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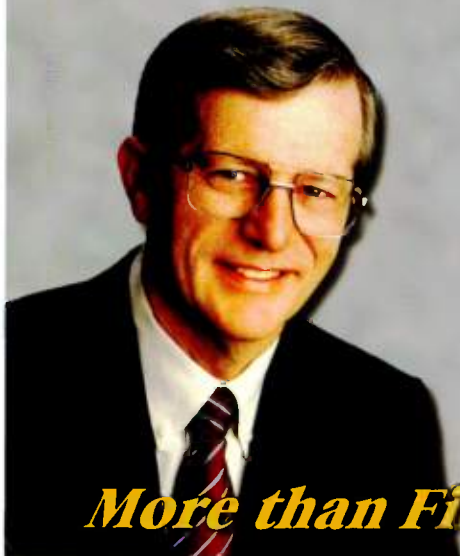
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Ukrainian Television and Russian Radio

by Dan Wooding

Two media ministries are meeting needs by proclaiming the Gospel in the former Soviet Union.

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Transmitting the Truth: Taking the Messiah to the Nations

Welcome to the international edition of Religious Broadcasting. This globe-spanning issue jets you around the world — from South Carolina to Europe to Israel — and shows you how to broadcast in other languages en route. Many thanks for the help on the cover languages to the Romanian Missionary Society, The Back to God Hour, and African Inland Mission International.

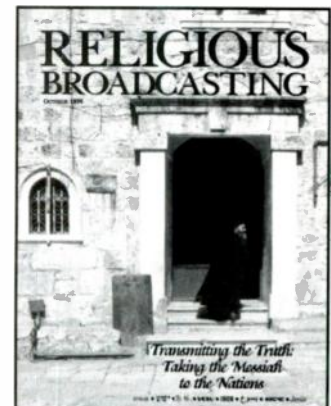


photo by Pat Mahoney

The Joy of Giving

Many of you have spoken to me about stewardship and the financing of ministry. Just read what one *donor* said to Dr. Charles Allen:

"In reply to your request to send a check, I wish to inform you that the present condition of my bank account makes it almost impossible. My shattered financial condition is due to federal laws, state laws, county laws, corporation laws, mothers-in-laws, and outlaws. Through these laws, I am compelled to pay a business tax, amusement tax, head tax, school tax, gas tax, light tax, water tax, sales tax, even my brains are taxed.

"I'm required to get a business license, dog license, not to mention a marriage license. I am also required to contribute to every organization or society which the genius of man is capable of bringing to life — women's relief, unemployment relief, every hospital and charitable institution in the city, including the Red Cross, the Black Cross, the Purple Cross, and the Double Cross.

"For my own safety, I'm required to carry life insurance, property insurance, liability insurance, burglar insurance, accident insurance, business insurance, earthquake insurance, tornado insurance, unemployment insurance, and fire insurance. I'm inspected, expected, disrespected, rejected, dejected, examined, re-examined, informed, reformed, summoned, fined, commanded, and compelled until I provide an inexhaustible supply of money for every known need, desire, or hope of the human race. Simply because I refuse to donate to something or other, I'm boycotted, talked about, lied about, held up, held down, and robbed until I am ruined.

"I can tell you honestly, that had not the unexpected happened, I could not enclose this check. The wolf that comes to so many doors nowadays just had pups in the kitchen. I sold them and here's the money."

The fund-raising world is changing. A number of fundamental demographic and cultural shifts that began in the last decade are gathering steam as we head into the next century. New audiences, new attitudes, and new technologies are creating new challenges and opportunities. Non-profits which fail to understand and adjust to these changes will be swamped. Those who grasp these trends and master them will see more growth than ever.

Donors are more discerning and demanding than ever before. They tend to see their giving as an investment that demands a return. Gone are the days when the donor relinquished her gift to an organization and trusted that organization to do what was best.

Donors see their money as theirs even after they've turned it over to an organization. That means they are more likely to respond to messages emphasizing, "what you will accomplish by sending your gift" rather than "what we will accomplish when you send your gift."

Reporting back to donors after they give is also important. Frequent communications telling what donors' gifts are accomplishing in the form of thank-you letters, newsletters, receipt stuffers, and special reports give donors confidence that their gifts are accomplishing something.

We must share with our audiences that one of the greatest joys in living the Christian life is sharing of our means to carry forth the work of Christ. Joyful giving is always a blessing first to the donor.

Then we must remember that when the donor places his gift in the mailbox or by other means, his responsibility ends — but ours just begins. We must take that gift and use it in a careful way, honoring the designation and using it for Jesus' glory.

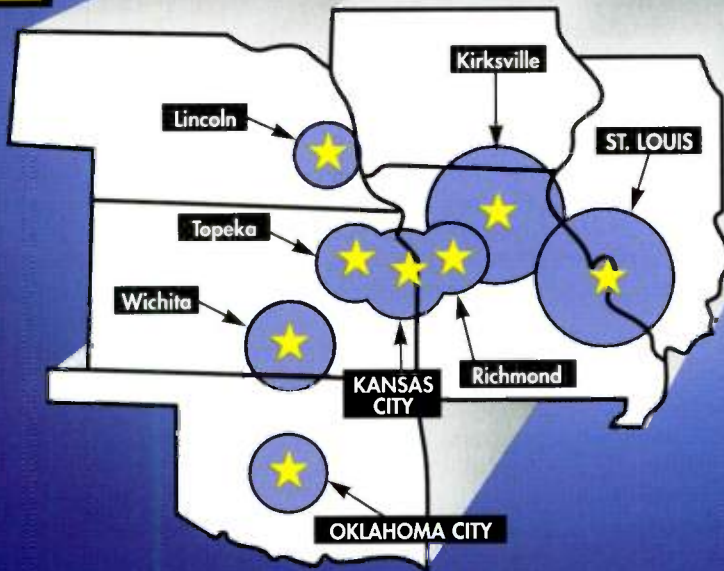


Dr. E. Brandt Gustavson is president of National Religious Broadcasters and publisher of Religious Broadcasting.

Dr. E. Brandt Gustavson

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Kirksville	KLTE-107.9 FM	100,000 Watts	440,000 people
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FCC Political Ruling Opens Possibilities for New Programming

The Federal Communications Commission (FCC) has approved three proposals for providing the major presidential candidates uninterrupted airtime in the days leading up to the November election. As reported in last month's column, the proposals raised questions about whether such "free" time could be provided to only a select number of candidates without violating the political broadcasting provisions of the Communications Act.

Although the newly approved plans involve only television time for presidential candidates, the decision offers broadcasters guidance for devising similarly acceptable radio or television programs involving candidates for federal, state, and local offices.

The three proposals — submitted by the Fox Broadcasting Company (Fox), the Public Broadcasting Service (PBS), and Capital Cities/ABC, Inc. (ABC) — required commission review because they raised legal issues under the "equal opportunities" provision of the Communications Act. The law requires licensees to provide all "legally qualified" candidates for the same federal, state, or local elective office an equal opportunity to address a station's audience.

A candidate is considered legally qualified if he or she has satisfied the requirements for obtaining a position on the ballot or can otherwise make a "substantial showing" of candidacy by establishing a campaign headquarters, making speeches, raising funds, etc.

It is common for more people to qualify as candidates than the two or three rivals who garner most public attention, particularly at the presidential level. In 1992, for example, 23 qualified candidates ran for president although the top three received 99.37 percent of all votes cast. In such a case, if a station were to provide free time to one candidate, the equal opportunities rule would require that

similar free time be provided to the 22 other rivals for that office — unless the original airtime qualified for one of four exemptions that Congress enacted to foster greater news coverage of campaigns.

The FCC decided that the Fox, PBS, and ABC proposals fit within the exemption provided for "on-the-spot coverage of *bona fide* news events." Thus, from a legal perspective, then, these programs are not considered "free time" given to candidates but rather news events organized and covered by the broadcasters.

Each of the three broadcast entities proposed slightly different program formats. Fox plans to air a one-hour election eve program, to be split evenly among the candidates selected for inclusion.

In addition, for the last six weeks of the campaign season, Fox will provide the candidates ten, one-minute blocks of time in which to respond to issue-oriented questions. The candidates will be asked the same questions, and these taped short-segment programs will be broadcast during prime-time programs "of comparable audience size."

PBS also proposes to air taped short-segment programs — of two-and-a-half minute duration — but the candidates chosen for inclusion will be permitted to speak on any topic of their choosing. However, the style of these appearances must conform to certain guidelines. Only the candidate will be permitted to appear on camera, and props and sound effects will be forbidden.

ABC intends to invite the "major" presidential candidates to participate in a one-hour primetime special during the final week of the campaign. This "live unrestricted event" will center on a "free form discussion" in which the candidates are to talk with one another on camera, without interruption or questions from any third party.



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

Although the plans differ, they share noteworthy similarities. The commission determined that all three proposals satisfied the FCC's two-part test for exemption as a *bona fide* news event. First, the plans reasonably fit within the established category of a news event — as would, presumably, almost any candidate's expression of his or her political views during campaign season.

Second, the three proposals each contained sufficient safeguards to ensure that the broadcasts were the result of a licensee's "good faith news judgment and not based on partisan purposes."

Among the most important safeguards were the means identified for choosing the candidates invited to participate. During FCC review of the three proposals, several commenters expressed concern that the broadcasters would exclude lesser-known candidates from their programs, thus marginalizing weaker rivals for office even further.

But the agency noted that the news exemptions were designed specifically to allow broadcasters such discretion, in the expectation that more campaign information would reach viewers.

Fox, PBS, and ABC all pledged to choose the participants based on some objective criteria, such as national polling results, or by reference

Continued on page 56

TESTIMONY

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Reaching new audiences with the timeless gospel message is a commission nearly 2,000 years old.

And for 14 years, Tony Evans's radio ministry has shared biblical truths with listeners over hundreds of stations.

Yet when Dr. Evans wanted to expand his syndicated daily and weekly "The Urban Alternative" program, he wanted professional counsel. He was after a fresh and strategic solution to take his broadcasts beyond the urban setting he reaches so effectively.

He chose KMC Media.

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Ukrainian Television

Two media ministries making a difference

by Dan Wooding

The First Story: A Tale of Television

WHEN AMERICAN Steve Weber was working with the Boeing Company in Seattle in 1983, he never dreamed that one day he would jet over to Russia and play a vital role in a jumbo-size response to the Gospel.

Weber, who holds a degree in civil engineering, had worked with the aircraft company for two years when he suddenly felt a "strong desire" to move to what is now the former Soviet Union.

"I asked for a leave of absence and [the company] said [it] could not issue it, so I quit my job and came to the Soviet Union to begin studying Russian," Weber says from his office in Kiev, Ukraine, a city he shares with his wife, Kristi, and their three children under the age of seven: Victoria, Honnah, and Logan.

"For the next several years I enrolled in many language courses. I was very interested in follow-up, and since I felt so passionately about this . . . the Christian Broadcasting Network (CBN) asked me to help," he recalls. "I agreed, feeling strongly that what was needed in the former Soviet Union was an organization that cared deeply and loved the Slavic and the Turkic peoples."

Weber went on to establish the CBN Commonwealth of Independent States (CIS) headquarters in Kiev. His direct responsibilities are to provide leadership and vision for the staff of 120 in Kiev and also in the other offices in Moscow and Almate. He is under the direct supervision of the CBN leadership in Virginia Beach, Va.



and Russian Radio

in the former Soviet Union



Far left. *Steve Weber, standing, and a colleague edit a Christian television program in Ukraine.*

Below far left. *Steve and Kristi Weber's three children: (left to right) Victoria, 6, Honnah, 5, and Logan, 2.*

Left. *Mountains of mail from audience members materialize in Christian Broadcasting Network's office in Kiev.*

Below left. *Steve Weber leads a planning session in Kiev, Ukraine, with the staff of Christian Broadcasting Network – Commonwealth of Independent States.*



Linking Up

Weber's incredible efforts caught my attention after I had been contacted by Stuart Bennett, a British-born producer for CBN. Bennett asked if I could recommend a co-host for the television youth special *What Are You Living For?* which CBN was producing in conjunction with Soviet State Television in Moscow.

CBN, with the invaluable aid of Hannu Haukka of International Russian Radio/TV, had already screened *Superbook* on Soviet State Television and was beginning to receive a mountain of mail from young viewers wanting to know more about Christianity. The success of the animated children's series forecast a similar success for programming targeted at older youth.

I recommended Barry Taylor, a founding board member of Aid to Special Saints in Strategic Times

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Ahead of
the pack...

Innovation

(again)

Announcing
Royal
In-House
Media Services

Service
Redefined

See page 49
for more details



ROYAL MEDIA
agency

UKRAINIAN TELEVISION . . .

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(ASSIST) Ministries and former roadie with the rock band AC/DC. Taylor, who had become a Christian while touring with the band, was a senior pastor of a Southern California church — and spoke fluent Russian.

The program was aired across the former Soviet Union on eight occasions and brought in an astonishing response. When combined

with the CBN programs *Road to Everlasting Love* and *Superbook Party*, an estimated 30 million prayed with the hosts of the shows. Then 610,000 respondents took a second step and enrolled in a CBN Bible course.

CBN then agreed to work with ASSIST Ministries on the "Bridge of Friendship," a discipleship program using pen pals (see October 1994 *Religious Broadcasting*). Weber mailed out a letter and questionnaire to the 610,000 respondents, enabling the linking of 4400 pen pals.

"We have received over 12 mil-



Above. Christian station Radio TEOS broadcasts from a former Soviet military station in St. Petersburg, Russia.

Bottom. Eugene Nedzelskiy (left) speaks with Dan Wooding at Radio TEOS in St. Petersburg, Russia.

lion letters to date from viewers in the last four years," Weber reveals. "If you take 12 million and divide it by the number of days in the year, that averages some 8200 letters a day, seven days a week.

"So you can understand the volume of mail that we are receiving and the volume of literature that we are sending out. I would say that at least 50 percent of my staff is working with this mail."

The 12 million letters represent 56,000 towns and villages across the former Soviet Union.

Weber continues, "The blessings are reading the letters where God has intervened in crisis situations where people were ready to take their lives or where they were discouraged and had found hope through our broadcasts and literature."

