

RELIGIOUS BROADCASTING

JULY-AUGUST 1996



Examining Ethical Edges

Also: Special Reports on
Television Spectrum Auction and
Billy Graham's World Television Series

Royal Dream Team

Jay Sekulow Live!



Jay Sekulow

Growing Today



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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!

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Where have you been all my life?

Ken Crosthwait, Owner WTNN Radio

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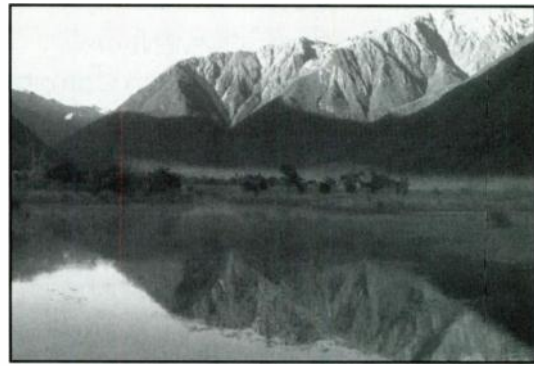
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Of Mountains and Miracles

by Marge Thompson

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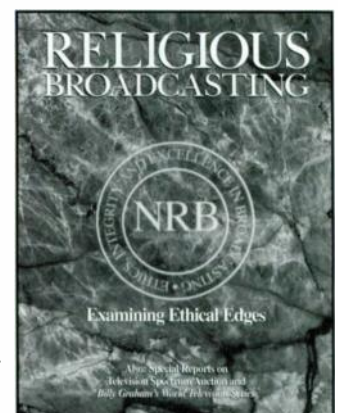
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Examining Ethical Edges

Ethics, one of today's business buzzwords, comes under the scrutiny of this month's Religious Broadcasting. Issues probed include a ministry's tussle with the Internal Revenue Service, the problem of flexible ethics, and a proven Old Testament pattern of fund raising. The remainder of the feature space is dedicated to two special reports: television spectrum auction and the 1996 World Television Series.



cover art by J.R. Graphics

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Working as a Team

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

Strength is for service, not status. Each one of us needs to look after the good of the people around us, asking ourselves, "How can I help?" " [Romans 15:1/The Message].

Have you ever stopped to think about how many lives touch you each morning, from the moment you get out of bed until you arrive at your office? Take a step back to all you've processed, even this morning.

Once you got out of bed, you immediately became involved in a cycle of teamwork. Think of the number of people you relied on to get to where you are at this very moment — people who provide essential support to your life. How about the hot water for a shower and shave the gas and water companies provided? Then there's the electricity to dry your hair, make your coffee, and toast your bread. Likely, there were family members who said, "Good morning!" with a smile and hug, making you feel valuable. Of course, there was a radio station providing inspiration and news.

Take an additional moment, and think too, about the most important people in your life — your family — and their individual functions. Mom usually can't get dinner on the table without help from the kids to set the table, pour beverages, and of course, Dad to clean up after everyone has eaten.

Mom and Dad depend on teamwork to be effective parents. They're constantly relying on each other to raise their children — providing instruction, self-worth, parameters, and disciplines all surrounded in God's love and Word.

Think about your effectiveness in the workplace of Christian communications. Obviously, if you had to do everything yourself, the list of work done would be greatly impacted. When we choose to rely on others, to allow the development of teamwork, we are considerably more productive and effective in what we do. Routine yet vital functions, such as answering the phone, making the coffee, transcribing dictation — illustrate how the help of others enhances our individual ability to accomplish.

It's easy to see the strength of teamwork when we watch the NBA playoffs, consider the awesome Apollo 13 mission, or perhaps recall scenes of an Amish barnraising. Sometimes, though, life works more like the jigsaw puzzle "teamwork" concept, in that the end result is clear only when all the work is done.

For those of us in ministry, we likely understand the teamwork happening in our office each day, but in Christian broadcasting, we're part of a much larger team. Like the jigsaw, we don't always see the results of our mutual labor and won't perhaps until eternity. In the meantime, our mandate remains the same, "Get along among yourselves, each of you doing your part" [1 Thessalonians 5:13].

Eugene Peterson has put it well: "Compassionate, generous, spontaneous mutuality develops when we realize two things — there is no even distribution of burdens in this life, there is no even distribution of strengths. . . . Once we understand this, we will not arrogantly separate ourselves from others — we will give ourselves in mutuality."

The most effective leadership is servant leadership, a significant aspect of the teamwork concept. It's a challenge to lead by example, doing for others, treating your co-workers as equal members of the team (and still providing security and parameters for those with whom you work). Yet, that's where we all function at our best. In fact, Paul reminds us "No matter how significant you are, it is only because of what you are part of . . . you are Christ's body, that's who you are" (1 Corinthians 12:20, 27).

The bottom line is we can get a whole lot more done when we work together and recognize the value of that! "So let's agree to use all our energy in getting along with each other . . . then we'll be a choir, not our voices only, but our very lives singing in harmony in a stunning anthem to the God and Father of our Master Jesus" [Romans 14:19, 15:6].^{RB}



Jon Campbell is president of Ambassador Advertising Agency based in Fullerton, Calif., and a member of NRB's executive committee.

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Where the True Connection Begins

Just the other day, Don Johnson, a friend from Tennessee and a long-standing National Religious Broadcasters member, sent the following, which I am sharing with you.



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

Financier J.P. Morgan once commented that a man's best collateral is his character.

Alfred Armand Montapert said, "Reputation is what folks think you are. Personality is what you seem to be. Character is what you really are."

Horace Greely stated, "Fame is a vapor, popularity an accident, riches take wings, those who cheer today may curse tomorrow, only one thing endures — character."

Charles Spurgeon wrote, "A good character is the best tombstone. Those who loved you, and were helped by you, will remember you when forget-me-nots are withered. Carve your name on hearts, and not on marble."

Integrity is "a better long-term investment than the best Certificate of Deposit known to man!" Our character reflects itself in the quality of integrity. Too often in business and personal life, this is a missing or minimized ingredient.

In ancient China, the people desired security from the barbaric hordes to the north, so they built the great Chinese wall. It was so high they knew no one could climb over it and so thick that nothing could break it down. They settled back to enjoy their security. During the first 100 years of the wall's existence, China was invaded three times. Not once did the barbaric hordes break down the wall or climb over the top. Each time they bribed a gatekeeper and then marched through the gates. The Chinese were so busy relying upon the walls of stone they forgot to teach integrity to their children.

Ted Engstrom gives a succinct definition of integrity: "Simply put, integrity is doing what you said you would do. It means you keep your promises. When you promised to be faithful to your mate, integrity says you'll stay with that person no matter what — for better or for worse, for richer or for poorer, in sickness and in health. If you promised the Lord that you would give Him glory, integrity means you keep on doing that whether you're reduced to nothing or exalted to the highest pinnacle on earth. If you promised a friend you would return a call, integrity means you return it. If you promised your child that you would spend Saturday together, integrity means you keep that appointment. A promise is a holy thing, whether made to a chairman of the board — or to a child."

Someone has said character is what you'd do if you knew no one would ever find out. I like Samuel Smiles' words, "Sow a thought and you reap an act, sow an act and you reap a habit, sow a habit and you reap a character, sow a character and you reap a destiny."

"Ponder the path of your feet, and let all your ways be established" [Proverbs 4:26].

Don Johnson



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KFUO Update, Silent Stations

This month's column addresses two matters of interest to religious broadcasters. The first is an update on the status of a well-publicized enforcement action centering on the Federal Communications Commission's (FCC) Equal Employment Opportunity (EEO) rules. The second is news about commission staff efforts to attempt to help "silent" stations resume broadcasting in time to avoid license revocation.

Review of KFUE Sanctions

As many of you may know, a special panel of administrative law judges decided earlier this year that the Lutheran Church-Missouri Synod (LCMS), which operates KFUE-AM-FM/St. Louis, violated the FCC's EEO rules during the 1983-90 license term.

The panel, known as the FCC Review Board, also concluded that LCMS failed to be candid in answering staff questions about the stations' EEO efforts. As a sanction, the Review Board ordered that LCMS be granted "short term" license renewals, be required to regularly report to the FCC on the stations' progress in implementing an EEO program, and be fined \$50,000.

This enforcement case — which has consumed several years — now moves to the full commission. In June, LCMS formally asked the four commissioners (the FCC has been short one member since commissioner Andrew Barrett stepped down in May) to overturn the Review Board's findings and eliminate the sanctions.

The commission members must weigh two Review Board determinations. On the EEO question, the board ruled that although there was no discrimination by LCMS in hiring or promotion, the licensee "did not develop the mechanics necessary for a sound affirmative action program" to recruit minorities "and indeed appeared indifferent to implementing such a program."

In addition, the Review Board found LCMS' responses to repeated

FCC questions about its EEO program to be a "much more serious and troublesome problem." The board noted that "[i]t was only after several inquiries and a trial-type hearing that the licensee's true EEO performance was on the record."

The "lack of candor" findings against LCMS pose issues quite separate from EEO compliance; the agency traditionally considers any licensee's failure to be truthful in dealing with the commission to be an especially grave matter.

In making its request for full FCC review, LCMS presents several legal arguments to rebut the Review Board's determinations. One argument has particular significance for all religious broadcasters. LCMS contends that the agency's special limited exemption for religious broadcasters from the commission's EEO rules — known as the "King's Garden policy" for the decades-old case that established it — is too restrictive.

The *King's Garden* policy permits a religious broadcaster to consider theological beliefs when hiring and promoting employees for positions connected to the "espousal" of the broadcaster's religious views, such as announcers or producers. The exemption does not extend to workers in "non-espousal" positions such as secretarial or engineering posts.

King's Garden is relevant to the LCMS case because the licensee filled several "non-espousal" jobs with students, or spouses of students, at the LCMS seminary where the stations are located, rather than recruiting employees from the outside.

As my June column discussed, National Religious Broadcasters (NRB) also has urged the FCC to revise *King's Garden*. The NRB position was expressed in a pending agency rulemaking concerning the agency's EEO rules generally, not in the KFUE enforcement matter.

In the two proceedings, both NRB and LCMS are asking the commission to expand the religious exemption to cover all employees at a



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.

religious station, regardless of job title or tasks. This change would bring the FCC's EEO rules into line with the treatment accorded religious organizations under the nation's general employment statute, Title VII of the Civil Rights Act of 1964.

It is difficult to predict how quickly the agency may act on the LCMS enforcement case — or whether the decision in that matter will bring about any change in the *King's Garden* policy. If the full commission concludes LCMS failed to respond candidly to staff questions about the stations' EEO program, that decision could carry serious consequences for KFUE, regardless of how the FCC deals with the issue of the religious exemption.

'Silent' Station Procedures

The agency's Mass Media and International bureaus have established special "expedited" procedures to review applications submitted by troubled stations that have ceased on-air operations. This action is prompted by the Telecommunications Act of 1996, which requires automatic termination of the license of any broadcast station that has not operated for 12 consecutive months.

Because of the new law, the commission no longer has power — as it once did — to authorize a station to remain dark for longer than a year. However, the two bureaus will make

Continued on page 44



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



Dick Bott, President
Bott Radio Network

TALK is cheap!

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."*

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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"We are now actively developing a new program which we call Project 2000, a comprehensive approach to funding, production, marketing, and ministry through film." — Russ Doughten

Of Mountains and Miracles

by Marge Thompson

THE BREATHLESS RUNNER paused atop a hill in Monterey Park, overlooking the Los Angeles basin. Millions of glittering lights below caught his eye as the Holy Spirit caught his attention. The moment that followed forever changed Russ Doughten's life.

The Lord spoke to his heart, "Many of those lights you see sparkle from households of unsaved people — people my Son died for. I have permitted you an education in drama and filmmaking, and a passionate love for Jesus. You could make a difference.

"Dramatic films containing a clear Gospel message could be used of My Holy Spirit to bring thousands to Jesus. If you will make these films, many will be saved. Will you do it?" The challenge was issued and Doughten's dream of worldwide film evangelism was beginning to sprout.

The Method

The vision sharpened and became Mustard Seed International, birthed for the purpose of bringing the lost to Jesus Christ. Doughten

*From a mission
to a ministry,
over a mountain and
into a miracle,
Doughten has kept
his faith.*

moved his family to the heartland of Iowa, the place of his youth, and began his journey.

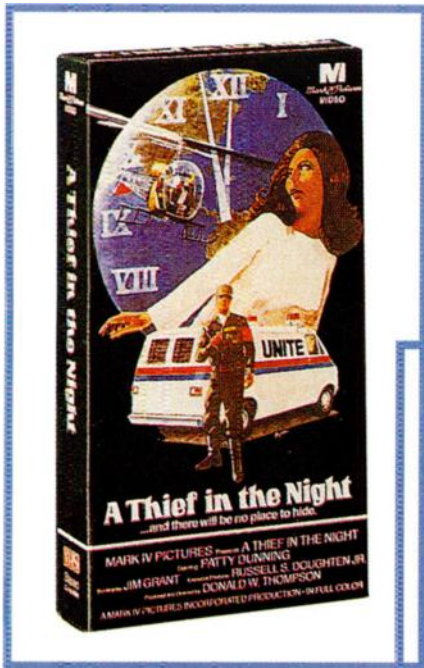
Mustard Seed needed dramatic films. From where would they come? How would they be financed? How could Doughten mix business and ministry? What were God's principles of finance?

Doughten established Heartland Productions, a public stockholder company, intending to make good theatrical films with Christian values that would benefit the audience, provide investor returns, and present the Gospel in major theatrical releases.

After the premiere of Heartland's second release, *Fever Heat*, Doughten realized that though the audience response was a delight to a filmmaker's ego, no one leaving the theater knew any more about Jesus' gift of eternal life than when they arrived. This realization led to a new era in his filmmaking.

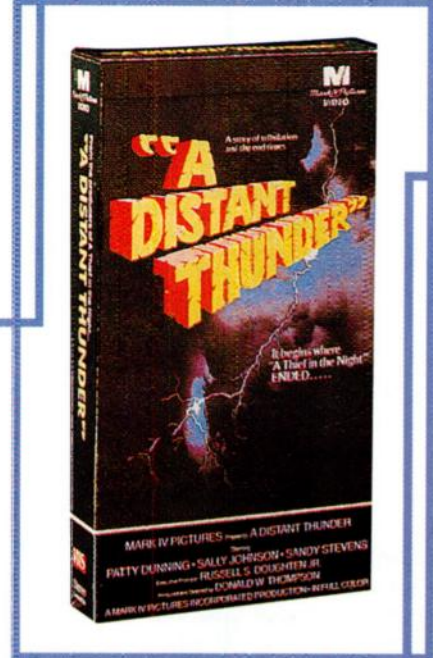
Mark IV Pictures

This new era included the 1972 birth of a second production company, Mark IV Pictures. The production companies were designated profit-making companies and Mustard Seed International a non-profit ministry.

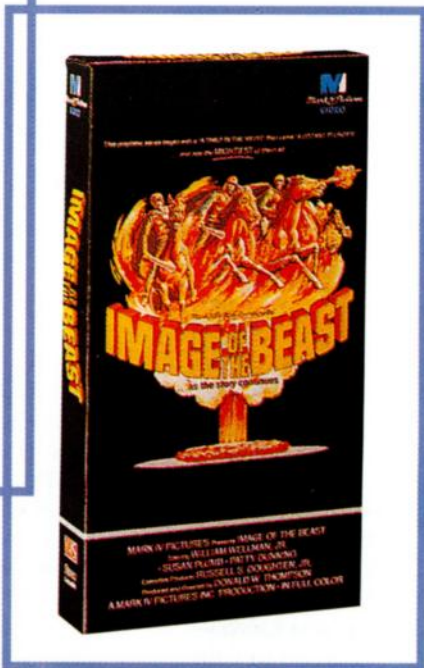


Above. *A Thief in the Night* is the critically lauded first film in Mark IV Pictures' prophecy series. The film concerns Patty, a young woman living for the moment with little concern for the future . . . until she awakens one morning to find her husband and millions of other people have mysteriously vanished.

Below. The multiple award-winning second film in Mark IV Pictures' prophecy series, *A Distant Thunder*, finds the heroine, Patty, living as a fugitive from the ever-increasing evil of the end times. Relentlessly pursued and finally captured by UNITE forces, she is given a choice: receive "the Mark" or die.



"Our first Russ Doughten Films, Inc., production under Project 2000 is Armageddon, a fifth film in the original Mark IV prophecy series."
 — Russ Doughten

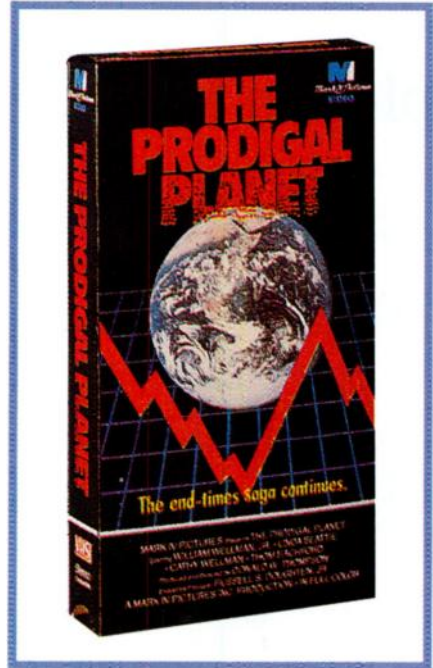


Above. Mark IV Pictures' celebrated third film in its prophecy series, *Image of the Beast*, explodes with action and suspense. A small band of fugitives struggles to survive amid the awesome, spectacular, and terrifying events of the "Great Tribulation."

Dozens of questions had to be addressed regarding proper financial structures of a profit-making company, a non-profit company, and Limited Partnerships, which became the established method of finance for each film. This was no small undertaking.

Doughten diligently searched the Scriptures. Becoming a licensed securities broker/dealer, he sought legal counsel to assure himself and any future associates that business would be conducted in two important ways: 1) through the application of biblical principles, and 2) with the best legal counsel available to ensure total compliance within legal financial and tax requirements.

With these principles in place and Heartland Productions and Mark IV Pictures now



Left. Acclaimed fourth film in the prophecy series from Mark IV Pictures, *The Prodigal Planet* depicts the harsh realities of the Apocalypse. In a world devastated by nuclear holocaust, a small underground resistance network battles the terrifying empire of the Antichrist.

Continued on page 14



producing motion pictures, the ministry flourished and produced many films, including four of the most effective evangelistic motion pictures ever produced: *A Thief in the Night*, *A Distant Thunder*, *Image of the Beast*, and *The Prodigal Planet*. An estimated 5 million people have received Christ following the viewing of Heartland Productions and Mark IV Pictures films.

But a distant thunder of another sort began to rumble during 1982 and a vast mountain — seemingly unscalable — appeared.

The Mountain

The thunder heralded a 13-year struggle with the Internal Revenue Service (IRS). During 1982, an Internal Revenue Service (IRS) agent reviewing the books at Mark IV and Heartland Productions decided to test the wording used in the Limited Partnership Prospectus as it related to the position of the General Partner. The agent included films retroactive to 1979 and forward to 1984 for a total of ten limited partnerships.

The IRS contended that *if each of the limited partnerships had hypothetically been dissolved — after all the funds had been raised but before each film was produced — the General Partner stood to gain*

taxable income equal to twice the General Partnership ownership position in the partnership.

Therefore, taxes should have been paid on that hypothetical amount. Each time funds were released from escrow to be used to produce each film, this would be the equivalent to paying one-third of the escrowed funds to the IRS before producing each film, leaving only two-thirds for the film production. The total assessment for the films was overwhelming.

