

PROMISE KEEPERS *96* *live!*

National Radio Broadcasts

LA COLISEUM

Los Angeles, CA ♦ April 19-20

RFK STADIUM

Washington, D.C. ♦ May 24-25

CHARLOTTE SPEEDWAY

Charlotte, NC ♦ June 21-22

SHEA STADIUM

New York, NY ♦ September 20-21

TEXAS SPEEDWAY

Dallas, TX ♦ October 25-26



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wonder

where

all

your

listeners

went!



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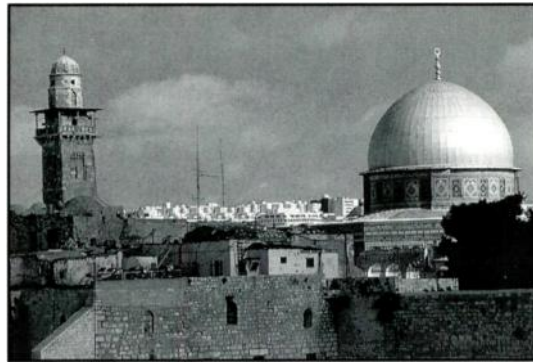


InfoCision Management
325 Springside Drive
Akron, Ohio 44333

Milk, Honey, and NRB

by Christine L. Pryor
National Religious Broadcasters (NRB) is sponsoring an international conference/tour in Israel May 20-29. Discover what NRB has in store for you in the Promised Land.

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Timeless Management

by Edward R. Dayton
Today's corporate management styles are taking lessons from an ancient source: the Bible.

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MARCH 1996

Spinning a Web Site

by Karen Heal
Analysts predict that 22 percent of the nation will have access to the Internet by 2000. Your ministry could interact with this significant population by spinning a home page on the World Wide Web.

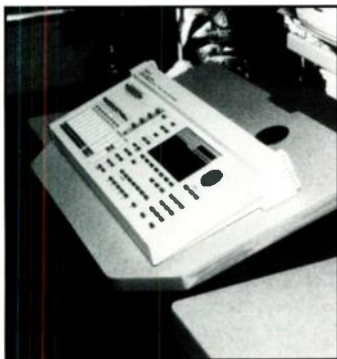
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Capturing Creativity

by John C. Maxwell
Capturing your staff's creativity provides new and innovative ideas to give your ministry the kind of success you've always envisioned.



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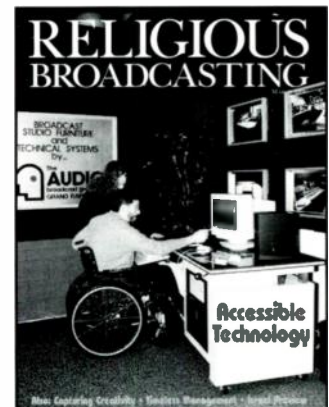
Radio's Digital Dawn

by Don Backus
Take a look at studios with an eye toward the daybreak of the digital age.

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Accessible Technology

This issue, although much smaller than its oversized predecessor, has the dual theme of technology and management. But before those themes are accessed, the magazine showcases NRB's upcoming international conference/tour in Israel. Then the technology track provides important information about the Internet and radio's digitalization, followed by an easy explanation of the art of management and how to benefit from your staff's creativity.



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...The one million churches, on every continent, being invited to mobilize "house television gatherings" for this evangelistic effort.

...The more than 200 countries that will be reached, most during prime evening time, through their strongest national network.

...The translation of the Billy Graham World Television Series into more than 40 of the world's most spoken languages.

...The distribution of 445 million pieces of follow-up literature.

...The 2.5 billion viewers expected to watch these television specials, that God will prepare their hearts to hear and respond to His word.

...The commitment of individuals and churches worldwide to follow-up the telecasts through telephone counseling, personal visits and Christian literature.

TO PRAY

BILLY GRAHAM WORLD TELEVISION SERIES APRIL 1996

Watch the Billy Graham World Television Special, Sunday, April 14th in most cities. On that day, the Gospel will be carried to more people around the world than on any previous day in history.

"May this be the year God speaks to the continents of the world as millions of individuals, churches and para church groups join hands to reach the world for Christ."

Billy Graham

Billy Graham Evangelistic Association, P.O. Box 779, Minneapolis, MN 55440
Billy Graham Evangelistic Association of Canada, P.O. Box 841, Winnipeg MB R3C 2R3

Continue "Running the Race"

Another National Religious Broadcasters (NRB) convention has just concluded and we were again blessed by our time together, the gifted speakers, inspiring musicians, and knowledge gained which should make our jobs and ministries more successful. The convention was a period of preparation; now it is time to "run the race."

Hopefully, everyone returned to their daily routine with a renewed enthusiasm to spread the Gospel. Our time together in Indianapolis was just the beginning of another year's "race." Racers know that while a quick start is important, it is stamina and perseverance that enable us to maintain the course. Only one person wins a race, but everyone should take pride in the fact that they prepared and participated.

I recently came across a devotional in *Encounter With God*, by Scripture Union, which said, "The true heroes of the church are not the big names, but countless Christians who do unspectacular work without recognition." As I reflect on this convention, and the previous 29 which I have attended, I could not agree more. Thirty years ago, attending an NRB convention was a high point in my year, and while the size and scope of our organization has grown tremendously, I still feel the same way.

As a much younger man, I was in awe of those with "celebrity status," who came to share their ministries with us. While I continue to appreciate the standard bearers attending the conventions and inspiring us, I have grown to appreciate more and more the true heroes of Christian broadcasting — the countless men and women who serve in the trenches and behind the scenes.

Paul, in I Corinthians 12, draws the analogy of the church to the body which cannot function properly if all of its parts do not work together. I want to encourage everyone, whatever your responsibility or position, to remember that we are all a part of the body of the church and the role we each have in spreading the Gospel is equally important in the Lord's sight. A very few, such as Billy Graham, James Dobson, or Charles Colson, have achieved more visibility, and for those people we are grateful. But, for every one of them, there are thousands of us who labor quietly each day.

Jesus told us to make disciples of all nations (Matthew 28:19). Each of us who believes in Him is to follow this Great Commission in his or her own way. Some may have greater visibility, but in God's eyes, we are all "heroes" of the church.

After our period of renewal, it is time once again to focus on the job He has set before us. We are all working for the glory of God, each of us separately, yet bound together by our faith. God bless you until we are together again in Anaheim for the 54th NRB convention January 25-28, 1997.



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

Bob Straton

All Broadcasters Should "Count the Cost"

Bravo to Hugh McLean for gently saying what many of us have been thinking for many years [in "Sales Spot," January's issue].

Prior to my present position, I spent many years in broadcast sales, — secular and religious — sales management, and general management. In such capacity, one detail a manager deals with is collections. The saddest commentary I can make, and the one I heard the most from my counterparts at other stations (especially secular), is that it's tougher to collect money owed from religious programmers than from secular/commercial programmers or advertisers.

"Sad" for a number of reasons: first, it is a poor witness, at best, to those secular stations who agree to take religious programmers as clients; second, it very often places the agency (if they have one) in a very difficult position between the programmer and the station, and fosters distrust for the agency by the station; third, it plants a black eye on the majority of ministries that do pay their bills on time, often lumping all religious programmers together (in the minds of station management) in the "suspect" or "not-to-be-trusted" category from a payment expectation standpoint.

Now I'm on the buying side, and daily I run into the "payment-problem attitude" — and I understand it. McLean is right on target when he writes that "when you reach the point of venturing into television (or radio) count the cost."

Remember, you not only represent your church or ministry, but by extension every other religious programmer; like it or not, broadcasters do, in fact, hold us to a higher standard.

But more important, you represent the kingdom of God, and as secular station management perceives you, so they also perceive Christianity.

Bruce Foster Bauman
Vice President/DR
Master Media Enterprises, Inc.
Fort Mill, S.C.

Bahner Pledges to Continue Personal Legacy

I have just finished reading the January issue of *Religious Broadcasting*. What a great issue it is, as [we were] reminded of the tremendous heritage we share, and the fantastic future we face!

I was surprised to be chosen for inclusion in the list of women mentioned in "Segue." I am humbled to be listed alongside many of those names. Thank you for the honor — and if what I am doing is "legacy-making," then I pledge to continue to do my very best to make that legacy one of which women and men can be proud!

Sue Bahner
WDCW-AM/Syracuse, N.Y.

Advertisers, Please, Consider Canada

Would you please advise your advertisers to remember Canadian *Religious Broadcasting* subscribers by including either phone numbers we can call or addresses. Many advertisers only show an 800 number good in the United States, but those numbers are not accessible through most Canadian phone companies.

We may not be many in number, but we are good potential clients since we are all working to establish new Christian stations since the ban was lifted in 1993.

Patrick Bestall
Christian Communications Consultants
London, Ontario

Please Address Letters To:

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

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

Thanks from the Heart

Where do you begin to say thanks? Our National Religious Broadcasters (NRB) 1996 convention in Indianapolis was such a success that I feel compelled to at least try to express thanks from a grateful heart.

May I say that God and His blessing is all important to the ongoing success of NRB. In a way, we're a small, humble group of members who simply want to serve God and to do His bidding. I sense that spirit as I talk to you from my office or fellowship with you at the convention site or have coffee at the regionals. Thank God we've not lost our great desire to serve the Lord. So thank you, Lord, for what You did for us at Indy.

The volunteers who so faithfully work on the NRB board and its executive committee are greatly appreciated. Their wise counsel keeps us from making a pile of mistakes and errors in judgment. Who can put a dollar value on the hard work of NRB chairman Bob Straton, first vice chairman Stu Epperson, second vice chairman Sue Bahner, secretary Tom Rogeberg, and treasurer Dick Mason? (Incidentally, Sue and Dick leave their offices with this convention. Thanks for your loyal and constructive support!)

The other members of the executive committee — David Clark, Brian Erickson, Glenn Plummer, Paul Ramseyer, and Jerry Rose — have each served with hard work and distinction. Also, Brian has decided to "retire" from the committee. Thanks, Brian, for what you have meant to me in your work with NRB. Our 90-member board, although meeting only once a year, gives wise and godly counsel to me on a regular basis. Thanks to the board for its stability and backbone to the association.

I can't say enough about NRB's loyal staff who work "their fingers to the bone." To think that we're able to accomplish all that is done for NRB 96, much less the heavy work load during the rest of the year, is an encouragement to me. I wish you could enjoy the friendly, family feeling we have here in Manassas, Va. Your heart would be warmed. But this unity is the way that so much can be done. Building together and not pulling apart is an unbeatable formula. Each of our gang has great dependence on our Lord Jesus for day-to-day strength. Thank you staff, you're great!

The host of volunteers who shoulder the burden with us at the convention are essential to our success. I need to mention a few faithful friends by name in saying thanks to all our volunteers. How could we have made it without Perry and Lorraine Straw, Babs Leonovich, Bill and Kitty Ellis, Gregg Musolf, Kim Lake, and Tiffany Welcial?

Henry Parsons Crowell, founder of Quaker Oats, was chairman of the board for the Moody Bible Institute (MBI) for decades, joining MBI in 1901. For more than 40 years as MBI chairman, he gave 65 percent of his income for Christian work, much of it to the institute. At 55 years old, he wrote on his desk pad, "If my life can always be lived so as to please Him, I will be superbly happy."

So many of you make the Lord happy with your selfless service. Thank you from my heart.



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



IN THE BEGINNING WAS THE WORD
...And That's More Than Just Talk!



Dick Bott, *President
Bott Radio Network*

Americans want to return to the traditional values that made America a great nation. Issues of family, faith and freedom should not be ignored.

Media pundits say "talk radio" will continue to be a major factor in informing, motivating and activating voters in future elections.

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

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

TALK is cheap!

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

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



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Kansas City Kansas City Richmond St. Louis Memphis Oklahoma City Oklahoma City Ft. Wayne Fresno/Modesto

Picture Cloudy for HDTV

After an unprecedented eight-year cooperative effort between government and industry, the United States today occupies a position of world leadership in developing Advanced Television (ATV) including High Definition Television (HDTV). This revolutionary digital technology is expected to allow broadcasters to transmit dazzlingly clear, wide-screen television pictures and CD-like sound — a so-called “theater of the home.”

In addition to vastly improved pictures, these developments portend a new era in which digital television receivers contain computer intelligence that will provide easy access to the information superhighway and its advanced digital services.

Until recently, it appeared that the major regulatory issues involving new technological advances would be settled by the end of 1996. New congressional initiatives, however, may slow — and perhaps drastically change — the implementation of digital television broadcasting.

Background

Our nation's involvement in HDTV began in 1987 when the Federal Communications Commission (FCC) chartered an all-industry Advisory Committee to help establish a new broadcast television transmission standard for the nation. (Today's standard was set back in 1941.)

The Advisory Committee, which I have been privileged to chair since its inception, has included participants from such industries as broadcasting, cable, consumer electronics, program production, film, computer, and telephone, as well as representatives of labor, academia, and public interest groups — in all, well over 1000 volunteers. Significantly, it has functioned with no funding from the government.

