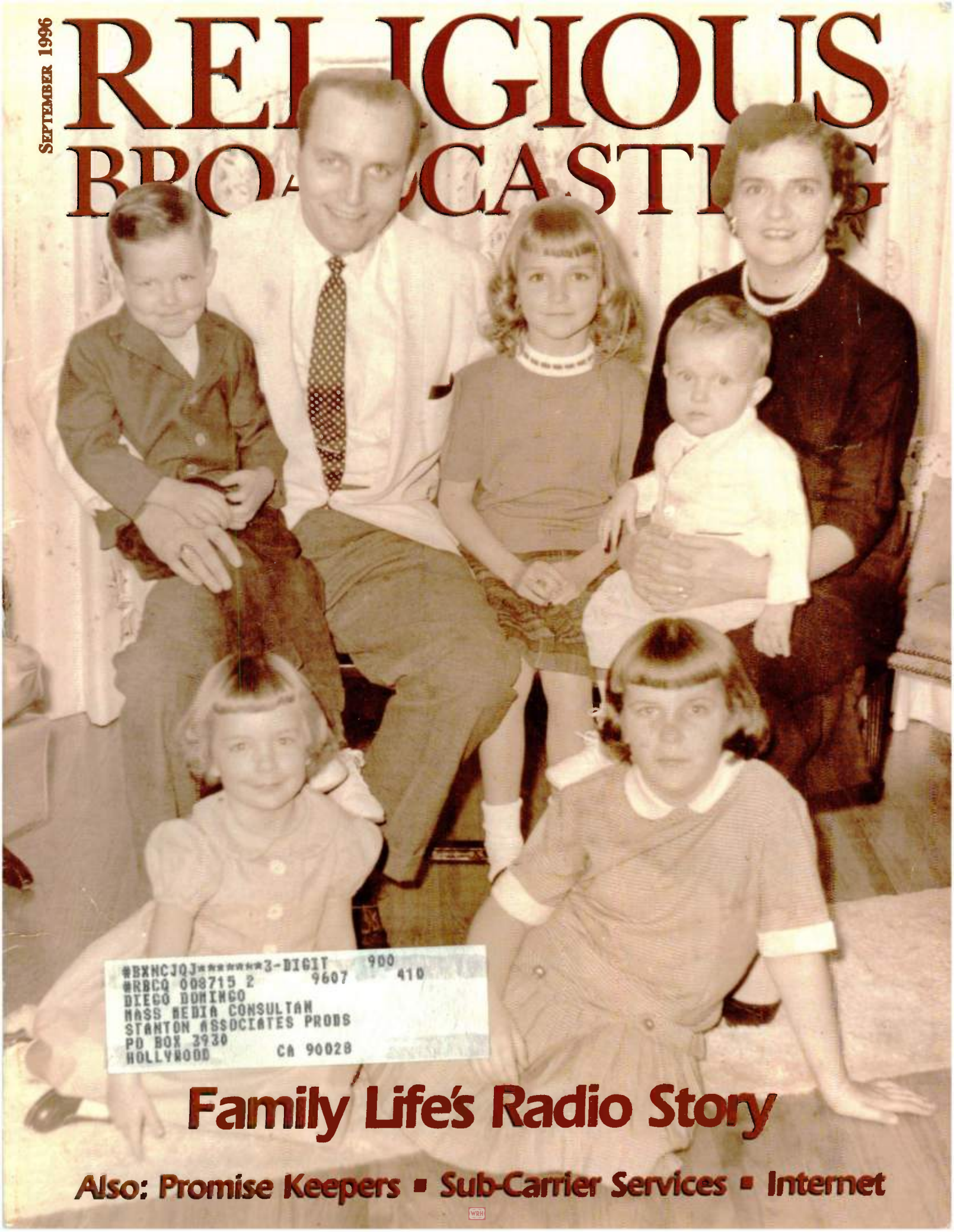


SEPTEMBER 1996

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You have tuned in to the annual radio issue of Religious Broadcasting. This issue is chock full of stories, from a family vision to a sports hero, from a Web site to a sub-carrier service, and from a Promise Keepers broadcast to program producer/owner struggles. There is even one television feature for good measure. It is all for your enjoyment, encouragement, and edification, so don't touch that dial!



Photo courtesy of Warren and Char Bolthouse

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My Day with God

In his book, *No Graven Images*, Chuck Colson quotes Gene Edward Veith: "The heart of our religion is in a relationship with God — and relationships thrive on communication." As a Christian, I find great joy and comfort in the absolute knowledge that I can bring anything to God in prayer and that He will listen and respond.

In January's column, I challenged you with Robert Cook's devotional "Today with the King," in which he talked about spending a whole day with God. We all try to set aside time for prayer and meditation, but not many of us have ever spent an entire day alone with our Lord.

I planned such a day during my vacation this summer and want to share my experience with you in the hope that it will encourage you. I don't believe my life will ever be quite the same again.

I approached my special day with anticipation and excitement, working to prepare my heart and mind. Music is a very important part of my life and it is also a special way to open your heart to God's Word. I couldn't help but fondly remember my friend Dr. Stephen Olford, who often remarked that when you marry musicology with theology (music and the Word), it produces doxology (praise).

I prayed this would be the result of my day with the Lord. I selected several favorites, many of which were on Maranatha! Music's *The Silver Anniversary Project XXV CD*. The last cut, "I Love You Lord," was without a doubt my favorite.

Summer in Vermont helps me to appreciate all that God has created — clean, clear air; beautiful lakes and mountains; majestic trees; and all of God's creatures. There could be no better place for me to spend a day with our Lord than there. I spent much of my time sitting on the dock at our summer house, looking over the lake, listening to glorious music, and talking with God.

Veith also wrote, "Christians are meant to have an on-going conversation with God. We address Him in the language of prayer and He addresses us in the language of Scripture." As I worked through several devotionals, including *Our Daily Bread*, *Encounter With God*, *Inspiration for Today*, and *A Dangerous Grace*, I was often led back to Scripture, to lose myself in God's Word as He responded to my prayers.

Throughout my day, I sensed the overwhelming presence of His power and strength. The Psalmist said it quite well: "I lift up my eyes to the hills — where does my help come from? My help comes from the Lord, the Maker of heaven and earth" [Psalm 121:1,2/NIV]. Surrounded by God's creation and immersed in prayer, I have never felt God's presence more strongly.

It takes special discipline to commit to a devotional time *every day* — and even more discipline to set aside an entire day. We are rewarded, however, with a prize beyond price, as we draw closer to God through our faith.

I have committed to myself that this first day with our Lord will not be my last. You still have several months left this year to plan your day. Don't miss this wonderful experience and the blessings it will bring to your life.



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

Bob Straton

Hand-in-Hand to Reach the World

Recently my travels took me to Quito, Ecuador, and the mission station of World Radio/HCJB. There I met with the board of ALAS, which is the new Spanish satellite broadcasting facility to radio stations throughout Latin America. ALAS is a joint broadcasting service of HCJB and Trans World Radio (TWR).

Many of the more than 40 stations now carrying programming also have established follow-up or telephone counseling ministries to respond to calls from listeners.

Thank the Lord that a strong percentage of these calls are coming from Latin American young people. Much of the programming is directed at the young and this concept is working.

What I particularly appreciate about this arrangement is that two of our member radio missions are working in joint relationship. Dollars are being wisely used because two missionary organizations are learning how to work together.

I went on from Ecuador to Vienna where TWR-Europe held a meeting for its partners. About 60 radio workers from throughout East and West gathered in the little town of Petronell, Austria, to hear about radio work attempting to reach the Moslem world with the Gospel message.

Needless to say, I cannot reveal names or places because of the sensitivity of the situation, but I heard life stories reminding me again that God's power and love are still reaching all people today. Even though it's very difficult to reach some people groups, it's still possible. One of the effective ways is radio and television broadcasting.

An additional blessing was the warm fellowship with Christians from former communist lands. Here were leaders of the church who went through persecution, rejection, and unbelievable sacrifice to even carry on the faith in their families. I am deeply moved and humbled by these dear men and women.

To think these are radio partners in Poland, Hungary, Romania, Slovakia, and the Czech Republic, to name a few, is almost too much to believe. They are broadcasting in all of the languages of Europe. Beginning soon will be broadcasts in the Romani language to the Gypsies of the region. These programs will be presented to these largely illiterate people.

I was greatly moved by the dedication service of the satellite playout center in Bratislava, Slovakia. The service was held in the Baptist church. TWR is using this facility to transmit to multiple stations in 21 languages. It will save a great deal of funds to utilize this technology for transmission of the programming. What a great day for Christian mass media work to Europe and beyond. God is opening significant doors for ministry within the West and the former communist world.

I have been moved over several years to urge U.S. media ministries to "adopt" an overseas media ministry. Of course, this is not for overlordship or over-advising, but as a means to pray, to encourage, to support, and to visit. Claire Miller of WFCJ-FM/Dayton, Ohio, has come into this type of relationship with WBMJ-AM/San Juan and WIVV-AM/Vieques in Puerto Rico. It's a wonderful example of what I'm talking about. If you want to develop this type of new outreach, call me and we can discuss it.

May our eyes focus on the entire world with the goal of reaching the multitudes for Christ.



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

CCM Reader Comments

Editor's note: In the June issue, we asked for feedback from our readers about the use of the CCM acronym in reply to John Styll's letter about his company's trademark rights to "CCM." Here's what our readers had to say.

I might have been more sympathetic to John Styll's trademark claims to the acronym "CCM" had he asserted those rights in 1986 when he got the trademark, but not now. CCM is thoroughly established in the industry and in American Christian culture, and Styll's magazine had a lot to do with it.

It's the abbreviation for the first universally accepted term for what used to be known under various names such as "Jesus music" or "Christian rock." CCM came into common usage because "contemporary Christian music" is such an unwieldy term. CCM the magazine is the most successful of periodicals devoted to the Christian music industry.

Styll's "Xerox" analogy is also flawed. By his own admission, his magazine was named for the music it covered, not the other way around (although the publication was the major factor in establishing the term). The word "Xerox" didn't even exist until the inventor of the copier made it up as a name for his company. A more accurate analogy would be if *Religious Broadcasting* magazine tried to keep Christian radio and television stations from referring to themselves as "religious broadcasters."

Of course, CCM Communications should be protected from other publishers and program producers from using "CCM" in a way that would confuse the public. But "CCM" also refers to a form of music and the industry that produces it. As long as we all choose our words carefully, there should be no reason for any confusion as to which is meant.

Scott Taylor
KDMI-AM/Des Moines, Iowa

While [I] agree that John Styll and CCM Communications have the right to request that their trademark not be infringed upon, I feel that his request is likely too late!

I've been reading CCM magazine off and on since the early '80s and if memory serves, CCM was being used quite heavily even then. I believe the "generic" use of CCM is already imbedded in the lingo of Christianity and therefore, it's a little late to be concerned about this phenomenon . . . it's already a done deal.

In my opinion, the "Xerox problem" wasn't such a terrible thing. [When] someone uses a photocopier, the term "Xerox a copy" is [often] used. I think that it's rather obvious that this is a compliment to the Xerox Corporation, because it clearly points to who was the first company to produce and market photocopiers.

How many times have we said that we are drinking a "Coke," when in fact, we are probably drinking a cola of some other brand? Also, I've seen the term CCM used for Christian Computing Magazine, too.

Again, let me say that I agree that CCM Communications has the right to request that [its] trademark not be infringed upon, but just how enforceable is this request? True it can be done in the business arena, but can it be

controlled down to the individual level? I think it would be difficult at best.

Steve H. Miller
WLUJ-FM/Petersburg, Ill.
via Internet

Mr. Styll's concerns were understandable and well-stated. His investment is substantial, and his "CCM" trademark probably deserves as much protection as "IBM" or "AT&T."

However, he might have a hard time proving that those who use the term "CCM" to refer to a particular genre of music are hurting him or his magazine in any way. In fact, they might even be helping him. Many of us still reach first for Kleenex, Drano, and Clorox, in spite of their many competitors.

Furthermore, no one who uses the term "CCM" does so with malice toward CCM Communications or Mr. Styll. Perhaps he should be proud that the term he coined 18 years ago is used so frequently in common parlance.

Here at WWDJ, we program something we call "Praise and Celebration" music. Too bad the term "PC" has come to mean other things. Otherwise we might apply for a trademark.

Joe D. Davis
WMCA-AM/WWDJ-FM/Rutherford, N.J.
via Internet

Qualified Christian Broadcasters

In the letter to the editor in the May issue of *Religious Broadcasting*, Gary T. Myrick discusses the problem of finding qualified Christian broadcasters.

Indeed many feel "called" but are not equipped. However, many qualified broadcasters who are Christians are appalled at Christian broadcasting. Many stations consider themselves ministries, paying minimal salaries and broadcasting substandard quality on substandard equipment. Trained broadcasters abhor the sheer sloppiness in some "ministry" broadcasting. Besides, how can one support a family on six dollars an hour?

The alternative then is commercial broadcasting. In Colorado, some Christian broadcasters working for a national giant in Christian broadcasting found a company so hungry for money that few business ethics were practiced. Contracts were routinely broken, money demanded for services not rendered, and it was stated in a sales meeting that if they could "get rid of the Christians," they could make money. Profanity was a daily occurrence; prayer was disallowed. One company employee on food stamps was denied a raise because it would lessen the profit margin.

Christians with personal integrity are out of place at stations with substandard broadcasting quality and worldly business ethics. Many who want to give their best to God turn to secular media where they are rewarded with adequate pay and need not defend the integrity of their stations. If we want skilled Christians to serve in Christian media, let's "clean house."

Becky Ross
KPOF-AM/Denver

Continued on page 8

READERS' REACTIONS

continued from page 7

Effect of Christian Broadcasting

I would like to respond to fellow Canadian Patrick Bestall's letter in the May issue. His challenge to American broadcasters and his comparison of Canada and the United States stirred within me an obligation to respond . . . to the effect of Christian radio/television on U.S. society, first to the national character of both nations and second to the effectiveness of Christian broadcasting.

The national characters of our two nations are very different. In a conversation with the late Dr. Richard Boytim (an American citizen and long-time resident of Canada), I was ribbing him about the differences in crime rates in our countries — specifically that Detroit had over 600 murders in a year while Toronto had only 37. A much-lower crime rate is one of the advantages of living in Canada.

Boytim replied that the major reason is in the aggressiveness of the American citizen compared to the laid-back nature of Canadians, giving impressive information about how this character affects salesmen and athletes, entrepreneurship and patriotism. . . .

When Canadians want to quote patriotic freedom-fighters, they invariably quote American or British patriots, from Patrick Henry to Abraham Lincoln to Edmund Burke. One would search for a long time in Canadian literature to find even a few equivalent quotations.

I have often said that if Canada did not have a porous border with the United States, we might not have freedom at all. The radio and television that comes across the border (carried by our cable systems) has made Canadians very familiar with the protections of the U.S. Bill of Rights; conversations among Canadians on this issue are a real mixture of U.S. and Canadian law. . . .

Freedom fighters among Canadians are few and far between — and Canadians like it that way. Freedom fighters do not enjoy public support, even among evangelical Christians. One example is in several provinces, Roman Catholics are allowed to designate the education portion of their property taxes to Roman Catholic schools; Protestants are not allowed that privilege. Protestants have to pay *both* local education taxes . . . and tuition at Christian day schools. Canadian evangelicals have lived with this situation for many decades without significant protest, giving almost no support to those who have tried to obtain justice. . . .

Now, to apply this to the issue raised by Bestall. The hundreds of Christian radio and television stations in America are themselves an evidence of the aggressive nature of its citizens. The impact of these stations and of the thousands of evangelical churches will not be fully known this side of glory, but it is considerable in its restraining influence and conversion ministry. . . .

Canadian evangelicals should not be smug about a) our complacency with inequality and restricted freedoms in our society and b) the fact that our ratio of evangelicals to population is less than half the American ratio. Nor should we take credit for a greater restraining influence on evil in our society when that may simply be a matter of our less aggressive national character.

Obviously, it is a complex issue that cannot be solved

in letters to the editor. My prayer is for the success of the American evangelical/freedom communities and for a greater concern and courage among Canadian evangelicals.

Harvey G. Lainson
Cambridge Associates
Cambridge, Ontario

President's Award Recipients

The June issue of *Religious Broadcasting* magazine as always [was] informative and inspiring. One thing, however: ["Inside NRB"] could be a bit confusing to some. The picture and photo caption indicates that Senate chaplain Lloyd Ogilvie received the President's Award. True, but so did a couple of others.

Warren and Char Bolthouse of Family Life Radio and myself also received that award. Something should have been included in the caption about us as well.

Mel Johnson
Young World Radio
Roseville, Minn.

Don't Just "Sound the Alarm"

One article that recently caught my attention was John Evans' critical evaluation of current movies and television ("Evaluating Entertainment," June). His "ministry" counted profanities and catalogued sexual displays. Movie Morality Ministries apparently intends to "minister" by warning people of offense or spiritual jeopardy in the entertainment industry.

The time, attention, and money spent to spotlight the "vile" did nothing to produce one second of positive entertainment. Aren't we admonished in Scripture to attend to the precious, not the vile and to think on whatsoever things are lovely and of good report [Philippians 4:8] (however little of it there may be)? Where is the "good" news in firing up krieg lights and sounding the "airwave-raid" siren?

The temptation to evaluate danger and report it is strong. We have a divine interest in defending the prosperity and joy of our "family." Yet there is another motive for such "ministry" — it is far, far easier to "spy out the land" than it is to conquer it!

If Evans' people spent the same resources — time, people, finances — to produce excellent programming, they might have some "room" to kvetch about the rest. Until Evans and his counters of profanities actually make something of merit themselves, their work stands only to impress those who actually produce entertainment from taking them seriously. They also diminish religious consumers by reducing options for "moral" consumers, rather than increasing them.

As associate producer for a Christian television broadcasting system, I know quite well how hard it is to produce something of any reasonable value. Sad to say, but content aside, religious production is (usually) lightyears behind the technique of non-religious outfits. If our system had one quarter the budget the "big boys" have, who knows the sort of outstanding work we could do?

READERS' REACTIONS

Maybe Evans would consider allocating a significant portion of his resources to supporting the virtually orphaned "religious" producers.

J.C. Hale
Midland, Texas

More Practical Articles Needed

I would like to congratulate you and thank you very much for "Setting the Pace: In Step with Phil Cooke" in the June issue. I very much respect Cooke as a producer and director in the Christian media industry and I appreciate the insights your article afforded us into his work and motivations.

I really appreciate the more hands-on articles that help me to more fully and effectively exploit the technologies and skills requirements and to address the day-to-day concerns of work in the media industry. Though I recognize the value of broader scope articles that deal with the big-picture items such as politics, regulatory issues, etc., frankly practical, hands-on solutions are more valuable to me.

I am thankful for your magazine and your desire for excellence. I feel it is important that individuals in Christian media refuse to accept substandard levels of quality in our work. Our standards should certainly equal the world's at a minimum. With God's guidance, our work should be the cutting edge.

I fully believe that God intends to use Christian media broadcasting in all its forms (including the Internet, of course) more and more as this age draws closer to its end. A magazine such as yours can certainly be a terrific tool in the Lord's hands as the events that I and many others believe are quite near come to pass. It is therefore with a greater sense of urgency that I share this thank you and this request.

Bud Alverson
SonSpot Productions
Jacksonville, Fla.

Stumbling Over Providing Music to Listeners

I normally do not write to editors, but in this case, I guess I am hoping to reach out to those who may have the same stumbling block as I. First of all, I find your magazine informative and interesting, although there may be some things [with which] I'm not in agreement, whether it be an article or editorial — each writer takes his own stand.

I've been in broadcasting for 24 years. I've been a jock, MD., PD., manager, owner, and even janitor. Over those years, I've seen record companies do everything to promote their product, from calling to even dropping by the station. From rock to country, these people would go out of their way to get the product to us, no matter what the station size.

Well, today I am amazed at the lackluster attitude of Christian record companies. Two years ago, we [decided] to do more for our community, to give them hope, and I have tried to contact the big companies for service. It now seems you have to be a certain size or do certain programming and so forth [to receive product].

I can understand those articles in your publication as to the poor sounding of some Christian stations. Maybe they don't have the product they need. There are a few good companies that do make sure you get their product and to them a big thank you. Isn't one soul for the kingdom worth the effort? At least I thought that's supposed to be the message, or maybe my Bible changed last night and it's just for those who already have?

It's sad and I hope that people will pray for all of us little guys who still believe there's an important message to get out — that Jesus still saves. If someone has an answer for me, please write.

Lee Payne
WMEK-AM/Chase City, Va.

(Editor's note: If you wish to write Mr. Payne, please address your letters in care of Religious Broadcasting, 7839 Ashton Ave., Manassas, VA 20109-2883.)



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Political Advertising Rules

With the 1996 campaigns now shifting into high gear, it seems appropriate to devote this month's column to the political broadcasting obligations imposed under the Communications Act (the act) and the Federal Communication Commission's (FCC) implementing rules. Regulation of candidate advertising and political broadcasts can raise a host of complicated issues — as recent proposals for giving free television network air time to presidential candidates have illustrated.

Once a campaign has begun, the act requires broadcasters to give legally qualified candidates for federal elective offices "reasonable access" to the station to promote their candidacies. Licensees are not obligated to donate free air time but only to sell "reasonable amounts of time."

Candidates for state, county, or municipal races do not enjoy the same access rights, but if a licensee does sell time to a local candidate, the station must provide access to all other candidates for the same office. The access obligations apply only to requests for air time by contenders themselves; the mandate does not apply to appearances by supporters, spokespersons, or political action committees.

The access rules do not require broadcasters to sell a particular slot in the station schedule to a federal candidate (and licensees are permitted to refuse to sell candidates any advertising time during newscasts). Broadcasters must offer spot announcement "availabilities" to federal candidates during primetime, and stations also must sell standard-length primetime program slots.

When a largely qualified candidate for an elective office makes use of a broadcast station, the act requires the licensee to provide all qualified candidates for the same office an equal opportunity to address the station's audience. If the first use is a paid political program, opponents are not entitled to free air time but merely the chance to buy comparable

time at the same rate.

A "use" is defined as a situation where a candidate personally participates in a recognizable way in a program, either by voice or picture, that presents that candidate in a positive light and occurs after he or she has become legally qualified. For example, a candidate's appearance in a fellow party member's political advertisement or as an actor in a broadcast of an old theatrical movie both qualify as a use — regardless of what the candidate actually says or does.

To avoid impending news coverage, the act provides exceptions to the equal opportunities mandate for *bona fide* newscasts, news interviews, news documentaries, and on-the-spot coverage of news events. In determining whether a broadcast qualifies for these exemptions, the FCC will consider a range of factors, including the program's format, nature, and content; its producer; and whether the program is regularly scheduled.