*An estimated
5 million people
have received Christ
following the viewing
of Heartland Productions
and Mark IV
Pictures films.*

Not only would this assessment make each film impossible to finance, but also in each case the Prospectus used for every film in question specifically stated that any dissolution of a Limited Partnership would be done “according to the laws of the State of Iowa.”

According to those laws, at the dissolution of a Limited Partner-

ship, before the film was produced, a full refund must be paid to the Limited Partners before the General Partner may receive any funds. This simply meant that the Limited Partners would receive it all. The General Partner would receive nothing.

It should be noted that in every case in which money was raised for film production — through Limited Partners, by Mark IV Pictures, or Heartland Productions — the film was produced and released. *In no case did the hypothetical dissolution scenario suggested by the IRS ever occur.*

All legal counsel agreed that the case should have been thrown out as an unnecessary waste of time. This case, the first of its kind in the United States, would set a precedent for future IRS claims of the same nature if a decision was made in favor of the revenue service.

The contest reached the Appeal Court. Legal counselors around the nation expressed incomprehension when they heard of the negative decision against Mark IV/Doughten. Consequently, the case was chosen as the most significant civil case in 1992 by the American Bar Association, and labeled as one to profoundly affect the process of Limited Partnerships nationwide.

Was this to be the final chapter to the film evangelism vision God had so clearly given to Doughten? Already the price of the vision was staggering. Accountant fees, attor-

Resolution at Last

Excerpts from Russ Doughten’s May 18, 1995, letter to faithful friends and prayer supporters regarding the resolution of Mark IV/Doughten and the Internal Revenue Service (IRS).

“Could it be that the dark night of trial has passed and the dawn is breaking? Has the IRS lien been put behind us? It seems to be true.

“On February 10, 1994, Mark IV Pictures ceased operations. Russ Doughten Films, Inc., was formed and became our primary operating and production company. Mustard Seed International’s not-for-profit film evangelism effort had never been challenged by the IRS and so it continued ministering through international film and video distribution . . .

“Then on February 16, 1995, the IRS saw fit to accept our ‘offer in compromise’ to settle the 13-

year-long struggle. On that date we received a letter accepting the compromise, thereby ending the long-standing tax assessment against Mark IV/Doughten.

“With the IRS’s consent, Mark IV’s assets and films were sold to Russ Doughten Films, Inc. Mark IV Pictures, Inc., was dissolved February 28, 1995. Since Heartland Productions, Inc., was dissolved for similar reasons on December 31, 1992, we are now operating only under Russ Doughten Films, Inc., and Mustard Seed International.

“Although it has been very grievous to see two strong companies pass into extinction . . . the great joy of being relieved of the bondage of a seemingly insoluble IRS lien is beyond words! We are truly grateful that God has heard the many prayers for preservation offered on our behalf.”

Maximizing an Evangelistic Film

Showing good evangelistic films should be like the visit of a great evangelist to the community. Proper preparation for this visit can help reach the community for Jesus Christ. People who often shy away from all other church activity will come to see a good film.

A plan involving the congregation or group of sponsoring Christians is fairly easy to develop:

1. Choose a powerful evangelistic film.
2. Select a date, a time, and a place for the showing that is conducive to drawing large elements of the community and allows time to develop a momentum of interest and enthusiasm for the event.

3. Enlist a core of enthusiastic Christians to
 - pray for the outreach
 - distribute announcements
 - obtain and operate equipment
 - invite people
 - advertise the event in the media
 - usher and care for attendees
 - spread the enthusiasm
4. Prepare a direct, clear invitation for the audience to receive Jesus Christ after the film.
5. Train a group of dedicated Christians to lead viewers to the Lord and disciple the "newborns."

— Russ Doughten

ney expenses, and staff time to provide the IRS with a backlog of information amounted to a significant investment, preventing production for 13 years.

Largely as a result of the financial strain, Heartland Productions closed and the remaining two com-

panies down-sized staff from 52 to seven: five full-time and two part-time employees. The constant uncertainty of the future made it impossible to raise money and keep focus.

Through it all God had miraculously sustained the ministry. Distribution continued through film

and video; souls were being saved every day. For more than eight years, the prophecy series remained among the top six (often in the top four) rented videos in the nation from Christian bookstores.

Continued on page 16

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David Ingram, Ft. Smith, AR

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

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Wanda Franz Ph.D.

Pro-Life Perspective

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419 Seventh Street, N.W. Ste 500, Washington D.C. 20004
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OF MOUNTAINS . . .

Continued from page 15

The Miracle

Many strongly suggested Doughten declare bankruptcy, but the filmmaker refused to see that as an alternative. Counter filings from Mark IV/Doughten and negotiations with the IRS collections agent began. Multitudes continued to pray for the situation, as they had throughout the ordeal. And God moved.

In a May 18, 1995, letter to close

constituents and prayer warriors, Doughten shared the revenue service's acceptance of a compromise, ending the 13-year effort (see box on page 14).

What Next?

So what is ahead for Russ Doughten Films, Inc.?

Doughten replies, "We are now actively developing a new program which we call Project 2000, a comprehensive approach to funding, production, marketing, and ministry through film.

"We hope to lock arms and tal-

*Heartland Productions closed and
the remaining two companies
down-sized staff from 52 to seven:
five full-time and two part-time employees.*

Mustard Seed International

"If you have faith as small as a mustard seed . . ." (Luke 17:6) is a familiar quotation to many Christians. The mustard seed faith of Russ Doughten led to the development of Mustard Seed International, a non-profit ministry that trains thousands of Christians in film evangelism through "Share Your Faith" seminars.

The seminars are taught in conjunction with film evangelism outreaches called "Family Film Festivals." Festivals have been held throughout the United States and in India and Ireland.

Local churches train staff in counseling and film presentation. The counselors work with those who receive Jesus at a Festival, encouraging them to join Bible studies and to get involved with a local church.

Often a Festival includes a "Telecrusade," at which the film is presented on television with an opportunity for viewers to phone one of Mustard Seed's trained counselors. This has proven to be a dynamic method

of film evangelism.

Mustard Seed counselors are full of stories. "I've had 12 people receive Christ of the 16 that I talked to after the showings. It's the most rewarding thing I've ever gotten involved in," counselor Jerry Lamb shares.

"I received two calls tonight from people accepting the Lord," fellow counselor Dr. Walter Nutt reports. "One was a young man having serious marital difficulties. He received Christ and shared that he wanted to tell his wife and ask Christ to control their marriage. It was a wonderful experience!"

Festivals appeal to a diverse audience, from an 83-year-old woman who made a first-time decision for Christ to a mother with three sons who, each on their own extension telephone, gave their lives to Christ.

"If you have faith as small as a mustard seed . . ." Jesus promised. Indeed, He has honored that promise to Russ Doughten.

— Marge Thompson

Awards, Awards

Films of Mark IV Pictures, Inc., receiving recognition:

A Thief in the Night — NEFF Best Film, Best Actress
Blood on the Mountain — CFDA Best Film
Survival — CFDA Best Film, Best Evangelistic Film
All the King's Horses — CFDA Best Film, Best Actress
A Distant Thunder — CFDA Best Film, Best Actress, Best Supporting Actress
Paradise Trail — CFDA Best Soul Winning Film
Heaven's Heroes — CFDA Best Soul Winning Film, Best Director, Best Actress, Best Supporting Actress, Silver Screen Award
Image of the Beast — CFDA Award Winner
Home Safe — CFDA Best Actress; RIM Silver Angel Award
The Prodigal Planet — CFDA Award Winner
The Shepherd — RIM Award of Excellence

Films of Heartland Productions, Inc., receiving recognition:

Sammy — CFDA Best Actor, Best Youth Film
Night Song — CFDA Best Youth Film; USIFF Award of Excellence
Whitcomb's War — CFDA Best Supporting Actress, Best Special Effects
Brother Enemy — CFDA Best Evangelistic Film, Best Actor; RIM Silver Angel Award
Face in the Mirror — CFDA Best Supporting Actress
The Healing — CFDA Founder's Award; RIM Silver Angel Award

Key:

CFDA — Christian Film Distributors Association
 NEFF — National Evangelistic Film Foundation
 RIM — Religion in Media
 USIFF — United States Industrial Film Festival
 — Courtesy of Russ Doughten Films, Inc.

An Internal Revenue Service agent reviewing the books at Mark IV and Heartland Productions decided to test the wording used in the Limited Partnership Prospectus.

ents with qualified Christian friends around the world who are also called to work in the dramatic film media," the filmmaker continues. "Our first Russ Doughten Films, Inc., production under Project 2000 is *Armageddon*, a fifth film in the original Mark IV prophecy series.

"This film takes up the story of the bowl judgments, depicted in *The Prodigal Planet*, and continues through the end of the 'Great Tribulation' to the final battle and the triumphant return of Christ."

Now underway, the scripting is well along and funding will begin this summer. The multi-million dollar production is scheduled for

worldwide theatrical release.

From a mission to a ministry, over a mountain and into a miracle, Doughten has kept his faith. Confident of the future, he and his staff pray for the opportunity for film evangelism to "go unto all nations, preaching the Good News of Jesus Christ" (Mark 16:15) — while there is yet time.

Marge Thompson is coordinator of growth and development for Russ Doughten Films, Inc., based in Des Moines, Iowa.

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WE LIVE IN AN EXCITING and explosive period of technological advancement, a high-speed train that promises to revolutionize not only business and ministry, but ultimately our daily lives. For most, the choice will be to climb on board or to get left behind.

But technology has always outpaced a society's ability to deal with its fallout. Like a stampede, we are running to keep up with the resulting cultural changes that seem to call into question virtually everything we once considered a given.

This generation reflects a society of rights that stands in stark contrast to a World War II generation epitomized by rationing and self-sacrifice. Those who experienced the Great Depression are passing from the scene and those who remember World War II are yielding leadership to a younger crowd.

It used to be that if you asked young people what it would take to become wealthy, they might answer with, "Start a business or invent something." Today, a more likely answer is, "Win the lottery or sue someone."

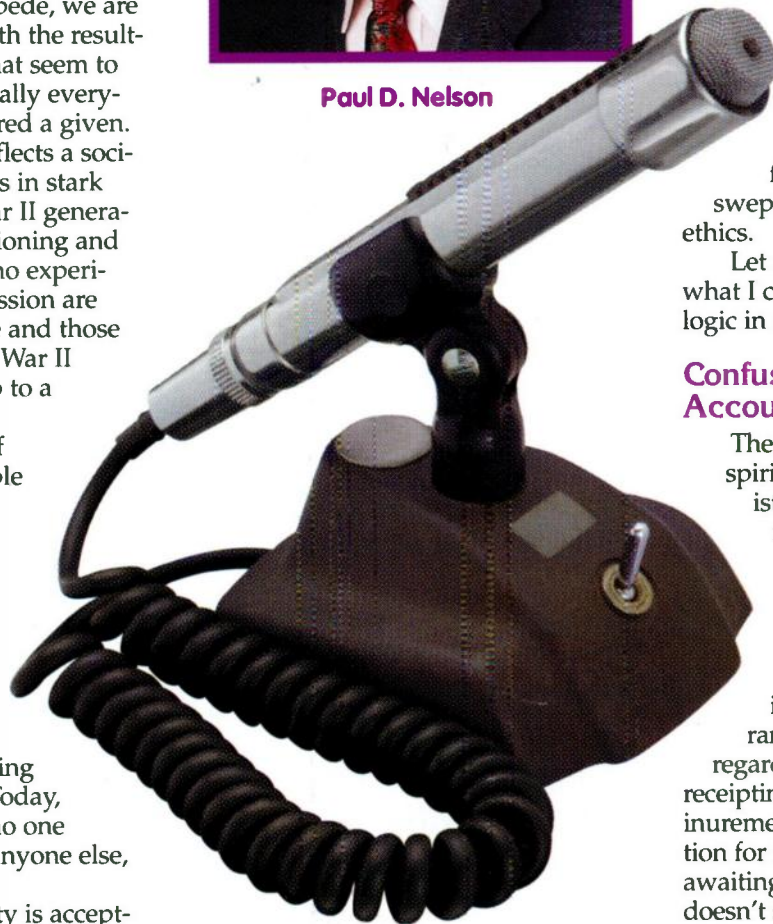
People live according to what they believe. Today, that generally means no one has any obligation to anyone else, unless it is agreed.

Increasingly, society is accepting all opinions as equal, which is very different from accepting that all are entitled to their own opinions. The spillover of this thinking is evident in all of the major centers of power in our culture — from media and entertainment to business, from our educational system to our government.

All of this is not new to most Christians. In fact, it probably sounds like an outline from many sermons broadcasters have either heard or given. But how is the



Paul D. Nelson



movement of cultural norms affecting the body of Christ on the eve of a new millennium?

From my unique chair at the Evangelical Council for Financial Accountability (ECFA), I can tell you that today's cultural changes are like a magnet pulling at the thought processes of many Christian leaders.

Just as sincerity will not insulate a leader from embarking on a course ultimately proved sincerely wrong, a believer's love for the Lord (with all his heart) does not automatically make him immune from the pitfalls of a society swept by the tides of variable ethics.

Let me share three examples of what I consider to be unhealthy logic in a changing culture.

Confusing Spirituality With Accountability

The so-called "higher level of spirituality" attributed to ministry leaders does not automatically translate into better integrity and accountability, especially in financial matters. We all know ignorance of the law is never an excuse for violating it. But neither is ignorance of good internal controls regarding conflicts of interest, tax receipting, fund raising, private inurement, and such any justification for falling into the many traps awaiting a spiritual leader who doesn't surround himself with

strong people and a system of accountability.

Many of our problems are self-inflicted; yet as Christian leaders, we are quick to

blame Satan every time we are challenged or held accountable.

At ECFA, we see no relationship between one's theological position and one's vulnerability to temptation or lapses of integrity. Every person, regardless of the stature and respect he enjoys from the Christian public, must be vigilant lest he fall (1 Corinthians 10:12).

Variable Ethics

*Our rhetoric
must be backed
by real-life
examples that truly
fit the message
we proclaim.*

The problems of conflict, stress, addictions, family pressures, financial squeeze, or moral failure are not confined by denominational lines, ministry profile, organizational reputation, or elevated status.

Every ministry leader should ask himself these questions: If God blesses my ministry and I become "successful," am I vulnerable to being a power broker who runs over little people? Might I only associate with the "beautiful people" who contribute heavily to my ministry? Is my success and love for the Lord enough to protect me from an ethical compromise or a financial trap? Am I immune to moral failure?

Ethical Relativism

The ethical relativism that has invaded the culture leads many to justify their decisions for personal gratification with unjustifiable rationalizations such as, "I work so hard, I deserve it," or "I have unbelievable pressure in leading this ministry," and even, "The ministry is

desperate for the money. We can win souls with it."

How often have I heard the justification, "It is legal!" Those three words seem to make it all right.

*Many of our problems
are self-inflicted;
yet as Christian leaders,
we are quick
to blame Satan
every time
we are challenged
or held
accountable.*

Laws and regulations have superseded an ethical judgment based on moral absolutes. If you and your accountant can find a loophole, then it is "all right." The problem, of course, is that regula-

tions change. And even if they did not, people are wildly creative in finding legal ways to proceed with unethical actions.

During the last five years, casinos and lotteries have sprung up around the country — the result of legalization in state after state. Gambling used to be illegal, and therefore was considered wrong (for all the reasons that gambling is wrong), but now it is legal and therefore it is "okay."

"Get-rich-quick" plans are flourishing everywhere, even within the Christian community. The idea behind them is to become wealthy, while ostensibly helping the poor at the same time. In making the decision to participate in one of these plans, individuals apply convoluted logic based on whether it is a legal multi-level marketing program or an illegal pyramid scheme.

The concept of sacrificial giving,

Continued on page 21

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A Call to United Prayer

Jesus Christ said, "Again I say to you that if two of you agree on earth concerning anything that they may ask, it will be done for them by my Father Who is in heaven" (Matthew 18:19). Even just two? Then there must be great power in united prayer.

What if religious broadcasters, with our tremendous influence and following, were to call upon listeners to unite in prayer for peace in this troubled world, for responsible leaders in government who seek for peace, and for the renewal of sound Christian values in our government, our schools, and our homes?

God most assuredly would answer such united prayer. We have within our reach the possibility of making a fundamental difference: calling upon the power of God Almighty.

National Religious Broadcasters (NRB) has been at the forefront of cooperative Christian concern and action for more than half a century. Airwaves have been kept open for the spread of the saving Gospel and a rich mutual helpfulness and fellowship has been growing.

NRB represents many different communions and evangelistic efforts. The members do not always believe or think exactly alike (where everyone thinks just alike, no one is thinking very much) but the members unite in their common commitment to share the love and grace of God and to engage in the mission of Jesus Christ.

While having lunch with a dear friend — a professor of evangelism and missions — I asked what impressions he had as he ministered in different churches. He answered without hesitation and said he saw denominational walls crumbling and believers finding one another.

When attention is primarily on ideas and differences, people pull apart. When primary attention is given to mission, goal, and purpose in ministry, people unite in cooperation. Christian love helps change differences from conflicts into contributions.

The powerful movement of Promise Keepers is spreading across the United States like a prairie fire, calling men to stand up as fathers, citizens, and churchmen and encouraging them to accept responsibility and bear witness as Christians.

Men are responding by the thousands. They are making news. And they are not alone.

The Holy Spirit is moving Christians toward massive resistance to the purveyors of trash and

betrayal of hard-working citizens. Let us thank God and take heart for the new wind that is blowing.

Could NRB lead the way by enjoining Christian broadcasters to call for united prayer for peace in the world, for responsible government leaders, for God's Spirit to move in the strategic and crucial meetings of government, and for the renewal of Christian values?

Could Christian broadcasters pledge themselves to calling upon their listeners to agree in prayer at a specific time of the day — perhaps high noon, a time easy to remember — and keep that time before the public?

Waves of prayer would continuously flow across time zones around the world as missionary and national broadcasts of other countries joined the sea of prayer. The people of other nations listen to radio much more than Americans and they are eager to hear of the love and grace of God.

Christians, however humble, could feel a part of the worldwide fellowship of faith and love. What a tonic!

Some people discount what conservative evangelicals say, branding us as reactionary and extreme. They feel we are serving our own interests and disagree among ourselves. We need to present a united front.

Broadcasters have tremendous influence in the public mind. We can profoundly change thinking. It is in our reach to help change the spirit and mentality of our country.

Another way of changing the country is to pray for its elected leaders, who have awesome responsibilities and face seemingly insurmountable obstacles. Some have met with broadcasters at NRB meetings and have spoken very helpfully, many of them stating how they believe in prayer. They need — and deserve — our support and understanding.

Jesus prayed, "That they all may be one, as You, Father, are in Me, and I in You: that they also may be one in Us, that the world may believe that You have sent Me" (John 17:21). Our witness for Christ depends much upon what image we present to the world.

Every worthy endeavor needs the undergirding of prayer. Christian broadcasters hold the key to marshalling an army of prayer warriors united in love and faith. Let's do it.

— **Dr. R. Eugene Sterner is prayer minister of *Christian Brotherhood Hour*, based in Anderson, Ind.**



Dr. R. Eugene Sterner

VARIABLE ETHICS . . .

Continued from page 19

as illustrated in the story of the widow's mite, is forgotten, or worse, deemed irrelevant.

Effectiveness Is the Guide

So what if there is a little misdeed inside an organization? Just do not rock the boat if people are being saved, if families are being helped, if students are being educated, and if the hungry are being fed. This reasoning takes place as if we have forgotten that God's Word does not return void regardless of the messenger.

The concept of variable ethics will unravel a culture, not by overwhelming it all at once, but by

steadily eroding individual character. Character counts; it involves the whole of life, not just when we are talking "spiritual."

Accountability is the boundary that we establish around ourselves to protect us from our own weaknesses. But integrity is what comes from within. It is formed from a relationship with our Savior that says, "I do it because it is right, not because I might get caught doing wrong."