Faxing the Apostle Paul

Weber cites a story of a woman who had just received the CBN CIS Bible course with a New Testament she had obviously read for the first time.

She wrote, "I am so thankful that you sent me this book that mentions the life of Jesus and the Apostle Paul. I was so touched by

"We found that the State Radio Commission was interested in our transmitter and we got an agreement with them."

— Eugene Nedzelskiy,
founder of Radio TEOS

the words of the Apostle Paul that I would like to get in contact with him. Would you please send me his telephone number or a fax number? I believe according to the book you sent he is in Rome."

An even more extraordinary story came in a letter from Nikolai who lives in the village of Krash-oselskoye in the Crimean region. "I received your booklet *What Are You Living For?* just in time," he wrote.

"It gave me understanding and helped me to realize . . . that I have

lived the wrong way of life. Why do I say it came to me just in time?

Because that booklet came to me completely by accident at the most critical moment when I was going to commit suicide."

Nikolai's letter revealed that he had become a hopeless alcoholic, beating his wife, and losing her to a break-up. He was in such despair that he "decided to commit suicide by lighting myself on fire."

The changes in Nikolai's life came when an envelope arrived at his home addressed to his wife. He

began reading the CBN CIS literature and wrote, "I understood things I had never thought of before. As a result, I accepted God into my heart. I realized that I was blind and treated my wife and children selfishly. Now I decided to turn to God to change my life by faith in the true Savior."

Since making his life-changing decision, Nikolai is now reconciled with his family. As he reports there is no local church to attend, CBN

Continued on page 14

PREMIERING NATIONWIDE OCTOBER, 1996

Cross  **VIEW**
with Terry Rush

one
talk show
that's
"out of this world!"

- 1 John 2:15

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Christian
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talk show
alternative
that...

•
Provides hope and encouragement for today's generation

•
Offers inspiration through the uplifting messages of various Christian speakers

•
Explores real-life situations that can cause lapses in faith

•
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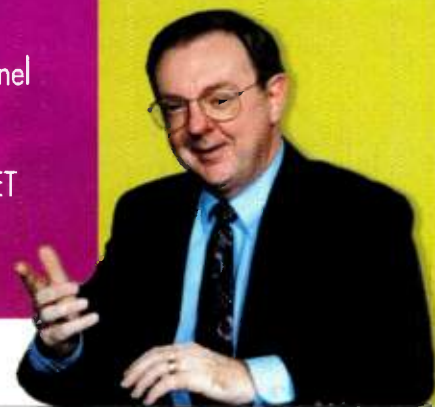
ACTS Network - Faith & Values Channel

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Family Net - Sundays at 7:30 p.m. ET

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CIS has provided literature to help him grow in his faith.

Other Outreaches

Weber says that because of the massive response to CBN's programming, more departments have been established by CBN CIS.

Emmanuel Institute has been training pastors and is preparing a group of representatives to assist churches in follow-up of names and addresses of the program respondents.

Evangelistic Humanitarian Aid Outreach distributes the containers of food, medicine, clothes, and other items CBN CIS receives. The disbursement usually takes place during a preaching/evangelistic music concert.

Superbook Kids' Clubs involve children in television follow-up and Sunday school curriculum.

Department of Youth is developing a Studio 7 Club that will show a music video as partner to a Bible study guide for small groups.

Television Production aims to minister to some 68 cities across the former Soviet Union by translating CBN programs into the minority languages of the CIS and by producing original programming.

Window of Opportunity

Weber believes that western Christians have a window of opportunity if the various governments of the former Soviet Union allow them to continue. "The mere fact that this society is being filled with philosophies and ideas from around the world that have nothing to do with God and faith is why I believe we have a limited time and that we need to work while it is yet day, for night is coming when no man can work," he says. "We have not seen the doors closing yet."

Despite the gains of the Communists in recent elections for the Duma of the Russian Parliament, Weber believes the whole picture is made clearer by the recent re-election of President Boris Yeltsin. "This is a great determining factor for the future of Russia. Western Christians should invest now in the works that are producing good fruit in the CIS."

The Second Story: The Reach of Radio

BEAUTIFUL ST. PETERSBURG, Russia, the country's second largest city and the 'cultural and educational center of the nation, has seen its share of history. During 1917, it was the stage of the Bolshevik revolution and became the forerunner of some 70 years of atheistic communism and the brutal enslavement of the people of Eastern Europe.

But now, in what was once called Peter the Great's "Window to the West," Christian station Radio TEOS (Russian spelling of the Greek word "theos" — God) is broadcasting the Gospel message to a potential audience of 10 million people for 16 hours a day, seven days a week.

"St. Petersburg is a key city in Russian history," says 39-year-old Eugene Nedzelskiy, who founded the station in 1993. "I believe that soon, maybe even in 1997, it will become the birthplace of the 'Great Christian Revolution in Russia.' And radio is really the key to fulfill this goal."

God's Call

Nedzelskiy was born in the city of Kaliningrad. "My father was an

engineer and my mother a medical attendant. Our family was a normal Soviet atheistic family but, from my very childhood, God himself led me to His salvation. He put in my young heart a strong desire to know the truth about everything and — first of all — about the problem of death.

When What Are You Living For? was combined with the CBN programs Road to Everlasting Love and Superbook Party, an estimated 30 million prayed with the hosts of the shows.

"When I was about 15 years old, somebody gave a Bible to our family. I recognized that there was only one true God and this was the God of the Bible. But it took me a few more years to decide to become a Christian."



Children like this young girl wait to hear the Gospel in Russia. Radio TEOS hopes to capture her attention — and soul — with its children's programming.

Upon completing his education, he moved to Leningrad (now St. Petersburg) to work as a professional fisherman, a career he followed for five years. "I became a member of the Baptist church," he recalls. "My parents and my youngest brother were saved in the Baptist church in Kaliningrad."

Nedzelskiy was ordained as a Baptist pastor in Kaliningrad during 1984. He married Marina in 1986 and the couple has four children, all under 10: Yury, Mark, Anna, and Julia.

He and a few members of the Baptist church, along with some new converts, began the Evangelical Russian Church in 1990, of which Nedzelskiy is pastor.

Radio TEOS

Two years later, he heard about the possibility of acquiring a Soviet military radio station. "At that time our church was about 50–100 people (now our church is about 1000 people) and we definitely did not have any possibility for such a purchase because we needed to pay over \$30,000," the pastor explains.

"The only thing we were able to do was to call some of our friends. One of them, Dr. Robert Lowe of Canada, responded to the call and gave that amount. It was a real miracle of God because he gave this money with no guarantee, trusting just on my word. We had met before only two times in his life, but God gave him enough courage in that situation to give that money out."

Nedzelskiy purchased the 20,000-watt AM station. "We then started to think about what to do with it and how to put it to use. We passed through a few terrible months when everybody was telling us that it was impossible to get the frequency and license to put it on the air.

"Finally God showed to us the way. We found that the State Radio Commission was interested in our transmitter and we got an agreement with them," Nedzelskiy reveals.

This agreement enabled Radio TEOS to begin broadcasting. "We got exclusive rights to work on the frequency for ten years and the right to use [it] free of payment during the first three months. [After

that] we have to pay the rent.

"We are covering the St. Petersburg area with its 5 million population and an area of up to 100 miles," the pastor adds. "But you can also hear this station in Finland, Karelia, and Estonia. So the potential audience is about 10 million people."

All-Purpose Format

Radio TEOS uses a mix of 70 percent speaking and 30 percent music. Nedzelskiy explains, "In our broadcasts we are using many different programs.

"We have Bible reading, sermons of Russian and foreign pastors, Russian programming from people like Dr. James Dobson and David Wilkerson, readings of Christian literature, children and

"In [St. Petersburg, a] city of 5 million, after ten years of incredible crusades, seminars, and church-planting activity, we have only about 15,000 evangelical believers. I would like to encourage Christians in the West to pray and let God lead them in ways of really effective ministry."

— Eugene Nedzelskiy,
founder of Radio TEOS

youth programs, interviews, testimonies, programs about different churches, programs against different cults such as Jehovah's Witnesses and Mormons, educational programs, family programs, health programs, and many others.

"Of course," Nedzelskiy continues, "we play different kinds of music, mostly contemporary but also classical — and that of the Orthodox Church."

His favorite? "Pastor's Hour, when pastors of different churches answer questions from listeners live on the air. Twice a week I host this program. During the last three years we have received over 40,000 phone

calls from listeners. Ninety percent of them are prayer requests and testimonies about how God is helping them through radio."

Financial Support

What about the financial support of the station? Nedzelskiy shares, "At this time we are financially supported [mostly] by Russian listeners. They appreciate Radio TEOS very much and do whatever they can to keep this radio station on the air. We are constantly fighting with financial debts, trying just to survive.

"Unfortunately, 99 percent of our Christian brothers and sisters in the West, when they decide to do something for Russia, prefer to spend their time and money in ways which are most habitual for them: crusades, seminars, planting of Western-type churches, and so on. Maybe it's fine.

"But I am wondering about the result we have here in St. Petersburg. In the city of 5 million, after ten years of incredible crusades, seminars, and church-planting activity, we have only about 15,000 evangelical believers. I would like to encourage Christians in the West to pray and let God lead them in ways of really effective ministry."

Radio TEOS is blessed to hear from listeners like Rosa, 34, who wrote, "Radio is a spiritual food, like a river with living water. The radio is everywhere with me." With encouragement like this, Nedzelskiy is pressing on with his extraordinary ministry.

"Truly," the pastor says, "the Russian people understand that Radio TEOS is a gift from God to them. For many, it is a lifeline without which they would simply not survive spiritually. I give glory to God for His provision in keeping the light on in St. Petersburg for those who hunger and thirst for the truth of God's Word. Radio TEOS is a friend to the Russian believers and a ray of hope for those searching for the Truth."

Dan Wooding is founder and international director of ASSIST (Aid to Special Saints in Strategic Times) Ministries, based in Southern California.

Promises and Pitfalls of Other-Language Broadcasting



ONE OF THE QUESTIONS I most frequently hear when arranging for North American broadcasters to air their programs in other languages is, "How can we be sure that the programs we're airing in another language are faithful translations of our scripts?"

It's a question that betrays the level of apprehension many North American ministries and churches feel about getting involved in an other-language broadcast.

For those of us who work in the fairly structured, regulated, and market-oriented culture of Christian radio in America, the dynamics of international missionary radio can seem like unmanageable chaos.

"It's scary," says the president of one large ministry when considering taking on a new other-language project. "You're just not sure exactly what's being broadcast." And he's right, it can be scary — especially considering the high level of expecta-

tion today's donor has that a ministry demonstrate in tangible means that funds are used in endeavors which have the highest impact possible.

Place that expectation alongside the prospect of sponsoring overseas programs which air in a language which neither you nor anyone you

Are you willing to give your overseas partner latitude with the format of your other-language program?

know understands, which may draw only a handful of letters per month and no listener giving, which neither you nor your donors can tune in yourselves, and which costs anywhere from \$20,000 to \$200,000 yearly, and it's easy to understand why many U.S. ministries remain apprehensive about becoming

involved in missionary radio.

Despite those prospects, some of the most respected — and circumspect — ministries in America designate large portions of their budgets to international broadcasts in other languages, and with good reason. In an age of digitized images and internal modems it seems almost inconceivable that the same kinds of pioneering opportunities that motivated the apostle Paul two millennia ago could exist today. But they do.

Pauline Broadcasting

That early missionary had a compelling desire to preach the Gospel where no one had preached before: "It has always been my desire to preach the Gospel where Christ was not known" (Romans 15:20). This same wonder at presenting the Gospel to people who have never in their history had a Gospel witness is part of what makes missionary radio so exciting.

Continued on page 18

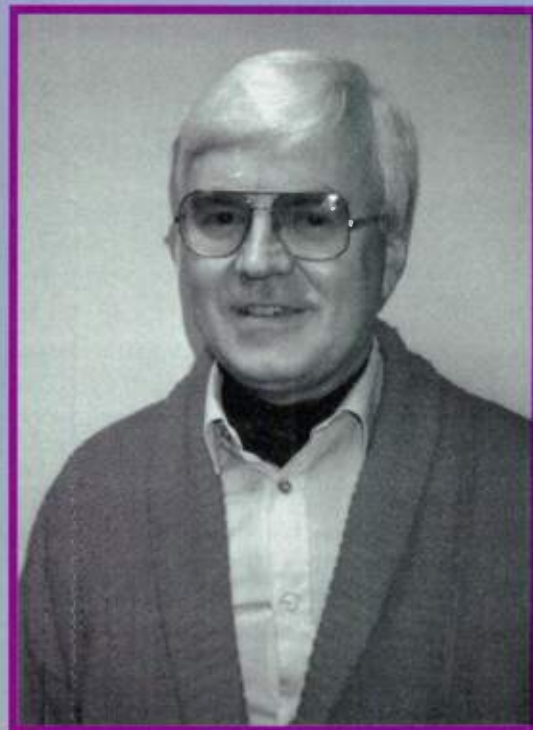


Photo by Hans Kristoffer Goa

Left. The Spanish department of In Touch Ministries. The ministry's program is heard around the world in English, Spanish, and 11 other languages.

Above. Jonathan Singh, the Hindi voice of Chuck Swindoll in India. In addition to Hindi and overseas English broadcasts, Insight for Living is adapted into Portuguese, Spanish, and Norwegian languages.

Right. Curt Westman, Thru the Bible's Swedish producer. The daily 30-minute program is broadcast internationally in Swedish, English, and 46 other languages.

There remains a wide open, cutting-edge dynamic to missionary radio that is gripping and exhilarating. Imagine your scripts forming the basis for the first radio programs ever heard by an unreached people group. Or, that yours is one of a handful of ministries in the world providing a Gospel witness to an oppressed Christian minority in a closed country.

Imagine the excitement among your staff and supporters when the first letters ever received in response to Gospel programs in a given language are forwarded to your office from your overseas producer. There are few experiences in Christian media — or the Christian life — like being part of a missionary radio endeavor that is making a profound impact in another part of the world.

Foundations

Despite its captivating appeal, though, there are aspects of missionary radio that can be frustrating and discouraging to ministries inexperienced in international other-language broadcasting.

I have over the years seen a number of organizations enthusiastically launch into missionary radio, only to discontinue their involvement six months or a year later, discouraged and disillusioned.

