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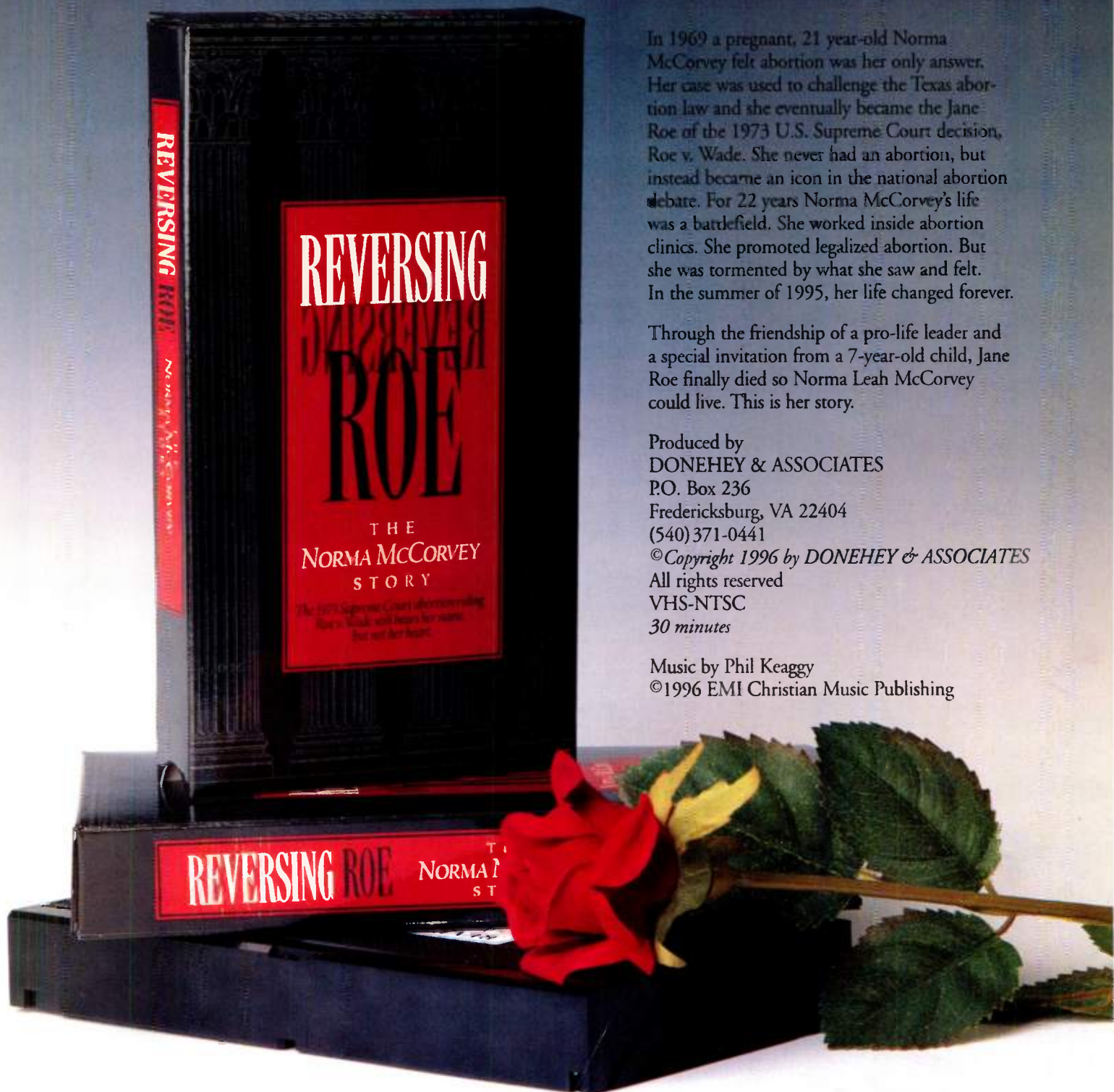


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Evaluating Entertainment

by John H. Evans

What makes a movie or television series good or bad? What criteria can broadcasters use to help families discern where best to place their entertainment dollars? Movie Morality Ministries, Inc., has a few ideas.

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by Christine L. Pryor

Religious Broadcasting catches up with the front-running producer and director to chat about issues in the broadcasting race.

Success Story

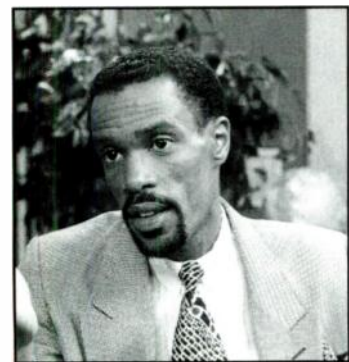
compiled by Christine L. Pryor

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by Jacqueline Castine

Glenn Plummer answers questions about his provocative five-part video Farrakhan: Charismatic Beacon or Cult Leader? Find out why the Nation of Islam leader has such appeal — and what you can do about it.

In Focus: Sharpening Film and Video's Image

This issue of Religious Broadcasting looks at the visual side of the industry with vignettes of a film moving the world, a video series shaking the country, a director/producer challenging old standards, and a ministry guiding audiences in entertainment choices.

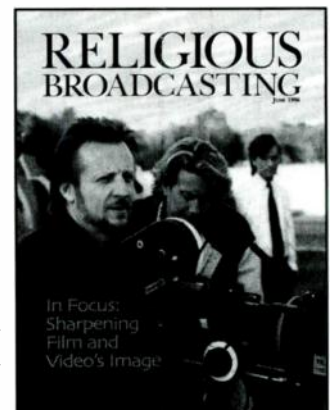


photo by Jon Swearingen

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Religious Broadcasting (ISSN 0034-4079) is published 11 times a year. To subscribe, send \$24 for one year to National Religious Broadcasters, 7839 Ashton Ave., Manassas, VA 22110-2883. Canadian orders must add \$6 annually; all other foreign orders must add \$24 per year. Payment in U.S. funds only. Second class postage paid at Manassas, Va., and additional offices.

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RELIGIOUS BROADCASTING

The Official Publication of
National Religious Broadcasters

June 1996, Vol. 28, No. 6

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

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

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

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

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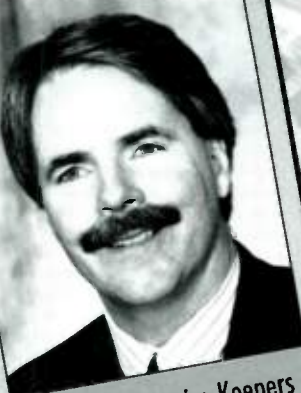
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Stay by Your Stuff

I recently heard an intriguing message broadcast by Charles Stanley of In Touch Ministries entitled "Staying by the Stuff." Stanley related the account of David and his men from I Samuel 30 as they destroyed the Amalekites who had plundered and burned their city. While Stanley drew a parallel to the church, it can be likened to any organization, including National Religious Broadcasters. Allow me to paraphrase the text.

When David and his men arrived home to Ziklag, they found that the Amalekites had raided and burned the city, carrying off the women and children, including two of David's wives. Looking over the ruins, David and his men wept for their families until they could weep no more. But his men were also angry with David and talked of stoning him. David asked the Lord whether he should pursue the Amalekites. The Lord responded, "Pursue them. You will certainly overtake them and succeed in the rescue" (verse 8).

David and 600 men set out, yet when they reached Besor Brook, 200 were too tired to cross and remained behind. The 400 kept going and came upon an Amalekite slave, who had been abandoned by his master when he fell ill. David's men gave him food and water and convinced the slave to lead them to the Amalekite camp.

David found the Amalekites eating, drinking, and reveling, celebrating the great amount of "stuff" they had looted. He and his men attacked them, killing all except for the 400 young men who fled on camels. David and his men recovered all they had lost, including their families.

When David and his men returned to the 200 who had stayed behind, the "evil men and troublemakers among David's followers" (verse 22) did not want to share their plunder with those who had not fought. David told his men that the Lord had protected them and delivered their enemies to them. "The share of the men who stayed with the supplies (stuff) is to be the same as that of him who went down to battle" (verse 24). David made this a statute for Israel from that day forward. When he returned to Ziklag, David also sent some of the plunder to the elders of Judah, saying, "Here is a present for you from the plunder of the Lord's enemies" (verse 26).

What the Bible tells us is that each person shared alike, regardless of his responsibilities. Stanley's corollary was to the church where the senior pastor's position is considered the most important, but where the associate pastor, music minister, youth minister, Christian education director, and church administrator are also very important and highly visible positions of leadership. But what about those not-so-visible — nursery caregivers, Sunday school teachers, sextons, maintenance workers, and support staff? Who really is most important?

There are hundreds of services performed behind the scenes but that does not mean they are less important. Without these behind-the-scenes services, what is "up front" might never happen. Stanley stated, "The truth is, every position and every place of service is important in the eyes of God; and therefore, the people who hold these places of service are equally important in the eyes of God."

How does this apply to us? Many of you are in an executive position — maybe the station manager, program producer, engineer, account executive, comptroller, on-air personality, or business manager. But every one of us would find it difficult to do our jobs without a team of dedicated people supporting us. It seems to me that in each area of our responsibility, we are called upon to share in the ministry that God has uniquely called us to. Some may have higher visibility, but if each of us "stays by our stuff" we will all be pulling together for the kingdom of God.

I wish each of you a wonderful summer — may it be a time of renewal, rest, and a time for family and loved ones. As I did last year, I also encourage you to find the time to "spend a day with God." There's no better way to renew your spirit. Remember, too, to "stay by your stuff" since it relates to every aspect of your life — family, church, and work.



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

Bob Straton

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Update on NRB's Work

Please permit me to review the first few months of National Religious Broadcasters (NRB) 1996 operation as I want to give you some observations.

Your comments about the Indianapolis convention have been appreciated. I and the staff directors carefully read your letters and listened to your comments about every aspect of the meeting. We have gleaned excellent ideas for the future and will no doubt be using many of your suggestions at next year's convention in Anaheim, Calif.

Since you have expressed to us how much you like to be together during the annual convention, the Anaheim Hilton Hotel and the Anaheim Convention Center are designed to accomplish just that. Be thinking now how many of your staff and board members will be attending NRB 97. In a convention as large as NRB's annual one, you should make your hotel and convention registrations as soon as possible.



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

Directory of Religious Media

Due to circumstances beyond our control, our 1996 *Directory of Religious Media* was seriously delayed, finally making an appearance in late April. Now this valuable tool is in the hands of the hundreds of you who pre-ordered it. We will do our best to present our 1997 silver anniversary edition of the directory next January. In the meantime, call our office to order this new volume.

NRB's NAB Breakfast

Last year we held our first breakfast meeting at the National Association of Broadcasters (NAB) convention in Las Vegas with Charles Colson as our speaker. On April 17, we held our second annual event at NAB, which was jointly sponsored by Salem Communications and Nelson/Word.

This year's successful breakfast, with about 200 in attendance, featured Michael Medved, co-host of PBS' *Sneak Previews*. Medved gave a very revealing talk about a not-so-hidden agenda of many Hollywood movie-makers. He said there appears to be an ideological reason why so many producers insist on making disgustingly vulgar films when Hollywood's more wholesome products make more profit by having larger audiences. Throughout his speech and in taking questions from the attendees, Medved made these and other observations. What an excellent and thoughtful presentation, upholding the traditional values we hold so dear.

Legal Defense Fund

Our Eugene R. Bertermann Legal Defense Fund is nearing our goal of \$250,000. As I write this column, the fund stands at \$241,560. We would appreciate your gift, made out to the "Legal Defense Fund," to assist us in reaching this worthy goal.

Public Policy

We are continuing our work on Capitol Hill, with meetings on a number of issues affecting Christian broadcasting. Please pray for us as we attempt to keep our views before the legislators.

Don't forget the NRB Public Policy Conference in Washington, D.C., scheduled September 4-6, between the political conventions and the elections. The briefing, to be held at the Capital Hilton, will hopefully feature the presidential candidates as well as other Washington newsmakers. Be sure you make plans now to bring your news team to Washington.

As always, keep praying for us as we work for you and your ministry.

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ASHTON R. HARDY
Legal Update Part 1 & Part 2

Highly respected nationwide for his authoritative knowledge of religious freedom issues, Hardy formerly served as General Counsel for the Federal Communications Commission (FCC) and as Commissioner for the Ethical and Financial Integrity Commission (EFICOM). His law firm is in Metairie, Louisiana.

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JOHN & VICKI WITTY
 Thursday Fellowship Nite

Married and converted in 1974, the Wittys are widely known for their unique ability to communicate the gospel through comedy and drama. They have recorded two comedy albums and appeared on several radio programs and video productions in addition to founding and pastoring a church in Tulsa, Oklahoma.



ZOLA LEVITT
 Friday Breakfast

Levitt, a Jewish Christian, is best known as host of the weekly national television program "Zola Levitt Presents." An accomplished author, composer, actor, and speaker, Levitt's main priority is Christian evangelism.



JOHN C. MAXWELL
 Friday Lunch

With 25 years of Christian leadership experience, Maxwell now directs INJOY, Inc., a leadership institute that focuses on developing and equipping pastors, church leaders, and business people. Maxwell is a popular international speaker, author, and frequent radio guest on "Focus on the Family."



MARVIN OLASKY
 Saturday Breakfast

A senior fellow at the Progress & Freedom Foundation in Washington, D.C., Olasky is co-founder of the new Center for Effective Compassion and editor of *World*, a Christian weekly news magazine. Author of several books about American political issues, Olasky serves as chairman of a crisis pregnancy center and is a board member of an inner-city soup kitchen and clinic.



**OPEN FORUM WITH
JIM BAKKER**
 Saturday Lunch

Former president of Heritage USA and PTL Television Network, Bakker was an effective evangelist and pioneer of Christian television. After serving five years in federal prison for moral indiscretion charges, Bakker now conducts a restorative ministry to pastors and leaders who have suffered devastating spiritual setbacks.



STEVE W. BROWN
 Saturday Banquet

A former pastor and radio newsmen, Brown is founder and President of Key Life Network, Inc. Author of several books, Brown has a national Bible teaching program called "Key Life," and is Professor of Preaching and Pastoral Ministry at Reformed Theological Seminary.

Music for the convention will be arranged by Morningstar Radio Network.

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Trademarking an Industry?

I read the April issue of *Religious Broadcasting* with an especially high degree of interest. I don't often see the subject of music taken seriously in the magazine, so I appreciate this month's editorial emphasis.

There is a concern about the term "CCM" that I want to bring before you. When we launched *Contemporary Christian Music* magazine nearly 18 years ago, we usually abbreviated the title to CCM because of its length. By 1986, most people knew the magazine simply as "CCM," so we decided to utilize the acronym for our logo. We applied for, and received, a federal trademark on "CCM."

While we did not coin the term "contemporary Christian music," we cannot recall any instance where the abbreviation was used prior to CCM magazine's own use of it. Eventually, others began using the acronym to refer to the music itself and/or the industry which produces it. While CCM Communications has always refrained from using the term except in reference to its own products, we have not attempted to enforce our trademark rights.

However, usage of the term "CCM" has become so pervasive that we must now take action to prevent our brand name from becoming generic (remember "Xerox"

problem?). The purpose of trademarks is to protect brand names and to prevent someone from misleading others. While we do not believe that anyone is using the "CCM" name to intentionally deceive anyone, it can cause confusion about whether the reference is to the magazine or to the music and/or industry.

We hereby respectfully request that the Christian music industry voluntarily observe our trademark rights regarding the use of the term "CCM." Please avoid using the term "CCM" unless referring specifically to products of CCM Communications. The terms "Christian music" or "contemporary Christian music" would be fine. Your cooperation will help prevent much of the confusion which now exists.

John W. Styll
president

CCM Communications
Nashville, Tenn.

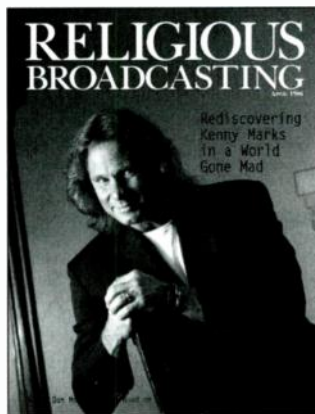
Editor's note: Religious Broadcasting welcomes feedback about the use of the CCM acronym from its readers. Please address your comments to Music Response, Religious Broadcasting, 7839 Ashton Ave., Manassas, VA 22110, fax (703) 330-6996, or e-mail ssmith@nrb.com.

Music Never Neutral

Sarah Smith's "Segue" column from the April issue of *Religious Broadcasting* was a tragic example of the relativist thinking that has been adopted by the church of Jesus Christ. Smith, like most of her generation, has adopted the notion of ethical neutrality in the area of music. Smith is dead wrong.

Music, because it is spiritual, can never be neutral. Therefore, putting Christian lyrics over the sound of bump and grind music and calling it ministry is as contradictory as a strip tease artist flinging out Bible verses to her audience and calling herself a Christian missionary. In Smith's rationale, why shouldn't strip-tease evangelism be respected? After all, it's the Word of God being put out, isn't it? Who are we to judge?

Never mind that many modern CCM groups often resemble flocks of homosexual peacocks strutting in on stage in leather and smoke. Never mind that the expressions on the faces and in the attire of these "youth ministers" screams of rebellion and anarchy. Never mind that you won't even understand the "godly" lyrics unless you buy the CD and read the insert. It's ministry and that's what counts. Kids are supposedly being won to Christ



by the thousands because of these ministers, yet the church is more impotent than ever before in American history.

Thank God for those bold enough to speak out against the musical apostasy that saturates Christian airwaves. It takes courage in an age of evangelical correctness to point out the fact that indeed the emperor has no clothes.

Ingrid Schuleter
WVCY-FM/Milwaukee, Wis.

Rick Webb with *The Wesleyan Hour*

Congratulations on the April issue of *Religious Broadcasting*. Outstanding! The magazine has taken on a quality of which all members can be proud. Since a conflict in scheduling caused me to miss part of the convention, I particularly enjoyed reading of the closing activities ["Running the Race: NRB 96"].

I was disappointed, however, to read the mistake in that article associating Rick Webb with *The Lutheran Hour*. Rather, Webb is the featured soloist for the international broadcast *The Wesleyan Hour* in Indianapolis.

Webb has been associated with our broadcast for many years, singing duets with our first featured soloist, J.W. Styles, as early as 1976. Webb became our soloist in about 1988 and has sung on nearly every broadcast since then.

Norman G. Wilson
general director/speaker
The Wesleyan Hour

Continued on page 74

Information Radio Network

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I guess this lengthy letter is to somehow express my gratitude to you for such excellent news. Your news is top notch...your news is superb!

And now when I'm fading out of life I finally find a news source that wades through the fluff and gives me fair news.

Where have you been all my life?

Ken Crosthwait, Owner WTNN Radio

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NRB Urges Reform of *King's Garden* Policy

National Religious Broadcasters (NRB) is urging the Federal Communications Commission (FCC) to revise a decades-old policy which needlessly restricts religious broadcasters' ability to consider religious beliefs when hiring and promoting employees for certain positions at their stations. That restriction, known as the *King's Garden* policy from the 24-year-old case which established it, is an offshoot of the commission's broadcast equal employment opportunity (EEO) rules.

The FCC currently is conducting a proceeding to consider amending some EEO rules that may place unnecessary burdens on "smaller stations and other distinctly situated broadcasters." Through comments my firm recently submitted to the agency, NRB argues that religious broadcasters, by virtue of their special nature and mission, should be afforded greater freedom to hire a staff which fully shares a common faith or religious affiliation.

King's Garden permits religious licensees to take religion into account only when hiring employees connected to the "espousal" of the broadcaster's religious views, such as announcers or producers, whose tasks have a direct connection to programming. *King's Garden* prevents religious broadcasters from using religion as a basis for hiring (or refusing to hire) employees for "non-espousal" positions such as secretarial or engineering posts.

The broadcast EEO policies were first conceived in the late 1960s and patterned after the nation's fundamental anti-employment discrimination statute, Title VII of the Civil Rights Act of 1964. The commission's regulations have evolved over the years to serve two distinct purposes: to promote broadcast employment opportunities for women and minorities and to prevent discrimination on the basis of "race, color, religion, national origin, or sex."

The *King's Garden* policy thus is a limited exemption for religious broadcasters to the FCC's general

prohibition against religious employment discrimination. NRB advocates the exemption be extended to cover all workers at a religious station.

NRB's comments demonstrate that the current restriction places burdens on religious licensees. For example, separating "religious" from "secular" jobs can be difficult, particularly at small stations where individuals may be required to perform several job functions.

King's Garden demonstrates a misunderstanding of the proper function of the employee selection process in religious organizations. NRB's comments point out that both Congress and the U.S. Supreme Court recognize that religious organizations have a legitimate interest in being free from government oversight in ordering their internal affairs, including hiring workers from within their own religious "community."

Congress, through Title VII, has provided a strong argument for NRB's position. The FCC exemption was based on an older version of Title VII that allowed religious entities to discriminate on religious grounds only when hiring employees for "religious" activities. Yet Congress amended Title VII to provide a broader Title VII exemption — extending to any "activity" of a religious organization — shortly after the agency decided *King's Garden* in 1972.

Because the constitutionality of the amended Title VII exemption was in question for some time, the commission arguably had a basis for retaining a more restrictive rule for religious broadcasters. But in 1987, the Supreme Court ruled that the Title VII exemption was permissible under the Establishment Clause, thus removing much of the legal foundation for *King's Garden*.

As Justice Brennan explained, "[f]or many individuals, religious activity derives meaning in large measure from participation in a larger religious community. . . . Determining that certain activities are in furtherance of an organization's religious mission, and that only those commit-



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.

ted to that mission should conduct them, is thus a means by which a religious community defines itself."

NRB is asking the FCC simply to reform the *King's Garden* policy to parallel the Title VII exemption, and thus allow broadcasters who qualify as "religious" licensees to consider religious belief or affiliation in hiring or promoting all employees.

In keeping with the legal precedent set under the Title VII exemption, religious licensees would be well advised to ensure that their governing documents — such as articles of incorporation or partnership agreements — reflect the religious mission of their organizations. Merely airing religious programming may not be enough to qualify for even the agency's limited *King's Garden* exemption, much less an expanded exemption, particularly if the licensee is a for-profit entity.

NRB's comments also show the association supports the FCC's basic goal of promoting greater opportunity for minorities and women in broadcasting. The expanded exemption that NRB seeks would not exempt religious broadcasters from seeking out, hiring, and promoting women and minorities who share the licensee's religious faith or affiliation. Furthermore, the FCC would retain power to sanction a broadcaster who attempted to use the expanded religious exemption as a subterfuge to discriminate against minorities or women. ¹



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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by Christine L. Pryor

PHIL COOKE, PRODUCER and director with Phil Cooke Pictures, Inc., in Burbank, Calif., is one of the most sought-after program producers in Christian broadcasting. His eclectic client list includes major Christian churches, ministries, and television networks as well as secular studios, corporations, and entertainment companies.

With a schedule that includes numerous production seminars for Christian broadcasters, Cooke also conducted three of the most popular television workshops at this year's National Religious Broadcasters (NRB) convention in Indianapolis. His most recent project, *Starting Over* — a one-hour television special for the Billy Graham Evangelistic Association (BGEA) — presented the Gospel to more people in one day than any evangelistic effort in history.

Religious Broadcasting recently got in step with the filmmaker to chat about some of the most pressing issues facing Christian broadcasting today.

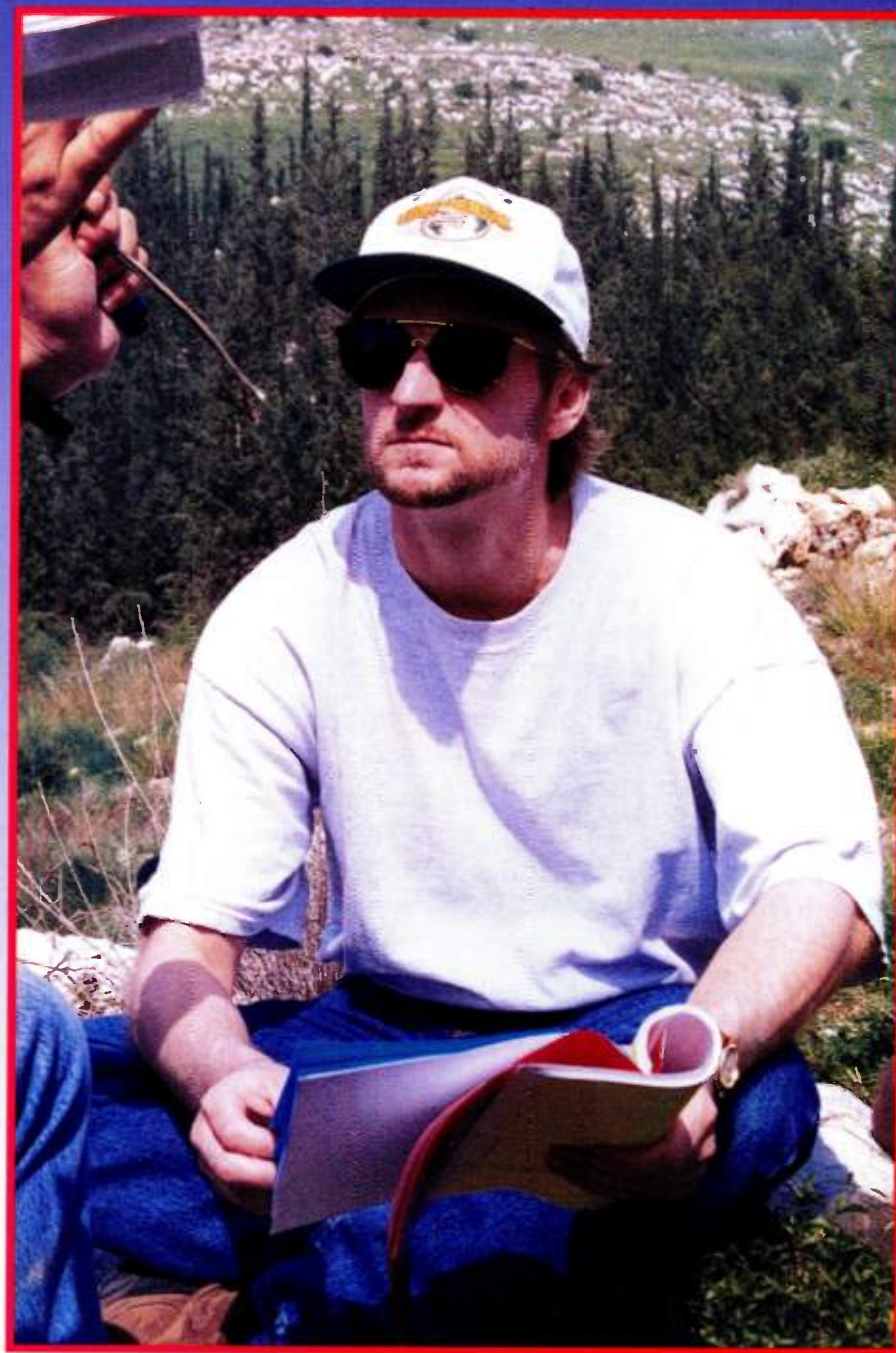
RB: You have produced programming in more than 20 countries and have recently finished the largest worldwide Christian broadcast in history for BGEA. What do you see happening globally in religious broadcasting?

Cooke: Two words: cultural sensitivity. One of my greatest disappointments in religious broadcasting on a global scale is the number of churches, ministries, and other program producers who distribute their programs internationally just as they are. Many don't even go to the trouble of translating them into other languages.

There's no question that satellite technology has made the world a smaller place — a "global village" as Marshall McLuhan called it in the 1960s. I'm constantly amazed that in places like Manila and Calcutta you can watch MTV, or you can view CNN in Lagos, Nigeria.

That tells me that while our production techniques and levels of quality and creativity are becoming accepted in nearly all cultures and countries, there is still an important

Setting the In Step With Phil Cooke



Pace: ith e

place for national identity, cultural sensitivity, and recognizing that the clothes, sermon illustrations, music, promos, and other aspects of a religious program can be completely lost when viewed in another cultural context.

RB: Is the same thing important with secular companies?

Cooke: The *Los Angeles Times* did an interesting story in March that the Sony Corporation, the second most prolific producer of television programs in the world, is shifting its focus to more localized pro-

RB: What are some examples of the global projects you've been involved in?

Cooke: I had the opportunity over the last two years to be a language edition producer for the Billy Graham Global satellite uplinks from Essen, Germany, during 1994 and San Juan, Puerto Rico, during 1995.