Almost a decade ago, the committee sought out proposals from manufacturers and innovators worldwide who wanted to offer their ideas for the next generation of American

television. At first, only “analog” transmission systems, similar to the current television standard, were proposed. However, when one proponent introduced an all-digital system (something previously considered technically infeasible), our private-sector group, working closely with the FCC, quickly embraced this advance — unlike the negative reactions in Europe and Japan where government-led efforts were focused exclusively on developing analog HDTV systems.

Ultimately, at the Advisory Committee's urging, the remaining proponents merged their individual designs into a single, digital concept. After exhaustive tests completed last summer, the committee unanimously recommended the “Grand Alliance” system to the FCC in November 1995.

By general acknowledgment, it represents the greatest advance ever in television technology, offering a tremendously flexible structure that will allow broadcasters to deliver not only HDTV but, in different parts of the day, multiple programs at lower resolution, and data streams as well. Just as important, the system can be harmonized with computers and other imaging technologies.

Implementation Plan

To implement digital television, the commission for years has planned to loan a second channel to each television station — employing frequencies historically reserved for broadcasters but which have remained unused due to signal-interference concerns. Fortunately, digital transmission will permit much more efficient use of this spectrum.

The FCC intends a gradual transition to the new service, allowing viewers to continue using their present, analog sets for a period of years until the digital transition is completed. Thereafter, the existing television channels would be returned to the government for other uses.



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

Current Events in Congress

However, this plan may be jeopardized by congressional efforts to balance the federal budget and to rewrite the 60-year-old Communications Act. Critics on Capitol Hill and elsewhere have raised a number of objections to the FCC's proposal:

1. It represents a “give-away” to broadcasters. But in reality, it is only an exchange of one spectrum block for another, with the public getting a greatly enhanced service in the process. Broadcasters would not be allowed to keep two channels after the transition period ends.

2. New legislation should require an auction of the HDTV spectrum. But this would disrupt the orderly transition that the FCC has intended and likely would deprive viewers of free, over-the-air broadcasting and the full advantages of digital transmission. For example, HDTV probably would be developed only as a subscription service, offered primarily by cable and satellite operators.

A better alternative is to auction the existing television channels after the transition period is over. Then, those channels could be concentrated in a unified spectrum block, making them more valuable than the widely dispersed frequencies contemplated for digital television.

3. Broadcasters should be given less than a full second channel. But the Grand Alliance system cannot be

Continued on page 49

Kids Radio

Become a part of the most innovative radio network in Christian children's broadcasting today.

The Children's Sunshine Network™



CSN is a 24-hour satellite radio network that targets children ages 3-12, and provides a mix of stories, music and live programming to encourage and entertain our young audience. Popular children's programs include "Adventures in Odyssey," "Funlight Radio," "Kids Corner," "We Kids," and the "Sunshine Safari."

Both the daily "Sunshine Safari" and "Saturday Morning Sunshine" offer music, news, and devotional features. In addition, kids can participate in giveaways and special call-ins through a toll-free 800 number.

CSN is also pioneering the development of live, interactive programming for kids on the Internet.

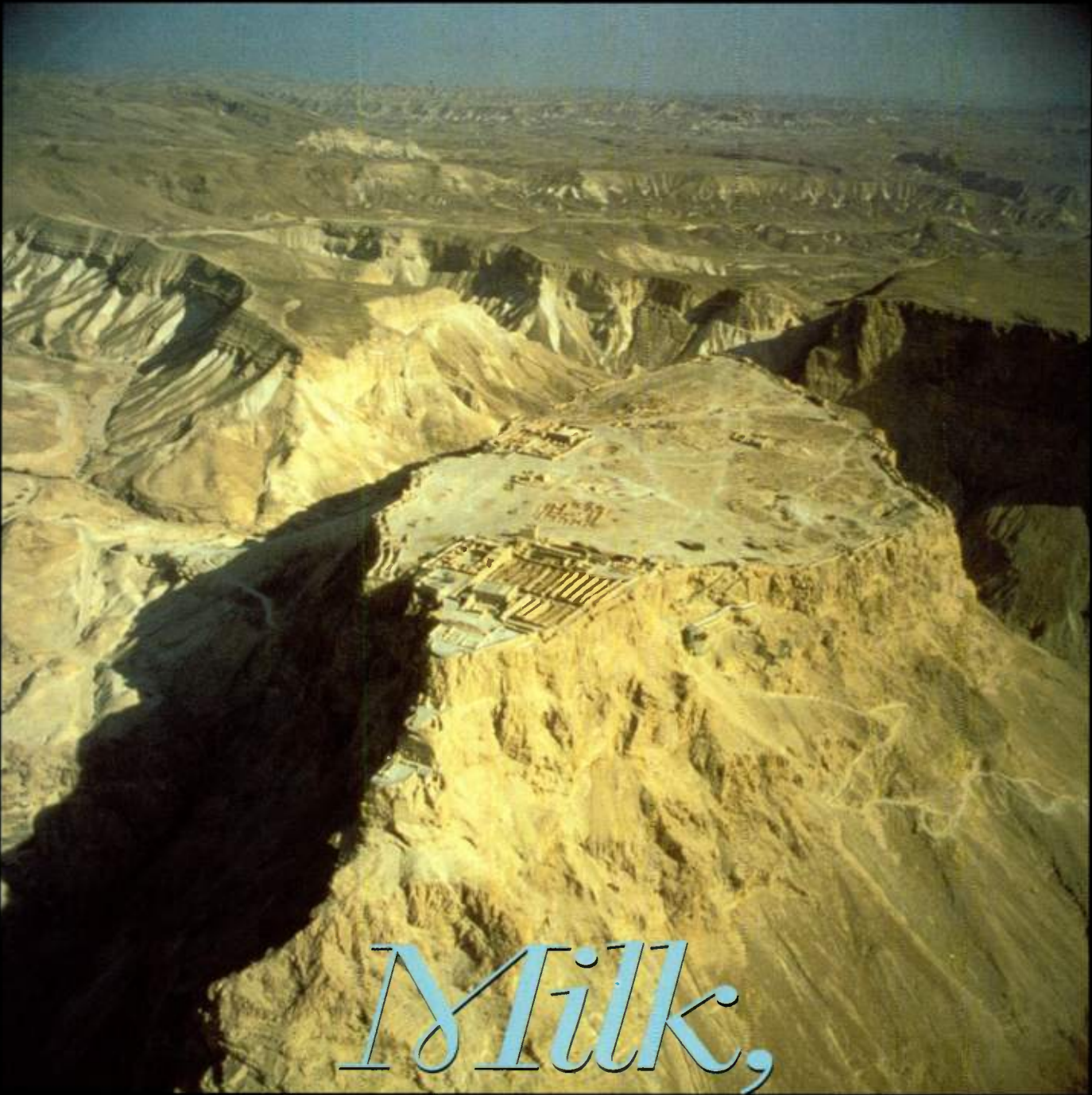
You can visit us on the World Wide Web at:
<http://www.gospelcom.net/csn>.

For more information on how your station can become a part of the Children's Sunshine Network, call 1.800.530.9779, or fax 1.616.942.7078.



THE
CHILDREN'S
SONSHINE NETWORK

A MINISTRY OF CORNERSTONE COLLEGE



*Milk,
Honey,
and NRB*



Above. The Temple Mount, or Mount Moriah, was the site of the temples of Solomon, Zerubbabel, and Herod. Also a holy place for Muslims, it is the location of the Dome of the Rock.

Left. At Masada, in A.D. 70, 960 Jewish patriots chose to die rather than fall into the hands of the Roman army. The fortress has become a symbol to the nation of Israel in the rallying cry, "Masada shall not fall again!"

by Christine L. Pryor _____

"The Lord said, 'I have indeed seen the misery of My people in Egypt. I have heard them crying out because of their slave drivers, and I am concerned about their suffering. So I have come down to rescue them from the hand of the Egyptians and to bring them up out of that land into a good and spacious land, a land flowing with milk and honey'" (Exodus 3:7-8).

A LAND FLOWING with milk and honey. This particularly evocative phrase describing Israel almost sounds like a line from a fable — though the Author of truth spoke the words.

Many Christians place Israel on their top ten list of places to see. People who have journeyed to the anointed land are full of wonder and replete with stories about their adventures in the Promised Land. According to the Israel Government Tourist Office in Chicago, more than half of them return to the fascinating land.

Have you ever dreamed of visiting this all-important place? Get ready. National Religious Broadcasters (NRB) just made that dream attainable.

The Deal

NRB is sponsoring an International Conference in Jerusalem from May 20-29. Organizations who host groups of their listeners and view-

ers receive one free ticket (including transportation from New York City, hotels, meals, and tours) for every five passengers who accompany them, with no limit to the number of free tickets that may be earned.

All arrangements must be made through the tour coordinator, Inspiration Cruises & Tours, Inc. (ICT), of Fresno, Calif.

Participating in the conference/tour free ticket offer is easy. Simply write a personal letter of invitation to those who may be interested in attending and send or fax the letter to ICT. The letter is typeset and reprinted in a special section of the four-color tour brochure. After the new brochure is ready, requested quantities are sent back to the letter

Continued on page 14



Above left. *The Mount of Olives provides a serene setting for a Jewish cemetery. Prophecy holds that this place of numerous biblical events will be the location of the Lord's return.*

Above right. *The Dead Sea is approximately 1300 feet below sea level. The salt concentration of the Dead Sea is eight times greater than the ocean.*

Right. *Jerusalem, holy city to Jews, Christians, and Muslims, attracts more than 2 million pilgrims, tourists, and visitors annually.*



MILK, HONEY . . .

Continued from page 13

writer, who then mails the brochures.

ICT has a number of simple and effective methods to ensure the success of the invitation, and has set up a toll-free number, (800) 247-1899, to answer any questions.

NRB's program promises to be memorable: exciting speakers, five-star hotels, fabulous meals, on-location dramatic re-enactments, famous sites, and incredible fellowship.

The Itinerary: Sounds

Conference speakers will be performing double duty, offering morning devotions at hotels and evening sessions at various sites in Jerusalem. The speakers are well-known in evangelical circles: Kay Arthur, O.S. Hawkins, and Derek Prince.

In addition to these popular

speakers, Israeli officials are scheduled to bring greetings to the group. Sadly, the scheduled appearance by Israel prime minister Yitzhak Rabin was thwarted by his tragic assassi-

*Plenty of time
will be allowed
for taking in
the relaxing views
of the tour's waterfront
hotel in Tiberias.*

nation four months ago. (At press time, NRB planners were finalizing details with the government of Israel for another speaker. Acting Prime Minister Shimon Peres has been invited.)

The Itinerary: Sites

Attendees will be blessed not

only by speakers, but also by reliving historic events through dramatic presentations by professional actors at various important sites: the Garden Tomb, the Temple Mount, a hillside overlooking Jerusalem, and the shores of Galilee.

During the three days in Jerusalem, the tour will encompass the Mount of Olives, the Garden of Gethsemane, the Upper Room, the House of Caiaphas, Mount Zion, the Shrine of the Book, the Garden Tomb, Calvary, and the Temple Mount. Then it's on to the Dead Sea, followed by a cable car trip to Herod's fortress at Masada.

The next two days offer sight-seeing in Northern Israel and Galilee, with stops at Caesarea, the Jezreel Valley (Armageddon), Nazareth, the Jordan River, Capernaum, and the Mount of Beatitudes. Though planned activities are scheduled, including a boat ride on the Sea of Galilee, plenty of time



Above left. The blue waters of the Sea of Galilee are fed by rain-fall, snow cover on Mount Hermon, and natural springs north of the harp-shaped body of water.

Above right. A vibrant cultural and cosmopolitan metropolis, Jerusalem's musical calendar boasts many international performers and local artists.

Left. American tourists need not fear a language barrier in Jerusalem. Tourism holds such importance to Israel's economy that many vendors, tour guides, and street signs utilize English.

will be allowed for taking in the relaxing views of the tour's waterfront hotel in Tiberias.

The Extras

This year Jerusalem is celebrating the 3000th anniversary of its establishment as the capital of the kingdom of Israel by King David. In observance of this historic milestone, many special events are planned from January through December.

During the NRB conference/tour, the Israel Festival will be taking place. The municipality of Jerusalem's office describes the festival as "the premier performing arts event on the country's cultural calendar for 33 years. Presenting music, dance, and theater in myriad styles, the festival has become an event of international significance and prestige, consistently attracting the world's finest performers in all artistic disciplines."

Another special event is the

"Jerusalem & Her People Through the Ages" exhibition, which traces the history of Jerusalem from King David to the present and focuses on the spiritual impact the city has had

NRB's program promises to be memorable: exciting speakers, five-star hotels, fabulous meals, on-location dramatic re-enactments, famous sites, and incredible fellowship.

on the world. In order to convey "Jerusalem's multifaceted character," the municipality of Jerusalem's office explains, "the Israel Museum and the Antiquities Authority will pre-

sent rare archaeological finds alongside more recent masterpieces."

The Wrap-up

So what does all of this cost? The round trip cost of the conference/tour is \$2255 from New York and \$2649 from Los Angeles. For that investment, participants receive the holiday of a lifetime and treasured memories.