Yet, even for purely political advertising or programming, equal opportunity does not mean "identical opportunity" — the law does not give rival candidates the right to access at the same time of day during the same day of the week. With respect to paid advertising, the equal opportunity rules afford candidates the chance to buy comparable time at the same rate. Therefore, stations must only make available to competing candidates those time periods that normally have comparable audiences.

Once a candidate has a right to equal access, broadcasters are essentially prohibited from censoring his or her speech. Because licensees cannot control the content of candidate spots, they are not held liable if candidates make defamatory statements.

A broadcaster does have limited discretion to add a viewer advisory or shunt a candidate's spot to late-night times if the licensee has a good faith belief that the spot could be harmful to children. The FCC adopted this position in 1992 follow-



Richard E. Wiley is a former chairman of the FCC and is general counsel for National Religious Broadcasters. He was assisted in the preparation of this article by Rosemary Harold.

ing viewer complaints about congressional candidate ads depicting aborted fetuses.

Rates seem to be at the heart of many disputes generated by political advertising. The act requires broadcasters to offer the "lowest unit charge" to candidates during the 60 days preceding a general election. This means that licensees must give all candidates the benefits of all discounts that the station offers to its most favored commercial advertisers, regardless of the number of spots the candidate buys.

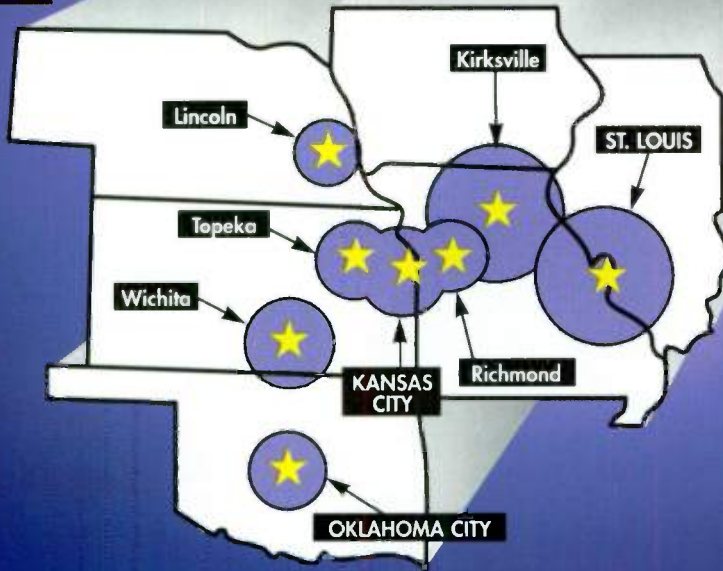
Depending on the manner in which the station sells time to non-political advertisers, lowest unit charge calculations can be complex. If a licensee is uncertain about how a particular transaction might affect the station's lowest unit charge, the broadcaster should consult FCC counsel before concluding the deal.

A new twist on political broadcasting appeared earlier this year when several proposals were made for providing free, uninterrupted air time to the major presidential candidates. A coalition of journalists, political scientists, and media figures advocated a plan under which broadcast networks and interested cable systems would provide two to five minutes of primetime each weeknight in October for the candidates to speak directly to the public. Candidates would appear on alternating nights at the same time on all channels.

Continued on page 81

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Wichita	KCVW-94.3 FM	50,000 Watts	600,000 people
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Vision's Voice

by Dawn Bumstead

WHEN KING DAVID spoke to the Israelite leaders about his God-inspired vision to build a great temple, he explained that it was born in his heart (2 Samuel 7, 1 Chronicles 17). He drew up the elaborate plans for its construction, collected much of the materials, and organized the personnel.

But the job of building this wonder fell into the hands of his son Solomon, who began the work that would take 13 years to complete.

In July 1994, Family Life Radio began sending programs to its owned-and-operated stations using the ENCO-DAD (Digital Audio Delivery) satellite delivery system.

For Warren Bolthouse, founder of Family Life Radio (FLR), the God-inspired vision of Christian radio was brought to life in his heart 30 years ago.

From Vision to Reality

"The owners of WIBM-AM/Jackson, Mich., came and told us we could have a religious program on the station," remembers Warren. "We prayed about it and decided that this was God's divine opportunity. So we formed a board of directors and the Family Life Evangelistic Corporation (FLEC) went on the air.

"Not too long after we started



Warren and Char Bolthouse

airing *Teen Time*, WUNN, a nearby AM station, went up for sale." Until that point, *Teen Time* had been produced in the converted basement studio of Warren and Char Bolthouse's home in Jackson.

"We had \$29,000 to raise as a down payment on the station," he says. "Back in the '60s, that was an incredible amount of money, but we knew that God would honor the vision He'd given us from the start."

That vision was to see commercial-free Christian radio become a part of everyday life.

FLEC soon became the Family Life Broadcasting System, or what is now commonly referred to as Family Life Radio. By holding a share-a-thon on WIBM, the down payment for WUNN was soon raised.

For Char, it was not a typical day at the office. "Our first fund drive lasted 66 hours and filled our home with people — upstairs, downstairs, and into the basement!"

Expanding the Vision — Radio

WUNN became the first FLR station in January 1969, marking the beginning of the building process for the network. During the next 27 years, the Bolthouses saw their vision explode into eight radio stations, multiple translator stations, and five counseling and educational centers serving communities and cities in Michigan, Arizona, New Mexico, Colorado, and Oregon. As a corporate ministry, FLR still seeks to expand its outreach to markets



Kevin Leman (left) and Randy Carlson host the popular call-in program *Parent Talk*.

across the country.

The network's non-commercial programming philosophy is designed to meet the needs of the family. It is FLR's goal to be relevant to its audience and to provide that audience with music and programs that will touch lives and lead to a closer walk with the Lord.

In 30 years, FLR has seen many changes in individual programs and music styles that were necessary to keep up with the desires and requirements of its listening audience.

The FLR sound is best described as a blend of inspirational and MOR formats. A music director at the national ministry headquarters listens to and rates every piece of music coming in, then distributes ratings to the local stations. The ratio

of music to talk programs is closely monitored, with music being the majority — nearly 65 percent of the programming.

"Today, as the world and the United States continue to decline morally, we feel the need for balanced, relevant programming is greater than ever," says Dave Kersey, FLR vice president for broadcasting. "That's why our goal is to continue to search out the finest programs and music that relate to where people are in the '90s."

All programs go through a stringent screening process before being given a time slot. The programs must pass muster in three main areas. First, the program must be mainstream evangelical in nature. Broadcasters who regularly

address topics that are divisive to the body are not acceptable. Secondly, programs must be ministry oriented rather than promotional. And finally, programs must not be used as fund-raising tools.

According to an independent survey, the top three programs among FLR listeners are *Focus on the Family*, *Insight for Living*, and *Parent Talk*.

FLR produces and syndicates programs to other stations around the country, including such programs as *Parent Talk* with Randy Carlson and Kevin Leman, *Call to Worship* with Dave Kersey, and *Gospel Harmonies* with Alan Cook, among others.

Continued on page 14

The Cutting Edge

In July 1994, FLR began sending programs to its owned-and-operated stations using the ENCO-DAD (Digital Audio Delivery) satellite delivery system. The implementation of satellite technology dramatically reduces tape duplication and mailing costs.

This system is known as FLR-RED and it disseminates individual programs via satellite to the FLR network for airing live.

In addition, a second uplink system designated as FLR-GREEN provides 24-hour continuous programming, originating in Tucson. FLR stations take this feed on weekends and overnights, while KDOV-FM/Medford, Ore., is almost totally programmed via satellite.

Satellite Manager Jim Copp says that using ENCO-DAD to deliver programming in this way is unique. "As far as we know, we're the only network of our size in the country that relies totally on this system to get the job done. It's the cutting edge of technology for FLR."

Being on the cutting edge



Mel Johnson (behind lectern) leads in prayer during the installation of Randy Carlson (center right) as president of Family Life Communications, Inc.

Until The Trumpet Sounds

One of the world's most prolific and renowned composers of inspirational music, John Peterson has written and composed more than 35 cantatas and 3500 original songs, with such classics as: *It Took A Miracle, Heaven Came Down and Glory Filled My Soul, and Surely Goodness and Mercy.*

In 1994, Peterson expressed a desire to develop a recording that would honor Warren and Char Bolthouse, as well as commemorate Family Life Radio's 30th anniversary. The result is *Until The Trumpet Sounds*, a new project produced by David Clydesdale and Paul Stilwell. Released in April, the compilation celebrates the network's 30th anniversary.

Until The Trumpet Sounds is a powerful inspira-

tional recording. Nine of the ten songs are new Peterson works. The project features Dino, Babbie Mason, Janet Paschal, Johnny Hall, Steve Amerson, Damaris Carbaugh, and others who donated their time and effort to make this project a reality.

FLR believes the project is a unique blessing from the Lord. The title song in particular is a great encouragement to those who look forward with great anticipation to the glorious day when the trumpet sounds and believers meet the Lord in the air. Thank you, John Peterson — for your wonderful gift to FLR.



John Peterson

— Sharon Farris is fund-raising and promotions assistant for Family Life Communications, Inc.





Warren and Char Bolthouse met while touring with the Children's Bible Hour. Warren is in the top row, far left; Char is in the bottom row, far right.

means being able to send specific programs (promos, etc.) along with regular programming to stations at the same time.

The two FLR satellite uplink feeds that are currently on line are Ku-band technology. This is required for the addressability potential of Ku-band that is not currently available on C band. FLR is looking at the possible future installation of a C band uplink system, when the technology is able to address different downlink locations.

A staff of announcers and satellite technicians are working to make this source of family programming available to other stations around the country by next year.

National Ministry

In addition to radio stations, syndicated programming, and the FLR Satellite Network, FLR also provides a ministry to its constituents through Planned Giving Services. Professional representatives call on listeners, at no cost or

obligation, and help them plan for the distribution of their resources after death.

FLR is a faith ministry, fully dependent on the gifts of interested individuals as they are led to give. Sharathons are held annually at each

*[Family Life Radio's]
non-commercial
programming philosophy
is designed to meet
the needs of the family.*

FLR station and appeals for funding are sent out on a limited basis.

Financial integrity is maintained through the strict adherence to a fiscal budget approved by the board of directors and accountability standards set forth by the Evangelical Council for Financial Ac-

Continued on page 16

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countability, of which FLR is a charter member.

FLR and Today's Family Life (TFL) have grown from two full-time staff members in 1966 to more than 250 in 1996. Added staff and the increasing administrative responsibilities of operating such a ministry meant establishing a central nerve center for network activity.

The national ministry headquarters was founded in 1982 in Tucson. Today, the corporate center houses the national operation for Family Life Communications, Inc. (FLCI), the newly formed parent company of FLR and its cooperative ministries.

Ministry Partnership — Today's Family Life

During 1985, FLR took a leap of faith that would go far beyond radio programming and reach deep into the hearts of men, women, and children when Carlson founded what would later become the national ministry of TFL.

"Our mission is to prevent and restore broken relationships," explains Todd Linaman, vice president of TFL. "I believe that Today's Family Life is changing the fabric of the family, turning hearts and homes back to the Christ-centered

Programs Available from Today's Family Life

Parent Talk

Randy Carlson and Kevin Leman host America's first live call-in program where parents talk to parents with real answers to real questions.

Parent Talk is a fast-paced, 53-minute, daily program that offers practical help for parents and grandparents. It is also available in a weekend format.

In a recent survey of FLR listeners by Moore and Associates, an independent research group, *Parent Talk* was named third most popular program, behind *Focus on the Family* and *Insight for Living*.

In a donor survey conduct-

ed by WMBP-FM/Belpre, Ohio, *Parent Talk* was first among listeners.



**Buford,
the ultimate
problem child**

Today's Family Life

Also hosted by Carlson and Leman, this short, weekday program presents down-to-earth discussions on marriage and parenting topics.

Parent Talk Tip

His name is Buford — and if you've ever wondered what the ultimate problem child is like, just listen. *Parent Talk Tip* is a 90-second, daily, fast-paced feature for fast-paced families, hosted by Carlson, Leman,

and — you guessed it — little Buford himself.

values of the Bible." TFL achieves its mission on a one-to-one basis through radio programs, conferences, and seminars.

The live, daily call-in program

Parent Talk is just one facet of the ministry.

Parent Talk is heard on over 500 outlets across the nation. Carlson and Leman host this practical,

A Family Album

1966 — Family Life Radio (FLR) Evangelistic Corporation forms

1969 — WUNN-AM/Mason, Mich.

1971 — WUFN-FM/Albion, Mich.

1973 — WUGN-FM/Midland, Mich.

1977 — KFLT-AM/Tucson, Ariz.

1978 — KFLR-FM/Phoenix

1982 — National ministry headquarters established in Tucson

1983 — KFLQ-FM/Albuquerque, N.M.

1984 — FLR receives merit award from National Religious Broadcasters for Best Radio Network Operation in the country

1987 — Family Life Counseling and Educational Center opens in Tucson

1988 — Counseling center opens in Midland, Mich.; WUFL-AM/Detroit

1990 — Randy Carlson and Kevin Leman launch FLR's first live, call-in program, *Parent Talk*

1992 — Counseling center opens in Phoenix

1993 — Counseling center opens in Albuquerque, N.M.

1994 — Family Life Satellite Network is launched

1995 — Warren and Char Bolthouse announce plans to retire; KDOV-FM/Medford, Ore.

1996 — Carlson is installed by the board of directors as the new president of Family Life Communications, Inc.



The Bolthouse family today.

down-to-earth program that features a variety of family related issues. In addition to *Parent Talk*, TFL produces a ten-minute daily program, *Today's Family Life*, and a two-minute daily feature, *Parent Talk Tip*.

Throughout the year, TFL conducts weekend seminars and conferences across the country, dealing with marriage and parenting issues. The *Women of Virtue* seminar is one example, filled with sessions and workshops designed to renew and refresh women from all walks of life and to challenge them to a new or deeper relationship with Christ.

In addition, TFL hosts an annual *Celebration of Marriage* conference for couples at the headquarters.

Many other seminar topics are presented each year, and professional staff members speak at local events.

Counseling and Educational Centers

The first Family Life Counseling and Educational Center opened in January 1987 in Tucson. Today, centers exist in cooperation with five FLR stations, with more planned to open in the future.

Each center is staffed with qual-

ified masters and doctoral level therapists dedicated to promoting biblical values and truths. In addition to individual, marital, and family counseling, each center provides the community with practical, free workshops on a regular basis.

"Our first fund drive lasted 66 hours and filled our home with people — upstairs, downstairs, and into the basement!"

— Char Bolthouse

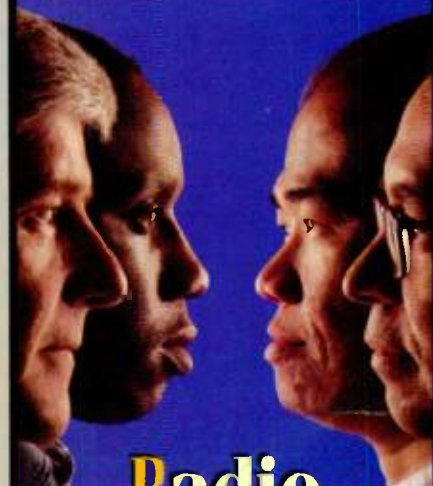
This unique partnership between radio and counseling is just one more example of FLR's desire to be a full service ministry.

Until the Trumpet Sounds

The vision years (1966–1996) were marked by hard work, intense prayer, and personal sacrifice. FLR is now a dynamic, national ministry — poised on the brink of rapid

Continued on page 18

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growth into communities all over the world. This is being recognized during a year-long 30th anniversary celebration that has already involved thousands of supporters.

In April, more than 10,000 listeners attended "super rallies" held in Lansing, Mich., and Phoenix. The goal of each rally was to present an evening of great music and commemoration to the audience. Steve and Annie Chapman, Nathan Paul and Heidi Chapman, and Johnny Hall were the featured recording artists at the rallies.

John Peterson, renowned composer, led a mass choir and orchestra as they performed songs from the FLR 30th anniversary recording project, *Until The Trumpet Sounds*.

Peterson was the major inspiration behind the theme of FLR's 30th anniversary, and wrote *Until The*

Trumpet Sounds in honor of FLR founders, Warren and Char Bolthouse. The project, produced by David Clydesdale and Paul Stilwell, was offered as a thank you gift for people making a special \$30 anniversary donation to the ministry.

*The FLR sound
is best described
as a blend
of inspirational
and MOR formats.*

Local radio station staff recruited over 500 volunteers to help with ushering, security, product tables, and choir members. In addition, several local government officials made special presentations on behalf of the state government to the Bolthouses. The Michigan and Arizona state senates designated April as "FLR Month."

Transforming Lives

The Mission of FLR, in response to the Great Commission, is to transform lives by edifying, equipping, encouraging, educating, and evangelizing through electronic communications and other supporting activities.

As FLR celebrates its 30th anniversary, one of the things its people are most thankful for is the legacy of faithfulness that has been built into the ministry — from the beginning — by the Bolthouses.

Early this year, Warren retired as president and the board of directors unanimously appointed Carlson the new president of FLR and FLCI.

Carlson has been with FLR for 25 years and has served in almost every capacity, from announcer to executive director, and most recently as vice president of the ministry. He is the author of several books, including *The Cain and Abel Syndrome*, *Father Memories*, and *Unlocking the Secrets of Your Childhood*

He Had It in His Heart: Profile of a Visionary

This year marks the golden anniversary of Warren Bolthouse's involvement in ministry. Born in 1927 in Grand Rapids, Mich., he is a living example of what happens when God gives someone a vision. It's no surprise that Warren is the son of a builder; he has been dedicated to building Family Life Radio for 30 years.

He and his wife, Char, met in their teenage years while singing and traveling with *Children's Bible Hour*. They were married in 1947.

The Bolthouses were called to be involved as music ministers, assistant pastors, or youth directors for ministries in Pontiac, Mich.; Detroit; and Buffalo, N.Y. In the midst of this pastoral work, the couple had a dream of one day seeing non-commercial Christian radio in every home.

Following their ministry in New York, the Bolthouses and their five children moved back to Michigan and settled in the Jackson area.

It was there, in a clapboard house on Jericho Road, that the dream of Christian radio started to come alive.

FLR was born in the basement studio of their home, with a 30-minute radio program. That program expanded, and soon FLR's first station was on the air in Mason, Mich.

During 1966, the couple planted the seeds of their dream — to see commercial-free, Christian radio become an everyday part of the lives of mil-

lions of people — and FLR grew into a nationwide ministry. Both are quick to say, "We stand in awe of what God has done."

Over the next 30 years, their dream grew into an eight-station radio network. In that period of time, they recorded over 35,000 radio broadcasts and raised not only a ministry but also five children. Today, four of their five children are in full-time ministry and the couple is blessed to have 11 grandchildren.

Today, FLR is part of the overall ministry of Family Life Communications, Inc. In addition to radio stations and translator outlets, the ministry has grown to include a national satellite network, counseling centers, nationally syndicated radio programs, and more.

It is because of the unique vision and steadfast commitment of the Bolthouses that FLR exists today.

Warren's feelings on ministry are summed up nicely in his remarks on the ministry's 25th anniversary celebration five years ago: "I'm experiencing a growing appreciation for the sovereignty of God in how He has put together a ministry that will outlive all of us — and continue until that glorious moment when time shall be no more — and we shall begin our dwelling place in the house of the Lord — forever."

— Sharon Farris

Building a House on the Information Superhighway

Family Life Communications, Inc. (FLCI) is the newest team member of the *Christian Answers Network* Internet megasite. FLCI is the parent ministry of Family Life Radio, Today's Family Life, and the Family Life Counseling and Educational Centers.

The addition of FLCI to the highly regarded *Christian Answers Network*, sponsored by Eden Communications of Gilbert, Ariz., promises even greater benefits for the rapidly growing numbers of both adults and children who visit the World Wide Web.

"We are delighted by the addition of FLR and its related ministries," says Paul Taylor, executive director of Eden Communications. "In fact, we've been holding this spot open specifically for FLR. Its practical and Bible-based approach to family and parenting issues has already helped tens of thousands of Christians and non-Christians in America.

"Now FLR's counsel and encouragement will impact people far beyond its normal listening areas, and even into the uttermost parts of the world!" Taylor says.

In fact, FLCI (and specifically Parent Talk radio) is the first of the large Christian ministries to the family to have a significant presence with actual counseling advice on the Internet

(Focus on the Family opened a site on America Online earlier this year, but as yet does not have a presence on the World Wide Web).

The *Christian Answers Network* was officially brought online in October 1995 by Eden Communications, and has quickly become one of the most popular destinations for Christians on the Internet.

The site features a highly popular, user-friendly, mall-like approach where on-line visitors can access the ministry pages of select evangelical team member

ministries or walk around in the centercourt/common-area, where over 100 of life's most important questions regarding

Christianity and practical Christian living are answered by respected Christian authorities.

Recently rated the top overall Christian site on the Internet by *Best of the Christian Web '96*, the site features colorful graphics, concise answers, contests, a "Kids Quest" sub-site, video reviews, on-line catalogs with Christian software, books, and videos, and complete web-sites for all *Christian Answers Network* team members.

The *Christian Answers Network* address is <http://www.ChristianAnswers.Net>

— Dale Mason is marketing director for Eden Communications.

**Christian
Answers.Net**
<http://www.ChristianAnswers.Net>

Memories (with Leman).

In addition, Carlson serves on the board of directors for National Religious Broadcasters.

As Carlson explains the FLR mission to listeners: "It is the theme of our mission to connect with you. To motivate you to move closer and closer to Christ. To meet you with our ministries at your point of need. You are the reason why FLR will

continue to change hearts and lives for the Lord — until the trumpet sounds and He returns in the air."

FLR believes the importance of this message for broadcast ministries is paramount to winning people to Christ today.

Dawn Bumstead is fund-raising manager for Family Life Communications, Inc., based in Tucson, Ariz.

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This page has been accessed **26637** times

kla.com

KKLA's Web site

by Charlie Richards

WHILE KATHERYN is driving on the I-5 freeway listening to Chuck Swindoll on the Marconi Award-winning KKLA-AM-FM/Los Angeles, Franz in the Netherlands tunes in. And Chinua in South Africa. And Jaleel, a Marine in Kuwait. The station's audience has gone global via the Internet.

The Audience

It's a brand new audience for KKLA, the first station in the country to simulcast on the Net. Since sending its signal live via the Internet, listeners have tuned in from all over the world. Letters and e-mail have been coming in from Australia, Kuwait, Italy, Great Britain, the Netherlands, South Africa, and nearly every state in America.

"It's an exciting venture," says general manager Dave Armstrong. "We can reach people who would otherwise never hear us."

The Development

NetValue Sales Group, an Internet systems integrator based in Westlake Village, Calif., approached KKLA in September 1995 with the idea of developing a Web site for the station, a site offering loyal listeners a chance to become even more involved with their station.

Already considering a Web presence, Jim Tinker, KKLA director of operations, enthusiastically endorsed the proposal. For Tinker, who regularly adds more juice to a station computer, kills a virus, and dusts a hard drive, getting KKLA on the Internet was a natural move.