In each case, numerous directors had worked for about a year shooting local music in countries around the world and producing interviews with local celebrities, church leaders, sports figures, and



Above. Veteran actor Richard Kiley takes direction from Phil Cooke on location at the Wailing Wall in Jerusalem.

Far left. Phil Cooke reviews the script for *The Revolutionary* on location in Israel. The film is the first feature motion picture in the new High Definition video format.

Left. Phil Cooke checks a shot for the "We're Here for You" television commercial campaign for Lakewood Church in Houston.



gramming in various nations around the world.

In India, for example, Sony's programming reaches 8 million of the 10 million Hindi cable households with programs that are now 80 percent Hindi programming and only 20 percent dubbed U.S. shows. That gives you an idea of just how critical it is to have the local audiences identify with your program.

other people in their own languages. Then, each night of the crusade, a group of us producers would edit the first 30 minutes of the programs with all the music, interviews, and feature segments from each country and then go to the translated message from Mr. Graham.

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That way, each country viewed a program in its own language, featuring its own sports figures, celebrities, church leaders, and others speaking, singing, and ministering in their own languages and culture — and the results were unbelievable.

This year, the ministry chose to try one program that would reach all those nations and more. According to the Graham organization, more people were presented with the Gospel during *Starting Over* than any other time in history. I have to tell you, it's a humbling responsibility to know that you're creating a program that will be seen by more than 2.5 billion people.

So first of all, the ministry pre-arranged to have the finished program translated into about 60 languages. Then, during the production, we did everything we could to give it a global appeal.

We did interviews with people from Hispanic, African, Indian, Asian, and other backgrounds. We even used European vehicles in the shots.

We selected a vast amount of global footage from CNN, Image Bank, and other libraries. We illustrated Mr. Graham's sermon with scenes from numerous cultures and ethnic groups, and we dealt with situations that were generally global in nature.

There's no question that a global approach like that was expensive. But there are also less expensive things every program producer can do to insure that the Gospel will be better received in each country where it's broadcast. Translating the program into different languages, using a culturally sensitive opening and closing, or using program hosts from that country, are all less expensive ways that will make our programs far more effective when broadcast globally.

RB: How have you seen religious broadcasting changing in America during the last decade or so?

Cooke: When I started in Christian broadcasting, the major pro-



Top. John Schlitt (left) of Petra and Phil Cooke take a break during the shooting of Petra's music video "The Time Is Now," shot in a high-tech junkyard in Los Angeles.

Bottom. Phil Cooke directs Twila Paris on the set of her music video.

grams were produced by Oral Roberts and Rex Humbard. Then, after a while, others, like Robert Schuller, Jimmy Swaggart, and Jerry Falwell came on the scene.

In those days, the world of Christian broadcasting was dominated by a handful of major national ministries, and every city in America saw the same Christian programs.

But in the last 20-plus years, largely because of the ground those early pioneers plowed, we've literally seen an explosion of programs across the country and the world.

One of the most interesting changes I've seen is how programming has gone from a national level to a local level as local stations, churches, and smaller ministries

have actively jumped into their individual markets. I think it's vital-ly important that communities have a local Christian voice in broadcast-ing, and I'm greatly encouraged by the growth in the number of local stations, churches, and ministries on television.

The frustration is that these local voices often have the smallest budgets to work with, so their cre-ativity and quality is often limited. But as equipment costs continue to come down and as more and more young people graduate from Chris-tian colleges and universities with degrees in communication, I think we'll see a difference.

RB: What do you deem the greatest need in the religious broadcasting community today?

Cooke: I think we need to solve the financing problem. There's no question in my mind that just about every single frustration and struggle we face comes down to money.

The fact is, of all the ministry outreaches a Christian organization does, television is by far the most expensive. Equipment costs money, qualified people cost money, pro-duction costs money, airtime costs money.

How we got to this place is another magazine article altogether, but the day when we are able to produce programs through alterna-tive financing sources and without having to ask for money on the air or bury our viewers with truckloads of direct mail, is the day we will be able to produce the creative things we've all dreamed about — movies, dramatic series, comedy programs, serious documentaries, news, spe-cial events, etc.

Sure, today some innovative ministries, television stations, and networks are exploring these things — and I'm thrilled to see it — but it's only on an irregular basis. No one in the Christian world is able to truly produce and broadcast these and other types of programs on a daily schedule — at least not yet — but some of us are definitely out there working on it.

RB: The television and film projects you're involved in are roughly 50 percent Christian and 50 percent secular. Is that inten-

tional, and what does your secular experience bring to your religious projects?

Cooke: A few years ago, I was asked to show some of my work to a major commercial producer here in Hollywood who was wanting to represent a handful of top directors in the advertising industry.

After I showed him some pro-grams, he remarked that he liked my reel, but couldn't work with me. When I asked him why, he said that at the top of the industry, the best Madison Avenue advertising agen-cies like directors to specialize. Therefore he was looking for direc-tors that only shoot cars, or children, or fashion, or sports, and so on.

"Good research doesn't hinder creativity or anointing — it simply gives us the tools we need to learn how to focus that creativity and anointing where it will do the most good."

— Phil Cooke

Although a relationship with this producer represented a great deal of money, I had to walk away, because I have no desire to special-ize. In a typical year or two, I pro-duce programs for major churches, ministries, and Christian networks, as well as documentary-style pro-grams, long-form video programs, music videos, corporate promotion-al programs, infomercials, commer-cials, and motion pictures. And I'm developing a secular television series.

I believe very strongly that my experience in each of these areas makes me a better Christian pro-gram producer and allows me to bring a wealth of experience to each project.

For instance, my experience shooting music videos and commer-cials keeps my shooting style cur-rent, my experience shooting info-mercials helps when ministries need

advice in their fund-raising pro-grams, and my experience shooting celebrities and professional actors gives me great insight when I'm helping pastors, evangelists, teach-ers, and program hosts be more effective on camera.

I would strongly recommend every church, ministry, and reli-gious television station to encourage their television production staff to be involved in a great variety of production situations, even if that means time off for outside free-lance projects. There's no question in my mind it will give them fresh new insight and ideas when they come back.

But the point I want to make is that everything I do comes from a Christian perspective; therefore, I don't like drawing a hard line be-tween "Christian" and "secular" programs.

For example, last year I pro-duced *The Story of Silent Night* fea-turing the Vienna Boys Choir and shot on location at the Royal Palace in Vienna, Austria. It told the story of how the most popular Christmas carol in history was written. That Christmas special was broadcast nationally on The Learning Chan-nel, then released on video through catalogs like Columbia House and Reader's Digest.

We had the opportunity to pre-sent a Christian message to a largely non-Christian audience, and that's where my heart is.

RB: What are the most common mistakes Christian producers make in the production of programs?

Cooke: Understanding just how unique and different the medium of television really is. Just as a light bulb is not a candle you plug into a wall or a car is not a horse with wheels, a television is not a radio with pictures and a television pro-gram is not a church service. See where I'm going?

Television has its own strengths and weaknesses, and those strengths and weaknesses need to be properly exploited if we are to be as effective as we possibly can. A church service is not the most effective use of the medium, but today, church services probably represent the vast majority

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of Christian programming.

That's not to say that sermons and teaching situations shouldn't be on television, but they need to be done in a more innovative way that takes better advantage of the medium.

For instance, in a live church service you're sitting in a crowd of hopefully interested people. You experience firsthand the worship and music, you can feel the electricity of the moment, and you can often sense the energy and the anointing as the pastor paces back and forth across the stage.

But when you watch that service on television, you're often by yourself, watching the service through a glass television screen from the other side of the room — and more than likely, you're doing something else at the time. Very few of the things that make it exciting in a live situation come through as you watch it later on television.

We need to take advantage of creative television techniques to translate that service into as powerful a television program as possible. The most successful producers today are the ones who are well versed in those techniques and know how to transform a live event into a compelling television experience.

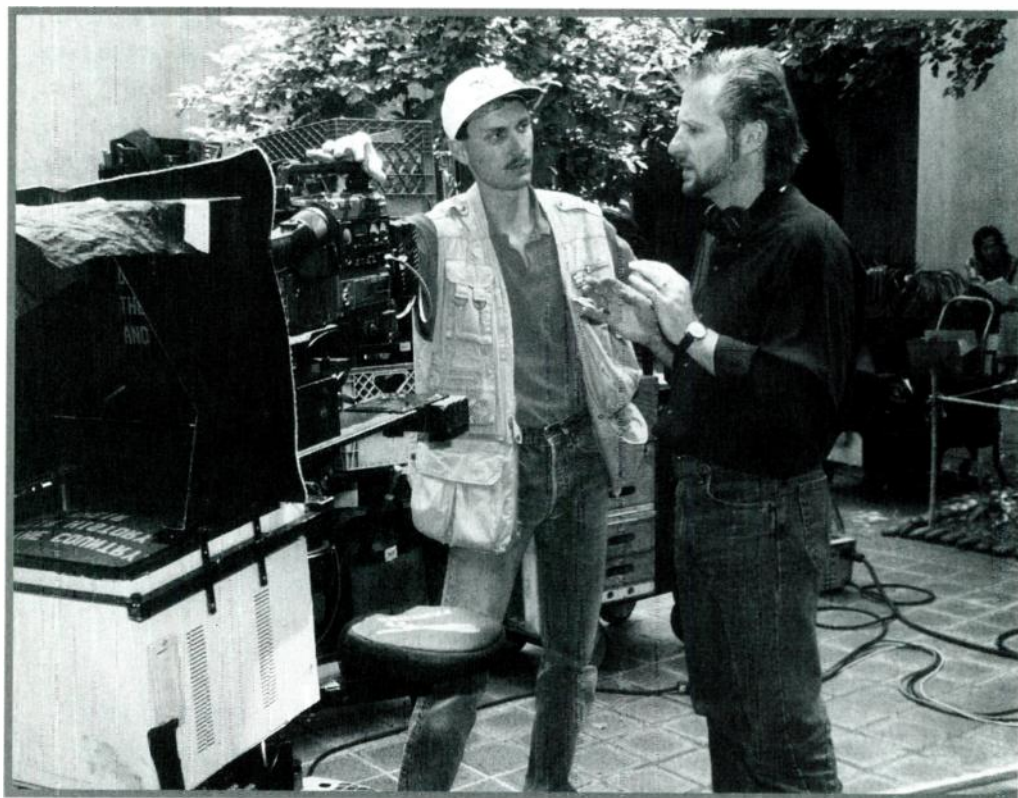
RB: At NRB 96 in Indianapolis, your educational session "Increasing Your Effectiveness on Camera" was one of the most well-attended workshops. What are some of the secrets to effectiveness?

Cooke: Quit if you can.

People are always surprised at this response, but I believe that unless God has given you such a strong calling to minister on television that you can't possibly escape it, then you should get out fast.

Don't do a television program because you have a large church, you enjoy being on television, or because you have the financial resources. Do it because God is leading you in that direction and you can't escape the call.

Don't get locked into one style of preaching on television. Just because you're a pastor doesn't mean



Director of photography Michael Griffith (left) and Phil Cooke discuss a shot.

that you have to do everything standing behind the pulpit.

One of my greatest joys is taking pastors who think they can only function well behind a pulpit into other settings — a living room, a back alley, a beach, a homeless shelter, a desert, a mission field, etc. They're quite often thrilled and amazed to discover the possibilities of ministering in more creative and unconventional settings.

Talk to one person. Whether you're preaching, teaching, or hosting a program, don't think about those millions of people in "TV-land" — think about one person. There's no way you can effectively focus on ministry while trying to imagine the multitude of needs, hurts, and struggles of the entire television audience. So calm down and focus on one person, just as if you were talking to a friend. You'll be amazed at the difference it will make.

Also, if it helps, put a baseball cap on top of the camera, or hang a photograph underneath the lens. Anything that helps you look into that camera and see a hurting person, the more effective you'll be.

Know your audience. Learn

about audience demographics and talk to your time-buyer or local broadcast outlet about who your audience is. Until you discover who's watching out there, how can you be most effective?

RB: You spend a significant amount of your time working with local television stations, churches, and ministries helping them to improve the quality of their programs. Generally speaking, what are the strengths and weaknesses of programming at the local level?

Cooke: Especially for local churches, a strength of programming is the ability to draw people into the local church for training and spiritual growth. A national program can communicate the Gospel, but once the program is over it's difficult to offer effective, personal follow up.

Church-produced programs can encourage the viewer in a particular town or city at a deeper level by giving them the opportunity to attend a particular local body.

In a similar way, local television stations and ministries can also provide real, local follow-up for new

believers that national ministries and networks have trouble providing.

A weakness that I'm particularly sensitive to is the lack of skill in program direction. In my workshops and seminars at local stations and churches, I spend a great deal of time teaching directors of religious programs that directing is more than just randomly cutting between three or four cameras.

There are very specific techniques to successful program direction: properly framing shots, visual transitions, program structure, use of graphics, and so on.

For example, I teach that cuts and dissolves to a director are like periods and commas to a writer. They are part of the visual grammar that makes the program work, and since research indicates that as much as 80 percent of the program's message is communicated through the visuals, those specific rules and techniques can make the difference between a program's success or failure.

And by the way — don't ever let anyone tell you that good directing is just someone's opinion. Good directing is an art with definite techniques, rules, and standards. Of course, a gifted director can go beyond those rules, but good technique is the basis of all good television.

RB: You have an undergraduate degree in television and film, a Master's degree in journalism, and are working toward a Ph.D. in theology. You hand out reading lists and outlines at your workshops and seminars. How important is research and education in the field of religious broadcasting?

Cooke: I'm saddened at how little the production people at Christian television stations, churches, and ministries know of the history and technique of television and motion pictures.

You can't believe how often producers or directors will call me with some new method they think they've just invented and I pull a book from my library and show them that someone was already doing it back in 1955.

It's no different than a concert pianist not knowing anything about Bach or Beethoven, or a great pastor not knowing about men like Augustine, Luther, or Moody.

At my workshops and seminars, I'm constantly quoting famous producers and directors, or telling historic incidents from the early days of secular or religious television. I strongly believe that until we know where we've come from, we'll never know where we are, and we certainly won't know where we're going.

Learn more about the history of television and motion pictures - it will open your mind to a world of new ideas and possibilities.

*"Just as a light bulb
is not a candle
you plug into a wall
or a car is not a horse
with wheels,
a television is not
a radio with pictures
and a television program
is not a church service."*

— Phil Cooke

Research is another area we don't explore nearly enough. The secular networks and Madison Avenue spend hundreds of millions of dollars a year on research to find out who their audience is and how to more effectively reach them.

We need to understand that good research doesn't hinder creativity or anointing — it simply gives us the tools we need to learn how to focus that creativity and anointing where it will do the most good.

RB: What is Phil Cooke's next step?

Cooke: I've just finished my first book, *Producing Effective Christian Television Programs — Making Your Television Ministry a Reality!* When NRB saw the manuscript, the organization immediately offered to publish it. I'm very excited about its impact.

In working with numerous churches, television stations, and ministries, I discovered there was no resource that had the multitude of information a person needs to

start a television ministry or to make an existing one more effective.

This book is the ultimate resource for anyone who has ever looked at current Christian television and felt God's calling in that direction.

The book covers preaching and hosting techniques, program direction, music, renting or purchasing equipment, finding and training crews, program formats, fundraising, and much more. This is information that could potentially cost hundreds of thousands of dollars if you hired consultants.

Aside from the book, there are three areas I'm most interested in. First of all, I'm looking for those churches, ministries, stations, networks, and other organizations that really want to explore the possibilities of producing the next step in Christian programming.

We have to keep moving forward and my great challenge in life is moving out into unexplored territory. Even with its risks and dangers it's an exciting place to be and it's the only place a real breakthrough in Christian broadcasting will happen.

Second, one of my great passions has always been to produce and direct motion pictures. That's always been a difficulty for religious organizations because of the high expense and lack of quality of many past projects.

We are currently developing projects along that line, and I think it's one of the critical places where we can have a voice and make an impact in our contemporary culture.

Third, I want to stay on top of the Internet. Phil Cooke Pictures, Inc., has set up a Web site at <http://www.CookeFilm.com> that was designed to be the ultimate resource for Christian program producers.

We want one place where people will be able to download program budget worksheets, storyboard forms, information on equipment, creative ideas, and other essential information. We're in the early stages of discovering those possibilities. I'm all for anything that will help bring us closer together for information or inspiration.

Christine L. Pryor is features editor of Religious Broadcasting.

NEARLY EVERYONE would agree the moral content of popular culture has suffered a drastic decline. Evidence of this descent can be seen particularly in the entertainment industry's offerings of secular movies, television programming, and pop music. This is one of the most talked about concerns in today's society.

The concern is also felt in Washington, D.C., especially during this election year. Vice President Al Gore's staffers recently called my organization, Movie Morality Ministries, Inc. (MMM), asking for more information on what the ministry does and requesting copies of its publications.

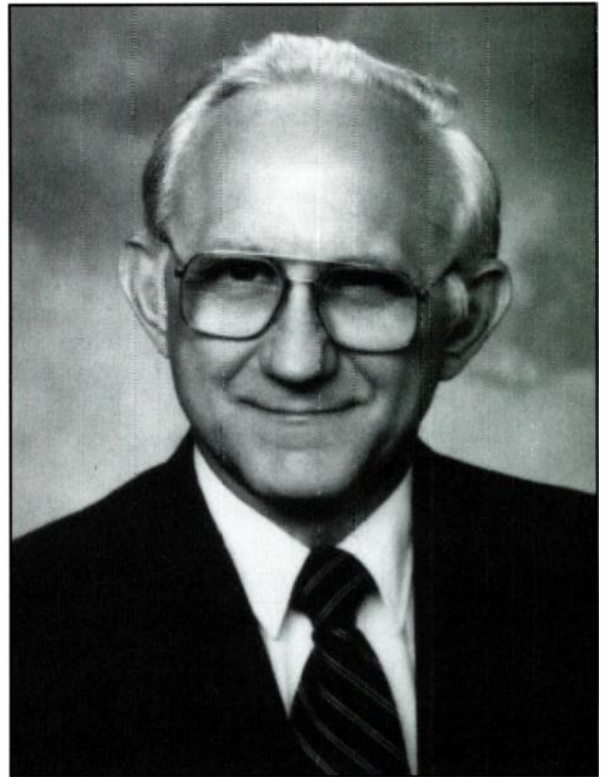
To a large extent, the deterioration in movies and television has come about by a strong shift toward degenerate and ungodly characters and a shift away from characters with wholesome life styles. At the same time, appalling amounts of obscenities, profanities, sadistic vio-

Philippians 4:8, "Finally brethren, whatsoever things are true . . . honest . . . just . . . pure . . . lovely . . . good report, if there be any virtue, and if there be praise, think on these things."

Though Christians should avoid those movies and television programs which will tear them down morally and spiritually, surveys unfortunately indicate their movie and television viewing habits are remarkably similar to those of non-Christians.

Helpful Resources

If Christians are to be more selective in their viewing habits, they must have advance information on the moral content of movies and television programs. To this end,



"If Christians are to be more selective in their viewing habits, they must have advance information on the moral content of the movies and television programs."
— John H. Evans

Evaluating Entertainment

lence, graphic sex, and sexually suggestive dialogue flood into movies and television.

Scriptural Guidance

Like a number of others, MMM is addressing this concern and doing what it can to stem the tide of deterioration and hopefully reverse the trend. The ministry desires to help as many Christians as possible avoid being swept into the downward spiral.

The ministry's scriptural basis and the major admonition it presents to the Christian community is

the ministry publishes reviews of current movies and television programs twice monthly in *Preview Family Movie and TV Review*.

Since it is particularly useful for Christians to know about the desirable movies and television programs available, MMM offers broadcasters a daily recorded *Preview's Reviews* radio program on cassette and satellite. Each cassette contains five two-minute reviews of current movies, television shows, and videos which the ministry recommends as good family viewing.

Another resource the ministry

offers is *Family Video Guide to Recommended Movies*, a 140-page book which contains brief reviews of more than 1000 secular and Christian movies which provide outstanding decent entertainment for all age levels.

Determining Ratings

In order for broadcasters to place confidence in a reviewer, they must know the review criteria. Though the ministry has struggled with the issue of acceptability for nearly 15 years and still finds it a difficult issue, MMM has developed



Top. Hugh Grant and Emma Thompson star in *Sense and Sensibility*. Movie Morality Ministries cites the film as entertaining, genteel, inoffensive, and deserving of hearty recommendation.

Bottom. Christina Ricci befriends Casper the friendly ghost in the movie which bears his name. Despite its box office success, Movie Morality Ministries hit the film with a -1 acceptability rating for biblically forbidden communication with spirits of the dead and profanity.

guidelines for rating the acceptability and entertainment of programs which the ministry's reviewers must follow.

The key question is whether the product violates biblical standards and/or adversely affects the moral and spiritual life of the viewer.

Entertainment values range from +4 for excellent to 0 for not entertaining at all, while acceptability ratings range from +4 for no questionable elements to -4 for severely objectionable material.

Not only does the ministry consider language, violence, sex, and drug abuse, but also the message and theme of the program, using a positive/negative value system to rate programs. Entertainment val-

Continued on page 22

ues range from +4 for excellent to 0 for not entertaining at all, while acceptability ratings range from +4 for no questionable elements to -4 for severely objectionable material.

The entertainment rating is the ministry's best guess as to how well a movie will do at the box office or how well a television program will perform in the Nielsen rankings.

While a movie with some mild and moderately crude language may receive an acceptable rating, Movie Morality Ministries normally will not give a program with obscenities and regular profanities an acceptable rating.

Since some programs with a high entertainment rating may contain many offensive elements, the acceptability scale is invaluable for discerning viewers. However, MMM tends to downgrade a program's entertainment rating for unusually degenerate material.

Evaluation Guidelines

MMM has found it imperative to specifically define the terms used to evaluate programs to avoid confusion. These definitions provide continuity from one review to the next. In general, the television programs are rated somewhat more stringently in regard to undesirable elements on the grounds that television comes directly into the home and is more readily accessible to children.

Offensive Language. The ministry subdivides offensive language into three categories: mild language, moderate language, and obscenities. Mild language refers only to "hell" and "damn," moderate language refers to more intense language and crude words, and obscenities refers to words and slang expressions used in a crude manner to designate sexual intercourse, genitals, or excrement.



Timothy White

Movie Morality Ministries recommends the new television series Second Noah with an entertainment value of +2.5 and the high acceptability rating of +3, citing no offensive language or sex and commendable messages.

The ministry defines profanity as either regular or exclamatory. Regular profanity is using the names of God, Jesus, and Lord in an irreverent manner. When these names are used in purely an exclamatory sense, the rating is less objectionable since it usually is not meant to be irreverent.

In addition to the violation of biblical moral principles, the rationale for insisting that crude, obscene, and profane language be avoided in movies and television is that it is a form of cultural pollution and viewers are likely to be influenced to talk the same way.

While a movie with some mild and moderately crude language may receive an acceptable rating, MMM normally will not give a program with obscenities and regular profani-

ties an acceptable rating. On rare occasions, the ministry will recommend a film with one or two mild obscenities if it is an outstanding film with strong redeeming values.

The ministry holds that it is not acceptable to take the Lord's name in vain, whether in real life, in the movies, or on television. The Lord's name is holy and to be held in reverence; regardless of how realistic it may be for characters to use profanity, it is not considered acceptable.

Violence. MMM rates violence as mild, moderate, and severe. It can play a legitimate part in movies and television and is acceptable if it is not sadistic or gratuitous and is not exploited for entertainment's sake or to appeal to prurient interests.

Unfortunately, much of the violence in today's movies, particularly



(Left to right) Bill Paxton, Kevin Bacon, and Tom Hanks make up the crew of an ill-fated lunar mission in the Academy Award-nominated film *Apollo 13*. Though the Academy smiled upon the film, Movie Morality Ministries gives it a thumbs down acceptability rating of -1 for gratuitous foul language and sexually suggestive remarks.

Passing the Ratings Test

Movies

During 1995, MMM screened and evaluated 205 secular movies, giving approval to 47, or 23 percent. Approximately 72 percent of those recommended were rated G or PG. The ministry rarely gives R-rated films positive ratings, but did approve two such rated films: *Beyond Rangoon* and *Dr. Zhivago*. Also approved were seven PG-13 films.

A partial list of recommended viewing:

Babe
Big Green
Cry, the Beloved Country
The Englishman Who Went up a Hill
Far From Home
Father of the Bride 2
Indian in the Cupboard
Journey of August King
Operation Dumbo Drop
Sabrina
Sense and Sensibility
Tall Tale
Toy Story
A Walk in the Clouds

Television

Though television's fall 1995 lineup boasted 42 new series, MMM was able to recommend only 11:

Bonnie Hunt
Brotherly Love
The Client
Kirk
Maybe This Time
Minor Adjustments
Nowhere Man
Pinky and the Brain
Simon
Space: Above and Beyond
Strange Luck

Of the 32 new mid-season replacement series premiering during January through April 1996, the ministry recommended only 12. A partial listing:

Bonnie (revised *Bonnie Hunt*)
The Louie Show
Muppets Tonight
Second Noah
World's Funniest Videos

in action and horror films, goes beyond what is legitimate. Sadistic and gratuitous violence is commonly portrayed as exciting, fun, and quite acceptable. Violence is frequently exploited with no other purpose than to entertain and excite.

The key question (in a film or television review) is whether the product violates biblical standards and/or adversely affects the moral and spiritual life of the viewer.

This portrayal can desensitize viewers to violence and even encourage them to act out what is on the screen or become prone to aggressive behavior. In a time when violent crime is a major concern in this country, the last thing society needs is for movies to encourage it.

Sexual content. The ministry

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EVALUATING ENTERTAINMENT. . .

Continued from page 23

describes sexual content in four segments: sexual intercourse, nudity, homosexual conduct, and sexually suggestive dialogue/action.

Frequently, sexual intercourse and homosexual conduct is implied, not actually shown, and the min-

If sex is implied between married couples, it could be acceptable if not portrayed in a crude or suggestive manner, but any portrayal is not acceptable if it is designed to appeal to prurient interests.

Premarital and adulterous sex is frequently portrayed as quite normal and acceptable. To an extent, producers are reflecting what is happening in modern culture, but

Movies and television do more than entertain. They also influence behavior and attitudes. If people consistently view movies and television with undesirable moral messages, eventually they and the culture at large are likely to embrace the values portrayed.

Rating Messages

Along with the previously men-



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Receiving an entertainment rating of +3.5 and an acceptability rating of +3, *Father of the Bride 2* is lauded by Movie Morality Ministries for showing a loving, supportive family and showcasing marital fidelity. (Left to right) Martin Short, Diane Keaton, Steve Martin, and Kimberly Williams.

istry notes that as well. The objection to showing intercourse and nudity in films is that it can stimulate sexual desire outside marriage.

Sexually suggestive dialogue or action can have the same undesirable effect and tends to degrade women. Viewers of pornographic images have been known to act out what they see and pornography has been linked to sexual crimes.

For these reasons, the showing of actual intercourse, nudity, and homosexual conduct in movies and television is not acceptable. Implied sex may be acceptable if it is a legitimate part of the story and does not imply that promiscuous sex is acceptable.

in the process they are reinforcing the practice. If a film presents this message, it is not acceptable.

Much of the violence in today's movies, particularly in action and horror films, goes beyond what is legitimate.

Messages and themes. One of the most important facets of evaluating the content of movies and television is to identify the messages, story lines, and themes conveyed.

tioned behaviors of sex (premarital, homosexual, and adulterous) and violence, the following themes are rated:

Desirable and undesirable behavior. If undesirable behavior is presented as acceptable, possibly even exciting or glamorous, then this is rated as unacceptable. But if degenerate characters are portrayed in a neutral manner or the characters abandon their antisocial behaviors, this is rated as acceptable. If commendable behavior is portrayed, such as love, caring, loyalty, and Christian principles, the acceptability of the program is enhanced.

