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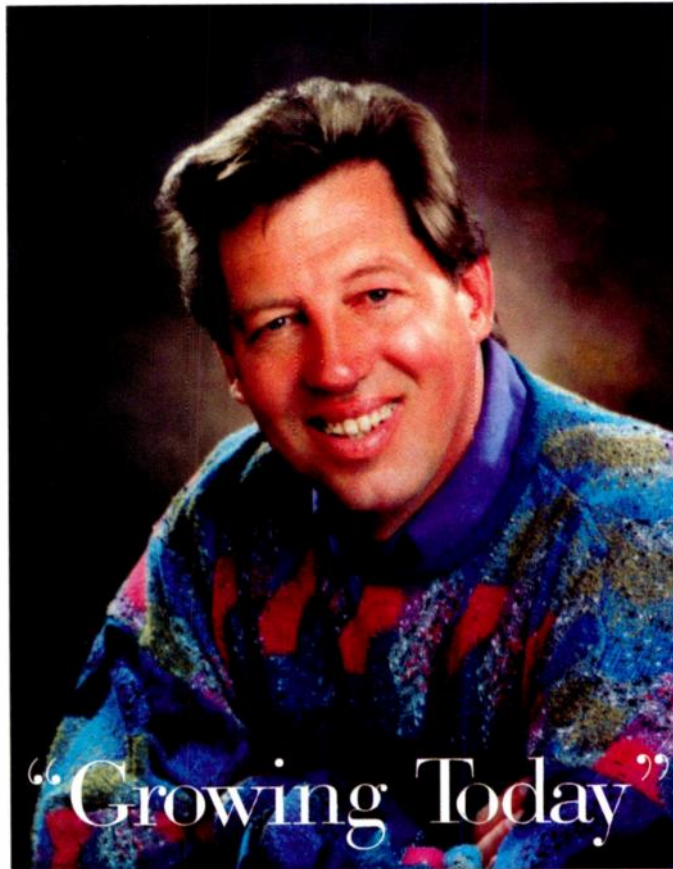
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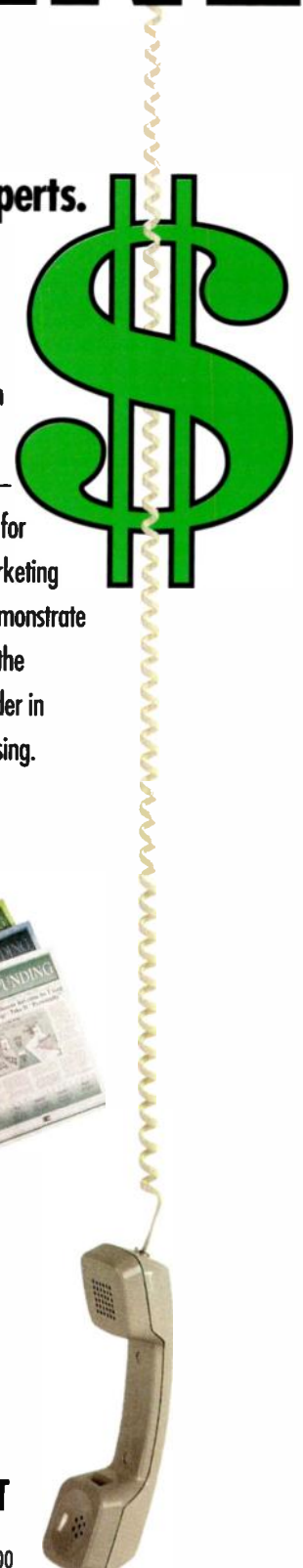
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A New Brand of Inspirational Television

by David Cerullo
The Inspirational Network (INSP) has a new ground-breaking variety show, a new alternative revenue stream, and a few announcements to make regarding the future of Christian television and INSP's role.

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by Bill Orsetti

Creative lighting is more than setting up an instrument and throwing a switch. CBN's lighting director explains the ABCs of technique and texture in this informational piece.

DECEMBER 1995

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Life After Television

by Marissa Hallare-Leinart

A former television news anchor shares her struggle to answer the question: Is there life after television?

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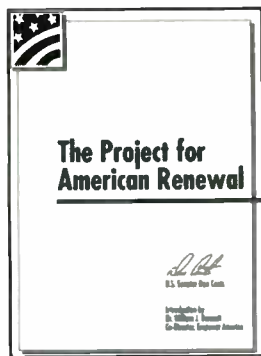


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Pastoring Via Cable

by David C. Hammerle

A small cable telecast may be just what your church needs to make inroads into your community. Find out how one church is using communications technology.



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The Project for American Renewal

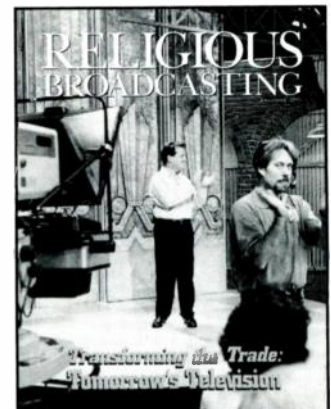
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One senator from Indiana has a collection of 19 bills that may change the face of the country, families, and government.

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Transforming the Trade: Tomorrow's Television

Religious Broadcasting's annual television issue is packed with television features: major announcements by an industry leader, community pastoring through cable, creative and meaningful lighting, and learning about life after television. Also included is an important informational spotlight on legislation by Sen. Dan Coats (R-Ind.). On the cover: Mark Lowry, co-host of INSP's ground-breaking new variety program, The Mark and Kathy Show.



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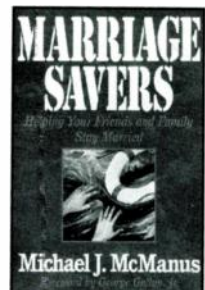
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IN THE BEGINNING WAS THE WORD
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Dick Bott, *President*
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Media pundits say “talk radio” was a major factor in informing, motivating and activating voters this year.

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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.”*

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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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First Broadcast Message Via an Angel

An angel of the Lord appeared to them, and the glory of the Lord shone around them, and they were terrified. But the angel said to them, 'Do not be afraid. I bring you good news of great joy that will be for all the people.' Suddenly a great company of the heavenly host appeared with the angel, praising God and saying, 'Glory to God in the highest, and on earth peace to men on whom his favor rests' [Luke 2:9-10,13].

On that first Christmas, God sent an angel to broadcast the good news of Jesus' birth, not to influential business people or important political leaders, but to shepherds in the fields tending their sheep. The angel's message was powerful in its simplicity — "I bring you good news of great joy" — and those who heard the message responded. God's Son had been born in a stable in Bethlehem, and through His birth, death, and resurrection, the world would be changed forever.

The angel's message from that first Christmas is as important and true today as it was that night in Bethlehem. We may have new and ever-expanding technologies which enable us to reach people hundreds and sometimes thousands of miles from us, but the Good News hasn't changed in nearly 2000 years.

As we celebrate our Savior's birth this Christmas season, perhaps we should reflect on our personal ministry. Have we lost sight of what is really important — the opportunity to broadcast the Good News, the gift of eternal life through faith in Jesus Christ, to every man, woman, and child around the world?

I hope you will set aside some time this month to reflect on *what* you are doing in your ministry and *how* you are doing it. Are you focusing on the simple act of sharing the Gospel through your radio or television ministry, or have you been caught up in the superfluosity of the world in which we live? We are privileged to be in a position to share the Gospel not just with people we meet face to face but with untold numbers we may never know personally. We *can* make a difference — one person at a time. All we need to do is keep our focus on Jesus Christ.

God bless you and your loved ones this holiday season, and may He also bless our ministries as we rebroadcast the first, simple Christmas message of God's angel.



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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Regional Updates

The autumn season is probably the heaviest time of year of activity for National Religious Broadcasters (NRB). Even with the intensity of the national convention preparation the fall vies for first place in pressure to produce.

Regional chapter meetings have been completed and each conclave has been successful. The chapters are on the move. The NRB Southwestern Regional is always the first meeting, with Bob Lepine as chair. This year's program in Dallas was good with the annual auction, fine sponsorship, and good attendance.

NRB chairman Bob Straton and I attended the NRB Western Regional in Costa Mesa, Calif. Chaired by Mike Trout, a highlight at this year's meeting was film critic Michael Medved, who spoke and showed his video revealing the prevailing antagonism toward religion by many Hollywood producers. The auction produced good financial participation and Dennis Worden, the new chair, said a good percentage of the proceeds were earmarked for the NRB Al Sanders Scholarship Fund.

Straton attended the NRB Southeastern Regional in Asheville, N.C. Straton said the meeting was another well-attended event with a special visit to the Billy Graham center, called the Cove.

While Straton was at the Southeast convention, I attended the Fellowship of Christian Broadcasters meeting in Budapest, Hungary. Nearly 100 participants from 19 countries attended. It is so outstanding to see mass media developing for Christ in eastern European countries. Representatives were there from Hungary, Slovakia, and Poland, just to mention a few. Harvey Thomas from England is the chair. Budapest is one of the most beautiful cities I've ever visited, so it was a joy to tour with Christian friends.

Luis Vazquez said the NRB Hispanic-Caribbean meeting in Ponce, Puerto Rico, was good. They face challenges in participation, but interest is building in this unique chapter.

Members of the NRB Eastern Regional Chapter once again met in their favorite place — Sandy Cove in North East, Md. — as they have for the past eight years. It was one of the best attended chapter meetings. Dave Virkler received the well-deserved Percy Award.

The last chapter meeting of the season was the NRB Midwestern Regional at Marantha on Lake Michigan. This chapter has been revived in attendance and spirit under the leadership of chair John Maddex.

In late October, I attended the COICOM conference in Mexico. This is the South American counterpart to NRB with which we have a strong fraternal relationship. What began on a small scale a few years ago has grown to over 800 participants at their annual meeting. Pray for Raul Justiniano and his leadership team as they guide this vital ministry.

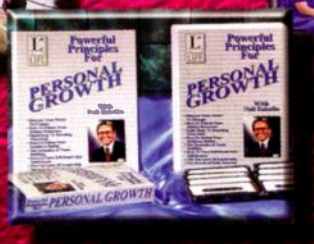
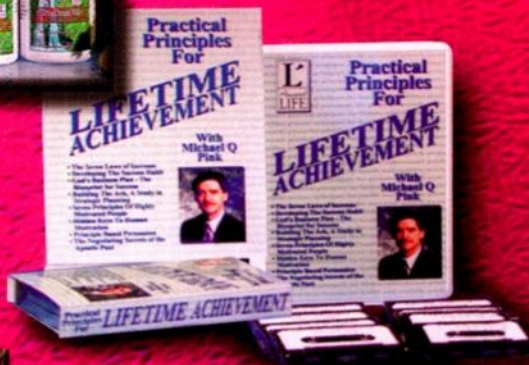
The world need is in the heart of God. So not only are we concerned by our U.S. needs, but we lift our eyes to see the enormous pull of the world. We'll please God if we have a heart for our brothers and sisters who minister around the world. Let's pray for each other.



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

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Media Mergers Spark Petitions for Social Contracts

Controversies concerning proposed mergers among broadcast networks, movie studios, and other mass-media companies are nothing new. But a novel twist in the process for obtaining Federal Communications Commission (FCC) approval of Westinghouse's acquisition of CBS and Disney's purchase of ABC could affect many broadcasters beyond the parties involved in these transactions.

When the \$18.5 billion ABC deal and \$5.4 billion CBS transaction were first announced last summer, they attracted considerable attention because of the perceived power that the new combinations would wield in the marketplace. Since then, the two proposed mergers have stayed in the spotlight in part because of an unusual procedural strategy employed by opponents of the deals. This strategy has stirred up arguments among FCC members and Capitol Hill lawmakers and led to some sharp criticism of chairman Reed Hundt's perceived role in the matter.

The opponent of the two deals has sought to use the agency's merger review process to advance their goal of improving children's television programming. In September, these parties — a coalition of children's television advocates and other public interest groups — petitioned the commission to reject the proposed acquisitions unless Westinghouse and Disney entered into broad "social contracts" that would require the new network owners to air at least three hours of educational children's programming per week on the CBS and ABC schedules.

Westinghouse declined to formally sign such a social contract, but it unilaterally announced its intention to increase CBS' educational programming for children to three hours weekly by 1997. As a result, the children's advocates withdrew their opposition to the merger. In contrast, Disney so far has flatly refused to make any promises regarding future

ABC children's programming.

Political Firestorm

These developments outraged some members of Congress and the FCC. Critics said the children's advocates were making improper use of the merger review process to influence a pending rulemaking on kidvid programming. They also noted the social contract concept mirrored ideas put forth repeatedly by Hundt in speeches delivered throughout the spring and summer of 1995.

Commissioner James Quello called the Westinghouse agreement "highly suspect because it follows closely on the heels of an unprecedented, relentless public relations campaign by the chairman of the FCC to impose specific, quantitative programming requirements on broadcasters." He urged broadcasters not to "sell out the First Amendment" and expressed doubt about voting to approve "any agreement that effectively functions to censor a broadcast licensee's programming."

From Capitol Hill, House Telecommunications Subcommittee chair Jack Fields (R-Texas) sent a letter to Hundt expressing concern about the "terrible potential precedent" that might be set if such agreements were used in place of rulemaking proceedings to establish broad public policy goals. Fields also cautioned against allowing agency review of proposed acquisitions to become "an opportunity for greenmail and legalized extortion." Senate Commerce Committee chair Larry Pressler (R-S.D.) sent Hundt questions specifically designed to determine whether the chairman or his staff advised the children's advocates on how to challenge the mergers or played any role in negotiating with Westinghouse.

Hundt has said that he was not involved in Westinghouse's decision to increase children's programming hours. As for the general matter of



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

opponents asking for content concessions during FCC reviews of proposed acquisitions, Hundt pointed out to commitments that applicants have made in the past, such as opening additional news bureaus.

Kidvid Debate

The government's role in setting "kidvid" standards has long been a contentious issue among policymakers. Even after passage of the Children's Television Act of 1990, advocates remain dissatisfied with the quality and quantity of children's programs on the air.

This perceived failure has been attributed to the commission's implementing regulations, and thus has prompted the FCC to consider tightening those rules. Currently, no specific time obligation exists (although television stations must air some "regularly scheduled" standard-length shows) and programs qualify for kidvid credit if they present any "pro-social" message.

Earlier this year, the agency called for comment on various possible revisions, including establishment of specific hour requirements and a stricter standard for what qualifies as a "core" educational children's program. Hundt has embraced the idea of setting some sort of minimum

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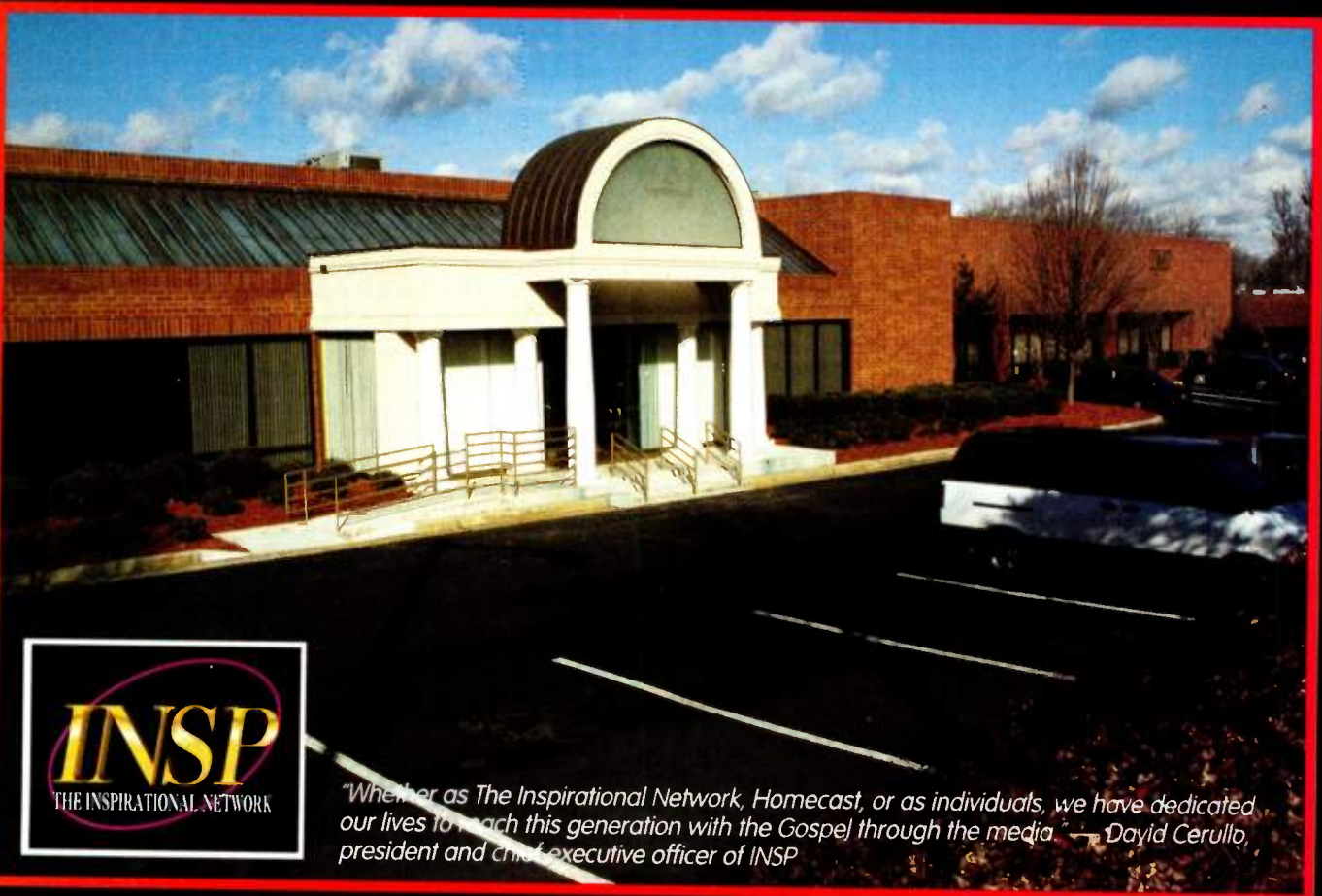


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A New
Brand
Of
Inspirational
Television



"Whether as The Inspirational Network, Homecast, or as individuals, we have dedicated our lives to reach this generation with the Gospel through the media." — David Cerullo, president and chief executive officer of INSP

by David Cerullo

IN THE NEXT FEW YEARS, we will witness the dawn of a new era in communication that will eclipse all the technological advances that previously have shaped society. Simply put, everything in television, radio, and the media is about to change!

With such sweeping transformations looming before us, the temptation is to react with fear or uncertainty. But we at The Inspirational Network (INSP) believe that this will be an era of unparalleled opportunity for Christians in the media. New resources will open doors never before imagined for the Gospel.

All the awe-inspiring technological changes before us will not change the basic needs of the human heart. The challenge, as Jesus taught, is to be as "wise as serpents and innocent as doves," prayerfully and strategically using the tools we are given. Indeed, this new era will force those of us in Christian media to re-evaluate what we do and how we do it.

For five years, we at INSP have been seeking God in developing a strategy. From the beginning, our goal has been to help usher in a new era of evangelism and bring a new strength to the body of Christ. That burden is greater now more

Jubilaté '94 averaged a 1.5 Nielsen rating in our cable universe, an audience that exceeded that of almost every other cable network.

than ever. We believe God has answered our prayers and given us a five-part strategy that can make a difference in the world.

This new strategy involves: 1) Developing new models on which to base our growth and operation; 2) Taking full advantage of all technologies; 3) Creating new types of programming to attract audiences and help shape and influence people's

values, beliefs, and relationships to God, their families, and their fellow man; 4) Developing new revenue streams that help us and other ministries; and 5) Forming alliances among Christian broadcasters and others with compatible goals.

1. New Models

The way we approach our work is shaped in large part by the models upon which we pattern our lives. While we should appreciate the men and women who, in the past, have toiled in the media and worked diligently to reach our world with the Gospel, I believe God is about to do something new in Christian broadcasting.

I sense in my heart that time is short and that a new chapter is about to be written. Though the details are not crystal clear, I do know that this is not time for business as usual. This is a time to take action, and seize the initiative. Something new must happen.

The facts are somewhat contradictory. On one hand, millions of people confess a Christian faith, a belief in God, a basic biblical values system, and a desire for wholesome television. Yet the media increasingly is dominated by immoral or even amoral programming. What is more disturbing is that even Christians watch these programs. Unfortunately, as a rule, they are not watching Christian TV.