Often, they had not been prepared for the different set of rules governing how missionary radio's impact is measured, and as a result misinterpreted the data they were receiving. That point is worth repeating, because it is crucial to understanding the dynamics of other-language ministry: the gauges used for measuring a program's impact are different in international other-language broadcasting than in domestic broadcasting.

What are the measurement tools most commonly used in domestic radio? Research data, like that available from Arbitron and other sources are often used, but for many organizations it is listener letters, financial gifts, and product orders that provide the most important feedback about a ministry's effectiveness and relevancy.

The comments of listeners,

their responses through giving, and their purchase of products all help a ministry evaluate whether its programs are a blessing to listeners and whether those programs are appreciated.

In other-language broadcasting, those same sources of feedback often are not present. There is usually almost nothing in the way of listener financial support — or product sales — by which a ministry can measure its impact; and, while there are notable exceptions, the monthly mail response to other-language programming is typically only a fraction of what a ministry is accustomed to seeing from its domestic listening audience.

Five Steps to a Successful Other-Language Program

- 1) Follow core objectives
- 2) Clarify expectations
- 3) Find the right overseas partner
- 4) Use the most effective medium
- 5) Find synergy with other ministries

Those organizations which I regard as models in other-language broadcasting have learned how to compensate for the lack of feedback normally derived through listener letters, donations, and product sales. They instead have focused on developing management practices and an approach to ministry which allows them to minimize and manage the risks involved in their other-language projects.

As a result, they are leaders among the relatively small fraternity of U.S. broadcasters whose worldwide impact far exceeds their numerical or financial size.

What are some guidelines employed by these U.S. ministries that help ensure their other-language broadcasts are relevant and effective?

I see five critical areas in which

cutting-edge missionary broadcasters excel in managing their worldwide work: 1) following core objectives, 2) clarifying expectations, 3) finding the right overseas partner, 4) using the most effective medium, and 5) finding synergy with other ministries.

Following Core Objectives

More than 240 languages have at least one million speakers. Thousands more languages have fewer speakers. With numbers like this, an organization needs some means of assessing which language or people group it is best able to serve.

While there is a checklist of issues that need to be addressed, the primary criteria in making the assessment are your ministry's own objectives. Are you called to reaching the unreached? Or, does your mission statement commit you to a ministry of teaching and discipling? Perhaps your focus is training, and your wish is to minister to pastors and Bible teachers.

Whatever it is, your ministry's core objectives should form the grid through which you evaluate where in the world you wish to dedicate your energy, vision, and funds.

Not long ago I met with leaders of a ministry whose purpose statement commits them to teaching, encouraging, and equipping believers and pastors. As we looked for places where this ministry's calling had the most natural fit, we focused on identifying languages where extraordinary church growth was occurring.

Further, we focused in on countries where religious persecution either had been present or still was present — a factor which would impede pastors and lay leaders from receiving training, and which would make it difficult for believers to assemble for Bible study.

By using the organization's core objectives as our grid, we were able to ask the questions that made sure we found the best match between the organization's strengths and a language group in which those strengths would be most fully utilized.

Clarifying Expectations

There is no greater stumbling block to a successful other-language project than a failure to clarify

expectations in advance of its start-up. I have seen dozens of projects unravel over the years because one party or another reached its boiling point — and then in frustration pulled the plug — when expectations were not met.

Sadly, more often than not the source of the frustration was related to communication, not performance. Coming to a mutually shared understanding of expectations between parties is sometimes challenging enough within the confines of our own American culture; making it work across cultural lines can be exponentially more challenging.

The best way to preclude — or at least minimize — the possibility of misunderstanding and frustration later on in a project is to clarify your expectations and commit them to an agreement, signed by all parties involved.

The five most common components of an other-language project that should be clarified in an agreement are: program format, use of music, program repeats, translation

versus adaptation, and reporting.

Program format. Are you willing to give your overseas partner latitude with the format of your other-language program? How far are you willing to allow modifications?

A friend at a large ministry described an opportunity he had to air his daily teaching program via a major FM network in a western European country — providing he agreed to have the program broken into five-minute segments separated by musical interludes. For him, the continuity of the teaching could not stand for so many interruptions, and he turned down the opportunity.

(Interestingly enough, management of the FM network wound up rescinding their conditions, and accepted the program with its uninterrupted 22-minute body of teaching.)

Clarify ahead of time what modifications to format you could tolerate; or at least make it known that format changes should not be made without your prior knowledge.

Use of music. The spartan use of music in American teaching pro-

grams often befuddles and frustrates radio partners in other countries, who argue that listeners in their cultures will not tolerate such long segments of uninterrupted talking.

Most often, American ministries take the position that what they are paying for is the chance to bring the Word of God into a needy culture, and not to provide entertainment.

Of course that is true, but the flip side of the coin is that, at least in media-hungry cultures, your allowance of a limited amount of music may boost your audience enormously. You will need to assess how many minutes of air time you are comfortable with allowing for music versus teaching.

Program repeats. Come to a mutual understanding of when and if repeats will be allowed. With translation and production charges running between \$80 per 30 minutes in developing nations to more than \$200 per 30 minutes in western Europe, one of the last things a min-

Continued on page 20

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LESEA BROADCASTING

PROMISES AND . . .

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medium to which few people in that area listen? When you think audience instead of coverage area, you move yourself away from "How much land mass am I covering?" to "How can I reach the greatest number of people?"

In all fairness, in some target areas the shotgun approach of broadcasting — transmitting broadly over a wide area — makes more sense. But for other target areas, it may be possible to have a larger audience airing in five major cities via FM than it will be covering the entire country via shortwave.

Do some homework and take the initiative to see that the media options you have — or have been offered — are the very best possible to broadcast your other-language programs.

Synergy With Ministries

One of the tragedies of other-language broadcasting is that it is often done in isolation, disconnect-

ed from the work of literature and church-planting ministries. The irony is that those other two legs of missions work are often in search of contacts to whom they can minister, while radio organizations are often in search of in-country help to follow up on those who write in response to the programs.

There is no greater stumbling block to a successful other-language project than a failure to clarify expectations in advance of its start-up.

Radio, church-planting, and literature ministries have for too long worked independently, and it is time for these three legs of missions to use their respective strengths in building integrated strategies of church growth, evangelism, and discipleship.

The best time to bring about a coordinated effort by these complementary ministries is to push for it at the start of your other-language program. Take the initiative to pursue contacts with leaders in church-planting and literature organizations who are also involved in ministering to the people to whom you intend to broadcast, and see if you can build a synergistic strategy with them.

Beyond Apprehension

A couple of years ago I traveled with a U.S. broadcaster to see the impact his program was having among the Telegu people of south-central India. The crowning event of the trip was the mass baptism of more than 200 new believers who had come to faith through listening to the program.

I stood dumbfounded as wave after wave of men and women, boys and girls moved across the blistering sand of a river bank and took their turns being baptized.

Afterward we gathered under colorful canopies, sitting in rows on a groundcover of coarse mats. As we waited quietly for communion, the shoeless man to my right cried like a baby and a consonance of unrestrained prayers spilled out from the tent onto the cracked, sun-baked ground.

In sober, stunned silence I looked into the faces of the men and women seated around me and saw for myself the realities of the power of the Gospel communicated through radio.

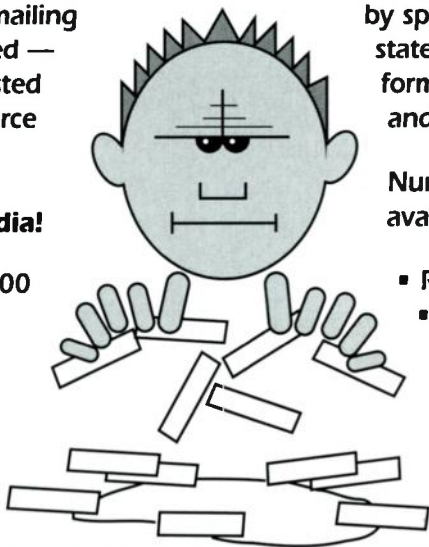
Is missionary radio a riskier undertaking than domestic radio? Certainly. Is it worth the risk? Absolutely. For those willing to take the time to learn how to manage and minimize the risks of other-language broadcasting, there are few ministries more exhilarating and fulfilling.

Mark Christensen is director of U.S. broadcasting for *Insight for Living*, based in Anaheim, Calif. During his five years as director of broadcaster relations with Trans World Radio, his responsibilities centered around the implementation and management of other-language broadcasts for North American religious broadcasters.

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Continued from page 25

tional committee of National Religious Broadcasters (NRB) met in Hanau, Germany, to address this issue.

Out of that meeting, which was led by David Clark of NRB, came the "Hanau Statement." Let's digress for just a moment and explain what the FEB is and how it came to be.

Over the past several years, attempts have been made to establish a forum for meeting the needs

of the Christian broadcasters in Europe. For the most part these efforts lasted a couple of years and then disintegrated.

During the 1991 ICMC (International Christian Media Commission) conference in Sheffield, England, a number of people met to once again find common ground upon which a cooperative body could be formed. In that meeting were Christians of all persuasions along with Bible-believing professional broadcasters.

In early 1992, a meeting of Christians involved in broadcasting was held at the All Souls Church in

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Hanau Statement

Recommendations for International Broadcast Ministries (adopted by the Fellowship of European Broadcasters and National Religious Broadcasters, USA).

Recognizing the sovereignty of God in the emergence of new freedoms and unprecedented opportunities for Christian broadcasting throughout the world, we also recognize the challenge of profound cultural and legal differences.

Sending Country

The following principles will increase the effectiveness of religious broadcasters who are currently ministering internationally or who plan to do so in the future.

1. Ministry activities need to be part of a long-term strategic plan shared by and developed in cooperation with indigenous co-workers.

2. The strategy should include specific focus on the national or regional culture and indigenous needs.

3. An integral part of the strategy should be a plan, in cooperation with local churches, to follow up those who have responded to the ministry.

4. To increase effective

Christian communications, monitor, and analyze local response to the ministry, both formal and informal.

Receiving Country

The strength and stability of an international broadcast ministry will depend to a significant degree on the choice of indigenous co-workers. Therefore, we offer the following recommendations:

Choose co-workers:

1. With a strong biblical foundation consistent with the Lausanne Covenant or the NRB Statement of Faith.

2. Who have an appropriate accountability structure or who will make a commitment to develop one.

3. Who have a proven ministry with a broad base of cooperation and support, preferably interdenominational.

4. Who are committed to accepting long-term responsibility for the continuance of the ministry.

These principles will help enable Christian broadcasters to fulfill, with dignity and sensitivity, their objectives of sharing the Gospel with all people and making a constructive contribution to society.

Sisters in Christ

Countries considered a part of Europe

Albania	Greece	Poland
Andorra	Hungary	Portugal
Austria	Iceland	Romania
Belarus	Ireland	Russia
Belgium	Italy	San Marino
Bosnia	Latvia	Slovakia
Bulgaria	Liechtenstein	Slovenia
Croatia	Lithuania	Spain
Cyprus	Luxembourg	Sweden
Czech Republic	Macedonia	Switzerland
Denmark	Malta	Turkey
Estonia	Moldova	Ukraine
Finland	Monaco	United Kingdom
France	Netherlands	Vatican City
Germany	Norway	Yugoslavia

London. During that meeting, six objectives were agreed to as the primary focal points around which the FEB should gather: 1) to encourage effective cooperation and coordination between Christians in the European media, nationally and internationally; 2) to provide a forum for the exchange of news, material, services, ideas, and opportunity for joint ventures and train-

The Fellowship of European Broadcasters is providing . . . demographical and broadcast information concerning the 45 countries of Europe.

ing; 3) to be a credible voice to the European community and to governments; 4) to represent the interest of European Christians in the context of world broadcasting; 5) to encourage and help each other to achieve the highest professional standards of broadcasting; and 6) to require those in fellowship to establish and maintain Christian ethical standards in their business practice.

The following people serve the FEB as the board of directors: Harvey Thomas (chair, United Kingdom), Ger De Ridder (vice chair, Netherlands), Hugo Danker

(treasurer, Germany), Dalibor Krupa (Slovakia), Aage Nevland (Norway), and David Olson (managing director of EuroNet 2000, Belgium).

Desiring to meet the first of the six objectives, the FEB met in Hanau with NRB leadership to adopt a statement for cooperation. (See box on page 26.)

Partnering

One way the Hanau Statement is being implemented is through the "Adopt a Country" project. The goal is to encourage 45 American radio stations to each adopt a European sister country for one year.

"Adopt a Country" involves the following:

1. To solicit prayer and material support for the development of Christian ministry in an adopted country. The kind of material support will be dependent upon the initiative and imagination of the radio station as it looks to meet the needs of the church in its adopted country.

2. To research or ask its listening American audience to research the current events that are unfolding in the adopted country to develop awareness of needs and opportunities for ministry.

3. To adopt a country may involve the station's looking at the ethnic makeup of its listening area to identify one of the predominant groups and adopt the group's homeland. Or, a station could look

Continued on page 28



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at a minority group and try to build awareness in listeners.

Parties Involved

The FEB is providing, upon request, demographic and broadcast

information concerning the 45 countries of Europe. The organization could also serve as an on-the-ground reference agency to help in case a potential broadcast relationship develops. The FEB has sent out brochures to its members and others asking them to forward their information to the participating stations.

To explore the possibility of part-

nering, contact Harvey Thomas at 23 "The Service Road," Potters Bar, Hertfordshire EN6 1QA England, or via e-mail at 100545.3465@CompuServe.Com.

The office will give you all available information on file regarding the country of your choice. You

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A Plea for Partnership

Partnership is a wonderful word and fairly close to the biblical concept of brotherhood. Living in a post-communist country allows me to make many observations of the partnership between Western Christian organizations and Europe.

The East-West alliance can be classified under four headings: help, joint projects, partnership, and ownership. Help is a one-time act, often unconditional, that expects nothing in return. Joint projects refers to common tasks — with specific beginnings and endings — completed with input from both parties.

Partnership is a long-term commitment toward accomplishing a common goal and includes investment — of not only money, but also expertise, emotion, and friendship. Ownership is simply buying out an operation, setting objectives, and hiring local people.