Continued on page 26

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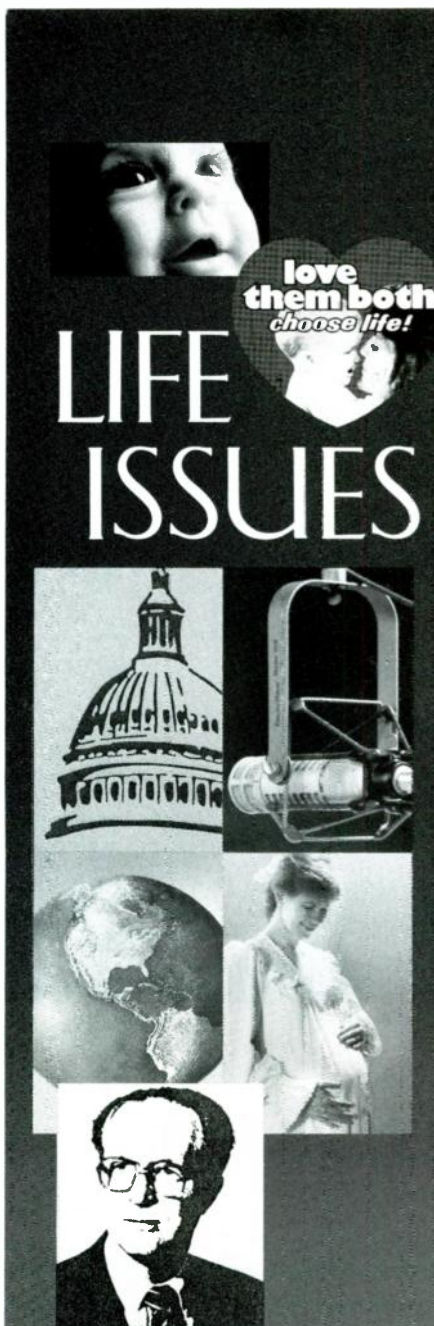
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EVALUATING ENTERTAINMENT. . .

Continued from page 24

Occultic characters and practices.
The portrayal of occultic characters and practices may be acceptable. The rating depends on whether the occult is portrayed in a favorable light or if the film encourages viewers to become involved in the occult.

If a film promotes, glorifies, or exploits the occult to entertain, the ministry believes it to be unacceptable. This theme is particularly questionable in children's films. If the occult is shown to be evil and harmful, it could very well be acceptable in films.

Demeaning Christians. MMM is particularly concerned about the portrayal of Christians in a demeaning manner. It is not uncommon for films and television programs to be anti-religion and show Christians as crooks, buffoons, and perverts. If

this message is given, the rating is not acceptable.

New Age/Paganism. If New Age or pagan religions are portrayed as appealing or desirable, the rating is not acceptable.

Banding Together

Christian broadcasters can help remedy the decline in morals by calling Americans, and particularly Christians, back to righteousness in their viewing habits. This will require a massive educational campaign which religious broadcasters are ideally positioned to accomplish.

Together, with others concerned about the crisis in popular culture, we can help families to select quality entertainment which will build them up morally and spiritually.

John H. Evans is president of Movie Morality Ministries, Inc., based in Richardson, Texas.

Movie Shorts

Father of the Bride 2 (PG)

Entertainment +3.5
Acceptability +3

This comedy presents a loving family who support each other and two couples who are faithful to each other. One kissing scene between husband and wife implies that sex will follow but sex is not shown. There is no offensive language or violence. Two effeminate men are portrayed comically but no homosexual conduct is implied. It has its flaws but can be recommended.

Sense and Sensibility (PG)

Entertainment +3.5
Acceptability +3.5

This is one of those fine classics which is very entertaining, genteel, and free of offensive elements. It portrays strong family loyalty and adversity faced with dignity. It has only one moderately crude word but no sexual content or significant violence. It deserves a hearty recommendation.

Casper (PG)

Entertainment +3.5
Acceptability -1

This animated film was very successful at the box office but had several undesirable elements. Its theme is the friendship of a young girl with a likeable ghost and the desire of a man to communicate with his deceased wife. Since communication with spirits of the dead is forbidden in the Bible and this film portrayed it as acceptable, MMM could not recommend it. The film also has several crude words, two obscenities, and three regular profanities.

Apollo 13 (PG-13)

Entertainment +3.5
Acceptability -1

Apollo 13 is an inspiring, patriotic film but its acceptability was virtually destroyed by a barrage of gratuitous foul language, including taking the Lord's name in vain 17 times. Also, some sexually suggestive remarks are made and the story implies that one of the astronauts is involved in a premarital affair.

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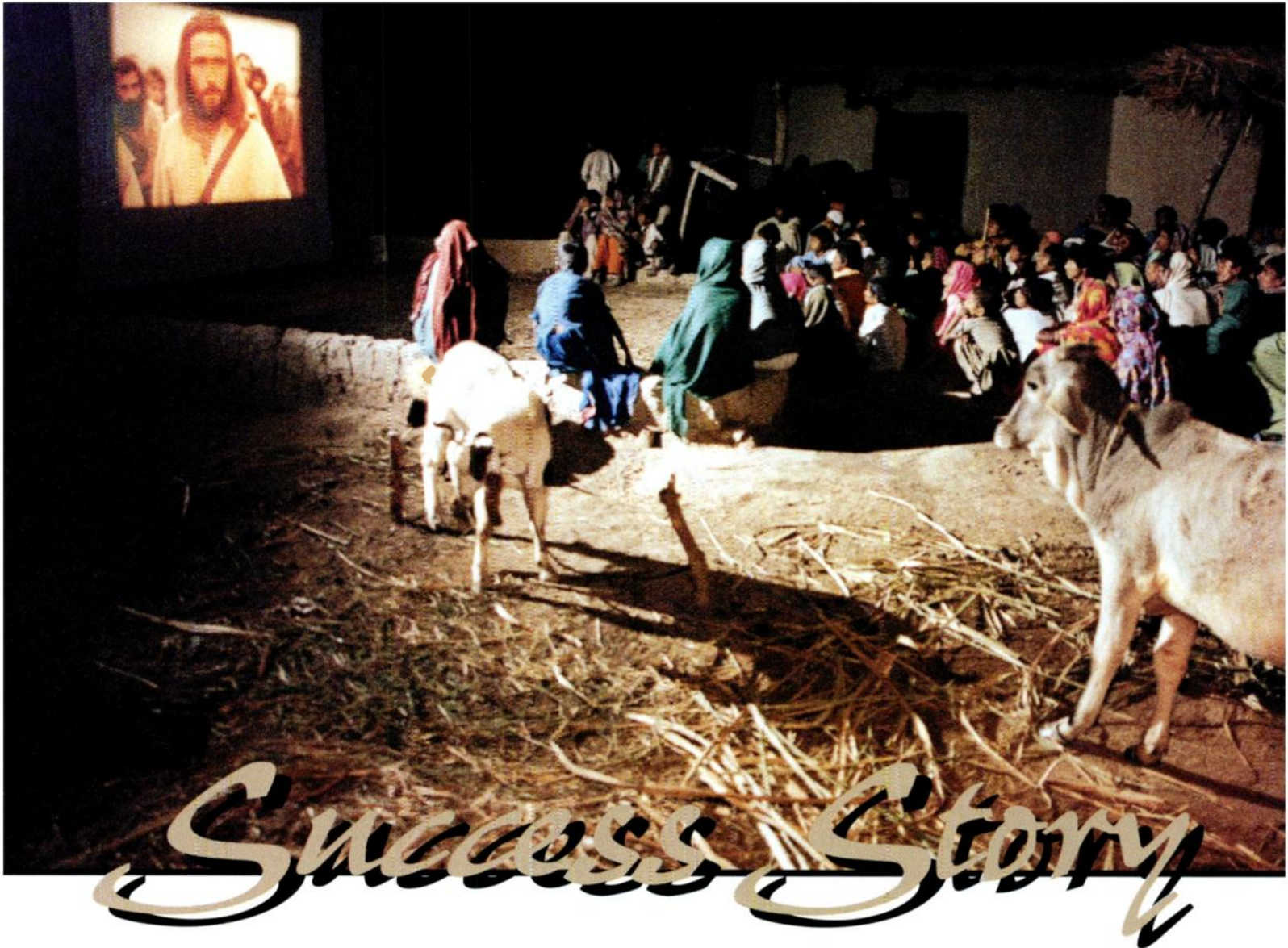
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Success Story

compiled by Christine L. Pryor

TWO HOURS IS A slot of a day, a slice of a month, and a sliver of a year. Compared to eternity, two hours is infinitesimal. But two hours can mark the most important time in a soul's existence when spent viewing *JESUS*, the most phenomenally successful evangelistic film in history.

Many people are acquainted with the story of the film, Campus Crusade for Christ's story of the life of the Savior. Seventeen years after its premiere, the film has been shown to 732 million people of 217 nations, territories, and protectorates in 361 languages.

Translation into 200 additional languages is underway and plans have been made to translate the film into all 1154 languages spoken by 50,000 or more people.

From the Top

Bill Bright, president of Campus Crusade for Christ, encapsulates the film's history: "I did not have the money to produce it. Nor did Cecil

A summer Leadership Development Conference in Kiev, Ukraine, drew 278 participants from six countries.

B. DeMille, whom I approached with my dream. Yet years later, in God's perfect timing, He sent along John Heyman, a well-known movie producer.

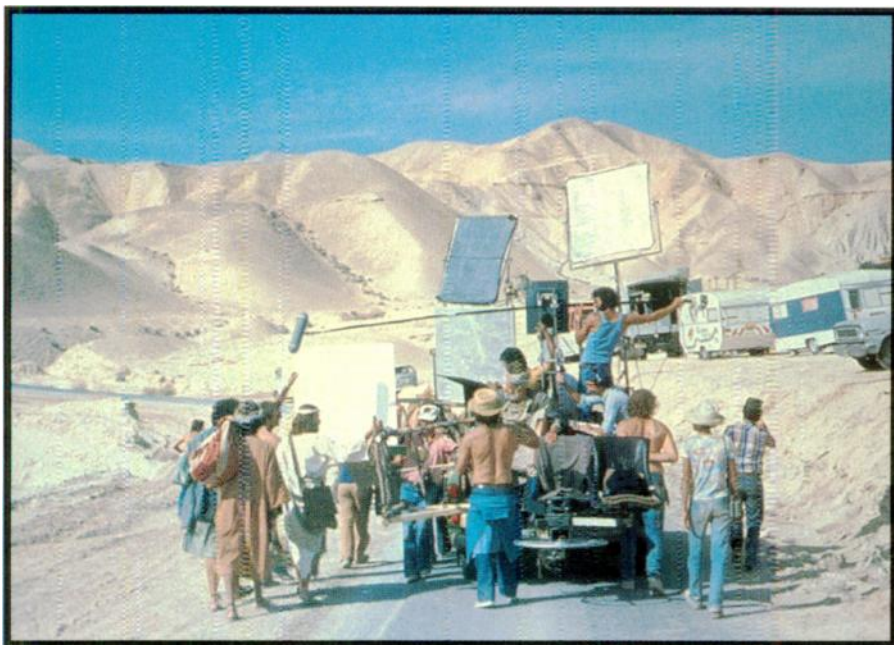
"Friends of the ministry, Bunker and Caroline Hunt, offered to un-

derwrite the entire cost of production. In the meantime, Campus Crusade for Christ had expanded into 150 countries, where it was able to begin training thousands of committed young people to carry the film into some of the world's most inaccessible places.

"The coming together of these factors made the development and the incredibly rapid worldwide deployment of the *JESUS* film possible."

Current Accolades

Continuing in the vein of worldwide deployment, *JESUS* is now an integral part of a massive global project known as New Life 2000, an effort sponsored by Campus Crusade for Christ and designed to accomplish some rather remarkable goals by the end of the millennium (see box on page 30).



than 450 mission agencies not affiliated with Campus Crusade for Christ which use the film.

Updates of film activities worldwide are also available to radio stations through *The JESUS Film World Report*, a CD compilation of 15 58-second spots. More than 300 radio stations subscribe to the free monthly volumes.

Always looking to expand, JFP recently sent *Report's* Volume 20 to print media, offering free subscriptions to the scripts and CDs.

Worldwide Testimonies

Evidence of the amazing impact of *JESUS* pours daily into Eshleman's office in San Clemente, Calif. The director has traveled extensively to many countries in which the film is shown and has compiled a few of his experiences into *The Touch of JESUS* (1995, NewLife Publications).

Where in the world is God working? Everywhere.



North Africa: A man approached a coffee shop owner and asked if he would like to play the *JESUS* video in the shop. While it was playing, another man stood up and said, "I am the priest of the local mosque. A film as holy as this should not be displayed in a coffee shop. Follow me. We must show it in the mosque!"



Trinidad, Bolivia: A small group fellowship expanded to 35 people after its few members were trained by a *JESUS* film team in personal evangelism and spiritual growth.

Top. More than nine years of research went into the pre-production of *JESUS*. Specialized workshops handcrafted the pottery, clothes, and artifacts of the first century to add authenticity to the production.

Bottom. Every scene for *JESUS* was meticulously shot at the precise location where the story unfolded nearly 2000 years ago.

Left. In remote villages, *JESUS* film teams run the movie with power generators and use sheets for screens.

If the success of *JESUS* is any indicator, the goals likely will be realized. According to The *JESUS* Film Project (JFP) director Paul Eshleman, more than 42 million people have indicated decisions to follow Christ after watching the film through the nearly 8000 film

prints or 1.3 million videos in circulation. The number of decisions excludes those resulting from television showings, theater engagements, and video rentals.

Close to 900 JFP film teams show the film internationally in 87 countries, in addition to the more

Continued on page 30

SUCCESS STORY . . .

Continued from page 29

BURMA

Burma: The Nepali version of the film was shown to the Gurk-hali people, expatriates of Nepal. In one village, every resident came out to see it, with many asking to hear more about Christ.

Burundi: Film teams have coupled the film with rebuilding homes destroyed during the inter-ethnic fighting of past years. Viewers at 308 showings

BURUNDI

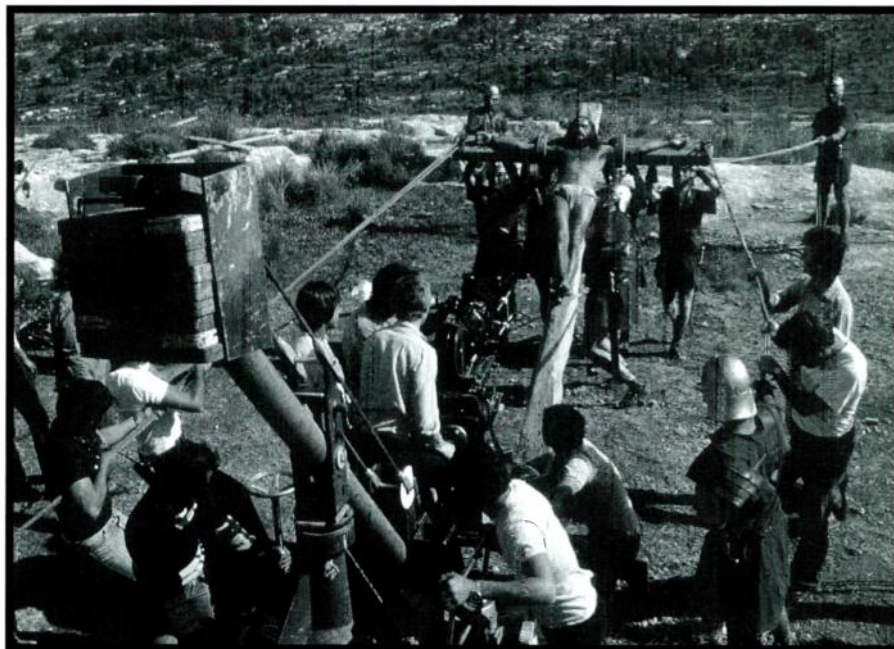
numbered 510,328, with one-fourth indicating their desire to know the Lord.

CHILE

Visa del Mar, Chile: A pastor of a small congregation told team members that 40 percent of his church became Christians because of the film.

Zagreb, Croatia: Croatian film team members Zdenko and Nedad barely paused in their showings of the *JESUS* film during heavy rocket attacks in May

CROATIA



With the exception of British stage actor Brian Deacon (Christ), all cast members were Israelis, professionally unknown outside the limits of their own country.

1995. Thirteen JFP film teams currently serve in the fractured republics of what was once Yugoslavia.

Riobamba, Ecuador: David Martinez once hated the native Quichuas but now wants to reach the people with the *JESUS* film in coordination with local churches. It has cost him, as opponents have battered his car,

ECUADOR

imprisoned and interrogated him, and imprisoned his pregnant wife while he was out of town. In some areas opposed to the Gospel, close to 40 percent of the Quichuas now follow Christ.

Seventeen years after its premiere, JESUS has been shown to 732 million people of 217 nations, territories, and protectorates.

New Life 2000 Goals

According to The *JESUS* Film Project director Paul Eshleman, the goals of New Life 2000 are remarkable:

1) Present the Gospel to more than 6 billion persons worldwide,

2) Follow up with an anticipated 1 billion persons who indicate a decision to become followers of Christ,

3) Launch 5 million New Life groups globally, ministering to as many as 200 million new Christians,

4) Dispatch 10,000 teams throughout the world to show the *JESUS* film in the world's major languages and dialects,

5) Begin ministries on 8000 campuses in strategic metropolitan areas worldwide to help reach university students and professors with the Gospel, and

6) Assist denominational growth, help churches to grow, and enable 1 million new churches around the world.

— Source: The *JESUS* Film Project

India:

In a recent seven-month period, 301 *JESUS* film teams reported 3,035,933 viewers of the film with 337,412

responses to know Christ. This number includes five Hindu priests of the Khond people, known for their practice of animal — and even human — sacrifice. The priests said they understood that Christ Himself was the blood sacrifice. In Gaya, the

INDIA

Continued on page 32

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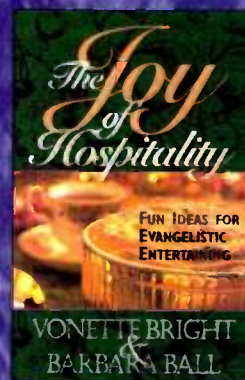
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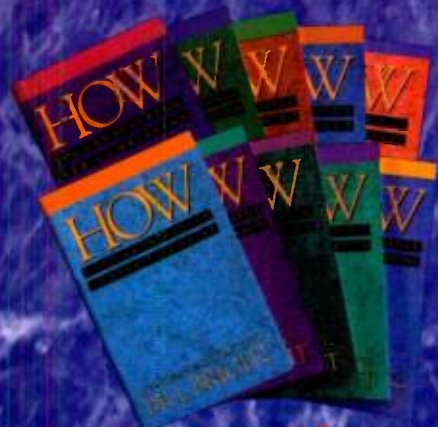
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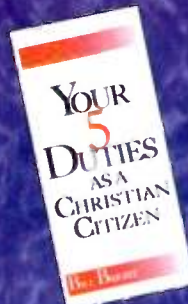
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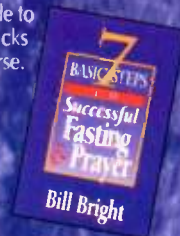
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SUCCESS STORY . . .

Continued from page 30

completion of the Magahi version of *JESUS* will enable 10 million people to encounter Christ in the area where Buddha was said to have "received enlightenment."

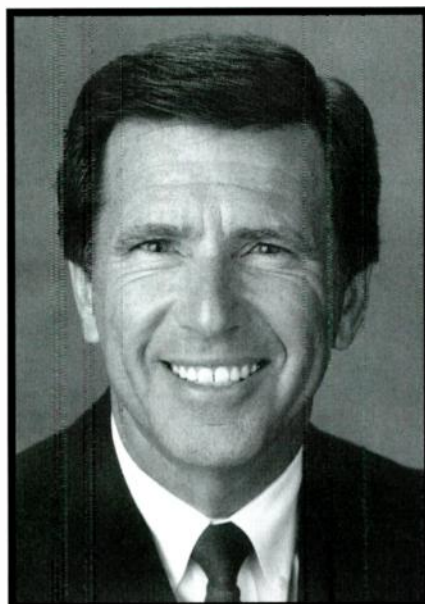


Indonesia: During a recent 12-month period, 1.1 million people (including many Muslims) saw the film and had additional contacts with trained church leaders. Indonesia is the world's most populous Muslim country.



Baghdad, Iraq: Millions have seen the film on state television in Baghdad. Also, the film was shown eight times on Kurdish television in northern Iraq.

Kobe, Japan: Before the after-shocks of the earthquake in Kobe subsided, Campus Crusade staff began asking what they could do to



According to the director of *The JESUS Film Project*, Paul Eshleman, more than 42 million people have decided to follow Christ after watching the film.



The idea of a worldwide evangelistic film on the life of Jesus originated with Bill Bright, president of Campus Crusade for Christ.



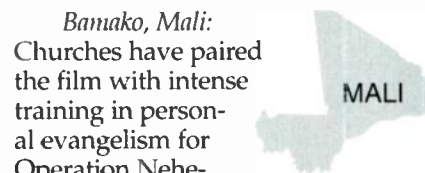
Amman, Jordan: A *JESUS* Film Office ad features photos from the film and offers a free New Testament, *More Than a Carpenter* by Josh McDowell, and an audiocassette of the soundtrack (usually in Arabic) of the film. The ad has elicited more than 44,000 responses. Recently, Jordanian newspapers featuring the ad have been appearing on newsstands in the Palestinian West Bank.



help. Meeting with 852 people in temporary refugee houses, 428

accepted the gift of the *JESUS* video in Japanese.

Twenty-five listened to an explanation of how to know Christ, with five accepting the Savior on the spot.



Bamako, Mali: Churches have paired the film with intense training in personal evangelism for Operation Nehemiah as they seek to introduce their capital city to the Savior. During 1994, 284,795 people attended 724 showings in the nation.



Mozambique: When the Makhuwa translation premiered, 21,000 saw the film in its first week. One large showing drew a crowd of 3000, many of whom came from miles away — packed

Coming Attractions

Territories where *JESUS* has not been shown:

Aruba
Bouvet Island
Cocos (Keeling) Island
French Southern Territory
Greenland
St. Helena
St. Pierre and Miquelon
Svalbard and Jan Mayen
Western Sahara
Pitcairn

Countries where *JESUS* has not been shown:

Andorra
Cape Verde Islands
San Marino
São Tomé and Príncipe
Seychelles

— Source: *The JESUS Film Project*

(Editor's Note: List is taken from ISO 3166 listing of countries, territories, and protectorates. Lands with no population, such as Antarctica, are not included.)

Continued on page 34

The struggle to keep a powerful radio voice

Free to Voice the Gospel

"Free to Voice the Gospel" is the story of KFUD Radio, revealing its recent ordeal with the Federal Communications Commission — a challenge that could confront other religious broadcasters across the country.

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SUCCESS STORY . . .

Continued from page 32

into cattle trucks. Response rate for the film is 40 percent. In one prison, all 700 inmates who viewed the film indicated a desire to receive Christ.

NEW ZEALAND
Auckland, New Zealand: Paul Adams, a car dealer, offers a free JESUS video to everyone who purchases a car. During the past four years, he has given away more than 1000 videos.

PAKISTAN
Pakistan: Film team workers showed the film to nearly everyone in one village. When a local pastor asked who wanted to accept Jesus, no hands were raised — until the village chief strode to the microphone and said, "Didn't you see what Jesus did for

you? I prayed that prayer tonight. How many of you did?" Nearly half of the people responded.

SOUTH AMERICA

South America: During 1995, 80 film teams in 17 countries showed the film to 1,061,537 people, with 217,282 indicating decisions to trust Christ. Television showings involved an estimated 8.9 million viewers.

Sudan: During the traditional week of mourning, the widow of a film team worker broke with tribal tradition. She beseeched the mourners, "Do not scream and cry aloud as you usually do. Instead, sing praises." She also requested the film to be shown each night. Crowds of up to 2000 gathered to see the film the man had shown so faithfully before his death.

SUDAN

UKRAINE

Kiev, Ukraine: A summer Leadership Development Conference drew 278 participants from six countries.

UNITED STATES

New York City: Twenty outside showings of the film in Washington Heights, East Harlem, the Bronx, Queens, and Lower Manhattan each averaged 100-200 viewers, with 10-15 people seeking additional information from volunteers in each location.

West Bank: Dozens of students from a religious school in Bethlehem attentively watched the story of the One born in their hometown. At least 10 percent have indicated their desire to follow Jesus Christ.

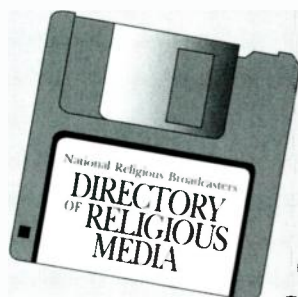
WEST BANK

Zaire: National film teams braved the political climate and restrictions to show the film 331 times to 234,297 viewers, 36,914 of whom indicated a decision to trust Christ.

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Christine L. Pryor is features editor of *Religious Broadcasting*. The information for this article was graciously supplied by The JESUS Film Project, based in San Clemente, Calif. Special thanks to H. Berry Fiess, director of field information services.

Religious Broadcasting

1996 Buyer's Guide to Products and Services

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

Questionnaires were sent to the nearly 600 vendors in the 1996 Directory of Religious Media. The 180-plus respondents in this year's guide are arranged alphabetically by business category.

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Continued on page 36

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Brentwood, TN 37027

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Robert Michaels, president

Lord & Michaels represents mostly music-related clients, making their presence known in appropriate publications, specializing in music and outreach.

MASTER MEDIA ENTERPRISES, INC.

3336-B Pleasant Rd.

Fort Mill, SC 29715

(803) 548-1114 fax (803) 548-1279

Ron Aldridge, vice president/agency division

- *Agency/syndication*

Marketing representatives for Christian television programmers. Television station reps exclusively for Christian programs. Syndication of family (non-ministry) programming. Media buyers and marketers of infomercials.

Norman Fischer & Associates, Inc.

2201 N. Lamar, Suite 204

Austin, TX 78705

(512) 476-9457 fax (512) 476-0540

Norman Fischer, president

- *Media broker appraiser*

Brokerage, appraisals, expert testimony, consulting, research, and market evaluations.

Promise Communications

6105 NE. Meadow Lane

Kansas City, MO 64118

(816) 454-0907 fax (816) 454-1447

Andy Willoughby, president

Sales consultant. Specialize in Christian radio. In station training, video sales tapes, hiring, and management. Staff profiles. Publishes *Selling Radio* and *Radio Sales Letter*.

Renaissance Communications

P.O. Box 31

Wyckoff, NJ 07481

(201) 847-1292 fax (201) 847-1293

Joseph Battaglia, president

Specializes in strategic planning/media placement for organizations wishing to penetrate the Christian music and broadcast industries; produces and syndicates radio programming; career management for Christian artists.

Richard W. Burden Associates

20944 Sherman Way, Suite 213

Canoga Park, CA 91303

(818) 340-4590

Richard W. Burden, principal

Broadcast system engineering. Radio, facilities design, and planning, educational FM FCC applications.

Royal Media

404 BNA Dr., Bldg. 200, Suite 508

Nashville, TN 37217

(615) 889-3944 fax (615) 889-8543

Greg Fast, vice president

A full-service radio agency that specializes in fresh approaches and creative designs for broadcast communicators. Currently representing Jay Sekulow, John Maxwell, and Randall Terry.

Select Religious Broadcasting Service

P.O. Box 1714

Spartanburg, SC 29302

(864) 585-0470 fax (864) 583-7946

Terrie Moyer, ministry consultant

We are an experienced (28 years) ministry consultant. Focus on television and radio placement and crusade promotions. Funded by a Baptist minister who provides expertise in understanding unique problems facing ministries in marketing today.

Sunset Promotions of Chicago, Inc., The Sunset Group

9359 S. Kedzie Ave., P.O. Box 42877

Evergreen Park, IL 60805

(312) 581-9009 fax (312) 581-8869

Neil J. Cacciottolo, president/CEO

- *Programming: radio*
- *Public relations*

The Sunset Group specializes in studio production and public relations. The Chicago Music News offers low-cost advertising, distributing to key markets worldwide.

VAN ZANDT ENGINEERING

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

- *Equipment manufacturer/distributor: audio*

Broadcast engineering, FCC applications, broadcast equipment sales (specializing in non-commercial stations and translators).

Wave Space, Inc.

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

Acoustic consulting, interior design, system design and integration, and custom loudspeaker systems.

Westar Media Group, Inc.

4595 Hilton Pkwy., Suite 200
Colorado Springs, CO 80907
(719) 536-9000 fax (719) 598-7461
Dave Koch, president

- *Program production*

Westar is a full-service agency providing services such as audio production, program syndication, agency representation, and radio spot production.

Education

Concordia Communications, Concordia University at Austin

3400 I-35 N.
Austin, TX 78705
(512) 452-7661 fax (512) 302-5856
David Kluth, director

Production of university distance learning courses, broadcast courses, and post-production editing facility.