Following traditional religious program models is becoming more difficult. The market penetration for Christian programs is often immeasurably low, as new stations and networks enter the marketplace and crowd us out of the mainstream. Cable operators and others want to box us in, thereby limiting our impact. Christian broadcasters are stereotyped, caricatured, and deemed irrelevant by media elites.

I thank God for the impact traditional Christian television has had, and do not want to imply that I reject it. I am thrilled when people watch these programs, are touched by the Holy Spirit, and give their hearts to the Lord. These programs will always have a place on our network.

However, those coming to

Continued on page 14



Kuglers Studio/Ken Beebe

Left. The Inspirational Network, based in Charlotte, N.C., is poised for growth with a five-part far-reaching strategy.

Above. Louise Mandrell performs on Cheyenne Country, INSP's Positive Country music program.

A NEW BRAND . . .

Continued from page 13

Christ in this manner are dwarfed in number compared to those who watch and are influenced by non-Christian television. The wide availability of remote control devices gives viewers the power to make instantaneous programming decisions. If viewers, whether Christian or non-Christian, do not like your look or your message, they do not hesitate to click you out.

To reach people, we must have compelling, entertaining, and engaging programs that can gain and hold audience attention, touch their hearts, and allow them to see their need for salvation.

Today's techniques must give way to tomorrow's technology. Today many Christian television and radio stations sell time and ask viewers for donations. We need to turn to models based on sponsorship, advertising, fee-based interactive services, and other sources. This will mean completely re-thinking

ing. Moreover, we are not personality-based. We believe that Christian television must move to this model.

Our goal is to touch the lives of people and respond to the marketplace with market-sensitive products and programs which positively influence and shape a person's values, beliefs, behaviors, and relationships to his God, family, and fellow man.

2. New Media

While retaining our position in the present delivery systems, we must simultaneously expand our use of the emerging technologies. Though technology and software applications may titillate the senses and generate revenue, they will not fill the need of the human heart. That is why we are dedicated to secure a strong place for the Gospel in the superhighway of the future, believing that it will create expanded opportunities to reach people.

INSP is developing a broad level of inspirational programs, products, and resources for interactive technologies. Working in conjunction with other programmers,

Christian communications. But it is a challenge we believe we are called to undertake. We believe everyone in Christian television today must join us in taking up this challenge.

Christian broadcasters must realize the importance of these new technologies. During the next few years, the impact of present distribution systems (e.g., broadcast and cable television) will radically diminish.

By the year 2000, video services by telephone companies will be fully deployed (while cable companies simultaneously roll out their own telephone services). True DBS is now available while millions of households have access to the Internet. To reach the viewers of the future we must think in bigger terms, and find ways of using all these technologies.

Independent experts project that digital compression will be fully deployed by mid-1997. Combined with re-builds and roll-outs of new systems, there will be an explosion of new channel capacity. One of the key components of our strate-



Kuglers Studio/Ken Beebe



Kathy Troccoli and Mark Lowry have fun with Fred Travalena on *The Mark & Kathy Show*, INSP's ground-breaking variety program.

The attractive southwestern set of *Cheyenne Country* is designed to engage the attention of country-oriented channel surfers.

our structures, staffing, and strategies, creating new program models to present a biblical worldview.

In the future, Christian television must not be seen as a vehicle for one organization or individual. At INSP, we have no flagship program, and do no network fund rais-

producers, and creative artists, we are now developing children's programs, educational products, music and concert specials, teaching and ministry series, films, teen programs, and much more.

This challenge is probably unprecedented in the history of

gy is laying the groundwork to launch additional program services in the next 5 years, including a full-time network devoted exclusively to preaching and teaching.

Christians cannot afford to let the information superhighway pass us by. The interactive broadband



Kuglers Studio/Ken Beebe

Lee Greenwood performs on The Mark & Kathy Show. In addition to music, the Saturday evening program features comedy, variety, and audience interaction.

network will be upon us before we know it, and we have a relatively small window of opportunity to position ourselves. The key to making an impact will be creative, Spirit-inspired programming.

We have been working with a number of ministries and program suppliers in providing programming for telephone companies and others as they roll out their video services. Rather than trying to control content, our goal is to be an aggregator, helping package and distribute programs for ministries, programmers, broadcasters, and others.

We are staffing our company with experts to take advantage of these new technologies, and, as an aggregator, we want to help others make the most of this new era.

3. New Types of Programming

In this new era of unparalleled consumer choice, convenience, cost, and control, viewers increasingly will value content, not the delivery system(s). Indeed, the prominent personality of the interactive media

of tomorrow will be software. Programming will drive demand, and demand will build customer usage.

We are putting our resources into developing inspirational entertainment programs and specials that have superior production values, are highly entertaining, appeal to a broad audience, and maintain strong biblical or value-based themes.

Our specials have included *Night of Joy* from Walt Disney World (the largest production in Disney's history); *Show Up!* featuring John P. Kee; *Cheyenne Country Live* with Bruce Carroll; *The Cathedrals 30th Annual Reunion Concert*; the *True Love Waits National Celebration* with Youth For Christ and the Southern Baptist Sunday School Board; the Southern Gospel Music Guild's *Hearts Aflame Awards*; and *The Concert of the Age* with Phillips, Craig & Dean.

One of our showpiece events is Bill & Gloria Gaither's annual *Jubilaté* New Year's Eve concert, which we have televised since 1993. Perhaps more than any other pro-

Continued on page 16

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A NEW BRAND . . .

Continued from page 15

gram, *Jubilaté* demonstrates the validity of our concept. *Jubilaté '94* averaged a 1.5 Nielsen rating in our cable universe, an audience that exceeded that of almost every other cable network. These ratings prove that people will indeed watch Christian television in large numbers — if they are given a high-quality program.

Our weekly schedule has been exploding with new, innovative program concepts. We recently concluded a long-term agreement for the pioneering music program *CCM-TV*, to air exclusively on INSP.

Other programs include *Cheyenne Country* with Steve Gatlin

(voted the top Positive Country program by the International Country Gospel Music Association); *Family Cinema* with Grant Goodeve; *In The House*, a contemporary urban program hosted by Mike-E; and *Heart of*

*Today's techniques
must give way to
tomorrow's technology.*

Courage, hosted by Alex Trebek and featuring inspiring true-life stories.

We are very excited about our brand new music-variety program, *The Mark & Kathy Show* (see below). This ground-breaking show has broad audience appeal and entertains while it inspires. The response

of audiences and performers to this program has been electric. The audience for the initial programs has equaled or exceeded ratings for such networks as A&E, fX, MTV, and Discovery!

In this new mix, we remain committed to ministry. Our goal is to provide a package for ministry programs and build larger audiences for all of our programmers.

4. Alternative Revenue Streams

This new era requires innovation and creativity, particularly in the area of financing. It is becoming more difficult to raise money with traditional models. Today, most Christian broadcasters still finance operations by fairly standard for-

Variety: The Spice of Programming

To attract the sizeable audiences necessary to impact the world and interest the major advertisers and sponsors necessary to fund innovative programs, breakthrough concepts must be developed.

INSP's most innovative approach to date is its new hour-long music/variety program, *The Mark & Kathy Show*, which stars comedian and personality Mark Lowry and recording artist Kathy Troccoli. This program is blazing new trails — and taking major risks.

Executive producer and INSP programming vice president Ossie Mills explains the concept for the program. "People told us that they wanted wholesome, entertaining programming which upholds biblical values and celebrates the Christian worldview.

"But they were tired (of) being told how to live. They wanted programs that showed people living balanced lives with vitality, joy, and fulfillment. 'Mark & Kathy' is one of our first attempts at creating a new kind of programming model. So far we believe it is a major success!" beams Mills.

The program showcases comedy, music, skits, variety, and audience interaction performed by the hosts along with guests that include Kim Fields, Clifton Davis, Fred Travalena, Yolanda Adams, Lee

Greenwood, the Imperials, the Gaither Vocal Band, Billy Davis Jr., and many others.

Programs are taped before a live studio audience at INSP's \$12 million production complex in Charlotte, N.C.

"From the reaction of our audiences, we believe that 'Mark & Kathy' has given us a model that really works," enthuses Mills. "People laughed, clapped their hands, had a great time, and generally fell in love with the hosts and the format. They left wanting more.

"There was a buzz throughout Charlotte," continues Mills. "People talked about 'Mark & Kathy' on the radio, in banks, in stores, and in churches of every denomination. We believe that this program has the potential literally to sweep the nation and set a new standard in entertainment programming that is genuinely inspirational in nature."

The program airs at 10 p.m. (EST) on Saturday as part of INSP's "Saturday-Nite TV: Inspiring Family Entertainment," which also includes the Positive Coun-

try program *Cheyenne Country*, *Family Cinema* with Grant Goodeve, and *CCM-TV*'s weekend edition. In addition, the program is also seen on dozens of religious stations throughout the country.

— John Roos, vice president of marketing for INSP



Kuglers Studio/Ken Beebe

Kathy Troccoli and Mark Lowry

mulas: selling time to paid programmers, producing flagship shows, mailing appeal letters, offering gift premiums, hosting viewer banquets, launching telemarketing campaigns, and so forth.

Many in Christian broadcasting are weary with these formulas. Many have told me in confidence that they wish they could start over again and not be bound to these techniques. I know that the public is increasingly hostile and cynical toward this stigmatized format. We believe it is critical that we develop new revenue streams which can free us from the bondage of these formulas, and allow us to fund new program development.

We have attempted to address this issue by creating a subsidiary company that focuses on creating new revenue streams. Through INSP-Direct, we have launched a new multi-dimensional direct-marketing venture featuring a wide variety of proprietary consumer products, turn-key packaging and promotion resources, and an exclusive roster of personalities.

Success in the evolving communications landscape requires flexibility, market sensitivity, the development of quality products with strong appeal to targeted markets, and a commitment to market these products through every media means possible.

We are developing not only the products but also the resources to package and market these products. This package includes a wide range of natural by-products from our teleproductions capabilities such as video and audio tapes. However, we have now branched out into new territory with products that include diet, exercise, health, and beauty aids being packaged under our trademarked "Accent Life" brand.

One of the things we are most excited about is that we have packaged these materials to provide a new stream for Christian ministries — all at no cost or obligation (see page 19).

In addition, our production subsidiary, MediaComm, has become one of the Southeast's leading teleproduction resources, providing digital graphic animation and state-of-the-art facilities for such clients as Paramount, CNN, *Road to Olympic Gold* for Jefferson-Pilot, *Race Day* for

World Sports, The Nashville Network, Raycom, the NBA's Charlotte Hornets, the Carolina Panthers of the NFL, First Union Bank, Nations-Bank, Southern Bell, Flagstar, and PBS.

We believe it is critical that Christian broadcasters set standards which demonstrate not only our professionalism, but also our commitment to quality. MediaComm is demonstrating this commitment.

5. The Need for Alliances

One of the greatest challenges

facing Christian broadcasters today is our need to form alliances. In the business world, major mergers and acquisitions seemingly take place every week. Telephone, cable, and commercial broadcast companies are forming alliances and mergers.

The need has never been greater for Christians to work together. Convergence, alliances, unity, synergy and strategic relationships must become our motto.

This plea is not new. In fact, the

Continued on page 18

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A NEW BRAND . . .

Continued from page 17

preamble of the National Religious Broadcasters constitution states the need to band "together for the sake of the strength which comes from numbers united in a common cause." We need to find more ways to combine resources and work together to reach an economic critical mass, thinking outside the traditional envelope.

INSP is actively developing such alliances. Our broadcast syndication group works with more than 40 Christian television stations, providing free programs, promotional materials, and sales resources. We are expanding this relationship, helping stations reach people in their markets while expanding the viewer base for our original programs.

In addition to the relationship with CCM Communications, INSP has produced programs in conjunction with Star Song Communications, Zomba Records, Youth for Christ, and many others. But this just scratches the surface. We all need to do much more!

Fulfilling the Vision

I believe passionately in the need for Christian television. Unfortunately, I also believe we have allowed the world to squeeze us into its own mold and put us into the box it has designed. And we Christian broadcasters are not innocent, as we have limited our impact and narrowly defined what kinds of programs we can produce.

The challenge before us is to use all the resources God has given us, to be "wise as serpents and innocent as doves." As a company, we are willing to create new businesses, form alliances, and take risks where necessary that will help us achieve these goals. In short, we want to do what is necessary to make a difference in the world.

It is for this reason that, after many months of prayer, research, and study, we have decided to change the name of our company.

With amazement, we found that the vast majority of non-Christians — and Christians — resist and even detest the concept of Christian television, called by whatever name.



INSP's standard of excellence is enhanced by state-of-the-art facilities.

The Inspirational Network, or even INSP, was simply a negative to too many people. Prejudices and biases were surprisingly strong.

The Apostle Paul wrote, "How can they believe in the one of whom they have not heard?" (Romans 10:14). We have rephrased that question to more directly apply the challenge to Christian television: How will people hear of Him, if they will not watch?

After many months of prayer, research, and study, we have decided to change the name of our company . . . Our new corporate identity will be based on the word "Homecast."

During 1996, we will be announcing various name changes. Our new corporate identity will be based on the word "Homecast."

We adopted this name after research and reviews of thousands of alternatives. Homecast says what we want to be: It is high-tech and high-touch, it allows us to entertain and inspire, it is broad enough to encompass our vision while remain-

ing consistent with the Gospel, and it tells who we are targeting: the homes of America and the world.

This represents no change in our corporate direction or commitment. It simply allows us to accomplish our goals and broaden our market impact.

One of my favorite pictures of Jesus is in His role as fisher of men. Throughout His ministry, Jesus spoke in terms people understood and went to the places they lived and worked. He reached out to tax collectors, Samaritans, centurions, and people throughout society.

Our task as Christian broadcasters is not merely to produce programs with which we are comfortable. We need to reach people where they are — in their homes — and communicate the timeless truth of the Gospel in formats they will watch.

Several months ago, I heard an analogy that summarizes my burden. Someone said that Christian television has largely abandoned the role Jesus gave us: to be fishers of men. Instead, we have primarily been keepers of the aquarium. This somewhat tongue-in-cheek analogy makes a valid point that deserves reflection.

While we have concentrated on traditional teaching and preaching

models, there are untold millions we are not reaching, who are not part of our culture, and who do not relate to our packages and programs.

This is a picture that has become abundantly clear for me in recent months. We have talked with Christian and non-Christian consumers and met with producers, writers, agencies, corporate heads, and Christian business leaders. We have discovered that there are literally thousands of influential people who share our burden.

However, we need to come together, put aside differences, fund new programming ventures, devel-

op new businesses, and find the maximum way to impact the world with the Gospel.

I believe that this is one way we can fulfill the Great Commission in our lifetime. We want to be fishers of men. Whether as The Inspirational Network, Homecast, or as individuals, we have dedicated our lives to reach this generation with the Gospel through the media. This is our desire, our goal, our pledge, and our quest.

David Cerullo is president and chief executive officer of The Inspirational Network, Inc., based in Charlotte, N.C.

INSP-Direct: Revenue for You

Competing for the hearts and minds of television viewers while being free from the limitations imposed by traditional fund raising requires new sources of revenue. To raise this kind of money, broadcasters need strategies and resources that complement their vision yet avoid the distractions that often become drains on time and energy.

INSP-Direct was established to help fulfill this objective, not only for INSP, but also for other Christian broadcasters.

Under the direction of vice president Larry Sims, INSP-Direct has developed products and presentations with specific sensitivity to Christians. Sims expounds, "Our 'Accent Life' brand provides a well-balanced package with products for spirit, soul, and body. 'Accent Life' focuses on communicating a proper lifestyle as well as providing clear direction in daily life using biblical principles. These products benefit viewers while enabling them to contribute to the work of ministry outreach."

Stations can participate in these revenue-generating programs without incurring any costs. "We can make this offer because we have developed proprietary products and packaged them so everybody can win," explains Sims. "Having our own products means we have lower costs resulting in less overhead, better values, and more profit to be shared. In fact, stations are usually pleasantly surprised (by) how much they receive from each order.

"Stations can select the resources that best fit their stations and market. Our personalities and products are designed for the context of local flagship programs and provide on-going, self-renewing revenue streams for religious broadcasters. Stations also have the option of airing spots or program-length infomercials and sharing in the revenue generated. All of these materials are supplied free of charge by INSP-Direct."

Personalities include writer and speaker Neil Eskelen, publisher and author Michael Pink, and nutrition expert Cheryl Townsley.

"We have tried to make this as easy and effective as possible, meeting the needs of stations and their viewers," says Sims. "Stations across the country are already participating and we expect this number to multiply throughout 1996."

— John Roos, vice president of marketing for INSP

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

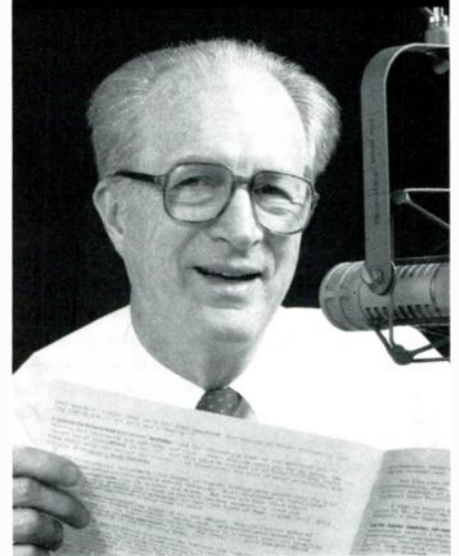
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BRINGING GOOD NEWS TO LIGHT

by Bill Orsetti

A FEW YEARS AGO, prior to its first broadcast, a new Christian television station sent three technicians to Christian Broadcasting Network (CBN, based in Virginia Beach, Va.) to glean information about television lighting. Our guests would observe the daily lighting process, which included a backstage view of a taping of *The 700 Club* followed by a second day of hands-on training.

The morning of their arrival we were busy preparing for a music guest and I had briefly forgotten about our visitors. When the final lighting check was complete, I walked toward our control room only to pass three men in suits with the eyes of deer caught in headlights. I immediately guessed who they were. Following introductions, I asked about their curious expressions. After a brief moment one spoke up, "Our station manager said that *The 700 Club* was lit with only a few lights."

God has gifted CBN with two 10,000-square-foot studios. Each studio has 12 battens controlled via a

J.R. Clancy winch system with a full complement of lighting fixtures. Instruments will drift between studios based upon production needs but average 300 to 400 fixtures on most days.

At the time of the men's visit, *The 700 Club* involved 150 or so instruments focused on five sets. Why so many lights? If lighting for the television camera is merely illumina-

Using a leko with an iris rids you of color temperature hassles normally encountered with a non-tungsten followspot.

tion then you need to buy only one large source instrument per set, plant it squarely out front of the set, and plug it in. But illumination is not the only criteria in lighting design.

While it would be impossible in this brief forum to explain lighting design from A to Z, let's start with a few basics that will instead get us from A to F. For those beyond the

subject matter here, thank you for your patience.

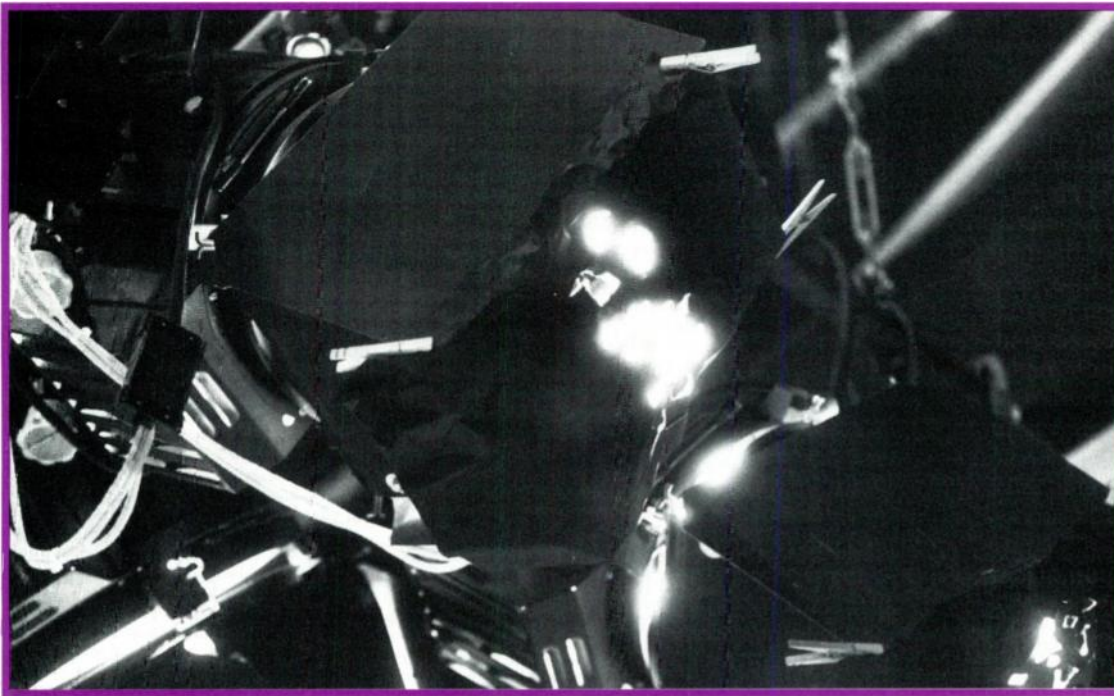
Attraction

As the year 2000 approaches, producers are searching for new, innovative ways to reach people with the Gospel. Each age demographic requires a different lure. In this age of quick change we want people as they channel surf to see our product and stay with us.