In my opinion, partnership is the preferred choice. The Western world's development has been a gradual process, with knowledge, technology, and capital increasing over the years. During these years, Europe was largely in a deep freeze.

Now that we are ready to grow, there is no time to develop our ideas and capital from the beginning because we face a strong competition from the global village. We are struggling for a place in the market.

Our lack of infrastructure could be an advantage, as we can learn from the mistakes of others and avoid whole eras of technological development. Take the example of banking: We may immediately apply new methods, such as electronic fund trans-

fers, skipping over the trail of development telexes and faxes the Western world blazed.

For partnership to succeed, it must be fair and avoid the all-too-common horror stories of the past: selling theology to the highest bidder, disrespecting the opinion of national advisors, exploiting national businessmen with dishonest and unethical transactions, failing to plan well or to create a true business plan, dumping obsolete equipment and using the disposal as a gimmick to impress donors, wasting money by building facilities but not adequately train-

ing personnel or aiding in the purchase of tapes, and speaking great words of false spirituality while leaving bills unpaid.

In one country I visited several times, a complete video studio has remained in its shipping boxes for more than three years because the person who is responsible cannot operate it but will not give it to others — because "he is responsible."

True partnership demands patience. It splits a risk. We come from different cultures and

we need your understanding and expertise. We also need to be treated as equals who increase the worth of your ministry. We will not shy away from problems and troubleshooting, for we live in a society filled with improvisation.

We look for partners, not just suppliers of money. Are you interested?

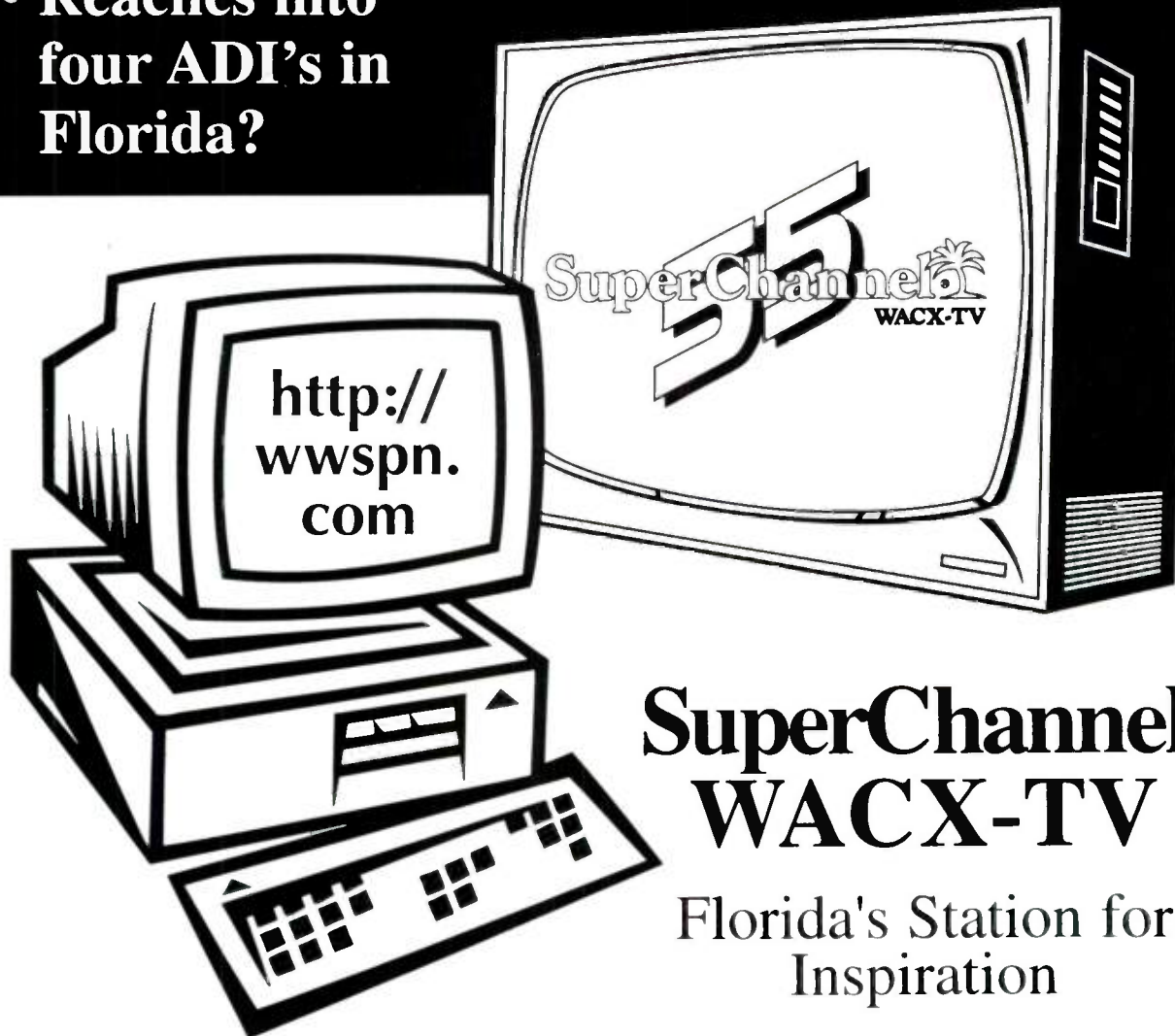
— Henryk Król holds a Ph.D. in engineering and is director of DEOrecordings Association, a Christian ministry based in Wisła, Poland.



Bogusława and Henryk Król

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THE POWER . . .

Continued from page 28

might want to indicate a first, second, or third choice when you contact him.

Of course, you could also enlist a computer whiz with a vision for missions to surf the Internet and uncover information about your country of choice.

Collegiate Partners

Starting in January 1997, communications and cross-cultural students at Northwestern College in St. Paul, Minn., will be able to provide information gleaned from the news services on current events within each European country. They will also research cultural tidbits for filler during the broadcast day.

This will not only give the partnering station ongoing input, but also give the students research experience and enable them to learn and identify cross-cultural issues.

The faculty coordinator for this venture is Chuck Pollak, chair of the Intercollegiate Religious Broadcasters, who has traveled to Europe several times and has provided training for emerging broadcast leaders across the Atlantic.

*The ministry begins,
and then after
a few weeks falters
due to various reasons.*

*Ultimately, it is
the local believers
who have to
pick up the pieces.*

To explore this service, contact Pollak at Northwestern College, 3003 Snelling Avenue North, St. Paul, MN 55113, telephone (612) 631-5279. His e-mail address is CTP@nwc.edu.

Another department of Northwestern College, the SkyLight Net-

work, will feature vignettes on four European countries per issue in its monthly *Uplink* publication. The vignettes also will be aired and will focus on one country per week during the course of the month to provide a general awareness among listeners and garner prayer support and potential financial backing for projects in particular countries.

This print/audio project will begin with the January 1997 issue of *Uplink Memo* and continue through the year until all 45 countries have been covered.

The cry, "Come over to Macedonia and help us" (Acts 16:9) is being sounded once again at the dawning of the 21st century. We can make a difference in many of these countries. Will we?

David Olson is with International Media Ministries based in Brussels, Belgium. Paul Ramseyer is vice president for radio and outreach for Northwestern College in St. Paul, Minn.

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First, the visionary entrepreneurs who believed in the Dream, and put their personal funds on the line, to make it happen:

Don Holloway... Bill and Virginia Pettinati... Jim Shiflett...

Barbara Shiflett... Barry Hays... Karen Die... Ted Evans... and Dawn Stallings.

Thanks to the dedicated team of "young pioneers" who were willing to stake their careers on the Vision:

George McNerlin, our first PD, who helped launch the World's first contemporary Christian music satellite Network... **John R. Scaggs**, the *only* man who could have built the first fully addressable digital satellite Network... **Doug Weaver**, who administered the industry's most complex but efficient traffic and accounting system... **Rich Tiner**, VP/Operations, who combined such strong academic credentials with solid broadcast management experience... **Mike Miller**, always committed to providing consistently responsive service to our local affiliates... And **Tom Perrault**, Morningstar's first employee, who has represented our Network so well in Syndication, Affiliate Services, and Commercial Network Sales.

*Special thanks should also go to **SpaceCom Systems** and **Wegener Communications**, suppliers who represent two of our better decisions... Strong Christian leadership at both companies went the extra mile, to help see our Dream fulfilled...*

And to **Thomas Nelson**, the firm which acquired majority interest in Morningstar in 1993, thus helping to financially ensure the Network's continued viability and growth.

*We'd also like to extend a big vote of Thanks to our loyal **Morningstar Affiliates**-- especially those who did so early on, when their Faith was truly "the evidence of things not seen":* People like **Doyle Brewer**, the very first owner/manager to commit to carry Morningstar programming (nearly two years before his station was on the air!)... And **Dick Marsh**, who affiliated four of his six stations (including WYCR, the first station to actually air the Network) with Morningstar, and later joined our Management Team.

To all the above, and many more... **Thanks!**

Finally-- and most importantly-- Thank YOU, Lord!

Thanks for instilling the desire in our hearts... And Thanks for then *granting* that desire... The fulfilment of a Dream which could only have come from You.

T. Burt Perrault Patsy Perrault
Co-Founders, Morningstar Radio Network, Inc.

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Journey to the Center of



Legend says that the land of Israel lies at the center of the world, that Jerusalem lies at the center of Israel, that the Temple stands at the center of Jerusalem, and that the Holy of Holies is in the center of the Temple faced by the Foundation Rock, which is the navel of the world.

by Pat Mahoney

AFTER ARRIVING AT Ben Gurion Airport in Tel Aviv on Tuesday, May 21, 1996, 80 wide-eyed, somewhat weary travelers — led by representatives of National Religious Broadcasters (NRB) — were met by professional tour guides Ido Keynan and Kenny Garon.

NRB's first tour group to Israel was guided through airport security

and transported to the Jerusalem Renaissance Hotel in two ultra-deluxe motorcoaches. The group consisted of broadcasters, NRB representatives, and broadcast listeners from across the United States.

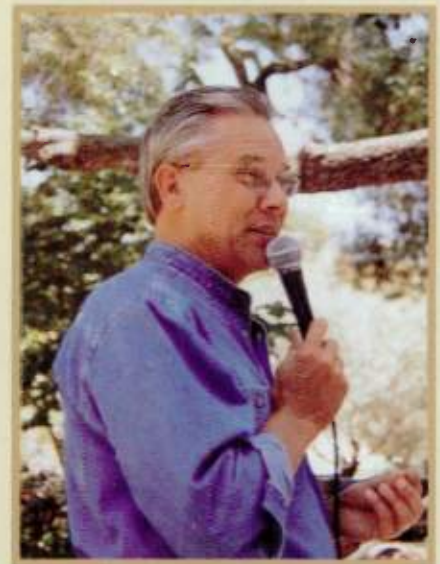
Preparing for Jerusalem

Our tour began the moment we left the airport. As we began our ascent to Jerusalem, our Israeli guide prepared us with eloquent

word pictures and taped music featuring a particularly beautiful rendition of the song "Jerusalem."

We were reminded by Keynan — an archeologist, teacher, and former military officer — that "all roads, from any direction, lead up to Jerusalem." But this dramatic preparation could not match the actual beauty or the magnificent splendor of the ancient walls and ruins that we viewed on our way to the hotel.

the World — Jerusalem



All photos by Pat Mahoney

Above. "God is leading. The question is, are you strapping on your sandals and following Him?" — O.S. Hawkins, addressing the participants of the National Religious Broadcasters Israel tour.

Left. Few sites in Jerusalem affect sojourners as strongly as the interior of the Garden Tomb.

Israel is a relatively small country stretching along the Mediterranean, less than 300 miles long and only 70 miles across. Only slightly larger than the smallest countries in the world, Israel is a colorful kaleidoscope of changing landscapes — a thousand faces with Jerusalem at its heart.

It was fascinating to observe the extreme differences in landscapes, especially considering the relatively

short distances between them — from the lowest spot on the earth, the Dead Sea and its strange mounds of crystallized salt formations, to the vast mountains and wilderness areas. The love of God and His handiwork is clearly evident in this country so varied and exceptional.

The NRB leadership team was headed by president Brandt Gustavson, vice president Mike

Glenn, and chairman Bob Straton, who shared his gift of music on several different occasions. The whole Israel experience was greatly enhanced as Straton sang familiar and beloved old gospel hymns.

With the expert guidance of Steve Dick of Inspiration Tours, based in California, the ten-day trip ran close to perfection. Each day

Continued on page 36

stopped in a spot where many believed Jesus walked on the water.

Here Hawkins pointed out that the ones chosen to carry the Gospel across the world were fishermen — rough, callous-handed, optimistic, common people who didn't find a problem in every answer but found an answer in every problem.

Fishermen were people who were positive, patient, and willing to try different methods to accomplish a task. A real fisherman, he said, hates to lose one — he keeps trying.

Unexpected Service

"Nothing brings the Scriptures to life as much as actually experiencing the Holy Land," said Pastor David Summerville, who journeyed from West Virginia with his wife, Lynn, and her mother, Lois.

*We were reminded
by [our tour guide]
— an archeologist, teacher,
and former military officer
— that "all roads, from
any direction, lead up
to Jerusalem."*

Summerville played a significant role in many lives on Sunday, May 26, as he baptized more than 30 people in the Jordan River. For some it was their first baptism and for others it was a joyful renewal and demonstration of their faith.

Politics, as Usual

Politics were impossible to escape as all of Israel and the surrounding Arab nations were on pins and needles awaiting the election to determine Israel's next prime minister. The memory of Yitzhak Rabin remained and the national pain of the assassin's bullet was still all too real.

One-third of the population of Israel is made up of children under the age of 18, and it was children — many as young as 11 or 12 — who

were campaigning for the candidate or party of their choice.

Golan Heights

Our motorcoach trip through the Golan Heights left impressions that few of us will ever forget. The Golan Heights is now home to 32 Israeli communities (14,000 residents), and controls 30 percent of Israel's water resources.

Israel is determined to maintain control and ownership of the Golan, as this tiny strip of land will always be Israel's only defense line against Syria.

When Syria controlled the Golan before Israel became a state in 1948, there were persistent attacks on the northern communities of Israel and attempts to divert the headwaters of the Jordan River in 1964.