Shared Holy Land experiences with your audience will cement relationships and build loyalty. There may be no better way to celebrate your faith and enhance your walk with the Lord than experiencing the land where He humbly lived, joyously fished, skillfully built, knowledgably taught, horribly died, brilliantly arose, and will triumphantly return.

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

by Karen Heal

Spinning a Web Site

SOMEWHERE OUT there, a Christian is at her computer. First, she receives news from missionaries she is supporting in Ecuador and she writes them a quick note. Then, she orders a new Bible study she's been reading about. Next, she prints out the transcript of a sermon by her favorite radio minister in California. Twenty

Your Web site should be tied to your ministry's total marketing and informational program.

minutes and she's finished — after all, it's past midnight. She's been around the globe without leaving her seat — via the World Wide Web.

What's the Web?

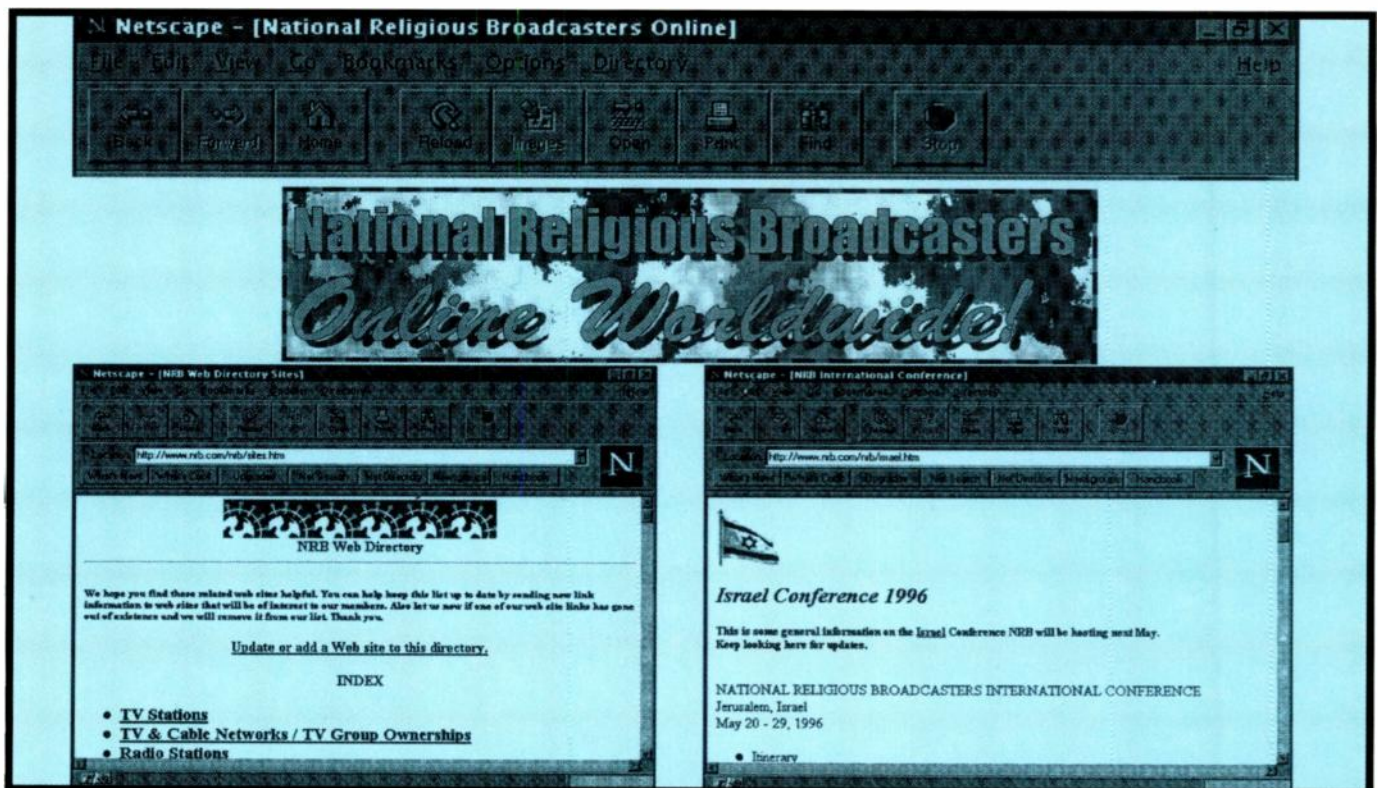
The World Wide Web is a network of millions of documents programmed to display information, graphics, sound, video, and animation along the Internet.

More than 24 million Americans have access to the Internet. Analysts predict that in 2000, 22 percent of the nation will be online. In just one year — 1995 — the World Wide Web saw an increase in use of more than 20 percent. The Web is home to thousands of Web sites on subjects as diverse as a teaching hospital's research files or a teenager's list of favorite movies.

What makes the Web such a popular and valuable tool? It's easy to use — really! — and attractive to view. Also, because it connects ("links") screens of information

("pages"), users can become more involved with the click of a mouse. And with the Web's graphics capabilities, Web sites are becoming like elaborate moving and speaking posters that both entice the user and deliver information.

Would you like to bring up-to-date news and resources directly to those interested and involved in your ministry, with all the excitement of full-color graphics and sound and without print and postage costs? Then perhaps setting up a World Wide Web site is the answer for your organization.



National Religious Broadcasters home page



Gospel Communications home page

There's No Place Like Home (Page)

How are ministries using Web technology? Many organizations are developing Web sites to attract people to their mission. For example, according to Judy Frandsen at the Institute for Christian Leadership (ICL), "Our Guide to Christian Resources on ICLNet began in 1993 and has become the largest archive of Christian materials on the Internet. It's not uncommon for 3000 folk

to visit our site each day and transfer over 3600 files an hour."

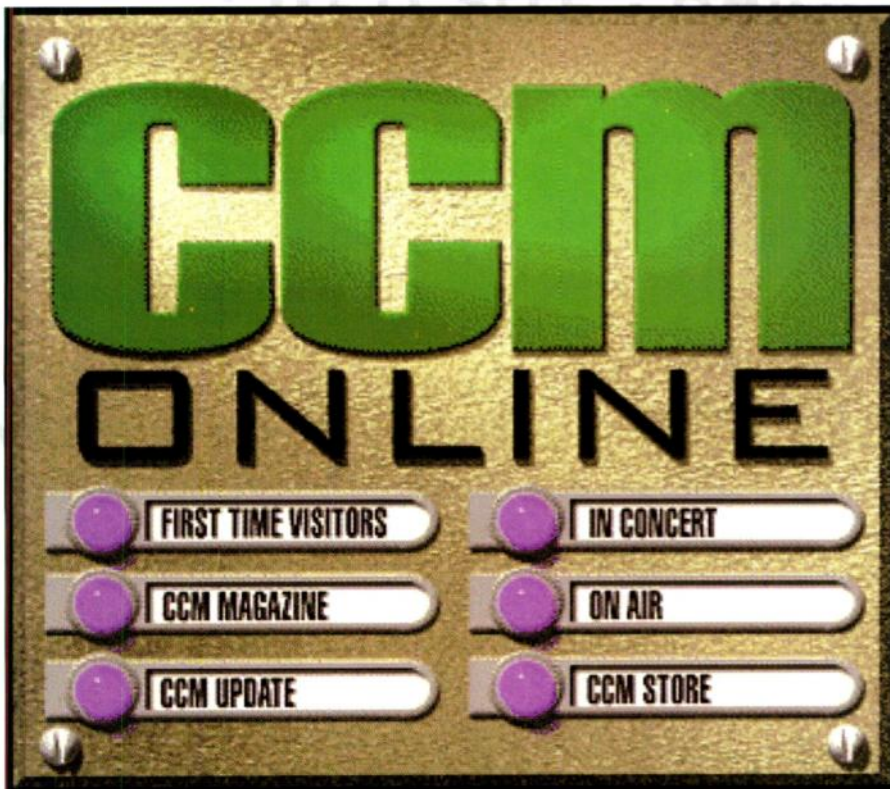
When Christian Legal Society undertook its Web site in July 1995, its purpose was to relay information about what the ministry did. Through artwork and text from brochures and press releases, the Web site described the organization's efforts and goals.

As the site progressed, it included services for non-lawyers, like referrals to Christian attorneys and

programs to encourage communication among the organization's law student members. Now, Christian Legal Society uses its Web site to introduce members to each other and to draw them together for on-line prayer, fellowship, and professional counsel.

Other uses for Web sites include advertising products and programs. As you'll note from many new television commercials, for example, companies are advancing their advertising opportunities by displaying Web site addresses. Through e-mail, Web sites also offer users an online opportunity to write to the staff at the ministries and to request

*R.C. Sproul's
Renewing Your Mind
(www.gospelcom.net/
ligonier), generates
about 30 orders or
requests for information
a day, which three people
on staff handle.*



CCM Online home page

information through faxes, e-mail, or regular mail.

Others are using their Web sites to solicit donations or sell products directly through credit card transactions. Much has been made of the danger of hackers stealing credit card numbers during online transactions, yet at this point fear has exceeded the risk. Unscrupulous waiters or checkout clerks have an easier opportunity to use your card than online thieves.

Yet, to avoid this fear, some Web sites advertise products and provide e-mail or fax order forms for customers, then their staffs follow up by phone for credit card numbers. At any rate, Internet program developers understand the tremendous potential for online sales and are hurriedly working on encryption techniques.

A Word about Warnings

One fear to reexamine is that the Internet is Sodom and Gomorrah.

Continued on page 18

People Like What They're Hearing...

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

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

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

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



Wanda Franz Ph.D.

Pro-Life Perspective

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

SPINNING A . . .

Continued from page 17

Recent media reports have played up the accessibility of pornography on the Internet and the World Wide Web. The truth is that the Internet is like a magazine stand with almost limitless choices; you are responsible for the choices you make.

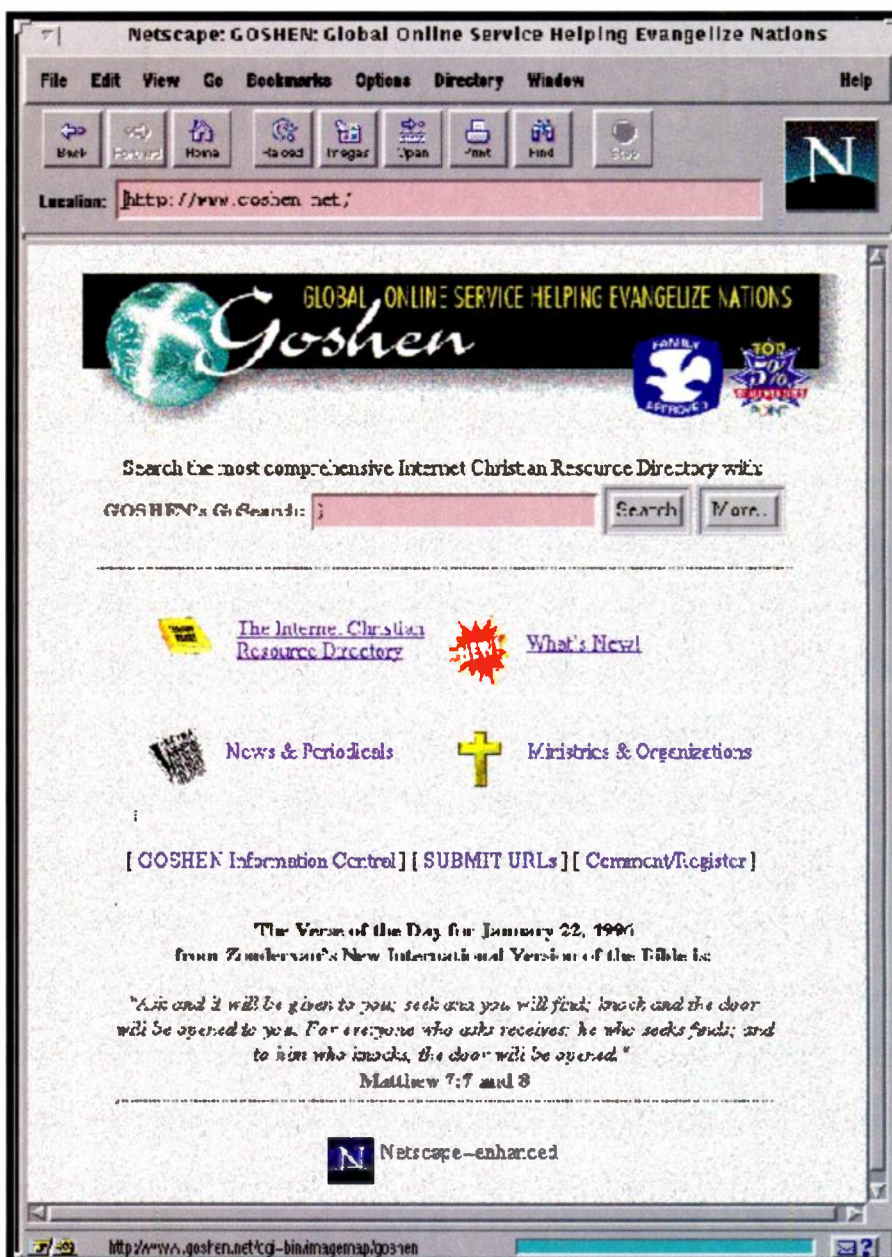
While you may not directly seek offensive material, you can use good sense in evaluating the descriptions of sites you've requested through searches and indexes before you link to them.

