example, he wisely advises us to "figure out *what* went wrong, not *who* was wrong when communication breaks down.")

Nash's articulate and logically organized presentation is visually enhanced by the use of bold, black headings, and other typographical variations. Heeding his advice would not only make one a better communicator, but a better person. And beyond that, the book is a joy to read.

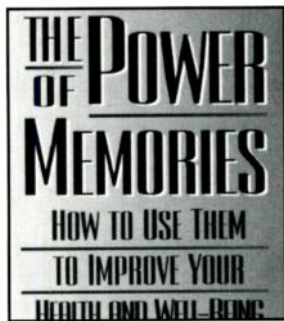
The Power of Memories

by Frank Minirth

Thomas Nelson, 1995

How many times have we wanted to forgive, but could not forget? Why do we often dwell on bad memories? How do memories affect our physical and mental health? How accurate and reliable are childhood memories? How can we build happy, positive memories for ourselves and our children?

Frank Minirth discusses these and many other related issues in this fascinating study (subtitled "How to Use Them to Improve Your Health and Well Being") of memories and their effects on our personalities. To Minirth, memories are not merely passive "dreams" which come back to haunt or terrorize us (and over which we have no control), but mind-creations that can be interpreted or reinterpreted, manipulated, or substituted, and even created or recreated to become positive (rather than negative) influences for our mental and physical well-being.



This is not to imply that the author advocates self-delusion; on the contrary, he states: "Healing memories mostly means making peace with the past." Written by a true expert in the field of mental health, the wealth of valuable self-help information contained in this book is inestimable, and I do not think I overestimate its worth if I say virtually everyone would benefit from reading it.

Not I, but Christ

by Stephen F. Olford

Crossway, 1995

Stephen Olford offers an insightful study on "the liberating message of life in Christ as embodied in Galatians 2:20" (from which he derives both the book's title and its theme). In particular, he comments at length on the death, life, faith, and love of Christ.

Emphasizing "faith and love in action," Olford writes: "For the committed Christian, life in Christ means obedience to the Scriptures, reliance on the Spirit, and allegiance to the Savior." This sincere and engaging little book (based on comments "initially delivered to seminarians and pastors") challenges all readers to more fully

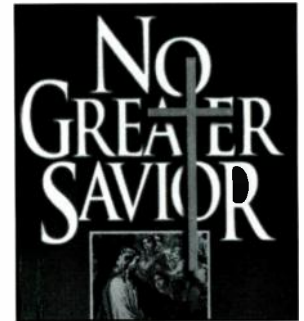
surrender their lives to Christ.

No Greater Savior

by Richard Lee and Ed Hindson

Harvest House, 1995

This simply written, inspirational book contains 60 meditations on various aspects of the life, ministry, and death of Jesus Christ. "Each [four-page] chapter . . . is a verbal picture of the Savior. Together they paint a picture of Jesus of Nazareth. What was He really like? . . . Was He truly the Savior of the world?" In their portrayal of Jesus, the authors have dramatically answered this last question with a resounding "Yes."



Life on the Edge

by James Dobson

Word, 1995

Derived from a panel discussion with "175 students in their late teens and early twenties" and a subsequent video series, this book is targeted for an audience of those "between 16 and 26 years of age." These youth are "moving through . . . the 'critical decade,' a ten-year span in which James Dobson states "some of the most dramatic and permanent changes in life usually occur."

Moreover, such changes (pertaining to college selection, career choice, finances, dating and sexual attraction, marriage, parental relationships, emotional well-being, worldly temptations, etc.) are taking place within the context of a world which "has become much more immoral than it was just a few decades ago." Through the many pitfalls of life, Dobson offers this "proven plan for a life of meaning and fulfillment."

Adults (who should also read this book to gain a better understanding of these pivotal situations their children are, or will soon be, facing) will discover the sage advice for which Dobson is well-known and respected. However, I do fear that the book's overall appearance will not particularly lure those for whom the book is primarily intended. And his anecdotal style (well-received by adults) may seem a bit preachy to some younger readers in his targeted group.