This resulted in the Six Day War of 1967 and the return of the Golan to the Jewish Nation. Later the Syrians were unsuccessful in their attempts to invade Israel during the Yom Kippur War of 1973.

Seeing the land while hearing the facts strengthened the resolve of many of us on the tour to diligently pray for Israel and for the security and peace of Jerusalem in particular.

Sojourners Speak

Janet Parshall, fellow tourist and host of *Janet Parshall's America* on WAVA-FM/Washington, D.C., commented, "This trip has absolute-

ly cemented my commitment to the nation of Israel and, as Derek Prince said to us on Sunday morning on the southern steps of the temple, Israel — and Jerusalem in particular — is not just about the past but it is absolutely about the present and the future.

"I have a burden to go back to the United States and through the medium of radio try to encourage pastors to pray for Israel every single Sunday, because the handprint of God is on this country. Our pastors need to instill in us the same passion for Jerusalem and for Israel that our Heavenly Father has.

"It's not just a foreign affairs issue," the broadcaster continued. "It is the heart of God and we Bible-believing American Christians need to redo our priorities [so that] Jerusalem is very near the top of our prayer list."

Dennis Crowder and his mother, Constance, from Alexandria, Va., were overwhelmed with their first trip to Israel. Constance said, "I thank God for His mercy, His goodness, and His love for allowing me at the age of 67 to come to this place of Christ's ministry."

Dennis related, "This trip has given me spiritual enlightenment and a much closer relationship with God. God has become real to me. I now understand that He came to this earth for each of us that we might have a personal, intimate



Bob Straton (center), chairman of National Religious Broadcasters, samples the fare served during the National Religious Broadcasters tour to Israel.

relationship with Him. I am happy to say that I have accepted the Lord as my Savior on this trip and I was baptized in the River Jordan just as Jesus himself was once baptized by John the Baptist."

Lynn Summerville commented, "From this point on, when I read about the Sea of Galilee I'll have a picture. When I read about the

Only slightly larger than the smallest countries in the world, Israel is a colorful kaleidoscope of changing landscapes — a thousand faces with Jerusalem at its heart.

mountains around Jerusalem, I will have a clear memory, and these things will mean so much more to me in the days to come."

Lynn's mother, Lois Merritt of Huntington, W. Va., said that from a practical point of view, she had gained a great deal of knowledge from the trip. She teaches a Bible class and felt that the newfound knowledge and experience would help in class preparation.

Smiling, she said, "I have had

so many different experiences that will affect all future lessons. When I talk about places where Jesus lived and taught, I will be able to bring to life the stories of the Bible.

"I will always remember details like the heat of the desert and the need for Jesus and His disciples to seek shelter under a tree as they so often did.

"Understanding the customs and culture is invaluable in preparing lessons. Being in Israel has given reality to the Scriptures that I hope I can share with my students. Now I can visualize Jesus praying and teaching on the Mount of Olives, the Jerusalem Temple, or the Sea of Galilee. It's all very real to me."

The trip can best be summed up by a conversation overheard on the last day. With much enthusiasm, one lady said she would always be in love with Jerusalem.

"From now on," she shared, "whenever I read the Scriptures concerning Jerusalem, there will be the realization that I walked the way of Jesus on the Via Dolorosa as He carried His cross to Calvary. I stood inside the tomb where Jesus lay for three days and, by the supernatural power of God, was raised unto everlasting life. I am truly blessed."

Pat Mahoney is director of membership services for National Religious Broadcasters, based in Manassas, Va.



Israel and her people touched the hearts of many participants of the National Religious Broadcasters tour of Israel.

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Family Ties

A Romanian Christian radio station draws strength from a sister station in South Carolina

by Cam Dunson

"TOGETHER WE'LL BE strengthen to give ourselves in proclaiming the Gospel of our Lord and Savior Jesus Christ and to ministry Bible's eternal values," reads the broken English of a plaque on Linda White's desk.

It is one of the many plaques and certificates that have been exchanged between WMHK-FM/Columbia, S.C., and Radio Voice of the Gospel (RVG) Cluj-Napoca, Romania, since the commencement of a sister-station relationship between the two in early 1996.

"Evangelical television programming has been virtually eliminated on public stations because it is considered distasteful."

— Paul Negrut,
Romanian Baptist Union

However, on March 3, the Romanian government silenced RVG — and the sister-station relationship turned into much more than just an exchange of formalities.

lumbia, S.C., and Radio Voice of the Gospel (RVG) Cluj-Napoca, Romania, since the commencement of a sister-station relationship between the two in early 1996.

Becoming a Family

"We formed a sister-station relationship with RVG for many reasons," says White, general manager of WMHK. "We wanted to build a bond of friendship, inform our listeners about Christian radio overseas, and help RVG with technical and managerial advice and assistance.

"We also wanted to help protect the newfound freedoms of religion and broadcast speech in Romania," she continues. "We never realized these new freedoms would be jeopardized so quickly after the relationship began."

Fragile Freedoms

The freedoms of religion and broadcast speech are new to Romanians, who lived behind the Iron Curtain until 1989. Prior to the fall of communism, Romanians were able to hear a 50-minute weekly evangelical program broadcast from Munich, Germany, through Radio Free Europe (RFE).

The Sunday afternoon program was produced by the Romanian Missionary Society (RMS) and hosted by Josef Tson, who had been exiled from his Romanian homeland for writing "dangerous propaganda."

His articles detailed the failure of communism to produce the "New Man" and articulated the



Above. Mircea Graur (left), manager of Radio Voice of the Gospel/Cluj-Napoca, Romania, and David Morrison, director of network systems for WMHK-FM/Columbia, S.C., meet for lunch in Cluj. Morrison traveled to the city to provide managerial and technical assistance to the Romanian Christian radio station.

Right. David Morrison of WMHK-FM/Columbia, S.C., works at the transmitter of WMHK's sister station, Voice of the Gospel/Cluj-Napoca, Romania.

truths of Christ's claim that a "new man" is only produced by acceptance of Jesus as Savior.

"Not until after the collapse of communism were we able to assess the impact of those messages that went out over the airwaves," says

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FAMILY TIES . . .

Continued from page 41

Tson. "It exceeded our highest expectations! Everyone in Romania seemed to recognize our voices. People continue to tell us that in those difficult times in Romania, we were their inspiration, their encouragement, their guidance, and [their] spiritual nourishment."

With communism's fall, RFE gradually began to shut down operations. Some countries stopped broadcasting entirely, while others cut back to only news and political comments. On October 12, 1994, RFE broadcast Tson's last program.

Providential Planning

But in 1992, foreseeing the close of this chapter of ministry to the Romanians, the evangelical denominations of Romania (Pentecostal, Baptist, and Plymouth Brethren) joined forces with the RMS and World Radio Missionary Fellowship (HCJB Radio) — and RVG was born.

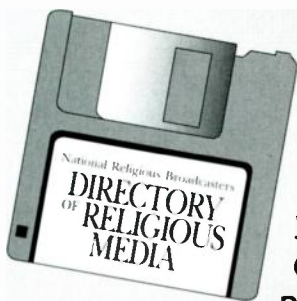
Radio licenses were obtained for



Above and right. Two views of the control room of Radio Voice of the Gospel (RVG)/Cluj-Napoca, Romania. The gentlemen in the outer view photo include (left to right) RVG's general manager, Cornel Bucur; RVG's manager, Mircea Graur; an unidentified Romanian DJ; and David Morrison, director of network systems of sister station WMHK-FM/Columbia, S.C.

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broadcast to six key Romanian cities: Bucharest, Suceava, Sibiu, Cluj, Oradea, and Timisoara. In August 1993, broadcasting began in Suceava. The following year saw the sign-on of Bucharest in April and Sibiu in August. Oradea and Cluj started sending signals in the spring of 1995.

Both the Bucharest and Cluj stations shared a band with a secular commercial station, broadcasting two and six hours per day, respectively.

Government Restrictions

After less than two years of broadcasting in Bucharest and less than one year in Cluj-Napoca, the Romanian National Commission for Audiovisual (CNA) ended broadcasting by the two stations. The CNA demanded that the two stations move to a frequency to be shared by all of the approximately 15 religions in Romania and reapply for a license to broadcast at the new frequency.

"They hold you hostage with government red tape," says Carolyn Whiting, a WMHK listener who was the impetus behind both the funding of the Cluj station and the WMHK/RVG sister-station relationship.



Many people in Romania and the United States believe that two main forces in Romania would like to see evangelical Christian radio silenced. One is the Romanian Orthodox Church, the official state church of Romania. The other is commercial stations who are interested in the profit that the airwaves can bring. One RVG listener states,

[Radio Voice of the Gospel obtained licenses] for broadcast to six key Romanian cities: Bucharest, Suceava, Sibiu, Cluj, Oradea, and Timisoara.

"Now we have news, good music, and relevant messages on the radio! We don't have to have our minds poisoned by MTV and other sex-oriented programs."

According to Alfred Moses, U.S. Ambassador to Romania, "The CNA wants to separate commercial and religious broadcasting, following pressure from commercial radio stations that lost audience when their programs were interrupted by several hours of religious broadcasting on the same frequency."

The February 19, 1996, issue of *National & International Religion Report* quoted Paul Negrut of the Romanian Baptist Union as saying, "The move could be an attempt to give the Orthodox Church priority over other denominations. A statement from the Romanian government said the action will create 'necessary radio space' for the Orthodox Church, whose programming is 'less offensive' than that of other denominations.

"Evangelical television programming has been virtually eliminated on public stations because it is considered distasteful," he concludes.

According to Peter Dugulescu, member of the Romanian Parliament and a Baptist pastor, whatever the motivation for the silencing of the RVG stations, the action "deprives Radio Voice of the Gospel of its legally acquired licenses, and thus takes away the freedom of speech and religion granted in the constitution."

And John Whitehead, president of The Rutherford Institute, says the action violates articles not only in the Romanian constitution, but also in the *European Convention for Human Rights*, the *Universal Declaration of Human Rights*, and the *International Covenant on Civil and Political Rights*,

Continued on page 44

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

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

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A Sister's Influence

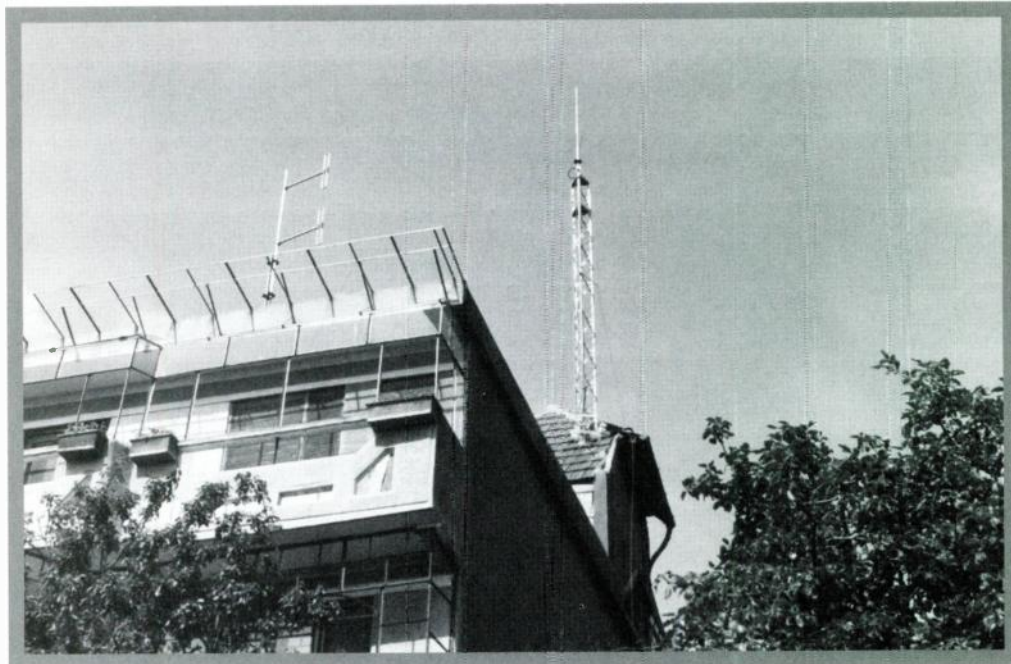
In early April 1996, following a barrage of complaints from members of RMS in Romania, concerned WMHK listeners and U.S. government officials, the Romanian courts declared that the Bucharest and Cluj-Napoca stations could resume broadcasting pending a hearing in

On March 3, the Romanian government silenced RVG — and the sister-station relationship turned into much more than just an exchange of formalities.

mid-May. The hearings have been postponed several times, and with each postponement RVG has been allowed to continue broadcasting.

Shortly before press-time, the NCA decided to move the station sharing a frequency with RVG/Cluj-Napoca to another frequency and let RVG stay on the existing frequency.

RVG general manager Cornel Bucur says, "The situation changed overnight. It could only happen in



The tower of Radio Voice of the Gospel/Cluj-Napoca, Romania.

Romania. All the fuss [regarding the Cluj station] will probably be over next time we go before the judge."

But the situation in Bucharest remains unchanged.

Hands-on Help

The sister-station relationship took on a personal touch when David Morrison, WMHK director of network systems, traveled to Romania in June 1996. With a background as a general manager and broadcast engineer, Morrison was

able to provide managerial and technical assistance to the RVG network.

"The trip was also very beneficial for me, personally, as I really gained a vision for Christian radio around the world," Morrison says. He is currently working to raise funds to bring eight Romanians to the United States in January 1997.

"We hope to be able to bring them to a week-long seminar at WMHK and Columbia International University, and then send them to Anaheim, Calif., for the [Nation-

Getting Involved

A sister-station relationship can follow any course that the two stations choose. Many overseas stations would be thrilled just to receive current music. Others may have more expansive needs.

Following are a few factors that were helpful in forming the tie between WMHK-FM/Columbia, S.C., and Radio Voice of the Gospel (RVG)/Cluj, Romania.

1. **Columbia, S.C., and Cluj-Napoca, Romania, were already sister cities.** This enabled us to get the entire community involved, rather than just our listeners. It also made correspondence with Cluj-Napoca government officials more meaningful, since they were already familiar with Columbia.