KKLA's local audience tends to be highly involved, and now those who call and want to know more

about their favorite station personalities can call up KKLA on their home computers.

If they want to know what afternoon talk show host Warren Duffy looks like, there is his smiling face in cyberspace. If they are curious where mid-day host Holly McClure got her start, there's the bio. If they wonder where to catch Jim Governale in the mornings, his schedule is posted. They can also send any of KKLA's daily hosts e-mail. Tinker describes it as "a natural extension of our radio station."

*As the software improves
and users upgrade
to faster modems
and ISDN technology,
FM-quality radio
broadcasts on the Net
are in the future.*

But signing on Armstrong to the Internet project took a little more than the idea of having a Web site. It's costly. And though no one expects it to bring in revenue right away, Tinker admits that "the goal, long term, would be to have it pay for itself."

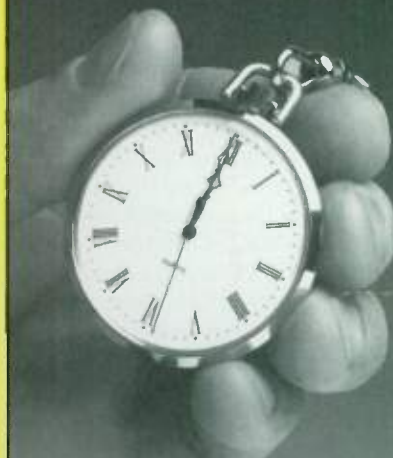
Armstrong was interested only if KKLA could broadcast 24 hours a day in realtime with National Association of Broadcasters quality audio over the Net. "I wouldn't want to do it without that element," Armstrong says.

Ron Pretlac, president and co-founder of NetValue, says Armstrong "was really just interested in spreading the Christian message to

Continued on page 22

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the rest of the world." A mere home page wouldn't do that, but having realtime audio 24 hours a day would. But was the technology available to meet this challenge?

The Technology

Several days prior to NetValue's presentation, Xing Technology, Inc., was promoted in numerous trade publications for developing Streamworks, a digital audio transmission, scalable process (allowing more channels) to provide realtime audio on the Net. NetValue established a value-added reseller relationship with Xing Technology and, several months later, KKLA debuted with realtime audio 24 hours a day.

What makes this endeavor even more incredible is that it instantly puts such vital programming as *Focus on the Family* and *Insight for Living* into homes all over the world — including countries where Christianity is outlawed.

Missionaries in China who have

access to the Internet no longer have to wait for a tape to arrive, wondering if it will be confiscated by the government. Persecuted Christians previously cut off from their brothers and sisters in the Lord can now

While Christian organizations are often criticized for being well behind the times, KKLA is working to reverse that trend, becoming well ahead of most of the secular pack and winning several awards for its home page.

tune them in. By imagining the encouragement the simulcast can provide, it is easy to see why Tinker and Armstrong are not overly concerned with making this endeavor pay for itself.

According to Armstrong, Salem

Communications Corporation, which operates more than 35 radio stations (including KKLA) and a national satellite network, supports the station's efforts. "They were behind this from the beginning," he says. "It's bigger than money."

The Credits

By visiting KKLA's studio in Glendale, you know they like things done right. The station is blessed with nice offices, the latest broadcasting and production equipment, and now a visually pleasing, user-friendly home page.

Much of the credit goes to NetValue and ID Publications, the graphic design company responsible for KKLA's award-winning graphics. Though clearly not a simple task, between NetValue and the staff at KKLA, a highly useful Web site has taken shape.

To learn more about the programming, users select "Tune-In." From there, they can access ministry home pages and hyperlinks to additional Web sites. Many programs also have Internet e-mail addresses for easy communication.

For those wanting to know more about the sponsors of the station, an icon quickly sends visitors the desired information. Some of the sponsors are effectively using this opportunity to tell more about their products and services.

There is even a section for children called "Kid's Stuff" where they can access family friendly games, Bible studies, and other resources. And KKLA has also opened up a "Grab Bag" section to help computer users easily locate other Christian ministries, organizations, colleges, and resources.

The Chat Room

"I would like people to see KKLA as a mini on-line service," Tinker explains. In a real sense, it's an "alternative to much of what is on the Internet." Adding to that desire is KKLA's unique chat room, where Christians from around the world can not only interact with one another but also communicate with KKLA staff and personalities.

"We're one of the first non-traditional on-line services to offer a chat room," Tinker says. It's one more breakthrough that makes KKLA's venture even more exciting.

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As with any new venture, the chat room experienced a few initial complications.

Many on-line services have outdated technology that made it difficult to use the chat room, which relies heavily on the Microsoft Windows NT platform and Netscape 3.0 software. But as more personal computers become Netscape compatible and NetValue continually upgrades KKLA's chat room, problems are diminishing.

According to Pretlac, NetValue "literally spent hundreds of hours and thousands of dollars to modify W3 Magic Software, customized to KKLA's chat room specifications." Those who visited it in its infancy are stunned by the changes. Those visiting now will surely be amazed.

TBA

In development is special morphing and animation software technology which will facilitate changes in Web site graphics, color, and action. The animation software will also sense the speed of a user's computer and modem and adjust the complexity of the morphing and animation to provide for the fastest possible graphics presentation.

The Forefront

What completes the package is the ability to listen to KKLA while viewing all the services on the station's home page.

After accessing the station's Web site at <http://www.kkla.com>, an icon appears offering the opportunity to listen and download the free Streamworks audio player.

Tinker says it will only get better as the sound quality, already remarkable despite coming through a telephone line, will soon be improving. "We chose Streamworks because, at that time, it had the most advanced software."

Xing Technology is at the forefront of digital audio and video communication on the Internet. Advances in video transmission will provide a windfall for radio, as realtime video transmission is far more complicated than just audio.

The Future

As the software improves and users upgrade to faster modems and ISDN technology, FM quality radio broadcasts on the Net are in

the future. It's just one of many areas KKLA management is monitoring for upgrade possibilities.

With increased traffic on the Internet, traffic jams sometimes occur, slowing down movement from site to site. KKLA and NetValue are exploring possibilities of "mirrored" stream sites in Europe and regionally throughout the United States so world-wide access remains speedy.

And as people increasingly choose to shop online, NetValue is putting the finishing touches on "Stop and Shop," a Christian shopping mall where visitors can use "Cybercash" secured credit card transaction software to purchase products and services, thus offering one more benefit to advertisers while providing friends of KKLA easy access to goods.

"It's nice to see Christians taking charge in technology," said one visitor to the home page. While Christian organizations are often criticized for being well behind the times, KKLA is working to reverse that trend, becoming well ahead of most of the secular pack and winning several awards for its home page.

Letters and e-mail have been coming in from Australia, Kuwait, Italy, Great Britain, the Netherlands, South Africa, and nearly every state in America

"It's really hard to imagine the scope and depth of the Internet," Tinker notes. His desire, along with that of Armstrong and of Salem management, is to stay "at the forefront of the exchange of ideas."

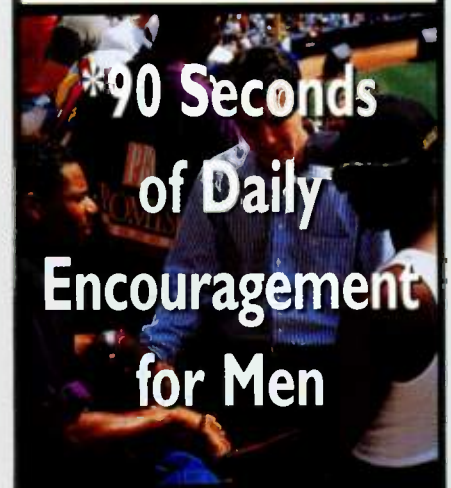
Tinker realizes "the Internet is both good and bad." Reports have been made regarding the increasing flood of pornography giving parents a lot to fear on the Net. Now here is something good: a location on the World Wide Web where excellence and purity meet.

Charlie Richards is retail creative director for KKLA and a regular contributor to *Citizen* magazine.



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A True Co

by Mark Cutshall

FROM THE BEGINNING of Christian radio, station managers have faced a nagging dilemma: Mix programming to meet the needs of all audiences, from young to old, or target one age demographic to assure continuity of programming throughout the day?

With a single-carrier signal, many stations have had no choice but to center their programming on middle-aged adults, their "bread and butter." The hope of programming to all age groups has seemed unreachable — until now.

*Both Children's
Sonshine Network and
Sacred Favorites Radio
are offered to affiliates via
VSAT digital transmission
around the clock.*

Beginning September 1, FM stations nationwide can accomplish what many in Christian radio have thought was impossible: to reach across the demographic spectrum by simulcasting three full-time ministries. Children, middle-age, and maturing adults can have their own 24-hour lineup of quality programming.

Call it unheard of. Call it new. Call it Companion Radio.

Companion Radio

Companion Radio is a unique, new, non-profit service developed by David Bolthouse and a team of marketing professionals with a strong background in Christian radio. The breakthrough approach in radio programming enables affiliated FM stations to reach out to young and not-so-young listeners through sub-carrier broadcasting.

"Each FM station has two sub-carriers which are often unused," says Bolthouse. "While the station's main signal is usually programmed to reach the middle-aged market, the two additional sub-carrier frequencies can now be used for dedicated programming and music, for kids on one side and older adults on the other. Companion Radio offers full-time, satellite-fed programming for children and mature adults (age 50-plus) for broadcast on FM sub-carriers.

"For a small monthly subscription fee," Bolthouse continues, "these two age groups can now enjoy radio programming that's designed just for them, 24 hours a day, seven days a week."

Companion Radio's concept is



Top. David Bolthouse and a team of marketing professionals with a strong background in Christian radio have developed Companion Radio, a unique, new, non-profit service.

Bottom. Companion Radio allows stations to simulcast three full-time ministries; children, middle-age, and maturing adults can have their own 24-hour lineup of quality programming.

mppanion



built on the successful strategy of subscriber-based programming developed by the Children's Sunshine Network (CSN) of Cornerstone College in Grand Rapids, Mich. Since 1990, CSN has tested the concept of broadcasting via FM sub-carriers in 30 markets (see *Religious Broadcasting*, May 1996).

However, Companion Radio takes CSN's proven approach to the next level by managing the subscriptions and processing sub-carrier radio orders. This frees up the station to do what it does best, talk about the service and how listeners can subscribe.

CSN's Lee Geysbeek says, "We learned that many stations couldn't

Continued on page 26



Top. "With Companion Radio we can honestly say there is no risk, no tied-up cash flow, no hassles." — Lee Geysbeek, vice president of broadcasting for Children's Sunshine Network

Bottom. CSN logo



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A TRUE . . .

Continued from page 25

commit to managing the subscription operation, nor buy an adequate inventory of sub-carrier radios. Now with Companion Radio we can honestly say there is no risk, no tied-up cash flow, no hassles. Just promote the ministry to your listeners and let Companion do all the work."

Bolthouse adds, "If you're a station owner or general manager trying to build credibility with your key audience — men and women in their 30s, 40s, and 50s — you quickly see the value in offering additional programming to their children and parents.

*Within 48 hours
after an order
has been received,
the subscriber is
shipped a radio,
pre-tuned to pick up
the local station's
sub-carrier frequencies.*

"We've found that subscribers view the fee (less than \$10 per month, depending on pre-payment options) as a wise investment to assure their children or grandchildren can enjoy entertaining biblically sound programs whenever they want.

"Additionally, many will want to subscribe to Sacred Favorites Radio (SFR) for their aging parents. SFR is the sub-carrier counterpart to CSN. It offers favorite hymns, inspirational music, and programs with topics older adults enjoy," Bolthouse explains.

Win/Win Scenario

According to Bolthouse, Companion Radio's revenue potential will be shared by affiliate stations. Since he grew up with Christian radio (his family founded the Tucson-based Family Life Radio Network; see story on page 12), he understands how stations need to make the most of their limited dollars and short staffing.

Companion Radio's innovative

THE ADVENTURES OF SUPERRADIO



Though he's not Clark Kent from The Daily Planet, Super Radio Guy is breaking the big news story of Companion Radio.

Questions and Answers

Several key questions about Companion Radio stations are likely to ask.

Q: Does sub-carrier programming affect the station's main carrier?

A: No. Sub-carrier equipment is very reliable and has had no impact on the strength of main carriers. This technology has been around for a long time.

Q: What is the timeline for Companion Radio?

A: For the past several months Companion Radio has been gearing up, adding studios, building a distribution service center, stockpiling thousands of radios and changing to a better digital satellite service. The service is currently fully operational, taking calls and processing orders.

For a station to become operational, the turnaround time for getting equipment installed and tested is approximately 60 days. Throughout this period, the station can begin to build awareness of the new service by following Companion Radio's scheduled publicity plan.

Q: Can I sell advertising or add my own programming on either of the services?

A: Yes, although such advertising and any interruption of the service must conform to Companion Radio's guidelines (especially on the children's channel). These guidelines are available upon request.

Q: Will my subscriber mailing list be sold to fund-raisers?

A: No. Your subscribers may receive Christian product information from time to time, but no fund-raising mailings. Companion Radio will provide affiliates with a copy of their subscriber list whenever requested.

Q: Do I need to do station IDs and breakaways?

A: No. The services can be "hands-free" if you wish. However, affiliates may want to insert spots to direct the listener to special programming on their main carrier.

approach should give affiliates reason to smile. Up to \$3 of the monthly subscription fee goes back to the station. Bolthouse says it will take only 85 subscribers for a station to break even on the cost of the sub-carrier equipment.

Since Companion Radio takes care of all the other details, from handling subscriptions to tuning and shipping radios, stations are freed up to promote Companion Radio as a new service of their stations. For the top 100 markets, most stations should be able to meet a subscriber goal of 2500, generating \$90,000 annually in new station revenue.

"We've designed Companion Radio to give radio stations a solid, efficient platform to build their own subscription base," Bolthouse notes.

Right Time

Companion Radio's comprehensiveness and low risk has caused a stir in the Christian radio industry. For the first time, stations can readily use their sub-carriers for ministry instead of for paging services and background music services.

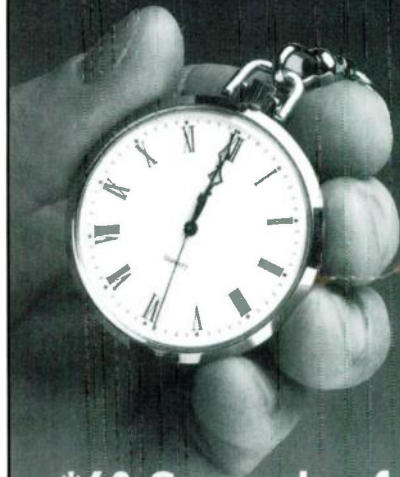
Indeed, with the number of children (ages 2-12) and maturing adults (50-plus) on the rise, Companion Radio is now poised to help Christian radio stations use a proven strategy of subscriber-based radio to reach seemingly untapped markets. Yet the logical question is: Will listeners want this kind of programming full-time?

The answer is as simple as research. Bolthouse says, "We devel-

Continued on page 28

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oped programming that these two age groups want to listen to all the time, but normally can hear just a few select hours each week on their local Christian station.

"For instance, we found the [most frequent] complaint among older listeners is that music today is becoming too contemporary. New music continually pushes the contemporary limits and becomes increasingly unfamiliar to the older listener. So SFR picks up where Christian radio was 20 years ago as far as musical format, but with higher production quality and professionalism.

"What they'll hear on SFR is what maturing adults love — favorite hymns and a light mixture of old-time Gospel. And they'll also enjoy being informed about issues important to them like travel, social security, health, and retirement, plus timeless Bible teachers and speakers. This really is programming that's senior-specific."

Northern Christian Radio (NCR) in Gaylord, Mich., is the service supplying SFR programming for Companion Radio. NCR is a Moody Broadcasting affiliate which began producing SFR on the side more than a year ago in response to its own mature listening audience requesting a familiar and more conservative musical sound, as its main carrier programming gradually has become more contemporary.

And, as CSN discovered years ago, children need full-time programming, too.

"Our research revealed a chorus of complaints from parents who feel there's not enough programming for children," Bolthouse offers. Of course, many stations wish they could do more for children, but the reality is that most Christian stations can carry only a few hours a week of children's programming.

"Since I grew up on a steady diet of programs like *Ranger Bill*, *Children's Bible Hour*, and *Storybook Room*, I guess you could say I have it in my blood," Bolthouse jokes. "When I see the programming on television today, I wonder what kind of generation we're raising. We really need Christian programming

Great Expectations

What station owners can expect from Companion Radio:

- Easy set-up with full engineering and equipment lease options.
- No program fees, paperwork, invoices, or buying and shipping SCA receivers.
- Toll-free number for subscriber sign-up and troubleshooting.

- National and local bookstore presence and co-promotion.

- Promotional spots and printed materials for station's use.

- Total satisfaction, including an equipment buy-back guarantee.

— David Bolthouse

for our kids that instills morals."

On the first of this month, CSN came under the exclusive distribution umbrella of Companion Radio, offering pre-recorded programs, music, and even live interactive programming for children. Companion Radio believes CSN combines the best in children's programs with an unmatched kids' musical library, making it the premiere programming service for children.

Bolthouse stresses that to maintain a high, ongoing standard of on-air excellence, more than one-third of Companion Radio's subscription monies are reinvested in the continued development of new programming. Both CSN and SFR are offered to affiliates via VSAT digital transmission around the clock.

Automatic Tuning

The vision that has propelled Companion Radio has also prompted a fair amount of anticipation. According to Bolthouse, one of the biggest challenges will be to assure that growth is kept to a manageable level.

The sign-up process for participating stations is straightforward: stations simply sign an affiliation agreement. And while there is no fee, the station must be prepared to purchase the appropriate satellite receiver and sub-carrier equipment.

The cost of the full equipment package is approximately \$11,000 for two sub-carriers. Five-year leases are readily available for approximately \$250

per month.

For smaller stations unsure of the subscription response they can generate, Companion Radio guarantees the investment in the sub-carrier equipment, buying back reusable equipment for 85 percent of value less share payments if the station isn't happy with the service after the first 12 months.

Subscribing is equally simple for listeners. The three methods include: calling a toll-free number, taking advantage of an exhibit at their local bookstore, or filling out a form received from the affiliate station. Within 48 hours after an order has been received, the subscriber is shipped a radio, pre-tuned to pick up the local station's sub-carrier frequencies. Cost of each radio to the subscriber is less than \$40, including shipping and pre-tuning.

A radio pre-tuned to a specific station? What may seem like an anomaly to most is, to Bolthouse, a hidden blessing inside a familiar-looking portable boom box.

"One of the biggest challenges to programming via sub-carrier is that no one can go to a store and buy



a fixed-tuned sub-carrier radio," Bolthouse explains.

"Yet this is also the biggest benefit, since it allows us to charge a subscription to listeners for as long as they have possession of the radio. It also makes it easy for the young and elderly subscribers since they don't have to search for the location on the dial."

Though the radio's exclusivity and cost combined with a monthly subscription fee might raise concerns over the subscriber potential, Bolthouse is optimistic.

"We've already seen with the experience of CSN that families are willing to pay a small fee to ensure full-time, quality programming reaches their kids. And we're confi-

*Even AM stations
can become
Companion Radio affiliates,
leasing sub-carriers on
an FM station
in their areas.*

dent that middle-aged adults will likewise provide SFR as a gift to their parents or grandparents, as already experienced in Northern Michigan.

"Of course," Bolthouse adds, "both services have been tested for some time now in a similar context and have proven to be very popular. For instance, CSN has more than 3000 subscribers on its flagship station, WCSG-FM/Grand Rapids.

"People understand that it costs money to provide quality programming. It won't be affordable to everyone, but then again each station needs only 85 subscribers to break even on the investment in equipment. Because the timing is so right and the operation is so simple, we believe most stations will exceed 2000 subscribers in two years."

Even AM stations can become Companion Radio affiliates, leasing sub-carriers on an FM station in their areas. Subscribers won't know the difference since the radio is pre-tuned. "Technically, any station can sign up as an affiliate of Companion Radio, however the stronger the FM sub-carrier signal used, the better," Bolthouse explains.

Sub-carriers are only about 65

percent of the signal strength of main carriers. So if a station's coverage area is 100 miles in diameter, the sub-carrier will be heard for only 65 miles.

In most cases, a majority of the station's listening audience is within that sub-carrier listening area. When a subscription application arrives at Companion Radio, the service first checks the station's coverage maps to assure the potential subscriber is in listening range.

Super Stations and Super Heroes

When Bolthouse and his team sat down to develop Companion Radio's trade campaign, they wanted to highlight the fact that now a station can reach three age groups.

Phrases like "Triple the Radio" and "The Complete Station" were brought up, then deep-sixed. What stuck was the concept that stations that carry programming for the entire listening audience age spectrum are really super stations, and the cable television phrase became appropriate for radio.

The Companion Radio marketing team knows the importance of making a big impact on radio decision-makers, recently hiring a professional comic illustrator to develop a super-hero concept to be featured in the campaign. In coming months, Super Radio Guy will become a recognized symbol of the power of "Super Radio." (The real Super Radio Guy may even show up at a station or two.)

Though he's not Clark Kent from *The Daily Planet*, Super Radio Guy is breaking a big news story which could travel through the radio industry like a speeding bullet.

And Companion Radio is news. Maybe even revolutionary news for Christian radio stations that now have a viable means to triple their ministry and generate potentially significant subscription revenue.

Beginning this month, young and old alike can smile and say, "Finally, there's a new kind of radio designed just for me!" That's a signal strong enough to convince station owners that both they and their listeners have a new and trusted companion.

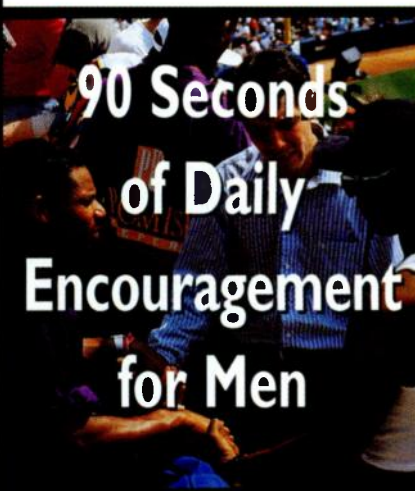
Mark Cutshall is a free-lance writer who resides in Seattle.

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Ruettgers' Roles

by Brian E. Wolff

FOR THE LAST 11 YEARS, Ken Ruettgers has made his business football, playing as an offensive tackle with the Green Bay Packers. More recent endeavors have led him into arenas that make it easier for him to share Christ with the people around him.

The NFL's average salary is between \$600,000 and \$700,000. Players can experience radically different temptations than the average person.

With his book, *The Home Field Advantage* (Multnomah Books), and his weekly radio program, *The Time-Out Show*, his life's landscape is steadily changing.