The safest place for children

(and those who don't want the threat of being exposed to offensive material) is in a Christian Bulletin Board Service (BBS) like ICLNet's. Because BBSs require passwords to enter, more control is placed on the membership.

Internet providers such as public libraries are also fairly safe if they are based on a BBS format and prohibit those materials. Commercial services like CompuServe and America Online employ programs that sift out offensive language in their forums and e-mail.

As well, some companies provide software to help parents protect children from Web pornogra-



Global Online Service Helping Evangelize Nations home page

phy. In fact, some of the "adult" sites state on their home pages which censorship programs will prevent users from accidentally (or intentionally) getting to them. With these safeguards (and awareness of your children's Web activities), potential access to offensive material should be greatly reduced.

The Internet and the World Wide Web are currently some of our most advanced and effective methods of communication. With the advantages to ministries and their audiences, using Web sites as their Mars Hills, Christians have both the right and the responsibility to participate.

Starting Your Site

So you've decided to place your billboard on the information superhighway? Here are some points to keep in mind for developing your Web site.

First, surf the Net. Do your research online by checking out the services other Web sites offer and the format they use. This will give

*If you do your
Web site inhouse,
a staff writer and designer
will need to learn
hypertext markup language
(HTML), the language
in which Web sites
are encoded.*

you an idea about what's available and appropriate for your ministry. (See page 21 for sample Web sites.)

Second, consider your audience. Unless you require a password, anyone on the Internet can

have access to your Web site; however, the absolute stranger to your ministry may not be the person with whom you want to communicate most. Do you want to reach church-goers, radio-listeners, donors, or potential donors? Many other decisions you make about your Web site will revolve around the audience you determine.

Third, select an Internet access provider that can offer your Web site the services you want. Do you want to provide online forms for your audience to submit? Do you want a secure line for credit card transactions? Internet access providers offer varying rates and expertise, so it's in your best interest to shop around.

An alternative to setting up your Web site independently is

Continued on page 20

Exploring the World Wide Web

Hardware

To go online, you'll need a computer and a modem. Your computer should be at least a 486 or Pentium PC or a newer Macintosh or Power Macintosh. (You should have about four megabytes of RAM if you use Windows 3.1 or a Mac; you'll need eight megabytes if you have Windows 95 or a Power Macintosh.)

Your modem should have a connection speed of 14,400 bits per second (14.4 kbps), but a 28.8 kbps modem is twice as fast and not much more expensive. (You won't need a CD-ROM drive for cruising the Internet, but you may want to have a sound card and speakers to get the most out of elaborate sites.)

Software

To connect to the Internet and the Web, you'll need an Internet service provider (which will give you access to a local phone number you can use to get online), and Internet software. If you're just starting, the easiest way to get Net access is through a commercial service like CompuServe (800) 487-9197, America Online (800) 216-8787, Prodigy (800) 776-3449 or E-World (800) 775-4556.

These services' set-up instructions are easy to manage, they provide their own Internet software, and they charge about the same monthly fee for service: the first five hours per month for \$9.95. Extra hours are billed at about \$2-\$3 each. Some services also offer subscribers several megabytes of storage space for maintaining their own Web site.

One disadvantage to using these services for Web exploration is that if you're not located in an area where the service has adequate phone capacity, con-

necting to their phone lines can be unpredictable and time consuming. A second disadvantage is related: time is money. You're paying whether your service is working well or not. Even if it's efficient, it's easy to run up a large tab after using your five free hours.

That's why the best way to get online is with a direct hookup to the Internet — a PPP or a SLIP connection. The least expensive way is to check your local newspaper for Internet service providers in your area; some small, local providers offer fast, high-quality modems and servers and good customer support for as low as \$12-\$15 a month, with unlimited access.

Or, you can contact national service providers like PSI InterRamp at (800) 774-0852 and Netcom at (800) 353-6600, which offer local phone lines and unlimited access for about \$20-\$30 a month. All of these providers should give you free Internet access software (or help you find it elsewhere) and help you set up your connection.

Surf's Up

If you're online through a service like America Online, just click on the Internet button provided to get on the World Wide Web. Each commercial service uses its own Web "browser," a program that helps you view the Web. If you've chosen a SLIP or PPP account, you may need to purchase a Web browser to get started.

One of the best packages includes the most popular browser, Netscape Navigator, Eudora for e-mail, and a dialer program for \$39.99. Your Internet service provider can tell you what works best.

— Karen Heal

Radio's Digital Dawn

by Don Backus

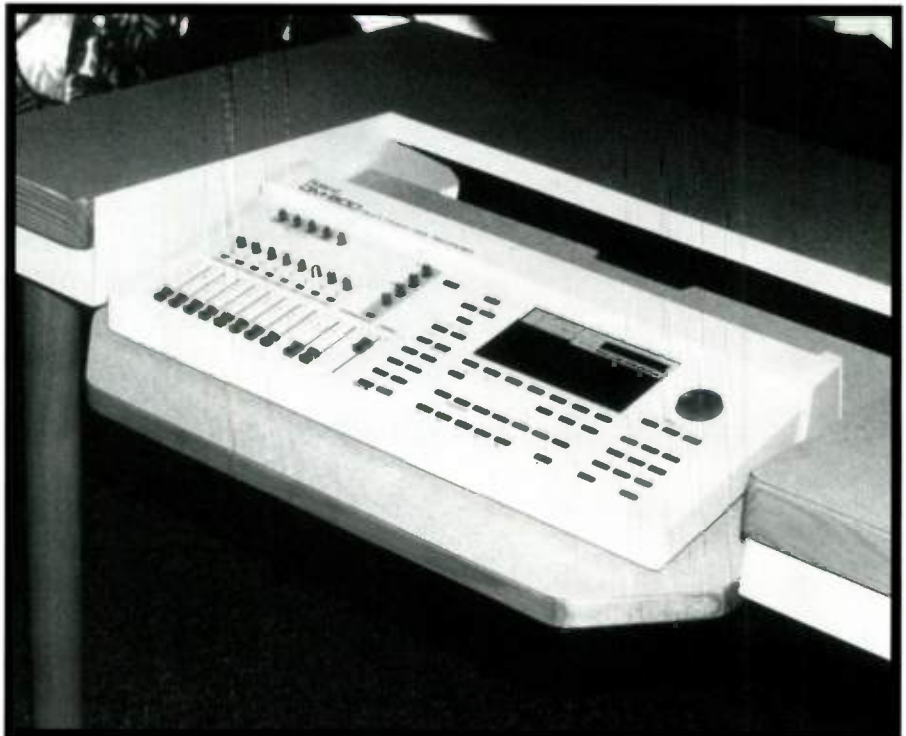
THE RADIO BUSINESS HAS undergone changes before — some revolutionary, some evolutionary. Now, at the dawning of the digital age, radio is changing again.

With digitally transmitted and received radio on the horizon (how far out is anyone's guess), managers are looking at studios with an eye toward our digital future.

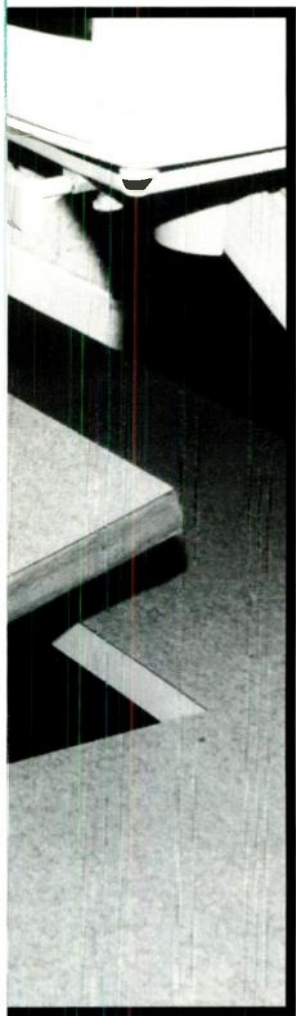
Change can be a good thing or a bad thing. The changes that digital radio will bring us as broadcasters have yet to be seen. However, the changes that using today's digital technology can bring us are good ones. Using digital studio technology now can save money, improve sound quality, and increase productivity. As broadcasters consider the digital future, it could pay off handsomely to consider the digital present as well.

Digital Cart Machines

When many broadcasters think digital, they think automation. While it's true that totally automated digital systems are an important



The popular Roland DM-800 displays two views of the digital dawn's versatile new workstation, which adjusts in height and orientation for individual use.



component of the digital future, there are other technologies also in use.

The first thing that most managers want to do digitally is to replace traditional tape carts. There are a number of products that do basic cart replacement.

One widely used technology is hard disk storage. This method stores digital audio on fairly large hard disks allowing for random access of stored material. Some of these systems, like the Instant Replay and DigiCart/II from 360 Systems, rely upon a dedicated interface that appears to the user as just another piece of audio equipment.

Others, like the CartReady system from WireReady NSI or the ENCO DAD486x, use an IBM compatible computer as the user interface, having the operator control the system from either a keyboard, mouse, or touchscreen.

Either way, these systems share their basic technology, using a microprocessor and computer hard disk to digitize, store, and access audio. The difference comes in the user interface.

With dedicated hardware, the operator sees a more familiar, or traditional, set of buttons to control the audio. With computer-based systems, the operator uses computer input devices. The end effect is the same — large amounts of high-quality, digitally stored, random access audio at the command of the operator.

Both types of systems can also be networked, allowing audio to be exchanged between studios by interconnecting studios rather than physically transporting media. The more sophisticated computer-based sys-

tems are also easily expanded into full automation-capable systems.

Other digital cart replacement systems utilize removable media like magneto-optical disks and Mini-Disc to achieve a hybrid system. From companies like Sony, Denon, and Fidelipac, the machines look like cart machines, essentially work

*With digitally transmitted
and received radio
on the horizon,
managers are looking
at studios with an eye
toward our digital future.*

like cart machines, and use removable media like cart machines. The audio, though, is digital (although in the case of the Mini-Disc, it is using a data-reducing compression scheme to save disk space).

Digital Personnel

The second thing most managers want to do with digital technology is eliminate people. The digital studio of the future will have fewer people in it. There's no escaping that, but a well implemented digital automation system doesn't replace a staff; it can actually improve it.

While the staff of the station of the future will be smaller, it will also be more capable and productive. Using a machine to run audio for a satellite program allows the human to concentrate on his or her own show preparation and production.

A well-designed and implemented digital automation installation will function as a live-assist system that can improve live programming while saving money and personnel by being able to control recorded and satellite programming without human intervention.

Combining the Two

Systems like CartReady/ControlReady from WireReady NSI and the DAD486x from ENCO Systems provide the kind of digital automation that allows for these dual-use situations.

The DAD486x is a computer-

based system with excellent audio capabilities including Dolby and MPEG Layer II compression schemes as well as extensive control functions. The system can interface with the outside world via easy to configure General Purpose Inputs (GPI) and Outputs (GPO) which are basically logic switches controlled by the computer (GPO) and read by computer (GPI).

The system also can utilize serial automation controls. One of its best features is the user interface, designed to be intuitive for operators to use with either touchscreen, mouse, or trackball. Like many systems, the DAD486x allows simultaneous recording and playback on the same workstation.

The CartReady/ControlReady system takes a similar approach, but uses "off the shelf" components for things like audio boards. For interfacing with the outside world, CartReady/ControlReady interfaces with controllers manufactured by Broadcast Tools. With these items, the CartReady/ControlReady combo can do satellite controlling as well as switching transponders and channels all under the control of the computer. This system does not use data compression and relies on the keyboard as the input device.

Digital Production

Beyond the control room, the next most mentioned area of interest by managers is in production. Here the selection is mind-boggling, with solutions ranging from hundreds of dollars to tens of thousands of dollars.

The digital production systems can be divided into two categories — linear and non-linear. A linear system is a tape-based system that does not allow for random access "cut-and-paste" editing of audio. Non-linear is just that, allowing a producer to randomly access any audio on the system regardless of which order it was recorded or where it is on the system.

The linear systems range from eight-track systems using VHS tape technology like the Alesis ADAT-XT to Hi-8 tape-based systems like the DA-88 from Tascam. Both of these units offer digital quality as well as many features that make them very

Continued on page 24

useful in both studio and remote production applications.

Other tape-based digital storage units would include the two-track DAT recorders available in a number of configurations from companies like Sony, Tascam, Panasonic, Fostex, HHB, and others. The biggest disadvantage of linear systems is the difficulty of editing, hence the increasing popularity of non-linear systems.

Non-linear can be broken down into several categories: systems, recorders, and computer-based and dedicated boxes. The two things they all share in common is the storage medium — hard disk — and the non-destructive nature of the editing process.

The non-linear systems don't actually edit the audio, instead they store pointers that do the edits on playback without affecting the original audio track itself. This allows for the producer to experiment with the editing process without fear of destroying the original audio track.

Basic non-linear recorders would include machines like the Akai DR4d, a four-track hard disk recorder about the size of a rack mount analog cassette recorder. The Akai can do basic editing functions and is controlled from the front panel or an optional remote controller.