Our commitment to Christ and the absolutes of His Holy Scripture must survive the onslaught of a culture embracing variable ethics. Our rhetoric must be backed by real-life examples that truly fit the message we proclaim.

Paul D. Nelson is president of ECFA, based in Washington, D.C.

The so-called "higher level of spirituality" attributed to ministry leaders does not automatically translate into better integrity and accountability, especially in financial matters.

Paul Revisited

With no intent to impugn the beautiful words of the Apostle Paul in I Corinthians 13, consider:

Though we speak with great charismatic oratory about the need for accountability and have not integrity, we are as sounding brass and tinkling cymbals.

Though our ministry swells with pride as we display our showy programs of reaching out to the poor and needy and have not integrity, we are nothing.

And though we burn with great zeal for the lost at the expense of our integrity, it profits us nothing.

Integrity manifests itself best when no one is looking. It labors long, knowing that financial and ethical excellence do matter to God. It seeks not our

own glory but only the glory of the Kingdom. It does not deem meticulous stewardship as non-essential to its cause.

Integrity does not fail even though there be ministry abuse of every sort. Eventually, those abuses will cease under God's control even though there be a famine of Christian ethics. For that too will vanish away and be forgotten.

For now we often see through a glass darkly as imperfect vessels. But when inward integrity brought by His Spirit comes to rule in our lives, then that which is self-seeking and slipshod will be done away.

And now abide accountability, zeal, and integrity. But the greatest of these is integrity . . . in the heart of man.

— Paul D. Nelson



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"That in a great trial of affliction the abundance of their joy and their deep poverty abounded in the riches of their liberality. For I bear witness that according to their ability, they were freely willing" (2 Corinthians 8:2,3).

Biblical Foundations for Fund Raising

by Thomas McCabe

IS IT UNSCRIPTURAL TO make donor appeals? Many leaders believe so and are even apologetic about asking for financial support. And while there are many reasons for this phenomenon, an Old Testament story shows that fund raising really is a ministry in and of itself.

In 1 Kings 17, after God had told Elijah to hide in the Kerith Ravine and had provided for all of his physical needs in a supernatural way, He then had a new plan to provide for Elijah's needs.

In verse 9, God tells Elijah that he had "commanded a widow . . . to supply you with food." When

Elijah went to the place where God told him the widow would be waiting, she was surprised and alarmed at the notion that she might be able to meet Elijah's needs.

However, she accepted his words and gave him bread and drink she didn't think she had and

received special blessings as a result.

How did the widow learn of God's command? Through the words of Elijah.

It is easy to see that whether God was providing in a supernatural way for Elijah's needs or providing through the widow, God was still the Provider. He was no less involved in either means of providing for Elijah's physical needs.

The beautiful part of this story is that those in ministry are often the means that God uses to convey His will for His people in the matter of giving.

As God touches hearts and provides for the many needs in the kingdom through Christians today, the way He usually lets them know what He wants them to do is through your asking.

An understanding of this scriptural truth will help ministry leaders move forward boldly in seeking financial support from their donors and other friends.

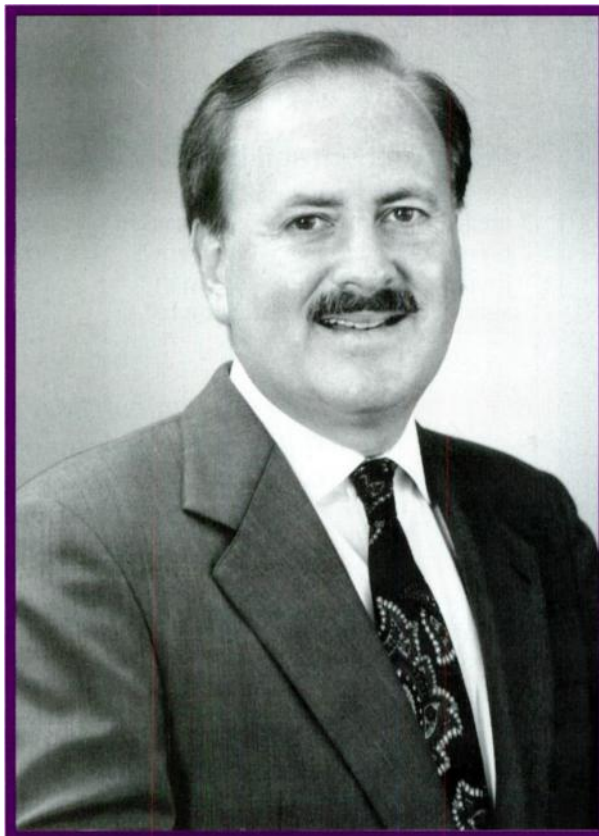
God's Plan

Once the basis of asking for support boldly is understood, there are still scriptural guidelines which lend practical understanding of how to ask for gifts biblically.

Paul's second letter to the Corinthian church provides a few key guidelines for successful fund raising. In fact, 2 Corinthians 8 and 9 are often referred to as "fund raising's Bible." And with good reason.

Among the many good principles suggested in this portion of Scripture are three that Killion, McCabe & Associates (KMA) attempts to apply with its clients in all fund-raising efforts. These three principles are at the heart of relationship-building fund-raising philosophy (or theology) and direct KMA's practice on a day-to-day basis.

The three principles are: meaningful giving comes from the heart, not the pocketbook (8:1-6); God expects reasonable giving commit-



Thomas McCabe

ments, not unrealistic emotional responses (8:10-12); and people are accountable to each other, not just to God (8:20,21).

Paul's second letter to the Corinthian Church provides a few key guidelines for successful fund raising.

From the Heart

Paul chides the wealthy Corinthian Church for not completing its gift to him and his ministry, using the Macedonian Church as his comparative example.

The key question Paul raises is how could the Macedonian Church have so little, yet give so much? The answer is found in verse five. They "gave themselves first to the Lord and then to us in keeping with God's will."

It is God's desire that His peo-

ple give themselves to Him and then to His work. Both are in keeping with His will. The clear implication is that if the former occurs, the latter will occur in abundance! Certainly, the Macedonian Church proved this to be true.

How can this truth be applied to the practical task of fund raising today? There are at least three ways: 1) pray for fund-raising efforts, that hearts will be moved to respond as God leads, 2) communicate real stories of the results of the ministry to encourage donors' faith, and 3) communicate real needs and how lives will be changed by meeting those needs.

Reasonable Commitments

The second principle is interesting in light of today's frequent, high-pressure fund appeals.

How are people supposed to respond? Should a donor borrow money to give to God's work? Should a donor not pay one or more of her monthly bills so she can send an extra gift to a worthy ministry?

The answers to these questions are found in verse 12: "For if the willingness is there, the gift is acceptable according to what one has, not according to what he does not have."

Donors are to give reasonably from available resources. So how should a ministry approach donors?

This principle operates when a ministry commits to the following practices: 1) no high-pressure arm twisting, 2) no guilt-inducing appeals, 3) regular communication of needs, and 4) segmentation of the file by cumulative giving and communication with each segment based on the donor's history of giving over time.

Continued on page 24

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General Manager



BIBLICAL FOUNDATIONS . . .

Continued from page 23

Peer Accountability

The third principle, which includes absolute integrity in what is communicated as well as how finances and resources are managed, is especially intriguing to

or take more time, so that what is presented is faultless, as much as possible.

Putting this into practical application is not as difficult as might be surmised (see box below).

In KMA's experience, as clients have consistently applied these fundamental biblical principles, they have improved relationships with donors, increased revenues, and

*As you consider your own
biblical philosophy of fund raising,
do so with the knowledge and comfort
that God is the Provider.*

many Christians today. In fact, some ministers and ministries might deny this principle if it were not so clearly stated in Scripture.

The natural inclination of some might be to operate as though they are accountable only to God. Recently, a well-known minister stated this was his belief on national television.

But Paul clearly refutes this notion when he states in verse 21, "For we are taking pains to do what is right, not only in the eyes of the Lord, but also in the eyes of men."

Why would this be a concern to Paul? He may have recognized that although God sees the heart and motives, man doesn't have that ability. Therefore, it is necessary to meet the often arbitrary rules of men, even when it may cost more money

developed the overall resources necessary to fulfill God's plan for their ministries.

God's Promises

Scripture offers some wonderful promises to the giving Christian that will help organizations seek support with a sense of freedom and confidence — confidence that the greatest beneficiary in the giving transaction is actually the donor.

Paul makes this abundantly clear in the book of Philippians. Written as a thank you letter for a meaningful gift from the church at Philippi, he seeks to encourage them in their spiritual and temporal life.

One of the most encouraging portions of Scripture related to Christian giving is found in Philippians 4:14-20: "Yet it was

Positive Peer Pressure

Here are three easy ways to guard against accountability failure:

1. Join the Evangelical Council for Financial Accountability (ECFA) or respond to the Better Business Bureau in your area to align with others who want to be numbered among those who stand for accountability.
2. Schedule annual audits with a recognized CPA/auditing firm. Though this may be an expensive endeavor, it communicates care and prudence in handling money.
3. Comply with all state registration requirements. This can be a difficult and costly exercise. But as frustrating as this may be, it also confirms an organization's commitment to do what is right "in the eyes of men."

— Thomas McCabe

good of you to share in my troubles. Moreover, as you Philippians know, in the early days of your acquaintance with the Gospel, when I set out from Macedonia, not one church shared with me in the matter of giving and receiving, except you only, for even when I was in Thessalonica, you sent me aid again and again when I was in need.

"Not that I am looking for a gift, but I am looking for what may be credited to your account. I have received full payment and even more; I am amply supplied, now that I have received from Epaphroditus the gifts you sent. They are a fragrant offering, and acceptable sacrifice, pleasing to God. And my God will meet all your needs according to His glorious riches in Christ Jesus."

*It is not surprising that
[the Apostle Paul]
has something special,
even profound,
to say to
[the Philippian church]
about giving.*

Since the motivation for writing this letter to the Philippians was Paul's desire to thank them for a monetary gift, it is not surprising that he has something special, even profound, to say to them about giving.

And in a verse often quoted out of context by referring to all Christians, Philippians 4:19, this promise of meeting all needs is really focused on giving Christians. What a blessing! As people give to God's work, they have this promise to be cared for according to their needs. Paul goes a step further in 1 Timothy 6:17 when he says God will "richly provide."

Neither of these passages promises Christians a life of ease with unusual material wealth, but rather, they offer the wonderful promises of spiritual peace and material provision in a troubled, up-and-down, financially insecure world.

The second promise of eternal rewards is even more exciting.

These rewards, of course, are less specific than the first promise of temporal provision, but equally as real. They speak to spiritual vitality, both for the present and the eternal.

As you consider your own biblical philosophy of fund raising, do so with the knowledge and comfort that God is the Provider, regardless of the means, for His work in the world today. Then boldly seek support for the ministry to which He has called you and for which you are His steward.

Thomas McCabe is president of Killion, McCabe & Associates, based in Dallas. This article is adapted from Chapter 10 of *Inside Outreach*, the upcoming book from the Christian Stewardship Association (CSA, located in Milwaukee). Reprinted with the gracious permission of CSA and the Lilly Foundation.

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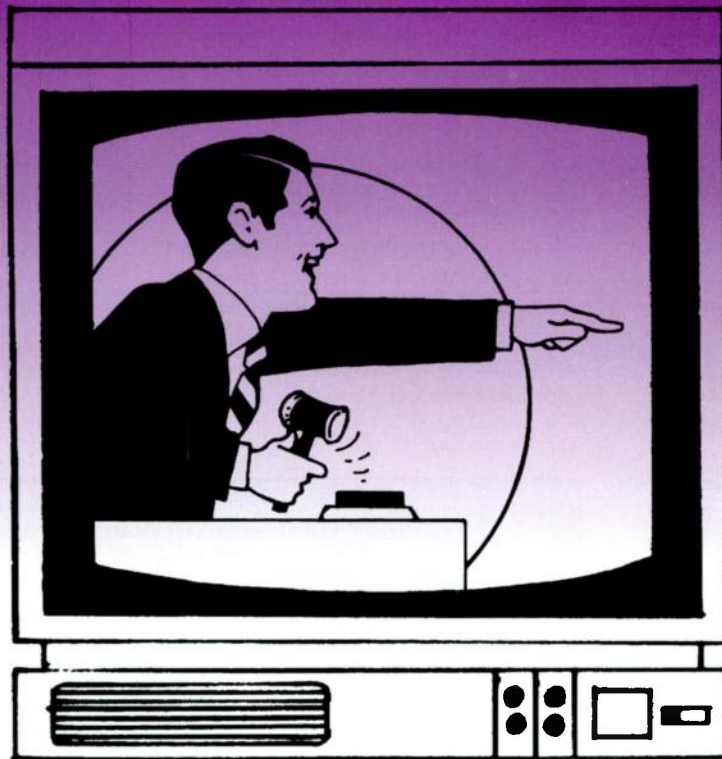
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Going, Going, Gone!

A Special Report on Television Spectrum Auction

by Richard C. Dean

A BROADCAST SPECTRUM auction is an ill-conceived idea of taxing the broadcasters to raise money in the federal budget balancing process. The auction is mostly a Republican idea by Sen. John McCain (R-Ariz.), Larry Pressler (R-S.D., chair of the Commerce, Science & Transportation Committee), and recently retired Senate Majority Leader Robert Dole (R-Kan.).

What Is Happening?

Hopefully, by the time you read this, the legislation for Advanced Television (ATV) has passed. So far, the idea of an early spectrum auction appears remote, though an eventual auction is almost inevitable.

The inconceivable truth is that Congress does not understand the simple frequency exchange pro-

gram associated with the conversion process from analog to digital television. The old channel eventually goes back to the Federal Com-

A broadcast spectrum auction is an ill-conceived idea of taxing the broadcasters to raise money in the federal budget balancing process.

munications Commission (FCC) when enough citizens buy new digital televisions.

After the projected ten to 15 years that will take, an auction of the old channels is likely under the present scenario. Religious broad-

casters could probably live with that, although the question of what will be done with the returned spectrum is a separate and problematic study in itself.

By the time this article goes to press, the Feds may have actually bitten the bullet and announced the replacement digital frequencies for each existing high-power television broadcaster. The technical work looks great and was overseen by none other than former FCC chair and National Religious Broadcasters counsel Richard Wiley.

The holdup is strictly political and is now in the hands of the Democrat-appointed FCC chairman Reed Hundt. This could and should have been wrapped up a long time ago, but both sides of the aisle have played football with it and the American public as well. The U.S. digital system came about through

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the Grand Alliance (a most impressive consortium of manufacturers and high-tech experts) and is truly world class — far better than anything from Japan or Europe. But we're dragging our political feet again and could lose out while others play catch up.

What to Do?

In the meantime, get ready to apply immediately for the digital replacement frequency as soon as the FCC gives the go-ahead.

Then you should start to pray for the resources you will need to do the digital conversion. It will cost plenty, but you have little choice if you want to remain viable in television.

Congress does not understand the simple frequency exchange program associated with the conversion process from analog to digital television.

Also, you might want to seek Higher Authority on what you should consider doing with perhaps four channels instead of just one. It is likely many will opt for up to four Standard Definition television (SDTV) channels on one digital television frequency instead of a single High Definition television (HDTV).

These are all digital, but the HDTV is the wide screen Rolls Royce which will cost both the stations and the viewers a true fortune. The bureaucrats talk of mandating a token amount of HDTV for all stations each week, but when clearer

thinking occasionally prevails they revert to talk of trusting the marketplace and letting the viewers decide what they want.

Don't forget to ask the Lord's intercession on the Must Carry issue which is still not properly and finally settled in the courts. Without this carriage in broadcast service areas the future would indeed be bleak. We would technically be demoted from the potential of broadcasting to a reality of narrow-casting — talking to the choir.

Another Transmitter?

If you're planning to stay in television station ownership and remain viable with the digital format, you will need a second transmitter. During the transition period, both transmitters are needed with the existing one providing the analog service and the new one eventually providing the digital ATV format in either SDTV (multi-channel) or HDTV (single channel).

The big advantage of buying a new transmitter now is the vastly increased efficiency available. My station, WFMZ-TV/Allentown, Pa., purchased a new transmitter in 1994. It is essentially useful over the entire UHF spectrum and we are using it in the present analog configuration with great results.

Depending on local utility rates and power requirements, savings of \$4000 to \$8000 monthly are possible. WFMZ's penny-pinching CFO had no problem approving the purchase since the transmitter will pay for itself in the savings.

When the politicians finally give the go-ahead on digital, WFMZ will have to add a new digital exciter, plus an antenna, and convert the

Continued on page 28

Don't Wait!

What can you do while Congress is still delaying?

- Fill out the FCC application as soon as possible.
- Act now — don't wait until you have the money.
- Don't panic; you'll have multiple years to make the move.

— Richard C. Dean

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new transmitter to the new digital frequency. For the transition period, WFMZ will have to refire the inefficient analog-only transmitter on the old frequency and run both transmitters simultaneously — ouch!

Another advantage to ordering the new transmitter now is to beat the rush when the starting bell rings. It will be a long wait in line

until everyone gets served and pays the increased price. And after the bell sounds, the manufacturers will not use our beloved New Testament theology of servanthood, opting instead for "the last shall be last."

Bargain Tape?

Obsolescence is the name of the game in reworking your television studio facilities. Manufacturers are working to dump inventory that is not compatible with the new digital format.

Frankly, much of it would be fine for SDTV for years to come, but you'll want to be sure you're getting very generous discounts for taking obsolete inventory off the supplier's hands. At a good bargain rate it might be possible to make some good analog deals and still upgrade some studio and field equipment for the short term.

When it comes to serious video editing and production, the entire industry has been changing rapidly from analog to digital in the form of the non-linear format. Digital has been making its way in most areas of television production and especially in audio for quite some time. The over-the-air system of transmission inevitably will complete the process.

Ready?

It may be said that digital is to television what FM was to radio. It's a whole new technical arena. Consider the early days of FM when many wanted nothing to do with it and some even returned their FM licenses. In the long run FM has proven to have immeasurably more to offer than standard AM radio — and is typically worth many times more.

With digital television comes expanded opportunities for additional services even though the actual amount of frequency spectrum is exactly the same. If Congress should attempt to revert to the idea of "auctioning the replacement spectrum" upfront, the traditional system of free over-the-air television will weigh in the balance.

In a letter to then-Sen. Dole, I cautioned, "Don't force existing television broadcasters to give up their free service to the public and lose their broadcasting franchises by offering to sell their replacement channels to the highest bidders. Then, in essence, you will have indeed mandated future American television station ownership to just a handful of billion dollar Fat Cats."

If Congress is still dicker, get ready.

If ATV has finally passed, get going!