Ruettgers the Author

His book and radio program demonstrate the two most important aspects of this peculiarly gentle 6-foot-6-inch, 290-pound athlete's life: Jesus Christ and family. Ruettgers makes it clear that while Christ is first in his life, his family comes second behind no one else. He and his wife, Cheryl, are the parents of Matthew, 8, Katherine, 6, and Susan, 4.

Ruettgers describes his book as an attempt to encourage men in fathering to stick it out in the



Ken Ruettgers, offensive tackle for the Green Bay Packers and radio program host, encourages other Christian players, coaches, and trainers in the NFL to check out opportunities for outreach in their communities.

trenches. While he says he has always felt that athletes should give back to their communities, he cites two main catalysts in moving him to write *The Home Field Advantage*.

The first catalyst is his son, Matthew. The second is an incident involving NBA star Charles Barkley. In an interview, the athlete said, "I am not a role model," setting in

motion a furor over whether million dollar athletes should be strapped with the responsibility of being role models to America's children.

Barkley's point was not that he did not care about the welfare of children, but rather that parents should be the primary models of development for their children.

This incident helped to awaken

Ruettgers to the real influence role models play in a child's life and the danger when the role model seems to be a negative one.

"If I can't be a role model to my own kids, I can't be one to somebody else's," he says, adding that fathers have something that slam-dunking, touchdown-scoring superstars do not have: the home field advantage.

In his book, Ruettgers rates parents as the number one role model. A father himself, Ruettgers admits, "Parenting is tough. I don't think it's an easy chore. I think parents are heroes." Because parents have the home field advantage, they are their kids' primary role models, apart from Christ who is "everyone's number one role model."

Ruettgers the Broadcaster

The motivation for *The Time-Out Show* on WORQ-FM/Green Bay, Wis., is to represent himself not only as a positive role model but also as an ambassador for Christ. The weekly interview and conversation-style program features Christian athletes, coaches, and trainers.

*Fathers
have something
that slam-dunking,
touchdown-scoring
superstars
do not have:
the home field
advantage.*

"I kind of stuck my foot in my mouth," Ruettgers explains when talking about how he first became involved with radio. A couple of the board members who were helping to get the station off the ground came to Ruettgers asking if there was anything he thought the Packers could do to help.

"I don't know, these guys get hit up a lot for charities and money might be a problem," he explained. "Maybe someone can do a radio show once a week." A board member responded, "Well, really, thank you," and as quick as a safety blitz the deal was done. Two years later Ruettgers is grateful for his broadcast experience.

WORQ, which plays adult contemporary music during the day and progresses to alternative rock at night, reaches a wide audience.

When asked about his feelings about contemporary Christian music he admits, "I used to be skeptical about alternative and hard Christian music," but that was before a conversation he had with Neal Watson, son of contemporary Christian artist Wayne Watson.

He says Watson explained in a "mature and responsible way how important [this music] is for young Christian men and women."

On the heels of his chat with Watson, he attended a Code of Ethics concert sponsored by the station. While the kids at the concert were really "getting into [the music]," a testimony is what sold Ruettgers.

"The lead singer shared his testimony and [it was] probably the most real testimony I have ever heard. No boiler plate. It was real. He just connected with the kids in a way that no one else could," the athlete explains.

"[Musicians] are some of the biggest role models . . . for American youth," he says.

Ruettgers the Hero

When asked what makes a good role model, Ruettgers answers that the most important thing by far is that the role model honors Jesus Christ. He admits that some kids do get caught up in the way the role model plays sports or music.

"I think a lot of times we don't give our kids enough credit for liking a role model [only] for the way he dunks the ball or the way he plays the guitar," Ruettgers explained.

The athlete notes that in days gone by heroes were firemen and astronauts, but now times have changed. "Your kids are going to pick role models you don't think are appropriate, and the more you try to break the relationship, the more likely [you are] to strengthen it.

"You have got to keep going back to your kids," he continues, "and be encouraged that your modeling is louder than the things that come through the television set or newspapers and magazines." He

Continued on page 32



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adds, "And, of course, prayer is huge."

He suggests a parent "try to make [any confrontation about role models] a conversation, not attacking the role model" but getting the youth to "put some of the role model's characteristics on the table to compare and to see the contrast."

On Role Models

In his book, he interviews more than 50 professional athletes who are Christians and suggests several professional athletes as good role models because of their relationships with Christ and their mature personal lifestyles.

One such person is fellow team-

mate Reggie White, a well-known player in the league because of his high quality of play and the respect his peers have for him.

[Ruettgers'] book and radio program demonstrate the two most important aspects of this peculiarly gentle 6-foot-6-inch, 290-pound athlete's life: Jesus Christ and family.

When asked about his relationship with White, Ruettgers says though they are both very busy, they have Bible studies and pray together. And White laid hands on Ruettgers and prayed when he broke his back.

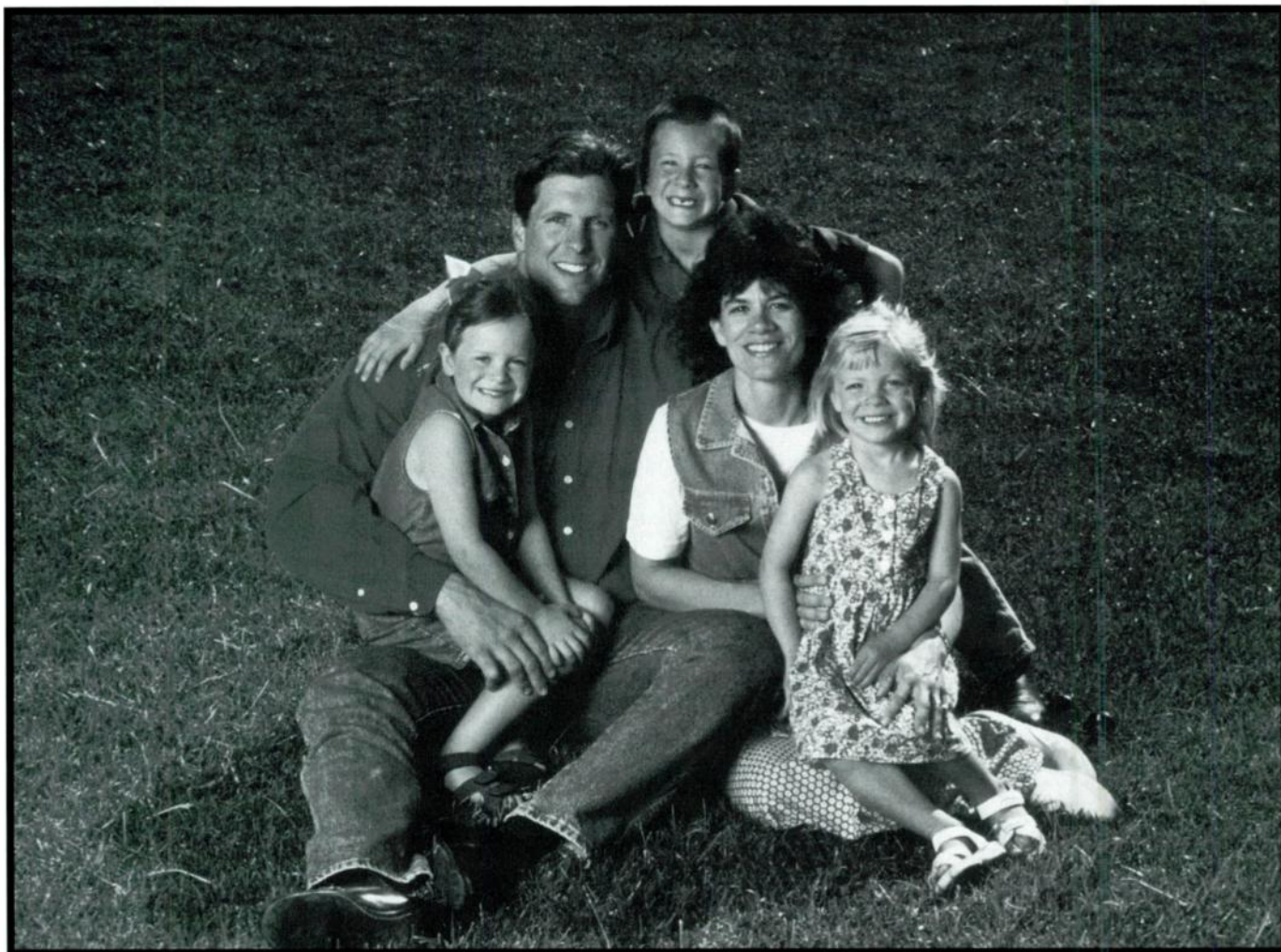
Recently, when White injured his leg and it looked as though his season would be over, Mark Ingram, Keith Jackson, and Ruettgers laid hands on him and prayed over him. White was quoted in *USA Today* as saying, "It's nothing short of miraculous," of his quick recovery.

Answered prayers and giving glory to God are threads that bond these men together. White, a black Baptist minister, has had to deal with racial problems in his lifetime. It is one of the burdens Ruettgers believes God has laid on his own heart as a broadcaster.

From Field to 'Phones

The radio program provides a forum for hot issues like racism and sexual immorality to be handled. Each week Ruettgers, a co-host, and

Continued on page 34



"If I can't be a role model to my own kids, I can't be one to somebody else's," says Ken Ruettgers. He and his wife, Cheryl, have three children: Matthew, Katherine, and Susan.

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a guest open the show by reviewing the most recent Packers game. Then they work their way into the interview stage.

Guests not only share traditional testimonies but also what God is doing in their lives. It is during these times issues that are unique to individuals come to the surface.

Ruettgers explains that it is good for listeners to know that they are dealing with the same sort of issues as someone they consider to be a superstar.

The host says, "It's been really good for the guys because they get to talk about what they love talking about. You can't go on a secular show and get excited about talking about the Lord." He says they begin each broadcast with a prayer and, beyond that, let the Lord lead them.

The Green Bay Packer says he tries to encourage some of the other Christians in the NFL to check out opportunities in their communities. And though his formula for success might not work everywhere else, it is worth investigating. Ideally, the format could be successful in at least 28 other cities: the home towns of teams in the NFL.

Guests are fairly easy to find. Due to the relatively small size of the NFL, many of the players know each other at least on a casual basis. And, as in any business, Christians often seek out other Christians.

Pedestal Problems

The problem, Ruettgers explains, is that professional athletes get placed on a pedestal because of their talents. And while someone may have made a decision for Christ, if that word implanted is not nurtured, it will not grow.

Role models are expected to be more than human, he says. The NFL's average salary is between \$600,000 and \$700,000. Players can experience radically different temptations than the average person.

Ruettgers says the pay can be dangerous because of the sexual temptations and what the money allows athletes to do. "I was fortunate because of my upbringing," he says. "My dad did a good job of values in that area."

Ken Ruettgers on Competition

Some critics wonder how Christians can compete in the violent arena of professional football. Ken Ruettgers responds that it is in fact easier for Christians than non-Christians to be competitive in sports.

The athlete explains, "To realize where you get your strength

and talent from, who you are playing for, and that God expects the best from you — focus and full commitment on every play" presents a real advantage over someone who has to use mind tricks to get themselves ready to play well.

— Brian Wolff

Regarding mature Christian athletes who are chosen as role models, he says, "I think it's exciting for people to be in the same fraternity, in the same brotherhood."

Personally Speaking

Ruettgers considers his two role models to be Jesus Christ and his father. One problem that he has had to deal with is that of professional athletes and pride.

*Each week
Ruettgers, a co-host,
and a guest
open the show
by reviewing
the most recent
Packers game.
Then they work
their way into
the interview stage.*

"If people continue to tell you how awesome you are, pretty soon it's contagious to start thinking of yourself in that way." In times of pride, the athlete looks to John 3:30: "He must increase, but I must decrease."

Ruettgers does not look to Christ only for strength in areas of weakness. He looks to Him for guidance in his everyday life and in his job.

Finding the Future

Ruettgers says that when the Lord ends his time with the Packers and moves him on, he hopes that the Lord will choose someone who will pick up where he leaves off. His wife, Cheryl, ministers to the Packer wives and speaks around the state of Wisconsin. "It's easy to replace a player, but hard to replace a ministry that a couple has had," the athlete shares.

When asked about his future, Ruettgers solidly responds, "I am trying to let the Lord direct my life the best way I can. We want to 'drive our own car' but I know that God knows what is best for me."

With a bachelor's degree in business and an MBA from Cal State-Bakersfield, Ruettgers is not certain of a future in broadcasting. "I don't [see it]. Right now I think of [my future] in a strictly conventional business way. [But] when God calls us to do something . . . it's hard to be obedient. It's a major crisis of belief."

After 11 seasons in the league, Ruettgers, by typical standards, does not have many years of playing time left, but there is no word of what is next.

Perhaps the Lord will see fit to continue using Ruettgers in religious broadcasting, ministering to the masses while encouraging his fellow athletes to run for the prize that matters.

Brian Wolff is a free-lance writer who resides in Toccoa Falls, Ga.



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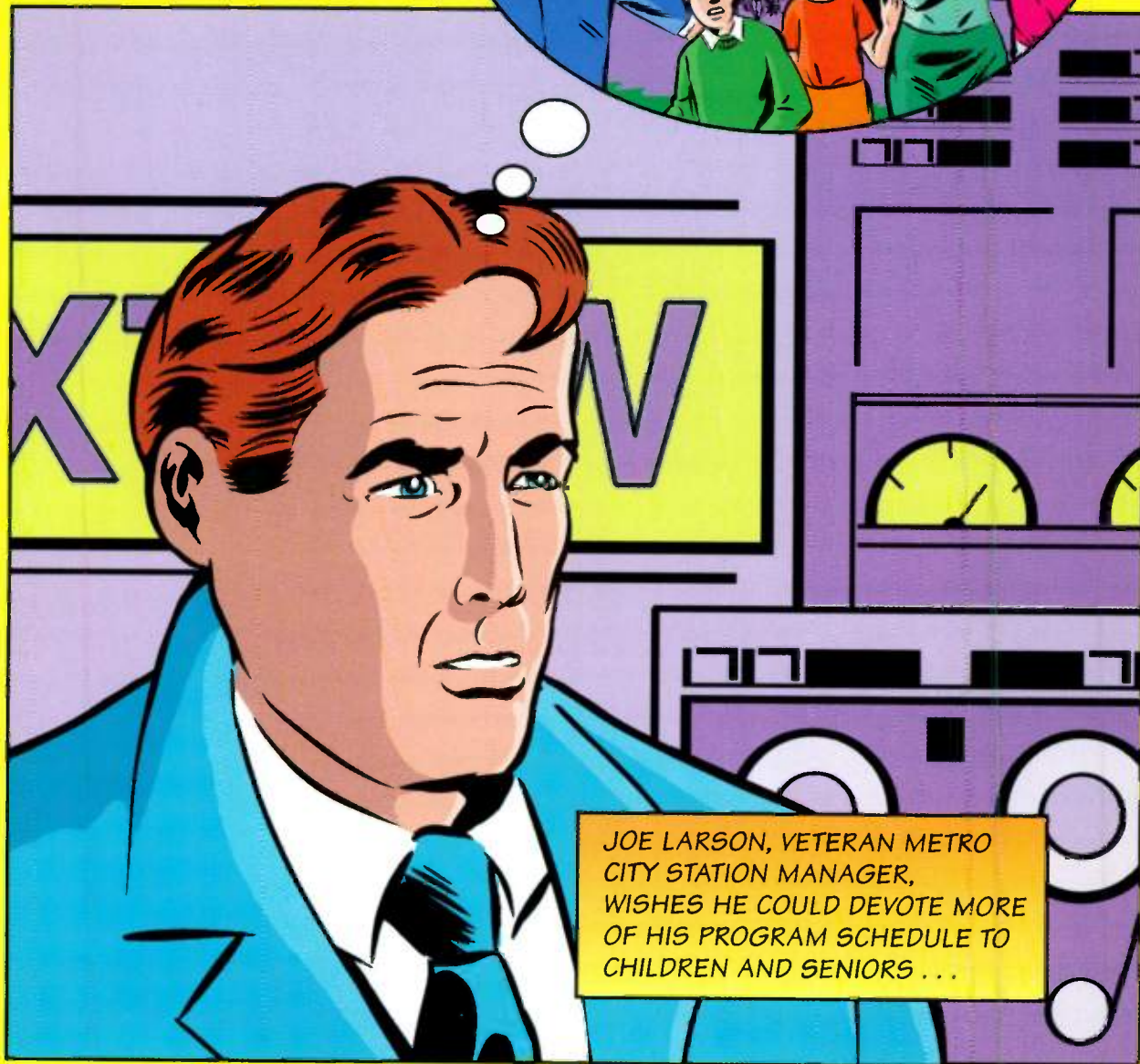
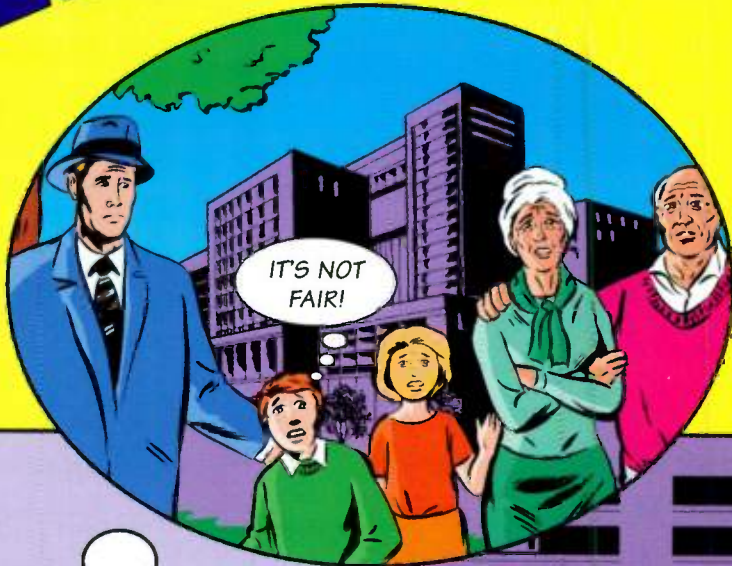
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Men in

by Sue Bahner

PROMISE KEEPERS (PK) came to Syracuse, N.Y., June 7 and 8, and the Carrier Dome — home to Syracuse University football and basketball games — will never be the same!

Big Broadcast

We elected to carry the PK Saturday program live, from 8:30 a.m. to 7 p.m., taking breaks only for our sponsor's commercials. Since this was a New York Network presentation being heard simultaneously on WDCW-AM/Syracuse, WDCX-FM/Buffalo, WDCZ-FM/Rochester, and WDCD-AM/Albany, it was even more critical that the technical aspects of a day-long live broadcast be perfect.

The challenge to WDCW and the New York Network of Crawford Broadcasting stations was to capture the event so that not only those at home listening but also those on the way to the dome could be served by the radio station.

As a media representative in the early planning meetings, I was able to present a proposal for how we could meet the various needs.

Our equipment was set up in one of the dome's press boxes. We made sure the phone lines ordered for transmission were installed and we sent the signal via phone lines to the Buffalo station, which then transmitted it via the Crawford Broadcasting Company (CBC) satellite to the New York Network stations.

Traffic Talk

Radio stations in cities that have hosted PK conferences well know the logistical challenges of broadcasting. I planned to "go the extra mile" with traffic reports every ten minutes, beginning at 3 p.m. on Friday until 7 that evening and revving up for two hours at 6:30 the

next morning.

The reports would be called in to a Syracuse University traffic coordinator from the on-duty police officers and from the heavenly vantage point of a police helicopter. And it worked!

Drivers traveling the roads coming in to Syracuse were advised of traffic back-ups and alternate routes were described in detail. The interaction on the air between the traffic coordinator and the WDCW

*Men sang together,
men cried together,
men cheered together,
men ate together,
men repented together,
and men vowed together.*

on-air personnel provided not only humor, but also vital information. We also made a friend of first-time radio personality Curtis, our traffic reporter from the Carrier Dome.

There were traffic delays, but these were soon solved. It was quite a good feeling to realize that our willingness to present these reports during prime listening time contributed greatly to the overall smoothness of the traffic flow.

Some of the best publicity WDCW received occurred as a result of a media meeting I attended a week before the conference. Assembled for the occasion were representatives from the Carrier Dome Transportation System, the Syracuse Police Department, the City of Syracuse, the New York State Department of Transportation, and others who would be affected by the influx of traffic.

Because of the live traffic



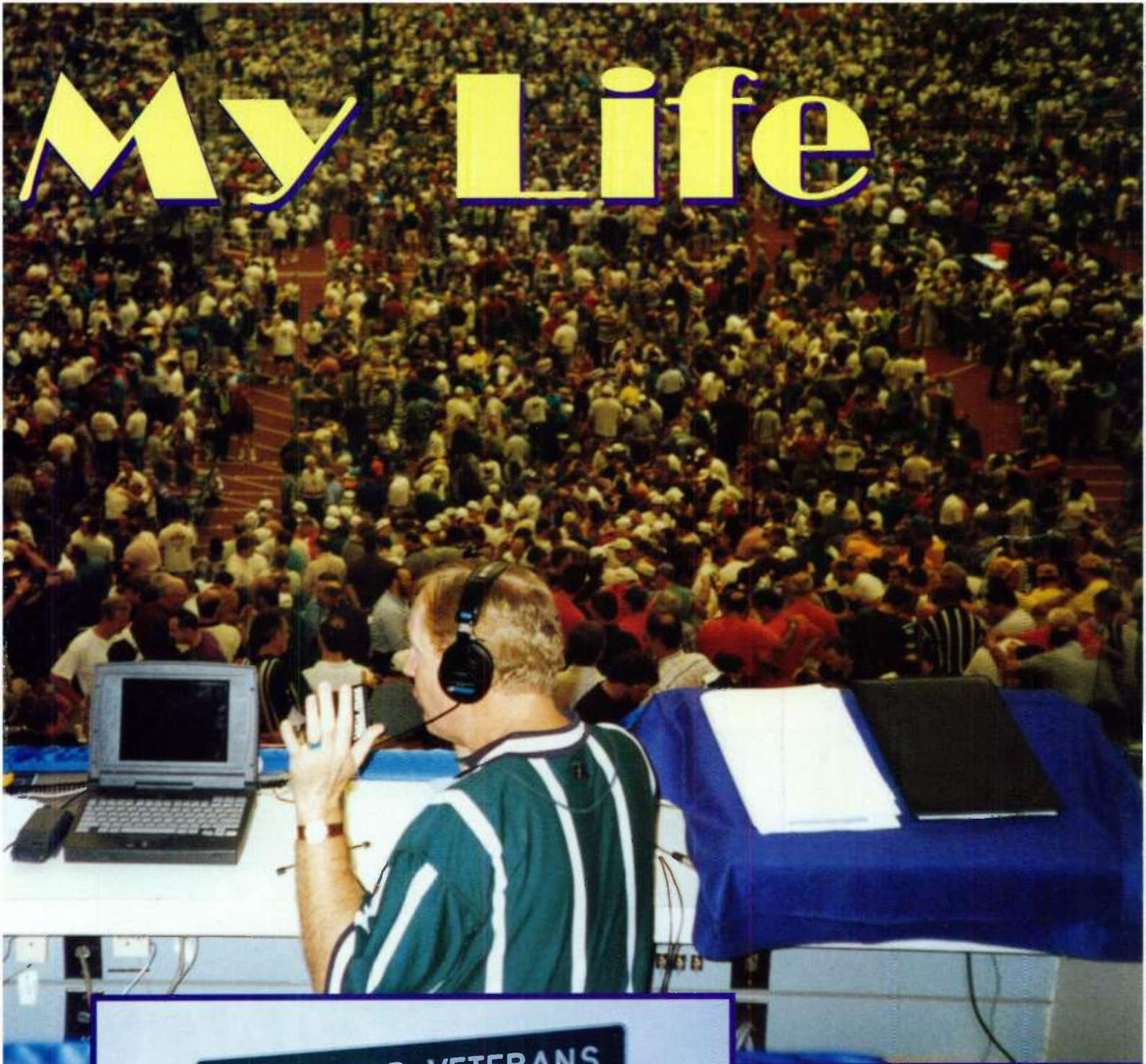
updates, I asked the city and the Department of Transportation to include this station information on the signs they posted at key highway locations: "Promise Keepers — tune 1390 AM." Through this service, thousands in the Syracuse area made first-time discoveries of WDCW.