Equipment Manufacturer/ Distributor: Audio

ABG AUDIO BROADCAST GROUP, INC.

2342 S. Division Ave.
Grand Rapids, MI 49507
(800) 999-9281 fax (616) 452-1652
Dave Howland, vice president sales and marketing

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

Broadcast equipment, custom furniture, studio systems design and installation, R.E. system sales engineering and installation, systems integrators for audio/video, telecommunications, and sound reinforcement products.

Acoustical Solutions, Inc.

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

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

Sound and noise control products including AlphaSorb Wall Panels and Hanging Baffles, Soundtex Fabric Wall Covering, Alpha Wedge and Pyramid acoustic foams, Audiosea Sound Barrier, and Sonex products.

Aluma Tower Company, Inc.

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

- *Manufacturer: communications towers*

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

Amex U.S. Operations, Inc.

10815 Burbank Blvd.
North Hollywood, CA 91601-2520
(818) 508-9788 fax (818) 508-8619
Steve Harvey, general manager

Manufacturer of 501 by Langley and Recall by Langley automated sound reinforcement mixing consoles, plus a range of Amex recording and broadcast consoles.

Auernheimer Labs and Co.

4561 E. Florence Ave.
Fresno, CA 93725
(209) 442-1048
Curly Auernheimer, president

Control room, monitors, stage speakers.

Audi-Cord Corporation

1845 W. Hovey Ave.
Normal, IL 61761-4315
(309) 452-9461 fax (309) 452-0893
Andrew M. Rector, president
NAB tape cartridge machines.

Audiotronics, Inc.

3750 Old Getwell Rd.
Memphis, TN 38118
(901) 362-1350 fax (901) 365-8629
Robert Greenwald, sales engineer

Audiotronics, Inc., manufactures on-air and production audio mixing consoles for the radio and television broadcast industries with worldwide distribution since 1966.

Auratone Corporation

P.O. Box 180698
Coronado, CA 92178
(619) 297-2820 fax (619) 296-8734
Jack Wilson, president

Compact reference monitor loudspeaker systems for recording, radio, television, post-production, and motion pictures.

Autogram Corporation

1500 Capital Ave.
Plano, TX 75074
(800) 327-6901 fax (214) 423-6334
Ernest T. Ankele Jr., president

Mini-Mit, AC-series, Pacemaker, and RTV-series consoles in from six to 20 channels in all price ranges.

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BEXT, Inc.

1045 10th Ave.
San Diego, CA 92101
(619) 239-8462 fax (619) 239-8474
Michelle DeFazio, sales manager

- *Equipment manufacturer/distributor: video/television*

FM transmitters (2w-30kw), STLs, translators, and boosters. UHF/VHF television transmitters and translators (2w-40kw).

Broadcast Equipment Sales & Engineering, Inc.

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

Complete line of transmission and audio equipment available. Specialize in system design and installation. Service, repair, and refurbishing of all RF and audio equipment.

COMREX CORPORATION

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

Comrex has been building reliable, high-quality broadcast equipment for networks, stations, and program producers since 1961. Our product line includes digital audio coders, frequency extenders, special purpose remote mixer, telephone couplers, and wireless cue systems.

EDCOR ELECTRONICS

7130 National Parks Hwy.
Carlsbad, NM 88220
(505) 887-6790 fax (505) 887-6880
e-mail edcor@caverns.com
Brian Weston, sales

Eddor manufactures a broad selection of sound products, from the programmable inputs to a wide range of mixers, amplifiers, and accessories. Each designed to meet the needs of a small PA system to a large complex sound system.

Garner Industries, Inc.

4200 N. 48th St.
Lincoln, NE 68504
(402) 434-9100 fax (402) 434-9133
John A. Porter, product manager

- *Equipment manufacturer/distributor: computer multimedia*

- *Equipment manufacturer/distributor: video/television*

Garner Industries has been the world's leading manufacturer of degaussers for almost 25 years. Garner offers a complete line of tape erasers for all media formats. Garner degaussers feature conveyor belt systems.

Gentner Communications Corporation

1825 Research Way
Salt Lake City, UT 84119
(801) 975-7200, (800) 945-7730
fax (801) 977-0087
Elaine Jones, marketing manager

- *Equipment manufacturer/distributor: video/television*
- *Conference calling*

Audio products, telephone and talk show interfaces; couplers; patch panels and distribution amps; assistive listening devices; transmitter remote controls; radio and television audioconferencing products and services.

Gorman Redlich Mfg. Co.

257 W. Union St.
Athens, OH 45701
(614) 593-3150 fax (614) 592-3898
James T. Gorman, owner

- *Equipment manufacturer/distributor: video/television*

Emergency alert system encoders and decoders, NOAA weather service rack-mounted weather radio. All-metal enclosure can be supplied with any three of the seven weather frequencies.

Hall Electronics, Inc.

P.O. Box 7732
Charlottesville, VA 22901
(804) 984-4255 fax (804) 984-3299
Rick Johnson, sales manager

We offer a full line of new and rebuilt radio broadcast equipment including audio, RF, and digital equipment. Equipment rebuilding and repair services are also available.

Holaday Industries, Inc.

14825 Martin Dr.
Eden Prairie, MN 55344
(612) 934-4920 fax (612) 934-3604
Kevin Mann, sales

- *Manufacturer: EMF measuring instruments*

For 29 years, Holaday Industries has manufactured test equipment for measuring electric and magnetic fields. These include devices for measuring non-ionizing RF/microwave radiation.

Infonics, Inc.

P.O. Box 1111
Michigan City, IN 46361
(219) 879-3381 fax (219) 879-3383
Carol Lant, marketing

Manufacture mid-speed audio cassette duplicators. Reel to reel, reel to cassette, cassette and high-speed audio cassette rewinders.

Kaba Group

24 Commercial Blvd.
Novato, CA 94949
(415) 883-5041 fax (415) 883-5222
Lauraine M. Bacon, marketing director

- *Cassette and CD reproduction*
- *Music recording/publishing*

Kaba Group manufactures the Kaba Realtime Cassette Duplication System and duplicates audio cassettes and CDs. Recording, mastering, graphics, and packaging services available as well as bulk blank cassettes.

LBA Technology, Inc.

P.O. Box 8026
Greenville, NC 27835
(919) 757-0279 fax (919) 752-9715
Jim Bradshaw, vice president, marketing

Thirty years' experience designing and manufacturing specialized antenna systems, folded unipole antennas, tuning units, transmitter combiners, multiplexers, RF components.

LPB, INC.

28 Bacton Hill Rd.
Frazer, PA 19355
(610) 644-1123 fax (610) 644-8651
e-mail lpbsales@lpbinc.com
John Devecka, sales manager

- *Equipment manufacturer/distributor: computer multimedia*
- *Agency/consultant*

Manufacturing since 1960, LPB is synonymous with reliability. Low-power AM/FM transmitters, audio consoles, and digital automation systems. Check out our Web site at <http://www.lpbinc.com>. Call, fax, or e-mail us today.

Lexicon, Inc.

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

Gregg Perry, marketing communications

Lexicon is a pioneer in the digital audio field. A leader in the industry of signal processors, reverbs, recording studio, and broadcast equipment.

MCP Davisound

1504 Sunset Ave., P.O. Box 521
Newberry, SC 29108-0521
(803) 276-0639
Hayne Davis, director

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

For 25 years, unique combinations of creativity and technical expertise, custom engineered professional audio equipment (including "inner tubes"), radio concepts, productions, and promos.

Magnefax International, Inc.

Route 1, Box 764
Rogers, AR 72758
(501) 925-1818 fax (501) 925-1841
Lesley Tallakson, president

Magnefax International, Inc., are manufacturers of a range of high speed mono and stereo audio tape duplication systems. We also manufacture two models of audio tape degaussers.

Master Track Productions, Inc.

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

- *Audio cassette duplication/CD manufacturer*

Full-service audio cassette duplication and CD replication company offering custom loaded blanks, complete packaging, and fulfillment services.

Media Craftsman International

2685 Locust St., #201
Denver, CO 80207
(303) 341-9431 fax (303) 321-4459
M.S. Thomas, manager

- *Equipment manufacturer/distributor: video/television*
- *Music recording/publishing*

American manufacturer of premium quality blank audio cassette tapes and

tapes accessory products for tape ministry and religious broadcasting.

Micro Controls Co.

1018 Yvonne Dr.
Joshua, TX 76058
(817) 295-0965 (also fax)
Jeff E. Freeman, owner

Broadcast studio to transmitter link (STL) and remote control equipment. Manufacture and service of our own equipment.

Midatlantic Radio Service

P.O. Box 11502

Wilmington, DE 19850-1502
(302) 323-0338

David Schmidt, owner/operator

- *Contract engineering service*

Full-service contract engineering service, complete installations, rebuilding, audio upgrading, equipment service, inspections, AM and FM transmitter rebuilding, plant installation, and AM proofs and upgrades.

Modulation Sciences, Inc.

12A World's Fair Dr.

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Your Broadcast Image is our business.

At EEV no matter what your application or requirement we offer UNEQUALLED QUALITY, SERVICE and EXPERIENCE. Our line of Broadcast products include:

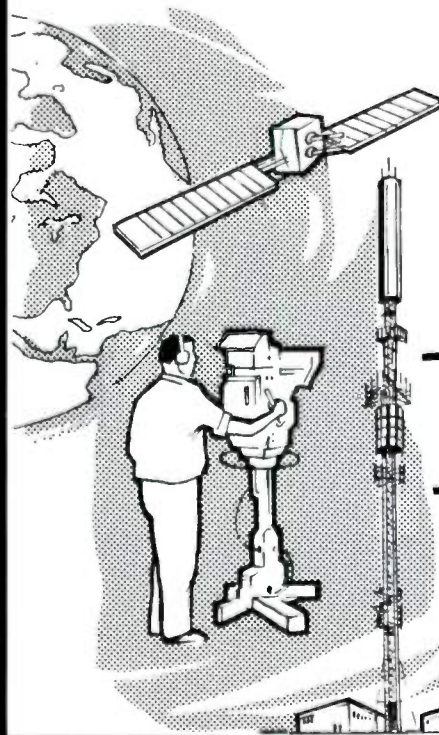
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- Camera Tubes
- Tetrodes
- Ku band Satcom Amplifiers

No other manufacturer offers such a wide choice!

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4 Westchester Plaza,
Elmsford NY 10523
Tel: (914) 592 6050 or
'Toll Free' 1-800-DIAL-EEV
Fax: (914) 682 8922



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Somerset, NJ 08873

(908) 302-3090 fax (908) 302-0206

Judy Englert, sales and marketing admin.

- *Equipment manufacturer/distributor: video/television*

MSI manufactures audio equipment for television and radio including SCA generators, modulation monitors, audio processors, line drivers, stereo generators, SAP generator, PRO receiver, generator and stereo reference decoders, and RDS family of products.

Nady Systems, Inc.

6701 Bay St.

Emeryville, CA 94608

(510) 652-2411 fax (510) 652-5075

Howard Zimmerman, director of sales

- *Equipment manufacturer/distributor: video/television*

Nady Systems manufactures wireless microphone and instrument systems for audio and video professionals for use in events, churches, concerts, and other applications.

NATIONAL AUDIO COMPANY, INC.

1841 E. Bergman/P.O. Box 3657,
Glenstone Station

Springfield, MO 65802/65808

(417) 863-1925 fax (417) 863-7825

Steve Stepp, president

America's foremost manufacturer of quality audio cassettes. Professional blank cassettes of any length. Cassette boxes, labels, and duplicating equipment. Duplication services. Request free pro catalog.

Orban

1525 Alvarado St.

San Leandro, CA 94577

(510) 351-3500 fax (510) 351-0500

Howard Mullinack, vice president sales and strategic planning

Orban manufactures digital and analog processing equipment for television and radio broadcasting.

Pro Video & Film Equipment Group

11419 Mathis Ave., Suite 204

Dallas, TX 75234

(214) 869-0011 fax (214) 869-0145

Norm Bliecher or Bill Reiter,

CEO/president

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

RF Specialties of Texas, Inc.

P.O. Box 7630

Amarillo, TX 79114-7630

(800) 537-1801, (806) 372-4518

fax (806) 373-8036

Don Jones or Steve White

- *Equipment distributor: radio RF*
- *Equipment manufacturer/distributor: computer multimedia*

Offer complete packages, including analog and digital audio products, antennas, transmitters, transmission lines, and accessories. No obligation quotes and leasing available.

Radio Resources and Services Corporation

1201 S. Sharp St.

Baltimore, MD 21230

(410) 783-0737, (800) 547-2346

fax (410) 783-4635

Steve Scarborough, sales manager

- *Equipment manufacturer/distributor: video/television*
- *Distributor: Pro-Audio equipment*

We buy and sell pre-owned radio broadcasts, video production, and Pro-Audio equipment.

Radio Systems, Inc.

P.O. Box 458

Bridgeport, NJ 08014-0458

(609) 467-8000 fax (609) 467-3044

Daniel Braverman, president

- *Equipment manufacturer/distributor: computer multimedia*

Manufacturers of audio mixing consoles, sophisticated master clock systems, audio distribution equipment, and RF-based translation systems.

Redwood Marketing, Inc.

P.O. Box 270007

Nashville, TN 37227

(615) 871-0094 fax (615) 872-7080

Eric Johnson

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

Redwood provides complex audio equipment sales and consultation services to recording studios, broadcast production and transmission facilities, corporate and industrial AV departments, and educational institutions.

Shively Labs

P.O. Box 389

Bridgton, ME 04009

(207) 647-3327 fax (207) 647-8273

David Allen, sales manager

- *Equipment manufacturer/distributor: video/television*

Shively Labs manufactures broadcast antennas for FM, MMDS, PCS, and low-power UHF television stations, including popular translator models.

Shure

222 Hartrey Ave.

Evanston, IL 60202

(847) 866-2200 fax (847) 866-2279

D. Richman, advertising manager

Manufacturer of professional audio electronic products including microphones, wireless, and automatic microphone systems, mixers, and related equipment.

Signal One Corporation

5700 Brainerd Rd., Uptain Bldg.,
Suite 407

Chattanooga, TN 37411

(423) 954-1111 fax (423) 954-3222

M. Sean Vereen, director of marketing

- *Tower site management*

We own and manage tower sites nationwide for customers with towers that don't have customers on them or for customers that want more clients.

Storeel Corporation

P.O. Box 80523

Atlanta, GA 30366

(770) 458-3280 fax (770) 457-5585

Bob Lauter, vice president sales

- *Tape storage systems*

Maximum storage in minimum space for all tape formats.

Stanton Magnetics, Inc.

101 Sunnyside Blvd.
Plainview, NY 11803
(516) 349-0235 fax (516) 349-0344
Jean Kapen, manager advertising and promo

Manufacturer of stereo cartridges, styli, headphones, and record care products.

Superscope Technologies, Inc./Marantz Professional Products

1000 Corporate Blvd., Suite D
Aurora, IL 60504
(708) 820-4800 fax (708) 820-8103
Hilarie Hackendahl, sales/marketing coordinator

- *Equipment manufacturer/distributor: video/television*

Superscope Technologies offers a reliable line of professional audio and video equipment for the recording and music industries, sound contracting, broadcast, government, audio/visual, education, and related fields.

TTE, Inc.

11652 W. Olympic Blvd.
Los Angeles, CA 90064-1420
(310) 478-8224 fax (310) 445-2791
Stephen Sodaro, sales manager

- *Component manufacturing*

RF and microwave filters. Precision Hi Q inductors. Wideband transformers, isolation transformers, and balun transformers.

Ultimate Support Systems, Inc.

2506 Zurich Dr.
Fort Collins, CO 80524
(970) 493-4488 fax (970) 221-2274
Doug Towne, sales manager

Ultimate manufactures and sells a full line of support stands for musical instruments: keyboard stands, speaker stands, guitar stands, band and orchestra instruments, and studio organizers.

Universal Electronics, Inc.

455 Groves Rd., Suite 12
Columbus, OH 43232
(614) 866-4605 fax (614) 866-1201
Thomas P. Harrington, president

Manufacturers of quality SCPC audio receivers, the commercial SCPC XE-

1000 receiver is totally agile, frequency, transponder, companding, bandwidth plus 50 channel memory band. A modern microprocessor controlled receiver at an affordable price.

Vacuum Tube Industries, Inc.

P.O. Box 2009, Dept. RB
Brockton, MA 02405-2009
(508) 584-4500, ext. 81
fax (508) 584-0096, Dept. 81
Gene Tosti, general manager

- *Rebuilt power, amplifier tubes*

Vacuum Tube Industries rebuilds power amplifier tubes. Rebuilt tubes carry a new tube warranty with a substantial savings over the price of a new tube.

**Equipment Manufacturer/
Distributor: Computer
Multimedia**

Catalyst Computer Services

1711 S. Corning St.
Los Angeles, CA 90035-4301
(310) 836-5755 fax (310) 838-3684

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

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



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

1-800-554-2348



A GATLORD ENTERTAINMENT COMPANY



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Richard Shaw, president

- *Computer software*

Computer software for media buyers and their clients. Catalyst Air Date Management System™ tracks airings, station payments, client billings, videotape trafficking, direct response, and much more.

Lynn Greenberg Electronic

Teleprompting

24506 Thistle Ct.

Newhall, CA 91321

(805) 253-1987, (805) 253-2825

fax (805) 253-3336

Lynn Greenberg, owner

- *Equipment manufacturer/distributor: video/television*

MS-DOS based color computer teleprompters and camera display for all broadcast and industrial applications. For sale and rent.

Equipment Manufacturer/ Distributor: Video/Television

ATV Research, Inc.

P.O. Box 620

Dakota City, NE 68731-0620

(402) 987-3771 fax (402) 987-3709

Mel Shadbolt, national sales manager

Specializing in distribution and systems engineering of all types of CCTV, MATV, and SMATV equipment. Extensive line of commercial cameras, monitors, VCRs, remote PRN/TILTs, antenna and satellite interface amps, modulators, filters, etc.

Acrodyne Industries, Inc.

516 Township Line Rd.

Blue Bell, PA 19422

(215) 542-7000 fax (215) 540-5837

Joe Wozniak, sales and marketing manager

Manufacturer of UHF and VHF television transmitters, LPTV transmitters, and television translators. The product line includes all solid state systems to 10kw power output. Solid state and tetrode-type systems for 5kw output power and greater.

Adwar Video

303 Sunnyside Blvd.

Plainview, NY 11803

(516) 349-1800 fax (516) 349-1833

Trudy Michaels, office manager

- *Video services*

Wholesale tape distributor-video services, i.e., duplications, industrial repairs, foreign conversions, sales of industrial video equipment, video accessories, supplies video workstations (Postbox, Pinacle Aladdin, Fast Flyer, and Newtek Toaster), and sale of used equipment.

ARMATO'S PRO VIDEO

67-16 Myrtle Ave.

Glendale, NY 11385

(718) 628-6800 fax (718) 628-7441

Paul T. Armato, president

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

Armato's Pro Video is a full-serving, authorized dealer specializing in sales, service, and rentals of video cameras, VCRs, video projectors, and computer equipment.

BML, Inc.

10 Johnson Dr.

Raritan, NJ 08869

(908) 253-0888 fax (908) 253-9530

Paul Tardue, sales and rental manager

- *Lighting and production services*
- *Film/entertainment*

Equipment and support for every aspect of event production, lighting, sound, staging, special effects, tents, curtains, and more. Sales, rentals, planning, and on-site labor.

Comark Communications, Inc.

500 Horizon Dr., Suite 503

Chalfont, PA 18914

(215) 822-0777 fax (215) 822-9129

Ellen J. Rainey, corporate communications manager

Comark is the inventor and the world leader in UHF IOT transmitter technology. The Comark IOX series, designed and built in the United States, is the most advanced television UHF transmitter in the world.

Computer Prompting & Captioning Co.

1010 Rockville Pike

Rockville, MD 20852

(301) 738-8487 fax (301) 738-8488

Sidney Hoffman, project manager

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

Closed captioning and multi-language subtitle system and service. CPC closed captions in English, Spanish, and French, and subtitled videos in over 20 languages.

ECHOlabs, Inc.

175 Bedford Rd.

Burlington, MA 01803

(617) 273-1512 fax (617) 273-3275

Ted Whittaker, marketing manager

MVS series of switchers: MVS5, MVS6, MVS9 modular switchers that are re-configurable in the field from composite to Y/C to component. Key matrix give maximum flexible use to keying requirements.

EEV, Inc.

4 Westchester Plaza

Elmsford, NY 10523

(914) 592-6050 fax (914) 682-8922

Mike Kirk, commercial business manager

Manufacturer of UHF television amplifying devices including IOTs, ESCs, Klystrons; 2/3-inch, one-inch, and 30 mm Leddicon® camera tubes for studio, EEP and ENG cameras; compact stellar TWT amplifiers for Satcom applications.

Emcee Broadcast Products

P.O. Box 68, Susquehanna St. Ext.

White Haven, PA 18661

(800) 233-6193 fax (717) 443-9257

Jim Zaroda, LPTV product manager

Since 1960, Emcee has provided the world with quality transmission products. Manufacturers of UHF and VHR transmitters/translators, ITPS and MMRS wireless cable transmitters. Provides installations, repair, and parts services.

George R. Snell Associates, Inc.

269 Sheffield St.

Mountainside, NJ 07092-2318

(908) 654-8855 fax (908) 654-8859

George R. Snell, president

- *Manufacturer: projectors and A/V systems*

Manufacturer of new optical projector complete with LCD panel, utilizing 4000-hour lamp. For use with laser

disc, VCR, computer, or as overhead. Also manufacturer of family of overhead, 35 mm, scenic/special effect, and custom high-intensity projectors and audio/visual systems.

The Great American Market

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

• Film/entertainment

GAM has a unique line of lighting equipment, special effects machines, accessories, GAM tools, GAM patterns, GAM color, diffusion, black-wrap, etc., for motion pictures, television, theater, and multimedia.

Hi-Tech Enterprises, Inc.

11100 66th St. N., Suite 27
Largo, FL 34643
(813) 546-6407 fax (813) 544-1018
Charles Judy, sales manager

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

New and used broadcast and industrial video equipment and related products.

JA Taylor & Associates

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

- Appraisals and brokers
- Agency/consultant

Brokers and appraisers of television production equipment for over 27 years, serving ministries, production companies, stations, and financial institutions nationwide.

JVC Professional Products Co.

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

JVC manufactures and distributes a complete line of professional and industrial video products, including S-VHS and VHS recorder/players, editing recorders and controllers, duplicators, monitors, SEGs, 3-CCD cameras and camcorders, HDTV camera, monitors, W-VHF VCRs, CCTV, and imaging products.

Lectrosonics, Inc.

581 Laser Rd. NE.

Rio Rancho, NM 87124
(505) 892-4501 fax (505) 892-6243
Gordon Moore, sales manager

Lectrosonics manufactures VHF-UHF microphones for broadcast studio and field use, including wide-band UHF wireless microphones for wider dynamic range and very high signal-to-noise ratios.

Leitch, Inc.

920 Corporate Lane
Chesapeake, VA 23320-3641
(800) 231-9673 fax (804) 548-4088
Dan Thompson, director of marketing

- Equipment manufacturer/distributor: audio

Leitch designs, manufactures, and markets electronic equipment to distribute, process, and switch high-quality video and audio signals required by television broadcast facilities, independent and post-production studios, and telecommunications companies.

MCCOM, Inc.

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

- Equipment manufacturer/distributor: audio

- Equipment manufacturer/distributor: computer multimedia

MCCOM, Inc., buys, sells, and trades broadcast video and audio equipment.

Nemal Electronics International, Inc.

12240 NE. 14th Ave.
North Miami, FL 33161
(305) 899-0900 fax (305) 895-8178
Hilda Manten, sales admin.

- Equipment manufacturer/distributor: audio

Nemal Electronics is a manufacturer and distributor of audio, video, and composite cable, connectors, and patch panels for broadcast applications.

Packaged Lighting Systems, Inc.

P.O. Box 285
Walden, NY 12586
(800) 836-1024, (914) 778-3515
fax (914) 778-1286
Lee Daniels, sales/marketing manager

Continued on page 44

FM Transmitters - Translators - Amplifiers

20 watt FM Translator



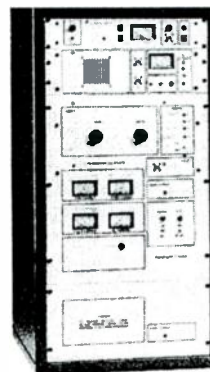
- Frequency Agile both input & output
- High quality performance
- One year limited warranty
- Station ID available

\$2,990.00

FM AMPLIFIERS

100 Watt\$1,790.00
250 Watt\$2,790.00
500 Watt\$4,500.00

2,500 & 5000 watt FM Transmitter Single Tube for dependable low cost operation



Complete with Solid State exciter and IPA
2,500 watt\$12,990.00
5,000 watt\$24,990.00

250 Watt Transmitter with Stereo Generator, Compressor Limiter, Station ID & Remoter Interface - \$4,500.00

Factory Direct Sales 17194 Preston Rd #123-297 Dallas TX, 75248
Ph 214/335-3425 800/279-3326 Fax 214/377-4625

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

Stage Equipment and Lighting, Inc.
4600 SW. 36th St.
Orlando, FL 32811
(407) 425-2010 fax (407) 648-2604
Mike Collins, branch manager

- *Equipment distributor: lighting*

Full-service stocking distributor for all manufacturers of lighting and grip equipment, special effects, filters, connectors, and expendables. Sales/rentals offices in Orlando, Miami, and Tampa.

STANDARD COMMUNICATIONS CORPORATION

1111 Knox St.
Torrance, CA 90502
(310) 532-5300 fax (310) 532-0397
R. Mason Truluck, vice president and director

Leading supplier of broadcast quality satellite television receivers.

THEATRE SERVICE & SUPPLY CORPORATION

1792 Union Ave.
Baltimore, MD 21211
(410) 467-1225 fax (410) 467-1289
Jacquelin Keleman

Manufacturer and installer of curtains and track systems for churches, television, film, stage, and live entertainment applications. Distributor and installer of manual and motorized stage rigging. Distributor of lighting and dimming equipment and scenic fabrics, paint, hardware, and supplies.

Videomedia, Inc.
175 Lewis Rd., #23
San Jose, CA 95111
(408) 227-9977 fax (408) 227-6707

- *Equipment manufacturer/distributor: computer multimedia*

Videomedia is the developer of the industry standard V-LAN™ Universal Control Network and the producer of OZ-PCE™ and EdiQit™ video

editing software for Microsoft Windows.

Videotek, Inc.
243 Shoemaker Rd.
Pottstown, PA 19464
(610) 327-2292 fax (610) 327-9295
Paul Calkin, vice president marketing

- *Equipment manufacturer/distributor: audio*
- *Film/entertainment*

Videotek manufactures over 80 sophisticated products ranging from test and measurement instruments, product/post-production switches, signal routers, distribution amplifiers, demodulators, and audio products. Videotek is ISO-9001 certified.

Victor Duncan, Inc.
6305 N. O'Connor, #100
Irving, TX 75039-3510
(214) 869-0200 fax (214) 869-9810

- *Film/entertainment*
- *Equipment manufacturer/distributor: audio*

Complete equipment rental services for film, video, and television broadcast productions including expendables and lighting equipment sales. Atlanta, Chicago, Dallas, Detroit.

Film/Entertainment

Brock & Associates
201 Seaboard Lane
Franklin, TN 37067
(615) 771-2929 fax (615) 771-2902
Darlene Brock, president

- *Agency/consultant*

We are a personal management company for Christian contemporary rock music.

CAPTIONS, INC.

2619 Hyperion Ave.
Los Angeles, CA 90027
(213) 665-4860 fax (213) 665-6869
Robert Troy, sales manager

- *Programming: television*
- *Programming: video*

Closed-captioning, foreign language subtitling, translations, and transcription services. Broadcast quality. All standards. All tape formats. With offices in New York, Chicago, and Sioux Falls, S.D.

Caption Graphics

201 Bonhill Dr.
Fort Washington, MD 20744
(301) 203-0680 (also fax),
(800) 500-4906
Betty Browning, production manager

- *Captioning*

Open/closed captioning of prerecorded videotape programming. Broadcast quality digitally produced captioning to enhance benefits for the hearing-impaired through the medium of captioning.

Devlin Design Group, Inc.
12526 High Bluff Dr., Third Floor
San Diego, CA 92130
(619) 942-3626 fax (619) 942-2664
Dan Devlin, president

- *Set designer*

Emmy Award-winning set design firm. Scenic design and construction for television, film, and commercials. Services include set design, virtual and hard set production, consultation, and lighting. Call for demo reel.