2. **The active involvement of WMHK listeners in the development of RVG/Cluj.** The visionaries behind the relationship were listeners who had ben-

efited from WMHK and wanted to see the Romanians also benefit from Christian radio.

3. **The active involvement of the Columbia World Affairs Council.** The presence and endorsement of this group gave an added element of community involvement. Many cities have world affairs councils.

4. **The cooperation and excitement of the Romanian broadcasters at RVG/Cluj.** This, along with the ability to communicate via e-mail has made the relationship much more meaningful.

For a packet of information on how to form a sister-station relationship, or how to get involved in overseas Christian radio, call WMHK at (803) 754-5400 or e-mail your questions to WMHK@aol.com.

— Cam Dunson



Friendly relations with city government is essential in sister-station relationships. Participating in a sister ceremony are (left to right) David Morrison, director of network systems for WMHK-FM/Columbia, S.C.; Grogore Zane, prefect of Cluj-Napoca, Romania; and Mircea Graur, manager of Radio Voice of the Gospel/Cluj-Napoca.

al Religious Broadcasters (NRB) convention."

White says, "When we began the sister-station relationship in January, we were a little anxious about a long-term commitment to a

"The situation changed overnight. It could only happen in Romania."

— *Cornel Bucur, Radio Voice of the Gospel general manager*

relationship. We wanted it to be truly meaningful, more than just a plaque on our wall.

"With our being able to pray for our Romanian brothers and sisters in Christ during this difficult time," she continues, "our sending Morrison to provide much-needed assistance, and the possibility of bringing some of their key staff members to the NRB convention in January, we are certain that together we will be strengthened!"

"Both Romania and RVG are at a crossroads now; only time will tell whether the newfound freedoms will remain."

Japanese Encore

Tson comments on the current situation in Romania, comparing it to post-World War II in Japan.

"When America conquered Japan . . . Japan thought, *America will kill us*. Instead of that, America started to help them rebuild the country.

"There was such a love then for America, General MacArthur sent the message, 'Send me 10,000 missionaries and we will conquer Japan for the Gospel.' But America wasn't ready to send 10,000 of its children. In 20 years, Japan became secularized completely. Now it is mentally closed for the Gospel.

"At the moment, Eastern Europe, due to the collapse of communism, is mentally open for the Gospel as no other part of the world is. My fear is that Eastern religion and Western European secularism and materialism will conquer us," Tson concludes.

The broken English prose on the plaque on White's desk perfectly describes the purpose behind the sister-station relationship, a purpose in which those at WMHK are honored to participate.

Cam Dunson is public relations director at WMHK-FM/Columbia, S.C.

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June Hunt, John DeBrine Headline Eastern Regional

NORTH EAST, Md. — The 1996 Eastern Regional National Religious Broadcasters (ENRB) Convention is October 10-12 at the Sandy Cove Conference Center in North East. Speakers include June Hunt of Hope for the Heart and John DeBrine of *Songtime*.



June Hunt

Billed as "Three dynamic days of encouraging speakers and edifying workshops," the conference also offers an ice cream social and an opportunity to sail on a Chesapeake schooner. For more information, contact Steve Cross at (703) 534-2000.

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SWNRB Regional Attracts 130 Attendees

DALLAS — Over 130 religious broadcasters gathered for the Southwestern Regional National Religious Broadcasters (SWNRB) Convention July 25-26, held at the Dallas/Fort Worth Marriott. Mike Evans, Dr. David Jeremiah, Marvin Olasky, and former PTL president Jim Bakker addressed the attendees at various meal functions. Tony Reynolds and Ashton Hardy instructed convention-goers on current technology and legal issues during the three-day event.



Jim Bakker addresses a lunchtime crowd during the SWNRB convention.

John and VickyJo Witty kicked off the convention with a drama and comedy presentation. Recording artists Greg Long and Jaci Velasquez performed during lunch functions and Christian country duo Wilcox and Pardoe capped off the musical contributions with a concert at the closing awards banquet.

Keynote speaker Steve Brown closed the convention at the awards banquet where the new SWNRB board was presented. KQCV-AM/KNTL-FM general manager Robin Jones began her term as SWNRB chair with vice chair Barry Thompson, treasurer Gene Bender, and secretary Pat Simmons. Past chair Bob Lepine takes over duties as chair emeritus serving with fellow members-at-large Charles Reed, David Reeder,



Jaci Velasquez sings to SWNRB attendees.

Ashton Hardy, Ron Harris, Bruce Munsterman, Burt Perrault, and Joe Willis.

Pryor Promoted to Associate Editor

MANASSAS, Va. — In September, Christine L. Pryor received a promotion from assistant editor to associate editor for *Religious Broadcasting* magazine, according to editor Ron J. Kopczick. She continues to oversee the publication's features.

"This promotion is in recognition of her outstanding work on the magazine these last two years," says Kopczick.

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AIRWAVE ANNIVERSARIES

LOUISVILLE, Ky. — WFIA-AM/Louisville celebrated its 30th anniversary in August with city mayor Jerry Abramson declaring August 1 as "WFIA 30th Anniversary Day" and Jefferson County judge David Armstrong observing August as "WFIA 30th Anniversary Month." In 1966, WFIA became Louisville's first full-time Christian radio station, with call letters standing for "With Freedom In America." The station continues to be the longest running format of any licensed Louisville station.



Ernie Haas (far left), station manager Jim Lawson, Glen Payne, and Scott Fowler backstage before WFIA's birthday concert by the Cathedral Quartet.

NASHVILLE, Tenn. — *Soul2Soul* observed its second anniversary in August. The weekly feature airs in markets in the United States, Canada, Northern Europe, and the Far East. "Our culture hungers for meaning. *Soul2Soul* addresses the subject through the music and words of CCM artists," says executive producer Chris Coppernoll.

LANSDALE, Pa. — *The Grand Old Gospel Hour* marked 34 years of broadcasting in July. The radio program is hosted by B. Sam Hart.

AIRWAVE NEWS

DESTIN, Fla. — *The Other Side of Racing*, a new weekly, half-hour television program, debuts this month on FamilyNet, ACTS, and Faith & Values. A production of Let's Go Racing Productions, the program is hosted by Mo Michelli and features a behind-the-scenes look at motorsport drivers, support team, and their families. A special segment during each show highlights the services provided by two Christian ministries, Motor Racing Outreach and Racers for Christ.

Another program offered by Let's Go Racing is *Racing Anglers*, a half-hour television show featuring race personalities talking about their racing careers, family life, and their Christianity while fishing in the Gulf of Mexico.

CHARLOTTESVILLE, Va. — *Freedom Under Fire* with constitutional attorney John W. Whitehead began Spanish broadcasts on September 11. "*Freedom Under Fire* in Spanish will enable even more American citizens to know who to turn to when they face a threat to their deeply held religious convictions," Whitehead says. The Rutherford Institute produces both versions, English and Span-

ish, of the two-minute daily features.

MINNEAPOLIS — The SkyLight Satellite Network has added the following stations as affiliates: WYSA-FM/Wauseon, Ohio; WXHL-FM/Christiana, Del.; KLMP-FM/Rapid City, S.D.; WYRS-FM/Manahawkin, N.J.; WSKY-AM/Asheville, N.C.; and KHEP-AM/Phoenix.

CARY, N.C. — Trans World Radio (TWR) dedicated its flagship European technical facility in Bratislava on July 10. The new Satellite Programme Distribution Centre is a centralized site from which Gospel programming is beamed via satellite to TWR's transmitting sites on the continent for broadcast to Europe.

IRVING, Texas — The Salem Radio Network debuted SRN News (formerly StandardNews) on August 12. SRN News offers five-minute newscasts at the top of the hour, one-minute newsbreaks at the bottom of the hour and newsmaker actualities. Also available is a new, one-minute headline newscast.

In August, Salem Communications Corporation acquired The Word In Music, a contemporary Christian music satellite service originating from Colorado Springs, Colo. Directed by Ken Sasso, Salem vice president of operations, The Word In Music continues to provide programming to affiliate stations.

Also in August, Salem acquired the Morningstar Radio Network from Thomas Nelson, Inc. Morningstar is the satellite distributor of Today's Christian Music and High Country music formats.

AWARDS

TRENTON, N.J. — WIMG-AM/Trenton has been selected the 1996 Corporation of the Year by the Trenton Council of Civic Associations for the radio station's many contributions to the city.

WIMG also received a 1996 Covenant Award for the station's efforts to encourage positive family values with the *Violence Serves No Purpose* campaign. The campaign was in conjunction with *Violence Serves No Purpose*, a weekly, 30-minute public affairs program.

LOS ANGELES — Bill and Gloria Gaither recently became the first musical artists to be inducted into the Christian Booksellers Association's (CBA) Hall of Honor. The Gaithers were awarded the honor at the 47th Annual CBA International Convention held in Anaheim this summer. CBA president and CEO Bill Anderson said the Gaithers "embody what Christian artistry should always be about."



CBA chairman Tim Johnson (left), Gloria and Bill Gaither during the Gaithers' induction into the CBA Hall of Honor.

Continued on page 50



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TRADE TALK

continued from page 48

NASHVILLE, Tenn. — Renaissance Communications received honors for the production of its syndicated radio series *Roaring Lambs* (second place in "Faith or Inspirational Programming") and *Sam's Place* (third place for "National or Syndication division") as part of the Covenant Awards presented by the SBC Radio & Television Commission.

FORT WORTH, Texas — *The Dick Staub Show* received a 1996 Covenant Award for "Best National Network/Syndication Radio Program." Host Staub was honored for the program "A Messed Up Ride or A Dressed Up Walk" with guest Jerald January.

NEWS BITES

ADA, Mich. — Last month, Time Out — For Women Only held its first conference in Grand Rapids with speakers Shirley Dobson, Kay Arthur, Jan Dravecky, Barbara Johnson, and Verdell Davis, plus singer Kathy Troccoli. The sold-out, one-day event was designed to give women of all denominations and ages a chance to be inspired and encouraged. Plans are already confirmed for a 1997 conference on September 13.

ST. PAUL, Minn. — About 115 people gathered July 21-24 at Northwestern College for Radio '96. The four-day inspirational radio conference, co-sponsored by Integrity Music and the SkyLight Satellite Network, featured Don Moen, Sally Morgenthaler, E. Brandt Gustavson, Jon Campbell, Bob Lepine, Chuck Wagner, Lauren Libby, and Alvin Slaughter.

OKLAHOMA CITY — Representatives from Joni and Friends Ministries recently picked up over \$100,000 in donations from the 1996 Wheels for the World drive. The drive collected the most usable wheelchairs, walkers, and crutches in its history and was sponsored by KQCV-AM/KNTL-FM/Oklahoma City, Camp's Copy Center, The Sabolich Family, Dodson's Cafeteria, and Ryder Trucks.



Jim Dixon (left) and KQCV-AM/KNTL-FM/Oklahoma City general manager Robin Jones pose with the used wheelchairs, walkers, and crutches collected for the 1996 Wheels for the World drive.

PEOPLE

DALLAS — Shelley Layne has joined KCBI-FM/Dallas as co-host with Ron Harris on the morning program. Layne previously worked for six years at KBBW-AM/Waco as well as working with the USA Radio Network, CNN, and BBC.

WALL, Pa. — Tom Green, host, creator, and producer of *LIGHTMUSIC*, has resigned from the program's parent corporation, Cornerstone TeleVision (CTV). The program, which aired until September 20, would have celebrated 13 years this month and was the oldest, longest running contemporary Christian music television show. Green worked for CTV for 14 years, creating, writing, and producing documentaries, specials, and two other extremely successful Christian television shows *Hatch!* and *His Place*.



New WRVM-FM/Suring, Wis., general manager Michael Cornell (left) accepts the key to the manager's desk from retiring general manager Wendell Baxter.

SURING, Wis. — WRVM-FM/Suring general manager Wendell Baxter retired August 1. Michael Cornell assumes leadership of the independent broadcast facility. Cornell comes to WRVM after 15 years of service as assistant manager of KMBI-AM-FM/Spokane, Wash.

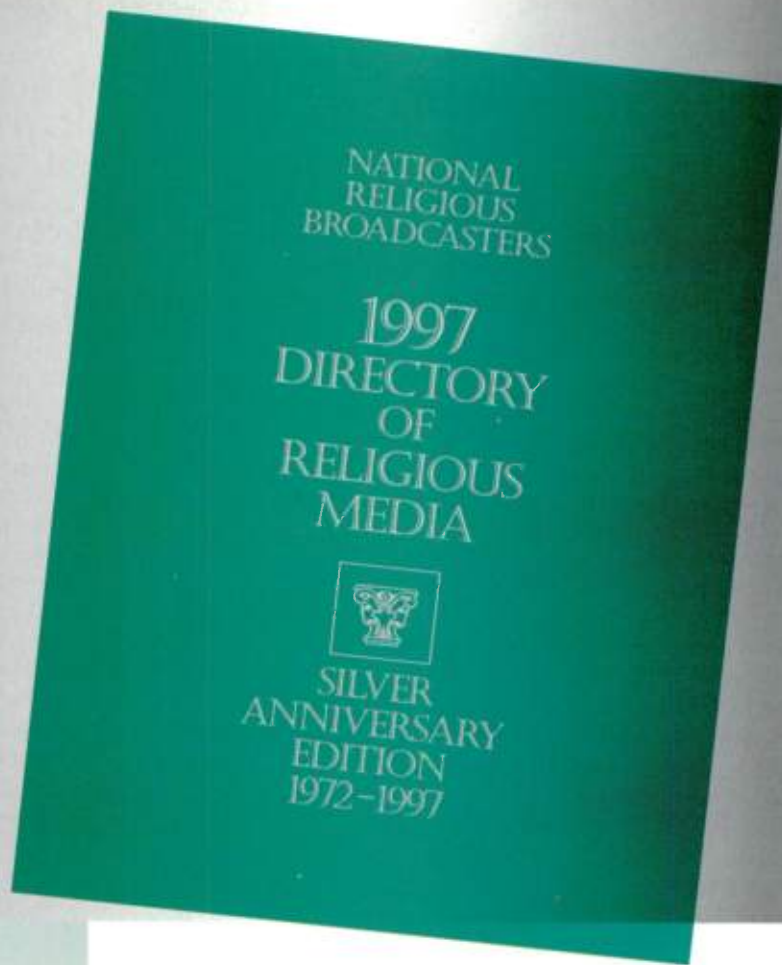
NASHVILLE, Tenn. — The Benson Music Group has announced several additions and promotions. In the finance department, Joanne Farmer comes aboard as accounting manager and Carol Abernathy as accounts payable clerk. Farmer comes to Benson from Moultrie Enterprises, Inc., where she was the corporate controller and Abernathy was formerly an accounting clerk at Nashville CARES.