If the set and lighting design do not attract the viewer, the message will probably not be heard because the channel has already been changed. Developing a distinctive package aids in reaching the right people. Your talent need the support of a visual foundation to launch their platform of ideas and the viewer needs a comfortable place to visit.

Blackwrap and Spots

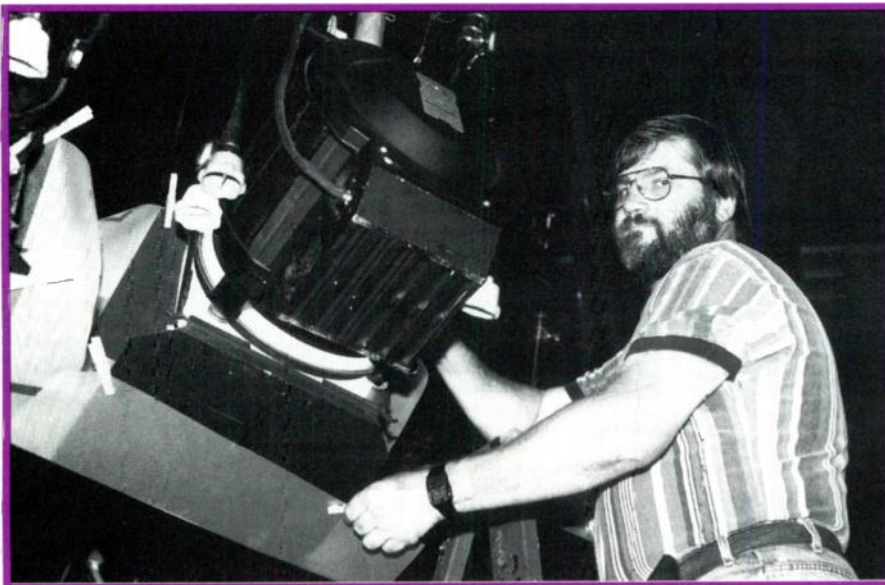
Even talking heads deserve visual interest. Take the time to decor (texture) elements of the set, including the walls. Blackwrap, a matte black aluminum foil available from Rosco, Lee, and Great American Market, among others, is a reusable medium that allows you to



John Lozides, CBN

ABOVE. Blackwrap is a great masking medium that can be used in some cases to eliminate unwanted spill by clothespinning it to the barn doors.

LEFT. CBN's state-of-the-art studios feature hundreds of lights. Instruments will drift between studios based upon production needs but average 300 to 400 fixtures on most days.



John Lozides, CBN

CBN lighting director Bill Orsetti adjusts a diffusion gel.

create highlights and shadows in a non-linear format if you desire.

Limited only by your creativity, Blackwrap is also a great masking medium that can be used in some cases to eliminate unwanted spill by clothespinning it to the barn doors. It also works great as a gobo donut in lekos and is much cheaper than the commercially available stock.

Black photographic masking tape can be used on the barn doors of fresnels to create pattern. A three-quarter inch tape stock works well for most applications. It is opaque and easy to use, with better brands holding on hot barn doors longer and retaining their holding strength without requiring a blow torch to remove.

Ellipsoidal reflector spotlights (lekos) are another great source of breakup; 6-inch-by-9-inch lekos with a pattern and diffused focus can make a nice textured wall, and when used in quantity give a nice base for a textured cyclorama as well. Lekos are beginning to be used in greater quantities in television. While the beam is not as flat as a fresnel, the long, controlled, bright throw of light from a long focal length leko can't be beat.

Lekos are available in a number of sizes and wattage. E.T.C. (Electronic Theatre Controls) has a line called Source Four. These instruments have a special lamp that is 575 watts and has the light output of a 1000-watt FEL lamp. The fixtures also have a front barrel that rotates so you can avoid most key-stoning of patterns. Using glass reflectors, most of their heat is ported out the back end, allowing your patterns to work for a lifetime before meeting an untimely demise.

Color

Use color at your own risk. If it's used well, color can be a tremen-

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BRINGING GOOD . . .

Continued from page 21

dous drawing card to a viewer. Dependent upon how much color already exists in the set, careful use of color can enhance the set and create a variety of moods.

Diffusion

The host of your broadcast needs to know that you care how he looks and you are not really a sadistic maniac bent on using all 1.21 gigawatts of studio power on his face alone. Many talent-hosts that are part of National Religious Broadcasters are busy people, with schedules that aren't fit for people half their age.

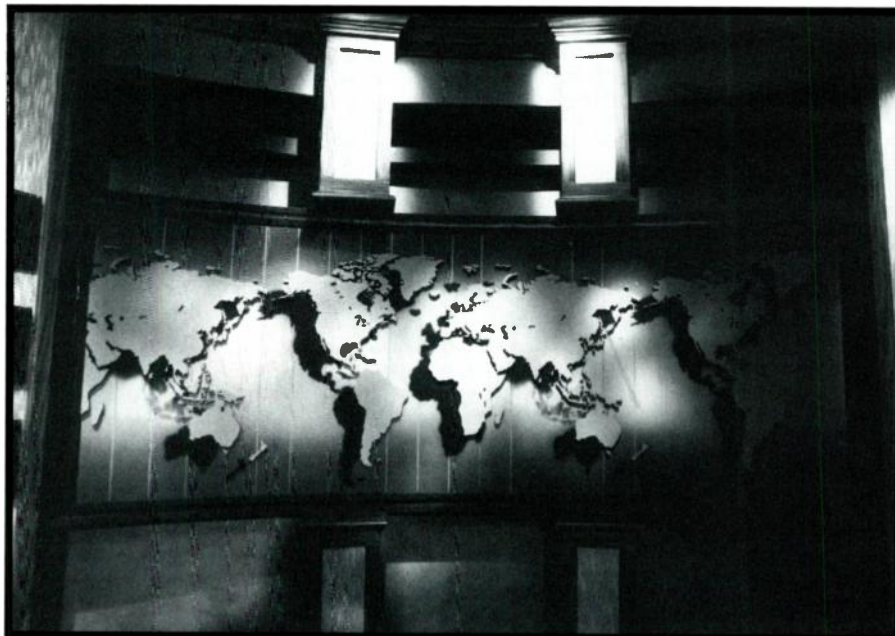
Sitting down tired in front of a camera with 150 or more foot-candles coming from a pinpoint of light is hard on the eyes. In a studio, you can add diffusion to the key source with a Lee 250 half-white diffusion or one of your choice. The diffusion lowers the heat coming from the lamp and spreads the light source.

Screens will also help, but cut only luminance. They do not soften the beam as diffusion allows. If your video operator screams for more level, you may have to exchange the 2K for a 5K fresnel and rehang the instrument accordingly. Additionally, it helps to light the area of studio directly behind the key light to a minimal amount so talent are not trying to see in the dark while squinting at a bright light source.

Some talent have deep set eyes. Lower the key light on a hanger or light stick to achieve the proper angle to light the face. This will sometimes work against you as the light is more fully in the face and the talent may squint more. With any luck, the diffused source will help you out. The key is to try to not give talent any bare glass from an instrument.

When working with a woman or senior talent, keep one word in mind: soft. Try to use as many indirect light sources as you have available and can get away with using. The difficulty in using softlights is their inherent lack of control. Flags, blackwrap, egg crates, and forms of opaque media can help you to mold the light output as needed.

Another soft source CBN has



John Lozides, CBN



John Lozides, CBN

TOP. A set shows the striking highlights and shadows made possible through the use of Blackwrap.

BOTTOM. Effects from the black masking tape texture method are limited only by the lighting technician's creativity. This effect was achieved by CBN lighting director Fred House.

used with success are 4-foot-by-8-foot sheets of white foamcore, hung in the location of traditional softlights, horizontally mounted, and dropped in on chain to the correct height. Light is bounced into the foamcore as fill at the proper angle from the rear of the set.

This gives some great special benefits by providing a large source that wraps around objects much better than traditional softlights and going easier on the eyes of the tal-

ent. Controlling the upstage spill is easy if you use a duvetyne teaser as a large flag. For long-range applications, milk plexiglas is better as there is little or no discoloration with age. Foamcore tends to slowly warm up with a few years of use.

Softlights used from below the talent and shot upward at 45 or so degrees can be very useful but are not without pitfalls. If your talent like to gesture, there is a risk of shadowing themselves and produc-

ing video that resembles a gangster film from the '40s. Levels of these instruments need to be ridden constantly as talent does sometimes bobble in the chair. Overall, if your talent is content, it will read that way to the viewer.

Estate Lighting

Whether the talent sits, stands, walks, or kneels, it makes a difference to the lighting of a set. Some sets are lit as "noon day in the marketplace." When lighting covers all the real estate of a set, talent can go anywhere at any time and do whatever. Visually, this can be fairly flat.

Light channels for walks so you can keep a modeled look to the set without washing out all the hard work of the decor and texture. Followspots that have been a haven of rest for music specials can be duplicated for a smaller application by using a leko with handles attached for operation. Using a leko with an iris rids you of color temperature hassles normally encountered with a non-tungsten followspot.

Future Frontiers

Since CBN has changed to chip cameras, our light levels have dropped to half of former days. We are now averaging 60 to 70 foot-candles. The talent like the lower light levels and the electronic enhancements of the latest camera technology. Our main challenge now is to keep the color temperature as close to 3200 Kelvin as possible.

By using smaller, fewer, and downlamped fixtures, along with unconventional light sources, designers are developing a whole new world for lighting design in the era of the chip camera, creating a whole new frontier for exploration and discovery.

Legendary British theatrical lighting designer Richard Pilbrow said, "Lighting is a creative process, not a technical one . . . Most bad lighting comes from the fact that people don't understand that." May the Creator give you creative lighting ideas and designs that will draw those who do not know Him into the saving relationship He desires.

Bill Orsetti is lighting director for Christian Broadcasting Network, based in Virginia Beach, Va.

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Life After Television

I had grown to expect — even rely on — the constant pressure heaped on a television news reporter/anchor.

Marissa Hallare-Leinart and her husband, Bill, display the Emmy Award she won for her "Stranger Danger" series at the 1993 awards ceremony.



by Marissa Hallare-Leinart —

I COULD FEEL THE STEADY increase of sweat as I heard the director's voice in my ear monitor. "Marissa, we're still not getting a video signal," he said casually. "You're our lead story, so be ready no matter what happens."

"Think about what to say," I tried to tell myself. But my mind filled with images of the hundreds of times I'd heard those panic-inspiring words over the past 20 years.

"Ten seconds." The director's words left my knees weak, my mind blank, and my heart beating ten times its usual pace. "You're a professional," I reminded myself. "Oh, dear Lord, get me through this!" I prayed. And He did.

The director said go and the right words somehow fell from my mouth.

Crying for Help

Looking back, I realize I had grown to expect — even rely on — the constant pressure heaped on a television news reporter/anchor. If I didn't feel the pressure, I didn't think I was doing my job. I eventu-



Of her previous vocation as television news reporter/anchor at KPHO-TV/Phoenix, Marissa Hallare-Leinart says, "If I didn't feel the pressure, I didn't think I was doing my job."

ally started to believe that without a deadline to meet, I wasn't doing anything worthwhile. Many would say to me, "That's no way to live." But it was the only way I knew how to live.

In attempts to somehow manage to still be a good Christian, I attended weekly Bible studies. Unless, of course, I had a hard day at work.

As those hard days came more

frequently, so did the number of days I got home from work with swollen eyes from crying in my car. The discontent, fear, and anxiety eventually left my heart empty and my body numb.

During one crying spree on the trip home, I started wondering what would happen if my car accidentally veered off and fell from the freeway. I grasped the steering wheel until my knuckles were white. "God can get me through this," I reminded myself in desperation.

"How can I be thinking such morbid thoughts," I sobbed into my husband's shoulder at home. "What right do they have to force me to always look for the bad in everyone and completely ignore the good? Why has yelling become the only way anyone in the news business can ever be heard? Why is gossiping so rampant — and why does it seem like backstabbing is the main hobby of nearly everyone I work with?"

My husband quietly rubbed my back and stroked my hair as I continued my tirade. "Oh sure, it's easy to look good and sound great. But whatever happened to being real? Why can't I just be myself? I'll tell you why! I'd get stepped on, abused, and mistreated. I'm not mean enough for this business. I wish I could learn to defend myself better. Maybe I should start blaming others for my actions like everyone else does. That's how they manage to stay afloat. I'm just treading water, and I feel like I'm about to go down for the last time."

"Do you want to be like them?" my husband asked. His strong, gentle voice helped calm me. "I think I have to," I answered and silently resolved to work harder to try to conform to management's blood-and-guts kind of thinking. I didn't want to. But I felt it was necessary.

Realizing the Need

Over the next several months, I knocked on doors asking mourning families how they felt about losing their loved one to a drive-by shooting or a murder. I took advantage of a child's willingness to talk to the press to hype my story. I learned to pose a question just right to incite a few tears so it would add to my story and tug at viewers' heartstrings.

I lied to people when I assured them our cameras were off when they were really on. I defended the media when I knew very well we were at fault. I was rude to victims and their families as I ran after them and jammed a microphone into their faces for a comment.

The more I hassled people — the more intrusive, aggressive, and loud I got — the better I did my job. Or so I thought.



"Not only am I working for an organization filled with people who love the Lord, I'm also able to use the talents the Lord has given me to glorify Him."
— Marissa Hallare-Leinart

But I was weary. A war raged within me. I ran to my heavenly Father for help, often finding myself unable to feel His comfort. Thinking the answer was to spend more time reading God's Word, I tried to sneak in a Scripture or two during bathroom breaks. But my mind was always elsewhere and hardly ever at ease.

With Satan's presence growing ever stronger in my newsroom, I felt like I was always running. I felt trapped in a deep, dark hole. The longer I stayed, the faster I was sinking. I knew I had to leave a business I'd loved since I was 11 years old, when I started in radio in Chicago. But the broadcasting industry radically changed in those 20 years. It was time to move on.

Confirming the Decision

The Lord was patiently waiting for me when I finally left broadcast

news. A few days before my decision, I interviewed a pastor in a small mining community where he'd lost his home to a flood. As he shared his heartwarming story, I asked, "How did you know God was speaking to you?" The pastor answered, "You won't have to ask. You'll just know." Tears flowed as the Lord spoke to me through this man. Four days later, I submitted my resignation.

My last story was a follow-up on a triple murder in Phoenix. For the first time, I felt relaxed as I talked to neighbors. I wasn't my usual reporter self. I was quick to listen to neighbors before bombarding them with questions. I even took the time to have a pleasant conversation with a man and kindly asked him if I could pick a rose petal from his garden.

As I smelled its fragrance, I felt God's presence. At that point, I knew I had clearly made the right decision.

Happy Endings

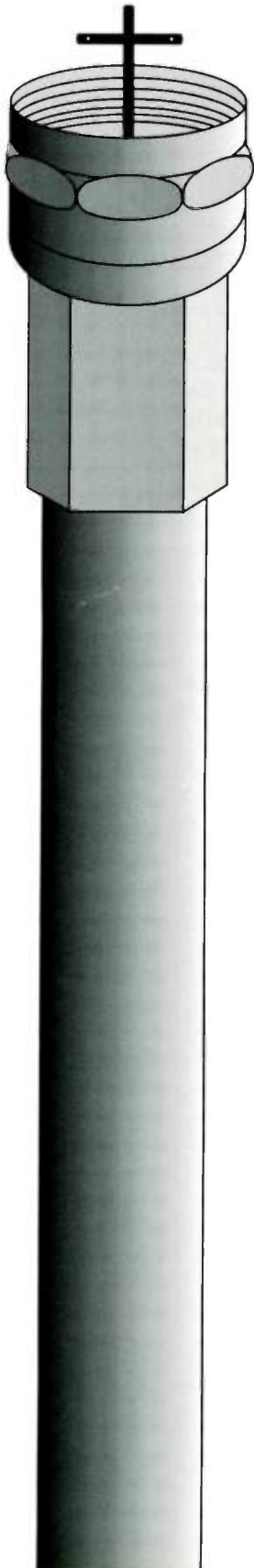
It's been ten months since I left. I thought I'd miss hearing my name announced, seeing myself on the air, or being recognized. But I haven't. It isn't that I regret being in the television business. Those tough experiences helped build my character and faith in the Lord. As my faith grew, so did my identity in Christ. But I don't need to turn on the tube or acquire a glamorous job title to remind me of my worth to God.

Three weeks after my departure, the Lord opened a huge window of opportunity too good to be true. He allowed me to join the media relations team of a Christian-motivated relief and development organization, Food for the Hungry, based in Scottsdale, Ariz.

Not only am I working for an organization filled with people who love the Lord, I'm also able to use the talents the Lord has given me to glorify Him. The trials I encountered in television have prepared me for my new job and my new boss — God Himself.

Marissa Hallare-Leinart works in the U.S. media relations department of Food for the Hungry, an international relief organization headquartered in Scottsdale, Ariz.

Pastoring Via Cable



by David C. Hammerle _____

NEARLY SEVEN YEARS have passed since our little country church began its outreach ministry on the access channel of a local cable network. Shortly after the telecasts began, we conducted a survey which indicated that we were ministering every week to somewhere between 500 and 1000 viewers.

The feedback which we have been receiving over the years indicates that our church has become a community church with pastors and parishioners of various denominations taking the time to view our program.

The cable company owner has noted that our program has received the greatest response of all of his religious television programming. This did not simply happen because we decided to use cable television for an outreach. There are many behind-the-scenes activities which have contributed to this success. Allow me to share some of these activities and perhaps inspire others to try this kind of ministry.

From the Top

Becoming a community church does not necessarily mean that you are going to expand the size of your congregation. This did not happen for us. However, people of many denominations

have been able to identify with our ministry because we do not present ourselves as the only church in town.

In announcing the schedule of our church services, I make a point of emphasizing that our invitation is directed toward those who do not have a church home of their own. This enables other pastors to feel comfortable about our telecast, secure that we are not trying to proselytize.

My next purpose is to encourage those who are a part of a Christ-centered, Bible-believing church to support that church, emphasizing that their church needs them and they need their church. In a rural community setting, other pastors need to feel that you are supporting them, not competing against them.

Many rural communities have a local association of ministers or a ministerium. Seriously consider becoming an active member of that professional association.

Community-wide programs which are sponsored by the local ministerium should be viewed as opportunities for exposure for the sake of your television ministry.

You need not seek a limelight role in such programs, as it could project the image of one who needs to dominate. Your desire is to be seen as a supporter of the community, which in turn inspires the community to support your program — not financially, but in viewership.

Regarding finances, do not ask the public to send in financial support if you are in a rural setting. Each church has its own budget to meet. There is nothing more frustrating to a pastor who is struggling to meet a budget than to learn that some of his parishioners just sent their offerings to the church down the block.

Specifics

One of the things that makes a small cable telecast so inviting is the low cost that goes with it. In our

case, 30 minutes of air time costs a mere \$22. The camera is an investment of little more than \$1100, but wise shopping in your area may produce one at less cost. We borrowed a camera for several years. Bulk prices of video tapes are also usually quite reasonable.

Staffing costs can be cut or even eliminated by permitting parishioners to be your technical workers, camera people, musicians, and crew. This utilization of people could go a long way toward winning the support of your congregation and the personal enrichment of each crew member. You may even help someone solidify a career decision in broadcasting.

Programming Hints

The purpose of community access programming is to enhance the community. Increasing community support can be accomplished in several ways. Involving prominent members of your community who have earned respect for their

Christian testimonies in your programming will help break down walls of prejudice and build bridges of familiarity. You might also invite other pastors to take part on occasion or choose a lay speaker from another denomination.

Interview people in the community who have vibrant testimonies of experiences many community members have heard about.

The owner of the cable station worked with us by inserting a flier we designed into his billing envelope.

The people who identify with these individuals might see the program in a different light.