MANITOU MOTION PICTURE COMPANY, LTD.

525 Communication Cr.
Colorado Springs, CO 80905-1536
(719) 471-1211 fax (719) 471-3540
Ed Flanagan, president

- *Programming: video*
- *Programming: television*

Fifteen years of national level credits in film, video, and television production, both Christian and secular. State-of-the-art production and post-production facility.

Ross-Gaffney, Inc.
21 W. 46th St.
New York, NY 10036
(212) 719-2744 fax (212) 944-8539
Sarah Rianhard, assistant

We are an audio post-production facility offering complete editing facilities, mixing studios for film, video, and radio, including Pro Tools digital audio station, sound effects, a narration studio for wild or sync dubbing, and sound transfers for a variety of formats.

Fund Raising/Donor Management

Berkey Brendel Sheline

60 Shiawassee Ave., Suite G
Akron, OH 44333

(216) 867-5224 fax (216) 869-5607
Amy Wachtel, client services director

A proven, effective ministry development agency helping Christian broadcast organizations find new donors, upgrade existing donors, and grow better relationships with all their constituents.

Broadcast Innovations

P.O. Box 4937

San Luis Obispo, CA 93403

(800) 549-1778 fax (805) 594-1244

Jon Fugler, president

We specialize in helping ministries and non-commercial stations in developing and maintaining their donor base. Offer free report for bona fide non-profits and non-commercials.

Donor Automation, Inc.

912 New York St., Suite B

Redlands, CA 92374

(909) 793-1230 fax (909) 793-4434

Ken Hallberg, sales and marketing director

- *Equipment manufacturer/distributor: computer multimedia*

Donor Automation provides software and services to Christian organizations for fund raising/donor management, sales and inventory, and fund accounting. Clients have name files from 5000 to 500,000-plus names.

EFT CORPORATION

5 Science Park

New Haven, CT 06512

(203) 786-5222 fax (203) 786-5225

Willits Sawyer, president

- *Electronic fund transfer*

Since 1978, EFT Corporation has assisted Christian organizations in raising funds by direct bank payment. Each month we can automatically deduct a donor's contribution from his checking or credit card account.

INFOCISION MANAGEMENT CORPORATION

325 Springside Dr.

Akron, OH 44333

(330) 668-1400 fax (330) 668-1401
Timothy E. Twardowski, executive vice president - marketing

InfoCision provides outbound telephone fund-raising services for more Christian ministries than any other telemarketing firm in the world. Our programs enhance direct mail results and maximize the lifetime net value of our clients' donors.

KMS Software

12001 N. Central Expwy., Suite 790
Dallas, TX 75243

(214) 383-7070 fax (214) 383-7071
Frank Smith, president

- *Computer software*

Provider of direct mail fund-raising product sales and fund accounting software systems for non-profit organizations and religious ministries.

Killion McCabe & Associates

12001 N. Central Expwy., Suite 900

Dallas, TX 75243

(214) 239-6000 fax (214) 383-7094

Continued on page 46

CRT

CUSTOM PRODUCTS INC

MAKING MUSIC LOOK GOOD

MANUFACTURING
COMPACT DISC
HIGH SPEED CASSETTE
CD INTERACTIVE
CD ROM
CD MULTIMEDIA

MASTERING STUDIO
PMCD'S
SONY 1630'S
DAT MASTERING
MASTER RESTORATION
CD ROM AUTHORIZING

COMPLETE PRINTING
ART & DESIGN
DESKTOP PUBLISHING
COLOR SEPARATIONS
COMPLETE BINDERY
DIE CUTTING
FABRICATING
SPECIALTY PACKAGING
SIX COLOR PRINTING
AQUEOUS COATING
UV COATING

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

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

Tom McCabe, president

- Agency/consultant
- Press/print media

Direct response marketing agency specializing in fund raising for religious, non-profits. Also work with product sales for profit-making and non-profit organizations.

Macfarland Company

P.O. Box 116

Whitehouse Station, NJ 08889-0116
(908) 236-0533 fax (908) 236-0633

Harriet Walker, list manager

- Mailing lists: religious

Macfarland Company provides mailing lists to companies and organizations who are trying to reach religious, educational, and recreational organizations, hospitals, nursing homes, hospices, libraries, and more.

Master Software Design

2448 E. 81st St., Suite 4600

Tulsa, OK 74137

(918) 488-0052 fax (918) 488-0478

Gene A. Gregg, vice president sales and marketing

Creative Management Systems is a network or multi-user, multi-tasking, donor management and distribution package to process contributions, pledges, subscriptions, product orders, and inventory control. Extensive market analysis and segmentation features.

Micahtek, Inc.

2448 E. 81st St., Suite 4600

Tulsa, OK 74137

(918) 488-0052 fax (918) 488-0478

Gene A. Gregg, vice president sales and marketing

Micahtek is an 800 phone response center specializing in inbound 800 calls, donation receipting, pledge and subscription processing, credit card authorizations, and order fulfillment.

Response Unlimited

c/o The Old Plantation

Route 5, Box 251

Waynesboro, VA 22980-9111

(540) 943-6721 fax (540) 943-0841

Philip Zodiates, owner

- Direct mail company

Response Unlimited is a direct mail

company specializing in evangelical and conservative lists.

Samuelson Computer Services Co.

350 S. Schmale Rd.

Carol Stream, IL 60188

(708) 668-1598 fax (708) 668-2654

Katherine Samuelson, general manager

Providing donor management software including station tracking and premium/product inventory and fulfillment. As the software developers, we provide customization and support.

ShareMedia Services

1934 11th Ave. E.

Shakopee, MN 55379

(612) 496-3359 fax (612) 496-3359

Todd Isberner, president

ShareMedia is a fund-raising consulting firm helping broadcasters improve and expand their ministries. Twenty years of experience producing and hosting sharathons using a complete range of services.

Ministry/Mission Group/Church

Briargate Media

P.O. Box 998

Colorado Springs, CO 80901

(719) 531-3300 fax (719) 531-3302

Bev Singleton, executive director

- Agency/consultant
- Press/print media

Briargate Media serves Focus on the Family by the placement and promotion of product to the broadcast and print media.

The Christian Care Ministry

P.O. Box 1779

Melbourne, FL 32902-1779

(800) 374-2562 fax (407) 726-8016

Robert Dixon, vice president

- Medical

Christians organized to pay one another's medical needs. Bills up to \$50,000 shared by the membership at a monthly cost of half conventional expense.

Christian Information Service, Inc.

P.O. Box 6511

Charlottesville, VA 22906-6511

(804) 973-8439 fax (804) 975-1005
William Thomas Bray, executive director

- Press/print media
- Agency/consultant

Providing religious broadcasters assistance in global outreach through outsourcing of news, editorial, and donor communications services of all kinds, including books, periodicals, and direct mail.

Intercristo

19303 Fremont Ave. N.

Seattle, WA 98133-3800

(800) 426-1343 fax (206) 546-7375

Jane Henry, promotions coordinator

- Employment

Intercristo is a Christian job referral service matching individuals to employment opportunities worldwide and assisting Christian ministries to identify qualified and committed applicants for their job openings.

Turning Point Ministries

9920 Prospect Ave., Suite 103

Santee, CA 92071

(619) 258-3600 fax (619) 258-3636

David Jeremiah, president

Turning Point Ministries exists to provide sound Bible teaching relevant to today's changing times through radio broadcasts, audiocassette series, study guides, and books.

Music Recording/Publishing

ASCAP (American Society of Composers, Authors, and Publishers)

1 Lincoln Plaza

New York, NY 10023

(212) 621-6460 fax (212) 621-6446

William Slantz, director of broadcast licensing

- Music licensing

ASCAP is a membership association of over 65,000 composers, songwriters, lyricists, and music publishers. ASCAP's function is to protect the rights of its members by licensing and collecting royalties for the public performances of their copyrighted works.

Arrival Music

2605 Fernbrook Lane N.

Minneapolis, MN 55447
(612) 559-6800 fax (612) 559-6803
Tom Ramsey, vice president

Licensed compilation albums featuring Christian music's biggest stars performing their most popular songs. The finest music on earth is on Arrival.

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

- Sound reinforcement

Sound recording, cassette duplication, sound reinforcement, and stage lighting.

Creative Sound Corporation
P.O. Box 755
Malibu, CA 90265
(800) 323-PACK fax (310) 456-7886
John Condon, customer service manager

Custom CD and cassette service.
Complete package prices for 500 or more. Represents WEA (Time-Warner) and Technicolor.

Flying Wedge Music Publishing Co.
150 Verma Dr.
Lafayette, LA 70507
(318) 234-4558 fax (318) 237-8132
Dub Putnam, president

Producer, writer, arranger, publisher of choral music, contemporary Christian, gospel, and Christian country.

Forge Recording Studios, Inc.
P.O. Box 861
Valley Forge, PA 19481
(800) 331-0405 fax (610) 935-1940
Warren Wilson, president

- Programming: radio

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

- Agency/consultant
- Film/entertainment

Concert and tour spots for radio. Creative ministry demos. Voice-overs and audio production for radio, film, and television.

Promusic
941-A Clint Moore Rd.
Boca Raton, FL 33487

(407) 995-0331, (800) 322-7879 fax
(407) 995-8434

- Music library

Production music and sound effects library with the most diverse music styles available.

Rose Studios
1098 B Rose Ave.
El Centro, CA 92243
(619) 352-5774 fax (619) 353-1339
Danny Berg, chief engineer

- Sound system sales, design, installation

Custom CD and cassette recording packages in exclusive recording studio with an atmosphere to encourage your creativity and the technology to capture your best performance.

SESAC
55 Music Square E.
Nashville, TN 37203
(615) 320-0055 fax (615) 321-6290
Crystal H. Caviness, manager corporate relations

- Performing rights

SESAC is a performing rights organization that affiliates songwriters and music publishers and licenses and music users.

Texas International Magnetics
1611 Herring Ave.
Waco, TX 76708
(817) 756-5303 fax (817) 756-0082
e-mail timeag@acm.org
Marlene Hix, owner/president

- Distributor of recording tape

We duplicate audio and video cassette tapes and distribute blank recorded tape throughout the United States and several other countries.

Third Floor Productions
P.O. Box 40784
Nashville, TN 37204
(615) 791-9337 (also fax)
Steve Pinkston, president

- Film/entertainment
- Programming: computer multimedia

We are a true multimedia production company, making music records, books on tape, music videos, film productions, and CD-ROM productions.

Continued on page 48

Attention:
Broadcasters
Premium Users
Video Distributors

Angels Sent on Assignment

COLLECTORS SERIES

**Six TV Shows and Videos
that Explore the Angel
Phenomenon from a
Biblical Perspective**

Coming June 1996

TOPICS COVERED

- Angels guide people in times of special need
- Angels minister to and protect believers in need
- Angels provide comfort and strength in times of sorrow and danger
- Angels protect and deliver their charges from harm
- Angels are messengers and instruments of God's will
- Angels appear in dreams and visions to give warnings and announcements

ANGELS SHOWS

- Docu-Dramatic Re-creations
- Hollywood Production Quality
- Faith Building for All Ages
- Separates Real Angel Experiences from Angel Quackery
- For 2nd Grade through Adult Ages
- Interactive Study Guide Included
- Dove Family Approved Seal Award
- Film Advisory Board Excellence Award

AVAILABLE RIGHTS/VIDEOS

- Series Producer Radio/TV Interviews
- Domestic TV Broadcast Rights
- Foreign Secular/Christian TV Rights
- Foreign Video Distribution Rights
- Shared Revenue Infomercials/Spots
- Video Sets, Packs, or Individual Titles for Premium Uses

**Marsha Rano • Dave Balsiger
GROUP PRODUCTIONS**

P.O. Box 508, Loveland, CO 80539 USA
(970) 669-3836 • (970) 669-3268 FAX

**Toby Arnold & Associates,
Inc./TA&A**

3234 Commander Dr.
Carrollton, TX 75006
(214) 661-8201 fax (214) 250-6014
Toby Arnold, president/CEO

- *Programming: radio*

Custom commercial music for radio stations, television stations, and national or local advertisers.

World Media Group, Inc.

6737 E. 30th St.
Indianapolis, IN 46219
(317) 549-8484 fax (317) 549-8480
Mary Schatz, vice president sales

- *Cassette and CD manufacturing*

Custom cassette and compact disc duplicator, offering full-service pre-press graphic work, special packaging, mastering, warehousing, and fulfillment.

Premiums/Incentives

Russ Doughten Films, Inc.

5907 Meredith Dr.
Des Moines, IA 50322
(515) 278-4737 fax (515) 278-4738
Carey Jordan, executive assistant

- *Film/entertainment*
- *Programming: video*

Twenty-four feature length dramatic films emphasizing character, action, engrossing plots, and entertainment based on Christian family values, the effects of godliness, and faith in Jesus Christ.

Swanson, Inc.

P.O. Box 1257
Murfreesboro, TN 37133
(615) 896-4114 fax (615) 898-1313
Marcela Gomez, marketing director

- *Fund raising/donor management*

Custom-made pencils, pens, mugs, caps, key chains, and much more with your own imprint.

USA PhoneCard

P.O. Box 236

Fredericksburg, VA 22404
(800) 371-6554 fax (540) 371-1837
Don Donehey, owner

- *Fund raising/donor management*
- *Agency/consultant*

Prepaid phone cards for businesses and organizations. Custom printing and voice prompts. No minimums. Low rates. Great for fund raising and promotions.

Press/Print Media

Impact Communications, Inc.

3900 Ford Rd., Suite 19-I
Philadelphia, PA 19313
(215) 877-4070 fax (215) 877-1850
Gregory A. Dixon, president

- *Programming: computer multimedia*
- *Programming: radio*

A multimedia communications company that provides services in marketing communications and advertising, electronic publishing, desktop design, technical and creative writing, broadcast production, voice-overs, designing Web pages/HTML scripting, multimedia software, consultation, and training.

**Programming: Computer
Multimedia**

Christian Interactive Network

P.O. Box 70808
Fort Lauderdale, FL 33307
(954) 938-6980 fax (954) 351-7900
Gregory B. Darby, president

- *Online services*

A ministry providing Internet/online consulting and design services for the Christian community, featuring leading ministries with forums on the World Wide Web and Compuserve.

Palace Production Center

29 N. Main St.
South Norwalk, CT 06854
(203) 853-1740 fax (203) 855-9608
Wendy Lambert, president and COO

- *Programming: video*
- *Film/entertainment*

Digital video and digital audio production and post. Original music composition. Web site design. CD-ROM premastering. Multimedia production. Motion control animation. 2-D and 3-D design.

Programming: Radio

Atlantic Coast Communications

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

- *Agency/consultant*
- *Equipment manufacturer/distributor: audio*

Specialize in helping the local church with radio outreach in both production and placement.

Boston Quality Voice-overs

17 Minthorne St.
Worcester, MA 01603
(800) 693-7191
Steve Tuzeneu, vice president sales

- *Professional voice talent*

Provides professional voice talent for radio, television, video, film, and syndicated projects. Also has a division that produces affordable jingles for all purposes. Demo tapes are available free for those who call or write. Christian-owned and operated company.

Broadcast Data Consultants

51 S. Main Ave., Suite 312
Clearwater, FL 34625
(813) 442-5566 fax (813) 443-5254
Pete Bauer or Neil Edwards, sales marketing/president

We program software for radio stations, from traffic scheduling to music scheduling. Products include the Traffic C.O.P., the Music Director I and II, and the Music Librarian.

Children's Sonshine Network

1159 East Beltline NE.
Grand Rapids, MI 49505
(800) 530-9779 fax (616) 942-7078
Dodd Morris, program director

- *Education*
- *Ministry/mission group/church*

Continued on page 50



The new
24-hour
programming
service for
your station.

innovative

For broadcasters throughout the country, American Family Radio is the best source for innovative, flexible and fully professional Christian radio programming. AFR's 70% music/30% talk format is suitable for both commercial and non-commercial stations. We feature live on-air personnel – never automated – and a complete 24-hour-a-day schedule. Each hour includes five minutes for local breaks.

inspirational

At AFR, *ministry* is everything. That's why we offer these programs:

- *Focus on the Family* with Dr. James Dobson
- *Truths that Transform* with Dr. D. James Kennedy
- *How Can I Live?* with Kay Arthur
- *Love Worth Finding* with Dr. Adrian Rogers
- *The Alternative* with Dr. Tony Evans
- *Money Matters* with Larry Burkett and much more.

(Your station is identified after each program.)

Our music is an uplifting mix of the very best in light contemporary, old favorites and the great hymns of the church. Saturday mornings feature programs just for kids while Saturday nights are strictly for youth.

informative

Your listeners will stay on top of news and current events with the best in short features including *Washington Watch*, *Phyllis Schlafly Report*, *Cal Thomas Commentary*, *Byline*, *Probe* and others. AFR's own *Today's Issues*, an hour-long listener call-in show, and *AFA Report*, a daily interview show with newsmakers directly from the nation's capital, make AFR the information leader.

With AFR's hourly news, short features and issue-oriented shows, you need only one source for complete news programming.

free

There are no strings attached. AFR programming costs you nothing. There are no time contracts and you can drop the service any time. You are free to break away for local or segment programming.

Call now and we'll send you a free demo tape. Contact Marvin Sanders, AFR, P.O. Drawer 2440, Tupelo, MS 38803.

TECHNICAL INFORMATION

Equipment needed:

- Comstream ABR200 receiver
- LMB and KU band dish

Receive AFR on:

- G-Star 1, Transponder 8, frequency 12164.2, 128 kilobyte, format definition 1, 27, 1, 7.

Approximate equipment costs: \$2000

*American
Family
Radio*

601-844-8888

1996 BUYER'S GUIDE . . .

Continued from page 48

Quality programming for the children in your listening area via FM sub-carriers. A great ministry and subscriber-based revenue source for your station.

COMPANION RADIO NETWORK, INC.

P.O. Box 4
Port Gamble, WA 98360-0004
(360) 779-1709 fax (360) 779-6695
David Bolthouse, president

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

Generate thousands monthly by utilizing your FM SCAs to minister to children and seniors. We provide 24-hour programming, receivers, and handle all details.

Ecumenical Communications

P.O. Box 270999
West Hartford, CT 06127-0999
(860) 585-5090
Robert J. Geckler, owner

- *Agency/consultant*

Ecumenical Communications provides and produces radio programs and spots for churches. Also produces *Tune Back to Yesterday*, a syndicated, nostalgic radio program.

Eddie Powell Voiceovers

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

- *Music recording/publishing*
- *Agency/consultant*

Professional studio voice for voiceovers and musical projects. Working for major advertisers, ministries, and your project. In *Who's Who* in Entertainment. Call for demo.

Heil Enterprises

P.O. Box 1372
Lancaster, PA 17608-1372
(717) 989-9100 fax (717) 898-6600
Shelia Heil, director station services

Produce and syndicate *The Gospel Greats*, America's best-known weekly

southern gospel music-and-interview program. Also *A Gospel Christmas* specials.

IAM, Office Music

610-A E. Battlefield, #238
Springfield, MO 65807
(417) 887-7788
Roy Swafford, president

- *Christian office music*

Satellite direct Christian office music, sound systems, telephone music-on-hold.

JD Productions

4607 Baxter Dr.
Charleston, WV 25302
(304) 965-5349 fax (304) 965-7753
Jim Damron, owner

- *Sound recording/studio*

Audio recording, scriptwriting, sound services.

Kenneth R. Meades

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

- *Agency/consultant*
- *Music recording/publishing*

Consulting to small organizations and radio programmers.

Mission Network News

1159 East Beltline, NE.
Grand Rapids, MI 49505
(800) 284-9361 fax (616) 942-7078
Greg Yoder, director

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JESUS WAS NOT born in Bethlehem of Judea but in Sandersville, Georgia!" This proclamation by Nation of Islam leader Louis Farrakhan caused a traffic jam in the phone lines of *The 700 Club* as shocked viewers responded to excerpts of the five-part video series *Farrakhan: Charismatic Beacon or Cult Leader?*

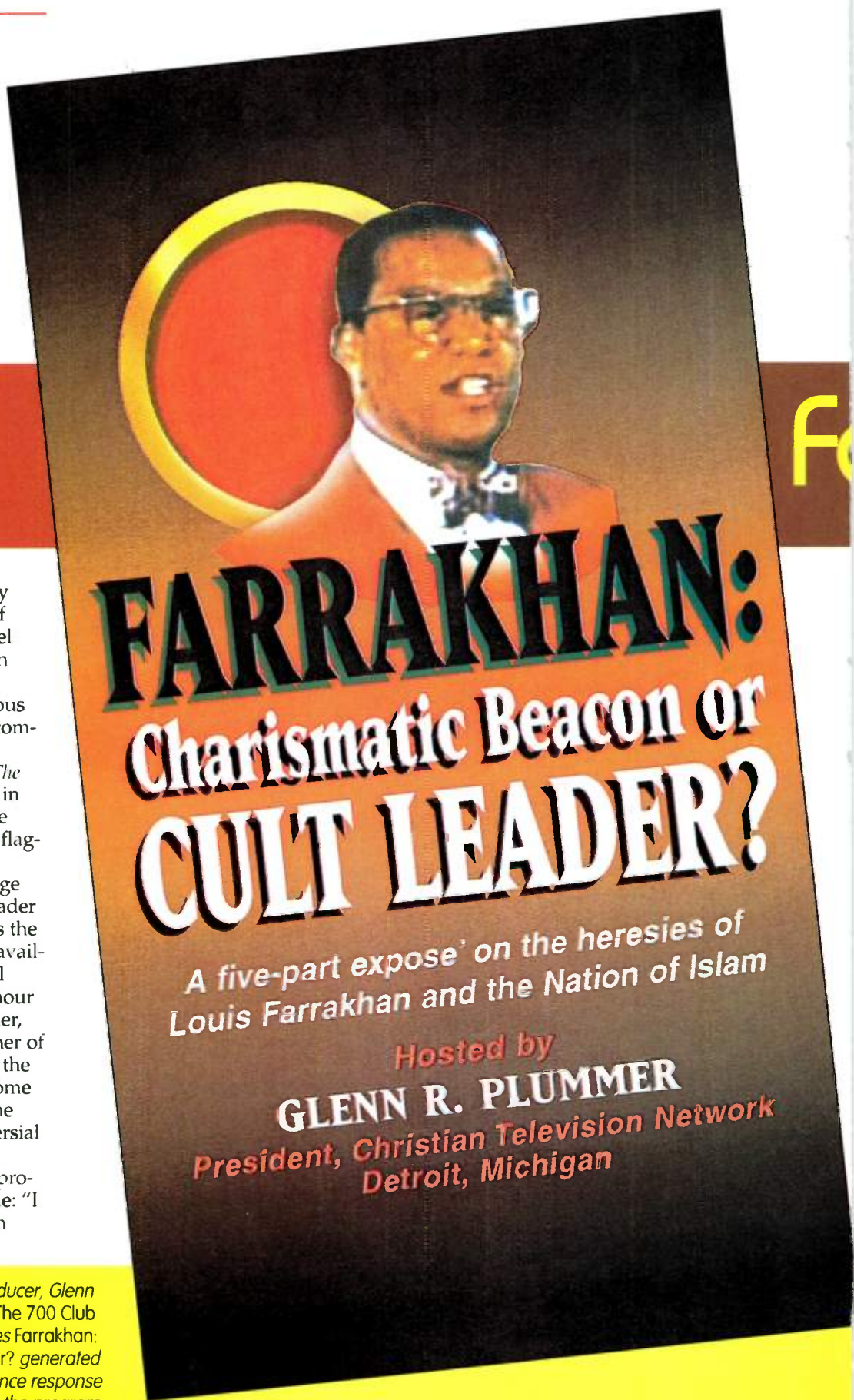
The series was produced by Glenn R. Plummer, president of W26AB-TV 26/Detroit (Channel 26), CEO of Christian Television Network (CTN/Detroit), and member of the National Religious Broadcasters (NRB) executive committee.

Plummer, interviewed on *The 700 Club* by host Ben Kinchlow in early March, originally aired the video series on *CTN LIVE!*, the flagship program of Channel 26.

The rarely seen video footage revealed Million Man March leader Farrakhan claiming to be "Jesus the Messiah." This exposé — now available to the public in the original five-part video series or a one-hour overview — has placed Plummer, the only African-American owner of a Christian television station in the country, in a position to shed some revealing theological light on the politically and racially controversial Farrakhan.

Plummer's motivation for producing the video series is simple: "I am convinced that the Christian

According to one executive producer, Glenn Plummer's discussion on The 700 Club regarding his five-part video series Farrakhan: Charismatic Beacon or Cult Leader? generated what was probably the largest audience response to any guest interview on the program.



black community is being seduced and deceived and feel compelled to inform them of the danger." *Religious Broadcasting* had the opportunity to interview Plummer one month after his appearance on *The 700 Club*.

RB: Why have you taken such a strong stand against Farrakhan?

Plummer: I don't challenge Mr. Farrakhan on social or political issues although I may have some disagreements with him in those

areas. My issue with him is on theological grounds because he is saying one thing to his own followers in private and another to the black Christian community in public.

What he really says and believes has been veiled, especially from the black Christian church. During the last two or three years he has won over many in the black community because he has talked about Jesus. This is a switch from the previous two decades and from his predecessor, Elijah Muhammad, who said the Bible is written by the

white man and says that Christianity is a white man's religion.

Of course that pushes away any well-meaning Christian, black or white. But lately he has decided to talk about Jesus in a positive light and I think it's calculated. He often quotes from the Bible — the parables, the Apostle Paul, and the other epistles. Mr. Farrakhan has won over many because of what appears to be his newfound alliance with Christianity.

Continued on page 58

Farrakhan's Seduction



"My issue with Mr. Farrakhan is on theological grounds because he is saying one thing to his own followers in private and another to the black Christian community at large in public." — Glenn Plummer

RB: What did Farrakhan say in the video series to strike such a resounding chord with *The 700 Club* audience?

Plummer: The truth is that Louis Farrakhan believes he is Jesus! He believes he is the prophetic fulfillment of the return of Christ. Strangely, he also believes he is the prophetic fulfillment of the Malachi 4:5 passage which says, "Behold, I will send you Elijah the prophet before the coming of the great and dreadful day of the Lord: And he shall turn the heart of the fathers to the children and the heart of the children to their fathers, lest I come and smite the earth with a curse."

We actually have Mr. Farrakhan on video saying, "Jesus and Elijah are one and the same." On another occasion Mr. Farrakhan proclaims, "I am that Elijah that was to come and now is. That Elijah that says 'God is not to come but he's present.'"

Obviously, he has misinterpreted the Scripture saying Elijah and Jesus are one and the same. This one statement alone should alert every Christian that the blasphemous comments of Mr. Farrakhan indicate that he is one of the biblical modern day anti-Christ.

But he goes on. He says, "I'm hanging on the cross, right now. I'm on Calvary, right now. And I'm ready to go all the way. Because I know that by my stripes every one of you will be healed. You don't have to look anywhere for your Jesus. I represent Him."

RB: What was the response to your appearance on *The 700 Club*?

Plummer: Both CBN (Christian Broadcasting Network, *The 700 Club's* parent organization) and Channel 26 were overwhelmed with phone calls. People expressed their shock and dismay over what they were hearing. Within the first 80 minutes, they received several thousand phone calls with 14,000 calls unable to get through.

Executive producer Norman Mintle remarked that it was probably the largest audience response to

any guest interview on *The 700 Club*.

The majority of the responses were positive and encouraging. My own staff at Channel 26 in Detroit manned our phone lines feverishly for three days taking calls from all over the country.

Channel 26 staff told me many church members were requesting the exposé for their pastors and for their communities. We also heard from mothers who were concerned that their young sons were being led astray.

RB: How do you respond to those (including some members of the Nation of Islam) who say you

*"I'm hanging
on the cross, right now.
I'm on Calvary, right now.
And I'm ready to go
all the way.
Because I know that
by my stripes every one
of you will be healed.
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anywhere for your Jesus.
I represent Him."*

— Nation of Islam leader
Louis Farrakhan

have taken Farrakhan's statements out of context and have divided the black community?

Plummer: All of the video footage of Mr. Farrakhan aired during our five-hour special was completely in its context. No comments were ever taken out of context. We took extra effort to make sure, anticipating such criticism.

Let me say my intent from the very beginning was to simply inform the Christian community, and especially the African-American community, of the unbelievable claims of this man. It is not my words which reveal where Mr. Farrakhan stands on the issue of Jesus and Christianity but his own.