Singular Sponsors

During commercial breaks, each of the stations played the commer-

Continued on page 40

My Life



Above. Author and broadcaster Max Lucado (right) responds to a question from Neil Boron in an interview during the recent Promise Keepers conference in Syracuse, N.Y.

Left. Special highway signs direct attendees to listen to WDCW's traffic updates.

MEN IN . . .

Continued from page 38

cial for the exclusive sponsor in that particular market. The high visibility the advertiser received for this exclusive coverage (which included a very attractive promotional package in addition to the "day of" coverage) proved beneficial for the sponsor.

Making the advertising market-exclusive meant writing commercial copy for only one client. The Syracuse advertiser on WDCW told me that a number of women whose husbands were at the PK conference thanked him effusively for carrying the broadcast — so they could "eavesdrop" on what their husbands were hearing.

Servant Spots

I worked closely with PK staff to gain access for interviews with some of the speakers who came to Syracuse, and we arranged interview times with Bill Bright, Max Lucado, Randy Phillips, Bill

McCartney, and James Ryle.

When I presented the scheduled times to Neil Boron, the live coverage host, he prepared to work around the times since we were not sure how close to schedule the interviews would be. It was a delightful

*We described
spiritual events
such as 15,000
young men age 17
and under running
into the stadium amid
thunderous applause.*

surprise when the guests appeared at our media booth within two to three minutes of their scheduled times, making our job of running seamless coverage less difficult.

Their graciousness during the interviews made these memorable moments, not only for our staff but

also for the listening audience. These world-renowned men are servants of our mighty God; their servant hearts were never more evident than during the time they gave to us.

Manly Moments

We brought staff in from all of our CBC New York Network stations to help with the "man in the dome" interviews which we did live during breaks.

One woman from Rochester heard her husband (chosen at random) talk about how much he had been impacted by what he was hearing and how it was his desire to be a better husband. She wrote to the station to tell them of the tears of great joy that flowed as she heard him speak about the very things she had been praying for.

Promising Press

Holding scheduled press conferences directly outside our media booth gave us a better opportunity

Continued on page 44



The Crawford Broadcasting Company's New York Network booth broadcasts live from a press box at the Carrier Dome in Syracuse, N.Y.

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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

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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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.

to observe and interact with the local and national press who were covering the event.

Local press coverage was extremely favorable and included front-page articles leading up to and during the conference. The morning newspaper printed a negative letter next to a letter from someone who praised the organization and ended her letter by writing, "I encourage anyone out here who is in doubt to tune in to WDCW 1390 and listen to the conference."

This was more great publicity for our station, generated as a result of the decision to broadcast live.

Respecting Regulars

The programmers from whom we asked permission to move their broadcast or to cancel were gracious in granting our request. When we could not find an alternate time, we ran commercials and made certain the value far exceeded the cost of

the missed air time. This meant we did not lose any revenue for the day, and with the exclusive coverage sponsored, gained billing.

In addition to the live coverage, we had a display for the New York network of stations in the ministry

Holding scheduled press conferences directly outside our media booth gave us a better opportunity to observe and interact with the local and national press who were covering the event.

tent and were able to elaborate on Crawford Broadcasting's unique Christian radio ministry in four key upstate New York cities.

Seeing Is Believing

During the broadcast we were

able to paint word pictures of what was taking place. We related practical issues such as how 40,000 men could leave for lunch at the same time and be back in the dome in less than 40 minutes. We described spiritual events such as 15,000 young men age 17 and under running into the stadium amid thunderous applause from their fathers, brothers, mentors, and newfound brothers in Christ — a particularly powerful moment for us to see and to hear.

Although I was a credentialed reporter and had floor access for interviews, I preferred to stay high above, where I could look down at a huge mass of humanity. Humanity.

Men were gathered together in a unique way in the stadium, united by a desire to put into practice the conference theme of "Breaking Down the Walls" — walls of prejudice, indifference, anger, and other barriers to what Christ wants men (and women) to be. Men sang

Continued on page 46



WDCW-AM/Syracuse, N.Y., keeps audience interest high with interviews of leading Christian men such as Bill Bright (right) of Campus Crusade for Christ.

Information Radio Network

Station Managers... Program Directors...

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It's not the economy stupid... it's the NEWS stupid!!!! And news...fair news...is the hardest element I've had to find in my long career in broadcasting.

I built my first station in 1952. When I worked for the other man, I'll admit, I paid little attention to the content of our news broadcast. But when I became an owner, I began to hear the inaccuracies... biases, and outright lies in our newscasts.

I have fought... cried.. and constantly complained about the news sources available to my stations. Everytime a newscast was broadcast on my station, I felt like a prostitute...except I was paying them.

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

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

Where have you been all my life?

Ken Crosthwait, Owner WTNN Radio

QUESTION?

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MEN IN . . .

Continued from page 44

together, men cried together, men cheered together, men ate together, men repented together, and men vowed together.

From my vantage point, I thought for a moment what it must be like for our heavenly Father to look down on that gathering, to rejoice in the fact that men could understand what it means to be truly human, and to revel in that they were desiring to be molded into the image of Christ.

Multiple Ministry

The ABC television affiliate in Syracuse interviewed me because we carried the live broadcast. One of the questions asked was, "Why did your station decide to carry



"Although I was a credentialed reporter and had floor access for interviews, I preferred to stay high above, where I could look down at a huge mass of humanity. Hu-man-ity."
— Sue Bahner, general manager for WDCW-AM/Syracuse, N.Y.

We elected to carry the PK Saturday program live, from 8:30 a.m. to 7 p.m., taking breaks only for our sponsor's commercials.

Promise Keepers?" My reply indicated our desire to serve the community, to provide a link with those who had family members attending, and to be part of the ministry. And it was ministry.

PK ministered to the men attending, to listeners across the

state, and to me — not only through what I heard from the featured speakers and through what I saw inside the dome, but also through the joyful realization that in WDCW's community, life will be better for many families, churches will grow stronger, and people will increase in the saving knowledge of Christ because of the power of radio.

We gave the winds a mighty voice and saw that Jesus saves — and keeps His promises — in Syracuse.

Sue Bahner is general manager of WDCW-AM/Syracuse, N.Y., and a member of the executive committee of National Religious Broadcasters.

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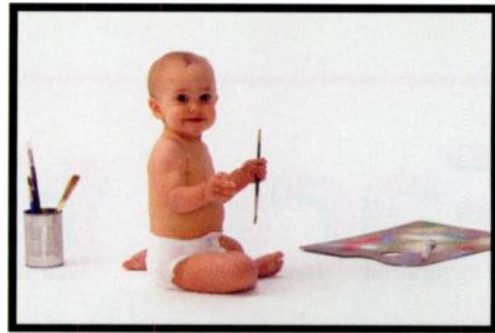
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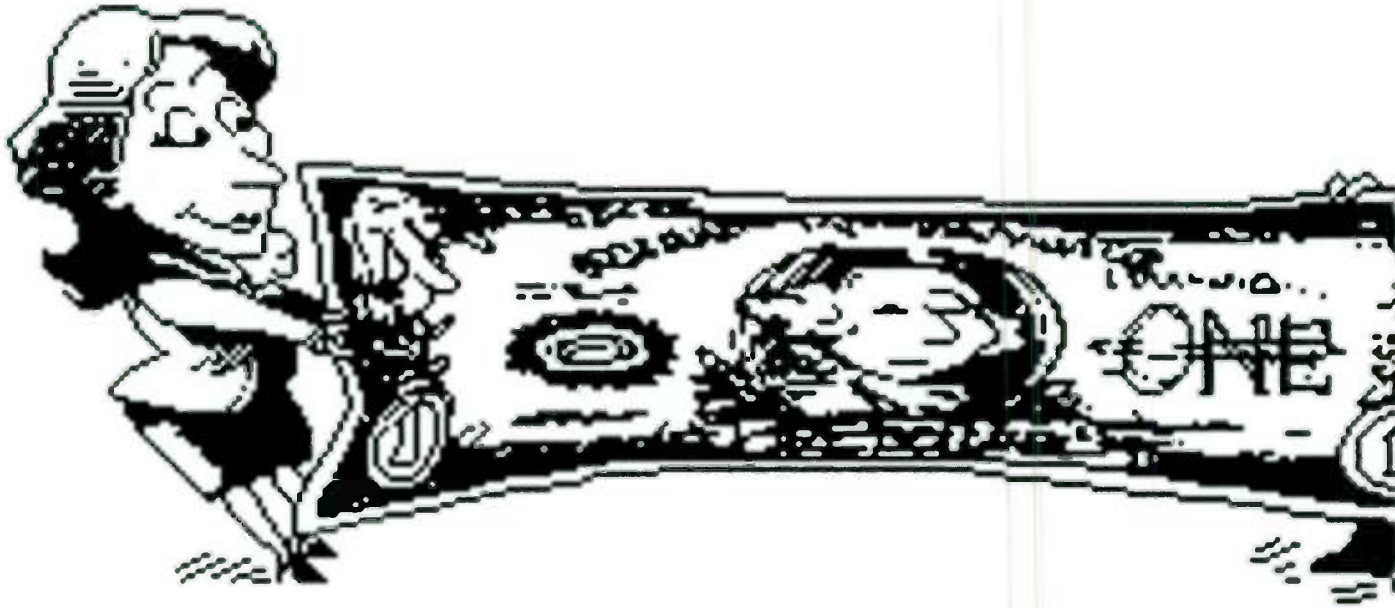
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Face the Facts

Program producers need to understand the necessity for owners to make a decent return on their investment from multiple sources of revenue.

by Ed Steele

MY NEARLY FIVE decades in radio and television broadcasting and more than 30 years of advertising agency work have yielded some information which may profitably be shared with others who are using or who are contemplating the use of religious radio.

The information has been accumulated from many sources: experience, personal research, and interfacing with a wide variety of station owners and operators and program producers, from numerous research reports and articles by experts, from people who have helped me learn — Al Sanders, Arnold Johnson, Grace Jordan, Con Robinson, and the friends at Back to the Bible and other client ministries who were not

afraid to test and experiment in the interest of increasing effectiveness.

With new technology coming online every day, enhancing effective communications — information superhighway, cyberspace, and DBS

It is the station's responsibility to capture an increasing share of the audience in the market.

to name a few — it is an exciting time to be involved in reaching and impacting people through electronic media.

However, the major driving

entity is still local religious formatted radio, even if networked by satellite or other means. The significant relationship is still between program producers and owner management of religious radio stations. That being the case, perhaps the following observations will be helpful.

Producer's Perspective

Fact: Every donor-supported Christian ministry within a religious formatted station's market or coverage area, including the churches and para-church ministries, is supported by approximately 30 percent of the adult evangelical population of that market.

This figure stems from studies done in the late '70s by the Wheaton Graduate School of Communica-



tions, where I had the privilege of lecturing on several occasions. Frankly, even with the advent of increasingly sophisticated religious television stations and cable networks, I doubt those figures have changed measurably.

Fact: Surveys by Gallup and others continue to show that about 40 percent of the U.S. population are Bible-believing Christians. Approximately 66 percent of that number are between the ages of 18 and 60, suggesting earning capacity.

Of these wage earners, nearly 55 percent listen to Christian radio at least five minutes per day, with 26 percent of these listeners supporting all of the donor supported ministries in the area (including churches). Eighteen percent of the supporters are hard core supporters of Christian radio and television.

In multiple station markets, this figure must be divided further among the religious formatted stations and religious programs aired, which leads to the next fact.

Fact: The harsh truth is that in a market of 1 million people, an

incredibly small donor pool supports all the ministries on Christian radio and television stations.

Fact: According to one large ad agency representing multiple program producer clients, it takes three years to reach turnaround and restore invested monies if you are on a "good" station. In other words, to start a radio ministry, you must be prepared to invest 18 months' costs at rate card, before you break even and begin to recover your investment.

The major driving entity [in electronic communications] is still local religious formatted radio, even if networked by satellite or other means.

Therefore, a station which charges \$300 per program, or \$78,000 annually (and some do), requiring 18 months to reach turnaround at \$6500 a month requires a commitment of more than \$100,000. I'm prepared to state that less than a dozen stations in any market in today's Christian radio atmosphere generate adequate response to justify that kind of revenue.

Fact: Programs generate support at different paces determined by a variety of factors. But conventional wisdom demands that to achieve even moderate success requires a proper infrastructure, general promotion and image building, donor nurture and development, newsletters and other publications, product sales, and whatever else one may wish to throw into the mix (i.e. telemarketing, print advertising).

Also contrary to popular

Continued on page 50

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mythology, financial response to a program has little to do with the program's production quality or excellence.

It is a well-known fact that some of the "worst" programs on the air — from a production viewpoint — generate the most income. Conversely, it is equally as well known that a good program with an identifiable listenership can survive on a "bad" station if it has a good signal and is reasonably well programmed.

In fact, some of the fringe "dollar a holler" programs generate income faster and in larger volume than some of the programs noted for their quality image. Some enjoy a turnaround time of six months, radically less than the self-confessed high-quality ministries. An old broadcasting adage still holds true: content is more important than form.

Actually, the pie of any market is cut in terms of listener interest and includes designations such as family concerns, general Bible teaching, prophecy, institutional, missions, social issues, politics, and two-way talk shows.

The success of KWVE-FM/San Clemente, Calif., being named the number one talk and teaching formatted station in America in Arbitron's April '95 report, gratefully demonstrates that there is a very large and never diminishing market for straightforward Bible teaching among Bible-believing Christians.

If you opt for the so-called "quality image," accepting the longer turnaround at unrealistically high rates, who pays? Who really benefits? It is a significant rhetorical question to be answered.

Unless the station which airs your program participates in the growth cycle with reduced start-up rates and escalating levels of investment, you — and your potential audience — are the losers.

Knowledgeable stations and broadcasters understand that the relationship between program producers and stations is a co-venture, and not an adversarial one.

Fact: Prospective broadcasters need to know that program produc-

ers legitimately assess stations for pro-rated "overhead" expenses such as salaries, rent, advertising, program production, administrative costs, and much more. For some major program producers this is as high as 250 percent.

Therefore, if a station charges \$300 per program, the program producer must receive \$13,000 per month to break even.

Cost control, downsizing, outsourcing where beneficial, and being less manpower intensive are now popular practices even among large, popular ministries. Smaller ministries address the overhead issue by controlling costs and using volunteers.

Fact: Most effective program producers also know what their turnaround capacity is, and are able to assess prospects based on multiple critical factors, including the station's cost.

Owner/Management Perspective

Fact: Many stations have been purchased at inflated prices. Some acquisitions have been heavily leveraged.

Fact: The purpose of ownership is to generate enough revenue to earn a return on investment (ROI), pay debt service, pay overhead, and accrue a profit each month.

Fact: The usual way this is done is to assess how much revenue must be generated on an hourly basis over the course of a week, and create a rate card which reflects this. In most cases, all of management's costs are thrown against the program producers with no effort made to generate income from spot advertising and other sources.

Because many owners don't have a clue about what kind of revenues paid programs normally generate for their ministry from their audience, little consideration is given to that element. Many times an owner's rate card doesn't even remotely resemble the support level available from his station. The result is an unworkable, unaffordable situation.

Some owners and operators have believed the myth about the

huge sums of money broadcasters receive from their stations. In many cases, it simply doesn't happen in today's marketplace. In some cases, it never did happen. In fact, a broadcast alone is not capable of delivering adequate response without substantial print efforts and direct mail.

Fact: The rush to ownership of stations in order to implement the religious format in the late '70s and '80s saw a lot of leveraged acquisitions crash and burn. Many did not survive. In some cases good facilities which were productive for ministries have gone with other formats.

Every donor-supported Christian ministry within a religious formatted station's market or coverage area, including the churches and para-church ministries, is supported by approximately 30 percent of the adult evangelical population of that market.

Fact: With the damage to the donor pool resulting from highly publicized cases of fraud by some ministries, many excellent ministries were seriously hurt or terminally affected. Many serious observers felt that recovery would never come and some of us thought that it was over for religious radio.

Fact: Apparently that was not the case, and we're seeing a healthy resurgence of well-established ministries utilizing radio in new and creative ways.

Fact: It should be remembered that it is the station's responsibility to capture an increasing share of the audience in the market in order to deliver increasing success for its advertisers and program producers and justify rate increases.

Conclusion

Both stations and program producers must understand the synergism involved in all the elements of Christian radio, including producers, agencies, and stations. Rate cards must be reassessed and made realistic. Commendably, some group owners have faced this issue.

The investment required by broadcast ministries must be understood along with a mutual understanding and appreciation of pitfalls and hazards.

Program producers need to hold stations accountable for delivering a sizable audience of supportive people within a realistic length of time. It is not the program producer's responsibility to go out and get listeners and supporters, though it helps when they do through advertising, direct mail, and other means.

On the other hand, program producers need to understand the necessity for ownership to make a decent return on their investment from multiple sources of revenue. Mutual honesty and sharing of information is beneficial to all along with biblically mandated accountability to God.

In the '40s and '50s, before the growth of religious formatted stations and multiplication of syndicated paid programs, the relationship between broadcasters and stations was an adversarial one which I remember all too well. Unfortunately, as religious formatted stations proliferated, this attitude continued through the '60s and into the early '70s.

Today, such an attitude is a luxury which cannot be afforded. There are a multitude of reasons why program producers and stations need each other and must support each other.

The increasing number of broadcasters who seem to understand this very important factor is encouraging. It bodes well for a promising future for religious radio in America.

Ed Steele is president and owner of the Ed Steele Agency, a communications, direct mail, and public relations consultancy based in Orange, Calif.

"I know the effort, the concern, and the commitment to the ministry and to reaching out to Chicagoland. I'm delighted and proud to be a part of the staff."
— executive producer
Eric Aucoin

The City With No Doors

by Kathy Sindorf and Sunmee Choi

CHICAGO IS WELL known for its towering skyscrapers and perpetual growth of high rises, many of which are places where people can live, work, and shop in insulated, self-contained, seemingly unreachable people groups.

To Owen Carr, pastor of the Stone Church in Palos Heights, Ill., Chicago was the city with no doors, a city that couldn't be informed about the Gospel — a city that was his mission field. Penetrating the tall buildings to spread the message of Jesus Christ seemed almost impossible. But Carr prayed and sought an answer.

One day that answer came. "And then, quietly, as if He were giving friendly advice over lunch, the Holy Spirit spoke to my heart: 'If you had a television station, Owen, it would help,'" Carr remembers.

Meanwhile, an engineer from a local secular television station also had dreams of a Christian television outreach in Chicago, especially when he looked out over the city



TV38's inaugural broadcast featured a Bible opened to the first page of Genesis.



Top. One of the live *Among Friends* programs during TV38's 20th anniversary week. From left, Shirley Rose, Jerry Rose, and Ben Kinchlow.

Above. Brandt Gustavson, president of National Religious Broadcasters, participates in the live rededication service of TV38's 20th anniversary broadcast, surrounded by the division heads of the station and their spouses.



from the John Hancock building transmitter.

"I often thought, What would it be like to have a Christian station here in the city?" recalls David Oseland, one of the creators of *Solid Gold* and now program director of WCFC-TV38/Chicago.

From Dream to Reality

Carr's dream evoked mixed feelings in some people. "The idea of a Christian television station in a market the size of Chicago seemed unattainable when I began to hear about it, but I was incredibly excited about the prospects and the possibilities," recalls David Scott, then a local pastor and today the vice president and general manager of TV38.

Without any experience or education in television, Carr presented his vision to his congregation. The enthusiastic congregation took up an offering totaling \$135,000. To Carr, this was a miracle. But there was more to come.

Oseland found a UHF channel

Continued on page 54

that was about to become available, and sought out Carr to give him this valuable information before it became public knowledge. Stepping out in faith, Carr agreed to buy the transmitter and the available license before the Federal Communications Commission (FCC) had even granted a construction permit.

During 1975, Carr sent a scout around the country to find the best person to run a Christian television station in Chicago, and the scout found Jerry Rose. Initially skeptical about the position, Rose agreed to meet with Carr to discuss it.

"I looked in his eyes," remembers Rose, "and I saw a genuine vision, and I knew it was real. I knew it wasn't just for Owen, I knew it wasn't just building his empire, I knew that he really felt and believed that God had called him to do this."

Rose agreed to become the general manager — of a Christian television station that was still just a dream. Rose held an extensive background in secular production and commercial directing, managing CBN's station in Dallas and becoming the network's operation manager in Virginia Beach, Va.

Over 500 churches in Chicagoland work hand-in-hand with TV38.

According to Rose, despite the fact that TV38 wasn't on the air and didn't have a construction permit, Christian programmers were agreeing to sign contracts to be on the air. TV38 collected \$150,000 in two days — another miracle.

Facing a deadline, with an hour left before the contract expired, the FCC granted TV38 permission to buy a station.

"Incredible miracles came about (during finalization of the deal), but the miracles didn't happen until we got there. They didn't happen in advance; it happened when we got to the meeting to buy the station and didn't have the money," Rose



TV38 staff members do a stunt as backup singers during the outdoor festivities of the station's 20th anniversary celebration.

shares. TV38 didn't have the money since the bank had called to pull the plug just the night before their big meeting to close the deal.

Rose and Carr went to the meeting anyway, and just half an hour after that meeting was scheduled to begin, a bank representative arrived to tell them the bank had changed its mind and decided to advance them the money after all.

Then the station had to find a crew and a studio. The Catholic Television Network (CTN), which had previously agreed to lease facilities to TV38, told Rose and Carr that TV38's production schedule would not work with CTN's . . . one week before the FCC's start date deadline.