There is nothing wrong with sharing differences in denominational doctrines from time to time, but the focus of your program should center on the doctrines which are most common to the Bible-believing churches of your community. Underscoring areas of agreement will go much farther in promoting unity than emphasizing differences.

You will want to deal with topics which address the needs of the community, sending a two-fold message to the viewers. There will be the immediate message of the topic as well as the idea that your church understands where people are coming from and cares about the things which the community is facing.

This will be even more meaningful than the idea of an evangelist or Christian counselor from a distant location who happens to touch a particular need. The more personalized touch of the local church dealing with local problems will give viewers the confidence that they have someone to whom they can turn.

There are many pastors who might not feel that they are free to deal with some topics in the pulpit setting. This is one area where your

THE PURPOSE & MEANING OF LIFE

The Bible contains the answers. The reason we can depend on it is because it was given to us by the inspiration of God. Holy men of God spoke as they were moved by the Holy Ghost. They didn't say, "This is the way we perceive it to be," they said, "Thus saith the Lord," or, "The Lord spoke unto me, saying, 'They weren't simply giving their opinions, they were delivering the message which had been given to them by God."

Thankfully, God hasn't remained silent. He has spoken to us from Heaven. Some of the things which he said about man's origin, the purpose and meaning of life, and what we can expect beyond the grave are as follows:

Origin

According to scripture here is how the universe came about:

"In the beginning, God created the heaven and the earth." God said, "Let there be light," and there was light. God divided the light from the darkness. He called the light day and the darkness he called night.

"Let the waters under the heaven be gathered together into one place," God said, "and let the dry land appear." And it was so. God called the dry land earth and the waters he called the sea.

"Let the earth bring forth fruit trees yielding fruit after its kind," God said. "Let the waters bring forth abundantly let fowl fill the air, and let the earth bring forth living creatures after their kind, cattle and creeping things and beasts after their kind." And it was so!

After everything was ready, God said, "Let us make man in our own image and likeness, and let him have dominion over the fish of the sea, over the fowl of the air, and over cattle and

every creeping thing," so God created man in his own image, in the image of God created he him, male and female created he them, and God saw every thing that he had created, and behold, it was good! (Genesis 1)

It sounds to me like we have some truth here that is worth knowing. We're not an accident of nature. We're the handiwork of the Almighty. God created us in his very own image and likeness. That makes us significant. God doesn't create junk! Junk we may become, but junk God never intended us to be.

My significance, or personal worth, doesn't spring from the color of my skin, from the size of my bank account, from the education I've acquired, from the position I hold in my company or from the trophies I have received. My worth springs from who I am, and from the fact that God created me in his own image and likeness and has a personal mission for me to fulfill in this world and in the world to come.

Scripture doesn't only tell us who created man; it also tells us why he created him: "Thou art worthy, O Lord, to receive glory and honor and power," Revelation 4:11 says, "for thou hast created all things, and for thy pleasure they are and were created." "All things were created by him and for him," so says Colossians 1:16.

God had his own pleasure in mind when he created the sun, moon and stars. He had his own pleasure in mind when he created the fish of the sea, fowl of the air, and beasts of the field. He also had his own pleasure in mind when he created man.

Just as an inventor draws pleasure from the things he invents, God draws pleasure from the things he has made. When God created man he expected man to be a special source of enjoyment



"Our church supports a mailing ministry of quarterly tabloids and occasional newsletters which are sent to most of the homes in our television viewing area."

— Rev. David C. Hammerle

Continued on page 28

PASTORING VIA . . .

Continued from page 27

community pastor role is played out. Viewers can worship in the comfort of their own denomination and still find needs being met by your ministry.

On one occasion, we shared a series of messages dealing with the problems facing the American home. Using biblical principles and underscoring alarming facts about the American home, we attempted to offer help to those facing problems of separation and divorce, single parenting, communication between spouses or parents and children, and many other issues in the American home.

After the first segment of the series on marriage enrichment, a woman at my bank left a message on my answering machine. She had forgotten to set her VCR and wanted a copy of that segment. I was later informed that one of the officers of the bank was facing a mari-

tal breakup and this woman had convinced him to come to me for counseling. Neither of these people were members of my church, but

*In a rural
community setting,
other pastors need to feel
that you are supporting
them, not competing
against them.*

they were active members of two churches in two different denominations. Community pastoring was at work.

Promotion

During our series on the American home, the owner of the cable station worked with us by inserting a flier we designed into his billing envelope. The flier gave segment titles and dates, giving the viewer the message that we cared enough to deal with the problems of life.

Our church supports a mailing ministry of quarterly tabloids and occasional newsletters which are sent to most of the homes in our television viewing area. Some of these advertisements focus on the television programming as well as the church activities. The tabloid might even expand on topics which have been discussed on the television ministry.

In another promotion, our congregation distributed pens which advertised our cable programming. One lady came back for more, noting that the people requesting them said they had their own churches but watched the television program as well.

People are searching for help. You could provide an invaluable, nonthreatening, and supportive service to your community by becoming a community cable pastor.

**David C. Hammerle is pastor of
Hollentown Assembly of God in
Fallentimber, Pa.**

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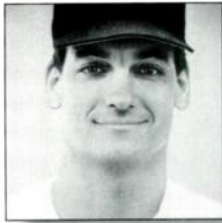
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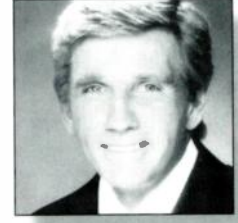
Dave Drapecky
The major league pitcher who lost his arm to cancer. He personifies the theme "Out But Not Down."



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



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



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



Lt. Col. Oliver L. North
Former Reagan administration, National Security Council official.
Author of
'Under Fire - An American Story.'



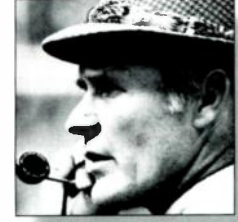
Mary Ann Mobley
Former Miss America, her greatest boast in Hollywood is that they (she and husband Gary Collins) have had the same telephone number, the same house, and the same marriage for 28 years.



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



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



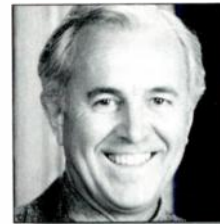
Tom Landry
His stature in the coaching profession (Dallas Cowboys) remains unsurpassed. His name is synonymous with innovation, stability and excellence both on and off of the playing field.



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



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



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



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



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The Project for

by Sen. Dan Coats

AMERICA'S MOST AGGRESSIVE cultural diseases — family breakdown; decaying civic institutions; and rising crime, addiction, and illegitimacy — seem virtually immune to politics, resisting \$5.4 trillion in government spending and turning generations of public policy reformers into cynics and pessimists.

Traditional Failings

On the left, the traditional response has been cash transfers, now discredited by a culture of dependence. On the right, the hope has been for a rising economy to lift all boats. But Reagan-era prosperity produced 18.4 million new jobs without making a significant dent in the underclass. Economic opportunity is an empty concept in neighborhoods where 90 percent of children lack a father, entry level jobs are dismissed as “chump change,” and young men (on good evidence) don't expect to live past their 20th birthday.

Economic redistribution and growth have both shown their limits. “What is wanted,” argues social commentator Irving Kristol, “is a black John Wesley to do for the ‘underclass’ what Wesley did for the gin-ridden working class in 18th century Britain. Reformation has to be on the agenda, not just relief.” It should be added that Wesleys are needed for every race, because the underclass problem does not discriminate.

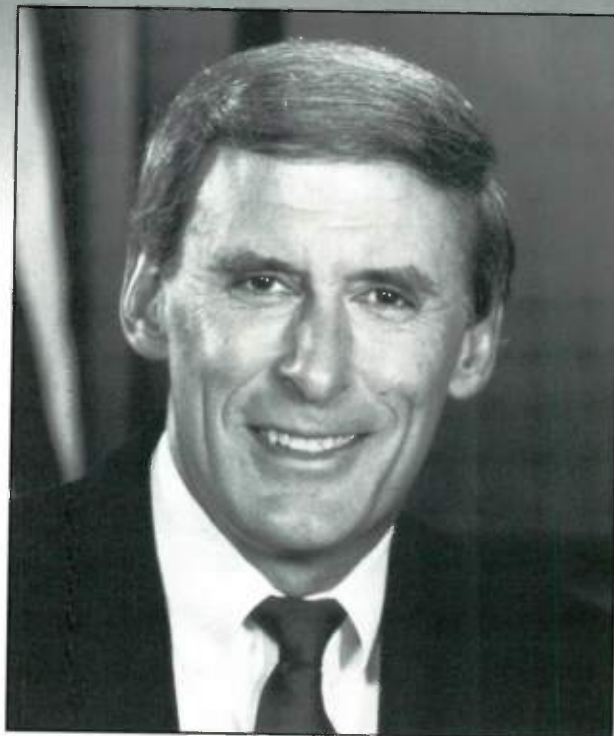
This theme was taken up by President Clinton in a recent speech to high school students in suburban Virginia. “Don't you believe,” he

asked, “that if every kid in every difficult neighborhood in America were in a religious institution on weekends — a synagogue on Saturday, a church on Sunday, a mosque on Friday — don't you really believe that the drug rate, the crime rate, the violence rate, the sense of self-destruction would go way down and the quality and character of this country would go way up?”

The Role of Private Organizations

It was a founding principle of the modern, liberal state that society must change if we ever hope to change individuals. It is the dawning truth of our time that this principle is precisely backwards. Individuals must change if we ever hope to change our society. Matters of behavior and character have assumed a central place in America's debate on social policy — the value men and women place on life and property, the commitment they show to marriage, the sacrifices they make for their children.

If, to confront urgent social problems, reformation must be on the agenda, the direct role of government is nonexistent. It can feed the body but it cannot touch the soul. That delicate work is performed by a certain kind of private institution and religious charity. By



Sen. Dan Coats (R-Ind.)

any objective measure, most private and religious organizations are more effective, efficient, and compassionate than government programs, for at least three reasons.

First, religious organizations have the freedom to require changed behavior in return for help. Once criticized as paternalistic, these groups assert the essential connection between responsibility and human dignity.

Second, their approach is personal rather than bureaucratic. The literal meaning of compassion, as historian Marvin Olasky points out, is “suffering with.” These groups understand that serving those in need is not primarily a function of professional background but of

American Renewal

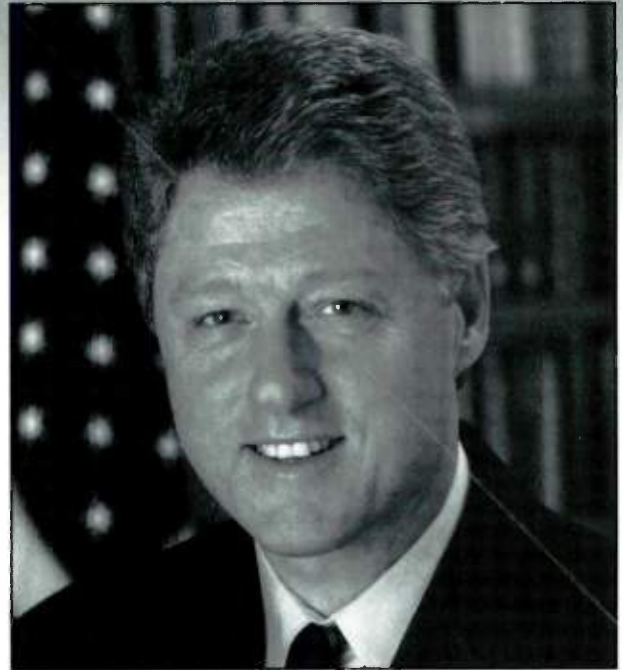


The Project for American Renewal

A handwritten signature in black ink, appearing to read "Dan Coats".

U.S. Senator Dan Coats

Introduction by
Dr. William J. Bennett
Co-Director, Empower America



"Don't you believe that if every kid in every difficult neighborhood in America were in a religious institution on weekends — a synagogue on Saturday, a church on Sunday, a mosque on Friday — don't you really believe that the drug rate, the crime rate, the violence rate, the sense of self-destruction would go way down and the quality and character of this country would go way up?" — President Bill Clinton in a speech to high school students in suburban Virginia

"The Project for American Renewal" legislative package is available from the office of Sen. Dan Coats (R-Ind.).

individual commitment.

Third, religious organizations often provide an element of moral challenge and spiritual renewal that government programs cannot duplicate. Community activist Robert Woodson Sr. observes, "People, including me, would check out the successful social programs — I'm talking about the neighborhood-based healers who manage to turn people around — and we would report on such things as size, funding, leadership, [and] technique.

"Only recently has it crystallized for me," continues Woodson, "that the one thing virtually all these programs had in common was a leader with a strong element of spirituality. We don't yet have the scales to weigh the ability some people have to supply meaning — to provide the spiritual element I'm talking about. I don't know how the details might work themselves out, but I know it makes as much sense to empower those who have the spiritual

wherewithal to turn lives around as to empower those whose only qualification is credentials."

Success vs. Social Policies

A vivid contrast between government and private approaches is found in Washington, D.C., just blocks from the Capitol. The Gospel Mission, run by the Rev. John Woods, is a homeless shelter that offers unconditional love but

Continued on page 32

accepts no excuses. Residents are required to take random drug tests. If they violate the rules, they are told to leave the program.

The success of the mission,

however, comes down to something simple: It does more than provide a meal and treat an addiction — it offers spiritual renewal. One addict who came to Woods after failing in several government programs observes, “Those programs generally take addictions from you, but don’t place anything within

you. I needed a spiritual lifting. People like Rev. Woods are like God walking into your life. Not only am I drug-free, but [also] more than that, I can be a person again.”

The Gospel Mission has a 12-month rehabilitation rate of 66 percent, while a once-heralded government program just three blocks

“The Project for American Renewal”: A Summary

Fathering, Mentoring, and Family

(S.1201) The Kinship Care Act would create a \$30 million demonstration program for states using adult relatives as the preferred placement option for children separated from their parents.

(S.1202) The Role Model Academy Act would establish an innovative residential academy for at-risk youth, combining high academic standards and job training with a focus on personal responsibility and discipline.

(S.1203) The Character Development Act would give school districts three-year demonstration grants when they agree to work with community groups to develop mentoring programs.

(S.1204) The Family Housing Act would set aside 15 percent of public housing units for families headed by two individuals who are legally married.

(S.1205) The Mentor Schools Act would provide grants of \$1 million to school districts wanting to develop and operate “same gender” schools; would include one-to-one mentoring for students with faculty and community volunteers.

(S.1206) The Adoption Assistance Act would offer a \$5000 refundable targeted tax credit for adoption, available in full to families earning less than \$60,000 and in part to families earning between \$60,000 and \$100,000.

(S.1207) The Family Reconciliation Act would provide additional federal funding to states, under the Family Preservation and Social Services Act, to implement pre-divorce counseling and a waiting period of at least 60 days in cases where children under 12 are involved.

(S.1208) The Family Fairness Act would provide a \$1000 tax credit for married families who make at least \$8500 and receive the Earned Income Tax Credit.

(S.1209) The Responsible Parenthood Act would require that every federal dollar spent on family planning be matched by another dollar spent on abstinence education and adoption services.

Community Empowerment

(S.1210) The Educational Choice and Equity Act would authorize three-year demonstration grants for 100 school districts to provide school choice vouchers to parents, enabling them to send their child to the public or private school of their choice.

(S.1211) The Restitution and Responsibility Act

would provide grants to states to enhance and improve the ordering, collection, and enforcement of restitution for victims of crime.

(S.1212) The Assets for Independence Act would create a four-year, \$100 million demonstration program to establish 50,000 Individual Development Accounts (IDAs); these savings accounts, which could be matched by public and private funds, could be used for the purchase of a home, post-secondary education, and the creation of a small business.

(S.1213) The Urban Homestead Act would require the Department of Housing and Urban Development to transfer ownership of all unoccupied single-family units of housing it owns to local governments over the course of two years; those local governments would then be required to offer those properties for sale to local community development corporations.

(S.1214) The Maternity Shelter Act would provide \$50 million in vouchers which could be used by women at private and religious maternity group homes.

(S.1215) The Neighborhood Security Act would provide grants to local community organizations that are confronting crime in cooperation with the police.

Effective Compassion

(S.1079) The Comprehensive Charity Reform Act would provide a \$500 poverty tax credit (\$1000 for married couples) for donations to charitable organizations; would also allow non-itemizing taxpayers to deduct their charitable contributions.

(S.1216) The Compassion Credit Act would create a \$500 tax credit to taxpayers who provide home care for individuals in need, including the homeless, battered women, abused women with children, hospice care patients including AIDS and cancer victims, and unmarried pregnant women.

(S.1217) The Medical Volunteer Act would extend federal tort claim coverage to any health care professional who provides free medical services to a medically underserved person.

(S.1218) The Community Partnership Act would institute demonstration grants for programs to match communities of faith with welfare recipients, and to match communities of faith with non-violent criminal offenders, as directed by the courts.

away rehabilitates less than 10 percent of those it serves. The privately run religious program achieves this success while spending one-twentieth of the money spent by the government program.

In a period of "compassion fatigue" and frustration over counterproductive social spending, institutions like the Gospel Mission, multiplied around the country, are a source of hope beyond anything the government can offer. The measure of our compassion as a nation is the manner in which we celebrate, accommodate, and promote the work carried by private and religious institutions and caring individuals. They should be invited to participate in the renewal of our society.

The Project

These themes provide the foundation for "The Project for American Renewal," a 19-piece policy initiative I have launched with Empower America co-director William Bennett. Along with emphasizing the primacy of private and religious organizations in the provision of social welfare, the project also addresses fathering, mentoring, and family.

There is overwhelming empirical evidence linking broken homes with social pathologies. Seventy percent of prison inmates were raised in single-parent households, and the number of single-parent families in a neighborhood is closely associated with that community's violent crime rate. Nearly three-fourths of children from single-parent families will live in poverty, and children from fatherless households also are more likely to abuse drugs, suffer physical and sexual abuse, and do poorly in school.

Public policy can choose either to respect the role of parents and mentors, or to adopt an official neutrality that translates into the suffering of children. Taking the first approach requires a serious reordering of government priorities, in at least two ways.

First, we should communicate a clear, public preference for marriage and family on matters such as public housing, the tax code, family planning, and divorce law. Rewarding intact families is not, as some argue, a form of discrimination; it is

a form of self-preservation.

Second, in the absence of fathers and families, children need more than funding and programs, they need mentors and examples. Precisely because we have a crisis in fatherhood, we need to be creative in providing children with models of responsible male behavior.

"The Project for American Renewal" also reaches one other important level of American life that lies between a distant government and isolated individuals: the community. When it is healthy, a community includes strong neighborhoods, successful businesses, vital churches, effective schools, and active voluntary organizations.

These institutions encourage cooperation, build trust, and confront social problems before they become large enough for politics or the police. Local grassroots organizations infuse a community with its warmth, train its people to be good citizens, and make its neighborhoods seem smaller, more human, and more manageable.

"The point of curbing government," says William Kristol, former chief of staff to Vice President Dan Quayle, "is not simply to curb it for curbing's sake (though there is merit in that). The point is to enable the strengthening of civic institutions, the reinvigoration of institutions from the family up through voluntary and civic and religious institutions to communal institutions. We must curb government and strengthen civic institutions."

Woodson makes the point that every social problem is currently being defeated somewhere by some religious or community group. No alternative approach to our cultural crisis holds such promise, because these institutions have resources unavailable from government — love, spiritual vitality, and true compassion. It is time to publicly, creatively, and actively take their side in the struggle to revitalize American society.

Sen. Dan Coats (R-Ind.) is the author of "The Project for American Renewal," a legislative package designed to renew civil society. To obtain a copy of the project, please write to Sen. Coats at 404 Russell Senate Office Building, Washington, DC 20510

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Angela Hicks; Edmond, OK

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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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AIRWAVE NEWS

MINNEAPOLIS — *Hour of Decision*, Billy Graham's radio program, celebrated its 45th anniversary last month. The show is heard on 664 stations in the United States and Canada and 366 stations in other countries.

GRAND RAPIDS, Mich. — *Words of Hope* marked 50 years of broadcasting this year. The program is a ministry of the Reformed Church in America.

WOOSTER, Ohio — *The Airline Radio Show*, a program featuring leaders from entertainment, sports, politics, and current events, debuted last month. Hosted by Bob Gilligan, guests scheduled to appear on the 60-minute public affairs show include songwriter Gorden Jensen, recording artist Darlene Koldenhoven, and sportscaster Curt Gowdy.