The purpose of our five-hour broadcast was to bring to light the discrepancy between what Mr. Farrakhan had been saying about

Jesus Christ to the black Christian community and what he had been saying to the members of the Nation of Islam.

I want to note this is not clandestine material. These recordings and video footage are freely available to members of the Nation of Islam and are being sold in their own outlets. We are just giving them a wider audience.

The teachings of Mr. Farrakhan and the Nation of Islam are also considered to be a cult by orthodox or traditional Islam and [that religion's leaders] have disassociated from him. Basic orthodox Islam says that God has never manifested himself in the flesh, not in the form of Jesus and most certainly not in the form of Mohammed, Elijah Muhammad, or Mr. Farrakhan.

RB: What is right about Farrakhan's message and leadership?

Plummer: In the case of Mr. Farrakhan it is easy to see how so many would be drawn to him. He is a bold speaker and an extremely charismatic man. He knows the Scripture. He appeals to the hope of the black community in its need for a strong leader.

He appeals to men of color to take charge of their lives, to live according to godly moral principles, to take responsibility for their families, and to take on larger visions. He encourages healthy eating and discourages alcohol, tobacco, and drug use. He exalts marital fidelity and denounces fornication and adultery. He has an extremely strong pro-family message.

But just because a lot of what he says is true, it does not mean that people should align themselves with him. If you are dying of thirst and have a water jug filled with fresh spring water but it has one drop of deadly lethal poison in it, it can kill you.

The poison of Mr. Farrakhan is that he doesn't believe that Jesus Christ is Lord. He actually believes that he is the Messiah. That is blasphemy, pure and simple, and places him in the category of a cult leader.

RB: What is the basis of Farrakhan's appeal?

Plummer: He touches a nerve

in America: racism. Mr. Farrakhan talks about the injustices in America — injustices to black people and injustices in general — and people listen. The indisputable truth of all that is the bait he uses to hook many into his wide net of followers.

And then there is his style. He's very articulate, very emotional, very passionate, and very charismatic. Oppressed people are moved by such leaders. Why did people listen to Adolph Hitler? Because they felt

instigated many needed improvements in the lives of the people — built roads, reinstated pride, and lifted them up from the ravages of World War I — but ultimately brought them, and millions of others from many nations, into total destruction.

U.S. philosopher George Santayana said that those who cannot remember the past are condemned to repeat it. I think it applies in this case.

whirlwind of Mr. Farrakhan that is sweeping through the country. During the '40s, '50s, and '60s, evangelical white Christians generally came down on one of two sides: either they were silent and said nothing of the ungodliness of segregation and racism or they publicly condemned the civil rights movement on biblical grounds.

Jerry Falwell, in his own autobiography, acknowledged that he publicly supported segregation. He took a public stand against Dr. Martin Luther King Jr. because he said ministers should be soul winners and not be involved in politics. Of course, Falwell later became one of the most notable political preachers of our century.

To make things worse, black ministers picketed Falwell's church and he had those brothers arrested. I understand that he has since apologized or at least said that he was wrong.

Unfortunately, there were many other Presbyterian, Episcopal, Baptist, and other denominational white ministers who alienated black ministers because of their "scriptural" reasons for segregation. This was the foundation in the church of Jesus Christ that gave rise to people like Mr. Farrakhan.

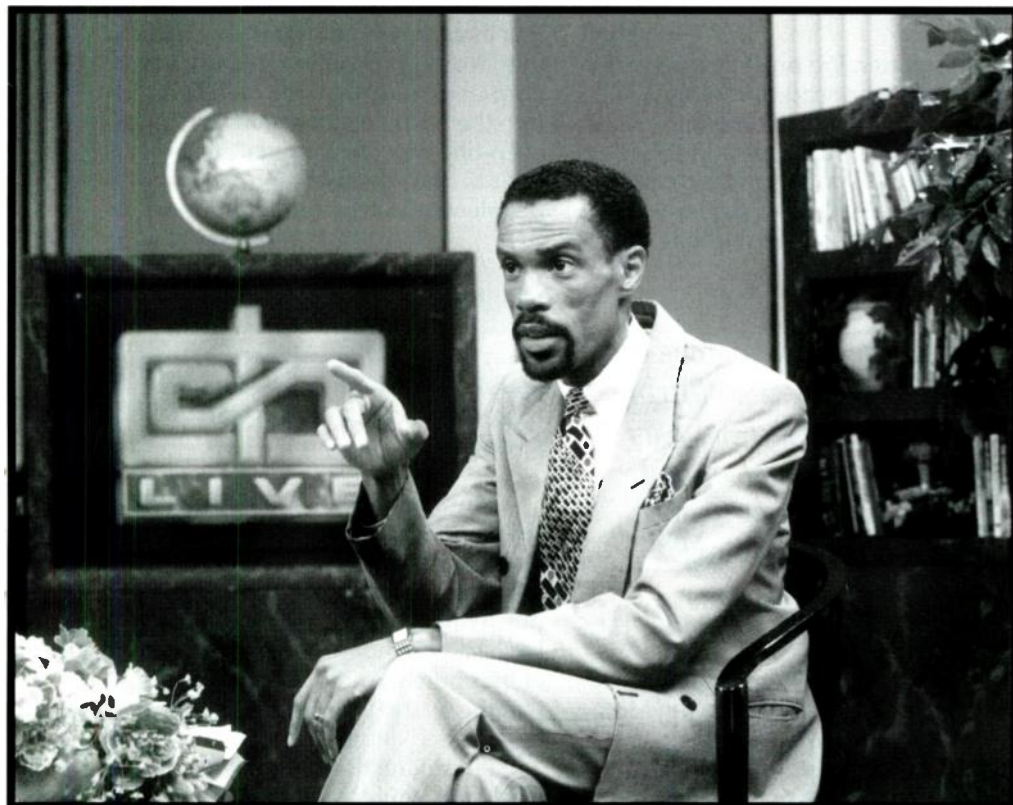
RB: So what's the bottom line on all of this?

Plummer: The bottom line on racism in America and racial reconciliation is that the church must lead the way. There can be no reconciliation without repentance, which means we must acknowledge the wrong that has been done. We must confess to our offended brothers and sisters that the whole segregation and racism issue has been a national sin.

Though there are many contemporaries in the church who may not be individually guilty of racism, a need still exists to acknowledge that a national sin was committed.

This still-festering wound in the core of the church gives Satan a foothold and Mr. Farrakhan an entry right into the heart of the African-American community and has turned many hearts away from Jesus Christ and toward Mr. Farrakhan as

Continued on page 60



"The poison of Mr. Farrakhan is that he doesn't believe that Jesus Christ is Lord. He actually believes that he is the Messiah. That is blasphemy, pure and simple, and places him in the category of a cult leader." — Glenn Plummer

they had been disenfranchised by the allied nations of Europe under the terms of the Versailles Treaty after World War I. They were ready to be mobilized.

Along came a powerful speaker with his own agenda and he struck a chord — also of racism, I might add — right where they were vulnerable. We all know what the outcome was.

I use this parallel because I lived for a number of years in Germany and remember hearing some people say Hitler was good for Germany but bad for the world. What they meant was that he

RB: What do you think is the solution to this wound of racism that makes the African-American community so vulnerable to the Farrakhan agenda?

Plummer: Clearly, Mr. Farrakhan gets his platform because we have not properly dealt with the issue of racism in our country. While we in the body of Christ believe that people should come together, he calls for separatism. He believes that black people should have their own land.

My contention is that the church is partly responsible for fueling the

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FARRAKHAN'S SEDUCTION . . .

Continued from page 59

their "messiah." Christian broadcasters have a tremendous platform and a responsibility to take a leadership role in this process of repentance and reconciliation. We can influence the church to right this wrong.

RB: How can religious broadcasters reach out to the black community?

Plummer: We must first be willing to take our heads out of the sand and realize that African-American Christians around this country would love to hear conservative evangelical Christian leaders say that racism is a sin and has been a national sin.

"All of the video footage of Mr. Farrakhan aired during our five-hour special was completely in its context. No comments were ever taken out of context."

— Glenn Plummer

I don't know why they haven't been able to do that but the time has come when racism must be condemned openly and publicly. The fact that they don't and haven't is why someone like Mr. Farrakhan is getting all of this attention.

One of the things that needs to happen is that many white Christians need to start attending black churches. I heard Malcolm X make this statement: "White people have to learn how to love black people. Black people don't have to learn how to love white people because for the most part, we always have." I think there's some real truth to that.

RB: Could you elaborate on that?

Plummer: This road to reconciliation is not a two-way street. There are some very subtle perceptions among white people that are very big obstacles to understanding.

Last week during a television interview, I noted that only five of

Moody Broadcasting's 168 programming hours air African-American teachers, preachers, or speakers. Yet they are perceived as a Christian enterprise.

If Channel 26 devoted 23 out of 24 hours to black programming, most white Christians would not see us as a Christian station but as a black station. Actually we have a good mix.

Here's another example for you. If someone white walked into my station in Detroit and they saw that everyone on my staff was black they would probably think that was normal. But let's say they walked into the NRB headquarters and everyone was black except president E. Brandt Gustavson. Many people would wonder about that.

RB: You have ruffled a few feathers by speaking boldly to the black community over the Farrakhan issue and now it seems you're putting some pressure on religious broadcasters to start speaking out as well.

Plummer: I really don't want to sound negative and discouraging but by the same token I feel that it is very important for me to express how much impact these veiled attitudes have had on race relations in and out of the church. And I'm acutely aware that this particular print interview has a varied audience.

I'm saying that we are all — black and white — still affected by the history of slavery in this country. Mr. Farrakhan articulated that harsh reality at the Million Man March but he has had virtually no effect on the white community.

The psyche of slavery is still deeply embedded in all of us. And that subtle, subjective legacy cannot change until we recognize our own darkness of heart and mind and be willing to expose it to the glorious light and love of Jesus Christ.

(Editor's note: Farrakhan: Charismatic Beacon or Cult Leader? is available from Christian Television Network, 15565 Northland Dr., Suite 900 West, Southfield, MI 48075.)

A new member of NRB, Jacqueline Castine is a free-lance writer and author of *Recovery From Rescuing* (Health Communications, Inc.).

by Sarah E. Smith

Editor's note: For this film and video issue, Religious Broadcasting is offering a special video section which takes a look at some of the top Christian and family oriented video producers/distributors. This is not an exhaustive list; instead, it's intended to give an overview of this growing market, 75 percent of which is children's fare. For each company listed, you will find a short overview of its video philosophy and library and a review of two videos.

Because of the positive response from the companies listed below, Religious Broadcasting will begin a regular column devoted to reviewing Christian videos in its September issue. Please send video review copies to Sarah Smith, Religious Broadcasting, 7839 Ashton Ave., Manassas, VA 22110.

American Portrait Films

Established in 1983, American Portrait Films (APF) produces and distributes films and videos on moral and ethical issues, including the pro-life *The Silent Scream*, *The Right to Kill*, and *Hard Truth*. Currently based in Cleveland, APF continues to produce pro-life videos as well as ones on creationism, evangelism, the Holy Land, and Christian liberty. APF now has over 100 video products, many not available elsewhere.

In 1994, APF joined hands with Reel to Real Ministries to broaden distribution of Reel to Real products including *Hells Bells*, *The Dangers of Rock and Roll*, and *MTV Examined*. Other subjects of Reel to Real videos are Hollywood and America's Christian Heritage. APF strives to produce and distribute the best in video products emphasizing Judeo-Christian values. For more information, contact American Portrait Films at 503 E. 200th St., Cleveland, OH 44119, or (216) 531-8600.

Faith and Freedom

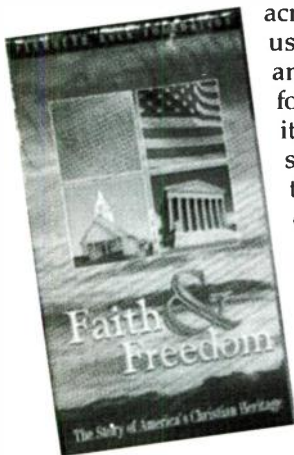
length: 60 minutes
audience: teens/adults

Plymouth Rock Foundation

Based on the book *Faith and Freedom* by Benjamin Hart, this video traces the spiritual roots of America from England to Holland and across the Atlantic. Host/narrator Jack Wilson sounds uncomfortable in his role, coming across to the viewer as stiff. The video uses a lot of paintings as illustrations and these lend to its rather formal format as does the video's slow editing and lethargic pace. While Wilson does read the on-screen quotes, the fonts chosen for them are difficult to read.

But the research and facts presented are indeed fascinating. This is a well-documented video and the production quality is good despite the aforementioned drawbacks. An excellent addition to any family or church library looking for a comprehensive look

at our country's early faith.



The Young Age of the Earth

director: Mike Lee Beesley

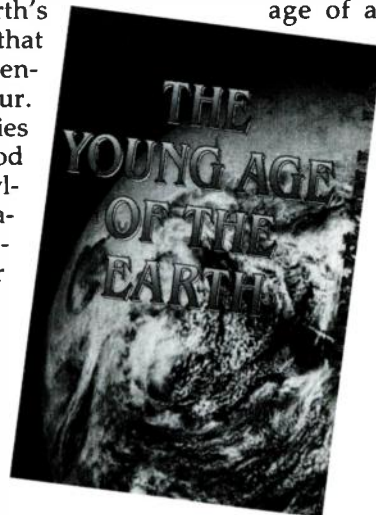
producer: Mike Lee Beesley, Warren D. Judd, and Colin K. Mead

executive producer: Glenn Aufderhar
length: 80 minutes

audience: junior high through adult
American Portrait Films, 1994

Hosted by *Voice of Prophecy's* Lonnie Melashenko, *The Young Age of the Earth* tackles everything from coal formation to dinosaurs and the Grand Canyon to fish fossils in its quest to prove the earth's few thousand years and that a worldwide flood, as mentioned in Genesis, did occur.

Scientists whose discoveries support a worldwide flood theory impart their knowledge to the viewer with statistics, charts, and experiments. Footage of Powder River Basin, Cyprus Plateau Mountain, Fossil Butte National Monument, and the Grand Canyon provide a magnificent backdrop for this information-packed video.



Like *Faith and Freedom*, this video moves slowly and most of the scientists looked ill at ease in front of a camera. But the video does its job of "building a bridge connecting science with biblical creation."

Broadman & Holman

Broadman & Holman (B&H), offering 75 video titles, is the largest Christian video distributor with over 300,000 units sold per year. Four years ago, B&H formed a media division dedicated to providing "the Word in pictures" to a generation driven by electronic mediums from personal computers to MTV. Along with its premiere launch of the *Secret Adventures* series, the publisher also has the home video rights to all *Christy* episodes and to Billy Graham's World Wide Pictures.

This spring, B&H unveiled its first "HomeTheater Favorites" video library, a collection of high quality home video programs with something for everyone. Each tape is sold separately but all carry the "HomeTheater Favorites" identification logo.

Today, B&H has strategically developed a niche strategy and is incorporating information technology to develop and market products that directly minister to people in their specific areas of need. "We have learned how to identify needs in society and partner with innovative companies to develop products that minister to these segments," says Jeffrey Smith, video marketing manager. "We want to reach the world one family at a time." For more information, contact Broadman & Holman at 127 Ninth Ave. N., Nashville, TN 37234, or (615) 251-2000.

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Christy The Movie

director: Michael Rhodes
co-executive producer: Patricia Green
executive producers: Barney Rosenzweig
and Ken Wales
length: 90 minutes

Broadman & Holman Publishers, 1994

Based on Catherine Marshall's best-selling novel, *Christy* (also in Spanish) is the original pilot movie as seen by over 20 million viewers on its CBS premiere. Now Broadman & Holman is offering the series in a home video format. Along with *Christy*, the two-hour Thanksgiving special "The Sweetest Gift" and two, one-hour episodes (packaged together) are also available.

In *Christy*, we first glimpse Christy Huddleston (Kellie Martin) as she travels by train from Asheville, N.C., to teach the children of Cutter Gap, Tenn. In the majestic Smoky Mountains, she encounters hardships and challenges, causing her to evaluate her work among the mountain people. Each subsequent video traces her teaching, relationships with her students and their families, and romantic interests in the reverend and doctor.

The characters from Marshall's novel come alive in these excellent videos: the Rev. David Grantland (Randall Batinkoff), Dr. Neil MacNeil (Stewart Finlay-McLennan), Fairlight Spencer (Tess Harper), and Miss Alice Henderson (Tyne Daly). This series portrays characters whose faith in God is upheld as an example and the positive messages of faith, hope, and loving your neighbor permeate each episode. With breathtaking scenery, superb acting, and a script saturated with references to God, this drama should be a welcome addition to any video library.



Secret Adventures "Split Loss and Found" (Episode 7)

director: Peter Baldwin
producers: George Tawell and Rob Loos
executive producer: Dan Johnson
length: 30 minutes
audience: 4-13

Broadman & Holman, 1995

Using live action relationships, animated stories, and computer-generated images, the *Secret Adventures* series has sold over 300,000 units and is poised to be released to the general marketplace soon. In "Split Loss and Found," the story centers around heroine Drea's father who may be offered a teaching job at a California university, far away from hometown Hampton Falls, N.J.

With a talking toaster, a vivid imagination, and a little help from her family, seventh-grader Drea and her two babysitting charges learn that sometimes you almost have

to lose what you have to realize how much you really love it. This episode also features Chris Castle of *Beethoven* movies and *Step by Step* as himself.

I thoroughly enjoyed "Split Loss and Found" with its tight editing and believable—and funny—dialogue. Also included with the video is a "Video Viewing Guide" with a commentary and family fun ideas by Kathy Peel in addition to discussion questions.



Everland Entertainment

A division of Word Records & Music, Everland Entertainment distributes several children's series, such as the popular *Veggie Tales*. Others include *Bible Action Songs*, *Sharable Parables*, and Carman's *Yo Kidz!* series. For more information, contact Everland Entertainment at 3319 West End Ave., Suite 200, Nashville, TN 37203, or (615) 385-9673.

Veggie Tales "Rack, Shack, & Benny" (Episode 4)

director: Phil Vischer
producer: Kurt Heinecke
length: 30 minutes
audience: age 3 and up

Everland Entertainment/Big Idea Productions, 1995

Join Bob the Tomato, Larry the Cucumber and the other veggies as they learn about the importance of taking a stand for their beliefs in this fourth episode of the computer-animated *Veggie Tales*. Winner of the 1995 Covenant Award for Best Children's Video, "Rack, Shack, & Benny" (a unique twist to the tale of Shadrach, Meshach, and Abednego) takes place in a chocolate bunny factory run by Nebby K. Nezzar. The video also includes a "Silly Song" segment with Larry the Cucumber singing a traditional Argentinean folk song in the original Spanish, translated by Bob the Tomato.

When Mr. Nezzar builds a 90-foot chocolate bunny, he orders his workers to bow and sing the "Bunny Song" (a truly amusing piece of music) or be thrown into the fiery furnace where the rejected bunnies go. Will Rack, Shack, & Benny bow to the peer pressure?



With catchy songs (all original music) and a narrator named George who reminded me of Burl Ives' snowman in *Rudolph the Red-Nosed Reindeer*, "Rack, Shack, & Benny" is a delightful video reinforcing the lessons Shadrach, Meshach, and Abednego learned by taking a stand for God and will be enjoyed by children of all ages.

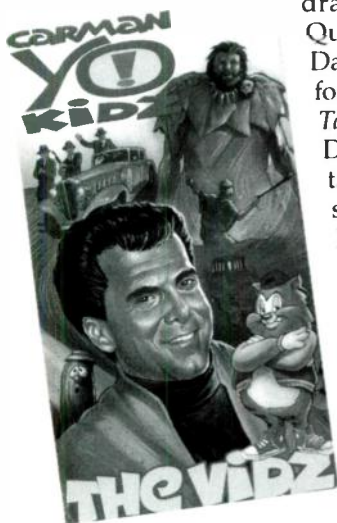
Carman Yo Kidz! The Vidz

directors: Stephen Yake, Cory Edwards,
and Todd Edwards
producer: Stephen Yake
executive producer: Ron Krueger
length: 35 minutes
audience: age 5 and up
Everland Entertainment, 1994

The *Yo Kidz!* series is Everland's top-seller and this video is the first one featuring Christian recording artist Carman. "The Vidz" has five concept videos based on the most popular songs from Carman's *Yo Kidz!* audio series. Also included are on-the-street interviews with kids telling who their favorite Bible heroes are. Lawrence the Kat even makes an appearance during the song "The Golden Rule."

Recording artist Helen Baylor joins Carman in the duet "Meant for this Moment," which uses song and drama to portray the story of Queen Esther. "Daniel and the Dangerous Dudes" is done in a forties swing style with *Veggie Tales'* Larry the Cucumber as Daniel. "Mind your Mind" is a take-off of the '30s Italian gangster genre with a silent movie-like play.

The quality is fabulous and children will enjoy the music videos while learning important biblical lessons. It was especially humorous watching the young boys lip-synching Carman's voice.



Feature Films for Families

Recipient of the 1994 Governor's Award "in recognition of outstanding contributions made by a business in the support of the family" by the Coalition For Utah Families, Feature Films for Families distributes and produces uplifting and entertaining motion pictures suitable for all ages which strengthen positive values without profanity, vulgarity, nudity, or graphic violence. Feature Films for Families has a catalogue containing nearly 30 films, including numerous original productions and edited versions of others.

Believing that entertainment affects people, especially children, Feature Films for Families is committed to providing quality entertainment. For more information, contact Feature Films for Families at P.O. Box 572410, Murray, UT 84157-2410, or (800) FAMILY TV.

The ButterCream Gang

director: Bruce Neibaur
producer: Don A. Judd
length: 95 minutes

audience: junior high and up
Feature Films for Families, 1991

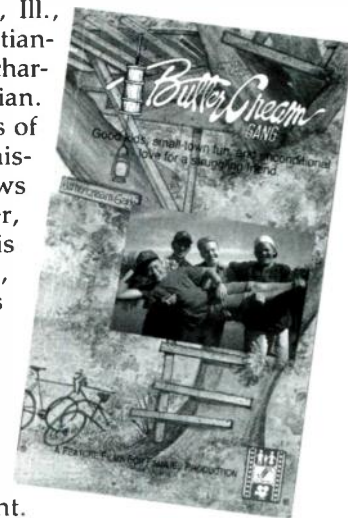
The ButterCream Gang, an enjoyable film about love and friendship in Elk Ridge, Ill., offers a positive look at Christianity and God without its main characters being explicitly Christian. Coined during the early days of Elk Ridge when the local minister asked boys to help widows churn their cream into butter, the latest ButterCream Gang is Scott, Pete, Eldon, and Larry, four eight-and-ninth graders who are quick to lend a helping hand around the community.

The story begins with orphan Pete, current president of the gang, moving to Chicago to live with his aunt. As he leaves, he passes on the presidency to his best friend, Scott. While in Chicago, Pete becomes involved with a street gang and, consequently, gets into trouble with the law and school, finally forcing his aunt to send him back to his grandfather in Elk Ridge.

At first, Scott and the gang are thrilled to have Pete return, but it quickly becomes apparent that Pete has changed for the worse as he starts his own gang and continues his downward spiral into stealing and meanness to others, especially Scott. Can Scott and The ButterCream Gang reform Pete before it's too late?

Without giving away the ending, Scott and his friends use love and friendship to reach Pete, even though their efforts often seem to have no outward effect. Christian principles — love one another, turn the other cheek — are clearly seen in practice as the boys struggle to show Pete unconditional love and acceptance.

With good acting, mostly believable dialogue, tension, and a rather unexpected ending, I would recommend *The ButterCream Gang* to any household, especially ones with older children. Incidentally, Feature Films for Families report that this film, which has been placed in schools across the country, has sparked children to form their own "ButterCream" gangs, devoted to doing good deeds.



Seasons of the Heart

director: T.C. Christensen
producers: Don A. Judd and Scott Swofford
executive producer: Forest S. Baker III
length: 94 minutes
audience: all ages

Feature Films for Families, 1993

An original Feature Films for Families production, *Seasons of the Heart* is a touching story about a couple,

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who having lost their two daughters on the trek West, adopt an orphaned boy. Jed (Sam Hennings) and Martha (Leigh Lombardi) Richards are homesteading in 1862 Oregon. Martha still grieves for her two golden-haired little girls who that spring died of cholera on the trail. So great is her grief, she often "sees" and "hears" the girls giggling and playing. Jed, while missing his daughters, seizes the opportunity to raise young, red-haired Daniel (Logan Hall). Martha's memories of her two daughters overshadow the need Daniel has to be loved and accepted. As a result, she is often curt and harsh toward him.

The story develops like one anticipates, with Martha struggling with her sorrow and faith and Jed trying to convince her to reach out to Daniel. I especially enjoyed Hennings' portrayal of Jed: his sometimes silliness (such as singing loudly off-key to make Martha laugh) certainly added to his character's appeal. Other

notable characters include the neighbor family and Daniel's pet pig. The major drawback is the rather dry and unemotional voice of an older Martha who shares her thoughts as she narrates this story. I would have much rather have heard Lombardi's voice (does one's voice change that much when one is already grown?) reading the narrative as it was confusing to "hear" two Marthas throughout the film.

But, all in all, *Seasons of Heart*, based on a story by Lael J. Littke, is enjoyable and well worth a look. By the way, the film has also captured numerous awards from film festivals across the country, ranging from Best Picture to Best Editing.



Nest Entertainment

Organized in 1992, Nest Entertainment, Inc., is the parent of a host of companies in the entertainment industry dedicated to creating, producing, marketing, and distributing the highest quality in-home family entertainment which reinforces moral values and builds character through its three product lines. *The Animated Stories from the New Testament™* and *The Animated Stories from the Bible™* are its award-winning and highly acclaimed Bible video series. Each video story is nondenominational and is reviewed by an independent advisory board of recognized theologians to ensure scriptural accuracy. Nest's third product line is the *Animated Hero Classics™* series, which provides a foundation of patriotism and values using historical heroes and heroines as role models. Each story is designed to be an interactive learning experience for children and families and each video has its own activity book with games, puzzles, drawings, and question-and-answer exercises.

A former Walt Disney Productions® director, Rich

ard Rich heads up the Rich Animation Studios, a Nest subsidiary which creates the high-quality animated stories for Nest. For more information, contact Nest Entertainment at 6100 Colwell Blvd., Irving, TX 75039, or (214) 402-7100.

Animated Hero Classics "Pocahontas"

director: Richard Rich

producer: Richard Rich

executive producer: Jared F. Brown

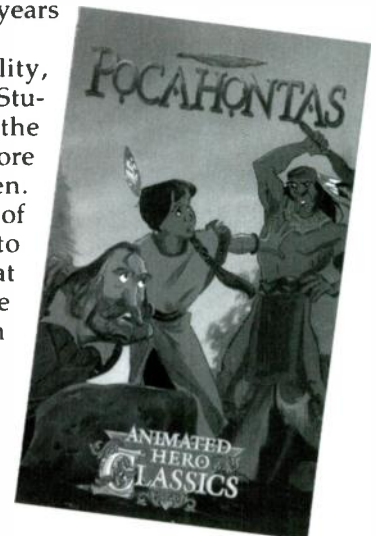
length: 30 minutes

audience: young children

Living History Productions, Rich Animation Studios, and Nest Entertainment, 1994

Animated Hero Classics' version of "Pocahontas" bears little resemblance to Disney's feature-length film of the same name: while Disney's portrayal takes liberty with historical fact, "Pocahontas" sticks to the truth of the story. Although Disney's *Pocahontas* has more action and songs, *Animated Hero Classics' Pocahontas* teaches children the real story of the Indian princess and her bravery in saving Capt. John Smith's life. Told in a retrospective manner by her husband, John Rolfe, "Pocahontas" encompasses the heroine's entire life, not just the act of courage which made her famous during her lifetime in England and through the years in history.

The animation quality, done by Rich Animation Studios, is top-notch but the writing is of a quality more suited to young children. This is a good overview of Pocahontas that tries to take an unbiased look at both the settlers and the Native Americans in 17th century Jamestown, Va. Other videos offered in this series include Christopher Columbus, Louis Pasteur, and Florence Nightingale.