Therefore, it may depend upon us "older" folk to direct this book toward those who will benefit most from it and to encourage their reading it. Above all, don't forget to read and share the "38 values by which to live" listed in the *addendum*. These alone are worth the price of the book.

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

RECORDING REVIEWS

BY SARAH E. SMITH

Editor's note: Darlene Peterson is taking a break this month and will return in December.

The Light of Home

Joanna Carlson

producer: Brent Bourgeois

executive producer: Wayne Kirkpatrick
Reunion

A talented newcomer, Joanna Carlson's debut, *The Light of Home*, shines with promise — that she wrote all the selections on this recording makes it even more impressive. Carlson, who leads worship at her church and is a voice and piano teacher, entered a local competition in Sacramento, Calif., — Voice of the '90s — three times before winning in 1994. As a result of her performance in this competition, Reunion signed her to its label.

From the tender ballad "Never Dance Alone" to the bouncy "Miracle" to the thoughtful title cut, Carlson's lyrics show a depth of understanding about the Christian's walk with God not usually found in a freshman project. "If there is anything in my life that can help bring [those who listen to this album] to experience this merciful and overwhelming love of God, then I want to share it with them," Carlson says. And with *The Light of Home*, Carlson accomplishes just that.

So Far

Susan Ashton

producer: Wayne Kirkpatrick
Sparrow

So Far brings Susan Ashton's greatest hits together again, along with two new tunes, "Stand" and "Hide and Seek." Although her solo career began only five years ago, Ashton has taken the Christian music world by storm with a string of best-selling albums and a tour with country music star Garth Brooks.

In this compilation recording, Ashton fans can hear such number one hits as "Waiting for Your Love," "Remember Not," "Here in My Heart," "Grand Canyon," and "Ball and Chain." "When people listen to my records, I want them to feel as though they've been taken to another place — a place of encouragement," Ashton says. After listening to *So Far*, I'd have to agree that this collection of songs brings you to that place.

(safe)

Helen Jayne

producer: Chris Eaton
Word Records

Helen Jayne's (*safe*) is a wonderful listening experience — like melodies you've heard before and are eager to hear again. Jayne's musical career got its start through Doug McKellar, who encouraged her talents and launched Jayne into professional session work through his management company. After performances at a number of Christian music festivals in her native United Kingdom, she captured the attention of Word Records, which soon commissioned an album.

"All of the songs I've written [eight solo and one with

McKellar on this recording] are from personal experiences — they are a reflection of my life, what I believe in, and sometimes about a person I've met or a person I love," she says. From pop tunes like "Better Way Ahead" and "Savior of the World" to the romantic "Falling Deep in Love" (my personal favorite), Jayne has you humming along with her simple melodies and intently listening to words that touch your heart. (*safe*) is a great introduction to this gifted musician.

Sounds of Heaven

Kathy Troccoli

producers: Peter Bunetta, Rick Chudacoff,
and Brown Bannister
Reunion

From the first stirring words of "I Will Choose Christ" to the wistful "Missing You," Kathy Troccoli's latest release, *Sounds of Heaven*, captivates you with her sincerity and rich vocal interpretations. Troccoli burst on the Christian music scene in 1982 with *Stubborn Love* and had a recent number one mainstream hit with "Everything Changes." *Sounds of Heaven* is her first entirely Christian album in ten years.

The songs chosen for this recording certainly personify her desire: "I want my life to be about advancing the Gospel. I want to live for God in the mundane as much as in front of thousands of people at a concert." Troccoli penned many of the songs, including the title cut, and songwriter Chris Rice contributes "Go Light Your World," which calls for Christians to shine their light for others, and the beautiful praise of "Hallelujahs."

Each song surprised me with its lyrical depth and superb musicianship. The haunting ballad "May I Be His Love" is one example of how Troccoli uses the music to enhance her incredible voice, which infuses the lyrics with meaning and soul. With *Sounds of Heaven*, Troccoli shows once again her undeniable talent with a release designed to bring you closer to the Savior.