NASHVILLE, Tenn. — The Morningstar Radio Network has added several new affiliates to its High Country format: WFOR-AM/Hattiesburg, Miss.; WSLV-AM/Ardmore, Tenn.; WJWF-AM/Columbus, Miss.; and WSHP-AM/Shippensburg, Pa. The network's Today's Christian Music format also picked up several stations: WAJV-FM/Columbus, Miss.; KGBA-FM/El Centro, Calif.; and WRSL-AM/Stanford, Ky.

SAN LUIS OBISPO, Calif. — KLFF-FM/San Luis Obispo signed on the air late September and carries The Word in Music Satellite Network 24 hours a day. KLFF is a non-commercial station supported financially by listener contributions, churches, organizations, and local businesses.

TIRANA, Albania — Mission Possible and the Christian Broadcasting Network (CBN) will be blanketing Albania with several Christian television specials, slated for Christmas and Easter. For the first time, Christian-theme programs will be produced using Albanian actors portraying current events in that country.

LONG ISLAND, N.Y. — Living Communications has sold WLIX-AM/Long Island to Long Island Multimedia, pending Federal Communications Commission approval. After 16 years as Long Island's Christian radio station, WLIX changed its call letters to WLUX and now broadcasts an MOR/Standards music format. Most of the WLIX staff members continue in their positions at the new station.

NEW YORK — In October, WWDJ-AM/New York changed its format from contemporary Christian music to feature songs of praise and celebration, an energetic blend of worship music with a gospel content and urban flavor. WWDJ, a Salem Communications-owned station, also airs preaching and teaching programs.

ST. PAUL, Minn. — KWIM-FM/Window Rock, Ariz.; WBHW-FM/Loogootee, Ind.; and KCFA-FM/Arnold, Calif., have joined the SkyLight Satellite Network.

MARSHALL, Ark. — The Federal Communications Commission has approved the purchase of KCGS-AM/Marshall

Media critic Michael Medved (right) poses with his Golden Eagle Award alongside Western National Religious Broadcasters president Mike Trout. The chapter presented Medved with the award, for his contributions to traditional values in the secular media, during its annual meeting last summer in Costa Mesa, Calif.



by Ragland Broadcasting Corporation, which is owned by Roy C. Ragland and his wife. KCGS continues its previous southern gospel format.

TUSTIN, Calif. — After three years of being heard weekly on KWVE-FM/San Clemente, *Hope for Today* is now broadcast daily on a national satellite network. David Hocking is program host.

AWARDS

ARLINGTON, Va. — WAVA-FM/Arlington received the 1995 Virginia Media Award from the American Cancer Society. The award is in recognition of the station's efforts to inform the public about cancer with its extensive coverage on breast cancer during *Janet Parshall's America* and a public service campaign.

OKLAHOMA CITY — Oklahoma City Christian radio stations KQCV-AM, KNTL-FM, and KOKF-FM were awarded the 1995 Gabriel Award for Broadcasting because of their coverage of and community outreach after the bombing of the Alfred Murrah federal building. This is KOKF's third Gabriel.

MUSIC NOTES

CAMARILLO, Calif. — Ed Atsinger, chairman of the National Religious Broadcasters Music License Committee (NRBMLC), reported in early October that the committee had recently met with ASCAP (American Society of Composers, Authors, and Publishers) to begin negotiations for the five-year license period beginning January 1, 1996 through December 31, 2000. "This is a critical transition time in radio music licensing," said Atsinger. "If radio doesn't get a fair deal this time, we never will."



John Pierce

NEWS BITES

CINCINNATI — Paragon Advertising, Inc., celebrated its 20th anniversary last month. John Pierce founded the agency and is now its president. Paragon is a full-service advertising agency

for Christian broadcasters, including Word of Prophecy, its first client.

SAN JUAN, Puerto Rico — Calvary Evangelistic Mission celebrated its 40th year of incorporation along with the Bible Correspondence School of the Caribbean in September.

ATLANTA — The *Christian Research Report*, a weekly publication targeting contemporary Christian radio, hosted its first seminar focusing exclusively on the AC Christian radio format in October. Sixty AC Christian programmers from across the nation and Canada attended the event.



Richard Germaine

PEOPLE

SEATTLE — Richard Germaine has been appointed general manager of Seattle stations KCMS-FM and KCIS-AM. Germaine, who worked at the stations in the 1970s, comes from an extensive communications background including advertising, radio, television, film, audience and market research, and professional consultation.

ATLANTA — The leadership and congregation of First Baptist Church of Atlanta endorsed the pastoral and preaching ministry of Charles Stanley during a church conference in October. Anna Stanley, the pastor's wife of 40 years, refiled for divorce last March. Charles Stanley, who continues to pursue reconciliation with his wife, voluntarily relinquished administrative responsibilities to a seven-member committee, which continues its temporary oversight of the church until determining the appropriate time to return all duties to him.

NASHVILLE, Tenn. — The ForeFront Communications Group has promoted several employees: Greg Ham from vice president to senior vice president and Doug Mann from director of artist development to the new position of vice president/general manager. The group has also hired several new employees: Mark Adkison as national promotions manager, Gael Van Sant as promotions coordinator, Paula Wright as creative service manager, and Sharon-Lee Holcomb as receptionist.

MINNEAPOLIS — Jim Glogowski has been promoted from general manager of Children's Broadcasting Corporation (CBC) outlet KTEK-AM/Houston to vice president of operations for all CBC-owned and -operated radio stations. CBC primarily develops, produces, broadcasts, and distributes radio programming for children age 12 and under.



Jim Glogowski

FALLS CHURCH, Va. — Mark Ward Sr., former editor of *The Directory of Religious Media*, has been appointed director of communications for WFAX-AM/Falls Church. Trina Williams, formerly producer and newscaster at WOL-AM/WMMJ-FM/Washington, D.C., is now director of public service for the station.

DENVER — Payton Dunham is the new national media director for DC/LA Ministries, part of the Youth for Christ family. Dunham moves from KNTL-FM/KQCV-AM/Oklahoma City, where he was promotions and production manager.

NASHVILLE, Tenn. — EMI Music has announced the appointments of Billy Ray Hearn to chairman and CEO of EMI Christian Music Group and Jeff Moseley to CEO of Star Song Communications. Previously, Hearn was co-chairman of EMI and CEO of The Sparrow Corporation and Moseley was Star Song's executive vice president. Stan Moser now has an exclusive long-term consulting and business development role with EMI. Moser formerly was Star Song's CEO.



Billy Ray Hearn

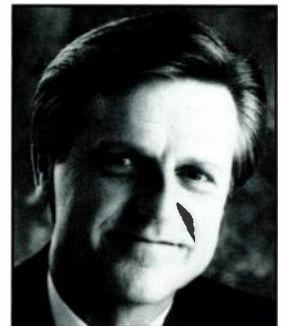


Jeff Moseley

PUBLISHING PRINTS

VENTURA, Calif. — Gospel Light and Regal Books is offering a special Advent package featuring Jack Hayford's book *The Mary Miracle* and accompanying CD. The CD contains excerpts from the book of 30 Christmas reflections recorded by Hayford. Broadcasters may receive a free copy of the book and CD by contacting Gospel Light.

AUSTIN, Texas — *Heaven's Metal Magazine* celebrated its tenth anniversary with its July/August issue. Since 1985, the publication has grown to a circulation of 13,000 and features articles on Christian hard music artists, music news, instructional columns, and album reviews. The magazine is edited by Doug Van Pelt.



Stan Moser

To Err Is Human

The phone number for KKLA-FM/Los Angeles in the 1994 *Directory of Religious Media* is incorrect. The correct number is (818) 956-5552, as listed in the 1995 directory.

Del Shields and Paul Stephens of WWRL-AM

by Robert S. Ciulla

Since it switched from its successful rhythm-and-blues (R&B) format of the 1960s and '70s to gospel in 1982, WWRL-AM/New York, has been the dominant gospel music station in the country. "Gospel radio made \$1 billion in 1994," says WWRL program director Van Jay. "The industry expects to make 10 to 15 percent above that figure in 1995."

Jay believes gospel music is big business and "by the year 2000, I expect to hear gospel music on major radio stations throughout this great country. Broadcasters can no longer overlook or ignore the success of gospel at its best." WWRL, with studios in Queens, was the first of three radio stations licensed to operate in New York City in 1926. Until the early sixties, it offered a mix of ethnic programming.

Its morning drive talk show, *Drivetime Dialog* with the Rev. Dr. Del P. Shields and Donna Wilson, and its midday and afternoon gospel music programs, *Midday Praise with Rev. Paul Stephens* and *The Van Jay Music Ministry*, frequently outrate their nearest competition.

Del Shields

Shields is a broadcast veteran of nearly 30 years and his resume includes both television and radio as host and producer. He began his career at WEBB-AM/Baltimore, where he later became program director. In 1965, Shields hosted and produced *The Del Shields Summer Showcase* on Philadelphia's NBC affiliate, WRCV-TV. Shortly after, as producer and writer, he hosted *Who Speaks for the Negro* for CBS-TV.

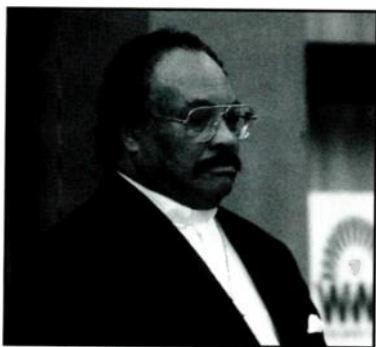


photo by Cardell Ahwood

He moved to New York City in 1966 and created the hugely successful "Black Experience in Sound" format for Inner City Broadcasting's WLBI-FM (now WBLS-FM) and made radio history as the first African-American to host a radio call-in show, the award-winning *Night Call* (first heard on WLBI and later syndicated nationally).

Leaving the secular world, he joined WWRL in 1986 as host of *Morning Fellowship*. *Drivetime Dialog* premiered in 1991 and Shields was teamed with another WWRL personality, Wilson, to offer New York radio listeners a unique morning drive show bordering on the religious and secular. Prior to changing the morning drive time to talk, Wilson hosted a successful gospel music series — *Joyful Noise* — in the same time slot for seven years.

Drivetime's impressive guest interviews have included

a wide spectrum, from Sen. Alphonse D'Amato (R-N.Y.) to the late attorney William Kunstler and from President Bill Clinton to the Rev. Al Sharpton. Health issues and problems facing the African-American community are frequent topics.

"*Drivetime Dialog* has become the morning newspaper for many African-Americans," says Wilson. "It is also an AM Town Hall where neighbors come together and share viewpoints, deal with issues, and talk with newsworthy personalities."

The underlying religious nature of the program helps keep some of the more heated debates in proper perspectives. Shields became a reverend in 1977. "I'm the third generation of ministers in my family. My father was Bishop Judge P. Shields. I always knew I would be a minister one day," Shields says.

Paul Stephens

The Rev. Paul Stephens, who comes from a long line of ministers, grew up in Rockland County, N.Y., where he currently resides with his wife and two daughters. His program, which airs weekdays from 10 a.m. to 2 p.m., presents an old-time radio church service at noon and listener testimonials. A 1994 World Martial Arts Hall of Fame inductee, Stephens has worked in many radio formats. He programmed country/western for WTHO-FM/Thompson, Ga., where he also programmed Top 40 for the station's AM outlet. R&B and urban-oriented music were next for Stephens as program and music director for WIGO-AM/Atlanta and WYLD-AM-FM/New Orleans.

The popularity of *Midday Praise* led to the creation of a Saturday morning version — *Saturday Morning Shekinah Glory* — that premiered last April with an emphasis on young people. Stephens boasts that the program is "an alternative to Saturday morning kid shows. *Saturday Morning Shekinah Glory* is truly a ministry in itself," he reveals. "Our moral values have declined and the family structure, if not re-established soon, will have no future. Young people can be reached; we need to give them something which will sustain them — Jesus — not the values being presented by so many of today's television programs." Stephens believes some gospel music is too commercial. "Gospel music is sacred; let's keep it that way."

Robert S. Ciulla is promotions director for WWRL-AM/New York, and has been a radio talk program producer in the New York Metro market.



photo by Cardell Ahwood

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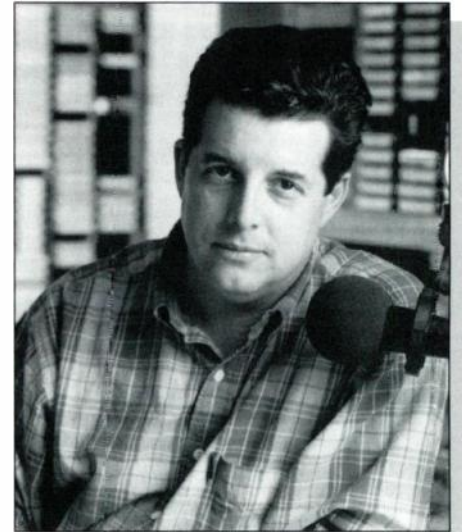
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"THE VOICE OF FAITH"

with Kate McVeigh is a daily, fifteen-minute, Bible-based teaching program that emphasizes the saving and healing power of God and instructs and encourages believers in the walk of faith. Kate's unique style is both winsome and winning, attracting a loyal family of listeners across the country.



"PRAISE IN THE NIGHT"

with Steve Solomon is bringing "revival on the radio," with salvation...healing...and deliverance—in the middle of the night! This exciting program—which includes music, talk, phone in, teaching, and prayer—is available up to eight hours a night, seven nights a week, via satellite, in modules.



"WORLDWATCH"

with David Shibley is a 2 1/2-minute daily report of God's work worldwide. Inspirational and challenging, the program encourages missions support and offers the assistance of Global Advance, a ministry devoted to equipping and resourcing leaders for world evangelization. To the point, powerful!

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Special Events on Radio

Special events and radio were meant for each other. One of the things I have always loved about radio is its ability to take the listener outside of his immediate world and transport him into the middle of an event which can impact his life dramatically.

Hasn't there ever been a listening experience when you have been totally captured by a moment and responded in worship or moved to evaluate and even change something about your life? For me those moments often come when radio has gone outside of its normal programming and brought me close to a special event.

While there have been many such experiences, it would be hard to not include what has happened over the past year with Promise Keepers. These special broadcasts — both by local stations and networks — from stadiums to hundreds of participating stations seem to have provided a listening experience unlike any other for both men and women in the audience.

On several occasions from the Promise Keepers anchor booth, listeners were invited to respond immediately with both faxes and e-mail. The response was hundreds of messages revealing deep emotions of those who were connected via radio. Until recently, rarely has a radio program had such a profound and immediate impact upon people. Those involved felt that God's power and conviction surged from the stadium — through radio — right into the home or car of the listener.

Promise Keepers is not the only place where this is happening. Time and time again we have seen, through live radio's involvement, people who are brought close to a special event and are made to feel a part of it.

The National Concert of Prayer held in early May was another example. Carried by both television and radio, the organizers received an

overwhelming response from people who prayed along with the leaders in a true national Concert of Prayer.

One listener, responding after radio anchor Vonette Bright invited people who were alone to pray with her, wrote to say how wonderful it was to have someone to pray with. Truly, God is using these events and radio's coverage to extend the spiritual impact to every corner of our nation.

Sometimes I've participated in or listened to these events and asked myself, "What is God doing through all of this?" My conclusion is that God has something far greater in mind for radio than we could imagine. It seems to me many of these events transcend any single broadcast entity. They become bigger than any one of us and require us to work together for the greatest impact upon the body of Christ and our world.

It wasn't long ago that it was very difficult to distribute live programming. Now, it has become almost commonplace. Don't you think in the last 15 years God has been blessing the building of our various networks and facilities, with all of our instant connectivity, for the possible purpose of jointly affecting the church?

Today, if a renewal touches a group in one part of the country, the rest of the country can learn about it quickly. And, humanly speaking, God's fires spread more rapidly.

But to be as effective as possible, we need to be talking with one another. There needs to be good dialogue between all of us which leads to cooperation on these important events.

Commercial and non-commercial stations, networks, and agencies all need to seek to understand one another and how to shape these events for the greatest potential impact. There is a definite place for our individual programming identities, but there is also a place for recognizing the importance of certain events which require our cooperation.



Wayne Shepherd is manager of broadcast programming for Moody Broadcasting. He is also co-host of Josh McDowell Radio and has served as the radio anchor for Promise Keepers.

One of the most encouraging things from my perspective is to see how the organizers of these events are recognizing the significance of radio and including radio stations and networks in the planning of these happenings.

It is crucial that live radio production is not treated as a stepchild, but as a full partner in the development of the event. The desire is not to "run the show," but there are strategic advantages to including radio in all levels of planning.

There are many other encouraging signs. And, when I think about the years ahead, there are going to be many more opportunities for us to do an even better job.

One more thing — let's remember the event is just the vehicle. The real programming excitement is the impact of what the Lord does in the listener's heart. That's what makes broadcasting worth it. ²

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Information Age Comes to Television

Alvin Toffler, John Naisbett, and other business gurus say we are in the Information Age and that by the year 2000, the Information Age will be in full bloom. The Information Age is static: it just hunkers down and captures space. We are fast approaching the point when we will be drowning in information.

In 1971 a typical state-of-the-art computer processor handled 40,000 instructions per second. Today's state-of-the-art computer handles 40 million instructions per second.

Our challenge is to extract knowledge from information and bring about change. Information is power only if it can be used for action. Communication is dynamic and causes action. Computers and telecommunications technologies are converging to process information and communicate that information in order to create positive change.

The rapidity with which technology is changing is staggering. That makes it perplexing to understand what the future of communications holds. Technology always produces a gateway to the future. We have entered the age of *technotopia*.

Several pivotal technologies will produce marvelous future advances. The future of our industry will be greatly altered by digital electronics. Digital electronics converts words, pictures, charts, and graphics into digital form that computers can read and manipulate. The viewer shifts from being a passive receiver to an active participant. Digital interactive television and digital radio broadcasting systems are outgrowths of digital electronics.

Advanced flat-panel displays are thin, black and white or full-color lightweight television screens coming in a wide variety of sizes. Flat-panel displays will become the monitor of choice for computers and entertainment systems.

Direct broadcast satellites transmit their broadcast signals through medium-power satellites using higher frequencies instead of the low-power satellites used by other ser-

vices. The receiving antennas, or dishes, are significantly smaller and less expensive. Benefits include a super-VHS-quality picture, CD-quality sound, and a much lower price.

CD-ROM has been around for more than a decade, but has only recently become a standard component in new personal computers. Only 900,000 CD-ROM drives were installed in the United States in 1992. In 1993, an explosion of interest pushed the number to 10.5 million drives. The number is expected to be 22 million by the end of 1995.

Some of the advantages of CD-ROM multimedia include reduced learning time. Studies show interactive multimedia technologies reduce learning time by an average of 50 percent. CD-ROM multimedia enhances consistency. Technology-based instructional systems do not have bad days or tire at the end of a long day. The quality of instruction does not vary from class to class or from one location to another.

Increased retention is another by-product. One of the nation's oldest chartered mutual life insurance companies reported almost 100 percent increase in training retention over text-based training. Finally, it is enjoyable and fun.

The future is unbelievable. The next generation device will allow CD-ROMs to store 3.3 gigabytes of information on a single disk. The present CD-ROM can hold, under the best conditions, about an hour of video images. At 3.3 GB, a feature film can be stored on a single "super" CD-ROM disk.

Radio's race into the future is led by digital radio broadcasting systems. Digital broadcasting can re-invent radio to provide totally new services to consumers. This service will enhance format tuning, where the seek and scan functions are programmed to stop only on stations carrying a desired format, such as religious, talk, classical, rock, or country.

Listeners can continue to hear their programs of choice regardless of the frequency of the transmitter



Jack Johnson is president and CEO of the Southern Baptist Radio and Television Commission, which produces programming and operates ACTS, a cable television program service, and FamilyNet, a broadcast television network.

carrying the desired program. Digital receivers can be programmed to automatically switch from any audio mode; AM, FM, cassette, CD, or even when turned off to traffic or emergency broadcast.

Television in the future will be driven by intellectual property: intelligence to create and skills to produce programs which will demand an audience whatever the delivery system. The American audience will become more discerning as we approach the next decade. Inferior, tacky production will not survive.

There will be no room for programs not meeting audience expectations. The great demand now is for creative, meaningful, empowering programs for the American family. We must stop bowing before the god of entertainment and seek to empower our audience.

Television hardware is also changing. You will be able to buy or lease a box containing a computer processor and memory chips which will plug into your old television set, allowing it to act more like a computer. You will not be a passive television watcher; you will become an active participant.

The day is dawning when the television camera and the television set will be securely attached to the computer. When that occurs, the speed of change for television will reach warp speed. [®]



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Morningstar Radio Network, Inc.