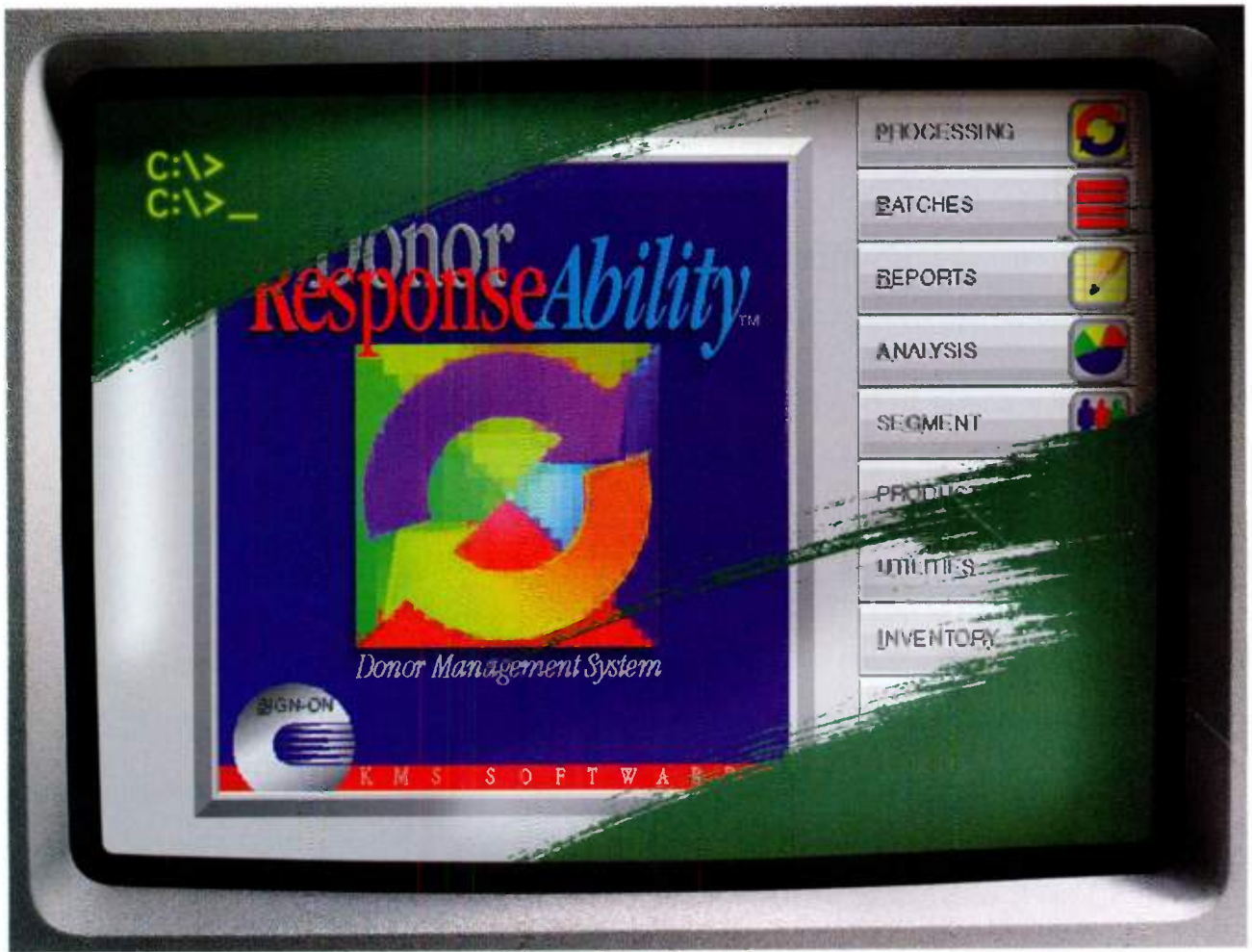
Richard C. Dean is president of Maranatha Broadcasting Company in Allentown, Pa.

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Is Billy Graham

by Dan Wooding

MILLIONS OF HOMES around the world turned into mini stadiums last April as families, friends, and guests gathered in front of television sets. The main event at these house parties? Billy Graham's latest telecast venture, "Starting Over."

On Sunday, April 14, the *Billy Graham World Television Series* brought the Gospel to more people than on any previous day in history.

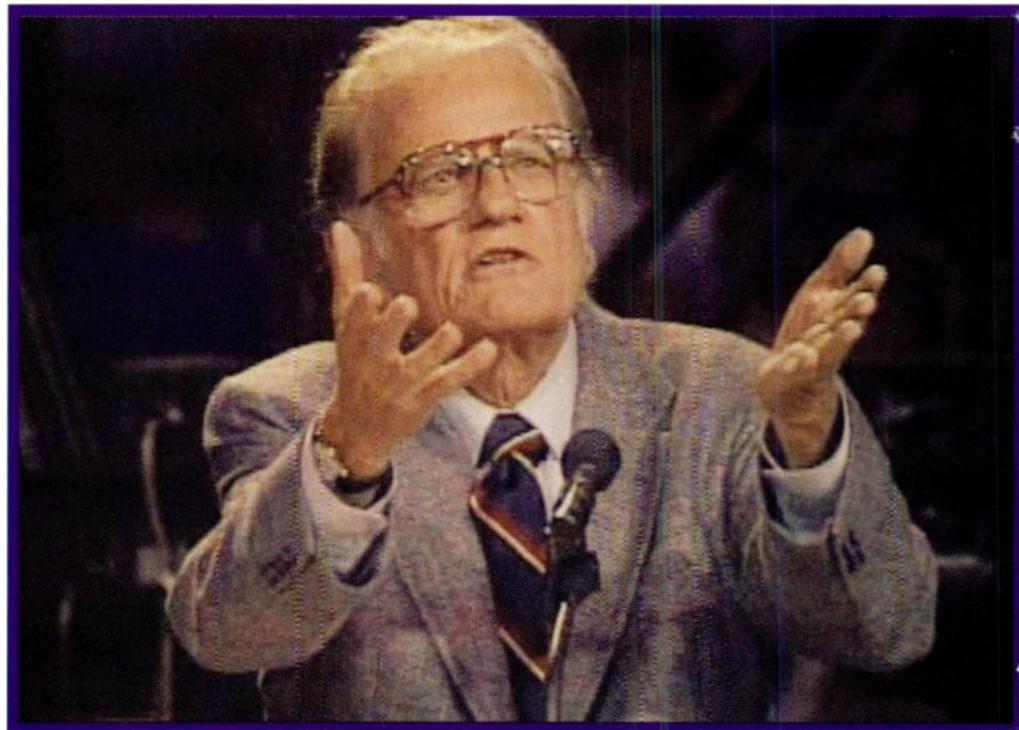
The outreach, which Graham describes as having "far greater impact than anything we have done before," involved broadcasting at

Visual techniques such as rapidly shifting scenes switching between color and black-and-white images reflected the desperate search for happiness of many people.

prime time from northern Europe to northern Africa. Two of the largest international satellite networks in the world, STAR-TV and SKY, carried the special evangelistic program.

The same program also aired on the national television networks of more than 160 countries, often along with a feature-length dramatic film from Graham's World Wide Pictures. Though telecasts were scheduled throughout the month, all satellite transmissions and the majority of the national television broadcasts occurred on April 14.

Between national network and satellite broadcasts, the programming reached 2.5 billion people, or nearly one-half of the world's population.



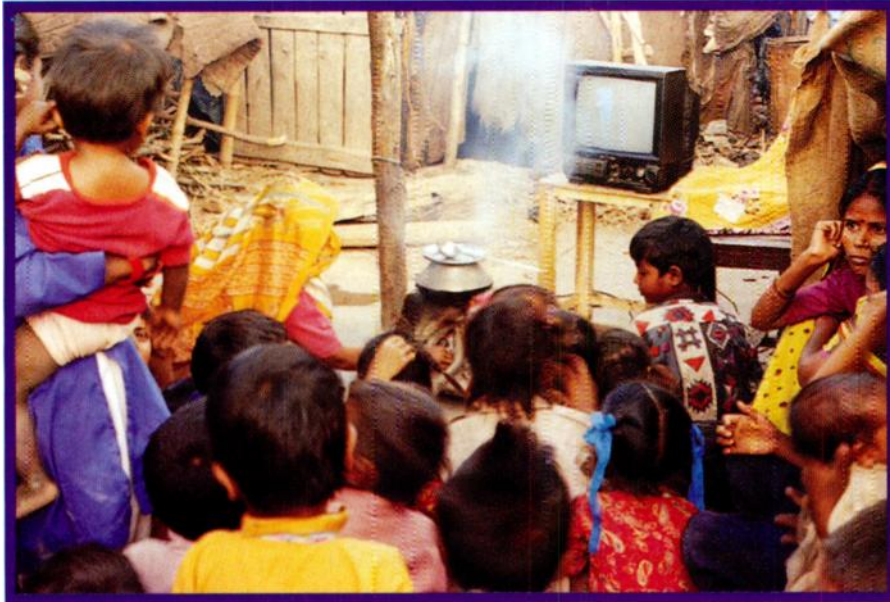
Top. "You are wandering the road of a desperate life. You have a troubled mind and a doubter's heart, wondering how you got this far. Faith in Christ can fill that void and give you a reason for living. You can start all over." — Billy Graham, excerpt from "Starting Over"

Bottom. Nearly one-half of the world's population viewed the April 14 telecast of the *World Television Series*, aired in more than 160 countries and on two of the largest international satellite networks.

"The interpretation of the program into 48 languages helped get prime-time exposure in many countries," explains Bob Williams, director of international ministries for

the Billy Graham Evangelistic Association (BGEA). "The diversity of languages also gained the support of church leaders and government officials in many places."

Starting Over?



S.L. Nahorj@1996 BGEA

search for happiness of many people. Testimonies from former U.S. ambassador to the United Nations Andrew Young, international recording artist Cliff Richard, and Graham's son Franklin supported the evangelist's message: Christ is the answer to humanity's needs.

"Since the showing of 'Starting Over,' there have been hundreds of requests for permission to run the program again," Williams says from his office in Minneapolis.

The goal of the 1996 World Television Series was to give people hope that they could start over in Jesus Christ.

"The day after the showing there were a large number of requests from Croatia to repeat the telecast," Williams continues. "Church leaders in that country want to expand the gathering of people in homes for evangelistic house parties.

"Churches in the Philippines asked that 'Starting Over' be shown again in Manila as well as on provincial stations within a month's time," he adds.

Operation Matthew

According to Williams, the *World Television Series* brought about a new level of cooperation between local churches and Graham's ministry through a program called "Operation Matthew."

Williams explains, "Instead of viewing Mr. Graham in large stadiums, Christians were encouraged to invite friends to their homes to view the television presentation and then discuss Mr. Graham's message.

Continued on page 32



Roberto Umaña Apú@1996 BGEA

Top. Children in Chandigarh, India, gather for an outdoor showing of the World Television Series.

Bottom. Family and friends watch the World Television Series at one of the 5000 house parties in San Jose, Costa Rica.

Age-Old Message, Modern Day Format

"Starting Over" married Graham's timeless message of reconciliation with God through faith and repentance to a new format. During the hour-long program,

which also aired across North America, the music of acclaimed Christian artists enhanced Graham's message.

Visual techniques such as rapidly shifting scenes switching between color and black-and-white images reflected the desperate

"In one church in Costa Rica, the pastor took four Sundays to train his members to witness for Christ and then organized for 250 homes to use the 'Operation Matthew' program."

Williams shares how churches throughout the world organized their people to pray, repeating Christian Life and Witness classes which train Christians to lead friends to Jesus Christ.

Fifty thousand home cell groups in South Africa planned house parties, including more than 400 religious groups of all races and denominations.

Some 5000 homes in Costa Rica enlisted in "Operation Matthew." In Santa Domingo, Ecuador, a church organized the program in 25 homes and erected a big screen in its facility as 48 people received Christ.

New converts organized some parties. A Christian in Gabon, Africa, asked a gas station attendant if he would like to start a new life with Jesus Christ. His reply? "I have already invited Jesus into my life at the end of the last television program." A few words of encouragement later found the attendant running an "Operation Matthew" party and taking the word back to his church.

"Starting Over" Response

The goal of the 1996 *World Television Series* was to give people hope that they could start over in Jesus Christ. Many reports flooding the offices of BGEA indicate the attainment of that goal.

One couple canceled divorce plans after viewing the telecast. In the Seychelles, a young man who was saved during last year's *Global Mission With Billy Graham* invited 15 friends to his home to view "Starting Over." All in attendance gave their lives to Jesus and the host reported, "They were so filled with joy that they talked about the film until past midnight."

After the program aired in Argentina, the Billy

Right. Scenes in "Starting Over" are poignant with reality-based content and include a suicidal man and an AIDS victim asking for a second chance.

Below. The innovative, creative, and strategic "Starting Over" features quick edits and dramatic elements.



you that the program saved my life."

At a house party in the north of Portugal, two people made decisions for Christ. In the Lisbon area, two women who opposed an existing Bible study group watched the program and decided to join the group.

In a neighborhood in Guayaquil, Ecuador, a family invited a group of neighbors, some of them drug addicts, to view the telecast. One of the hosts said that during

Graham Center received a call: "I had decided to end my life, going to the railway station and killing myself when a train would pass. Before leaving the house, I turned on the television. I don't know why.

"Starting Over" was just beginning," the caller continued. "What the preacher was saying was exactly my problem: I am overwhelmed with problems that have no solution. I decided to continue watching the program. I am calling to tell



Above. Designed to communicate to more than 200 cultures, "Starting Over" is also fashioned to appeal to all walks of life.

Left. People in desperate circumstances feature prominently in "Starting Over." Research in preparation for the telecast revealed that people around the world share a desire to begin again.



the two hours of discussion that followed the program, all of the viewers "had an encounter with God."

Also in Ecuador, a 28-year-old woman was discouraged to the point of ending her life when she turned on the television and saw the title "Starting Over." She is now in counseling with a pastor.

Thousands of miles away, many people in Papua, New Guinea, asked if they could purchase tapes of the program to share with friends who had not seen "Starting Over."

A youth in Panama attended a house group and told some friends there, "I am in a satanist group. Please pray for me. I want to get out of it." His friends prayed for him and he received Christ.

*On Sunday, April 14,
the Billy Graham
World Television Series
brought the Gospel to
more people than on any
previous day in history.*

The Rev. Alan Lee in the Bahamas reported, "The program was a real blessing. A good number of people made decisions and commitments to Christ. The Billy Graham Counseling Center received a tremendous number of calls after the program from people wanting spiritual help."

An older man in Tanzania said, "People are dying of AIDS because they are looking for the cure from wrong sources." Another man said, "Let us hope for another program next year."

A man in Brazzaville in the Congo, who was returning home from work at 9 p.m., shared, "Usually at this time, the streets in Brazzaville are filled with people. I asked myself, 'Where can they be? Perhaps it is a football event.' Then suddenly I realized they were watching Billy Graham on television!"

From trouble-torn Burundi came one man's question, "Does Billy Graham know Burundi to prepare this message specifically for Burundians?" His friend answered, "Billy Graham has prepared for the whole world, but the Spirit of God knows Burundi and the Burundians."

Industry World Views

Positive responses like these from people throughout the world encourage BGEA that the organization is on the right track.

One producer in Uganda shares, "This program has a unique approach. It looks at the reality around us — of crime and violence, of economic difficulties. It shows people asking, 'What is happening?' And then evangelist Billy Graham says, 'Don't lose hope. There is Jesus Christ.' That is a powerful counterpoint to the daily drudgery that mankind faces."

United Kingdom's David Rennie, chairman of the national committee for the *Billy Graham World Television Series*, says, "We hope that these telecasts may be the beginning of something much bigger in evangelism in the United Kingdom."

Taiwan's James Shia reports people saying the program was powerful and meaningful — especially the testimonies and Graham's message — and agreed that many problems exist in Taiwan. "People at house parties asked how to

repent and be reborn. Some house party hosts asked for the videotapes [so they could] host new house parties," Shia adds.

A television executive in Uruguay says, "Finally, the evangelicals have done something of very good quality."

Starting Again?

Does the success of the *World Television Series* indicate a new direction for BGEA? Williams replies, "We can't make a definite statement about that now, except to say that BGEA is always looking for every opportunity to reach as many people as possible with the Gospel."

This declaration points to the passion of BGEA, a world leader in broadcast evangelism.

Dan Wooding, award-winning British journalist now based in Southern California, is founder and international director of Aid to Special Saints in Strategic Times (ASSIST). Wooding is also the author of 32 books and serves as a commentator on the UPI Radio Network in Washington, D.C.

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THE 1997 NRB



Glenn Tingley of Radio Revival Hour receives the Milestone Award for 50 years of broadcasting at the 1980 NRB Convention in Washington, D.C.



Joseph Barbera of Hanna-Barbera Productions receives the William Ward Ayer Distinguished Service Award at the 1987 NRB Convention in Washington, D.C.



Beverly LaHate of Concerned Women for America receives the Talk Show of the Year Award at the 1993 NRB Convention in Los Angeles.



George Beverly Shea of the Billy Graham Evangelistic Association is inducted into the National Religious Broadcasters Hall of Fame during the 1996 NRB Convention in Indianapolis.

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To be presented during the 54th Annual National Religious Broadcasters Convention And Exposition at Anaheim, Calif. January 25-28, 1997

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

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

As in previous years, *Religious Broadcasting* magazine readers are invited to offer nominations for the awards and to vote on the recipients. Below is the procedure for the 1997 NRB Annual Awards nomination and voting processes:

1. Nomination forms for the NRB Annual Awards appear in the July-August and September 1996 editions of *Religious Broadcasting*. Any *Religious Broadcasting* reader is eligible to submit nominations for those categories appearing within this section. However, the nominator must give his name, organization (if applicable), address, and telephone number. Nominations for the categories of Radio Station of the Year and Television Station of the Year can only be made by an official representative of the entering station.

2. All nominations must be submitted by September 30, 1996. The NRB Awards Committee will screen the nominations and select finalists for each category by October 18, 1996. The National Religious Broadcasters Hall of Fame inductee(s), along with the Radio Station of the Year and the Television Station of

THE 1997 NRB ANNUAL AWARDS NOMINATION FORM

National Religious Broadcasters Hall of Fame

(Presented to a living or deceased individual who, for a significant period of time, has made an outstanding contribution in the field of Christian broadcasting with the highest of standards and faithfulness to Christ, of whom it can be testified or who can testify "I have fought a good fight, I have finished my course, I have kept the faith." 2 Timothy 4:7)

Religious Broadcasting readers are invited to make nominations. The inductee(s) will be chosen by the NRB Executive Committee.

Milestone Award

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

William Ward Ayer Distinguished Service Award

(Presented to an individual or organization for outstanding contributions to the field of broadcasting)*

Radio Program Producer of the Year

(Presented to the most deserving U.S. religious radio program producer)

Television Program Producer of the Year

(Presented to the most deserving U.S. religious television program producer)

Board of Directors' Award

(Presented to a distinguished individual who, while an avowed Christian, may not necessarily be in the field of electronic communications)*

Chairman's Award

(Presented to an individual, organization, agency, music or publishing company, etc., that has made a deserved contribution to religious broadcasting)*

Talk Show of the Year

(Presented to a Christian talk show for outstanding achievement in stimulating and leading the discussion of moral, political, social, and religious issues relevant in the Christian community with significant listener call-in participation)

*Award may be presented to a non-broadcaster.
Please Note: Nominees do not have to be confined to one award category.

Radio & Television Station of the Year

Nominations for either Radio or Television Station of the Year can only be submitted by an official representative from the entering station. If a station should be among those considered for either the Radio or Television Station of the Year Award, please provide the requested information.

Category: Radio Station of the Year
 Television Station of the Year

Station (Licensed Call Letters): _____

City/State: _____

Telephone: (____) _____

Band (Radio only/check just one): AM FM AM/FM
(Radio stations may not be nominated as combos unless they simulcast over 75 percent of the broadcast week.)

Format (check just one): Religious/Talk Religious/Music
 Religious/Talk/Music

Years on Air: _____

Percentage of Live/Local Programming: _____

Community Projects: _____

Service Unique to Coverage Area: _____

In the space below, please type a 100-word profile of the nominated station. Profiles exceeding the 100-word limit may be cut by NRB to 100 words or less. Stations submitting information are liable for any and all information contained therein and agree to hold harmless and indemnify NRB against any and all claims or costs in that regard.

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Radio/Television Station

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**THE
1997
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Nomination Form

ANNUAL AWARDS

the Year, will be selected based on information submitted on the enclosed nomination form. The NRB Executive Committee will choose the 1997 Hall of Fame inductee(s). The NRB Radio and Television Committees will select, respectively, the radio and television stations of the year.