One Way: The Songs of Larry Norman

various artists

executive producers: Dan R. Brock
and Eddie DeGarmo
Forefront

One of contemporary Christian music's founders, Larry Norman influenced the industry as perhaps no one else. While many in the Christian community criticized his style, he reached a generation of youth with his uncompromising lyrics.

Norman classics recreated on *One Way* include "Sweet, Sweet Song of Salvation" by Rebecca St. James, "The Great American Novel" by Big Tent Revival, "Why Should the Devil (Have All the Good Music)" by Geoff Moore & The Distance, and "I Wish We'd All Been Ready" by DC TALK. This 14-song recording proves that his music, while written in the late sixties and early seventies, still has a powerful impact on those who listen.

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

All Scripture is Given for — Broadcast?

As a Christian broadcaster or programmer, you have the unique opportunity to daily inform and inspire your audience. Newscasts, interviews, teaching programs, time and temperature, announcements, public affairs shows — all tell your audience how to prepare themselves for the day, be productive and engaged citizens, and become spiritually mature. Music, preaching, and general encouragement inspire your audience to reach new heights in their lives and to become better people.

One way of communicating both information and inspiration is through a daily reading of a Scripture verse. A Bible verse, repeated throughout the day, helps your listeners and viewers focus their attention on what's really important in life and refreshes and renews them.

The New International Version of the Bible (NIV) is the most popular Bible translation in America today. It surpassed the King James Version (KJV) in the 1980s to become the number one bestselling Bible translation. More than 100 million copies of the NIV have been distributed since Zondervan Publishing House and International Bible Society partnered together to first publish it in 1973.

Because of the NIV's popularity, accuracy, clarity, and literary quality, Zondervan has published an on-air copy book of pertinent Bible passages for stations and programmers to use throughout their broadcast day or within their recorded programs.

For example, Thanksgiving Day's verse this year is Psalm 100:4,5: "Enter his gates with thanksgiving and his courts with praise; give thanks to him and praise his name. For the Lord is good and his love endures forever: his faithfulness continues through all generations."

More than 200 radio and television broadcasters are using this on-air copy book every day. Listeners and viewers say they welcome these God-praising, self-motivating, instructive, helpful, reassuring, uplifting, and admonishing verses as they tune in daily.

Radio stations are using this book in a variety of ways: announcers read the daily verse frequently along with time and temperature or include it in their casual, drive-time banter. Some produce spots reading the verse over a music bed and air it on an ROS basis. Others air the verse every hour, on the hour, or after every newscast. Some use the verses as devotional thought-starters. Still others sell sponsorship of the verse or find underwriters.

Television station announcers are reading the verses at station breaks on the half-hour. Others are inputting the verses onto station ID slides. And some periodically scroll the verse along the screen's bottom during programs.

Stations are also including the verses in their printed program guide for use as a daily devotional reminder, attributing each verse with the NIV initials.

November 19-26 is National Bible Week. What better time than now to start including a daily Scripture for the benefit of your audience. National Bible Week is the interfaith campaign to promote reading and study of the

Bible. [Call the Layman's National Bible Association at (212) 408-1390 or fax (212) 408-1448.]

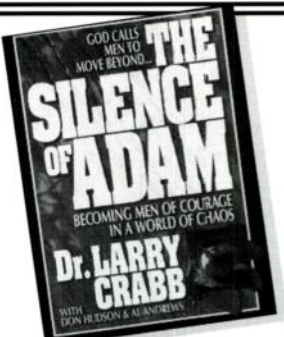
And as the new year approaches, you'll want to start announcing an inspirational verse each day of 1996. Zondervan's on-air copy book offers a good beginning: II Corinthians 5:17, "If anyone is in Christ, he is a new creation; the old has gone, the new has come," for January 1 and Psalm 91:12, "Teach us to number our days aright, that we may gain a heart of wisdom," for January 2.

If you would like to receive a copy of Zondervan's on-air book of daily verses, fax your request to me at (619) 698-3223. Radio stations can also request the recorded verses of children reading from the New International Reader's Version New Testament, a recently published simplified version of the NIV for new readers.



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.