NASHVILLE

Christian Radio's Niche

In the last few years, "niche" has become a buzzword in marketing — and that's good news for Christian media. We serve a large, affluent niche market, and we routinely influence their buying decisions.

So how do we turn this trend to our advantage, as we seek commercial subsidy for our radio stations? Here are four simple elements to include in sales presentations, which help to establish our specific niche market as strong and viable.

1. Size

To define the size of the Christian market nationally, we have identified 343,000 churches in America, representing a total membership of 143 million. Two separate research projects have identified a "core market" of 65 million "born-again believers." To localize this information, assign a staff member to compile a church list from the yellow pages and then conduct a quick survey on the size of membership for churches in your market.

One word of caution: at this point avoid using testimonials of your own station's promotional successes. Resist the temptation to talk about your hugely successful remote broadcast, that "turned out 200 people." Those examples represent only your station's audience — and the objective, at this point, is to establish the size of the Christian market — and it needs to be credibly substantial.

2. Finances

Information from Barna Research shows that the Christian community's income patterns parallel the general market pattern within one percentage point. This should help to overcome misconceptions that most Christians live in poverty. That fact can be helpful to your cause.

But a striking financial fact we have found even more useful in demonstrating the size and power of this community's discretionary spending is that, on a yearly basis, Christians

donate \$40 billion to churches and parachurch ministries.

3. Purchasing Decisions

What makes the Christian community a true niche market is its decision-making process. Christians base lifestyle decisions, including purchasing, on their system of values and beliefs. The fact that they "give away millions" confirms that their money is committed to their values.

However, there is also evidence that Christians base purchasing decisions on those same beliefs: *Soma's* Research of Christian Radio Audiences (1994) reveals that 76 percent of Christian radio listeners say they shop first with a Christian radio advertiser. Fifty-eight percent of Christian radio listeners say they believe advertising they hear on Christian radio compared to only 22 percent who say they believe advertising delivered in general media.

4. Cost-Effectiveness

On a national level, the comparison of secular media costs to Christian media is overwhelming. With one account, we were able to demonstrate that for the price of just one of the 60-second, prime-time television commercials purchased, they could run a three-month campaign which would include two major Christian radio networks, insertions in three major Christian magazines, and a spot radio buy in ten key markets.

On a local level, the demonstration may be somewhat less dramatic. However, I know of many situations where the cost of one morning drivetime spot on the leading station in town can buy a full week's schedule on the local Christian station.

You may be able to make a similar case in your market. Conduct your own research and see how your station compares to your market's secular media. The economic advantage you discover may close the sale for



Patsy Perrault and her husband founded the Morningstar Radio Network in 1992 and she supervises the network's commercial sales. Under her direction, the department has more than doubled its sales each year.

you.

One word of caution, when you get the opportunity to talk to "the big accounts": don't get greedy and raise your rates! Cost effectiveness is a major advantage for you; don't forfeit it!

In closing, let me offer three summary thoughts for you to memorize — and to use:

Think about the spending power of a niche market that "gives away" \$40 billion dollars per year.

Think about being able to reach them in a medium they trust most, for a mere fraction of the cost of most mass media.

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You expect the best from your people, shouldn't you also expect it from your equipment?

Every year millions of dollars and man hours are devoted to reaching out and getting the message to your audience. That message can't be heard if it doesn't reach your audience. No single piece of equipment has more effect on who sees and hears you than the broadcast antenna.

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How to Increase Donor Income

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Five Attitudes

Right thinking leads to right actions, so start by having the right attitude towards your donors.

1. The listener-supporter is a partner. Do you really believe this? Or do you find yourself saying it in order to get money in return? If the listener-supporter is really a partner, then he has a stake in your station. Ask his opinions, discuss things with open ears, ask advice and prayer.

2. Listeners want to support you. If you are positive in your communication, talking about "opportunities" instead of "needs," listeners will respond. People like to be on a winning team.

3. Positioning is crucial. What sets you apart from other stations, ministries, or organizations? Your mission must be specific enough to make you distinct from others that the listener sees as similar. God has given you a unique purpose and call, so be sure to communicate this to your constituency.

4. Honesty is essential. This is an attitude which often gets lost in the heat of the battle. There is a tendency to stretch the truth to persuade people to support our ministry. In our communications, victories become bigger than they really are and struggles easily become emergencies. Most donors today see through these exaggerations because so many non-profits use these tactics.

5. God is in control. This is a tough one, especially when we are so active in fund raising and development. We tend to rely on our systems rather than on God. When things are going great, give God the

glory. When they aren't, give Him the glory. Use lean times as an opportunity to trust Him, as He often uses these times as a way to get our attention.

Five Actions

If you stay on top of these basics, your giving will stay consistent and you'll see it grow.

1. Make a commitment to a pledge program. When I use the word "pledge," I do not mean "strongarm." If a pledge program is done right, basing it on relationships, you can have a team of cheerful givers with a fulfillment rate of 85 percent or more.

2. Make it as simple as possible for listeners to send a gift. You'd be surprised how many ministries make their listeners really work to make a gift. As we get deeper into our development programs, we tend to stray away from the basics, the things that got us where we are now.

3. Coordinate your on-air and off-air strategies. The message should be the same. Otherwise, the listener-supporter gets confused because he is receiving two messages — one on the air and a different one in the mail.

4. Set goals and evaluate your progress. This will keep your development program from getting off course. Be sure your goals are measurable, so you know whether you're succeeding or not.

5. Communicate the vision and benefits. What are you accomplishing through your unique ministry? Let donors know! They want to hear how their dollars are being used to change lives. That's a catalyst for continued giving.

Five Affirmations

Besides applying the five attitudes and five actions, there are also five affirmations which will do wonders in donor maintenance and growth.

1. Thank your donors. One of the complaints listeners have about non-commercials and broadcast ministries



Jon Fugler is the editor of The Non Comm Advisor and the publisher of the free report How To Increase Your Donor Income Immediately, which can be ordered at (800) 549-1796.

is that we are "always asking for money." At least that's their perception. However, if you do a good job thanking your donors, you will create a healthier perception of your appeals for funds.

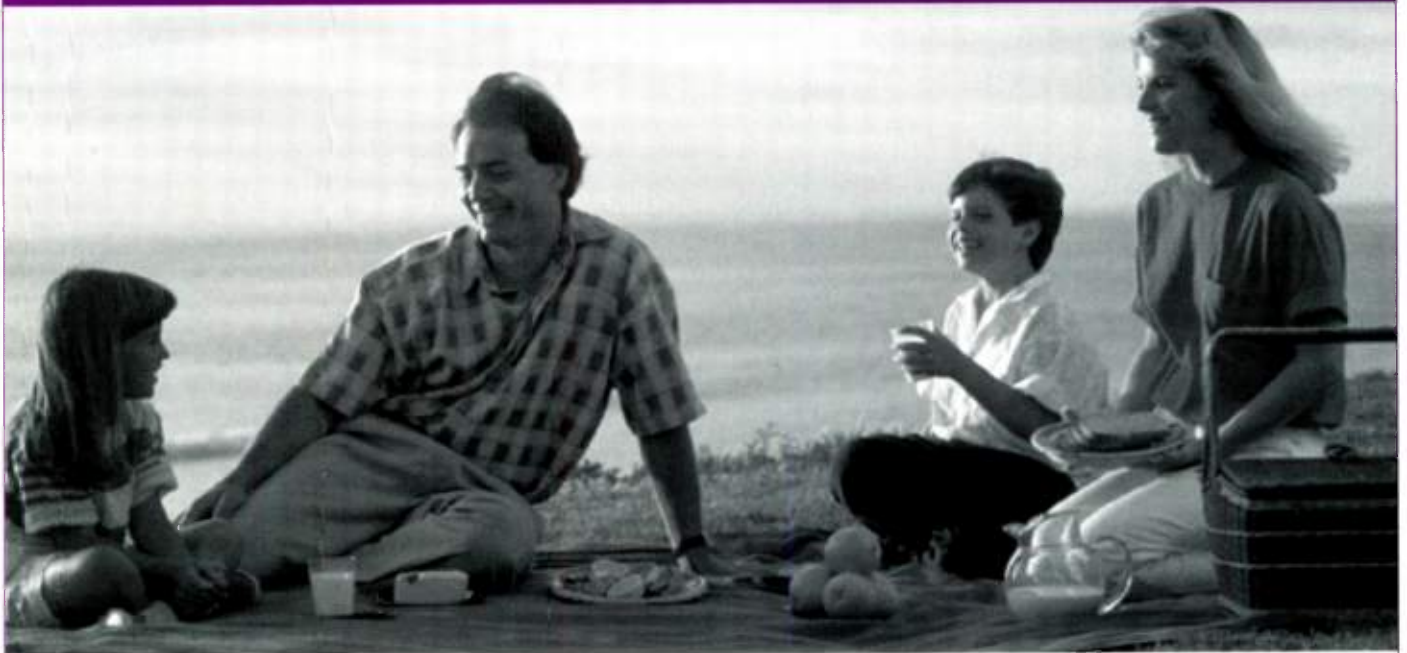
2. Report back to your constituency. This is different than saying, "Thank you." Reporting back is telling your donor where their money has gone and giving a progress report on a project or on the ministry in general.

3. Allow your listener-supporter be a part of your success. When a great victory is achieved, shout it from the mountaintops! There's nothing more unifying than a successful team effort, so let your members feel part of it.

4. Communication ownership — their ownership — of the ministry. This is a tough one. We never want to turn the station or organization over to our support team, but we must be willing to let them have some part of it. As much as you have probably given your sacrificial time and effort, your donors do have the privilege of having a part, too. They should know their opinion counts, someone will listen to them, they have a part in the results, and they are a part of *your* team.

5. Treat every listener-supporter as important. It doesn't take a lot to accomplish this. The simplest way is to tell her. Incorporate it into your receipt letters and other communication pieces. Let her know she is a key person in your ministry's support. ❧

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Can Television Answer the Call?

Television has long proven to be the most powerful electronic medium around, reaching huge masses of people and impacting lives in unimaginable ways. This technological advance combined with contemporary Christian music, the fastest growing music genre, has produced magnificent images delivering messages that fall nothing short of exciting, powerful, and meaningful.

We've come to know these images as contemporary Christian music videos. Videos incorporating visual images with the already produced audio version of an artist's message. Videos illustrating the heart, soul, and emotions of an Amy Grant, D.C. Talk, Point of Grace, or Michael W. Smith.

These videos that so many of us have come to love do more than provide an income for writers, producers, editors, directors, actors, and, of course, the artists — they provide a message that so many of us want to hear. These videos have had a profound effect on our popular culture and are, in fact, answering the call.

This may be a tall order for television, but a necessary order. We live in a world full of lost individuals searching for answers and many have let television provide those answers for them. It saddens me to say, but this medium has not always provided the most positive answers.

Everyone has tired of the violence, drugs, and other unacceptable social ills rampant in our society and on our television screens. We want real answers and television, with its technological advances, has afforded us music television that is positive, wholesome, and for many, a spiritual experience.

One such network answering the call is Z Music Television. This 24-hour contemporary Christian music video network provides a platform for these same artists to sing and dance, ultimately reaching millions.

With music being the universal language, it would only stand to reason that all who hear this music

would understand the message. In a very special way, the contemporary Christian artist has the ability, through music videos, to make a difference.

While music is universal, there are many different styles from which to choose. Z Music Television, through creative blocks of programming, has incorporated these differences into its programming format. Videos seen on the network range in style from adult contemporary, rock, rap, pop, and country. This all-inclusive network wants to make sure everyone who listens and views will receive the message in a way conducive to their needs at that time.

As Christians, that's what we are called to do — find a way to respond to those in need. The messages delivered through these music videos offer hope, love, peace, and happiness.

Music videos offer evidence of real life situations and solutions. No matter what the problem, pain, or hurt, the ultimate message delivered by this music genre is quite consistent: that hope, love, peace, and happiness is available to us all through the love of Jesus Christ.

We have an awesome responsibility as Christians involved in the CCM industry. We too play a role in answering the call. We've been blessed with an opportunity to share this unique music ministry with others. Together, those responsible for creating these music videos and ultimately those that air them play a major role in sharing the Word.

Those same individuals searching for answers are finding them in these music videos. Z Music wants to ensure a message of hope and encouragement is what they find.

Jesus used whatever was fashionable and available during His time on earth to reach the people. Many times, this was done through a simple story or parable, but He always got the message across.

As part of the CCM industry, we should use the elements available to



Arinetta Utley is manager of public relations for Z Music Television, the 24-hour Christian music video network. She handles the network's local and national press-related activities.

us. Television, music, and videos combined to help bring traditional values based on the Word of God back to a lost and dying world. It is a mission we can accomplish. Answer the call. ^{RB}

WASHINGTON WATCH

continued from page 10

time requirement — a notion recently seconded by President Bill Clinton, who expressed his approval of a three-hour weekly kidvid requirement.

However, at least three commissioners at this point have expressed their unwillingness to impose specific hour obligations on broadcasters. Children's advocates have said that they hoped their oppositions to the CBS and ABC mergers would affect the rulemaking's outcome by persuading more commissioners — and the four major broadcast networks — to accept hourly kidvid programming requirements.

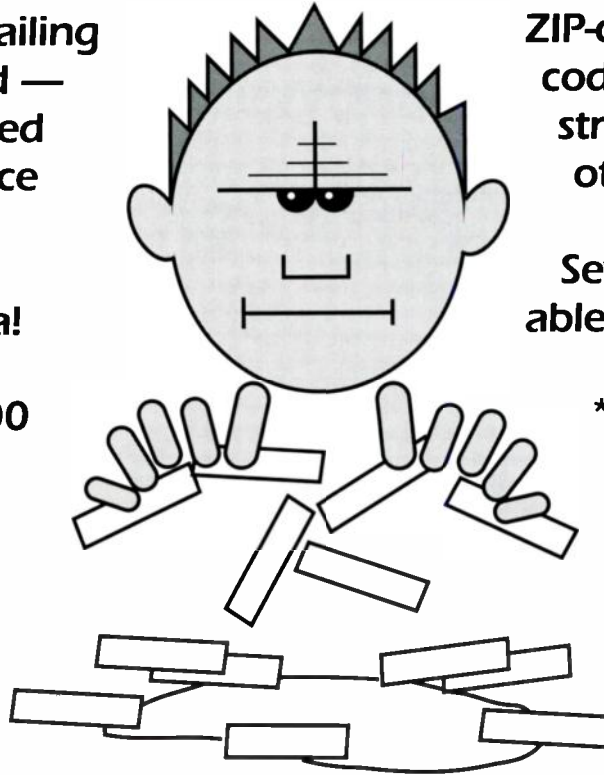
Long-Range Effects

As of this writing, neither the CBS nor the ABC mergers have been approved. Moreover, it is open to question whether the social contract concept will play a role in future license proceeding. If it does, of course, FCC applications submitted by other broadcasters could attract calls for such agreements by groups interested in promoting changes in children's programming and other objectives. ^{RB}

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All lists are updated as production on the 1996 Directory progresses — so you get the most current labels available!

Programs for Early Adolescence Ignored by Christian Television

As part of my duties as children's ministries producer at the Christian Television Network, I research other children's programs within the religious broadcasting industry. One glance through the *Directory of Religious Media* literally shocked me — well over 200 television program producers were listed. Would you like to venture a guess on how many were producing programs for children? Not even 15!

Some other interesting and equally disturbing facts I discovered in my research were, of those children's programs listed, over half were out of production, some for as many as ten years. Additionally, all of those programs are targeted to reach children under the age of nine. The critical era of life called early adolescence just isn't addressed by Christian television. Take a moment to look over your own air schedule. What exactly would a 12-year-old boy want to watch on your station?

It's true that children's programming is getting more expensive and cumbersome each year. The Federal Communications Commission (FCC) regulations make it almost impossible for Christian children's programming to continue and the genius creativity and vast budgets of secular producers make it nearly impossible to compete for the attention of young minds.

But still, why the neglect in Christian television for this delightfully eager and faithful viewership? The law, of course, guarantees a certain degree of loyalty from broadcasters since they are required to fill so many hours of their on-air schedule with children's programming. But why do we — as the whole of the Christian television industry representing the name of Christ in millions of homes — continue to settle for second-rate, outdated programs for our children?

The problem seems to be that children are not a very vocal audi-

ence; neither are they financially stable enough to pledge donations to their favorite Christian programming. Kids just don't go for pure olive oil from the Holy Land or vitamin supplements, so how can children's program producers raise enough money for fast-paced graphics and exciting animation? They can't. And it's time we all figured that out.

So then, where's the hope? And more importantly, where's the glory? It appears that there will be none if we don't follow some simple, biblical mandates. "Just as each of us has one body with many members, and these members do not all have the same function, so in Christ we who are many form one body, and each member belongs to all the others" [Romans 12:4,5].

Can the arm and leg work together? And more appropriately, can they afford not to? Broadcasters and producers alike need to share responsibility for the solution to this problem.

But how? The politics and red tape are great and grave even in our Christianized version of television marketing. How would five networks work together to pull off a few relevant, innovative, and exciting programs?

Well, it wouldn't be easy. First, there must be a true understanding of the mission, and then, of course, there must be a God-driven desire to accomplish it. These things cannot be hammered out in governing board meetings, conference calls, or cross-country fax transmissions. They simply must begin in the hearts of Christian television executives. When this takes place and networks are willing to work together, God is then able to do a mighty work.

My own idea (which I'll be the first to admit is rather vague) is to establish a governing board for all interested broadcasters and producers of children's programming. Board



Becca Marshall is writer/producer for two different children's programs — Becky's Barn and Crew Call — both productions of the Christian Television Network in Clearwater, Fla..

members should represent all contributing broadcasters and it would be their responsibility to decide which programs and producers merit financial support and how much. Producers would then be accountable to the board for the expenditure of all money received from the board.

It would be much like a foundation handing out grants, but in this case, the foundation is a coalition of Christian broadcasters joined together for a great purpose — the salvation of young souls. This same coalition stands to reap a few rewards for their investment, namely quality children's programs that enhance their own network's image.

Children's programming is never going to make financial sense. Yet, not a whole lot of what Jesus commanded His disciples to do made sense to them, either. We're not called to understand or question. We're called to wrestle against the principalities and powers of darkness [Ephesians 6:12], and anyone who has recently turned on a major network affiliate on a Saturday morning has seen utter darkness. We must not sleep in the light any longer! **✠**



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The Truth About Vince Foster?

On September 12, the Federal Bureau of Investigation (FBI) launched a third search of Fort Marcy, the park where Vincent W. Foster Jr., the deputy White House counsel, was found dead in July 1993. They were looking for the bullet that killed Foster.

Two weeks later, the search was still going on and this lovely park on the banks of the Potomac was in shambles. The shrubbery which contributed to its beauty and charm had been clean cut in a triangular swath, compromising virtually the entire area of the old Civil War fort.

This was done to facilitate an inch-by-inch hunt for the bullet, using metal detectors. A search in April 1994 had turned up a dozen modern bullets, none of which came from the gun found in Foster's hand. This time, no stone was to be left unturned. FBI agents even employed a cherrypicker to comb the treetops with metal detectors.

Asked how they felt about this uglification, an unhappy U.S. Park Service official said they were "making the best of a bad situation." They took consolation in the fact that the trees were spared and the shrubs would eventually grow back.

The news media had paid little attention to the renewal of the search and none at all to the havoc it caused. There were no angry editorials asking the obvious question: If Foster had committed suicide, as investigations by the U.S. Park Police, independent counsel Robert B. Fiske Jr., and the Senate Banking Committee concluded, was this destructive search for the bullet that killed him necessary?

The answer is that Dr. Henry C. Lee, the renowned expert independent counsel Kenneth Starr engaged to review the evidence, told Starr's staff members they'd better find the bullet. The reason is obvious — without the bullet, there is no proof that Foster died where his body was

found.

The police found no skull fragments, no blown-out brain tissue, no blood on the gun, and no spatter of blood and tissue on the surrounding vegetation. Nor did they find anyone who had seen Foster alive in the park nor anyone who had heard a gunshot.

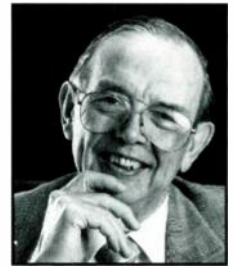
There is actually more evidence Foster died elsewhere and his body was moved to the park. His glasses, with a speck of gunpowder on them, were found 19 feet below the spot where his head lay. The suicide theory cannot explain how they got there.

The FBI crime lab pointed out that blood stains on Foster's face showed his head had been moved into a face-up position after it had rested on his bloody right shoulder. But no one ever saw his head in anything but a face-up position. Movement of the body would explain both the location of the glasses and the movement of the head. Nothing else will.