The Swan Princess Collector's Edition

director: Richard Rich

producers: Richard Rich and Jared Brown

co-executive producer: Matt Mazer

executive producers: Jared Brown and Seldon Young

length: 90 minutes

audience: rated G

Nest Entertainment, 1994

"Once upon a time . . ." so begins most fairy tales and *The Swan Princess* is no exception. Telling the story of Princess Odette (Michelle Nicastro) and Prince Derek (Howard McGillin), this is Nest's first full-length feature film, which was released in theaters around the country in 1994 and to home video in 1995. This collector's edition, only available from Nest, also has an exclusive, behind-the-scenes look at the making of the animated film.

All the essential elements for a classic fairy tale are

here: the evil sorcerer Rothbart (Jack Palance), the beautiful damsel in distress Odette, the fearless hero Derek, an assortment of animals: Jean-Bob, a French frog (John Cleese); Speed, the turtle (Steven Wright); and Puffin, a bird (Steve Vinovich). The movie also features Sandy Duncan as Queen Urberta, Derek's mother.

The basic plot involves Princess Odette's capture by Rothbart, who casts a spell which renders her a swan by day and human by night.



Rothbart (Palance makes a wonderfully evil villain) wants to marry Odette to "legally" gain her father's kingdom. Each evening, he appears to ask for her hand, a la *Beauty and the Beast*. Meanwhile, Prince Derek is searching for Odette.

The story is laced with humor adults and children alike will enjoy and the songs are likewise

likeable. I especially liked the opening "This is My Idea" and Rothbart's "No More Mr. Nice Guy." A must addition to any family's animated library.

Tyndale House Publishers

In 1986, Tyndale House Publishers, in association with the Christian Broadcasting Network, introduced the *Superbook* animated series to the Christian Booksellers Association (CBA) market. To date, over 1 million *Superbook* videos have sold. In 1989, Tyndale, in partnership with Living Bibles International, Taweel-Loos & Co., and Focus on the Family, unveiled the first, high-quality Christian children's video to the CBA market with the *McGee & Me!* series. Two years ago, Tyndale, again in conjunction with Focus, presented *The Last Chance Detectives*.

Tyndale also distributes to the CBA market several other children's series, such as Debby Boone's *Hug-Along-Songs*, *Circle Square*, and *Kingdom Adventures*. For more information, contact Tyndale House Publishers at 351 Executive Dr., Carol Stream, IL 60188, or (708) 668-8300.

Last Chance Detective "Escape from Fire Lake" (Case 3)

director: Stephen Stiles
producer: Robert Vernon
co-executive producer: Doug Knox
executive producer: Stephen Stiles
length: 55 minutes
audience: 8-14

Focus on the Family Films in association with Tyndale Family Video, 1996.

Shot on 35 mm film on-location in the Arizona desert and using a Hollywood veteran cast and crew, *The Last Chance Detectives* series has released three episodes and sold over 350,000 copies in less than two years. The series also boast an original, full-orchestra score and "of-

fers the production quality to match the best entertainment on video and television along with the values parents applaud," according to the press material.

The latest in this series, "Escape from Fire Lake," continues the adventures of four kids who have formed their own junior detective agency headquartered in an old B-17 bomber. In this case, the leader of the group, Mike Fowler, comes across two thieves about to make their getaway after a bank heist. When Mike is captured and left in the desert



to die with his dog, only his memories of the faith and perseverance taught by his father assist him in his quest to survive the desert. Meanwhile, the rest of the gang and Mike's family search for clues to his whereabouts with the sheriff's assistance. In the end, the *Last Chance Detectives* learn the importance of faith in God.

The scenery and cinematography is spectacular, especially the footage of Mike in the desert, giving the video a "feature" feel. The only complaint I have is that some things were left unexplained, such as what happened to the bank robbers and what was so important about that jade statute they stole. But maybe those things will become clear in case four.

The Last Chance Detectives series is a welcome addition to the plethora of Christian children's videos on the market today with its action, mystery, and adventure accentuated by positive, godly values. I look forward to more cases to be solved by Mike and his friends.

McGee & Me "Skate Expectations!" (Episode 4)

director: Chuck Bowman
producer: George Taweel and Rob Loos
executive producer: Dan Johnson
length: 30 minutes
audience: 3-12

Focus on the Family, International Bible Society, and Tyndale House, 1989

The 12-episode *McGee & Me* series, which has sold over 2.5 million copies, combines live action and animation with traditional Christian values. The series has also been broadcast in 40 countries and aired on the *ABC Weekend Special* five times.

In "Skate Expectations!" 11-year-old aspiring cartoonist Nicholas and his cartoon buddy, McGee, learn about treating others with love and kindness, paralleling the biblical story of the Good Samaritan (which is interspersed

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in animated form throughout the episode). When Philip, the class runt, takes Nick's advice and gives wrong (and silly) quiz answers to Derrick, the class bully, Derrick takes his anger out on Philip. Nick, wanting to stop Derrick but finding no support from his classmates, challenges Derrick to a skateboard race, which had been McGee's solution. If Nick wins, Derrick will leave Philip alone. If Derrick wins, Nick has to be his slave for a week.

Extremely well done with wonderful animation and believable writing,

"Skate Expectations!" is a delightful learning tool for children — and parents. If this episode is any indication of the quality and applicability of the series, I highly recommend acquiring the entire McGee & Me collection.



Word Publishers

Word Publishers offers the popular *Adventure in Odyssey* series from Focus on the Family, as well as other James Dobson videos, such as his *Life on the Edge* series and *Focus' That the World May Know*. Other series include Josh McDowell's *Why Wait?* about sex and teenagers. Additional videos testify to the diversity Word has available to consumers, including *Stick a Geranium in Your Hat and Be Happy* by Barbara Johnson, *Search for Significance* by Robert McGee, *The Body* by Charles Colson, and *Carpe Diem* by Tony Campolo. For more information, contact Word Publishers at 1501 LBJ Freeway, #150, Dallas, TX 75234, or (214) 488-WORD.

Adventures in Odyssey "Go West, Young Man" (Episode 8)

directors: Robert Vernon and Stephen Stiles
producers: Robert Vernon and Stephen Stiles
executive producers: Stephen Stiles and Rolf Zettersten
length: 30 minutes

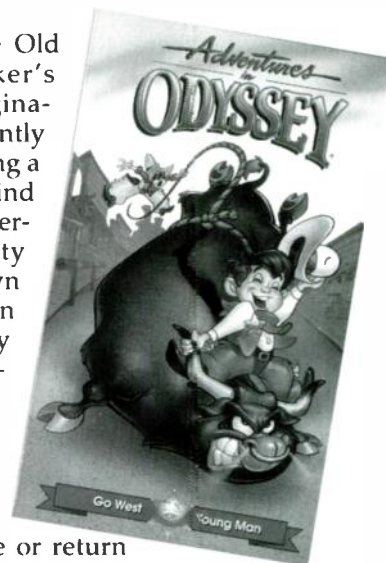
Focus on the Family and Word Publishing, 1995

Based on Focus on the Family's popular radio program of the same name, *Adventures in Odyssey* videos have sold over 1 million copies since 1991 and, according to the *Bookstore Journal*, more copies of "Go West, Young Man" were sold by Christian booksellers than any other video in 1995. While John Avery Whittaker, Dylan, and Eugene existed only in children's imaginations before, with the *Adventures in Odyssey* video series the characters take on human form, albeit animated human form.

In "Go West, Young Man," Dylan and Eugene are

transported back to the Old West via Mr. Whittaker's newly completed Imagination Station. After accidentally (and hilariously) capturing a bank robber, the two find themselves appointed sheriff (Eugene) and deputy (Dylan) by a grateful town mayor. Eugene and Dylan discover it's not an easy task to fulfill their promise to clean up Tuttleville's streets of criminals, especially with the gold shipment to get safely off. Will they stay to help the townspeople or return home?

Another excellent foray into children's entertainment by Focus and one that children of all ages will enjoy — especially this time-travel episode to the wild, wild West!



Life on the Edge "Emotions: Can You Trust Them?" (Video 5)

director: Edward W. Flanagan
producer: Edward W. Flanagan
executive producers: Joey Paul, Stephen Stiles, and Rolf Zettersten
length: 40 minutes
audience: ages 16-26

Focus on the Family and Word Publishing, 1993

Filmed before a live audience of 200 students, Dr. James Dobson tackles issues relevant to today's youth who are standing "on the edge" between adolescence and adulthood. Through sessions, an exclusive interview, and

interactive questions, this seven-volume series deals frankly with career choices, finances, sexuality, respect, emotions, lifelong love, and relationships with parents.

In "Emotions: Can You Trust Them?" Dobson uses charts and scientific and psychological information to convey truths and to unveil myths about emotions. Presented in an engaging and often humorous manner, the subject is thoroughly explored with applications to

Christians. Questions from the audience, while not as spontaneous-sounding as the format would suggest, allow Dobson to delve into additional areas of interest to his audience. My college and career Sunday School class used this excellent series as a study guide, which was well-received by its students. A much-needed series in a usable format for stimulating discussions in a classroom or small group setting.



Zondervan Publishing House

Since 1992, Zondervan Publishing House has been distributing videos that are based on biblical principles and meet the needs of people by informing, challenging, or entertaining them in a manner that glorifies Christ and builds His kingdom. Zondervan has 122 titles in its video library, from children's, such as the popular *Quigley* series, to teens, and from curriculum to biographies.

Since 1995, more than 275,000 units have sold. For more information, contact Zondervan Publishing House at 5300 Patterson Ave. SE., Grand Rapids, MI 49530, or (616) 698-6900.

The Storykeepers "Breakout" (Episode 1)

director: Fernando Moro

producer: Nick Condon

co-executive producers: David R. Anderson, Russell Boland, Jerry Shirren, and Stephen Stiles

executive producers: Scott Bolinder, Andrew Fitzpatrick, and Dean Merrill

length: 30 minutes

audience: 6-12

Zondervan Publishing House and Focus on the Family Films, 1995

Focus on the Family's latest children's video series debuts with the animated *The Storykeepers "Breakout."* Set in A.D. 64, *The Storykeepers* tells the story of persecuted Christians hiding in Nero's Rome, their faith prospering through the "stories" of Jesus told by courageous "Tellers," like Ben the Baker, Helena, his wife, and their family of young orphans. In "Breakout," a young street juggler named Cyrus is captured during a Roman soldier raid on Ben's secret Christian gathering. Now the

Christians have to put their heads together to rescue Cyrus and the other believers before they are "fed" to the gladiators in



the Roman arena.

Throughout the video, Ben and Helena tell stories about Jesus, in which we see and hear Jesus as He feeds the 5000, talks with Zacchaeus, and raises Jarius' daughter from the dead. I showed "Breakout" to a group of seven- and eight-year-old girls, who loved the fast action and well-developed characters. I'm looking forward to other "stories" from this innovative series which combines fun, Bible lessons, and our early Christian heritage.

Music As Medicine

director: Cal Covert

producer: Cal Covert

executive producers: Dave Anderson and Jeff Bowden

length: 30 minutes

Zondervan Publishing House, 1994

Proverbs 17:22 says, "A merry heart does good, like medicine, but a broken spirit dries the bones." In *Music As Medicine*, we see just how true that verse is by viewing Deforia Lane's remarkable ministry as a certified music therapist. A leader in this rapidly growing field, Lane (she earned her Ph.D. studying this therapy) has been a music therapist since 1987. She also became the first music therapist given a grant to study the therapeutic effects of music on cancer patients, her success opening up the doors in hospitals across the country to launch music therapy programs.



This documentary-style video shows her therapy with patients at a children's hospital and in the terminal and cancer wing of another. Interviews with the hospital doctors and nurses are interspersed throughout the video, but it is the interaction with patients of all ages that shows her gift for making music.

Once a budding opera singer, Lane uses unusual musical instruments, her gorgeous voice, and her gentle faith to rejuvenate those she "ministers" to. And the smiles on the patients' faces indicate the success of her music therapy. She also composes the thoughts and feelings of a patient into a song for a lasting legacy for them and their families.

This video is more than an informative documentary of one woman's work; this video tugs at your heart strings — hearing and watching obviously sick children and adults happily participating in her music therapy is enough to melt anyone's heart. *Music As Medicine* is a wonderful glimpse of an emerging therapy and of a woman whose love of music has inspired thousands of patients and their families. Watching this video will inspire you, too.

Sarah E. Smith is managing editor of Religious Broadcasting.

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.

INSIDE NRB

Lloyd Ogilvie Receives President's Award



In March, National Religious Broadcasters (NRB) president E. Brandt Gustavson (left) and NRB vice president Michael Glenn (right) visited Senate Chaplain Lloyd Ogilvie (center) in his office on Capitol Hill to present Ogilvie with NRB's President's Award. Ogilvie was unable to attend NRB's annual convention held February 3-6 in Indianapolis to receive his award.

New Membership Benefits

MANASSAS, Va. — National Religious Broadcasters (NRB) is offering the following new member services in partnership with Meridian One Corporation: SureFax, National Credit Alert, and SkyTel. SureFax, a discounted fax broadcasting service, allows you to send your document just once from the fax machine or computer to the SureFax system. Then your document is automatically retransmitted to any list or combination of lists you specify. SureFax can maintain or create your list, as well as obtain missing fax numbers or provide industry specific lists of fax numbers.

National Credit Alert (NCA) is a highly effective collection program, understanding that today's customer is tomorrow's good customer. NCA doesn't threaten, harass, or intimidate your customers and can even send thank you letters when the customer pays. NCA's communication with your customer is polite, to the point, and professional. The result? You have a program which collects money owed but doesn't lose customers. And the best part is you pay only \$19.95 per collection.

SkyTel is the largest nationwide paging and wireless messaging service in the United States, providing reliability, freedom, and enhanced customer service. The service covers 90 percent of the most-traveled destinations as measured by the Official Airlines Guide. SkyTel offers both U.S. and international coverage and provides centralized customer service. It's the only customer service available 24-hours-a-day, seven-days-a-week, toll-free from anywhere in the United States.

This new benefits program went into effect on April 15 and each NRB member received a separate mailing with full details. For more information, contact the NRB membership department at 7839 Ashton Ave., Manassas, VA 22110, (703) 330-7000, fax (703) 330-7100, or e-mail pmahoney@nrb.com.®

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AIRWAVE NEWS

NASHVILLE, Tenn. — The Morningstar Radio Network has added several new affiliates: WINH-AM/Lexington, Ky., with the "High Country" format and WHIF-FM/Palatka, Fla., with the "Today's Christian Music" format.

ARLINGTON, Va. — Jeff Atherholt, production director of WABS-AM/Washington, D.C., is the announcer for *Religion Report — Daily Radio Edition*, a new syndicated program summarizing key issues currently facing the church. The one-minute feature launched last month is an audio version of the *Religion Report* newsletter.



Barry McCarty

ONALASKA, Wis. — Barry McCarty, senior minister of Lakota Christian Church in Cincinnati, has been named radio speaker for *The Christians' Hour* weekly radio broadcast. McCarty's messages are recorded live each week and edited into program format.

CHICAGO — Last month, WCFC-TV/Chicago celebrated its 20th anniversary of broadcasting as the nation's largest

independent Christian television station. During its anniversary week, the station aired programs spotlighting the station's history, people, and programming.

CHAMPAIGN, Ill. — WBGL-FM/Champaign recently concluded its annual sharathon with a record total of \$417,591 in faith promises from over 2440 individuals and families. The station relies on listener support for over 75 percent of its budgetary needs, and the 1996 goal of \$415,000 was the highest in the station's 14-year history.

ST. PAUL, Minn. — The SkyLight Satellite Network has added the following affiliates: KBHZ-FM/Willmar, Minn.; KGFC-FM/Great Falls, Mont.; WBHY-FM/Mobile, Ala.; WJYL-FM/New Washington, Ind.; WORD-FM/Pittsburgh; and WJIV-AM/Cherry Valley, N.Y.

ST. LOUIS — WCBW-FM/St. Louis has changed its nickname to "The Bridge." The station has also expanded its contemporary Christian music format.

DALLAS — The Salem Radio Network (SRN) has purchased StandardNews from Major Networks, Inc. Headquartered in Washington, D.C., StandardNews produces and distributes 24-hour national news and sports for over 200 radio affiliates nationwide.

To Err Is Human

In "Running the Race: NRB 96" (April 1996), the photograph on page 50 incorrectly identified attorney Brad Dacus as Scott Thomas.

LA MIRADA, Calif. — Far East Broadcasting Company has added two new language broadcasts to the southeast Asian schedule of gospel radio programs dedicated to reaching Muslims in Indonesia: one to the Gorontalo people and the other to the Banjar people.

COLORADO SPRINGS, Colo. — WCFL-FM/Morris, Ill., is the latest affiliate to carry The Word In Music Satellite Network.

AWARDS



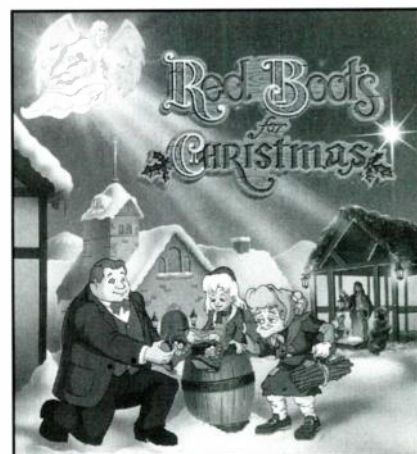
ASHEVILLE, N.C. — On May 2, Billy and Ruth Graham received the Congressional Medal of Honor, an honor which they requested to be shared with The Ruth and Billy Graham Children's Health Center in Asheville and that its image grace the reverse side of the specially designed Graham Gold Medal. The Grahams celebrated the achievements of the Children's Health Center and launched the Graham Gold Medal Endowment for Children's Health.

DETROIT — WUFL-AM/Sterling Heights, Mich., won the regional Edward R. Murrow Award, the highest honor bestowed by the Radio and Television News Directors Association. The station's news and public affairs director Faith Green wrote, produced, and co-anchored the winning piece, which was selected as the small station division best radio documentary in its five-state region.

HUNTSVILLE, Ala. — Mike Wilson, WNDA-FM/Huntsville program manager and on-air personality, was presented with a certificate of appreciation by the city council for 25 years of "creating and developing quality radio broadcasting." Wilson celebrated a quarter of a century with the 50,000-watt adult contemporary Christian music station in April.

• NASHVILLE, Tenn. — *Mastering Life*, a nationally syndicated radio program, received an Award of Excellence from the Angel Awards. David Kyle Foster hosts this weekly 30-minute talk show, which features guests and teaching on the subject of sexual sin and brokenness.

ST. LOUIS — *Red Boots for Christmas*, a 30-minute animated family Christmas television special produced by Lutheran Hour Ministries, walked away with two Silver Angel Awards. The program won the awards in both the



International Television and Video categories for "excellence in moral quality media." *Red Boots for Christmas*, released during the 1995 holiday season, aired in more than 150 U.S. markets and 27 other countries.

CALIFORNIA — *Dead Man Walking* received the annual Wilbur Award in the motion picture category from the Religious Public Relations Council (RPRC). The Tim Robbins film tells the story of Sister Helen Prejean and inmate Matthew Poncelet before his execution. RPRC gives its Wilbur Awards to secular media groups to honor excellence in the coverage of religious values and themes.

MUSIC NOTES

BEVERLY HILLS, Calif. — TVFirst™, an infomercial mar-

keting, distribution, and production company, is launching the first 30-minute television infomercial promoting contemporary Christian music (CCM). *Keep the Faith™ The Quest for Love, Happiness, and Purpose* is being produced in association with nearly every major CCM record label with over 50 of the industry's top recording artists already signed to appear throughout the program as well as on a seven-album compilation under the same title.

NEWS BITES

CHARLOTTESVILLE, Va. — The Rutherford Institute founder and president John W. Whitehead, host of the syndicated radio spot *Freedom Under Fire*, spoke recently to high-ranking government officials about "The Role of

Continued on page 72

27th Annual Dove Awards

Song of the Year — "Jesus Freak," DC Talk
Songwriter of the Year — Michael W. Smith
Male Vocalist of the Year — Gary Chapman
Female Vocalist of the Year — CeCe Winans
Group of the Year — Point of Grace
Artist of the Year — DC Talk
New Artist of the Year — Jars of Clay
Producer of the Year — Charlie Peacock

Album of the Year (album, artist, producers)
Rap/Hip Hop — *Church of Rhythm*; Church of Rhythm; Peter Burnetta, Rick Chudacoff
Alternative/Modern Rock — *This Beautiful Mess*; Sixpence None the Richer; Armand John Petri
Metal/Hard Rock — *Promise Man*; Holy Soldier; David Zaffiro
Rock — *No Doubt*; Petra; John and Dino Elefante
Pop/Contemporary — *The Whole Truth*; Point of Grace; Robert Sterling
Inspirational — *Unbelievable Love*; Larnelle Harris; Bill Cuomo, Robert White Johnson, Lari Gross
Southern Gospel — *The Martins*; The Martins; Michael Sykes, Michael English
Country — *Where Love Runs Deep*; Michael James; Michael James
Urban — *Give Your Life*; Angelo & Veronica; Fred Hammond, Cliff Branch, Ted Tjornhorn, Angelo Petrucci
Traditional Black Gospel — *He Will Come: Live*; Shirley Caesar; Bubba Smith, Shirley Caesar
Contemporary Gospel — *The Call*; Anointed; Cedric Caldwell, Chris Harris, Mark Heimermann
Special Event — *My Utmost for His Highest*; various artists; Loren Balman, Brown Bannister
Instrumental — *Classical Peace*; Dino; Rolin R. Mains
Praise & Worship — *Promise Keepers: Raise the Standard*; Maranatha! Promise Band; Bill Schnee
Children's Music — *School Days*; Mike and Sue Gay

Recorded Song of the Year (song, artist, songwriters)
Rap/Hip Hop — "Take the Beat"; Church of Rhythm; Max Hsu, Jason Gregory, Nathan Clair, Carlton Coleman
Alternative/Modern Rock — "Monkeys at the Zoo"; Charlie Peacock; Charlie Peacock, Douglas Kaine McKelvey
Metal/Hard Rock — "Promise Man"; Holy Soldier; Michael Cutting, Andy Robbins, Scott Soderstrom, Eric Wayne, David Zaffiro, Michael Anderson
Rock — "Jesus Freak"; DC Talk; Toby McKeehan, Mark Heimermann
Pop/Contemporary — "The Great Divide"; Point of Grace; Grant Cunningham, Matt Huesmann
Inspirational — "Man After Your Own Heart"; Gary Chapman; Wayne Kirkpatrick, Billy Luz Sprague
Southern Gospel — "Out of His Great Love"; The Martins; Terry and Barbi Franklin
Country — "Without You (I Haven't Got a Prayer)"; MidSouth; Robby McGee, Scott Rath, Peter Jeffries
Urban — "It's in God's Hands Now"; Anointed; Madeline Stone, Allen Shamblin
Traditional Black Gospel — "Great Is Thy Faithfulness"; CeCe Winans; Thomas Chisholm
Contemporary Black Gospel — "The Call"; Anointed; Mary Tiller, Steve Crawford, Nee-C Walls, Da'Dra Crawford

Musical — "Saviour"; Bob Farrell, Greg Nelson
Youth/Children's Musical — "Salt & Light"; Beverly Darnall
Choral Collection — *Praise Him...Live, The Brooklyn Tabernacle Choir*; Carol Cymbala
Recorded Musical Packaging — *My Utmost for His Highest*; Loren Balman, Diana Barnes; Diana Barnes, Jeff and Lisa Franke; Matthew Barnes
Short Form Music Video — "Flood"; Jars of Clay; Ricky Blair, Michelle Weigle-Brown; Michelle Weigle-Brown
Long Form Music Video — "Big House"; Audio Adrenaline; Clarke Gallivan, Cindy Montano; Kari Reeves, Jeffrey Phillips, Thom Oliphant

The 27th Annual Dove Awards were hosted by Michael W. Smith on April 25 at the Grand Ole Opry House in Nashville, Tenn.

TRADE TALK

continued from page 71

Religion in American Politics: Moral Conscience or Political Dominance?"

CHESAPEAKE, Va. — Newton Media Associates, Inc., a media buying service company, recently opened its offices in Chesapeake with Steven Newton as its president and CEO. The company represents several national infomercial clients and national religious clients.

PEOPLE



Cathy Koke

with Jones Satellite Network. Crocker recently held the national sales manager position at KIMN-FM/KALC-FM/Denver.

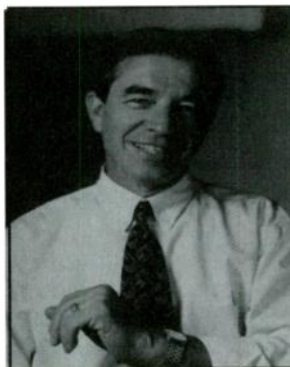
ELKHART, Ind. — WFRN-FM/Elkhart has added two new staff members: Roger A. Booth as operations manager and Dennis J. Smith as general sales manager. Booth previously held management positions with WMBI-AM-FM/Chicago, KBBW-AM/San Diego, and KCMS-FM-KCIS-AM/Seattle. Smith most recently served as general manager and sales manager for WCGW-AM/Lexington, Ky.

NASHVILLE, Tenn. — Julie Ecrement has been promoted to creative director for Benson Music Group's publishing division. Ecrement was formerly the department's professional manager.

CAROL STREAM, Ill. — Leonard Hofman was elected chairman of the board of the National Association of Evangelicals at the association's 54th annual convention in Minneapolis. He serves as general secretary emeritus of the Christian Reformed Church in North America (CRCNA) and as administrative secretary of Interchurch Relations for the CRCNA.

BURBANK, Calif. — Cathy Koke has joined Phil Cooke Pictures as executive producer. Koke, who worked on numerous Phil Cooke Pictures (PCP) projects as a freelance producer, now works in an overall capacity in the supervision of PCP's diverse programming and production schedule.

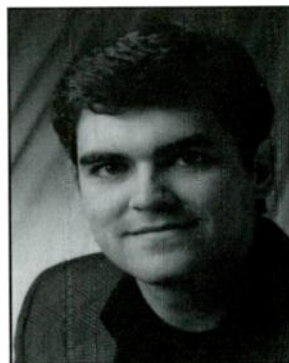
ENGLEWOOD, Colo. — Pat Crocker has been hired as a regional affiliate sales manager



Roger A. Booth



Dennis J. Smith



Ken Johnson

and operations manager. Yazel replaces the late operations manager, Jeff Carlson.

NEW YORK — Steve Fret has been appointed CEO for Music Entertainment Group (MEG) and its subsidiaries. Prior to his appointment, Fret was MEG's president and COO and now he oversees all of the company's recording and publishing interests.

• Denotes received via e-mail. You may e-mail your "Trade Talk" item to ssmith@nrh.com.

NASHVILLE, Tenn. — Ken Johnson has been named manager, A&R administration, for Sparrow Communications Group. Johnson previously served as manager of business affairs for Word, Inc.

FORT WAYNE, Ind. — Tim Yazel has been named assistant manager of operations for WBCL-FM/Fort Wayne. Yazel has worked in broadcasting for 19 years as an announcer, program producer, studio technician, and operations manager.

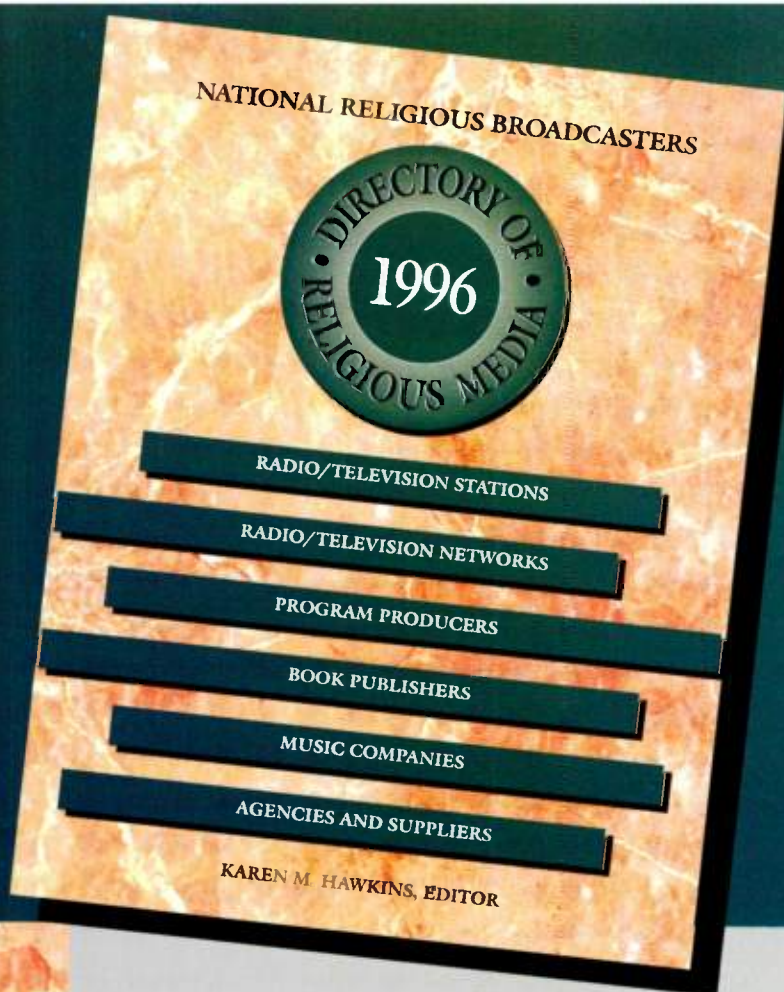


Steve Fret

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ISBN # 1-880040-05-0

All Good Broadcasting of God

As an educator, I often ask myself the question, "What is it that I desire to teach to my students? What is it I want them to become?" Very few of our broadcasting graduates find employment at religious stations. Most become salt in the world, sometimes working side by side with persons who mock their faith. So at Anderson University, we seek not to teach religious broadcasting, but good broadcasting. We desire our students to become good broadcasters. Why is this? Just as all truth is God's truth, all good broadcasting is of God.