3. The official NRB Annual Award voting ballot will appear in the December 1996 edition of *Religious Broadcasting*. Finalists for the categories of Milestone Award, William Ward Ayer Distinguished Service Award, Radio Program Producer of the Year, Television Program Producer of the Year, Board of Directors' Award, Chairman's Award, and Talk Show of the Year will be listed on the ballot.

4. Voting will end December 31, 1996. Votes will be tabulated from the actual ballot contained in the December 1996 edition of *Religious Broadcasting*. Any reader of *Religious Broadcasting* will be eligible to vote.

The qualifying criteria for all categories appears within this section. All completed nomination forms should arrive at NRB by September 30, 1996:

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Manassas, VA 20109
Fax (703) 330-6996
E-mail ssmith@nrb.com



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

CATEGORIES & CRITERIA

National Religious Broadcasters Hall of Fame

(Presented to a living or deceased individual who, for a significant period of time, has made an outstanding contribution in the field of Christian broadcasting with the highest of standards and faithfulness to Christ, of whom it can be testified or who can testify "I have fought a good fight, I have finished my course, I have kept the faith." 2 Timothy 4:7)

Religious Broadcasting readers are invited to make nominations. The inductee(s) will be chosen by the NRB Executive Committee.

Milestone Award

(Presented to an individual or organization for 50 years of continuous service in religious broadcasting)

William Ward Ayer Distinguished Service Award

(Presented to an individual or organization for outstanding contributions to the field of broadcasting)*

Radio Program Producer of the Year

(Presented to the most deserving U.S. religious radio program producer)

Television Program Producer of the Year

(Presented to the most deserving U.S. religious television program producer)

Board of Directors' Award

(Presented to a distinguished individual who, while an avowed Christian, may not necessarily be in the field of electronic communications)*

Chairman's Award

(Presented to an individual, organization, agency, music or publishing company, etc., that has made a deserved contribution to religious broadcasting)*

Talk Show of the Year

(Presented to a Christian talk show for outstanding achievement in stimulating and leading the discussion of moral, political, social, and religious issues relevant in the Christian community with significant listener call-in participation)

*Award may be presented to a non-broadcaster.
Please Note: Nominees do not have to be confined to one award category.

Michael Medved Speaks During NAB Breakfast

MANASSAS, VA. — During April's annual National Association of Broadcasters (NAB) convention in Las Vegas, National Religious Broadcasters (NRB) hosted its second annual breakfast featuring keynote speaker Michael Medved, co-host of PBS' *Sneak Previews*. Approximately 200 NAB attendees, including some NRB members, attended the invitation-only meeting in the Las Vegas Hilton. The breakfast was sponsored by Salem Communications of Camarillo, Calif., and Nelson-Word of Nashville, Tenn.

NRB president E. Brandt Gustavson emceed the event and prior to Medved's speech, NRB vice chair Stu Epperson brought the audience up-to-date on the association's grassroots program and activities on Capitol Hill. This campaign is designed to encourage religious broadcasters to develop and enhance working relationships with Congress and other key officials.

"People of faith have to be even more engaged in some of the cultural issues of our time. But they should favor a new approach," says Medved, who is active in the Jewish community and longtime president of his synagogue, Pacific Jewish Center in Venice, Calif. "This new approach should stress three things: less confrontation

and more communication, less attitude and more gratitude, and less complaining and more creating.

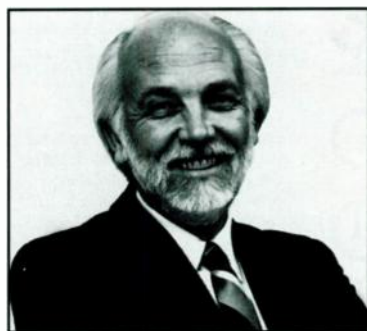
"Edmond Burke said, 'All that is necessary for evil to triumph is for good men to do nothing.' For many, many years, people of faith, including traditional Christians and especially traditionally religious Jews, simply stayed away from the popular culture, from the media, from the entertainment industry. There was the notion that this was somehow inherently corrupting and not a proper forum for people with religious values.

"That, thank goodness, has begun to change. People are beginning to realize it is not only appropriate (to get involved) but necessary," Medved related, citing as an example the success of the CBS television series *Touched by an Angel*.

"Medved shares a lot of the same concerns as Christian broadcasters and he has a unique insight and perspective to the industry," said NRB vice president Michael Glenn on inviting Medved to speak at the breakfast. "Overall, I think NRB is very pleased with the turnout and atmosphere of our second breakfast. We look forward to continuing this unique area of ministry at future NAB conventions."

Jim Bakker Forum at Southwest Regional

DALLAS — Steve Brown and Marvin Olasky will highlight the 1996 Southwestern Regional National Religious Broadcasters Convention (SWNRB) at the Dallas/Fort Worth Marriott, July 25-27. Other special guests will include John Maxwell and the comedy team of John and Vicki JoWitty. An open forum with former PTL president Jim Bakker is also scheduled.



Steve Brown

Workshop topics and leaders include "Internet Part 1 & 2" with Tony Reynolds, host of the radio show *Internet-@Night*, and "Legal Update part 1 & 2" with attorney Ashton Hardy. For more information, call (918) 743-4600.

"Take Me Out" to the Western Regional

COSTA MESA, Calif. — The Western Regional National Religious Broadcasters (WNRB) 1996 convention features an "all-star line-up" with a free ticket to America's favorite pasttime.

Speakers include Promise Keepers president Randy Phillips, general manager Ron Walters of KFAX-AM/Fremont, Calif., Pamela Smith of *Tips for Living Well*, and John Maxwell of *Growing Today*. Music will be provided by Rick and Cathy Riso.

The first 125 registrants receive a free ticket to watch the California Angels play the Boston Red Sox on August 26.

The WNRB is August 25-27 at the Westin South Coast Plaza in Costa Mesa. For more information, call Dennis Worden at (619) 444-8400, ext. 143, or register via e-mail at 74114.1644@compuserve.com or dennis@injoy.com.

Directory Surveys to Arrive Soon

MANASSAS, Va. — Organizations and National Religious Broadcasters (NRB) members currently listed in the 1996 *Directory of Religious Media* should check their mailboxes this summer for questionnaires concerning their free listing in the 1997 Silver Anniversary edition of the direc-

tory.

If your religious organization is not currently listed in the directory and you would like to be included in the 1997 book, please contact NRB at (703) 330-7000 or fax (703) 330-6996, to request a questionnaire.

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INSIDE NRB

Presidential Candidates, Other Washington Leaders Invited to Public Policy Conference

MANASSAS, Va. — In September, religious broadcasters will have the opportunity to meet "firsthand the people who make the news of the day" during the National Religious Broadcasters (NRB) Public Policy Conference, NRB president E. Brandt Gustavson has announced. NRB expects between 700 and 800 to attend the event scheduled September 4-6 at the Capital Hilton in downtown Washington, D.C.

"We'd like to make this different from our national convention, especially with the government leaders and candidates opening themselves up to questions from the attendees," Gustavson remarks. Pending their acceptance, President Bill Clinton and former Sen. Bob Dole (R-Kan.), as well as any additional presidential candidates, will have the opportunity to address the conference.

"We are aiming for a very strong interactive element with this conference," says NRB vice president Michael Glenn. "Each seminar will have a time of questions-and-answers."

Invitations to speak in the seminars have been extended to Rep. J.C. Watts (R-Okla.), Jack Kemp of Empower America, Sen. Dan Coats (R-Ind.), Sen. Joseph Lieberman (D-Conn.), Gary Bauer of Family Research Council, William Bennett of Empower America, Sen. Jesse Helms (R-N.C.), Rep. Bob Dornan (R-Calif.), and Richard Wiley, former Federal Communications Commission (FCC) chairman. Seminar topics include "Getting Active in the Political Process," "Affirmative Action, EEOC Regulations," "Restoring Family Values to our Culture," "Media Bias," "The FCC of Tomorrow," and "What Should the Government Fund?"

A debate on the "Separation of Church and State" is also on the agenda. Invited to participate are Janet Parshall of *Janet Parshall's America* as moderator, Jay Sekulow of the American Center for Law and Justice, Barry Lynn of the Americans United for the Separation of Church & State, and Ira Glasser of the American Civil Liberties Union.

"With the growth of Christian radio and television, there's been a developing interest in covering the political, but more importantly, governmental activities of the nation. Our industry, which in radio is the third most popular format, seems to be somewhat left out of the mainstream newsgathering for use in our stations and programs," explains Gustavson. "A number of our members have expressed interest to hear newsmakers in person and to participate in press conferences. With the development of our grassroots program, it has become incumbent upon us to have our people exposed to the lawmakers, executive people, and other government agency people.

"Further," Gustavson continues, "having our conference in Washington allows our people the opportunity to be exposed to the Christian ministries which attempt to influence our nation toward God and good."

Gustavson says this conference is the result of trying to give NRB members and religious broadcasters what they need and want. "This will be essentially and exclusively for the purpose of information and exposure and not a broad mass media information session. The specific target of this conference is exposure to these Washington people," he explains.

"We have invited bi-partisan people and we want various viewpoints represented. All presidential candidates will receive an invitation."

Gustavson says a public policy conference could become an annual event, "if this fills a need and inspires our people."

Bott Broadcasting is growing and Royal is going with them!



Randall Terry

Starting June 3 at 2:00pm

Randall Terry Live comes to:

KQCV am OK City, OK
KSIV am St. Louis, MO
KCCV am Kansas City, KS
KCIV fm Modesto/Fresno, CA
KFCV am Ft. Wayne, IN



Jay Sekulow

Starting July 1 at 11:00am

Jay Sekulow Live! comes to:

KNTL fm OK City, OK
KSIV fm St. Louis, MO
KCCV fm Kansas City, MO
KLTE fm Kirksville, MO
KCVL fm Lincoln, NE
KCVT fm Topeka, KS



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AIRWAVE NEWS

WALLA WALLA, Wash. — Bridge Broadcasting hit the airwaves with its third station, KTWY-FM/Walla Walla. The station is a Christian-hit/Christian contemporary format reaching half the state.

GOODYEAR, Ariz. — *Just the Facts*, a half-hour weekly television program designed for 18- to 24-year-olds, has been added to Faith & Values Network's Saturday lineup. Ron Hembree is host and executive producer.

FISHER, Ill. — WGNN-FM/Fisher began broadcasting in April. A Moody Broadcasting affiliate, the station also has a local morning show and other programs.

COLUMBUS, Ohio — On May 3, WTJY-FM/Columbus signed off as the only 24-hour adult contemporary Christian music station in its market. Owned by Salem Communications, the station was sold to Stop 26-Riverbend, Inc., which plans an urban gold format.

CAMARILLO, Calif. — Radio Nueva Vida announces the addition of KGZO-FM/Shafter, Calif., covering the state's southern San Joaquin Valley. The new 50,000-watt station will be a Spanish-language Christian station.

LA MIRADA, Calif. — Far East Broadcasting Company dedicated a new FM station in Changwon, South Korea, on March 16, coinciding with its 40th anniversary. HLDD broadcasts radio programs 19 hours a day with a format of primarily music interspersed with sermons and both secular and Christian news.

BOONE, N.C. — WPIQ-AM/Brunswick, Ga., and WEEZ-FM/Laurel, Miss., are the two newest affiliates of the "Solid Gospel" format of the Reach Satellite Network.

NASHVILLE, Tenn. — *Generation Z*, a new video series, debuted on Z Music Television April 22. The video series, which replaces *Rock and Rap*, targets the teenage and twentysomething audience and features modern rock, rap, and reggae.

Also, Z Music Television and CCM Communications have teamed up to form an advertising sales cooperative. This agreement enables the CCM sales team to include Z Music Television as a media component of their advertising sales package.

FALLS CHURCH, Va. — WFAX-FM/Falls Church has launched *Sunday at Six*, a weekly 15-minute interview program highlighting Christian leaders whose ministries are impacting the nation's capital. Mark Ward is the program's host.

JACKSON, Miss. — R & R Broadcasting, Inc., began broadcast activities on its flagship station WYJS-FM/Jackson on April 10. The 50,000-watt station airs 24 hours of adult contemporary Christian music.

HUNTSVILLE, Ala. — WNDA-FM/Huntsville celebrated its 25th anniversary in May. The contemporary Christian

music station operates 24 hours a day and is owned and operated by the Wells family.

AWARDS

LOS ANGELES — The Salvation Army presented Franklin Graham of Samaritan's Purse with the William Booth Award, its highest honor. Graham received the award for his "dynamic leadership and service in helping others through Samaritan's Purse, a Christian international relief organization."

INTERNET INFORMATION

• NASHVILLE, Tenn. — Mastering Life Ministries (MLM) is now online with a site on the World Wide Web, found at <http://www.goshen.net/xpsexualityxp/>. MLM executive director David Kyle Foster reports, "We wanted to reach out to that sizable hidden population on the Internet which spends countless hours searching for sex-related material."

CHARLOTTESVILLE, Va. — The Rutherford Institute's homepage (<http://www.rutherford.org>) now has *Freedom Under Fire* daily radio spots on audiocard.

NEWS BITES

OKLAHOMA CITY — Over 50 members of the secular and Christian media gathered for the first Oklahoma City Christians in the Media luncheon on May 9. The meeting featured a time of encouragement by Joni Eareckson Tada of Joni & Friends and offered a chance for fellowship. Future meetings are being discussed. For more information, call (405) 789-1140.

VENTURA, Calif. — National Religious Broadcasters president E. Brandt Gustavson has agreed to serve as an honorary advisory board member for the National Sunday School Teacher Appreciation Campaign by Gospel Light. When accepting the invitation, Gustavson said, "I was converted as a child through my Sunday school. It is an honor for me to lend my name to this effort."

OBITUARIES

FLORENCE, Ky. — Brother Maze Jackson went home to be with the Lord on May 15. Jackson had been in radio since the 1950s with his ministry *Broadcasting for Jesus* and later *Truckdriver's Special*. Some of the radio stations he had been affiliated with include KAAY-AM/Little Rock, Ark., WLAC-AM/Nashville, Tenn., WSAI-AM/Cincinnati, and WEMM-FM/Huntington, W.Va.

SAN ANTONIO — Geri Hazen, 45, of Soma Communications died from complications related to leukemia on May 7. Between 1988 and 1995, Hazen served over 600 of Soma's radio clients, retiring due to her health last year.

SOUTH BEND, Ind. — Lester Sumrall, 83, died on April 28. Sumrall was founder and chairman of the Lester

Continued on page 42



Jay Sekulow Live!

Welcome to the Next Level!

Starting August 5

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WMCA am New York noon

He'll "do" brunch...

KKLA fm Los Angeles 9:00am

He'll leave his heart...

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He'll catch a few rays...

KPRZ am San Diego 9:00am

(and next...maybe the moon)



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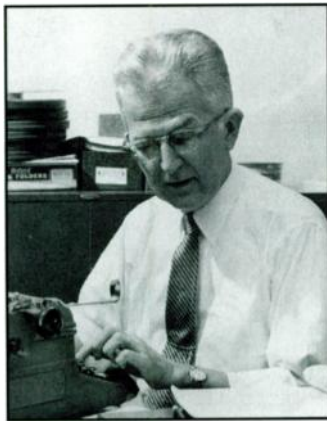
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TRADE TALK

continued from page 40

Sumrall Evangelistic Association (LeSEA), a worldwide missionary outreach. In addition, he founded LeSEA Broadcasting, an international radio and television ministry in South Bend. Sumrall was also host of LeSEA Broadcasting's daily television programs *World Harvest* and *Lester Sumrall Teaching Series*.

ST. LOUIS — Herman W. Gockel, 89, of Cupertino, Calif., died on May 1. Beginning in 1939, Gockel worked in St. Louis with the International Lutheran Laymen's League. He spearheaded the launch of *This Is The Life*, produced by The Lutheran Church-Missouri Synod, where he served as the supervising writer and producer of more than 500 episodes. In 1979, Gockel was inducted into the National Religious Broadcasters Hall of Fame.



Herman Gockel in 1962, when he was actively involved in writing and producing This Is The Life.

manager with Jewel Food Stores and most recently, served as director of volunteers for InterVarsity's URBANA 93 Missions Convention.

Carrie Burns has been named director of operations for WGGN. Previously an elementary school teacher, Carrie, along with her husband, Mark, is the morning drive time host.

COLORADO SPRINGS, Colo. — The Word In Music Satellite Network has announced the promotion of Faron Dice from assistant program director/music director to director of network programming. In 1994, Dice came to the network from KLTE-FM/Kirksville, Mo., where he served as program director.

Dave Collins joins the network as morning show host. Collins has over ten years' experience and most recently was with KIKX-FM/Colorado Springs.

FORT WAYNE, Ind. — Phil Reaser has taken over as morning drive host on WBCL-FM/Fort Wayne, filling the vacancy left by the death of Jeff Carlson. Reaser has over 25 years of broadcasting experience.

NASHVILLE, Tenn. — Mike Rapp has been promoted from director of creative services for Benson Records to vice president of marketing and creative services for the label. Rapp is now responsible for Benson's overall contemporary Christian marketing effort.

VIRGINIA BEACH, Va. — Eric Watt has been appointed as vice president of international evangelism with the Christian Broadcasting Network. Watt brings 15 years' of

international missions work and travel experience to the network.

HOUSTON — Formerly The Word In Music Network director of network programming, Jon Hull has accepted a position with KSBJ-FM/Houston. Hull oversees the station's expansion outreach.

TUCSON, Ariz. — The founders of Family Life Broadcasting System, Warren and Char Bolthouse, have retired after 30 years of service. Randy Carlson is the newly appointed president of the organization. "It's been 30 years of watching god work," Warren said. The Bolthouses began the listener-supported radio network in the basement of their house in 1966.

ARLINGTON, Va. — WAVA-FM/Arlington's morning personality Rich Lee has been named production director. Lee has an extensive radio and production background and joined the station in 1992. He continues to host the morning drive.

SPEARFISH, S.D. — Colin "Cruz" Strombeck has been added to the staff of KSLT-FM/Spearfish as production coordinator. Strombeck previously worked on the evening show at WNCB-FM/Duluth, Minn.

• Denotes received via e-mail. You may e-mail your "Trade Talk" item to ssmith@nrb.com.

PEOPLE

FISHER, Ill. — Mark Burns has been named general manager of WGNN-FM/Fisher. Formerly, Mark was

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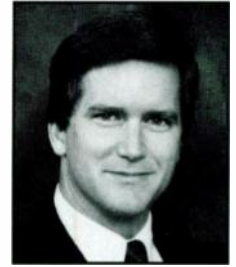


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Nashville

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Updating Your Vocabulary



Jim Sanders is senior producer and director of satellite services for Ambassador Advertising Agency in Fullerton, Calif.

Computers in the future may weigh no more than 1.5 tons, according to *Popular Mechanics* in 1949. Little did the editors realize *how* right they were! Frequently, when there's an equipment purchase around the corner, I'm asked for insight on the future of technology.

The question is something like, "Where are we going with all this computer stuff?" My response is always prefaced with several caveats, conditions, and assumptions. And then I reel off my best guess at tomorrow — with *guess* as the operative word.

You have to wonder: if *Popular Mechanics* was that far off in its prediction 47 years ago, how bad are our guesses today? It was inconceivable in 1949 (beyond a comic book or science fiction novel) that someone could *wear* a television on their wrist. Or imagine that a portable telephone could slide into your coat pocket?

So, where *will* we be tomorrow? Nobody really knows for sure. But one thing I do know is that it will be different from today. As evidence, you don't have to look further than our own vocabulary! How I long for the simpler days, days when I knew the meaning of most of the words I used and I could spell the anachronisms. Back in those days . . .

. . . a mouse pad was a hole in the wall outside of which a piece of cheese and trap sat.

. . . a web site was the product of a spider on the woodpile.