If Park Service officials had known this, they might have refused to let Starr wreck Fort Marcy Park until he could make a stronger case that the fatal bullet was actually fired there. In addition to citing the bloodstains on Foster's face and the location of his glasses, they could have pointed out that the .38 revolver found in Foster's hand has not been identified as one he owned.

Even though he put the gun's muzzle deep inside his mouth and fired it, neither his fingerprints nor his blood was found on it. The damage to his mouth and the amount of blood observed from the exit wound in his skull were less than would be expected.

A medic who viewed Foster's body reported seeing what appeared to be a smaller caliber bullet wound on the right side of his neck. That observation has reportedly been confirmed by an enhanced crime scene



Reed Irvine is chairman and CEO of Accuracy in Media (AIM), which he founded in 1969. He also does a daily radio commentary called Media Monitor with Cliff Kincaid. AIM is based in Washington, D.C.

photo that shows trauma and a possible puncture wound on the neck. The autopsy report mentions neither, but this would not be the first time the medical examiner who performed the autopsy overlooked a small but vital wound.

Indeed, that medical examiner first reported that he took X-rays showing no bullet fragments in Foster's head. When interviewed by the FBI months later, he said he took no X-rays. He said he intended to take them, but his machine was broken. Service records show the machine was not broken. Why did he lie? Were the X-rays taken and then lost, as were a number of the few crime scene photographs? Did they show evidence that conflicted with the suicide-in-the-park theory?

That question can be easily answered. All Starr has to do is to exhume Foster's body and have some X-rays made. That will cost a lot less than the wrecking of Fort Marcy Park and it may be more productive. ^{RB}



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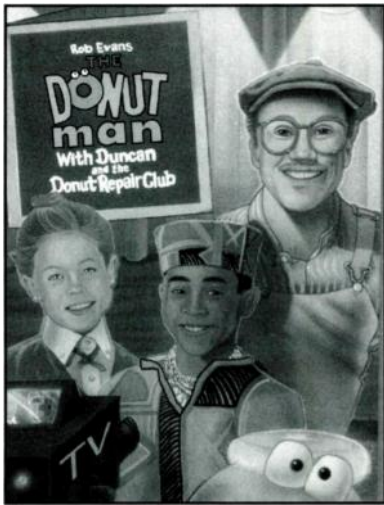
INSP - Where America Turns For Inspiration

RECORDING REVIEWS

BY DARLENE PETERSON

'Tis the season for my non-traditional "Twelve Days of Christmas" review. To explain to the uninitiated: each December, I try to fit my reviews into a list similar to the one that made the partridge in a pear tree famous. This allows me to cover a larger amount of the outpouring of new recordings that become available this time of year.

1 concited donut — *On the Air*, director: Annie Biggs, producer: David Benware, executive producers: Michael Coleman, Ed Lindquist, and Don Moen, Integrity. The



Donut Man (Rob Evans), Duncan (his Donut sidekick), and the Donut Repair Club (six talented children) return in a new video adventure. This time they're putting on a live television broadcast in which they pretend to travel around the world spreading the Good News of God's love. But behind the scenes of this upbeat, evangelistic show, stardom is going to Duncan's head and he's becoming something of a pastry prima

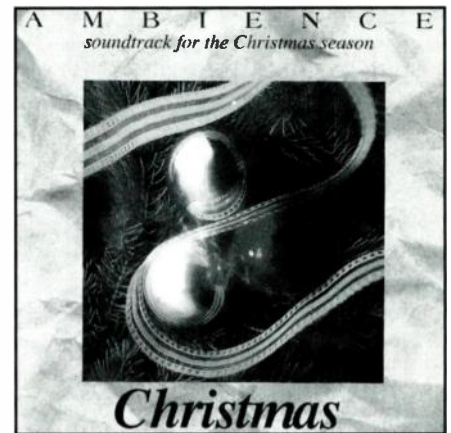
donna. As the program progresses, he and the children learn about teamwork and how the real star of the show is Jesus. And we also meet Duncan's little cousins, the Donut Babies. Young children will enjoy this on several levels: the main message, Duncan's lesson, and frequent bits of pure fun and silliness.

2 talented female pop vocalists — *Tuesday's Child*, producers: Rick Elias and Bill Baumgart, executive producer: Bill Baumgart, Benson. Linda Elias (wife of guitarist and producer Rick Elias) teams up with Lesley Glassford to debut as female pop duo Tuesday's Child. Packed with so many catchy tunes, excellent arrangements, and relevant lyrics with strong performances by the backup band supporting the vocalists, this recording sounds more like a "best of" retrospective than a debut. Linda Elias had a part in writing most of the songs, often teaming with her husband, Glassford, and others. Songs feature themes such as having the heart of a child, female friendships, the husband/wife relationship, and our relationship with the Lord.

3 relaxing Christmas recordings — *Christmas Eve Alone with the Savior*, featuring Kim Costanza on jazz sax, producer: Kim Costanza, executive producer: Edward T. Clydesdale, Clydesdale. My generation's introduction to the creative mixing of jazz music and Christmas came as we viewed *A Charlie Brown Christmas*. Charles Schulz proved himself creative beyond mere cartooning in featuring the jazz music of Gauraldi for the soundtrack. Jazz arrangements provide a relaxing, yet expressive and emotive

setting for the familiar carols and seasonal songs performed skillfully by Kim Costanza on this recording. And to my delight, Gauraldi's "Christmas Time Is Here" is included.

Ambiance Christmas, producer: Larry Hall, executive producer: Robert Beeson, Brentwood. Part of Brentwood's *Ambiance* series, this recording is intended to be a "soundtrack for the Christmas season." Larry Hall did all the arrangements, the backbone of which is keyboards and programming with the addition of acoustic or wind instruments here and there for extra texture and interest. The results are pleasing and soothing: the perfect way to relax after a hectic day of Christmas shopping or as non-intrusive music for Christmas gatherings.



Christmas in Velvet, featuring Derric Johnson's Vocal Orchestra, arranger/director: Derric Johnson, Clydesdale. This recording took me back to my childhood and my parents' Christmas records. Lush, traditional a capella renditions bring to life more than 20 Christmas favorites as only a large choir can. This one is sure to bring back memories and create new ones as a musical centerpiece for the season.

4 young and gifted gospel singers — *La More*, producers: Donald Lawrence and Kevin Bond, Gospo Centric. These four young men show great potential at a tender age (high school's just under their belts). Whether as lead or blending with the rest of the quartet, each has the clarity and capacity for vocal ornamentation that could put them on the road to virtuosity akin to Take 6. They're not singing a capella, but the mellow, low-key musical backdrops let their vocal abilities shine. The lyrics they sing feature refreshingly direct prayers and praises which move and uplift. An impressive start.

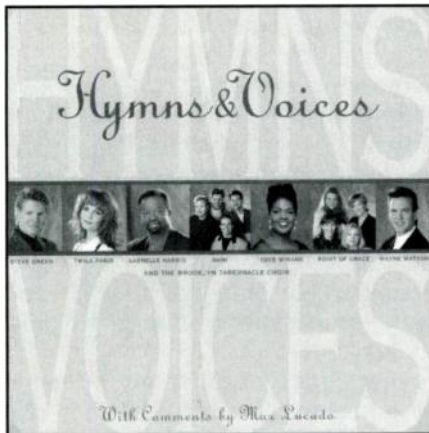
5 Sisters of Glory — *The Sisters of Glory: Good News in Hard Times*, producer: Jennifer Cohen, executive producers: Jennifer Cohen and Lois Walden, Warner Bros. Originally brought together to perform in a special program demonstrating the very important place of gospel music in American music history, the Sisters of Glory (Thelma Houston, Cece Peniston, Phoebe Snow, Lois Walden, and Albertina Walker) were received enthusiastically by an audience containing many entertainment notables. Invitations to perform at Woodstock '94 and "Christmas at the Vatican II" followed, as well as this dynamic recording. Taking time from their separate careers, these women joined together in this tribute to gospel music, showcasing some of the most beloved songs ("His Eye is on the Sparrow" and "Oh, Happy Day"). Each "sister" is fea-

tured as a soloist on two songs and six feature the group singing together. A landmark recording.

6 acoustic instruments — *Homecoming*, Jerry Read Smith and Lisa Maria Smith, Song of the Wood. This mesmerizing instrumental recording features dulcimer and flute, supported by keyboards, guitar, percussion, and whistle. Several familiar hymns (“Amazing Grace,” “What Child Is This?,” and “Be Thou My Vision”) are mixed with traditional melodies (“Christ Child Lullaby” and “Morrison’s Jig”) and recent compositions. The mood ranges from reverent to dreamy to playful. Jerry Smith should know the dulcimer inside out as he builds them for sale in his North Carolina shop.

7 fun songs for fighting fear — *The Parables of Peter Rabbit: Faith over Fear*, director: Michelle Weigle Brown, producer: Ricky Blair, executive producer: Dale Mathews, Brentwood. Children face many fears: fear of the dark, fear of being alone, fear of storms. In this second Peter Rabbit video, Peter helps the four children who come to visit him understand how to conquer fear: through prayer and faith in a loving God. Several very personable vegetables from his garden assist Peter in conveying this message, as they help the children enact a story of a cowardly knight who overcomes his fears through faith. This video should prove especially helpful for very young children because although the plot discusses fear, there’s nothing too scary for them to handle. The songs are upbeat and the settings colorful and appealing.

8 popular artists and groups — *Hymns and Voices*, producer: Greg Nelson, executive producer: Norman Miller, Sparrow. Take an assortment of the most beloved hymns and a variety of the most popular Christian artists and groups to perform them and you’ve got a doubly appealing recording. Each artist or group brings something special



to these already powerful and moving classics. All talent has been chosen for outstanding vocal abilities: Steve Green, Twila Paris, 4HIM, Larnelle Harris, Point of Grace, CeCe Winans, Wayne Watson, and the Brooklyn Tabernacle Choir.

9 traditional Christmas tunes plus original cowboy Christmas songs — *A Cowboy Christmas*, the Flying W Wranglers, producer: Ed Kee, Brentwood Music and Focus on the Family. Recorded at the Flying W Ranch in Colorado before a live audience, the five Wranglers celebrate Christmas cowboy-style. They perform familiar and new songs on authentic instruments, joke around with each other, and tell stories — some tall tales, some simply warm-

hearted. This recording recalls a simpler way of life: a time when entertainment emerged from gatherings of friends and families, rather than being manufactured by an industry.

10 years of Hosanna! Music — *The Best of Hosanna! Music: Celebrating 10 Years*, producers/arrangers: Tom Brooks, Jeff Hamlin, and Don Harris, executive producers: Michael Coleman and Don Moen, Integrity. If you sing worship choruses in your church, chances are you’re familiar with many of the songs featured on this two-disc set, such as “God Is Able,” “Let the Redeemed,” and “Awesome in this Place.” As is customary with Hosanna!, gifted worship leaders and a live audience add energy to this simple, yet powerful worship music.

11 recordings of children’s classics — *Cedarmont Kids Classics*, Cedarmont Music, distributor: Benson. *School Days* is the 11th and latest recording in this series. The other ten recordings include songs grouped under these topics: Bible, Sunday School, praise, lullabies, hymns, Christmas, toddler, and silly songs. Each one contains quite a few songs and repeats them in split track format for sing-alongs. The style is simple but effective: children singing in unison with light musical accompaniment. In a time when children “grow up” so fast and turn to the fashions and pop music of teens so quickly, preserving the childhood songs our parents and grandparents sang takes on a special importance.

12 songs from the Oklahoma Memorial Service — *Music from the Oklahoma Memorial Service: A Time of Healing*, producer: Brian Ahern, executive producer: Eric Wyse, Warner Bros. Music expresses what words cannot; so there was a lot of wisdom in making music such a large part of the bombing’s memorial service. Classical and inspirational pieces performed by the Oklahoma City Philharmonic, the Children’s Choral Society of Oklahoma, the Canterbury Choral Society, Kim Boyce, Ernestine Dillard, Mark O’Connor, and Susan Powell made for a moving program. Some of the proceeds from the sale of the recording will go to the Project Recovery OKC fund. This may seem a somber way to end a Christmas issue review, but it can only make all of us more thankful for the birth and promised return of the Prince of Peace.



Darlene Peterson is the music reviewer for Religious Broadcasting Magazine.

THE BOOK SHELF

BY HARRY CONAY

The Spirit-Controlled Woman

by Beverly LaHaye
Harvest House, 1995

This book was good back in 1976 when it was first published, and in this new, revised edition, it is even better since it now reflects the increased spiritual maturity of its author. "The basic message is the same because it is from the Word of God, but the depth of communicating those principles of the Word that can change our lives, is, I trust, much richer."

Beverly LaHaye defines temperament, identifies four basic temperaments and 12 combinations of them, and then explains the influence of temperament within a variety of interpersonal relationships — all from the position that one's God-given temperament is permanent but subject to modification and adjustment when one trusts in God. "One of the best things a Christian can do with her temperament," writes LaHaye, "is to accept it as God's creation in her and then, with the Holy Spirit's help, become the kind of Spirit-controlled woman God wants her to be." This book provides ample guidance to do just that.

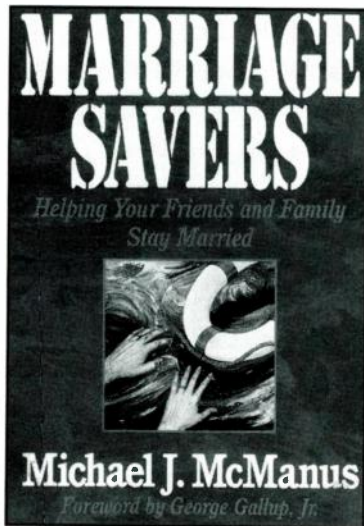
Marriage Savers: Helping Your Friends and Family Avoid Divorce

by Michael J. McManus
Zondervan, 1995

This revised edition of a work originally published in 1993 begins by provocatively blaming America's churches as being "part of America's divorce problem." Michael

McManus (author of "Ethics & Religion," a nationally syndicated newspaper column) then speaks of the need for a "new kind of church that invests energy into bonding young couples into relationships that can go the distance."

In this context, he tells how "bad marriages can be avoided before they begin, engaged couples can be given 'marriage insurance,' almost all marriages can be improved, even the most deeply troubled marriages can be saved, the separated can be reconciled, [and] the divorce rate for a metro area can be pushed down." A concept new to this edition is mentoring. "Although it was not a major theme of the first edition . . . it is now a rock-hard conviction. . . . When asked to sum up this book, I respond that it can be stated in a single word: *mentoring*." Detailed and thorough, this book promises much — and delivers even more.



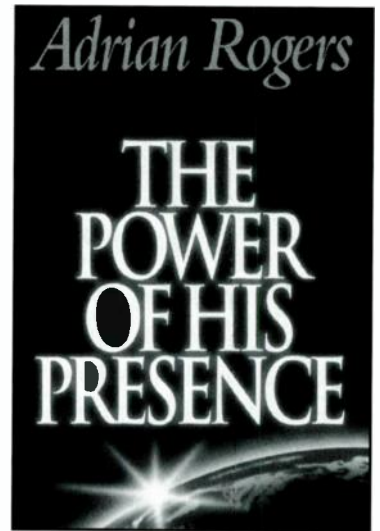
Foreword by George Gallup, Jr.

The Power of His Presence

by Adrian Rogers
Crossway, 1995

"Of all the truths that I have finally learned," writes Adrian Rogers (founder and president of a nationally syndicated television and radio ministry), "I do not know of one that is more encouraging and life-changing than the marvelous and vital truth that God is alive and well in me through His Son, Jesus Christ."

Rogers begins by discussing our bodies as holy temples in which the Lord resides, and he concludes with the comforting thought "that we are kept by the power of God." In between Rogers explores "some implications, applications, and . . . some common misunderstandings of what it means to have God inhabit your humanity and make you a dwelling-place with a Royal Resident." Simply written in large print, this quick-to-read little book delivers a refreshing, spiritual pick-me-up.



How to Parent your "Tweenager"

by Mary Manz Simon
Thomas Nelson, 1995

Dr. Mary Manz Simon, an expert in child development (and herself a parent) has written this book to help parents cope with children between the ages of eight and 12. With large print and typographical variations to highlight significant points, this generally informative, simply written, introductory-level treatment initially addresses "how your preadolescent is growing physically, cognitively, socially, emotionally, and spiritually," and then discusses situations and issues common to most children.

Although Simon begins quite traditionally by using masculine pronouns to represent "your child," she occasionally (and unexpectedly) inserts feminine pronouns to do the same, as in "Your child will form her own view of God. She will look for Him to be active in her life." And, "As your child moves through the years from eight to 12, she will have the opportunity to participate in a wide variety of activities." Politically correct though this may be, I found it disjarring. This aside, the book is charming and very readable.

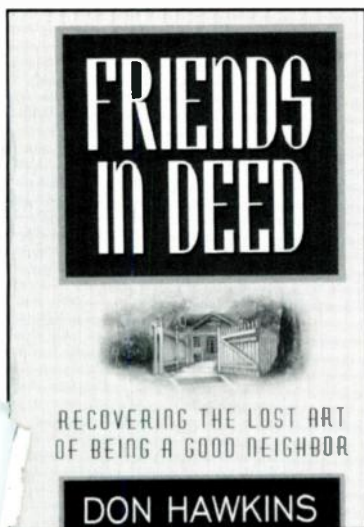
Growing Deep in the Christian Life

by Charles R. Swindoll
Zondervan, 1995

Subtitled, "Essential Truths for Becoming Strong in the Faith," this is a reprint of a popular-level, systematic

overview of doctrine originally published in 1986. Charles Swindoll's stated plan "is to offer a broad-brush approach to most of the essential points of evangelical truth." His stated hope "is to build a bridge of theological understanding with the common man, the uninitiated individual, the person who has never been to seminary — and doesn't care to go — but really does want to develop a solid network of doctrinal roots." And he intends for the end result to be "interesting, easily understood, creative — and, yes, even captivating."

Swindoll succeeds admirably in creating an honest, well-intentioned, non-technical overview of theology. While generally easy to understand, the anecdotal style does occasionally render content less plain and direct than some novice theologians might wish. However, it is this selfsame style which, in the eyes of many readers, results in Swindoll's works being interesting and, yes, even captivating. Especially useful are the "Root Issues" sections and the very inclusive "Glossary of Major Terms."



Friends in Deed: Recovering the Lost Art of Being a Good Neighbor

by Don Hawkins
Moody Press, 1995

Don Hawkins uses the story of the Good Samaritan from Luke's Gospel as "a solid foundation for exploring various aspects of strengthening relationships in order to become an authentic good neighbor." To do this, Hawkins shares scripturally inspired "principles designed to help us understand and apply the concept of loving service." Reflecting a valid and vital issue in today's stratified society, Hawkins provides sound advice which we would do well to read, heed, apply, and share.

The Gospel Rox Music Collectors Guide

by Claude Crain
Gospel Rox Records, 1994

This self-published guide is an ambitious discography of contemporary Christian music in vinyl (i.e., phonograph record) and subsequent formats. By "contemporary," the author means "anything from light pop vocal to folk rock to heavy metal, extending back to blues and jazz. Styles not covered are country (or southern) gospel, traditional gospel (black or white), quartet, choral music, or symphonic." These exclusions still allow for a thick tome of over 500 pages with thousands of information-coded and/or annotated bibliographic entries. As with any first edition reference book, omissions and errors are bound to occur. Nevertheless, this work should be of value to collectors, book and music stores, college libraries, and Christian radio stations. Therefore, for the appropriate reader, this is well worth examining.

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

INTERVIEWS WITH *impact!*

PRODUCER'S CHOICE

Spiritual Warfare & Teenagers

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

Fathering by the Book

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

Fiction Forum

Fight the afternoon soap operas. An interview with Gilbert Morris, Angela Elwell Hunt, Francine Rivers and others will offer unusual inside insight to a growing audience of Christian fiction fans.

Calligraphy on the Radio?

Master calligrapher Timothy R. Botts gives great interviews! Call us for a review copy of *Doorposts*, *Windsongs*, *Messiah*, or his latest work, *Proverbs*.

Tyndale House is your source for great interviews with experienced authors on topics such as current affairs, parenting, counseling, women's issues, teen interest and Bible learning. Plus, popular Christian fiction. For a complete list of authors, books and interview ideas call Judy Thieman, Public Relations Assistant at 800/323-9400, ext. 279.



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NRB ANNUAL AWARDS

*To be presented
during the 53rd Annual
National Religious Broadcasters (NRB)
Convention & Exposition
in Indianapolis
February 3-6, 1996.*

The purpose of the National Religious Broadcasters (NRB) Annual Awards is to recognize outstanding service and merit in religious broadcasting. Through these Annual Awards, it is the desire of NRB to provide a standard of excellence for the industry.