Most of the non-linear products are marketed as complete systems with recorder, controller, converters, and graphical interface for the user. The most popular dedicated digital system is the Roland DM-800. In an enclosure that looks more like a console than a computer, the DM-800 provides eight tracks of input and output, time compression, equalization, cut-and-paste editing, waveform display, and more.

The basic system includes 200 track minutes of storage on internal hard disks with the capability to expand to 24 hours of storage using external hard disks. The DM-800 is easy to use. While it features an LCD display on the unit itself, it also can drive an external video monitor. The DM-800 is widely used in commercial broadcast stations due to the power, speed, and

ease of use it offers.

Computer-based solutions fall into two basic categories: PC and Macintosh. The Macintosh, while not a mainstay of corporate America, has been the preeminent computer in the audio and video field with PCs only recently making any significant inroads.

The Macintosh-based Sonic Solutions is a scalable system featuring as few as two channels of digital input and output to as many as 96 channels of digital input and output. The Sonic uses the same basic software interface across the entire line, allowing an operator to learn on a small system and then

system is the Spectral Prisma and Prismatic. Based on the Windows interface, the Spectral product is available in two different user interfaces: one more complex and designed for music recording and editing and the other a simpler interface designed for audio and post-production work.

The best of the systems feature reliable hard disk storage, non-destructive editing capability, and multiple levels of undo, allowing experimentation among producers. Experience at stations of various sizes all over the country has shown that creative people generally become more creative when using



Macintosh-based, non-linear Sonic Solutions is showcased on an adjustable workstation by Audio Broadcast Group, Inc.

apply that knowledge to larger systems should expansion occur.

The Sonic is widely used in the music industry for CD pre-mastering as well as the motion picture industry and video-post business. In radio, the Sonic is used largely in non-commercial stations and networks, due to its uncompromising approach to quality (24-bit internal signal path) and power.

On the PC platform, an exciting

these tools because they unshackle their imaginations, allowing them to do in minutes what would have taken hours using analog tape — if it could have been done at all!

Digital Furniture

Quite often, the last thing on a manager's mind when it comes to digital technology in the studio is the studio furniture. That's unfortunate. While enormous attention is

paid to user interfaces of the digital gear, it bears thinking about how well this new gear will fit into a station's current studio. After all, equipment with brilliant ergonomics will be difficult to use if the furniture it's placed on has no site for the keyboard, controller, or monitor.

At Audio Broadcast Group, we've been fortunate in that we're not only a dealer for many digital products, we also design and build our own custom studio furniture. This has given us the opportunity to experiment with different configurations and features to make the digital studio as comfortable and productive as possible.

With many systems, keyboard access is needed only occasionally. For these type of installations, a hidden keyboard drawer works well to keep the keyboard concealed when not needed, but available at an instant when required.

There are an increasing number of monitors in the studio these days, and for them we quite often install adjustable monitor arms. Many monitor arms are available, but we utilize arms that are sturdy, easily adjustable, and designed for almost constant usage. A good monitor arm will also channel the monitor cables, keeping the studio uncluttered and attractive.

Recently we've been designing furniture systems with unique capabilities. A piece we designed for use as a digital workstation at a major university features a countertop and an equipment rack that can be easily raised or lowered from sit-down position to a stand-up position or anywhere in between.

This versatility not only allows talent to work in a manner that they are comfortable with, it also accommodates wheelchair-bound talent and producers.

Another unique design comes from an increased awareness of repetitive stress syndrome stemming from overuse/misuse of keyboard and mouse input devices. Too often, people who use keyboards are forced to position their arms and hands in a manner that, over time, can cause pain and reduced productivity.

We've designed a tabletop that features a large adjustable platform built to hold a keyboard and mouse or a controller device or even an

entire Roland DM-800. The platform's height and orientation is adjustable, allowing a workstation to be easily adjusted to the needs of each individual operator.

The radio studio of the future will certainly feature the things we've discussed and several things that aren't even products yet. The radio studio of the present also contains many of these products, technologies, and ideas, challenging today's manager to integrate these concepts.

Digital audio, automation, and

production are things that will change how we broadcasters do our jobs. What it won't do is change why we do those jobs. Broadcasters exist to communicate, and the new digital tools will not only make that job easier but also create new opportunities for stations to lead with innovative programming, production, and promotion.

Don Backus is sales engineer/digital products specialist for Audio Broadcast Group, Inc., based in Grand Rapids, Mich.

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Timeless Management

The good news is that current management practice is moving closer to how God's Word describes best practice.



by Edward R. Dayton _____

THIRTY YEARS AGO, words like "management" and "planning" were not quite acceptable among Christian organizations. In the early '70s a series of books and seminars on management for Christian organizations began to appear, culminating in today's wide variety of management resources, including a Christian Management Association.

Is management today the same as management 30 years ago? Keeping up with management "best practice" can be a daunting task for the leader of a Christian organization. The Small Business Administration considers less than \$60 million a year "small business" — and that's considerably beyond the size of most non-profits, Christian or otherwise.

Secular management books

aimed at corporations are replete with new terms: best practice, empowerment, managing by values, vision, mission, objectives, work teams, and internal customers, to name but a few. And there is a renewed interest in a very old term: leadership.



For-profit corporations are indeed developing new ways of thinking about organizations. What can we learn from them?

Good News/Bad News

Best practice is the idea that one finds the best way of doing things and then adopts what has been

proven by others to be the current best way (practice) of getting things done.

The good news is that current management practice is moving closer to how God's Word describes best practice. The bad news is that many, if not most, Christian organizations don't understand how things are changing.

Although we are a long way from the days when management and planning denoted a suspicious lack of dependence on the Holy Spirit, few Christian organizations are testing what appear to be secularly derived, yet biblically sound, effective organizational models.

Why should the secular world be discovering Christian concepts?

Running Into God

I've always been helped by understanding our universe as

God's creation, His idea, His "systems." When we as Christians, or anyone in the world, discover what is good and right, it works according to God's rules.

The people of this world are pretty smart. In our American capitalistic system there is constant pressure to find a better way. We should not be surprised by how much the world keeps seeking and finding better ways of doing things.

If today's management gurus were looking for good illustrations of the way many of our "new" models are supposed to work, there is none better than the biblical description of the body of Christ. Ephesians 4, I Corinthians 12, and Romans 12 are the primary texts.

The Bible pictures people as being in relationship with one another — the body, the church — of which they are a part. There is a fundamental assumption that when

those relationships are right, good, just, and loving, the organization will accomplish its task. Surprise! That is what is happening in the corporate milieu.



Terminology

There are a number of reasons why more and more secular companies are acting like the biblical model of the body, with all its interdependent parts. Pragmatically, it works. Treating people inside and outside the company the same way the management would like to be treated produces good profits. To match that, this model is more pleasant and a lot more fun.

Management at the Ritz Carlton chain of luxury hotels says, "We are ladies and gentlemen serving ladies and gentlemen." The hotelier then goes on to spell out how ladies and gentlemen act.

Since the corporation has adopted and implemented that statement, its employee turnover has had an amazing drop. People who work there believe they are

ladies and gentlemen because they treat other people that way and because that is the way they are treated.

Empowerment is what management thinkers mean when front-line workers are given the information they need to make decisions and the authority to take action on their own. The book of I Corinthians

There are a number of reasons why more and more secular companies are acting like the biblical model of the body, with all its interdependent parts. Pragmatically, it works.

would call it giving honor to those least deserving honor. In a more spiritual sense, Christians acknowledge that everyone is imbued with and empowered by the same Spirit and are members of the same family.

Managing by values defines the basic principles within which the organization will work. Words like integrity, honesty, and commitment abound. The company's values, both ethical and process, are well displayed and communicated.

As Christians we have a given set of values. Starting with the Ten Commandments and ending with the fruit of the Spirit, the Bible talks about what ought to be in terms of human relationships.

Vision is something Christian leaders have always prized. Current management thinking starts with a vision. What could be? What ought to be? Vision is a hope for a better future, not necessarily achievable in our time. A power company's vision of electrical service to every home in the state may give you the idea.

Mission is based on the organization's vision, what we specifically are going to make real. For example, the power company's mission might be to supply 220 volt power to 70 percent of the homes by 2000.

Mission ties together everything the organization does. Christian organizations have been using mis-

sion statements for years. Faith missions in particular have recognized the need to give a clear picture of what they are about and where they are going. Even their names, e.g. Africa Inland Mission, communicate that.

Flowing out of mission are the organization's *key objectives*, those specifics that it will accomplish over a period of time. This is nothing new. "Management by Objectives" (MBO) has been around since Peter Drucker coined the term in his 1954 landmark book *The Practice of Management*. Interestingly, Drucker entitled that chapter, "Management by Objectives and Self-control."

The MBO model looked much like an organization chart: one box at the top linked to a growing number of boxes at an increasing number of levels. The assumption is that if each person, section, department, and division understood what is needed to do to accomplish the next level's objective, everything will be a lot better, if not perfect.

Interestingly, this model is very much like Jethro's advice to Moses to appoint leaders over thousands, hundreds, fifties, and tens (Exodus

18:21) — distribute the work load and give different levels of responsibility.

Customer orientation communicates that everyone in and outside an organization has people who are their customers. Others



cannot do their job unless they are adequately served.

Today's management leaders tell us to ask, "Who are my internal and external customers?" Make the customer's needs a priority. Treating everyone as a customer pays high dividends in performance. Didn't Jesus tell us to become servants, caring for one another?

Re-engineering deals with change, the only certainty for the future. We may have designed (engineered) the organization very

Continued on page 28

CAPTURING

by John C. Maxwell

WE ALL EXPERIENCE times of frustration when we feel we've hit a wall in our ministries, aren't succeeding in the way that we would like, or aren't reaching the people we would like to reach. But help is available and it's closer than you think.

*"To believe is
to be strong.
Doubt cramps energy.
Belief is power."*

— Frederick William Robertson



There is a resource that can provide new and innovative ideas and give our ministries the kind of success we've always envisioned but have yet to achieve. No, it's not the information superhighway.

It's your staff's creativity.



"Creativity can bring success to all aspects of ministry, whether it's writing, marketing, production, or prayer." — John C. Maxwell

CREATIVITY

Underused and Overlooked

"Most executives agree that creativity is the most profit-producing possession their company has, and many wish they had more, but very few are doing much about it," says



businessman Stanley Gill. Creativity can bring success to all aspects of ministry, whether it's writing, marketing, production, or prayer.

Creativity removes barriers and opens doors that otherwise would remain closed and locked; it enables us to reach more people more effectively. And isn't reaching people what we're all about?

Creativity enhances ministry at all its levels — the content of the message, the method of delivery, the messenger, and the mode of communication.

Creativity's Master

Jesus used creativity to make his ministry more effective. He cre-

atively used parables to communicate God's message in ways that were accessible and memorable to His audience.

He imaginatively selected a variety of places to deliver His messages: in houses, on mountain tops, from a boat, and beside a well.

"Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity."

— Gen. George S. Patton

Jesus relied not only on Himself to spread the Gospel, but also on others: the blind beggar, Pharisees like Nicodemus and Paul, the Samaritan woman at the well, fishermen, zealots, and publicans.



And His method of communication wasn't limited to speech. He wrote in the dust, cursed and withered a fig tree, walked on water, suffered in silence, and hung on a cross.

Eleven Ideas

When creativity is coupled with discipline, as it was with Jesus, ministry has few limitations. Here are 11 ideas that will help you foster an environment conducive to creativity and to develop creative people:



1. *Free yourself and your people from pride.* Pride quickly kills creativity. D.L. Moody said, "God sends no one away empty except those who are full of themselves." Rather than helping us be creative, pride makes us focus on ourselves. Pride causes fear — of making mistakes, being criticized, breaking tradition, being in the minority, or looking like a fool.

There are two easy ways to increase creativity and decrease

Continued on page 32

CAPTURING CREATIVITY. . .

Continued from page 31

pride. First, emphasize team effort and positive results. When the results are positive and everyone on the team feels like he or she is a part of the success, it creates an atmosphere where creative contribution is not only accepted but desired.

*"God sends
no one away empty
except those who are
full of themselves."*

— evangelist D.L. Moody

Second, avoid negative criticism. People overcome their fear of contributing when their ideas are always met positively, whether they are used or not.

2. Promote belief in everyone's ability to succeed. People cannot consis-

tently perform in a manner that is inconsistent with the way they see themselves. If you and your people believe you aren't creative and can't succeed, you won't — even if you have the talent and ability to do so. As Frederick William Robertson said, "To believe is to be strong. Doubt cramps energy. Belief is power."

People with confidence have greater potential for creativity because they are able to see beyond themselves, willing to take risks, and able to draw other people to themselves as contributors.

We as Christians should be confident; we have greater reason to expect success than anyone else. Like Paul, we are able to say, "I can do

everything through Him who gives me strength" (Philippians 4:13).

3. Develop a constructive discontent with the status quo. The desire for improvement has always provided the impetus for progress. Every invention in the U.S. Patent Office, for example, is the result of constructive discontent and the resulting creative spark of ingenuity that followed as a result.