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



**We put the AUTHOR in
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**Interview Dr. Larry Crabb,
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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
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READERS' REACTIONS

continued from page 10

unity around the Lord. . . . Out of a heart that is knit with His, we are to follow the Savior in the vocation he has prepared us for, draw men to Him, hate sin, and love what is right.

When something isn't "right," we don't have to bash it to death, but we cannot afford to use fuzzy words and hazy thinking to "not offend" someone. The result is a generation that doesn't know (to borrow a Josh McDowell title) right from wrong.

Speaking of integrity, the decision by National Religious Broadcasters to choose AT&T was defended by a regurgitation of the "line" from AT&T that they do not promote any particular lifestyle or sexual orientation. This "line" is a "long-distance" from truth and there is some really naive decision-making going on in the office.

Karl Knudsen
Rock Island, Ill.

AT&T Advertisement

I, too, am in agreement with a reader's reaction in your September issue that your position running an AT&T ad is a compromise of principles. I was quite surprised at your running AT&T's measly response letter as answer to concerns that *Religious Broadcasting* is sacrificing integrity for advertising dollars!

The concerns regarding AT&T's questionable practices are far from "alleged." Try listening to Focus on the Family and the American Family Association for starters to get the facts.

If all you are looking for is the "best service for the best price" and are not concerned about their attack on traditional family values, please cancel our subscription as well.

Janice Scott
The Scott Company
Tucker, Ga.

I'm sorry to say that like many other of your readers, I am appalled by your decision to use AT&T as your long-distance carrier. I hope this was done in ignorance.

The statement you quoted from the AT&T official is a lie. They have actively sponsored homosexual events with substantial funding. They are thumbing their noses at the Christian community. You are abetting their crime.

Dave Reagan
evangelist
Lamb & Lion Ministries
McKinney, Texas

There is correspondence in September's "Readers' Reactions" about both the advertisement for AT&T and the provision of telephone equipment for National Religious Broadcasters (NRB). Does Larry Weidman inquire about the pilot of his plane? Or the customer services manager of his bank? Or his mailman? Or his local supermarket's boss?

I hold no brief whatsoever for the homosexual lobby. My standpoint is on the Bible, which is clearly condemnatory of the gay position. But our stand must be like Paul's in I Corinthians 8.

If 'our brother' makes a point of the sin, then we should decline to be involved in it. But if we unwittingly are working with a sinner, we do not raise the matter with him — except to point out his need of a Savior.

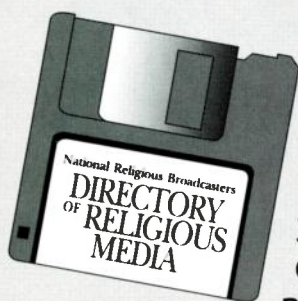
I would submit that AT&T is only one of a myriad of services in which there may be homosexual influence; which, to avoid, would necessitate the lifestyle of a hermit!

Maurice L. Rowlandson
Frinton-On-Sea
Essex, England

Editor's note: Religious Broadcasting has received several letters and phone calls about running an AT&T advertisement in the publication. Religious Broadcasting does not receive advertising dollars directly from AT&T because the ad is placed by the National Religious Broadcasters (NRB) membership department through its agreement with AT&T's Profit By Association Plan. We are required to run ads placed by other in-house departments. While your letters to the editor are welcome on any subject, please address any concerns about NRB's relationship with AT&T to the membership department. ^{RB}

It's Here!

And it's the electronic version of your trusted industry resource, the "NRB Directory of Religious Media"!



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Manassas, VA 22110
Phone: (703) 330-7000
Fax: (703) 330-6996

(Payment in advance required; express delivery available.)

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HELP WANTED

ANIMATOR/CGFX ARTIST (lightwave) 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.

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.

RECORDING ENGINEER WANTED to record and edit three daily radio programs and to choose the musical selections. Must be dependable, able to take direction, and a self-starter. Knowledge of good levels and sound quality a must. Contact Mrs. Michael A. Guido of the Guido Evangelistic Association of Metter, Ga., at (912) 685-2222.