. . . a home page was a section of the Saturday newspaper.

. . . a hard drive was the distance between Dallas and Albuquerque, N.M., in a station wagon full of kids.

. . . a floppy disc was correctable with delicate surgery on the lower back.

. . . a browser was someone who sauntered through a department store.

. . . LCD stood for the lowest common denominator (one of the

thorns in the side of "new math").

. . . parallel port was describing two cities on the water, i.e. Tampa/St. Petersburg, Fla.

. . . a CD was something in which you invested as an alternative to passbook savings.

. . . a Macintosh was an apple (small "a").

. . . I/O was what the dwarfs said on the way to work, as in "I/O, I/O, it's off to work we go!"

. . . a file extension was the cabinet with the extra long drawers.

. . . a control panel was something in expensive panty hose.

. . . a network was either ABC, CBS, or NBC.

. . . a PC was a massive collection of small round green vegetables on the ocean surface.

. . . baud rate referred to the number of people entering Disneyland at any given time.

. . . RAM was the male counterpart to "ewe."

. . . a serial port was a city from which Quaker Oats shipped Cap'n Crunch cereal.

. . . backing up was something you did in a car.

. . . anti-virus was the wife of uncle-influenza.

. . . insufficient memory was a great excuse for your tenth grade history final.

. . . a "period" was a "period" and not a "dot."

. . . Bill Gates was reshelving library books.

. . . moving files required a dolly.

. . . root directory was a complete listing of the subterranean parts of trees.

. . . viruses were diseases *people* caught.

. . . wildcards were found in Las Vegas games.

. . . a cold boot was footwear on a winter's morning.

. . . caps lock was what you hoped your new teeth did to the old ones.

. . . CMOS was plant-like material growing in the ocean.

. . . jumpers were cables used to help stranded motorists or a great generic baby shower gift.

. . . technical support meant talking with another human being.

. . . digital noise was the snap of a finger.

. . . snail mail described the United States Postal Service. (I guess some things *haven't* changed.)

So, where will all this new technology take us? My answer is "at the very least, I predict, without hesitation, computers in the future will weigh no more than 1.5 tons." [®]

WASHINGTON WATCH

continued from page 10

a special effort to act quickly on any application submitted by a silent station that might return the station to the air before its license must be revoked. Such applications might include those needed to modify station facilities or to turn the station over to a new licensee with the financial resources to resume broadcasting immediately.

In order to obtain special consideration, the licensee of a dark station must attach a letter to its application prominently labeled "Request to Expedite Application of Silent Station." Details on how to prepare and file such requests can be obtained by calling the FCC's recorded listing of public releases at (202) 418-2222 and asking for Release No. DA 96-818, "Procedures Announced for Expedited Processing of Applications Filed by Silent Broadcast Stations." [®]

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Response Unlimited has become a leading supplier of responsible Christian lists. You get next day turn-around on most lists, prompt, courteous and efficient service — and free list recommendations! Call Today!

Active Christian Home School Buyers (91,729)	\$80/M*	Freedom Village USA (44,204)	\$65/M*
Activist Christian Donors (83,194)	\$75/M*	Glory Ministries (9,183)	\$80/M*
Activist Evangelical Donors (280,331)	\$60/M*	Grassroots Pro-Life and Pro-Family Donors (175,057)	\$75/M*
African Short-Wave Radio Responders (1,034)	\$150/F	Great Christian Books Buyers (125,595)	\$75/M*
AMG International (23,255)	\$60/M*	Great Christian Books Prospects (76,753)	\$50/M*
American Church Bond Investors (44,698)	\$95/M*	Greenhomes America (2,938)	\$80/M*
American Portrait Films Video Buyers (44,235)	\$70/M*	High Profile Christian Business Men (15,020)	\$60/M*
Back to God Activists (12,116)	\$70/M*	Home & Family Causes Donors (294,807)	\$65/M*
Baker's Plays Religious Buyers (14,991)	\$80/M*	Home School Oriented Christian Families (85,866)	\$60/M*
Bible Literature International (12,000)	\$50/M*	Ichthys Books (2,788)	\$75/M*
Bible Pathway (31,000)	\$90/M*	In God We Trust (41,286)	\$65/M*
Bible Prophecy Bookbuyers & Donors (11,519)	\$100/M*	Indian Christians In America (2,000)	\$200/F
Biblical Evangelist (17,077)	\$80/M*	Inspirational Network Buyers (8,343)	\$85/M*
Biblical Perspectives Active Buyers (15,666)	\$85/M*	Keep America Christian Donors (12,063)	\$100/M*
Biblical Scoreboard Magazine (27,570)	\$65/M*	Kingdom Kids (1,892)	\$75/M*
Born Again Doctors Who Donate (1,847)	\$100/M*	Kids International Bible Story Video Buyers (14,960)	\$75/M*†
Buyers of Christian Bestsellers (2,022)	\$80/M*	Lamb and Friends (53,110)	\$65/M*
California Evangelical Political Givers (21,333)	\$100/M*	Legacy Bookbuyers (10,611)	\$120/M*
Canadian Christian Heritage (53,057)	\$60/M*	Liberation (26,636)	\$90/M*
Canadian Christian Masterfile (114,714)	\$95/M†	Life Is Precious Donors (12,187)	\$75/M*
Check Writing Evangelical Activists (42,053)	\$80/M*	\$1000+ Lifetime Members of a Christian T.V. Ministry (22,985)	\$80/M*
Checks That Bless (45,000)	\$75/M*	Living Truth Ministries (39,000)	\$105/M
Christian Action Network (15,700)	\$120/M*	Messianic Outreach Donors and Buyers (24,794)	\$85/M*
Christian Communicator Subscribers (3,000)	\$350/F	Mickey & Becki Moore Ministry (4,451)	\$85/M*
Christian Computer Software Buyers (1,685)	\$80/M*	Mid America Evangelism Donors (63,939)	\$65/M*
Christian Computing Magazine (162,500)	\$90/M*	Midnight Call Magazine (230,000)	\$75/M*
Christian Contemporary Music Buyers (615,137)	\$75/M*	Midwest Christian Buyers (40,000)	\$75/M*
Christian Contributor Name Source (453,015)	\$45/M*	Minister's Manna (17,565)	\$75/M*
Christian Donors for Constitutional Rights (32,639)	\$80/M*	Ministry Outreach Donors and Buyers (79,921)	\$80/M*
Christian Health & Nutrition Bookbuyers (18,874)	\$70/M*	William J. Murray Evangelistic Association Actives (11,314)	\$90/M*
Christian Home School Product Buyers (64,449)	\$75/M*	National & International Religion Report (7,729)	\$95/M*
Christian Information Bureau (22,765)	\$80/M*	National Citizen Action Network - VIP List (12,505)	INQUIRE*
Christian Inquirer (26,294)	\$80/M*	News From Israel (12,181)	\$80/M*
Christian Lifestyle Select (242,494)	\$60/M*	Nora Lam Ministries (58,330)	\$70/M*†
Christian Music Industry Directory (5,605)	\$90/M†	North American Renewal Service Committee (29,951)	\$80/M*
Christian Network International (20,603)	\$60/M*	Orthodox Churches, Priests and Subscribers (2,000)	\$250/F
\$100+ Christian Political Donors (33,365)	\$85/M*	Pastor & Church Multiple Responders (77,000)	\$75/M*
Christian Publishing Company Buyers (166,120)	\$75/M*	Pastor & Church Single Responders (110,000)	\$65/M*
Christian Recreation Investors and Donors (45,110)	\$80/M*	Prime Donors to a Christian Prophetic Ministry (11,536)	\$80/M*
Christian World Report (11,908)	\$90/M*	Prime Evangelical Donors (99,546)	\$70/M*
Christian Writer's Database (79,206)	\$85/M*	Prime Evangelical Political Donors (41,313)	\$90/M*
Christians Seeking Extra Income (4,983)	\$65/M*	Prime Music Buyers (68,240)	\$55/M*
Christians With a Heart for Israel (19,089)	\$70/M*	Pro-Life Organizations and Crisis Pregnancy Centers (5,573)	\$50/M*
The Church Moving Forward (29,012)	\$80/M*	Pro-Morality Donors Telemarketing File (45,000)	\$130/M*
Church Music Report (22,327)	\$70/M*	Prophecy Bookbuyers (59,000)	\$75/M*
Citizens United for Morality (275,769)	\$90/M*	The Prophecy Newsletter (4,546)	\$95/M*
Clergycard International (59,941)	\$70/M*	Pulpit Helps (160,156)	\$45/M*
Could You Not Tarry (2,982)	\$75/M*	Reap Mission (5,090)	\$55/M*
Cream of the Crop Christian Activists (42,053)	\$85/M*	Religious Broadcasters (8,450)	\$75/M*
Cream of the Crop PTL Donors (48,512)	\$75/M*	Religious Collectables Buyers (7,499)	\$70/M*
Cross Mallmart Donors and Buyers (17,774)	\$65/M*	Religious Freedom Activists (178,800)	\$75/M*†
Cross Mallmart's Bookstores (9,195)	\$65/M*	Religious Libraries (11,043)	\$60/M*
Crusade Donors (158,575)	\$75/M*	Religious Market Suppliers (3,938)	\$125/M*
Cult Awareness Buyers and Donors (33,672)	\$70/M*	Religious Schools (5,606)	\$60/M*
Destiny Image Publishers (34,574)	\$80/M*	Research & Educational Foundation (6,837)	\$80/M*
Destiny Image Publishers' Bookstore Customers (5,211)	\$65/M*	Responsive Fundamentalist Donors (55,277)	\$70/M*
Donors to a Christian Legal Defense Fund (2,290)	\$80/M*	Revival Donors (12,511)	\$65/M*
Donors Who Have Contributed Through the Mail to Evangelical Causes (600,000)	\$100/M	Russian-Speaking Evangelical Churches in the C.I.S. (1,200)	\$200/F
Donors Who Oppose Religious Persecution (4,048)	\$125/M*	The Rutherford Institute (28,463)	\$90/M*
Eagle Systems' Children's Video & Book Buyers (80,718)	\$75/M*	Saratoga Press Subscribers (5,278)	\$80/M*
Evangelical Churches in Canada (9,066)	\$60/M*	7th-Day Adventist Churches (3,902)	\$95/M*
Evangelical Outreach Activists (22,998)	\$80/M*	7th-Day Adventist Pastors, Leaders & Decision Makers (43,913)	\$65/M*
Evangelical Political Activists (123,204)	\$60/M*	Single Adult Ministry Leaders (5,325)	\$425/F*
Evangelical Pro-Life Donor Masterfile (135,251)	\$95/M*	Sound Givers (108,600)	\$70/M
Evangelical Pro-Life Donors (11,114)	\$65/M*	Sparrow Music Buyers (37,542)	\$75/M*
Evangelical Theological Society (1,511)	\$350/F*	Texas Christian Activists (31,519)	\$65/M*
Evangelize the World Donors (29,102)	\$70/M*	This Week in Bible Prophecy Product Buyers (97,947)	\$85/M*
Family Concern (19,462)	\$60/M*	U.S. Christian Video Buyers (3,644)	\$85/M*
Family Donors (85,527)	\$85/M*	Video Bible Story Buyers (36,940)	\$65/M*
Family Rights Donors (24,732)	\$85/M*†	Voicings Publications (24,394)	\$75/M*
Family Trust (50,811)	\$100/M*	World Help (210,000)	\$110/M*
Financially Secure Christians (7,824)	\$90/M*		

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The Ethics of Technology

What does technology have to do with fund raising, finances, and ethics? Plenty. When questions of financial impropriety and ethical shortcuts surface, we don't normally think *technology*. Especially in television, the creative, production, management, financial, technological, and spiritual aspects all overlap from time to time.

As a Christian, who is also an independent program producer, I wrestle with that potentially explosive mixture everyday. From the perspective of technology, the following areas are places where potential financial and ethical problems lurk.

First, television and radio are generally the most expensive types of ministry outreaches in the world. More money is spent on building and staffing facilities, buying equipment, producing programs, and purchasing air time than any other evangelistic endeavor.

Is the money worth it? Are we paying attention to audience information supplied by market researchers like George Barna and others? Are we properly focusing our resources on the most effective types of programming? What about follow-up for new converts won as a result of our programs? Are we duplicating what others are already doing? Does our program have a clear-cut purpose and how can we do it better?

Second, how much time do we spend finding exactly the right equipment and personnel? Talk to the right people about your upcoming equipment rental, lease, or purchase. Evaluate the equipment in terms of the type of program you're doing and talk extensively to people who are already doing it.

And remember, sometimes saving money isn't always best. One of my greatest frustrations in consulting with churches and ministries is discovering they "saved money" by purchasing an unknown and untried new product. More often than not, it either doesn't work or doesn't work the way they expected.

Finding the right staff is even more important. How often have stations, churches, and ministries paid a bundle for equipment, and then hired people for peanuts? Start spending time finding people with that rare combination of passion and creative talent, someone who will help you achieve your dreams in unique, innovative, and compelling ways.

Never forget that wasting precious financial resources on poor equipment purchases or bad hiring practices is a serious compromise of our ethical responsibilities.

Third, let's keep our claims in check. In producing the fund-raising elements of programming, one of the greatest areas of abuse I encounter are the claims we make about ourselves and our products.

"This new audio tape series will dramatically change your life! When you send that love gift, God is going to transform your circumstances! This book is changing America's cities!"

I know from experience producing secular infomercials, the government is really cracking down on questionable claims made about products and services advertised on television. Many secular producers have been hit with stiff fines and some have been pulled off the air entirely. And yet, I still hear Christian programs making many of the above claims nearly everyday.

The danger here is that the claims are usually not outright lies, just pretty extreme exaggerations. Therefore, it's easy to rationalize it in your mind — especially when you're trying to increase your impact. But the fact is, we should be the industry leader in integrity, honesty, and propriety. Let's have faith in God's ability to accomplish His will, without having to resort to outlandish and extreme claims.

Fourth, how often do we evaluate the fine line between business and ministry? The media world is an expensive world, therefore we are called to be financial stewards as



Phil Cooke is a producer with Phil Cooke Pictures, Inc., based in Burbank, Calif.

never before, being aware of the critical business techniques that will help keep us financially healthy. On the other hand, we need to also remember that we're Christians.

But do we put it into practice when dealing with other ministries? How often have we tried to "out bid" another ministry for a prime television or radio slot? How often have we talked of "burying" another ministry with our new marketing program or television show? How often have we lured a competitor's top employees away without talking to the competitor first? How often have we stolen clients or taken unfair advantage of our competitors?

Are any of these things illegal? Probably not. Are they unethical? It might depend on the situation. But the point is, we need to constantly be reevaluating those very questions.

Fifth, if we keep a balanced viewpoint on ethical issues, we won't be afraid to explore new technologies. In the last two years or so, our company has had the opportunity to produce music videos on 16mm film, television commercials on 35mm film, television specials on most videotape formats, a motion picture in the new high definition video format, and now we've created a worldwide web site on the Internet.

During each project, we ask all the above questions from section four and more. We've learned that we can be compromised at every phase of the production process and struggle with each step: the product offer, the pro-

Continued on page 56

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Are We Singing His Songs?

Something is stirring in the forest and across the desert. Conditions for the Animals who live in a certain land were extremely difficult for many long years, but then things began to improve. Life became better for many Animals and they enjoyed new freedom. However, freedom came without reliable guidance, leading to confusion as the Animals struggled to live new lives without old restraints.

But now, something different is stirring and fears are running high. Some Animals sense an ominous future, full of old problems and hardships. Others feel the expectation of something hard to describe. For all of them, it seems difficult days are just ahead.

What does the future hold for the Animals? Darkness reigned for decades in many areas.

Often, tears blurred the Animals' vision of places the Creator had made for them. Their desire to exalt Him and to thrill at His handiwork was often overcome — sometimes crushed — by the harsh rule of Serpents who controlled their lives.

These Serpents took their orders from the Creator's largest foe, Great Enemy. This creature was absolutely evil and ugly. His wrath focused on the other creatures. They were his victims, enticed by his awesome power to commit evil against the Creator. Often, Great Enemy afflicted the Animals through the Serpents, especially Animals who loved and worshipped the Creator.

Animals who loved the Creator and told others about Him were called Singers. Other Animals, who did not love Creator and always told others about Great Enemy, were called Whistlers. It was said they often whistled in the dark.

Both Singers and Whistlers moved in various patterns different from those designated by the Serpents — Whistlers in the spirit of Great Enemy, and Singers in the Spirit of the Creator. Often, they sang to Him to help the Animals who were

enslaved by the Serpents.

Who can resist the heart-rending music? The Creator, Who Himself often sang over Animals and the rest of Creation, found His heart deeply moved by the Singers' beautiful, pleading songs. Their sad notes brought tears to His eyes, and words of authority from His mouth.

The Creator gave Singers power to send their songs of His truth loudly and clearly throughout the forests and deserts, so that all Animals could hear. Many did hear and listened every time these songs were sent.

Other Animals were troubled by the songs of truth, and a few were angry, so they refused to listen. Then, the Creator gave a new dimension of power to Singers, power to send across the lands their songs and their images together!

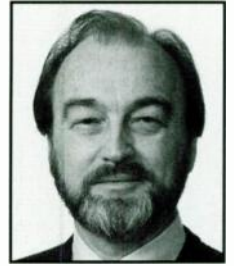
Now all Animals received the Creator's truth through the air in a more dynamic way. Many songs brought the truth of the Creator and His joy very clearly to the Animals who were willing to listen.

If the songs are indeed from the Creator, the other Animals reasoned, why should there seem to be competition and disagreement amongst Singers?

Large and small Serpents in the forests and deserts seemed to relax their powerful grip on the Animals. Some Serpents died and it was said that their old ideas died as well. But others recognized that the ideas weren't dead at all. They were just taking a rest before planning a new, repressive system for the Animals.

One day, the Creator gave to Singers from all over the power to meet and sing together about Him. And, my, how they sang! They sang with great volume and in many different keys. But after a while, they began to argue and fight over which songs and keys were right and which were wrong. All of this arguing confused the other Animals. Why didn't they hear the Creator's songs sung in harmony of key and spirit?

In various lands, Serpents began



Paul Kurtz is the director of the Billy Graham Evangelistic Association's International Film Ministry, based in Minneapolis.

to say once again that Animals should not worship the Creator so loudly or so much. They told Singers to stop singing about the Creator in Serpents' lands. They became angry when Singers sent songs a long distance through the air to the Animals of their forests and deserts.

Serpents also did many things in their attempts to damage the work of the Creator and His creatures, such as building new barriers to impede Animals who wanted to go from land to land so they could tell other Animals about Him.

Today, times are becoming critical for Animals in all lands. Singers often find it very difficult to sing songs of praise to the Creator. They have lost some opportunities to sing to other Animals about His love. Many Animals are dying without ever hearing the Name of the Creator. Just think what they will miss!

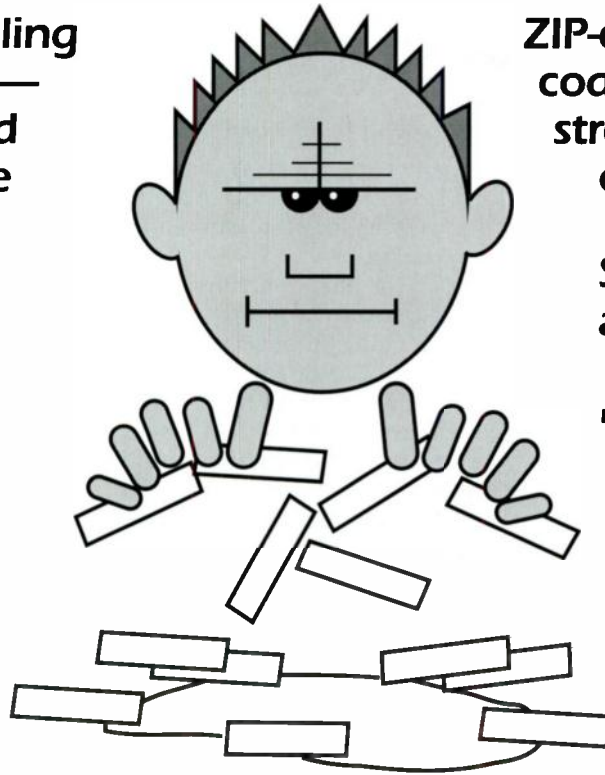
Are you a Singer? Is your song clear, simple, beautiful? Do the words and the tone of your voice honor the Creator? Are Animals attracted to the Creator when they hear you sing? Do you insist on singing alone, or are you humble enough to join your voice with other Singers, to make a more powerful song that can reach Animals furthest away?