We must not forget that we all have room for improvement in our relationships with God and our

ministries. When we humbly recognize that and maintain an attitude of belief in positive change, we make



Continued on page 34

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CAPTURING CREATIVITY . . .

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room for creative ideas and changes.

4. *Seek exposure to new people, places, and ideas.* Too often our thinking becomes narrow because of our limited experience. The more we are exposed to fresh ideas — through the people we meet, the books and articles we read, and the other ministries we hear about — the greater resources we have to draw upon.

When I discover someone else's fresh approach, I immediately begin looking for a place to apply it in my organization. Exposure to new things jolts us out of the ruts we fall into.

5. *Recognize your need and ability to escape from habit.* Habits can be great time-savers, especially in areas

Creativity enhances ministry at all its levels — the content of the message, the method of delivery, the messenger, and the mode of communication.

that need no improvement or thought. But there are few areas in business or ministry that couldn't use improvement. For that to happen, we need to break the cycle of unimaginative thinking that results from habit.

The formation of a habit follows a pattern: We generally go from an initial idea, to a decision to act, to the action itself, to the continued repetition of the action, which then becomes a habit.

To change from habit to creative thinking, first change the repeated action. It begins to break the cycle and forces us to begin thinking again.

6. *Be willing to absorb risks taken by subordinates.* Once we've established an atmosphere where creativity is encouraged, our people will begin taking risks. At this point, we must be willing to absorb the mistakes they make and give them continued support and encouragement.

If we penalize their unsuccessful attempts, they will return quickly to the status quo and we will have to re-earn their trust before they will take risks again.

While making them feel secure and encouraged, we also need to teach them what kinds of risks are acceptable. I am more likely to accept risks when the ideas have been thought out, when the organization is in a slump, or when my instincts tell me that an idea is right.

7. *Learn to accept half-developed ideas.* Sometimes our people come to us with ideas that are only partially developed, and our initial inclination may be to reject them. When we do that, we often miss an opportunity for a creative innovation.

Managers generally fall into two groups based on their approach to this area. One type of manager wants an idea to be fully developed before beginning the process of implementing it. The other type is willing to use the process of implementation in order to complete and solidify the idea.

The second style is more risky, but it also brings greater opportunities for creative ideas in the organization. It can be especially effective if the partially developed idea is handed to a person who has a talent for process thinking and implementation.

8. *Know when to stretch the rules.*



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CAPTURING CREATIVITY . . .

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People who stand on policies and guidelines as if they were law crush creativity. Some rules you follow both to the letter and in spirit, such as the Ten Commandments. Others you follow because you must, such as Federal Communications Commission regulations.

But others, like your own organization's internal policies, can be subject to stretching. When a policy no longer serves its original intention, stretch it or scratch it.

You've probably heard of Douglas "Wrong-Way" Corrigan, who in 1938 said he would fly from Brooklyn, N.Y., to Long Beach, Calif. The next day he landed in Dublin, Ireland. Mocked for years, he admitted in 1963 that he had planned to fly across the Atlantic,

"Most executives agree that creativity is the most profit producing possession their company has, and many wish they had more, but very few are doing much about it."

— Stanley Gill

but he couldn't get official clearance. So he got clearance to go west and then flew across the ocean anyway. Corrigan knew how far to stretch the rules.

9. *Encourage ideas from the bottom up.* When we as leaders believe that we have all the answers, we stifle our people's creativity. Vision and direction must come from the top,

but often the best ideas come from the people closest to the everyday work. Encourage them to contribute by asking for their input and rewarding their creative ideas.

As Gen. George S. Patton said, "Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity."

10. *Make decisions quickly.*

Creativity is fueled by enthusiasm. When enthusiastic people wait for decisions, their enthusiasm wanes and they lose their momentum. When creative people are fired up and want to push forward, give feedback and make decisions quickly.

Encourage them when they're on the right track and advise and redirect them when they're not. Help them keep their

creative momentum.

11. *Balance creativity with character.* Creativity needs to be coupled with discipline. Creativity comes up with ideas, but character provides the discipline to try them out. Creativity produces pictures of what could be, while character follows through and produces results. Without the character required to follow through on creative ideas, nothing gets accomplished.

Alexander Whitson said, "One of the most pressing problems of our country today is the urgent need for new creative talent. It is not enough that we train more engineers, scientists, or mathematicians; what is demanded is more creative individuals."

We have creative individuals in our organizations. It's up to us to encourage and draw upon the creative spirit that lies within each of them. With the touch of that creative spirit we can reach the world.

John C. Maxwell hosts the daily radio program *Growing Today* and is founder of Injoy, Inc., based in El Cajon, Calif.



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1995 Covenant Award
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1995 Covenant Awards
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AIRWAVE NEWS

SAN DIEGO — John Maxwell is the host of the new daily radio program called *Growing Today*. The program weaves clips of Maxwell's speaking engagements with extensive in-studio conversations with co-host Bob Allen on everyday life. The 26-minute broadcast, produced by the Royal Media Agency, began airing nationwide via satellite on January 1.

PORTLAND, Ore. — As part of a strategy to help re-evangelize, evangelist Luis Palau has launched *Night Talk with Luis Palau*, a weekly half-hour program carried by two national cable networks. The *Night Talk* evangelistic call-in show is typically televised live by a network affiliate during one of Palau's crusades and viewers call in to talk with the evangelist about their concerns. "America needs the Gospel of Jesus Christ and television can bring the Good News into virtually every home in the nation," says Palau. The first 13 weeks of *Night Talk* feature taped segments of previous programs from crusades in central Illinois, Miami, and Tulsa, Okla.

TORONTO — The Toronto Airport Christian Fellowship (TACF), home of the "Toronto Blessing," began airing a renewal radio program on January 22. *Catch The Fire* is intended to multiply God's blessing (which many across the world have experienced by visiting the TACF) via the airwaves to the non-churched as well as believers. The

15-minute talk show features interviews, testimonies, and discussions interspersed with renewal news and announcements of upcoming events. Members of the TACF pastoral staff and others are hosting the program. TACF has also begun producing a weekly, half-hour renewal television program that should begin airing on Canada's Vision channel this month.

NASHVILLE, Tenn. — The Morningstar Radio Network has added two additional affiliates to its "Today's Christian Music" format: KWQH-FM/

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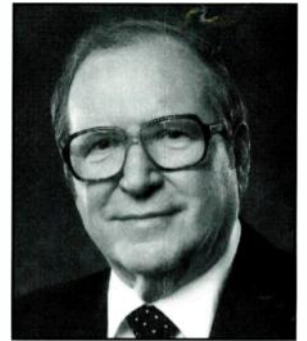
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How to Join "Embassy 3000" Campaign

The Root & Branch Association, Ltd., invites National Religious Broadcasters members to join its "Embassy 3000" campaign (chaired by Kare Kristiansen) to encourage each nation to recognize united Jerusalem as the Israeli capital and to move its embassy to that city. For further information on how your organization can participate in "Embassy 3000," contact Aryeh Gallin, president, Root & Branch Association, P.O. Box 8672, German Colony, 91086 Jerusalem, Israel; phone (011) 972-2-739013; fax (011) 972-2-739012; e-mail rbranch@jerl.co.il.

San Luis Obispo, Calif., and KTSY-FM/Boise, Idaho.

DINUBA, Calif. — KRDU-AM/Dinuba celebrates its 50th anniversary this year. For the past half-century, the station has stayed in the Hofer family and has continued to air Christian music and news as its format. KRDU was the first Christian station in the area and the first commercial Christian radio station in the United States.



David Hofer has owned KRDU since its sign-on in

AWARDS

PHOENIX — Gospel Communications Network (GCN) has been selected as the inaugural recipient of the Reader's Choice Award for the best Christian site on the Internet by readers of *Christian Computing Magazine*. The award was presented to GCN director of marketing and alliances Duane S. Smith at a regional conference on Christianity and computer technology. "This honor provides evidence that GCN is offering effective ministry to a potential worldwide audience of millions through the World Wide Web," said Smith.

INTERNET INFORMATION

WAYNE, N.J. — Ron Hutchcraft Ministries is now online with a new Web site designed to reach Internet users with the Gospel. The site features Hutchcraft's practical answers to a variety of life issues, including loneliness, fear, parenting, sex, spiritual direction, and more. The ministry has joined the Gospel Communications Network and can be found at <http://www.hutchcraft.com>.

NEWS BITES

HAMDEN, Conn. — Syndication Services is a new company formed to provide full-service marketing, consulting, and production/distribution. The company special-

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continued from page 38

excitement and generate more airplay for recording artists in all formats. Its general manager, Tony Garcia, is a 15-year radio veteran.

FALLS CHURCH, Va. — WFAX-AM/Washington, D.C., has launched a monthly newsletter, *Washington-FAX*, which summarizes news from Washington and its impact on religious broadcasters. The newsletter is faxed free upon request to all purchasers of Christian radio airtime and is written by WFAX director of communications Mark Ward.

CLEARWATER, Fla. — Now locating that hard-to-find Christian song is easier, thanks to the Phoenix Corporation which has compiled an inventory of gospel and Christian music 18 months or older, including out-of-circulation recordings and collectibles from major and independent labels and distributors internationally. *Back To Our Roots* can be found in a magazine and electronic-style catalog, that allows research and ordering from its Web site @GospelRoots.com. The magazine is published six times a year and the electronic version is updated each week.

MINNEAPOLIS — Evangelist Billy Graham has announced that the broadcast of the Global Television Series — during primetime on April 14 to every country of the world — will bring the Gospel to more people in a single day than on any previous day in history. A special evangelistic preaching program featuring Graham will be broadcast in 42 languages on national television networks in more than 160 countries. It will also be broadcast on two of the largest intercontinental satellite networks in the world, STAR-TV and BSKYB, which cover approximately two-thirds of the world's population, including some countries traditionally opposed to the proclamation of the Gospel.

OBITUARIES

FORT MILL, S.C. — Roger Mejean, 49, chief engineer for Walk Thru the Bible Ministries (WTB), died December 26 from a heart attack. He moved from Atlanta to join the ministry's production team in 1993. As chief engineer, Mejean was responsible for the building of WTB's video/edit suite as well as managing the engineering details for the edit suite, the television studio, and the animation suites.

PEOPLE

SACRAMENTO, Calif. — Lloyd Parker has been named network operations director for the K-LOVE Radio Network. Since 1979, he has been at WLIX-AM/Long Island, N.Y., most recently as vice president/general manager. Last October, WLIX was sold and changed to WLUX with a format of traditional pop music, with Parker continuing as general manager. "I greatly respect the programming standards and the high level of professionalism of the entire staff at K-LOVE," Parker revealed.

To Err Is Human

In *Religious Broadcasting's* January issue, the "Diamond Days" story stated that Trinity Broadcasting Network carried the first live satellite telecast on May 1, 1977. However, the Christian Broadcasting Network transmitted the first live satellite signal from the Mount of Olives in Jerusalem on April 29, 1977.

ROSWELL, Ga. — Holly Robbins has been promoted to the newly created position of news editor for the *Christian Research Report* (CRR). Previously news director for WGMG-FM/Athens, Robbins has served as editorial assistant with CRR since September 1994.

DES MOINES, Iowa — Dr. James Murphy has joined Russ Doughten Films, Inc., as writer and project coordinator. He is currently working with Doughten to develop a new 35mm film production (working title of *Armageddon*) which will continue the storyline of the popular prophecy series *A Thief in the Night*, *A Distant Thunder*, *Image of the Beast*, and *The Prodigal Planet*. Murphy formerly wrote, directed, and produced in Northern Ireland and lectured at the University of Ulster.

SYDNEY, Australia — Major Chris Witts has been appointed as chief operating officer for 2CBA-FM/Sydney. Witts, who has had a long and successful career in the Salvation Army, was last posted to the Campsie Corps. Prior to his conversion and joining the Army, he worked in commercial broadcasting.

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Recovering the Original American Dream

Have you ever looked down from an airplane, while flying across the country amazed at the vast reaches of unpopulated land? Did you ever contemplate why millions of people huddle in big cities like sheep heading toward the slaughter, taking only weekend visits to the country wherein lies our national hope?

What? Leave the city? Terrifying thought, isn't it? Getting food out of the ground instead of a drive-through window is a paralyzing thought.

But here's what should shock us to action. For decades our academic system has been draining rural America while clogging big cities with two promises. First, big business will only get bigger and better, so each generation will do better than the previous one. Second, if big business fails, government will be the "great divine" to make sure we lose no comforts.

Now, we're in trouble. Big business is downsizing, or is it "right-sizing?" Big business has pushed markets to saturation and is crumbling. And just when we need government, it is trillions of dollars in debt. Every dollar it gives is further thievery of the future.

So, will we huddle in our cities waiting — dependent — until our morale is so weakened that it's impossible to throw off our bondage? Or, will we rise up and act, as did our courageous forefathers, who tackled their problems and cut through the wildernesses of their day?

"What can we do?" you ask. A lot! God has given Americans all the resources needed provided we act now.

First, we have people resource. If we stop drooling greedily over "getting more" and concentrate on "getting worthy things done," we could

return to labor that results in more than money — labor that builds the human fiber, that inner moral strength that makes even poor people rich.