MORNING DRIVE CO-HOST wanted. KCBI-FM/Dallas-Fort Worth, a 100,000-watt inspirational station, is looking for a top-notch professional with three to five years' experience. KCBI utilizes the best artists and speakers in Christian ministry today, with a large weekly come. Minorities are encouraged to apply. Send tape and resume to Wes Ward, program director, KCBI-FM, P.O. Box 619000, Dallas, TX 75261.

WCBW-FM/ST. LOUIS, a CCM radio station, has an opening for an experienced account executive. Successful media sales experience on direct clients as well as agencies is preferred. Send resume to Phil Lewis, sales manager, WCBW-FM, 4121 Union Road, Suite 201, St. Louis, MO 63129, or fax (314) 487-4148. No calls accepted. WCBW is an equal opportunity employer.

GENERAL MANAGER NEEDED for a commercial AM-FM turn-around upgrade. Base salary plus generous profit sharing. Minimum five years' management experience, including latest technology, with enthusiasm for innovative programming ideas, in-

cluding Christian music and analysis. Integrity, vision, initiative essential. Send resume and philosophy of management to Woolstone Corporation, P.O. Box 1087, Angier, NC 27501.

WMSJ-FM/FREEPORT, Maine, a non-commercial contemporary Christian Class A FM station in southern Maine, has an opening for an experienced station manager. Must have proven track record managing Christian non-commercial station including the areas of fund raising, public relations, FCC regulations, and on-air operations. Please send resume to WMSJ-FM, P.O. Box 432, Freeport, ME 04032.

MANAGER, ASSISTANT MANAGER, CO-ORDINATOR wanted for two AMs, one FM in the Virginia-North Carolina area. At another location, the organization has one AM and FM construction permit. Send resume to CEO, Positive Radio Group, P.O. Box 889, Blacksburg, VA 24063.

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CALENDAR CLOSE-UP

November 16-19

National Association of College Broadcasters Conference; Rhode Island Convention Center, Providence, R.I. Information: (401) 863-2225.

1996

February 3-6

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

February 27-29

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

February 27-March 1

18th Australasian Christian Broadcasters Conference; Adelaide, South Australia. Information: P.O. Box 2020 Launceston TAS 7250 Australia, 61 003 27 4141.

March 3-5

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

April 15-18

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

April 21-25

Gospel Music Association Week; Stouffer Hotel and Nashville Convention Center, Nashville, Tenn. Information: (615) 242-0303

April 28-May 1

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

May 21-26

National Religious Broadcasters International

Conference; Jerusalem. Information: (703) 330-7000.

June 6-9

Third Montreux International Radio Symposium and Technical Exhibition; Montreux Convention and Exhibition Centre, Montreux, Switzerland. Information: (41) 21 963-3220, fax (41) 21 963-8851.

September 4-6

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

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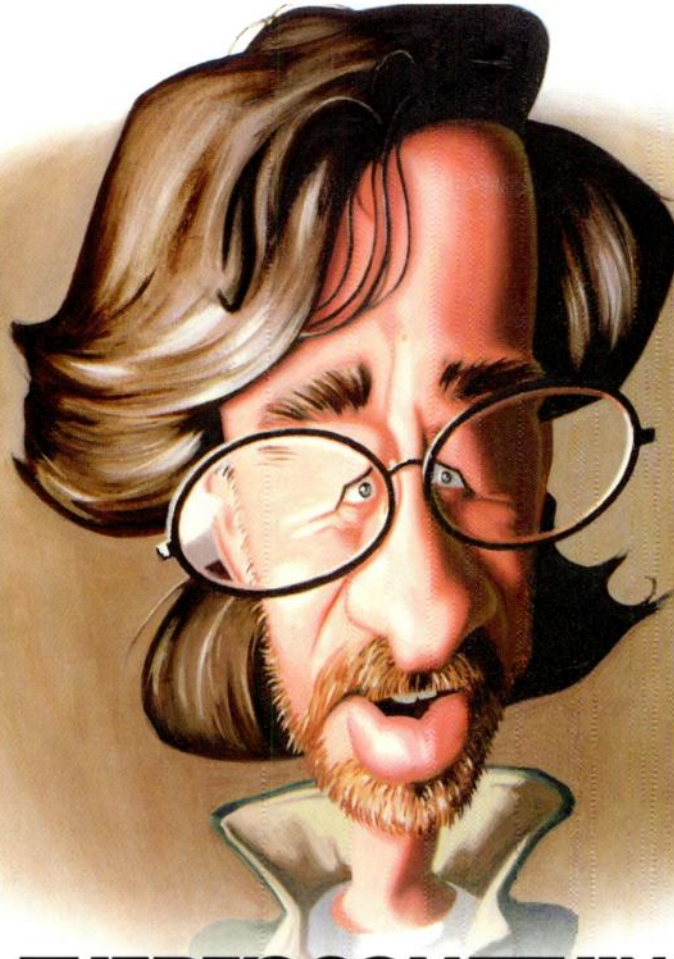
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Circle the RS# on the Reader Service Card.