So TV38 found a dilapidated warehouse. The only transmitter the station could have used was hooked up back at CTN, and the men believed all wires had been cut off from the run-down building.

By faith, the men joined a telephone company representative in looking through the building. To their amazement they found a live wire and within two hours were able to hook up their audio and video and be on the air as scheduled.

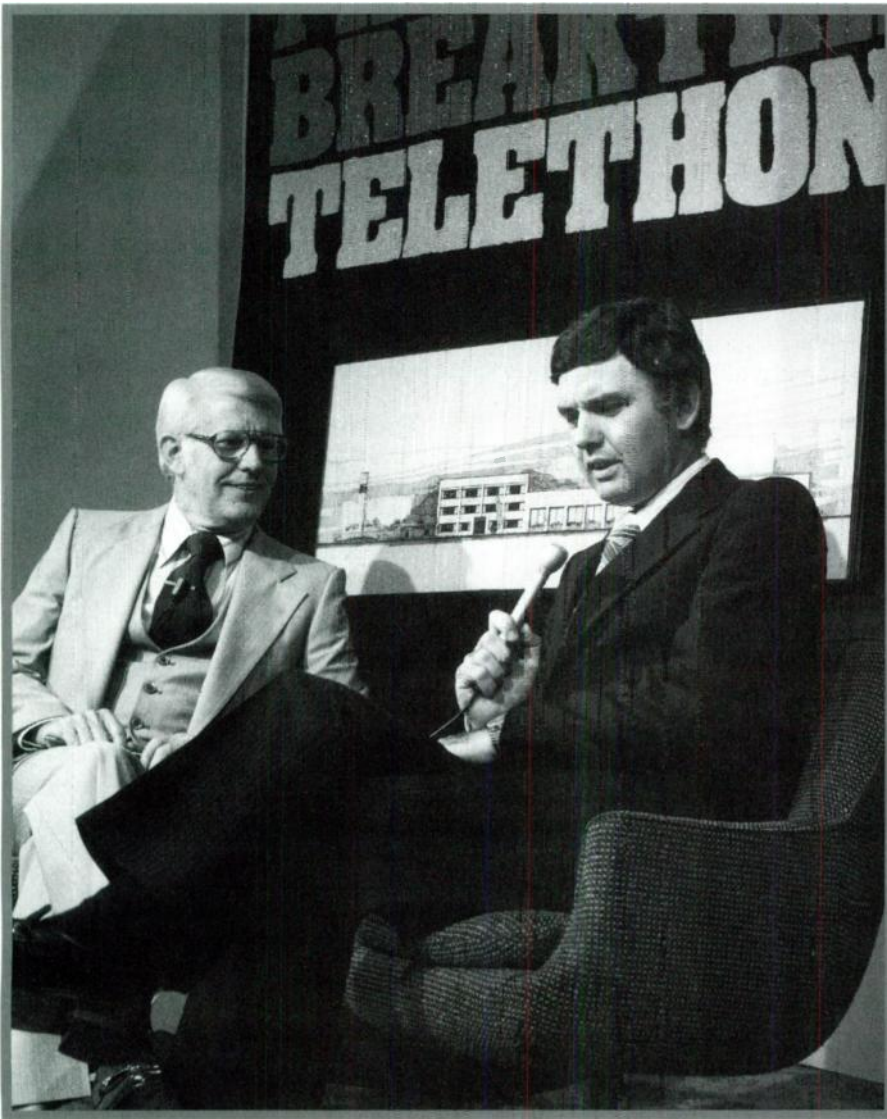
"It was another one of those miracles that it took to get TV38 on the air. I was exhilarated that this could happen, and we were feeling like we were a part of a miracle," Rose says.

And, on Memorial Day, 1976, despite many doubts, TV38 signed on the air with a close-up shot from the book of Genesis. The broadcasting career began with the Bible.

"I don't think I have ever experienced such a powerful moment in my life as I did that night, to be a part of what God had done that evening," Rose shares.

Oseland adds, "As I look back at what God has done through the years, I'm reminded of the fact that we began with just a transmitter and then some rented space and an old warehouse, the old Olympic studios, working in the rear of that space producing programs about two hours a day. We were on the air a total of five hours a day and slowly we expanded over the years." Today, TV38 airs 24 hours a day.

Celebrating its 20th anniversary of serving the Chicagoland area, TV38 is today the largest independent Christian television station in the country, with a potential viewer-



Founder Owen Carr and president Jerry Rose (circa 1980s).

ship of 10 million people.

Since its inception, the mission statement of TV38 has been to "present the message of Jesus Christ and meet the needs of Chicagoland through its programming, its ministry services, and its community outreaches." And TV38 has been living out that mission.

History of Involvement

Throughout two decades of broadcasting, TV38 has been highly involved in the Chicago community. Over 500 churches in Chicagoland work hand-in-hand with TV38. Operation Blessing food distributions and meals for the homeless, Habitat for Humanity building projects, Bless-a-Child Christmas toy program, and GospelFest are just a

few projects in which TV38 is involved.

There is a Care Force of over 400 trained volunteers at the end of a prayer line, serving an average of 100 people who call the line daily.

Programming

Programming at TV38 has come a long way since projecting that page from Genesis. By its third year of operation, "we did 15 different series in one year out of a 20' x 40' studio. That included telethons, daily programs, craft shows, everything you could imagine. We did a game show that attracted national recognition, all out of that little studio," Rose notes.

Continued on page 56

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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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THE CITY . . .

Continued from page 55

Today, with a facility of its own in the booming west end of Chicago called "Little Hollywood," TV38 offers a full lineup of Christian and family oriented programming.

The city's only full-power Christian broadcast station features worship programs and many local programs: children's shows like

The enthusiastic congregation of the Stone Church took up an offering totaling \$135,000.

Kids-Vu, talk/variety formats like *Among Friends* hosted by Rose, outdoor adventures, and programs that focus on exercise and nutrition.

TV38 is still gaining national attention through the production of award-winning, nationally syndicated programs.

PageTwo is a half-hour weekly news-magazine program that confronts today's social and political

issues from a Christian perspective.

You Need To Know is an informative and entertaining talk show format hosted by David Mains.

Solid Rock VDO is a weekly music video program that features contemporary Christian artists and targets young people.

NightLight is a late night comedy show.

The station also hosts special events like Luis Palau's "Say Yes Chicago" campaign.

Today's TV38

The station's 20th anniversary comes at a time of expansion for TV38. With three studios and top-notch equipment and personnel, TV38 is able to offer the Chicago television community a full-service production center.

TV38 is also celebrating the arrival of new Philips BTS LDK 10 cameras that were demonstrated at this year's National Association of Broadcasters convention. These new studio and field cameras are digital and fully compatible with the new ATV standard.

TV38 isn't just about facilities, programs, and production — it's

Continued on page 58



Dave Oseland, program director of TV38, interviews Gerbert during the station's anniversary festivities.

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Pre-production—decisions of program direction and content, and guest interview line-up;

Field-production—location shoots, producing, directing, guest interviews;

Post-production—creative decision making on how program is edited, writing narration, choosing shots, music, and more.

Interested candidates should be prepared to submit a demo video.

Contact:
Lesley Hazen,
Human Resources Manager,
(954) 772-0404



THE CITY . . .

Continued from page 56

about people. Pam Zelek, senior producer of *Among Friends*, notes, "God has chosen to bless this ministry, I think, because of the leadership of the ministry and committed Christians who have a heart for reaching Chicago. In my own experience here, I see God's miracles almost on a daily basis."

"We're here because we feel like the Lord brought us here. Our role is to help Jerry and to support the ministry of TV38 and what it is doing here in Chicagoland and around the world," executive producer Eric Aucoin says.

"I see what goes on behind the scenes," Aucoin continues, "and I know the effort, the concern, and the commitment to the ministry and to reaching out to Chicagoland. I'm delighted and proud to be a part of the staff."

Mission is also part of television director Jerri Reimann's thoughts. "I believe God called me to be at TV38. And I feel that we can make a difference in people's lives by what we do here."

Celebrating 20 Years

TV38's week-long anniversary celebration included *Breakthroughs*, a one-hour documentary highlighting the journey of faith that led from one miracle to another. A special alumni party for former employees of TV38 followed a week of live *Among Friends* programs every evening.

The week ended with a day-long celebration of station tours, live concerts, and fun for the whole family. This all culminated with a two-hour live evening program of prayer, praise, and recommitment to God for the future, led by Brandt Gustavson, president of National Religious Broadcasters.

What started as a vision 20 years ago is today's TV38. And this innovative television ministry is moving forward into the 21st century, touching the world and entering the city with no doors.

Kathy Sindorf is a producer at WCFC-TV38/Chicago and coordinator of the station's 20th anniversary celebration. Sunmee Choi, an anchor/reporter for TV38, assisted in the coordination.



An enthusiastic Chicago audience participates in the 20th anniversary celebration of its full-power Christian television station.

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“Look Forward” with SENRB

CHARLOTTE, N.C. — The Southeastern Regional National Religious Broadcasters (SENRB) is holding its annual convention September 11-14 at the Radisson Grand Resort in Fort Mill, S.C. (just south of Charlotte). With a theme of “Looking Forward,” the SENRB will explore how to be proactive instead of reactive in ministry.

Opening the convention will be musicians Amy Roth and Bob Colasanti. Other sessions will feature Bruce Wilkinson, “An Evening with Marlin Maddoux,” and David Gibbs. Workshops will offer Michael O’Brien of Toccoa Falls College and a question-and-answer session for college students.


For more information, contact Dianne Williams at (423) 892-6814 or e-mail 103177.346@compuserv.com.

Kay Arthur to Speak at MWNRB


MUSKEGON, Mich. — For the third consecutive year, the Midwestern Regional National Religious Broadcasters (MWNRB) is hosting its convention at the Maranatha Bible and Missionary Conference facility on the shores of Lake Michigan, September 12-14.

Key speakers include Kay Arthur, Erwin Lutzer, Haddon Robinson, and a Concert of Prayer led by Steve Ball. Friday night features a cookout and bluegrass concert.

For more information, contact Scott Keegan at (616) 772-7300 or e-mail 76226.361@compuserv.com.



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AIRWAVE NEWS

DALLAS — *CrossTalk*, hosted by Dr. Randy Weiss, was recently added to the program schedule of The Inspirational Network. As a Jewish believer, Weiss presents his unique perspective of the Bible, helping Christians understand their rich heritage of faith.

CHARLOTTE, N.C. — WHVN-AM/Charlotte celebrated its 25th anniversary on August 1. WHVN was Charlotte's only Christian radio station in the seventies and is the only station in the city which hasn't changed its format in a quarter century. WHVN's general manager Tom Gentry says, "God has blessed WHVN for 25 years."



Tom Gentry

MELBOURNE, Australia — Fusion Media Pty Ltd, the media outlet of youth and community organization Fusion Australia, has announced its acquisition of the broadcasting license, assets, and business of Radio 3AK in Melbourne. National director of Fusion Australia and Christian broadcaster Mal Garvin said, "We believe this to be an exciting prospect for making the mind of Christ more prevalent in the media and in Melbourne in particular."

SACRAMENTO, Calif. — The K-LOVE Radio Network recently completed its annual fund-raising drive that raised \$4.1 million in pledges. K-LOVE Radio is a network of 11 full-time, non-commercial, 24-hour Christian music stations and 15 translator repeater stations.

DALLAS — This month, presidential candidate Alan Keyes is launching a daily nationwide talk program called *The Alan Keyes Show*. Syndicated by Salem Radio Network, the program focuses on interaction between callers and Keyes with occasional high visibility guests.



Alan Keyes

WALLA WALLA, Wash. — Positive Life Radio has added two new overnight affiliates to its satellite network: KARM-FM/Visalia, Calif., and WOCG-FM/Huntsville, Ala. The network is an inspirational Christian radio programming service.

MINNEAPOLIS — WJLH-FM/Flagler Beach, Fla., and WCTJ-AM/New Bern, N.C., are the newest affiliates with the SkyLight Satellite Network. The network is a mix of inspirational music, features, and news.

NICOSIA, Cyprus — SAT-7, a new satellite television channel for the Christians of the Middle East, began experimental broadcasting of its Arabic-language television service. After a year of such testing, SAT-7 expects to establish a regular daily schedule of transmissions. The first programs will include a one-hour magazine format

show followed by a Christian movie.

DULUTH, Minn. — WWJC-AM/Duluth has added a new community affairs program, *Northland Notebook*. Station manager Ted Elm says, "*Northland Notebook* is just one more way we can address listener needs and concerns. [The program] focuses primarily on church and community events."



Ira North

MADISON, Tenn. — The *Amazing Grace Bible Class* celebrated its 25th anniversary in June. The program premiered on Nashville's ABC television affiliate with the late Ira North, who was a preacher with the Madison Church of Christ. Dr. Steve Flatt is currently the speaker on the 30-minute program.



Steve Flatt

COLORADO SPRINGS, Colo. — *Promise Keepers This Week* is a new weekly radio program with stories of men's lives impacted by the ministry of Promise Keepers. The one-hour program is hosted by Kevin Skattum and Steve Chavis.

BOONE, N.C. — WPIQ-AM/Brunswick, Ga., WEEZ-FM/Laurel, Miss., KTJC-FM/Rayville, La., and WVYR-FM/Dixon, Tenn., have been added to the "Solid Gospel" format of the Reach Satellite Network.

CHARLOTTE, N.C. — The Inspirational Network (INSP) has launched a new Saturday morning block of programs, called Kids at Home. According to INSP vice president of programming Ossie Mills, "Kids at Home is four hours of fun, adventure programs every Saturday morning aimed at [children] 5 to 11 years old."

AWARDS

ANDERSON, Ind. — Anderson University's Covenant Productions recently earned a bronze Telly in the religious category for "Revival," a long-form music video. The Telly Awards recognize and showcase outstanding non-network and cable television commercials as well as film and video productions.

DALLAS — KCBI-FM/Dallas' news and sports departments received recent Texas Associated Press awards. News director Bob Morrison received the Best Newscast Award in his station's category for the fourth time in five years. He also took second place for Best Anchor.

Production director Bernie McPartland won first place for his reports on the Oklahoma City bombing with assistance from reporter Bill Bumpas. Assistant news director Sharon Geiger received second place for her feature on "Shoes for Russian Souls."

For the second year in a row, sports director John Driggs received an honorable mention for Best Sports-cast. Also, *Texas Gospel Music News'* Fan Award for Favor

ite Southern Gospel Music DJ of the Year went to KCBI's Tom Nau.

SCOTTSDALE, Ariz. — Food for the Hungry became the first Christian organization to win an Emmy. Marissa Leinart, the organization's media relations representative, produced/reported the winning entry, "A Look Inside Africa." "The honor and prestige behind winning such a notable award has been a blessing," said Leinart, who also received an Emmy in 1993 while a news reporter/anchor at KPHO-TV/Phoenix.



Food for the Hungry media relations representative Marissa Leinart and Food for the Hungry president Ted Yamamori with their Emmys for the organization's documentary "A Look Inside Africa."

SPRINGFIELD, Mo. — The news department of KWFC-FM/Springfield placed second in story contributions to the Missouri Associated Press



KWFC news director Greg Brock (left) with comedian Sid Caesar, "one of the most enjoyable people I've interviewed."

in 1995. The station, which is the only Christian radio or television station in Missouri to contribute to the state's AP wire, received a plaque for overall cooperation with an impressive 541 filed stories.

INTERNET INFORMATION

DAYTON, Ohio — WFCJ-FM/Dayton is now on the World Wide Web at <http://www.wfcj.com>.

GILBERT, Ariz. — Christian Spotlight on the Movies (<http://www.ChristianAnswers.net/reviews/reviews.html>) is the first to provide free, large numbers of up-to-date secular and Christian movie and video reviews. The site is sponsored by Films for Christ.

SAN DIEGO — KPRZ-AM/San Diego has established its own home page at <http://www.kprz.com>. Built and maintained by Small Planet Enterprises, the site features KPRZ program listings, news, surveys, links to related sites, and a comprehensive area church directory.

Continued on page 64

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

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TRADE TALK

continued from page 63

DALLAS — iPubco, an electronic publishing company, has launched a new Internet directory called RadioInfo (<http://www.radioinfo.com>). RadioInfo gives radio station management answers to almost any kind of daily problems instantly and at no cost. All suppliers to the industry are also listed free in the directory.

METTER, Ga. — *Seeds from the Sower*, the popular daily devotional written by Dr. Michael Guido, is now available on the Internet (<http://www.thesower.org>). A different, daily inspiration message and pictures of the beautiful Guido Gardens are available at the site.

NEW YORK — "Tourism to Israel is 'online,'" says Uzi Michaeli, Israel's consul and commissioner for tourism in North America. The new website (<http://www.infotour.co.il>) enables visitors to retrieve information about travel to Israel, illustrated with maps and color images of Israeli sites and scenes.

DALLAS — KSKY-AM/Dallas now airs its full program schedule in real audio on the World Wide Web (<http://kskyradio.com>). The station celebrates its 55th anniversary this month.

MONUMENT, Colo. — Greater Europe Mission has a home page on the Internet (<http://www.gospelcom.net/gem>). "Greater Europe Mission is now able to communicate its message of hope for Europe to the millions who 'cruise' the Internet," said U.S. director John Graham.

MUSIC NOTES



(from left) ForeFront president/CEO Dan Brock, EMI Christian Music Group president/CEO Bill Hearn, and ForeFront executive vice president Eddie DeGarmo pause for a photo.

NASHVILLE, Tenn. — EMI Christian Music Group (CMG) has acquired ForeFront Communications Group, contemporary Christian music's most successful independent label. ForeFront will operate as a separate label within the EMI CMG umbrella.

BRENTWOOD, Tenn. — Brentwood Music, in partnership with

The Zomba Group of Companies, has announced the formation of Sub•lime Records. Sub•lime will focus on underground modern rock music in the Christian market.

NASHVILLE, Tenn. — Light Distribution has announced it will now distribute all Tyscot product in the Christian marketplace. Tyscot is the oldest and largest independently black-owned gospel label in the world.

ANAHEIM, Calif. — Cadence Communications has announced a worldwide, multi-year distribution agreement

with Warner Alliance/Warner Christian Distribution for the CBA market and WEA for the general market.

NASHVILLE, Tenn. — Former CEO Mike Atkins of Atkins, Muse and Associates, Inc., has announced the formation of Mike Atkins Management, Inc., as well as handing sole ownership of Atkins, Muse and Associates to new president/CEO Pamela Muse.

NASSAU, Bahamas — The first annual World Christian Music Awards (WCMA) will take place December 8-9 at the Crystal Palace Theater of the Nassau Marriott Resort. "Having traveled to many award ceremonies around the world, God gave me this vision to celebrate Christian music from around the globe by bringing artists and in

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dustry together under the same roof for one night," said Rudolph King, WCMA chairman.

NASHVILLE, Tenn. — Recording artist Michael W. Smith has announced the formation of a new record label, Rocketown Records. Smith will be chairman for the label, which will be a diverse company. Rocketown Records is currently negotiating for distribution and artist signings.

LOS ANGELES — Christian artist Kenny Marks is serving as spokesman for Open Doors with Brother Andrew by representing the ministry — which for over 40 years has smuggled Bibles to the suffering church worldwide — at his concerts and by participating in designated Open Doors-sponsored events.

ate, continued his ministry with the broadcast until his retirement in 1988. Along with founder Theodore Epp, Jones guided Back to the Bible from a single broadcast on one station to a global ministry. During his tenure at the ministry, Jones was the voice of "Danny Orlis" on the youth program and wrote feature columns in the *Good News Broadcaster* magazine. He was also a board member of National Religious Broadcasters.

SPRINGFIELD, Mo. — Dr. Charles Morse (C.M.) Ward, veteran radio broadcaster for *Revivaltime*, died July 12 at 87. From 1953 to 1978, he was the radio evangelist for the

Continued on page 66



Open Doors USA president Peter Tory (left) and Open Doors director of church relations Cheryl Gardner prepare Kenny Marks for his first Open Doors overseas trip.

NEWS BITES

LOS ANGELES — *Duffy and Company* — *Live from LA's* listeners pledged nearly \$18,600 to a special fund which will assist in rebuilding a South Carolina church firebombed by arsonists earlier this year. Talk show host Warren Duffy said he hopes the idea of rebuilding the south "one church at a time" will inspire other Christian radio stations, churches, and organizations to "adopt a church" and direct their compassion and financial resources to another of the burned churches.

CHARLOTTESVILLE, Va. — *Freedom Under Fire*, the daily, two-minute radio spot produced by The Rutherford Institute, has begun syndication of a companion newspaper column exclusively for the U.S. weekly newspaper market.

OBITUARIES

LINCOLN, Neb. — The Rev. Melvin A. Jones, former director and executive vice president of Back to the Bible, died July 27 at 78. A graduate of Moody Bible Institute, Jones joined Back to the Bible in 1940 and, except for a brief pastor-



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TRADE TALK

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weekly broadcast of the Assemblies of God (A/G). Ward was also a prolific writer, authoring more than 23 volumes of radio sermons and other books.

Ward received more than 50 awards, including being named to the National Religious Broadcasters (NRB) Hall of Fame in 1993. NRB also honored Ward with a "Find Us Faithful" award in 1994 along with Bill Bright, Dale Evans, and Bill Gaither.

Describing Ward, A/G general superintendent Thomas E. Trask said, "Few men this century have had the impact in radio ministry as C.M. Ward. . . . Each week his messages challenged the audience's minds and quickened their spirits as he invited them to the 'long, long altar' to accept Christ."



**C.M. Ward
at NRB 94**

SAN FRANCISCO — Bob Carlson, the host of America's longest-running contemporary Christian music program, died at 53 from a heart attack on July 22. Carlson began syndicating *The Sounds of Joy* in 1966, showcasing such artists as Chuck Girard and Larry Norman. For the past decade, he has been with KFAX-AM/San Francisco and served as producer of the station's successful daily talk show, *Life! Line*.

SYDNEY, Australia — William Inglis Dalrymple passed away on June 20 at 80. Dalrymple opened his own chain of religious bookstores in Australia called Dalrymple's Book Stores. He was also the first Australian representative of World Radio Missionary Fellowship, sending the first Australian worker to join that ministry. "He was a man who not only believed the Word, taught the Word, and preached the Word, he lived the Word," said Les Boggiss of OAC Ministries at Dalrymple's memorial service.

PEOPLE

•CHARLOTTE, N.C. — Sheila Stephens has recently been promoted to the position of communications manager for Chosen People Ministries, a Jewish mission organization. Stephens is now responsible for the international ministry's public relations, direct marketing, and donor acquisition programs.



Paul Martin

IRVING, Texas — Paul Martin has joined the Salem Radio Network (SRN) in Dallas as vice president/general manager. Martin, a 20-year radio veteran, plans expansion with SRN.

WASHINGTON, D.C. — Former WAVA-FM/Arlington, Va., operations manager Flip Michaels is now production director with WGMS-FM/Washington, a classical music station. "I'm truly excited about the opportunity to work with [WGMS]," Michaels said.