Second, we have knowledge. Did you know that the Japanese are imitators, not inventors? Many products they have built and sold to us were invented by the United States. It is not their work ethic, but our lack of it, that is slowly erasing us as the great leader of the world.

Unthankful for our daily bread (i.e., needed portion), we say, "Give me the whole loaf or nothing." Slowly, we are getting nothing.

Third, we have entrepreneurs — brilliant ones, too! We have endless ideas waiting to lift us to a better future once the government gets out of the way and Americans realize nothing short of a radical revolution will work. If our forefathers did it, so can we.

Fourth, we have land — lots and lots of land. Let's stop pumping hopeless dollars into the ever-rotting inner city and encourage people, as governmental dollars dry up, to return to the land. Rural America has thousands of tiny towns needing the infusion of people. The infrastructure is there, but the economy is dead. It only needs people.

It is a losing battle to tell young people to find hope and value in degenerating cities rather than experiencing the smell of newly turned earth and the thrill of aching muscles, tired from worthy labor. What a surprise it will be for many to learn that food doesn't grow on store shelves, but comes from the ground. Since they cannot get it out of asphalt, they must go to the earth. What an amazing truth! They must learn to appeal to God, not man, for the results.

By the way, did you know that the government is the largest land



Ron Susek is president of the Susek Evangelistic Association headquartered in Gettysburg, Pa. He presented this plan to the White House under the Bush Administration.

holder in existence? If "we the people" are the government, then it is our place to demand it to be used for the rebuilding of America!

Would I suggest a governmental land give-away? No! Rather, give people seven years of training in the marriage of agriculture and industry as they settle on new homesteads. Each year governmental aid lessens by a seventh. On the eighth year, the people would begin buying the land from the rest of the people (i.e., the government).

Shut-down military bases could provide good starter centers for the recovery of the original American dream — the dream that all people have the opportunity to succeed according to their ability.

Also, this is the only plan that will ultimately turn tax dependents into tax payers — a dream come true for everyone.

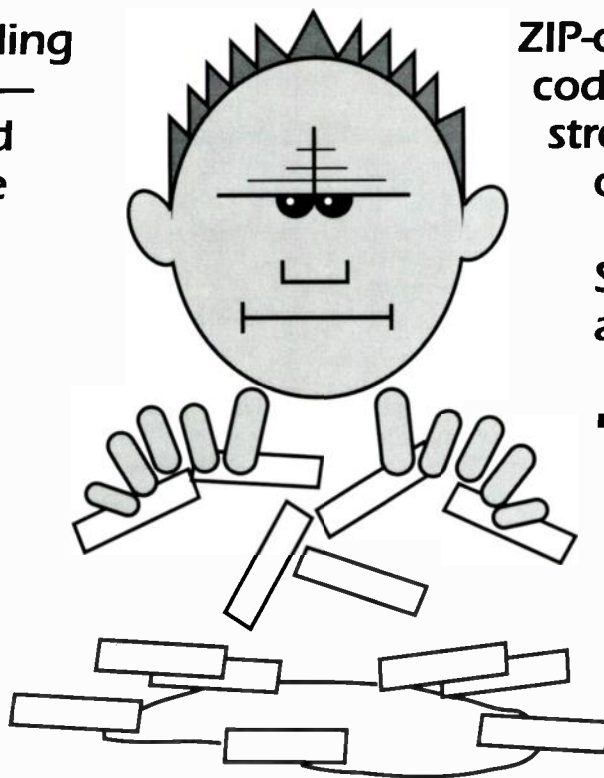
Is this a radical plan? Yes. Will anything short of it work? No. Will today's Americans prove to be as lion-hearted as our Founding Fathers' or huddle like mindless sheep blaming everyone for not saving us from self-destruction?

We'll see. ^{RS}

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RECORDING REVIEWS

BY DARLENE PETERSON

Jesus Freak

DC Talk

producers: Toby McKeehan, Mark Heimermann, and John Painter
Forefront

When an extremely successful group such as DC Talk departs from what initially produced its success, a risk is taken. But it's also risky to repeat the formula too often lest it become the "same old thing." Well, the risk of going in a new direction has opened the door to more artistic and commercial success for DC Talk.

This group has become more like DC Sing, moving from hip-hop/rhythm and blues to more of a pop/alternative sound. In the family of musical styles, pop at its best is like the person who's the life of the party: witty, hip, fun to be around, easy to listen to, and attractive; at its worst: shallow (lyrically) and tiresome (doesn't bear repeat listening).

Jesus Freak is pop at its best: rich and creative musically and lyrically. In fact, the lyrics are the group's most mature and introspective to date. DC Talk has gone several steps beyond the winsome hip-hop wordplay to probing questions and deeper issues all handled with as much, if not more, wit and wisdom. DC Talk has triumphed yet again in producing a highly artistic recording with an inspiring and uncompromising Christian message.

Feel the Healing

Pam Thum

producers: Cliff Downs, Dennis Matkosky, Bill Cuomo, and Robert White Johnson
Benson

"These songs are a road through my life. Will you walk with me as you listen?" Pam Thum introduces the lyrics to her songs with these words which convey both the theme and personal nature of this recording.

Energetic pop and beautiful ballads explore trials, pain, faith, weakness, perseverance, and healing. Her versatile vocals cover the range of emotion required, from tender and sensitive to powerful and emotive. We may wish it otherwise, but pain produces insight and strengthens faith in believers. This recording will minister to others because its content was distilled from a time of tribulation in Thum's own life. A strong third project from a gifted vocalist.

Man of God and Woman of God

various artists

compilation producers: Alex Mac Dougall and Mark Nicholas
StraightWay by Star Song

These recordings (one for men and one for women) feature a pleasing mix of traditional hymns and current contemporary Christian songs. The hymns are sung by a small choir and the contemporary songs are sung by the artists who recorded them, such as Cheri Keaggy, Twila Paris, Sierra, Terry Meeuwesen, and Tanya Goodman Sykes on the women's recording and the Gaither Vocal Band, Brian Barrett, David Robertson, Aaron Jefferoy, and

Phillips, Craig, and Dean on the men's recording.

In a unisex world, it's kind of nice to see recordings tailored specifically for each sex: "Promise-Keeping" men and "Proverbs 31" women (to use the adjectives on the recordings). Designed to be inspirational, they deliver, giving us the best of the traditional and contemporary worlds in one package.

Essential Gospel (video)

various artists

executive producers: Michael Murphy and Steve Devick

CGI Video/House of Blues Music Group

This video captures a live concert at The House of Blues in New Orleans. The name for a number of clubs and restaurants dotting the country, The House of Blues has become a place where America's musical heritage is showcased. The venue's "Sunday Gospel Brunch" feature the best of today's gospel artists.

This video features the L.A. Mass Choir, the Christianaires, Kim McFarland, Allen & Allen, and Calvin Bernard Rhone each performing foot stompin', handclappin' gospel hits, such as "Heaven," "Angels," "Yield Yourself," "Everything's Gonna Be All Right," and "Take Me to the Water." These artists give blockbuster performances that are all the more energized for being performed live.

These songs and others are also available on a double CD, but there's nothing like seeing the artists perform! Adding to the musical excitement is a visually dynamic set and lighting. Brief interview snippets with each artist introduce each segment and add another dimension. An excellent live concert video with some of gospel's finest.

Till They Know How Much You Care

Wilcox and Pardoe

producer: Rob Frazier
Light Records

Vince Wilcox's previous solo effort on Benson Records, *Reconciled*, produced four top ten Christian country radio hits, making him a favorite in the emerging Christian/positive country marketplace. For this release, Don Pardoe (formerly a member of groups Sonlight and Spiritbound) joins Wilcox in a strong debut on Light Records. Their sound, which is described as "country with an edge," should appeal to both country and adult contemporary listeners.

Wilcox co-wrote seven of the ten songs, which celebrate family, faith, and fidelity. The lyrics are straightforward and uncompromising in communicating these values, but are given life, depth, and listener appeal through clever hooks ("On a Ring and a Prayer," "The Best Tears of Our Lives") and moving images and stories ("In Their Children's Eyes"). An excellent country sound, well written lyrics that focus on the family and faith (James Dobson would love them), combined with strong, clear vocals make this recording a winner.

Darlene Peterson is the music reviewer for Religious Broadcasting.

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THE BOOK SHELF

BY HARRY CONAY

The End of the Age: A Novel

by Pat Robertson

Word, 1955

Left Behind: A Novel of the Earth's Last Days

by Tim LaHaye and Jerry Jenkins

Tyndale, 1995

The End of the Age is Pat Robertson's first venture into novel-writing, and successful it is. It's fast-paced, exciting, and everything any Irwin Allen disaster-movie buff could wish for. But this is far more than escapist entertainment. Powerfully combining current scientific speculation with a literal interpretation of biblical eschatology, Robertson vividly depicts the panic and terror of a not-inconceivable series of natural disasters and the even greater horrors of a scripturally assured Tribulation.

How bad do things get? As one character says to another, "We're sitting here waiting for some type of meteor to vaporize the West Coast, and the president of the United States blew his brains out on national TV. What more can happen?" His prescient friend tells him, "Chances are we're going to see earthquakes, tidal waves, nuclear disasters, volcanoes, and maybe even worldwide famine before it's all over." And do they ever! *In a book of some 374 pages, this is only page 67!*

No Rapture spares the church in this saga and even believers must endure the Tribulation. "The earth was filled with the cries of the victims of the Antichrist. Forcible abduction, rapes, robberies, savage beatings, torture, and mass executions became the norm, not the exception." And through it all, as believers endure and some so-called Christians bow down to the Antichrist, the reader ponders, "What would I do?"

Granted, the characters tend to be one-dimensional, plot elements (essentially "told" to us) should have been much more artfully depicted, and suspense is tempered by one's degree of familiarity with yet-to-be-fulfilled prophetic Scripture. But if great literature it isn't, the overall effect is still powerful.

None of the nonfiction books on eschatology I have ever read has driven home the horrific, satanic nature of these endtime events as well as this novel. After reading *The End of the Age*, it is hard to imagine any unbeliever not rushing to Christ. And I dare say, many a nominal Christian will spend a sleepless night or two pondering what may lie just around the corner.

By Robertson's reckoning, the Rapture happens after the Tribulation and before Christ returns to initiate the Millennial reign on earth; this occurs at the very end of his novel. According to Tim LaHaye and Jerry Jenkins, the Rapture occurs *before* the Tribulation. It and the rise of Antichrist are the two major eschatological events depicted in *Left Behind*.

The literary craftsmanship of *Left Behind* is superior to *The End of the Age* due largely, one suspects, to the expertise of co-author Jenkins. The pacing is more leisurely, situations are more fully described, and because events are far less catastrophic, there tends to be greater verisimilitude. People — not disasters — propel this novel.

Significantly, the characters are more fully developed.

It is our interest in them which generates our interest in the book. We want to know whether married airline pilot Rayford Steele, his daughter Chloe, and senior flight attendant Hattie Durham will be born again and eventually be reunited with their raptured loved ones. We fear for both the salvation and safety of star reporter Cameron "Buck" Williams because of his entanglement with the rising political forces of the Antichrist.

Unfortunately, the book has some serious flaws, one of which we are introduced to on the very first page. This novel's "grabber" reflects Steele's desire for Durham who is "drop-dead gorgeous" and "a toucher." We learn that his wife "Irene had become a full-fledged religious fanatic, and somehow that freed Rayford to daydream without guilt about Hattie Durham." Although his adulterous thoughts are never acted on I feel such sexual titillation, mild and tame though it may be, is inappropriate as the grabber for a Christian novel.

Also, since the Rapture occurs at the onset and all true believers have disappeared from the scene, Christian readers may have difficulty — at least initially — identifying with any of the novel's unsaved protagonists.

What disappoints most, however, is the anticlimactic ending. The book is too good to have so poor an ending. When we finally learn the eternal destinies of the characters who concern us, the identify of the Antichrist (whom we knew all along), and that a "Tribulation Force" of underground Christians has been formed to "stand and fight the enemies of God during the seven most chaotic years the planet would ever see," the novel abruptly ends. The promise of what this force will do sounds far more exciting than anything any character has thus far done.

Furthermore, we are left wondering how those "seven most chaotic years" would have been depicted by LaHaye and Jenkins, and how the characters we have come to know would have (or not) endured them.

At the very least, readers hoping to see some resolution to the precipitant event will be disappointed that there are no depictions of reunions with raptured loved ones. Since the Tribulation period itself was not within the scope of this novel, an end-of-Tribulation reunion scene here on earth could obviously not be portrayed.

But could not one belatedly saved person have been martyred by the Antichrist to provide a reunion scene in heaven? Such an event, foreshadowing the greater reunion yet-to-come, would have provided the poignant climax that this book so sorely lacks.

Without it, *Left Behind* has the feel of a first volume in a yet-to-be developed last days series. But only in such an introductory capacity could the present novel be considered a success. Standing alone (as, indeed, we must assume it does), it promises more than it delivers, and ultimately proves unsatisfying.

Robertson's *The End of the Age* may be frenetic, hyperbolic, and less well-crafted, but, unlike *Left Behind*, it is powerful, exciting, and reaches a satisfying conclusion. If I had to choose one to read while on vacation, I know which one I would take — and which one would be left behind.