How would the Creator answer these questions about you? About me? ^R

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All lists are from the updated 1996 Directory of Religious Media — so you get the most current labels available!

A Personal Telethon Story

Why doesn't God hear my prayers? Doesn't He love me?" I could hear Helen's (not her real name) frustration and hurt toward God and me through her tears as her questions broke my heart. It brought me to my knees asking the Lord and Helen's forgiveness for what had taken place in one of our telethons.

Helen had responded to the pleas of one of our guest evangelists who had six months before promised our viewers, "If you will plant a seed of \$1000, God will answer your most urgent prayer need by the end of the year."

The evangelist sang and played the piano, often stopping from time to time, holding the Bible up to the camera as if he was bargaining with our viewers to "test God." I felt such an uncomfortable stirring within my spirit that we would air such a message. I wanted to "pull the plug," taking the network satellite delivered telethon off our station in Orlando as I had done earlier that week when another telethon evangelist had gone beyond the line of credibility. Now I wished that I had followed my heart.

Helen had responded to the evangelist's plea to "give your last dollar so your prayers will be answered." Helen did what we asked her to do "in faith." She went to her bank and withdrew her last \$1000 that she and her deceased husband had saved to send to us.

Her "most urgent prayer need" was that her 23-year-old son would be delivered from the homosexual lifestyle, drug abuse, and receive salvation. Three months had gone by since the "end of the year" and her daily prayers had still not been answered.

"Do I not have enough faith? I did what the evangelist told me to do. I love God and go to my church three times a week. What else can I do? Why doesn't God hear my prayers? Why hasn't my son's life been changed?"

With each question, I felt like someone was stabbing me with a

knife again, and again, and again. I felt her pain with each question. It was as if I could feel the disappointment she was feeling that somehow "God had failed her."

I prayed for her, referring her to scriptures to try to comfort and assure her that God still cared for Helen and her son. I even offered to return her gift if she wanted. All that I could do was pray with her that God would hear her prayers and her son would be saved and delivered. We've shared that prayer daily, Helen and I, for over two years now.

How many times have we allowed this type of fund raising to go on in our ministries? Oh, we can justify it by saying, "But I didn't promise that, it was the traveling evangelist." We allowed it to air on our stations.

After this incident, I was reminded of a newsletter sent to me by a friend, *The Times Square Church Pulpit Series*, written by David Wilkerson entitled, "The Solomon Church!" (December 19, 1994). In the article, Wilkerson had recounted how the Spirit of God had instructed him to write to Jim Bakker, warning him to take action on the problems at PTL or destruction would come to the ministry. His warnings were not heeded and we all know the results. In the newsletter, Wilkerson went on to write:

"Right now I sense in my spirit that in less than five years, there will be no more so-called gospel television networks. They will all fall into bankruptcy and absolute ruin!

"To hear the Solomon gospel that's preached on much of Christian television today, you'd think Jesus is going to return to earth in Beverly Hills driving a Rolls Royce. This image of Christianity is the most abominable thing I've ever seen or heard. And God says He has to bring it to ruin — because He's going to build His David house upon those ruins!

"The only thing left will be some local television programs with true men of God preaching the Gospel.



Ken Mikesell is president and general manager of WTGL-TV/Orlando, Fla.

And all the phony smiles, the ungodly fund-raising circuses, the pop theology, the preaching of prosperity are going to come down."

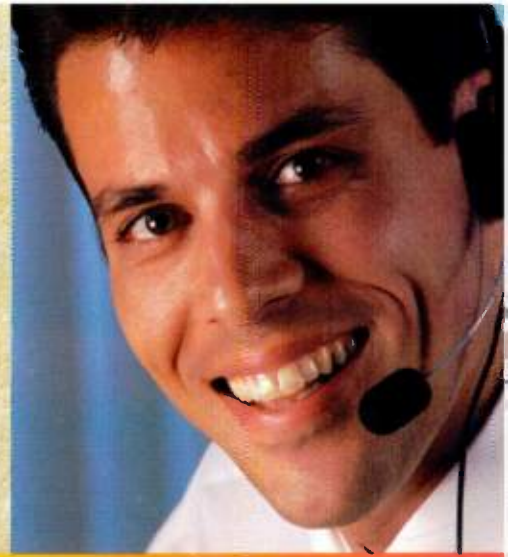
Since Helen's phone call, we've made a lot of changes at WTGL-TV/Orlando, Fla. We've stepped out in faith and cancelled our telethons. We haven't had one in over a year, and our finances are better than they have ever been in our 14-year history.

We've changed our programming as well. More true Gospel is being preached with an emphasis on evangelism. We show programs that teach people the "how-tos" of Christian life, how to live better, longer, and forever. We want to show programs that reach beyond the choir.

Through our "Neighbors Who Care" ministry and evangelism programs, we're serving and reaching more lives than ever. Our communities are joining us in systematically evangelizing their neighborhoods by utilizing programs on TV 52 and the materials we provide them. We're teaching evangelism training with the help of our honorary chairman, Bill Bright, and Campus Crusade for Christ.

We thank God for His faithfulness in redirecting our path and giving us a new vision, new goals, and a new heart for our community.

Oh, one last thing. Could I please ask you to join me in praying daily for Helen and her son, that God will hear her most urgent prayer? We thank the Lord in advance for His faithfulness. [✠]



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Mobilizing Your Board for Fund Raising

The challenges of funding ministry today demand total mobilization of our volunteer boards. Too often we allow our board members to approve a goal, delegate it to the staff, and then return home thinking they've done their job.

Just last week, Dave, a close friend of mine who heads a well-known ministry, told a story which could be repeated over and over again with few variations.

Dave recently heard, in a round-about way, that a large, family owned company had been sold. The former owners, who were Christians, considered making major gift donations to a variety of organizations. The assets were considerable and Dave hoped the good ministry he serves might be on the list of recipients.

Dave soon met with one of the family owners to introduce the ministry and to share how God was using this outreach to touch and change many lives. The man said, "You know John, who is on your board, is my closest friend."

This was good news, but also alarming news. Where was the board member when it came time to advance the ministry? Why didn't the board member tell Dave about this opportunity to receive a major gift? Or why didn't the board member take advantage of his close relationship and share with his friend the vision and commitment of the ministry?

I have identified several reasons why board members are not more effective in advancing the ministries they serve.

When people are asked to serve, they are not always adequately informed of their duties as a board member of a not-for-profit Christian ministry. In this case, there was not board support simply because the member never thought of it.

Too often, board members do not feel comfortable about asking friends to give to "their" project. The attitude is, "I don't want to go around hitting up my friends for money." This is a misinformed view of fund raising.

The CEOs of Christian ministries fail to see board members as a vital part of their fund raising team. Boards are seen as a field for fund raising, but not often as a force for fund raising.

Not every board member will have influence on a potential donor like the one in this story. However, every board member should be committed to advance the ministry and that means making a personal gift and intentionally seeking opportunities to influence others to give. It is often as simple as telling why they serve on the board and the opportunities facing the ministry today.

People are brought onto boards for various reasons. On Christian boards, not everyone is wealthy but everyone has a circle of influence.

Here are six practical steps which you can take to mobilize your board to advance the ministry.

First, make sure prospective board members understand what is expected when they agree to serve. Conduct a thorough orientation for new members. The orientation should include how board members can be involved in fund raising.

Second, let the board discuss how they want to be solicited for personal giving. This varies greatly from ministry to ministry and the method should be theirs to choose. Not everyone can make a large gift but there should be 100 percent giving and equal sacrifice.

Third, hold periodic meetings solely for board development. No business is conducted as the entire board concentrates on how to improve their own performance. This may be done in conjunction with a regular meeting or in a retreat setting. One aspect of this board education should be to help board members understand the methods of giving, opportunities for planned and deferred giving, and how they can encourage others to become involved.

Fourth, many boards should have a separate development committee which can become more involved in



Norman Edwards heads his own Seattle-based company, Counsel in Resource Development, which specializes in numerous fund raising aspects. He is also editor of Boardwise, a newsletter for boards of Christian ministries.

fund-raising issues. They review all fund-raising issues before they go to the entire board. The committee members will be your strongest advocates for the fund-raising program.

Fifth, write a statement on the philosophy and biblical principles guiding and directing your fund raising. Show how important your fund raising is driven by specific portions of Scripture. This document should be approved by the board and is a great tool for building understanding and support. You may also want to share it with your key donors.

Sixth, your success in gaining financial support is not based on having a bag of tricks which has been proven to work by the experts. Rather, recognize that in ministry it is God's spirit moving in the lives of people who will give out of response to His love. This means that the foundation of our fund raising is prayer. As a ministry leader, you should develop a means of sharing prayer opportunities with your board.

Your ministry deserves the very best in board support and involvement. It will come as you take these steps to mobilize your board for fund raising. ^{RB}

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Calling Christians to Righteous Viewing

There's no doubt that Hollywood producers deserve much of the blame for the moral deterioration in movies and television shows over the years. But the movie and television industry is still largely profit-motivated and produces what it thinks the public will view.

And there is evidence that Christians view the same movies and television series as secular viewers, tragically pouring billions of dollars into Hollywood each year for undesirable entertainment. This encourages Hollywood to produce even more of the undesirable. We must return to righteousness in our movie and television viewing if we are to remain true to our Christian commitment.

There certainly isn't any question about the deterioration in movie content. A few years ago, we analyzed 135 popular movies and found that even in one-third of the PG-rated films, the dialogue contained "S" words and profanity (taking the Lord's name in vain). Almost half of the PG-13-rated films included the "F" word and over three-fourths contained the "S" word and profanity.

On the average, a third of PG-13 movies contain graphic violence, sex, and nudity. Considering R-rated movies, we found that 95 percent contained "F" and "S" words, 84 percent contained profanity, and about half portrayed sadistic violence, sex, and nudity. Just as important, movies frequently contain objectionable messages, such as implying that promiscuous sex is normal and acceptable.

The major television networks insist that their entertainment series are never any worse than PG movies. But there's no question that television programs are becoming more sexually explicit, crude, and violent, and that unacceptable messages are fast becoming the norm. Of the 42 new television series introduced last fall, we were able to recommend only a fourth for family viewing.

Particularly disturbing is what

movies Christian youth see. In a recent survey conducted among Christian youth, we found that it was not uncommon for children ages 10-12 to have seen R-rated movies. Fifteen percent had seen the sexually explicit R-rated film *Basic Instinct*.

Among Christian teenagers, ages 13-16, over 86 percent had seen the gruesome, sexually explicit *Silence of the Lambs* and 50 percent *Basic Instinct*. Even more discouraging, parents tell us many of their Christian friends invite them and their children to see unsuitable movies and television.

In talking to Christian youth, they say they really don't believe a movie's content affects them. But many studies show decisively that the behavior of movie and television viewers is affected by what they see on the screen. I am convinced that if any Christian, either youth or adult, continues to feed on the many degenerate movies of today, this will eventually damage his or her moral and spiritual life.

So, what can Christians do to combat this threat? First, we should respond to Philippians 4:8, which admonishes us to "think on those things which are true, honest, just, pure, lovely, and of good report." Christian parents must set the example and view only decent films and programs themselves.

Parents should start instructing children early to be selective in their movie/television viewing. It should be explained why a movie is undesirable and how to evaluate a movie themselves. Ultimately, Christian youth must be personally convicted that objectionable movies and television shows should be avoided.

However, to be selective in their viewing Christians must have information about the moral content of a movie or television show. In this regard, Movie Morality Ministries (MMM) is doing its part, publishing the *Preview Family Movie and TV Review* twice a month. This magazine gives readers up-to-date information



John Evans is president of Movie Morality Ministries, Inc., and publisher of the *Preview Movie and TV Review* and the *Family Video Guide to Recommended Movies*.

on the content of current movies and television series. Another source is Ted Baehr's *Movieguide*, which also reviews motion pictures from a Christian perspective.

MMM also publishes *Family Video Guide to Recommended Movies*, a book containing reviews of over 1000 outstanding, morally acceptable videos. Christians should take advantage of the many fine movies on video as an alternative to offensive movies showing in theaters.

And what can Christian broadcasters do? Let Christians know this type of help is available. Further, MMM and other ministries provide recorded movie review radio programs and participate in movie talk shows. By airing Christian movie and television review programs and talk shows, Christian broadcasters can play a vital role in encouraging Christians to view decent, entertaining movies and television shows. ^{1a}

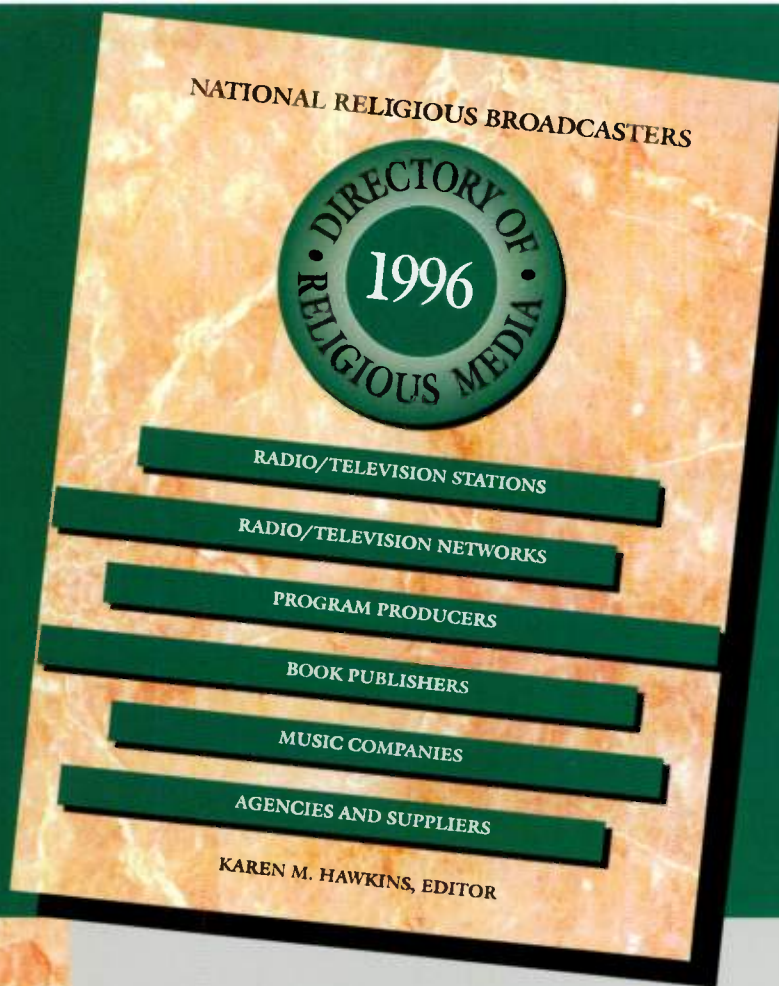
TARGETING TECHNOLOGY

continued from page 46

motional segments, the interviews, the format of the show, the presentation of the ministry, the equipment selections, the music selections, the visual treatment of the program, etc.

Only when we have faced the trouble spots can we confidently push ahead both creatively and technologically. And when that happens, we are capable of producing programming that really does have the potential to change lives. ^{1a}

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RECORDING REVIEWS

BY DARLENE PETERSON

Quiet Time

Dino
Benson

My father-in-law fondly recalls gathering around the piano for an informal hymn-singing time at Glad Tidings Tabernacle in New York City with Dino, then a child, playing the piano. Dino's considerable God-given talents have



blended listeners from his childhood to this day, earning him many awards and making him one of the best-loved Christian instrumentalists.

This new recording brings us a collection of hymns characterized by thoughtful reflections and profound insights on the Christian faith: "It Is Well," "Our

Great Saviour," "Great Is Thy Faithfulness," "Peace, Peace, Wonderful Peace," and others. Having played these hymns all his life, they flow straight from his heart. Comparing his performance of these hymns with a standard, hymnal-style rendition would be like comparing a simple line drawing with a masterpiece in oil. The rich, dreamy arrangements encourage a reflective mood, achieving the recording's goal with Dino's characteristic excellence. Highly recommended.

The Sing-Along Bible Song Show

producer/director: Ricky Blair
associate producer: Darla Koreiba
executive producer: Michelle Weigle Brown
Brentwood

Love One Another and *Jesus Loves Me* are two videos in this new series presenting collections of popular Christian children's songs taken from Brentwood's *Mother Goose*, *Peter Rabbit*, and *Kids Sing Praise* series. Acting as VJs (video jockeys) for the *Sing-Along Bible Song Show* are two children (Jennifer and Jason) who use humor to present the joy of following Jesus through real-life applications and, of course, the songs they introduce.

Although these two videos repackaged existing material, they offer variety by using a mix of highlights from three series, add words on screen to help kids memorize the songs, and enhance the message of the songs with commentary from the children hosting the "show." The quality was consistently good and both videos should hold the attention of children ages 2 through 7.

Plugged In

Straight Company
producers: Bill Baumgart and Dan Clealy
executive producer: Ken Pennell
Benson

With many groups, there's a fascination with hearing them "unplugged" or doing an acoustic set. Having

proven their considerable gifts as an a capella vocal ensemble, the members of Straight Company now gives us the chance to hear them *Plugged In* or backed by a band on some of the tracks (with an occasional a capella track so as not to disappoint earlier fans!). Their musical standards as high as ever, this recording is a real treat. One of the things I love about this group is that it defies musical categorization: the artists draw together diverse styles (pop, rock, rhythm & blues, reggae, and gospel) and transform them into something entirely their own. And they do this with ease and smoothness.

The overall tone of the recording is lighthearted and sparkling, but lyrically there's a lot of good content. "Come Together" is a catchy pop anthem that calls for unity among those who believe in Christ: "Jesus Christ was crucified/He gave His soul to save our lives." The recording's a capella swing-style showpiece "Didn't It Rain" captures a menagerie of animal sounds to give a backdrop to the Noah story, but beyond the entertaining package is the message of judgment that will come to all who are disobedient. "Found a Friend," a jazz/pop a capella track gives group leader Essej's testimony. "It's Good to Know" shows the group's ability in doing a strong pop ballad. Pared down from its original seven members, the group now consists of Essej, Yvette, Tierra, Marc, Chris, and new member Sharon.

Right Where I Am

Michael Beatty
co-producers: Andrew T. Brown and Alvin Parker
executive producer: Michael Beatty
Baydee Songs Ltd

This unsigned artist from Southern California shows great promise and on this recording has assembled a strong group of musicians and singers to back up his expressive tenor vocals: Leland Sklar (bass guitarist who's worked with Steven Curtis Chapman, Phil Collins, and Vince Gill), Linda McCrary and Kristle Murden (vocalists on Andrae Crouch's Grammy-winning *Mercy* album), Pattie Howard (vocalist who sings with Whitney Houston), Tracy G of Dio (guitar), and Alvin Parker (B3, who's heard on tracks by Boyz II Men and the Winans). Michael Beatty sings lead vocals, plays piano, and has written the lyrics and music.