Through the years, it has been traditional for religious broadcasters to nominate their colleagues who have significantly advanced the quality of programs and stations to communicate the Gospel.

As in previous years, *Religious Broadcasting* magazine readers were invited to offer nominations and vote on who should be honored in selected NRB Annual Awards categories. The procedure for voting is given below:

1. The 1996 NRB Annual Awards Official Ballot appears here in the December 1995 edition of *Religious Broadcasting* magazine. The finalists for each category are listed on the ballot.

2. Voting ends December 30, 1995. Votes will only be tabulated from the actual ballot contained here in the December 1995 issue of *Religious Broadcasting*. Ballots must be mailed, not faxed, to the NRB headquarters office by December 30. Any reader of *Religious Broadcasting* is eligible to vote.

3. Only one vote is allowed per category and a vote must be submitted for each category. Ballots not meeting this criteria

will not be counted. For an explanation of each category, please see the September 1995 issue of *Religious Broadcasting*.

4. When all selections have been made, the ballot should be removed from the magazine and mailed in a #10 business envelope to:

NRB Annual Awards
c/o National Religious Broadcasters
7839 Ashton Avenue
Manassas, VA 22110

Please remember: Ballots sent by fax will not be counted.



NRB and its Awards Committee would like to thank you for helping make the Annual Awards a significant part of religious broadcasting.

The following are recipients of the 1996 NRB Milestone Award (presented to an individual or organization for 50 years of continual service in religious broadcasting):

Charlie B. Byers (*Gospel Tide Hour*)
Ella Fraser (Fraser Gospel Ministry)
Mel Johnson (Young World Radio)
Lester Sumrall (LeSea Broadcasting)
Ernie Wilson (Ernie Wilson Ministries)
Words of Hope (Reformed Church in America)



**NRB
ANNUAL
AWARDS**

NRB Past Award Recipients

Active Voting Categories

William Ward Ayer Distinguished Service Award

- 1972 Stanley Whitcanack
- 1973 Thomas Zimmerman
- 1974 Eugene Bertermann
Dean Burch
Pamela Ilott
- 1977 Richard Wiley
Sol Taishoff
- 1979 C.M. Ward
- 1980 Wendell Loveless
- 1981 J. Vernon McGee
- 1982 W. Dale Oldham
- 1983 Theodore Epp
- 1984 Herman Braunlin
Mary Dorr
Carl Smith
- 1985 Mark Fowler
Neal Doty & Sherman
Williams
Clay Evans
Orva Koenigsburg
- 1986 Patrick Buchanan
Paul Bearfield
Samuel Green Jr.
- 1987 Steve Allen
Joseph Barbera
Ted Engstrom
Paul Freed
John D. Jess
Ralph Montanus Sr.
Stephen Olford
Luis Palau
- 1988 Robert Cook
George Sweeting

- 1989 Oswald C.J. Hoffmann
- 1990 E. Brandt Gustavson
Thomas Zimmerman
Robert A. Cook
- 1991 Ralph Carmichael
- 1992 John Olson
- 1993 Cal Thomas
- 1994 Jerry Rose
- 1995 George Otis

Radio Program Producer of the Year

- 1988 Focus on the Family
International Media Services
- 1989 Hope for the Heart
- 1990 Money Matters
- 1991 Family News In Focus
- 1992 Northwestern Productions
- 1993 USA Radio Network
- 1994 Insight For Living
- 1995 Family Life Today

Television Program Producer of the Year

- 1988 There's Hope
- 1989 Love Worth Finding
- 1990 Billy Graham Evangelistic
Association
- 1991 CBN/The Family Channel
- 1992 The John Ankerberg Show
- 1993 In Touch Ministries
- 1994 Focus on the Family
(*McGee & Me*)
- 1995 You Need to Know

Board of Directors' Award

- 1988 Richard E. Wiley
- 1989 Sen. Bill Armstrong
- 1991 Paul Harvey
- 1992 Dave Dravecky
- 1993 Chuck Colson
- 1994 Jay Sekulow
- 1995 Ralph Carmichael

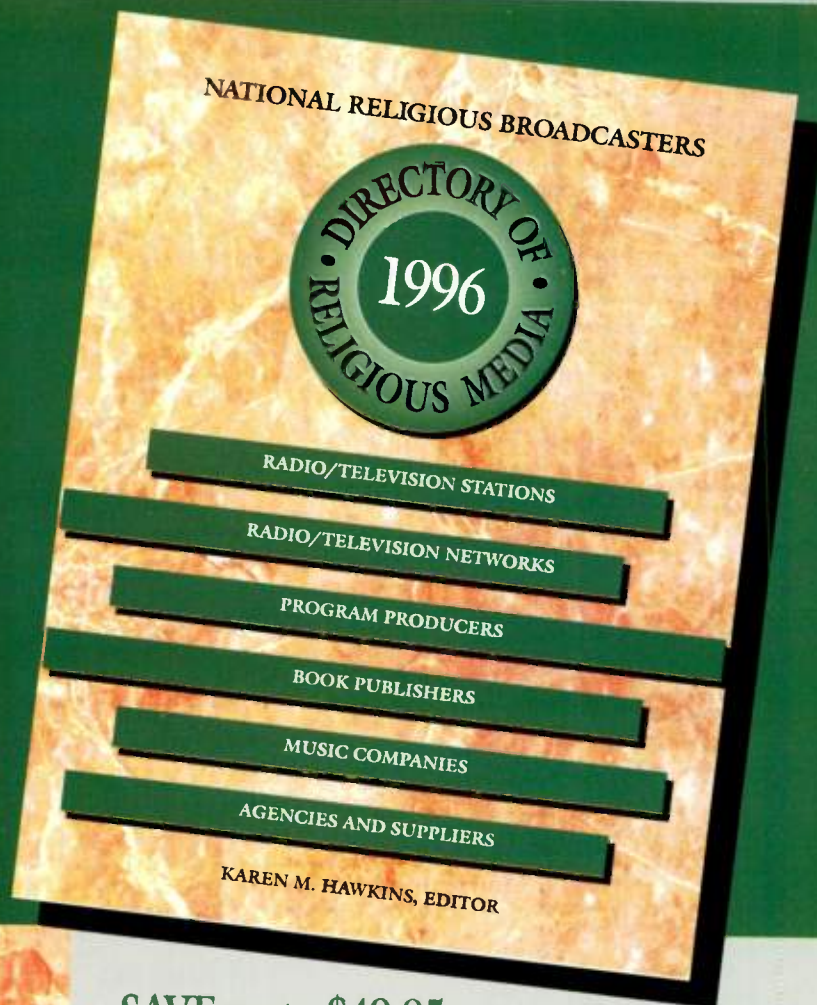
Chairman's Award

- 1988 Charles Colson
- 1989 Billy Graham
- 1991 Maranatha! Music
- 1992 Gary Bauer
- 1993 Robert Ball
- 1994 James Quello
- 1995 Josh McDowell

Talk Show of the Year

- 1993 Concerned Women for America
(*Beverly LaHaye Live*)
- 1994 Dawson McAllister Live
- 1995 *On the Mark*

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

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

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

ISBN # 1-880040-05-0

Christians in Cyberspace

The term electronic media is no longer limited to radio and television. It now includes computer on-line services and the Internet. According to a recent survey, 9.7 million American adults have access to the Internet with another 6 million adults expected to sign on over the next ten months. You need to see cyberspace as the rich resource tool it is and recognize how it can help you in your broadcasting responsibilities. You also need to take advantage of it to promote your station to your current and future audience.

The Internet is actually about 30 years old. Back in the 1960s, the Department of Defense began developing plans to link computers throughout the country to ensure continuous nationwide communication in the event of a nuclear attack. The system that grew out of that became known as the Advanced Research Project Agency Network (ARPAnet). In the 1970s, ARPAnet was used primarily by scholars and academic researchers. Soon other groups began imitating this system and eventually a way was discovered to loosely connect them all to form a worldwide network of computer networks, becoming what is now called the Internet and the World Wide Web (a system of hypertext links on the Internet).

The Internet is not a closed service like CompuServe, America Online, Delphi, and Prodigy. All of these on-line services are subscriber-based, meaning each one offers exclusive information and features that can only be accessed when a person becomes a member. They are individual sites along the Internet superhighway. A member could be content only to access these services or he can use them as gateways to the Internet. A person can also directly connect with the Internet using appropriate software. In other words, the Internet is bigger than the on-line services.

To better understand the Internet and its benefits, read *Internet for Christians: Everything You Need to Start Cruising the Net Today!* (Quentin Schultze, Gospel Films, 1995) and *Christian Cyberspace Companion: A Guide to the Internet and Christian Online Resources* (Jason Baker, Baker Books, 1995). Each book describes how you can use the Internet to its full potential. Along with how-to information, they provide a directory of Christian Internet sites and a glossary of cyberspace terms.

The Internet allows you to send electronic messages (e-mail) worldwide — for example, to missionaries. It provides an avenue for researching issues and topics you want to talk about during your morning on-air shift; it offers the latest information from Christian organizations and publishers you can use in your programming preparation; and it also gives you the opportunity to promote your station on-line.

Zondervan Publishing House (ZPH) is the latest publisher to develop its own Home Page (site) on the Internet. As of November 30, Zondervan's Internet address of <http://www.zondervan.com> began offering information about the company's mission, its wide variety of faith enriching services, and its ministry partners. ZPH has already

had a presence on-line for about a year through Christian Interactive Network on CompuServe (see "Trail Blazing in Cyberspace," *Religious Broadcasting*, March 1995). Now ZPH is accessible through the World Wide Web.

As Sharon Gotkin, UPI Radio Network's religion editor and moderator of Prodigy's Religion Web Page, says, "The World Wide Web is packed with Christian information linked to each other." She lists some of her favorite Internet addresses (< and > are not part of the address; they are used to separate the address from the rest of the text): In the Footsteps of the Lord <<http://www.xensei.com/users/Angel/Home/CR.html>>; Yahoo Christian Resources <http://www.yahoo.com/Society_and_Culture/Religion/Christianity>; Real Audio <<http://www.realaudio.com/>>; NewsLink <<http://www.newslink.org/menu.html>>; National Religious Broadcasters Online <<http://www.nrb.com/nrb/index.html>>; National Association of Broadcasters Home Page <<http://www.nab.org:80/>>; Media Online Yellow Pages <<http://www.webcom/~nl-nnet/yellowp.html>>; and Prodigy's Religion Web Page (accessible only within Prodigy) <<http://antarc.prodigy.com/religcoi.htm>>.

Next month's column will continue this discussion. If your station is already on the Net, e-mail me about it at <jonathan.petersen@harpercollins.com>.

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



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Life-Changing Words

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

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.

MANAGER, ASSISTANT MANAGER, COORDINATOR 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.

EXPERIENCED PRODUCERS AND EDITORS wanted for International Christian Ministry located in San Diego, America's finest city. Immediate openings for producing daily 30-minute program and associated segments. Degree or equivalent experience required. Must have working knowledge of Grass Valley Edit Suite (Grass VPE 151 Editor, 200 Switcher, 1-inch and D-3 tape machines). Send resume and resume tape to Morris Cerullo World Evangelism, P.O. Box 85277, San Diego, CA 92186, Attn: Glandon Broome. Phone (619) 277-2200, or fax (619) 277-5111.

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3. Issue Frequency: MONTHLY

4. Issue Date for Circulation Data Below: 11

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9. Copies not Distributed: 524,589

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The NRB Communications Department wishes you a merry Christmas in celebration of the birth of our Lord Jesus Christ! May the new year bring you many blessings, perfect peace, and overflowing joy.



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"For my eyes have seen Your salvation, which You have prepared in the sight of all people, a light for revelation to the Gentiles and for glory to Your people Israel" (Luke 2:30-32).

CALENDAR CLOSE-UP

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.

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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Christian Television Comes of Age

As Christian television grew up, so did I. A child of the '60s, I consider Christian television the same. Growing up I was always one of the smallest pupils (as we were called then) during my grade school days. So was Christian television when compared to the entire broadcasting industry.

During the late '60s, I recall viewing only five evangelical programs with any regularity: *Gospel Singing Jubilee*, *This Is the Life*, *Rex Humbard*, *Oral Roberts and You*, and the occasional Billy Graham Crusade. There may have been others airing in Chicago at the time, but I don't remember them.

And a Christian television station itself was practically unimaginable. After all, our local cable operator offered only nine channels: all eight Chicago VHF and UHF stations, along with the CBS affiliate in Champaign, Ill. (Which I appreciated since WCIA-TV/Champaign would usually carry the telecasts of my beloved St. Louis Football Cardinals as opposed to the dreaded Bears' games broadcast on WBBM-TV/Chicago.)

Those nine stations were the extent of our television universe, and we considered any and all Christian programming something to be treasured. In fact, when a Billy Graham crusade was broadcast on one of the UHF stations, my mother would invite "non-cabled" friends from church over to enjoy the telecast.

Then came the '70s. As I neared my teenage years, Christian television also started to mature. More and more religious programming began to appear on the small screen. By 1973, Chicago was being introduced to the Christian talk show with Pat Robertson's *The 700 Club*. And while the entire nation was about to get its first taste of cable networks and super stations, Chicago actually grew closer to having its very own Christian television outlet.

Thanks to the efforts and dedication of Pastor Owen Carr and his congregation, the Stone Church of Palos Heights, Ill., WCFC-TV/Chicago signed-on May 31, 1976. At the time, less than a dozen other full-time religious television stations were on the air in the United States. And there was no such thing as a Christian television network. Instead, religious broadcasters still had to acquire time on secular stations across the country to air their programs. But change was coming.

When I began moving through my college years, Christian television was making some moves of its own. By the time I obtained my degree in April 1981, no less than five religious television networks were in operation. And the number of full-time Christian television stations had more than doubled since WCFC-TV's sign-on five years earlier. Christian television, and I, had grown up.

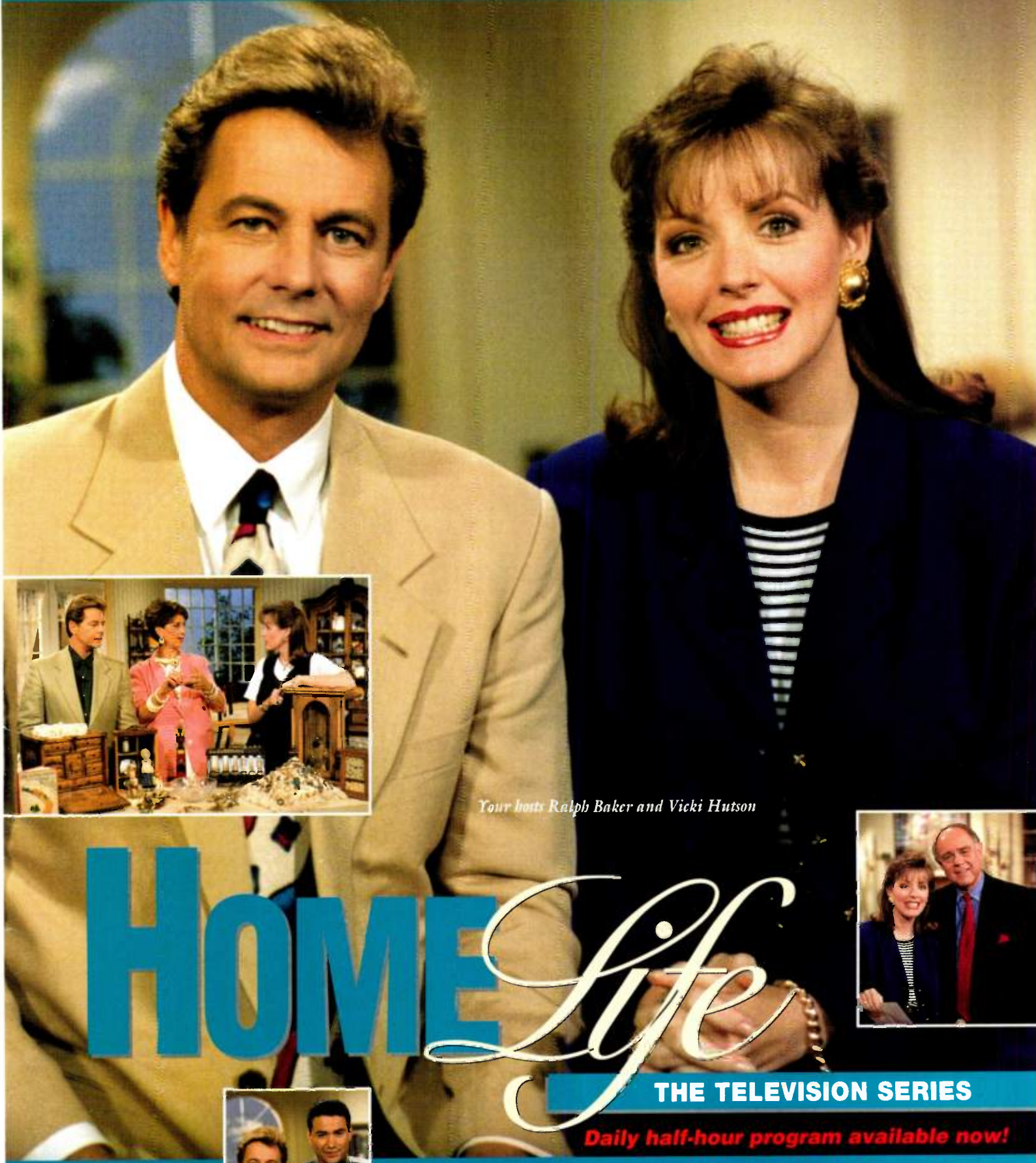
But with adulthood comes responsibility. During the past 15 years I have learned that all too well — and so has the Christian television community. By the mid-'80s, Christian television had come a long way from being the little guy in the classroom. Growth in the number of stations, networks, programmers, and viewers had many labeling the industry a phenomenon. But some of Christian television's cruelest critics said it had become too big for its britches.

Perhaps the all-too-familiar scandals of the late '80s proved those critics right. However, the last several years have been a time of self-examination and correction for the Christian television community. It also has been a period of explosive developments in technology, equipment, and programming. As we enter the 21st century, these changes promise to alter the entire face of broadcasting, making it more competitive than ever.

As a mature adult, is Christian television ready to face its greatest challenges? For that matter, what about every one of us within the religious broadcasting industry? Are we prepared for what lies ahead? We will be prepared only if we have reached the maturity described by Paul in 1 Corinthians 13:11: "When I was a child, I used to speak as a child, think as a child, reason as a child; when I became a man, I did away with childish things."



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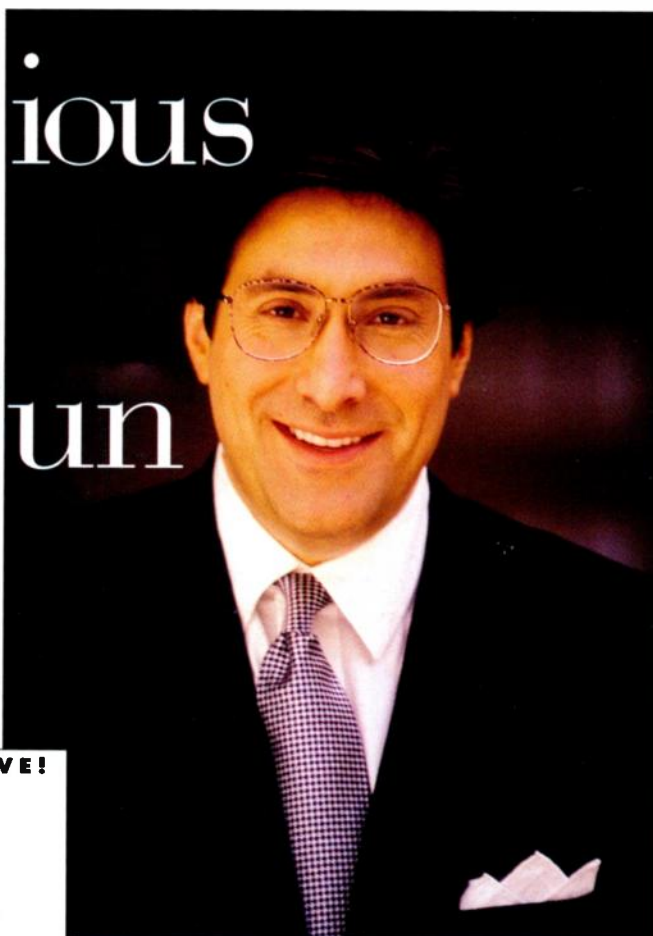


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