David Allen joins Benson as royalty administrator from his former position with TicketMaster in sales and marketing. Scott Harvey returns to Benson as national sales and field sales representatives for the southwest region. Harvey was most recently a field sales representative with Warner Christian Distribution and previously head of international sales for Benson.

Beth Gregory, formerly sales representative for the southwest region, is now field sales representative for the mid-central region. Misty Kurpier joins the Benson creative service department as creative services manager. Kurpier was previously copy administrator for Benson's A&R department.

COLUMBIA, S.C. — WMHK-FM/Columbia general manager Linda White has announced she will leave the station in December to pursue other interests. White says, "My 12 years at WMHK have been exciting, challenging, and rewarding. . . . I intend to continue my involvement as a listener, financial supporter, and a volunteer at station events." As of August, a new general manager had not been selected.

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RECORDING REVIEWS

BY DARLENE PETERSON

The World's Greatest Hymns

executive producer: Dean Diehl
associate producer: Steve Williamson
Brentwood

Lots of lovely hymn collections are available but *The World's Greatest Hymns* really stands out. This two-volume recording features 30 of the popular hymns you'd expect from a "world's greatest" set, but because the hymns are performed by some of the world's best choirs, the results are stunning.

Choirs such as The St. Olaf Choir, The Coral Ridge Chancel Choir, the National Christian Choir, and the London Philharmonic Choir deliver these hymns with the majesty and beauty they deserve. The producers of this package did an excellent job making the efforts of all these choirs flow smoothly together and even grouped the hymns into four categories: hymns of worship, hymns of prayer and devotion, hymns of praise, and hymns of comfort and assurance. They also put a choral benediction at the end of each disc to give it closure. Nice job!

The Rescue

Alicia

producer, engineer, and mixer: Paul Mills
executive producers: Michael Coleman and Don Moen
Integrity

This preacher's daughter from South Carolina has inherited her father's passion for proclaiming the Gospel and she does it beautifully through song. She makes over 200 appearances annually with keyboard player Chuck Newman, encouraging and strengthening believers across the nation. Alicia's ministry began at PTL's Heritage USA and continued with her six years in Truth, where she developed her unique vocal style that she describes as a blend of contemporary inspirational stylings. Her previous Integrity recording, *There Is A Hope*, received a Dove Award nomination.

Alicia continues the ministry and musical excellence with *The Rescue*, which is an excellent name for a recording which emphasizes how God redeemed us and won't forsake us. Having rescued us from sin, God can also rescue us from worry and fear and guide us through difficult times. We can't hear these messages enough and Alicia properly sets them in the context of God's awesome power and equally awesome love. The musical backdrop complements her vocals well, providing an uncluttered contemporary setting that allows her polished voice and pointed message to shine.

220

Phil Keaggy

producer: Bill Deaton
executive producer: John Mays
Sparrow

World-class guitarist Phil Keaggy brings us his first electric instrumental album in ten years and it's the treat you'd expect. "This is a guitar album with a smile on its face," says Keaggy, "because it's not heavy on attitude. It's just a fun collection of songs — it's very me." Having

seen Keaggy in concert several times, I can attest to the accuracy of this description: Keaggy's immense God-given talent has earned him many awards and a sterling reputation during his 23-recordings career, yet he remains warm, unassuming, and infectiously lighthearted. Joy and playfulness radiate from his performances, making even his instrumental recordings uplifting to the heart.

To capture the essence of his spirited live performances, producer Bill Deaton helped Keaggy combine the rough-hewn charm of his home demos with the polish of the studio. 220 takes listeners on a whirlwind tour of pop, rock, blues, Celtic, classical, and country styles. Keaggy is supported by excellent studio musicians: keyboardist Patrick Leonard, drummer Lynn Williams, and bassist Spencer Campbell.

Of the band's chemistry, Keaggy says, "I think the album has a real touch of something southern about it. The songs were developed with a certain kind of softness to them, a more relaxed feel." But don't take that comment to mean blandness! 220 lives up to its name (derived from electrical voltage), and is an exciting burst of creativity from a gifted artist.

Signs of Life

Steven Curtis Chapman

producers: Brown Bannister and Steven Curtis Chapman
executive producers: Peter York and Dan Raines
Sparrow

A while back, Wayne Watson cut his hair short and tried a new sound. Eric Champion changed his hair style and sound. Now Chapman's hair is the shortest I've seen it and he's taken a step into new musical ground. Are there connections here? Perhaps the different look is a visual reminder of the different musical direction. (Or perhaps it was their wives.)

Seriously, this new recording from a guy who's had one of the most successful careers in Christian music (three gold recordings, 28 Dove Awards, and 22 number one radio singles) truly does sound fresh and new. Sparrow president Peter York assembled a team of top-notch session musicians (Leland Sklar, Kenny Greenberg, Phil Madeira, and Jerry Douglas, among others) and gave Chapman the label's blessing to "go make the record you always wanted to make."

For someone with such a huge reputation, this was a big risk. But Chapman took it and has come up with some of his best work ever: this is great stuff. The lyrics reflect the fact that he spent a year reflecting on his life, reading, receiving godly counsel, and spending time with his family. This makes sense: inspiration doesn't come from thin air. I hope Chapman will get future opportunities to be this deliberate with his music. The results are well worth it.



Darlene Peterson is the music reviewer for Religious Broadcasting.

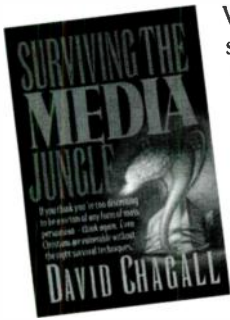
BY HARRY CONAY

Surviving the Media Jungle

by David Chagall

Broadman & Holman, 1996

Introducing us to the varied techniques of what he calls "the Persuasion Industry," David Chagall writes that "Americans are arguably the most manipulated people on earth. From dawn to bedtime, and at times even as we sleep, we are prodded, coddled, nagged, terrorized, flattered and wheedled. Over home television and car radio, at the movies or watching hotel VCRs, day in and night all kinds of messages work on penetrating our defenses to shape our actions." How all this takes place is revealingly examined in chapters not only covering print and broadcast media, but also CD-ROMs, on-line computer services, and the Internet. And to each chapter is appended a practical segment entitled "Fighting Back."



The book's revelations are occasionally shocking, as in the case of one cleric whose "'Rave in the Nave' showcases loud music, women dancing in bikinis and video monitors flashing arguably religious messages." (One such message, cited by Chagall, I regard as too blasphemous to quote here.) The cleric defends his "rave" as necessary to effectively communicate to youths raised on television. Talk about selling out to the enemy.

Chagall is certainly not the first to warn us of the psychological machinations employed by those who, by virtue of their dominance of the industry and/or their technological ability to "invade" our homes and intrude upon our lives, are able to subconsciously shape our thoughts and influence our behavior. One may recall past warnings by Vance Packard and Marshall McLuhan, and more recently by Michael Medved. But insofar as the problem not only persists but increasingly becomes ever more insidious with the advance of more pervasive, less-easily regulated forms of technology and entertainment, Chagall's exhortations (all the more valuable since they are from a Christian perspective) are as timely as ever. This is an important book which everyone should read.

Charismatic Captivation

by Steven Lambert

Steven Lambert Ministries, 1995

In the "better-late-than-never" category, comes this detailed work from 1995 submitted for review by National Religious Broadcasters member Steven Lambert. Lambert ("an affirmed prophet/teacher in the Charismatic Church") writes about the "dastardly, demonic, but cloaked deception of 'the Discipleship/Shepherd Movement.'" Although he claims its "philosophies, doctrines, and practices have been unequivocally repudiated and proven to be utterly false, and their originators since fallen into disrepute," Lambert's concern is about its lingering, "pervasive impact . . . within much of Christendom," particularly within "the mainstream of the Pentecostal/Neo-Pentecostal Church."

After providing a history of the movement and explaining Nicolaitanism ("an heretical hierarchical system of church-government devised and promulgated by a corrupt sect of usurpers that surfaced toward the end of the First Century A.D."), Lambert devotes lengthy chapters to conceptual errors and methods of enslavement and control; he concludes with "15 R's of Recovery from Authoritarian Abuse."

Lambert's sincerity is apparent, his approach scriptural, his style complex, and his tone vehement (or mean-spirited, depending on your point of view). The erudite manner Lambert affects will not be to everyone's liking. Nevertheless, those who have the stamina will be properly led to examine and question "the hyper-authoritarian doctrines and practices" which may have infiltrated their own church or denomination. If this book causes them to do so, it will have served its intended purpose.

Master Discipleship and Overworked: Successfully Managing Stress in the Workplace

by Don Hawkins

Kregel, 1996

In *Master Discipleship*, after telling us what discipleship is and what it means to be a disciple, Don Hawkins develops a methodology for discipleship derived from Jesus' prayer in John 17. In *Overworked*, he addresses the problem of stress in the workplace by noting its extent and its causes, and offering godly solutions to alleviate or cope with it. (Worth noting: each chapter contains a practical, mini-diagnostic "Stress Test.")

Both of these well-intentioned books are extremely informative and well-organized, but both are hindered by wordiness and a surfeit of anecdotal detail. Nevertheless, while they may be somewhat tedious to read, neither can be faulted for depth-of-content, and anyone wishing to know more about discipleship or stress management would do well to consider these sturdy efforts.

The Love of God

by John MacArthur Jr.

Word, 1996

In the first few chapters, John MacArthur provides a solid scriptural foundation depicting the extent of God's love for us (most obviously apparent in the sacrificial atonement of His only Son on our behalf). But at the point where many another author might have stopped, MacArthur (never one to avoid difficult themes) turns to confront the hard questions which a deeper consideration of God's grace forces us to contemplate: "If God is love, why is the world such a theater of tragedy?", "If God is so loving, why does He allow His own people to suffer?", and "If God is love, why isn't everyone saved?" MacArthur causes us to ponder the validity and scope of the offer of salvation, and whether God is powerful enough to save everyone. In so doing, we reflect on such matters as God's sovereignty, divine providence, justice, election, human will, perseverance, suffering, and hell.

Continued on page 54

THE BOOK SHELF

continued from page 53

Any treatment of such weighty issues runs the risk of becoming excessively heavy. Not to worry. This book is informative, but it is also a pleasure to read. It is logically organized, clearly (but not simplistically) presented, and happily free from undue speculation and excessive verbiage (i.e., anecdotal padding).

While MacArthur (who feels that God's love is universally extended to all in varying degrees) takes issue with those who claim God's love is totally denied to the non-elect, his overall tone is positive and nonconfrontational. Moreover, despite the great number of books MacArthur has written, this newest one doesn't come across merely as "old hat" or "recycled MacArthur." Both old and new readers of MacArthur can be thankful for *The Love of God*.

Off the Air

by Mike Trout

Thomas Nelson, 1996

In this collection of biographical mini-profiles, Mike Trout, cohost of *Focus on the Family* and an executive committee member of National Religious Broadcasters, writes that this is "much more than a collection of inspiring stories from interesting people" (such as Don Wildmon, Larry Burkett, and Bill Gaither). He says that "there is a greater tie binding these pages together. In a word, this book is about surrender." Ultimately, serving to remind us how powerfully God acts in our lives and on our behalf, the encouraging accounts in this book will help brighten many a cloudy day.

Hearing God When You Hurt

by James Montgomery Boice

Baker Books, 1996

My first response to the title was to exclaim, "Oh, no! Not *another* book on suffering!" But this book stands out from the blur of so many others, and anyone expecting yet another compilation of contemporary tragedy tales will quickly discover that James Montgomery Boice's approach is refreshingly different. His is a serious Bible study of Psalms 52-63, through which he depicts the "dark periods of acute distress and danger" in the life of David. Thus, Boice states, "I trust you will hear your cries echoed in David's own and, more important, that you will hear God speak to you through David." Boice's no-nonsense style, Bible-study approach, and disinclination to stray too far from the scriptural text lend a formality to this book which will not appeal to everyone. But for these very same reasons, I suspect many will relish it as much as I did.

Proverbs: God's Guide for Life's Choices

by Woodrow Kroll

Back to the Bible, 1996

The title of this meandering book is rather misleading, for this is not a systematic study of Proverbs. Generally reflecting the overall theme of "God's Wisdom," each chapter begins with a brief snippet from Proverbs which, in turn, inspires an essay on a wisdom-related topic pertaining to goals, worship, happiness, money and wealth,

family and friends, faith and commitment. The bulk of each chapter's content is fleshed out with additional verses (from Proverbs and elsewhere), anecdotes, and Woodrow Kroll's scriptural insights. Of course, Kroll is very good and very interesting and biblically sound, and all that he writes is well worth reading. But prospective readers should note that there is more Kroll than Solomon in this book.

The Hebrew-Greek Key Study Bible: NIV

edited by Spiros Zodhiates, Warren Baker, and

David Kemp

AMG, 1996

Given the popularity of the NIV translation, many students of God's Word will greatly appreciate this study Bible and the wealth of interpretational information it imparts. As in earlier KJV and NAS editions, *significant words* of the scriptural texts are tagged with numbers referring to Hebrew-Aramaic-Greek lexicons included herein. The lexicons by Spiros Zodhiates are selective but extremely explanatory; those by John Kohlenberger III and James Swanson succinctly define every word. (These replace James Strong's classic dictionaries reprinted in the aforementioned editions.)

Unfortunately, readers will frequently be disappointed to discover that many desired words in the scriptural text have not been numerically tagged for either definition or explication. Nevertheless, replete with book-introductions, explanatory footnotes, a "Scripture Index to the Introductions and Footnotes," a concordance, and a table correlating Kohlenberger's numbering system to Strong's (and vice-versa), this utilitarian work stands a good chance of becoming the study Bible of choice for many conservative evangelicals.