Beatty's laid-back adult contemporary style defies an easy description. Jazz and alternative flavorings and plenty of texture with guitars, keyboards, and percussion make his sound original and appealing. Two cuts, "I Fall Down On My Knees" and the title, are quite radio friendly and would bring a breath of fresh air to AC programming. The lyrics are personal and encouraging, covering a variety of topics from finding peace and strength in pain, to celebrating marriage, to simply praising God. Beatty's innovative phrasings of the lyrics add expressiveness and emphasis, contributing to the originality of his sound. It's not surprising that he's opened for Wayne Watson, Randy Stonehill, Crystal Lewis, Lenny LeBlanc, and Dream of Eden. He's one to watch.

Darlene Peterson is the music reviewer for Religious Broadcasting.

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THE BOOK SHELF

BY HARRY CONAY AND STEVE RABEY

When Being Good Isn't Good Enough

by Steve Brown
Baker Books, 1995

You Don't Have To If You Don't Want To

by Ben Kinchlow
Thomas Nelson, 1995

Steve Brown's book is a paperback release of a work originally published in hardcover in 1990. Those who still seem to feel they must earn their way to heaven, or have forgotten what it means to be a joyful recipient of God's grace should read this book. "The message of the Gospel," writes Brown, "is a message of freedom. Obedience and holiness are the result of freedom, not the cause of it." No antinomian, Brown (a Calvinist) adroitly explains how freedom relates to God's law. In the process, he imparts important lessons about God's forgiveness and love.

The 700 Club co-host Ben Kinchlow also writes about

freedom and responsibility with a vivid example of freedom and responsibility by describing a temptation to cross over the yellow line when driving. We are free to do so — but we know it is in our best interests not to exercise that freedom. Thus we freely, and willingly, adhere to the proper lane. Similarly, Kinchlow examines the tremendous freedoms God allows us, the limits (good and bad) we impose upon ourselves, the many opportunities we have, the choices we make, and the consequences we face as a result of those choices.

Stylistically, Brown is more succinct and to-the-point; Kinchlow is more descriptive and detailed. Both books are informative, though Kinchlow's range of illustrative material is broader. But on this, each would agree — the freedom to choose is yours.

Hope: The Heart's Great Quest

by David Aikman
Servant Publications, 1995

There's Hope for the Future

by Richard G. Lee
Broadman & Holman, 1996

David Aikman's in-depth overview of hope makes the telling point that, "what is striking about many of the major world religious systems other than Judaism or

Christianity is the extent to which they lack a hopeful vision of the world and the future." Interestingly, Aikman also sees, in popular dispensationalism, an element of pessimism lacking in earlier Puritan belief. Appended are scriptural citations pertaining to hope in both the Old and New Testaments.

While Aikman's book offers a comprehensive general survey on the subject of hope, Lee's book is more personal, offering insights and practical advice for applying God's promises of hope in our daily lives. The result is an animated pep talk telling us how to "learn from the past," "live in the present," and "leap into the future." Someone conducting a formal study on the subject may prefer Aikman's informative book, but anyone in need of personal counseling or desirous of a spiritual pick-me-up will greatly benefit from Lee's dynamic and encouraging words of hope.

Only God Can Heal the Wounded Heart

by Ed Bulkley
Harvest House, 1995

Ed Bulkley, the author of *Why Christians Can't Trust Psychology*, makes a sound case for Bible-based Christian counseling, and he is highly critical of psychologists' efforts to recover repressed memories. He writes, "This book is different from most other volumes on 'recovery' because it asks you to look at your life through the clearer lens of God's Word rather than the dark and distorted spectacles offered by humanistic theories of behavior." Emphasizing the healing power of the Holy Spirit, Bulkley's message is about "hope for the restoration of broken relationships, hope for the future, hope for permanent healing." Despite sloppy editing (requiring a page of errata), the content is excellent.

Jesus, Centerpiece of Scripture

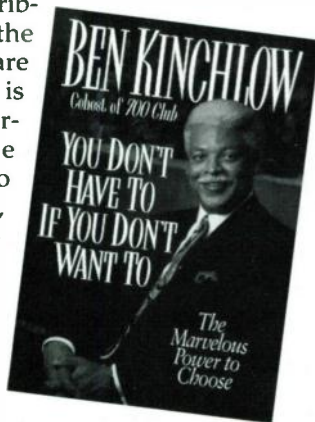
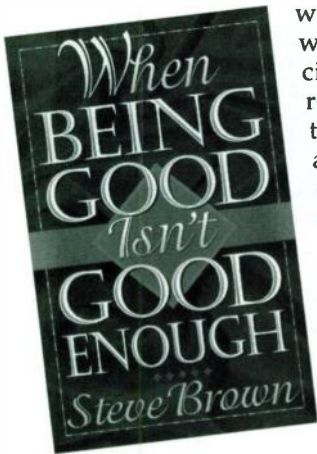
by J. Vernon McGee
Thomas Nelson, 1995

It's hard to believe that J. Vernon McGee died in 1988. Through his many books, his radio program *Thru the Bible*, and now in the present volume (which editor Trude Cutler informs us was culled from a library of audiocassettes), McGee continues to minister to us. Once again, we "hear" his pithy phraseology as we read his keen insights into the Jesus of Scripture (who, we are reminded, is not always the meek and mild figure depicted in much popular teaching). Those seeking truth instead of feel-good fluff will relish this one.

The Parable of Joy: Reflections on the Wisdom of the Book of John

by Michael Card
Thomas Nelson, 1995

Labeling this effort, "an exercise of the imagination," author and musician Michael Card has written an informal commentary of John's Gospel in which he provides supplementary material "to help make the stories come





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- Affirmative Action & EEOC Regulations
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- Restoring Family Values to Our Culture
- What should the Government Fund?
- The FCC of Tomorrow

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Bob Dole - invited

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- Orrin Hatch, Senator, R-Utah
- Barry Lynn, Americans United for the Separation of Church & State
- Alan Keyes, former U.N. Ambassador
- Ira Glasser, Executive Director, ACLU
- Jesse Helms, Senator, R-North Carolina
- Eleanor Holmes Norton, Delegate, D-Washington D.C.
- Bob Dornan, Congressman, R-California
- Gary Bauer, President, Family Research Council
- Joseph Lieberman, Senator, D-Connecticut
- Edward Kennedy, Senator, D-Massachusetts
- Ralph Reed, Executive Director, Christian Coalition

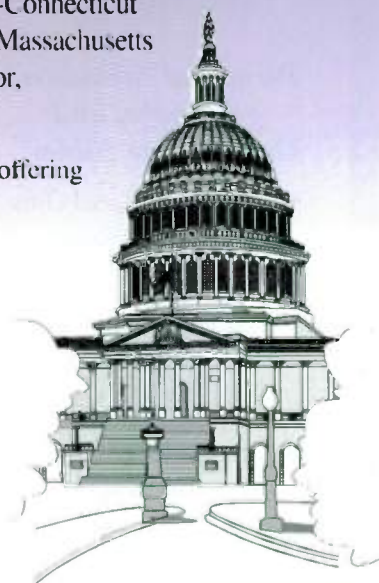
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THE BOOK SHELF

continued from page 60

alive." He writes, "So here they are. The words — and more than that, the thoughts and feelings of the last living contemporary disciple of Jesus. Hear them. Come sit at his feet and listen." The full text of John's Gospel (as translated from the Greek by Card) is printed, along with relatively brief, explanatory footnotes and longer (though cloying) narrative enhancements. I can wholeheartedly recommend the part written by John.

Audio Demystified: Making It Simple

by Franklin J. Miller
self-published, 1995

This *pamphlet* (which Franklin Miller calls a "book") consists of 35 numbered pages. (Actually, if we discount the dedication, table of contents, foreword, preface, and chapter intros, we are left with 25 pages of text and/or diagrams.) After defining 16 audio terms and meanings, Miller provides practical comments pertaining to "Connector History & Development," "System Architecture," and "Hum and Noise." "Cursory" (rather than "simple") is how I would describe this once-over-lightly treatment. Still, those seeking a bare-bones introduction may be satisfied with this *booklet*.

Ten Secrets for a Successful Family

by Adrian Rogers
Crossway, 1996

Couples seeking sound advice for maintaining a happy

marriage and building a strong, God-honoring family unit will greatly benefit from this pleasant and inspiring book. The content is soundly based on the Ten Commandments, and each insightful chapter ends with a section of excellent practical suggestions about "Turning the Commandments into Commitments."

Stylistically, this is a joy to read. Adrian Rogers communicates forthrightly and effortlessly; the book is mercifully free from anecdotal padding and belabored explanations, but it is never so succinct as to be cryp-

tic nor so simple as to be remedial. Today's families need every ounce of help they can get — and this book provides just the right answers.

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

Radio Priest: Charles Coughlin, the Father of Hate Radio

by Donald Warren
The Free Press, 1996

"He ushered in a revolution in American mass media by his dramatic ability to blend religion, politics, and entertainment in a powerful brew whose impact is still being felt decades after his demise as a public figure," writes author Donald Warren about Father Charles Edward Coughlin, the infamous Catholic radio priest. In his heyday, Coughlin spoke to an audience in the tens of millions, reaching both Catholics and Protestants united in what Warren calls "an ecumenism of discontent."

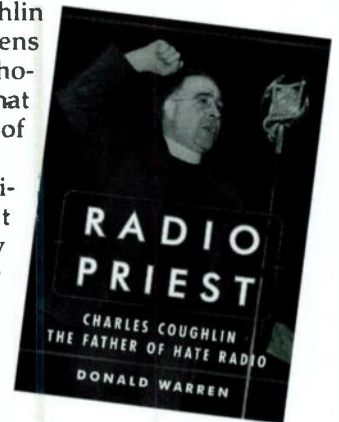
Warren, a professor of sociology and anthropology at Michigan's Oakland University who has studied Coughlin for 20 years, received unprecedented access to FBI and Catholic Church archives while researching this book.

Beginning with his first broadcast in 1926 on WJR/Detroit, Coughlin began an ascent to the heights of American power and celebrity. But by the late 1930s, he was hobnobbing with fascists and preaching a virulent brand of isolationism and anti-Semitism. And by the 1940s, Coughlin had been forced off the airwaves, silenced by his church, and investigated by the FBI, the postmaster general, the State Department, and the U.S. military.

Controversial throughout his career, Coughlin's biggest public relations blunder happened in 1940 when 19 members of his Christian Front organization were arrested and charged with armed revolt, plotting to assassinate a U.S. congressman, and attempting to overthrow the federal government. He left the airwaves and in the early 1960s, retired from the priesthood. He died in 1979.

Although readers of *Religious Broadcasting* will be intrigued by much in this book, there's one major problem: Warren gives virtually no information on the amazing growth of Protestant religious broadcasting occurring during this same time period. Still, this is a thorough and harrowing look at a complex American figure which may provide a preview of how future historians will look back upon the radio rhetoric employed by some of the broadcasting world's most extreme ideologies.

Steve Rabey is a freelance writer living in Colorado Springs, Colo.



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Green Ribbon for Freedom of Speech

Earlier this year, Congress passed and the President signed the Communications Decency Act (CDA). The CDA (<http://thomas.loc.gov/cgi-bin/z?c104:s.652.enr:>) is creating quite a stir on the Internet, with some people thinking it infringes on their right to freedom of speech. They contend the First Amendment guarantees free speech no matter what they say; even if that speech is "obscene, lewd, lascivious, filthy, or indecent, with intent to annoy, abuse, threaten, or harass another person," which the CDA guards against.

In an effort to protect the right of free speech and to encourage the responsible exercise of that right, Zondervan Publishing House (ZPH) has launched an international awareness campaign on the Internet (<http://www.zondervan.com/green.htm>) using a green ribbon as its symbol.

"As a leading Christian publisher, we recognize that freedom of speech is a vital human right," says Michael Hoffman, webmaster for ZPH. "We also understand the power of words and believe they should be expressed carefully and meaningfully. That's why we have initiated this campaign."

Zondervan has created a waving green ribbon icon and is encouraging managers of World Wide Web sites to place this on their home pages to demonstrate their support for the campaign. "Green is the color of growth and maturity," says Hoffman, "so it is appropriate to use it as the symbol for the campaign."

Good citizens know they're accountable for their actions (someone has said, "My right to swing my arm ends when my fist hits your nose"). However, there are those who tend to forget they are also held accountable for their words. That's how laws against libel and slander are sustained. Just as in life rules, limitations and boundaries guard against physical anarchy (e.g., traffic laws, social graces), so, too, limitations exist to guard against verbal incivility.

Words have a power all their own. Zondervan is in the business of publishing life-changing words. Author Tim Stafford in his book *That's Not What I Meant*, relates, "Words can hurt. Words can heal. Therefore it is of the utmost importance that we pay attention to our words."

The advent of the Internet has seen a staggering growth in the potential for freedom of speech and expression to people throughout the world. Sadly, in some quarters, this same freedom is being abused and used irresponsibly as a smoke screen to communicate in a vulgar, profane, violent, and insulting manner.

Alan Keyes, former U.S. ambassador to the United Nations Economic and Social Council, says in his book *Our Character, Our Future*, "Freedom requires that at the end of the day, we accept the constraint that is required." A posting on a personal web site contends, "True freedom must be guarded from being confused with unrestrained licentiousness. If we have no absolute moral code, then we will quickly move toward certain destruction of ourselves and our nation."

If you agree that the true right of free speech is accurately carried out when self-restraint is responsibly exercised, I encourage you to display the Green Ribbon icon for Responsibility in Free Speech on your web site.

Be sure to check out the home pages of the National Association of Evangelicals (<http://www.goshen.net/nae>), National Religious Broadcasters (<http://www.mnsinc.com/nrb>), Promise Keepers (<http://www.promisekeepers.org>), and International Bible Society (<http://gospelcom.net/ibs>).

On NAE's home page is The Evangelical Manifesto, press releases, its statement of faith, its statement of Conscience Concerning Worldwide Religious Persecution, and other material of interest.

NRB offers a wealth of information, such as important issues for broadcasters, a directory of other web sites, updates on NRB conventions, a software library, and more. Its web directory has links to the home pages of television and radio stations, networks, satellite services, etc.

Promise Keepers has the latest information on its conferences and messages, a prayer room, testimonies, resources, and other news.

IBS has an online Scripture catalog, press releases, links to other sites, and a complete searchable online Bible in various translations, including the most popular New International Version.

Happy surfing! [®]



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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- **Your broadcasts are available around the world** — from Indianapolis to South America to Japan. The Microsoft Network has 750,000 users today, and growing fast. By the end of 1996, it will be accessible to the entire worldwide online community — tens of millions of users.

- **Your broadcasts are interactive.** With just a few clicks a listener can respond, ask a question, even make a donation.

- **You can enhance your message** with text, graphics, and more. You can fully involve your listeners more than has ever been possible.

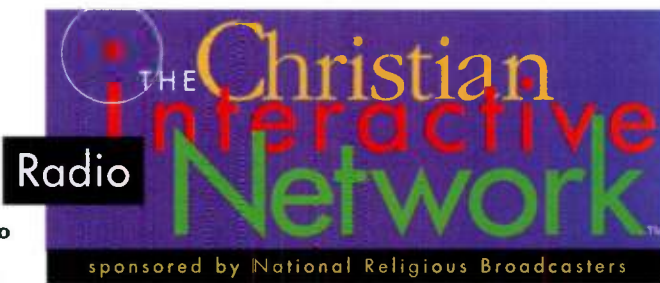
- **You know how many people listen.** Precise numbers — how many people listen to which

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Announcing



For more information about Interactive Radio, call David Keith at NRB — 703/330-7000 ext. 501. To find out how you can qualify for a rent-free full forum on The Microsoft Network be sure to call within the next 30 days.



The Involved Christian Network
a service of The Domain Group
National Religious Broadcasters
7839 Ashton Avenue
Manassas, Virginia 22110
703/330-7000
David Keith ext. 501
FAX 703/330-7100

the computer online revolution comes to radio

CALENDAR CLOSE-UP

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 or e-mail RML@nwc.edu.

July 25-27

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

July 28-August 3

Christian Artists' 22nd Annual Seminar in the Rockies; YMCA of the Rockies, Estes Park, Colo. Information: (303) 428-5995.

August 25-27

National Religious Broadcasters Western Regional Convention; Westin South Coast Plaza, Costa Mesa, Calif. Information: Dennis Worden, (619) 444-8400 or 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 or 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 or 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.

November 10-14

4th Annual Christian Country Music Association Convention and Awards Show; The American Baptist College, Nashville, Tenn. Information: (615) 742-9210.

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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Calendar Close-up
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Fax: (703) 330-6996

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Personalizing Integrity

Im preaching a sermon to myself. The subject? Ethics. Integrity.

In thinking about this month's editorial, I couldn't help but revisit some of the basic issues revolving around the ethics/integrity theme. And as I jotted these thoughts down, I realized I was, in effect, pointing the finger toward myself. So I decided, since obviously I needed a gentle reminder of what it means to have integrity, this editorial is for me. You're welcome to come along and read what I told myself.

It all started with my College & Career Sunday school class discussing ethics recently. My co-teacher brought up this scenario: He held up a blue Bic pen and told the class he had brought it home from the office. The pen's cost was 12 cents. He then went on to say his company loses over \$100,000 annually because people take these pens for personal use. The question? Did he steal a 12-cent pen and did it really matter?

Ouch. My toes started to hurt as I began to think about the multitude of tiny, ethical decisions I make each day, mostly *without* a first, much less second, thought.

In my car. Driving down Interstate 66, have I quickly changed lanes, cutting off someone? Have I accelerated on a yellow light, narrowly missing red? Have I driven 65 in a 55-mile-per-hour zone? (Everyone else drives that fast, I have to keep up and not be a traffic hazard!)

At my job. Have I taken just five minutes longer than allotted for lunch and not stayed later? Have I written a letter to a friend when I should have been editing columns? Have I chatted on the phone with a loved one for an extended period of time instead of returning voice mail messages? (I work *hard* for my company and I deserve a little freedom!)

In dealing with others. Have I answered questions truthfully or only told half truths, i.e., "I'll drop that in the mail today" and *really* mail it the next? Have I dealt in a kind spirit with a difficult person both *on* and *off* the phone, or have I gotten rid of them as quickly as possible and then said snippily to coworkers, "Can you believe this person wanted this or that? Like all I have to do is help them!" (It's better than being not-so-nice on the phone!)

At church. Have I said "I'll pray for you" or used other pat, Christian answers to avoid really listening — or extending myself past my comfort zone — to a hurting friend? (And what makes this worse is I've usually promptly forgotten — but that's okay because God knows the need, right?)

With friends and family. Have I said I have "other plans" (and had none) to avoid doing something I simply didn't feel like doing? (It is *my* life and it's all right to be selfish every once in a while!)

After wrestling with these and similar questions, I realized I wasn't as ethically sound as I had arrogantly thought. No, I hadn't broken the Ten Commandments or stolen office supplies or sloughed off at work to the extent my job suffered. But I *had* been compromising my personal integrity in a multitude of tiny ways. And *no one even noticed*.

I realized I could talk a good ethical talk but when it came to truly walking the walk, being true to Christ in all my ways, I didn't quite measure up: "All the ways of a man are pure in his own eyes, but the Lord weighs the spirit" [Proverbs 16:2].

These are words everyone would agree with, but I knew if they remained just words and not actions and thoughts and principles — if I didn't strive each and every day to conscientiously integrate godly integrity into my individual fabric, then empty words would indeed remain. I have to constantly keep a vigil on my life, to always be willing to examine it minutely to see "if there be any wicked way in me" [Psalm 139:24].

The bottom line? It all starts with personal integrity. If I'm not totally honest and forthright when no one is watching — or would even know — it truly doesn't matter if I uphold biblical ethics when the world is watching.

Sarah E. Smith

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