KIRKSVILLE, Mo. — Brian Whitaker joins KLTE-FM/Kirkville as a programming/production assistant. Whitaker recently graduated from Northwest Missouri State, where he was awarded "Best Air Check" by the Missouri Broadcast Educators Association.

SPEARFISH, S.D. — Jonas Nelson is KSLT-FM/Spearfish's new PM drive/production director. Nelson previously worked for KYCR-AM/Saint Louis Park, Minn.

COLORADO SPRINGS, Colo. — The Word in Music Satellite Network has promoted Stephen Fenton to music director.

SACRAMENTO, Calif. — Dave Kelly has been promoted to K-LOVE Radio Network assistant program director. Formerly K-LOVE's production director,

Continued on page 68

A black and white silhouette of a person from the back, holding a telephone receiver to their ear. The person is wearing a long-sleeved shirt. The background is plain white.

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TRADE TALK

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Kelly now oversees the day-to-day operation of the programming department.

HOUSTON — Changes in the KSBJ-FM/Houston personnel include the promotion of Stacy Brooks to assistant program director, David Brock to full-time production director, and the addition of Brad Burkhart as the station's consultant.

NEW YORK — Garry E. Hill, formerly of Z Music Television, has been named CEO of the Faith & Values Channel (F&V). Hill served as executive vice president and general manager of Z Music. Hill sees F&V as "a network poised for great growth."



Garry Hill

NEW YORK — The Christophers, a non-profit organization which uses the media to communicate the Judeo-Christian concept of service to God and humanity, has announced the appointment of the Rev. Thomas J. McSweeney as director. Father McSweeney is currently a professor of communications at Gannon University and media relations specialist for the Catholic Diocese of Erie, Pa.

NASHVILLE, Tenn. — Benson Music Group announces the promotion of three employees: Gary Davidson to

national field sales manager for Benson Music Distribution, Tom Snell to director of copyright and royalties, and John Ouellette to senior copyright administrator. Davidson was formerly a field sales representative covering the Midwest region. Snell was director of copyright and permissions while Ouellette was licensing administrator.

METTER, Ga. — Fred Passmore has joined the Guido Evangelistic Association as production engineer. Passmore previously served as assistant producer for *Truths That Transform* with D. James Kennedy.

ENGLEWOOD, Calif. — Bob Ardrey has joined the Jones Satellite Network's regional affiliate sales team. Most recently, Ardrey was a regional manager with Major Networks and has over 40 years' of radio and network radio experience.


ST. LOUIS — Kenneth Ladage has been appointed executive producer/program manager for Envoy Productions. Prior to joining Envoy, Ladage served as station manager at WALV-TV/Indianapolis.



Kenneth Ladage

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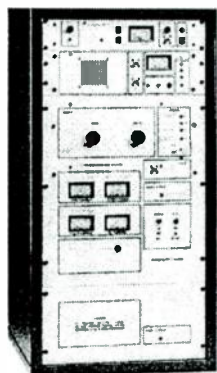
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Radio's "Trial of the Century" Proceeds

NEW YORK — The National Religious Broadcasters Music License Committee (NRBMLC) will finally have its day in court against ASCAP (American Society for Composers, Authors and Publishers). The trial is set for September 16 in New York's Southern District Federal Court and represents a milestone because it is the first time radio stations have challenged ASCAP's licensing practices in the Rate Court.

Brought on behalf of hundreds of religious, classical, and specialty-format stations, the suit could bring fair music licenses to stations using little or no copyrighted music in their formats. Currently these stations must buy expensive blanket licenses, paying for music they neither need nor use, or use the complicated per-program license and pay ASCAP three to four times as much per song.

According to NRBMLC chairman Ed Atsinger, "The current music licensing system is unfair and must be reformed. So far no radio group has mounted a successful court challenge to ASCAP's stranglehold since the Rate Court was created 46 years ago. We have put together a 400-station group for this proceeding, raised over \$1.2 million, and will finally have our day in court."

As part of a massive antitrust lawsuit settlement, the Department of Justice (DOJ) — considering ASCAP to be a monopoly — established the Rate Court in 1950. The court was to settle disputes between ASCAP and music licensees.

The DOJ also established procedures to protect radio stations against ASCAP's renowned legal and economic muscle (revenues in 1995 — \$450 million; enforcement and litigation budget — \$24 million). These efforts are collectively known as the "1950 ASCAP Consent Decree."

ASCAP agreed to the Consent Decree's mandates and was also to offer radio stations a per-program license representing "a genuine economic alternative" to its blanket license (which brought ASCAP its an-

titrust troubles in the first place) and repertoire disclosure so a station could identify the music it pays for.

The NRBMLC member stations believe ASCAP has never fulfilled these commitments. Notes Atsinger: "The decree, in its original form, was a masterpiece, and would have continued to be so had it not been for two important realities. First, ASCAP, ever the survivor, had already built an awesome litigation and lobbying army, allowing [the organization] to quickly circumvent the provisions of the decree.

"Second, there was no provision for the DOJ to update the decree as radio formats in the industry diversified nor to compensate for technological developments, such as the invention of the PC and the creation of computer databases to easily maintain and update song lists."

Challenging ASCAP in court is a formidable task, says NRBMLC executive director Russ Hauth. "In its entire 50-year history, no broadcast group has successfully argued in Rate Court except the powerful independent television industry, which spent \$15 million over ten years to win a landmark case in 1994."

Hauth continues, "In that case, television won a fair per-program license, and the court determined what a genuine alternative to the blanket license meant."

The NRBMLC quickly tried to capitalize on the television victory but the judge dismissed the motion, stating that radio must create its own trial record.

According to Hauth, ASCAP uses its legal sophistication and deep pockets to overwhelm would-be opponents: "ASCAP retains high-priced New York lawyers and legions of expert witnesses to discredit every argument plaintiffs put forth. It suffocates adversaries with discovery demands, depositions, and extensive document production."

He adds, "The challenger's financial reserves are quickly depleted preparing for the case and hiring experts.


Chuck Merritt serves as the communications director for the National Religious Broadcasters Music Licensing Committee.

Even worse, rate cases are only heard in New York, ASCAP's home. Plaintiffs, their lawyers, aides, and witnesses must live in hotels for weeks until the trial ends."

Nevertheless, Atsinger, who has been in the fight for more than 15 years, is hopeful, "It's been a long time coming. We were warned not to attempt this unless we had a couple million to spend. But our stations have given sacrificially. They know this is a once-in-a-lifetime opportunity following television's victory.

"If we win, the entire radio industry wins and ASCAP, Broadcast Music, Inc., and SESAC will be forced to deal fairly with radio stations trying to effectively manage their copyrighted music usage."

Special note from NRB president Brandt Gustavson: "As the NRB Music License Committee takes its case to court, it is still committed to changing the laws in Congress. ASCAP lobbyists are working overtime to create division between Christian songwriters and stations.

"We are encouraging stations to pray for success and to commit monetary gifts over the next year so the committee won't be left with a deficit. The goal is for 200 stations to pledge \$50 per month by calling (800) 784-1398. Please consider helping at this critical time." 

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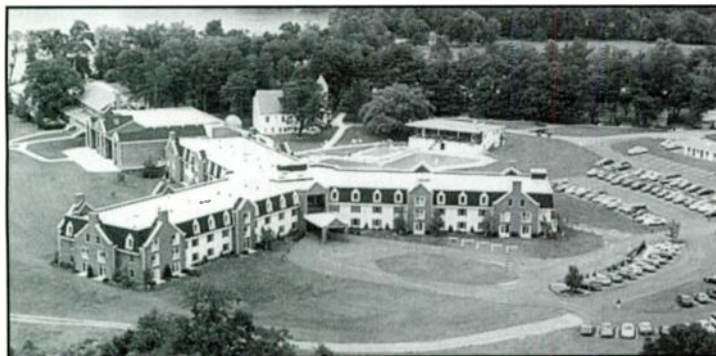
June Hunt

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Programming that Ministers to Children

I could not rid myself of the impression that I was to write, host, and produce a television program that would minister to children. In 1980 the only thing I knew about television was how to turn one on! That same year, I wrote and produced the pilot for *Lift Jesus Higher!*

For the cast, I used children whom I regularly ministered to, I borrowed props from friends, and used a veteran Christian television station for the production as its rates were reasonable and expertise invaluable. The pilot itself was a learning experience — fast-paced time sections, crowded and colorful set, undated costumes.

Some practical things I wish the station crew had told me included red causes lens flair, pin stripes make the monitors jump, children need to be taught to play the cameras, and the same segment for one program can be done all at one time and edited in. For example, I tape all the soloists for a year in one day and all the talent and interviews for the year in another day. A number of commercials are made ahead of time. Segments can be edited together in order ahead of time.

By doing this, I've cut production time for 13 programs to eight hours instead of 13 to 16 hours. With this type of planning, the production crew does not need a different reel to edit in every section. For instance, our program can have as many as 15 segments per show. Three programs in 1996 can be produced at the same cost of one pilot in 1980.

My program entertained but also ministered to children through other children and teens. I wanted it to reach children who would never hear the Gospel unless they tuned into our program. I knew children could tell effectively how God had changed their lives and made a difference to them every day.

After 15 years of broadcasting and improving the program, I never ceased to be amazed at how many lives are touched. They are all ages

— teens, children, shut-ins, prisoners, and middle-aged men and women. Some lives are literally saved from suicide when they hear of a God who loves them. Others pray with the children on the program to invite Jesus Christ into their lives. A college student in Kenya received the Lord through the program and is now renting a building to reach the children in Nairobi who are in gangs and on drugs.

With the new Federal Communications Commission (FCC) "kidvid" regulations beginning in the early '90s, what is and isn't allowed in the way of sponsors and commercials for children's television is very limited.

A commercial must be bordered with bumpers on both sides to let the children know it is a commercial. No gift offers can be made concerning products put out by the ministry. No donations can be asked for by anyone on the program. Total commercial time for a half-hour children's program is limited to 5.25 minutes and fines are heavy for violations.

People aren't inclined to give to children's programming. Sponsors are hard to find because there is no way to advertise their product. All children's programs have FCC record keeping requirements that accompany the rules. Records must be placed on file at a station on a quarterly basis. At minimum, program documentation must include the name of the program, the time which it aired, the program's duration, and a brief description of the content. Each program must show continuity and a theme.

What about airing your own program? Most Christian networks air children's programs at no charge to the programmer. But the programmer must supply the tape stock, which could run into thousands of dollars.

Most networks air all programs on satellite and many stations will take your program off a satellite without even contacting you. In Africa, they often pirate tapes off one net-



Dr. Cheryl Edmiston is writer/producer/host of the internationally syndicated weekly children's television program Lift Jesus Higher. She founded Children of the King Ministries and Father's House of Refuge for inner-city children.

work and air them on another.

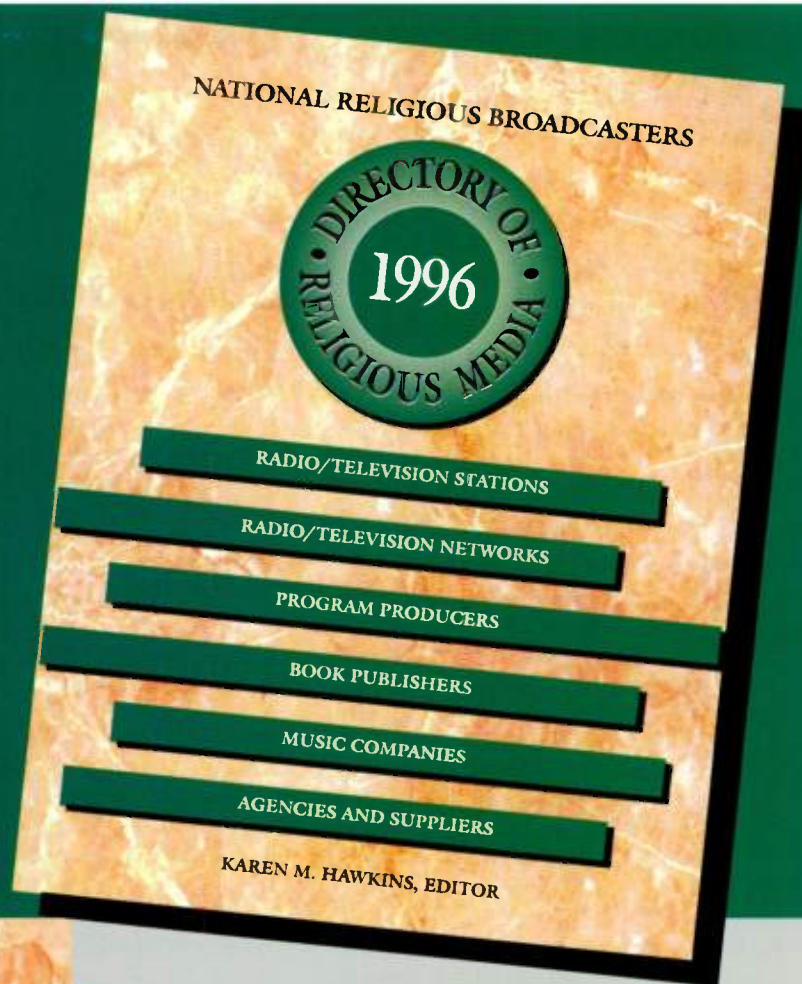
Some stations, especially overseas, want exclusive rights to air your program and I have found this to be a bad policy. I gave such rights to a small station in Puerto Rico only to have a larger station contact me a month later. I had to turn the other station down because of the exclusive rights contract.

According to FCC regulations, a certain number of hours per week should be devoted to children's programming and there are stations looking for children's programs. I suggest only investing in a pilot at first. If stations are interested, then produce 26 programs for your first year.

It is also a good idea to provide the FCC paperwork with each program so that the station avoids the cost and time of such reports. A Silver Angel Award from Hollywood always helps in gaining more stations. We've received four recent Silver Angels (1992, 1994, 1995, and 1996) and often with that, stations will take the program sight unseen.

Producing children's programming must be a call. With the call comes the anointing that will produce a program to reach the masses. And there must be a commitment to the viewers. We personally hand-answer every letter we receive. The important thing is that we are found faithful in whatever ministry the Lord has entrusted to us. ^R

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J.R. Ewing — Broadcast Ambassador?

The United States has a new ambassador — J.R. Ewing! Remember the patriarch of *Dallas* fame? Well, he's back.

This time thanks to the growing proliferation of the satellite dish, J.R. and other paragons of Hollywood character are being given vast new audiences to shape and mold in the "American way."

It's sad but true. In remote towns and villages around the world, Western television is often easier to find than clean water, food, or basic medical care. So, they watch and listen by the millions trying desperately to understand why Americans are so successful.

With the end of the cold war and the subsequent dissolution of the old Soviet Empire, the United States now stands as the undisputed leader of the industrial world. Militarily, economically, and culturally our influence is spreading internationally, especially among those nations left floundering in the wake of failing ideologies quick to promise hope while inflicting only more despair.

The pain is especially great for the blind and disabled of the world who have no political power or influence — no earthly wealth. These are the people who all too often are left behind as we hurry by on our way to the 21st century. Not much has changed since the days of Bartimaeus:

"As Jesus approached Jericho, a blind man (Bartimaeus) was sitting by the roadside begging. When he heard the crowd going by, he asked what was happening. They told him Jesus of Nazareth is passing by. He called out, 'Jesus, Son of David, have mercy on me!'

"Those who led the way rebuked him and told him to be quiet, but he shouted all the more, 'Son of David, have mercy on me!'

"Jesus stopped and ordered the man to be brought to him. When he came near, Jesus asked him, 'What do you want me to do for you?'

" 'Lord, I want to see,' he re-

plied. Jesus said to him, 'Receive your sight; your faith has healed you.'

"Immediately he received his sight and followed Jesus, praising God. When all the people saw it, they also praised God" [Luke 18:35-43/NIV, emphasis added].

Some 2000 years have come and gone since that roadside lesson in love and the crowds are still passing by without stopping. There are over 40 million blind people in the world today with another 5 million losing their sight every year. In fact, before today is over, 14,000 more men, women, boys, and girls will lose their vision — and perhaps even their lives.

One of our Christian Blind Mission International (CBMI) medical missionaries makes the point with this heart-wrenching story:

While helping to evaluate the number of blind people in Lusambo, Zaire, our missionary noticed there were no young blind children. He thought this was unusual, especially since the conditions in the area would generate blindness in many children. Then he heard a story that explained it all.

It seems there was a 5-year-old boy who had measles and went blind due to an accompanying vitamin A deficiency. Unfortunately, the nearest eye hospital was two days away, a trip his family could not afford.

So they did what countless generations of parents before them had done — they took their child to a medicine man who announced the blindness was due to an evil spirit.

He told the parents to take their little boy home, tie his hands to a bundle of straw, and set it on fire to drive the evil spirit out. The child died a few days later of massive burns.

As a father of two, I often find myself thinking about that little boy in Lusambo and the millions of others he represents. Men, women, and children who right now are sitting by a road somewhere trying desper-



Alan Harkey is president of Christian Blind Mission International, the world's oldest and largest ministry to blind and disabled people living in developing countries.

ately to catch the attention of a distracted world before it's too late.

Prior to entering the ministry, I spent nearly 15 years in public service walking the halls of Congress and even occasionally the White House trying to do what I could to impact this nation and world for Christ.

Yet, not until I began walking muddy village streets in places like India and Africa did I discover that the heart of a nation cannot be changed by mere legislative decree. It must be changed instead by the love of Christ in action — one heart at a time.

Last year CBMI workers reached 7.5 million blind and disabled men, women, and children in over 100 countries — countries like Ecuador where we are working in partnership with HCJB World Radio. As a result, many people are not only seeing and walking again but following Jesus, praising God as others follow.

Of course, the job is far from over, but at least for some, America will no longer appear to be just a nation of J.R. Ewings. Instead, spiritually hungry multitudes in countries around the world will see a country worth emulating because Jesus Christ is our Lord and His love is seen in our actions. ♪

The Gospel According to Matthew (deluxe ed.), The Book of Acts

director: Regardt Van Den Bergh
 executive producer: Charles K. Robertson
 producer: Robert Marcarelli
 length: four hours each
 Visual International, 1996

These four-cassette video presentations contain a word for word account of Matthew's Gospel and the Acts of the Apostles from the New International Version translation and are part of The Visual Bible, which has a goal of transferring the entire Bible on film using only Scripture to tell the story. The book of Esther is the next project.

In *Matthew*, Richard Kiley is the reformed tax collector Matthew. The story flits back and forth between Matthew's narrating the events to scribes and the scenes depicting Jesus (a well-cast Bruce Marchiano).

In *Acts*, veteran actor Dean Jones gives character to Luke the physician with Henry O. Arnold as Paul and James Brolin as Peter. Luke's reminiscences occur on a sailboat with flashbacks of the various events. Jennifer O'Neill has a brief appearance as Lydia.

Both videos were filmed on location in the Middle East, Morocco, and South Africa, and such visual scenery lends itself well to drawing the viewer into the time and places of Jesus and His disciples. The quality of the sets and costumes is realistic and, with no additions or subtractions from Scripture, the script flows wonderfully.

Once I popped the first cassette of *Matthew* into the VCR, I was hooked. Here was a Jesus who had, well, *life*, someone who loved, lived, breathed, healed, spoke, angered, convicted, smiled, and laughed. The story sizzled and drew you in as Jesus delivered the Sermon on the Mount, debated the Pharisees, cleaned out His Father's temple, and died on the cross. The scenes with the Pharisees, especially the one where Jesus ends up weeping for Jerusalem (chapter 23), are powerful and moving examples of how Jesus chastises those whom He loves.

On the other hand, *Acts* lacked the freshness and vitality of *Matthew*. Jones is an excellent Luke, but the other disciples seem stiff and one-dimensional, turning in rather lackluster performances while the Scripture, of course, shows through dynamically. Especially note worthy: Stephen's fervent defense to the high priest before he was stoned — his portrayal of a man filled with God, unconcerned what may happen to his body was moving.

I highly recommend *Matthew* and, to a lesser degree, *Acts* to any home — and church — video library. Well worth the investment of seeing the Word of God re-enacted in technicolor.

The Martyrs

director: Chris Bueno
 producer: John Northrup
 executive producers: Bueno Distribution, Fresh Start Marketing, Broadman & Holman
 length: 40 minutes
 Broadman & Holman, 1996

Hosted by Luci Swindoll, *The Martyrs* describes the ultimate sacrifice many men and women made because

of their Christian beliefs. Also billed as an introduction to *The Indestructible Book* video series, the video has been shown nationwide on PBS and taken from the classic *Foxe's Book of Martyrs*. This video chronicles some of the well-known — and virtually unknown — early Christian martyrs from the Apostles' deaths to the reign of Bloody Mary in England.

In the Roman Empire, the story begins with the deaths of Peter and Paul and then on to the Coliseum where Christians were thrown to the lions and the streets of Rome where they were used as human torches. In England, we learn about the followers of John Wycliffe who were burned at the stake for reading his English Bible translation and of Queen Mary's bloody reign in which over 300 Reformers were burned.

The video does move rather slowly, with the only visuals (besides Swindoll) being the pen-and-ink drawings from *Foxe's Book of Martyrs*. But if you've never read *Foxe's book, The Martyrs* is a fascinating — and humbling — introduction into the cost of discipleship.

The only drawback is that the video ends in the 1500s, thus leaving four centuries of Christian martyrs unknown to us. *The Martyrs* is a well-done presentation of those who willingly gave their lives for the Gospel and an essential edition to any Christian's library, along with *Foxe's Book of Martyrs*.

The Indestructible Book, Volumes 1-4

director: Chris Bueno
 producer: Chris Bueno
 assistant producers: Baker Book House,
 Cambridge University Press, Broadman & Holman,
 and Fresh Start Marketing
 length: four hours
 Broadman & Holman, 1996

The best-selling book of all time. Forty authors. Three languages. Compiled over 1500 years. Knowing just that much about the Bible history is enough to amaze me. But after Bible historian Ken Connolly is finished, *amazement* doesn't adequately describe the journey of this Book.

Filmed on location in Israel, Europe, Britain, and the United States, this video series meticulously documents the incredible story of the Bible and those who protected it, translated it, and carried it to the world. Studying church history still hadn't prepared me for the sheer amount of work that went into compiling and translating the Bible into the common languages. Not that I was ignorant of the fact that reformers like Martin Luther and John Wycliffe were persecuted for their radical beliefs and translation efforts. But I had not fully comprehended how difficult it must have been for those men — and women — who defied the powerful church leaders of their day for the sake of God's printed Word.

Overlapping a bit with *The Martyrs*, *The Indestructible Book* is a well-needed video series chronicling the Bible's journey from its first forms to the 1611 King James Version, with quite a bit of church history thrown in for good measure. A good series packed with interesting tidbits about the *incredible* Book.