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.



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All God Has

Contemporary artist David Mullen penned a song about the struggles of being a teenager in today's society. The verses of "All God Has" are a study in pressure:

"It's a tough time to be a teen/Every boy is addicted to MTV/They tell you what to drink, tell you what to wear/Tell you how to think and how to comb your hair/I'm just looking for a few good boys who want to break free/Set themselves apart from the world and set their hearts on eternity/A boy is all God has . . . to make a man.

"It's a tough time to be a teen/Every girl's got to be a beauty queen/Have body and brains, be the talk of the town/And have seven guys waiting to give wedding vows/I'm just looking for a few good girls who want to break free/Set themselves apart from the world and set their hearts on eternity/A girl is all God has . . . to make a woman."

The youth of today are bombarded with messages, both positive and negative. How are their values being shaped? From where do they gather information to support or challenge their opinions? What are they hearing and seeing from us as religious broadcasters? Do we have any responsibility to teens and college students?

This issue of *Religious Broadcasting* is dedicated to youth and education. Following are some practical ideas of how religious broadcasters can impact broadcasting in the 21st century.

1. As an expert, a professional in the public arena, offer to speak at high school career fairs or in college broadcasting courses. As Dr. Quentin Schultze pointed out in Sarah E. Smith's "The Learning Curve," "I can say something as a professor, but students are not as likely to believe it than if somebody from the industry says it."

2. Think about programming for youth. Ask for and listen to their input and ideas. Kim Weaver's "Gridiron Hearts" explained the block programming philosophy of WAWZ-FM/Zarephath, N.J.

3. Design and implement a summer production course for youth. It doesn't have to be as ambitious as the three-week Advanced Television Production course Kathy Sindorf's "A Taste of Television" explored. Start small and build. The important thing is to start.

4. Expand your vision and aid in sponsoring a student's study-abroad experience. As Dr. Ronald J. Shope shared in "Futuristic Broadcast Education," students need to be technically based, biblically centered, and globally aware to make it in the 21st century.

5. Offer technical support to high school, college, and trade school programs. Does the program have equipment in need of repair? Can you help?

6. Volunteer as a career advisor/mentor to students interested in communications.

7. Open your facility to tours and host an open house for students. Speak with your advertisers, sponsors, and colleagues about hosting a communications career fair.

8. Use students in the production of promos, PSAs, and station IDs. Do you know high school students with good diction and projection? Introduce them to the world of radio. Do you know students who are real whizzes at church soundboards, lighting, or camera operations? Find a creative use for them in your studio.

9. Thinking of upgrading your equipment? What about donating your used equipment to a school? Financially strapped schools are appreciative of any gifts, from cords to control boards to cameras. For a listing of schools especially interested in religious broadcasting, see "The Academics of Broadcasting."

10. Critique demos for students. Your professional opinion matters.

11. Speak to instructors. Find out how to help them meet their educational goals.

12. Hire students for part-time or temporary jobs. You'll receive inexpensive help and they'll receive experience for their resumes.

Shaping tomorrow's broadcasting world is a simple matter of making yourself professionally and personally available to the youth of today. After all, a boy or a girl is all God has to make a man or a woman.

Christine L. Pryor



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