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

Filler Material — Boring or Beneficial?

Since my columns on the Internet were published, I have heard from a few of you regarding your own Web sites. Here are more broadcasters' home pages for you to check out: <http://www.netins.netshowcase/famradio/> (Family Stations, Inc.) and <http://www.harvest.org> (Harvest Crusades and *A New Beginning*).

I've also talked with a few of you regarding the proper use of filler material as you seek to provide your audience with quality information between music and programs. Opportunities abound for both radio and television stations to share pertinent quotes with their listeners and viewers that speak to their hearts.

This month's column is devoted to quotes you can read or print on-screen that will minister to your audience. Get in the habit of looking for inspiring quotes in books, magazines, newspapers, newsletters, and on the wire that are beneficial to pass on (contact me to begin receiving *Express Lane*, Zondervan's weekly fax script service of quotes). To truly be a complete resource for your audience, you will always want to attribute the source of each quote.

"Sharing life's ultimate meaning with another person is the call of soul mates. Spirituality is to your marriage as yeast is to a loaf of bread. Ultimately, your spiritual commitment will determine whether your marriage rises successfully or falls disappointingly flat." That's from *Soul Mates* by Drs. Les and Leslie Parrott.

"Without purpose, people die. Even if they don't physically die, they stop living. In today's society, many are dead and don't know it, since they've never tasted real life. During the Vietnam protests, a young man was seen holding up a sign that read 'Nothing is worth dying for.' The truth is that until you find something worth dying for, nothing will be worth living for." That's from *Fire Up Your Life!* by Ken Davis.

"Character is not something you have; it is something you are that inevitably shows itself in what you do." That's from "In Pursuit of Character" by Daniel Taylor, an article in *Christianity Today* magazine.

"The institutional church in America will look very different 25 years from now. Indeed, several denominations may no longer exist. We are sure that there will be hundreds of local congregations that won't. The forces reshaping our culture are too many and too strong. We see signs of social fragmentation and collapse everywhere. But we also believe deeply in the hope of the Gospel and the security of the church. Both will survive. But *how* the church universal is expressed in and through the churches in America will look very different." That's from *Death of the Church* by Mike Regele with Mark Schulz.

"Dancing in the arms of God is a relationship between you and God that is based on love and mutual respect. The two of you communicate in a close, intimate setting. He holds you, but His embrace is the embrace of a lover, not the restraint of an oppressor. As partners in the dance, God leads, and you let Him, moving with the

flow of His leading." That's from *Dancing in the Arms of God* by Connie Neal.

"The Bible provides the symbols . . . but it's faith that makes the hieroglyphics of heaven come alive. And heaven *has* to come alive! After all, you're a citizen of the kingdom of heaven and according to Philippians 3:20, you're supposed to be eagerly awaiting it. Heaven is your journey's end, your life's goal, your purpose for going on. If heaven is the home of your spirit, the rest for your soul, the repository of every spiritual investment on earth, then it must grip your heart." That's from *Heaven* by Joni Eareckson Tada.

"When it comes to living under the shadow of the end [of the age], we [Christians] find ourselves suspended between two seemingly contradictory realities. On the one hand, we need the faith to let go of worldly attachments. On the other hand, we need to live fully, here and now, with assurance and abandon. As we wait for the Lord's return, we should, in the words of J.I. Packer, live 'packed up and ready to go, and packed up and ready to wait.' " That's from "Future Tense" by Wendy Murray Zoba, an article in *Christianity Today*.

Contact me with ideas on interviewing and book reviews at *Media Relations*, Zondervan Publishing House, 5300 Patterson Ave. S.E., Grand Rapids, MI 49530, fax (616) 698-3223, or e-mail jonathan.petersen@zph.com.



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.



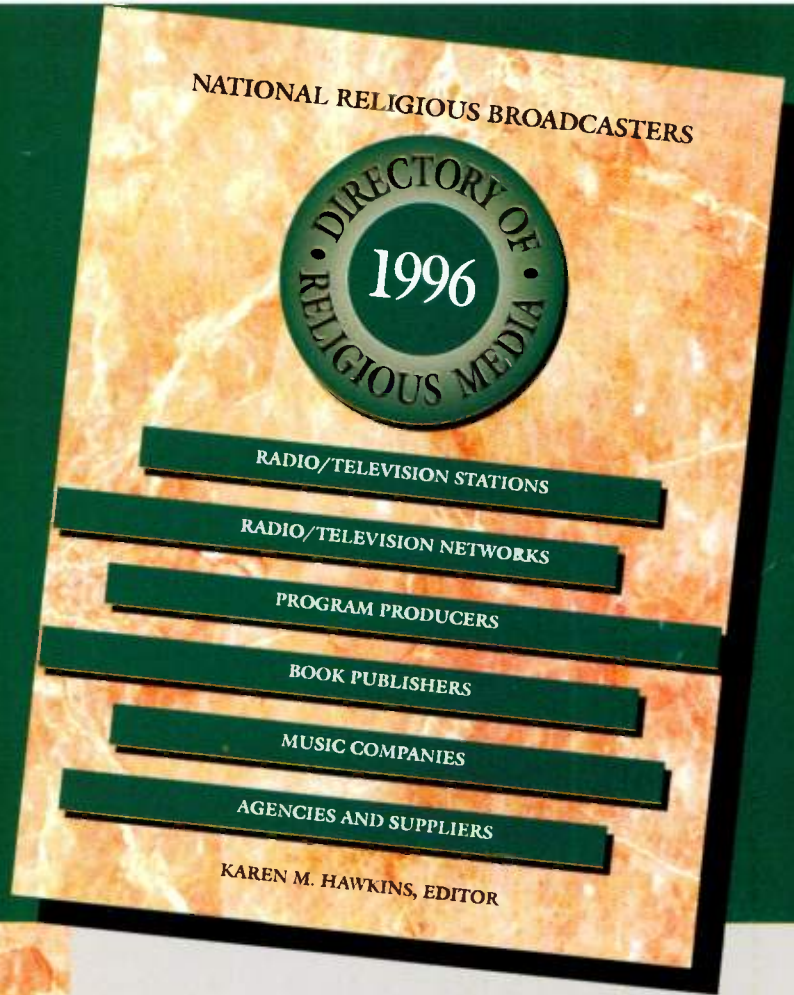
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WASHINGTON WATCH

continued from page 10

sliced up, with each licensee getting only a "small sliver" (to quote one critic) to transmit in digital format. Instead, an entirely new transmission system would have to be designed and tested — a lengthy process during which the U.S. likely would lose its position of worldwide technological superiority.

4. *Lower resolution digital television is just as good as HDTV.* But hundreds of technical experts and lay viewers who participated in the Advisory Committee process did not see it this way. In truth, high definition technology represents a quantum leap forward in video service. In any case, the Grand Alliance's supple framework eliminates any need for a choice — both high and lower definition digital programs can be accommodated.

Ultimately, our government leaders must determine where the public interest lies in this broad-based debate. In doing so, however, it is essential that they understand the technical, economic, and social benefits of advanced television. Two crucial FCC proceedings are scheduled to occur later this year: consideration of the Grand Alliance standard and the ATV frequency allotment and assignment plan.^{RB}

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March 10-12

Penetrating the 10/40 Window; Regent University, Virginia Beach, Va. Information: (804) 579-4524.

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 2-3

DVD Briefing: Implications and Applications; The Red Lion Hotel, San Jose, Calif. Information: (800) 800-5474.

June 4-6

REPLItech International; San Jose Convention Center, San Jose, Calif. Information: (800) 800-5474.

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.

June 15-17

American Booksellers Association Convention; Chicago. Information: (800) 9-BOOK-IT.

July 2-5

57th North American Christian Convention; Dallas. Information: (513) 598-NACC.

July 9-12

International Christian Visual Media Association Conference; Inn at the Park Hotel, Anaheim, Calif. Information: (303) 694-4286.

July 13-18

Christian Booksellers Association International Convention & Exposition; Anaheim Convention Center, Anaheim, Calif. Information: Judy Kohles, (719) 576-7880.

July 25-27

National Religious Broadcasters Southwestern Regional Convention; Dallas/Fort Worth Marriott Hotel, Dallas. Information: (318) 783-1560.

August 25-27

National Religious Broadcasters Western Regional Convention; Colorado Springs Marriott, Colorado Springs, Colo. Information: Dennis Worden, (213) 664-2103.

September 4-6

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

September 11-14

National Religious Broadcasters Southeastern Regional Convention; Radisson Resort, Charlotte, N.C. Information: Dianne Williams, (423) 892-6814, ext. 200.

September 12-14

National Religious Broadcasters Midwestern Regional Convention; Maranatha Bible and Missionary Conference, Muskegon, Mich. Information: Scott Keegan, (616) 772-7300.

September 16-21

National Quartet Convention; Louisville, Ky. Information: Clark Beasley, (800) 846-8499.

September 22-25

Christian Stewardship Association Convention; Columbus, Ohio. Information: (414) 483-1945.

September 23-27

LITT-WORLD (international print media conference); Hoddeson, England. U.S. information: Sharyl Sich, (708) 893-1141.

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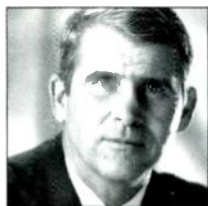
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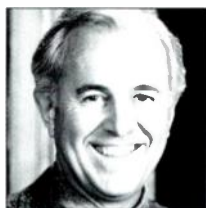
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Management Wisdom

Roger Freed passed away in early January. No, he didn't attend National Religious Broadcasters (NRB) conventions, nor was he involved in Christian radio or television. Freed was a former major league baseball player who served with five different teams during the 1970s, a journeyman player with a lifetime batting average of .245.

Through no direct fault of his own, Freed became a symbol of how poor management can result in failure. One night, during the 1977 season, I tuned into a Cardinals-Phillies game from Veterans Stadium in Philadelphia. With pinch-hitting help from Freed, St. Louis tied the score in the top of the ninth. However, when the Phillies came to bat, Freed was placed in right field by Cardinals manager Vern Rapp.

On the radio, Cardinals broadcaster Jack Buck was incredulous and concerned that Freed, a career back-up first baseman, had been left in the game on defense. Buck turned out to be prophetic. With two out and the winning run on base for Philadelphia, the batter hit a fly ball to Freed in right field.

"Freed drops the ball!" exclaimed a stunned Buck. "Roger Freed has dropped the ball and the Phillies have won the game! Unbelievable." It certainly was. Although Rapp finished the year as the Cardinals manager, he would be fired before the 1978 season was even one month old. Poor decisions like the one he made in the Phillies game cost Rapp his job.


Is running a Christian station or overseeing a broadcast ministry different from managing a major league baseball team? Not really.

Ten years ago while in the Carolinas, a woman I worked with was hired as a weekend announcer by a local Christian radio station. In person, this individual, whom I'll call "Janet," was brash, outspoken, and rough-edged. She was no different on the air. You never knew what might come out of Janet's mouth.

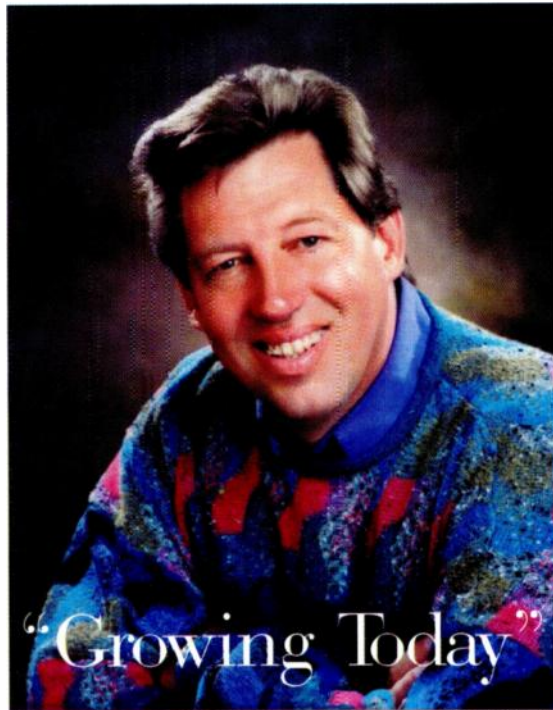
Once she introduced an artist and his song by saying, "He sure has unusual hair, but he sings real good." On another occasion, when the area was hit by unusual sub-freezing temperatures just days before Christmas, Janet announced that the current outdoor reading was 70 degrees when it was actually 17. After a listener had called and pointed out Janet's mistake, she announced on the air, "Either she's nuts or I'm nuts, but a lady just called to say that I said it was 70 degrees outside."

Janet had as much business being on the air as Roger Freed had playing right field. The station manager who made the decision to put Janet behind a microphone probably never considered the results of his action. Potentially a million listeners could have tuned in and then tuned out after hearing Janet embarrass her employer. As it was, thousands definitely did.

In this issue's "Timeless Management," Edward R. Dayton pointed out "that selecting the right people is 75 percent of organizational success." Remember that statistic the next time you're hiring or making personnel changes. It could keep you from putting your job in jeopardy like the station manager in the Carolinas or, even worse, actually losing it like Vern Rapp.



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