Sarah E. Smith is managing editor for Religious Broadcasting.

RECORDING REVIEWS

BY DARLENE PETERSON

God

Rebecca St. James
producer: Tedd T.
executive producers: Dan R. Brock and
Eddie DeGarmo
Forefront

You can't get a simpler, more meaning-laden title for a Christian recording. Yet it fits with the songs, each of which puts a tiny facet of God under the magnifying glass to reveal His depth and complexity: the Creator who loves us, our heavenly Father, putting God (and others) first, the evidence of God throughout creation, divine forgiveness, the Ecclesiastes message, and more. Despite her youth, Rebecca St. James has packed a lot of lyrical depth into this, her second recording (she co-wrote most of the songs with producer



Tedd T.). Energetic pop with an alternative edge and loads of variety and creativity make this a strong recording from beginning to end. Her vocals have an excellent range of expression, from explosive to tender and vulnerable. The title track is destined to do well on radio. "Never a dull moment" describes the recording as a whole; it's lyrical and musical dynamite.

Symphony of Praise — Volumes 1 & 2

featuring pianist Linda McKechnie and the Don
Marsh Orchestra
producer: Don Marsh
executive producer: Ed Kee
Brentwood

The arrangements on the *Symphony* recordings combine fine classical melodies with well-known praise choruses for strikingly beautiful results. The meshing of melodies is handled so well that neither suffers in the process. For example, the peacefulness of Pachelbel's "Canon in D" provides a perfect setting for "Seek Ye First," and Purcell's "Trumpet Voluntary" makes a majestic companion for "All Hail the Power." Volume 1 spent more than 45 weeks at the top of Soundscan's instrumental chart. Volume 2, which offers more of the same kind of blendings (such as "Because He Lives" with Tchaikovsky's "1812 Overture") also should be well received.

Chris Willis

producer: Cliff Downs
executive producer: Jackie Patillo and Darrell Harris
Star Song

This bright, articulate young man brings us a solid line-up of encouraging gospel songs with his self-titled debut. From a musical family, he fondly recalls how holiday gatherings always included after-dinner singing. This

environment and encouragement from his parents to explore his gifts led him to minister in music. IN addition to possessing an excellent voice, smooth and controlled yet capable of a wide range of emotion, Chris Willis also exhibits God-given gifts in songwriting, penning probing and mature heart-felt lyrics. Favorites are "Diamond in Me" (only God can bring out the best in us), "Church Without Walls" (the church is not a building), and "My Heart Belongs to You" (looking ahead to heaven).

Them

PFR
producer: Jimmie Lee Sloas
executive producer: Brown Bannister
Vireo

The Fab Three are back with more great Beatles-like pop and some dreamy, introspective lyrics. I mention their resemblance to the Beatles as a compliment, not as a copycat accusation and there's plenty of their own unique style to set them apart. Their lyrics muse on various tidbits of truth, usually spotlighting how the divine is woven in with "ordinary" daily life. For that reason, the song "Ordinary Day" ("on this, an ordinary day/there's an extraordinary Savior/waiting . . .") would've made a more fitting title track than "Them" which is about media influence in our culture. But "Them" is a great song, so who's to quibble?



A Double Dose — Joey G

Joe Gautier
producers: Tedd Tjornhorn and Joe Gautier
executive producers: Michael Coleman and Don Moen
Integrity

This audio project features songs from Integrity's *Bible Hits Video* (BHV) series for kids, which is hosted by Christian comedian Joey G. It provides Scripture songs in hip-hop, reggae, rap, rock, and pop styles, which appeal to elementary and junior-high kids (as well as to parents). Other than the fact that it's a fun, quality recording, this project deserves mention because it seeks to minister to an age group that is often under-served: there's a lot of stuff for little kids and a lot for older teens, but not much for this in-between group. Integrity deserves credit for putting three years of research into finding which styles of music to feature in their BHV series.

Sweet Mercies

David Ruis
producer: Shawn Tubbs
executive producer: Chris Wimber
Vineyard Music

If you really want to slow down and meditate on the "sweet mercies" of our Lord, this recording's for you. Musically, David Ruis serves up a new-agey, leisurely

pop with long instrumental song introductions that set the mood as much as a minute or so before the first lyric is uttered. The lyrics take simple, scriptural concepts and imagery and muse thoughtfully on them: we are the potter's clay, our heavenly home, finding rest in God. Although the pace is meditative, this does not mean dull. There's plenty going on musically and lyrically to satisfy. But this peaceful recording is a great antidote for stress!

Sacred Cows

The Swirling Eddies

producer: Camarillo Eddy

executive producers: Alex MacDougall and Mark Nicholas
Star Song

If you've ever wondered what kind of music a born-again Bonzo Dog Band (music-parody equivalent of Monty Python) or Frank Zappa might make, this recording is for you. On their liner notes, they have a Mark Twain quote "sacred cows make the best hamburger" and that describes well what they've done to ten popular contemporary Christian songs (sacred cows), such as "Baby Baby," "Convertibles," "I Luv Rap Music," and "Big House." For example, they sing DC Talk's rap music tribute in the smooth, crooning style of a third-rate night club act. The falsetto in Amy Grant's "Baby Baby" is just plain, painful. Not for those who take their favorite songs too seriously.

Hide 'Em in Your Heart Lullabies

featuring Betsy Hernandez

producer: Frank Hernandez

executive producer: Peter York Sparrow

Lullabies probably have been around as long as babies, and we all know some of the classic ones that have been handed down for generations. They're easy to remember because anything set to music and sung repeatedly stays in the memory. Betsy and Frank Hernandez know this and that's why they created the popular *Hide 'Em* Scripture memory series for children. Now they've taken the same concept and used it for this lush, beautiful lullaby recording which features Betsy's sweet, angelic voice. The Scriptures she sings are comforting and encouraging and the instrumentation is rich with gentle acoustic sounds: strings, piano, guitars, hammered dulcimer, mandolin, fiddle, and harp. As well as introducing Scriptures to very young children, the recording can minister to adults who also need reassurance in this stress-filled world.

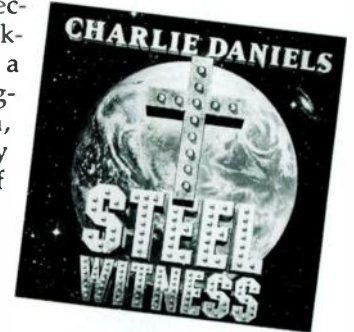
Steel Witness

Charlie Daniels

producer: Ron Griffin

executive producer: David Corlew Sparrow

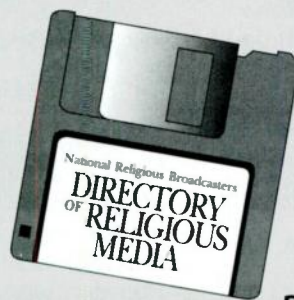
Did Charlie Daniels miss his calling as a "fire and brimstone" preacher? In his second gospel recording, he's making up for lost time. There's a lot about Christ's return, judgment day, and the tribulation, as well as scorn for modern-day Pharisees. There's a message of hope and salvation, too, but Daniels pulls no punches on this sobering recording. Musically, it's got all the excellence you'd expect from someone in the forefront of popular music for two decades. Tough music for tough times.



Darlene Peterson is the music reviewer for Religious Broadcasting.

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THE BOOK SHELF

BY HARRY CONAY

Blast from the Past: A Pictorial History of Radio's First 75 Years

by B. Eric Rhoads
Streamline Press, 1996

At first glance, this attractive, oversized, picture-filled book looked like a winner. And then I read it and once again was reminded that first impressions can be deceiving. No, I am not complaining because a book crammed with nostalgic photographs and comments pertaining to the first 75 years of radio fails to mention *Johnny Dollar* (one of my favorite programs). More importantly, I am critical because it suffers from a second omission which, while not fatal insofar as many fans of radio will be concerned, is nevertheless significant to readers of *Religious Broadcasting*.



Broadcasting.

Aside from several brief references to KDKA/Pittsburgh as being responsible for the first church broadcasts and a caption beneath one photograph that "radio has played an important part in religion since KDKA went on the air," it would appear that, conversely, religion has not played an important part in radio.

Although some 450 pages of text and pictures are devoted to covering a wide range of radio programs, formats, and personalities (from Abbot & Costello, *Abie's Irish Rose*, and acid rock to *Zero Hour*, Joe Zippo, and Z-100), I couldn't find a reference to any past or present religious or Christian program, any past or present radio-evangelist, or, for that matter, any Christian personality. Think of any prominent Christian broadcaster and he or she is not mentioned. *National Religious Broadcasters* is not mentioned, nor is any issue pertaining to religious broadcasting.

Has the Christian influence in radio been so insignificant that even a secular history of the medium can virtually ignore it and still claim to be a truly representative overview? Is our Christian presence so invisible? This volume may be fun to browse through, but the subtle message it imparts is that Christian broadcasting is not a significant part of radio past or present. At best, this is a flawed history.

No More Excuses: Be the Man God Made You to Be

by Tony Evans
Crossway, 1996

Directed to "a generation of men who suffer from 'loser's limp,'" this book is about "Christian men . . . becoming real men of God," rather than "'sissified' men who have relinquished their leadership roles in the home, at church, and in society at large." That this book is not for wimps is evident from its 300-plus page length. If you can read all of this scripturally sound (and politically *incorrect*) advice, and respond appropriately to Tony Evans'

practical suggestions, "then" (as Rudyard Kipling once remarked) "you'll be a man, my son." More importantly, from a Christian perspective, you'll be "a winner for God." A must for all Promise Keepers.

The Management Methods of Jesus

by Bob Briner
Thomas Nelson, 1996

This tiny hardcover subtitled "Ancient Wisdom for Modern Business" is more of a high-priced novelty item than a fully developed treatment of its subject. Nevertheless, it contains simple and succinctly stated biblically inspired insights on management-related themes. Many of Bob Briner's mini-pep talks hit the mark, but more than a few don't seem especially insightful or motivating, and most beg for elaboration. If you desire to read it, cut your losses and try to manage to borrow a copy.

Start Your Trip with a Full Tank and Other Spiritual Jump Starts

by Ron Hutchcraft
Baker Books, 1996

This perky paperback collects inspirational talks which originally aired on Ron Hutchcraft's radio program *A Word with You*. The transition from airwaves to print is a successful one, and the incidents which precipitate each two-page commentary are derived, often with great ingenuity, from myriad real-life situations. Writes Hutchcraft, "I live every day believing that 'this is my Father's world' and that we can see Him in thousands of everyday experiences." The commonplace takes on special significance when examined through the spiritually perceptive eyes of Hutchcraft. This reader not only benefitted from his keen insights, but I found myself looking anew at the world around me. Highly recommended.

You Don't Find Water on the Mountaintop

by Wayne Monbleau
Revell, 1996

"Valleys are transformed into mountains when we learn to see the life of God within them," writes Wayne Monbleau in yet another book about Christian attitudes toward suffering. Because every prolific or noted Christian author seems to have written a book on this subject, I tend to wonder why anyone would choose to write yet another. What more can be said? Regarding content, nothing particularly distinguishes the message of this book from the others; how could it if they are all truly biblically based?

However, this book is not only scripturally sound, it is well-organized, clearly and compassionately written, and scripturally insightful. Anyone who has not read earlier books in the genre of suffering will derive great benefit and comfort from Monbleau's sincere and well-intentioned effort. And just maybe, those who have read — and ignored — the others will this time be led to put their complete faith and trust in God and "to rejoice and rest in Him."

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

Surfing in Christian Cyberspace

Editor's note: Columnist Jonathan Petersen, director of Zondervan Publishing House's Strategic Marketing/Corporate Affairs department, has relinquished his pen this month to pediatric oncologist and author Diane Komp, who has insights for broadcasters on how to improve your on-air content by using Internet chat rooms.

Saturday morning Joyce kissed her sleeping husband and slipped out of bed. She plugged in Mr. Coffee and sat down at the computer she uses during the week to do the billing for her husband's firm.

After she logged onto the America Online network, she typed in the keyword "CO live" to enter a cyberspace chat room known as "Fellowship Hall." Joyce used an anonymous screen name "ReJoyce," because she was carrying a heavy burden of sin she wanted to share in confidence.

A friend had confided a similar problem to their pastor's wife last year and now everyone in the church seemed to know. In Fellowship Hall, Joyce confided in "Doktor Di," although we had never met in person.

You may wonder what a respectable doctor and Christian author is doing hanging out in cyberspace with hackers and flammers. I've learned a lot about the church that I never knew before I entered this technoworld. Here are some suggestions how you can use Christian cyberspace to freshen up your radio chat.

Cross section of viewpoints. At any given moment, there are Christians from all over America discussing the same subject. There may be Europeans or Pacific Rimmers online as well. Recently, there was a lively exchange on gay marriage from Hawaii to Connecticut, sharing how different areas of the country are viewing court decisions and legislation.

Tip: Visit a chat room and identify yourself as a Christian talk show host who would like to hear what people around the country are thinking about a topic of interest to your listeners. Make a log of the chat and invite a local pastor to join you in the studio to discuss the responses.

Author pre-interviews. As part of regularly scheduled events, authors of Christian books are interviewed "live." After the interview, logs are kept available online for those unable to attend. You can use these interviews to prescreen potential guests for your show to see how good they really are on their feet, especially interacting with non-Christians.

Tip: When you interview the author, use questions you derive from their interaction with non-Christians to tailor part of your interview to the non-Christian listener.

The mission of the church. Most Christian talk radio seems directed toward listeners who fit into our usual churches. In cyberspace you will meet many Christians who have been unable to find a local congregation that fits their needs.

I've met many Messianic Jews who do not feel at home in traditional evangelical churches. "At first, you're a kind

of celebrity," one woman told me. "But then the novelty wears off and you get the funny feeling that anti-Semitism may be just beneath the surface."

Tip: Get a chat going online about church life. Share the log with a local pastor you can invite in the studio to talk about points that were brought up in that chat.

Youth outreach. Given the reality about computer literacy, there are more young people online in cyberspace than middle-aged folks like me. Some of the most stunning Christian growth I've seen has been in high school age youth who've been treated as full members in this Christian cybersociety. I've watched teens grow into prayer warriors by listening to personal heartbreaks shared in Fellowship Hall.

Tip: Ask youth pastors in your area if any of them have been using Christian chat rooms as a group experience for their youth groups. Invite the youth pastor and key youth in-studio to discuss what they've learned.

Try a visit to the church as you'll never hear it in your hometown. Perhaps you'll get a view of the church as God gets to see it. You'll come away from Christian cyberspace with something fresh for your listeners. ^{RB}



Diane M. Komp is a pediatric oncologist who teaches at the Yale University School of Medicine. She is also the author of Images of Grace: a Pediatrician's Trilogy of Faith, Hope, and Love and Breakfast for the Heart: Meditations to Nourish Your Soul, which includes the section "Cinnamon Buns in Cyberspace."



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GROWING NETWORK of Christian television stations in Arkansas seeks full-time production editor with at least one year of experience with linear and non-linear editing and graphics equipment. Duties also include directing live and taped programs. Call David Osburn, production director, Victory Television Network, Little Rock, Ark., at (501) 223-2525, Monday through Friday from 8:30 a.m. to 4:30 p.m., Central time. EOE.

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NETWORK EXPANSION! Contact Wilkins Communications Network, Inc., if you desire to sell your station(s). All responses confidential. Phone (864) 585-1885 or fax (864) 597-0687.

WASHINGTON WATCH

continued from page 10

The major broadcast networks responded with their own proposals, which ranged from one-hour primetime specials broadcast immediately before election day to a series of ten-minute spots appearing throughout October. During a June hearing, some FCC members expressed enthusiasm for the proposals while others expressed concern about how certain alternatives might clash with the equal opportunity obligations. As of late July, the commission had not issued a ruling on this matter.

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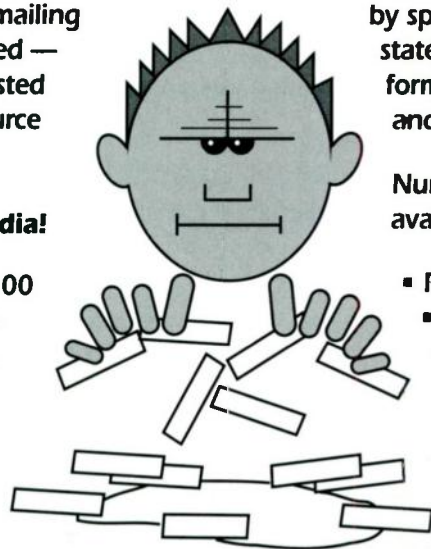
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CONTACT US

For questions, auditions or scheduling information:

Radio and Television Commission of the SBC
6350 West Freeway
Fort Worth, TX 76150

Phone: 1-800-266-1837 or 817-737-4011, ext. 249
FAX: 817-377-4372

E-mail: young@rtvc.org
Web Address: www.rtv.com/radio.htm

syndicators of public service programs

CALENDAR CLOSE-UP

September 4-5

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

September 11-14

National Religious Broadcasters Southeastern Regional Convention; Radisson Resort, Charlotte, N.C. Information: Dianne Williams, (423) 892-6814, ext. 200, e-mail 103177,3462@compuserv.com.

September 12-14

National Religious Broadcasters Midwestern Regional Convention; Maranatha Bible and Missionary Conference, Muskegon, Mich. Information: Scott Keegan, (616) 772-7300, e-mail 76226.3612@compuserv.com.

September 16-21

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

September 22-25

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

September 23-27

LITT-WORLD (international print media conference); Hoddeson, England. Information: Sharyl Sich, (708) 893-1141 (in Illinois).

September 24-25

Consolidated Media Systems Annual Audio/Visual and Video Expo; Opryland Hotel, Nashville, Tenn. Information: Micah Miles, (615) 244-3933, e-mail Micah@cms-hub.mhs.compuserv.com.

October 1-3

VIDEO EXPO New York; Jacob K. Javits Convention Center, New York. Information: (800) 800-5474.

October 9-12

NAB Radio 96; Los Angeles Convention Center, Los Angeles. Information: (202) 429-5300.

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.

November 14-16

Mission America's Fasting & Prayer 96; St. Louis America's Center, St. Louis. Information: (888) FASTING.

January 25-28, 1997

54th Annual National Religious Broadcasters Convention & Exposition; Anaheim Convention Center, Anaheim, Calif. Information: (703) 330-7000, ext. 503.

March 4-5, 1997

55th Annual National Association of Evangelicals Convention; Madison Twin Towers, Orlando, Fla. Information: (708) 665-0500.

March 13-16, 1997

3rd Convention of the Fellowship of European Broadcasters; Carlton President Hotel, Utrecht, Netherlands. Information: David Olson, (32) 2 353 3510, fax (32) 2 353 3524, or e-mail 71174.1745@compuserv.com.

April 7-10, 1997

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

May 4-7, 1997

Evangelical Press Association Convention; Grand Rapids, Mich. Information: (804) 973-5941.

July 12-17, 1997

Christian Booksellers Association International Convention & Exposition; Atlanta. Information: (719) 576-7880.

September 17-20, 1997

NAB Radio 97; New Orleans. Information: (202) 429-5300.

Planning a major meeting, seminar, conference, or convention, which would be of interest to religious broadcasters or related professionals? Please send the information at least three months prior to event c/o:

Religious Broadcasting
Calendar Close-up
7839 Ashton Avenue
Manassas, VA 20109-2883
Fax: (703) 330-6996

Carlson Wagonlit Travel/Media Travel USA is the official agency of the annual and regional National Religious Broadcasters (NRB) conventions. For further information and reservations, call (800) 283-TRIP [in Florida, (407) 575-7600]. A percentage of the travel agency commission paid by the airlines will be donated to NRB by Media Travel USA.

Current information and updates on the annual NRB convention and exposition can be received via fax-on-demand at (703) 330-7000, option 9, or on the World Wide Web at <http://www.nrb.com.nrb>.

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A Story of Oats

My brother used to adore Cap'n Crunch cereal. Morgan was a daredevil, especially in his pre-school years. One early morning when he was four years old, he snuck out of bed and opened the kitchen drawers next to the refrigerator, making steps up to the counter. Once on the counter, he made a heroic leap up onto the top of the refrigerator where the Cap'n Crunch was stored — and where my mother found him sitting cross-legged, in his cowboy boots, underwear, and dilapidated cowboy hat, eating Cap'n Crunch from the box. He was in his element. My mother was not in hers.

As he grew, I remember him sitting at the kitchen table in his requisite boots and hat, loudly slurping every last drop of sweetened milk left in the bowl. He read the box, laughed at the riddles on the box, and tore open the box beyond repair. But I don't think he ever used it to make a radio.

Years ago, breakfast tables were laden with oats of another kind and children polished them off with ulterior motives. The round container of Quaker Oats came to the rescue of young kitchen table radio engineers by providing a perfect form for winding coil for homemade receivers.

Though ready-made crystal sets were inexpensive, many families chose to build their own receivers using a handwound coil, a slide which made contact at points along the coil for tuning, a crystal, and a pair of earphones. The antenna was a length of wire strung outdoors. These sets were wildly popular — audiences were amazed to hear human voices and instruments instead of the typical Morse code.

Audiences are still amazed at radio's offerings. And audiences come in all shapes, sizes, ages, and interests. Fortunately, so do broadcasters and their visions. This month's issue explored several of those radio visions.

The Family Life Radio story of Warren and Char Bolthouse was told. KKLA-AM-FM/Los Angeles made news with its simulcast on the World Wide Web. Companion Radio, a new sub-carrier service, was introduced. Ken Ruettgers, a sports hero and broadcaster, shared his heart for family. Sue Bahner, general manager of WDCW-AM/Syracuse, N.Y., wrote about her involvement in a live Promise Keepers broadcast. And industry veteran Ed Steele set the record straight about program producers and owners. (We even threw in a television feature about WCFC-TV38/Chicago and its 20th anniversary celebration.)

These articles were written to inform you, to inspire you, and to challenge you. Is your station or program all it can be? Do some areas need attention? Is the status quo acceptable to you? Are you motivating your employees to do their best? Or, as an employee, are you giving your all?

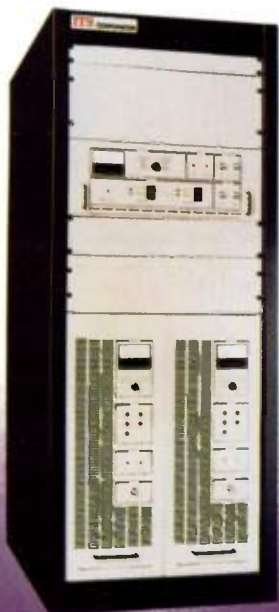
If Morgan had lived back in the 1920s, he probably would have eaten Quaker Oats every morning for an entire week and asked my mother to bake a big batch of oatmeal cookies to get to the empty cylinder — just to make a radio receiver. Place yourself back in time. Are you broadcasting something people would happily eat a box of oats to hear? Or is your broadcasting hard to swallow?

Christine L. Pryor

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