Of course many secular universities teach broadcasting and pride themselves on educating good broadcasters. What is the difference? The difference is we view the source of all that is good as God, the Creator. All good comes from God. Even that which is evil is nothing more than a perversion of the good which God created. This underlying premise guides our creative process. God created us in His image, which includes the potential for us to be creators ourselves. What a wonderful gift!

Good broadcasting means reflecting God's creation. The traditional audience analysis before the creation of a program is nothing more than a reflection of God's all knowing — God's omniscience that allows the Creator to communicate with us perfectly because God knows us and

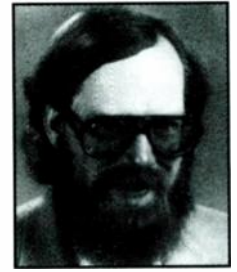
loves us perfectly. Following God's model, in program creation, we must desire to know our audience and to love them, as perfectly as possible.

God's gift to us of the power of creation carries with it incredible responsibilities. We have a tremendous power of communication media not available to the disciples. We must use it wisely and in God's interest, not ours.

Hence, good program production means carefully weighing what people need to become complete in their own creation, not just what they desire. Good fund raising means engaging persons in the support of God's kingdom, recognizing that funds which are raised did not previously belong to the donors and now to us, but always to God.

This becomes particularly apparent when we consider that some of the donations come in the form of the "widow's mite" — donations from older persons who may give virtually all they have. Good stewardship means being trusted not only as God's financial manager, but as a steward of all the resources which God has given us.

Good broadcasting means listening to our listeners and viewers. Broadcasting is not a one-way street. Just as God hears our prayers, we must hear the opinions and views of our audiences. Does God scoff at the



Dr. Donald Boggs is chair of the communications department at Anderson (Ind.) University and general manager of WQME-FM/Anderson and Covenant Productions. He is also co-producer with Bill Gaither on most of the Gaither Homecoming video series.

poorly phrased or selfish prayer of a child? I suspect God hears better than we do the real prayer being voiced. In the same way, if a listener's complaint seems nonsensical or invalid, we must strive to hear the real message, which is often one we might agree with wholeheartedly.

Good broadcasting means obeying God. We must be sure that regardless of the position we hold at a station — announcer, director, account executive, general manager, president, board member, or even CEO — we obey God. All good broadcasting exists not to serve the audience nor the owners, but to serve God. May we continually seek God's will for our stations and ourselves. ¹⁸

READERS' REACTIONS

continued from page 10

Martin Luther Used Metrical Form

In April's "Segue," Sarah Smith wrote "Martin Luther put religious lyrics to saloon tunes." This is a common misunderstanding of what is meant by the term "bar form." It would be clearer to say Luther composed his melodies in "metrical form," that is, according to measures or bars, as opposed to the free-flowing rhythm of Gregorian chants. So, when we say Luther's tunes have a "bar form" we mean they were set in 4/4 or 3/4 time, not scribbled down on the back of a Wittenberg coaster.

As for Luther's famous and often-misapplied quote, "Why should the devil have all the good tunes?" he was probably speaking metaphorically about the pope.

Luther's worship reforms were always conservative

in nature. He favored keeping whatever was not contrary to the Gospel.

*Mark Eischer
The Lutheran Hour
St. Louis*

Thanks for February Issue

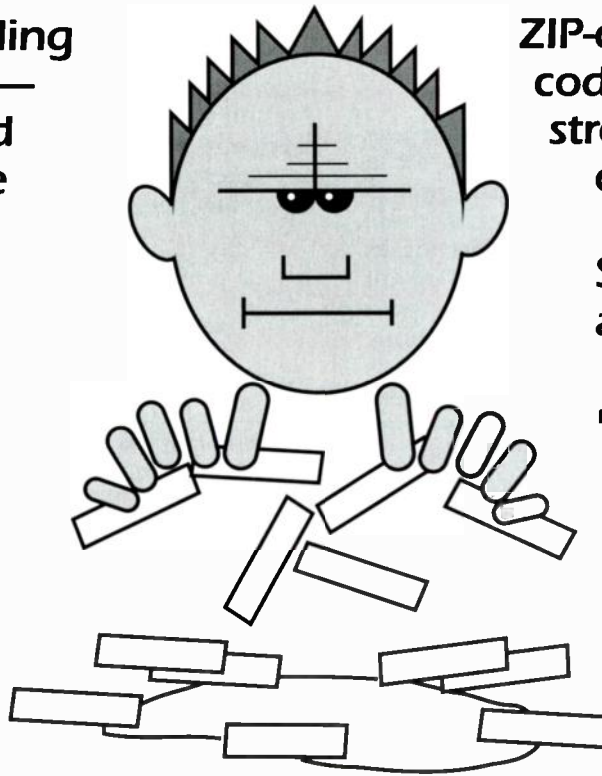
This note is to express appreciation for the February 1996 issue. It is so packed with outstanding articles. I cut out six of them for future reference: "First Things First," "Big Sister & the Bullies," "The Vernacular of Violence," "What's In a Name?," "Building a Bridge Between Catholics & Protestants," and "The American Family: Fractured and Fatherless."

*Pearl Evans
Potaluma, Calif.*

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RECORDING REVIEWS

BY DARLENE PETERSON AND SARAH E. SMITH

Teens! You Have a Choice Family: The Road to Healing Men: God, Women, Kids, Business Paraclete Television

Each of these videotapes contains four 30-minute sections and would make an excellent discussion-starter in a Sunday school class or at home. Thoroughly professional and packed with information and insight, these videos follow a talk show format with a host (acting as moderator) leading a panel discussion. A helpful mix of experts and ordinary folk who've "been there" (experienced the problem being discussed) offer their viewpoints. An occasional "on location" discussion or interview adds just enough variety to keep the viewer from getting tired of looking at talking heads in a television studio setting.

The video for teens avoids being preachy, emphasizing the positive idea that they have the power to choose what's right and the power of God to guide them. Tackling the usual "teen" issues of sexuality, drugs and alcohol, values, and peer pressure, the panel of experts and real-life, unscripted discussions with teens affirm the positive results of doing what's right.

Problems facing families are covered in the second video: economic and cultural stresses, divorce and its aftermath, single parenting, and stepfamilies. The personal stories of people who have faced these problems underscore the advice given by the experts. Research has repeatedly proven how critical a man's role in the family is. But juggling marriage, parenting, faith, and work can be a tough challenge. The third video gives men sympathetic and encouraging advice in each of these areas.

The Best in Christian Music: 27th Annual Dove Awards Collection Brentwood

Here's another compilation of some of the best in contemporary Christian music. This one includes all ten of this year's Dove Award nominees for "Song of the Year": Michael W. Smith, 4Him, Bryan Duncan, Point of Grace, Jonathan Pierce, the Newsboys, Gary Chapman, Aaron Jeoffrey, and DC Talk. An easy way to collect your favorite music.

Up Close and Personal — EDGE TV Edge Communications, Inc./Sparrow

Steven Curtis Chapman, Margaret Becker, PFR, and Out of the Grey share their thoughts on life and faith (as well as one of their music videos) in this especially well-done interview video from the *EDGE TV* series (motto: "If it's not real, it's not relevant"). This video lives up to its motto, presenting some very pointed and revealing stories and comments from some very popular Christian artists. There's a little superficial fluff and, without getting bogged down, the artists get to the "real stuff" in their lives: struggles, turning points, and non-cliche testimonies. Somebody asked the right questions. And somebody did an excellent job in editing the material.

We really get to know these folks in the same way we would if they came to visit us and "philosophize" over a

cup of coffee in our living room. Very relaxed and, well, real. Although the name *EDGE TV* makes us think of MTV and there are some neat and flashy MTV-like effects and transitions, it's not overdone and distracting. And, of course, the music videos break up the interview segments nicely while allowing us to see them in the new perspective that comes from getting to know the musicians better.

Mountain Top Favorites

producer/arranger: Gary Prim
executive producers: Alex MacDougall and
Mark Nicholas
StraightWay by Star Song

These instrumentals feature mountain and hammered dulcimer, autoharp, fiddle, bass fiddle, mandolin, acoustic guitar, harmonica, banjo, and dobro. Excellent musicianship brings to life a wonderful selection of traditional American favorites: "Dueling Banjos," "Turkey in the Straw," "Oh Susannah," "Shenandoah," "Old Joe Clark," "The Tennessee Waltz," and others. The rich, upbeat arrangements will get toes tapping, faces smiling, and spirits lifting. *Old Time Religion*, *Smoky Mountain Inspiration*, and *Log Cabin Lullabies* are the other recordings in this series and they feature the same instruments. But this one was my favorite because it's a rare treat to hear traditional American tunes performed so well on such a great array of acoustic instruments.

I Love to Tell the Story

Andy Griffith
producer: Steve Tyrell
executive producer: Billy Ray Hearn
Sparrow

While we're talking about Americana, let's return to Mayberry RFD, where we find that the man who played its most famous resident has a decent voice for singing hymns. I don't follow the private lives of actors much, so it came as a surprise to see a recording by Andy Griffith. His style can best be described as old-fashioned, sentimental, and endearing — in the most positive way.

The hymns sound like the way they would have been sung on Aunt Bea's front porch (reminiscent of Griffith and Don Knotts singing on *The Andy Griffith Show*): down-to-earth, humble, and heartfelt, a refreshing sound in our fast-paced, stressed-out, high-tech world. Griffith covers quite a few hymns by hitting their highlights (not covering all the verses) or combining them in medleys. Piano, guitars, mandolin, and dobro create a nice, home-spun musical backdrop and a group of background vocalists help out. A heart-warming and pleasant recording.

Moments

George Beverly Shea
producer: Kurt Kaiser and Brian Konzelman
arranger: Kurt Kaiser
Star Song

Here's a man whose recordings span from 78s to CDs. George "Bev" Shea was recently inducted into the Reli-

gious Broadcasting Hall of Fame during the 1996 National Religious Broadcasters convention in Indianapolis. His performance of his beloved composition "I'd Rather Have Jesus" brought the Anniversary Banquet audience to its feet for three standing ovations and was considered by many to be the highlight of the convention. This collection of classics includes "The Wonder of It All," "Steal Away," "How Great Thou Art," "This Is My Father's World," "This Little Light of Mine," and others. The overall feel of this recording is *peaceful* and reassuring. It's great music for quiet moments of meditating on our Lord or relaxing on a Sunday afternoon.

Love Songs for a Lifetime Sparrow

This two-CD set brings 30 great love songs from top contemporary Christian artists, such as Steven Curtis Chapman, BeBe & CeCe Winans, Steve Green, Michael Card, Out of the Grey, Lisa Bevill, Charlie Peacock, Richard Smallwood, and others. Written from a Christian perspective and covering all aspects of a Christian marriage (including our relationship with the Lord and our role as parents), these songs are as inspirational as they are romantic. They're moving, thought-provoking, and encouraging and the performances are great. All this makes me wonder why such a collection wasn't created a long time ago!

The Early Years

Margaret Becker, Michael Card,
Steven Curtis Chapman, Keith Green,
Steve Green, John Michael Talbot
Sparrow

The early work of any good artist may not be as polished or mature as his later work, but it often shows inspiration, zeal, vulnerability, emotion, or other such qualities more clearly. Examining the early work often reveals new insights about the artist. Sparrow provides the opportunity for us to explore the beginning efforts of six contemporary Christian artists who have been around for a while and gained great fame. Each recording features ten of an artist's notable early songs. If you're only familiar with the more recent recordings of any of these artists, these collections give you the opportunity to get a fresh perspective on their work and ministry.

Transformation

Eric Champion
producer: Charlie Peacock
Essential

The title of this recording describes what's happened to Eric Champion's sound. Although he started his successful contemporary Christian music career at the tender age of 19, his sound was adult contemporary. Now 25, he's made a major change in his approach. After performing a series of dates with The Newsboys, who play to a younger crowd, he was inspired to "act his age" and record music designed to minister to his contemporaries (and younger).

His new rock-alternative-euro-pop-retro blend of music should appeal to his new audience of choice, delivering relevant lyrics in hip, blunt, and sometimes whimsical language that speaks to the concerns of youth. A good example of this is "Dress Me Up": "I've got holes/holes in my shoes/holes in my jeans/holes in my heart that can't be sewn up/and I'm gettin' cold from all this unwanted ventilation to my soul." Champion feels qualified to write to this audience "partly because I am young. . . and I am going through the same struggles and changes that they are living with every day." Packed with energy, with plenty of empathy between the lines, I'm glad youth have a new Champion.

Darlene Peterson is the music reviewer for Religious Broadcasting.

The R.I.O.T. — The Movie, Part I

director: Stephen Yake
producer: Stephen Yake
Sparrow

This hour-long video combines a storyline (continued in *The R.I.O.T. — The Movie, Part II* to be released mid-July) with music videos. Carman, who wrote the screenplay, portrays widowed police officer Victor Rizzo and father of two children. Rizzo and his partner, Jimmy O'Brien, (Sam Jones of *Flash Gordon*) move from the gang-ridden streets of Chicago to Broken Arrow, Okla., to escape the escalating violence of inner city life.

Six years later, Rizzo and O'Brien discover that members of a Chicago gang, the Vice Kings (whose leader, T-Rex, Rizzo had shot while arresting him before leaving Chicago) have set up a drug-selling operation in Broken Arrow. Lessons taught include not running away from your problems, conquering fear, and living by faith. Part I ends after Rizzo apprehends the Vice Kings in Broken Arrow. Part II will continue the story with T-Rex coming to Broken Arrow for a showdown with Rizzo.

The acting (credits boast Bo Hopkins of *American Graffiti* as Sgt. Harry McQue, Mike Malota of *Don Juan De Marco* as Vic Jr., and Christian rapper T-Bone as Juan Moline) is for the most part a bit stiff, possibly from the somewhat stilted dialogue. But the segues from the storyline to the music videos ("R.I.O.T.," "Step of Faith," "No Monsters," and "God Is Exalted") were very smooth and the song sequence flowed with the script. The editing and music video segments are also superb. On the whole, this video is innovative and entertaining.



Sarah E. Smith is managing editor of Religious Broadcasting.

THE BOOK SHELF

BY HARRY CONAY

Return with Honor

by Capt. Scott O'Grady with Jeff Coplon
Doubleday/Word, 1995

This co-published autobiographical work is a revealing account of military life, survival (after Scott O'Grady's plane was shot down over Bosnia and he spent six days eluding hostile Bosnian Serbs), dramatic rescue, and humble faith in God. Speaking of his strong Roman Catholic upbringing, O'Grady writes: "But on the afternoon of my third day in Bosnia, I prayed to the Mother of Medjugorje. Before long I felt a definite presence. . . . I saw the vision through feeling it, and the feeling was very warm and good. . . . I can't tell you how important that vision was to me. It gave me courage to go on." Later he writes, "I'd learned that I could turn to God at the very worst times and that He would never desert me." This exciting account of military derring-do and survival is outstanding, first because it's all true and second because God is given His due.

Prayer: My Soul's Adventure with God

by Robert H. Schuller
Thomas Nelson, 1995

Since many of the details of Robert Schuller's life were amply revealed by James Penner's 1992 biography *Goliath: The Life of Robert Schuller*, this "spiritual autobiography" emphasizes the powerful impact of prayer throughout his life. Warm and simply written, the book combines the positive, upbeat stance one expects from Schuller with the personal anecdotes and insights one expects from an autobiography (Schuller's first). Overall, this is a must for readers of Schuller's previous books and for regular viewers of *The Hour of Power*.

Is Jesus a Republican or a Democrat?

by Tony Campolo
Word, 1995

Tony Campolo's current book (reminiscent of his *Twenty Hot Potatoes Christians are Afraid to Touch*) is for all those who ponder (in addition to the title question) whether Jesus was a moderate or a radical, if television is demonic, or (as in the matter of gay-bashing) whether one can love the sinner but hate the sin. Other issues include smoking, illegal aliens, God's feminine side, prayer in public schools, gun control, Christian environmentalism, the poor, and the welfare system.

Of interest to *Religious Broadcasting* readers will be Campolo's views about the "kinds of evil distortion that come from religious radio talk shows." On behalf of "those of us who feel unjustly treated," he writes, "The National Religious Broadcasters (NRB) should have a code of ethics and a set of broadcasting standards. (NRB) should also have a standing committee to review grievances and hand down judgments. Those who violate the code of ethical practices or refuse to make corrections and restitution should be put out of the membership of the NRB. There should be a concerted effort by the NRB to set things right with anyone who has been hurt by one of its members."

But his criticism of NRB is mild compared to the wrath he unleashes against smoking: "We must come to realize that on the personal level there is a demonic force at work that is binding people to the law of sin and death through smoking. It is a work of the Evil one that must be destroyed." Tellingly, Campolo displays no such vehemence against the sin of homosexuality. Are some sins more politically correct than others?

Campolo's deliberately cultivated, gadfly attitude and his sociologically oriented, prescriptive opinions will not appeal to everyone, but those who enjoyed his previous works will no doubt enjoy this one, too.

Where in the World is the Church?

by Michael S. Horton
Moody, 1995

The pretitle of this book informs us that Michael Horton offers "A Christian View of Culture and Your Role in It;" in other words, "How to be in the world, but not of it" (his concluding chapter). In the process, he reminds us that serving the Lord does not mean leaving the secular world for a Christian cloister or setting up imitative Christian alternatives. He discusses the Christian's role in art, music, and literature, the relationship of Christianity to modern science, and Christian use of leisure time — all from the perspective of Reformed theology, thereby reprising a not unfamiliar theme of the "Protestant work ethic." Horton's Calvinist stance may not have universal appeal, but with perseverance, all the elect should benefit from reading this book.

Preaching to a Programmed People

by Timothy A. Turner
Kregel, 1995

Recognizing the extent to which television pervades our culture, Timothy Turner asks, "What has TV done to preaching?" and "What should preaching do about TV?" Turner identifies ways in which television "refashions people," and offers specific strategies for reviving media-weary congregations. But he does not advocate showy, television-style methodology at the expense of substance. Rather, he correctly urges pastors to be attentive to the needs and abilities of their audience (especially in light of their media saturation), and he reminds them that proper content ("preaching on the right topic") is more important than style ("preaching right").

The Home Field Advantage

by Ken Ruetters with Dave Branon
Multnomah Press, 1995

This is one of those *guy* books, with lots of sports-stuff designed to appeal to all jocks, would-be jocks, and the Promise-Keepers crowd. Behind all the masculine camouflage, there is a great deal of sound advice on the art of parenting, but you have to wade through *mucho machismo* to get there. If your boots are high enough, this book's for you.

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

Covering Christian Booksellers Convention

Next month the Christian Booksellers Association (CBA) will be holding its annual international convention in Anaheim, Calif. CBA is a trade association serving 2500-member retail stores in the United States, over 1000 stores in 40 countries, and 625 member publishers, record companies, and product suppliers. The Christian retail outlets of today carry not only books and Bibles, but curriculum, apparel, music, videos, gifts, greeting cards, and an array of children's products.

CBA's mission is to serve and encourage members, unite them under a common vision, equip them for excellence in the retailing of Christian products. During next month's convention (July 13-18), 12,000 representatives from all 50 states and over 50 countries will come together for the largest gathering of Christian retailers and suppliers in the world.

Six acres of exhibits, the equivalent of six football fields side by side, will hold nearly 1500 exhibitor booths and create what amounts to a Christian retail superstore. Dealers from more than 2000 stores will place orders, research new product and marketing tools, glean ideas for merchandising techniques and store promotions, and attend any of over 40 business seminars on advertising, marketing, and financial matters.

The Christian retailing trade is estimated to be a \$3 billion business, up from \$1 billion in 1980. Ten years ago, there were only a handful of \$1 million stores; today, there are over 100 \$1 million Christian retail stores. Christian stores are now drawing 33 percent of the people who actively attend church, up from 25 percent only six years ago and 10 percent in the early '80s.

Prior to the start of the CBA convention each year, Evangelical Christian Publishers Association (ECPA) holds its Gold Medallion Book Awards Banquet. Founded in 1974, ECPA is an international, non-profit, trade organization with a membership of 175 publishers serving the Christian retail industry by promoting excellence and professionalism, sharing relevant data, stimulating Christian fellowship, raising the effectiveness of member houses, and equipping them to meet the needs of the changing marketplace.

ECPA's annual Gold Medallion Awards are the most prestigious prizes in the Christian publishing trade. They recognize outstanding merit in a published work's content, literary quality, design, and significance of contribution. Also awarded that evening will be the Gold Medallion Christian Book of the Year, selected by ballot from retailers across the country honoring a book which has achieved singular significance.

All this to say that the CBA convention is one you should cover for your listeners and viewers. It's a hotbed of activity, ideas, and discussions that sets the tone for the coming year in the church. You need to be there to interview expert authors and report on the addresses given by well-known leaders. National broadcasters who regularly attend the convention include USA Radio Network,

Moody Broadcasting Network, *Master Control*, *The 700 Club*, WCFC-TV/Chicago, *Cope*, *Family Life Today*, and Josh McDowell. Local stations which came last year include *Everyday People* from Seattle; KRKS-FM/Englewood, Colo.; KPOF-AM/Westminster, Colo.; KWBI-FM/Morrison, Colo.; WORD-FM/Pittsburgh; WHGG-FM/Roanoke Rapids, N.C.; WVFJ-FM/Manchester, Ga.; and WVMC-FM/Mansfield, Ohio.

To help you prepare for the convention, call Christian publishers now and ask for their lists of authors attending, so you can begin scheduling interviews now. Depending on the ambiance you want to communicate to your audience, you can produce interviews as quick stand-ups on the convention exhibit floor (with all the background noise accompanying that), longer discussions in the convention's carpeted lobbies, full-length programs at your own portable location, or in-depth interviews in a room reserved through the CBA press office. For more information about CBA and acquiring your press credentials, contact Nancy Guthrie at (615) 662-9069.

By the way, if you are looking for thorough ways to search the Internet looking for Christian resources, here are two: *CrossSearch* (<http://www.crosssearch.com>) and *Goshen* (<http://www.goshen.net>). Both are flexible and user-friendly search engines. ^{RB}



Jonathan Petersen is director of strategic marketing/corporate affairs for Zondervan Publishing House (<http://www.zondervan.com> or AOL Keyword "zon"). A former religion news editor of UPI Radio Network, he is a requested speaker on media practices. His e-mail address is jonathan.petersen@zph.com.



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pus radio station. Interested candidates should send a cover letter, curriculum vitae, and three current letters of reference to: Dr. Randall Pruitt, director, school of communications, Toccoa Falls College, Box 800846, Toccoa Falls, GA 30598. Position begins August 1.

MORNING CO-HOST position available with Moody Broadcasting in the southern Florida area. Minimum two years' announcing experience and production skills required. Female and minority applicants are encouraged to apply. Please send resume/air tape to: WRMB, 1511 W. Boynton Beach Blvd., Boynton Beach, FL 33436. EOE.

KLJC-FM/Kansas City, Mo., is accepting applications for morning drive/production director position. Send tape and resume with salary requirements to: John Hayden, GM, KLJC-FM, 15300 Calvary Rd., Kansas City, MO 64147. No calls. EOE.

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

June 4-6

REPLItch 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.

June 19-22

Annual PROMAX International Convention and Exposition; Los Angeles. Information: Linda Nichols, (313) 789-1506.

June 28-30

SHOWBIZ Expo; Los Angeles Convention Center, Los Angeles. Information: (800) 363-3631.

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 21-23

Inspirational Radio Summer Conference; Northwestern College, St. Paul, Minn. Information: Ruth Litynski, (612) 631-5000, e-mail RML@nwc.edu.

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, (619) 444-8400, e-mail 74114,1655@compuserv.com.

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, e-mail 103177,3462@compuserv.com.

September 12-14

National Religious Broadcasters Midwestern Regional Convention; Maranatha Bible and Missionary Conference, Muskegon, Mich. Information: Scott Keegan, (616) 772-7300, e-mail 76226.3612@compuserv.com.

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. Information: Sharyl Sich, (708) 893-1141 (in Illinois).

October 1-3

VIDEO EXPO New York; Jacob K. Javits Convention Center, New York. Information: (800) 800-5474.

October 10-12

National Religious Broadcasters Eastern Regional Convention; Sandy Cove Bible Conference, North East, Md. Information: Steve Cross, (703) 534-2000.

November 8-11

AES Convention; Los Angeles Convention Center, Los Angeles. Information: (212) 661-8528.

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

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My First Picture Show

Nearly three decades ago, my brother, sister, and I stepped into a movie theater for the very first time. Until then, many conservative evangelicals simply did not go to "the show," as we called it in the Midwest.

True, motion pictures produced by Hollywood at the time were tame compared to the fare generally offered in the past 20 years. Still my denomination strongly dissuaded its members from directly supporting the film industry's "hedonistic lifestyles" by not frequenting the theater. Of course, wanting to become a film star was the only thing *worse* than going to the movies.

That particular afternoon, my mother broke with church tradition and took us to the theater because the featured attraction was *The Bible*, a film based on the book of Genesis. I felt apprehensive upon entering the small lobby of our town's historic theater.

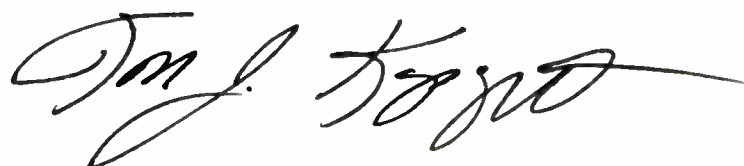
Constructed nearly 40 years earlier after the advent of "talkies," the theater was one of the first in the United States to have its own "built-in" sound system. I must admit, the significance meant very little to me as I stared in awe at the shiny, well-lit refreshment counter with its huge popcorn machine. Before entering the darkened, almost-chilly auditorium, my mother allowed us to pick out some favorite candy.

That day, sitting in the theater and viewing *The Bible*, I better understood the temptations Adam and Eve faced in the Garden of Eden, life aboard Noah's Ark, the evil which permeated Sodom, and Abraham's faith. The lessons of Sunday school had suddenly become bigger than life. When *The Ten Commandments* came to our theater months later, my family returned for more of "the Scriptures come to life."

We did not become movie house "junkies," preferring to receive our spiritual guidance from the silver screen as opposed to the pulpit. In fact, throughout the remainder of my adolescent years, I could count on two hands the times my siblings and I went to "the show." And when we did go, it was to see Disney classics like *Dumbo*, *Sleeping Beauty*, *Herbie Rides Again*, and *The World's Greatest Athlete* or a Worldwide Pictures release such as *A Time to Run* — always G-rated or family material.

Selectivity was the key and that's a lesson I have never forgotten. How I entertain myself *does* matter in my walk with the Lord. In his article, "Evaluating Entertainment," John H. Evans regrettably reports, "Though Christians should avoid those movies and television programs which will tear them down morally and spiritually, surveys unfortunately indicate their movie and television viewing habits are remarkably similar to those of non-Christians."

Although entertainment activities, such as going to the movie theater, are more widely accepted in the church than a generation ago, I believe it's time we began to seriously look in the mirror and evaluate those things we enjoy and how they affect our commitment to Christ. It sure beats gazing foolishly at a screen that may be hazardous to our spiritual health.



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