The Undiscovered Country

by Ron Rhodes

Harvest House, 1996

As Christians, most of us have a general idea of what will happen to us when we die — but are our ideas biblically sound? For instance, at the moment of death, do we receive our resurrection bodies? In death, are our souls asleep? Do imperfect believers go to purgatory? Can a Christian believe in reincarnation? To help us answer such questions, Ron Rhodes provides a clear, non-technical summary of what the Bible says about "the undiscovered country" of death. (We might note that the title was derived from Shakespeare's *Hamlet*, not from a *Star Trek* movie, whose title also made use of this citation.)

Aside from a chapter on near-death experiences (providing explanations supporting the validity of both heavenly and hellish sneak-previews), the book is generally free from undue flights of fancy and generally sticks to conservative Protestant scriptural views. And this means pulling no punches about hell and "the infernal destiny of the wicked." The theology is sound, the content is informative, the style is clear and direct, and the tone is warm and comforting. In sum, this is a much-needed and vital little book.

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

The Best-Selling Book of All Time

Most Americans say the Bible is the most influential book in the course of human history. They also say they don't read it. That's the paradox found in a recent survey by the Barna Research Group — 80 percent say the Bible is important, but 45 percent of the 1000 adults randomly polled rarely or never read it.

Yet there has never a greater variety of Bibles for sale in the marketplace. According to Spring Arbor Distributors, a major wholesaler to Christian bookstores, about 4000 different Bible editions are on shelves waiting for people to buy them; multiple translations each with its own hardcover, softcover, large print, study notes, indexed tabs, bonded leather, top grain leather, and a myriad of other options.

Among the mix are *The Amplified Bible*, the *Contemporary English Version*, *God's Word*, *King James Version*, *The Message*, *New American Bible*, *New American Standard Bible*, *New Century Version*, *New King James Version*, *The New Living Translation*, *New Revised Standard Version*, *Today's English Version*, and *The 21st Century King James Version*.

But the most popular translation is the *New International Version* (NIV), with more than 100 million copies in print. And this month, the most simplified, scholarly, complete Bible translation is being released by Zondervan Publishing House: the *New International Reader's Version* (NirV). While the NIV is written to an eighth-grade reading level, the Nirv is the only Bible directed to those who read at a third-grade level.

Publishers are producing Bibles packaged with notes and helps that are specific to niche groups of people. Today, along with study, devotional, award, reference, topical, and chronological Bibles, there are Bibles for men, women, children, teenagers, couples, seniors, newlyweds, expectant mothers, students, busy people, seekers, new Christians, recovering addicts, charismatics, Catholics, and more.

What can Christian broadcasters do to help people actually open these Bibles once they get them home from the store? Here are few ideas.

Bring heightened awareness to Bible reading at specifically designated times of the year. For example, this October 27 through November 2 is New International Version of the Bible Week, marking the anniversary of the NIV's publication date 18 years ago. And National Bible Week, an interfaith campaign sponsored by the Laymen's National Bible Association in New York, is November 24 through December 1.

Select a Bible verse to read on the air every day — between time and temperature, after newscasts, etc. More than 220 stations are using Zondervan's perennial on-air copy book of 365 verses from the NIV. If you have a web site, put the verse of the day there, too. Christianity OnLine does, so does Goshen and Gospelcom. Zondervan has also produced for stations a CD containing 52 verses from the NirV read by a boy and a girl, suitable for airing on Saturday morning during children's programming.

Devote 15 minutes a day to reading from the Bible.

This can take on several forms.

Many publishers have produced Bible-on-cassette packages; Zondervan's NIV comes dramatized with music. Simply air one of these sets for 15 minutes each day, giving attribution to it in the local announcer intro and outro. Local announcers could commit to reading the Bible themselves on the air daily, perhaps using a different version each week.

Have a man-woman team share in reading from Bible sections each day; one reading the Scripture, the other reading the notes and study aids from that particular edition. This is similar to an engaging format I heard one morning as I scanned my car radio: a man and woman were reading from the front pages of several Chicago, regional, and national newspapers, reacting to the stories as they read them.

For a two-week period, schedule daily interviews with the editors of the Bible translations mentioned earlier (and others). Call the publisher to set it up. Ask such questions as why and how that translation was undertaken, what the process was in creating it, what various editions it's available in, who the target reader is, and more.

Sponsor a complete Bible reading marathon on your station. For one weekend, set up a remote, preempt all programming, and invite locally well-known people (mayor, business leaders, etc.), as well as pastors, teachers, and others to come and



Jonathan Petersen is director of strategic marketing/corporate affairs for Zondervan Publishing House (<http://www.zondervan.com> or AOL Keyword "zon"). A former religion news editor for UPI Radio Network, he is a requested speaker on media practices. His e-mail address is jonathan.petersen@zph.com.



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Continued on
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CENTRAL KENTUCKY'S CHRISTIAN radio stations WJMM-FM-WCGW-AM/Lexington are expanding their combined sales staff and are seeking energetic, self-motivated sales people. A broadcasting background is a plus. This position also includes print sales in Kentucky's leading Christian newspaper. Includes salary plus commission and gasoline allowance; paid vacation and holidays. Salary negotiable based on track record. High achievers eligible for management positions. Send resume to Ed Wright, WJMM-FM-WCGW-AM, 3191 Nicholasville Road, Suite 600, Lexington, KY 40503. EOE.

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gineering. Electronics degree, SBE certified, and/or FCC license. Ideal background includes combination AM, AM directional, and/or FM radio. Basic trouble shooting and computer capabilities coupled with transmitter and studio maintenance experience essential. Salem Communications Corp., 4880 Santa Rosa Road, Suite 300, Camarillo, CA 93012, Attn: C. Goldsborough. Fax (805) 482-8570.

MORNING CO-HOST position available with Moody Broadcasting in the southern Florida area. Minimum two years' announcing experience and production skills required. Female and minority applicants are encouraged to apply. Please send resume/air tape to: WRMB-FM, 1511 W. Boynton Beach Blvd., Boynton Beach, FL 33436. EOE.

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HARRIS

WASHINGTON WATCH

continued from page 8

to candidate participation in the national debates organized by the bipartisan commission on Presidential Debates, which has produced those events in recent years.

The commission considered such objective methods important in demonstrating the broadcasters' lack of partisanship, and while licensees are "not required to defer selection of candidates to an independent third party in order to demonstrate good faith, doing so adds a greater level of assurance" that the programming will qualify for exemption.

Other key elements include program formats structured so that all participants enjoy equivalent amounts of time before roughly equal

audiences; the commission deemed it essential that the short-segment programs rotate in order among the chosen candidates and air during comparable dayparts. Additionally, all three proposals provide for equal production values for candidate presentations — either by leaving control of the camera and microphone to the broadcaster or by establishing strict limits on the format.

Although the agency's decision provides a useful model for covering candidates for other elective offices, broadcasters still must seek commission approval before producing such programming. The FCC warned that "exemptions regarding elections below the presidency" may require further scrutiny to guard against broadcaster favoritism in less "prominent" races. ^{RB}

INTERVIEW INSIGHTS

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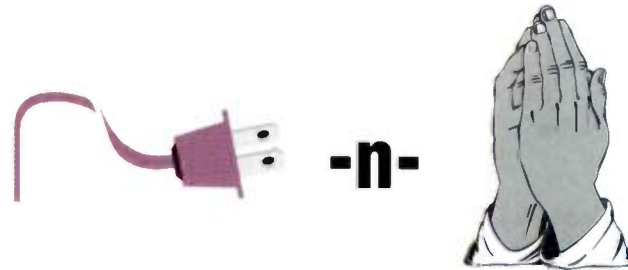
read the Bible from cover to cover in 15- or 30-minute segments each.

Promote it heavily in the days prior and encourage your audience to come to the event and commit themselves anew to reading the Bible regularly. Secure bookmarks or daily Bible reading plans from publishers or Bible associations, such as the International Bible Society, to those who participate.

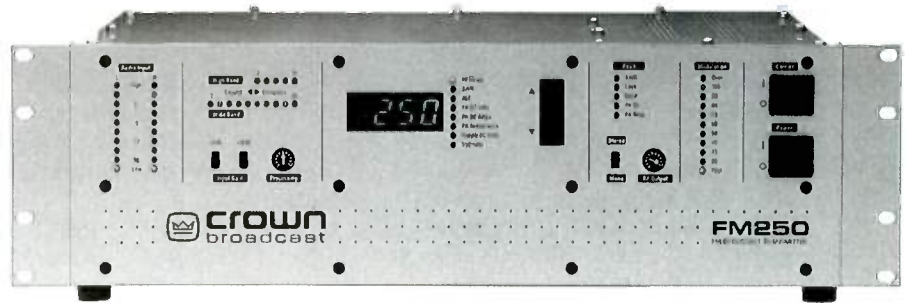
If the Bible is the most significant book in all of history, let's get serious about reading it. ^{RB}

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CALENDAR CLOSE-UP

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 1-4

COICOM 96; Santa Cruz, Bolivia. Information: 011-591-3 468334, fax 011-591-3 460578, e-mail raulj@ugrm.bo.

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.

February 20, 1997

20th Annual International Angel Awards; Hollywood-Roosevelt Hotel, Hollywood, Calif. Information: (310) 550-7837.

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.

April 9, 1997

Third Annual National Religious Broadcasters Breakfast at NAB; Hilton Hotel, Las Vegas. Information: (703) 330-7000, ext. 503.

April 20-24, 1997

Gospel Music Association Week; Nashville, Tenn. Information: (615) 242-0303.

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
E-mail: ssmith@nrb.com

Carlson Wagonlit Travel/Media Travel USA is the official agency of all 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 1997 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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Delivering the Message

How important is it to get the saving message of Jesus Christ to the lost? A story told by the late missionary Morris Plotts, entitled "The Undelivered Letter," explains:

Years of drought had left Mr. Farmer's fields fruitless. Unable to harvest any crops or pay his debts, Mr. Farmer faced bankruptcy and the loss of his farm. One day, as Mr. Farmer and his wife contemplated their bleak options, a package arrived.

Opening the package, two letters fluttered out. One was addressed to a Mr. Poorman Knight in nearby Darktown, the other to Mr. Farmer. Without hesitation and with great anxiety, they opened their envelope. A letter and check were inside.

Although payable to Mr. Farmer, the check was otherwise blank except for the signature of its provider, a well-known philanthropist. Stunned, Mr. and Mrs. Farmer scanned the enclosed letter seeking more information. Their anxiety soon transformed into relief and ecstasy.

The letter instructed Mr. Farmer to use the blank check to rescue his property from foreclosure and to ensure its viability for the future. Cost was no object. Deliriously happy, the couple danced around until they were exhausted.

As if he couldn't believe it, Mr. Farmer began to carefully reread the letter. Yes, it did indeed offer the help he and his wife needed without any obligation or repayment to their benefactor. Only a small request was mentioned: Would Mr. Farmer be sure that Mr. Poorman Knight in Darktown received the envelope intended for him?

Suddenly, Mr. Farmer remembered the other envelope. Picking it up, Mr. Farmer examined the envelope's exterior. It probably contained a letter and check, too. Turning to his wife, Mr. Farmer announced he would deliver the letter personally.

First, however, Mr. Farmer wanted to take care of his own affairs. In the morning, he would visit the banker to determine how much would be needed to retire their debt and pay for the upgrading of their property. Included, Mr. Farmer determined, would be a state-of-the-art irrigation system so that drought would never devastate the farm again.

When all was complete, Mr. Farmer would deliver Mr. Knight's letter. In the meantime, he would keep it in a safe place. In his living room, Mr. Farmer spotted the family Bible nestled atop a tall bookcase. Without disturbing the Bible, he slid the letter between two pages. Only a small portion of the envelope remained visible.

During the following weeks, Mr. Farmer was busy overseeing the improvements to his property. Occasionally he would glance up and notice the envelope still protruding from the Bible, reminding him of the commitment he had made. Soon he would deliver it, Mr. Farmer told himself. Weeks eventually turned into months and the now-prosperous Mr. Farmer completely forgot about the letter and its recipient.

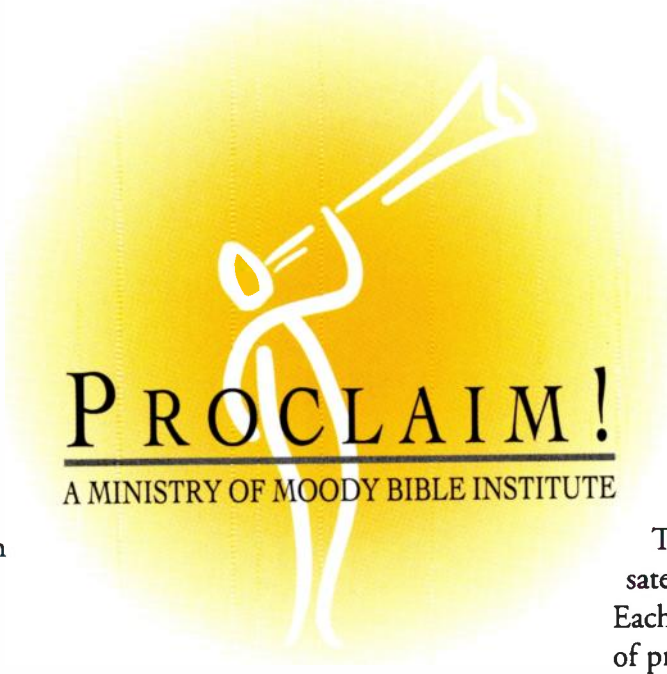
The following summer, Mr. Farmer's neighbor stopped for a chat. Something awful had happened the night before in Darktown, the neighbor reported. A man had starved to death. Mr. Farmer was incredulous. How could that be? Why, Mr. Farmer offered, look how well he was doing. No one should have to experience such a death in times like these!

Suddenly, Mr. Farmer remembered the undelivered letter and he asked his neighbor for the name of the man who had died. Thought it was something like "Poorman Knight," the neighbor responded. Without a word, a trembling Mr. Farmer ran to his living room. Looking up he saw the yellowed exposed portion of the envelope he had slipped into the family Bible many months before.

By now there were hot tears streaming down Mr. Farmer's face. Still shaking, he pulled out the letter from the Bible. As he sobbed, Mr. Farmer read the name on the envelope: Mr. Poorman Knight.



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